

### June 2015

#### 汽车使用习惯 - China

“在竞争激烈的市场中，汽车营销人员不仅需要利用更引人入胜的故事打动消费者，而且还应该采取更无声细腻、有趣互动的营销方式。此外，解决驾乘车时面临的健康问题是品牌可以探索的新兴空白商机。”

### April 2015

#### Car Usage Habits - China

“With fierce competition in the market, car marketers not only need to create more appealing stories and use them to impress consumers, but also need to make their marketing approaches less intrusive and more interactive. There is also a new and untapped opportunity for brands to catch consumer attention by ...