

December 2014

购车过程 - China

“尽管汽车市场呈现放缓趋势并且库存量庞大，但销售仍在不断增长，而且这种增长势头预期将持续。与此同时，竞争也在加剧，因此汽车制造商和经销商需要更多地关注购买者的购车体验，而非汽车本身，以便在消费者中树立良好的品牌声誉。”

October 2014

Car Purchasing Process - China

“Car financing is finding greater acceptance among consumers now than before, while car makers and dealers are focusing more on brand building through improving their consumer service and advice, both through sales outlets and online, as well as focusing on their brand experience beyond just the cars themselves.”