

August 2022

Lifestyles of Luxury Car Owners -
China

“New entrants have become the main driver of luxury car sales volume growth and have rebuilt the competitive landscape of the luxury car market. All brands are stepping up their efforts on intelligence and electrification. Compared to the past, luxury car owners today are no longer satisfied with comfortable driving ...

July 2022

豪车车主的生活方式 - China

“新势力品牌的入局成为了推动豪华车销量增长的主要驱动力，也重洗了豪华车市场的竞争格局。智能化和电动化已成为各品牌竞相发力的焦点。相比过去，新一代豪华车主已不满足于车辆行驶过程中舒适的驾乘体验，而是愈发期待车辆在静止时也能够获得令人满意的、多元化的车内空间的使用。其使用场景，可以包括餐饮娱乐，甚至是阅读办公等场景。而相对小众的、与众不同的感受，例如露营等户外活动的体验，也会是可以打动豪华车主的机会点。”

— 袁淼，研究分析师