

May 2015

车型喜好 - China

“2014年，新车销售继续保持增长，交易量达1,970万辆，同比增长9.9%。尽管高线城市纷纷出台汽车限购政策，但随着更多低线城市消费者有经济能力买车，乘用车销量预计将进一步增长。

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Car Model Preferences - China

“The new passenger car market in China has experienced a significant leap in the past few years. As a consequence, the market has become more sophisticated and complex than ever. Consumers are also becoming more diversified in their needs for cars. This requires businesses to adopt different marketing methods to ...