

April 2014**汽车零售 - China**

“不同消费群体对购车和汽车零售的态度有所差异，因此瞄准这些群体时，汽车公司必需采用不同战略。中国的市场在不断变化，网购销售渠道愈发流行，为保持竞争力，4S店模式需要改变。”

— 黄灿，高级研究分析师

March 2014**Car Retailing - China**

“It is imperative to apply different strategies to different target groups as they are different in their attitudes towards car purchasing and retailing. The 4S model needs to change if it is to remain competitive in this ever changing market environment, where online purchasing is starting to emerge as a ...