

July 2019

豪华车 - China

"豪华车市场增长反映出消费者需求的升级，因此他们对豪华车品牌的要求更高。同时，女性消费市场正获得更多关注。品牌的商机在于两点：一是满足女性需求的定制内饰设计，另一点是如何在向有升级需求的普通车车主宣传独特领先的技术和悠久的历史的同时加强他们对豪华车的品牌认知。"

June 2019

Luxury Cars - China

"The growth of the luxury car market reflects consumers' upgrading demands, which introduces higher requirements for luxury car brands. At the same time, the female market is gaining more attention. Opportunities are seen in meeting women's needs for more tailored interior design, and understanding how to enhance brand perception towards ..."

新能源汽车 - China

"在2018年乘用车总销量增长放缓的大背景下，新能源汽车销量取得了非凡的增长。这要归功于消费者对新能源汽车的品牌意识的提升。特别地，在三线或以下城市，新能源汽车的机会可能更多。对于新兴品牌而言，优秀的售后服务和整体工艺质量对于赢取消费者信任都至关重要。"

May 2019

New Energy Cars - China

"NEV sales achieved an extraordinary increase against a background of a slowdown in total passenger car sales growth in 2018. This attests to consumers' improving brand awareness of NEVs. In tier three or lower cities in particular, there could be more opportunities for NEV. For startup brands, good aftersales service ..."