

**August 2021****Lifestyles of Luxury Car Owners - China**

“With the electrification of the global automotive industry, the luxury car market landscape is being reshaped. With luxury car owners’ understanding of NEVs and favourable policies, NEVs from premium domestic brands are highly accepted by consumers. The surveyed luxury car owners’ environmental awareness is further enhanced, as most of them ...

**July 2021****New Energy Cars - China**

“Despite the auto market’s sales volume being impacted by COVID-19, the NEV segment is growing. As the government continues to launch favourable policies, conventional car companies, new car manufacturers and cross-category players are tapping into the NEV category, trying to leverage developments in the industry. NEV brand images are becoming ...

**June 2021****豪车车主的生活方式 - China**

“随着全球电动化转型的进一步推进，豪华车市场的格局正在被重塑。豪华车主在对新能源车的了解以及利好政策加持的前提下，对于本土高端品牌新能源车也有较高的接受度。大部分受访豪华车主表示愿意购买回收再利用材料制作的产品，环保理念进一步增强。豪华车品牌正逐渐意识到品牌创新的重要性，着力于打造差异化的品牌形象，以寻求在竞争激烈的豪华车市场立于不败之地。”

— 袁淼，研究分析师

**May 2021****新能源汽车 - China**

“新冠疫情后，汽车市场销量受到一定影响，而新能源车逆势增长。国家利好政策不断加码，传统车企、造车新势力、跨界玩家纷纷进入新能源领域，力争进入产业变革快车道。新能源品牌形象加剧分化。新造车势力正通过引领科技感和用户体验，与传统豪华品牌新能源车的品牌价值进行博弈。

消费者对新能源车的性能和智能化的认同感进一步提升，并认为拥有新能源车具有环保、潮流和有面子等意义。另一方面，续航和充电问题虽然在近年已有相当的改善，但仍未达到大部分消费者的期待值。随着消费者对新能源车，特别是高端化新能源车的期待的增强，新能源车市场将迎来高端车型白热化竞争的时代。” — 袁淼，研究分析师