

Car Retailing - China - March 2014

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“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 viable sales channel.”
– Can Huang, Senior Research Analyst

This report looks at the following areas:

- How to better target consumer groups who are distinct to each other in terms of car purchasing preference for both pre-sales and aftersales?
- How will the car retailing model evolve in China? For the current mainstream 4S model, how could it improve to face new challenges?
- Will online car purchasing thrive in China? And what are the pros and cons of this new channel?

New car sales exhibited positive growth in 2013, with almost 22 million units sold representing a year-on-year increase versus the previous year. As the car market posted a surprising double digit growth rate in 2013, following the much slower growth in 2011 and 2012, there is more to look forward to in the China market, for both car manufacturers and dealers.

The report investigates car retailing to private individuals, and builds on the analysis presented in Mintel's Car Retailing – China, March 2013. It focuses on new car sales, and also covers these in the context of the used car market where necessary. Passenger cars are the sole focus, and therefore any discussion of commercial cars is excluded. Data on commercial cars are only included in the national total car sales figures and market forecasts, or is presented for the context.

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