

## New Energy Cars - China - April 2017

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*“The new energy car market in China is steering from policy-driven to consumption-driven, even though it will be facing a short-term challenge after the subsidy cut. Pure electric passenger cars will meet greater success in the future but plug-in hybrid is still the most popular choice for now.”*

– Aaron Guo, Senior Analyst, China

This report looks at the following areas:

- Where will the new energy car market head after subsidy cut?
- What could be the way of storytelling in marketing?
- Who are the key target audiences?

In 2012, the Chinese government set a target that by the end of 2020, the cumulative production and sales volume of new energy cars should reach 5 million units. Now that in the middle of this eight-year plan, with the annual sales volume having boosted 26.5 times over the past four years, how this market will develop and what really are in the minds of car buyers are worth evaluating. This Report looks at the target audiences of different brands and types of new energy cars and their key consideration factors. This Report also discusses different branding strategies of leading brands and introduces creative channels for cornering the market.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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