

SUVs - China - February 2018

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“SUVs are going to continue the current success in the foreseeable future. Mid-to-full-size models have an expanding momentum, aligning with the trading up trend of replacement car buyers. Yet, coupe-styled cross-type compact models are worth paying more attention to, given their popularity among post 90s car buyers, especially MinTs.”

– Aaron Guo, Associate Director of Research

This report looks at the following areas:

The demonstration of thinking on the inner space design, including seating layouts and functions will be valued.

- Where will be the future of SUVs?
- Who are the real fans of SUVs?
- Where is the green field in SUV marketing?

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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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