

SUVs - China - February 2019

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This report looks at the following areas:

- What's the future for domestic brands?
- Fuel consumption challenge
- Make driving compact SUVs a lifestyle for females



“Despite declined sales of SUVs, the ownership of SUVs surged more than ten percentage points over 2017 to 2018. Consumer interest in buying SUVs, especially mid/full-size SUVs, remains strong.”

– **Terence Zhou, Research Analyst**

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