

## Car Usage Habits - China - September 2019

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"Current car owners are mainly driving for in-city occasions. Female car owners' annual mileage is higher than males due to more frequent usage for family responsibilities. As a result, safety functions have become car owners' priority for future cars."  
- Terence Zhou, Research Analyst

This report looks at the following areas:

- Female car owners want assistant functions to feel supported and keep them company on the road
- More in-car functions but less overlap with mobile phone functions
- Help me drive, help me enjoy life

In this Report, Mintel explores car usage frequency for different occasions among different types of car owners. What's more, Mintel investigates consumers' attitudes towards the in-car functions they currently have, such as their usage and satisfaction towards them, and the in-car functions they want in the future for their next car.

In addition, we look at consumers' preference for mobile-connected system like CarPlay or CarLife versus built-in infotainment systems and how this makes more in-car functions necessary.

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Abbreviations

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