

Car Usage Habits - China - September 2020

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“The rise of individual car use after COVID-19 is prominent for both essential trips and leisure travel, since only 12% of surveyed car owners reply their car use hasn't increases for any of the listed occasions. With more time spent in cars, in-car health and safety has become a top-of-mind concern as car owners increasingly want to feel protected.”

- Keiyou Wang, Research Director

This report looks at the following areas:

- Rise of in-car health and safety functions/accessories after COVID-19
- Initially installed and retrofitted rates of different car functions
- Awareness of dealing with emergency in-car usage
- Driving satisfaction and car performances by price segments and brand provenance
- Shifting attitudes towards car usage: rethink flexibility of in-car usage as a multi-functional space
- Marketing opportunities associated with car usage

Car use continues to grow as people try to avoid public transport and seek entertainment after COVID-19 from new and different occasions. Some in-car functions and accessories that help car owners feel safer and protected are considered increasingly important. Understanding the proportion of functions and accessories that are initially installed or retrofitted among total equipment rates and consumers' willingness to pay for them, will help brands rethink and restructure their strategies in prioritising functionality in both production and marketing.

Satisfaction in car usage is no longer limited to driving pleasure, but is more about in-car experience, even when parked. More possibilities can be explored in car usage scenarios, which will create new opportunities in not only automobile development and innovation, but also any other elements in consumers' lives, ranging from information to services of leisure and retailing.

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Table of Contents

Overview

Executive Summary

The Impact of COVID-19 on Car Usage Habits

Issues and Insights

The Consumer – What You Need to Know

Changes in Daily Driving Occasion

Initially Installed and Retrofitted Car Functions

Perceived Importance of Car Functions

Driving Satisfaction

Interest in Car Accessories

Attitudes towards Car Usage

Appendix – Methodology and Abbreviations

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