

Car Usage Habits - China - 2021

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This report looks at the following areas:

- **Choice of functional configurations:** increase in safety awareness promotes the application of advanced driver assistance configurations.
- **Preference for exterior and interior designs:** eco-friendly and grand designs are setting new trends in aesthetics.
- **Awareness of safe car usage:** improper driving behaviours highlight opportunities to market safety alert and monitoring features.
- **Attention to the car environment:** disinfection and sanitisation systems see upgrades to feature advanced air purification functionalities.
- **Radio content received in the car:** car users are tuning into a wider variety of radio programmes.
- **Attitude towards car usage:** desire for exclusivity in car ownership is the driving force behind increased car sales.

The pandemic has affected the frequency of travel and car usage habits in many ways. Out of their concern for safety, car owners have chosen to travel with their cars more often, whereas their annual distance behind the wheels has also increased compared to last year. Meanwhile, car usage habits and perspectives have evolved with these changes. Firstly, increased safety awareness has led to stronger demand for intelligent safety assist configurations. Secondly, car owners' preferences on information and entertainment content received via their in-car stereos have become more diversified, turning this into a key opportunity for brands to reach out to different types of car owners.

Thirdly, consumers are paying more attention to the interior of the car, which is evident from the observation that consumers are no longer satisfied by a car that only meets basic cleanliness requirements. Regular vehicle sanitising services, air purification and freshener systems are increasingly sought after by the consumers. The concept of a 'clean' eco-cabin will become an unmissable opportunity for car manufacturers to stay competitive in the post-pandemic era.



"Unlike in the past when large cabin space, value for money and powerful engines were top of mind, safety and intelligence have become the key concepts for car makers in shaping their brand image."
 – Austin Yuan, Research analyst

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The market has seen participation from high-profile new entrants and cross-category players, which reshaped the competitive landscape of the automotive industry in the age of intelligent connectivity. Consumers have also moved forward in their pursuit of high-tech and futuristic designs, focusing not only on the appearance but also the wider user experience. It is important for automotive brands to focus on the question of how to incorporate technological features in their design while improving the overall car use experience.



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