

## Car Retailing - China - March 2013

Report Price: £2463.80 | \$3990.00 | €3129.79

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"The automotive industry is one of the pillar industries of the national economy, and plays a pivotal role in China's economic development. However, with the withdrawal of an auto consumption stimulus plan and slow growth in total car sales for two consecutive years, is the automobile market's golden age of growth over?"  
 – Can Huang, Senior Research Analyst

### In this report we answer the key questions:

- How do government policy guidance and auto market policies affect the auto market and car retailing in China?
- How have the changes in car retailing that occurred in 2012 impacted car retailing in China, and in particular dealers?
- What does the road ahead look like for the car retailing model in China? As the 4S dealership model evolves, will after-sales service become part of the model?

The authorised brand dealership model forms the core framework of car retailing in China, which has enabled manufacturers to dominate and further strengthened the control and dominance of foreign capital in the automotive industry and retail market. Mintel predicts that future policy guidance is certain to look at balancing the interests of both manufacturers and dealers. At the same time, the emergence of powerful car dealer groups will challenge the dominance of the manufacturers in the automotive retail market and will in the long term change the structure of the automotive retail industry.

The automotive retail industry will develop from the single 4S dealership model to a more diverse range of models. Reform of the 4S dealership model is imperative, and after-sales services still have much room for improvement. New models of dealers will offer not only traditional repair and maintenance, but also modern, higher value-added services such as auto finance and car tuning.

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