

Luxury Cars - China - June 2018

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“Chinese luxury car buyers have divided opinions towards cabin interior designs. Although they will welcome creative designs, they fail to reach an agreement on a specific direction. 30-39-year-olds prefer those sophisticated cabin designs having a driver-facing central console and real buttons; while younger generations prefer simple and clear central consoles and touchscreens.

– **Aaron Guo, Associate Director of Research**

This report looks at the following areas:

- **What parts of interiors are worth investigating?**
- **Sophisticated, driver-focused versus simple, clear cabin design**
- **Are local start-ups and sub-brands challenging luxury car brands?**

China replaced the US to become the world’s largest luxury car market in 2017. The domestic market has been enjoying a much faster growth rate than the general passenger car market over the past years, and is expected to continue its expansion at a CAGR (compound annual growth rate) of 15.6% over the next five years. Even under such a period of prosperity, intense competition still exists. The battle over the market leader position within BBA (short for Mercedes-Benz, BMW and Audi), and the sales competition between tier two luxury brands, have all pointed out the importance of understanding the market and consumers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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