

IMPACT OF CORONAVIRUS TO NEW CAR PURCHASE IN CHINA

Ipsos Auto

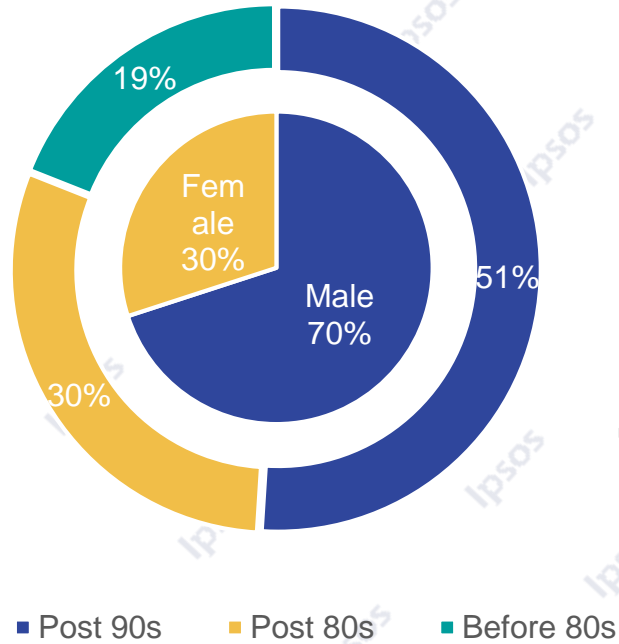
14 April, 2020

GAME CHANGERS

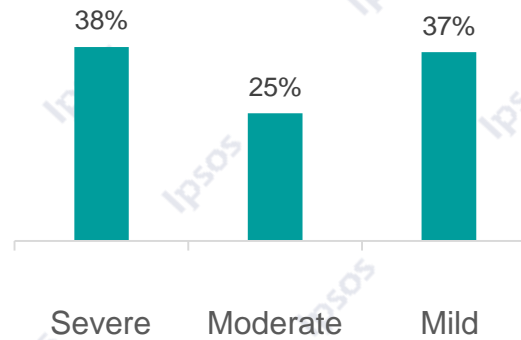


RESEARCH METHODOLOGY

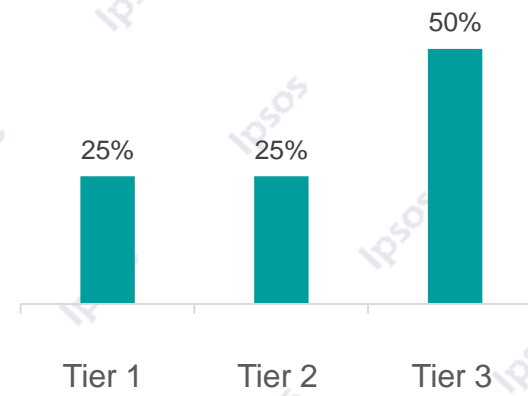
- Date** 2020.2.24
- Method** Online (Programmatic Sampling)
- Sample Size** N=1620



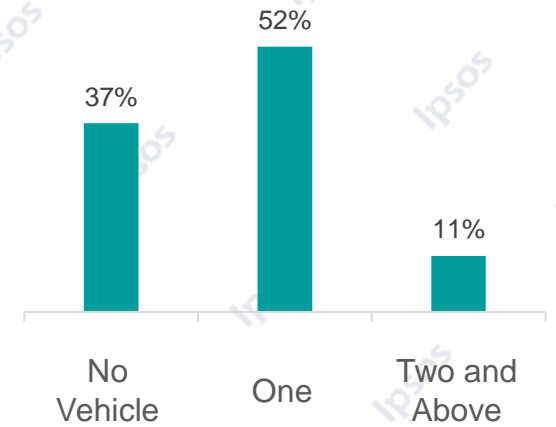
Regions by Severity of Covid-19



City Tier



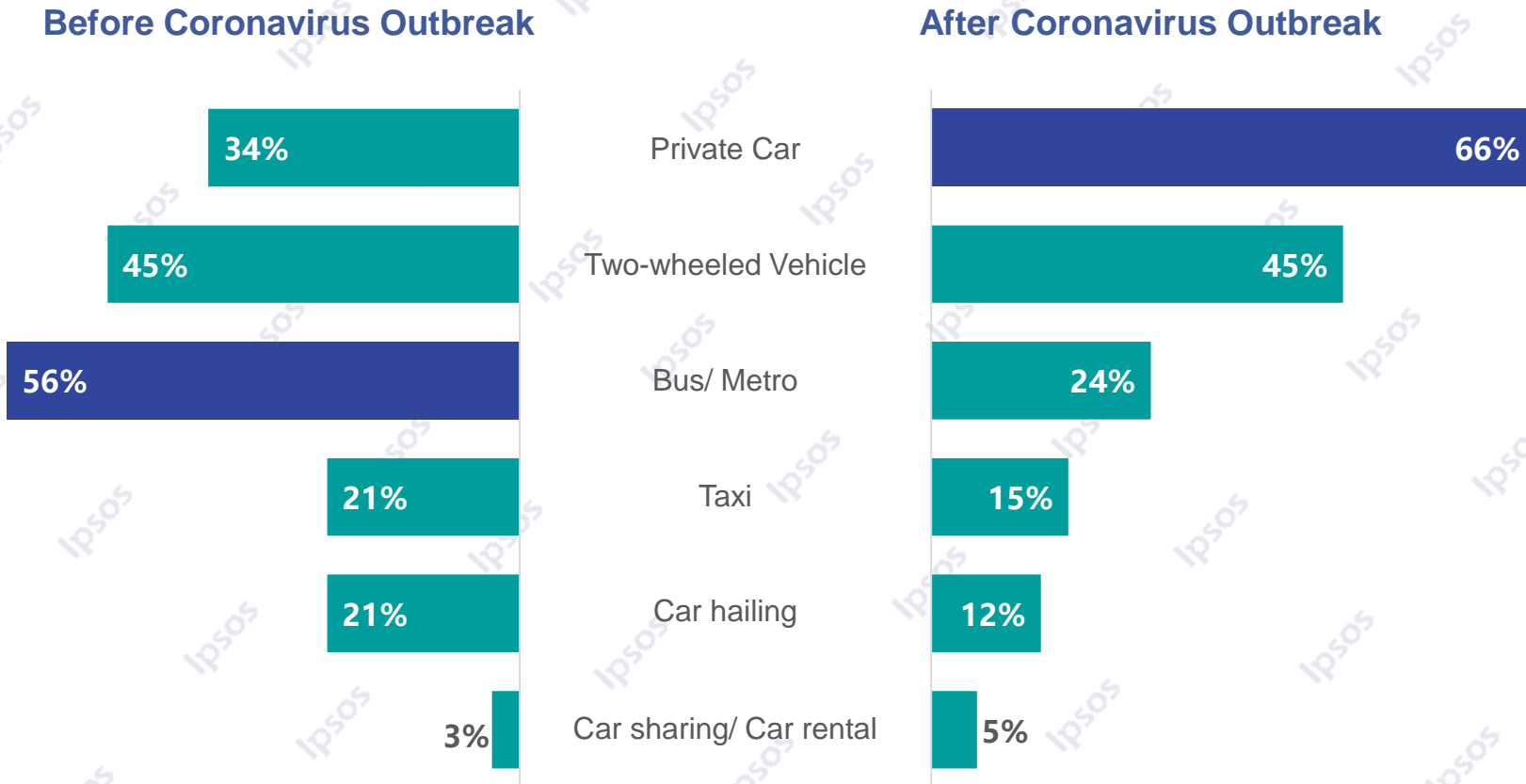
No. of Vehicle in the household



Total respondents (N=1620)



CONSUMERS TEND TO USE MORE PRIVATE CARS AND LESS PUBLIC TRANSPORTATION



Total respondents (N=1620)

NEW CAR PURCHASE INTENTION IS INCREASING AMONG CONSUMERS WHO CURRENTLY DO NOT HAVE A CAR, DUE TO LACK OF TRUST OF PUBLIC TRANSPORTATION

72% Strengthening Purchase Intention

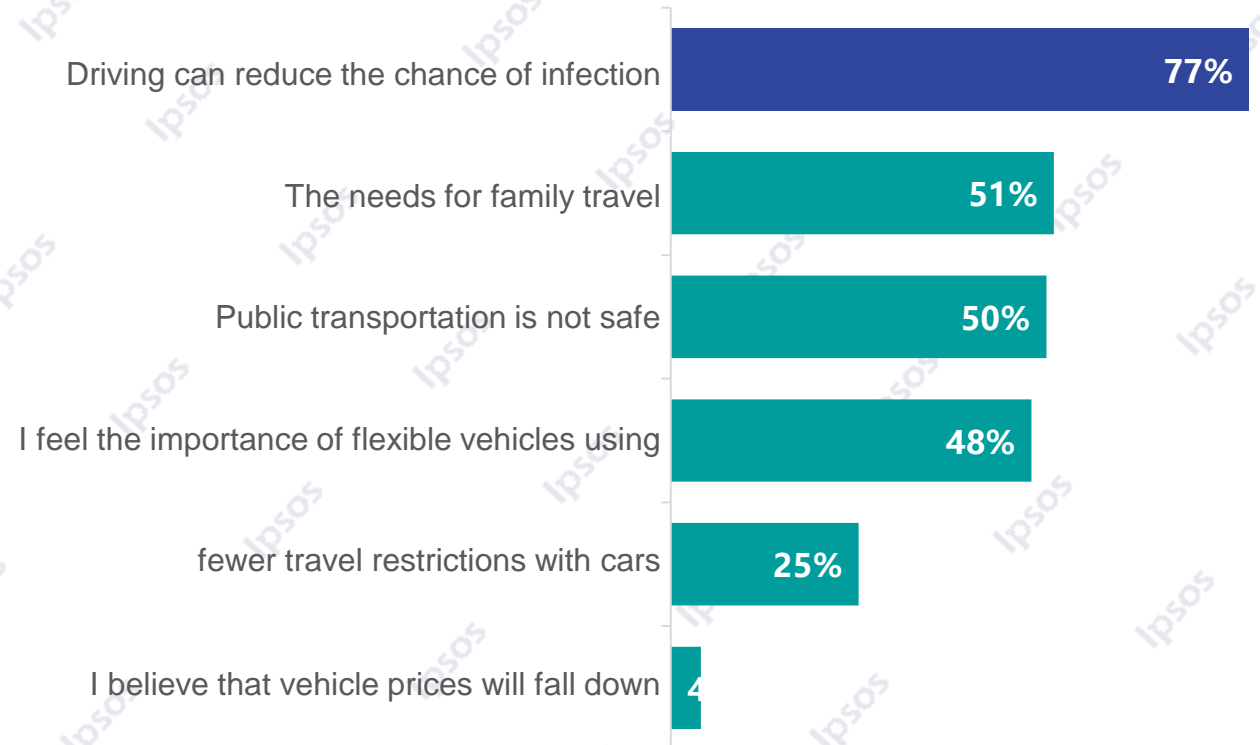


Especially in severe outbreak region and tier 1 cities

66% Would Like to Purchase a Car within 6 months

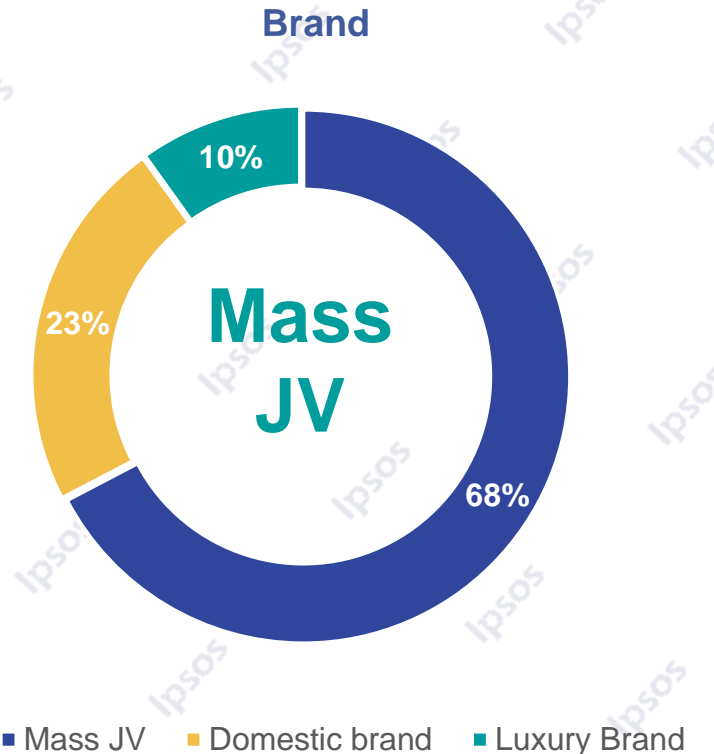
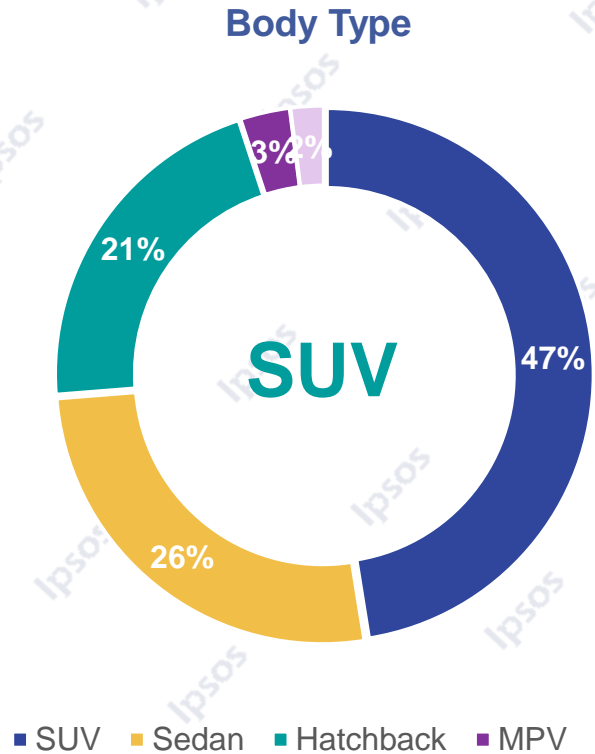
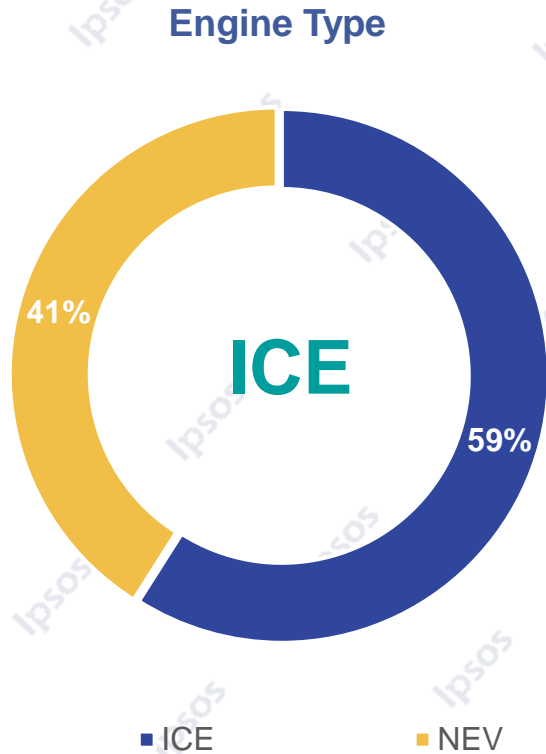
Who currently do not have a car (N=601)

Reasons of New Car Purchase



1st time buying intenders (N=430)

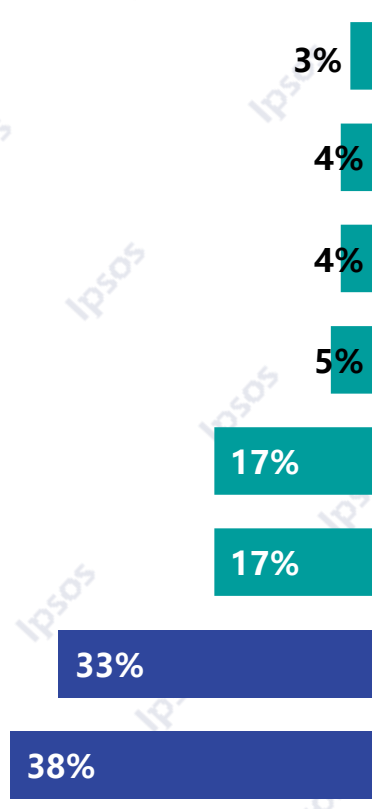
HIGHER PREFERENCE ON MASS JV BRANDS, SUV WITH ICE ENGINE. THE AVERAGE BUDGET IS 200K RMB.



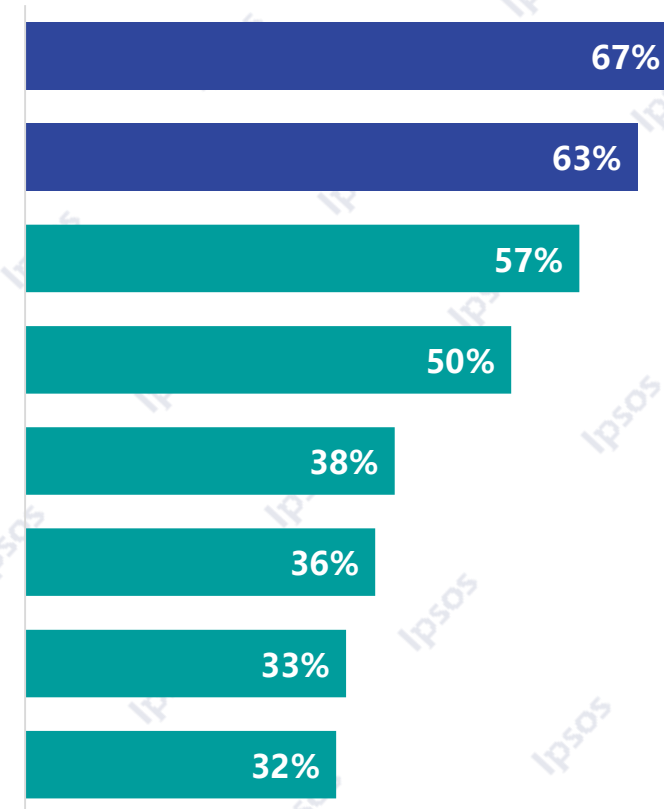
1st time buying intenders (N=430)

HIGHER FREQUENCY OF DIGITAL TOUCHPOINTS FOR SEARCHING CAR INFORMATION

Frequency Reduction



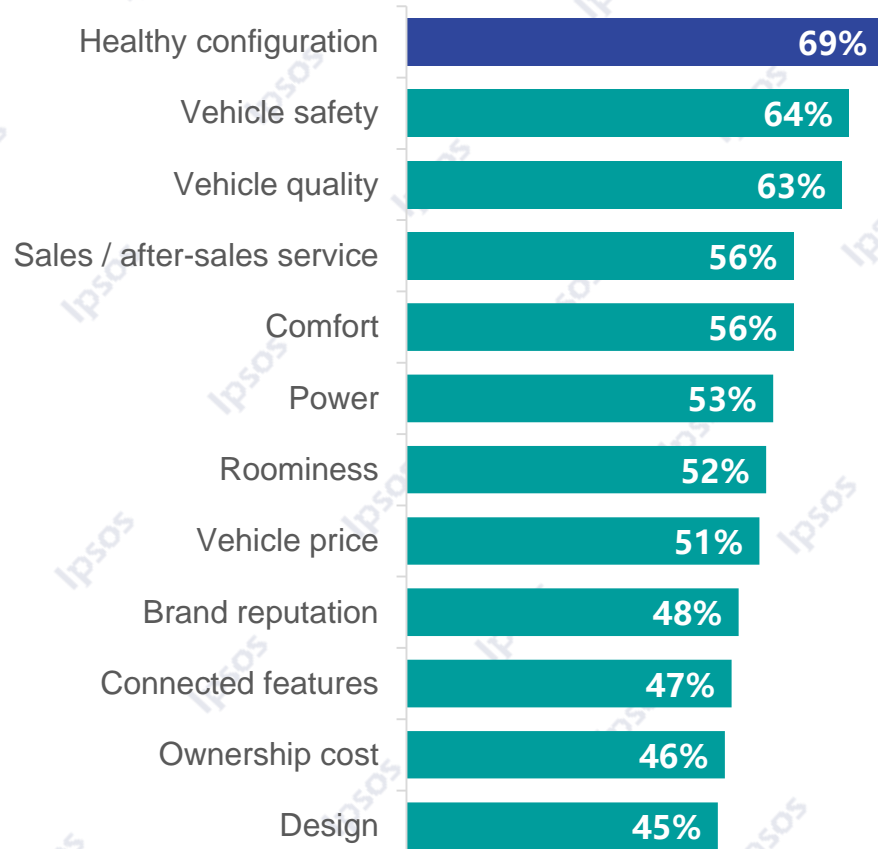
Frequency Increase



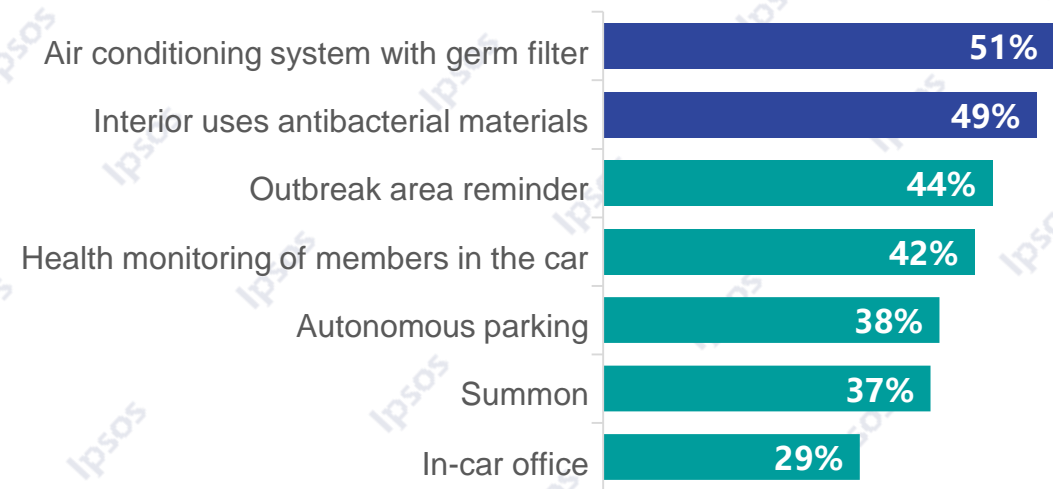
1st time buying intenders (N=430)

HEALTH-RELATED FEATURES ARE HIGHLY PREFERRED

Purchase Consideration



Preferred Features



1st time buying intenders (N=430)

ONLINE AND DOOR-TO-DOOR DEALERSHIP SERVICES ARE PREFERRED FOR BOTH SALES AND AFTERSALES

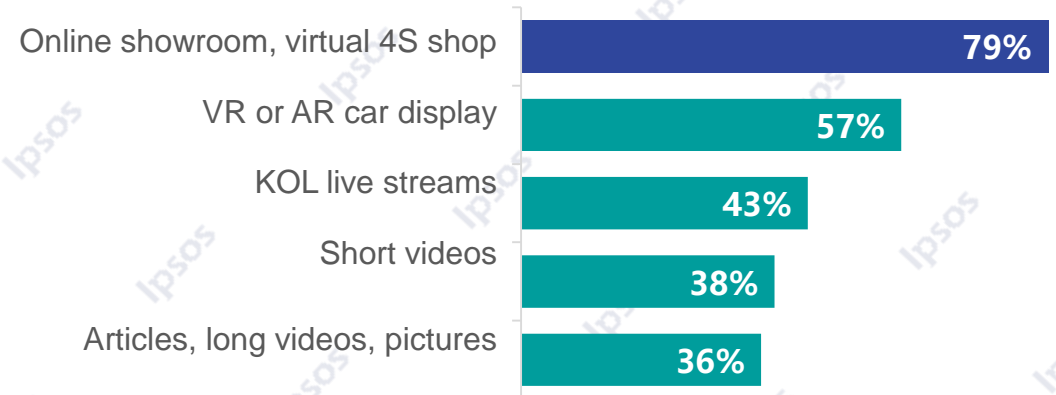
42%

of severe outbreak region are interested in online car purchase programme

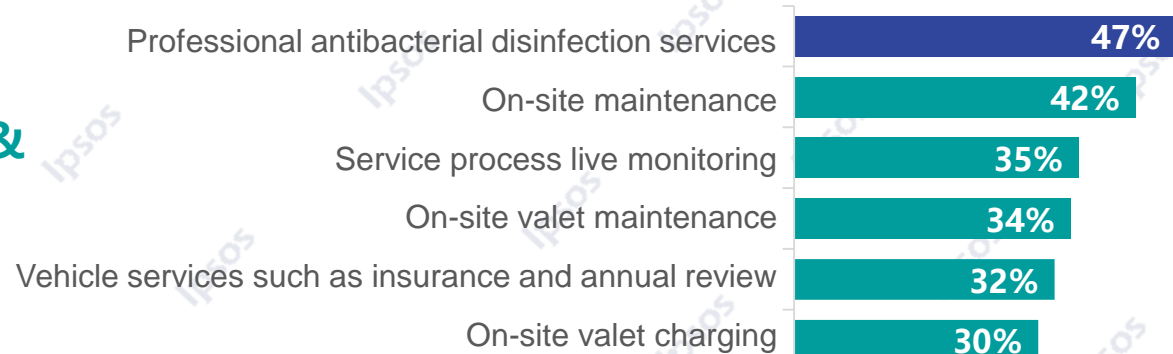
79%

of severe outbreak region prefer door-to-door test drive & car delivery

Online Sales Services



Online Aftersales Services



1st time buying intenders (N=430)

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