

IMPACT OF CORONAVIRUS TO NEW CAR PURCHASE IN CHINA

Ipsos

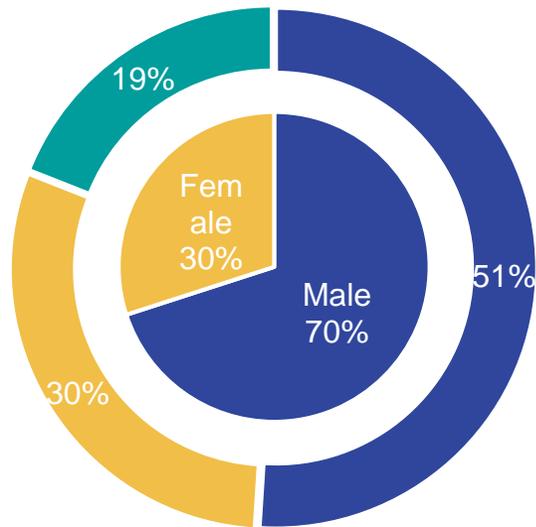
12 March 2020

GAME CHANGERS



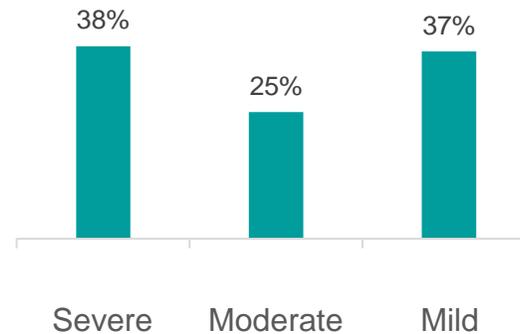
RESEARCH METHODOLOGY

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

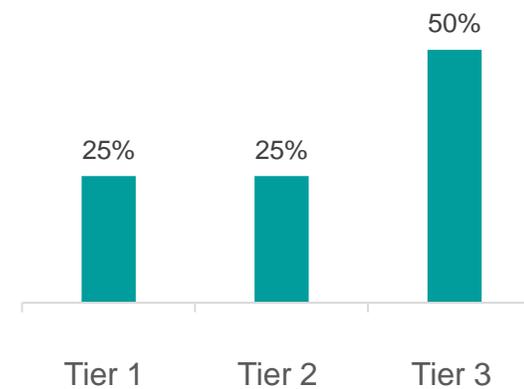


■ Post 90s ■ Post 80s ■ Before 80s

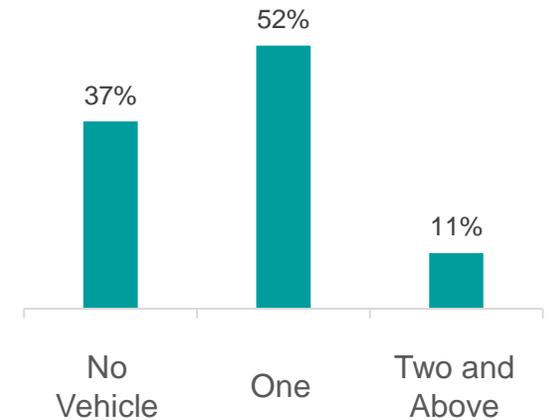
Regions by Severity of Covid-19



City Tier

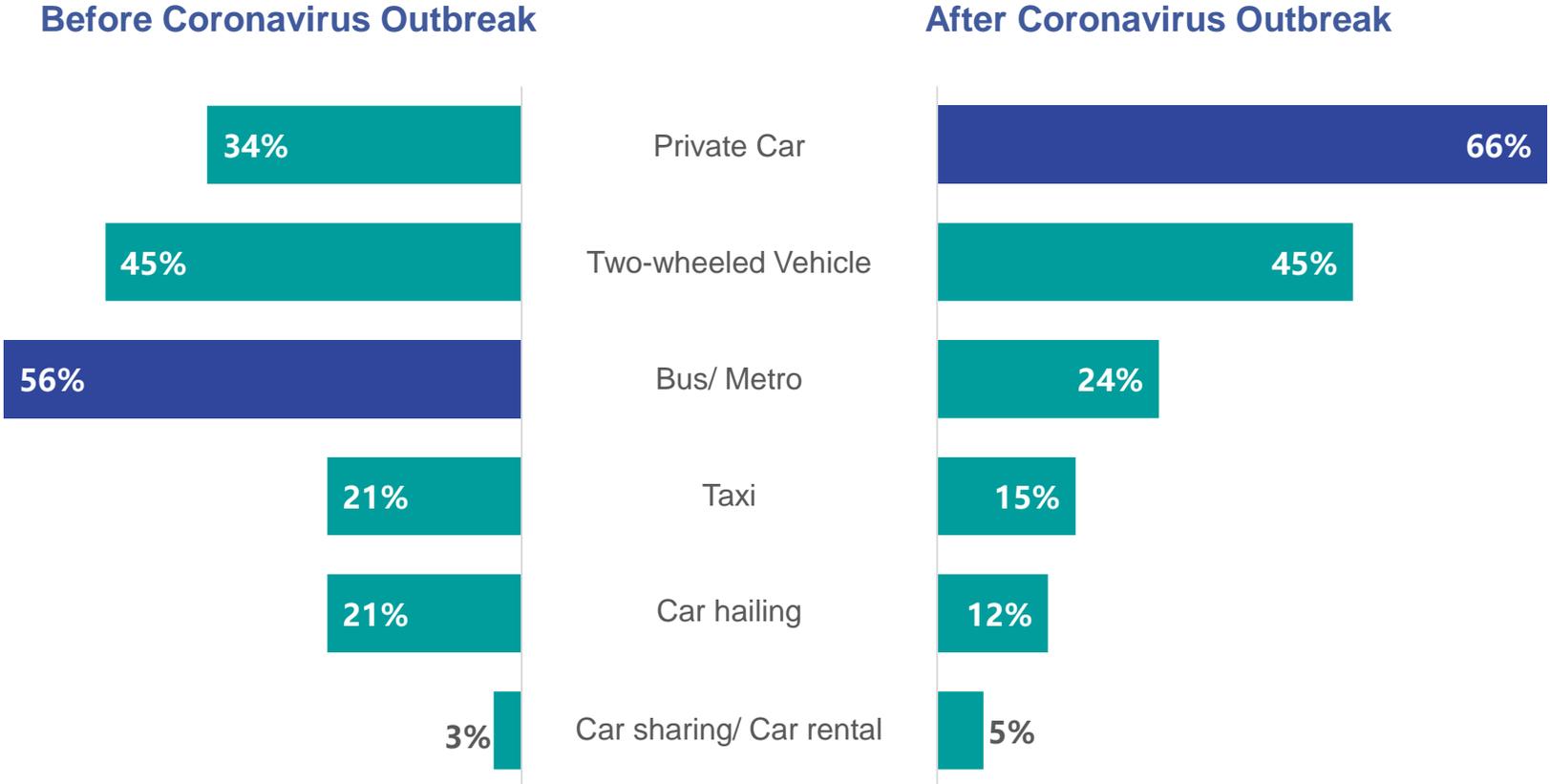


No. of Vehicle in the household



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

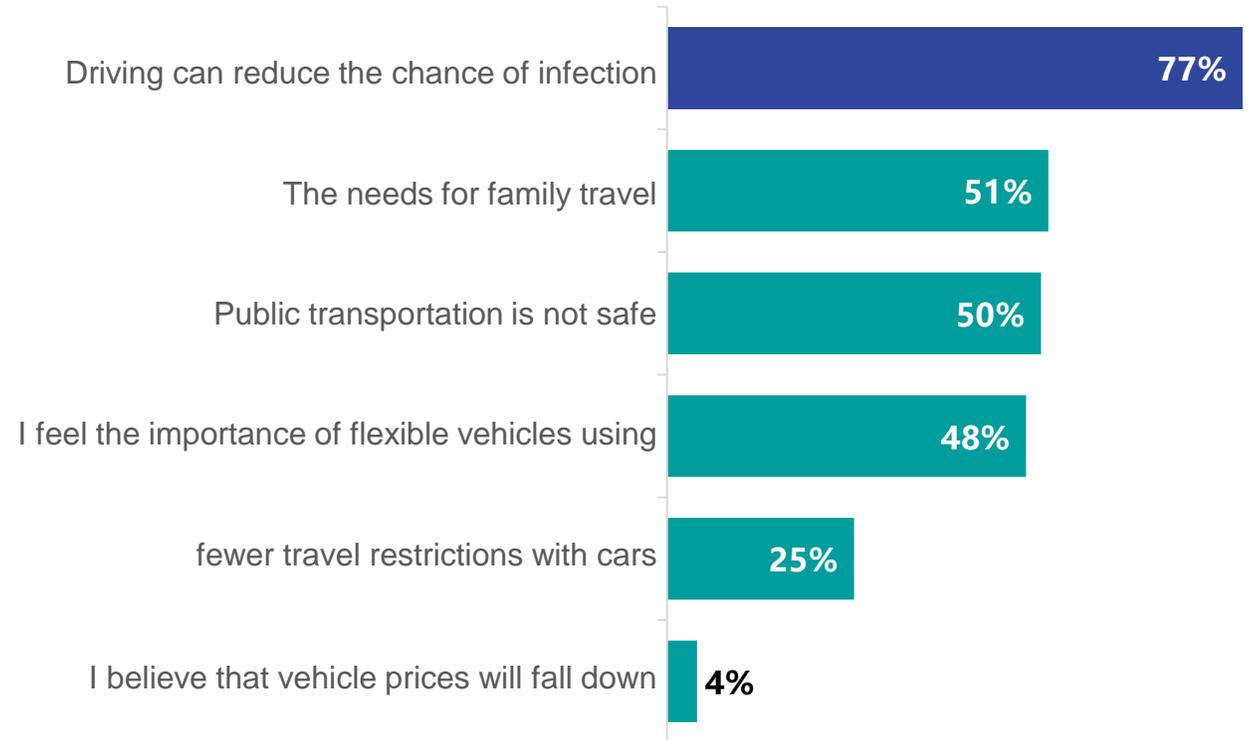


Especially in severe outbreak region and tier 1 cities

66% Would Like to Purchase a Car within 6 months

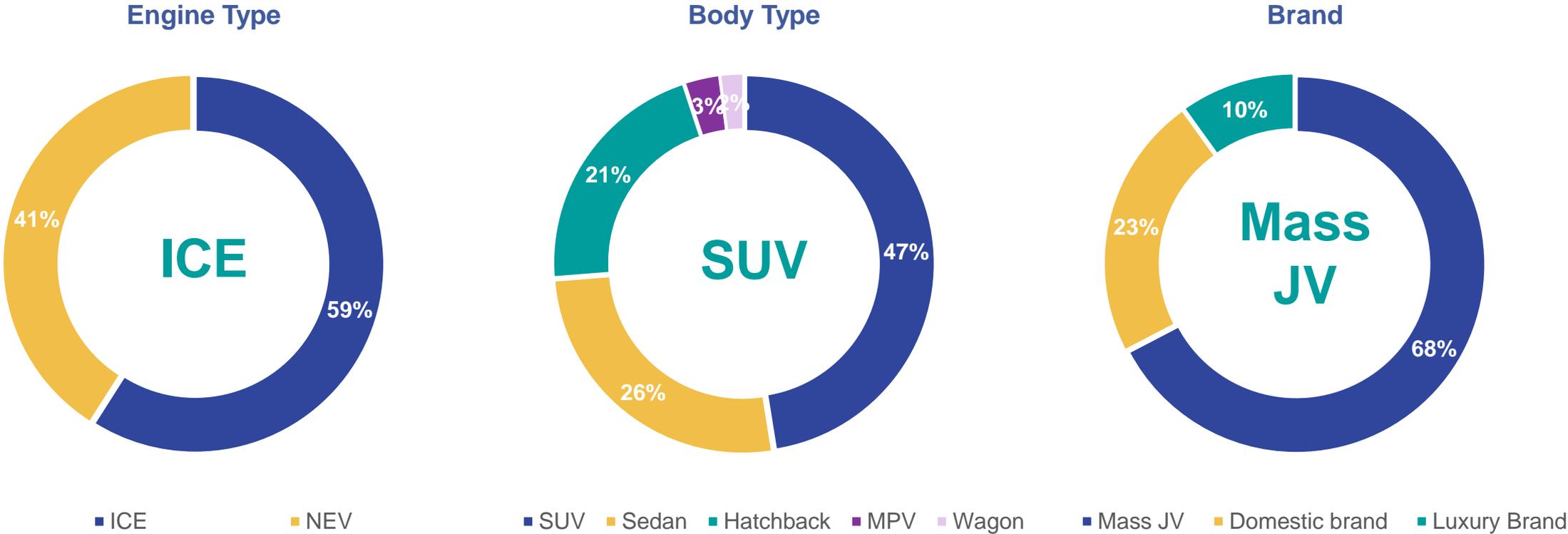
Who currently do not have a car (N=601)

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.

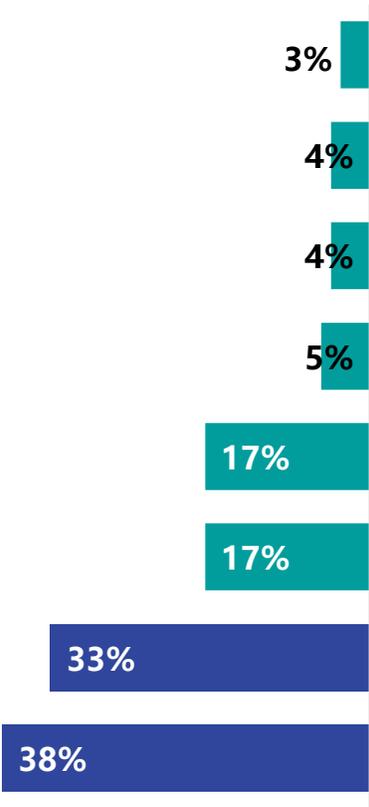


1st time buying intenders (N=430)

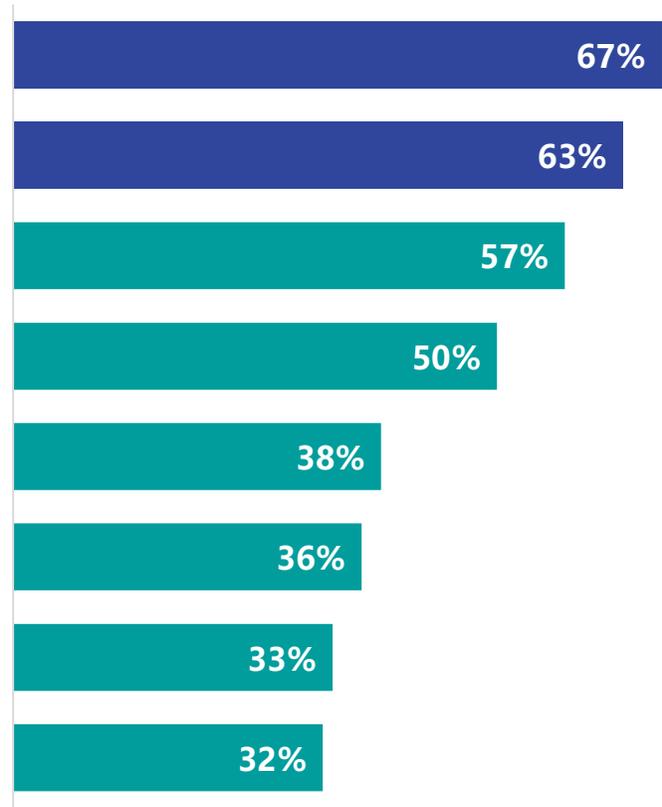


HIGHER FREQUENCY OF DIGITAL TOUCHPOINTS FOR SEARCHING CAR INFORMATION

Frequency Reduction



Frequency Increase

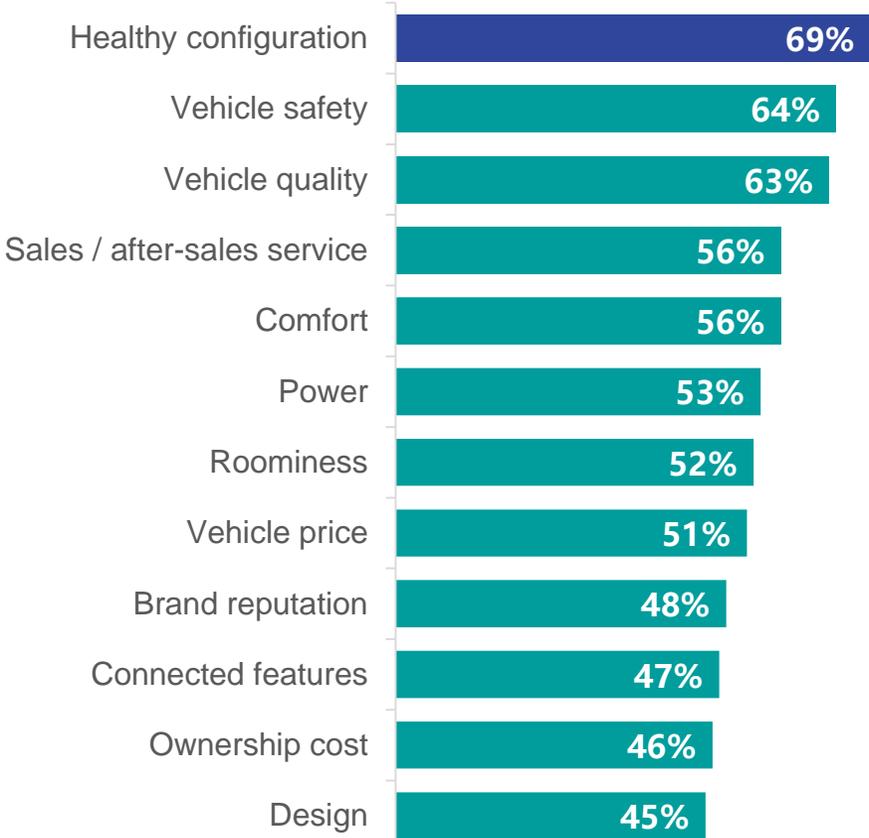


1st time buying intenders (N=430)

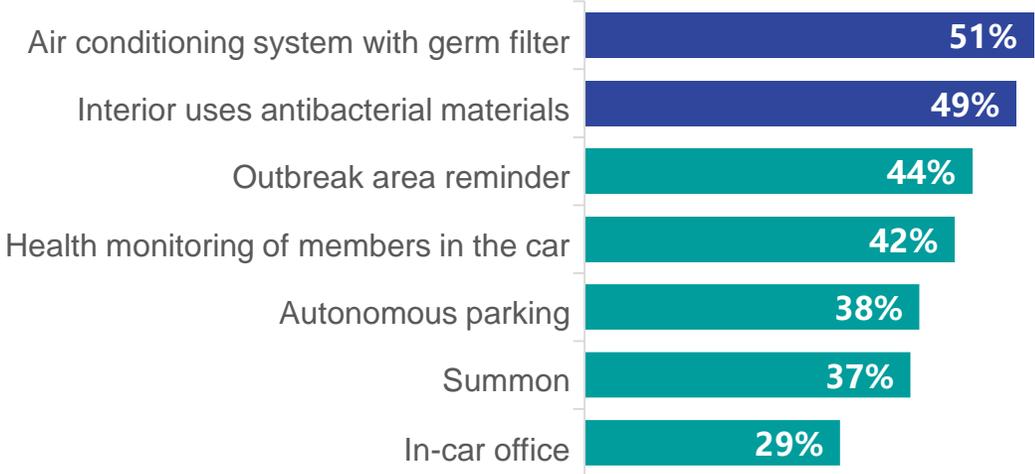


HEALTH-RELATED FEATURES ARE HIGHLY PREFERRED

Purchase Consideration



Preferred Features



1st time buying intenders (N=430)

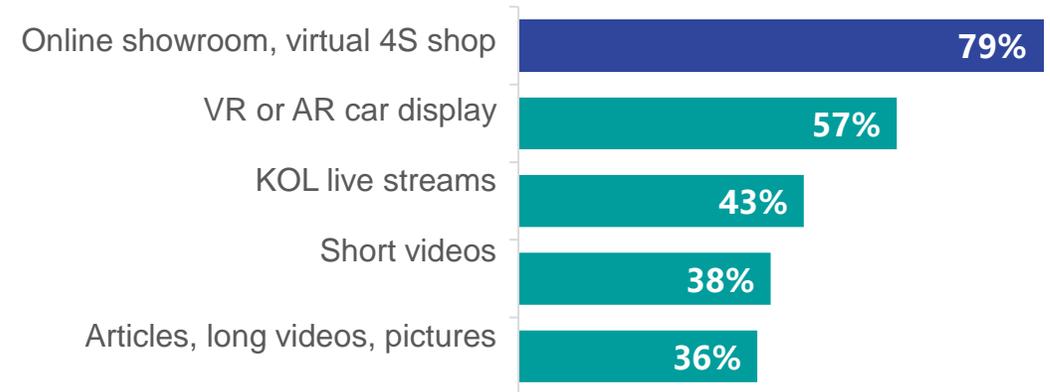


ONLINE AND DOOR-TO-DOOR DEALERSHIP SERVICES ARE PREFERRED FOR BOTH SALES AND AFTERSALES

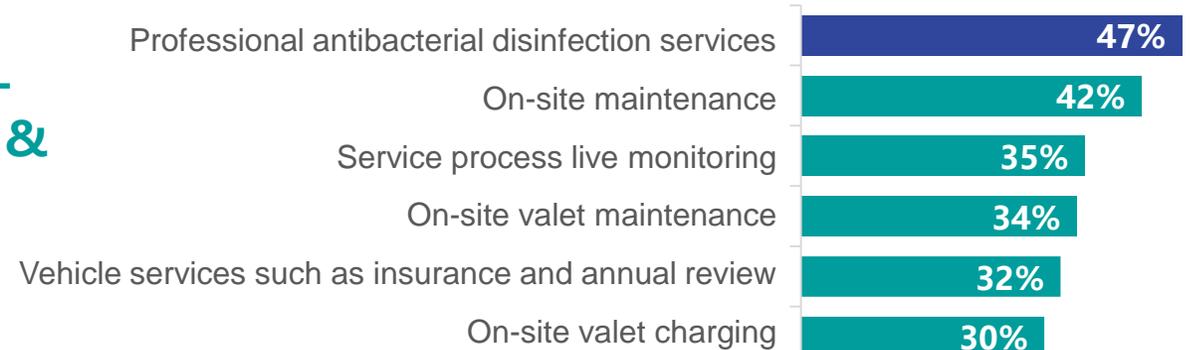
42% of severe outbreak region are interested in online car purchase programme

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)

ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg
IPS:FP
www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.

**BE
SURE.
MOVE
FASTER.**

GAME CHANGERS

