

# 4S Stores & Vehicles Market Research in China 2016

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## Abstracts

During Apr, 2016- Jun, 2016, Gaogong Industry Institute Co. Ltd. (GGII) finished an on-site interview on main 4S stores all over China. Our investigation team visited more than 80 EV 4S stores in Beijing, Shanghai, Tianjin, Guangdong etc, discussed different aspects about their strategy (including marketing mode, sales volumn, impacts from policies, planning etc.) with different level people from top management to site operators.

GGII EV Research Team gathered thousands of real time market data through investigation on EV owners, potential customers and some others. Supported by these data and internal information, "4S Stores & Vehicles Market Research in China 2016" is worked out by GGII.

Three parts are included in our research:

Part 1, from 4S stores market point of view, analyzing 4S stores operating mode, distribution, development trend and their future, showing clear pictures on different marketing mode,location, strategy and planning by different brands in different area.

Part 2, with our interview and survey on customers, analyzing current consuming situation, customer's consumption habit, reason to use EV and their comments & suggestions on current products.

Part 3 describes all the related policies that impact the development of EV market. Based on our industry data, GGII analyzes the impacts from policies in the coming days and points out our suggestions to vehicle manufacturers and vehicles dealers.

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