

# Chinese car manufacturing - Indigenous brands struggle to export

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## Abstracts

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### SUMMARY

Indigenous Chinese car manufacturing has undergone rapid development in recent years. Some leading companies are now seeking to export cars, marking a major change in ambition. Manufacturers are helped by the scale of the domestic market, rising wages and greater levels of aspiration among consumers. Chinese companies are now hoping to catch up rivals in California in driverless and connected car technology. However, the obstacles to becoming a car exporting nation are many. Whilst there is reason to believe difficulties can be overcome, doing so will require a lot of work in the industry.

Key Questions Answered

What are the prospects for exporting to Western nations?

What is happening to the domestic market?

How advanced is the car manufacturing industry in China?

How can the industry solve fundamental problems?

### SCOPE

Examines the current state of the domestic market.

Looks at the prospects for leading brands to export to the United States.

Analyses the problem of having too many companies.

Examines the progress towards high-end technology such as driverless cars.

## **REASONS TO BUY**

Indigenous car manufacturers are benefiting from a growing and increasingly sophisticated domestic market. This will help them to develop to the stage at which the products produced are ready for the export market.

Exporting overseas will be a tough task given the historic differences between expectations of Chinese consumers and those from wealthy nations. However, the gap is closing and now brands such as Trumpchi are preparing to launch on the market in the United States.

The level of consolidation in the Chinese car making industry is holding back development. Companies are not achieving the scale required to take on leading global manufacturers despite the favorable conditions imposed by the government.

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