

# China Imported MPV (Multi-Purpose Vehicle) Market Report, 2007

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## Abstracts

MPV can be divided by size into BMPV (Big Size MPV) and SMPV (Small Size MPV). In general, BMPV is derived from light bus and is the combination of light bus and sedan. This derivation determines that BMPV mainly competes with light bus for market. It even may replace high-end light bus to some extent. BMPV mainly focuses on business public car. In comparison, SMPV is derived from sedan and integrates the comfort of sedan and the broad space of light bus. Besides, the interior space of SMPV allows free combination of products. The functions of SMPV are superior to those of conventional 3-box sedan. SMPV is usually the second sedan of a household.

With the characteristics of sedan and multi functions, MPV is a new demand restricted but recently started. In Chinese automotive market, MPVs are mostly imported from abroad and are usually high-priced. Along With the development of China's automobile industry, the market will be gradually segmented. In 2006, China's MPV market had taken its initial shape. The sales volume of MPV was above 180,000 sets in 2006, of which 80,000 sets were of high grade.

China's domestic enterprises had exceeded 3 million. MPV is the best choice for middle and small enterprises pursuing for multi functions, and middle and small enterprises occupy over 90%; for large enterprises and institutions, top-quality, luxurious and practical MPV will be the necessary substitute for traditional middle and small sized microbus.

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