

# 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.

## Contents

1. Status Quo of China's Imported MPV Market, 2005-2006
  - 1.1 Overview of Major MPV Manufacturers in Chinese Market
    - 1.1.1 Shanghai General Motors Co., Ltd.
    - 1.1.2 Anhui Jianghuai Automobile Co., Ltd.
    - 1.1.3 Guangzhou Honda Motor Co., Ltd.
    - 1.1.4 Dongfeng Liuzhou Automobile Co., Ltd.
    - 1.1.5 Brilliance Jinbei Vehicle Co., Ltd.
    - 1.1.6 Shanghai Volkswagen Co., Ltd.
    - 1.1.7 Dongfeng Citroen
    - 1.1.8 Dongfeng Nissan
    - 1.1.9 Southeast Motor Co., Ltd.
    - 1.1.10 FAW Haima Automobile Co., Ltd
    - 1.1.11 FAW Volkswagen Co., Ltd
    - 1.1.12 Dongfeng Yueda KIA Auomobile Co., Ltd
  - 1.2 Sales Volume of China's Imported MPV Brands, 2005-2006
    - 1.2.1 General Competition Situation of MPV Market, 2005
    - 1.2.2 Competition in MPV Segmented Markets, 2005
    - 1.2.3 MPV Market, 2006
  - 1.3 Relevant Industrial Policies of MPV Market, 2005-2006
  
2. Major Imported MPV Brands in China
  - 2.1 Odyssey
  - 2.2 Refine
  - 2.3 GL8
  - 2.4 Picasso
  - 2.5 Grace
  - 2.6 Premacy
  - 2.7 Touran
  - 2.8 Previa
  - 2.9 Quest
  - 2.10 Viano
  - 2.11 CARENS
  - 2.12 Grand Voager
  - 2.13 Funshion
  - 2.14 GENISS
  
3. Prospect of China's Imported MPV Brands Market

- 3.1 Development Environments of China's Imported MPV Brands Market
- 3.2 Market Size, 2007
- 3.3 Market Prospect, 2008

#### Tables/Figures

- Market Shares of Major MPV Brands in China, 2004
- Market Shares of Major MPV Brands in China, 2005
- Sales Volume of Major China-made MPV Brands, 2001-2005 (Unit: Vehicle)
- Yield of Various MPV Models, 2005
- Sales Volume of MPV Models, 2005
- Sales Volume of MPV Models, 2006
- Yield of Various MPV Models, 2006
- Market Shares of Various MPV Models in China, 2006
- Sales Volume and Growth Rate of Various MPV Models, 2005 & 2006
- Sales Volume of Various MPV Models, Jan-Apr 2007
- Yield of Various MPV Models, Jan-Apr 2007
- Sales Volume and Growth Rate of Various MPV Models, Jan-Apr 2006 & Jan-Apr 2007
- Market Positioning of Odyssey
- Analysis of MPV Buyers
- Characteristics of MPV Purchase Decision-maker
- Features of MPV Demand

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