

# Research Report on Chinese Passenger Vehicle Industry, 2009

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## Abstracts

In China, the definition of the passenger Vehicle refers to the vehicles used to carry the passengers and the personal luggage or the temporary articles and with the seats no more than 9 included the driver's seat in design and technology. The passenger Vehicle covers the cars, mini passenger cars and the light passenger cars with less than 9 seats. The passenger Vehicle can be subdivided into the basic passenger vehicle, multi-purpose vehicles, sports utility vehicle, special passenger vehicle and the cross passenger vehicles.

In 2008, the sales of Chinese passenger Vehicle totaled 6.7556 million, YOY up by 7.27% with the growth speed down by 14.41% over the previous year. Among the major types of the passenger Vehicle, the growth speed of the cross passenger vehicles was increased slightly, but the growth speed of the basic passenger cars and the sports utility vehicles was dropped sharply. The growth speed of the multi-purpose vehicles cut down for the first time since 2005, whose performance was depression.

In 2008, the yields and sales of Chinese basic mode passenger cars were 5.0373 million and 5.0469 million respectively, up by 5.00% and 6.78% respectively and the growth speed cutting down sharply compared with 2007. The yields and sales of the multi-purpose vans were 191,700 and 197,400 respectively, cutting down by 14.68% and 12.56% respectively compared with 2007. The yields and the sales of the sports utility vehicles were increased by 24.41% and 25.28% to 448,000 and 447,700 respectively, with the growth speed declining by 26.80 and 24.81 percentage points over the previous year. The yields and sales of the cross passenger vehicles were 1.0607 million and 1.0636 million, up by 6.22% and 7.67% of the last year, with the growth speed holding the line over the previous year.

In order to propel the development of Chinese Vehicle industry, Chinese government approved Adjustment and Revitalization Plan of Vehicle Industry in January, 2009 and officially issued in March, 2009, including: cutting down the purchase tax of passenger Vehicles; decreasing by 5% purchase tax of passenger Vehicles with emission below 1.6 liters; speeding up the renew and abandon of the old Vehicles; perfecting the credit loan systems for Vehicle consumption; standardizing and promoting the development of second-hand Vehicle market; supporting the mergers and acquisitions among Chinese Vehicle enterprises; spreading the usage of energy saving and new energy Vehicles and developing independent brand Vehicles etc.

In recent years, there was great development space for Chinese Vehicles with low emission. It is predicted that by 2012 the passenger Vehicles with the emission less than 1.5 liters will account for over 40% market shares, the passenger Vehicles with the emission below 1.0 liter accounting for 15% market shares. The sales of new energy Vehicle will account for 5% of the total passenger Vehicle sales volumes.

The concentration of Chinese Vehicle industry will be improved gradually. By mergers and acquisitions, China will form 2 to 3 large Vehicle enterprises with the yields and sales exceeding 2 million, 4 to 5 Vehicle enterprises with the yields and sales exceeding 1 million. The number of the Vehicle enterprises, accounting for more than 90% market shares of yield and production scales, will reduce from 14 at present to less than 10.

In January, 2009, the sales of Chinese domestic Vehicles increased, exceeding America and becoming the biggest new Vehicle sale market in the world, which showed that Chinese passenger Vehicle market was not lack of purchase power, but the consumption confidence was restrained under the circumstances of the international financial crisis and the domestic economic depression. Once the external factors, such as a series of stimulation policies issued by the government, took effect, the sales of Chinese passenger Vehicle would keep a steady growth.

This report mainly analyzes the present development situation of Chinese passenger Vehicle market and also involves the sub-sectors of Chinese passenger Vehicle market. Meanwhile, the operations of the domestic outstanding passenger Vehicle enterprises are introduced in this report. Chinese enterprises can find out some experiences and lessons and discover the potential investment opportunities. This report has valuable references to make a understanding of Chinese passenger Vehicle market about the present development, competition patterns, market direction and development trends and master the investment opportunities.

More following information can be obtained in this report:

- Productions of Chinese Passenger Vehicle Industry
- Demands of Chinese Passenger Vehicle Market
- Development Environments of Chinese Passenger Vehicle Industry
- Imports and Exports of Chinese Passenger Vehicles
- Influences of International Financial Crisis on Chinese Passenger Vehicle Industry
- Influences of Adjustment and Revitalization Plan of Vehicle Industry on the Development of Chinese Passenger Vehicle Industry
- Factors Affecting the Development of Chinese Passenger Vehicle Industry
- Prediction on the Development Trends of Chinese Passenger Vehicle Industry

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