

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

Contents

1 OVERVIEW ON CHINESE PASSENGER VEHICLE MARKET

- 1.1 Supplies and Demands of Chinese Passenger Vehicle Market, 2008
 - 1.1.1 Supplies
 - 1.1.2 Demands
- 1.2 Imports and Exports of Chinese Passenger Vehicle Market
 - 1.2.1 Imports, 2008
 - 1.2.2 Exports, 2008
 - 1.2.3 Comparisons of the Import and Export Prices
 - 1.2.4 Import and Export Trends, 2009-2010
- 1.3 Changes of Chinese Passenger Vehicle Market
- 1.4 Prediction on the Supplies and Demands of Chinese Passenger Vehicle Industry, 2009-2010
 - 1.4.1 Prediction on the Supplies, 2009-2010
 - 1.4.2 Prediction on the Demands, 2009-2010

2 ANALYSES AND PREDICTION ON THE COMPETITION OF CHINESE PASSENGER VEHICLE MARKET, 2008-2010

- 2.1 Analysis and Prediction on the Competition Characteristics of Chinese Passenger Vehicle Market
 - 2.1.1 Being Mature Gradually
 - 2.1.2 Yield Concentration
 - 2.1.3 Entry/ Exit Barriers
- 2.2 Analysis and Prediction on the Competition Structure of Chinese Passenger Vehicle Market
 - 2.2.1 Analysis and Prediction on the Providers
 - 2.2.2 Analysis and Prediction on the Buyers
 - 2.2.3 Analysis and Prediction on the Substitutes
 - 2.2.4 Analysis and Prediction on the Potential Competitors
 - 2.2.5 Analysis and Prediction on the Intra-industry Competitors
- 2.3 Analysis on the Brand Competition of Chinese Passenger Vehicle Market
 - 2.3.1 Brand Structure, 2008
 - 2.3.2 Brand Competition, 2008
 - 2.3.3 Competition in the Car Brands, 2008
 - 2.3.4 Competition Trends, 2009-2010

2.4 Analysis and Prediction on the Mergers and Acquisition of Chinese Passenger Vehicle Market

2.4.1 Background

2.4.2 Cases

2.4.3 Prediction on the Trends

3 SUB-SECTORS OF CHINESE PASSENGER VEHICLE MARKET, 2008-2010

3.1 Supply & Demand Variations of Chinese Passenger Car Market

3.1.1 Supply & Demand Variations

3.1.2 Consumption Structure Variations

3.1.3 Prediction on the Development

3.2 Supply & Demand Variations of Chinese Multi-purpose Van Market

3.2.1 Supply & Demand Variations

3.2.2 Consumption Structure Variations

3.3 Supply & Demand Variations of Chinese Sports Utility Vehicle Market

3.3.1 Supplies and Demands of Two-wheel Drive SUVs

3.3.2 Supplies and Demands of Four-wheel Drive SUVs

3.4 Supply & Demand Variations of Chinese Cross Passenger Vehicle Market

3.4.1 Supply & Demand Variations

3.4.2 Consumption Structure Variations

4 MAJOR ENTERPRISES OF CHINESE PASSENGER VEHICLE MARKET

4.1 Shanghai Volkswagen

4.1.1 Company Profile

4.1.2 Operations

4.1.3 Development Strategies and Perspectives

4.2 Shanghai GM

4.2.1 Company Profile

4.2.2 Operations

4.2.3 Development Strategies and Perspectives

4.3 Beijing Hyundai

5 INFLUENCES OF INTERNATIONAL FINANCIAL CRISIS ON CHINESE PASSENGER VEHICLE MARKET

5.1 Influences of International Financial Crisis on the Sub-sectors in Chinese Passenger Vehicle Market

- 5.1.1 Influences of International Financial Crisis on Chinese Passenger Car Market
- 5.1.2 Influences of International Financial Crisis on Chinese Multi-purpose Van Market
- 5.1.3 Influences of International Financial Crisis on Chinese Sports Utility Vehicle Market
- 5.1.4 Influences of International Financial Crisis on Chinese Cross Passenger Vehicle Market
- 5.2 Overview on the Influences of International Financial Crisis on Chinese Passenger Vehicle Market
 - 5.2.1 Short Term Influences
 - 5.2.2 Medium and Long Term Influences
- 5.3 Influences of Adjustment and Revitalization Plan of Vehicle Industry on Chinese Passenger Vehicle Industry
 - 5.3.1 Issuance Background
 - 5.3.2 Key Points
 - 5.3.3 Short Term Influences
 - 5.3.4 Medium and Long Term Influences

6 DEVELOPMENT ENVIRONMENTS OF CHINESE PASSENGER VEHICLE INDUSTRY, 2009-2010

- 6.1 Economic Environment of Chinese Passenger Vehicle Industry
 - 6.1.1 International and Domestic Economic Environment
 - 6.1.2 Social and Cultural Environment
 - 6.1.3 Other Economic Environment
- 6.2 Policy Environment of Chinese Passenger Vehicle Industry
 - 6.2.1 Government Macro-industry Policies
 - 6.2.2 Vehicle Operation Policies
 - 6.2.3 Technology Policies
 - 6.2.4 Policies of the Yield Capacity Surplus and Industry Structure
- 6.3 Market Environment of Chinese Passenger Vehicle Industry
 - 6.3.1 International Market
 - 6.3.2 Domestic Market
- 6.4 Related Industries of Chinese Passenger Vehicle Industry
 - 6.4.1 Steel Product Industry
 - 6.4.2 Rubber Industry
 - 6.4.3 Accessory Industry

7 DEVELOPMENTS AND INVESTMENT OF CHINESE PASSENGER VEHICLE INDUSTRY

- 7.1 Opportunities of Chinese Passenger Vehicle Market
- 7.2 Mergers and Acquisitions of Chinese Passenger Vehicle Industry
- 7.3 Other Opportunities of Chinese Passenger Vehicle Industry
- 7.4 Recommendations for the Development and Investment of Chinese Passenger Vehicle Industry

Selected Charts

SELECTED CHARTS

Chart Yields and Sales of Chinese Passenger Vehicles, 2004-2008

Chart Import and Export Volumes of Chinese Vehicles, 2004-2008

Chart Sales of Chinese Independent Brand Passenger Vehicle, 2008

Chart Yields and Sales of Chinese Passenger Cars, 2003-2008

Chart Yields and Sales of Chinese Passenger Cars with Different Emission Capacity, 2008

Chart Yields and Sales of Chinese Multi-purpose Passenger Vehicles, 2005-2008

Chart Yields and Sales of Chinese Multi-purpose Vans, 2005-2008

Chart Yields and Sales of Chinese Two-wheel Drive Multi-purpose Vans, 2005-2008

Chart Yields and Sales of Chinese Cross Passenger Vehicles, 2005-2008

Chart Yields and Sales of Chinese Cross Passenger Vehicles with Different Emission Capacity, 2005-2008

Chart Sales Volumes of Chinese Major Passenger Car Enterprises, 2008

Chart Operations of the Vehicles in Shanghai, 2004-2008

Chart Import Volumes of the Passenger Cars in China, 2004-2008

Chart Import Volumes of the Cross-country Vehicle in China, 2004-2008

Chart Import Expenditures of the Cross-country Vehicle in China, 2004-2008

Chart Export Volumes of Chinese Passenger Cars, 2004-2008

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