

2007-2008 年中国基本型 乘用车市场渠道研究报告

China Passenger Car Market
Channels Report, 2007-2008

版权声明：该报告的所有图片、表格以及文字内容的版权归北京水清木华科技有限公司（水清木华研究中心）所有。其中，部分图表在标注有其他方面数据来源的情况下，版权归属原数据所有公司。水清木华研究中心获取的数据主要来源于市场调查、公开资料和第三方购买，如果有涉及版权纠纷问题，请及时联络水清木华研究中心。

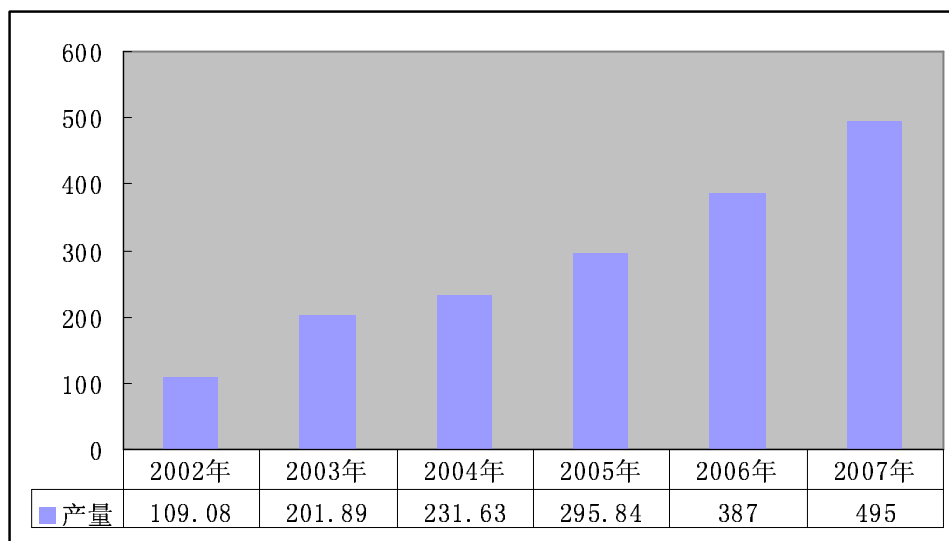
序号	D311	报告名称	2007-2008 年中国基本型乘用车市场渠道研究报告				
字数	5.2 万	图表数量	115	报告页数	126	完成时间	08 年 3 月
语种	中文	电子版价格(RMB)	9000		纸质版价格(RMB)	8000	
语种	英文	PDF (USD)	\$ 2,400		Hard Copy (USD)	\$ 2,200	

摘要

《2007-2008 年中国基本型乘用车市场渠道研究报告》首先从整个行业解读来 2007 年的汽车产销情况，并分厂商介绍了 2007 年国内产销前十的品牌销售情况。第二部分按照人均 GDP、人均可支配收入、城市道路长度、城市公交车数量等与基本型乘用车相关的重点指标对国内的 31 个省市区域市场进行区域类别划分及评分，并对介绍国内 10 个城市的基本型乘用车市场现状及对城市车市做 SWOT 分析其前景。第三部分首先总结了目前国内厂商的渠道分地域分布特征，然后分别分厂商介绍其各自的渠道分布并突出其优势区域。最后一部分综合第二、三部分的市场竞争强度、市场大小、区域的品牌（厂商）偏好程度、区域的保健因素得分对车市的区域市场进行评分为厂商进行渠道拓展提供参考，并对基本型乘用车渠道变革进行相关分析。

中国汽车工业正经历着一个快速的发展的时期。据中国汽车工业协会的统计，中国的基本型乘用车的产量从 2002 年的 109.08 万辆增长到 2007 年的 495 万辆，增长了 385.92 万辆，年复合增长率为 35.33%。

图表 2002-2007 年中国基本型乘用车产量（单位：万辆）



信息来源：中国汽车工业协会；整理：水清木华

中国基本型乘用车渠道也有明显的区域特点。以深圳车市为例，深圳 2004 年的基本乘用车市场为

6.73 万辆，到 2007 年增长到 13.13 万辆，年复合增长率为 24.95%。

深圳汽车消费者影响因素前三位是价格 35%，安全性 26%，品牌 20%，而关于油耗方面深圳消费者相对于其它城市如北京、上海、成都、广州而言表现的比较漠视，只占了 4%。

关于信息收集渠道而言深圳消费者表现着自己的特点，排在前三的分别是到 4S 店看车占 33%、通过有经验朋友的介绍占 27%以及试乘经历 12%。

图表 2005-2007 年深圳轿车销量前十厂家情况

单位：辆

排名	2005 年厂家及销量		2006 年厂家及销量		2007 年厂家及销量	
1	广州本田	13833	一汽丰田	15906	广州本田	16922
2	上海通用	12282	广州本田	13791	一汽丰田	16231
3	一汽丰田	8792	上海通用	13233	东风日产	11638
4	东风日产	6156	北京现代	8001	广州丰田	9409
5	北京现代	5929	东风日产	7256	一汽大众	8725
6	一汽大众	4596	一汽大众	5313	上海通用	8248
7	一汽轿车	4355	长安福特	4821	长安福特	5994
8	海南马自达	3310	奇瑞汽车	3987	东风本田	5876
9	东南汽车	3251	比亚迪汽车	3583	比亚迪	5498
10	奇瑞汽车	2686	华晨汽车	3386	北京现代	4993

信息来源：深圳车行网 水清木华研究中心整理

目前国内共有三万多家汽车经销商，4S 店占了其三分之一以上。就不完全统计了国内的二十一家基本乘用车生产厂商的分品牌或厂商的按照省市区域的经销商网点共 7604 家。

根据国内厂商经销网点区域的分布数据，我们可以发现关于基本型乘用车的渠道特点：

特点一、乘用车的经销商分布，过于集中于经济发达的省市区域；

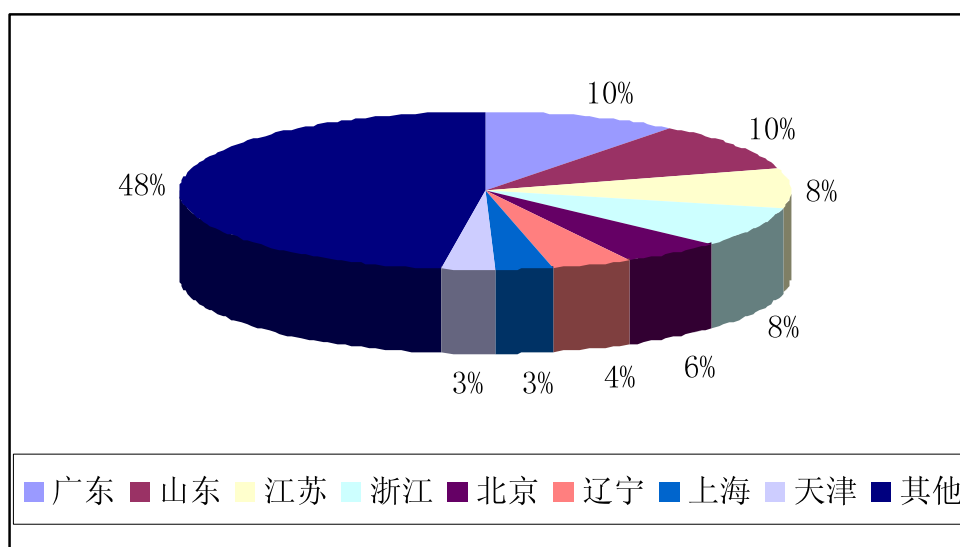
特点二、21 家乘用车生产厂商的销售网络可以按照省市区域的相似性进行五类划分。第一、二类别

的厂商品牌在经济发达地区网络分布较弱，而第三、四、五类别相对而言在经济发达地区较强；

特点三、乘用车生产厂商与区域经销商之间的选择存在着明显的差异；

特点四、经济落后地区的市场竞争程度明显高于经济发达地区。

图表 广东、山东、江苏等 8 重点经济省市的基本乘用车经销商的百分比



信息来源：水清木华研究中心

正文
目录

第一章 2003-2007 年中国基本型乘用车市场产销分析

1.1 2003-2007 年中国基本型乘用车产量分析

1.2 2003-2007 年中国基本型乘用车销量分析

1.3 2005-2007 年中国基本型乘用车销量前十名企业分析

1.3.1 一汽大众

1.3.2 上海大众

1.3.3 上海通用

1.3.4 奇瑞

1.3.5 一汽丰田

1.3.6 东风日产

1.3.7 广州本田

1.3.8 吉利

1.3.9 长安福特

1.3.10 神龙

第二章 2007 年中国基本型乘用车销售重点区域分析

2.1 中国基本型乘用车市场的划分分析

2.1.1 基本型乘用车市场划分的依据

2.1.2 基本型乘用车市场区域类别的划分与分析

2.2 国内重点基本型乘用车城市市场分析

	<ul style="list-style-type: none"> 2.2.1 北京 2.2.2 上海 2.2.3 广州 2.2.4 深圳 2.2.5 成都 2.2.6 重庆 2.2.7 东莞 2.2.8 海口 2.2.9 福州 2.2.10 天津 <p>第三章 2007 年中国基本型乘用车销售渠道分析</p> <ul style="list-style-type: none"> 3.1 中国汽车的销售渠道总体分析 3.2 国内汽车渠道的特点分析 3.3 主要汽车厂商分销渠道分析 <ul style="list-style-type: none"> 3.3.1 一汽大众 3.3.2 一汽丰田 3.3.3 上海大众 3.3.4 神龙汽车 3.3.5 上汽通用 3.3.6 东风日产 3.3.7 长安福特 3.3.8 奇瑞 3.3.9 吉利汽车 3.3.10 广州本田 3.3.11 北京现代 3.3.12 广东丰田 3.3.13 上海汽车 3.3.14 海南马自达 3.3.15 东南汽车 3.3.16 东风起亚悦达 3.3.17 天津一汽 3.3.18 比亚迪汽车 3.3.19 华晨金杯 3.3.20 长安汽车 3.3.21 长安铃木 3.3.22 南汽雅途 <p>第四章 汽车生产厂商渠道趋势分析</p> <ul style="list-style-type: none"> 4.1 基本型乘用车区域市场渠道拓展策略分析 4.2 汽车销售渠道变革分析
部 分	<p>图表 2002-2007 年中国基本型乘用车产量</p> <p>图表 2002 年-2007 年中国基本型乘用车市场规模</p>

图 表	图表 2005-2007 年中国轿车销量前 10 名企业销售情况
目 录	图表 一汽大众 2007 年 1-11 月分车型生产销售情况
	图表 上海大众 2007 年 1-11 月分车型生产销售情况
	图表 上海通用 2007 年 1-11 月分车型生产销售情况
	图表 奇瑞 2007 年 1-11 月分车型生产销售情况
	图表 一汽丰田 2007 年 1-11 月分车型生产销售情况
	图表 东风日产 2007 年 1-11 月分车型生产销售情况
	图表 广州本田 2007 年 1-11 月分车型生产销售情况
	图表 吉利 2007 年 1-11 月分车型生产销售情况
	图表 长安福特 2007 年 1-11 月分车型生产销售情况
	图表 神龙 2007 年 1-11 月分车型生产销售情况
	图表 国内 31 个省市区域重点指标
	图表 区域综合指标的因子载荷
	图表 国内 31 省市综合指标得分及分类情况
	图表 2005-2007 年北京基本乘用车销量
	图表 北京汽车消费者年龄结构百分比
	图表 北京汽车消费者购车看重因素的百分比结构
	图表 北京汽车消费者信息来源渠道百分比构成
	图表 北京汽车购买决策者百分比构成
	图表 北京车市 SWOT 分析
	图表 上海汽车消费者年龄结构百分比
	图表 上海汽车购买决策者百分比构成
	图表 上海汽车消费者购车看重因素的百分比结构
	图表 上海汽车消费者信息来源渠道百分比构成
	图表 上海车市 SWOT 分析
	图表 2002-2007 年 广州基本乘用车消费情况
	图表 广州汽车消费者购车看重因素的百分比结构
	图表 广州基本乘用车市场销售前十排名
	图表 广州汽车消费者年龄结构百分比
	图表 广州汽车购买决策者百分比构成
	图表 广州汽车消费者信息来源渠道百分比构成
	图表 广州车市 SWOT 分析
	图表 2004-2007 年深圳基本乘用车消费情况
	图表 2004-2007 年深圳轿车销量前 10 品牌情况
	图表 2005-2007 年深圳轿车销量前十厂家情况
	图表 深圳汽车购买决策者百分比构成
	图表 深圳汽车消费者购车影响因素百分比构成
	图表 深圳汽车消费者信息收集渠道百分比构成
	图表 深圳车市 SWOT 分析
	图表 2006-2007 年成都乘用车消费情况
	图表 成都汽车消费者年龄结构百分比
	图表 成都汽车购买决策者百分比构成
	图表 成都汽车消费者购车看重因素的百分比结构
	图表 成都汽车消费者信息来源渠道百分比构成

图表 成都车市 SWOT 分析
图表 2005-2007 年重庆乘用车消费情况
图表 重庆车市 SWOT 分析
图表 2005-2007 年东莞乘用车消费情况
图表 2007 年东莞汽车销售前十厂商及其销量
图表 2007 年东莞汽车销售前十品牌及其销量
图表 东莞车市 SWOT 分析
图表 2005-2007 年海口乘用车销量情况
图表 海口车市 SWOT 分析
图表 福州 2004-2007 年乘用车销量
图表 福州车市 SWOT 分析
图表 2005-2007 年天津乘用车消费情况
图表 天津车市 SWOT 分析
图表 国内基本乘用车分厂商（品牌）分省市区域经销网点情况（一）
图表 国内基本乘用车分厂商（品牌）分省市区域经销网点情况（二）
图表 国内基本乘用车分厂商（品牌）分省市区域经销网点情况（三）
图表 国内基本乘用车分厂商（品牌）分省市区域经销网点情况（四）
图表 广东、山东、江苏等 8 重点经济省市的基本乘用车经销商的百分比
图表 基本乘用车生产厂商的销售网络按照省市区域种类划分
图表 基本乘用车厂商的区域偏好得分
图表 基本乘用车地域的厂商得分情况
图表 一汽大众分品牌经销商情况
图表 一汽大众重点区域的经销店的渠道百分比结构
图表 一汽丰田按照区域的经销商分布情况
图表 一汽丰田重点区域的经销店的渠道百分比结构
图表 上海大众按照区域的经销商划分情况
图表 上海大众重点区域经销商占总体的百分比构成
图表 斯柯达重点经济区域经销网络数量及其百分比
图表 神龙汽车分品牌分销商情况
图表 神龙汽车重点区域经销商占其总体百分比构成
图表 上海通用按照品牌经销商情况
图表 上海通用重点区域经销商占其总体百分比构成
图表 东风日产经销商分布情况
图表 东风日产重点区域经销商占其总体百分比构成
图表 长安福特经销商分布情况
图表 长安福特重点区域经销商占其总体百分比构成
图表 奇瑞经销商分布情况
图表 奇瑞重点区域经销商占其总体百分比构成
图表 吉利汽车经销商分布情况
图表 吉利汽车重点区域经销商占其总体百分比构成
图表 广州本田经销商分布情况
图表 广州本田重点区域经销商占其总体百分比构成
图表 北京现代经销网络地域分布及百分比情况
图表 北京现代在重点区域经销网络数量及其占总体百分比构成

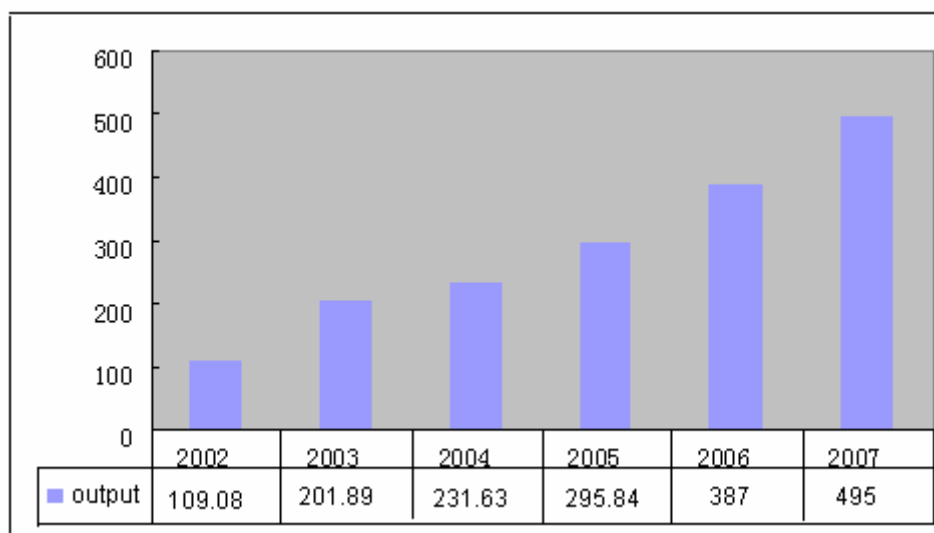
图表	广东丰田分区域经销网络数量及百分比构成情况
图表	广东丰田在重点区域经销商网络数量及其百分比构成
图表	上汽荣威分区域经销网络数量及百分比构成情况
图表	上汽荣威重点区域经销网络数量及占总经销网络的百分比结构
图表	海南马自达区域经销网络数量及百分比构成情况
图表	海南马自达重点区域经销网络数量及占总经销网络的百分比结构
图表	东南汽车区域经销网络数量及百分比构成情况
图表	东南汽车重点区域经销网络数量及占总经销网络的百分比结构
图表	东风起亚悦达区域经销网络数量及百分比构成情况
图表	东风起亚悦达重点区域经销网络数量及占总经销网络的百分比结构
图表	天津一汽区域经销网络数量及百分比构成情况
图表	天津一汽重点区域经销网络数量及占总经销网络的百分比结构
图表	比亚迪区域经销网络数量及百分比构成情况
图表	比亚迪汽车重点区域经销网络数量及占总经销网络的百分比结构
图表	华晨金杯区域经销网络数量及百分比构成情况
图表	华晨金杯重点区域经销网络数量及占总经销网络的百分比结构
图表	长安汽车区域经销网络数量及百分比构成情况
图表	长安汽车重点区域经销网络数量及占总经销网络的百分比结构
图表	长安铃木区域经销网络数量及百分比构成情况
图表	长安铃木重点区域经销网络数量及占总经销网络的百分比结构
图表	南汽雅途区域经销网络数量及百分比构成情况
图表	南汽雅途重点区域经销网络数量及占总经销网络的百分比结构
图表	国内市场趋于相对竞争强度情况
图表	中国基本型乘用车分省市前十销售量及市场份额
图表	基本乘用车分地区的市场销售量、市场份额、增长速度情况
图表	基本型乘用车区域渠道拓展分区域各因素指标得分情况

如何申请购买报告

- 1, 请填写《研究报告订购协议》(http://www.pday.com.cn/research/pday_report.doc), 注明单位名称、联系人、联系办法(含传真和邮件)、申请报告名称, 然后签字盖章后传真到: 86-10-82601570。
- 2, 研究中心在签订协议后, 将回复传真给您。
- 3, 会员或客户按照签订的协议汇款到以下帐户:
开户行: 交通银行世纪城支行 帐号: 110060668012015061217
户名: 北京水清木华科技有限公司
- 4, 研究中心在收到会员或客户汇款凭证的传真确认后, 按时提供信息服务资料或研究报告的文档。

电话: 86-10-82601561、82601562、82601563 传真: 86-10-82601570

Title	China Passenger Car Market Channels Report, 2007-2008		Pages	106
Price	PDF USD \$ 2,400	Hard Copy USD \$ 2,200	Release Date	March.2008
Abstract	<p>The report first provides you with the output and sales of China's auto industry in 2007 and then introduces China's top ten brands in the year in terms of output and sales in the first chapter of the report. According to the key indicators in 31 provinces, autonomous regions and municipalities directly under the central government, related to passenger cars, including per capita GDP, per capita disposable income, urban road length, the number of city buses, the second chapter of the report divides China's auto market into several regional ones with grades attached to each of them and makes SWOT analysis of urban auto markets in ten selected cities, to which the current market status of passenger cars and the future development of auto markets are provided. In the third chapter, the report summarizes the characteristics of regional distribution of local producers' market channels and then gives you an introduction of their respective channel distribution with their own advantages in certain regions highlighted. Based on the scores on the intensiveness of market competition, market size and degree of regional preference for brands (manufacturers) in the second and third chapters, regional markets are graded to provide references for manufacturers in extending their channels in the last chapter, which also makes analysis of changes in market channels of passenger cars.</p> <p>China's auto industry is in the process of a rapid development. According to statistics of Chinese Association of Automobile Manufacturers (CAAM), the output of China passenger cars rose to 4.95 million units in 2007 from 1.09 million units in 2002, an increase of 3.8592 million units, representing the average annual growth rate of 35.33 percent.</p> <p style="text-align: center;">Output of China Passenger Cars, 2002-2007 (unit: 10, 000)</p>			



Source: Chinese Association of Automobile Manufacturers

Market channels of China passenger cars have also obvious regional characteristics. Take Shenzhen City as an example, the city had 67,300 passenger cars in 2004 and the figure rose to 131,300 in 2007, representing average annual growth rate of 24.95 percent.

The top three factors influencing auto consumers in Shenzhen are in turn price (35%), safety (26%) and brands (20%). As to fuel consumption, compared with consumers of other cities like Beijing, Shanghai, Chengdu and Guangzhou, Shenzhen consumers are relatively indifferent to it, accounting for only 4 percent.

As far as information gathering channels are concerned, Shenzhen consumers have their own characteristics. The top three channels are: going to 4s shops to see cars, which accounts for 33 percent, inquiring it from friends with experiences, which accounts for 27 percent, and trial driving, which accounts for 12 percent.

Review of Top 10 Auto Manufacturers in Sales in Shenzhen, 2005-2007(Units)

Rank	Manufactures and Output in 2005		Manufactures and Output in 2006		Manufactures and Output in 2007	
01	Guangzhou Honda	13833	FAW Toyota	15906	Guangzhou Honda	16922
02	Shanghai GM	12282	Guangzhou Honda	13791	FAW Toyota	16231
03	FAW Toyota	8792	Shanghai GM	13233	Dongfeng Nissan	11638
04	Dongfeng Nissan	6156	Beijing Hyundai	8001	Guangzhou Toyota	9409
05	Beijing Hyundai	5929	Dongfeng Nissan	7256	FAW-Volkswagen	8725

06	FAW-Volkswagen	4596	FAW-Volkswagen	5313	Shanghai GM	8248
07	FAW Car	4355	Changan Ford	4821	Changan Ford	5994
08	Hainan Mazda	3310	Chery Automobile	3987	Dongfeng Honda	5876
09	Dongnan Automobile	3251	BYD Auto	3583	BYD	5498
10	Chery Automobile	2686	Huachen Car	3386	Beijing Hyundai	4993

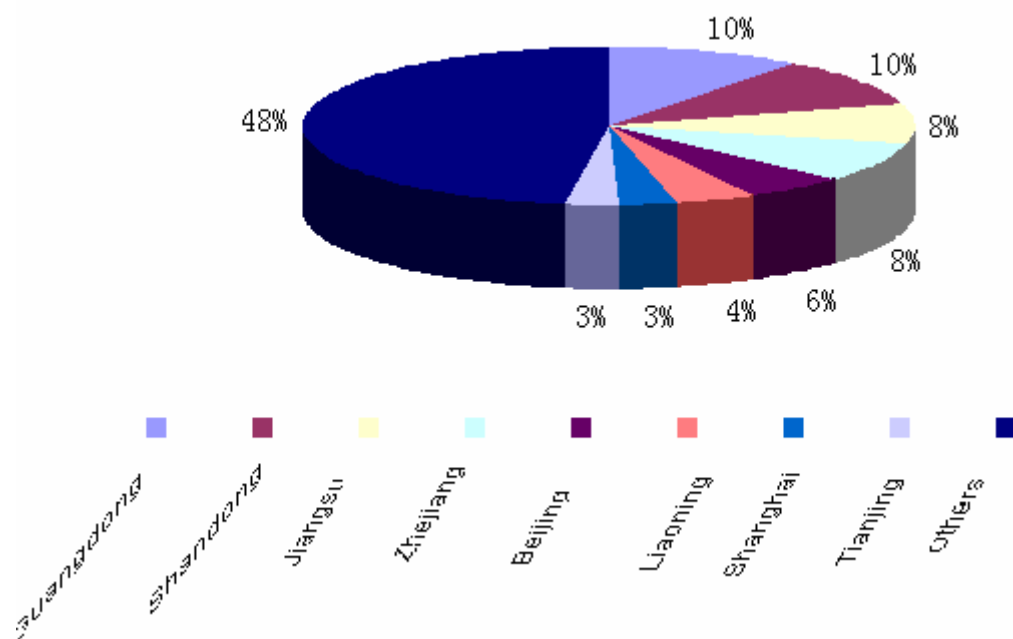
Source: ResearchInChina

At present, there are a total of more than 30,000 auto dealers in China and 4s shops account for over one thirds of them. According to incomplete statistics, China's 21 local manufacturers of passenger cars have 7,604 sales outlets named after brands or producers.

Based on the data of the regional distribution of local producers' sales outlets, we can see the characteristics of market channels, which are as follows.

1. Dealers of passenger car are excessively concentrated in developed provinces and municipalities.
2. The distribution network of the 21 passenger car manufacturers can be divided into five categories based on the similarity of provinces and municipalities. The distribution network of manufacturers' brands in category 1 and 2 is relatively weak in developed areas, while that in category 3, 4 and 5 is comparatively strong in such areas.
3. There exist distinctive differences in choices between producers and regional dealers.
4. Market competition in less developed areas is more intensive than that in developed areas.

Table: Passenger Car Dealers in Eight Key Developed Areas Like Provinces of Guangdong, Shandong and Jiangsu



Source: ResearchInChina

Contents

1. Analysis of Output and Sales of China Passenger Car Market, 2003-2007

- 1.1 Output of China Passenger Cars, 2003-2007
- 1.2 Sales of Passenger Cars in China, 2003-2007
- 1.3 Top 10 Passenger Car Producers in Terms of Sales, 2005-2007
 - 1.3.1 FAW Volkswagen
 - 1.3.2 Shanghai Volkswagen
 - 1.3.3 Shanghai GM
 - 1.3.4 Chery
 - 1.3.5 FAW Toyota
 - 1.3.6 Dongfeng Nissan
 - 1.3.7 Guangzhou Honda
 - 1.3.8 Geely
 - 1.3.9 Changan Ford
 - 1.3.10 Citroen

2. Major Regional Sales of Passenger Cars in China in 2007

- 2.1 Market Division of China Passenger Cars
 - 2.1.1 Market Division Basis of China Passenger Cars
 - 2.1.2 Division of Regional Market of China Passenger Cars
- 2.2 Major Urban Markets of China Passenger Cars
 - 2.2.1 Beijing
 - 2.2.2 Shanghai

	<ul style="list-style-type: none"> 2.2.3 Guangzhou 2.2.4 Shenzhen 2.2.5 Chengdu 2.2.6 Chongqing 2.2.7 Dongguan 2.2.8 Haikou 2.2.9 Fuzhou 2.2.10 Tianjin <ul style="list-style-type: none"> 3. Distribution Channels of China Passenger Cars in 2007 3.1 Overall Analysis of China Auto Distribution Channels 3.2 Characteristics of China Auto Distribution Channels 3.3 Distribution Channels of China Major Auto Manufacturers 3.3.1 FAW-Volkswagen 3.3.2 FAW Toyota 3.3.3 Shanghai Volkswagen 3.3.4 Citroen 3.3.5 SAIC-GM 3.3.6 Dongfeng Nissan 3.3.7 Changan Ford 3.3.8 Chery 3.3.9 Geely Car 3.3.10 Guangzhou Honda 3.3.11 Beijing Hyundai 3.3.12 Guangzhou Toyota 3.3.13 Shanghai Automotive 3.3.14 Hainan Mazda 3.3.15 Dongnan Automobile 3.3.16 Dongfeng Yuedakia 3.3.17 Tianjin FAW 3.3.18 BYD Auto 3.3.19 Huachen Jinbei 3.3.20 Changan Automobile 3.3.21 Changan Suzuki 3.3.22 Nanjing Soyat <ul style="list-style-type: none"> 4. Developing Trend of Market Channels of China Auto Manufacturers 4.1 Strategies for Extending Regional Market Channels of China Passenger Cars 4.2 Reform of China Auto Distribution Channels
Selected Charts	<ul style="list-style-type: none"> Output of Passenger Cars in China, 2002-2007 Market Size of China's Passenger Cars, 2002 -2007 Sales of Top 10 Manufacturers with the Largest Volume of Sales in China, 2005-2007

Production and Sales of FAW by Car Type, January-November, 2007	
Production and Sales of Shanghai Volkswagen by Car Type, January-November, 2007	
Production and Sales of Shanghai GM by Car Type, January-November, 2007	
Production and Sales of Chery by Car Type, January-November, 2007	
Production and Sales of FAW Toyota by Car Type, January-November, 2007	
Production and Sales of Dongfeng Nissan by Car Type, January-November, 2007	
Production and Sales of Guangzhou Honda by Car Type, January-November, 2007	
Production and Sales of Geely by Car Type, January-November, 2007	
Production and Sales of Changan Ford by Car Type, January-November, 2007	
Production and Sales of Citroen by Car Types January-November, 2007	
Important Indicators of Domestic 31 Provinces and Cities	
Factor Loading of Overall Regional Indicator	
Overall Indicator Scored and Classified of Domestic 31 Provinces and Cities	
Sales Volume of Passenger Cars in Beijing, 2005-2007	
Percentage of Age Structure of Auto Consumers of Beijing	
Percentage Composition of Factors Valued by Auto Consumers of Beijing	
Percentage Composition of Information Sources of Auto Consumers of Beijing	
Percentage Composition of Car Purchase Decision-Makers in Beijing	
SWOT Analysis of Beijing's Auto Market	
Percentage of Age Structure of Auto Consumers of Shanghai	
Percentage Composition of Car Purchase Decision-makers in Shanghai	
Percentage Composition of Factors Valued by Auto Consumers of Shanghai	
Percentage Composition of Information Sources of Auto Consumers of Shanghai	
SWOT Analysis of Shanghai's Auto Market	
Consumption of Passenger Cars in Guangzhou, 2002-2007	
Percentage Composition of Factors Valued by Auto Consumers of Guangzhou	
Top 10 Best Sellers in Guangzhou's Market of Passenger Cars	
Percentage Composition of Age Structure of Auto Consumers of Guangzhou	
Percentage Composition of Car Purchase Decision-makers in Guangzhou	
Percentage Composition of Information Sources of Auto Consumers of Guangzhou	
SWOT Analysis of Guangzhou's Auto Market	
Consumption of Passenger Cars in Shenzhen, 2004-2007	
Top 10 Brands with the Largest Sales Volume in Shenzhen, 2004-2007	
Auto Manufacturers of Top 10 Best Sellers in Shenzhen, 2005-2007	
Percentage Composition of Car Purchase Decision-makers in Shenzhen	Composition of Factors
Influencing Auto Consumers of Shenzhen	
Percentage Composition of Information Sources of Auto Consumers of Shenzhen	
SWOT Analysis of Shenzhen's Auto Market	
Consumption of Passenger Cars of Chengdu, 2006-2007	
Percentage Composition of Age Structure of Auto Consumers of Chengdu	
Percentage Composition of Car Purchase Decision-makers in Chengdu	Percentage Composition of
Factors Valued by Auto Consumers of Chengdu	
Percentage Composition of Information Sources of Auto Consumers of Chengdu	
SWOT Analysis of Chengdu's Auto Market	

Consumption of Passenger Cars in Chongqing, 2005-2007
SWOT Analysis of Chongqing's Auto Market
Consumption of Passenger Cars in Dongguan, 2005-2007
Top 10 Manufacturers of Best Sellers and Their Sales Volumes in Dongguan in 2007
Top 10 Brands of Best Sellers and Their Sales Volumes in Dongguan in 2007
SWOT Analysis of Dongguan's Auto Market
Sales Volume of Passenger Cars in Haikou, 2005-2007
SWOT Analysis of Haikou's Auto Market
Sales Volume of Passenger Cars in Fuzhou, 2004-2007
SWOT Analysis of Fuzhou's Auto Market
Consumption of Passenger Cars in Tianjin, 2005-2007
SWOT Analysis of Tianjin's Auto Market
Regional Distribution Network of Domestic Manufacturers of Passenger Cars Manufacturers (Brands) by Province and City (I)
Regional Distribution Network of Domestic Manufacturers of Passenger Cars Manufacturers (Brands) by Province and City (II)
Regional Distribution Network of Domestic Manufacturers of Passenger Cars Manufacturers (Brands) by Province and City (III)
Regional Distribution Network of Domestic Manufacturers of Passenger Cars Manufacturers (Brands) by Province and City (IV)
Percentage of Dealers of Passenger Cars in 8 Key Provinces and Cities of Advanced Economy like Guangdong, Shandong and Jiangsu
Classification of Types of Distribution Networks of Passenger Car Manufactures by Province and City
Scoring on Regional Preference of Passenger Car Manufacturers
Scoring on Regional Manufacturers of Passenger Car
Dealers of FAW by Brand
Percentage Composition of Channels of Key Regional Outlets of FAW Volkswagen
Distribution of Dealers of FAW Toyota by Region
Percentage Composition of Channels of Key Regional Outlets of FAW Toyota
Classification of Dealers of Shanghai Volkswagen by Region
Percentage of Dealers of Shanghai Volkswagen in Key Regions to Its Total Dealers
Quantity and Percentage of Distribution Networks of Skoda in Key Economic Areas
Distributors of Citroen by Brand
Percentage of Dealers of Citroen in Key Regions to Its Total Dealers
Distributors of Shanghai GM by Brand
Percentage of Dealers of Shanghai GM in Key Regions to Its Total Dealers
Distribution of Dealers of Dongfeng Nissan
Percentage of Dealers of Dongfeng Nissan in Key Regions to Its Total Dealers
Distribution of Dealers of Changan Ford
Percentage of Dealers of Changan Ford in Key Regions to Its Total Dealers
Distribution of Dealers of Chery
Percentage of Dealers of Chery in Key Regions to Its Total Dealers
Distribution of Dealers of Geely Automobile
Percentage of Dealers of Geely Automobile in Key Regions to Its Total Dealers

Distribution of Dealers of Guangzhou Honda
Percentage of Dealers of Guangzhou Honda in Key Regions to Its Total Dealers
Regional Distribution and Percentage of Distribution Network of Beijing Hyundai
Quantity and Percentage of Distribution Networks of Beijing Hyundai in Key Regions
Quantity and Percentage of Distribution Network of Guangdong Toyota by Region
Quantity and Percentage of Distribution Network of Guangdong Toyota in Key Regions
Quantity and Percentage of Distribution Network of SAIC ROEWE by Region
Quantity and Percentage of Sales Network of SAIC ROEWE in Key Regions
Quantity and Percentage of Distribution Network of Hainan Mazda by Region
Quantity and Proportion of Distribution Network of Hainan Mazda in Key Regions
Quantity and Percentage of Regional Distribution Network of Dongnan Automobile
Quantity and Percentage of Distribution Network of Dongnan Automobile in Key Regions
Quantity and Percentage of Regional Distribution Network of Dongfeng Yuedakia
Quantity and Percentage of Distribution Network of Dongfeng Yuedakia in Key Regions
Quantity and Percentage of Regional Distribution Network of Tianjin FAW
Quantity and Percentage of Distribution Network of Tianjin FAW in Key Regions
Quantity and Percentage of Regional Distribution Network of BYD
Quantity and Percentage of Distribution Network of BYD in Key Regions
Quantity and Percentage of Regional Distribution Network of Huachen Jinbei
Quantity and Percentage of Distribution Network of Huachen Jinbei in Key Regions
Quantity and Percentage of Regional Distribution Network of Changan Automobile
Quantity and Percentage of Distribution Network of Changan Automobile in Key Regions
Quantity and Percentage of Regional Distribution Network of Changan Suzuki
Quantity and Percentage of Distribution Network of Changan Suzuki in Key Regions
Quantity and Percentage of Regional Distribution Network of Soyat
Quantity and Percentage of Distribution Network of Soyat in Key Regions
Tendency of Domestic Market for Intensiveness of Relative Competition
Top 10 Sales Volume and Market Shares of Passenger Cars in China by Province and City
Sales Volume, Market Share and Growth Rate of Passenger Cars by Region
Scoring on Various Factor Indicators Regarding Extension of Regional Channels of Passenger Cars by Region