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Chinese Automotive Brand Impact Study

Decode the global rise of Chinese automakers

Chinese automakers are gaining ground globally, having already entered the European market and established a toehold in North America. Their competitive pricing and advanced technology make them formidable competitors, putting established in-market brands on alert over potential market share loss.

To help automakers navigate this shifting landscape, we conducted a study of new-vehicle buyers in Europe's big five markets—Germany, UK, France, Italy and Spain—to examine how consumers are perceiving and responding to China-based vehicle manufacturers. Our Chinese Automotive Brand Impact Study provides a detailed understanding into new-car shoppers' brand familiarity, purchase consideration and price expectations.

Armed with these vital insights, your team will understand how consumers are considering the adoption of Chinese car brands and can craft strategies for success in this increasingly competitive market.

Optimize Competitive Strategy

Gain insight into the unique selling points that make Chinese-made vehicles attractive to consumers to effectively position your brand.

Navigate Market Shifts

Leverage insights into consumers' shifting attitudes and behaviors toward Chinese vehicle brands to secure your place in the minds of new-car buyers.

Drive Consumer Connection

Leverage detailed consumer sentiment data to align your brand with regional preferences and attitudes, strengthening customer loyalty in an evolving marketplace.

Chinese Automotive Brand Impact Study Overview

AREAS OF INQUIRY

Brand Awareness and Consideration: New-car buyer brand awareness, opinion and consideration for Chinese vehicle brands against current in-market brands

Chinese Brand Owner Experience: Chinese-made vehicle ownership experience

Consumers' Emotional Reactions to Chinese Design: Comparison of consumers' emotional reactions to Chinese vehicle designs with segment best sellers by leveraging Escalent's proprietary Evoke™ methodology that uses carefully curated images that have been scientifically linked to specific emotions

Pricing Expectations: Consumers' pricing expectations for Chinese vehicle brands and how these align with consumers' willingness to pay

Appeal of Connected Features: Consumer appeal of the innovative connected car technology and features in Chinese-made vehicles

Impact of Retail and Service Networks: How the presence and quality of retail and service networks influence vehicle consideration

Geopolitical Decision Factors: Impact of geopolitical concerns, such as data privacy, on consumer decisions



SAMPLE SIZE AND METHODOLOGY

- 326 new-car buyers per market in Germany, UK, France, Italy and Spain
- Web-based survey

SURVEY FIELDLED

- October 3 to November 12, 2024

DELIVERABLES

- Written report of findings
- Presentation of results from Escalent's Automotive & Mobility experts

Our Automotive & Mobility team is the industry leader for trusted, reliable insights and consultation that guide clients through transformation.

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ESCALENT.CO

We've been inside the industry for over 45 years. Every day, our automotive and mobility team helps industry stakeholders around the world understand and clarify their roles and offerings in the face of changing customer expectations and industry requirements. We understand the past, which gives us a window into the future. And our experts bridge both by distilling data to help brands translate human behavior into products and services that keep you ahead of transforming market needs.

Pinpoint competitive weaknesses to establish clear advantages, elevate brand and increase market share with our robust suite of automotive research solutions.

- Complexity Management
- Connectivity Forward
- EVForward