

Sinotrust's Analysis on Characteristics of Chinese Luxury Car

Customers

Beijing, September 7, 2011----According to Sinotrust's research, the year 2010 witnessed the rapidest development of China's luxury car market, when sales volume increased from 157,000 units in 2006 to 604,000 units in 2010 with a growth rate over 60% (luxury brands include Mercedes-Benz, BMW, Audi, Lexus and Volvo). Two major segmentations within high-end car market are B-segment and C-segment. Specifically, luxury B-segment achieved fastest growth in terms of market share but luxury C-segment took largest market share.

Luxury B-segment customers are younger but luxury C-segment customers can earn more money. Most of them are private business owners, the self-employed and high-level managers in companies

Most luxury B-segment and C-segment customers are non first car buyers. To be more specific, nearly 70% luxury B-segment customers did additional purchase and their previous vehicles mainly belonged to A-segment or B-segment. Among luxury C-segment customers, nearly 90% of them are additional car buyers who mainly owned B-segment vehicles before. Luxury B-segment customers pay more attention to vehicle's exterior and driving experience but C-segment customers cares more about vehicle's brand.

Sinotrust has divided luxury B-segment and C-segment customers into 4 groups according to their values, namely enjoyment-oriented customers, traditional career pursuers, fashionable customers and modern elites

Enjoyment-oriented customers mainly are young women. They value vehicle's safety and comfort. Fashionable customers seem showier and they usually grew up in wealthy families and enjoy high social status. They care more about vehicle's brand and unique exterior. Middle aged men hold larger proportion among traditional career pursuers. Most of them are political elites but they have traditional values, so they take vehicle's brand and safety most seriously. Most modern elites are composed of young men with high education and self-cultivation. They pay more attention to vehicle's exterior, performance and brand.

Luxury B-segment and C-segment markets attract different customers respectively. To be more specific, fashionable customers, including the enjoyment-oriented and modern elites, take the largest share among luxury B-segment customers. However, luxury C-segment vehicles mostly attract traditional career pursuers such as modern elites and the enjoyment-oriented.

In the future, luxury car market still has great development potential

Luxury car market still has large development potential due to the following factors: Chinese customers' preferences, the increasing number of customers who need to replace their former cars, network expansion into second- and third-tier cities, the launch of new products, declining vehicle price as well as the increasing number of wealthy second-generation and gold colors.

About Sinotrust Automotive Marketing Solutions

Sinotrust is a leading supplier of marketing solutions to the Chinese automotive market. With offices in Beijing, Shanghai and Guangzhou, we have a team of over 260 skilled professionals devoted to our automotive marketing solutions. Our Automotive Marketing Solutions integrate information, services and technology to provide marketing research services, marketing consulting & business strategy services and database marketing services, helping automotive companies position their products correctly, identify target markets accurately and conduct effective marketing so as to develop sustainable and profitable customer relationship.

About Sinotrust

Sinotrust is a leading supplier of marketing solutions and credit solutions in China. We collect, analyze and manage information about markets, consumers and businesses to provide marketing research, business information, consulting and database marketing services through integration of information, services and technology. Our products and services help you make better marketing and credit decisions and develop profitable customer relationships.

We employ about 600 people in our offices in Beijing, Shanghai and Guangzhou, supporting organization clients from automotive, financial services, insurance, retail, telecommunications, IT, manufacturing, consumer products and trade sectors. Over 80% of the Fortune 500 companies operating in China are using different products and services of ours.

At the beginning of 2007, Experian, the leading global information services company, made a strategic investment in Sinotrust with both capital and know-how. The investment keeps on improving our service capabilities.

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