



China Luxury Market Report

THE ESSENTIALS

The Chinese vehicle market has grown dramatically over the last few years and is now considered the fastest expanding global market. Within this market, demand in the niche, luxury segment is growing even faster and all the major luxury vehicle manufacturers are exploring the opportunities that this segment has to offer in future years.

LMCA's quarterly *China Luxury Market Report* is designed to provide the most up-to-date information on the current state of the market in China, with analysis and forecasts over a seven year time horizon. There is a more extensive analysis of the luxury car segment, with detailed profiles of the top twenty luxury vehicle marques. It is an invaluable tool for existing suppliers to the Chinese luxury car market, and for those interested in entering this segment, enabling them to understand how the market is evolving and how they can position themselves to take advantage of its future prospects.

CONTENT

- A review of the key drivers for the Chinese vehicle market, including government policy and the economic and business environments, with an analysis of their impact upon overall vehicle demand and, in particular, the demand for luxury vehicles.
- 7-year forecasts of the overall Chinese passenger vehicle market, and of the luxury brands which are further disaggregated between domestic producers and imported vehicles.
- Coverage of the top 20 luxury brands: Audi, BMW, Mercedes-Benz, Lexus, Volvo, Porsche, Cadillac, Infiniti, Land Rover, Acura, Jaguar, Saab, Bentley, Maserati, Ferrari, Lincoln, Rolls-Royce, Lamborghini, Aston Martin and Maybach.
- Individual luxury brand profiles encompassing:
 - strategy, new models and outlook;
 - sales and production forecasts by model;
 - dealer network information.

DELIVERABLES

- Four editions of the web-based report provided at quarterly intervals available to any of the subscribing customers' personnel.
- Four quarterly electronic downloads of the data and forecasts, provided in annual and quarterly timeslices with filters and pivot tables.
- Access at any time to our industry staff to discuss these forecasts and anything that may emerge from them.

For More Information

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