STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.

◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.

◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.

◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.
Abstract

With the implementation of fiscal subsidies, demonstration and popularization, purchase tax exemption, local barriers-dismantling and other favorable policies, China's electric vehicle market has seen accelerated development. In the first half of 2014, China's electric vehicle sales volume exceeded 20,000, more than the last year's total. Based on this, the sales volume throughout the year will be around 50,000, and the industry average growth rate will be maintained above 50% for years to come.

Now, electric vehicles in China are mainly concentrated in the field of bus, the development of passenger car market is relatively lagging behind. China's electric passenger car market used to be dominated by electric taxis and a small quantity of official cars, however, driven by the fiscal subsidy, purchase tax exemption and other good policies, and along with the continuous improvement of infrastructures e.g. charging station and charging pile, the electric car private consumption market has begun to grow fast.

Passenger vehicle enterprises in China have stepped up their layout in the field of electric vehicles; foreign companies are piling in, too.
Concerning local companies, BYD enjoys a relatively impeccable layout, with more leading product and technical reserves. In the area of plug-in hybrid electric vehicle (PHEV), there are F3DM, S6DM, Qin, Tang, M3DM and other models; in the field of electric vehicle (EV), there are K9, E6, Qin EV, Denza EV, and so on. In the future, electric cars T3, T5, T7, etc. applied to the logistics domain will be launched to realize a multi-field layout.

As for foreign companies, Tesla, BMW, Volkswagen, etc. have entered the Chinese market in succession. BMW plans to introduce three electric vehicle models within 2014; Volkswagen AG will embark on electric car production in China from 2016; Tesla Model S has posted sales volume of 1,545 vehicles in the first half of 2014, targeting to hit 5,000 in 2014 and 10,000 in 2015.

China Electric Vehicle Industry Report, 2014 by ResearchInChina mainly covers the followings:

- Policies and industry planning;
- Sales volume and forecasts (by electric vehicle type);
- Corporate layout;
- Major players in the field of infrastructure and key components;
- Development of model cities;
- Electric vehicle development, staple products, sales, development strategy of major enterprises.
1. Overview of China Electric Vehicle Industry
   1.1 Introduction and Classification of Electric Vehicle
      1.1.1 Introduction
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### 5.3.18 Changchun, Jilin Province

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### 5.3.21 Chengdu, Sichuan Province

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<tr>
<td>Address:</td>
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