



China Bus Industry Report, 2014-2017

Oct. 2014

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

In 2013, large, medium-sized and light buses sold in China totaled 477,000 units, up 12.1% from 2012. In terms of sales volume, Brilliance Jinbei Automobile sold 104,000 buses in 2013, holding 21.8% of the national total and ranking the first, followed by Kinglong Motor Group, JMC, Yutong Bus and Nanjing Automobile. In Q1 2014, the sales volume of buses in China amounted to 112,978 units, rising 13.6% compared with the same period of 2013.

In point of products, the large buses sold in China totaled 79,067 units in 2013, a year-on-year increase of 5.2%. However, the steady demand from long-distance passenger transportation market and rapid growth in demand from new energy bus market contributed largely to the continued growth of large bus market in 2013. In Q1 2014, the demand from long-distance passenger transportation market shrank, with the sales volume of large buses dropping 5.0% year-on-year.

In 2013, the sales volume of medium-sized buses reached 68,713 units, down 2.1% from 2012. And the downsizing of school buses and the reduced demand from passenger transportation market in rural and urban areas mainly led to the decline in sales volume of medium-sized buses.

In 2013, light bus market outperformed most other bus markets and the sales volume maintained a fairly rapid growth rate, with the sales volume for 2013 hitting 329,315 units, up 17.5% from 2012. Between 2008 and 2013, the sales volume of light buses showed a CAGR of 17.7%, better than overall bus market performance over the same period. In terms of competition pattern of light bus market, Brilliance Jinbei Automobile ranked first in sales volume, with 2013's sales volume reaching 103,800 units, up 11.9% from a year ago and accounting for 31.5% of the national total sales of light buses, 38,500 units more than that of JMC as the second, which brought an obvious market advantage.

China Bus Industry Report, 2014-2017 involves 6 chapters and 129 charts, including the overview of China's overall automobile industry, bus industry policies, the market size, competition pattern and future development trend of bus market and market segments. Additionally, the report has introduced the profile, production and sales, main products and supporting manufacturers of 15 major domestic vehicle manufacturers such as Yutong Bus, Kinglong Motor Group, Zhongtong Bus and Jinbei Automotive Company.

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