Sinotrust Held 2012 First Seminar of Beijing Auto Information Sodality

Beijing, March 30, 2012----The “Beijing Auto Information Sodality—2012 First Seminar on Policies and Market” was held in Sinotrust. Cui Dongshu, Secretary General of the China Passenger Cars Association (CPCA), An Qingheng, Chairman of the Beijing Association of Automobile Manufacturers, Su Hui, Deputy Director of Branch of Auto Market of China Automobile Dealers Association, Yan Jinghui, Deputy Manager of the Beijing Beichen Yayuncun Auto Transaction Market, Lucy Wang, Sinotrust’s Marketing Director and Secretary General of the Beijing Auto Information Sodality, Hui Yumei, Director of Sinotrust Automotive Marketing Research Services and representatives from the Sodality’s member companies jointly analyzed the development trends of the 2012 Q1 automotive market and made an in-depth discussion about the current issues of the automotive market.

Hui Yumei, Director of Sinotrust Automotive Marketing Research Services, pointed out that in 2012 Q1, the Chinese automotive market registered a negative growth; the market shares of domestic brands kept shrinking; and sedans showed a trend of greater size. As the short-term policy influence comes to an end, the 2012 automotive market will begin to get back to its own growth track. Meanwhile, the fast development of tier two and three markets and the comeback of Japanese cars will jointly exert a positive influence on the development of the automotive market in China in 2012. However, such setbacks as decreased macroeconomic GDP growth rate, soaring oil prices, aggravating traffic congestions in cities, etc. will also have negative impacts on the development of the automotive market.

According to An Qingheng, Chairman of the Beijing Association of Automobile Manufacturers, currently used cars excel new cars in transaction volume in Beijing, and the economic SUVs and mini cars of domestic brands boast competitive strengths in the market; therefore Beijing automakers should speed up developing the popular “turbocharged” models. He suggested that Beijing should loosen the purchase limit policy in the suburb markets in Beijing.

Beijing: 7-8/F, C&W Mansion, 14 Jiuxianqiao Road, Chaoyang District 100015 Tel: 010-59267688 Fax: 010-58671800
Shanghai: 7/F, Guoxin Plaza, 29 Middle Jianguo Road, Shanghai 200025 Tel: 021-61331788 Fax: 021-61331766
Guangzhou: 7/F, Taiheng Building, No.18, Siyouyimalu, Wuyangxincheng 510600 Tel: 020-22373266 Fax: 020-22373299
Website: www.sinotrust.cn

Su Hui, Deputy Director of Branch of Auto Market of China Automobile Dealers Association, said that the automotive market in Beijing is still maintaining a relatively strong growth momentum, and the early issue of the “three guarantee” policy would benefit the automotive market. Thanks to the promotion by the government, there is an increasing sign of centralized transactions among domestic automotive sales parks. He hopes that automakers can pay attention to this distribution channel.

Cui Dongshu, Secretary General of the China Passenger Cars Association, made a forecast of the sales volume of the 2012 automotive market in China: With the fuel tax remaining unchanged and according to the wholesale data from the CAAM, the auto sales volume will reach around 19,800,000 units with a growth rate of some 7%, in which, 15,650,000 units of passenger cars and 4,150,000 units of commercial cars will be sold, with a growth rate of 8.2% and 2.9% respectively.

Beijing Automotive Information Sodality, founded in November 2005, is a non-government organization in Beijing initiated by the CPCA. Sinotrust, as the leading automotive marketing research provider in China, was appointed as secretary general while FAW Beijing Office is president of this organization. Information exchanging activities are held on a regular basis, which attracts industrial experts and member companies to participate. The sodality aims to help members to better understand the market and make better marketing strategies by learning something from the discussions on those hot issues related to production and sales management and the market itself. Currently, the CPCA has two region-based organizations, namely Beijing Automotive Information Sodality and Shanghai Automotive Information Sodality.

For more information about registration and the meeting, please contact:
Lu Juan
Sinotrust - Automotive Marketing
Tel: 8610-5926 7976
Email: lujuan@sinotrust.cn

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

Beijing: 7-8/F, C&W Mansion, 14 Jiuxianqiao Road, Chaoyang District 100015 Tel: 010-59267688 Fax: 010-58671800
Shanghai: 7/F, Guoxin Plaza, 29 Middle Jianguo Road, Shanghai 200025 Tel: 021-61331788 Fax: 021-61331766
Guangzhou: 7/F, Taiheng Building, No.18, Siyouyimalu, Wuyangxincheng 510600 Tel: 020-22373266 Fax: 020-22373299
Website: www.sinotrust.cn

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.

Website: www.sinotrust.cn

Beijing: 7-8/F, C&W Mansion, 14 Jiuxianqiao Road, Chaoyang District 100015 Tel: 010-59267688 Fax: 010-58671800
Shanghai: 7/F, Guoxin Plaza, 29 Middle Jianguo Road, Shanghai 200025 Tel: 021-61331788 Fax: 021-61331766
Guangzhou: 7/F, Taiheng Building, No.18, Siyouyimalu, Wuyangxincheng 510600 Tel: 020-22373266 Fax: 020-22373299
Website: www.sinotrust.cn