

Sinotrust's Insights into Chinese Super-Luxury Vehicle Users

The group of "Low-profiled elites" is the most noteworthy

Beijing, July 7 2011---After an ephemeral negative growth of 10% in 2009, the Chinese super-luxury vehicle market saw a strong rebound in 2010, with the sales volume increasing to 1,900 units by nearly 200%. At the "Auto Policy and Market Analysis Workshop" organized by the China Automobile Dealers Association and co-organized by the CPCA and Sinotrust on July 7 2011, Ji Xudong, Research Director of Sinotrust Automotive Marketing Solutions Shanghai, shared Sinotrust's insights into Chinese super-luxury vehicle users with the attendances.

Ji pointed out that according to Sinotrust, the vehicle models of super-luxury auto brands with the price above RMB 2 million are defined as super-luxury vehicles (e.g. BENTLEY, BUGATTI, LAMBORGHINI, SPYKER and MASERATI).

Sinotrust adopted two dimensions in the super-luxury vehicle user study. In terms of work and life status, super-luxury vehicle users can be divided into the following three groups: pleasure-seeking rich wives or rich second generation, business elites whose career is on a rise and magnates at the summit of their career. In terms of user requirements on products and brands, super-luxury vehicle users can be divided into two groups: one is the group pursuing products' inner quality and having an in-depth understanding of brands and the other is the group caring about vehicles' appearance and model grade only.

Through a cross analysis in the two dimensions above, Sinotrust has segmented super-luxury vehicle users into 5 groups: "Pleasure-seeking people", "Passionate and enterprising people", "Low-profiled elites", "Bardian magnates" and "Traditional magnates". Of the 5 groups, "Low-profiled elites" is the largest one (nearly 40%), followed by "Passionate and enterprising people".

1. **Pleasure-seeking people:** They are easy to be attracted by vehicles' appearance, not loyal to certain brands, and fascinated about luxuries.
2. **Passionate and enterprising people:** They have a rising career. They are interested in sports games and like to watch live F1 games. Unlike the group of "Pleasure-seeking people", they have an in-depth understanding of brands and pursue wonderful driving experiences. Vehicles are the luxury that they desire most.
3. **Low-profiled elites:** They think the career is the most important to them. The vehicles they prefer should be able to present their character and suitable for business use as well, because they need to attend friend-gatherings and other social activities very often. Some of them are interested in sports games, but they seldom watch live games. They like reading books and financial magazines and some of them have the hobby of collection.

4. **Bardian magnates:** They are mostly successful entrepreneurs aged between 37 and 50. Most of them live in tier-1 cities such as Beijing, Shanghai and Guangzhou. They like collecting and sorting vehicles by function, and they are fascinated about luxuries with deep cultural deposits, such as luxury watches and luxury vehicles.
5. **Traditional magnates:** They are mostly men around 50 years old. Most of them live in tier-2 cities and are engaged in traditional manufacturing industries. They have already reached the summit of their career. They like to buy products of reputable brands, and vehicles' model grade and appearance are their main car-purchasing concerns.

According to Sinotrust, "Low-profiled elites" is the most noteworthy group among the five. After using super-luxury vehicles, they will be increasingly interested in and have a deeper understanding of vehicles. As they like reading books and financial magazines, super-luxury vehicle makers can reach them through financial magazines. In addition, the group of "Pleasure-seeking people" is also noteworthy. They care about vehicles' appearance most, and prefer vehicles with individualized and stylish exterior design and representing their taste and social status.

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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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