

FOR IMMEDIATE RELEASE

## **Rising urban middle class population to drive the Automotive Market in China, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches its Automotive Market in China 2011 report covering automotive industry, growing rapidly. It is a part of Netscribes' Automotive Industry Series reports.*

**Mumbai, India – August 12, 2011** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report – Automotive Market in China 2011. Automotive industry has become a leading industry in China's national economy and is playing a guiding and supporting role in the overall national economic situation. It is one of the fastest growing and competitive industries in China.

The report begins with an overview of the overall automotive market in China along with the growth and annual segment wise sales of the automobile market. It further delves into the various sub segments- passenger vehicles, commercial vehicles, motorcycles- two wheel and three wheels and their annual production and sales figures. The EXIM scenario gives an insight into total imports and total exports of Chinese Automotive Industry alongwith country-wise segmentation of imports and exports.

An analysis of the drivers influencing the industry growth includes China's huge population and low penetration, rising urban middle class income, growing luxury car market, auto dealers to open more outlets, improved public transport infrastructure and availability of low-cost skilled labour. The key challenges identified include unstable market position of manufacturers, overcapacity, restrictions imposed on car ownership, reduced prices led by intensified competition and high dependency on depleting oil reserves.

The key trends in the automotive industry of China include the government's keen interest in promoting alternative energy vehicles, increasing market share of the domestic OEMs and their expansion initiatives through mergers and acquisitions. The government policies have been highlighted and include the various support programs of the government 2009-10, 12th five-year plan of China (2011-2015) and government initiatives for electric vehicle market.

The competition section includes brief profiles of the major domestic and foreign players in the market. It also contains a snapshot of their corporation, their brands and business highlights, providing an insight into the existing competitive scenario. Key takeaways summarize the initiatives taken by the Chinese government amidst opportunities and challenges prevailing in the automotive market in China.

For more details on the content of each report and ordering information please contact:

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### **About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://www.netscribes.com)) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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