The Next Vehicle Era - AI-EV

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01 Market Opportunity: AI-EV

Policy Grants-Accelerate Progress of EV Era

Exempt purchase tax

Higher probability of vehicle registration

15% down payment on loan

Policy

Petrol vehicles will **Stay out** by 2020.

No traffic restrictions

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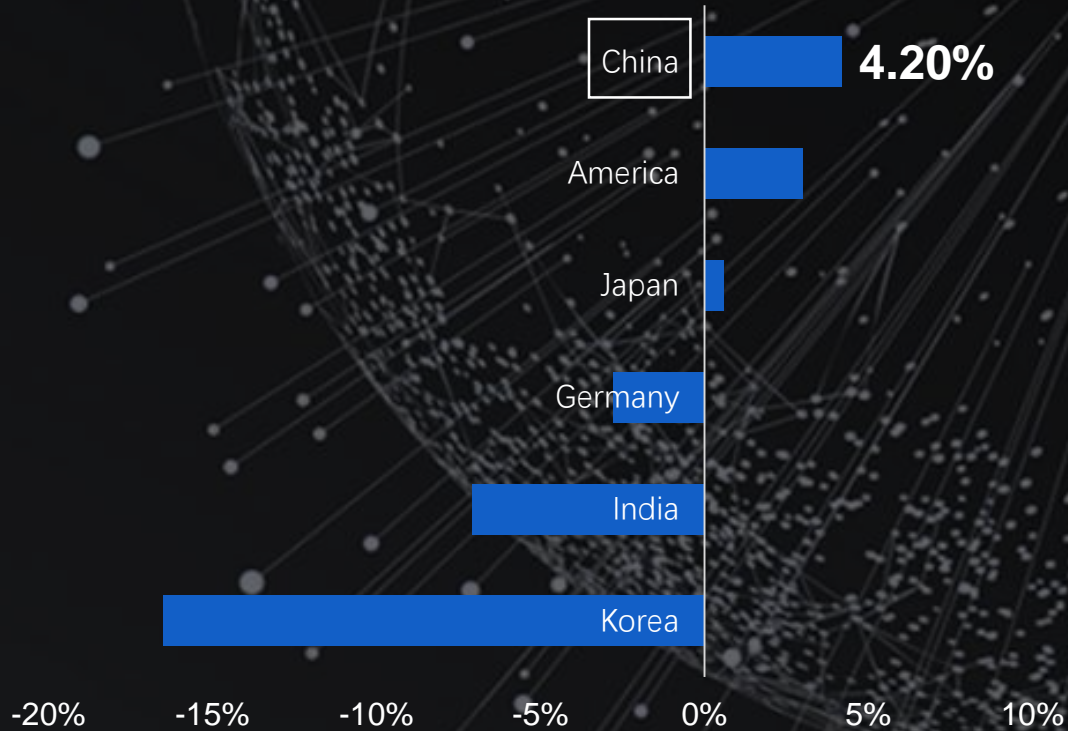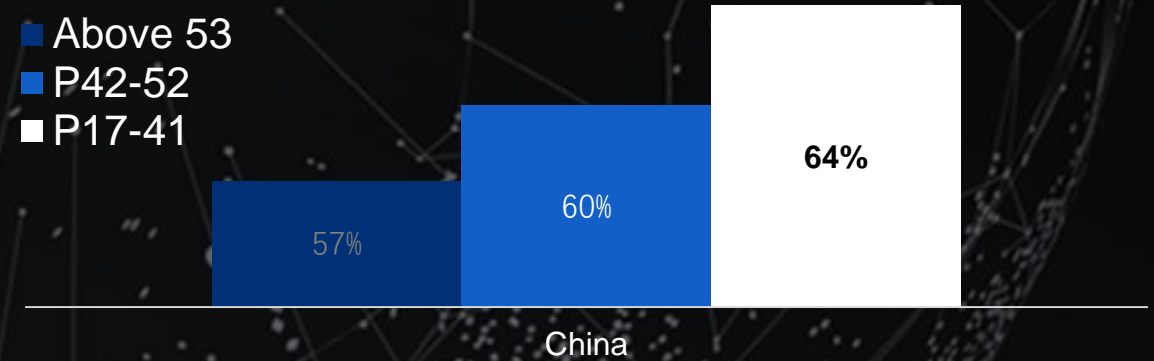
Consumer Attitude to Vehicle AI Technology

Chinese consumers hold a positive attitude to the AI vehicle technology in term of 80s & 90s' generation.

AI Tech Preference Change
(Global,2014-2017）

China **4.20%**

America

Japan

Germany

India

Korea

-20% -15% -10% -5% 0% 5% 10%

AI Tech Preference By Age

■ Above 53
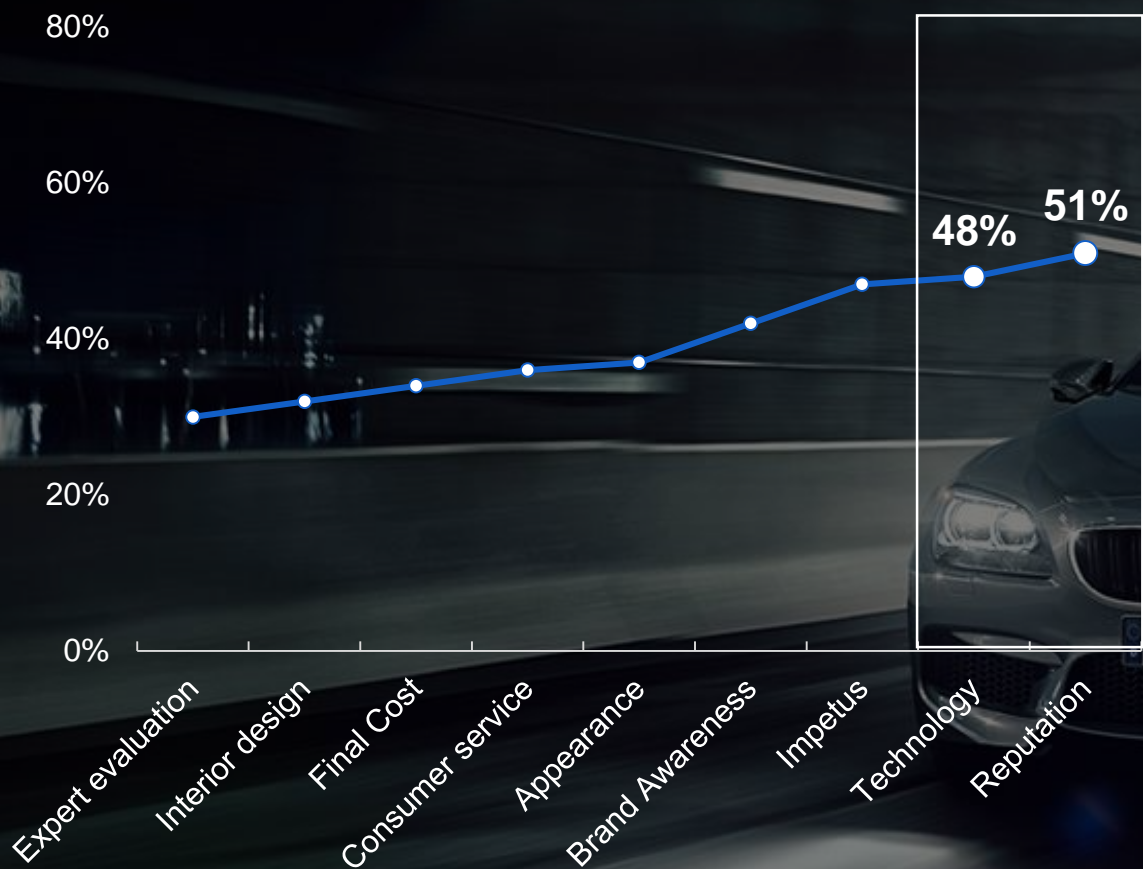■ P42-52
■ P17-41

57%   60%   **64%**

China

- With technology developing & popularizing, consumers' attitude to AI tech appeared difference in different country.

- In China, most consumers keep the preference of AI technology, and rate is inversely proportional to age.

The Importance of Vehicle AI Technology in Purchase

Technology are the strongest influence factors in the final decision when purchasing vehicle.

Purchasing Influence Factors

- 80%
- 60%
- 40%
- 20%
- 0%

48% **51%**

Expert evaluation, Interior design, Final Cost, Consumer service, Appearance, Brand Awareness, Impetus, Technology, Reputation

Most Influencing Factors By State

— Public praise —●— Technology

- 100%
- 80%
- 60%
- 40%
- 20%
- 0%

60%

55%

Planning State — Consideration State — Final Decision State

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The Next Opportunity In China: AI-EV

Before industrial competition get sharpen, brand should step up its efforts to market toward consumer segment.

EV Vehicle Monitoring Spending

RMB(Millions)

300

250

200

119.50

150

100

22.50

93.64

50

25.88

7.67

20.41

22.71

25.18

10.70

0

16.89

11.67

18.89

| Lexus | BMW | Infinite | Audi | Cadillac | Mercedes-Benz | Tesla | Volvo |

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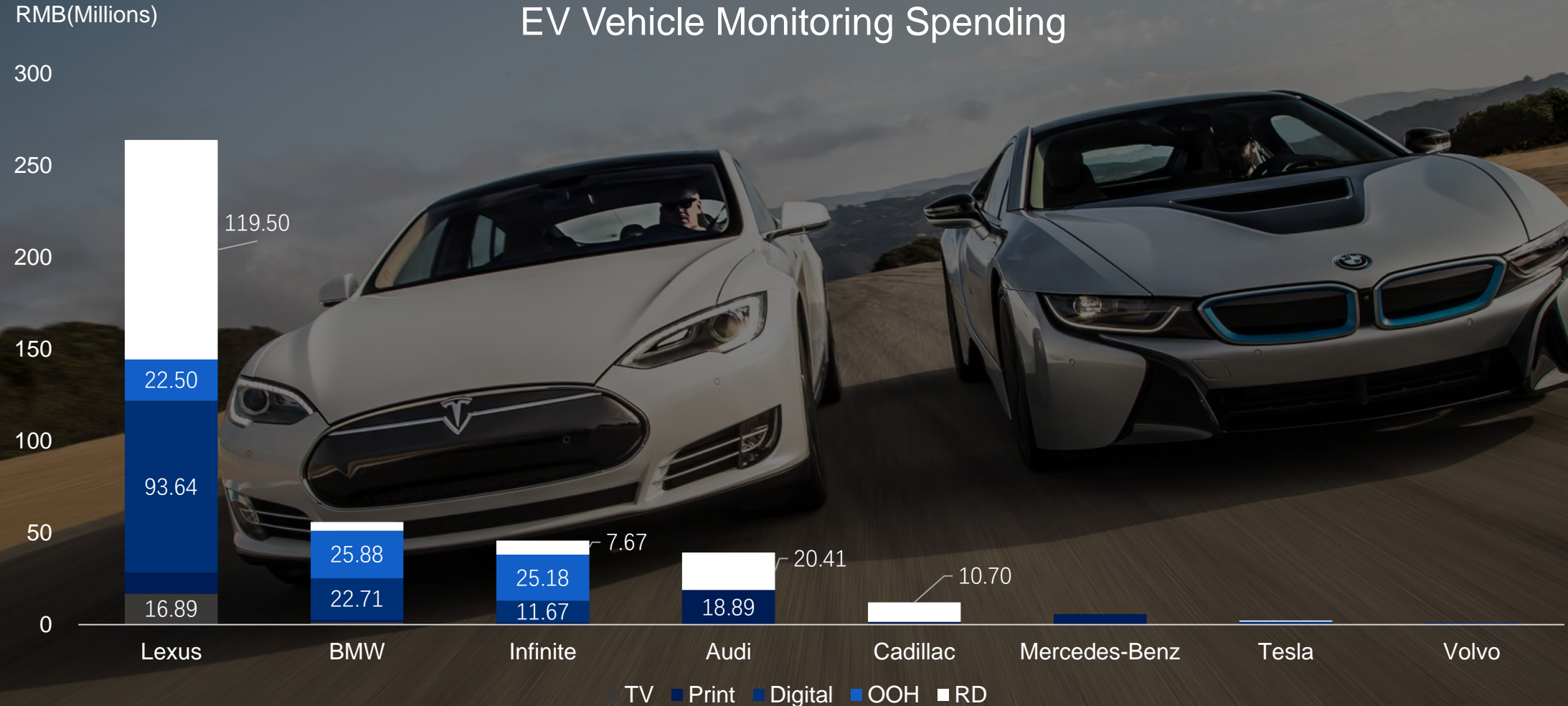
02 Who's The Target Of AI-EV

EV Vehicle Users Trait

With good education & economic base, 80s & 70s consumer hold a more positive attitude to EV vehicle.
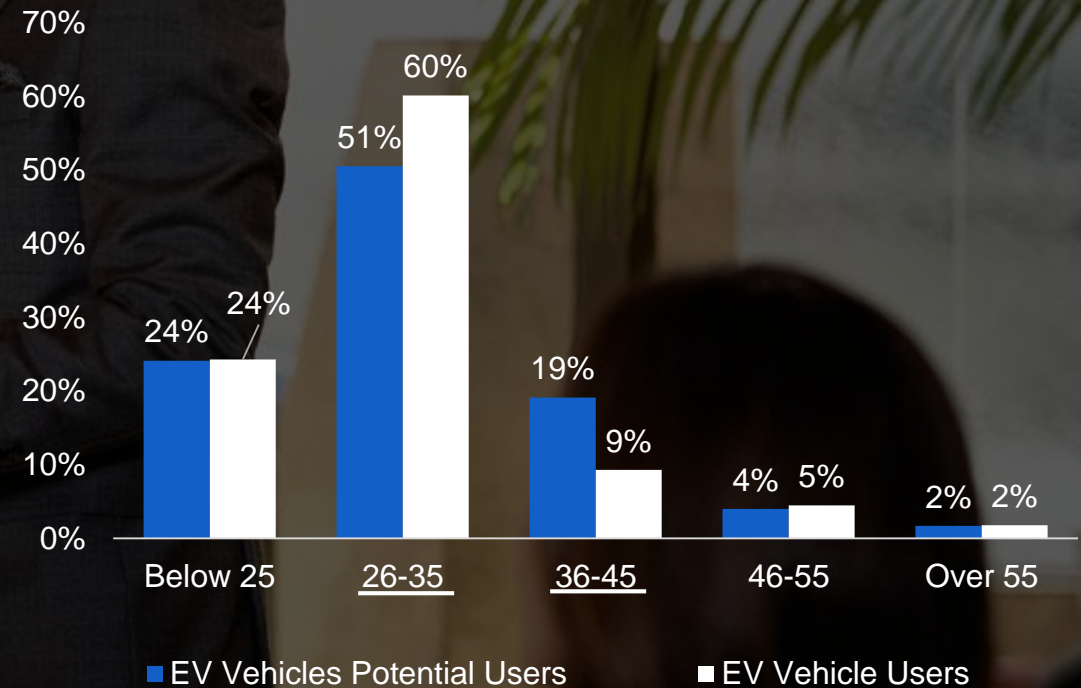
EV Vehicle User Characteristic

68%   **32**%

- Most of them are **college graduate or above**.
- **79%** of users own real estate with certain economic base.

EV Vehicle User Purchase Intention By Age

	Below 25	26-35	36-45	46-55	Over 55
EV Vehicles Potential Users	24%	51%	19%	4%	2%
EV Vehicle Users	24%	60%	9%	5%	2%

■ EV Vehicles Potential Users   ■ EV Vehicle Users

Extra Requirement Of The Consumer

Target consumer attach great importance to **fit with their lifestyle** in term of driving experience & travel.

App Type Preference Distribution

- Traditional Vehicle Users
- EV Vehicle Potential Users
- EV Vehicle Users

Chart categories: Social, Finances, E-com, Traffic & Navigation, Video, Music&Radio, News, Vehicle, Health, Lifestyle, Photograph, Game, Travel, Education, Reading, Property

- EV vehicle users have more expectation on driving experience from the high preference in vehicle information & traffic navigation.

- Differ to other users, EV vehicle potential users would focus on the further life experience like travel & E-com rather than driving experience.

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Extra Requirement Of The Consumer

Target consumer attach great importance to **quality of life** especial in accessory, jewelry & watch.

Consumer Preference Distribution
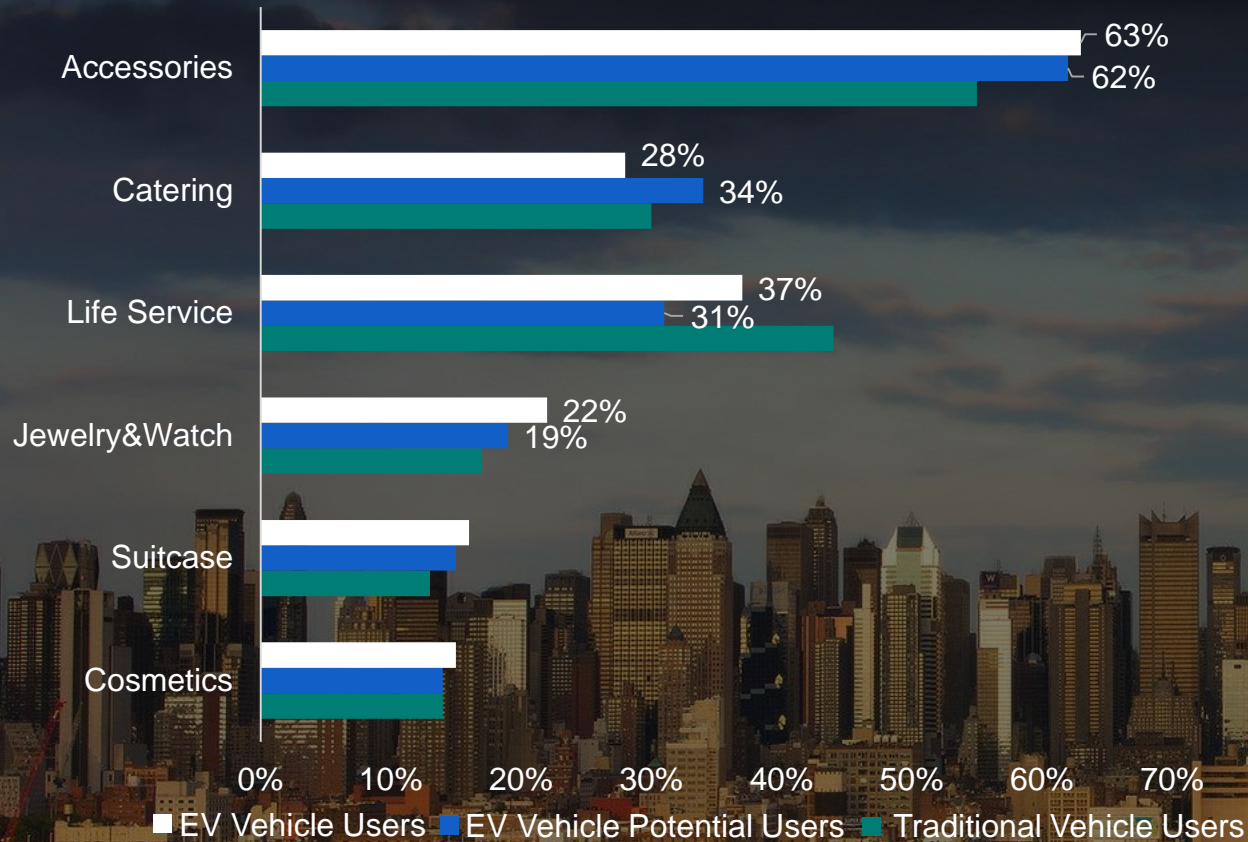
- Compared to the traditional users, target consumers would like to pay more attention on the accessories, jewelry & watch, which shows their requirement & sense of fashion.

- Traditional users would pay more attention in practicability & price through the high preference of life service.

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SHANGHAI

JIANGSU

ZHEJIANG

GUANGDONG

Target Life Trace

- **40%** EV users distribute in the first-tier cities.

- Most of the target consumer live in the central area and work in **CBD** & **high tech development zone**.

- The target user usually spend their weekend in **shopping center** or **suburban park**.

Source :Thinking Data-The insight of EV car industry user (2014-2016,201703)

AI-EV Vehicle Target Trait

Main Target of AI-EV

TA%: 4.3% (About 60 million)

City: Tier 1

Age: 26-35

Property Status: Real estate owner

Academy: College graduate or above

Vehicle Ownership: 0

Preference & Need:

- Entertainment
- Catering
- Traffic
- Vehicle Information

Potential Target of AI-EV

TA%: 2.5% (About 35 million)

City: Tier 1

Age: 36-45

Property Status: Real estate owner
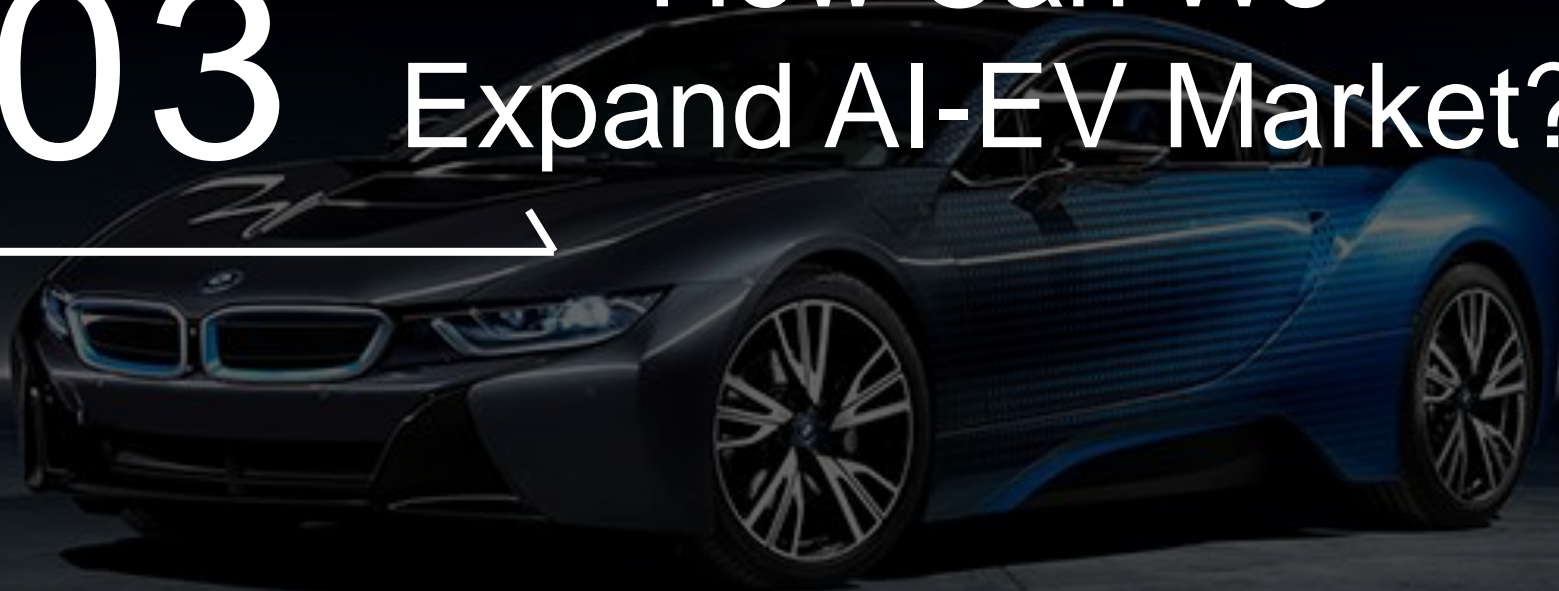
Academy: College graduate or above

Vehicle Ownership: 1

Preference & Need:

- Travel
- Video
- Accessories
- Luxury

03

How Can We
Expand AI-EV Market?

Charging Facilities

The charging facilities are still not enough .

Comfort & Convenience

Consumer have more expectation on the driving experience assisted by AI.

Main Barrier of AI-EV

Charging Time

The charging time is too long limited by technology.

AI Connection

Consumer want more authority to obtain information of their traffic, communication & vehicle.

Battery Property

EV battery can not provide enough endurance and run down too quick.

Driving Safety

Most of China consumer still doubt automated vehicle safety.

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Barrier Are The Opportunity Of Business

Charging time should be used properly to strive for the best profit for consumers.

AI-EV Shopping Tour

- As the pure EV brand, Tesla created the destination charging station in many premium shopping center in China, which provide the free charging to consumer.

- However, Tesla turn down the free charging permanent policy in Jan 2017 for paying electric charge which left an opportunity to other EV brands.

- Above this circle, AI can provide coupons to consumer to satisfy their premium accessories requirement when getting the car free charging.
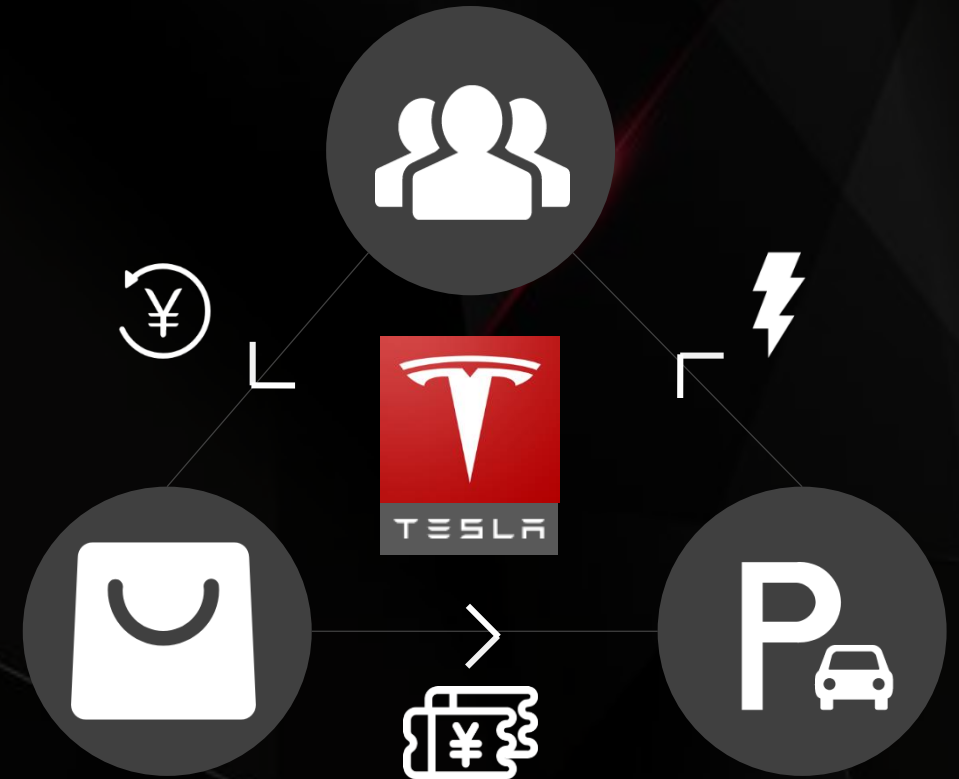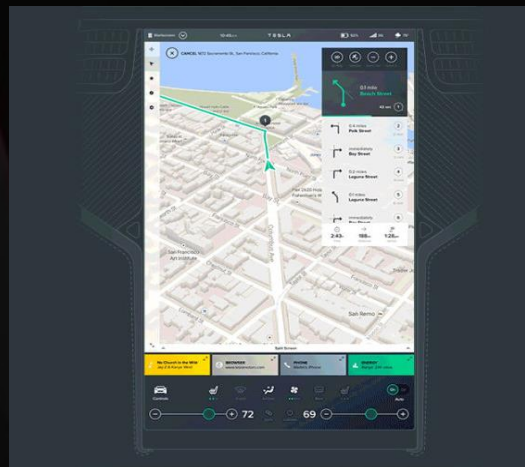
Tesla Destination Charging Station

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Vehicle Power Bank Ensure Cruising Ability

Business partner resources not only provide consumers navigation also cover energy shortage.

Mobile Power Bank Packet

- Cooperating with Baidu Map & Family Mart, they can offer power bank to driver according to Baidu navigation of the closest Family Mart.

- The AI system will remind driver when the battery level under the warning line and show the closest Family Mart and charging station.

- Through this packet, consumers can get the car power bank in the convenience store, avoiding out of electricity.

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Interacting With All Passengers

BMW car lab provide future experience of comfort & connection

Drawboard PDF
直观的多功能 PDF 标记应用

立即购买
热门应用

特别推荐的应用

新年新气象
制定计划，持之以恒

TouchMail
利用 3D 磁贴整理电子邮件

Live Home 3D Pro
Save 50% now

1 More than drive

In the AI-EV, the BMW car lab provide consumer different apps to spend their time in the journey.
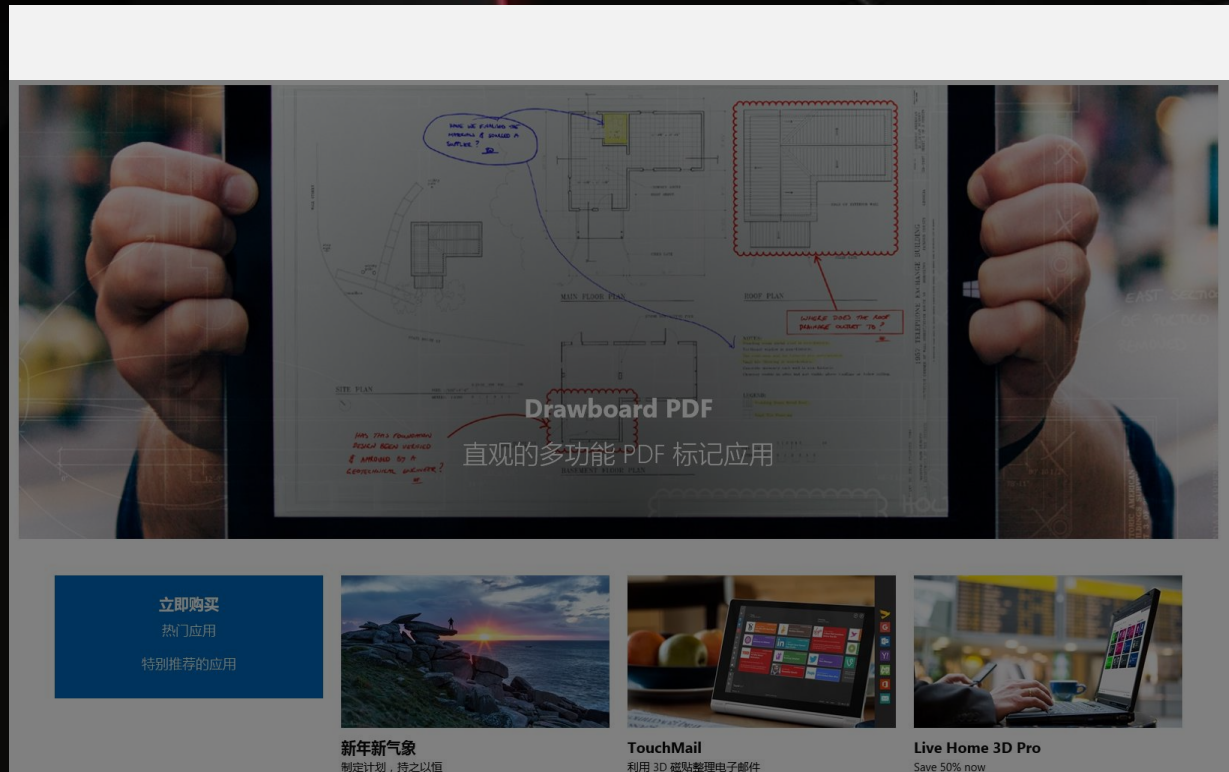
2 More than play

In the AI-EV, consumers can apply for experience the latest AI function of BMW lab at any time.

3 More than sale

Assisted by the car PC data, client can gain more user feedback to improve their product and service.

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Regular Maintenance Ensure Safety Assurance

The path between consumers & brand build better safety assurance as well as intimate service.

AI-EV Safety Support System

- The AI will present vehicle status & maintenance hints to the consumer & data center through AI regular safety checking.

- Data Center will pass maintenance order to the closest 4S store and provide door-to-door service to provide better driving safety assurance.
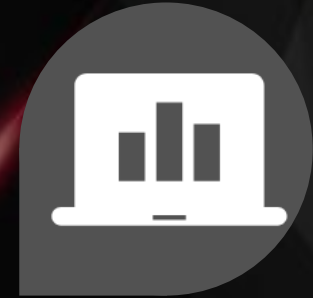
Better AI connection provide safer driving experience

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Conclusion

Market Opportunity

- Policy Grants-Accelerate Progress of EV Era

- Chinese market have a high preference for AI vehicle technology.

- Technology is the key factor when consumers decide to buy vehicle.

Target Trait

- Main target (First car buyer)
  Middle class 80s male with good education & real estate

- Potential target (Vehicle owner)
  Wealthy 70s male with good education & real estate

Market Strategy

- Charging time & facilities:
  Consumers can charge their vehicle when shopping without extra money in the cooperating shopping center.

- Battery property
  With the support of Baidu Map & Family Mart, consumers can get the car power bank to improve battery property.

- Comfort & Convenience
  BMW car lab provide apps & latest AI function to consumers for interacting with all passengers.

- Safety & Connection
  With vehicle information interaction, not only can create the path between consumer & brand, but also improve the driving safety through the periodic maintenance.

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Thank You

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