

Report 12

Nowadays, the majority of people use vehicle just for transportation. As a everyday tool, the main purpose is to keep working in lower cost. So we can discuss this topic around "COST". From my point of view, we can discuss this issue from three aspects: "Buy Car", "Use Car" and "Maintenance"

Buy car

The first factor being taken into consideration for the consumer is the PRICE. Pricing strategy is quite complicated. As the deal price is infected by the motor company, dealer and government both. There may be the promotion of the company to sell more cars, prepare for new vehicle type to the market and to seize market share. As some motor company provides bonuses for dealers, more and more dealers choose to give up the profit of selling cars and change to take more profits in loan, accessories, advanced equipment, vehicle modification and after-sale service. The government always take up the responsibility of environment protecting and leading the development trend of the market and technology, so government's policy also has a great effect on price and license. Tax and subsidy will be different between gasoline vehicle, EV, PHEV, CNG and so on. The license also a big factor, as it's an important method of government except for tax. New energy type vehicle's license procession is much easier than gasoline vehicle.

Use car

The majority of people use vehicle just for transportation, so fuel consumption is a great factor. Two times or more in workday, high fuel consumption will cause a big difference in car's daily cost. Refuel is play a important role in daily use of car, especial more and more kinds of fuel come to the market, and the difference is quite huge. Some may be cheap while inconvenient. As many time spending on the car and majority situation is roads in urban, comfortbility become more impotant than speed and power. Entertainment system is a big part of comfortbility, as radio, music player and vehicle computer. Especially meet traffic jam. Recently driving assistance become more and more important with the technolgy improvement, as navigation and ACC system equipped. Stable is extremely important for a everyday tool. It should keep working in almost every situation. Few part of consumer would like to repair car, needless to say repair half way.

Maintenance

As we discuss in "buy car", many dealers change to take more profit in after-sale service. What's more, some parts of car get damaged too frequently. When those part became too expensive especially those parts didn't realize localization of production, it would be a burden for some consumer. Beyound the cost of vehicle part, the service price is more flxible and hard to trade off. Over maintenance may be a new trend made by the opinion enviroment affected by sevice provider. It's a morbid state derived in new stitution.

To sum up, the three most important points of consumer will take into consider when planning to buy a car are: 1).the Deal Price 2)the cost of daily use 3) the cost of maintenance, and the cost be taken into consideration is not only money but also time and risk.