



Strategy | Consulting | Digital | Technology | Operations

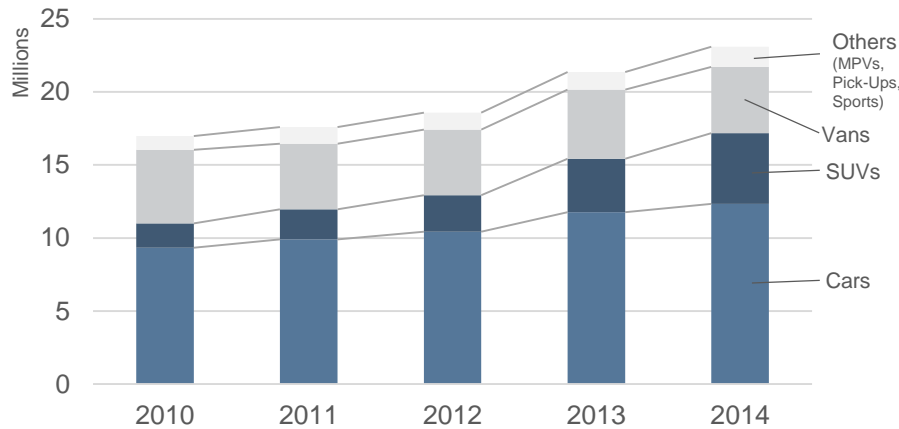
China's current auto sales market - motivations for Chinese car buyers

Beijing Automotive Roundtable
13 October 2015



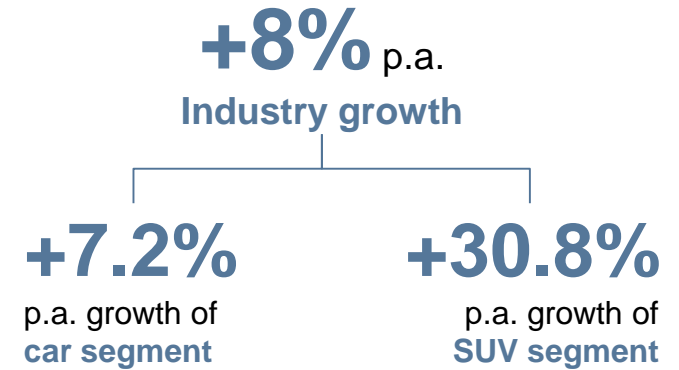
What will follow China's constant growth of the past - uncertain times in the China auto market

Sales development and consumption pattern



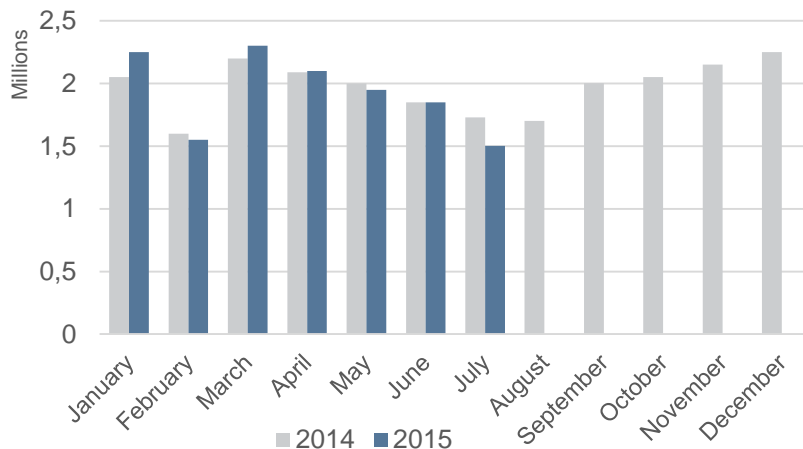
Source: IHS

2010-2014 CAGR

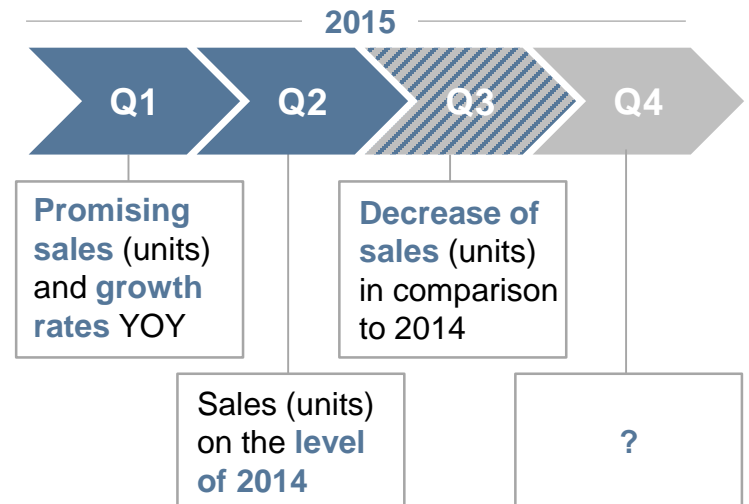


Source: IHS

Monthly China vehicle sales 2014 vs 2015

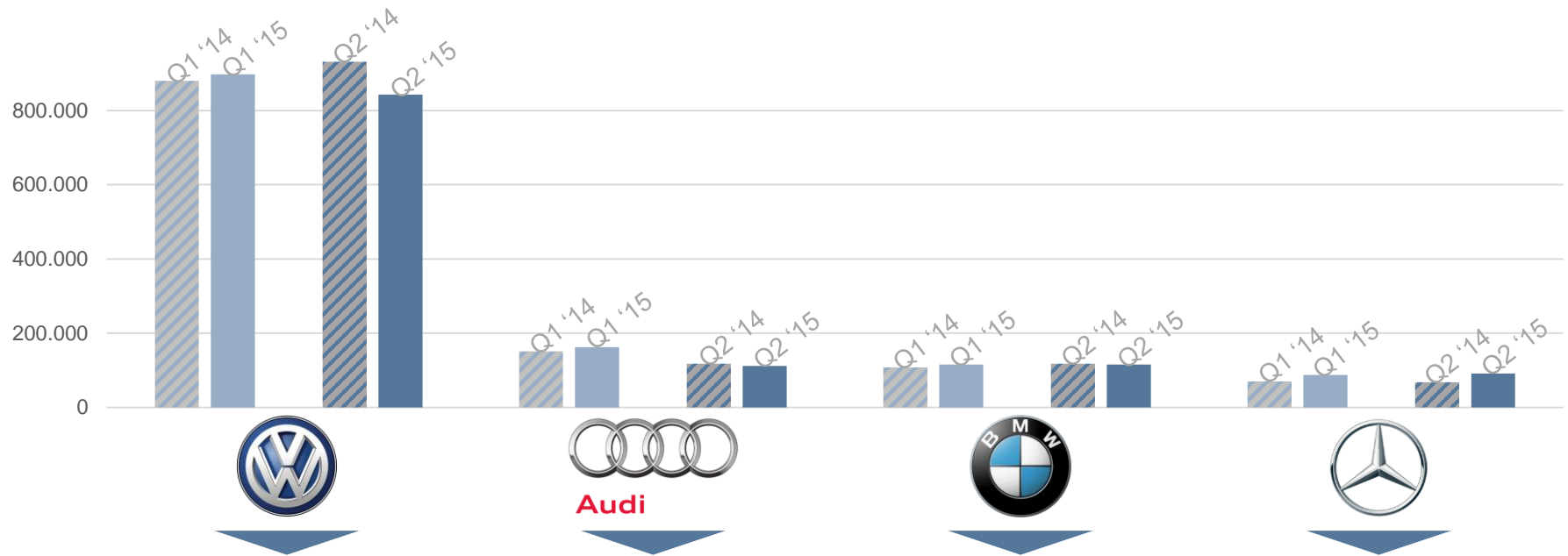


Source: CAAM



Will 2015 become the turning point for German OEMs?

Performance of German automakers in China H1 2015 vs. H1 2014



- Sales dropped 3.9% in the first six months compared with 2014
- Profitability in China expected to be “slightly lower” due to 2015 pricing adjustments

- Abandoned target to sell 600,000 units in 2015, now expects “similar results as 2014”
- Aims to strengthen car portfolio in the near future

- BMW-JV Brilliance issued profit warning in July 2015
- Payed 5.1 billion yuan (\$820 m) to its dealers as supportive measure

- Sold more luxury cars than Audi and BMW in July 2015
- Benefits from restructured dealership structure and young product lines