

Review August Automotive Roundtable in Beijing, 2016 - Future Mobility in China, August 16

August Automotive Roundtable featured experts not only from the car manufacturers but also related service providers and research institutions to share their views How future mobility in China could look like.

Speakers from the left to the right:

Mrs. Yuwei Jin, Head of Shanghai Office, Spiegel Institut Mannheim

Dr. Thomas Meurers, General Manager, German Association of the Automotive Industry (VDA) China

Mr. Xuan Zhou, Director of Planning and Development, DEKRA Greater China

Mrs. Valerie Merien, General Manager of Arval Jiutong Company Limited

Mr. Jörg Höhn, Managing Director, German Centre for Industry and Trade Beijing





Mrs. Yuwei Jin, Head of Shanghai Office, Spiegel Institut Mannheim gave the presentation on **Future Mobility**. She believed young customers (post-80s and 90s) are the main force of the consuming market, while young female buyers are gradually becoming a strong vehicle consumer group. She thought that with the opening of the markets, the car is now turning into a symbol of individuality. She believed that in the future an automated car needs to be recognizable by others on roads for safety purpose; Interaction with personalized mobile devices like Smartphone will be more demanding and interaction with surroundings is an important leisure activity; intelligent voice recognition is the basic of some most-loved conceptual ideas for future cars. She also mentioned the results of her research study for the demands of the future car in different groups, e.g. a businessman mentioned: the future car is the mode of transportation with the portable office included. While for the housewife the goal is: *“My car will be my personal assistant with the navigation system knowing automatically how often and to which places to go”*.



Mrs. Valerie Merien, General Manager of Arval Jiutong Company Limited presented on ***Future Mobility and Financial Solutions in China***. She discussed the Market trends with the changing market & customer needs, e.g. that a big amount of consumers think that the automobile is no more a sign of social status and that because of the high maintenance cost, traffic jams and other inconvenience, owning a private vehicle become less attractive now. More and more consumers believe they can meet their needs **by renting** (40 percent), **leasing** (34 percent), or **co-owning cars** (26 percent) rather than buying their own car. This change of behavior has already started for MNCs, big Chinese companies and Administrations and the change is supported by Governments to make mobility more integrated and rational.

Financial solutions are the support to mobility for companies and their employees. She also pointed out that mobility is not only about financing but also about tools, like mobile app and so on and Mrs. Merien finally also introduced their business model and mobility solutions.



Mr. Jörg Höhn, Managing Director, German Centre for Industry and Trade Beijing chaired the whole night and raised interesting questions in the panel discussion.



Dr. Thomas Meurers, General Manager, German Association of the Automotive Industry (VDA) China and Mr. Xuan Zhou, Director of Planning and Development, DEKRA Greater China also joined in the panel on the topic **“Future Mobility in China”** and discussed several points incl. challenges for car sharing in China, safety issues related to Car Sharing or leasing solutions, business model for car leasing, NEV development and so on.



Journalists of **elb motion pictures** also attended the event and were movie shooting/interviewing participants for a documentary about the global automotive industry and future mobility. The documentary will be broadcasted at the German TV Channel ARD (ARD Dokumentation „Autoland Deutschland“) in October 2016.



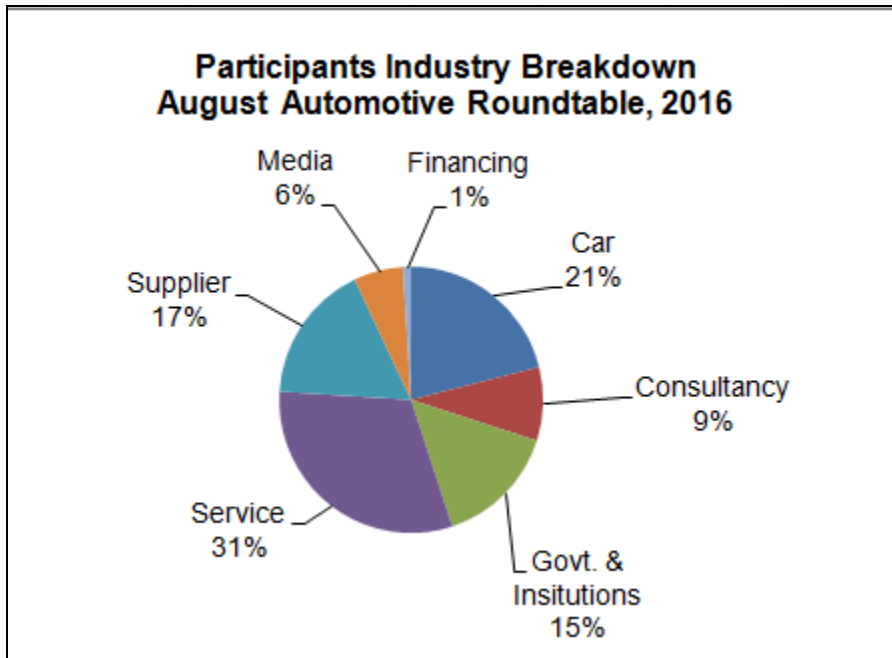
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Attendees: 100



Companies incl.:

Alpine Mayreder Construction Co., Ltd.
 Altran
 Antal International China
 Arval Jiutong Company Limited
 Asia-Pacific Management Consulting
 Audi China Enterprise Management Co., Ltd.
 Beijing Benz Automotive Co, Ltd
 Beijing Mercedes-Benz Sales Service Co. Ltd.
 BENE Environmental Technologies GmbH Beijing Office
 BMW Brilliance Automotive
 BMW China Services Ltd.
 Continental Automotive Holding Co., Ltd (Beijing Office)
 CPC
 Daimler Greater China Ltd.
 DEKRA Greater China
 Detecon
 Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
 Districom Group Trading Co.
 Dr. Schneider Automotive Parts (Liaoyang) Co., Ltd.
 DRAEXLMAIER Group

Drees & Sommer Project Management & Consulting (Beijing) Co., Ltd.
Ecovis R&G Consulting Ltd
EDAG Production Solutions CN
Elbmotion/ARD TV Channel
Embassy of the Kingdom of the Netherlands
Faist Anlagenbau GmbH
Faraday Future
FEV China Co., Ltd.
Fiducia Management Consultants
Gentherm Automotive System (China) Ltd.
German Association of the Automotive Industry (VDA) China
German Centre for Industry and Trade Beijing
German Industry & Commerce Greater China | Beijing
HCP
IET (the institution of engineering and technology)
Infosys Technologies (China) Co., Ltd
JMC Communications Co., Ltd
KfW Office Beijing
Mackevision CG Technologies and Services Co., Ltd., Beijing Branch
Messen Frankfurt
MHP (Shanghai) Management Consultancy Co., Ltd. - A Porsche Company
NavInfo Co., Ltd.
NISSAN (CHINA) INVESTMENT CO., LTD
Norton Rose Fulbright LLP Beijing Office
P+Z Engineering GmbH
PwC
PWC legal China - Shanghai Xinbai Law Firm
Shanghai Formel D Technology and Engineering Co., Ltd.
Spaceframe Construction & Engineering
Spiegel Institut Mannheim
Spring Engineering
The Times of India
The Voice of America
Tianjin Zapi Motion Co.,Ltd
Ventum Consulting
Volkswagen (China) Investment Co., Ltd.
Volkswagen Group China
Volkswagen New Mobility Services
Zielpuls (Shanghai) Co., Ltd.

