

## Review January Automotive Roundtable in Beijing, 2017 - China Used Car Market - Is the Expansion Era Coming?-

The first Automotive Roundtable of 2017 was successfully held on 24<sup>th</sup> January in Beijing. Though it's close to the Chinese New Year holiday, still many industry professionals attended this event and exchanged the ideas about Chinese used car market. Speakers from Volkswagen Group, Chejianding, Dekra and Accenture gave the vivid image of the development of China Used Car Market.



**Oliver Lajara, Director Fleet Sales & Used Cars, Volkswagen Group Import Co. Ltd.** delivered an excellent speech on **Necessity of professional UC-business from an OEM.** He believed there will be a promising future of Chinese used car market. He predicted that China's new car and used car sales will be on eye-level on 2020. Besides that, he also made a comparison between the development of Chinese and German used car market and reflected on the

opposite New Car/Used Car ratio. For the significant used car sales growth over next years, Mr. Lajara put up with 4 main reasons including governmental policies & recommendations, change of customers' demand and mindset, used car replacement volume, existing environment of professional used car infrastructure. From the perspective of an OEM, he also explained why the professional, certified used car business as a market opportunity also providing great benefits like additional sales channel, increasing dealers' satisfaction as well as adding other investments to an OEM. At last he gave the suggestions for further improvement and development in the used car business not only for OEM but also for the industry suppliers and partners.



**Mr. Chenyi (Gerry) Wang, Co-founder & CMO, Chejianding, Beijing TGS IT Co. Ltd.** presented on **Looking forward to used car development 2017**. He pointed out that the used car market is growing rapidly due to the elimination restriction on vehicle immigration and MOFCOM & MEP joint measure. For the used car market, there are barriers like VAT TAX, temporary right as a product and the license limitation. He said the used car market is always changing from year to year. Also he made the comparison between buyers' and sellers' attitudes towards used car market: for the sellers, they are hesitating to sell because they are afraid the good car will be sold in lower price without strong

evidence to prove while for buyers, inspection and certification are needed but there will be high cost and time consuming. He thought it's needed to create the trust between them. Therefore he indicated that in order to support the used car transparency, the vehicle history report is much more important, in which vehicle history data fundamental in used car ecosystem. It can bring benefits not only for OEMS, but also for 4S dealers and the whole industry. Last but not the least he mentioned the continuous development of used car market requires joint works from different parties.

***Panel Discussion Speakers from the left to the right:***

***Mr. Yin Yong, Pre-Owned Car Operations Manager, Volkswagen Group Import Co. Ltd.***

***Mr. Chenyi (Gerry) Wang, Co-founder & CMO, Chejianding, Beijing TGS IT Co. Ltd.***

***Mr. Xuan Zhou, Director of Planning and Development, Dekra***

***Mr. John Shen, Managing Director, Accenture Strategy, Greater China.***







**Mr. John Shen, Managing Director, Accenture Strategy, Greater China** as the moderator chaired the whole night and raised several interesting questions like: the main growth barriers in China used car market; the key differences of used car market between China and United States, and Europe; customer behavior in luxury car segment, how the business model would be different in era of digital disruption from that in the past and so on.



**Mr. Xuan Zhou, Director of Planning and Development, Dekra and Mr. Yin Yong, Pre-Owned Car Operations Manager, Volkswagen Group Import Co. Ltd.** also joined in the panel discussion and shared their views and experiences about the used car market in China.



The attendees enjoyed the fruitful discussion and the networking.



**Companies incl.:**

Accenture Strategy, Greater China  
Access People  
Arval Jiutong Beijing  
Atos Information Technology (China) Co.,Ltd.  
AXIT GmbH - A Siemens Company  
Beijing Benz Automotive Co, Ltd  
Beijing Quality Management Co., Ltd.

**Beijing German-Inspired Events Services Co. Ltd.**

Unit 1701-38, Hyundai Motor Tower 17th F, Xiaoyun Road No. 38, Chaoyang District, Beijing 100027

Tel: +86 10 6410 8459

Email: [info@g-i-events.com](mailto:info@g-i-events.com)

BENE Environmental Technologies GmbH  
CDK Global  
Chejianding, Beijing TGS IT Co. Ltd.  
DEKRA Greater China  
Deloitte China  
Detecon Consulting  
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH  
Districom Group Trading Co., Ltd  
EDAG Production Solutions - Logistics Planning  
Erlkoenig Management Consulting Beijing Co., Ltd  
Faist Anlagenbau GmbH  
Luk & Company  
MAPFRE S.A. Beijing Representative Office  
MR PLAN (Shanghai) Engineering Consulting Co., Ltd  
NavInfo Co., Ltd.  
Schenker China Ltd. - Beijing Branch  
Shanghai Formel D  
TaylorWessing Beijing Representative Office  
The Administrative Commission of Tianjin Binhai Hi-tech Industrial Development Area  
VDA China Representative Office  
Volkswagen Finance (China) Co., Ltd  
Volkswagen Group Import Co. Ltd.