

## Review November Automotive Roundtable in Beijing, 2017

### - E- Commerce in the Automotive Industry -

November Automotive Roundtable was successfully held in Mercedes me store in Sanlitun Beijing. Speakers from Accenture, Mercedes-Benz, Unity and Redbook Data Services shared their views on how E-Commerce developed as well as the chances and challenges for the automotive industry. The participants enjoyed an interesting discussion and networking at the event.





**Mr. Frederik Gollob, Director Dealer Network Development, Beijing Mercedes-Benz Sales Service Co. Ltd.** gave the presentation on **e-Commerce – the Better 4S Dealership?** He believes **e-Commerce is more like the customer journey.** He said Chinese shoppers are much more likely to use online shopping channel frequently. Traditional sources of information about cars have become less popular, and more consumers are using digital media. For the OEMs even they do not sell via digital channels, the digital media have become important in other areas of the customer journey. So for Mercedes-Benz, they embrace e-Commerce as a tool to engage earlier and more direct with customers. He also thinks OEMs should move beyond selling to engaging-both online and offline. He pointed out that the ability to reach, engage, and groom loyal customers digitally will differentiate winners from losers in the world's largest automotive market. He also thinks particularly in luxury goods retail, personalized services and human interaction do play a decisive role in the customer journey, especially in China there is one thing strengthening a physical point of sales-TRUST. He also listed today out of an average 24 touch points before purchase, 19 could be digital, however they need to be connected seamlessly, which means for auto distribution networks and especially 4S dealerships, online sets the pace, 4S needs to keep up. He concluded e-Commerce is not (yet) an imminent threat to the 4S automotive distribution system while it is a unique

chance to funnel highly personalized leads into dealerships by bringing a seamless O2O experience to life; it is also a good chance to improve showroom traffic by having, managing and tracking relevant online touch points within the customer journey, what's more, it is a huge task to keep up with sensible investments into physical, digital and human resources.



**Mr. Peter Albrecht, Manager of UNITY Consulting & Innovation China** gave the presentation on ***E-Commerce Builds Finally the Bridge Between Marketing and R&D.*** Peter said according to recent studies up to 90% of future auto buyers in China may consider purchasing their first or next car solely through online channels. OEMs should wake up and adjust their sales strategy to this new trend. He explained that some OEMs have get ready for a new strategy and investments into technology to stay competitive, for example using Augmented Reality (AR) or Virtual Reality (VR) to target online car sales. He also pointed out that consistent product and service data are key success factor of E-commerce. He believes the usage of customer data is to identify new business models and develop right services. What's more, he thinks the OEMs should be



be fast and first on the market to develop the products and services in a multi-speed R&D.



**Mr. Michael Adick, Managing Director, Auto Industry, Accenture Greater China** as the moderator chaired the whole event and raised many thought-provoking questions incl. big data management, how to occupy the market in the early stage, trust issue, how should auto OEMs position their relationship with vehicle e-dealers at China market, how can OEMs strengthen their current CPO project and improve the competitive advantages, etc



***Mr. Gao Feng, General Manager, China & HongKong, RedBook Automotive Data Services (Beijing) Limited*** also joined in the panel discussion together with other speakers and shared his views about used car dealer platform.







The audiences enjoyed the exclusive discussion and unique experience at Mercedes me store.

**Companies Incl.**

Accenture

AMC

ATCS

Beijing Mercedes-Benz Automotive Co. Ltd.

Beijing Mercedes-Benz Sales Service Co. Ltd.

CPC Consulting (Beijing) Co., Ltd.

Dekra

Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft

Ernst & Young Hua Ming LLP

Faist Anlagenbau GmbH

Formel D

Gavekal Dragonomics

Norton Rose Fulbright LLP

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