



Update⁷

China Automotive Market Update

Understand and track the latest changes in the current market



Targeted data to help you maximise your opportunities

Success requires smart thinking

The Automotive Market Updates help clients understand and track the latest changes in the current market. They provide monthly up-to-date analysis of current demand and assessments of OEM strengths and weaknesses.



Light Vehicle Sales:

- Local manufacturer
- Local group
- Sales group
- Brand origin
- Make
- Model
- Source
- Type
- Market bodytype
- Market size
- Market status

Light Vehicle Production:

- Local group
- Sales group
- Manufacturer
- Brand origin
- Brand
- Model
- Plant
- Type
- Market bodytype
- Market size
- Market status

Medium/Heavy Vehicles:

- Sales
- Segment
- Manufacturer

- Production
- Segment
- Manufacturer



Access industry expertise

Navigating the automotive sector is complex, but incorporating the right guidance, at the right time, can unlock significant opportunities and mitigate risks. Our data is accompanied by:

- **Full supporting text** discussing the macroeconomic developments underlying our forecasts.
- **In-depth assessments** of each major OEM, including capacity, strategies and prospects for future developments and monthly commentaries on the industry.

China Automotive Monthly - Market Updates

Hyundai | Mtd: 20% | YTD: -17%

• Facelifted versions of Hyundai's Car models, as well as new generations of its Compact and Sub-Compact Cars strengthened its position in China's Car segment, while also balancing its product line, which had previously relied too heavily on SUV models. The group's competitors then took a hit as local brands made significant and rapid upgrades to their vehicle portfolios. The picture has improved somewhat in recent months, however, with the easing of tensions between China and South Korea. This, together with the new iX5 and rising sales of the Langbiang, should help Hyundai to stage a much-needed recovery.

• Following the fast growth experienced by the brand over the past two years, Beijing Hyundai is planning to launch new generations of its current models in a bid to retain market share. In the meantime, the introduction of further new models for Hyundai will be necessary given the fierce competitive market environment.

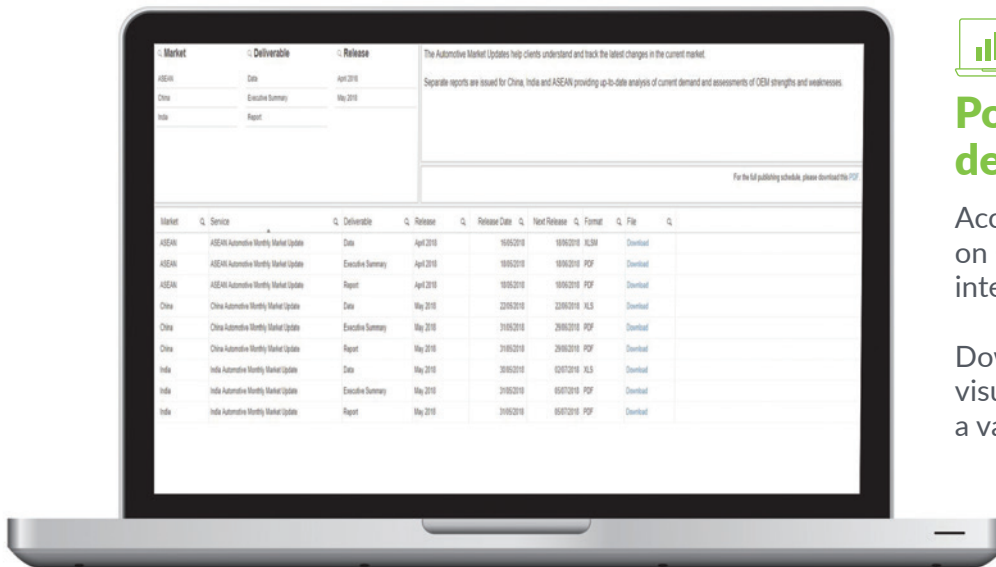
Model	Mar 18	Mar 18/17	YTD 2018	YTD 2017
Elantra Longing	15,222	215%	15,222	117%
Elantra	15,222	95%	15,222	18%
iX5 South	12,479	76%	12,479	76%
Sonata	10,623	79%	10,623	99%
iX5	8,051	6%	8,051	47%
Elantra Longing	2,146	67%	2,146	67%
iX5	138	52%	1,308	29%
Elantra Fueling	1,438	46%	2,266	79%
New Santa Fe	523	4%	1,418	4%
Santa Fe	935	33%	1,676	49%
Sonata	131	300%	1,583	61%
Sonata LF	570	4%	1,489	50%
Sonata	193	4%	193	50%
Minion Migu	0	N/A	0	100%
Selling Hyundai	43,897	20%	168,619	42%
Import	132	3%	173	45%
Hyundai	44,219	20%	168,792	42%

Kia | Mtd: 88% | YTD: 6%

• Despite its extensive product range, Kia's momentum in China is on the wane as it struggles to fend off the country's joint brands in the top tier cities, while its vehicles are too costly to succeed in the lower tier cities. This trend also applies to its Korean counterpart, Hyundai, in the first quarter of 2018, however, Kia improved its market share losses, thanks to the low comparative base in the same period last year.

• Kia will introduce the KX7 in 2017 and the KX4 in 2018, which will help boost its SUV volume. In turn, its Car segment will benefit from the launch of the Kia K3, as well as a new FuelCell Car in 2017. However, in our opinion, Kia's prospects in China are far from bright given the increasingly fierce competitive environment in the market.

Model	Mar 18	Mar 18/17	YTD 2018	YTD 2017
K2	8,222	325%	24,247	176%
K3	5,672	42%	21,792	18%
K4	2,194	214%	4,714	18%
Niro	1,242	N/A	1,242	N/A
Sorento	1,171	21%	1,418	20%
Soul	868	4%	2,121	15%
K4S	873	4%	1,028	20%
Soul	2,071	24%	2,071	17%
Santa Fe	502	14%	1,028	41%
Niro	205	52%	800	46%
Sorento	326	45%	800	71%
K3	215	76%	800	21%
Selling Hyundai Kia	36,141	61%	82,486	4%
Import	14,868	86%	2,270	24%



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Sales

OEMs

119

BRANDS

156

Production

OEMs

118

BRANDS

135

MARKET UPDATE
2019-2020

GROWTH (MONTHLY)
9%

GROWTH (YTD)
-10%

*Numbers correct as of November 2020



To find out how LMC Automotive
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by experts