



**“IF YOU WISH TO SUCCEED
IN CHINA,
YOU MUST ADVERTISE
IN CHINA.**

- New Chinese Proverb

Automotive News China

Dear Automotive Marketing Executive:

If you're looking for the best way to talk to the automotive market in China, please take a look at *Automotive News China*, the dependable source of information and insight on Greater China's automotive market. Since November 2006, top automotive executives in this exciting market have grown to rely on *Automotive News China*. Published in both English and Simplified Chinese, this online news and information product serves a growing audience of more than 30,000 recipients. A skilled team of reporters in China is augmented by the global resources of the Automotive News Group to offer unrivaled news and perspective.

In 2009, we'll send more e-mail newsletters as news affecting Greater China breaks. We'll add data on the growing Chinese automotive marketplace. Finally, we'll be posting more news than ever to the site. This coverage is driven by our *Automotive News China* Managing Editor Yang Jian in Shanghai.

A recent reader survey (August 2008) from ForeSee Results revealed some impressive statistics about our users:

- 23% work for automakers/manufacturers;
31% are part of supplier companies; 7% are retailers
- 69% of our readers are located in Greater China;
11% in North America and 9% in Europe
- 57% read it in Chinese; 43% in English
- Autonewschina.com is considered the primary source of online information on the automotive industry by its readers, more than three times as many as the next highest-scoring website.

There is no more efficient way to reach your customers and prospects than with a marketing message in *Automotive News China*. The top executives at the domestic Chinese and global automakers rely on this vital online publication. We look forward to working with you.

Sincerely,

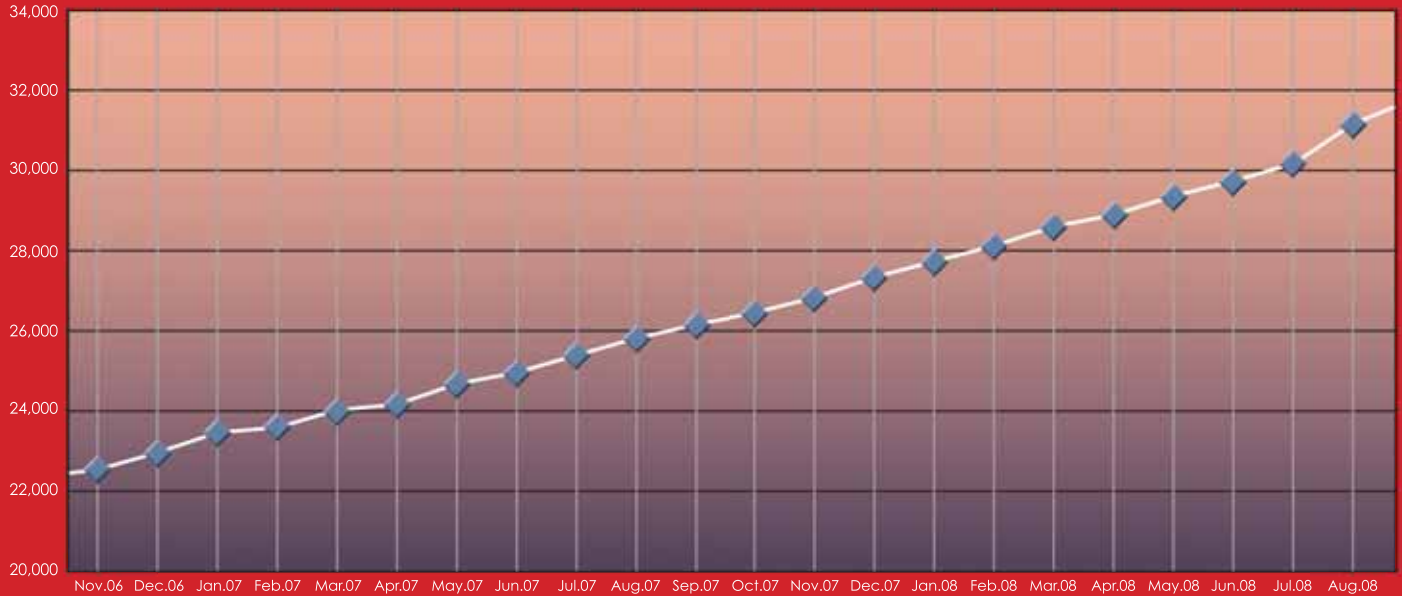
Peter Brown



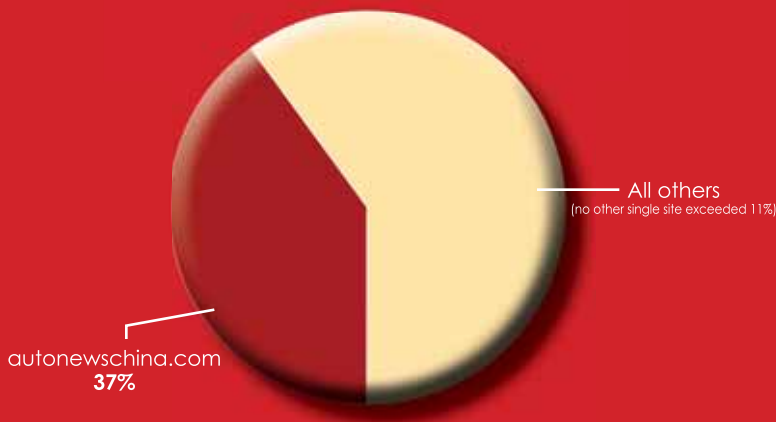
Associate Publisher & Editorial Director
Automotive News

Automotive News China

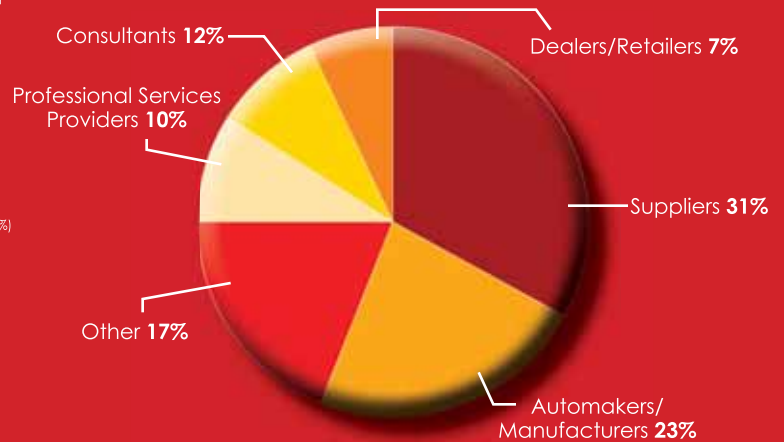
Total Registrants Since Launch



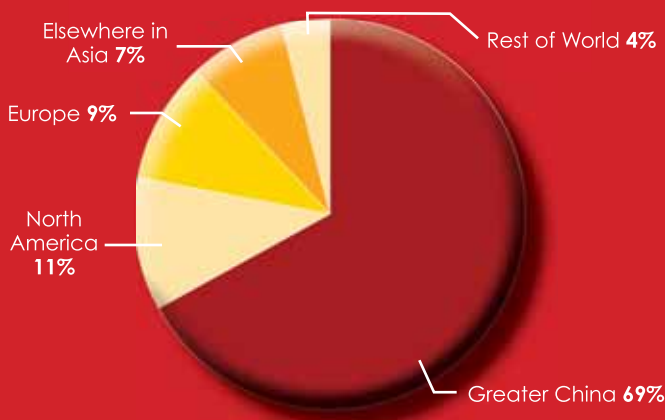
Which site do you consider to be your primary source for information regarding the Chinese automotive industry?



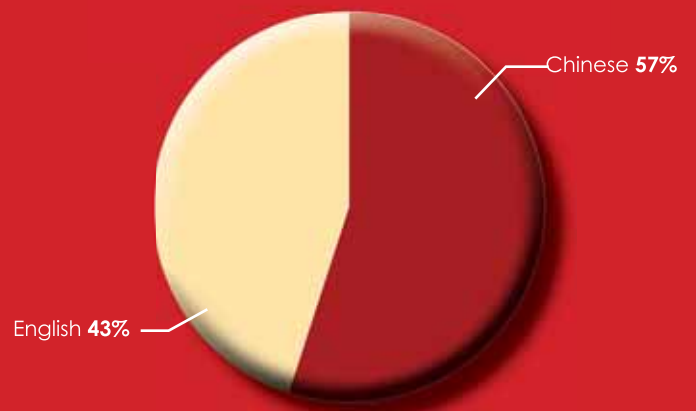
What type of company do you work for?



Where are you located?



Language Breakdown



*Source: ForeSee Results Satisfaction Insight Review March 20, 2008 through August 20, 2008

Top Leaderboard: 728 x 90

For Sept. 16, 2009 1/1 All a colleague about this e-mail

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English version

Visit our e-news: [Automotive News Europe](#) [Automotive News Asia](#)

Automotive News China Newsletter

COMMENT: Why I am betting on private Chinese automakers

Yang Sun [yangsun@autonews.com](#)



COMMENT — When I meet automotive industry professionals from outside China, they frequently ask Chinese auto manufacturers why success is being bet on private Chinese automakers rather than state-owned or state-subsidized ones. Privately companies such as BYD won't rise 2009 sales, and they request to be market more effectively. Richard Yang Sun is the Senior Road Full Commentary.

- Other headlines in this newsletter
- How to build low-cost passenger vehicle plants
 - How to produce low-cost passenger vehicles
 - China's auto industry: 2009-2010
 - China's auto industry: 2009-2010
 - China's auto industry: 2009-2010
 - China's auto industry: 2009-2010
 - China's auto industry: 2009-2010
 - China's auto industry: 2009-2010
 - China's auto industry: 2009-2010
 - China's auto industry: 2009-2010

Medium Rectangle 300 x 250

长城开新乘用车

长城汽车股份有限公司公告，公司自主研发的长城汽车，将于9月16日正式上市。长城汽车自主研发的长城汽车，将于9月16日正式上市。长城汽车自主研发的长城汽车，将于9月16日正式上市。

Text Ad: Logo and 50 words



长城汽车自主研发的长城汽车，将于9月16日正式上市。长城汽车自主研发的长城汽车，将于9月16日正式上市。长城汽车自主研发的长城汽车，将于9月16日正式上市。

Branding Bar: 300 x 100

东风启辰自主品牌生产基地



东风启辰自主品牌生产基地，将于9月16日正式上市。东风启辰自主品牌生产基地，将于9月16日正式上市。东风启辰自主品牌生产基地，将于9月16日正式上市。

Half-Page Ad: 300 x 600

东风启辰自主品牌生产基地

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福特研究中心启动平定

福特研究中心启动平定，将于9月16日正式上市。福特研究中心启动平定，将于9月16日正式上市。福特研究中心启动平定，将于9月16日正式上市。

Lower Leaderboard: 728 x 90

PLACE YOUR AD IN AUTOMOTIVE NEWS CHINA.

Your ad in *Automotive News China* benefits you in many ways. All ads will run on both our *Automotive News China* Web site and our e-mail newsletter. In addition, your ad will also be placed within the China category of *autonews.com*. Your ad creative can be served in English or Chinese based on the language selected by the user. Finally, your ads are supported by our Impression Level Guarantee, which is based on number of ad impressions served via Open AdStream. Any shortage will be made up by *Automotive News China*.

TOP LEADERBOARD — 728 x 90

- 10,000 guaranteed impressions
- \$2,250 per week, exclusive

MEDIUM RECTANGLE — 300 x 250

- 10,000 guaranteed impressions
- \$2,000 per week, exclusive

TEXT AD — LOGO AND UP TO 50 WORDS

- 7,500 guaranteed impressions
- \$1,500 per week, exclusive
- Not included on *autonews.com*

BRANDING BAR — 300 x 100

- 40,000 guaranteed impressions
- \$2,750 per month, exclusive

HALF-PAGE AD — 300 x 600

- 10,000 guaranteed impressions
- \$1,750 per week, exclusive

LOWER LEADERBOARD — 728 x 90

- 10,000 guaranteed impressions
- \$750 per week, exclusive

Maximum file size is 20K for JPEG and GIF, 50K for FLASH format. FLASH format is not available on e-mail newsletters.

COMMENT

Why I am betting on private Chinese automakers

Yang Jian
yangjian@automotive.com.cn



SHANGHAI — When I meet automotive industry professionals from outside China, they frequently ask which Chinese auto manufacturers will succeed. I am betting on private Chinese automakers rather than state-owned or state-controlled ones. Private companies such as BYD watch their costs closely, and they respond to the market more effectively. **Peter@ Yang Jian** is the managing editor of Automotive News China. —Published 2009/7/13
>> Read Full Story

比亚迪推出城市级车型

比亚迪最近推出了一系列城市级车型，包括比亚迪F3、比亚迪F0、比亚迪F6等。这些车型具有时尚的外观、宽敞的内部空间和先进的配置，非常适合城市驾驶。比亚迪F3是一款紧凑型轿车，外观时尚，内饰舒适。比亚迪F0是一款微型车，小巧灵活，易于操控。比亚迪F6是一款中大型轿车，外观大气，配置丰富。这些车型的推出，进一步丰富了比亚迪的产品线，满足了不同消费者的需求。

Medium Rectangle 300 x 250

比亚迪新能源乘用车

比亚迪新能源乘用车产品线不断丰富，包括比亚迪E6、比亚迪E5、比亚迪E7等。这些车型采用先进的插电式混合动力技术，具有续航里程长、充电时间短、使用成本低等优点。比亚迪E6是一款纯电动MPV，空间宽敞，乘坐舒适。比亚迪E5是一款纯电动轿车，外观时尚，操控灵活。比亚迪E7是一款纯电动SUV，越野能力强，通过性好。这些车型的推出，体现了比亚迪在新能源汽车领域的领先地位。

Text Ad: Logo and 50 words

本田飞度上市

本田飞度上市，这款车型以其出色的燃油经济性、宽敞的内部空间和时尚的外观而闻名。飞度搭载了本田最新的1.8L发动机，动力强劲，加速流畅。车内空间宽敞，座椅舒适，储物空间丰富。飞度的外观设计时尚动感，符合年轻人的审美需求。飞度的上市，为消费者提供了更多选择，进一步巩固了本田在中国市场的地位。

Branding Bar: 300 x 100

高坪小清新将在政策影响上市

高坪小清新将在政策影响上市，这款车型以其小巧的车身、时尚的外观和先进的配置而备受关注。高坪小清新搭载了先进的发动机技术，动力强劲，操控灵活。车内空间宽敞，座椅舒适，储物空间丰富。高坪小清新的外观设计时尚动感，符合年轻人的审美需求。高坪小清新的上市，为消费者提供了更多选择，进一步巩固了本田在中国市场的地位。

比亚迪推出上市即插电混合动力车

比亚迪推出上市即插电混合动力车，这款车型采用先进的插电式混合动力技术，具有续航里程长、充电时间短、使用成本低等优点。比亚迪插电混合动力车搭载了先进的发动机和电动机，动力强劲，加速流畅。车内空间宽敞，座椅舒适，储物空间丰富。比亚迪插电混合动力车的外观设计时尚动感，符合年轻人的审美需求。比亚迪插电混合动力车的上市，体现了比亚迪在新能源汽车领域的领先地位。

一汽为自主品牌开发研发总部

一汽为自主品牌开发研发总部，该总部的成立将进一步提升一汽自主品牌的研发能力，推动自主品牌的发展。一汽自主品牌研发总部将整合一汽的研发资源，集中力量进行自主品牌的研发工作。总部将负责自主品牌的战略规划、产品开发、生产制造和市场营销等工作。总部将引进和培养一批优秀的研发人才，提升一汽自主品牌的竞争力。总部将推动一汽自主品牌的发展，为消费者提供更多优质的产品和服务。

麦格纳在华研发中心

麦格纳在华研发中心，该中心的成立将进一步提升麦格纳在华的研发能力，推动麦格纳在华业务的发展。麦格纳在华研发中心将整合麦格纳在华的研发资源，集中力量进行在华产品的研发工作。研发中心将负责在华产品的战略规划、产品开发、生产制造和市场营销等工作。研发中心将引进和培养一批优秀的研发人才，提升麦格纳在华的竞争力。研发中心将推动麦格纳在华业务的发展，为消费者提供更多优质的产品和服务。

Lower Leaderboard: 728 x 90

CHINA

China's year-on-year August car sales down

China's year-on-year August car sales down, according to the China Association of Automobile Manufacturers (CAAM). The CAAM reported that August car sales in China fell by 1.1 percent compared with the same month last year. This marks the first time in 11 months that August car sales in China have declined. The CAAM attributed the decline to a combination of factors, including a slowdown in the economy and a lack of new car models. The CAAM expects car sales in China to remain flat or decline slightly in the third quarter.

China exports squeezed

China exports squeezed, as the Chinese government imposes new export duties on certain automotive parts. The government announced that it will increase the export duties on certain automotive parts, including engines, transmissions, and axles. The government stated that the increase in duties is necessary to protect the domestic automotive industry from unfair competition. The increase in duties is expected to reduce the competitiveness of Chinese automotive parts in the international market.

Ross' interiors company pushes into China, India

Ross' interiors company pushes into China, India, as the company expands its operations in these markets. The company, which is a leading manufacturer of automotive interiors, has announced that it will invest in new production facilities in China and India. The company stated that the investment is necessary to meet the growing demand for automotive interiors in these markets. The company expects to increase its production capacity and improve its product quality in China and India.

Medium Rectangle 300 x 250

Branding Bar: 300 x 100

Half-Page Ad: 300 x 600

Lower Leaderboard: 728 x 90

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Analysis	Comment	Archives	About	Home	News	Market	Analysis
Comment	Archives	About	Home	News	Market	Analysis	Comment
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