

## **CHAPTER 3**

### **TRADITIONAL CAR BRAND MARKETING**

#### **3.1 International traditional automobile marketing model**

The international mainstream car sales model is a combination of production and marketing, which determines the main distribution channel model: franchised stores, the general implementation of a single brand or a single brand of specific product sales, mainly 3s sales, 4s sales and 5s sales methods. Car chain stores or car supermarkets, the general use of agents or distribution methods for the operation and sale of automotive products, car supermarkets are generally in a single region distribution of multiple brands of cars, and car chain is in several regions distribution of multiple brands of cars. A large car market or car Avenue, the mode of sale is to select specific areas to establish a number of brand stores, such as road sides or closed large markets. Direct marketing, network direct and telephone direct sales, network marketing, not limited by geographical time, can be intuitive for car buyers to provide pictures of vehicles, performance, configuration, price, delivery and transport methods, and so on, or even through the network for vehicle color recognition, the appearance of the cost of simulation payments, and directly provide services to customers; The telephone marketing mainly uses the data mining, carries on the telephone communication to the latent customer, introduces the product, thus attracts the customer to buy.

#### **3.2 Chinese traditional automobile marketing model**

Franchise store sales, China's major car manufacturers have established brand franchise Channel mode, the current domestic brand franchise mode, almost universally in accordance with the International Automotive Distribution Standard mode of construction, the use of Trinity (3S) or four (4S) format: The automotive manufacturing Enterprises in the marketing department as the center, Take the regional Management Center as the foundation, take the concession or the special dealer as the base point, set the new car sale, spare parts supply, maintenance service, information feedback and processing as one, controlled by the manufacturer's distribution channel mode. Car supermarket sales, less investment, low operating costs, brand concentration for consumers to buy the marketing model, has a huge development potential and space, in addition to his car sales, maintenance services in one professional service shop, can provide users with multiple brands, one-stop choice of comfortable and convenient shopping models and maintenance environment, these are brand franchise stores can not match. Automobile Park, automobile Industrial Park is a model of automobile industry cluster development, car park can attract a large number of automotive consumer groups, because the car park full-featured, in the car sales, maintenance, accessories and so on, the car park can show the car culture technology exchange, tourism and entertainment functions, for customers is very convenient. Car chain sales, that is, the establishment of a number of stores in a region, or in different regions to set up stores, operating one or more brands of the car business model, and to provide these agents brand car sales and services, this multi-brand agent chain form, so that its orders more than other forms of channels,

and large orders, Forcing manufacturers to offer them lower prices or more favorable models. Car trading market, consumers in the car trading market has a freer environment, there are more options, at the same time can enjoy the one-stop service, car trading market also bring scale effect, unified maintenance and accessories supply, make the operation cost of dealers lower, and consumers can buy a lower price of the car.

### **3.3 Traditional vehicle marketing means**

Traditional automobile common marketing means include: discount, price, gift, advertising promotion and star endorsement. In the increasingly fierce competition in the automobile market, more manufacturers and distributors hope to achieve immediate results, rapid sales, then we generally rely on discounts and prices, as the automotive products tend to homogenization, discounts and other means of price reduction is to compete for market share of the killer. In car sales, the use of gift-giving methods to carry out marketing, usually in the holiday or celebrations, as well as car manufacturers to launch a new car, car manufacturers and distributors by giving a variety of gifts to make buyers feel accounted for the cheap, get the benefits, and then increase consumers desire to buy cars. Advertising is the car manufacturers to the vast number of consumers to promote their product use, product quality and display brand image of the commercial means, the operation of this commercial means, automobile manufacturers and consumers will benefit, manufacturers rely on advertising promotional products, consumers rely on advertising to guide their own car behavior, whether traditional media or network transmission, Advertising information brought to people provides a very convenient guide to the car. If a car dealer has a special hope for a new car, generally will look for star endorsement, with the help of the star effect has been the main marketing tools, whether it is the auto show stage, or TV ads, a car next to always have a star to match, to stimulate the spread of exposure. For example, Brad Pitt for Cadillac Limousine XTS endorsement, Wentworth Miller for the Chevrolet Cruze endorsement, George Clooney for the Mercedes-Benz E-Class endorsement, tennis king Roger Federer for the Mercedes-Benz M-Class SUV endorsement, NBA superstar Kobe Bryant endorsement smart and so on.