

# Current Situation of Chinese Automobile Brand Development, Reason Analysis and Policy Recommendations

Yuewen Liu\*, Meng Zhang

China Auto Information Technology (Tianjin) Co., Ltd, Tianjin 300300, China

\*liuyuewen@catarc.ac.cn

## Abstract

With the continuous development of the "New Four Modernizations" trend, the automotive industry ushered in a period of strategic opportunity. In this regard, Chinese auto brands are actively carrying out strategic deployment to leverage on the strength of the upward trend. In recent years, the technology and product quality of Chinese automobile brand have been further improved, and the production and sales volume of automobiles and market share have been rising, but it is still a long way from the goal of becoming bigger and stronger. This article focuses on the current development of Chinese automobile brand, summarizes their shortcomings in brand image, brand premium and going abroad, analyses the reasons behind them based on the whole life cycle of auto products, and puts forward policy suggestions from the perspectives of industrial clusters, resource support and image promotion.

## Keywords

Chinese Automobile Brand; Brand Image; Brand Premium; Chinese Automobile Going Global; Brand Development.

## 1. Introduction

General Secretary Xi Jinping has repeatedly emphasis the important instruction of "to improve the Chinese Automobile Brand", which has set the course for the development of China's automobile industry in the new era[1]. 2025 is a key year for the comprehensive implementation of the spirit of the 20th CPC National Congress, and is also the year for the conclusion of the 14th Five-Year Plan and the layout of the 10th Five-Year Plan. At the historical juncture of the successful conclusion of the three-year reform of state-owned enterprises, China's automobile industry is accelerating its historic leap from "automobile power" to "automobile power" by focusing on new energy and intelligence.

## 2. Status and Issues

As the main force in the development of domestic automobile industry, Chinese automobile enterprises have played an important role in the development of China's automobile industry, and they are also the core force to reach the strategic goal of building a strong automobile country in the future. After years of development, the Chinese automobile enterprise products in the quality, competitiveness enhancement obvious, and has begun to fight with foreign brands, strengthen the Chinese Automobile Brand construction is just the right time. At the same time, under the influence of economic downward pressure, raw material prices, chip shortage, etc., the survival of the fittest has further intensified, and chinese automobile brand are under pressure to move forward.

Currently, Chinese automobile brand have made certain development achievements under the guidance of industrial policies over the years, with new energy sales rising year by year (Figure

1). The product quality of Chinese automobile brand continues to improve, and 2024-2025 ushered in the new product cycle of Chinese automobile brand, with various car companies actively launching all kinds of medium- and high-end models, continuously upgrading their efforts towards brand upgrading, and striving for the high-end market.

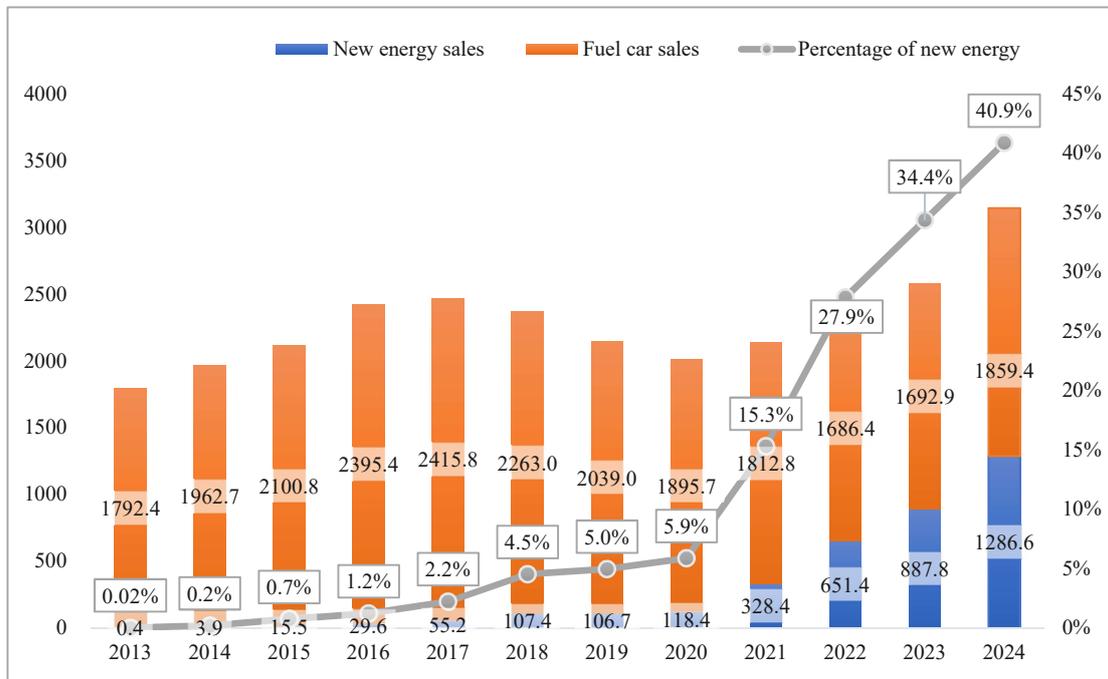


Figure 1. Trend of passenger car sales in China (10,000 units)

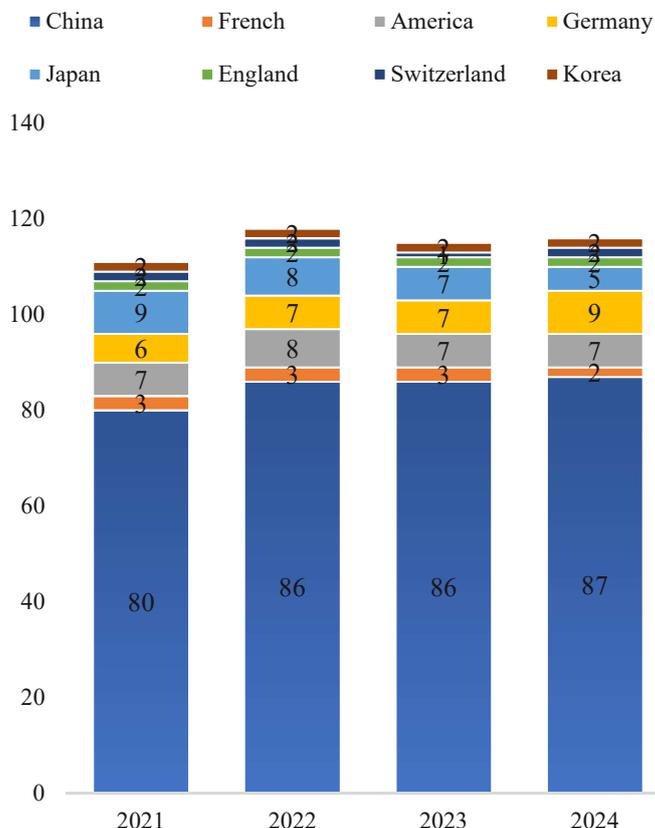


Figure 2. Number of passenger car brands in China

The market competitiveness of Chinese automobile brand is increasing. In 2024, the domestic market share of Chinese automobile brand exceeds 70%. Chen Xiujuan [2] points out that in 2024, Chinese brands occupy seven seats in the top ten domestic auto sales list, and BYD, Chery and other enterprises are among the top sales. While foreign brands continue to shrink market share, Japanese and German brands sales generally decline, Korean and French brands only single-digit market share (Figure 2).

However, from the Chinese automobile brand's own development of the actual point of view, part of the status quo is worrying, there are still problems to be solved, the need for greater strength, more accurate, more systematic policy tools to further guide, regulate.

### **2.1. In Terms of Brand Image,**

Chinese automobile brands lack an overall image, i.e., an image that allows consumers to see and truly recognize Chinese automobile brands. Generally speaking, consumers perceive the brand image of German cars as durable, reliable, long-established, technologically advanced, and well-built; and the brand image of Japanese cars as cost-effective, fuel-economical, and practical. Zhou Junlin [3] argues that, relatively speaking, Chinese brands in the global market are often presented as cheap and low-end image, and consumers still have a great misunderstanding of the current automotive technology, so Chinese automobiles need to prove that the development of technology in the automotive industry has already developed by leaps and bounds, and that the maturity of the automotive industry still needs to take a big leap forward. On the one hand, the independent brand is mainly oriented to the low-end market, mainly relying on price, channels, promotions and other traditional means, resulting in independent brand enterprises in the competition process is easy to be imitated, be surpassed, the enterprise itself lack of core competitiveness: on the other hand, independent brand enterprises lack of brand self-protection awareness, but also lack of experience in the management of the brand. Establishing a high-end brand is a long-term process, when the low-end image of independent brand cars is deeply rooted in the minds of consumers, it is difficult to seek change. Into the 21st century, China began to pay attention to the construction of Chinese automobile brands, this stage of the Chinese automobile brand has a different meaning, to meet the needs of some groups, and with the "price-performance ratio" of this difference quickly opened up the market. However, just to do this step, still can't let the Chinese automobile brand and joint venture brand competition until beyond, because the joint venture brand in the long-term accumulation has occupied the user mind, Chinese automobile brand want to surpass the joint venture brand, must take the user mind as the target and grasp.

### **2.2. In the Brand Premium,**

From the "automobile big country" to "automobile strong country", that is, means the Chinese brand upward, the force in the high-end brand, and the core of the brand premium support from the technology, especially the engine, transmission, chassis and other key components of the technology [4]. In terms of profits, the annual profits of joint ventures and foreign enterprises exceeded the annual profits of Chinese brand enterprises by four times. For a long time, low prices have become the common feature of independent brands, low prices and low profits have become an important means for independent brands to seize market share [5]. However, from the brand premium rate, independent brands than the European and American car brands lower than 10-20 %, lower than the Japanese brand 10 %, although the short-term can bring a certain market share, but in the long run, if continue to take the low price strategy, and disregard for the brand value, the brand premium ability will become weaker and weaker, which is not conducive to the enhancement of brand value of the Chinese automobile enterprises (table 1).

**Table 1.** Comparison of car brand premiums by country

nations	brand representative	Combined premium rate	Comparison of premium capacity
Germany	Mercedes-Benz, BMW, Audi	+15 %	Weakening of traditional luxury brands' price premiums, but brand value still supports premium market pricing (e.g. Mercedes-Benz S-Class premiums of 15-20 %)
Japan	Toyota	+5 %	Toyota hybrid models at a premium of 5-8 %
China	BYD, NIO, Chery, Changan	-5 %	Premiums of up to 10% for mid-range and high-end models (e.g. NIO ET7), but mid-range and low-end models pull down overall averages
America	Tesla, Ford	+22 %	Tesla Model Y 38% price difference between US and China, Ford F-Series pickups 22% premium
Korea	HYUNDAI,KIA	-12 %	Terminal discounts of 15-20 %, maintaining a premium of 8 % by stacking configurations only
Britain	Jaguar,land rover,mini	+18 %	Land Rover Defender premiums 25 %, but discounts over 30 % on new energy models
French	PEUGEOT,CITROEN	-20 %	Terminal discount rate of 25-30 %, with a 12 % premium based on government subsidies only

(Data sources: Passenger Car Association, financial reports of various automobile enterprises, research reports of CICC, premium rate is a comprehensive measurement value).

### 2.3. In Terms of Going Abroad

The overseas expansion of Chinese automobile enterprises is still in the initial stage, with insufficient development experience, and some privately-funded automobile enterprises still do not regard "going abroad" as an important part of their development strategy, and focus too much on the domestic market. Yang Liyang [6] points out that the economic, political, social, legal and other risks and challenges faced by enterprises' overseas interests are particularly complex, and the lack of relevant protection capacity and experience makes the task of safeguarding the overseas interests of Chinese automobile enterprises extremely difficult. At the same time, from the point of view of market penetration, the current domestic car penetration rate in the European and American markets is still relatively low, and the penetration rate in Africa and South America and other regions is relatively high (Table 2).

**Table 2.** Local market share of domestically produced vehicles

geography	continent	South America	Oceania	Asian	European	North America
market penetration	21.5 %	12.9 %	11.6 %	5.8 %	3.3 %	1.1%

(Source: China Association of Automobile Manufacturers (CAAM), Local market share is a comprehensive measurement).

### 3. Analysis of Causes

At present, the domestic automobile market has entered a mature and saturated stage, with fierce competition and serious product homogenization, the launch of competitive and attractive automobile products is the most basic and crucial part of brand power enhancement. The role of the product in expanding market share objectives under the relatively strongest, accounting for 47 %, in the establishment of enhancing the brand image of the impact of 39 %, followed by brand beliefs accounted for 33 %, and finally the brand premium aspect accounted for 31 % [7].

Zhang Liming and Hu Hao [8] point out that consumers' perceptions of a brand are, to a great extent, rooted in their overall perceptions of the products launched by the brand. Automotive brands should establish functional value barriers for their products to help increase product sales and public recognition together. To establish brand image as the development goal, to create a labelled product image is an important foundation, the brand needs to design, production, manufacturing and other aspects of product quality, brand personality, brand style and other elements of the spiritual level embodied in the product carrier, so that the user can "see, touch and feel", to stimulate the user to generate More positive perception of the brand image. To enhance the brand premium for the development goal, the product more determines its competitive market, brand and vehicle products, determines the basis of its competition standard, automotive products can acquire the premium ability in today's era, the key is whether it has a breakthrough technology, such as network connectivity, automated driving and so on. In general, for the vast majority of brands, products are the top priority of the brand, the fundamental of the enterprise engaged in business operations, the most primitive foundation for the brand to achieve upward development, and the essential support for the brand to respond to consumer demand. The above bottleneck encountered by the development of Chinese Automobile Brands is the result of various problems of automobile brands caused by automobile products, and the reasons leading to its emergence mainly include the following aspects.

### **3.1. Hard Power of Technological Innovation Hinders the Upward Development of the Brand**

The hard power of technological innovation is the primary factor restricting the high-end of Chinese Automobile Brand products, and consumers tend to pay for automobile products with more high technology and pay more prices. At present, the Chinese automobile brand in the independent innovation still has shortcomings.

First, there is still a "neck" technology short board. In the field of traditional automobiles, the Chinese Automobile Brand independent innovation is insufficient, its engine, transmission, chassis and other key parts and components of the technology, for foreign investment, joint venture brand dependence is strong. In the field of intelligent vehicles, Chinese Automobile Brands lag behind in key technology research and development, electronic components, sensors and chip technology and other key core parts are seriously dependent on multinational corporations, and the gap between car networking technology and higher-level intelligent driving technology and the United States, Japan and Europe is large [9].

Second, the image of independent innovation has not reached the consumer side. In the early stage of China's automobile industry, the reverse design is the main form of R&D and production of Chinese automobiles brand, which leads to a generation gap between Chinese Automobile Brands and foreign brands. With the accumulation of word-of-mouth in the market, the impression that foreign brands are more technologically advanced and have better performance than Chinese automobile brands is deeply rooted in the minds of consumers. Although the current stage of Chinese automobile brands to positive independent research and development efforts, but also made a certain amount of self-research and technological achievements, but the influence of the consumer's mind and change will take time.

Third, the flow of talents in automotive core technology research and development. With the electrification, intelligent trend continues to deepen, automotive software research and development is becoming increasingly important, the new window of opportunity not only to promote the transformation and upgrading of all kinds of traditional automobile enterprises, but also attracted all kinds of cross-border players into the game. In the context of accelerated cross-industry and cross-regional mobility of talents, Chinese automobile enterprises, joint ventures and foreign-funded automobile enterprises, as well as Internet high-tech enterprises

are competing to absorb the core automobile technology talents, and the attractiveness of Chinese Automobile Brands for technical talents has been challenged.

Fourthly, R&D investment has a long effect cycle. In recent years, Chinese automobile brand have realized the importance of R&D investment and medium- and long-term development strategy, and have gradually increased technical research and innovation. At this stage, a number of automotive companies have released the 2030 strategy, and their R&D investment has reached hundreds of billions of yuan. However, due to the long time for automotive products to land, the speed of technology iteration and updating and the results of technology products are not controllable, the effectiveness cycle from the R&D investment to the moulding of the new technology is long.

### **3.2. Reliability of Vehicle Quality Constrains Brand Recognition**

For a long time, in order to occupy more market share, Chinese automobile enterprises have been using "high cost-effective" and "high configuration" as their selling points, and competing in the market by providing the strongest level of configuration in the same price range, which makes their investment in improving vehicle reliability very low. This makes its investment in improving the reliability of the whole vehicle very low cost and energy. Over the years, consumers are also clear, "cost-effective" high with low quality is accompanied by a higher cost of use and lower residual value.

As a result of insufficient investment in reliability costs, the fuel consumption, maintenance costs, repair costs and other late use costs of Chinese automobile brands are generally higher, and the rapid deterioration of the car's condition due to poor reliability will further push up the cost of using the car in the future. On the other hand, poor reliability will also lead to low value retention, and consumers will lose a lot of money when reselling used cars.

In recent years, various evaluation lists have proved that Chinese automobile brands have achieved continuous progress in car quality and reliability through the accumulation of their own car-making experience and technological changes. However, due to the accumulation of history, there is still a lag and disconnection between consumers' perception of the reliability of Chinese automobile brands and their real status. Chinese automobile brands still need to make more efforts in the car quality and reliability publicity to reverse the user's perception.

### **3.3. User Operation Mechanism Affects User Stickiness**

As the domestic automobile market changes from incremental to stock, the importance of "user-centred" market occupation is increasing. However, due to the lack of user operation awareness or unsound user operation mechanism, the user operation of Chinese Automobile Brands is not effective enough and has not led to the formation of good user stickiness.

Firstly, there is no core competitiveness in brand building. On the one hand, part of the Chinese brand in the brand concept positioning and brand image shaping immature. In the brand highlights in the development is not in place, not a good grasp of their own corporate cultural characteristics, in the product into the additional connotation of their own corporate culture. Resulting in consumers on the brand image is not clear, let alone brand loyalty. On the other hand, as more auto brands consciously launch multi-brand and multi-category for different market segments, the competitive advantage of differentiation of multi-brand development strategy is weakened. At the same time, multi-brand development enhances the pressure of internal coordination and cost control, and is prone to waste and fragmentation of resources. How to create a multi-brand brand image, promote user loyalty to its brand, and maintain and enhance user stickiness is a new challenge for chinese automobile brand.

Second, the lack of after-sales operation consciousness and perfect after-sales service system support. After-sales service talents, after-sales service technology and after-sales service network system are very weak. High-quality after-sales service can cultivate users' loyalty to

the brand and enhance users' stickiness. Focusing only on sales and ignoring after-sales service is not conducive to the long-term development of Chinese automobile brand.

### **3.4. Industry Chain Layout Restricts the Independent Development of Chinese Automobile Brands**

The marketability of vehicles depends on the full cooperation between vehicle enterprises, upstream supply side and downstream sales side, however, at present, Chinese automobile brand are facing "internal and external problems" in the industry chain. Conflicts between upstream and downstream enterprises in the industry chain and the business objectives of Chinese automobile brand, as well as the instability of the existing supply chain, have jointly restricted the independent development of Chinese automobile brand.

On the internal side, car enterprises and the supply side, the sales side of the goal of dispersion, did not form industrial synergy. Supply-side enterprises and car enterprises industry goals are inconsistent, the upstream enterprises hope to create their own first to see the most core technology auto parts, while car enterprises hope to maximize the procurement of high-quality, low-priced parts and components with strong adaptability. The inconsistency between the supply-side development and the purchasing goal of car enterprises will lead to the mismatch between the parts produced and the demand of the enterprises, resulting in a waste of resources and hindering the realization of the goal of the technological configuration of the whole vehicle. At the same time, the inconsistency between the pricing objectives of automobile enterprises and sales organizations, and the lack of control of automobile enterprises over the price of automobiles also have a negative impact on the high-end of Chinese Automobile Brands. Externally, the stability of the supply chain of Chinese automobile brand has been challenged. For the consideration of efficiency and economy, most of the Chinese automobile brand adopt zero inventory and global layout of industrial chain, but this layout ignores the impact of global disasters and geopolitics. Influenced by the macro-environment, there may be supply disruptions, affecting the normal production of automobiles, which is not conducive to the long-term stable development of Chinese Automobile Brands.

## **4. Policy Recommendations**

Epidemic now, the internal and external environment has become complex and severe, unpredictable. At present, the Chinese Automobile Brand still exists in the technical innovation hard strength is insufficient, automobile quality and reliability of the image has not been established, the user operation mechanism is not sound and the industrial chain layout is not enough independent and stable problems. In order to better face the market competition of foreign giant automobile enterprises, China's Chinese Automobile Brand industry needs further development, the government should effectively solve the problems existing in the Chinese automobile industry, so that China's Chinese Automobile Brand is really strong, and promote China's Chinese Automobile Brand to a higher level, and realise the dream of a strong country of the new era of China's automobile. It is suggested to grasp the important strategic opportunity period for the development of China's Chinese Automobile Brand in the next 3-5 years, through leading the transformation and reform of enterprises, perfecting the construction of the Chinese Automobile Brand system, promoting the upgrading and transformation of the automobile industry, constructing industrial clusters, overcoming the "stranglehold" technological difficulties, launching the Chinese automobile to the sea and high-end enhancement, and creating the overall image of China's automobile brand, and continuously assisting the Chinese Automobile Brand to move to a higher level. The overall image of Chinese auto brands is as follows:

#### **4.1. Accelerating the Transformation of Organization Agility in Response to a Development Landscape of Opportunities and Challenges**

To lead the Chinese automobile enterprises to deepen the transformation of the organization into an agile enterprise, firstly, it is necessary to formulate clear corporate development goals and strategic planning, reinforce the "one chess" idea, and create an open, transparent, trusting and positive working environment; secondly, it is necessary to create a flexible organizational collaboration model, change the style of reporting and directives that must be given from layer to layer, and intelligently link up R&D, manufacturing, supply chain, sales, etc. in the automobile enterprise. Secondly, to create a flexible organizational collaboration model, change the style of reporting and instructions from one layer to another, and link R&D, manufacturing, supply chain, sales, etc., to improve the efficiency of the organization and to promote better cooperation among various departments; Thirdly, to implement the "people-oriented" talent management model, talent recruitment is not limited to talents in the automotive industry, but also pay attention to the introduction of talents outside the industry. At the same time, for the talents within the enterprise, it is necessary to establish a perfect talent training system, form the enterprise management measures of learning, assessment and incentives to stimulate the potential of the staff, and constantly improve and update the knowledge reserve of the staff. The construction of an agile organization can help enterprises to respond to the rapidly changing needs of automobile users, understand their pain points in a timely manner, and propose efficient solutions, which is a source of internal power to help Chinese Automobile Brands win the challenge.

#### **4.2. Building a Chinese Automobile Brand Development System in Line with the Development Trend of the Consumer Society.**

The government should encourage enterprises to follow the development trend of the consumer society and the automobile industry, and build a Chinese Automobile Brand development system on this basis: firstly, to find the right track for their own brand under the current trend of the automobile industry, with electrification, internationalization and internet connectivity being the clear development trend; secondly, they need to find the right users, get in touch with their own target user groups in-depth, and understand the users' needs and pain points; thirdly, build products and marketing content based on the users' Third, create products and marketing content based on users' real needs and pain points; fourth, choose appropriate media and channels to reach users with marketing content and products, so that users can build up a brand mind in their minds.

#### **4.3. To Promote the "Neck" Technology Breakthroughs, and Further Increase the Transformation and Upgrading of the Automobile Industry.**

In the face of the "neck" of the key core technology problems, the government must strengthen the scientific and technological strategic support, and coordinate the promotion of making up short boards and forging long boards: First, standing in the overall height of the survival and development, the release of the implementation of the innovative technology strategy, innovation and carry out a series of support for the automobile industry technology research plan, focus on breaking through a number of "neck" problem, scientific and technological self-reliance and self-improvement out of the "acceleration", to promote China's auto brands into the ranks of the world's advanced level, the key core technologies to achieve independent control and reach the world's advanced level, the core competitiveness of the further substantial enhancement; secondly, focus on Secondly, we will focus on supporting the transformation and upgrading of the industry, adhere to the development direction of electrification, internet connectivity and intelligence, support automobile enterprises to jointly carry out basic and subversive technological innovation, adopt new technologies such as

artificial intelligence and big data, accurately analyse demand, enhance user stickiness, and continue to improve the competitiveness of products.

#### **4.4. Cultivating a Number of Industrial Clusters with International Influence and Competitiveness, and Further Increasing the Support for the Development and Construction of Auto Parts Industry Chain.**

The government needs to organise relevant forces, focus on key shortcomings and weaknesses to carry out research and breakthroughs, and vigorously promote industrialization and application. First, enhance the independent and controllable ability of the industrial chain supply chain, so that science and technology innovation plays a significant role in the implementation of the innovation-driven development strategy and accelerating the transformation of old and new kinetic energy; second, strengthen the layout of new energy vehicles, focusing on the development of new energy vehicles relying on the existing industrial clusters to optimize the allocation of factor resources, avoid duplication of construction, scattered layout leading to waste of resources, and further give play to the effect of industrial agglomeration; third, focus on Thirdly, we should focus on the important role of key components and core technologies in the operation and development of the industry, and build a supply chain that is independently controllable, open and innovative, and highly efficient in operation.

#### **4.5. Fully Utilizing Advantageous Resources to Support the Overseas Development of Chinese Automobile Brands**

The government should support the overseas layout of enterprises, encourage advantageous enterprises to firmly establish the concept of international development, co-ordinate the use of two kinds of resources and two markets, and actively carry out overseas layout to speed up the integration into the global market. Ruan Xiaowen [10] believes that it is necessary to accelerate the integration into the global value chain, guide enterprises to formulate international development strategies, continuously improve international competitiveness, increase the development of international markets, and promote industrial cooperation from the production and manufacturing links to the extension of the whole chain of technology research and development, marketing and so on. Fourthly, we will strive to serve the international development of Chinese brands. It will carry out seminars on the international development of Chinese brands, take into account the development situation of China's automobile industry and the needs of key enterprises, and study and increase the comprehensive support in policies and regulations, consumer finance, credit insurance, etc., so as to provide support and services for the scientific and technological innovation and brand development of China's automobile enterprises.

#### **4.6. Deploying a Good Brand High-end Strategy and Changing the Marketing Approach to Help Brand High-end**

The next 3-5 years is an important strategic opportunity period for the development of high-end Chinese automobile brands, the government needs to think about how to take this step of high-end strategy. Zhang Qingbin [11] pointed out that the so-called high-end from the surface of the automobile brand premium enhancement, the kernel is the user's emotional recognition, so the Chinese automobile brand to walk a good high-end route, must be through the brand marketing action and the user to establish empathy, the automobile industry marketing means must be a corresponding change: first, the development of a good digital marketing strategy, data as the core, fusion of online and offline data, mastery of First, develop a good digital marketing strategy, with data as the core, fusing online and offline data, mastering the data of each core node of the whole chain of car purchasing, combining the data characteristics of different scenarios, analyzing and judging user behaviour and transformation characteristics,

and creating a better marketing mix strategy; second, exploring the inner needs of different circles, and creating customized content with emotion and value. Automotive marketing content in the future should be centred on consumers' geographical and own characteristics, digging into consumers' deep-seated needs, interests and life status, and establishing strong emotional links with users through diversified forms of customer contact, providing users with deep-seated emotional value so as to pry users; third, constructing a private domain for the brand through multi-channels, in-depth operation, and creating brand characteristics. Automobile manufacturers need to build their own private traffic pool, pay attention to the life cycle management of private users, continue to export brand value and culture, enhance brand identity, develop user lifetime value, and mine new growth breakthroughs from the stock of users.

#### **4.7. Create an Overall Image of Chinese Auto Brands and Lead the Media to Jointly Build a Good Image of Chinese Auto Brands.**

The government should actively guide party organizations at all levels in the automobile industry and the majority of party members and cadres, bearing in mind General Secretary Xi Jinping's ardent wishes, to resolutely make the Chinese Automobile Brand up. Firstly, accelerate the building of Chinese Chinese automobile brand into a new benchmark for world auto brands, and lead Chinese Chinese automobile brand to walk out of a new road of high-quality and fast development of Chinese automobile brand in the new era; secondly, advocate multi-angle reports by heavyweight media to show more images of Chinese auto brands, focus on media guidance, and help Chinese auto brands to go upward; thirdly, improve the mechanism of network management, and co-shape the industry's Thirdly, improve the network management mechanism, and jointly shape the industry's public opinion environment, advocate the high-knowledge group to further understand the current situation of China's brands, give an objective evaluation of China's brands, and give priority to purchase and use China's automobile brands in public travelling, and encourage public figures to use and purchase China's branded automobiles for travelling; fourthly, encourage and support the system of units to carry out special purchasing to create a business card of China's automobile manufacturing, and advocate the use of China's branded automobiles; and fifthly, strive to serve the internationalization of China's brands. Fifth, we will endeavour to serve the international development of Chinese brands. Carrying out seminars on the international development of Chinese brands, combining the development situation of China's automobile industry and the needs of key enterprises, studying and increasing the comprehensive support of policies and regulations, consumer finance, credit insurance, etc., so as to provide support and services for the scientific and technological innovation and brand development of Chinese automobile enterprises [12].

At present, a new round of global scientific and technological revolution and industrial change is flourishing. With the arrival of the energy revolution and digital era, the automotive industry is also undergoing a profound change. No matter how the times change, for automobile enterprises, it will ultimately come down to products and brands, therefore, transformation and upgrading and industrial restructuring can not be avoided. In the journey of transformation and change, the Chinese auto brand should not only meet the material needs of consumers to build the core competitiveness of the product, but also to meet the spiritual needs of consumers to build the image of the Chinese brand. Chinese brand upward, not an overnight thing, need to be from the inside out, constantly polished.

## **References**

- [1] Xinhua News Agency Outlook Think Tank. The Road to Automotive Power-2022 [M]. Xinhua Publishing House,2022: 29-35.
- [2] Chen Xiujuan. New energy:A rare bend in the century[J]. Auto Watch, 2023(4): 52-54.

- [3] Zhou Junlin. Research on product planning method of independent brand automobile enterprises based on demand orientation [D]. Hunan University, 2023.
- [4] Yuan Rong. Research on the development of independent brand in China's automobile industry and its countermeasures[J]. China Collective Economy, 2007.
- [5] He Lifeng. Sharing the fruits of China's brand development[J]. Macroeconomic Management,2021(06): 7-15.
- [6] Yang Li-Yang. The road to the development of China's independent brand automobiles[J]. Automobile and Accessories,2020(19): 35-37.
- [7] China Automotive Technology Research Centre Co. China Automotive Brand Development Report (2024)[M]. Social Science Literature Publishing House, 2024(7).
- [8] Zhang Liming,Hu Hao. Corporate Brand Displacement:A Strategic Path to Achieve Brand Upgrading[J]. Journal of Sichuan University: Philosophy and Social Science Edition, 2008(5):4-6
- [9] LI Dianyun,WANG Chao. Research on the Development Path and Countermeasures of China's Independent Brand Automobile Industry[J]. Journal of Bengbu Institute, 2021(4):6-8.
- [10] Ruan Xiaowen. Research on the development path of China's independent brand automobile under the perspective of Porter's diamond theory[J]. Marketing,2020(33):180-183.
- [11]Zhang Qingbin. Problems and Countermeasures of Independent Brand Development in China's Automobile Industry[J]. China Business Journal, 2022,(16):152-155.
- [12]GUO Kai. Upward road of Chinese independent brands[J]. Auto Zonghengheng,2019,(04):50-52.