Global and Chinese Automotive Finance Industry Report, 2013

Description: China's automotive finance market is still in the early stage of development due to consumer attitude, risk management and control, etc. While the penetration of automotive finance has exceeded 80% in the United States, India and Brazil, 60% in Japan and Western Europe, and 40% in Russia, it only achieved 15% in China in 2012, indicating huge growth potential.

As the core business of automotive finance, retail financing broke a balance of RMB 300 billion in China in 2011, of which, RMB 136.7 billion (41%) was attributable to commercial banks. Affected by the automobile purchase control policy, the retail financing balance witnessed a growth slowdown in 2012, and only increased by 13% year on year to about RMB 339 billion.

Besides the retail financing business, a mature automotive finance market shall include wholesale financing, car rental and leasing, and used car financing businesses. In 2012-2013, following the steps of Dongfeng Nissan and dealer groups, automotive finance companies, such as Mercedes-Benz Financial Services, Volkswagen Financial Services, Toyota Financial Services and BMW Financial Services, also plan to develop China's automotive rental and leasing market.

Volkswagen Finance China Co., Ltd. is a wholly owned subsidiary of Volkswagen Financial Services AG in China. In 2012, Volkswagen Finance covered more than 240 cities in China, had over 1,350 cooperative dealers, and signed 149,168 contracts, up 91% year on year. In February, 2012, Volkswagen Financial Services established Volkswagen New Mobility Services Investment Co., Ltd. in China. In January 2013, Volkswagen New Mobility Services Investment Co., Ltd. announced the successful acquisition of Shanghai Zhenlang Transportation Equipment Leasing Co., Ltd. to carry out the automotive rental and leasing business.

Mercedes-Benz Financial is a subsidiary of Daimler Financial Services Group, and it has two business operations in China, namely, Mercedes-Benz Auto Finance Ltd. and Mercedes-Benz Leasing Co., Ltd. In 2011, Mercedes-Benz Financial covered nearly 400 cities and more than 200 dealers in China. In June 2012, Daimler Financial Services Group set up Mercedes-Benz Leasing Co., Ltd. in China to carry out rental and leasing business.

BMW Automotive Finance (China) Co., Ltd., established in 2010, is a joint venture of Germany's BMW AG (58%) and BMW Brilliance Automotive Ltd. (42%). As of August 2012, BMW Automotive Finance covered 233 of the 238 sales outlets in China, and the penetration of BMW Financial soared from the earliest 10% or so to 25%. BMW Automotive Finance mainly conducts the rental and leasing business in cooperation with automotive finance leasing companies.

Global and China Automotive Finance Industry Report, 2013-2016 of ResearchInChina analyzes the policy environment, development status, profit model, penetration and other industrial development indicators of the global and Chinese automotive finance markets, focuses on Chinese automotive finance market segments including wholesale financing, retail financing, rental and leasing, and used car financing, and sheds light on five major foreign automotive finance companies and 17 automotive finance companies in China.

Contents:
Preface
1. Automotive Finance
1.1 Concept
1.1.1 Definition
1.1.2 Business
1.1.3 Products
1.2 Main Functions and Effects
1.3 Global Auto Finance Development
1.3.1 Development Status
1.3.2 Profit Models
2. Development Environment for China's Automotive Finance Industry
   2.1 Development of China Automobile Industry
   2.2 China's Automotive Finance System
      2.2.1 Credit Service System
      2.2.2 Laws and Regulations
      2.2.3 Supervision
   2.3 China's Automotive Finance Policies
      2.3.1 Auto Finance Policy
      2.3.2 Auto Consuming Policy
   2.4 Chinese Consumers' Purchasing Cars by Loans
      2.4.1 Consumption Habits
      2.4.2 Attitude

3. Development for China's Auto Finance Industry
   3.1 Development Course
   3.2 Development Status
   3.3 Auto Finance Penetration Rate
   3.4 Profit Models
      3.4.1 Bank-based Profit Model
      3.4.2 Vendor-based Profit Model
      3.4.3 Profit Model Based on Non-bank Financial Institutions

4. Segmented Market Analysis of China's Automotive Finance Industry
   4.1 Wholesale Financing
      4.1.1 Wholesale Market
      4.1.2 Business
      4.1.3 Market Bodies
      4.1.4 Future Outlook
   4.2 Retail Financing
      4.2.1 Market Size
      4.2.2 Main Products
      4.2.3 Future Outlook
   4.3 Car Rental and Leasing
      4.3.1 Development Status
      4.3.2 Automotive Finance Companies Enter into Leasing Market
      4.3.3 Market Participants
      4.4 Used Car Financing
      4.4.1 Transaction Volume of Used Car
      4.4.2 Development Features of Used Car Market
      4.4.3 Development Status of Used Car Financing Market
      4.4.4 Future Outlook

5. Global Automotive Finance Companies
   5.1 Volkswagen Financial Services AG
      5.1.1 Profile
      5.1.2 Development Course
      5.1.3 Operation
   5.2 Toyota Financial Services
      5.2.1 Profile
      5.2.2 Operation
   5.3 BMW Financial Services
      5.3.1 Profile
      5.3.2 Operation
   5.4 Mercedes-Benz Financial Services
      5.4.1 Profile
      5.4.2 Operation
   5.5 Volvo Financial Services
      5.5.1 Profile
      5.5.2 Operation

6. Chinese Automotive Finance Companies
   6.1 GMAC-SAIC
      6.1.1 Profile
7. Future Development Trends of China's Automotive Finance
7.1 Automotive Industry Forecast
7.2 Auto Finance Penetration Rate Forecast
7.3 Development Trend of Auto Finance Industry

Selected Charts
Classification of Automotive Finance Business
Automobile Finance Products
Profit Distribution in American Automobile Market
Introduction to Global Automotive Finance Companies
Automobile Output and Sales Volume in China, 2005-2013
Passenger Car Output and Sales Volume in China, 2005-2013
Automobile Finance Policies and Regulations in China, 2004-2012
Automobile Consumption Policies in China, 2009-2012
Intention of Loans to Buy Car for Chinese Consumers
Development Course of Chinese Automotive Finance Industry
Automotive Finance Penetration Rate for Foreign Automotive Finance Companies in China, 2012
TOP 10 Dealer Groups in Chinese Automobile Distribution Industry, 2012
Wholesale Financing Products and Corresponding Demand of Dealers in China
Major Finance Institutions Contrast in Chinese Auto Wholesale Financing Market
Stock Finance Product Based on Single Car Loan of Automotive Finance Companies
Responsibility and Benefits for Related Parties in Stock Finance Service of Joint Loan
Auto Dealers' Finance Consumption
Auto Consumption Loan Balance in China, 2001-2012
Personal Automobile Consumption Loan of Commercial Banks in China, 2008-2011
Suppliers Contrasts of Automotive Consumption Finance Products in China
Market Shares of Automotive Consumption Credit in China, 2011
Market Shares Forecast of Automotive Retail Financing in China, 2015E
Classification of Automobile Leasing Companies in China
Automotive Operation Lease Companies in China
Financing Channels of Automotive Leasing of Hertz
Business Model of Auto Finance Lease Companies
Business Model of Leasing and Used Car Trading
Finance Lease Sample of Mercedes-Benz Auto Finance (China)
Trading Volume of Used Car and Its YoY Change in China, 2000-2012
Used Car Trading Flow in American Market
Managed Brands of Volkswagen Financial Services AG
Development Course of Volkswagen Financial Services AG
Main Operating Indicators of Volkswagen Financial Services AG, 2008-2012
Contracts Number of Volkswagen Financial Services AG by the end of 2012
Global Distribution of Toyota Financial Services
Organization Structure of Toyota Financial Services
Main Operating Indicators of TMCC, FY2009-FY2013
Products and Services of TMCC
Main Operating Indicators of BMW, 2008-2012
Retail Finance of Financial Services of BMW (by Region), 2012
Revenue Structure of BMW (by Segments), 2012-2013
EBIT-Margin of BMW, 2012-2013
Automotive Finance Business of Daimler AG
Main Operating Indicators of Automotive Finance of Daimler AG, 2010-2012
Revenue Structure of Daimler AG (by Segments), 2012-2013
EBIT Structure of Daimler AG (by Segments), 2012-2013
Main Operating Indicators of Volvo Group, 2008-2012
Revenue Structure of Volvo Group (by Segments), 2012
Net Sales and Operating Income of Volvo Group (by Segments), 2012-2013
Assets of Volvo Group, 2012-2013
Automotive Finance Companies in China
GMAC-SAIC’s Operation in 2012
Marketing Network of GMAC-SAIC
Automotive Loan Products of GMAC-SAIC
Main Operating Indicators of GMAC-SAIC, 2009-2012
Asset-liability Ratio, Capital Adequacy Ratio and NPL Ratio of GMAC-SAIC, 2011-2012
Wholesale Finance of GMAC-SAIC, 2012
Franchise Model of GMAC-SAIC
Financing Measures of GMAC-SAIC
Development Course of Volkswagen Finance China Company Limited
Management Brands of Volkswagen Finance China Company Limited
Automotive Loan Products of Volkswagen Finance China Company Limited
Automotive Loans Products of SKODA Finance
Automotive Loan Products of Toyota Auto Finance (China)
Finance Solution of LEXUS Finance
Automotive Loan Products of Ford Motor Credit Company (China)
Used Car Trade-in Flow of Ford Motor Credit Company (China)
Used Car Certification Flow of Ford Motor Credit Company (China)
Loan Sample of Mercedes-Benz Auto Finance (China)
Leasing Example of Mercedes-Benz Auto Finance (China)
Auto Insurance Program of Mercedes-Benz Auto Finance (China)
Auto Loan Process of Dongfeng Peugeot Citroen Auto Finance Company
Finance Service of Construction Equipments of Volvo Automotive Finance (China)
Shareholders Introduction of Dongfeng Nissan Auto Finance
Development Course of Dongfeng Nissan Auto Finance
Automotive Loan Products of Dongfeng Nissan Auto Finance
Automotive Loan Products of INFINI Finance
Main Operating Indicators of Dongfeng Nissan Auto Finance, 2012-2013
Auto Loan Products of Chery Motor Finance Service
Main Operating Indicators of GAC-SOFINCO Automobile Finance, 2012
Auto Loan Products of BMW Automotive Finance (China)
Development Course of Sany Auto Finance
Business Introduction of Sany Auto Finance
Overseas Companies of Sany Auto Finance
Automotive Loan Products of FAW Auto Finance
Main Operating Indicators of Beijing Hyundai Auto Finance, Q1 2013
Passenger Car Sales in China, 2013-2016
Automotive Finance Penetration Rate in China, 2013-2016
Ecological System of Auto Finance

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