
新能源汽车市场营销战略研究——以比亚迪汽车为例

摘 要

随着经济发展和社会变革，汽车行业也在不断地变革。近些年我国正在积极支持人与自然和谐共生，宣传可持续发展理念；传统燃油汽车消耗大量的石油，产生的汽车尾气对空气污染严重，使得人们越来越对燃油燃气汽车感到质疑，干净节能的新能源汽车脱颖而出。但通过大量阅读国内外学者的相关文献，对有关新能源汽车研究的相关理论进行整理分析后，发现新能源汽车还存在着核心技术创新不够，价格过高，销售渠道单一，促销方式少且力度小，售后服务及配套设施不完善等问题。根据这些问题，本文提出了一些相关建议：加强核心技术创新并形成标准规范；降低新能源汽车价格，政府加大购车补贴力度，实现新能源汽车产业化、规模化；拓宽新能源汽车销售渠道，加快地方城市和农村地区推广；加大广告宣传力度，加大促销力度，完善配套设施及售后服务等。本文并以比亚迪新能源汽车为例对比亚迪新能源汽车提出了促使新能源汽车产品多样化，实现产业化、规模化降低售价，拓宽销售渠道，各种营销方式结合加大营销力度，完善配套设施及售后服务等建议。

关键词：比亚迪； 新能源汽车； 市场营销战略； 产品组合策略

Research on Marketing Strategy of New Energy Vehicles——Taking BYD Vehicles as an Example

With economic development and social changes, the automotive industry is also constantly changing. In recent years, China is actively supporting the harmonious coexistence of man and nature, and promoting the concept of sustainable development; traditional fuel vehicles consume a large amount of oil, and the exhaust gas generated by the vehicles has serious air pollution, making people more and more doubtful about fuel gas vehicles, clean and energy saving Of new energy vehicles stand out. However, after reading a lot of relevant literature from domestic and foreign scholars and sorting and analyzing the relevant theories related to the research on new energy vehicles, it was found that new energy vehicles still have insufficient core technological innovation, high prices, single sales channels, and few promotional methods and efforts. Small, after-sales service and supporting facilities are incomplete. Based on these issues, this article puts forward some relevant suggestions: strengthen core technology innovation and form standards; reduce the price of new energy vehicles, the government increases the subsidy for car purchases, realize the industrialization and scale of new energy vehicles; expand the sales channels of new energy vehicles, Accelerate the promotion of local cities and rural areas; increase advertising efforts, increase promotional efforts, improve supporting facilities and after-sales service. This article also takes BYD New Energy Vehicles as an example to propose to BYD New Energy Vehicles to promote the diversification of new energy vehicle products, achieve industrialization and scale reduction of sales prices, expand sales channels, and combine various marketing methods to increase marketing efforts and improve supporting facilities. Recommendations for facilities and after-sales service.

Keywords: BYD; New Energy Vehicles; Marketing Strategy; Portfolio

Strategy

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