

# Viewing the Market with AI | Data Interpretation on Bora' Product Competi- tiveness



[Autohome Industry] With the fashionable and elegant styling, while maintaining the low-key style of Volkswagen, Bora has always been a star model. Its excellent handling and premium quality have also been well received by the majority of users. Then, how is the performance of such a compact car in the market? This time, let's take a look at the market performance of Bora.

Autohome's data suggests that Bora may face competition from Lavida, Sagitar and Sylphy. And we will conduct a comprehensive analysis on the product competitiveness from four aspects: market sales, competitive product pattern, user distribution and owner evaluation.

# Bora Analysis on Product Competitiveness

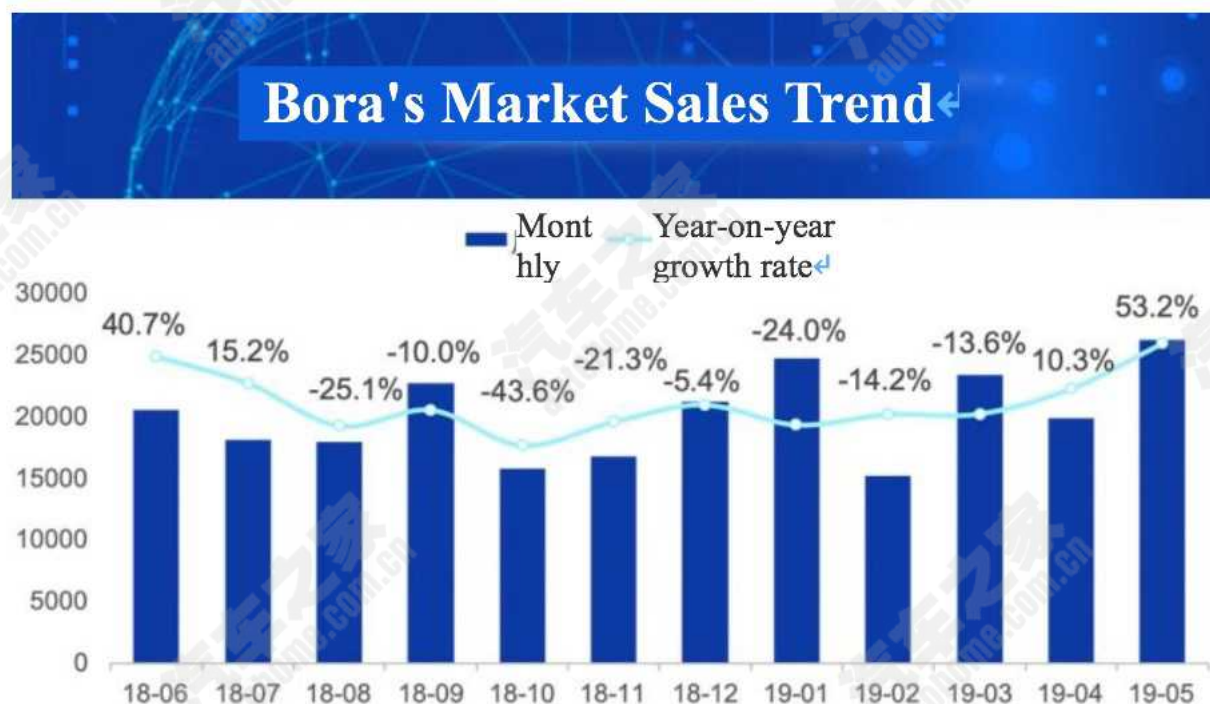
- Sharpe increase in sales volume year-on-year
- Growing numbers of intended users year-on-year
- Average user word of mouth



【Viewing the Market with AI】, which is a brand-new column for car market analysis, offers a professional and objective analysis on the most popular models, market trends and other hot spots based on the large amount of accurate big data of Autohome, enabling you to quickly grasp the car market. Our forty-first issue will present you an analysis of Bora's product competitiveness.

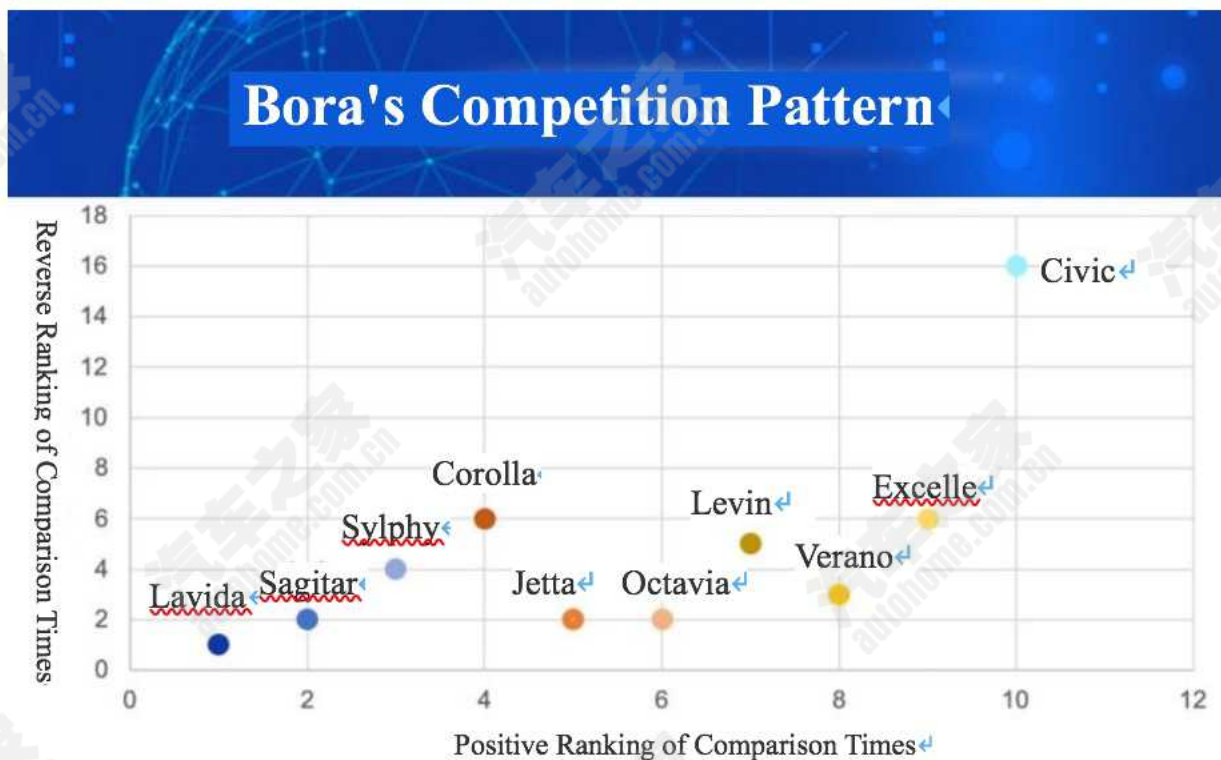
### I. Market Sales Volume: Overtook the Compact Vehicle Market

Bora reported a strong sales in May 2019, with 26,300 vehicles being sold, an increase of 32.2% from the previous month and 53.2% from the same period last year; the cumulative sales volume of the first five months of this year was 109,500, down 2.7% year on year, showing a slight decline. For the overall compact car market, this May and first five months saw -18.2% and -9.8% year-on-year growth of sales volume and cumulative sales respectively. The sales in May dropped significantly, whereas the cumulative sales showed a certain degree of decline. Bora's performance has beat other players in the compact car market either from single-month sales or cumulative sales.



## II. Competition Pattern: Major Competitor--Lavida

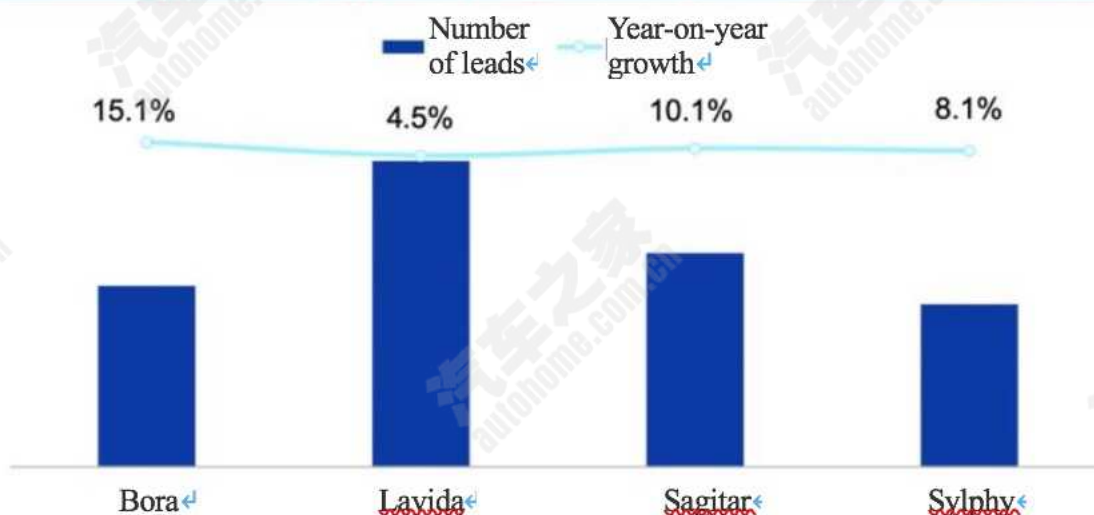
The number of comparisons among different car models in the Autohome big data is a good measure of competition of models among users. It suggests that Autohome, Lavida, Sagitar and Sylphy are the three models mostly compared to Bora. Therefore, we regard these three as our core competitors. It thus can be seen Bora's fiercest rival comes from Lavida.



Which one of them is the Holy Grail for car users? This May, most of the users placed an order for Lavida (independent users who leave inquiry, test drive and other information for a model or dial 400); As Sylphy received the least orders, it needs to activate the dealers and provide much more appealing pricing so as to promote their product to potential customers; Bora's customer growth was the fastest, achieving a relatively large increase.

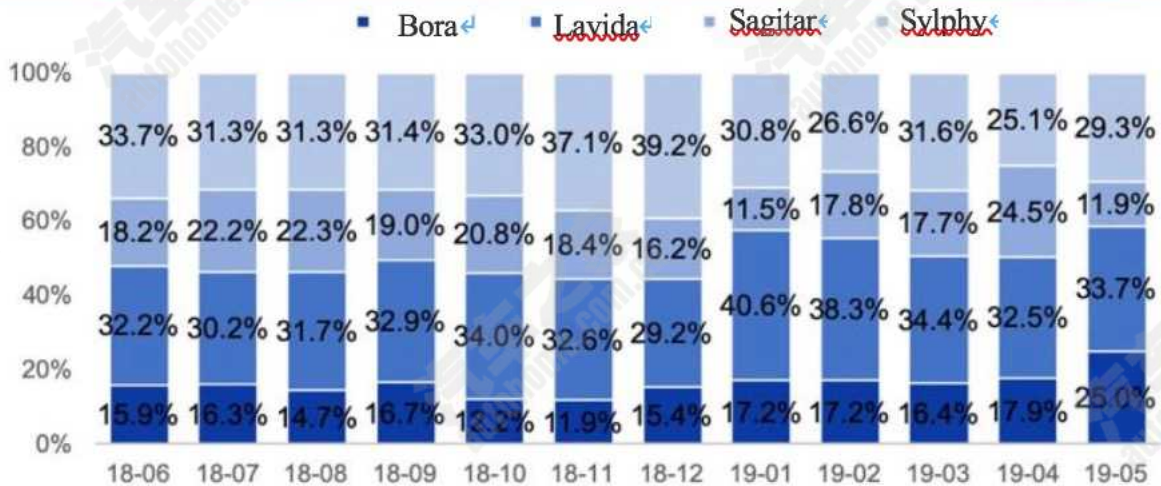


## Trend of Orders Placed on Bora and its Competitive Products



How about the actual sales conversion effect? In May, Lavida had the highest market share of 33.7%. Compared with the previous month, Bora's market share grows the fastest, with a 7.1 percentage point increase in the share of the competition circle; Sagitar's share in the competition circle fell by 12.6 percentage points, the biggest decline among these car models. In addition, the long-term trend suggests that the market shares of Bora and Lavida in the competition circle have risen gradually in the past 12 months, with an average increase of 0.83% and 0.14%, respectively. And the two are keeping grabbing more market share. Whereas the market shares of Sagitar and Sylphy dropped at an average of 0.57% and 0.4%, respectively over the last 12 months.

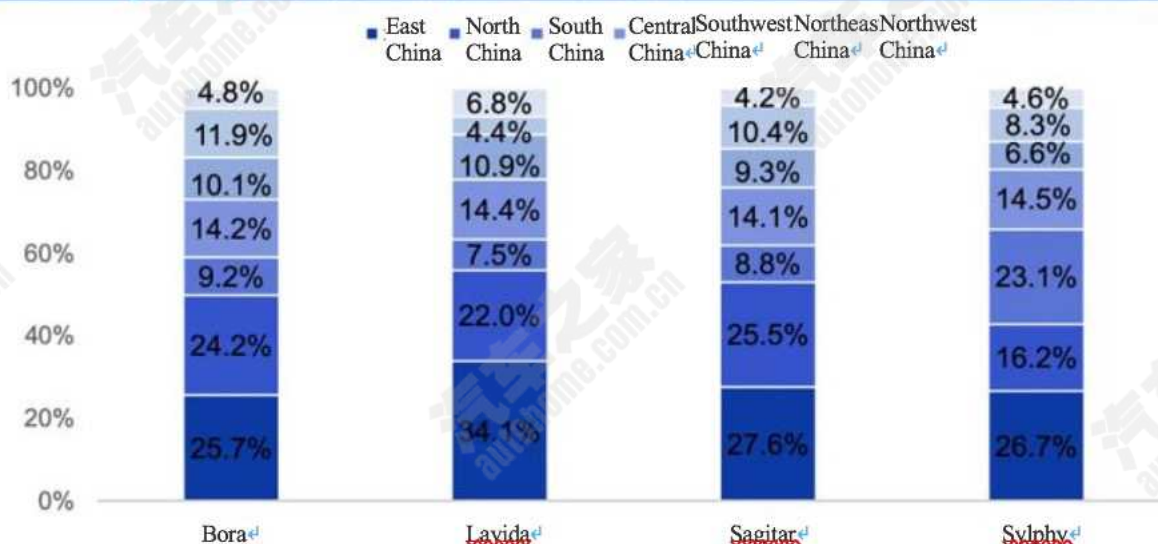
## Trend of Sales Volume Share of Bora and its Competitive Products



III. User Distribution: the market competition with competitors in Beijing, Zhengzhou and Chengdu are the most intense

The order data indicates that customers of Bora and its competitors are mainly concentrated in East China and North China. The top 3 provinces where Bora's customers are located are Hebei, Guangdong and Shandong, and the top 3 cities are Beijing, Chengdu and Guangzhou; Lavida's customers are mainly located in the three cities of Beijing, Shanghai and Zhengzhou and the three provinces of Beijing, Shanghai and Shandong; the customers of Sagitar are concentrated in Hebei, Shandong and Henan provinces and Beijing, Chengdu and Zhengzhou; Guangdong, Shandong and Jiangsu provinces and cities including Dongguan, Beijing and Guangzhou are where Sylphy's majority of customers located. Most of Bora and its competitors' users are from Shandong, Hebei and Guangdong provinces. Car models in the competition circle have seen the most intense market competition in Beijing, Zhengzhou and Chengdu.

## Customer Distribution of Bora and its Competitive Products



#### IV. Vehicle Owner Evaluation: Power and Comfort Remain to be Improved

In the competition circle, Sagitar's market sales ranks fourth this year, with an overall user word-of-mouth score of 4.4, the highest among the models. From the perspective of user evaluation, Sagitar gets good user evaluation in styling and handling, but there's room to be improved in comfort and power. The word-of-mouth score of Lavida is 4.38, ranking the second place, close to that of Sagitar. It is favored by users for the styling and space, but gets a little positive feedback on the interior trims and power. Hence, it is expected to attract more users if improvements were made in these respects. Sylphy ranks third in word-of-mouth evaluation for there are certain disadvantages in power and handling, which if improved, are conducive to improve user satisfaction. Bora gets the lowest rating as users are dissatisfied with its power and comfort. For this reason, the products should be optimized to meet user needs and enhance product competitiveness.

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