



# Top 5 Vehicle Brands

## 18-34 Year Olds vs. 35-54 Year Olds



- Audi tops the list among Chinese consumers in both age brackets for favorite vehicle brands, followed by Buick.
- These vehicle brands are popular among both segments likely because of their good reputation and diverse selections.



**18-34**

**1**

**Audi**

**15.5%**

**2**

**Buick**

**10.2%**

**3**

**BMW**

**10.2%**

**4**

**Volkswagen**

**9.2%**

**5**

**Chevrolet**

**7.0%**



**35-54**

**1**

**Audi**

**13.2%**

**2**

**Buick**

**10.9%**

**3**

**Volkswagen**

**9.6%**

**4**

**Ford**

**7.2%**

**5**

**BMW**

**6.3%**

Question: What is the make of the car, truck or SUV you drive most often?

Source: ProsperChina™ Q2-2015 Quarterly Survey

For more Chinese consumer insights, please visit: <http://prosperchinaic.com/>



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