

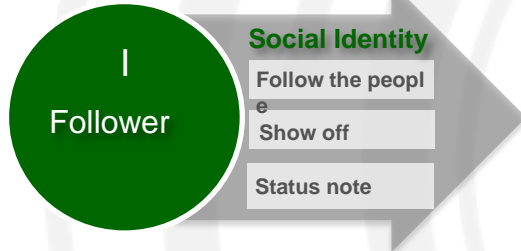


Part One Main Findings

Three Stages of Luxury Consumption

Three Stages : Brand Identity, Brand Value, Brand Loyalty

Mark of social status



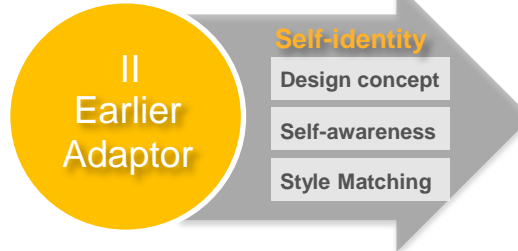
Concerned about the brand LOGO and prices

Reflect their wealth and status

Unawareness of the brand culture

LOGO and appearance as class marks

Brand value matches individual needs



Understand brand culture

Seek luxury brands which match their own demands

Concerned about the brand's performance, quality and taste

Rational consumption, advocate brand value

Brand loyalty and advanced customization



Pay attention to brand's service and customization

Reflect the personality, temperament, artistic elements

Personalization integrated into luxury product design

Have special feelings and values of luxury brands

Definition of Different Stages of Luxury Car

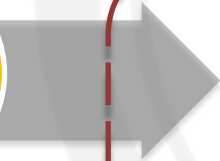
**Definition of Luxury Car : Expensive Scarcity World famous Unique exterior design
Luxury engine performance Comfort Driving ability**

III
Innovator



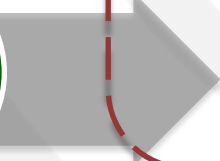
HERITAGE 15%+
CHARACTER 30%+ DETAILS 40%+

II
Earlier Adaptor

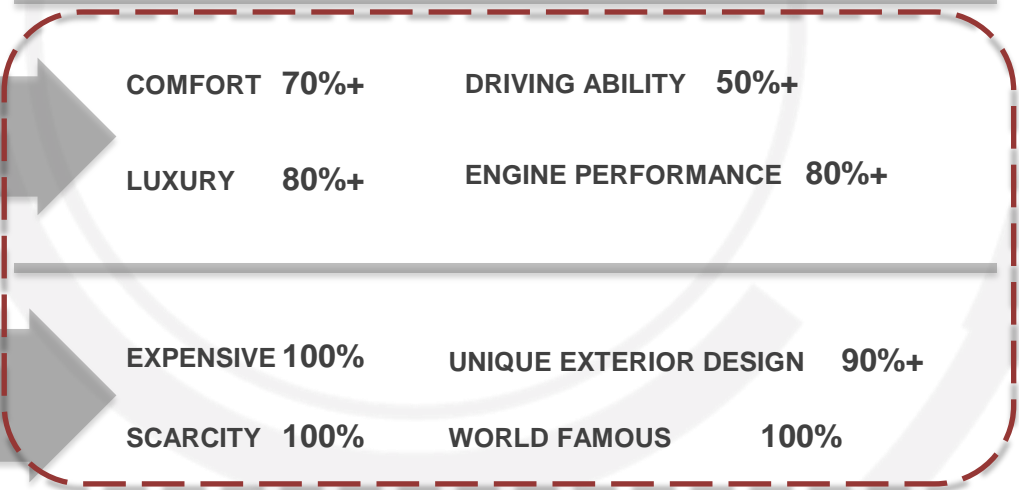


COMFORT 70%+ DRIVING ABILITY 50%+
LUXURY 80%+ ENGINE PERFORMANCE 80%+

I
Follower



EXPENSIVE 100% UNIQUE EXTERIOR DESIGN 90%+
SCARCITY 100% WORLD FAMOUS 100%

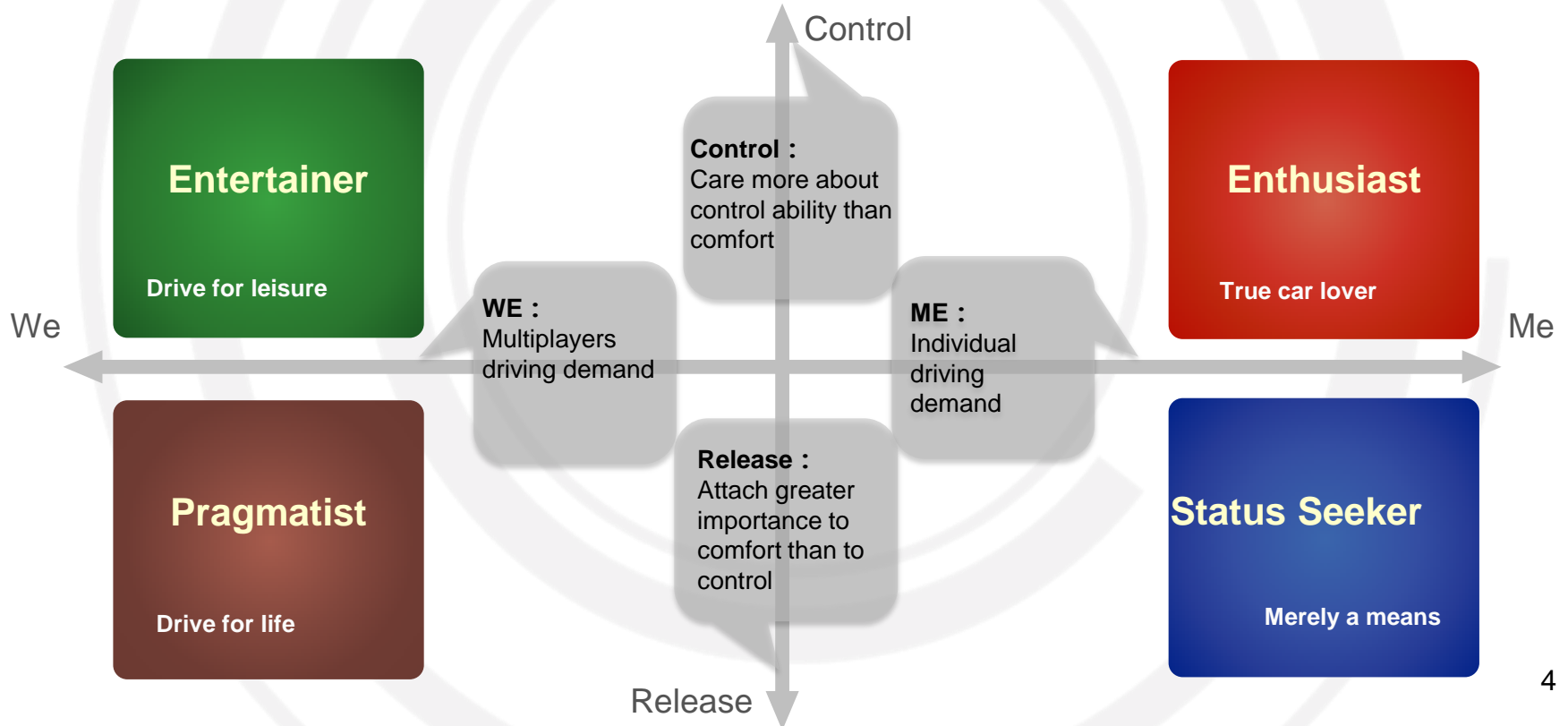


Definition of luxury cars of most owners

Note: The percentage is based on 37 samples of access content statistics

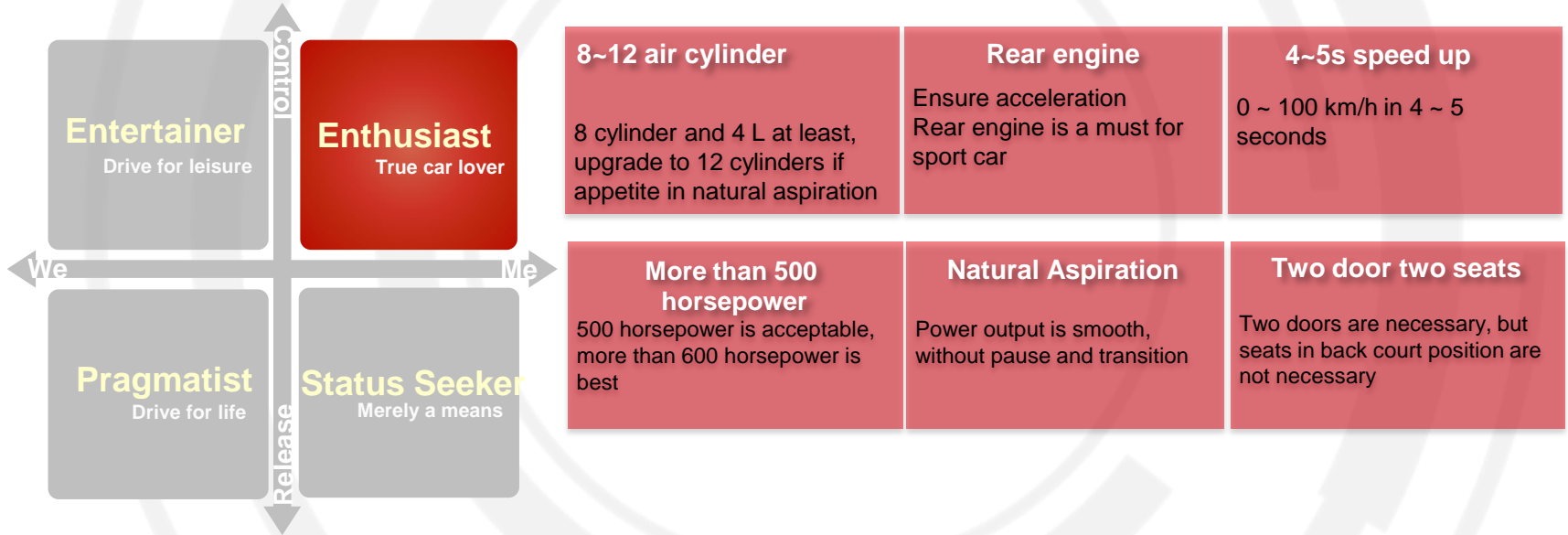
User Segmentation

Divide luxury GT owners into four groups according to the driving characteristics demand



Enthusiast group's demands in GT car performance

Enthusiast group has high performance requirements as supercar level, attach importance to power

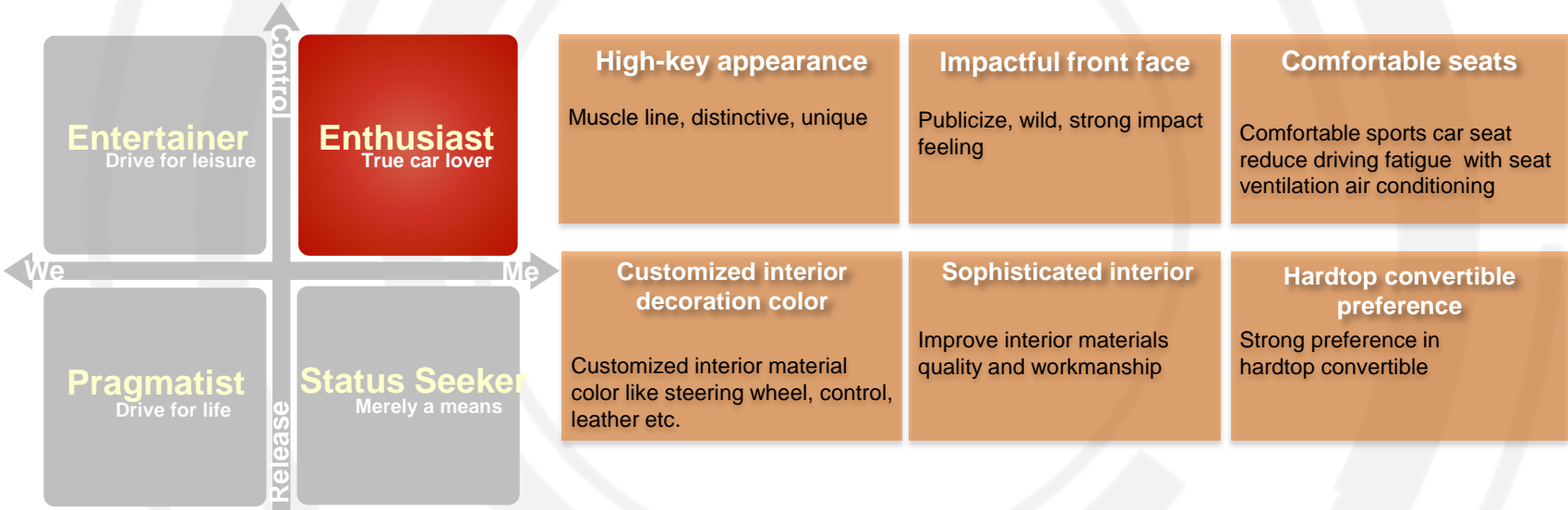


■ Performance Requirement
■ Design Requirement

Like the feeling of instant rushing out.
 —Shanghai Ferrari

Enthusiast group's demands in GT car design

Enthusiast group prefer high-key appearance, high driving comfort and hardtop convertible

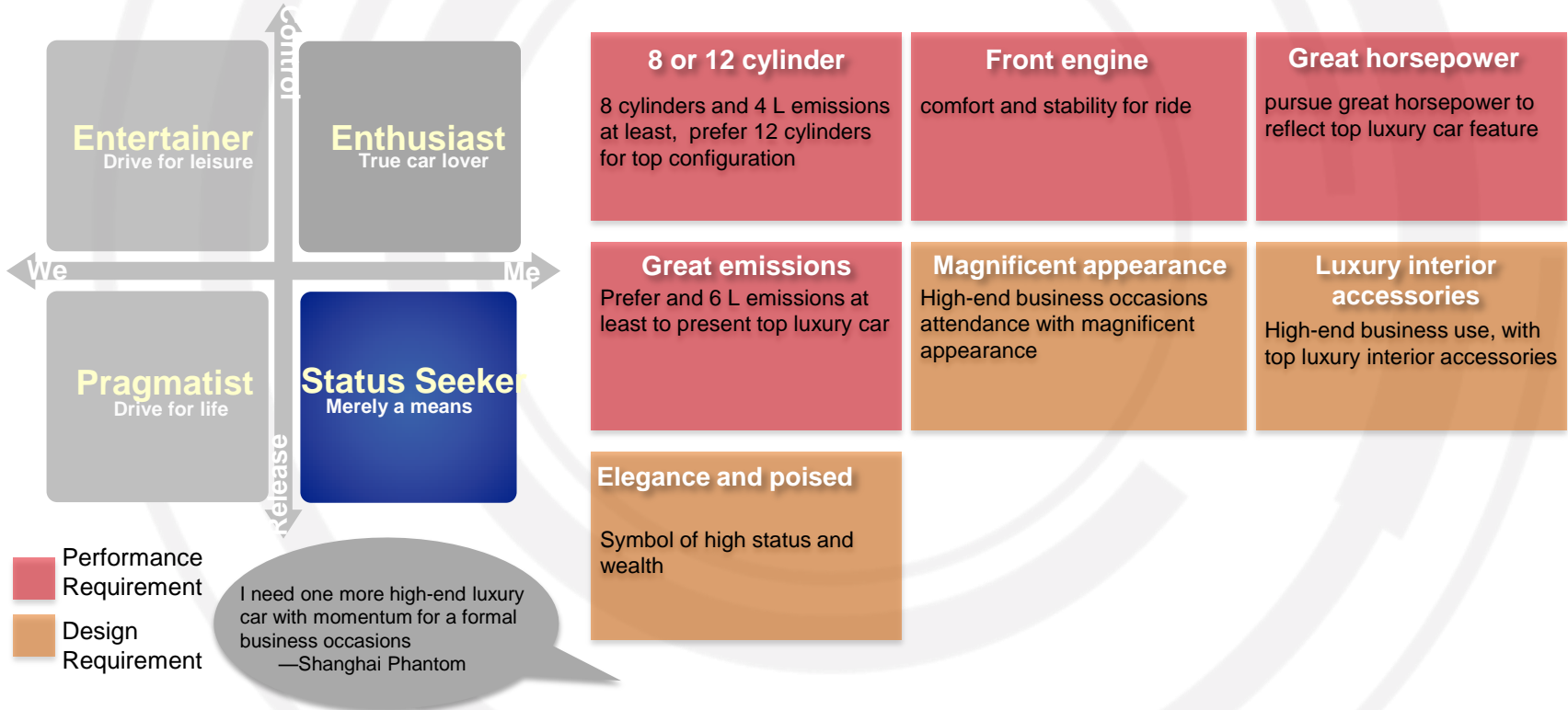


- Performance Requirement
- Design Requirement

Like the Impactful and shocked appearance of Ferrari....But plastic-made interior accessories are not good enough .
 —Shanghai Ferrari

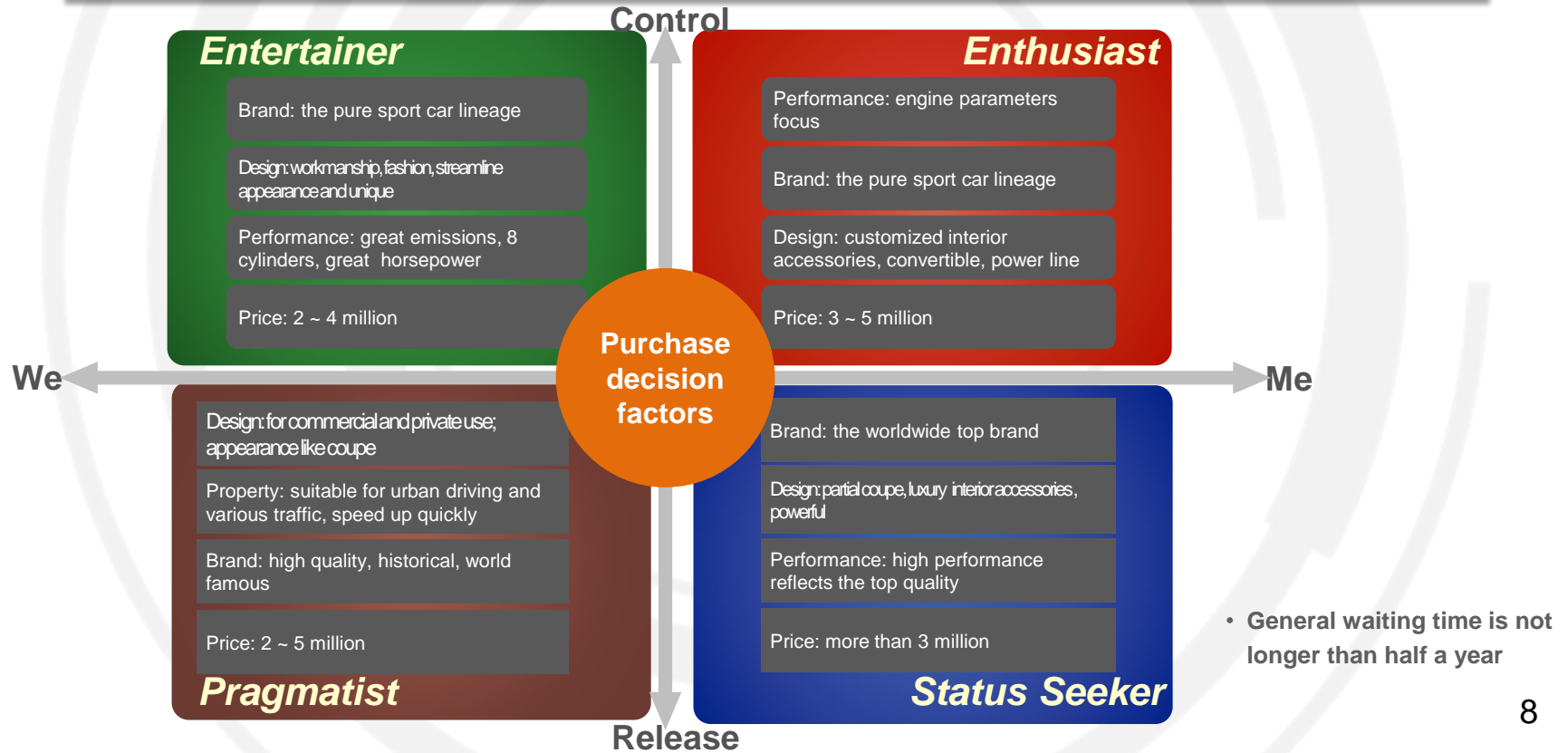
GT cars characteristics demands of status seeker

Status Seeker reflect personal position and wealth by the appearance, interior accessories and high performance of top brands GT car



GT car purchases factors for crowd classification

for GT car of 3 ~ 5 million, every purchase factors is very important and need to perfect detail



Marketing activities: contact potential customers in utilization of culture, art and business activities

Marketing

Enhance the brand culture connotation and business temperament

Cultural performance activities

Art appreciation activities

Annual dinner

Business Forum

Sponsor intelligence game

Cultural celebrity endorsement

Charitable activities

Ferrari brand image **is partial to sport** and brand connotation is thin because of less culture element, meanwhile, celebrity strategy make the brand more Stand-out ; Need to **strengthen the brand connotation**, take connotation and tasting element into branding to embody the **high taste of Ferrari drivers**

