



RESEARCH ON THE BRAND MARKETING OF TESLA ELECTRIC VEHICLE

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This independent study has been approved as a partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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ABSTRACT

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With the development of the global automotive industry, the shortage of petroleum energy is becoming more and more serious, and automobile exhaust emissions have become a major factor in global warming and air pollution. Therefore, electric vehicles as a pollution-free, low-noise green vehicles have very attractive development prospects. The electric vehicle industry is an emerging industry. Electric vehicle companies have great differences from other automobile companies in terms of product positioning, profitability models, and business models ranging from battery technology to automobile production and sales. Tesla, as the leader in the electric vehicle industry, has a unique brand marketing business model that has a subversive innovation compared to traditional automotive companies. This article takes the Tesla electric vehicle as an example to begin research. First of all, it elaborates the concept, elements and significance of brand marketing. Then it introduces electric vehicles and Tesla. It once again focuses on Tesla's brand marketing strategy and finally elaborates on Tesla. The disadvantages and suggestions of pulling brand marketing have provided useful insights for the electric vehicle industry in terms of profit models and marketing methods.

Keywords: Brand Marketing; Tesla; Electric Vehicles

摘 要

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随着全球汽车产业的发展，石油能源短缺问题日益严重，而汽车尾气排放是造成全球变暖及大气污染的主要因素。因此，电动汽车作为一种无污染、低噪声的绿色车辆具有十分诱人的发展前景。电动汽车行业属于新兴行业之一，电动汽车企业在产品定位、盈利模式、从电池技术到汽车生产销售的产业链等商业模式方面与其他汽车企业均有巨大差别。特斯拉作为电动汽车行业的领头者，其独有的商业模式与传统汽车企业相比有了颠覆式的创新。本文以特斯拉公司为例作案例研究，首先阐述了品牌营销的概念、要素和意义，分析了传统汽车品牌营销，然后介绍了电动车与特斯拉，再次重点分析了特斯拉品牌营销策略，最后阐述了特斯拉品牌营销的弊端与建议，为电动汽车行业在盈利模式、营销手段等方面提供了有益的启示。

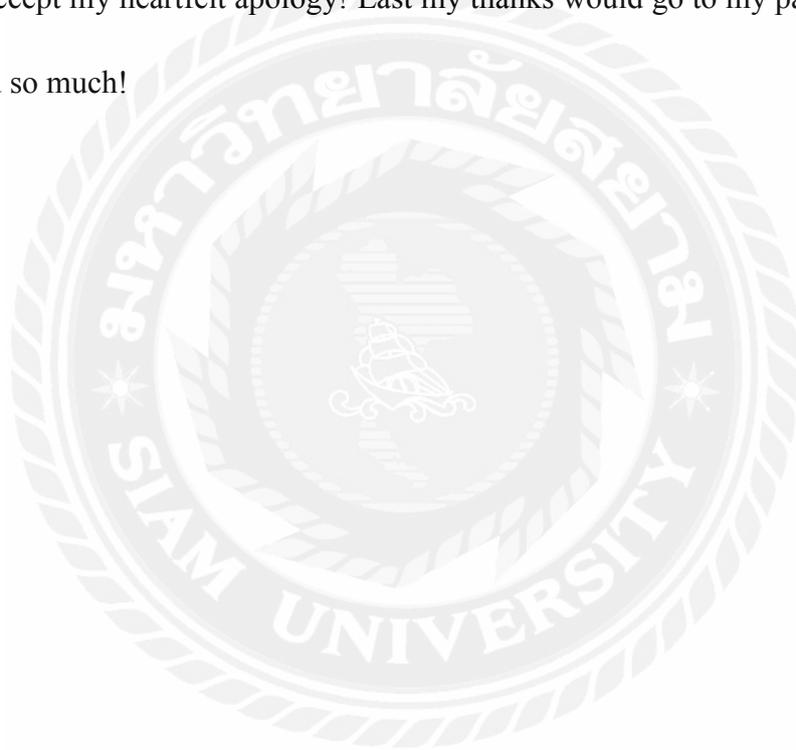
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CONTENTS

ABSTRACT.....	i
ABSTRACT CHINESE.....	ii
ACKNOWLEDGMENTS.....	iii
CHAPTER 1 INTRODUCTION.....	1
1.1 Research background.....	1
1.2 Research purpose and significance.....	1
1.3 Research theory and method.....	3
1.3.1 The research theory.....	3
1.3.2 Research method.....	5
1.4 Research structure.....	5
CHAPTER 2 OVERVIEW OF BRAND MARKETING.....	7
2.1 Brand marketing concept.....	7
2.2 Brand marketing elements.....	7
2.2.1 Quality is uppermost.....	7
2.2.2 Honesty first.....	8
2.2.3 Accurate positioning.....	8
2.2.4 Specific character.....	8
2.2.5 Ingenious communication.....	8
2.2.6 Set up a brand.....	9
2.3 Brand marketing significance.....	9
CHAPTER 3 TRADITIONAL CAR BRAND MARKETING.....	11
3.1 International traditional automobile marketing model.....	11
3.2 Chinese traditional automobile marketing model.....	11
3.3 Traditional vehicle marketing means.....	12
CHAPTER 4 ELECTRIC CARS AND TESLA.....	13
4.1 Current status of international electric vehicles.....	13
4.2 Current status of electric vehicles in China.....	17
4.3 Tesla electric vehicle generalizations.....	19
CHAPTER 5 TESLA BRAND MARKETING.....	21
5.1 Unique and accurate market positioning.....	21
5.2 New mode of value communication.....	22
5.3 Subvert the traditional marketing model.....	23
5.4 Patent opening and establishment of ecological system.....	24
5.5 User area and membership marketing.....	24
5.6 Deep technical background and minimalist product line.....	25
CHAPTER 6 DISADVANTAGES AND SUGGESTIONS OF TESLA MARKETING ..	26
6.1 Drawbacks of the marketing of Tesla.....	26
6.1.1 The shortage of direct selling model.....	26
6.1.2 Selling price; price.....	27
6.1.3 Quality instability.....	28
6.1.4 Supporting facilities are far from universal.....	28
6.1.5 Over-reliance on Word-of-mouth Marketing.....	28
6.2 Suggestions for the marketing of Tesla.....	29
6.2.1 Quickly establish a coalition of interests with governments and enterprises.....	

.....	29
6.2.2 Perfect marketing means.....	30
6.2.3 Give full play to the role of fan group	30
6.2.4Active testing of new media and self-media.....	31
6.2.5 Further perfecting the supporting service of automobile finance	31
CONCLUSION.....	32
REFERENCES	33



CHAPTER 1

INTRODUCTION

1.1 Research background

With the acceleration of urbanization and industrialization, the rapid development of the automobile industry, the international oil supply and demand contradictions gradually deepened, global warming increasingly obvious. (Adam,2011). In this context, the new energy vehicle technology with energy saving and emission reduction as an important goal has been continuously made breakthroughs, and gradually formed to the energy, mechanical and electrical new technology as a support, a variety of new energy for the power, covering new energy vehicles, supporting components, dedicated storage materials and related services, and other fields, with huge market potential of emerging industries, showing a rapid breakthrough, The trend of competing development. (Philipm,2012). From the global point of view, the major automotive countries continue to promote the development and application of new energy vehicles, market leadership is basically established. The United States, Japan, Germany, Britain and France and other major automobile in the battery, motor, electronic control and other key technologies and vehicle design, testing has formed a certain accumulation, in the technical support, infrastructure (such as fuel filling station, battery charging station, etc.) have also carried out a regional market-oriented experiment. At present, the world's normal operation of fuel cell vehicles, pure electric vehicles, hybrid cars are mostly concentrated in developed countries. Pure electric car is a new energy vehicle, which is completely innovated from the form of fresh energy, it has outstanding advantages in energy saving, environmental protection and maintenance, although there are various restrictions on mileage and charging time, but the bottleneck of battery technology will not always exist, once the bottleneck of the battery has been breakthrough, its future is limitless. In a word, the pure electric vehicle is a kind of new energy automobile in the real sense, the owner has broad application foreground. But in terms of the current level of technology, the wide range of applications and promotion of pure electric vehicle still has a great problem, it is unrealistic to hope that pure electric vehicle solves the problem of new energy vehicle in a short time, but because of its incomparable advantages in energy conservation, pure electric vehicle will always be the final target of new energy vehicle.

1.2 Research purpose and significance

Automobile industry plays an important role in the economic development of the world's major developed countries, and it also affects the trend of energy demand and application. Today, the emergence of new energy vehicles is changing the industry, using electricity to replace disposable energy consumption such as oil, reversing the high pollution demand, so that energy development to clean, low-carbon, efficient direction of evolution. From the perspective of economic development, new energy vehicles can achieve multiple technical areas of linkage and integrated application, so that energy, technology, industry and transport areas to achieve a multidimensional degree of high integration. The wide application and industrial upgrading of new energy vehicles can not only promote the accelerated transformation of energy, but also become a new strong growth point to help push the global

economic restructuring and upgrading.

As a typical representative of new energy vehicles, electric vehicles have the following advantages: environmental protection, which is the most outstanding advantage of electric vehicles. There is no exhaust gas in the use of electric vehicles, and there is no air pollution problem compared with traditional automobiles. In essence, an electric vehicle is a zero-emission vehicle with no direct emission of pollutants, and indirectly related pollutants are mainly generated from power generation and battery waste. In terms of power generation, hydraulic, atomic power generation, etc. are very clean, that is, the pollution of serious pollution of thermal power is also significantly less difficult to control fuel vehicles, plant emissions can be centralized treatment, technical and economic advantages of automotive emissions treatment; In terms of battery waste, the post processing of the battery can also be concentrated, Recycling technology is maturing. Therefore, both direct and indirect pollution, electric vehicles are ideal "clean vehicles." Low noise, this is the most intuitive characteristics of electric vehicles. Now the automobile noise in the big city has become a kind of serious pollution, reducing the noise pollution is also the test of the automobile industry in the future. Automobile engine noise is the main noise source in the course of driving, from the angle of noise compared with the fuel vehicle, the electric vehicle has the absolute advantage, the related data shows that the electric vehicle is lower than 5 dB than the similar fuel vehicle. Energy conservation, according to the calculation, the crude oil into steam, diesel and fuel vehicles for the drive, the average energy utilization of only about 14%. Even if the electric vehicle of the power plant that uses burning heavy oil generates electricity, its energy is obtained by heavy oil refining, power plant thermoelectric conversion, power transmission and distribution, battery charging, motor loss and so on, the motor output shaft can also get about 20% energy. Other power generation methods applied to electric vehicles will be more energy efficient. Therefore, it is significant to save energy for electric vehicles with power grid power. High efficiency, in the city, road vehicles more, and often encountered traffic lights, vehicles must constantly stop and start. For traditional fuel vehicles, this means not only consuming a lot of energy, but also means more car exhaust. And the use of electric vehicles, deceleration parking, the vehicle can be the kinetic energy through the magneto-electric effect, "renewable" into electricity and storage in storage batteries or other energy storage, so in the parking, you do not have to let the motor idling, can greatly improve the efficiency of energy use, reduce air pollution. (Philip,2011)

Although in recent years, as the leader of the new energy vehicles in the global development unusually rapid, but also to the traditional fuel vehicle industry has a certain degree of influence, but its social acceptance and public acceptance is not satisfactory. Global car sales topped 90 million vehicles in 2017, while electric cars sold only 1.09 million vehicles. Although there are electric cars as new energy vehicles are subject to the current era of scientific and technological development, but the level of brand marketing of electric vehicle enterprises is also affecting the sales and public acceptance of the important factors. Tesla Motors, the new brand of electric cars, its development speed is very astonishing, its successful mode is worth pondering, in which Tesla automobile company's brand marketing strategy, not only according to the target market analysis, but also combined with its own actual situation,

through the comprehensive utilization of a variety of marketing strategies, finally achieved success, Promote the sustainable development of enterprises. This paper introduces the marketing strategy of Tesla Automobile Company, analyzes the problems existing in its marketing strategy on this basis, and gives the corresponding opinions, which provides feasible brand marketing suggestion for electric vehicle enterprises.

1.3 Research theory and method

1.3.1 The research theory

STP Theory

The essence of STP theory is to choose the target consumers or customers, or market positioning theory. According to STP theory, the market is a comprehensive body, is a multi-level, diversified consumer demand aggregation, any enterprise can not meet all the needs, enterprises should be based on different needs, purchasing power and other factors to be divided into the market by similar needs of the consumer group, that is, a number of sub markets. This is the market segmentation. Enterprises can choose a certain scale and development prospect according to their own strategy and product situation, and meet the target and capability of the company as the target market. The enterprise then needs to position the product in the place favored by the target consumer, and through a series of marketing campaigns to convey this positioning information to the target consumer, to bring them to the attention of the brand, and to perceive that this is what they need. STP theory refers to the enterprise in a certain market segmentation based on the determination of their own target market, and finally the product or service positioning in the target market location. In particular, market segmentation refers to the process of segmenting a product or service market by the difference in customer demand. The target market is the market segment which the enterprise chooses from the subdivided market, and is also the most advantageous part of the enterprise. The market positioning is in the marketing process to determine their products or services in the target market in a certain position, that is, to determine their own products or services in the target market competitive position, also known as "competitive positioning."

4Ps Marketing theory

In fact, the 4Ps marketing theory is to study the marketing problem from the perspective of management decision. From the point of view of management decision, various factors (variables) that influence the marketing activities of enterprises can be divided into two categories: one is the uncontrollable factors of the marketer, that is, the marketing environment, including micro-environment and macro-environment, and the controllable factors, namely, the products, trademarks, brands, prices and advertisements that marketers can control themselves. , channels and so on, and 4Ps is the induction of various controllable factors: Product strategy, mainly refers to the enterprise to the target market to provide a variety of consumer demand for tangible and intangible products to achieve their marketing goals. These include combinations and applications of controllable factors such as varieties, specifications, patterns, quality, packaging, features, trademarks, brands and various service measures related to the product. The pricing strategy mainly refers to the enterprise to achieve its marketing target by

the way of price and variable price according to market law, including the basic price, discount price, allowance, payment term, the combination and application of business credit and controllable factors such as pricing methods and pricing techniques. placing strategy, mainly refers to the enterprise chooses the distribution channel and organizes the commodity entity circulation way to realize its marketing goal, including to the distribution related channel coverage, the commodity circulation link, the middleman, the dot setting as well as the storage transportation and so on controllable factor combination and the application. promoting strategy, mainly refers to the enterprise to use all kinds of information dissemination means to stimulate consumers to buy the desire to promote product sales way to achieve its marketing goals, including advertising related to the promotion, personnel sales, business promotion, public relations and other controllable factors of the combination and application. The combination of these four marketing strategies is often called "4P" because the first letter of the English language is "P".

4C Theory

The 4C theory was proposed by Lauterburn, an American marketing expert, in 1990, which has redefined four basic elements of a marketing mix: Consumer, cost, convenience and Communication. It emphasizes that enterprises should first place the pursuit of customer satisfaction first, the second is to reduce the cost of customer purchase, and then pay attention to the convenience of the customer purchase process, rather than from the perspective of the enterprise to determine the marketing channel strategy, and finally to the consumer-centric implementation of effective marketing communication. Compared with product-oriented 4P theory, 4C theory has made great progress and development, it attaches importance to customer-oriented, to the pursuit of customer satisfaction as the goal, this is in fact the current consumer in marketing more and more active position in the market for the enterprise's inevitable requirements.

1.3.2 Research method

Document law

The literature research method is one of the main methods to carry out this research, at the same time it is also the basic method to guarantee the successful development of this research, in the course of research, the author uses the resources of school library, CNKI, Chinese periodical net, long source periodical net, Wip Cheng Sci-tech periodical, etc. Collect research results and documentation related to Tesla's brand marketing strategy. On this basis, in line with meticulous spirit and scientific rigorous academic attitude, the related data are systematically collated and summarized, in order to understand the current situation of Tesla automobile marketing strategy, to provide a reliable research basis for the follow-up work.

Comparative law

In the course of the study, by comparing Tesla with other automobile enterprises, the paper gives the facts and examples as the important arguments, which makes the research more rigorous and accurate, and improves the popularization and operability of the research results

to a great extent, which also effectively guarantees the value of this study.

Interview method

The author visited the relevant experts and scholars, entrepreneurs, car 4S shop and Tesla Direct shop, collecting relevant data for research to provide quantitative support.

1.4 Research structure

I have seven core chapters to illustrate Tesla's brand marketing charm. The first chapter is the introduction consists of four sections, respectively, the background of the study, research purposes and significance, research theories and methods and research structure. The second chapter is the brand marketing overview consists of three sections, respectively, the concept of brand marketing, brand marketing elements and the significance of brand marketing. The third chapter is the traditional automobile brand marketing, which is composed of three sections, and expounds the international traditional automobile marketing mode, the Chinese traditional automobile marketing mode and the traditional automobile marketing means respectively. The fourth chapter is the electric vehicle and the Tesla composed of three sections, respectively elaborated the International Electric vehicle present situation, the Chinese electric vehicle present situation as well as Tesla automobile general situation. The fifth chapter is the Tesla's brand marketing strategy consists of 5 sections, respectively, the unique and accurate market positioning, brand new value transmission mode, subversion of the traditional marketing model, patent opening and the establishment of the ecosystem and fan area and member marketing. The sixth chapter is Tesla Marketing's drawbacks and recommendations made up of 2 sections, the disadvantages of the direct sales model, the lack of the price is too high, the quality of instability and ancillary facilities far from the popularization of four problems, the proposal is elaborated on the rapid and National enterprises into an alliance of interests, improve marketing means, deepen the leader marketing, give full play to the role of fan group, Actively test the new media and media and further improve the automobile financial supporting services. The seventh chapter is the conclusion part, including the research summary and deficiencies of this paper.

CHAPTER 2 OVERVIEW OF BRAND MARKETING

2.1 Brand marketing concept

Brand marketing Simply speaking, is the enterprise's product specific image through a means of a profound reflection into the hearts of consumers. Brand Network in the brand strategy experts, brand marketing refers to the enterprise through the use of consumer demand for products, and then use the product quality, culture and unique publicity to create a brand in the hearts of users to recognize the value of the final form of brand effectiveness marketing strategy and process. It is a process of using various marketing strategies to make the target customer form the cognition-recognition-recognition of enterprise brand and product and service through marketing. Brand marketing from the high level is the image of the enterprise, visibility, good reputation and so on display to consumers or customers in the eyes of customers and consumers to form a product or service brand image of the enterprise, this is brand marketing. "The key point of brand marketing is to find a differentiated personality for the brand, can deeply infect the heart of the brand core value of consumers, it allows consumers to clearly and clearly identify and remember the interests of the brand and personality, is to drive consumer identity, love and even love a brand's main strength." "The premise of brand marketing is the quality of products to ensure that in order to be recognized by consumers." Brands are based on tangible products and intangible services. Visible refers to the product of the new packaging, unique design, as well as the name of the rich symbolic attraction. The service is in the sales process or after-sales service to the customer satisfaction feeling, let them experience to do real "God" happiness. Let them always feel that the choice to buy this product is the right decision. Buy happy, with ease. Looking at the market, with the current technical means to promote the view, the current quality of the product is almost, from the standpoint of consumers, they are often the value of businesses can provide services and how effective. From the long-term competition, the establishment of brand marketing is a necessary way for long-term development of enterprises. For enterprises, not only to meet their own interests, but also to take into account the customer satisfaction, pay attention to win, win lifelong customers. Brand is not only the identification of enterprises, products and services, but also a kind of intangible assets reflecting the comprehensive strength and management level of enterprises, which plays an important role in the commercial war. (Porter, 2005). For an enterprise, only the use of brands, operating brands, in order to win the market. Under the global commodity market, the competition of the product has actually transited to the brand competition. Therefore, actively carry out brand marketing, for all enterprises are urgent.

2.2 Brand marketing elements

2.2.1 Quality is uppermost

Any product, long-lasting, vigorous vitality comes from stable, reliable quality. We take drugs that are closely related to the life of the public to illustrate that, as a special product, the consumer's expectation of quality (curative effect) is quite high, thus leading to a high degree

of loyalty and abandonment of the brand. Once the patient is approved of a drug, its purchase and use of the behavior will likely be long-term, such as well-known safflower oil, Bao Ji pill and other traditional brands with a long history. On the contrary, even if only one failure of the experience, the patient may henceforth "into some league, never to use."

2.2.2 Honesty first

People without faith, the same, brand loss of integrity, will eventually go far. Why some brand image can endure? Why are some brands outspoken only 35 years? In addition to product market attributes and life cycle factors, the more important reason is that the former rely on down-to-earth, integrity-based, the latter relies on flashy advertising and virtual concept hype, time is to test the integrity of the ruler.

2.2.3 Accurate positioning

Market positioning is the soul of the whole marketing. Indeed, successful brands have a feature, that is, in a consistent form of the brand's function and the psychological needs of consumers to connect, and the brand positioning of the information accurately conveyed to consumers. Market positioning is not the action of the product itself, but the creative thinking of the existing products, and the psychological action of the potential consumers. Therefore, the extraction of the most attractive competitive points for the target population, and through a certain means to convey to consumers, and then into the psychological understanding of consumers, brand marketing is a key link. (Guo, 2015)

2.2.4 Specific character

A successful brand will never exaggerate its role and effect. Just like Jeeps are suitable for off-road, cars suitable for smooth, car suitable for sports competitions, must be fully reflect the unique personality based on the single and accurate. Single can win the target group more stable loyalty and single-minded preference, accurate to improve the integrity index, become the focus of brand marketing. We often see the advertising appeal language, not to mention the language of individuality, naturally it is impossible to accurately describe the personality of the brand. And like some personality full, distinctive and unique appeal, it is easier to get consumer identity, brand image is accompanied by these catchy slogans and quickly established.

2.2.5 Ingenious communication

In homogeneous market competition, only communication can create differentiated brand competitive advantage. In the 80 's of the last century, simple advertising is enough to build a brand; By the 90 's, the overwhelming amount of advertising investment can also prop up a brand; today, the creation of the brand is far from so simple, in addition to the above four aspects as a solid foundation, unique product design, excellent advertising creativity, Reasonable forms of expression, appropriate media, the best time to invest, perfect promotional

mix, and so on many aspects are inseparable. Why do some enterprises, despite the spread of the best but ultimately naught? The main reason is that products or ideas are weak and cannot support the continuity of their dissemination. Why a lot of small and medium-sized enterprises are really good products, but it is difficult to impress more consumers? The main reason is the lack of careful integration of marketing planning ideas, nature will not be able to fully receive the effect of market transmission.

2.2.6 Set up a brand

Brand is a symbol; it is a symbol that concentrates various important information of enterprise. The enterprise's reputation, culture, products, quality, science and technology, potential and other important information condensed into a brand symbol, and strive to shape its broad social visibility and reputation, branded to the public heart, so that products with brand symbols into the heart of consumers. The process is to build a brand. The brand alphanumeric value is not calculated according to its investment. Strong brand low input, high income. The resulting high profits, many times more than the market average. The brand is the image, is the prestige, is the asset. Brand is a yardstick to measure the social credibility of enterprises and their products. Brand competitiveness is the core competitiveness of enterprises. Global economic integration, market competition, depends on brand competition. (Zhang, 2014)

2.3 Brand marketing significance

The survival of enterprises, should be tightly around the corporate brand promotion strategy, no matter what kind of marketing, are to their own brand of implant transmission, brand promotion, shape the corporate brand image, Brand marketing. The establishment of a good brand not only to have a higher visibility, but also have a better reputation. The realization of brand marketing has the special significance, concretely manifests in which aspect: the strength maximization, through the sharing lets each participant become the stakeholder, no longer is indifferent, the armchair, from the past brand holder exerting power independently to become the stakeholder to work together, the marketing thrust and the demand pull direction is consistent, According to the principle of mechanical synthesis, the ultimate force is the most natural. Efficiency maximization, because of the interest in the past does not care about sales change into the current common concern, so that passive marketing into active marketing, stakeholders can be more positive treatment of work, natural labor is the most provincial, more efficient. Especially in the past, consumers who are indifferent to brands become brand stakeholders, and the investigation, research and marketing work is no longer nowhere near, and efficiency is naturally incomparable. Risk minimization, by stakeholders to share the market risk, the risk of their respective natural minimum, especially the active participation of consumers interaction, marketable product development is the easiest to achieve, at the same time everyone's interests are relatively consistent, easy to United, the coefficient of internal friction risk is greatly reduced. Cost minimization, in each marketing node, from the original brand holders to pay costs to the various stakeholders to pay their own costs, from the past brand operators to control costs alone into the various stakeholders to control costs, so that the

stakeholders to obtain more reasonable benefits.



CHAPTER 3

TRADITIONAL CAR BRAND MARKETING

3.1 International traditional automobile marketing model

The international mainstream car sales model is a combination of production and marketing, which determines the main distribution channel model: franchised stores, the general implementation of a single brand or a single brand of specific product sales, mainly 3s sales, 4s sales and 5s sales methods. Car chain stores or car supermarkets, the general use of agents or distribution methods for the operation and sale of automotive products, car supermarkets are generally in a single region distribution of multiple brands of cars, and car chain is in several regions distribution of multiple brands of cars. A large car market or car Avenue, the mode of sale is to select specific areas to establish a number of brand stores, such as road sides or closed large markets. Direct marketing, network direct and telephone direct sales, network marketing, not limited by geographical time, can be intuitive for car buyers to provide pictures of vehicles, performance, configuration, price, delivery and transport methods, and so on, or even through the network for vehicle color recognition, the appearance of the cost of simulation payments, and directly provide services to customers; The telephone marketing mainly uses the data mining, carries on the telephone communication to the latent customer, introduces the product, thus attracts the customer to buy.

3.2 Chinese traditional automobile marketing model

Franchise store sales, China's major car manufacturers have established brand franchise Channel mode, the current domestic brand franchise mode, almost universally in accordance with the International Automotive Distribution Standard mode of construction, the use of Trinity (3S) or four (4S) format: The automotive manufacturing Enterprises in the marketing department as the center, Take the regional Management Center as the foundation, take the concession or the special dealer as the base point, set the new car sale, spare parts supply, maintenance service, information feedback and processing as one, controlled by the manufacturer's distribution channel mode. Car supermarket sales, less investment, low operating costs, brand concentration for consumers to buy the marketing model, has a huge development potential and space, in addition to his car sales, maintenance services in one professional service shop, can provide users with multiple brands, one-stop choice of comfortable and convenient shopping models and maintenance environment, these are brand franchise stores can not match. Automobile Park, automobile Industrial Park is a model of automobile industry cluster development, car park can attract a large number of automotive consumer groups, because the car park full-featured, in the car sales, maintenance, accessories and so on, the car park can show the car culture technology exchange, tourism and entertainment functions, for customers is very convenient. Car chain sales, that is, the establishment of a number of stores in a region, or in different regions to set up stores, operating one or more brands of the car business model, and to provide these agents brand car sales and services, this multi-brand agent chain form, so that its orders more than other forms of channels,

and large orders, Forcing manufacturers to offer them lower prices or more favorable models. Car trading market, consumers in the car trading market has a freer environment, there are more options, at the same time can enjoy the one-stop service, car trading market also bring scale effect, unified maintenance and accessories supply, make the operation cost of dealers lower, and consumers can buy a lower price of the car.

3.3 Traditional vehicle marketing means

Traditional automobile common marketing means include: discount, price, gift, advertising promotion and star endorsement. In the increasingly fierce competition in the automobile market, more manufacturers and distributors hope to achieve immediate results, rapid sales, then we generally rely on discounts and prices, as the automotive products tend to homogenization, discounts and other means of price reduction is to compete for market share of the killer. In car sales, the use of gift-giving methods to carry out marketing, usually in the holiday or celebrations, as well as car manufacturers to launch a new car, car manufacturers and distributors by giving a variety of gifts to make buyers feel accounted for the cheap, get the benefits, and then increase consumers desire to buy cars. Advertising is the car manufacturers to the vast number of consumers to promote their product use, product quality and display brand image of the commercial means, the operation of this commercial means, automobile manufacturers and consumers will benefit, manufacturers rely on advertising promotional products, consumers rely on advertising to guide their own car behavior, whether traditional media or network transmission, Advertising information brought to people provides a very convenient guide to the car. If a car dealer has a special hope for a new car, generally will look for star endorsement, with the help of the star effect has been the main marketing tools, whether it is the auto show stage, or TV ads, a car next to always have a star to match, to stimulate the spread of exposure. For example, Brad Pitt for Cadillac Limousine XTS endorsement, Wentworth Miller for the Chevrolet Cruze endorsement, George Clooney for the Mercedes-Benz E-Class endorsement, tennis king Roger Federer for the Mercedes-Benz M-Class SUV endorsement, NBA superstar Kobe Bryant endorsement smart and so on.

CHAPTER 4 ELECTRIC CARS AND TESLA

Under the situation that the global automobile industry is confronted with the financial crisis and the new energy problem, the development of electric vehicle, the electrification of the automobile energy power system and the strategic transformation of the traditional automobile industry have already formed a broad consensus in the world. In order to solve the energy environment restriction and realize sustainable development, the global automobile industry has been actively exploring and promoting the transformation of the transportation energy power system for a long time, especially since 21st century, facing the financial crisis, the high volatility of international oil price and the increasingly severe pressure of energy saving and emission reduction, the world automobile industry has entered , the development of electric vehicles has become a highly common international technology route to realize the transformation of transportation energy, and the world electric vehicle industry has entered a new stage of rapid development. (Han, 2017)

4.1 Current status of international electric vehicles

America (U.S.A.)

Electric cars can sometimes be seen on the streets of big cities and away from the city's high-speed roads. The shuttle of these figures is inseparable from the U.S. government's promotion of electric vehicles. The first is to build a network of charging stations. Take Tesla, for example, there are 21 recharging stations along the 101 Highway from San Francisco to Santiago, averaging 38.4 kilometres of 1 charging stations. In addition, there are more than 30,000 places with rechargeable sockets, some are shopping malls, large chain stores, such as to attract customers, they are often in the car park, and located next to the handicapped parking priority, there is a special logo, unmanned supervision of their own services. Highways, every reasonable distance to build a charging station, each charging station has a regular 240-volt charger, charging time to spend 4 hours, with a 480-volt DC fast charging equipment, depending on the need for each charge of about 15-30 minutes. The 5th speed is now in the two states, with a charging station every 25 to 50 miles. Other major highways are also building a dense enough charging station. California's public recharging stations are the first in the United States, accounting for more than one-fifth of the total. California is also implementing a plan called the western Coast Electric Highway to dock with the Washington state and Oregon State's 5th Highway charging station. After the plan is completed, electric cars from the north of Canada can be driven to the Mexican border in the south. Many American States give preferential policies to building charging stations. In Oregon State investment construction charging station, 35% of the cost can enjoy duty-free treatment. Maryland not only gives 20% of the tax benefits, but also provides a 50% refund subsidy to families for their own petrol-electric hybrids, including charging sockets for their own hybrid hybrids, private investment-building charging stations and additional charging facilities at petrol stations, up to 900, 5000 and 7500 dollars respectively. Tesla has also launched a new model of the pilot, the replacement of the entire battery pack, the time as long as 90 seconds, plus uninstal the battery isolation cover, also do not three minutes, then the Audi A8 full oil time is also short, the cost is similar

to the luxury car refueling, but owners need to return to install their original More and more new charging stations, will certainly further promote the popularization of electric vehicles.

Netherlands

The Netherlands has a population of more than 16 million, but 18 million bicycles, a veritable bicycle kingdom. Since 2011, the Dutch government has been promoting electric vehicles by reducing taxes on electric cars and building public-charging piles. As of January 1, 2016, the number of electric vehicles in the Netherlands accounted for 211,000 vehicles, accounting for One-fortieth of total car ownership. In electric cars, the pure electric cars accounted for about One-twentieth, the rest are hybrids, and in the near future, the ubiquitous electric cars and electric bicycles will become another major feature of the Netherlands landscape. The Netherlands is a big producer of natural gas, with its natural gas development among the world's top five. Now 61% of the Dutch electricity comes from natural gas, 23% coal, and 12% from sustainable energy and nuclear power. The goal of the Netherlands is that by 2040 all cars will be powered by sustainable energy, such as wind, solar, biomass, etc. This is a majestic goal. And over the past few years, the Netherlands has been rapidly moving towards this goal. Of this share of electric vehicles, only about 13% of pure electric vehicles. More than 80% of electric vehicles are PHEV Plug in Hybrid Electric Vehicle and EREV Extended-range Electric. The number one in pure EV sales is Tesla's model S. In the popularization of electric vehicles, the most important thing is that the Dutch government spared no effort to build public charging piles, especially the rapid charging pile, making BEV charging more and more convenient, which will reduce people's anxiety about BEV. In addition, the increasingly stringent tax exemption policy makes it increasingly difficult for PHEV to meet the tax exemption standard. Future BEV sales will overtake PHEV. The Netherlands will become a model market for electric cars in the near future.

Norway

The Norwegian electric car market originated in 2010. At present, Nissan Leaf with a 40% market share in the Norwegian electric vehicle market is a ride of the dust. In the streets of Oslo, the electric cars are everywhere, they are already an ordinary means of transport. In fact, the popularity of Norwegian electric vehicles is attributed to the government's many incentives, these policies run through the purchase of electric vehicles, use and ancillary facilities and other aspects of the construction. For example, the purchase of electric vehicles in Norway is exempt from registration and VAT and does not impose a crossing tax. Drivers who commute to work in Norway can even use the bus lanes. In the peak of walking on the road will inevitably encounter traffic jams when the state of impatience, compared to the use of bus lanes but a lot quicker. Not only that, electric car drivers can also use parking spaces for free in public places. Tesla S, for example, sells 75,000 euros (about 101,000 dollars), and professional website www.bilnorge.no calculates that the tax exemption for this car is € 91,000 (122,500 USD). Norway is also the first stop in Tesla's European market, to be sure. For such a generous "privileged" treatment, the European Automobile Industry Association has said: Norway is the most widely promoted electric vehicles, the most preferential policies of European countries. In addition, the exemplary effect of celebrities also played a role. In September 2013, the Norwegian crown Prince Haakon bought a Tesla's pure electric car, which led thousands of of

people to buy electric cars. In September, the new car registration, electric cars won the championship. Of course, all this is thanks to Norway's deep environmental culture. Although it is one of the world's top oil exporters, its oil supply is extremely "stingy" and expensive. In fact, much of Norway's energy comes from hydroelectric power. The Norwegian Electric Vehicle Association says the most important thing for more people to buy electric cars is to have longer mileage and quicker and more convenient charging, which is the real weakness of electric vehicles. At present, the "privileged" status of electric vehicles is bringing more and more trouble to Norway. If the Norwegian government allows electric cars to use the bus lanes, leading to peak rush hour bus road congestion, hinder the operation of buses, affecting bus passengers travel. So, the Norwegian people want the government to ban electric cars from using these lanes.

France

France, with a population of more than 66 million, is the largest country in western Europe. Its electricity source accounts for nearly 80% of nuclear power. The tourism industry is a major economic pillar of France, the development of electric vehicles, the use of nuclear power to drive cars, can reduce energy dependence, but also to protect the environment, protect and enhance the attractiveness of the tourism industry. In absolute terms, France is the country with the highest sales of electric cars in Europe. Norway is the winner in terms of share. France's Automobile Manufacturers Committee (CCFA) released data showing that in 2015 the total number of French car sales of 1.91 million vehicles, of which the sales of 17,266 vehicles, accounting for about 1%. Compared with 2014, the sales of electric vehicles increased by 64%. Why is France's electric car so well developed? The biggest reason is the government's strong support for electric-vehicle buying subsidies. Like China, the French Government provides direct financial aid, but the subsidy is tied to the carbon footprint per kilometer, not the mileage that relies on pure electricity. and carbon emissions require only pure electric cars to meet. For pure electric vehicles, the government subsidy cannot exceed 27% of the tax price of the car. The ratio fell to 20% for other cars that were 20 grams higher than carbon emissions. From the amount of subsidy, France's 6300-euro ratio in China's more than 100,000 subsidy (against) much less. But if you consider buying + use costs, France's subsidy measures appear to be more forceful, and if the home installed a charge pile, also save the trouble of refueling. The second reason is the increasingly developed charging network. The French population is more than 66 million, the car stock is 38 million, and the public charge pile is over 10,000. The coverage of charge piles is among the highest in the world. On the one hand is the French government's strong support for the construction of rechargeable piles, such as tax breaks to encourage companies to invest in rechargeable piles. On the other hand, Autolib, an electric-car leasing company, is also speeding up construction of its own charging pile, speeding up the charge pile construction in France. The French government's ambition is that by 2030, the number of charge piles in France will reach 7 million! And many companies have begun to study electric cars and rechargeable pile after the popularization of the power grid load problems, the commercial model of waste batteries. The French government's subsidies for electric cars are also waning, but from the current momentum, electric cars can slowly move into less-subsidised ways. In addition, the French government has already planned to enact laws to unify the country's electric-car charging network, ensuring that electric vehicle owners can charge at

all electric-car charging stations in the country without being limited to specific charging operators. (John, 2017)

Germany

"Beer, football, the majestic Cologne Cathedral, the fairytale Swan Fort, and of course the German car." "German electric car sales are growing, but not as large as the United States, Norway, Holland, and so on, mainly because the German government does not offer high purchase subsidies for electric vehicles." In Germany, electric cars only enjoy exemption from car registration tax and annual travel tax, unlike Norway, which does not exempt the purchase tax, nor does it offer direct cash subsidies like the U.S. Registration tax and travel tax amount is very small, for ordinary vehicles generally dozens of euro. To the Germans, the cost of buying an electric car is much higher than the equivalent of a petrol-powered vehicle, enjoying only dozens of euro tax breaks. Although electric cars are cheaper to use than petrol cars, the cost of car purchases is too high, the main reason for the low sales of electric cars in Germany. In response to the development lag in electric cars, the German Ministry of Finance proposed a 1.2 billion euro (1.3 billion US dollar) subsidy for the government and the auto industry. According to the proposal, consumers who buy electric cars will receive € 5000 in subsidies from the government and the auto industry from 2016 to the summer of 2018, and consumers of hybrid cars will receive € 3000 in subsidies. When consumers buy electric cars, they will receive subsidies on a first-come-first-served basis, and no additional subsidy will be provided after the 1.2 billion-euro subsidy is fully disbursed. The German Treasury also proposed a 300-million-euro subsidy to encourage the construction of electric vehicle charging piles. Ms. Merkel's goal is to reach 100 million vehicles in Germany by 2020. According to foreign media, Germany will ban the sale of traditional internal combustion engine cars by 2030, and the new vehicles to be registered from that year must be zero-emission models in order to achieve the goal of reducing the 80-95% of carbon dioxide emissions in the country by 2050. With the deep accumulation of the technology and brand of the German cars, combined with the vigorous implementation of the policy, Germany electric cars have a full stamina.

Japan

Japanese carmakers rely on their technology and cost-performance to gongchenglvede the world's leading electric car market. And in the stronghold of Japan, the vast majority of sales are from local manufacturers, the local electric car market good development to ensure its survival space, this is Shou. In 2009, Japan's electric car sales were virtually nil., but by the end of 13, electric cars had sold nearly 30,000 vehicles. Bev's annual sales have exceeded 16,000. Japan's Ministry of Economic Industry (METI) issued the "EV`PHV Road Map", proposed to 2020, so that Japan's domestic pure electric vehicles and plug-in hybrid car holdings reached 1 million vehicles. In the World electric car technology pattern, Japan is a solo show. Both in absolute terms and in share, Japan's electric car market is one of the world's biggest markets. Why is Japan's electric car market developing well? First and foremost, the cost of electric vehicles (buy + use) has arrived at a reasonable level relative to the average car. In addition to direct and high financial subsidies, there are various tax incentives. Buying a car in Japan requires a one-time payment of an acquisition tax and an annual tax on emissions and a vehicle tax related to engine emissions. But for electric cars, the purchase tax and the emission

tax are all exempt, and the vehicle tax can be waived by half. Second, in addition to direct subsidies for automobiles, the Japanese government has developed subsidies for the installation of charging piles for companies and individuals and has vigorously developed charging infrastructure. Finally, the number of gas stations in Japan is dwindling, which may also be a factor in considering buying electric cars. And most people will install a common charge pile at home, using the night time to recharge the car, it saves the trouble of finding a gas station. Some readers think Japan's electricity prices are cheap, so sales of electric cars are good. In fact, in 2011, 65% of Japan's electricity came from fossil fuels, 17% from nuclear power and hydroelectric power 17%, and solar energy accounted for only 1%. After the 2011 Fudao nuclear Power plant accident, the nuclear power plant in the Japanese people's protest quickly shut down. Electricity prices in Japan have been rising over the past few years as the gap in nuclear power has been filled by fossil fuels. So Japan's electric car development compared to other developed countries in Europe and the United States, there is a shortage of power sources, which limits the development of electric vehicles. The Japanese sense of crisis has been strong. As early as the 1970s, the Japanese government has included the development of electric vehicles in the industrial planning of the automotive industry and plans for the development of electric vehicles such as the construction and renovation of charging stations, the development of new technologies, such as batteries. At present, there are a variety of models in the global market and has been to maintain the head of electric car sales is still the Japanese electric vehicles.

4.2 Current status of electric vehicles in China

China's central and local governments, which have strong financial support, are the most prominent in comparison with the automotive power. China will be one of the seven strategic industries with new energy vehicles. "The development of new energy vehicles is the only way for China to move from a big automobile to a powerful country, to increase research and development, to study the market carefully, to develop products that adapt to various needs, and to make it a strong growth point". The top national leaders called for the development of new energy vehicles and the development of new energy vehicles in China's seven strategic industries. The development policy of China's new energy vehicles is comparatively sound and more systematic. The central finance and local finance simultaneously subsidize the new energy vehicle production cost difference, in the purchase tax deduction, in the new energy bus operation to subsidize, but also has set up the new Energy Vehicle special license plate, in the road passes the right to give priority to. Such a number of support policies are not in other countries. Encouraged by many positive policies, China's new energy vehicle market demand spiral, a year a big step. 2016 500,000, 2017 800,000, 2018 will exceed 1 million vehicles, 2020-year plan for 2 million vehicles. In the rapid development of China's new energy vehicles, the Chinese government is also beginning to study new incentives to promote the development of new energy vehicles in China to the Smart network, the Chinese government issued to the Intelligent Network of Automotive development Planning, is the concrete embodiment. With the above characteristics of China's development of new energy vehicles model, has become the world's auto power research samples. China's technology for developing new energy vehicles is different from that of other powerful cars. The main technical route of the United

States car companies is to develop pure electric and plug-in hybrid vehicles; Japan and South Korea are the main technical route to develop hybrid power, pure electric and fuel cell vehicles; The main technical route is to develop pure electric and plug-in hybrid vehicles, the Chinese car enterprises to pure electric and plug-in hybrids mainly, Take into account the fuel cell vehicle route. What needs to be explained is that China's new energy vehicle route is finally clear, but also through the continuous exploration and discussion process. China is not a powerful automobile, it must learn from the automobile power. But how to learn? Initially advocated more, to learn from Japan, to mix technology as a breakthrough, to the United States, to increase the program hybrid car as a foothold; to Germany, to plug-in hybrid electric car as the focus. Chinese people use their own philosophy to guide their own practice, all learn, do not learn, and finally form their own characteristics of the technical route: to the main breakthrough in the car, the public transport vehicles, to achieve the world's first Shenzhen public transport all achieve pure electric performance, made the world's first Wuhan (BRT) 18 meters Bus All the results of the electric, in the A00-class passenger car on the basis of scale industrialization, to obtain the world's first Taiyuan taxi all achieve pure motorized results. The advantages of the technology of pure electric vehicle and the technology of fuel vehicle are accepted by the plug-in hybrid electric vehicle. The development of plug-in hybrid vehicles in China has also achieved mass production and achieved equally good results in technology. Taking into account the development of fuel cell vehicles, fuel cell vehicles must be developed in China. Why is it different from other powerful countries in China to develop new energy vehicles? China's development of the automotive industry has been several decades, with a lot of lessons, pay a lot of tuition, but also accumulated a lot of successful experience; The high technology threshold for fuel vehicles has already been elevated, and many technologies have been firmly controlled by advanced countries, and China has been tracking, but cannot go beyond. Pure electric vehicle technology threshold for everyone is similar, fuel car developed countries compared with China, there is no first advantage. But China's power battery industry has a certain comparative advantage, such as China's power battery industrial chain is relatively complete, and now Europe does not have a production of power battery factory. On the technical route of the pure-power vehicle, the fuel technology is dominant in general, and the electric technology is auxiliary. The Chinese government has completely abandoned the hybrid technology route, implementing a plug-in (or program) technology route that is aligned with the purely electric-driven technology route. Electric fuel vehicle is the basic trend. It shows that the technology of fuel vehicle can not meet the requirements of modern (future) social development. Although the fuel vehicle is still a major vehicle for a long time, especially a freight truck, its orderly substitution is an objective trend. China's development of new energy vehicles is a national strategic choice and positioning, not expedient, natural requirements stand high, see far. In a word, the technical route of developing new energy vehicles in China must be different from other countries and must be embodied in the technical route of development.

4.3 Tesla electric vehicle generalizations

Tesla Inc. is a U.S. sales and marketing of electric vehicles, by Martin Eberhard (Martin Eberhard) engineers, founded on July 1, 2003, headquartered in the United States, California, Silicon Valley zone. Tesla Motor Company named electrical engineer and physicist Nikola,

specializing in the production of pure electric vehicles, the production of several major models containing Tesla Roadster, Tesla model S, Tesla model X. Tesla Motor Co. is the world's first electric car company to adopt lithium-ion batteries, and its debut electric car is roadster. From 2008 to 2012, the company sold more than 2,250 roadsters in 31 countries. In 2010, the company started to roadster on the right side of the UK and Ireland market and expanded its sales to Australia, Japan, Hong Kong, Singapore and mainland China. November 22, 2016, Tesla announced that the company has completed a takeover of solar company SolarCity. February 1, 2017, Tesla Motors Inc. officially announced that the company's registered name of the "car" meaning of the word "Motors" removed, converted to Tesla Inc. October 22, 2017, Tesla and the Shanghai municipal government reached an agreement to build a factory in China. November 17, Tesla officially released Roadster in the United States. Speaking of Tesla, he had to mention that CEO Elon Musk, born in South Africa June 28, 1971, immigrated to Canada at the age of 18. Engineers, philanthropists, PayPal (the largest online payment company), SpaceX space exploration technology, Green sports car company Tesla and the CEO of the SolarCity four companies. SpaceX, CEO and chief technology Officer of Space exploration Technology, eco-sports car company Tesla product designer. November 21, 2013, the famous U.S. financial magazine "Fortune" unveiled "2013 business figures", Tesla Motor CEO Musk top. December 14, 2016, won the "2016 years of the most influential CEO" honor. February 7, 2018 4:45, the SpaceX company's "Heavy Falcon" launch vehicle at the United States Kennedy Space Center for the first successful launch, and successfully completed two first-level booster rockets complete recovery. Initially Tesla as a small electric vehicle manufacturer, the first of its products have a great limitation, after all, at this stage of the pure electric car market itself is very immature, and the manufacturing cost of electric vehicles compared to the general energy of the conventional vehicles have no advantage. What's more, Tesla's relatively independent manufacturers, a year's output is about 20,000, can survive is a big test. So, for Tesla, brand positioning will be crucial. and CEO Ellon Masc obviously has a very clear understanding of this, perhaps by a lot of public figures, especially Hollywood stars keen on the Toyota hybrid Prius, inspired by his positioning Tesla electric vehicles as high-end consumer goods, such as public figures such as high-income group is his main target customer base. The reason is simple, in the public's growing awareness of environmental protection today, for public figures, the opening of an environmentally-friendly electric car in the lens is certainly better than the opening of a V12 supercar more decent, more to win goodwill. So, when it comes to a performance-style, unique electric car like Tesla Model S, even though the price is high, there must be a lot of people willing to pay for it, so Tesla has a customer base like a luxury. (Zhang, 2017)

CHAPTER 5

TESLA BRAND MARKETING

2017, Tesla car finally achieved sales of 101,312 vehicles, an increase of 33%. In the fourth quarter of 2017, Tesla delivered a new car of 29,870 vehicles, a year-on-year increase of 27%, the three-quarter growth of 9%, which also refreshed the best record of the history of Tesla. Subdivided models, Model S delivery of 15,200 vehicles, Model X delivery of 13,120 vehicles, Model 3 delivery of 1550 vehicles. In addition, according to the Tesla statistics, at the end of the four quarter, there are still about 2,520 Model S and Model X, as well as 860 Model 3 in transit, could not be formally delivered to the hands of customers, and therefore could not be counted in the final sales data statistics. Tesla's global revenue grew by more than \$4.8 billion trillion in 2017, to nearly 12 billion U.S. dollars, breaking through the tens of billions of dollars, with growth exceeding 67%. Among them, the Chinese market performance is particularly outstanding, compared to 2016 year-on-year growth of more than 90%, as Tesla's fastest growing global market. It has been said that the success of Tesla's brand marketing is largely attributable to its world-leading electric vehicle technology, in fact, Tesla is not a traditional example of market capture because of technological innovation, and what really makes it so successful is the new business model, the theory of disruptive innovation, which he has developed in the traditional manufacturing industry of automobiles, Is the so-called new market subversion, creating a new market space, Tesla resorting the new concept of electric cars and car design ideas, launched a series of new business models, in his business model, we see a heavy technology companies shadow, let us analyze, Tesla, the difference between the other car manufacturers, In particular, other electric vehicle manufacturers the most unique business model. (Ashley, 2016)

5.1 Unique and accurate market positioning

High-end stylish pure electric coupe, this is Tesla started to give its own positioning. As we look at the entire automotive industry and its history, we can see that most of the cars that began to dominate the market since 19th century, and their flagship models tend to be sedans, a relatively low and inexpensive type of vehicle, such as our well-known Ford T-car, Volkswagen Beetle or China's BYD F3 and so on, and the high-end sports car for their own flagship models of new vehicle companies, in addition to Tesla, we almost never see. Let's take a look at the new energy models developed by traditional car companies these years, almost exclusively mid-range passenger cars, most of which are even small cars, such as the Nissan Wind, BMW i3 and BYD F3DM, why does Tesla want to position himself like this? First of all, electric vehicles due to the natural characteristics of motor That the vehicle does not need to shift gears during the acceleration process, and the motor can produce extremely powerful torque, so its acceleration performance even the Ferrari will not be able to keep up, this eliminates the traditional sports car as a result of technology to reduce costs and increase the high cost of research and development, owners have the tendency to pursue stronger

performance, since no need to use the cost of building a good car Can realize the performance of the sports car, why not? Second, in the pure electric car just enter the market this period, the average consumer to its ability to accept may not be very good, more people for the car such an upscale mentality is to seek stability is not novelty, for the new technology of stable doubt, will affect their desire to buy, And positioned in the high-end models of Tesla, the customer focus on the High-tech crowd, these people tend to accept new things strong, have a better environmental awareness, and have a stronger desire to show off, Tesla's high-end energy-saving positioning, perfect in line with their needs. (Lang, 2015)

5.2 New mode of value communication

In order to achieve the positioning of fashion, Tesla has done a lot of traditional models, even the traditional manufacturing has never done, we analyze Tesla's external value transmission, we can find that Tesla is doing more like a technology business. Tesla's founder, Musk, was a wizard who created the world's largest online payment service company, PayPal, the most successful luxury electric vehicle Tesla Motor Company and the world's first private space transportation enterprise Space Exploration Technology company (SpaceX), Can be said to affect the development of the world's three major products, he let the media packaging their own "Iron Man", by telling stories in his own way, he frequently appeared in front of various cameras to talk about his past, to talk about Tesla's future, to use the founder's brand to promote the company and brand, Musk opened a personal microblog account during a visit to China, Using China's hottest social media for marketing, many CEOs in China have launched their own microblog marketing. At the same time they pay attention to the impetus of Word-of-mouth, the importance of allowing users to share the driving experience in social media, using many Internet marketing methods. "In the traditional media, the investment is zero, they did not do any television advertising, and did not do any print media advertising, he put that part of the cost of all cut off, there is no information on the traditional advertising channels." Tesla's most powerful marketing is "skinflint" in advertising. Although the overall sales of these traditional car companies are better than Tesla's, they need to invest a lot of energy and money in advertising to maintain their existing market share, and to create markets and market for immature electric models that will require more investment. In 2016, Nissan spent about 4.3 million dollars on the cost of its wind-blown model, including a special ad for Tesla on the media. GM spent 3.7 million dollars in the first quarter of 2017 years to bolt the pure electric-car type. Instead, Tesla did not launch any ads, according to Kantar, a market research firm. "Even if Tesla delivers the new car as scheduled, it will take a huge amount of time to complete the order," he said. Tesla's reputation as well as its strong branding effect does not require any advertising, and Tesla is the car brand that really controls its destiny. "The key point of the spread of Tesla's other value is that they invited a large number of celebrities, politicians, movie stars, entrepreneurs, as their first customers, and through their social media discussions, these values are transmitted in the past any car has never done." All the stars in the Tesla car, entertainment stars, technology stars, corporate stars, among the first 1000 clients, including the two founders of Google, celebrities such as movie star Arnold Schwarzenegger, it is exaggerated that this client list copies the global wealth list, in China, 9 executives become its first users, Including Sina CEO Cao Chao, Auto House President Li Xiang, the famous CCTV

TV producer Zhang Han, UC excellent as chairman and CEO You Yongfu, even the CEO of Millet Lei June also ordered two model S. These stars are the most influential figures of society as a whole, the opinion leaders of the entire industry, and their brand demonstration effects are very large. It turns out that Tesla's product image has been molded successfully, and they have succeeded in setting up a high-end fashion, innovative revolutionary car product image in front of the public, bringing in electric cars, who are not the first to think of Tesla? The apple of the car industry, who wouldn't think it was Tesla? (Lang, 2016)

5.3 Subvert the traditional marketing model

Tesla's most critical business model innovation is its subversive marketing model, its sales channels, including experience shop and network direct purchase mode, for the first scheduled remanufacturing, which looks like a technology electronics enterprise, rather than a car enterprise, but it is this marketing model, to the success of Tesla laid a good foundation. Traditional car marketing channel is through the 4s shop, which is a typical distributor, the existence of a distributor means that more people want to share a cup of customers, which leads to the floating of the price of the car, the millet-style network direct and the Apple-style experience shop, which eliminates the cost of the intermediary channel that the customer buys. It also helps to maintain Tesla's high-end fashion product image. Tesla's experience stores, all at the bottom of the large high-end shopping malls, decoration dazzling, and in fact, in addition to the display of car power platform, customers can also be in the shop in the center of the huge screen customization model. The sales staff in the experience shop will not be like the sales staff of 4s stores to sell you a product, but like the Apple Experience shop, let you experience this product better, your order can be on the Internet list, the last car will directly from the manufacturer. A purchase mode that is first made in advance, creating a lot of cash flow for it, Musk said in an interview that the cash generated by their unique cash flow model is enough to support their development of the next model or even two models, since developing a new model is very expensive, typically at more than 1 billion dollars. Tesla also won the true meaning of "hunger and thirst marketing", through limited or limited time as far as possible to arouse the attention of users and attention, can arouse consumers desire to buy, this model in the Apple era of jobs is more. Tesla's Musk is hailed as another genius after Steve Jobs, and buying Tesla is not something you can afford to buy, and is expected to wait at least a few months, whether you are a star or a billionaire, which is longer than the Lei June millet. Of course, not all products can be so, must have a high experience or cost-effective products, even Musk said that they do not like the concept of marketing, because marketing is like cheating to buy things, good products is actually the best marketing. (Miverine, 2017)

5.4 Patent opening and establishment of ecological system

When analyzing the Tesla business model, we have to mention that a company-Fisk, Fisk and Tesla have similar product positioning and the same advanced electric vehicle technology, and then Fisk eventually to the road to bankruptcy and acquisitions, leading to the collapse of the main cause of the collapse of the battery supplier A123. Battery has to say is an electric car the most core technology, and Fisk from the supplier procurement of batteries, Tesla in the

power battery and management system to do a lot of research and development and testing work, the core technology to grasp the stability of the development of the foundation. June 12, 2014, "we have opened up our patents in the spirit of the open source campaign to promote the advancement of electric vehicles," said Tesla's president Elon MASC on the company's official microblog with a post entitled "All of our patents, yours," claiming that all of its patents were officially released to the world, and will be free to open to society, whether enterprises or individuals can learn from. It's a strategy for another tech company, Google's authorization for Android. A patent, a protected exclusive interest owned by the originator of an invention, I believe that the vast majority of the world's people are selfish, can make their own profit by the means to peer competitors of the few enterprises, the number of patents owned by a car manufacturer is to measure the level of the company's technology standards, is it a conspiracy or an overt one for Tesla to have hundreds of patents open to all the world's carmakers? Put aside all this concern, when an advanced product technology, to the relative backward manufacturers reference and learning, will influence the development of their road, and this is invisible in the standard of the same industry. Tesla's move, ostensibly to touch the company's core interests, but they are in the development of the entire industrial ecological environment, not only to promote the unification of electric vehicle charging standards, but also allows Tesla to build a charging station to save a lot of costs, charging the expansion of the treasure will further accelerate, There is no doubt that only electric cars are truly widespread worldwide, and Tesla is in the best interest. Tesla's patent opening, once again let the world's eyeballs focus on their body, from the point of view of communication, Tesla again occupied the commanding heights of the market, not only for their own future market planning, or in the establishment of the brand, have achieved good results. A leader in the electric car industry, the courage to provide their own technology to the community, not only shows Tesla's confidence in their products, but also expressed the hope of a common advance with competitors.

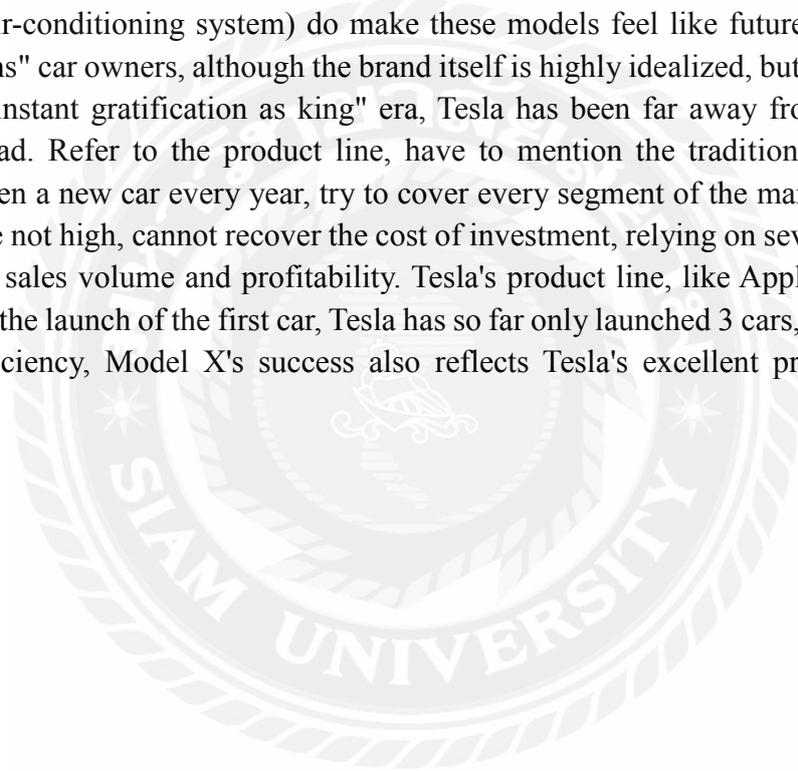
5.5 User area and membership marketing

On Tesla's official website, there's a fan zone, there are blogs, user stories, forums, pictures, videos and activities of the notice, through the official blog to release the latest dynamic of the enterprise, user stories let real users to show the use of experience, pictures and video display every detail to make users feel, activities are mainly users online experience, Through the forum for users to discuss the exchange experience and the use of problems, the official can also be addressed to the user. Tesla's official website has a strong marketing he has provided the member's registration function, whether understands or the order on their website, lets the user submit the valid mail and the telephone, later sends the user the mail and the text message to carry on the database marketing, especially in the foreign mail marketing is ranked first. (Bao, 2015)

5.6 Deep technical background and minimalist product line

February 6, 2018 the Eastern Time zone 3:45 P.M., automotive industry history, and even the entire human universe exploration history will record this historic moment-Elon Masc's

car Tesla Roadster sports car in SpaceX Falcon Heavy rocket to push, Become the first stage of human history into the outer space, to break through the Sudio, to the other planets outside the Earth to run to the civilian car! Ellon MASC's special identity--and the CEO of Tesla and SpaceX--and the cooperation of two High-tech companies is very frequent. Tesla and SpaceX are always committed to building a material engineering team designed to develop new advanced materials and use them in their respective products. Tesla confirmed that two companies will share a material engineering department head, Tesla and the SpaceX material team also convened a joint meeting, the two sides are committed to through technical cooperation to solve materials research and development related issues. In addition, two companies are working together to create a database of materials designed to help with their material projects. It is said that Tesla's Model S and Model X are models designed around computers, a new concept that is subverting the entire automotive industry. OTA updates around almost all aspects of the vehicle (from the power system to the interaction between the pilot and the air-conditioning system) do make these models feel like future cars. For those "technology fans" car owners, although the brand itself is highly idealized, but in this "with the technology of instant gratification as king" era, Tesla has been far away from the other car companies ahead. Refer to the product line, have to mention the traditional car-enterprise routines are often a new car every year, try to cover every segment of the market, but most of the car sales are not high, cannot recover the cost of investment, relying on several best-selling cars to support sales volume and profitability. Tesla's product line, like Apple, is simple and efficient. From the launch of the first car, Tesla has so far only launched 3 cars, the price is very high, sales efficiency, Model X's success also reflects Tesla's excellent product definition capabilities.



CHAPTER 6

DISADVANTAGES AND SUGGESTIONS OF TESLA MARKETING

6.1 Drawbacks of the marketing of Tesla

6.1.1 The shortage of direct selling model

For the Tesla company, the use of direct sales mode of production, can effectively reduce the product inventory and capital occupation, receive the deposit and can carry out production organization. Through direct store, you can reduce the gap between consumers and obtain the most direct and effective information feedback to improve product adaptability and rapid response capability, and thus enhance the market competitiveness of products. But precisely because of the use of proprietary offline experience shop, from the store location, interior decoration, consumer experience design and staff recruitment training in all aspects of the company's full responsibility by Tesla, seriously affecting the expansion of the speed of the store. Tesla to the offline experience shop site is extremely prudent, the construction standards are very stringent, many need to Tesla United States headquarters to confirm, coupled with the complexity of the procedures for the approval process, leading to experience shop construction speed is very slow, so many consumers unreachable. Without the rapid expansion and effective support of offline channels, Tesla's sales have been seriously affected. 2014 Tesla in the Chinese Customs import volume of 4,800 vehicles, in fact, only 2,499, 2015 Tesla in China sales of only 4,000, although the sales by the charging facilities are not perfect, no government subsidies, marketing methods and other aspects of the impact, but the channel is obviously one of the important constraints. Then there is the use of the vehicle order production mode, the new car lift cycle for six months or so, this is a smooth situation, long waiting for consumers is a torment. At the same time, Tesla's service center and authorized sheet-spraying center are all responsible for Tesla vehicle maintenance, but due to the small number, the convenience of maintenance and the timeliness of spare parts supply is difficult to be guaranteed. When it comes to choosing a direct marketing model, Tesla gives seven reasons: close to consumers, some factories zero inventory, electric cars as a new thing needs to have a training of consumers, dealers profit sources, dealers rely on car companies to provide advertising funds, dealers can not make a premium to make money, With the distributor mainstream distribution of traditional vehicles have a conflict of interest. Although Tesla has given a lot of reasons for the need to choose the direct marketing model, many of the reasons are that Tesla has previously preset the use of direct marketing model as a prerequisite for the derivation, is not the choice of sales Model key and core reasons. Tesla's stores are generally built in crowded areas closer to customers, using the 4S model can also be through the establishment of shop support and acceptance criteria for the definition, to affect the location of the dealer store choice. Marleen says most of the cars sold by dealers are fuel-driven and do not do their best to promote electric cars in accordance with Tesla's expectations, but businessmen are profit-making and earning money is the top priority and will not be denied because Tesla is a novelty. In the final analysis, Tesla was forced to choose a direct marketing model because it was unable to provide an expected profit model for its distributors in the short term. Tesla's products are pure electric cars, the market is in the incubation period, most consumers still have security concerns,

mileage anxiety, car habits and other problems, sales limited. Tesla to create brand image, enhance brand value, existing products higher end route, the price is higher, the market capacity is small. Traditional car dealerships not only profit from the sale of new cars, but also make huge profits by providing services, selling parts and accessories, but Tesla's properties as an electric car are less profitable on the service side, earning a profit by selling new cars and reducing profits. Then there are Tesla's tall decoration and crowded area of the building shop requirements decided to build a large one-time investment, daily operating costs high. Large investment, low profit, short return and the market there is a large uncertainty factors, decided Tesla even choose 4S Agent mode is difficult to recruit dealers, had to choose from the pockets of direct marketing model. One additional point to mention is that because Tesla uses the direct marketing model, consumers do not have to go through the 4S shop, this model threatens the interests of the traditional car dealership system, by the traditional Dealer Alliance opposition, the United States has introduced laws in several states to prohibit Tesla directly to sell products to consumers and must be through the state's physical store distributor system. The U.S. local government's obstruction to Tesla's direct marketing model is also a major test. (Zhang, 2014)

6.1.2 Selling price; price

The price dual-track is a common problem of imported vehicles. In China, for example, Tesla's popularity as a popular electric car in the middle class has hit China because of its high price. Tesla has not set up a plant in China and all vehicles are dependent on imports. And we all know how high the import tax rate is, compared to the United States, a car imported to China to increase tariffs 25%, 0-40% (by displacement) excise tax, 17% value-added tax, plus profit margins, Chinese consumers to buy a Tesla, need to pay nearly twice times the price of U.S. consumers nearly. In the United States, Tesla's cheapest Model S model was also up to \$63,570 after deducting subsidies for the new energy vehicle policy. In China, the same car price is 103,715 U.S. dollars (about 648,000 yuan), which is 63% higher than the United States, compared to the price of European countries than the United States by about 43%, China's highest price. A few days ago Tesla launched the civilian version of Model 3 in the United States, the domestic price is expected to reach nearly 400,000. According to the data previously disclosed, Tesla's sales of a car in China are twice times the profit in the U.S. or Europe. The pricing system shows what Tesla wanted to achieve when he first entered China--the main market for luxury cars. Plus Tesla's brand has been with environmental protection, High-tech and other labels affixed together, the brand temperament is relatively high cold, such prices and positioning also determines that Tesla is not for the public consumer brand. In the Chinese market, the ability and willingness to try new things, to buy Tesla's people, is still in the rich, "toys for the rich" color is very strong, and in a short time, the label will always follow the Tesla brand.

6.1.3 Quality instability

One of the big reasons for Tesla's halting of the middle class is that it is too "avant-garde" and that Tesla has a short time to actually popularize the business, with High-tech labels, pulling away from the average consumer. For emerging car brands and models, the demand is

more "stable", "practical", rather than cool middle-class consumers, it is not the best choice. Moreover, Tesla's quality has been criticized, Tesla models in the United States caused by a number of fire incidents, frequent accidents, and Tesla cars than the same car accident rate is higher, and the maintenance costs are much higher, the United Auto Association has considered to increase the price of Tesla models. Tesla also recalled 11,000 model X because of security concerns. Not only is the accident frequent, the quality of the vehicle is also criticized. In search engines or social media, random search of Tesla quality as a key word, you can retrieve a lot of car quality problems of exposure feedback. One owner, after just mentioning the new car not too long, drove to the high shelf, encountered the chassis near the rear wheel of the two block of protection board fell. And in the face of the quality of the car, China Tesla matching after-sale matching can not provide users with satisfactory service. Nearly 1 million of the car, just bought soon, because the vehicle itself causes problems, still need consumers to pay their own money to repair. After the sale insisted that the vehicle does not have any quality problem, is not their responsibility.

6.1.4 Supporting facilities are far from universal

In China, for example, Tesla's overall after-sale support in China is far from universal. Until now, Tesla has set up more than 1000 super charging piles in mainland China, which are scattered across 170 cities nationwide. This distribution density is basically a city, with only a few scattered points distributed. As the most important accessory charging configuration for electric vehicles, Tesla's current density in the domestic layout is not enough to support its ambitions for future development. In October 2017, Tesla announced that it would launch Model S and Model X models that meet the "new GB" (GB/T20234-2015) charging interface for the mainland market. That is, Tesla's new vehicle in the Chinese market will be adapted to adapt the charging interface to accommodate the new standard charging interface for the new car. After the new interface is popularized, it can seamlessly connect the third-party charge pile and the household charge pile. However, the overall package of domestic rechargeable piles in the initial development of the situation, Tesla to the public consumption model of the road, still very long.

6.1.5 Over-reliance on Word-of-mouth Marketing

Tesla uphold the marketing strategy is "rely on Word-of-mouth, never Pay", which in major car manufacturers at any cost, advertising, public relations activities of the car market, appears to be particularly alternative. Coupled with the frequent fires in Tesla's cars, the fast winter power consumption and the product problems of the application, the Tesla's brand has an obscure negative effect. For other automobile manufacturers, quality is always the first, product quality is the basis of brand marketing. There are DSG problems, Mercedes-Benz car odor for many years no solution, Nissan Leaf can not start this kind of product quality problems, car manufacturers in the new car before the market must be strict testing and control, dealers and 4S shop after-sales maintenance, also need to follow the training, to maximize the optimization. In addition, moderate advertising and public relations activities are essential,

especially when the negative news appeared crisis PR, vendors should monitor public opinion in advance, do a good job in crisis PR plan, once the negative situation, the first time to start a crisis PR program, reduce the damage to the brand. (Liu, 2013)

6.2 Suggestions for the marketing of Tesla

6.2.1 Quickly establish a coalition of interests with governments and enterprises

Take China as an example, looking back on the past cases of international giants failing in China, there are generally several typical: want to eat the whole market alone, from the model to the product are very easy to be cloned, copied, do not understand China's social composition and multi-level complex market situation, do not understand the Chinese mentality and value orientation. (Christensen, 2010) These factors add together, leading the international giants are often caught only enemies, no friends of the lone position, eventually nationalists awry. Teslaru want to succeed, first of all, "China's social strata of the analysis", quickly clarify in China who is the friend, who is the enemy; in the beginning, should quickly establish the "far-cross" (Internet companies, electric vehicle accessories upstream and downstream), "near attack" (traditional car manufacturers, dealer system) tactics, the initiative to narrow the relationship with the domestic technology giants, This can be narrowed from shallow to deep according to the following: Search technology companies to carry out co-branding advertising, to the difference between playing smart card; BD Rub the body, leading 3BAT and other giants, in order to ensure authentic experience, the premise of navigation, music, information, social and other mainstream domestic applications into the establishment of a partnership alliance. With the domestic internet giants (joint ventures or joint venture companies), engaged in automotive intelligent system products, application development. Auto parts industry cooperation with Chinese enterprises. In the new generation of "smart accessories" areas, Tesla should consider active cooperation with Chinese enterprises. The most important thing is that if Tesla wants to get a piece of the world's biggest auto market, the Chinese government is the external premier environment that Tesla will never leave behind, and it must secure strong support and policy concessions from central to local governments to give Tesla a real foothold in China. China is pushing for the development of electric cars, which requires foreign carmakers to set up joint ventures with Chinese carmakers but does not allow them to establish wholly owned factories, so Musk should consider abandoning the idea of full control of local companies and agreeing with the Chinese government to build a factory. And to win more cooperation in good faith to achieve more tax and subsidy policies.

6.2.2 Perfect marketing means

Tesla has been known by the industry as the "Apple of the automotive industry", with the exception of subversive visions, extreme products, paranoid leaders and other similarities, and Tesla has dug a large number of executives from Apple to sell. Tesla's marketing practices such as experiential marketing, hunger Marketing and Word-of-mouth marketing are the same as Apple's and follow Apple's online experience shop model. But carefully analyzed, Apple and Tesla's sales model is very different. After years of development, Apple is home to only dozens

of its own Apple store stores, Apple's main sales rely more on distributors, major customer distributors and distributors to complete. Apple's practical experience has also indirectly proved that if you want to jump in sales, the number of channels is a fundamental guarantee, relying solely on the construction of the online experience shop is not enough, the combination of direct sales and franchising is the best choice for Tesla's future. However, Tesla's future start Dealer Agent mode also needs several prerequisites: One is the market matures, consumers further increase the acceptance of electric vehicles, even when electric cars can enter ordinary people's home; one is Tesla's low-end products such as Model 3 (entry-level EV), model Y (Based on Model 3 platform to create a CUV or SUV or model C (positioning for small city electric vehicles) when the product is listed; another one is Tesla. To establish a good dealer's profit model, the dealer's profit source and the profit point of the bike, do a good job of accurate measurement of ROI.

6.2.3 Give full play to the role of fan group

In China, for example, who will be the toughest enemy Tesla has encountered in China? Not necessarily the traditional carmakers, the bigger threat comes from the car dealership system. After all, Tesla's direct marketing model, to completely subvert the main distributor of the mainstream sales model, it is easy to acclimatized, more likely to be dealers from the public opinion to the sales policy of the resultant suppression, which is the most dangerous, to prevent. How to get through this? In China, Tesla has ready-made "teacher"-millet cell phone; Millet fan group is recognized by the industry is quite successful case, with a fan group, you cannot fear the pressure of competitors or even smear, with a strong enough to contend with the backbone of public opinion and the dissemination of word-of-mouth role should not be overlooked; This requires Tesla from now on to attach great importance to the formation of the fan group, and the operation of social media. In concrete practice, from "geek" "Technology" "entrepreneurial" "innovation" "energy Conservation and Environmental protection" and many other angles, to carry out exquisite content organization and fan feedback, the rapid establishment of the camp huge hardcore fan group is extremely important to Tesla.

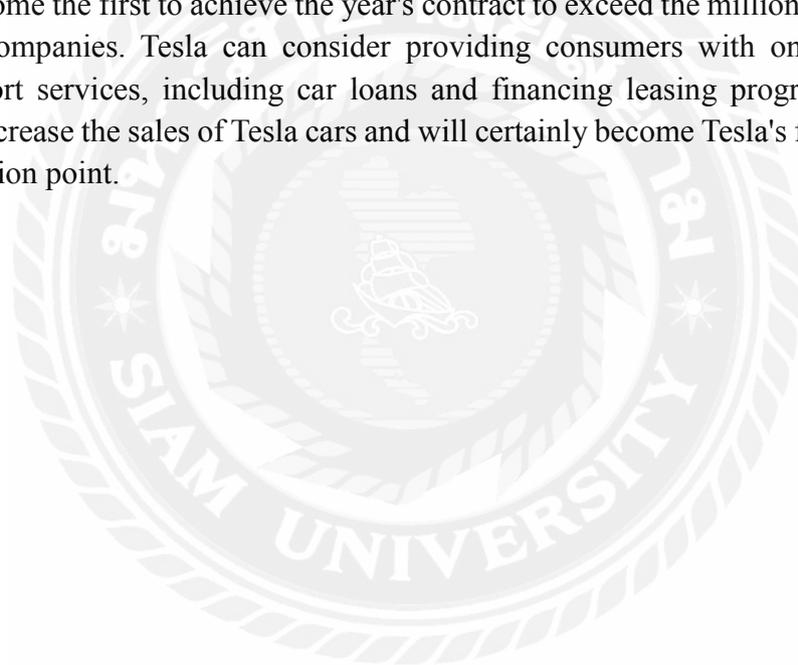
6.2.4 Active testing of new media and self-media

To mention new media and media communication, in this regard, I hope Tesla can abandon the old international giants that let the way of life annoying, play some new meaning; the specific implementation of one can learn from Branson in the United Kingdom practice, MA Ke incarnation entrepreneurial mentor, in the domestic more do science and technology entrepreneurial theme of the words and deeds; Active in the new media, especially from the media, signing a large number of opinion leaders, carry out the people as the core marketing strategy to create a unique brand experience, low marketing costs; In view of the Chinese obsession with "customization" and the special feelings of the extended version of the car, Tesla may consider incorporating the "customization" model in due course, especially at present, For Tesla's attention to 90% is male users, how to win the favor of female owners, it is worth thinking. Think about when the ipad just entered China, allowing users to imprint on the back

of a small paragraph, can write to who, to who, touched the hearts of women, and so on, small details or a big harvest.

6.2.5 Further perfecting the supporting service of automobile finance

The automobile finance is the consumer when buys the automobile needs the loan, may apply the preferential payment method directly to the automobile finance company, may according to own personalized demand, chooses the different model and the different payment method. Compared with banks, auto finance is a new option for car-buying. Ali Automobile Business Department in a year after the test water car electric business has quietly shifted its focus to auto finance, Internet finance faster, more convenient, lower cost, is the development trend of automotive finance. 2017 SAIC General Motors Financial credit assets breakthrough 100 billion, the company's wholesale business to maintain 0 losses, the net loss of retail sales to maintain a historical low of 0.13%, the company's non-performing loan rate of only 0.1%, the whole year new retail loan contracts up to 1,007,997 single, China's automotive finance industry to become the first to achieve the year's contract to exceed the millions of professional auto finance companies. Tesla can consider providing consumers with online automotive financial support services, including car loans and financing leasing programs, which can significantly increase the sales of Tesla cars and will certainly become Tesla's future prominent profit contribution point.



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