

Research on the Development Strategy of China's New Energy Vehicle Industry

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Abstract: Compared with traditional fuel vehicles, new energy vehicles are not only energy-saving and environmentally friendly, but also have great differences in power. Whether from the driver's point of view or from the passenger's point of view, the experience of all aspects of new energy vehicles is much better than traditional fuel vehicles. Since the production process of new energy vehicles is higher than that of traditional fuel vehicles, the production efficiency of new energy vehicles is higher than that of traditional fuel vehicles. New energy vehicles can be said to roll traditional fuel vehicles in many aspects. In the future, new energy vehicles must replace fuel vehicles. At present, all countries in the world are vigorously developing new energy Vehicle industry. China is no exception, it has also increased the development of the new energy vehicle industry. However, there are still many problems in the development of China's new energy Vehicle industry. These problems limit China. The development of the new energy Vehicle industry. This paper analyzes the development strategy of China's new energy Vehicle industry and discusses its development path.

1. Introduction

With the continuous exploitation of various energy sources, China has experienced an energy crisis. Therefore, the country pays more and more attention to energy conservation. As an important part of China's energy consumption, the auto industry currently accounts for about one-third of China's oil consumption, and this number is rising as the number of cars continues to increase. As society's demand for energy continues to grow, it increasingly relies on imported energy, which not only greatly affects China's energy security, but also greatly inhibits China's economic growth. The emergence of new energy vehicles has made great contributions to China's ecological environmental protection work [1]. In order to promote the development of China's Vehicle industry and protect China's ecological environment, the state should pay attention to the development of new energy Vehicle industry and explore its development path and development strategy.

2. Status of Development of New Energy Vehicles

China is a traditional car country. At present, China is also competitive in the international comparison of new energy vehicles [2]. China's existing new energy vehicle technology and human resources are not rich, but the potential human resources are considerable. With the country's emphasis on the new energy Vehicle industry, major Vehicle groups and related institutions have gradually strengthened the training and output of talents in the field of new energy vehicles, laying a solid foundation for the further development of the industry. China's natural resources are abundant, and new energy vehicles are rich in new energy resources. The energy of new energy vehicles includes hydrogen, fuel ethanol and biodiesel.

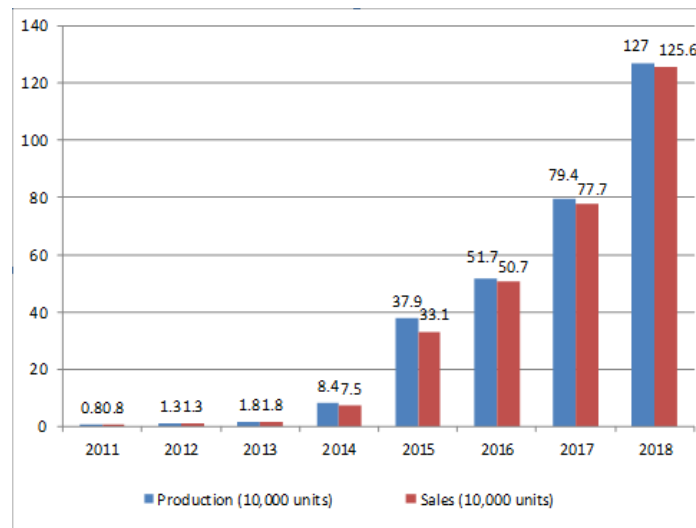


Fig.1. China's new energy vehicle production and sales volume in 2011-2018

Source of data: public information

3. Problems in the Development of China's New Energy Vehicle Industry

3.1. The new energy vehicle industry lacks a clear development strategy

The development of an industry is inseparable from the development strategy, and the development strategy is not only effective but also long-term [3]. China's new energy auto industry has not yet formed a long-term effective development strategy. At present, the development strategy of the new energy Vehicle industry is only a short-term development strategy, and the industrial layout and development planning are unreasonable. The development of the new energy Vehicle industry has no obvious development direction.

3.2. The core technology of new energy vehicles has not yet been mastered

The introduction of Vehicle manufacturing technology into China is relatively late. The history of China's auto industry is not long. Compared with developed countries, Vehicle manufacturing technology is relatively backward. Due to the low level of China's Vehicle manufacturing and manufacturing technology, the level of production and manufacturing technology of new energy vehicles in China is not high, and the development of new energy Vehicle industry is slow. China's new energy vehicles are slow in core component and technology research, failing to master core technologies and relying on imported core components.

3.3. China does not form a good consumer environment

In China's auto market, the proportion of fuel vehicles is far greater than the proportion of new energy vehicles. The scale of new energy vehicles in China's auto market is much smaller than that of fuel vehicles. Unlike developed countries, many people still consider fuel vehicles first when buying a car. This phenomenon is caused by a variety of reasons, such as: people lack environmental awareness, new energy vehicle technology is not mature [4].

3.4. New energy vehicles lack relevant infrastructure facilities

Many reasons have limited the development of China's new energy Vehicle industry. One of the most important reasons is that China's new energy vehicle infrastructure is not perfect. For example: lack of gas stations, lack of charging piles, many new energy owners are not looking for them on the road. Go to the gas station and charge the pile. Many people are afraid to buy new energy vehicles because the infrastructure is not in place. In addition, the supporting facilities of China's new energy vehicles are not only incomplete, but also lagging behind developed countries in terms of technology.

4. China's New Energy Vehicle Industry Development Strategy

4.1. Transformation of traditional energy Vehicle enterprises

Since the development of new energy vehicles is the current trend in the automotive market, although the sales of new energy vehicles are far lower than the sales of fuel vehicles, the prospects for the new energy vehicle market are still very good. New energy vehicle technology continues to develop, relevant supporting facilities are continuously improved, service system is not only sound, more and more Vehicle companies are investing in the development of new energy Vehicle industry. With the exhaustion of traditional energy, the future fuel vehicles will surely embark on transformation. the road.

4.2. Supporting development of new energy industry

The driving energy of most new energy vehicles in China depends on electric energy, and the development of new energy industry can drive the development of electric energy. At present, the demand for new energy vehicles in the automotive market will continue to increase, and the power industry will increase as the new energy vehicle industry increases. The power industry not only has a well-established system, but it will also diversify. New energy Vehicle companies can establish cooperative relations with power companies, such as: joint construction of charging stations, joint research and development of charging piles, etc., to achieve the common development of the two companies [5].

4.3. Integration of new energy vehicle industry

With the development of the times and the consumption of traditional energy, many traditional energy car companies are now aware of the crisis and choose to transform and develop new energy vehicles. The competition in the new energy Vehicle industry is fierce. The participation of traditional energy Vehicle enterprises has undoubtedly increased the competition of the new energy Vehicle industry, which has brought great pressure on new energy Vehicle enterprises [6]. If the scale of the new energy Vehicle industry expands too fast, it will not only promote the development of the new energy industry, but also undermine the demand balance of the Vehicle market. The government should play a regulatory role and balance the demand between the two.

5. Construction of New Energy Vehicle Industry Support System

China's new energy Vehicle industry has taken on the important task of China's leap-forward development from a big Vehicle country to a big Vehicle country, and has received extensive attention and strong support from all walks of life [7]. Although China's new energy vehicles are not much different from the world level, there is still a big gap between the traditional Vehicle industry and foreign countries. Here, we propose six major support systems and measures that should be implemented in the automotive industry. First of all, vigorously encourage independent innovation and have the core technology of new energy vehicles. The second is to rationally plan industrial plans, prioritize the development of small clean electric vehicles, and develop alternative fuel vehicles. The third is to improve the standard legal system and establish an energy-saving regulation system that is compatible with industrial development and energy planning as soon as possible. The fourth is to promote the pilot demonstration of new energy vehicles and further expand the number of new energy vehicles in the public service and private consumption sectors [8]. It is necessary to establish a number of high-quality new automotive energy companies and support a number of professional recycling companies. The fifth is to introduce fiscal and taxation policies, encourage the construction of new energy infrastructure, and establish a tax incentive system for citizens' fuel consumption. The sixth is to promote the construction of new energy charging facilities, and establish and improve the electric vehicle maintenance system and battery and engine system after-sales service policy.

5.1. Technical support system construction

Chinese domestic automakers have two new energy vehicle development camps: the state-owned auto group represented by FAW and the private enterprise group represented by BYD, Chery and Geely [9].

Its Chinese enterprise camp can technically rely on the resources of the joint venture platform to release new energy vehicles on its own brand platform, while the private enterprise camp mainly seeks roads through its own resources to enhance brand influence.

5.2. Policy support system construction

In recent years, in order to support the new energy Vehicle industry, the state has introduced financial subsidies and tax reduction policies. In the eight years before and after the central government's grant, it is expected to invest 100 billion yuan [10]. In addition, the tax cuts mentioned in the Plan will be divided into two categories. For customers who purchase energy-efficient cars and new energy, car purchase tax and consumption tax have been reduced. Prior to 2015, consumers of clean, clean electric cars and hybrid plug-in cars were exempt from the purchase of ordinary hybrid vehicles, vehicles and transportation taxes that halved consumers' vehicles and transportation taxes.

5.3. Market support system construction

For most ordinary consumers, the main purpose of buying a car is to drive instead of long-distance transportation [11]. When conducting car purchase guidance, the comfort, safety, economy and convenience of short-distance driving of new energy vehicles should be improved. At the same time, carry out some test drive, leasing and other activities, so that consumers really feel that driving new energy vehicles is not only for the corresponding energy-saving emission reduction, environmental protection and clean policy calls, and can really benefit themselves.

The gap in the after-sales service of new energy vehicles also limits the desire to buy before or after the purchase, because new energy vehicles cannot meet the traditional car standards in terms of technology and driving stability, and consumers can use them during the purchase use [12]. More doubts and difficulties arise, which requires new energy vehicles to establish a more complete and meticulous after-sales service system than traditional vehicles, so as to solve customer needs at any time.

6. Conclusion

It can be seen from the above description that the current development of the Vehicle industry to new energy vehicles is an inevitable result of the development of the times and the general trend of industrial development. Although the new energy vehicle market is prosperous, there are many problems in the development of China's new energy Vehicle industry. In this regard, the state should formulate the development strategy of the new energy Vehicle industry, find the development path of the new energy Vehicle industry, and promote the development of China's new energy Vehicle industry.

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