

Lamborghini sees 20-30% rise in supercar sales

By LI FANGFANG
lifangfang@chinadaily.com.cn

China's supercar market will grow at between 20 percent and 30 percent annually over the next five to 10 years, according to the general manager in Asia-Pacific for the famous Italian brand, Lamborghini.

Christian Mastro admitted that the current economic slowdown is having an effect on sales of his cars this year, describing the market currently as "a little quiet".

But after enjoying a 150 percent surge in year-on-year sales in 2010, and a 70 percent rise in growth last year, Mastro insists the future of his business in China is "bright", despite a sluggish economy and vehicle purchase

limits in four Chinese cities, including Guangzhou.

"Compared with mature markets like the United States or Japan, the supercar-market share in total vehicles sales is quite small in China.

"But long-term, the sector will grow by 20 to 30 percent annually on average over the next five to 10 years," he added.

The famed Italian sports car maker expects this year's sales in China to roughly keep pace with last year's 342 units, which accounted for a fifth of its total global sales.

In the first six months, Lamborghini has delivered more than 120 super sports cars to Chinese consumers.

Lamborghini can take up to 18 months to be delivered.

Mastro added: "The super-

car segment is very product-oriented. The launch of our latest model, the Aventador, will boost sales. And when our SUV model, the Urus, which made its world premiere at the Beijing auto show this April, goes into mass production and hits the market, we expect a surge in sales."

According to the latest figures from the China Association of Automobile Manufacturers, vehicles sales in China rose 9.9 percent in June from a year earlier to 1.58 million units. That brought the sales for the half year to 9.6 million, up 2.9 percent year-on-year.

Although China's car market is slowing for the first time in two years, the sale of luxury brands still increased by 30 percent and the super luxury



PENG ZHAOZHI / XINHUA

A Lamborghini sports car is shown on April 29 at an expo in Yinchuan, the capital of the Ningxia Hui autonomous region.

brands enjoyed a more than 60 percent surge.

Statistics show that of all sales in Europe and North America, 0.2 percent were of super luxury vehicles.

However, the figure was just more than 0.05 percent in China, indicating massive growth potential in the sector, experts said.

Since Lamborghini officially

entered China through its first showroom in Beijing in 2005, it has made the country the largest market for its brand in 2011.

After establishing itself in China's first-tier and coastal cities, Lamborghini is making efforts to take advantage of the huge potential from China's second and third-tier cities in inner land.

This week, it opened its 13th,

and 14th dealerships in the country: in Wuhan, Hubei province, and in Kunming, Yunnan province, to support its strategy of tapping China's growing central and western regions.

"There's strong natural demand in these new markets as more and more young Chinese seek an individual and uncompromising lifestyle," Mastro said.

The company plans to have 20 dealerships across the nation by the end of the year and 26 by 2017.

Maserati, another top Italian luxury and sports car brand, recently reported it saw sales double in the country to 800 units in 2011, which helped China overtake Germany to become its second-largest market in the world.

Youngman Automobile Group gets nod for Viseon deal

By LI FANGFANG
lifangfang@chinadaily.com.cn

China's privately owned automaker Youngman Automobile Group Co has obtained provincial government approval to buy a major stake in Germany's

Viseon Bus GmbH, in the Chinese company's latest attempt to acquire an European automaker after its failed bid for Saab. According to a statement on the Zhejiang Provincial Development and Reform Commission's website, the local government has allowed Youngman to invest 10 million euros (\$12.30 million) in Viseon, a German maker of city buses, coaches and airport shuttle buses.

The Jinhua-based car and bus maker will use 1 million euros to buy a 74.9 percent stake from Viseon's two shareholders, JR Bus Consult & Production GmbH, which owns a 61 percent stake, and BartConsult Kereskedelmi, which owns 39 percent of the

German automaker.

Once the acquisition is completed, Youngman will provide an additional 1 million euros to the original shareholders and will invest another 3 million euros in Viseon, as well as provide a 5 million euro loan to support the company.

The statement said that the company will finance the acquisition with its working capital.

A spokesman for Youngman couldn't be reached on Tuesday. Analysts said that the deal is

very "reasonable" for Youngman, compared with its previous bid for Sweden's Saab AB.

However, "Youngman should pay attention to the relationship between shareholders and think carefully before it takes out its wallet, based on its experience from the Saab bid", said an analyst who declined to be named.

Viseon reported a net loss of 2.26 million euros in 2011, with total sales revenue of 31.07 million euros. As of Dec 31, Viseon had a net assets deficit of

3.83 million euros.

"The investment in Viseon consolidates our premium position within the Chinese bus manufacturers segment," Pang Qingnian, founder and president of Youngman, said after the two sides reached an initial agreement in May.

Youngman, the largest bus maker in China, has obtained licenses from German commercial vehicle brand Neoplan to produce Neoplan buses and coaches for the Asian market

since 1994. It has an about 80 percent market share of China's bus segment, with more than 4,800 buses sold in 2011.

Viseon also makes Neoplan-branded vehicles after it took over the bus factory in Pilsting, Germany, in 2009, which was started by Neoplan more than 30 years ago.

In October, Youngman's subsidiary Zhejiang Youngman Lotus Automobile Co Ltd and Pang Da Automobile Trade Co agreed to launch a joint \$140

million takeover of Saab and its UK dealer network, which would have given Youngman a 60 percent stake in the Swedish company and Pang Da the remaining stock.

However, the bid was stopped by General Motors Co, which had preferential shares in the Swedish company and technology ties with Saab. GM was worried that Saab's technology would greatly boost the Chinese automaker's competitiveness in its largest market.



Joanna Real Estate

| | | | |
|---|---|--|---|
| Beijing Riviera - 香江花园 ID: 1819 406sqm, 4bedrooms ¥45,000 type A, phase I, detached, big garden, big balcony | Dynasty Garden - 丽都花园 ID: 8653 380sqm, 4bedrooms ¥19,500 type D, semi-detached, big garden | River Garden Villa - 裕京花园 ID: 7852 300sqm, 4bedrooms ¥25,000 type C, phase I, detached, big garden | Yosemite - 优山美地 ID: 6997 358sqm, 4bedrooms ¥49,000 type C9, townhouse, big garden, sizable balcony |
| Park Avenue - 公园大道 ID: 7920 210sqm, 3bedrooms ¥16,000 1st floor, nice garden | SanlitunSOHO - 三里屯SOHO ID: 9993 237sqm, 3bedrooms ¥31,000 middle floor, garden view | Upper East Side (IV) - 阳光上海安徒生花园 ID: 4389 200sqm, 3bedrooms ¥14,000 south facing, garden view, nice balcony | Oceanwide Int'l - 泛海国际 ID: 17747 504sqm, 5bedrooms ¥29,000 duplex, 1st floor, garden view |

| | | | |
|---|--|---|---|
| Apartment for Rent in Beijing CBD Area Central Park - 新城国际 (I-II) 2Br, 132sqm south facing ¥17,000 3Br, 188sqm south facing ¥25,000 4Br, 265sqm garden view ¥42,000 4Br, 320sqm high floor ¥45,000 Central Park - 新城国际 (III) 2Br, 140sqm garden view ¥18,000 3Br, 171sqm south facing ¥25,000 3Br, 188sqm high floor ¥26,000 3+1Br, 220sqm good view ¥35,000 Central Park - 新城国际 (IV) 2Br, 138sqm garden view ¥20,000 3Br, 188sqm high floor ¥28,000 4Br, 264sqm south facing ¥42,000 4Br, 286sqm good view ¥45,000 Global Trade Mansion - 世贸国际 3Br, 180sqm good view ¥22,000 3Br, 259sqm garden view ¥24,000 3Br, 267sqm high floor ¥25,000 Fortune Plaza - 财富中心 2Br, 140sqm middle floor ¥15,000 3Br, 167sqm high floor ¥18,000 CBD Private Castle - 圣世一品 2Br, 105sqm middle floor ¥12,000 3Br, 170sqm good view ¥17,000 Sanlitun Area GuangCai Int'l Apartment - 光彩国际公寓 3Br, 217sqm good view ¥24,000 4Br, 270sqm high floor ¥33,000 SanlitunSOHO - 三里屯SOHO 2Br, 147sqm middle floor ¥18,000 3Br, 209sqm high floor ¥28,000 3Br, 250sqm middle floor ¥30,000 4Br, 483sqm penthouse ¥70,000 Chang'an Avenue China Center Place - 华贸中心 2Br, 155sqm middle floor ¥13,000 3Br, 211sqm high floor ¥22,000 Gemdale Int'l Garden - 金地国际花园 2Br, 148sqm middle floor ¥13,000 3Br, 200sqm south facing ¥23,000 | Liao Area Upper East Side - 阳光上海 3Br, 160sqm high floor ¥12,000 3Br, 220sqm south facing ¥20,000 4Br, 258sqm high floor ¥23,000 4Br, 270sqm garden view ¥30,000 Upper East Side (III) - 阳光上海(滨河) 3Br, 218sqm middle floor ¥25,000 3Br, 230sqm 1st floor, nice garden ¥30,000 Upper East Side (IV) - 阳光上海安徒生花园 3Br, 239sqm middle floor ¥23,000 4Br, 253sqm south facing ¥24,000 4Br, 280sqm good view ¥30,000 Richmond Park - 丽都水岸 2Br, 121sqm middle floor ¥12,000 3Br, 180sqm good view ¥17,000 3Br, 217sqm south facing ¥25,000 4Br, 339sqm big balcony ¥38,000 Chaoyang Park Area Greenlake Place - 观湖国际 3Br, 180sqm nice furniture ¥13,000 4Br, 225sqm high floor ¥20,000 4Br, 260sqm middle floor ¥23,000 4Br, 298sqm garden view ¥30,000 Palm Springs - 棕榈泉 2Br, 138sqm south facing ¥15,000 3Br, 180sqm high floor ¥24,000 3Br, 225sqm good view ¥28,000 3Br, 230sqm high floor ¥30,000 4Br, 370sqm good view ¥45,000 Park Avenue - 公园大道 3Br, 170sqm nice balcony ¥20,000 3Br, 193sqm high floor ¥22,000 3Br, 256sqm park view ¥33,000 3+1Br, 212sqm high floor ¥28,000 4Br, 370sqm park view ¥45,000 Oceanwide Int'l Residential District - 泛海国际 3Br, 185sqm spacious layout ¥15,000 4Br, 245sqm high floor ¥24,000 4Br, 300sqm high floor ¥33,000 Boya Garden - 博雅园 2Br, 135sqm good view ¥11,000 3Br, 170sqm middle floor ¥14,000 4Br, 228sqm high floor ¥20,000 Star River - 星河湾 3Br, 260sqm garden view ¥23,000 3+1Br, 320sqm nice garden ¥33,000 4Br, 500sqm duplex ¥60,000 | Lufthansa Area United Apartment - US联邦公寓 2Br, 166sqm high floor ¥15,000 3Br, 200sqm high floor ¥18,000 4Br, 270sqm high floor ¥22,000 Chevalier - 骏马 3Br, 220sqm garden view ¥22,000 4Br, 290sqm high floor ¥25,000 Mixion Residence - 九都汇 1Br, 92sqm good view ¥10,000 1+1Br, 110sqm brand new ¥13,000 2Br, 147sqm open kitchen ¥15,000 3Br, 180sqm good view ¥25,000 Dongzhimen Area Seasons Park - 海晏名苑 2+1Br, 140sqm good view ¥13,000 3Br, 150sqm garden view ¥14,000 4Br, 250sqm garden view ¥33,000 MOMA - MOMA 3Br, 230sqm high floor ¥22,000 3Br, 245sqm special offer ¥25,000 4Br, 465sqm earl ¥38,000 POP MOMA - 当代MOMA 2Br, 147sqm high floor ¥13,000 3Br, 210sqm south facing ¥25,000 Villas for Rent in Beijing Airport Expressway Area Chateau Regalia - 丽高王府 3Br, 250sqm nice garden ¥20,000 4Br, 323sqm viscount ¥30,000 5Br, 465sqm earl ¥38,000 Dynasty Garden - 丽都花园 3Br, D 286sqm 50sqm garden ¥21,000 4Br, D 400sqm two gardens ¥25,000 4Br, B 365sqm special offer ¥36,000 5Br, H 600sqm big garden ¥45,000 Rits Garden - 丽都花园 4Br, 410sqm nice garden ¥40,000 4Br, 450sqm big garden ¥45,000 5Br, 500sqm full furniture ¥50,000 Australian Garden - 澳景园 4Br, 450sqm 400sqm garden ¥38,000 5Br, 600sqm nice garden ¥55,000 LA GRANDE VILLA - 壹天下 4Br, 275sqm nice garden ¥18,000 4Br, 375sqm full furniture ¥20,000 | Jing Shun Road Close to ISB Yosemite - 优山美地 4Br, B1 498sqm detached ¥48,000 4Br, B2 570sqm nice garden ¥55,000 4Br, B6 508sqm big garden ¥53,000 4Br, C6 453sqm nice garden ¥52,000 4Br, C9 358sqm big garden ¥38,000 Beijing Eurovillage - 欧陆苑 4Br, 252sqm big garden ¥25,000 4Br, 280sqm nice garden ¥27,000 Le Leman Lake Villa - 莱蒙湖别墅 4Br, A 682sqm big garden ¥50,000 4Br, B 578sqm big garden ¥45,000 4Br, C 516sqm 100sqm garden ¥40,000 3Br, F 286sqm full furniture ¥20,000 Capital Paradise - 名都国际 3Br, 159sqm semi-detached ¥13,000 3Br, 196sqm nice garden ¥17,000 4Br, 229sqm detached ¥23,000 River Garden Villa - 裕京花园 3Br, A 200sqm 20sqm garden ¥25,000 4Br, B 247sqm big garden ¥30,000 3Br, C 260sqm nice garden ¥32,000 Dragon Bay Villa - 龙湾别墅 3Br, 290sqm special offer ¥25,000 4Br, 370sqm 100sqm garden ¥30,000 Rose and Orkney Villas - 玫瑰园 4Br, 350sqm big garden ¥34,000 4Br, 400sqm luxury decoration ¥40,000 Jing Shun Road Close to WAB Beijing Riviera - 香江花园 4Br, A 403sqm big garden ¥42,000 4Br, B 406sqm detached ¥45,000 4Br, C 294sqm nice garden ¥40,000 3Br, E 240sqm modern furniture ¥35,000 3Br, F 465sqm big garden ¥65,000 Lane Bridge Villa - 长岛湖桥 3Br, 296sqm nice garden ¥28,000 4Br, C 503sqm big garden ¥55,000 4Br, K 480sqm nice garden ¥50,000 5Br, J 711sqm big garden ¥75,000 Quan Fa Garden - 泉发别墅 4Br, 280sqm special offer ¥25,000 6Br, 650sqm nice garden ¥40,000 |
|---|--|---|---|

Website: beijing.joannarealestate.com.cn E-mail: joanna@joannarealestate.com.cn

如您有物业出租, 我们提供一站式资产服务, 免费配备全套家具及钥匙托管, 并保证在三个月内成功出租费用。
Tel: 010-8458 5475/ 137 0108 0877 www.joannaproperty.com.cn

One of the Largest Real Estate Agencies in China

Hotline: 010-8458-5667/5267 / 13701080877
 Native English Property Consultant: +86-13501358971 (Paul)
 Native French Property Consultant: +86-13911258512 (Corentin)
 Website: beijing.joannarealestate.com.cn

Europark Residence
 Professionally Managed

| | |
|--|---|
| Palm Springs : 3Br 2Ba 175sqm ¥23,000 value for money ID:5907 This beautiful apartment situated on the 11th floor comes with wooden flooring throughout, brand new modern furniture, and a stunning view of the compounds garden and lake. Perfect for individuals and families alike. | Victoria Gardens : 3Br 2Ba 167sqm ¥20,000 value for money ID:7527 Fully furnished apartment, two large balconies, open kitchen with cooker and dishwasher, wooden flooring with under floor heating, quiet compound near convenience stores, restaurants and Chaoyang Park. |
| Park Avenue : 3Br 2Ba 196sqm ¥27,000 ID:7455 This professional managed property comes fully furnished with brand new high quality furniture and has wooden flooring throughout. It also boasts stunning garden views from its large south facing balcony. | Central Park : 3Br 2Ba 180sqm ¥29,000 ID:0495 This newly renovated 21st floor apartment comes with dark wooden flooring and new high quality furniture throughout, with a beautiful garden and city view from its big balcony. It is located in a quiet compound. |
| Four Seasons : 3Br 2Ba 256sqm ¥48,000 ID:11176 This lovely apartment comes with a spacious living room, brand new modern furniture, and a stunning garden/river view. Four Seasons is a brand new property in walking distance of Kempinski Hotel. | <p>Hotline: 010-8458 5475/ 137 0108 0877</p> |