

盐城地区雷诺 E 诺营销方案设计

摘要：交通工具的变革，给人类生活生产方式带来了巨大的改变，在方便人们出行的同时促进着经济的发展。作为大件消费品，汽车已经从奢侈品消费普及到日常家用随着汽车的普及。在一百多年的发展历程中，汽车所使用的能源一直是汽油和柴油，对发动机的应用方面技术也是非常成熟。但是近年来，在环境保护和石油资源的双重压力下，传统燃油车大量使用所带来的汽车尾气污染、噪音等环境问题已经逐渐暴露，随着全球气候的变暖，以及能源出现枯竭的迹象格外引起人们的担忧。毫无疑问，节能环保已成为汽车行业当下的主题，改善汽车带来的污染越来越被政府所重视，发展环保无污染的新能源汽车迫在眉睫，新能源汽车必将成为未来汽车工业发展的方向。而小巧轻便的纯电动汽车作为新能源汽车的主力军，在未来的汽车市场上必将出现新的增长点。然而新事物打破旧事物的过程总是曲折的，消费者对纯电动汽车的不认可，以及其自身难以突破的续航问题，还会限制着纯电动汽车市场的发展。

关键词：新能源汽车；汽车营销；营销方案

Marketing plan design of Renault e-nuo in Yancheng

Abstract: The transformation of means of transportation has brought great changes to the way of human life and production, which facilitates people's travel and promotes economic development. As a large consumer goods, automobile has been popularized from luxury consumption to daily household with the popularity of automobile. In the development process of more than 100 years, the energy used by automobile has always been gasoline and diesel, and the application technology of engine is also very mature. However, in recent years, under the dual pressure of environmental protection and oil resources, the environmental problems such as vehicle exhaust pollution and noise caused by the extensive use of traditional fuel vehicles have gradually exposed. With the global warming and signs of energy depletion, people are particularly worried. There is no doubt that energy conservation and environmental protection has become the current theme of the automotive industry, and the improvement of the pollution caused by automobiles has been paid more and more attention by the government. As the main force of new energy vehicles, compact and light pure electric vehicles will have new growth points in the future automobile market. However, the process of new things breaking old things is always tortuous. Consumers' disapproval of pure electric vehicles and its own hard to break endurance problems will also limit the development of pure electric vehicle market.

Key word: New energy vehicle; automobile marketing; marketing plan

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