

2025 Middle East Car Buyer Behavior Analysis Report ——Covering UAE, Saudi Arabia, and Other Countries

2025 - 07

By Cartea Automotive Research Institute

Google search [\[icartea.com\]](https://icartea.com)



About Cartea



Cartea is an automotive internet media platform rooted in the MENA region, with a distinctive strength in bridging Chinese automotive technologies and the Middle Eastern market. While we maintain a comprehensive understanding of global automotive trends, we are particularly focused on emerging technologies such as electrification, intelligent mobility, and connected vehicles.

Our core team is composed of veteran professionals from both the Chinese and Middle Eastern automotive industries, bringing together first-hand market knowledge, technical expertise, and cultural fluency.

We collaborate with regional organizations, industry institutions, and auto clubs, alongside local influencers, to ensure meaningful, on-the-ground engagement that drives informed decision-making across the automotive value chain.

Research Objectives



The report aims to assist automakers in gaining a deeper understanding of the genuine car purchase needs of Middle Eastern consumers, thereby formulating more effective market strategies.

- ① **Understand user behavior patterns:** Identify the channels and platforms through which Middle Eastern car consumers obtain automotive information, and analyze key behaviors and decision-making factors throughout the entire process of browsing, selecting, and purchasing vehicles. This provides data-driven support for automakers to optimize marketing strategies and communication content.
- ② **Enhance localization alignment of products and services:** Based on users' key focus factors during car purchases, guide automakers in adjusting vehicle localization adaptations and provide references for optimizing dealer service processes. This improves service quality, increases user satisfaction and loyalty, and ultimately boosts sales conversion rates.

Research Methodology - Quantitative Study



- ① **On-site Questionnaire Survey:** Conducted purchase decision surveys among Middle Eastern auto consumers, covering diverse age groups, genders and budget segments, with incentives offered to enhance participation rates.
- ② **Behavioral Data Analytics:** Performed direct analysis of actual user behavior data from Cartea platform's 400,000 MAUs (Monthly Active Users), with focused tracking on: User navigation paths, Vehicle model comparison patterns and Content engagement metrics

Quality Control Measures



After removing invalid questionnaires through rigorous review (including content logic verification and response time validation), we retained 379 valid responses as the final sample for quantitative analysis.

Sample Profile



- ① **Quantitative surveys:** 379 valid responses
- ② **Behavioral data:** 400,000 Cartea platform MAUs (Monthly Active Users)
- ③ **Sample Sources:** Middle Eastern automotive consumers and Cartea platform users
- ④ **Coverage:** Middle East region (primarily UAE and Saudi Arabia)
- ⑤ **Research Period:** May-June 2025

Part.1

Overall Trend

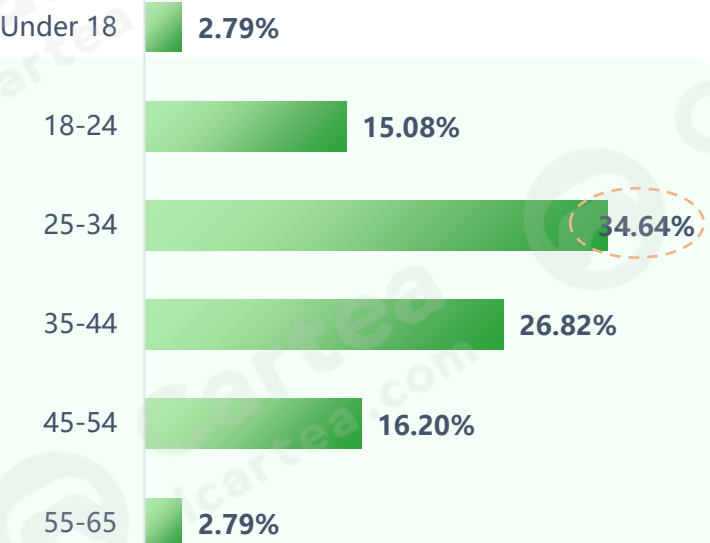
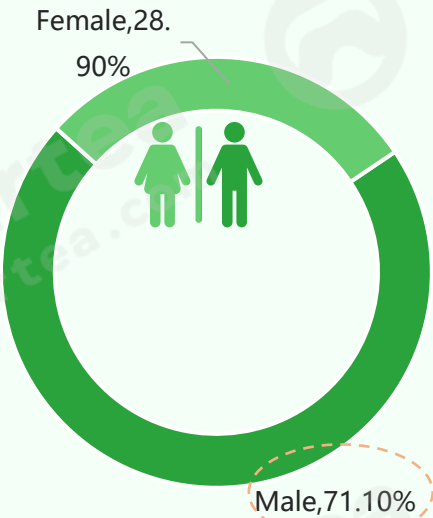
Insights

- User Profile
- Purchase Needs
- Buying Process
- After-Sales Service

The leading segment for car buying intent in the Middle East region are young people, in particular males, 25 to 44 years old. More than fifty percent of this group does not own a car, and their main reason for not owning a car is due to budget constraints.

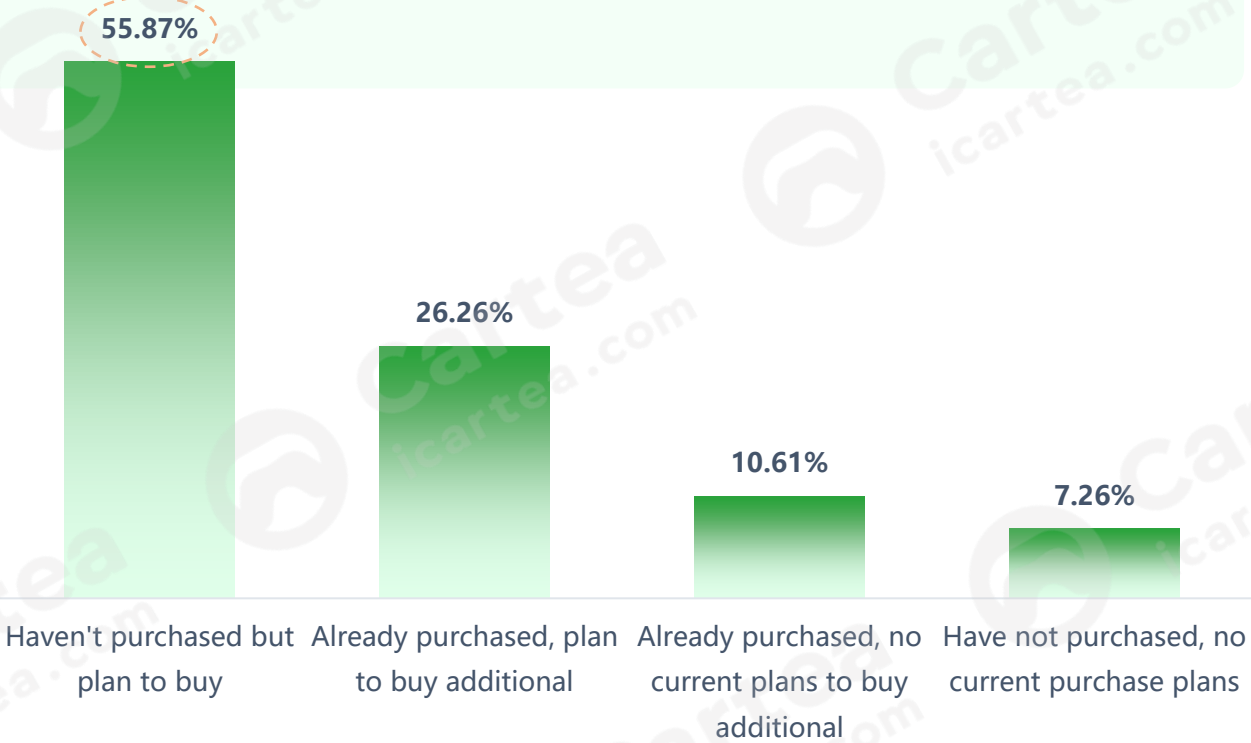
Gender

Age



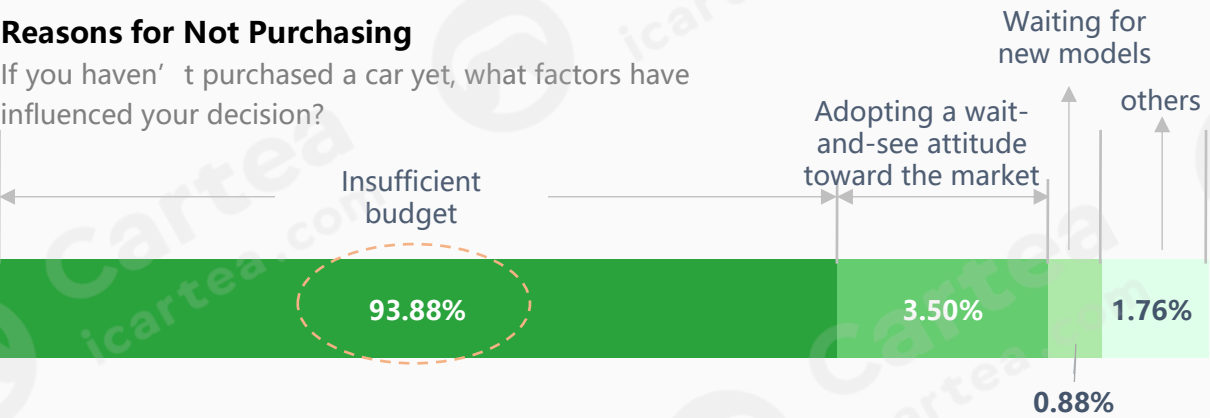
Purchase Status

Have you already purchased a car?



Reasons for Not Purchasing

If you haven't purchased a car yet, what factors have influenced your decision?

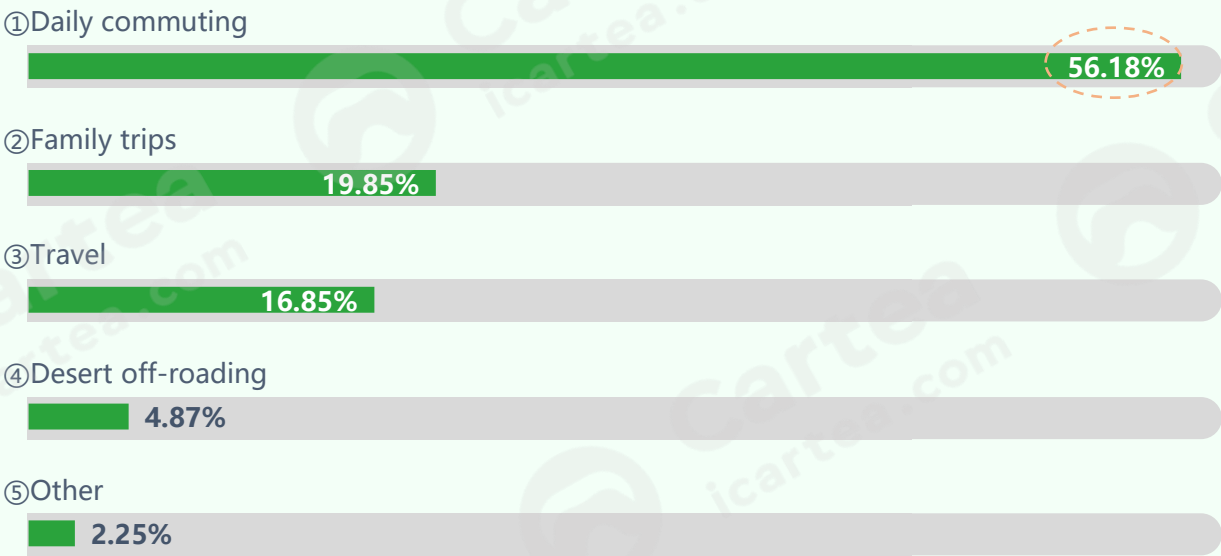


*Data Source: Cartea Automotive Research Institute User Survey

The primary demand is for daily commuting, and the market is dominated by fuel-powered vehicles. Consumers ' top picks are new cars, and they prefer sedans and SUVs.

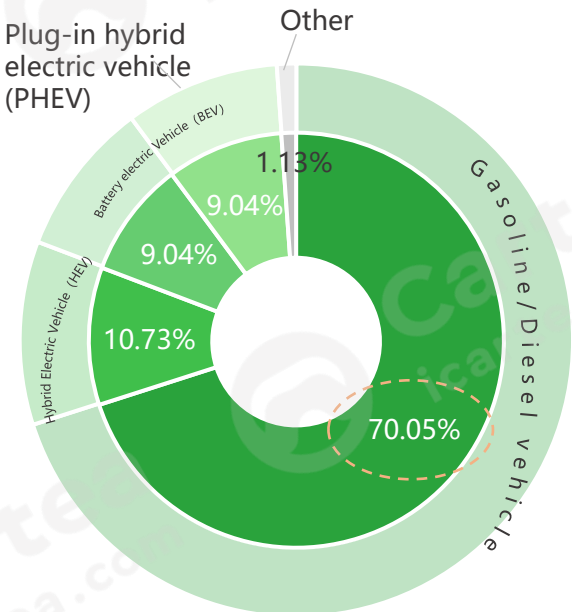
Purpose of Purchase

What is the main purpose of your car purchase?



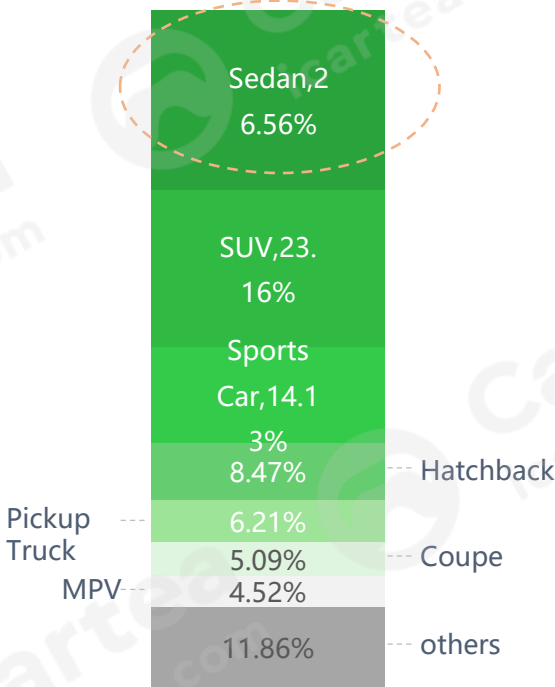
Powertrain Preference

Which type of powertrain do you prefer for your vehicle?



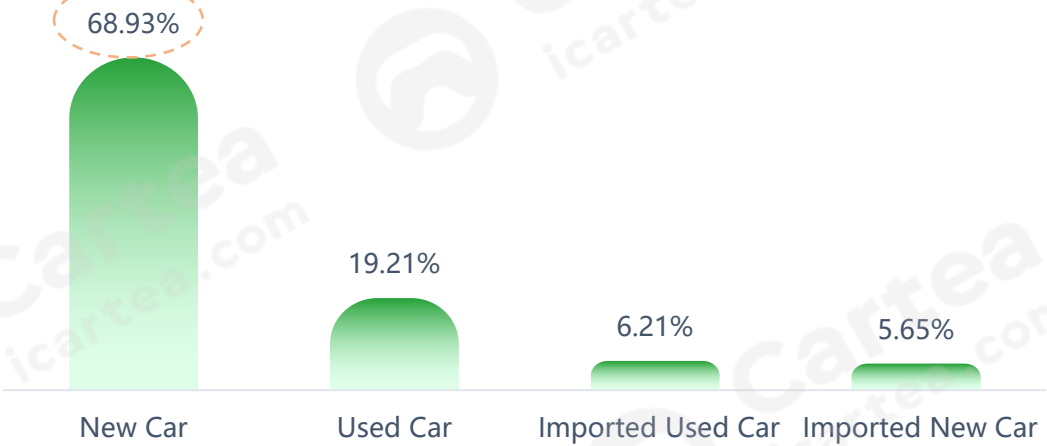
Vehicle Type Preference

Which type of vehicle do you prefer to purchase?



Purchase Type Preference

Do you prefer to buy a new or used car?

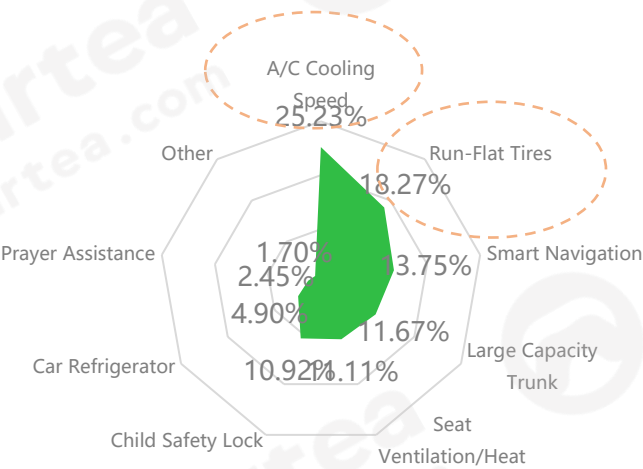


*Data Source: Cartea Automotive Research Institute User Survey

With the greatest emphasis on high-temperature adaptation features like run-flat tires, air conditioning cooling, and battery heat protection, local characteristics are noticeable. Furthermore, consumers are most willing to pay for rear-seat independent seats and panoramic sunroofs, screens for entertainment.

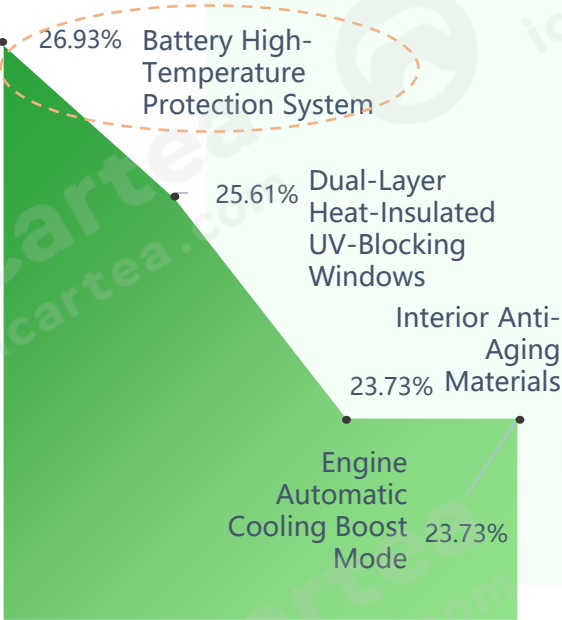
Features Considered When Purchasing a Car

What are the top three features you prioritize most when buying a car?



High-Temperature Adaptation Features

Please select the three most important high-temperature adaptation features from the following options:



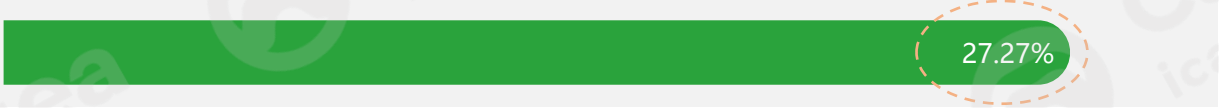
Willingness to Pay for Additional Features

Which of the following features would you be willing to pay for?

Panoramic Sunroof



Rear-Seat Independent Entertainment Screen



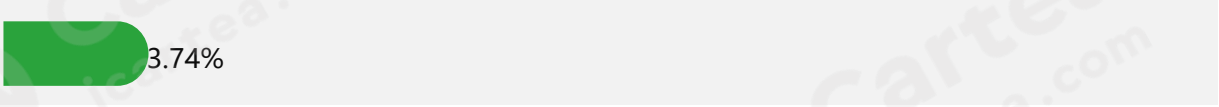
Genuine Leather Seats



Power Running Boards



Other

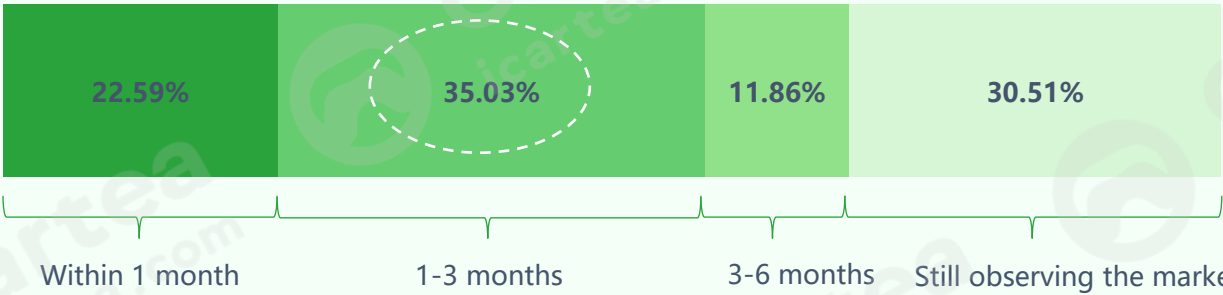


*Data Source: Cartea Automotive Research Institute User Survey

Social media and vertical media platforms are the main sources of information during the three-month-long user purchase decision cycle. Practical tools like fuel, cost calculators, and 3D car viewing features are highly desired.

Purchase Timeline

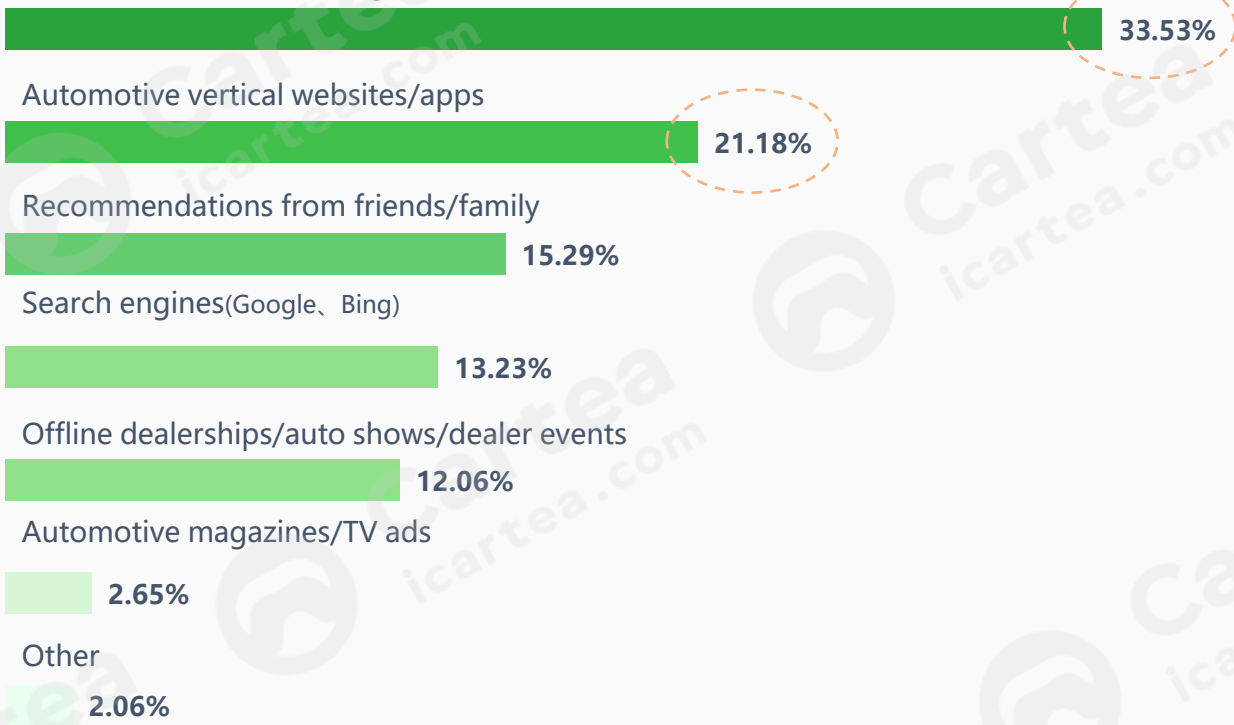
How long do you plan to spend from researching to purchasing a car?



Information Channels

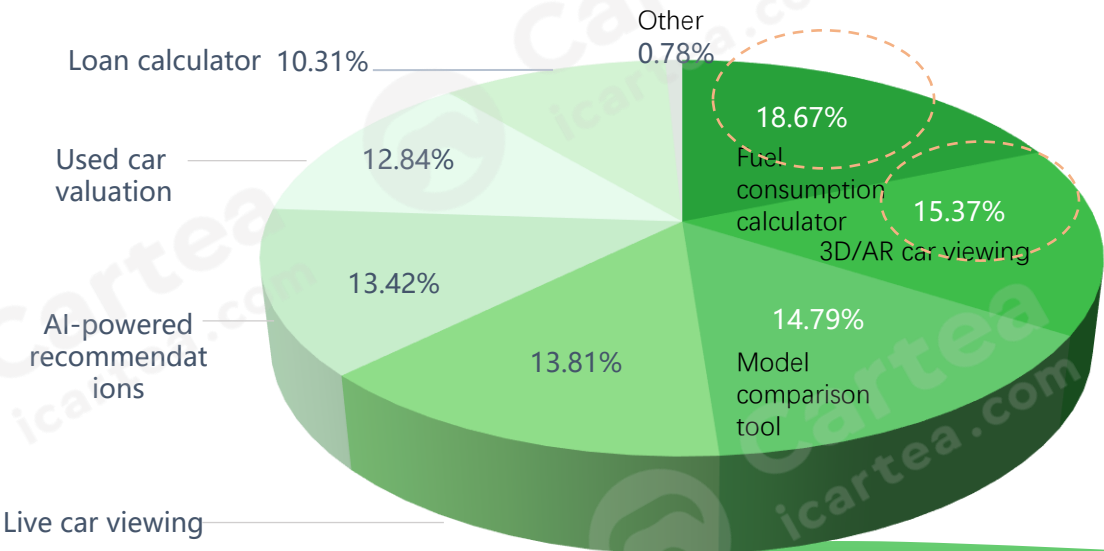
Which channels do you typically use to learn about car information?

Social media platforms
(TikTok、Facebook、Instagram、YouTube’ s Automotive influencers)



Car-Buying Assistance Tools

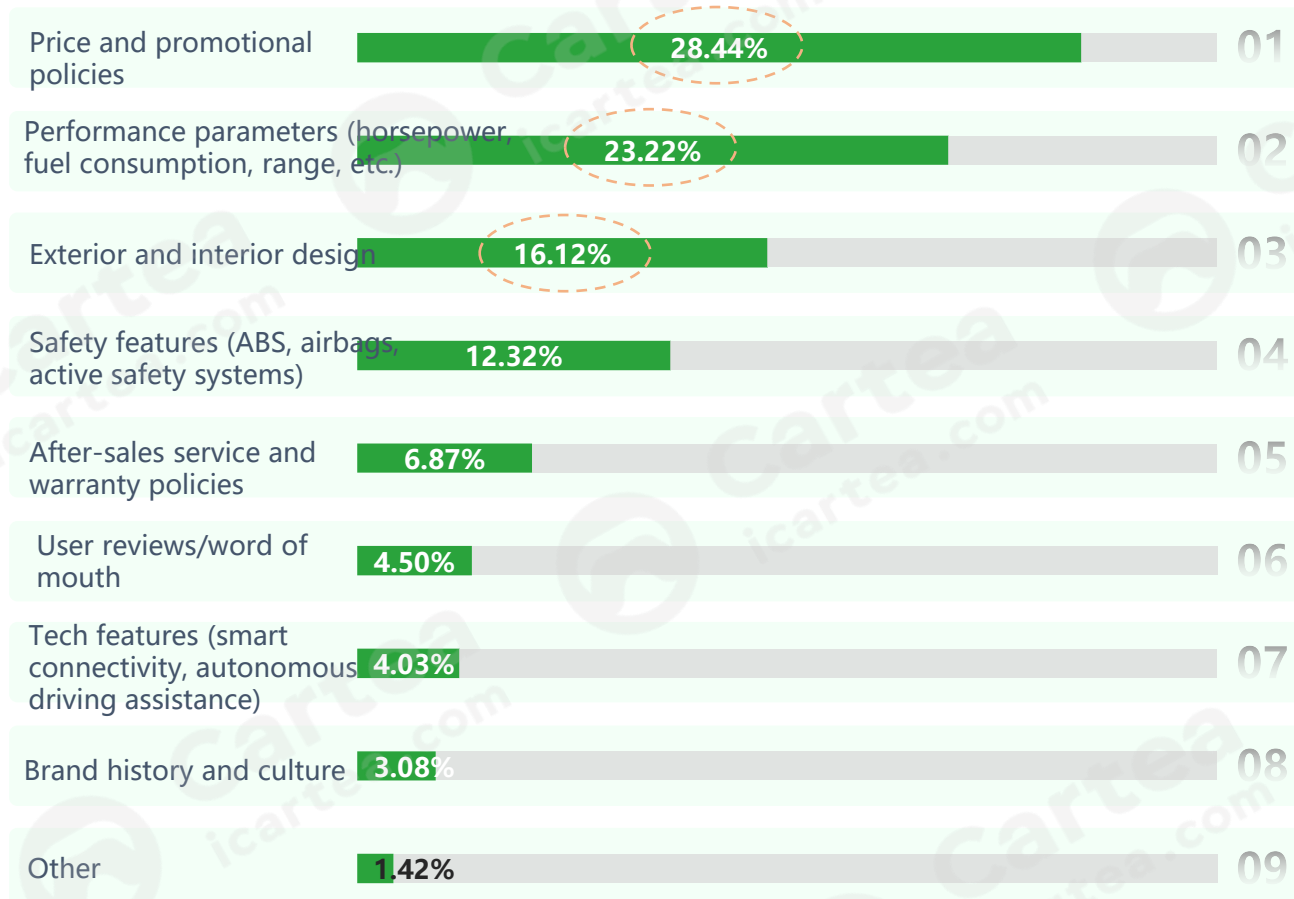
Which tools would you like car platforms to provide to assist with your purchase?



Price and promotional policies are the core factors of concern for users when purchasing a car. Beyond this, users primarily focus on quality-related aspects such as performance parameters and exterior/interior design.

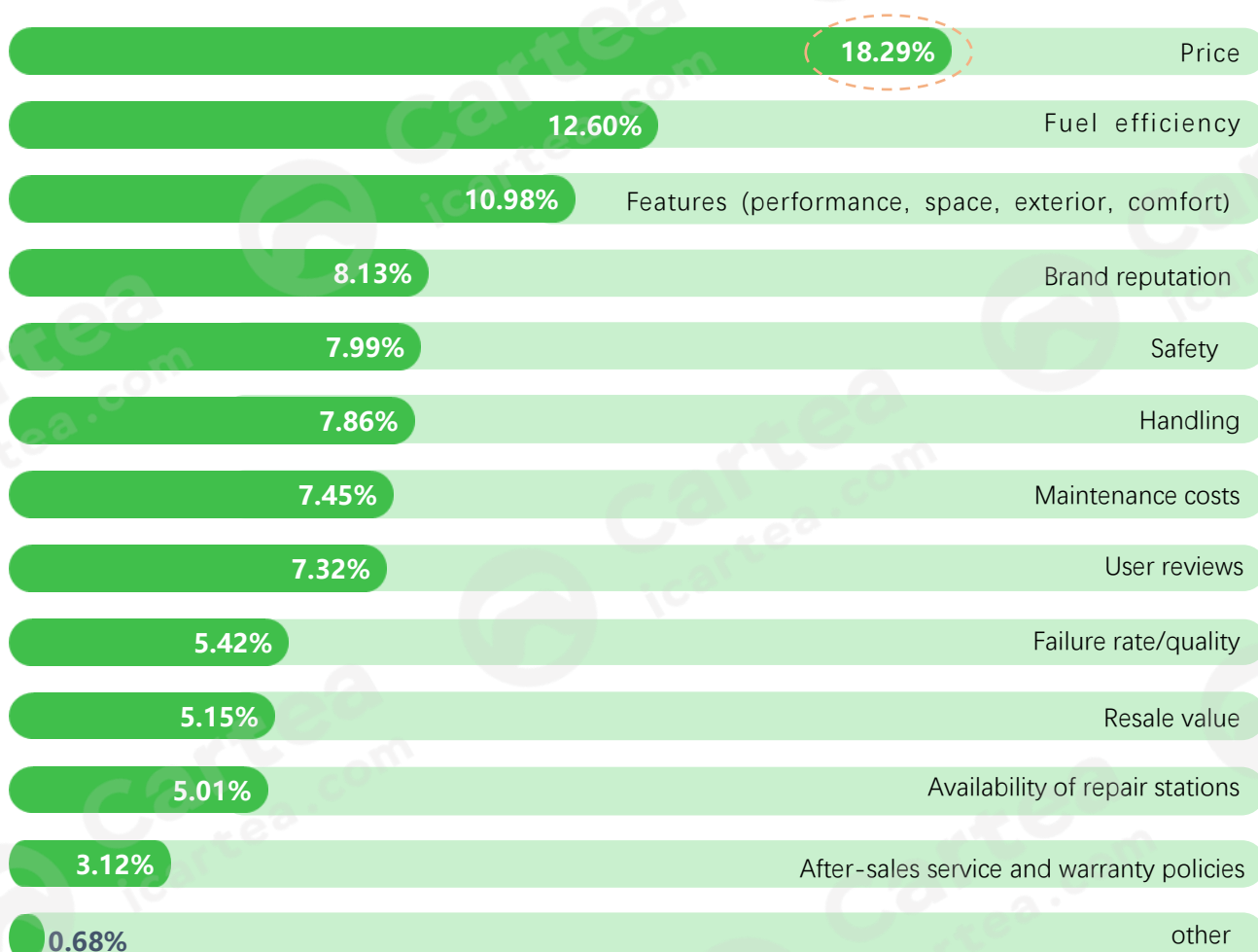
Key Information Sought When Purchasing

What information do you primarily research about a car model before purchasing?



Purchase Decision Factors

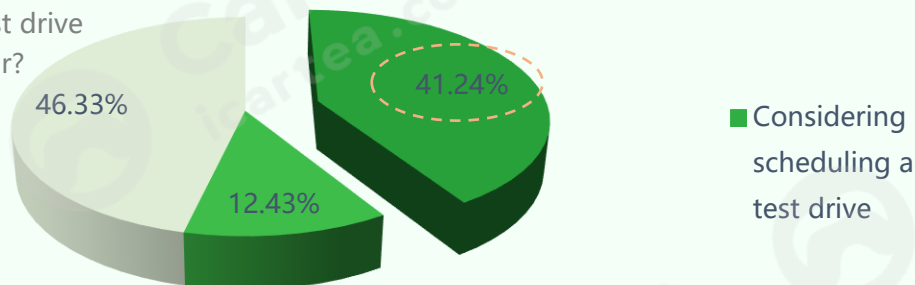
Which factors influence your decision most when selecting a car?



Only 40% of users think about making an appointment for a test drive. The main avenues for purchasing a car are still dealership outlets and dealer stores. There are serious worries regarding the security of online payments. The biggest problem when buying a car is going over budget. The most common form of payment is an installment loan, which prefers small down payments (10–30%).

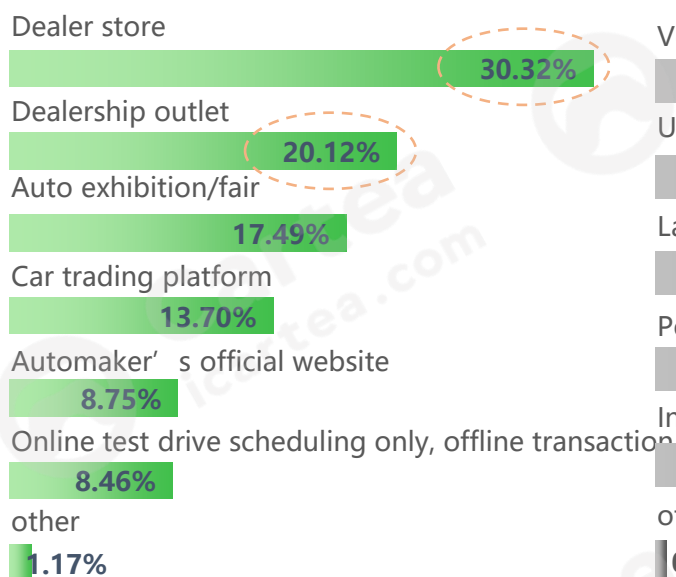
Test Drive Situation

Will you schedule a test drive before purchasing a car?



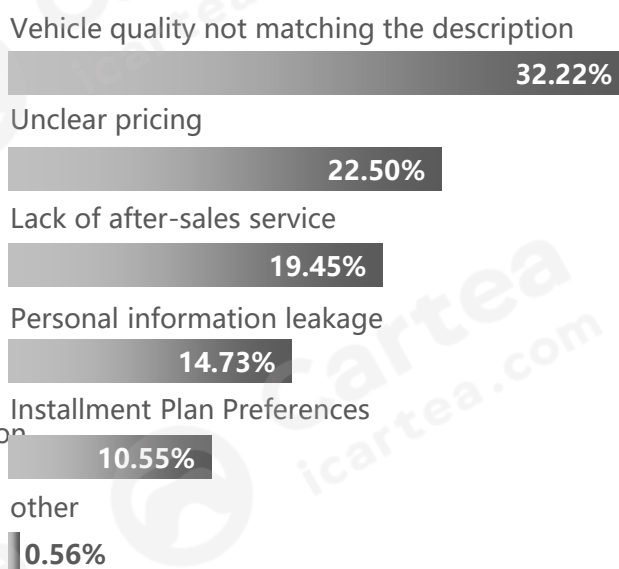
Purchase Methods

How do you plan to purchase a car?



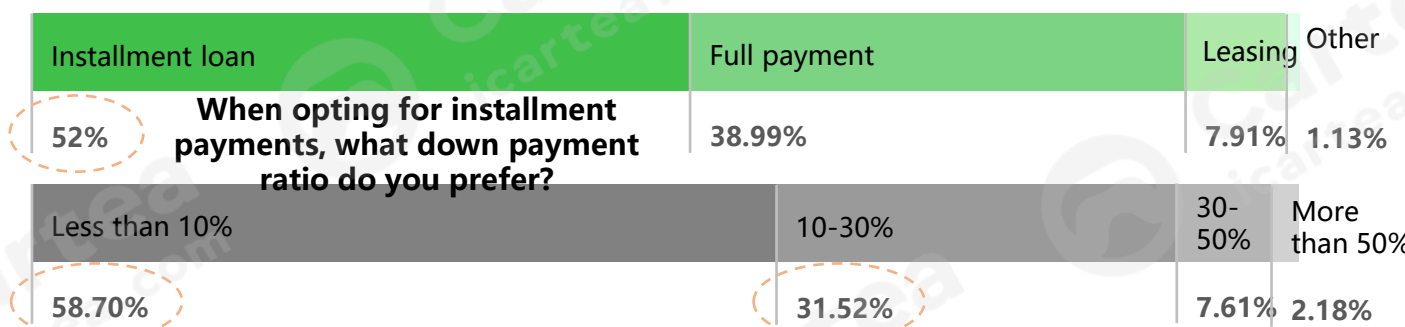
Online Purchase Risks

What do you think is the biggest risk of buying a car online?



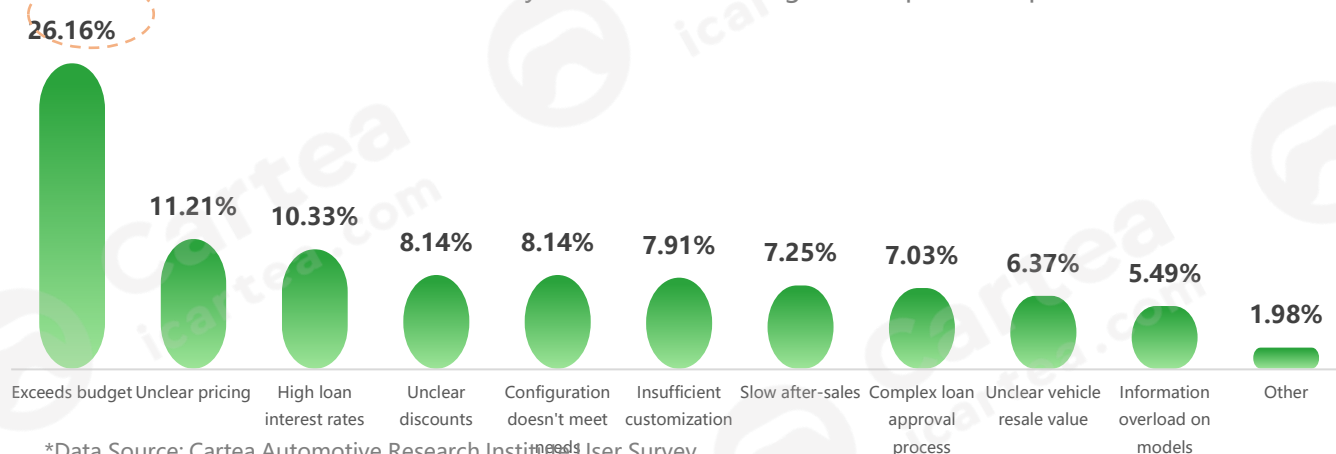
Payment Method Preferences

What is your preferred payment method for car purchases?



Main Purchase Issues

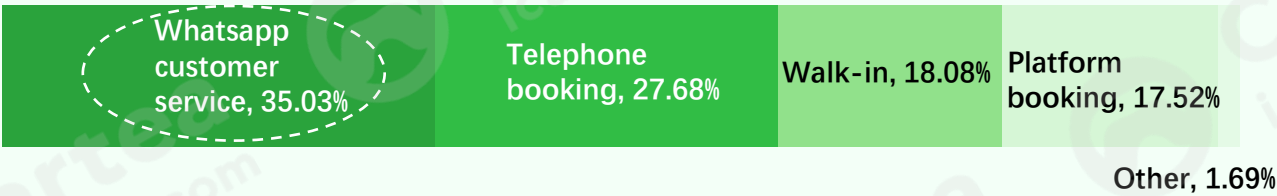
What are the main issues you encounter during the car purchase process?



The two main ways to schedule after-sales service appointments are via phone calls and WhatsApp. The most common request is for maintenance, and the main problems are long wait times and a shortage of parts. Almost 50% of users, think about paying for extra services; maintenance packages are the most common.

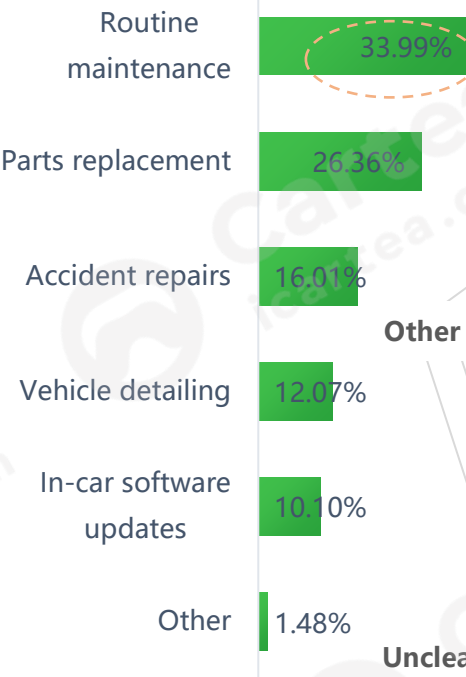
Service Appointment Methods

What is your preferred method for scheduling service appointments?



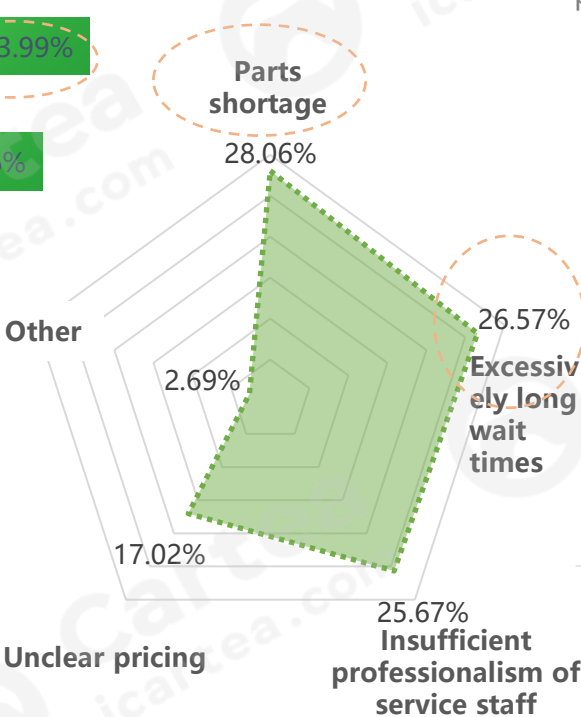
Common After-Sales Services

What type of after-sales service do you use most frequently?



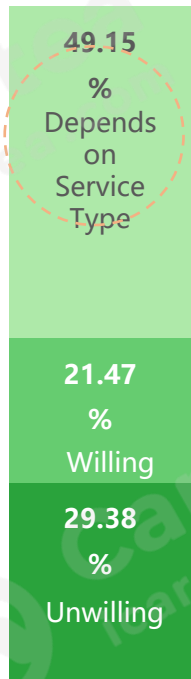
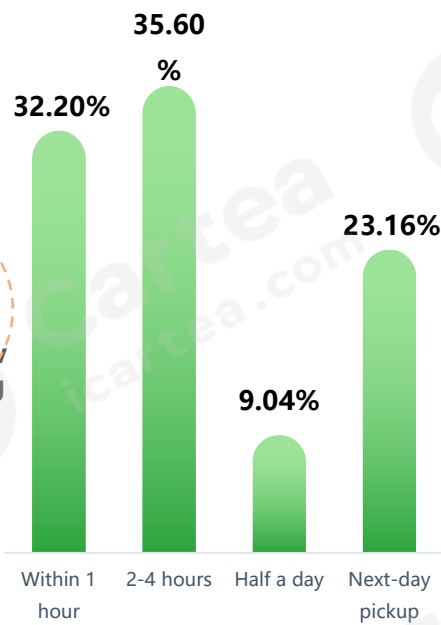
After-Sales Service Pain Points

What do you consider the biggest pain point in current after-sales service?

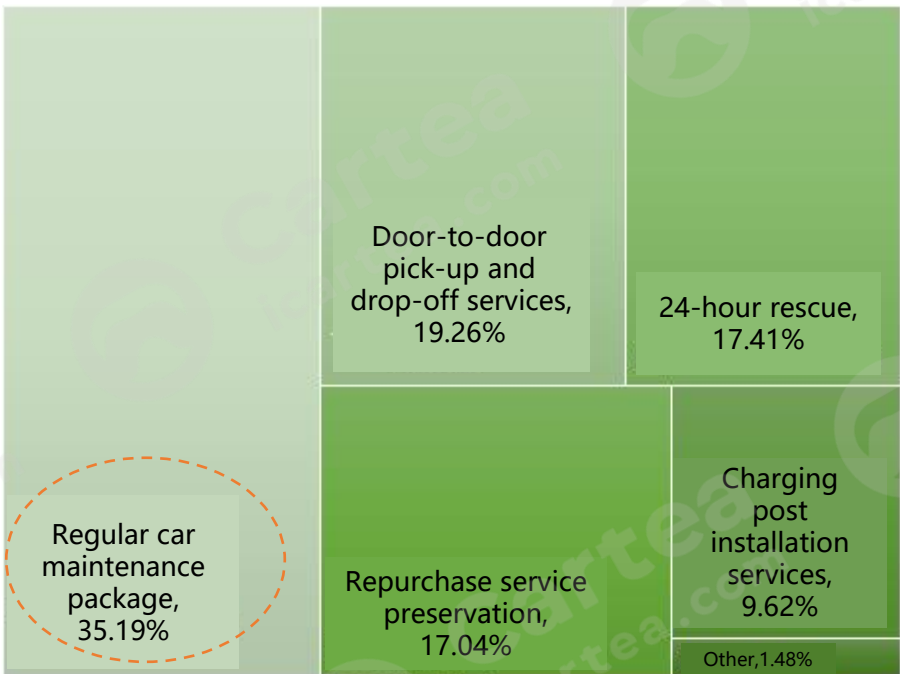


Willingness to Pay for Value-Added Services

Are you willing to pay for value-added services when purchasing a car?



Additional services willing to Pay



*Data Source: Cartea Automotive Research Institute User Survey

Part.2

Trend Insights by Demographic

- Gender Performance
- Age Performance
- Regional Performance
- Car Media Performance

Gender Performance

Trend Insights by Demographic

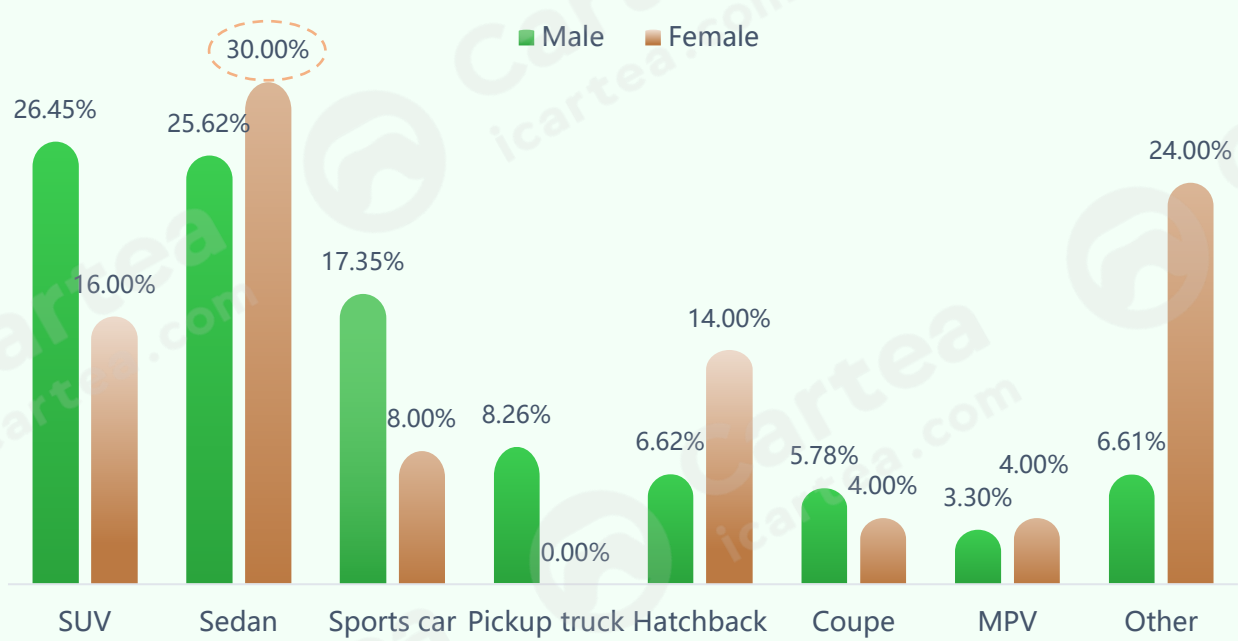


Male Preferences: Hybrid vehicles, higher acceptance of used cars, focus on smart navigation and ventilation/heating features.

Female Preferences: Strong preference for pure EVs and sedans (nearly 2x SUV selection), greater emphasis on safety features like run-flat tires and child safety locks.

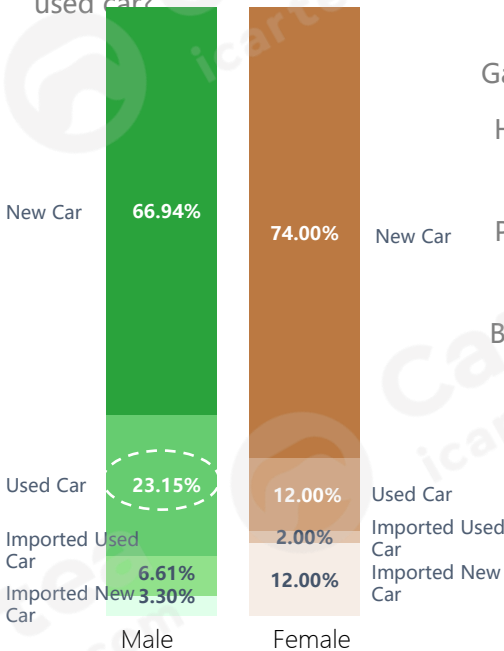
Vehicle Type Preference

Which type of vehicle are you more inclined to purchase?



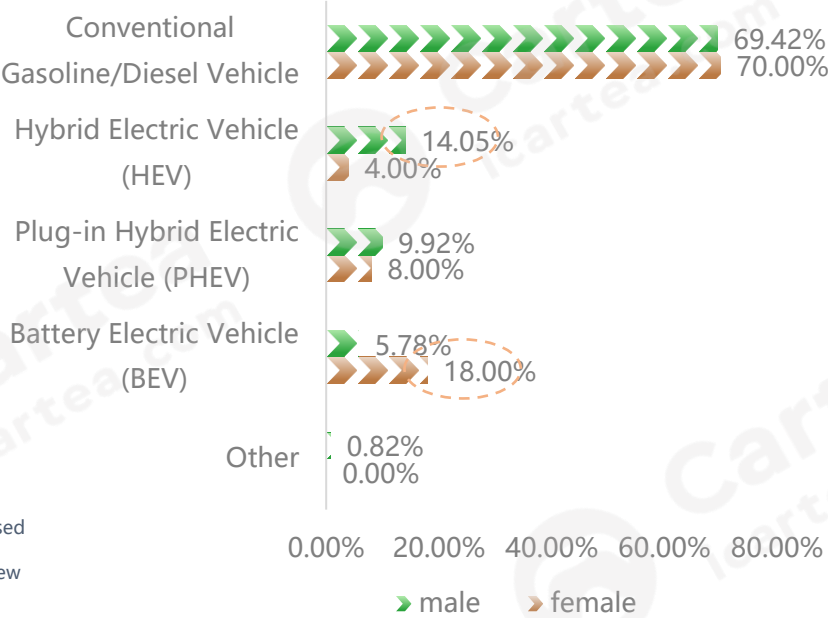
Purchase Preference

Do you prefer buying a new car or a used car?



Powertrain Preference

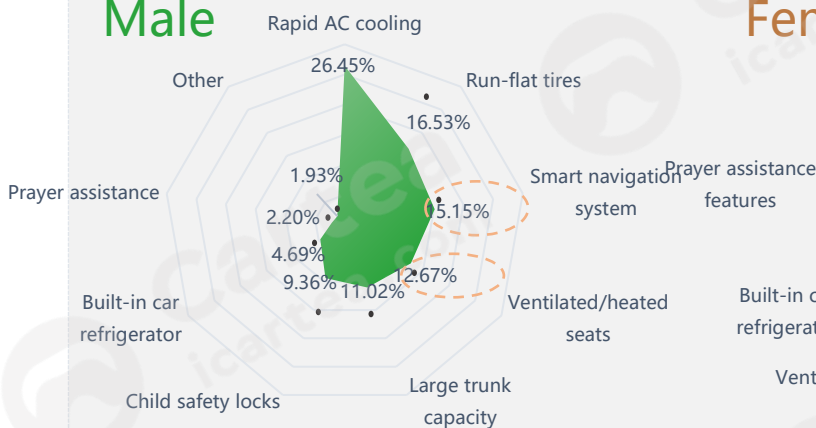
Which type of powertrain do you prefer for your vehicle?



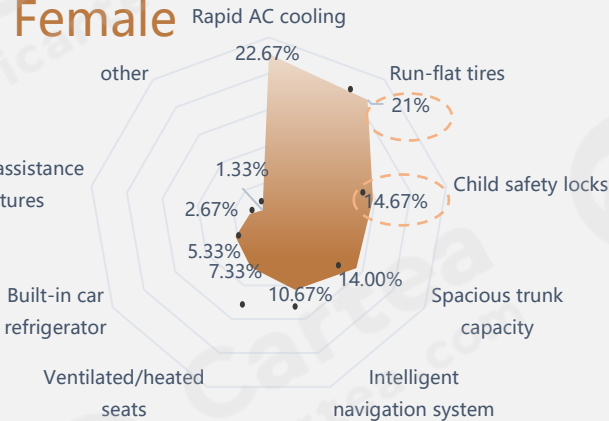
Top Vehicle Feature Considerations

What are your top 3 priority features when purchasing a car?

Male



Female



Car purchase path

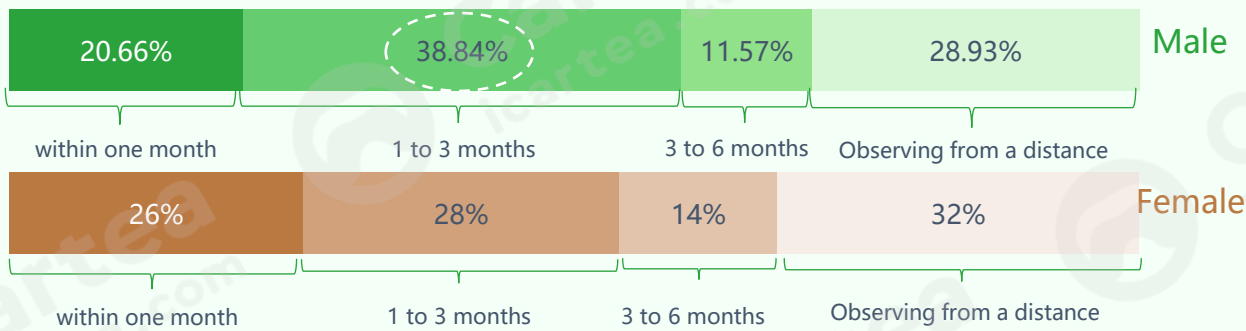
Trend Insights by
Demographic



The male decision-making cycle is concentrated within 1 to 3 months, and they tend to gather information through a combination of social media and vertical media. Women prefer social media and rely more on practical tools such as fuel consumption calculators and live car viewing.

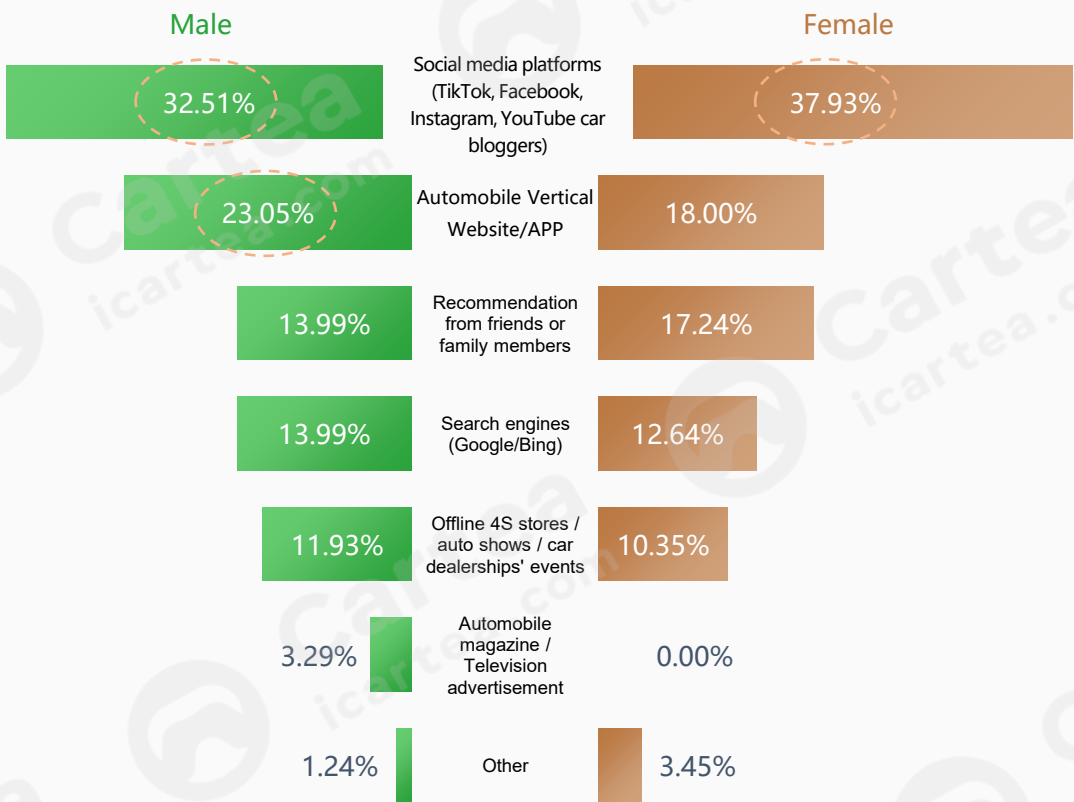
Purchase cycle

When do you plan to go from researching car models to actually purchasing the car?



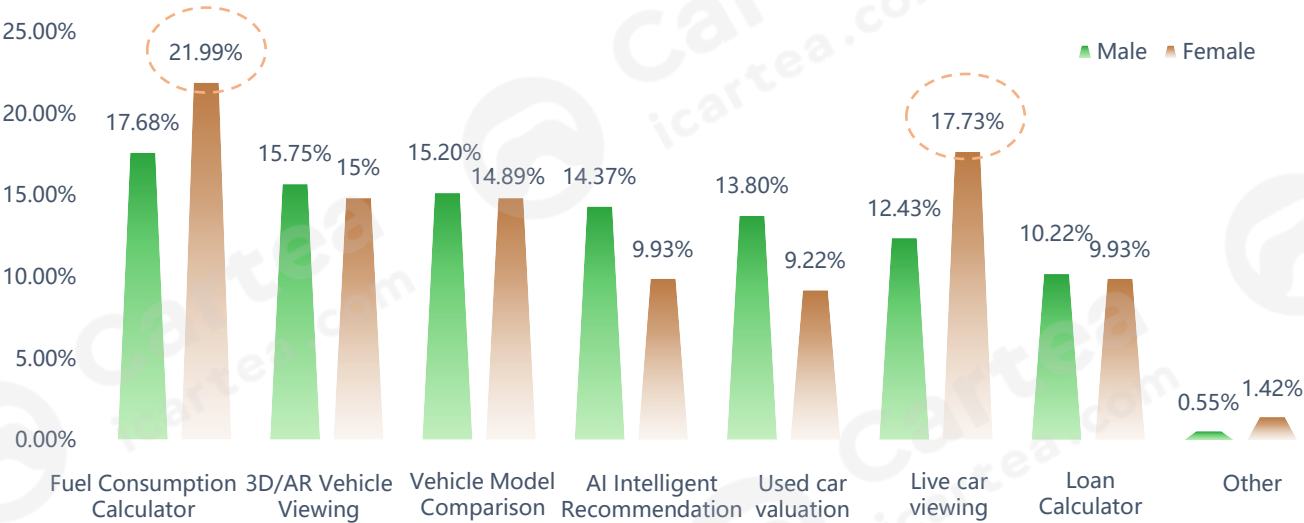
Information acquisition channels

What channels do people usually use to obtain information about cars?



Auxiliary vehicle purchase tools

What tools do you expect the car platform to provide to assist in car purchasing?



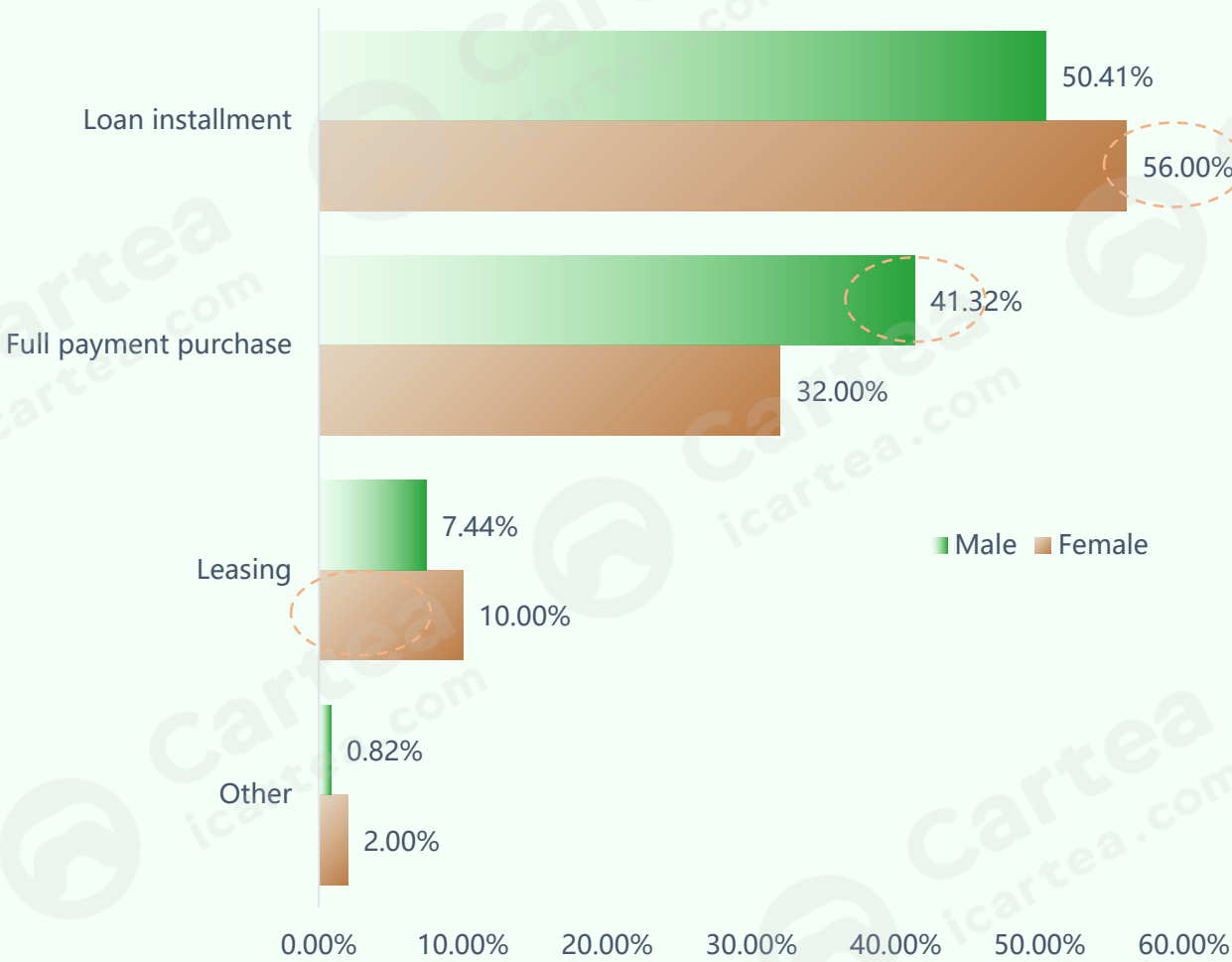
*Data Source: Cartea Automotive Research Institute User Survey

Males show a higher proportion of full - payment car purchases and prefer extremely low down payments (<10%).

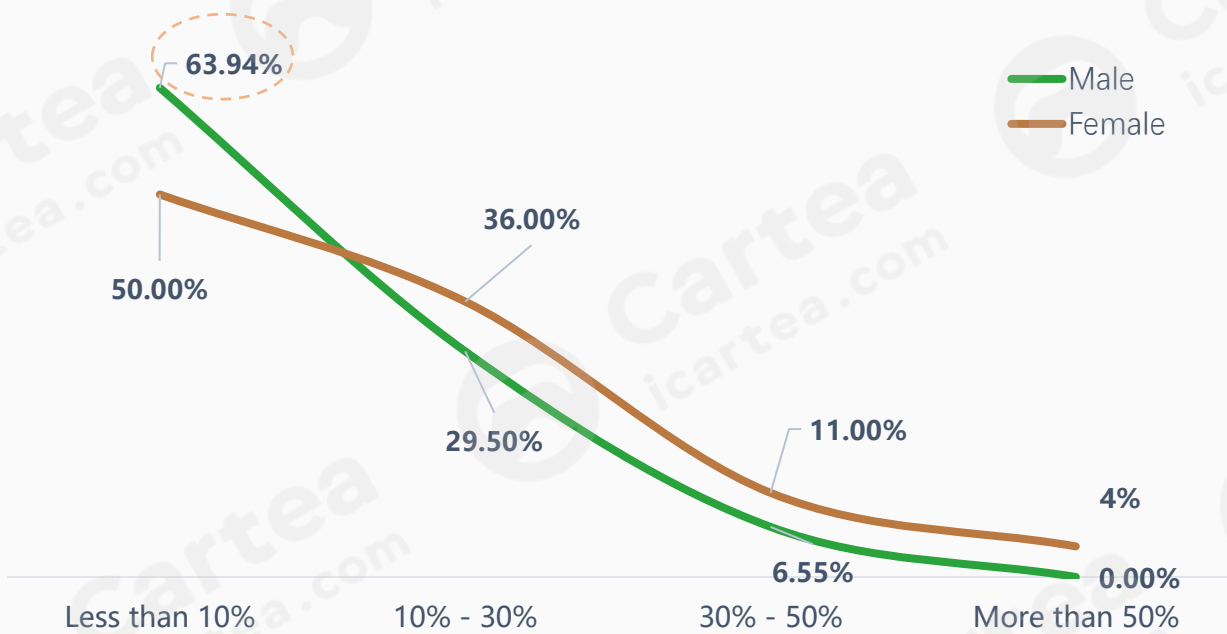
Females have a higher proportion of installment loans and leases, with more diversified down payment choices

Payment preference

Which method of vehicle purchase settlement do you prefer?



When purchasing in installments, which down payment ratio are they more inclined to?



*Data Source: Cartea Automotive Research Institute User Survey

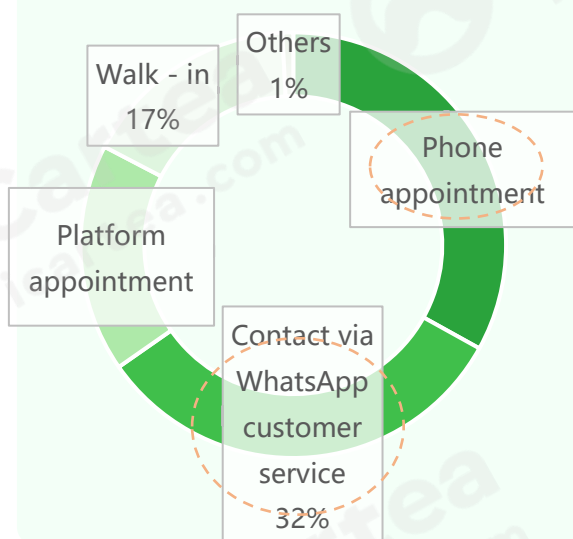
Males prefer phone/WhatsApp appointments and maintenance packages for after - sales service.

Females rely more on WhatsApp, value rescue/home - service, and over half will pay extra fees depending on the situation.

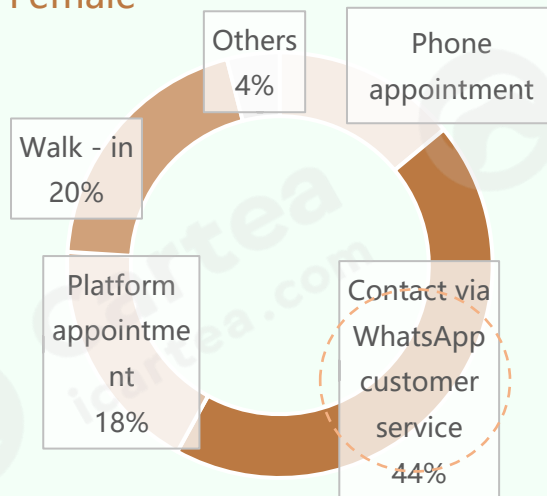
After - sales appointment methods

Which service appointment method do you prefer?

Male

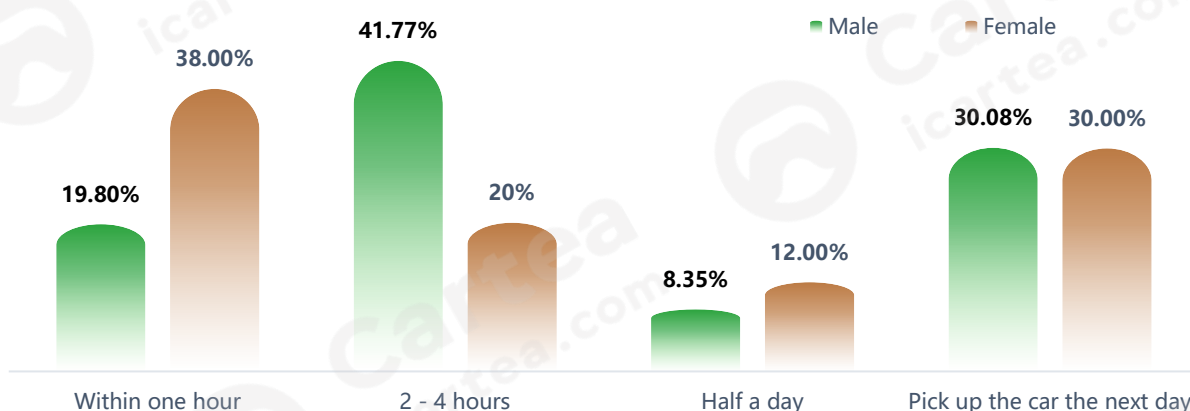


Female



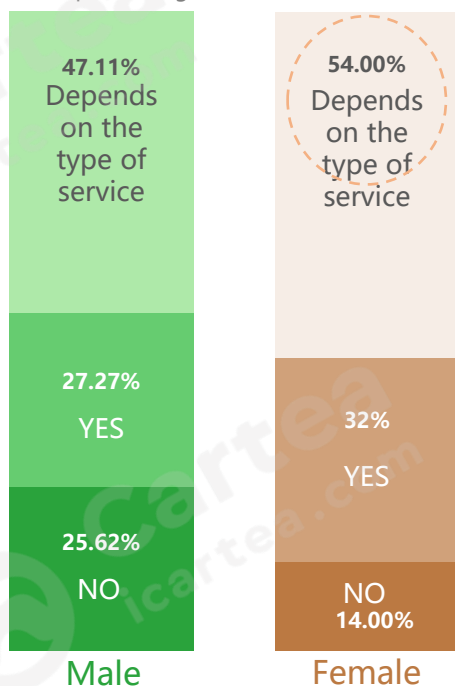
Maintenance Waiting Time

What is the maximum waiting time you can accept for routine maintenance?



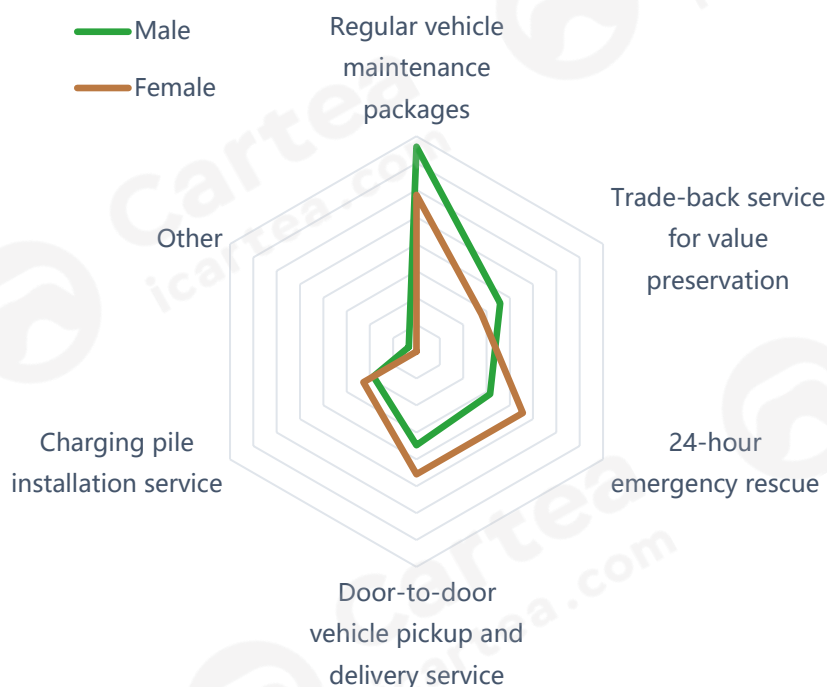
Acceptance of Additional Paid Services

Are you willing to pay for value - added services when purchasing a car?



Value-Added Services Willing to Pay For

Which value-added services are you willing to pay for?



Age representation

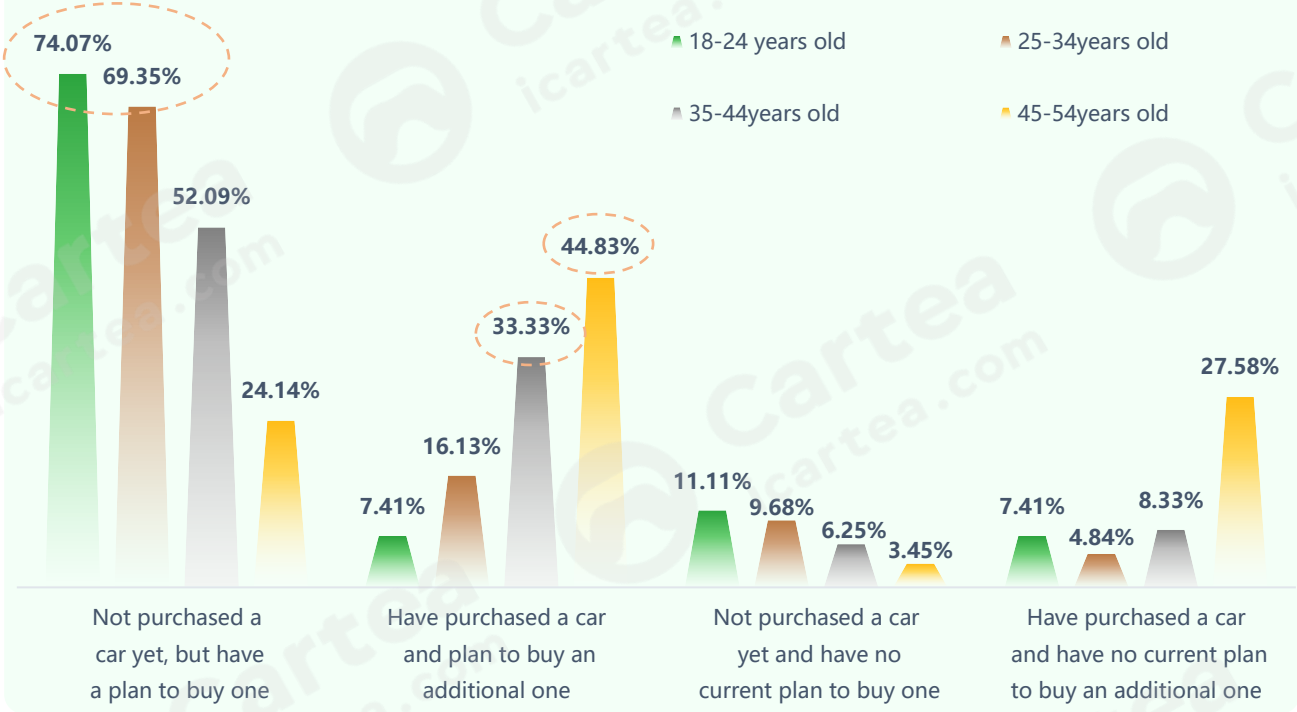
Trend Insights by Demographic



Young groups show strong willingness for first-time car purchases. Those aged 18-24 prefer sports cars and travel-leisure vehicles when buying cars. The 35-54 age group has a high car ownership rate, favoring sedans and family travel. Daily commuting is the mainstream need across all age groups.

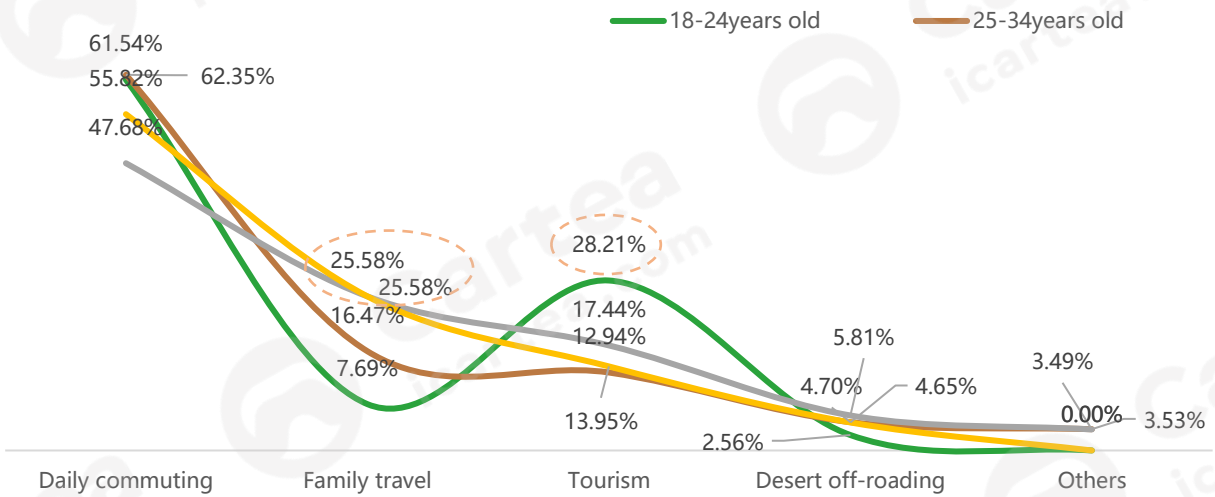
Purchase Status

Have you purchased a car?



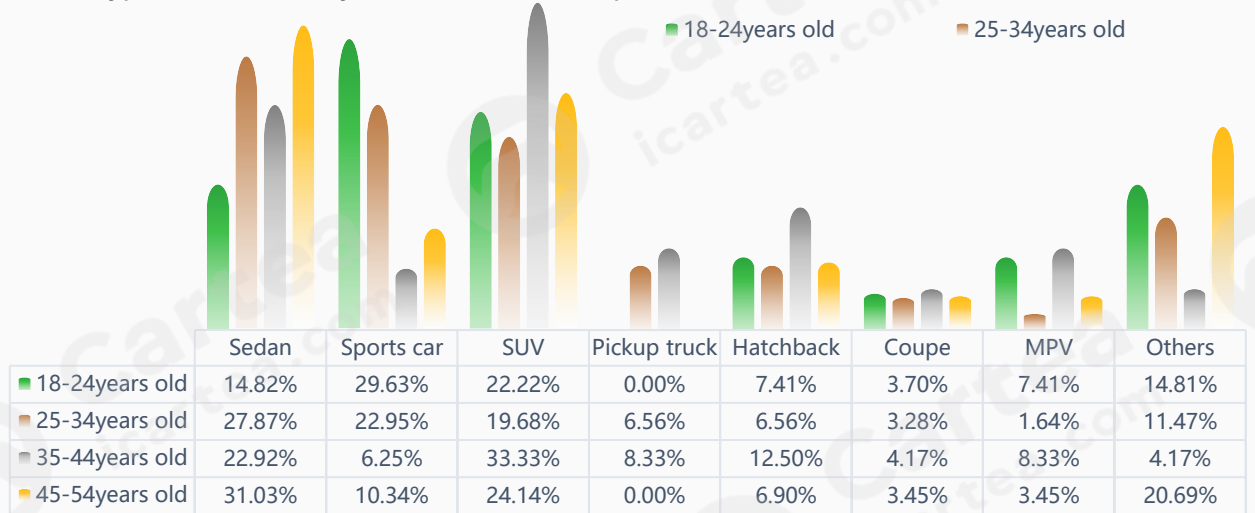
Purpose of Car Purchase

What is the main purpose of your car purchase?



Vehicle Type Preference

Which type of vehicle are you more inclined to purchase?

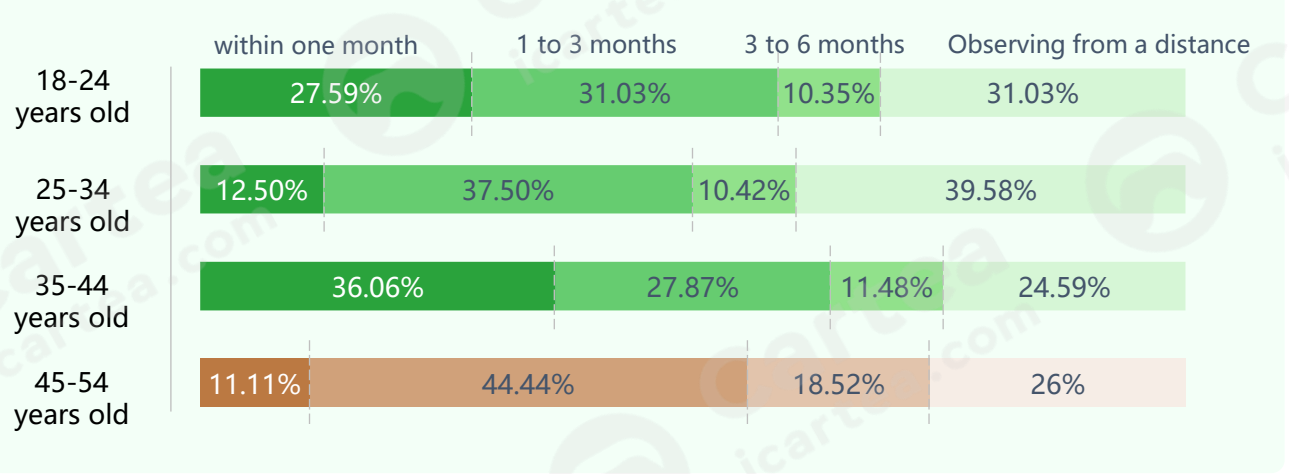


*Data Source: Cartea Automotive Research Institute User Survey

The 18-24 age group has the highest decision-making efficiency, prefers 3D/AR display tools, and pays the most attention to appearance and interior. The 25-34 age group shows polarized decision-making, relies on AI recommendations, and focuses on performance parameters. Those over 35 are the most cautious in decision-making, rely on fuel consumption calculation tools, and pay close attention to prices.

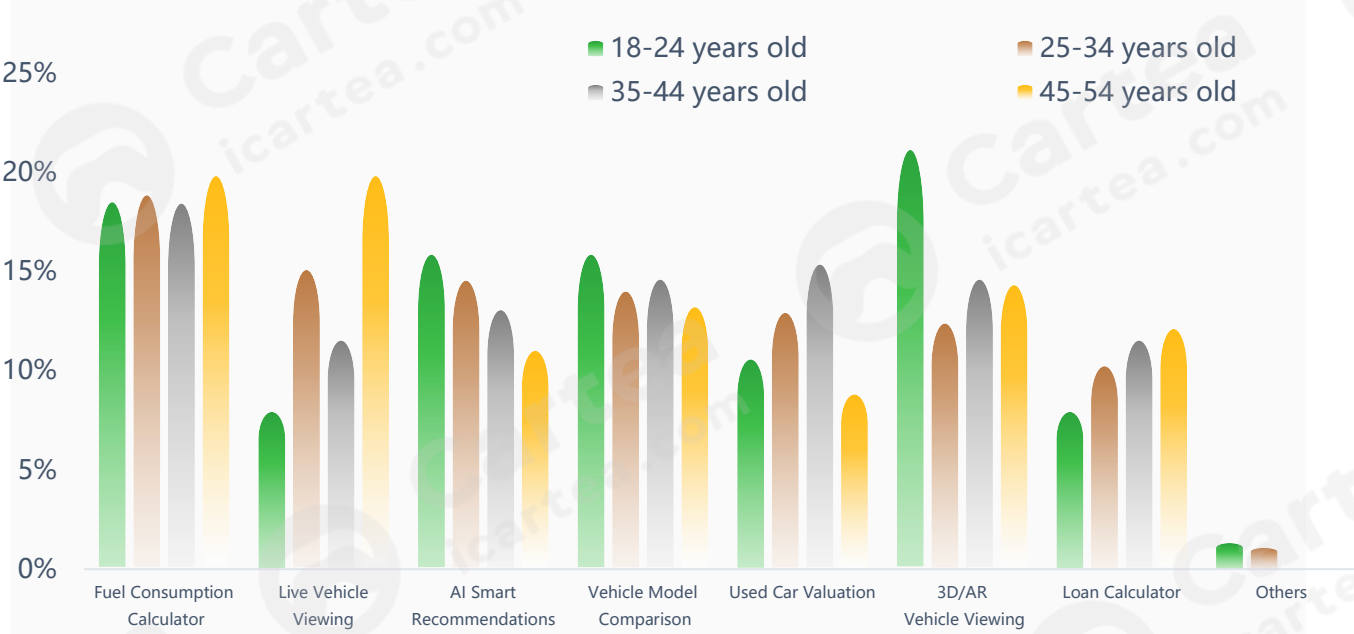
Purchase Cycle

How long do you plan to take from vehicle selection to purchase?



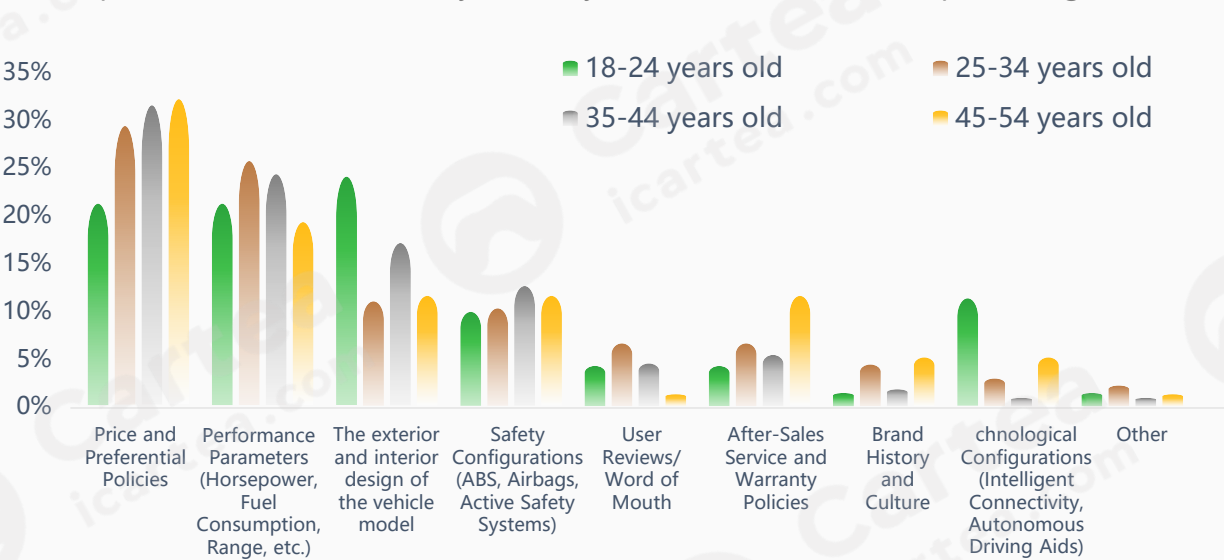
Auxiliary Car - buying Tools

What kinds of tools do you expect the car - buying platform to provide for assisting in car - buying?



Key Information for Car Purchase

Which aspects of a vehicle model do you mainly want to understand when purchasing a car?

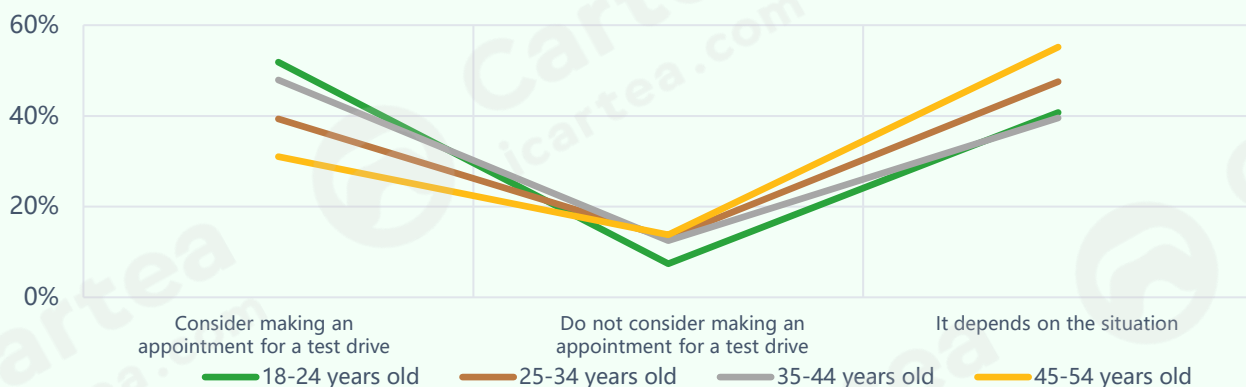


*Data Source: Cartea Automotive Research Institute User Survey

The 18-24 age group is most proactive in test drives and tends to purchase vehicles outright or with moderate down payments (10-30%). Those over 25 highly rely on installment loans and generally require ultra-low down payments (<10%).

Test Drive Arrangement

Will you make an appointment for a test drive before purchasing a car?

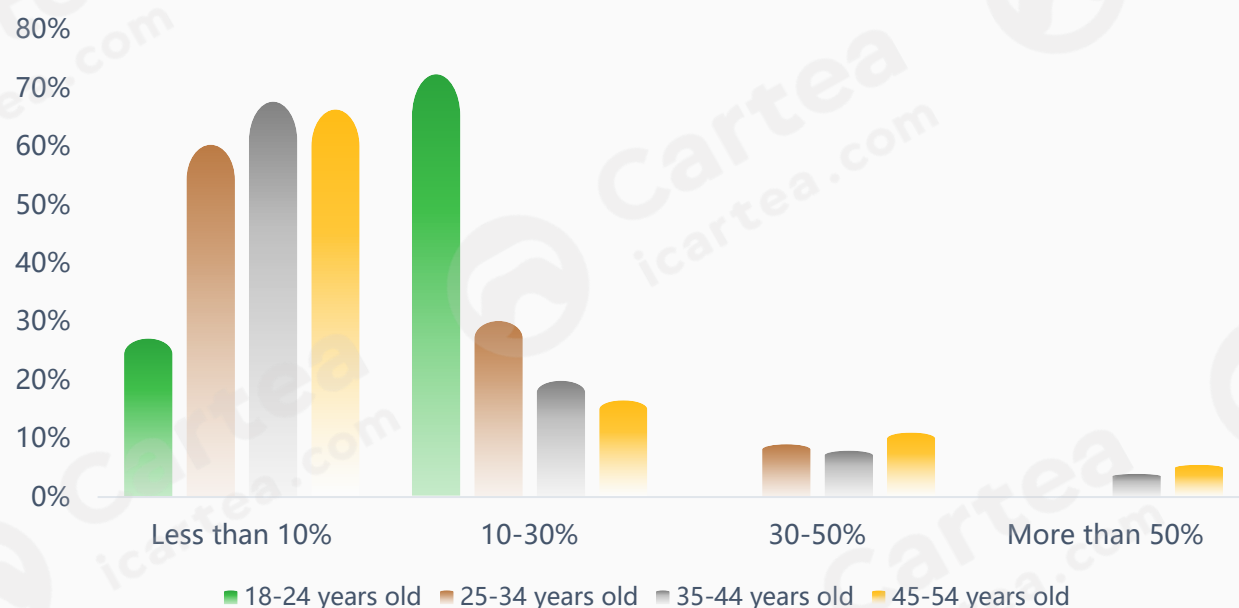


Payment Method Preference

Which payment method do you prefer for purchasing a car?



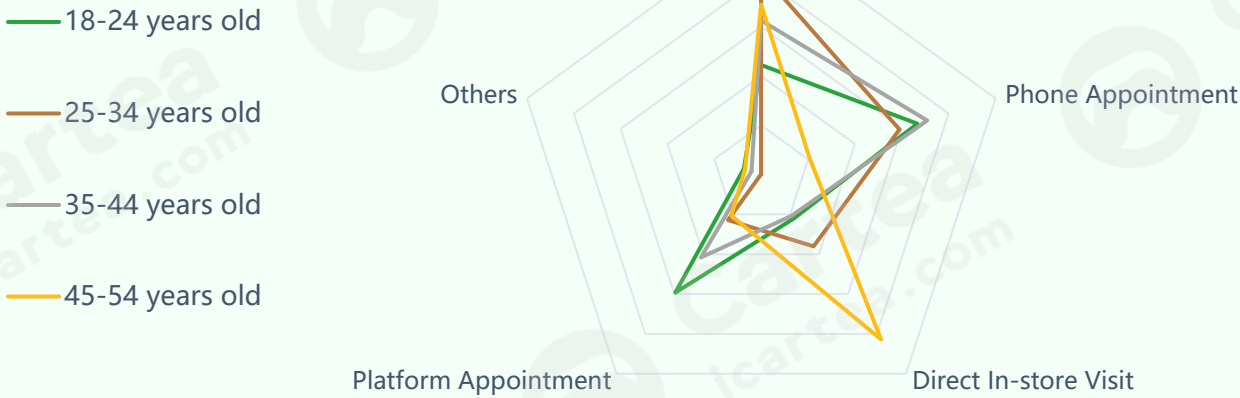
What down payment ratio do you prefer when purchasing by installment?



The 18-24 age group prefers platform appointments, accepts long waiting times, and has a high willingness to pay for additional services. The 25-34 age group favors communication via WhatsApp, with nearly half deciding on value-added payments based on the situation. Those over 35 (especially 45-54 years old) insist on visiting stores directly and are cautious about paying for value-added services

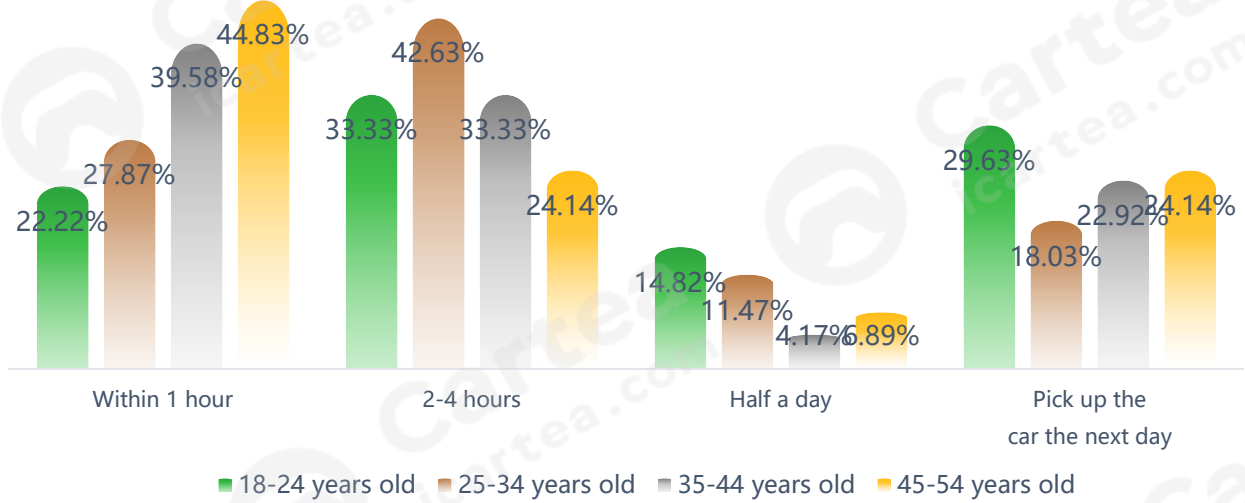
After-Sales Appointment Method

Which service appointment method do you prefer?



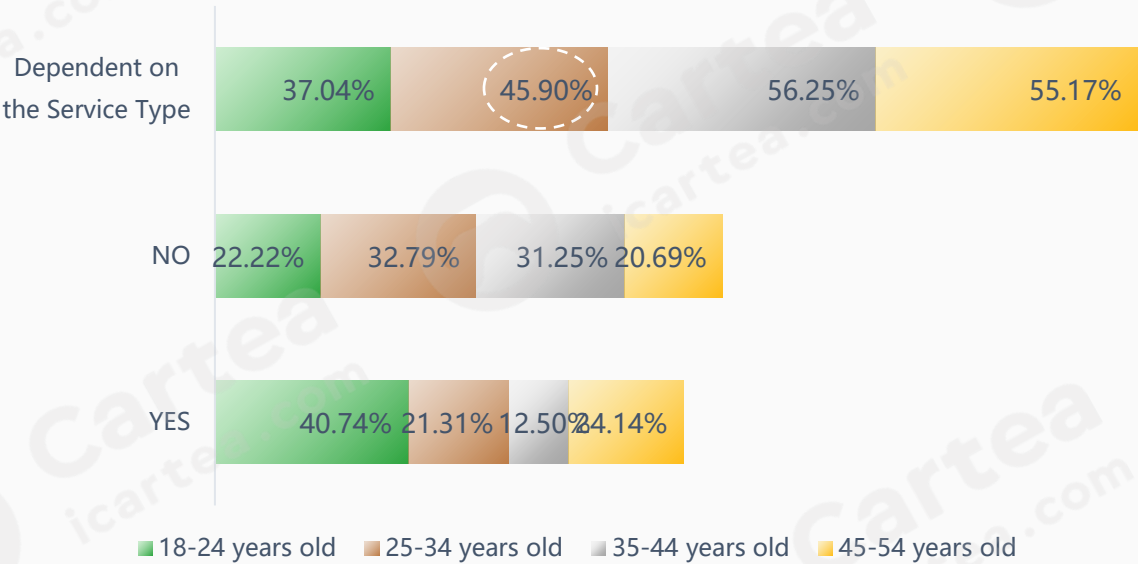
Maintenance Waiting Time

What is the maximum waiting time you can accept for routine maintenance?



Acceptance of Additional Paid Services

Are you willing to pay for value-added services when purchasing a car?



*Data Source: Cartea Automotive Research Institute User Survey



Regional Performance

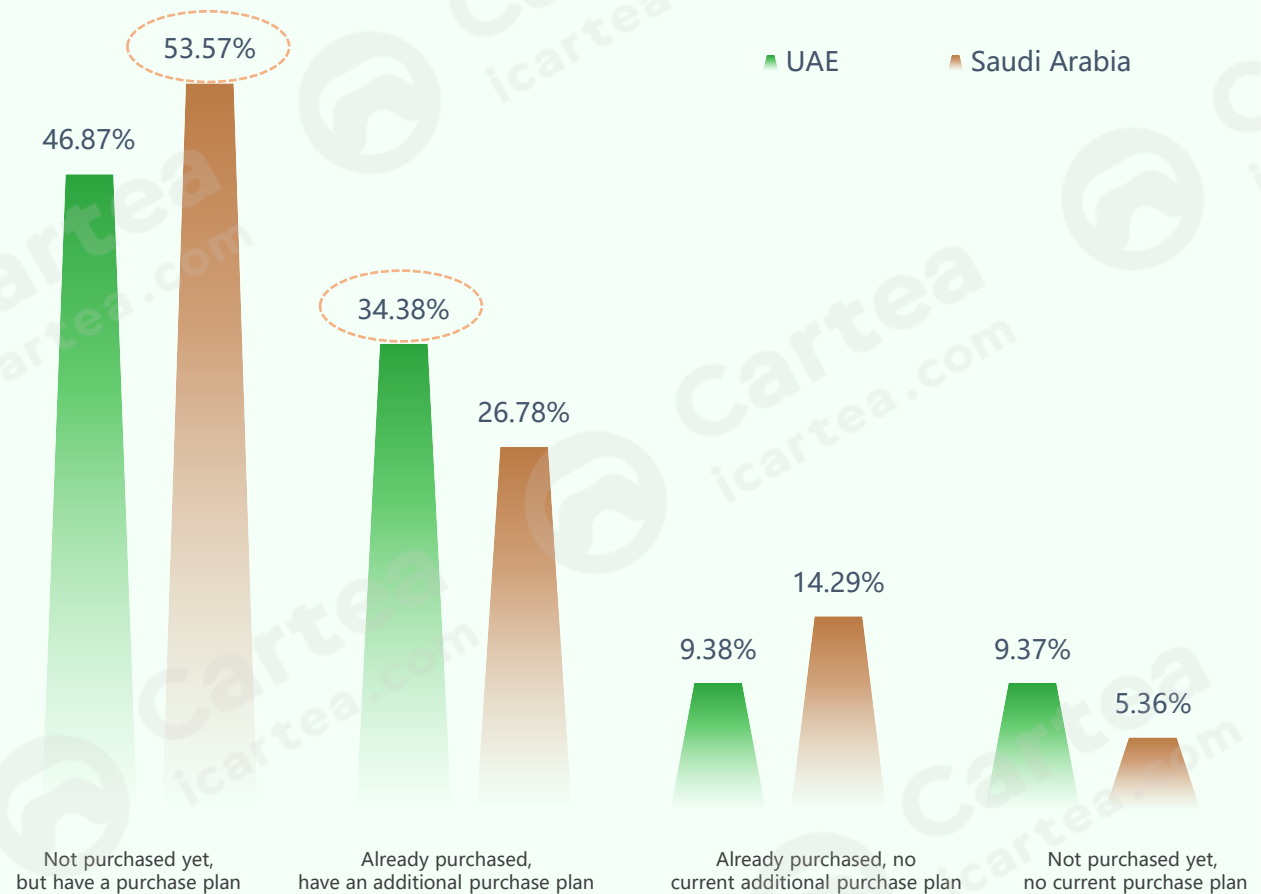
Trend Insights by Demographic



The UAE has a high demand for more car purchases, with SUVs and sports cars being the most popular models. Sedans are the most popular first-time purchases in Saudi Arabia.

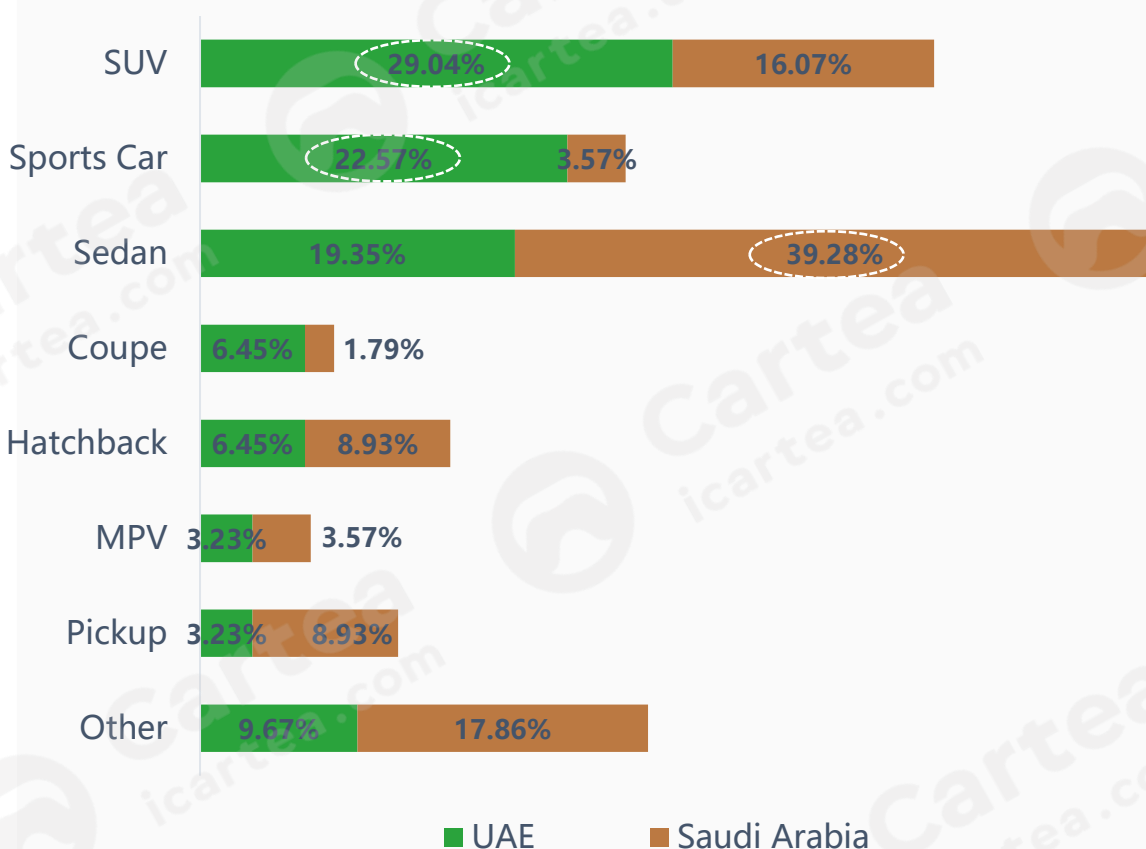
Purchase Status

Have you purchased a car?



Vehicle Type Preference

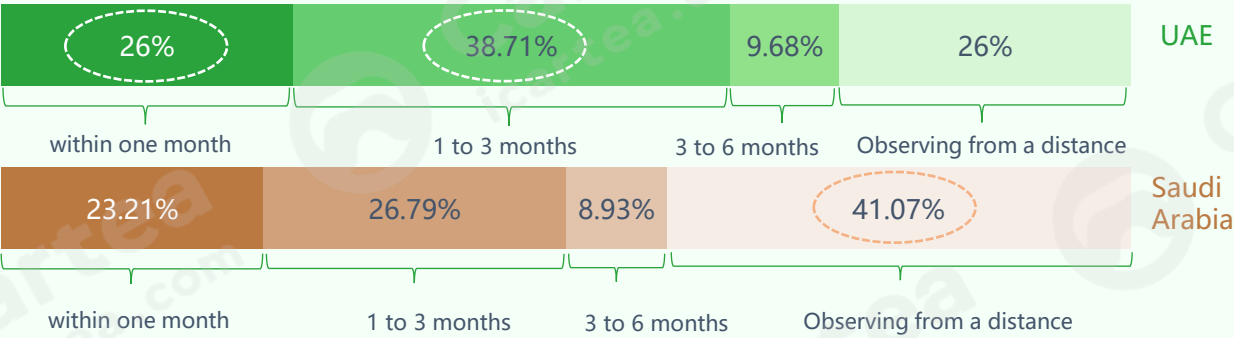
Which type of vehicle are you more inclined to purchase?



UAE consumers are price-conscious, They use a variety of channels (social media, search, and vertical media), and make decisions more quickly. When making decisions, Saudi users are more careful and heavily rely on social media, and give safety and post-purchase support top priority.

Purchase Cycle

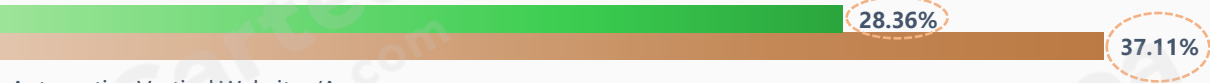
How long do you plan to take from car selection to purchase?



Information Acquisition Channels

Through which channels do you usually obtain car information?

Social Media Platforms (TikTok, Facebook, Instagram, YouTube Car Bloggers)



Automotive Vertical Websites/Apps



Recommendations from Friends/Family



Search Engines (Google, Bing)



Offline 4S Stores/Car Shows/Automotive Dealer Events



Automotive Magazines/TV Ads



Others



UAE Saudi Arabia

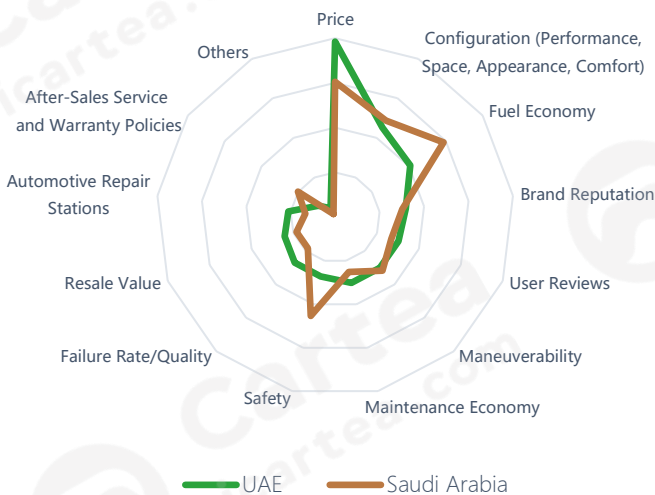
Main Information for Car Purchase

Which aspects of the vehicle model do you mainly want to know about when purchasing a car?



Car Purchase Decision Factors

Which factors have the greatest impact on your decision-making when purchasing a car?



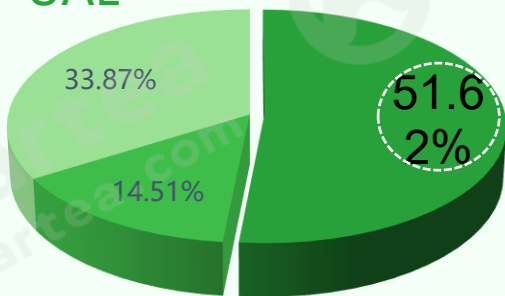
UAE: Loan installments with distributed down payment ratios dominate the test-drive enthusiasm. Clear prices are the main post-purchase issues, and phone appointments are preferred.

KSA: Extremely low down payment ratios, balanced loan installments and full payments, and cautious test-drive choices. The biggest after-sales issue is parts shortages, which prioritize platform and WhatsApp appointments.

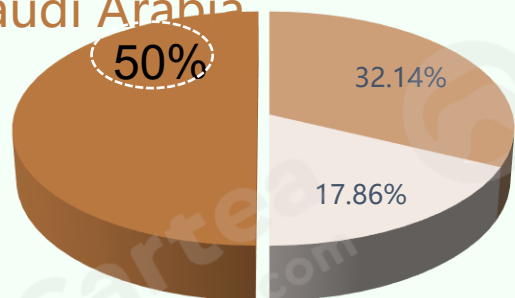
Car Test Drive Situation

Will you make an appointment for a test drive before purchasing a car?

UAE



Saudi Arabia



■ Consider Making an Appointment for a Test Drive
■ Do Not Consider Making an Appointment for a Test Drive
■ It Depends on the Situation

■ Consider Making an Appointment for a Test Drive
■ Do Not Consider Making an Appointment for a Test Drive
■ It Depends on the Situation

Payment Method Preference

Which payment method do you prefer for car purchase?

UAE



Saudi Arabia



What down payment ratio do you prefer for installment car purchases?

UAE

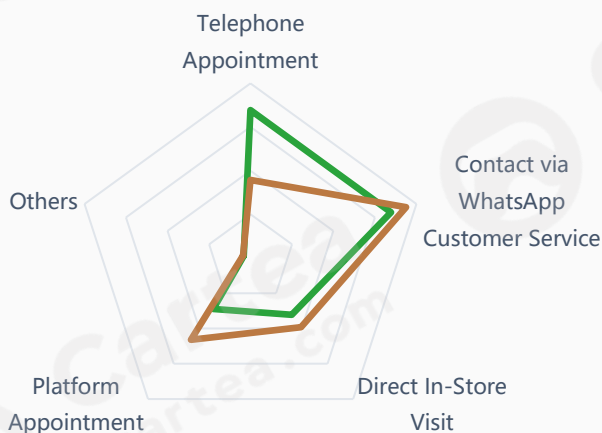


Saudi Arabia



After-Sales Appointment Methods

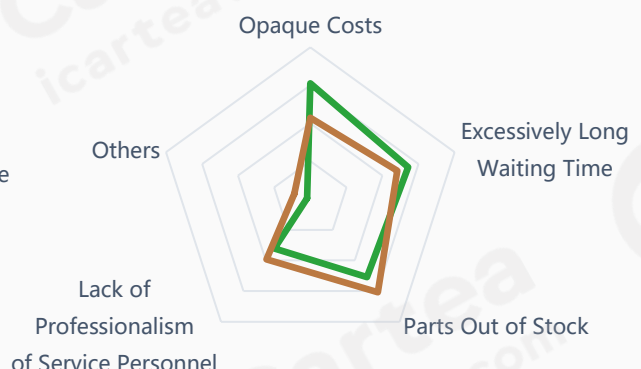
Which service appointment method do you prefer?



— UAE — Saudi Arabia

After-Sales Service Pain Points

What do you think is the biggest pain point of current after-sales service?



— UAE — Saudi Arabia

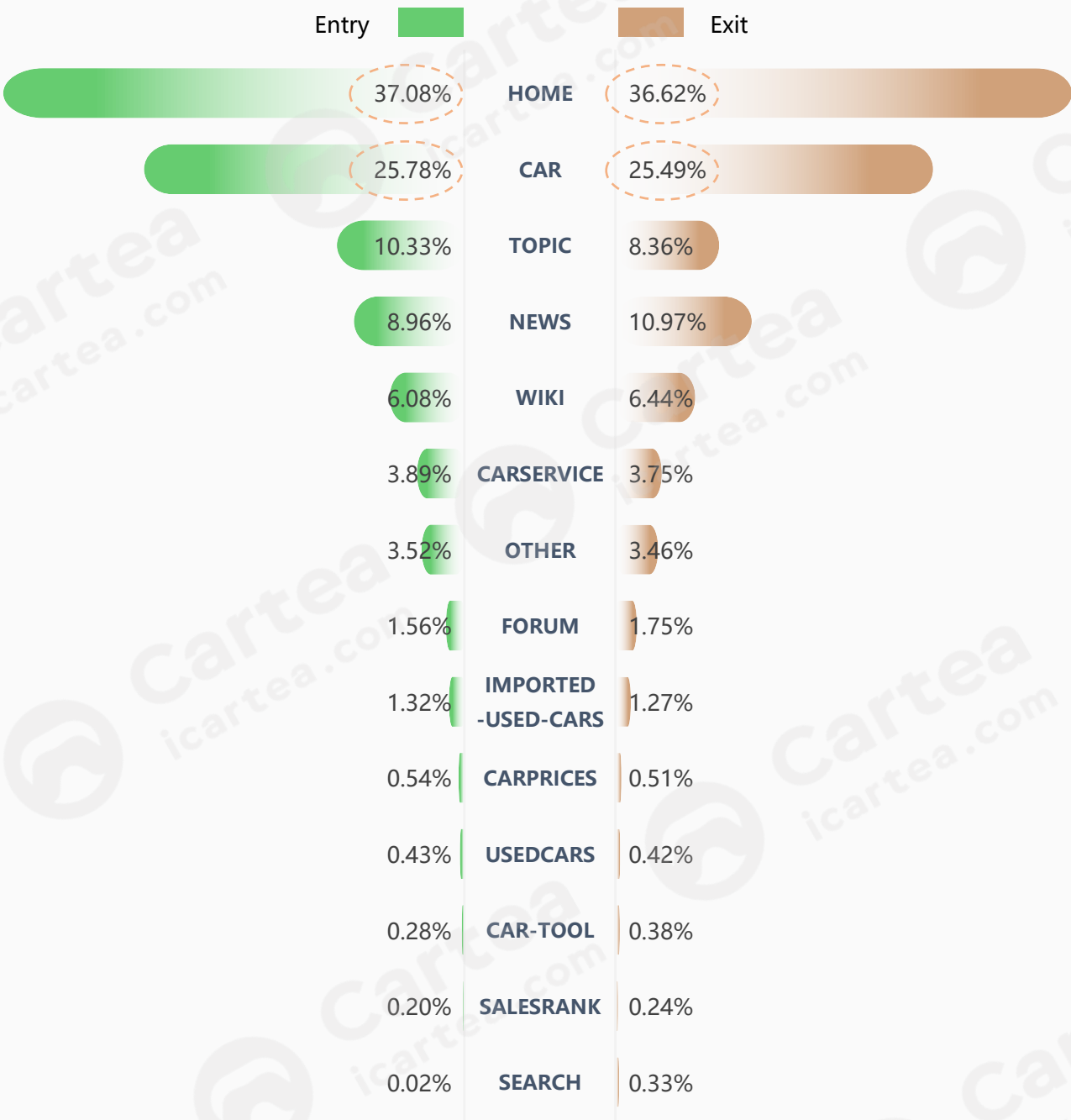
Car Media Performance

Trend Insights by Demographic



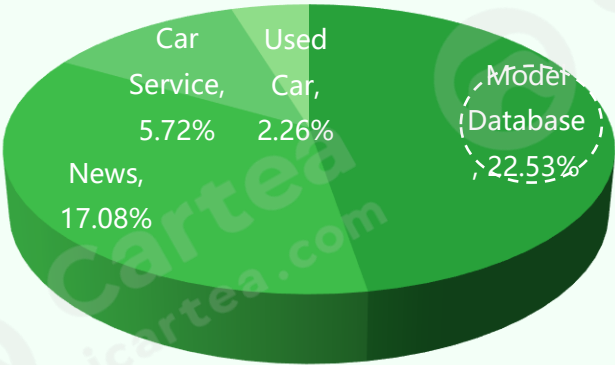
The homepage and model pages make up the majority of the user journey on car media platforms, the model database is the most traffic(Cookies) and capturing the longest average view duration.

Journey Preference

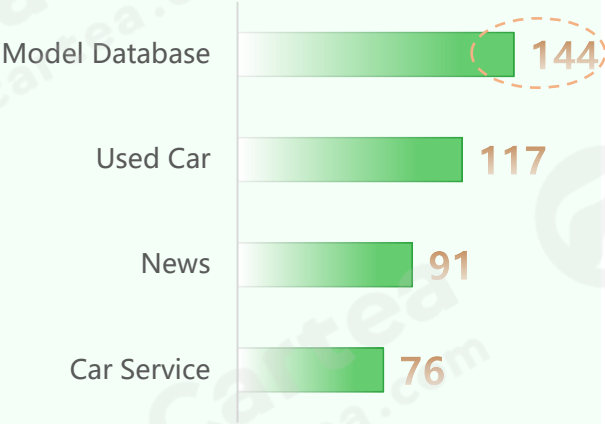


Section Preference

UV Share (%)

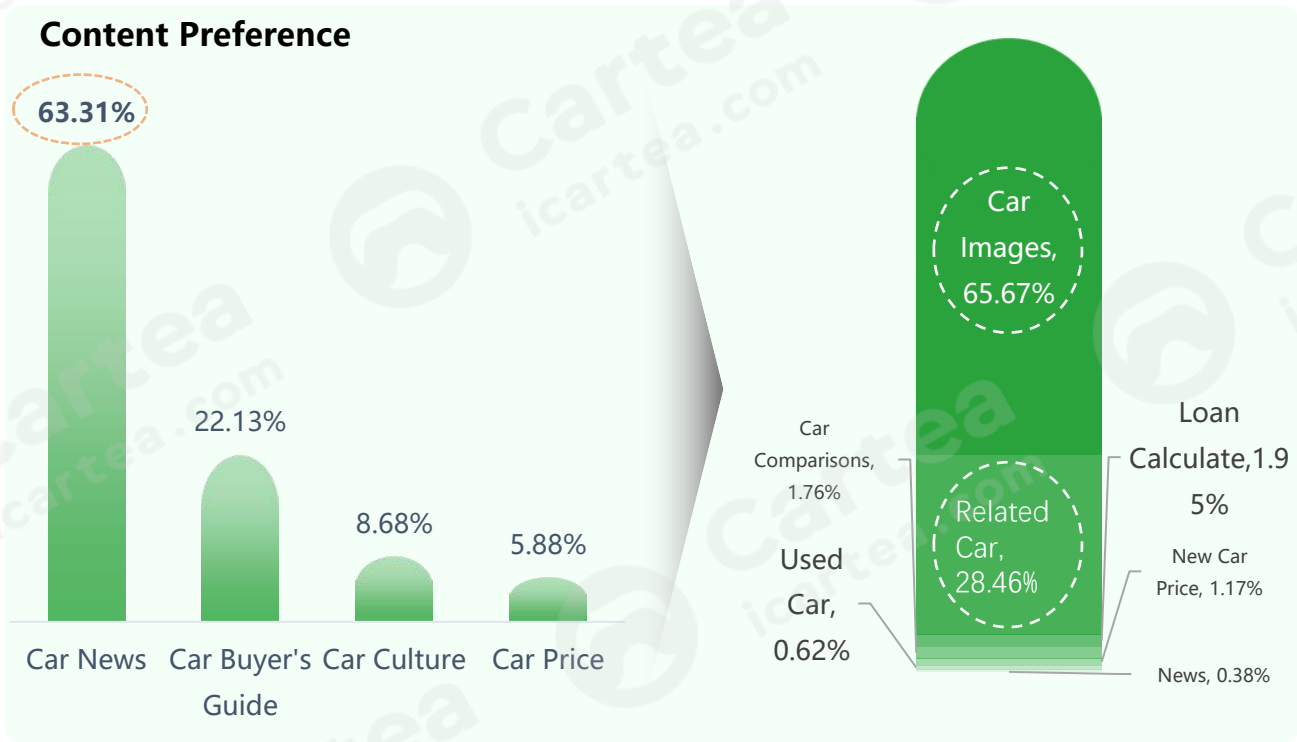


Average View Duration (seconds)



With a preference for English-language articles, users' actual demand is focused on automotive news content, specifically vehicle specifications. There is a high concentration of search activity: Toyota has a huge advantage, while SUVs make up almost half of all model-related traffic across brands.

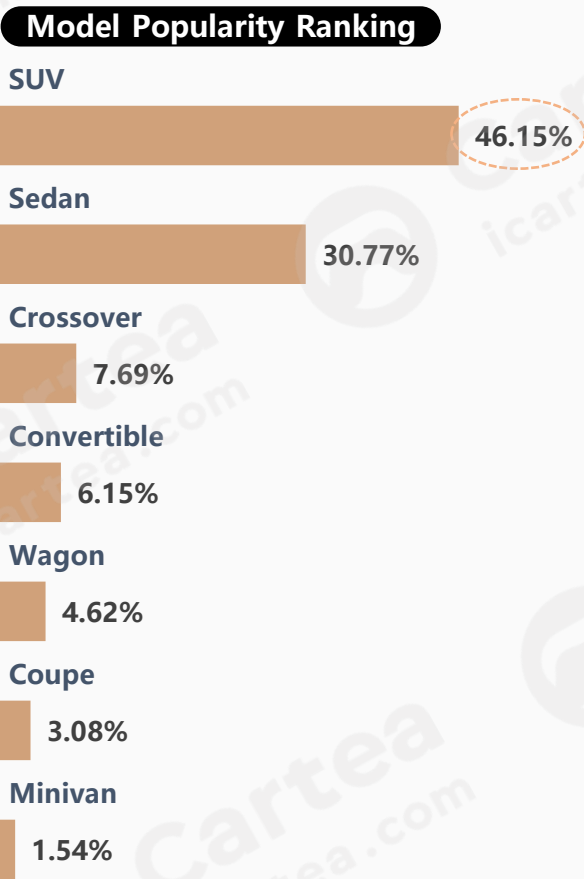
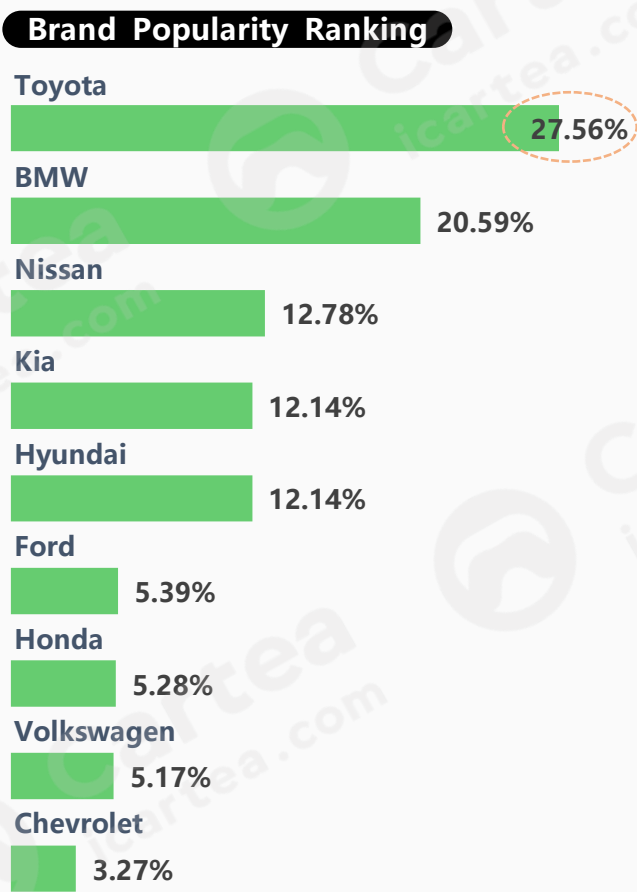
Content Preference



Language Preference



Search Preference



Part.3

Chinese Car Brand

- User Profile
- Purchase Drivers
- Purchase Journey
- After-Sales Service
- Improvement Recommendations

More than 50% of users are accepting of Chinese cars:

The younger demographic trend of those who would buy Chinese cars is mainly between the ages of 18 and 34, and they are looking to cost-performance ratios and smart technology as a major benefit.

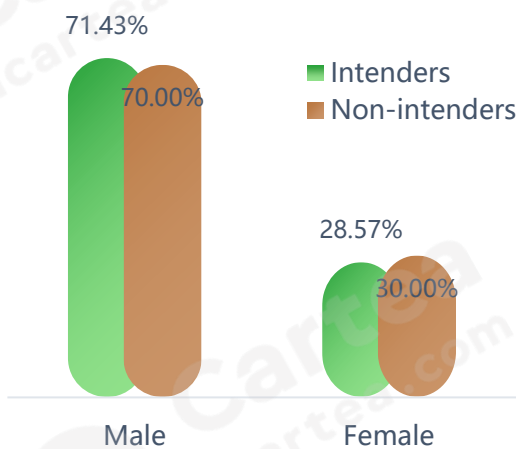
Most people over 25 say that local after-sales security, brand trust, and quality dependability are the main reasons they wouldn't buy Chinese cars.

Chinese Car Purchase Preferences

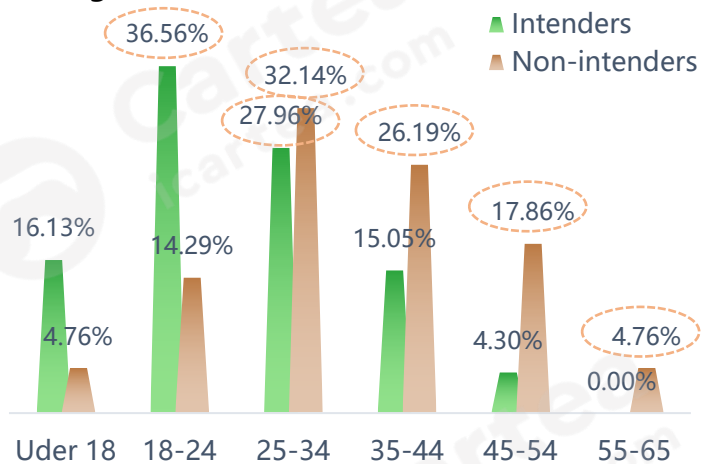
Would you consider purchasing Chinese-brand vehicles?



Sex

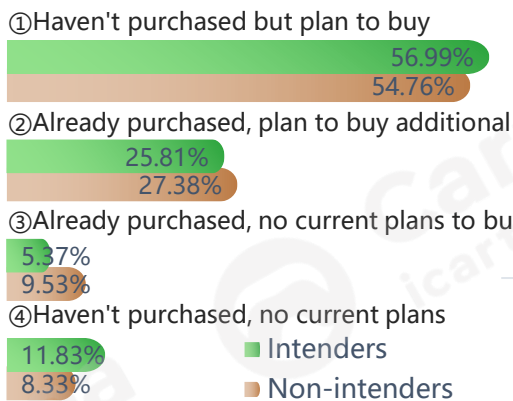


Age



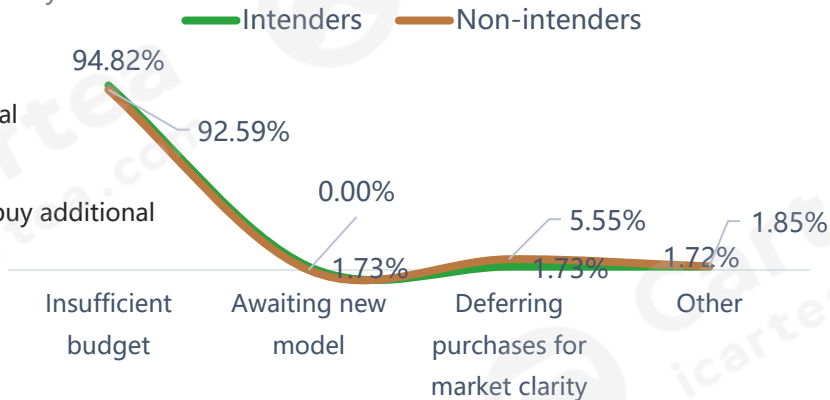
Purchase Status

Have you purchased a car?



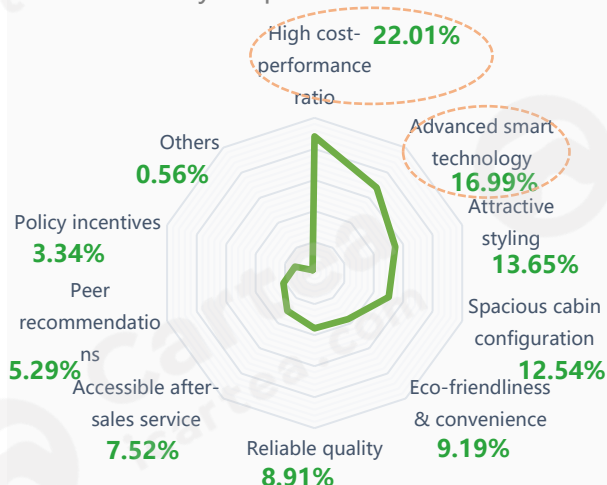
Barriers to Purchase

If you haven't purchased a car, what factors are delaying your decision?



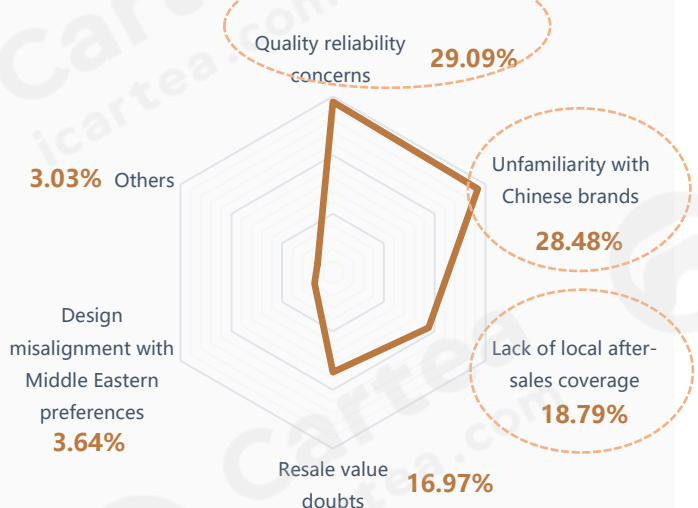
Factors Driving Purchase

What features of Chinese automotive brands would drive your purchase decision?



Reasons for Not Considering

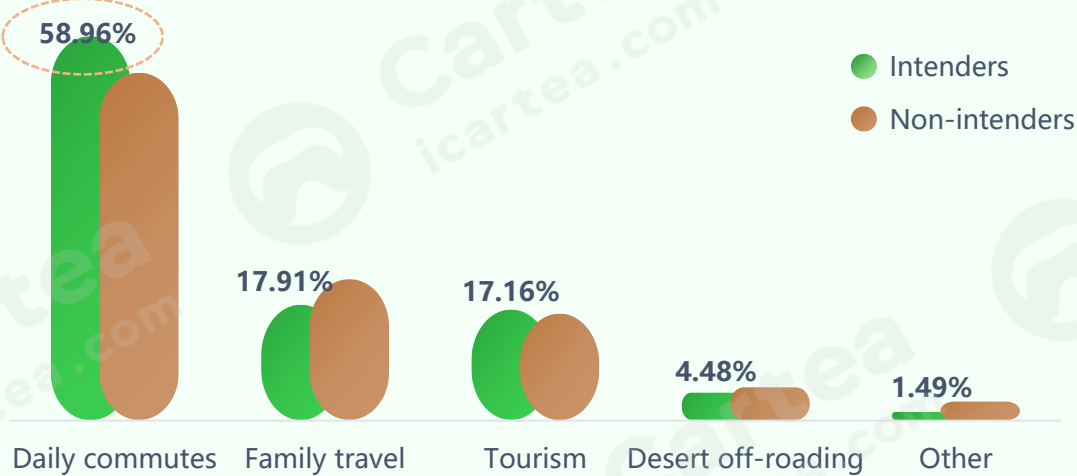
What factors deter you from purchasing Chinese-brand vehicles?



A great percentage of those who would buy Chinese cars use them for daily commuting, and SUVs and NEVs are clearly preferred. Those who would not buy show somewhat greater needs for family vacations and strongly prefer sedans and gasoline-powered cars.

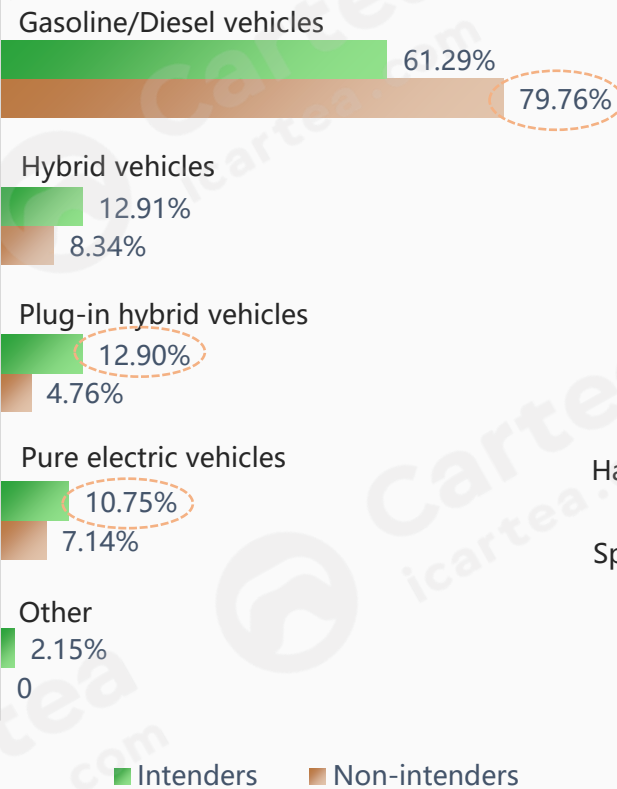
Vehicle Use

What is the main purpose of your vehicle purchase?



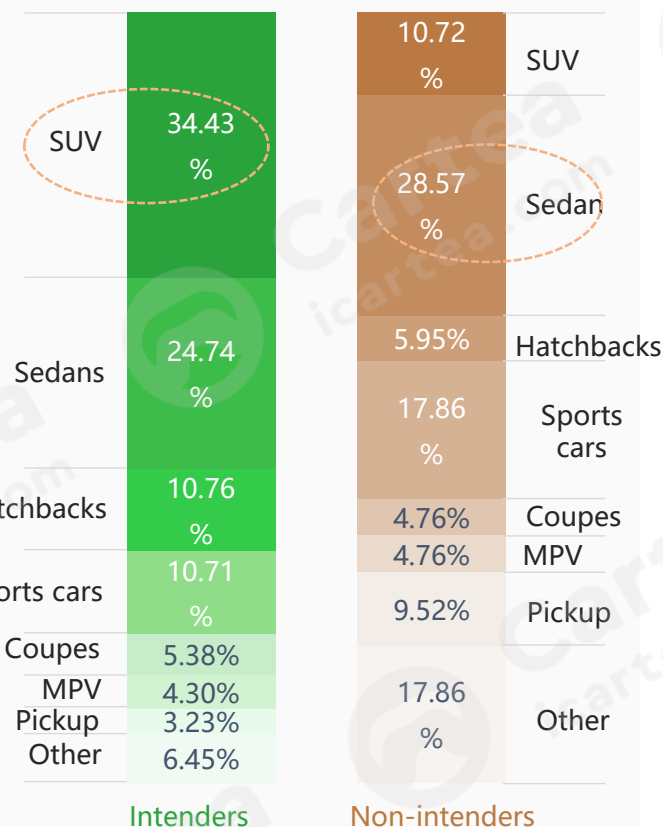
Powertrain Preference

Which of the following powertrain types do you prefer?



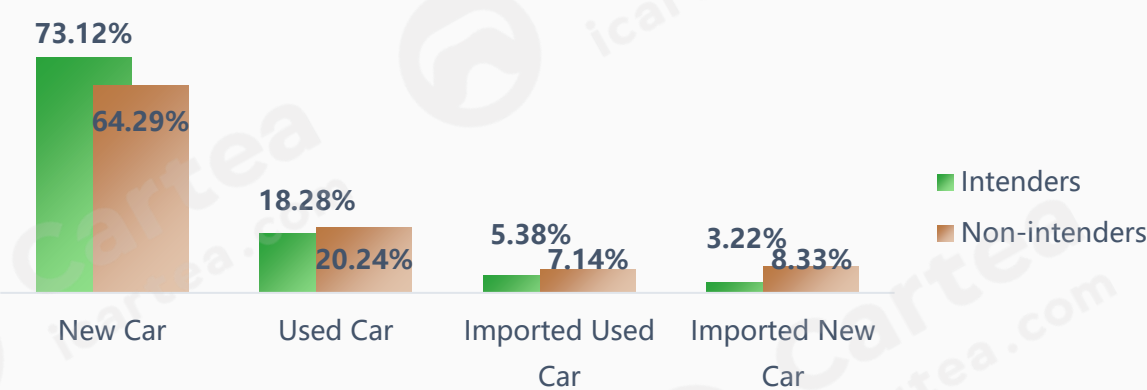
Body Type Preference

Which body type do you prefer?



Purchase Type Preference

Do you prefer purchasing new or used vehicles?

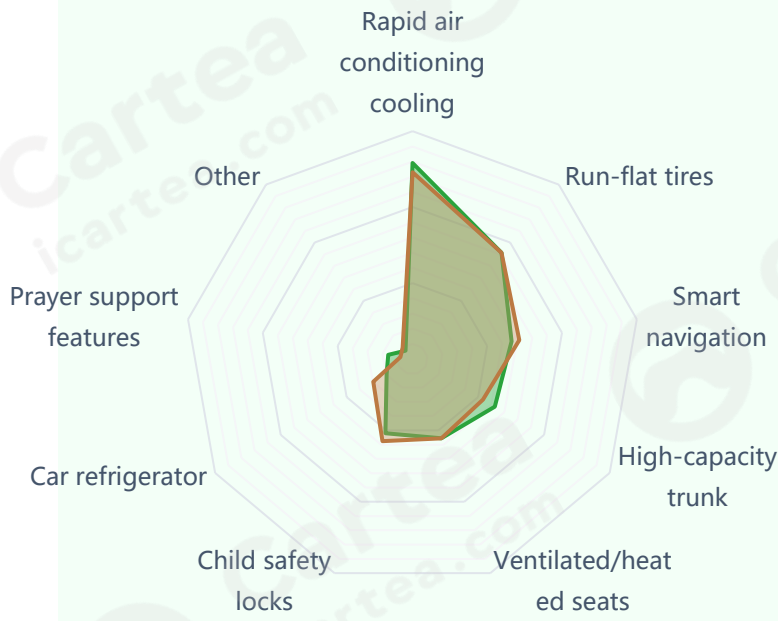


Dual-layer insulated windows for high temperature adaptation and battery thermal management are given top priority by those who would buy Chinese automobiles. Engine cooling systems and rear seat entertainment screens are more popular among those who would not buy, but there is little variance in the two groups' core functional priorities when choosing a car.

Top Functional Priorities

Which three functions do you prioritize most when purchasing a vehicle?

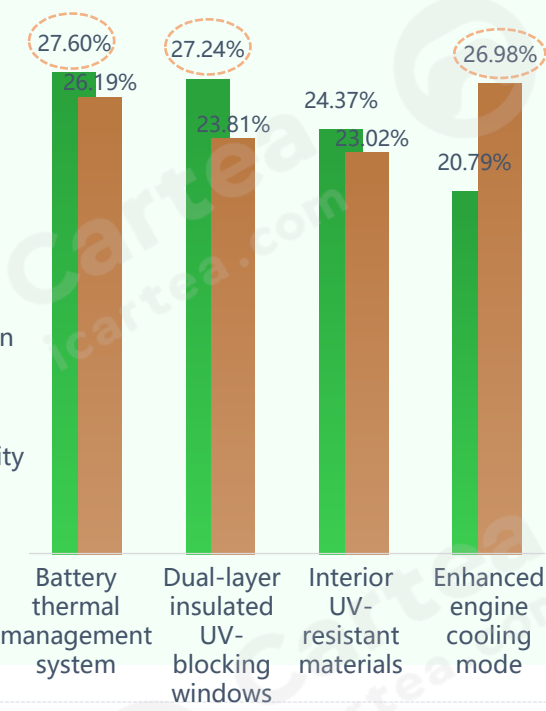
Intenders Non-intenders



High-Temperature Adaptation Feature Selection

Select three features you consider most important for high-temperature adaptation:

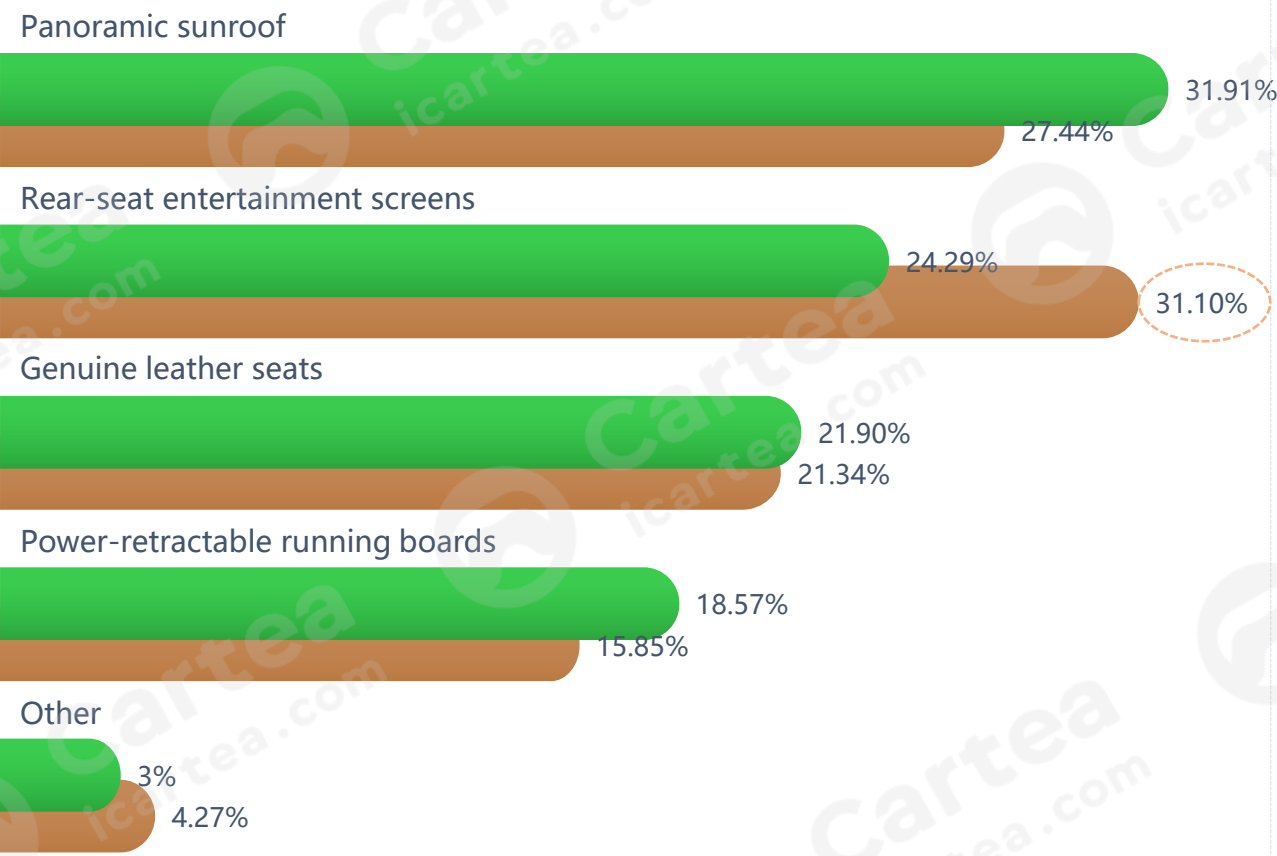
Intenders Non-intenders



Willingness to Pay for Additional Features

Which features would you consider paying extra for?

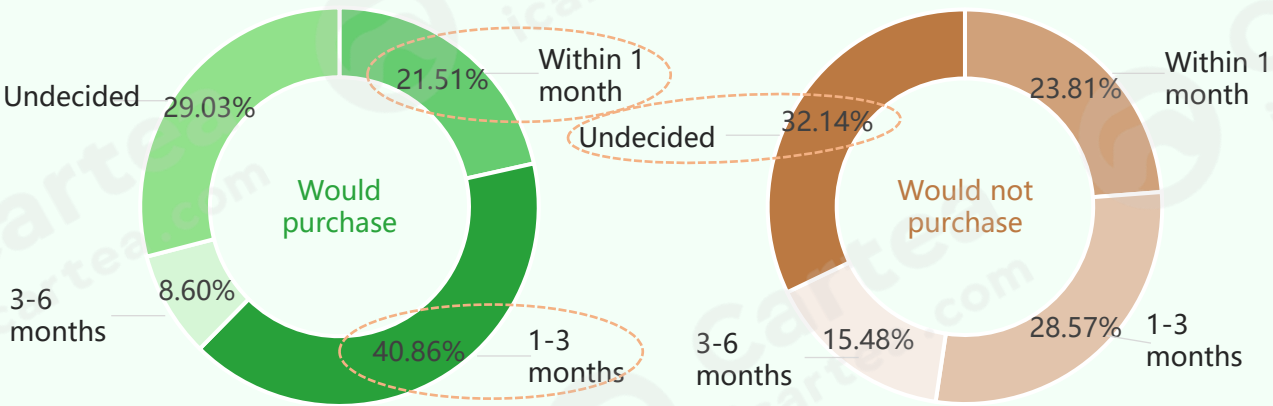
Intenders Non-intenders



People who would buy Chinese cars prefer tools like AI-powered recommendations and focus their decisions within three months. Those who would not buy make more deliberate choices and rely more on cars media, preferring live-streaming and 3D/AR visualization.

Purchase Timeline

What is your expected timeline from research to purchase?



Information Channels

Which channels do you typically use to access automotive information?

Intenders Non-intenders

Social media platforms (TikTok, Facebook, Instagram, YouTube automotive bloggers)



Automotive websites/apps



Recommendations from friends/family



Search engines (Google, Bing)



Offline channels: showroom/auto shows/dealer events



Automotive magazines/TV ads

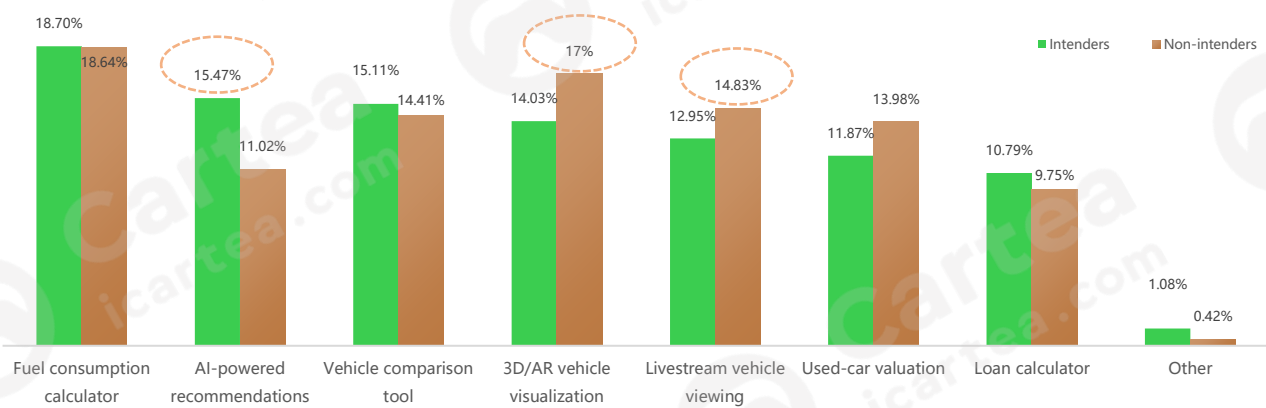


Other



Car-Buying Assistance Tools

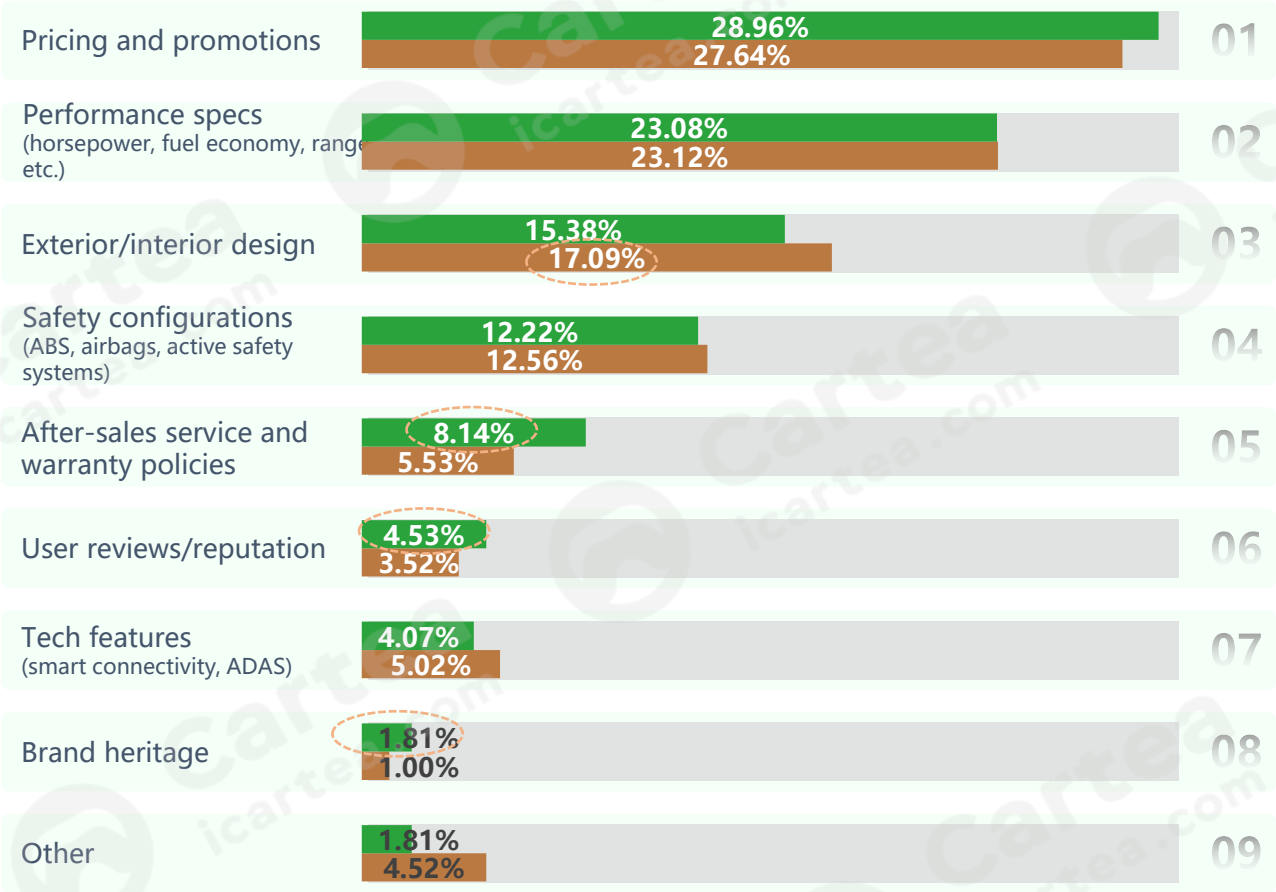
Which tools would you want on automotive platforms for purchase support?



Those who would purchase Chinese cars prioritize after-sales security, user reviews, and brand background during purchase decisions. Those who wouldn't purchase place greater emphasis on exterior/interior styling, fuel economy, feature sets, and safety credentials.

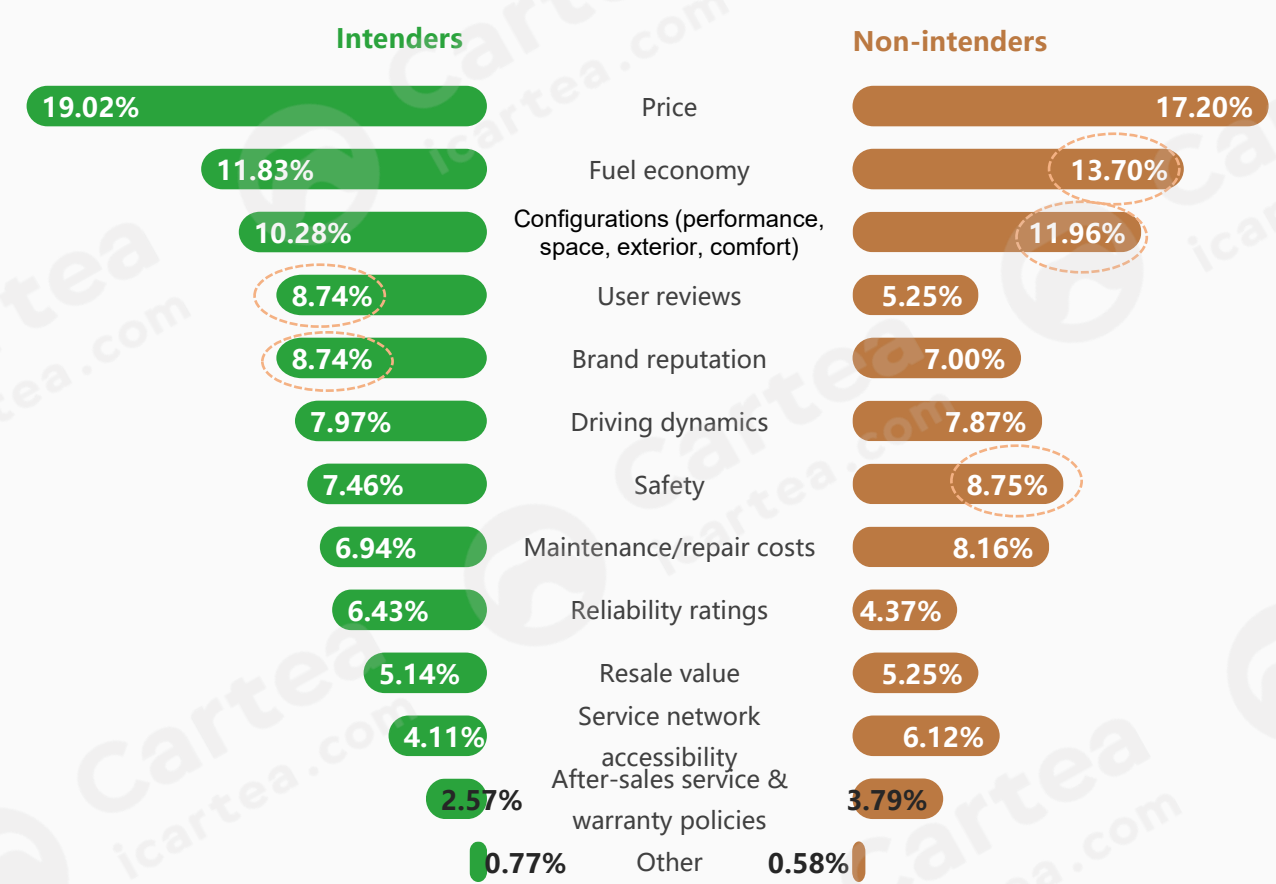
Key Information Sought During Vehicle Purchase

What vehicle information do you prioritize researching?



Key Purchase Decision Factors

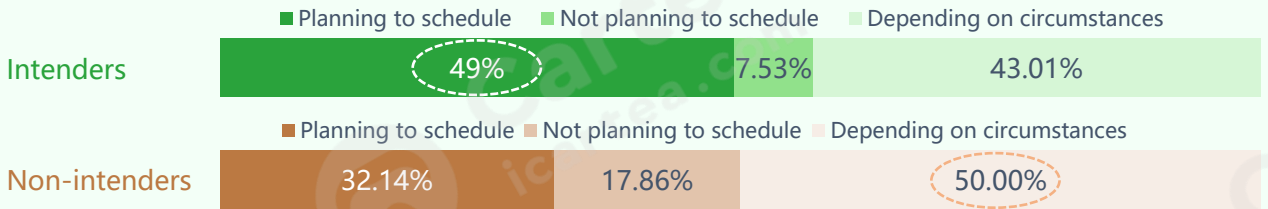
Which factors most significantly influence your vehicle purchase decision?



Those who would purchase Chinese cars exhibit stronger test drive initiative and prefer flexible payment schemes (leasing/moderate down payments). Those who wouldn't purchase demonstrate more cautious test drive decisions with a relatively higher outright purchase rate.

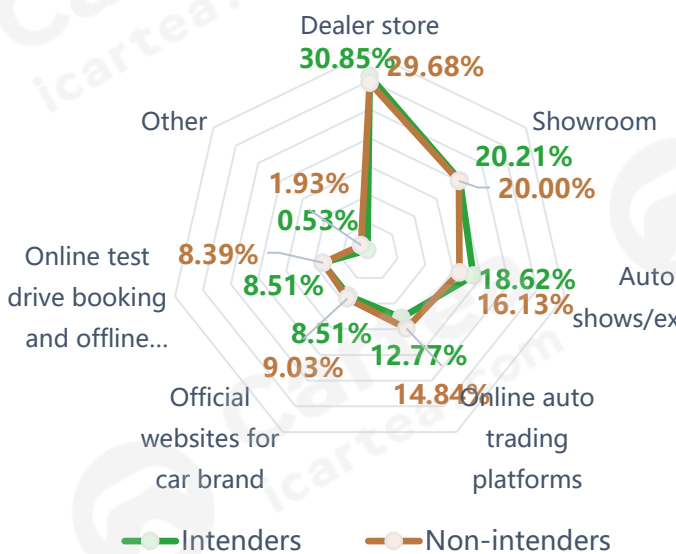
Pre-Purchase Test Drive Behavior

Will you schedule a test drive before purchasing?



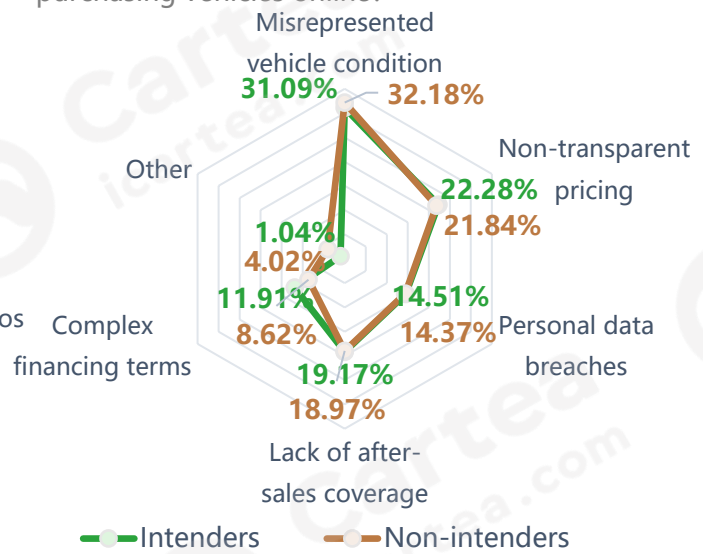
Purchase Channels

How do you plan to purchase your vehicle?



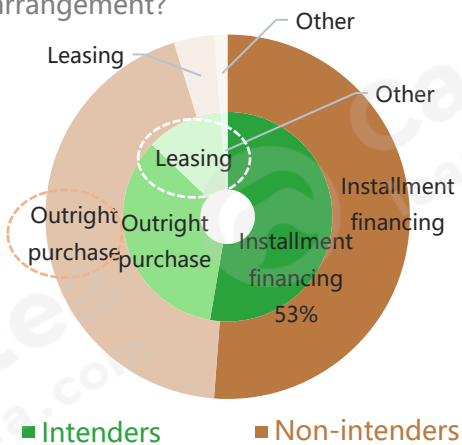
Online Car-Buying Risks

What do you consider the biggest risk when purchasing vehicles online?

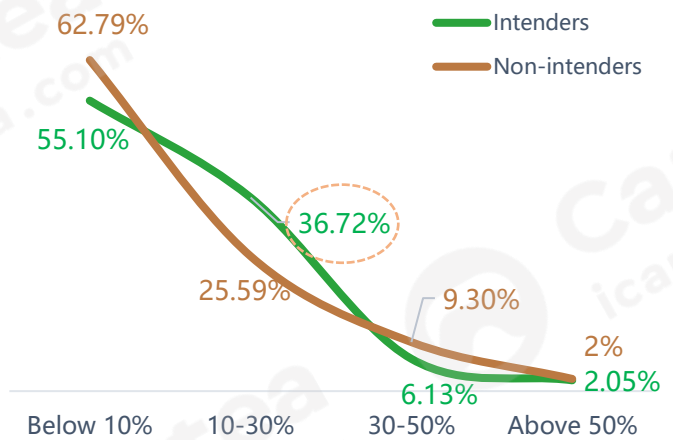


Payment Methods

What is your preferred vehicle payment arrangement?

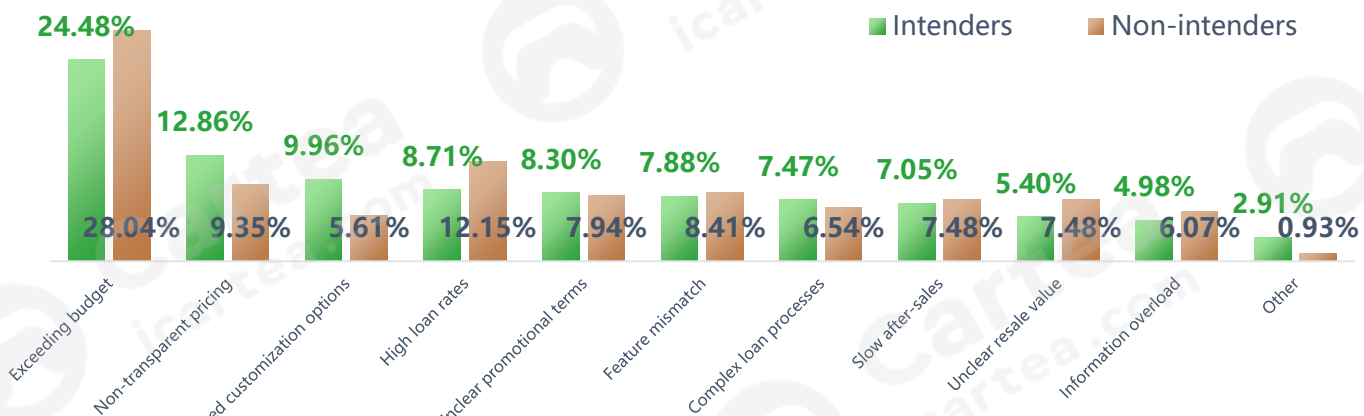


What down payment ratio do you prefer with installment financing?



Major Purchase Issues

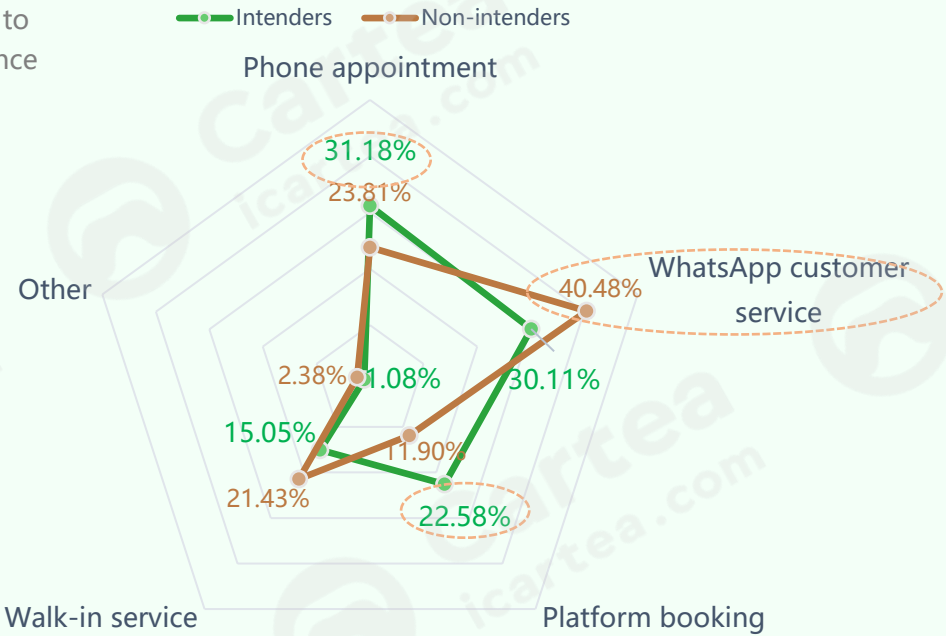
What primary issues have you encountered during vehicle purchase?



Those who would purchase Chinese cars prefer self-initiated booking (phone/app) and show higher willingness to pay for add-ons. Those who wouldn't purchase favor WhatsApp-based appointments and demonstrate lower add-on payment willingness.

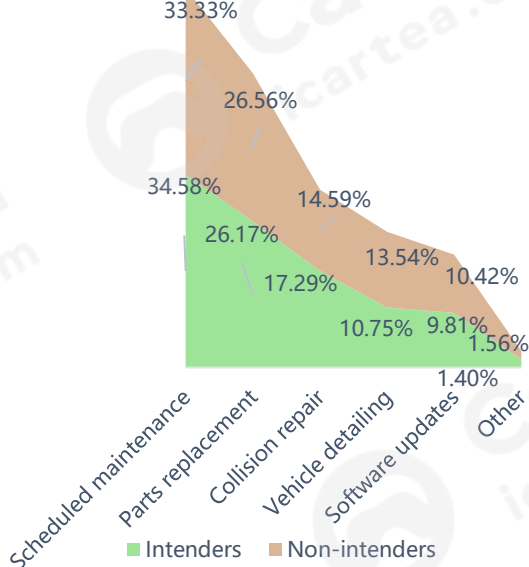
Service Booking Methods

How do you prefer to schedule maintenance services?



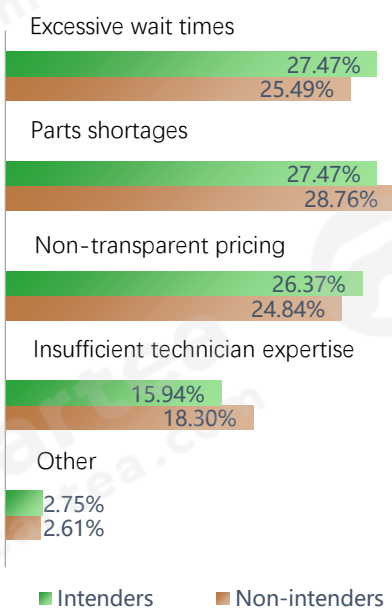
Frequently Used After-Sales Services

Which after-sales service do you use most frequently?



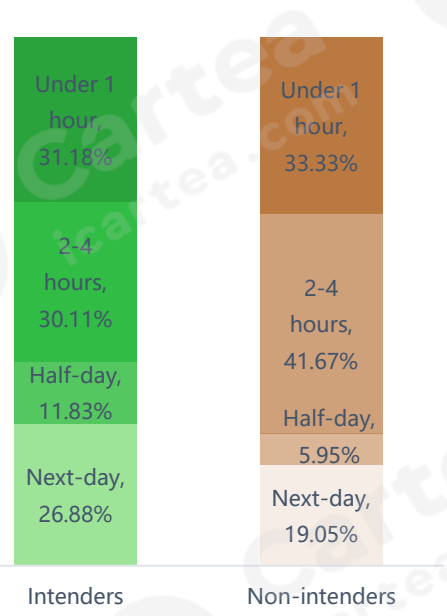
Top After-Sales Pain Points

What is your biggest concern with current after-sales services?



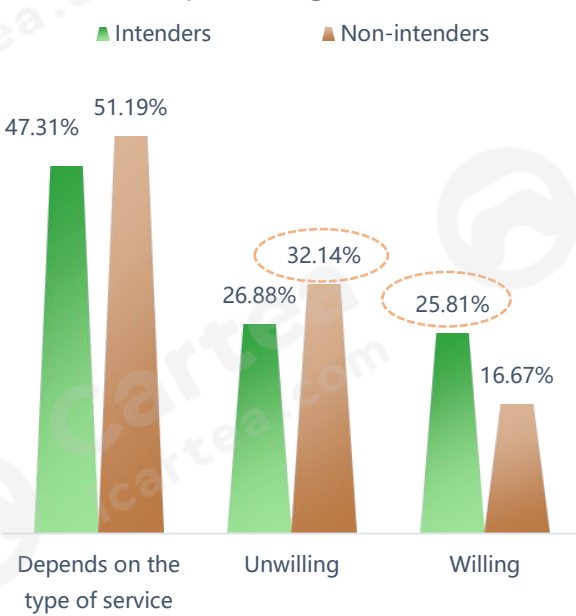
Maintenance Wait Times

What is your maximum acceptable wait time for routine maintenance?



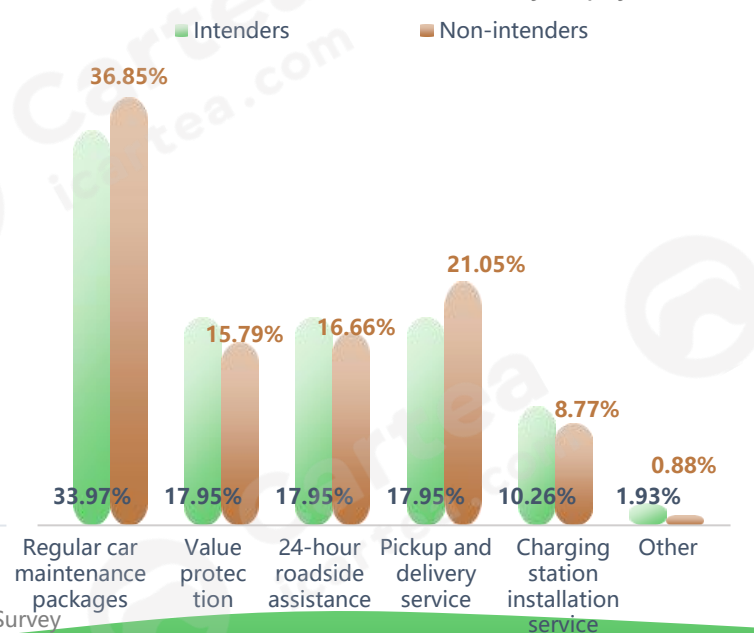
Acceptance of Paid Additional Services

Are you willing to pay for value-added services when purchasing a car?



Value-added services you are willing to pay for

Which value-added services would you pay for?



Improvement Recommendations

Chinese Car Brand

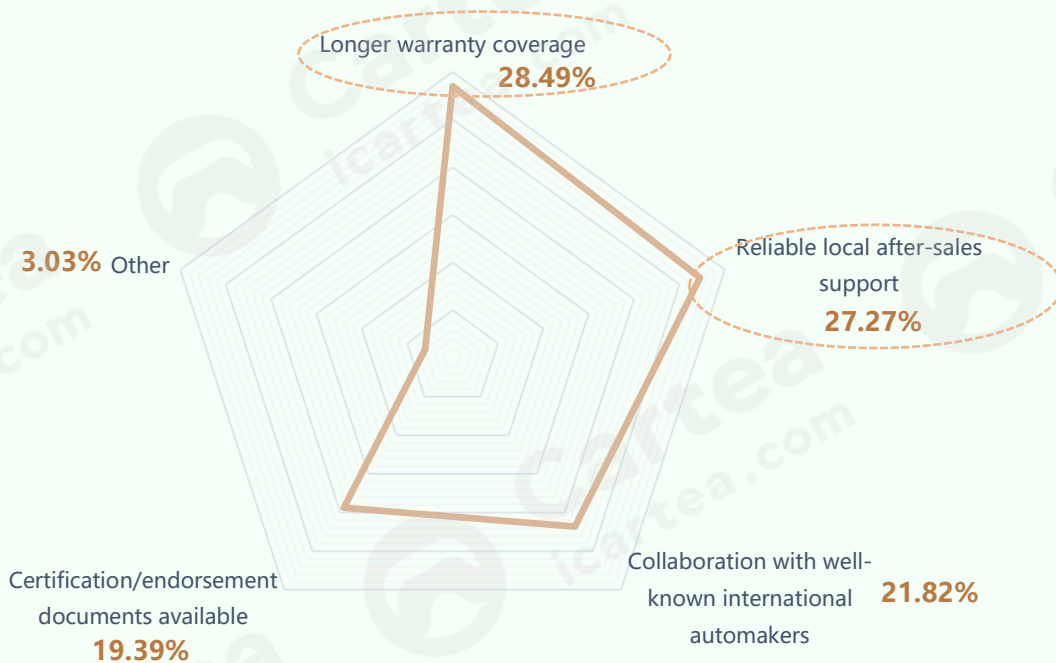


Providing long-term warranties, stable local after-sales service, enhanced vehicle features (such as air conditioning cooling/battery capacity), and strengthening brand trust are key to upgrading the image of Chinese cars in the Middle East.

Factors Driving Users to Purchase Chinese Cars

What might encourage you to try a Chinese brand car?

Service

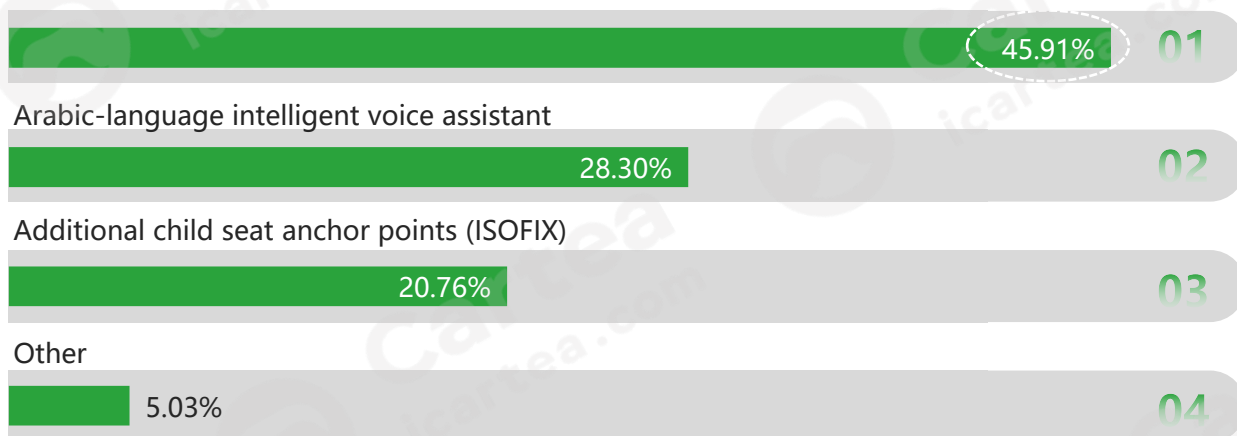


Localization Improvement Suggestions for Chinese Cars

What localized improvements would you like to see from Chinese brands?

Car

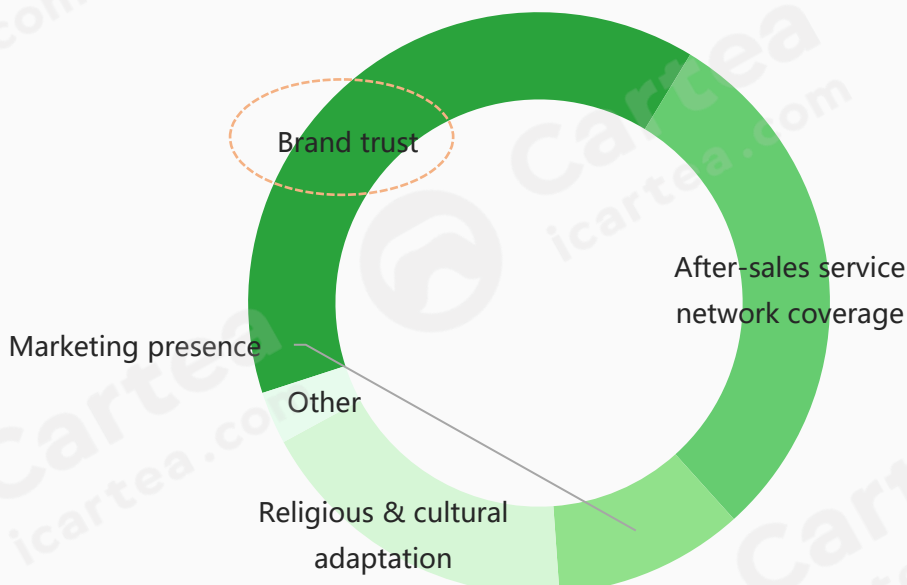
Enhanced air conditioning cooling & battery capacity



Addressing Weaknesses of Chinese Brands

What areas should Chinese brands prioritize improving?

Brand building/Marketing



Middle East Automotive Market-Overall Trend Insights



Young men make up the majority of Middle Eastern automobile users. Their main reason for buying a car is to get to work every day, and they prefer new cars, sedans, SUVs, and gasoline-powered vehicles. However, the market for new energy vehicles has developed. Just 40% of consumers actively request test drives during the car-buying process. Price sensitivity is high, and notable trends include worries about overspending, reliance on loans or installments, low down payments, and problems with online channels' credibility. The most popular offline channels for purchases are still authorized stores and showrooms. The primary need for after-sales service is maintenance. Long wait times and shortages of parts are major problems. Nearly half of users think about service types before making a decision, and nearly 80% of users accept paid value-added services.

Middle East Market Segmentation-Trend Insights by Demographic



Gender Performance

High price sensitivity, a strong reliance on social media, and a high level of acceptance of next-day vehicle pickup are characteristics shared by both male and female car users; There are important core differences: Efficiency is a top priority for men, as evidenced by their quicker decision-making, preference for installment financing and extremely low down payments, proficient use of specialized vertical media and artificial intelligence tools, preference for phone appointments and maintenance packages after the sale, and tolerance for longer service wait times; Women place a greater emphasis on safety and service features, such as their preference for live-streaming and social media, their preference for flexible payment options (high leasing ratio + arranged down payments), their requirement for a one-hour response time after sales, their appreciation for 24-hour rescue services, and their reliance on WhatsApp appointments.

Age Performance

The Middle East The 18–24 age group: mostly carless, favors sports cars and leisure activities, makes snap decisions, and relies heavily on visualization tools; 25–34 age group: Performance and tech-assist tools are prioritized, and decisions exhibit division (some people buy very quickly, while others are unsure for a long time); The 35–54 age group has a much higher car ownership ratio, prioritizes sedan models and family needs, and makes cautious decisions that emphasize affordable, useful options. Something that all ages have in common: Troubles with after-sales parts supply and mainstream sedan preference.

Regional Performance

Saudi Arabia and the United Arab Emirates: a significant percentage of first-time purchasers, social media as the primary channel, high price sensitivity, and regular WhatsApp after-sales appointments; UAE users: active test drive scheduling, financing preference, excellent phone appointment acceptance, strong additional-purchase intent, preference for SUVs and sports cars, quick decisions, reliance on multi-channel information, and a major emphasis on promotions and quotation transparency; First-time Saudi buyers: Higher demand for purchases, cautious choices, emphasis on social media validation and practical issues (fuel economy, safety, and after-sales), conflicting attitudes during test drives, down payments that are kept to less than 10%, acceptance of online after-sales bookings, and parts supply as the main source of discomfort.

Media Performance

The main actions of users on cars media platforms: heavily focused on the model pages and homepage, the model database is the main source of traffic (cookies) and the page with the longest view time; substantial demand for news about cars, particularly in English; User searches show a high level of attention about features—SUVs and Japanese models dominate by far.

Chinese Car Brand-Specialized Research



Purchase intent in the Middle East shows an obvious age divide, with younger groups (particularly those aged 18 to 34) displaying stronger preference, making quick decisions in favor of NEVs and flexible payments, while older groups show lower purchase intent, making cautious decisions, insisting on gasoline-powered vehicles, and making outright purchases. Middle Eastern market acceptance of Chinese vehicles has surpassed 50%. The advantages of Chinese cars are their smart technology and high cost-performance ratios, but they also have three major problems: poor after-sales coverage, low brand trust, and poor local adaptation. Of these, improving A/C output and battery capacity for extreme heat is the most important localization requirement. Future enhancements must prioritize building brand trust, expanding the after-sales network, and optimizing digital experiences for younger users.

Cartea Automotive Research Institute Expert Alliance



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