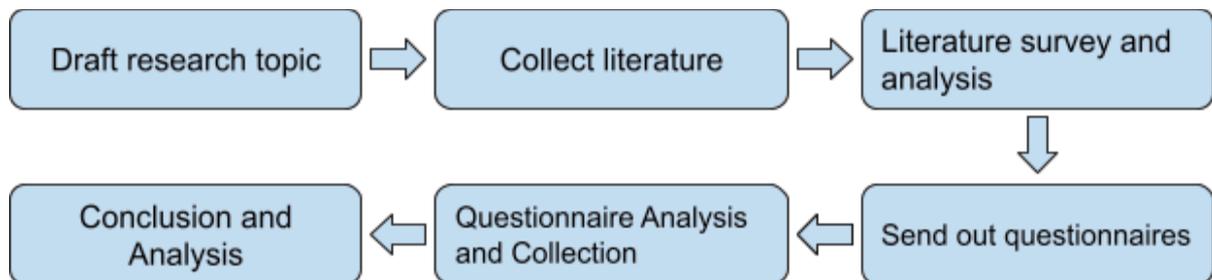


Introduction of works

The Era of Low Carbon: Analysis of the Domestic Electric Vehicle Industry Using Luxgen as an Example

The International Energy Agency emphasizes that electric vehicles are key to reducing air pollution in densely populated areas, contributing to energy diversification and greenhouse gas emissions reduction. With petroleum being a finite resource, reducing dependence on oil has become a pressing issue. The development of electric vehicles is a necessary trend for the future, and achieving sustainable development requires the implementation of renewable energy goals. This study aims to explore public perceptions of domestic electric vehicles by conducting in-depth research through SWOT and STP analyses, as well as a questionnaire survey to assess consumer willingness to purchase domestic electric vehicles.



Based on literature review and questionnaire analysis, our team proposes the following five recommendations:

1. Establish charging stations in various locations to increase usage and convenience.
2. Provide excellent after-sales services to solidify and enhance customer relationships.
3. Utilize various online platforms and advertising channels to attract consumer attention.
4. Focus on improving performance, particularly by enhancing safety systems.
5. Promote the unique features of the product, such as vehicle exterior and interior designs that cater to modern aesthetics and align with contemporary environmental concepts.