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Research on the Sales Negotiation Strategy of AITO New Energy Vehicles in Zhuhai

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Abstract. This research investigates sales negotiation strategies for AITO new energy vehicles in Zhuhai, a rapidly expanding market within the Guangdong-Hong Kong-Macao Greater Bay Area. Against the backdrop of global carbon neutrality goals and China's ambitious NEV policies, Zhuhai has emerged as a dynamic regional hub characterised by strong policy support, rising consumer purchasing power, and heightened environmental awareness. The study highlights negotiation challenges faced by both consumers—such as price opacity, financing complexities, and range anxiety—and sales personnel confronted with price competition and customer hesitation. Using comparative analysis of NIO, Li Auto, and AITO, and applying Porter's Five Forces framework to assess competitive dynamics. Findings indicate that AITO leverages Huawei's technological ecosystem, NIO emphasises premium smart EVs, and Li Auto focuses on family-oriented models. A win-win negotiation framework is proposed to enhance consumer protection, foster trust, and reduce transaction costs. By addressing unique features of NEV transactions, this research provides practical insights for firms, sales personnel, and consumers to navigate the evolving Zhuhai NEV market more effectively.

Keywords: sales negotiation, new energy vehicles, market competitiveness, Porter's Five Forces

1. Introduction

1.1. Global trends in the development of new energy vehicles

The main driver for emission reduction targets comes from the need to address climate change, global policies such as the EU's ban on internal combustion engines are promoting the popularization of new energy vehicles (NEVs) [1]. Accelerated technological iteration: The decline in battery costs, improvement in battery range, and upgrades in intelligent connected technology have stimulated consumer demand. Market explosive growth: The annual average growth rate of global NEV sales exceeds 20%.

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1.2. The dual engines of Chinese policies and markets

"Carbon Neutrality" Strategy Guidance: Under China's "carbon peak by 2030, carbon neutrality by 2060" goal [2], new energy vehicles (NEVs) have become the key focus. Market penetration rate has soared: The proportion of NEVs sold in China has increased from 5.4% in 2020 to 44.3% in the first half of 2025 [3].

1.3. Zhuhai: a regional model of vitality for new energy vehicles

Brand diversification: BYD on the road (mid-range), Tesla (high-end) have high penetration rates, and also include new forces such as Xiaopeng and NIO. User profile characteristics: the main buyers are young families, environmental-conscious groups, and technology enthusiasts.

1.4. Problem statement

Complexity of negotiation scenarios:

Consumers are confronted with cognitive barriers such as "price opacity", "tricks in financial plans" and "bundling of value-added services". Sales personnel have to deal with challenges like "price comparison pressure", "long customer hesitation period" and "interception by competing products".

Existing research gaps:

Most strategy studies focus on traditional fuel vehicles and lack analysis of unique scenarios for NEVs, such as negotiations over range anxiety and charging rights.

Regional empirical gaps:

The highly activity of the Zhuhai market has not yet been deeply analyzed in conjunction with local policies.

1.5. Research objectives

This research aims to:

Deconstructing the negotiation scenario: Identifying the frequently occurring negotiation points in the sales of Zhuhai NEV (such as the base vehicle price, insurance, financial installment plan, trade-in subsidy, charging rights)

Extract the two-way strategy:

Consumer side: Negotiation skills, guide for avoiding pitfalls in terms, paths for maximizing rights and interests.

Sales side: Sales pitch techniques, methods for building trust, value transmission model.

Establish communication framework: Propose "win-win-oriented" negotiation process design to reduce transaction friction.

2. The current situation of the new energy vehicle market in Zhuhai

2.1. Political

2.1.1. The policy support

As a core city in the Guangdong-Hong Kong-Macao Greater Bay Area, Zhuhai has issued a series of supportive policies for new energy vehicles in recent years, for example there are subsidy policies

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for purchasing new energy vehicles now, 70,000 RMB (inclusive) - 150,000 RMB (exclusive): New energy vehicle subsidy - 3,000 RMB per vehicle, 150,000 RMB (inclusive) - 250,000 RMB (exclusive): New energy vehicle subsidy - 5,000 RMB per vehicle, 250,000 RMB and above: New energy vehicle subsidy - 8,000 RMB per vehicle [4].

2.1.2. Local legislation regulates the market

The "Safety Management Measures for Electric Vehicle Charging Infrastructure in Zhuhai City" [5] released in 2023 clearly stipulates the safety responsibilities of charging facilities, requiring public charging piles to be connected to the municipal intelligent platform for real-time monitoring and data sharing, providing legal guarantees for the healthy development of the market.

2.2. Economic

2.2.1. The economic foundation

The economic foundation supports the upgrading of consumption. In 2024, the GDP of Zhuhai reached 447.9 billion yuan, with a year-on-year growth of 3.5%; the per capita disposable income of residents reached 67,315 RMB, with a year-on-year growth of 3.6%. The growth rate of disposable income was slightly higher than that of GDP, reflecting the continuous enhancement of residents' consumption capacity. Coupled with the stimulus of the "trade-in" policy, during the National Day holiday in 2024, the new energy vehicle market was booming. Some brands had fully booked test drive reservations, and the daily orders exceeded 3,000 units.

2.2.2. Collaboration within the industrial chain helps to reduce costs

The new energy vehicle industry chain in Zhuhai covers core aspects such as batteries, motors and electronic control systems. For example, Xinwangda Battery collaborates with car manufacturers like "NIO, Xiaopeng, Li Auto" and others, aiming to reduce battery costs through large-scale production.

2.3. Social

2.3.1. The young generation dominates consumption

The main consumers of new energy vehicles in Zhuhai are young people aged 25–40, accounting for nearly 60% of the market [6]. The proportion of female users is higher than that of the fuel vehicle market. This group values environmental protection, technology, and personalization, with a preference for features such as intelligent driving assistance and long driving range, which has driven the growth of brands like NIO and AITO in the Zhuhai market.

2.3.2. Environmental protection awareness has taken root in people's hearts.

As a tourist city, the residents of Zhuhai have a strong sense of environmental protection.

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2.4. Environmental

2.4.1. Ecological advantages drive the green transformation

Zhuhai has a superior ecological environment (the rate of excellent water quality for surface water and drinking water sources in 2024 was 100%). The local government has promoted the use of new energy vehicles as the core measure to reduce carbon emissions.

2.4.2. Optimised climate conditions enhance user experience

Zhuhai has a consistently warm climate, which avoids the impact of low temperatures on battery performance. The range degradation rate of electric vehicles here is lower than that in northern cities. Moreover, the coastal area facilitates air circulation, reducing interior odors and enhancing the battery's heat dissipation capacity.

2.5. Technological

Zhuhai has made remarkable achievements in core technology research and development breakthroughs, particularly in battery technology and intelligent driving.

2.5.1. Charging technology and standards improvement

Zhuhai adopts the "unified construction and unified management" model for charging facilities, piloting the construction of charging points in residential communities, and standardizing technical standards through the "Safety Management Measures for Charging Infrastructure".

2.5.2. International certification and cooperation acceleration

Zhuhai collaborates with technology enterprises such as Huawei and Tencent to explore the application of cutting-edge technologies like vehicle-road coordination and autonomous driving.

3. Analysis of market competition strategies of NIO, Li Auto, and AITO in Zhuhai

3.1. Product strategy

3.1.1. NIO car product features and positioning

NIO positions itself in the high-end smart electric vehicle market, with products focusing on performance and intelligent user experience.

3.1.2. Li auto car product features and positioning

Ideal Automobile focuses on family users and is characterized by its plug-in electric technology.

3.1.3. AITO car product features and positioning

The intelligent driving system of AITO is extremely powerful. It is suitable for long-distance travel and also for family outings.

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3.2. Price strategy

3.2.1. NIO car pricing positioning and pricing factors

The overall price positioning of NIO vehicles is moderate, with the price range of the models being approximately 30 - 50 million RMB.

3.2.2. Li auto car pricing positioning and pricing factors

The price range of Ideal Automobiles is set between 200,000 and 400,000 RMB, which is relatively affordable.

3.2.3. AITO car pricing positioning and pricing factors

The overall price positioning of AITO vehicles is relatively high. The price range of the models is between 200,000 and 600,000 RMB. The new M8 model released in 2025 has sold very well and is very popular. The extended-range ultra six-seater version costs around 500,000 RMB and is suitable for family travel. Table 1 presents a comparative analysis of three major Chinese NEV brands: NIO, Li Auto, AITO. The table highlights their product features and positioning, price ranges, and target user group. This comparison helps to illustrate differentiated strategies each brand adopts in the highly competitive Chinese NEV market.

Table 1. Comparison of NIO, Li Auto and AITO in the Chinese NEV market

Brand	Product features&positioning	Price Ranges	Target User Group
NIO	Positioned in the high-end smart EV market, focusing on performance and intelligent user experience.	300000 – 500000RMB	High-end consumers seeking performance and advanced technology
Li Auto	Focuses on family users, characterized by plug-in hybrid technology and practicality.	200000 – 400000RMB	Middle-class families, mainly for family travel needs
AITO	Strong intelligent driving system, suitable for long-distance travel and family outings	200000 – 600000RMB (especially the newly-released M8 model costs 500,000 RMB)	Users who value smart driving features and also require family-friendly vehicles

4. A comparative analysis of the market competitiveness of NIO, Li Auto, and AITO in Zhuhai

4.1. Competitiveness analysis based on porter's five forces model [7]

4.1.1. Threat from existing competitors

In the Zhuhai new energy vehicle market, NIO, Li Auto, and AITO are facing intense competition from traditional automakers' new energy models as well as other new automotive players. Traditional automakers such as BYD, with their profound technical accumulation, complete industrial chain, and extensive brand recognition, occupy a significant share in the market. Other new automotive players such as WHICHA and ZERAC also compete in specific market segments through differentiated competitive strategies.

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4.1.2. Threat from potential entrants

As the market for new energy vehicles shows great potential, the threat from potential entrants cannot be ignored. On one hand, technology companies such as Xiaomi and Huawei, leveraging their advantages in electronic technology and intelligent technology, may enter the manufacturing sector of new energy vehicles [8].

4.1.3. Threat from substitutes

The substitutes for new energy vehicles mainly include traditional fuel vehicles and public transportation [9].

4.1.4. The bargaining power of suppliers

In the new energy vehicle industry chain, key component suppliers such as battery suppliers and chip suppliers have strong bargaining power. For instance, CATL, as a globally leading battery supplier, holds a significant market share and exerts considerable influence on new energy vehicle manufacturers [10].

4.1.5. Bargaining power of buyers

The bargaining power of buyers in the Zhuhai new energy vehicle market is relatively strong. When purchasing a vehicle, consumers have a wide range of brands and models to choose from, with high transparency of information. They can obtain detailed product information and make price comparisons through channels such as the internet.

5. Conclusion and recommendations

This study aims to analyze the competitive strategies of the three major brands, NIO, Li Auto, and AITO, in the new energy vehicle market of Zhuhai. It will also evaluate their market competitiveness using the PEST model and Porter's Five Forces model, ultimately providing guidance for consumer decision-making.

Research shows that Zhuhai's strong policy subsidies and relatively high residents' consumption capacity together form the foundation for the explosive growth of the new energy vehicle market. The three major brands have adopted differentiated competitive strategies: NIO excels in providing high-end community services; Li Auto precisely targets the needs of family users; AITO, leveraging Huawei's technology, has far surpassed other electric vehicles in the field of intelligent driving. The analysis indicates that the market in Zhuhai is highly competitive, and existing competitors (such as BYD) pose a significant threat. However, the bargaining power of the buyers has been significantly enhanced due to the transparency of information, which has a direct impact on the sales negotiation process.

Recommendations for Consumers:

Rational choice: Base decisions on actual needs (family use, commuting, long-distance travel) and budget rather than advertising or peer influence.

Consider long-term costs: Look beyond purchase price and evaluate factors such as range, charging convenience, maintenance, and resale value.

Avoid blind following: Compare specifications, test-drive vehicles, and assess after-sales services before making decisions.

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