Abstract

At present, Chinese auto companies face many opportunities and challenges when they enter overseas markets. How to determine a clear and appropriate overseas development strategy and implement it effectively is of great significance for Chinese auto companies to correctly realize the development of overseas markets and realize the development of China’s auto industry. Based on the global automotive market, this paper analyzes their strategies by analyzing the precedents of Chinese auto companies entering overseas markets, comprehensively considering the choice of targets, markets and periods, and helping Chinese auto companies to choose their overseas strategies in light of their own development status. At the same time, by comparing the strategies of domestic and foreign well-known automobile companies to explore overseas markets, I summarize the suggestions on how to formulate overseas development strategies for auto companies at different stages of development. At the same time, this paper compares and analyzes the strategic choices of well-known automobile companies at home and abroad when expanding overseas markets, and considers how to apply enterprise resources to the strategy according to the objective environment of the target market at different stages of enterprise development. Finally, I will analyze the experiences and lessons learned by Chinese auto companies in the process of opening up overseas markets, and make recommendations and prospects for the strategy of companies entering overseas markets.