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Research on the Marketing of New Energy Vehicles: Taking Huawei as the Objective

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Abstract: As global environmental awareness continues to rise and concerns over the excessive consumption of traditional energy intensify, the demand for sustainable alternatives has become increasingly urgent. In response, the new energy vehicle (NEV) market has experienced rapid growth, emerging as a key sector in the automotive industry. This study delves deeply into the marketing of new energy vehicles, with Huawei selected as the key research object. Through comprehensive market research, detailed case studies, and in-depth competitor analysis, this paper identifies the key factors shaping Huawei's approach to NEV marketing. The findings suggest that Huawei's advanced intelligent system technology provides a strong competitive edge and serves as a unique selling point. However, the company also faces significant challenges, including intense market competition and the need for stronger brand recognition within the automotive industry. This research aims to provide valuable insights into Huawei's strategic development in the NEV market.

Keywords: Huawei, New Energy Vehicles, Marketing Strategies, Brand Value, Technical Improvement

1. Introduction

In recent years, with the remarkable enhancement of environmental awareness worldwide and the increasingly prominent issue of energy conservation, the new energy vehicle (NEV) sector has gradually emerged in the automotive industry and become a focal point. Huawei, an enterprise widely known to the public for its outstanding achievements in the communication field since its establishment, has also gradually expanded into the NEV market.

This study aims to conduct a comprehensive analysis of Huawei's marketing strategies in the NEV sector. It first examines the current competitive landscape and market trends, assessing the key factors influencing the industry's development. Subsequently, the research evaluates Huawei's positioning within the NEV market, considering its technological and resource advantages. By integrating marketing theories with real-world case studies, this paper seeks to provide meaningful insights into Huawei's strategic approach to NEV marketing, offering practical recommendations for its future growth in this highly competitive sector.

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2. Market analysis

2.1. Market scale and trends of new energy vehicles

Against the macro - background for green development and sustainable travel, the new energy vehicle market is experiencing unprecedented growth. In recent yeats, NEV sales has been showing a continuous upward trend. In 2023, the global sales volume broke through the 14 - million - unit mark, and the market scale has been expanding continuously. Driven by strong environmental protection policies and continuous technological progress, consumers' acceptance of new energy vehicles is also continuously increasing[1].

Taking the Chinese market as an example, the early subsidy policies greatly stimulated the growth of the market demand for new energy vehicles. Although these subsidies have gradually decreased in recent years, the market has successfully transformed from a policy - driven mode to a market - driven model. When Huawei entered this field, it faced a market with huge potential and extremely fierce competition. According to industry projections, by 2030, the global penetration rate of new energy vehicles is expected to reach 50%, with the market scale exceeding trillions of dollars, positioning NEVs as the dominant force in the automotive industry.

Regionally, China, with its huge market demand and complete industrial chain, has become an important growth pole in the global new energy vehicle market; Europe, driven by strict carbon - emission regulations, has seen the continuous high - speed growth of new energy vehicle sales. Meanwhile, the U.S. market, supported by favorable policies and investments from technology giants, is also demonstrating strong growth momentum.

2.2. Competitive landscape

The competition in the new energy vehicle market is extremely intense. Traditional automakers such as BYD and Tesla, relying on their profound technical foundations and first - mover advantages, firmly occupy a considerable market share. BYD has accumulated years of experience in battery technology and vehicle manufacturing and has independently developed the blade battery, which greatly improves the safety and energy density of the battery and occupies an important position in the domestic market. Tesla, with its advanced autonomous driving technology and fashionable design concepts, dominates the global high - end new energy vehicle market[2].

Although Huawei does not directly participate in vehicle manufacturing, by providing intelligent vehicle solutions and conducting in-depth cooperation with automakers such as SERES, it has positioned itself in the market. Relying on its significant advantages in fields such as communication technology and artificial intelligence, Huawei forms differential competition with other competitors. Huawei's 5G communication technology can achieve high - speed data transmission between vehicles and the outside world, providing strong support for intelligent driving and vehicle - to - everything (V2X) services. By leveraging these technological strengths, Huawei differentiates itself from traditional automakers and secures a unique position in the NEV ecosystem.

3. Analysis of marketing strategies -- based on the SWOT theory

3.1. Strengths

Huawei's brand influence has long been deeply rooted in the minds of consumers, widely recognized as a symbol of quality and technological innovation. The company possesses leading - edge advantages in core technologies such as 5G communication, chip R & D, and intelligent driving, and can provide all - round solutions for new energy vehicles.

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For example, Huawei's 5G communication technology can achieve high - speed and low - latency communication between vehicles and the cloud, other vehicles, and intelligent transportation infrastructure, laying the foundation for various application scenarios of V2X, such as real - time traffic information acquisition and remote vehicle control. In terms of chip R & D, the chips independently developed by Huawei provide powerful computing power for intelligent cockpits and autonomous driving systems, ensuring the smooth operation and efficient processing of the systems. Moreover, Huawei's extensive sales channels and after - sales service network also provide strong support for the promotion and sales of cooperative automaker brands. Huawei has numerous offline stores and online sales platforms globally, which can quickly bring the new energy vehicle products of cooperative automakers to the market, increasing product exposure and sales volume. Additionally, the complete after - sales service network can respond to consumers' needs in a timely manner, providing high - quality after - sales maintenance, repair, and other services, enhancing consumers' trust and satisfaction with the products[3].

3.2. Weaknesses

Despite its technological advantages, Huawei faces notable challenges due to its lack of direct experience in automotive manufacturing.

Unlike traditional automakers, Huawei lacks hands-on experience in complex automotive manufacturing processes. The production of NEVs involves intricate supply chains, precise assembly techniques, and rigorous quality control standards—areas where Huawei is still in the early stages of expertise accumulation. This gap may impact product consistency, manufacturing efficiency, and production scalability[4].

Moreover, some consumers remain hesitant about Huawei’s entry into the automotive industry, perceiving automobile manufacturing as a highly specialized field. Concerns persist regarding Huawei’s ability to maintain high manufacturing standards and ensure vehicle reliability. Additionally, as a technology company rather than an automaker, Huawei must overcome consumer skepticism and establish itself as a credible player in the automotive market.

3.3. Opportunities

With the increasingly obvious development trend of new energy vehicles, consumers' demand for vehicle intelligence is constantly increasing, which provides a broad market space for Huawei. Nowadays, consumers are no longer satisfied with the basic functions of traditional vehicles but seek advanced featuressuch as intelligent voice interaction, autonomous driving assistance, and intelligent connectivity. Huawei, with its strengths in artificial intelligence and communication technology, is well positioned to meet these consumer needs. The government strongly supports the new energy vehicle industry. It not only formulates a series of relevant standards to regulate the development of the industry but also increases investment in infrastructure construction, such as the addition of charging piles and the construction of intelligent transportation systems. The standards issued by the government can guide enterprises to standardize production, improve product quality, and promote the healthy development of the market. The construction of infrastructure such as charging piles can solve consumers' charging anxiety and further promote the popularization of new energy vehicles. In addition, the demand for intelligent new energy vehicles in the international market is also growing. Huawei can expand overseas markets through cross-border collaborations. By partnering with foreign automakers, Huawei can promote its intelligent vehicle solutions to international markets, as well as learning from advanced automotive manufacturing techniques and best management practices, further enhancing its competitive edge[5].

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3.4. Threats

Despite the promising market potential, Huawei faces several external threats that could impact its position in the industry. The automotive industry is highly competitive, with new competitors constantly emerging and rapid technological updates. To maintain its leading position, Huawei needs to continuously invest huge amounts of R & D funds, keep up with the forefront of technological development, and constantly innovate. Falling behind in technological innovation could result in losing market share to these competitors. For example, Tesla is constantly innovating in autonomous driving technology, continuously upgrading its FSD (Full Self - Driving) system, keeping it in a leading position in the field of autonomous driving. BYD is also constantly increasing R & D investment, launching new battery technologies and vehicle models. In the field of intelligent vehicles, data security and privacy protection issues have received extensive attention and have become key points in the development of the industry. Once a data security incident occurs, it may not only lead to the leakage of user information, triggering serious legal and social problems but also cause irreparable damage to Huawei's brand image, greatly weakening consumers' trust. To mitigate these risks, Huawei must implement robust cybersecurity measures and strict data governance policies to ensure compliance with international data protection regulations[6].

4. Refinements to strategy upgrade: addressing triviality and enhancing sentential completeness

To upgrade its future marketing strategy, Huawei needs to implement a comprehensive approach starting with the launch of "Huawei Auto Tech Experience Week," which will feature live demonstrations and technical briefings to showcase Huawei's autonomous driving and battery technologies. This event will include interactive zones such as the Autonomous Driving Experience Zone, where consumers can test Huawei's intelligent driving systems in a safe environment, emphasizing convenience and safety, and the Battery Technology Exhibition Zone, which will use physical displays and detailed explanations to highlight the innovation and advantages of Huawei's battery tech like fast charging and longevity. Additionally, inviting industry experts and media to participate will help generate objective reviews and amplify credibility and visibility through media coverage. Huawei also plans to enhance consumer communication through digital and offline engagement, including short video campaigns that educate consumers about R&D efforts, breakthroughs like HarmonyOS integration, and long-term automotive strategies, as well as in-store education where staff are trained to articulate the brand's automotive vision and product strengths. Interactive events such as owner exchange sessions and technical seminars will be conducted to collect feedback, foster loyalty, and share Huawei's innovation roadmap, aligning consumer expectations with the brand's vision. The key outcomes of these strategies are to build trust through transparent tech displays and third-party validation, strengthen brand loyalty via direct consumer interaction and responsive feedback loops, and position Huawei as a tech-driven automotive innovator while mitigating skepticism about its automotive expertise.

5. Conclusion

This study centers on the marketing of new energy vehicles (NEVs) within the automotive industry, with Huawei as the primary research subject. The findings reveal that Huawei's technological innovation capabilities—particularly its breakthroughs in advanced battery systems and intelligent connectivity solutions—play a pivotal role in shaping effective NEV marketing strategies. By integrating cutting-edge innovations, Huawei strengthens product competitiveness, addresses evolving consumer demands for smart technologies and premium quality, and ultimately accelerates

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NEV adoption. This underscores the critical link between R&D-driven innovation and market success in the rapidly evolving electric vehicle sector.

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