



Table of Contents

Foreword.....	I
Table of Contents	III
Table of Figures	V
Table of Abbreviations	VII
Executive Summary.....	1
Understanding China's Young Generation.....	4
<i>The Value of China's Young Generation</i>	4
<i>Hit the Charming Target</i>	5
<i>Introduction</i>	5
<i>Customer insights into the future mobility concept</i>	8
<i>Customer preferences for the customer value elements of electric vehicles</i>	18
Segmenting China's Young Generation	27
The E-Mobility Business Model	30
<i>Think Green like Apple</i>	30
<i>The Canvas and Strategy of the E-Mobility Business Model</i>	31
<i>Introduction</i>	31
<i>Car sharing</i>	34
<i>Business model perspective on the blue ocean strategy</i>	36
<i>Evaluating the E-Mobility Business Model</i>	40
<i>Positioning the E-Mobility Business Model</i>	43
About the Study.....	46



Bibliography.....	VIII
Introduction to Author and Publisher	IX