

China electric vehicle market luanda

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LUANDA, June 20 (Xinhua) -- The first edition of Luanda Expo Car 2023 concluded Sunday after five days of exhibition in Luanda, the capital of Angola. On the last day of the event, Chinese expositors continued attracting the interest of local visitors.

Sitting inside a newly launched UNI-K model from Changan Automobile, a state-owned automobile manufacturer headquartered in Jiangbei, Chongqing in southwest China, Alfredo Massango, a visitor, said, "It's a beautiful car. It seems to be very comfortable and spacious inside. Now, we need to find out about its performance, but the first impression is very positive. I believe it will be well-received in Angola."

According to him, Chinese cars are becoming a "good alternative" for Angolan consumers, surpassing the brands that previously dominated Angola's automotive market since Chinese brands convey a greater sense of technology, equivalent performance, and better value for money.

Moises Jonico, sales and marketing director of Changan, said Chinese brands have strong competitiveness in the Angolan market. Chinese cars are valued for their technology, functionality, and comfort, which arouses great interest and preference among Angolan consumers.

"China is one step ahead in terms of technology and functionality in their car models. In our market, every high-tech vehicle is seen as something new. China has encouraged us, as Angolan consumers, to abandon the habit of using traditional cars and seek more technology and functionality," he said.

He also told Xinhua that Chinese electric cars have a great advantage. Currently, most vehicles imported to Angola are gasoline-powered. Still, he believed that if Angola provides political support for electric cars and expands the charging infrastructure, China's new energy vehicles will also perform excellently in Angola.

"This new technology from Chinese brands, with electric cars and less pollution, represents the future. It will benefit society and the world, both for vehicle users and automobile enthusiasts in Angola," he said.

Jairo Santos, sales director of Jetour, said due to the high quality, comfort, and advancements in mechanical and electronic technology demonstrated by the brand's models, Jetour has become one of the most popular brands in the Angolan market and is widely accepted by consumers.

He recalled that entering the Angolan market was a challenging process for Jetour, but through the continuous

efforts of the Chinese brand, the barriers of prejudice regarding the quality of Chinese cars have been overcome.

Some university students from Angola were excitedly experiencing a 7-seater MPV of GAC motor. "I have been to China, and this car is very popular there. I really like it. I am happy to see it in the Angolan market, and the price is also affordable. I am recommending it to my friends, and if possible, this spacious Chinese car can take us on a trip with many people," said one of the students.

Hilaria Espalanga, an employee of Guangzhou-based GAC Motor in south China's Guangdong province, said the brand is new in the Angolan market, and their participation in the exhibition has been very helpful for brand expansion.

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