

# The existing problems and development path of Chinese automobile culture

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**Abstract:** At present, our country has entered the automobile society, automobile culture is flourishing, automobile is no longer just a transportation tool, but the practical, scientific and intelligent comprehensive carrier, the position and function of automobile culture are highlighted. This paper summarizes the existing problems of our automobile culture, and on this basis puts forward the future path of automobile culture development, exploring the feasible countermeasures to development of our automobile culture.

**Keywords:** Chinese automobile culture; Existing problems; And development path.

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## 1. Components of automobile culture

### 1.1. Humanistic elements

Since the birth of the automobile, the pursuit of performance, safety, appearance, interior and other aspects of the automobile itself, as well as the improvement of road planning, environmental protection and other aspects, all reflect the core values of "people-oriented". Car is to serve human beings, is to make human life better, so the design of the car in all aspects is to make unremitting improvement for the premise of a better life for human beings.

At the same time, the development of automobile is also inseparable from the efforts of predecessors and the pursuit of excellence, in the development of the automobile industry has a huge influence and driving force of automobile giants, such as Carl. Benz, Henry Ford, Kiichiro Toyoda, etc., with their indomitable, enterprising and innovative entrepreneurial spirit and artisan spirit, are also an indispensable part of the humanistic elements of automobile culture.

### 1.2. Service elements

A car is accompanied by service from factory to use to scrap. Throughout the history of automobile development, various automobile companies have different business concepts, and their service methods, standards and personnel have their own characteristics. This is the marketing and after-sales service culture based on corporate culture. In addition, along with the vigorous development of the automobile industry, the service industry derived from automobile beauty, automobile insurance, automobile maintenance, automobile rescue and so on has been popularized to thousands of households. The service characteristics and service standards formed by these industries constitute another component of the service elements of the automobile culture. These services not only affect the feelings of consumers, but also affect the sales and reputation of a company's cars, playing a crucial role in the process of optimizing the business environment.

### 1.3. Technical Elements

The development of automobile cannot be separated from scientific and technological progress in other fields. Technological progress in many fields such as materials, energy, machinery and manufacturing, as well as innovation

in aesthetic design and management mode will bring new development opportunities for the automobile industry. Automobile is an integrated technology carrier with practicability and interactivity, which integrates multi-disciplinary research results. The advancement of technology promotes the advancement of automobile manufacturing level, and the advancement of automobile industry breeds the emergence of new automobile culture. Technology breeds new culture, and new culture promotes the development of technology. Technology and culture coexist together and compose the grand blueprint of the automobile industry for the future.

### 1.4. Economic elements

Automobile is the representative work of human industrial civilization, and it is a kind of material culture that can be concretized and constantly upgraded. In front of many kinds of means of transportation, automobile exists as an economic symbol with wealth view, value view and spirit view that social natural person can own. Cars occupy an important position in People's Daily life, carrying more functions. For human beings, the purpose of owning a car is not only to meet the needs of daily transportation, but also to pursue the harmonious and sustainable development of the automobile society from the perspective of the development of the whole ecological system for human survival.

## 2. Examples of automobile culture classification

### 2.1. Automobile design culture

design culture has distinct characteristics of The Times, it reflects the material production level of different times, different regions, different nationalities, as well as people's ideology and production mode. Industrial design itself is the product of culture, because it conveys the physical beauty of technology through a unique way, and also reflects the value orientation of culture in the commodity society. Automobile designers from the social, economic, technological, artistic and other aspects of the mass production of industrial products of functional material structure, form, color, surface treatment, decoration and other elements of comprehensive design, to create new products to meet people's growing material and spiritual needs. This part of design culture

belongs to automotive professional knowledge, which is particularly important for the training of automotive design and manufacturing talents.

## **2.2. Automobile brand culture**

Automobile brand culture is formed in the market competition of enterprises, it includes product positioning, product value orientation, the accumulation of corporate culture and other contents. Brand actually represents the social image of the enterprise. Automobile brand culture is a characteristic cultural symbol that automobile marketing talents must master. Different regions, nationalities and cultural backgrounds give birth to different automobile cultures. On the contrary, each automobile culture confirms national temperament, history and character. The luxury, comfort and atmosphere represented by American cars, the fine, rigorous and solemn represented by German cars, and the exquisite, dexterous and economical represented by Japanese cars are not only the three mainstream automobile brand cultures in today's world, but also the concentrated expression of the competition and conflict of political and economic interests of automobile enterprises, nations and countries. Therefore, in order to realize the long-term development of Chinese automobile culture, we should accelerate the construction of national automobile brand.

## **2.3. Automobile derived culture**

In a broad sense, automobile derived culture is the product of combining automobile with various cultures in other industries, such as automobile photography, automobile exhibition, automobile sports, automobile press, automobile collection, automobile model, automobile club, automobile museum, automobile park, etc. In a narrow sense, automobile derived culture also includes popular science knowledge, traffic regulations and basic etiquette related to automobiles, which can reflect the basic moral and etiquette level of car drivers.

# **3. Existing problems of automobile culture**

## **3.1. The influence of Chinese automobile culture is weak, which needs to create features**

The reputation of our independent brand automobile needs to be further improved, and the cultural influence is weak, which is mainly reflected in the following three aspects. First, the cultural atmosphere encouraging original innovation is not strong enough, many automobile enterprises tend to adopt imitation-oriented reverse development, and there is not much precipitation and accumulation of positive R&D technology. Second, although the manufacturing hardware of Chinese automobile enterprises is not far from that of foreign famous automobile companies, there is an obvious gap in automobile design, the lack of Chinese characteristics, in brand creativity, logo design, body design and interior design, and rare Chinese traditional elements. Third, Chinese automobile enterprises lag behind foreign famous automobile enterprises in the field of automobile culture construction.

## **3.2. The automobile culture policy is insufficient and remains to be improved**

Our research has issued a "package" of policies and

measures to stabilize and expand automobile consumption, but the development policy of automobile culture has failed to attract enough attention. Take modified car culture as an example. In many developed countries, the design or modification of cars has become an industry. As long as the car modification safety certification is passed, the modified cars can be legal on the road. In China, car modification is relatively small, and related industries are also in their infancy. In the Notice of The General Office of the State Council on Printing and Distributing the Implementation Plan of Improving the System and Mechanism to Promote Consumption (2018-2020) issued in 2018, Article 9 of the second item on improving the policy system to promote the upgrading of the structure of physical consumption mentioned that automobile racing, tourism, culture, refit and other related industries should be actively developed. It can be seen that in the past, the supervision of private design and modification of automobiles in China was relatively strict. Many consumers who were willing to modify automobiles could not only find suitable modification enterprises, but also found it difficult to obtain legal certification. As a result, the automobile modification culture in China is stalled.

## **3.3. Our car culture consciously is not enough, urgently needs to wake up**

Automobile culture takes automobile products and its industry as the carrier and penetrates into every aspect of cultural life. Automobile culture consciously is the consciousness and awakening in automobile culture, including the deep understanding of automobile industry in the historical process and the function, the correct grasp of our automobile industry development status, as well as the objective prediction of our automobile industry future development rules, but our automobile culture construction still lacks the culture consciousness. The development law of automobile culture and some key problems in automobile culture are not well understood. Shao Qihui, former Vice minister of the Ministry of Machinery Industry, once pointed out: "It is impossible for such a large automobile industry in China to develop sustainably and healthily without the guidance and influence of the correct ideological theory and culture."

## **3.4. The civilization level of Chinese automobile culture is not high, which needs to be improved**

From the ideological level of analysis, in the understanding and evaluation of automobile culture, the standards of right and wrong, beauty and ugliness need to be improved, which shows that there are still many backward automobile culture phenomena in society. For example, influenced by feudal thoughts, people give "automobile" many hierarchical symbolic meanings, including power, status, wealth, etc. Affected by the concept of face, people are keen to buy luxury cars, large displacement cars. Some people believe in superstition and spend a lot of money to buy so-called special license plate numbers and so on.

According to analysis from actual action level, after our country has entered into automobile society, the contradictions of people, vehicles and roads have become intensified. The lack of traffic etiquette, uncivilized and disharmonious phenomena are quite common. In terms of drivers, disobey rules, rushing the road, speeding, drunk driving, fatigue driving, open "gas car" "overbearing car" and

other illegal behaviors, and even more common. In terms of pedestrians, uncivilized violations such as not obeying traffic rules, crossing the road, jumping over the guardrail, running red lights and "Chinese style crossing the road" are still widespread. Zhang Xingye, honorary president of the Chinese Society of Automotive Engineering and honorary president of the Automobile Culture Committee, believes that the current situation of traffic congestion and low efficiency is contrary to the original intention of the development of the automobile industry. Automobile safety problems emerge in an endless stream and become one of the factors of social instability.

## **4. Development path of automobile culture**

### **4.1. Carry out top-level design for the development of automobile culture**

Planning objectives and technical routes are the core basis to guide the development of the entire automobile industry, and the primary guidelines for the production layout and development path of automobile manufacturers, parts suppliers and other enterprises. The objectives and routes guide the development of the entire automobile industry to a more healthy and efficient direction.

In order to promote the formation of advanced automobile culture, the top-level design of automobile culture must be carried out at the national level. On the one hand, it should be clear about the long-term development plan of Chinese automobile culture, and pay more attention to guiding the automobile industry to upgrade and solving the system and mechanism barriers restricting the formation of advanced automobile culture. On the other hand, we should make a forward looking study on the influence of the new development trend of the automobile industry on the automobile culture, strengthen the policy effect study, plan and deploy in advance, and make policies and measures that fit the development direction of the automobile industry in our country. When formulating the planning objectives, government departments should combine the global automobile development route, timely adjust the planning objectives at different development stages, and refine the objectives of each stage and region, so as to better guide the development of the "new Four modernizations" of the automobile industry.

### **4.2. Take the road of independent innovation to shape the automobile culture with Chinese characteristics**

In order to develop advanced automobile culture, we must adhere to independent innovation, so as to cultivate automobile culture with Chinese characteristics and its own advantages. Automobile enterprises should carry out diversified cooperation, strengthen innovation, find the correct market positioning, firmly grasp the new development trend of automobile industry, adhere to the road of independent brand development, and strive to find a road of scientific and technological innovation, steady, efficient and sustainable development. In automobile product design, on the one hand, we should excavate the essence of Chinese 5000 years of culture and integrate Chinese cultural elements. On the other hand, we should also base on the present, conduct market segmentation and product positioning from the perspective of spiritual and cultural needs, form a Chinese

automobile "brand" with a sense of identity, and gradually accumulate brand connotation. In addition, the transformation of traditional automobile culture should face the future, attach importance to system and mechanism innovation, draw lessons from foreign advanced experience and introduce relevant policies and measures to adapt to the new situation of development.

### **4.3. Take the green road to ensure the sustainable development of automobile culture**

Adhering to the concept of green development is the only way to build a harmonious automobile society and guarantee the sustainable development of automobile culture. On the one hand, the government should encourage the development of new energy and network by formulating multi-level and diversified preferential tax and fiscal subsidy policies. On the other hand, more convenient road usage scenarios should be actively provided for users of new energy and connected vehicles, such as free parking, 3-year free vehicle flow, and preferential charging of electric vehicle replacement, so as to improve the penetration rate of the "new four modernizations" automobile market. In design, we should vigorously advocate the concept of green design and increase the research and development of low-carbon green automobile products. In production, we should actively promote green production and reduce the negative impact of production behavior on ecological environment. We should pay attention to resource conservation, resource recovery and utilization, and reduce excessive exploitation of natural resources. In terms of consumption, we should promote the concept of green consumption, improve consumers' acceptance of small-displacement cars and electric vehicles, and actively guide people to low-carbon travel. In terms of publicity, we can learn from the advanced experience of AnXing China, promote green gas station and other experience projects with the significance of environmental science popularization, combine the concept of green environmental protection with interesting on-site activities, and acquire the knowledge of new energy through the completion of the spinning race, so as to deepen the concept of new energy and environmental protection in a relaxed interaction, and increase the knowledge of environmental protection in a subtle way.

### **4.4. Take the road of openness and integration to build a harmonious automobile culture**

Open integration can not only reduce the conflict of automobile culture, respect differences and tolerate diversity, but also learn from each other and promote the formation of advanced automobile culture. On the one hand, we should adhere to the principle of "taking the essence and eliminating the dross", and learn from foreign excellent automobile culture, such as the artisan culture of German automobile enterprises, the excelsior culture of Japanese automobile enterprises, and the innovation culture of American automobile enterprises. On the other hand, China's automobile culture should be encouraged to "go global". Through cultural exchange activities such as the World Intelligent Driving Challenge (WIDC), aiming at "high starting point, entering the mainstream and internationalization", world-class intelligent vehicle brand competitions should be built, global intelligent vehicle communication platform should be built, and international technology practice evaluation scale should be constructed.

While adhering to the automobile culture with Chinese characteristics, it absorbs and integrates foreign cultural elements to create an automobile culture that is popular among the people of other countries. It continuously builds four global competitiveness: global manufacturing and research and development, global brand promotion and sales, global governance and control, global talent training and management, and gradually transforms from a global follower to a leader.

#### **4.5. Take the road of marketization and revitalize the automobile culture industry**

To develop the advanced automobile culture, we should exert the decisive role of the market, make full use of the market resources, and explore a variety of automobile culture industry development modes. First, relying on the mode of large enterprises, a series of cultural industries are derived from the industrial cluster effect, such as automobile museums, automobile exhibitions and automobile culture festivals. Second, it combines with urban leisure mode to launch a series of automobile leisure culture products, such as drive-thru restaurants, drive-in theaters and motels. The third is to carry out industrial cross-border cooperation mode, such as the joint tourism and sports industries to build a self-driving culture industry. In terms of cross-border cooperation, in order to truly open up the channel of rural cultural tourism and integrate cultural tourism into the development of rural revitalization strategy, the China Mass Production Car Performance Competition (CCPC) will extend the competition route to various local stages in Guizhou and Yunnan, starting from the first public station officially opened in Taijiang County, Guizhou Province. And around the theme of cultural tourism design to help rural live broadcast, e-commerce to bring goods and other wonderful activities, with "cultural tourism" as a breakthrough to support rural revitalization, to further enhance the city's famous brand awareness, enrich the connotation of automobile tourism, to spread the vision of automobile tourism culture, and to provide a feasible reference for the future development of the automobile market.

#### **4.6. Take the road of rule of law and build a civilized automobile culture**

The development of advanced automobile culture in our country should standardize people's moral concepts and behavior habits by law. In terms of legislation, we should further improve the system of laws and regulations related to automobiles, including traffic laws, automobile emission laws and autonomous driving laws. In the aspect of law enforcement, the cost of violating the law should be increased, such as the traffic violation information recorded in the driver's electronic file, and affect the credit rating; In the judicial aspect, we should realize the seamless connection between law enforcement and the judiciary to highlight the fairness and justice of the rule of law. In the aspect of law

popularization, we should strengthen the publicity and education of citizens. By establishing a large public welfare platform represented by Anride China, we should improve the road safety environment in cities, popularize advanced automobile technical knowledge, promote the concept of safe driving, and advocate the civilized concept of "consciously obeying traffic regulations and making three points of comity in travel" and the awareness of traffic ethics in the whole society.

China has long been considered the world's largest car market. With the increasing purchasing power of Chinese people year by year and the continuous growth of automobile investment and production and sales, the development of Chinese automobile industry is limitless. Under the support of the state, under the efforts of enterprises, under the hope of the Chinese people, and under the rich historical and cultural background and unique spiritual propositions, with the steady improvement of service quality, the continuous expansion of brand marketing and the continuous improvement of consumption environment, the Chinese automobile industry will gradually form clear and precise customer positioning, safe and excellent product quality and distinctive brand logos, and the Chinese automobile culture will develop and mature rapidly and steadily, healthily and rationally. The development of Chinese automobile culture will eventually "every cloud has a silver lining".

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