

神州 x 宝沃 = 孕育未来移动出行新业态！！

目前，随着汽车产业价值链的变革，各车企纷纷在寻求关键合作伙伴，以确保自身能取得长期成功。它们不仅要考虑工业协同效应，更重要的是掌握新型数字移动生态系统所有关键成功因素之间的互补性。

神州优车集团是首家收购汽车公司的移动出行服务公司，由此我们可以去了解它是如何打造出一家崭新的汽车公司：宝沃。

神州优车集团既懂消费者的出行需求，又可设计并生产汽车，得以最大化满足消费者的需求。

神州和宝沃的联合，也是一位数字经济领导者和汽车制造商之间的强强联合。双方可以将数字和工业技术相结合，创造下一代车内体验。

汽车行业正在经历巨大的转变。在未来，以车辆使用率最大化为基础的新商业模式，将有助于实现盈利性增长。

神州和宝沃的独特联合抢占了未来增长机会的最佳获益点，我们欢迎你的加入，与我们一同实现这一美好愿景！

The UCAR x Borgward Alliance = a new breed of automotive company ready for the Future of Mobility!!

In a period where automotive companies search for the key partners to secure their long term success in a revamped automotive value chain, they should consider not only industrial synergies but more importantly their complementarity to master all key success factors of the new Digital Mobility ecosystem.

Discover how the UCAR Group created a brand new type of automotive company by being the first Mobility Services company to acquire a car company: BORGWARD.

A group understanding very well the consumers' mobility needs and now capable of designing and manufacturing the vehicles to best satisfy them!!

It is also the alliance between a leader of the digital economy and an established car manufacturer. Together they can combine digital and industrial expertise to create the next generation of in-vehicle experience.

The Automotive industry is experiencing a huge shift and in the future, profitable growth will be generated by new business models relying on the importance of maximizing the vehicle usage.

UCAR x Borgward unique set-up is the best positioned to benefit from those future growth opportunities and we welcome your talented contribution to achieve this vision!!