

2014

				"	"	"	"		SUV	
	2003	2011		H	A		2014	12	31	613.5
							SUV			
										40
7		"		"						
		"		"						"
		"		"						"
					100	"	500			"
	"	"		"	"	"		10	"	"
500	"	"	500	"	"	500	"	"		
30	"	2013		"		"	"			70
Interbrand	"		"	2014		Brand Finance Plc	2014			
		20				"				"
		"								"
"		"				"	"			"

1.

2.

3.

"

"

"

"

"

"

2

"

"

"

"

"

"

1

"

"

□

10%

150—2000

/ /

"

"

"

"

2

3 8

"

"

"

" " " "

365 × 24

" " 24

4S

24

APP

" "

2008

2013

(

