

The mix of vehicles in Hong Kong is fascinating for car watchers like me. Here, one finds all of the upscale brands popular in America such as BMW, Mercedes, Audi that are rarely seen in Guangzhou. There was a great mix of exotic sports cars such as Ferraris (red car below), Nissan GTRs (white car to the right), and Maseratis (silver car below) being driven by the younger prosperous generation. My first day in Hong Kong I saw my very first Maybach dealership. What struck me was, “where does someone drive a car that is meant to be driven hard and fast in Hong Kong where traffic rarely goes above 50 kph.”

Also seen where fancy cartoonish cars meant for weddings. Vehicles also provide advertising space, and Hong Kong maximizes this, as seen with the Coca-cola delivery truck and the double-decker city bus covered 100% by a Guess jeans advertisement. It is interesting that luxury brands that often advertise in subtle ways in America are some of the brightest advertisers in Hong Kong.

