

## 《Oppo超越华为小米，登顶国内智能手机销量榜首》

导读:今年第三季度，Oppo超越华为小米，成为中国市场智能手机销量榜首，此前排行榜首的华为被全面超越。



The world's most fiercely competitive markets for smartphones welcomes a new leader in September.

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Oppo Electronics Corp has overtaken Huawei Technologies, which along with Xiaomi Corp used to be the leader, to become the top smartphone vendor in the country in the third quarter of this year.

Oppo????????????????????????????????????????????

Statistics unveiled on Tuesday by industry consulting company showed that Oppo cornered a 16.6 percent share of the overall shipments on the Chinese mainland in the quarter, up from 9.9 year-on-year.

????????????????????Oppo????????????????16.6????????9.9%?

Another domestic brand Vivo Mobile Communication Technology was close behind with a 16.2 percent share, compared with 8.2 percent previously.

???????Vivo????????????16.2???????8.2??

Research director of Counterpoint said that shipments for Oppo grew 82 percent year-on-year while Vivo recorded the highest growth in China during the quarter of 114 percent.

Counterpoint????????Oppo???????82???Vivo???????????114??

Oppo's flagship R9 smartphone became the top-selling model in China.

Oppo???R9????????????

Total smartphone shipments on the Chinese mainland crossed 120 million units in the quarter.

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According to earlier reports in China Daily, vendors such as Xiaomi and Huawei are following the trend set by Oppo and Vivo: expanding their offline retail presence by forming brick-and-mortar partnerships in small cities.

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