**BYD: Profile of a world class supplier and innovator**

***The world’s leading new energy vehicle manufacturer***

BYD Company Ltd. was established in 1995 and listed on the Hong Kong Stock Exchange (HKEx) in 2002. It developed rapidly to become the world’s largest rechargeable battery manufacturer, with the company’s nickel and lithium-ion batteries for mobile phone applications rising to the top of the global market. In 2003 BYD Auto Ltd. was founded as a subsidiary of BYD Company Ltd. following the acquisition of the previously state-owned Tsinchuan automobile company. Sales in 2012 were around 460,000 vehicles globally, a substantial increase over the previous year. Turned over in 2012 was 46.9 €4.7 billion.

BYD has eleven production and R&D facilities in China for the development and manufacturing of IT components, automobiles and new energy products. The company has grown into a multinational corporation with 170,000 employees worldwide based in China and subsidiary offices in the United States, the Netherlands, Denmark, Hungary, Finland, Russia, Egypt, Sudan, Japan, South Korea, India, Taiwan and Hong Kong.

From its formation, BYD AUTO has focused on the research, development and manufacture of a wide range of world-class products, such as electric vehicles (EVs). To meet the demands of the global consumer BYD AUTO has relied upon its strength and knowledge in research and development to create cost-efficient, durable and unique manufacturing systems which integrate technologies from both the automotive and IT industries.

A similar commitment is also applied to quality and is illustrated most recently by BYD’s co-operation with Daimler AG in the Denza EV car project for the Chinese market. BYD sources many of its components from well-known suppliers such as Bosch and PPG which guarantees reliability and consistency and the acquisition of the world-class die factory of Ogihara at Tatebayashi in Japan, with its over 40 years experience, has increased the capability to precision manufacture BYD components.

BYD has also invested heavily in enhancing the quality of its paint finish through the introduction of 24 ABB robots and has constructed a US and European standard crash-test laboratory. BYD evaluates its quality by IQS (Initial Quality Survey) value, and releases the results to the public. According to a survey by an authoritative and independent third party, the quality of BYD models has reached and exceeded the level of mainstream China-made joint ventures with Western companies.

Since its foundation in 2003, BYD AUTO has successfully launched a portfolio of products, including F-series sedans and hatchbacks, S-series SUVs, M-series MPVs, Dual Mode hybrid vehicles, pure electric vehicles and buses. In 2008, Warren Buffett invested $232 million to take a 9.89% stake in BYD**.**

Today, BYD is the fastest-growing Chinese auto company and a global pioneer in the field of new energy vehicles including Dual Mode Electric and Pure Electric Models. Based on its core Fe battery technology, BYD has created a Green City Solution with aims to electrify urban public transportation systems by transitioning from gasoline and diesel buses and taxis to pure electric vehicles. In March 2012, BYD and Daimler AG officially announced Denza, their jointly owned and entirely new EV brand for the Chinese market.

Alongside the development of electric vehicles, BYD AUTO has also devoted time and energy into the exploration of additional alternative energy technologies. At the BYD headquarters in Shenzhen, southern China, there has been development and testing of new energy technology systems including the BYD Energy Storage System (BESS), the BYD Solar Power Storage System (BSPSS), the BYD Wind Power Storage System (BWPSS) and the BYD Home Energy System (BHES). With its green technology, BYD wishes to improve the ever increasing global environmental problem.

In BYD’s mid to long-term strategy, the company plans to provide a wide variety of electric vehicles, ranging from buses, passenger cars and forklift trucks. To support global sales, BYD has offices in various countries outside of China. Its European headquarters has been based in Rotterdam since 1999.

The BYD stand at Busworld 2013 is number 848.

**For further information please contact:**

Concerning BYD PR in EU

Penny Peng: [penny.peng@byd.com](mailto:penny.peng@byd.com), +31 -102070888, Vareseweg 53, 3047 AT, Rotterdam

Or

Martin Hayes, Automotive PR 0044 7836 210009 mhayes@automotivepr.com

Concerning potential co-operation in EU:

Yongping: yongping.chen@byd.com, +31 -102070888, Vareseweg 53, 3047 AT, Rotterdam

**Company Milestones**

1995: BYD Company Ltd. is founded by Mr. Wang Chuanfu.

1996: BYD Company Ltd. receives ISO9002 certification.

1999: BYD Europe BV established.

2000: BYD America Inc. established.

2000: BYD becomes the first Chinese Li-ion battery supplier for Motorola.

2002: BYD becomes the first Chinese Li-ion battery supplier for Nokia.

BYD is listed on the Hong Kong Stock Exchange (Stock Code: 211.HK) with the highest issue price among 54 H-share stocks in Hong Kong Stock Exchange.

BYD enters mobile phone component business.

2003: BYD Auto Co Ltd. is founded.

2005: The BYD F3 is launched in China and exported to other markets

2006: BYD Hungary established.

2007: BYD Electronic Co. Ltd. is listed on the Hong Kong Stock Exchange (Stock Code: 0285.HK).

BYD India established.

The BYD F3R is launched in China.

2008: BYD acquires SinoMOS Semiconductor (Ningbo) Inc.

The BYD F3DM is launched to the Chinese market

2009: MidAmerican Energy Holdings Co. takes a 10% stake in BYD Company Ltd.

The BYD M6, the company’s first MPV, is unveiled at the 13th Shanghai International Vehicle Exhibition.

The BYD e6 is among the vehicles displayed at the Annual Berkshire Hathaway Shareholder Meeting.

BYD acquires Hunan Midea Bus and enters the electric bus sector.

The BYD e6 is launched in China.

2010: BYD acquires Japanese mold factory from Ogihara Corp.

BYD North American Headquarters is founded in Los Angeles.

Daimler AG and BYD sign a memorandum of understanding to develop electric vehicles for China.

BYD’s first multi-purpose vehicle M6 hits the market.

A four-door sedan new F3 hits the market in Beijing.

Billionaire investor Warren Buffett, his business partner Charlie Munger, and Microsoft President Bill Gates make a visit at BYD headquarters.

2011: Joint venture between BYD and Daimler is formally founded.

BYD signs the letter of intent on eBUS operation with the city of Frankfurt, Germany.

BYD (stock code:002594) is listed on the Shenzhen Stock Exchange.

The first SUV model of BYD, the S6, is launched.

BYD announces to set up an EV R&D center in Hong Kong Science and Technology Park.

BYD deliver 200 units of its pure electric bus eBUS and 300 units of its pure electric taxi e6 to the 2011 Universiade Games in Shenzhen, China.

BYD and Automotive Parts and Accessory Systems R&D Center Limited sign a Memorandum of Understanding on the collaboration on EV R&D in Hong Kong.

BYD and Hertz announce a partnership to bring the first EV rentals to China.

The BYD F7, which adopts BYD’s latest Turbo-charged Engine with Dual-clutch Transmission (Ti + DCT) technologies, is launched in China.

BYD new e6 (luxury version) is launched for private customers in Shenzhen, China.

BYD S6 wins the highest five-star rating from C-NCAP, making it the first Chinese SUV model with five-star crash-test rating.

2012: BYD and Veolia Transport Finland Oy announced a partnership to operate BYD’s electric bus in Espoo city, part of the Helsinki, the capital of Finland.

BYD announced the F3 sales have surpassed one million units.

TÜV Rheinland Group awards BYD with the security certification of its electric vehicle charging facility.

BYD and Daimler officially announce the new EV brand, Denza.

BYD ranked No 7 of China’s Top 10 most innovative companies by the Fast Company

The Mayor of the City of Windsor in Ontario Canada signs a letter of intent to purchase up to 10 BYD electric buses for transit services in 2012.

BYD wins an order for six eBUS from the Friesland Provincial government in The Netherlands after the first public electric city bus tender in Europe.

BYD released the world’s first all-electric zero emission forklift powered by safe and reliable Fe batteries.

Movia and BYD Europe B.V. announce the introduction of the first full-size pure electric city buses to enter service in Copenhagen.

BYD released the quality survey IQS10, signifying that the quality of BYD autos has reached or exceeded the level of mainstream joint venture brands.

BYD delivered 500 e6 police wagon to the Shenzhen police.

BYD delivered a new batch of 500 e6 to the Shenzhen taxi fleet which now totals 800 units on the road.