

Special: Chinese Competitor Profiles

Welcome to Part 1 of a special four-part series from CS Shanghai's "China Brief: New Energy Vehicles." In this issue, our focus is to provide our audience a profile of the EV makers in China and their flagship models.

Profile: BYD Auto (比亚迪汽车 - Bǐyàdí Qìchē)



BYD received media attention when Warren Buffett purchased a 9.89% stake in the company; now a poster child for electric cars in China. Company exports to Africa, S. America and the Middle East. There are plans to enter European & Israeli markets in 2010 and US markets by 2011. Construction of expanded production capacity in Xi'an will begin in Oct 2009; will have an annual output of 400,000 units. Majority of auto components are produced in-house. They have sales/marketing offices in Elk Grove Village, Illinois and San Francisco, California.

NEV Name:	e6		
Price:	RMB 200,000 to 300,000 (US\$29,271 to 43,906)		
Battery Type:	LiFePO ₄	Battery Supplier:	In-house
Dist/Charge:	400km (249mi)	Speed:	160kph (99mph)
<i>ACTION: Monitor domestic acquisitions, overseas sales plans, and auto supplier relationships.</i>			

Profile: Chery (奇瑞汽车 - Qírui Qìchē)



Company is 75% owned by the local government of Wuhu, Anhui Province. First electric car, the S18, is scheduled to enter the domestic market by late-2009/early-2010. Chery is also working with designers of Ferrari and Lamborghini to develop original aesthetics.

NEV Name:	S18		
Price:	Less than RMB 100,000 (< US\$14,633)		
Battery Type:	Lithium Ion	Battery Supplier:	Wanxiang Group
Dist/Charge:	150km (93mi)	Speed:	120kph (75mph)
<i>ACTION: Monitor domestic acquisitions, overseas sales plans, and auto supplier relationships.</i>			

Profile: Geely (吉利汽车 - Jílì Qìchē)



Geely Auto announced plans to launch their EV "Panda" in 2009. However, compared to other Chinese EV/HEV automakers, this company tends to maintain a lower profile. In a CS China outreach in June, VP Nanyang said that it is too early to say that the EV/HEV segment is a good business to pursue. Since Geely is a private company, he said they will go for the market when it is more promising.

NEV Name:	Panda		
Price:	Less than RMB 100,000 (< US\$14,633)		
Battery Type:	Lithium Ion	Battery Supplier:	(Outsourced)
Dist/Charge:	80km (50mi)	Speed:	65kph (40mph)
<i>ACTION: Monitor domestic acquisitions, overseas sales plans, and auto supplier relationships.</i>			

Profile: Hafei Motor (哈飞汽车 - Hàfēi Qìchē)



Based in Harbin; is a subsidiary of SOE AviChina Industry & Technology, which builds military and commercial jets/helicopters. In 2007, Hafei began working with Tianjin-based Qingyuan Electric Vehicle Co. and US-based Miles Automotive to develop a battery-powered version of Saibao. In 2008, the electric Saibao successfully passed the US IIHS New Car Assessment Program (40% frontal offset crash test.) Company has already begun preparations for mass production to sell in the US.

NEV Name:	Saibao		
Price:	RMB 200,000 (US\$29,265)		
Battery Type:	Lithium Ion	Battery Supplier:	Lishen Battery
Dist/Charge:	160km (99mi)	Speed:	130kph (81mph)
<i>ACTION: Monitor sales of Saibao in the US.</i>			

Profile: Great Wall Motor Co. Ltd. (长城汽车 - Chángchéng Qìchē)



GWM is the largest privately-owned automaker in China. The company has over 30 subsidiaries and 22,000 employees. The new 4-door KULLA concept car was unveiled at the 2009 Shanghai Auto Show. It uses a 48V DC motor and can be quick-charged to 70% capacity in 10 minutes.

NEV Name:	KULLA		
Price:	RMB 200,000 to 300,000 (US\$29,271 to 43,906)		
Battery Type:	Lithium Ion	Battery Supplier:	(Outsourced)
Dist/Charge:	160km (100mi)	Speed:	129kph (80mph)
<i>ACTION: Monitor developments of the KULLA and other EV models.</i>			

Profile: Zotye (众泰汽车 - Zhòngtài Qìchē)



Zotye switched from parts manufacturing to auto making in 2006. Although lesser-known, its EV is the first to be licensed by China's MIIT and its current model can run continuously for 300km on a single charge.

NEV Name:	Zotye 2008		
Price:	RMB 120,000		
Battery Type:	Lithium Ion	Battery Supplier:	Wanxiang Group
Dist/Charge:	300km (186mi)	Speed:	110kph (68mph)
<i>ACTION: Monitor sales performance of its Zotye 2008 EV model.</i>			

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