



BYD EV and Battery Business Report, 2014

Nov. 2014

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

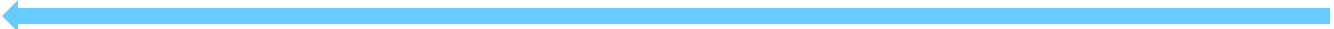
BYD Company Co., LTD was established in 1995 with registered capital of RMB2.35 billion. It has been listed in Shenzhen and Hong Kong. Main businesses include automobile, secondary lithium battery, energy storage and electric vehicle.

BYD is the second largest power lithium battery manufacturer and also the largest new energy vehicle maker in China.

BYD EV and Battery Business Report, 2014 covers the following:

- ⇒ Development course and prospect
- ⇒ Products, technologies and solutions
- ⇒ R&D
- ⇒ Customer support
- ⇒ Supply system
- ⇒ Investment, capacity and production base layout
- ⇒ Output and sales, revenue and price of products
- ⇒ Operating data

1. Overview
2. Development Course and Prospect
3. Products, Technologies and Solutions
4. R & D
5. Customer Support
6. Supply System
7. Investment, Capacity and Production Bases Layout
8. Output and Sales, Revenue and Price of Products
9. Operating Data

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- Performance of BYD Lithium Iron Phosphate Battery Technology
 - Costs of BYD Lithium Iron Phosphate Battery
 - Performance of Lithium Ferric Manganese Phosphate Technology
 - BYD Power Battery Supporting Models
 - BYD Power Battery Suppliers
 - BYD Power Battery Production Bases Layout
 - Capacity of BYD Power Battery, 2011-2017E
 - BYD Vehicle Production Bases Layout
 - BYD EV Production Bases Layout (1)
 - BYD EV Production Bases Layout (2)
 - Capacity of BYD EV, 2012-2014
 - Demand for BYD EV Battery, 2011-2017
 - Output of BYD Power/Energy Storage Battery, 2011-2017
 - Price and Revenue of BYD Power/Energy Storage Battery, 2011-2017E
 - Sales Volume of BYD EV (by Model), 2013.1-2014.5
 - Purchasing Data of BYD E6 Taxi in China Since 2010
 - Sales Volume of BYD EV, 2011-2017E
 - Revenue of BYD EV Business, 2011-2017E
 - Operating Results of BYD, 2008-2014Q3
 - Gross Margin of BYD (by Product), 2009-2013

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