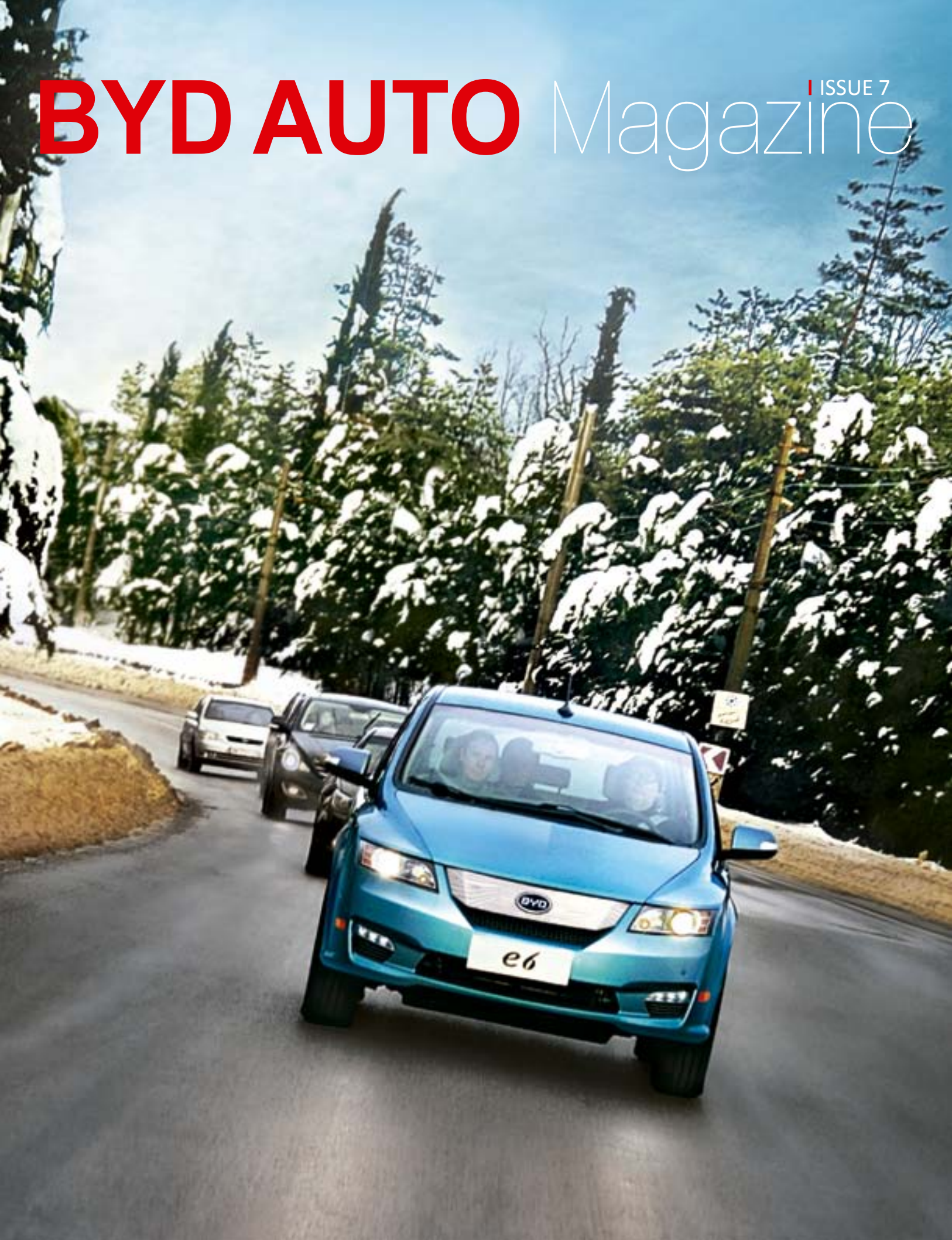


BYD AUTO Magazine

ISSUE 7



COVER STORY



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Cover Story

December 26, 2012 - a memorable date for BYD brand in Ukraine. There was arranged a trial for BYD e6, the experiment that showed e6 can easily go through serpentine and snowy mountain roads in winter and can be fairly defined as a "crossover".

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BYD
AROUND
THE WORLD

BYD

The image shows the letters 'BYD' in a large, three-dimensional, metallic font. The letters are positioned as if they are standing on a surface of white, fluffy clouds. The background is a clear blue sky with some light, wispy clouds. The lighting creates a sense of depth and highlights the metallic texture of the letters.



CHINA

Nov 04 2012

BYD launched a city electric public transport solution: the "Zero Downpayment, Zero Cost, Zero Emission" solution for the taxi and bus market.

Nov 22 2012

BYD exhibited two new models, the Si Rui (name for Chinese market) and the new M6, as well as five technologies at the tenth Guangzhou International Automobile Exhibition.

Dec 2012

Both the New F3 and F5 Suri's monthly sales volume hit 10,000 in China.

Dec 17 2012

BYD was selected in the Golden Sun Projects 2012 for the Manned Nonelectrical Island Smart Grid Project in South China Sea.

Jan 10 2013

BYD delivered 500 e6 pure electric police vehicles to Shenzhen Public Security Bureau.



Dec 19 2012

BYD and Rutronik concluded partnership to globally distribute the entire product portfolio of BYD microelectronics.



UNITED KINGDOM



Oct 24 2012

BYD and greentomatocars signed an MOU to create London's first fleet of all-electric minicabs.

BELGIUM



Dec 06 2012

BYD pure electric bus Brussels trial began with its official handover.

NETHERLANDS



Nov 14 2012

BYD attended the BusTech 2012 held in Expo Haarlemmermeer Amsterdam with its pure electric bus.

IRAQ



Oct 29 2012

BYD won biggest ever car export order - 6,500 cars for Iraq



BULGARIA



Dec 12 2012

BYD signed an agreement with Bulmineral to set up a JV in Bulgaria to produce electric bus.

QATAR



Dec 09 2012

BYD Energy Storage Station went live in Doha during United Nations Climate Change Conference.

GERMANY



Feb 20 2013

BYD brought pure electric forklift to Europe; LogiMAT launch paved the way for multiple model roll-out plan.

LAOS



Jan 25 2013

BYD New F3 launched in Laos.



-  Manufacturing Site
-  Sales & Service Site
-  R&D Site

IT Business

Microelectronics
 LCD/LCM
 Li-ion-Battery
 Precision Mechanical Components
 Fe-Battery
 Ni-Battery & FPC
 Camera Module

Opto-Electronics
 UPS & DPS
 Cell Phone Assembly & SMT
 Cell Phone Design
 Precision Mechanical Components

Auto Business

Auto Electronics
 Auto Tooling
 Auto Decoration
 Whole-vehicle Manufacture
 Auto Engineering Research Institute
 Testing Center
 Auto Non-standard Products
 Engine

New Energy

Solar Power Station
Electric Vehicle
Energy Storage Station
LED

Auto Engineering Institute
Electric Power Research Institute
Central Research Institute

MAKING EVS A REALITY

PRACTICAL FINANCIAL HELP FOR BUS AND TAXI OPERATORS

In November 2012, BYD launched a city electric public transport solution: the "Zero Downpayment, Zero Cost, Zero Emission" solution for the taxi and bus market. The China Development Bank will provide financial support for the scheme. The scheme aims to ease the financial pressure on taxi and public bus companies when they have to pay the full amount upfront for the purchase of electric vehicles. It provides a realistic and feasible path to speed up public transport electrification.





FINANCING OBSTACLES BRINGS NEW BUSINESS MODEL

BYD's Founder and Chairman Wang Chuanfu introduced the "Zero Downpayment, Zero Cost, Zero Emission" solution mainly for the taxi and city bus market. BYD showed two models: the e6 specially designed for taxi companies and the pure electric bus.

The so-called "Zero Downpayment" means that enterprise clients do not need to bear the vehicle purchase cost in one go, but can purchase vehicles on a "zero initial payment + payment in instalments" basis. To allow different types of clients to benefit from this, BYD is launching three operating models: a financial lease, an operational lease and buyer's credit. This also fulfils the different requirements of taxi and public bus companies. Clients can choose which route suits them best.

As for "Zero cost", this is also a solution that BYD has specially designed for taxi and bus. With the large mileages such vehicles typically cover, the price of electricity is much lower than that of petrol so the cost saving will far outweigh the higher cost of purchase for the electric vehicles and even outweigh the higher cost of purchase itself. Monthly saving of electric vehicles can account for instalment with a big surplus.

Zero



For this Wang Chuanfu made a calculation. Taking Shenzhen as an example, the BYD e6 taxi, after subtracting the 60,000 RMB central government subsidy and 60,000 RMB local subsidy, makes an actual price of about 180,000 RMB. A Shenzhen taxi travels an average of 450 km per day so each electric taxi saves more than 7000 RMB per month. If the vehicle runs for 5 years, the operator will return a profit. And the further the taxi runs, the more profits operator will gain. Given this situation, the BYD pure electric vehicles are a "ready source of money". This point is made even stronger in respect of the pure electric bus with its expected operational life cycle of as long as 8 years.

As the taxi operator, Du Jun, General Manager of Shenzhen Pengcheng Electric Taxi Company, gave an even more optimistic calculation. According to him, a Shenzhen taxi travels an average of 450 to 500 km per day and a conventionally-powered taxi consumes on average about 10 litres of petrol per 100 km, and the price of petrol now is 8.11 RMB per litre. But the e6 pure electric taxi consumes 26 kwh per 100 km, and the average price of electricity is 0.66 RMB. So each electric taxi saves around 300 RMB per day or 9,000 RMB per month and 110,000 RMB per year.



LONG LIFE BATTERY SOLVES TECHNICAL WORRIES

Concerns about safety, life cycle and the maintenance of batteries are other key factors restricting electric vehicle development, as well as purchasing cost. To counter these concerns BYD is offering a long warranty.

As Wang Chuanfu has stated, BYD uses a most stable lithium-iron-phosphate battery and 800 e6 and 200 pure electric buses have been running successfully on the roads of Shenzhen.

The life cycle of the Lithium iron phosphate battery is long, Wang Chuanfu said that test data for BYD batteries years indicates that battery capacity remains at least 70% after 10,000 charge and discharge cycles. Taking 250 km mileage per charge for example, a taxi would charge and discharge only 3,500 times over 5 years so the life of battery is far more than that of the completed vehicle.

Regarding after sales service, Wang Chuanfu said that BYD would offer warranties covering the battery, motor and electric control. "BYD will be responsible for any problems of the battery as well as a 5 years warranty for taxi and 8 years warranty for bus, including battery, motor, and electric control", he said.

Up until end of Feb 2013, the 800 e6 taxis operated by Shenzhen Pengcheng Electric Taxi Company have accumulated a total mileage about 55 million km. The highest mileage taxi exceeded 270,000 km. The whole situation of the vehicle fleet is quite satisfactory with no negative events in the electric power train.



零元购车·零成本·零排放

ZERO DOWNPAYMENT ZERO COST ZERO EMISSION

比亚迪城市公交电动化解决方案发布会

暨深圳市第三批500台e6纯电动出租车签约仪式



HIGH QUALITY FINANCIAL SUPPORT + MATURE VEHICLE PRODUCTS: CONTRIBUTING TO MAKING EVS A REALITY

On September 26th, the "Inauguration Ceremony for the Pilot Demonstration of New Energy Electric Government Cars for Chinese Central Government Organs" was held in the Government Offices Administration of the State Council in Beijing. BYD's pure electric car the e6 was selected for this demonstration project based on its stable operation and safe overall performance.

Except for the above, the media is concerned most about what kind of difficulties BYD will encounter when marketing its electric vehicles.

Wang Chuanfu answered these comments by saying that, while there are some obstacles now, he believes that progress will be quicker in the future. He deems that the three main current problems are: pressure due to purchase prices, technical worries of operators, and localism issues.

But now, years of experience shows that BYD's complete set of solutions is feasible. They solve not only the lack of financing when promoting electric vehicles but also the technical concerns of operators.

The scheme has already gained the support of China Development Bank. It will combine the financial strength of the bank with the industrial power of BYD. The parties plan to develop a financing platform, and to establish a financing model of full cooperation between a new industry group and financial group, to realise a win-win outcome for manufacturers, investors, operators and consumers and promote an operation to scaling up electric public transport.

Zero



Moreover, environmentally friendly electric vehicle is a topic that the Chinese government and people would love to see and hear. Considering only public transport, there are currently 500,000 public buses and 1.2 million taxis nationally. They constitute 1.7% of the total number of motor vehicles, but 27% of fuel consumption and more than 27% of total emissions. There is urgent need for public transport electrification. If as little as 2% of public transport could be electrified, 30% of the emissions problem could be solved. Therefore, the environmental and social benefits of electrifying public transport could far exceed its economic benefits.

Analysts say pure electric vehicles as the mainstay of public transport in cities is coming to fruition. Demonstrating substantial economic and social benefits, with the promotion of this kind of mature operating model, new energy vehicles can achieve a breakthrough in a near future.



TEST DRIVE OF BYD F5 SURI

The F5 Suri (named Su Rui in Chinese market) is an all new model launched following the strategic transformation of the BYD brand and is the result of the latest developments in product quality at BYD.

The exciting and fashionable exterior design and array of high-tech devices is impressive. As for the car, with Remote Driving Control technology and TID power, the F5 Suri gives the family saloon car a whole new feel.



REMOTE DRIVING CONTROL TECHNOLOGY

The Remote Driving Control technology of the F5 Suri sounds incredible, but as the first production car that can be remotely driven the operation is much easier than you think.

The remote control can be used from a distance of 10 metres. The red button of the control key starts the engine and the two direction buttons on the left and right control the steering, whilst the two at the front and rear control forward and reverse direction.

Of the four directional remote control buttons only one can be in operation at a time and when in use it can only control driving or steering individually. As soon as the drive and steering buttons are pressed simultaneously the F5 Suri will enter self-protection mode and stop all operations.

The maximum remote control driving speed of the F5 Suri is 2km/h, which is very slow. No matter whether moving forward, reversing or turning, the button must be held for some time before it operates. Once the

button is released, the car will enter a static state and electronic parking system will be activated immediately. By re-pressing the forward button, the parking mode will be released automatically.

In which circumstances is the remote control function designed to be used?

Obviously, the speed of moving the car by remote control cannot surpass that of an experienced driver. Convenience lies in it allowing new drivers to see the car move little by little from the parking place, avoiding any impact with vehicles in front or behind.

In some private car parks that the barrier cannot be remote opening or closing,, you can remotely drive the car out, then lock the barrier and drive away, without getting in and out again and again. If it's a hot summer day you can start the air conditioning from outside and thus lower the car temperature during the car moving out.



DRIVE PERFORMANCE

In terms of drive, the F5 Suri has two kinds of drive options: a naturally aspirated engine and a turbo-charged direct injection engine, both of 1.5 litres.

The naturally aspirated engine has a maximum power output of 109 hp and maximum torque of 145 N·m and is matched to a 5-speed manual transmission.

The turbocharged direct injection engine can be combined with the Dual Clutch Transmission in a technological advance that users will find attractive. Maximum power is 154 hp (113 kW/5200 rpm), maximum torque is 240 N·m /1750-3500rpm, and the car can go from 0 to 100 km/h in just 8.9 seconds. The sound of the 1.5Ti engine is thrilling, giving a real sense of excitement, while the Dual Clutch Transmission offers a highly efficient gear change.

The F5 Suri features McPherson front suspension and torsion beam rear suspension as part of a well laid out and practical chassis. Shock absorbers act as a buffer against bumps caused by small changes in the road surface when travelling at low speed.



AN EXCITING AND FASHIONABLE EXTERIOR

With its angular headlamps and chromium grille the front of the F5 Suri looks simple and elegant. Also notable are the headlamps of the F5 Suri, which seem to be multi-level, the dipped headlights having a lens and the edges a blue eyebrow. The profile and rear of the F5 Suri also have a minimalist design, which results in a holistic visual effect that is very pleasing to the eye.





The rearview mirror also has many functions. In addition to an indicator, there is a welcome light and right blind spot camera and the rear brake lamp uses six pieces of LED lighting to give the car increased visibility to other road users and a more fashionable look.

SCIENTIFIC-TECHNOLOGICAL
INTERIOR DEVICES



The interior of the F5 Suri has leather material at the base that is embedded with a shiny piano lacquer material to give it a scientific-technological feel. The black and cream of the interior goes well together, creating a comfy, sporty feel. Careful sourcing of the materials and good craftsmanship combine to create a beautiful look and tactile feel. The wrap-around instrument panel has great visual effect.

Apart from the technology of Remote Driving Control, the BYD F5 Suri bristles with other technological advances to meet the expectations of its owners.



The large liquid crystal display screen on the central control panel is very attractive to users. Its display is not only clearer and of a higher resolution than normal display screens, but it also has numerous functions, including a navigation system, an in-car television, and intelligent auxiliary driving.

As well as the instrument panel using a conventional pointer display for revs and speed, water temperature and fuel level information is also provided through the central onboard computer. The buttons on the multi-functional steering wheel allow you to see this information quite easily. You will also find that the devices for tyre pressure monitoring and compass and altitude are very useful.

The ergonomic layout of the buttons on the multi-functional steering wheel makes them safe and easy to use and they cover numerous functions in addition to the volume control.

The front right visibility system is particularly useful when kerbs are difficult to see or roads are narrow and this can effectively reduce minor accidents and avoid damage to the car. And the constant speed cruise control function gives you an extremely comfortable driving experience, especially when driving at high speed.

The F5 Suri also has an Electronic Parking Brake function - a device definitely worthy of mention. To use it, you pull it up to lock and push down to release. If you pull again after braking and stopping, you hear a locking sound and used in this way the braking force is greater. After changing to Drive or Reverse gear, the electronic parking brake will cleverly release automatically, unlike other cars where you need to step on the accelerator with a certain force to release the brake.



Another device that is a safety highlight of the F5 Suri is the Bosch ESP system. When the car experiences sideways skidding the system actively controls the corresponding wheels to correct the car posture and give the driver more stability.

Inside the car, the F5 Suri has eight air bags (dual front airbags + side airbags + side curtain airbags). Should a dangerous situation arise these are instantly activated automatically to protect the driver and occupants.

The Remote Driving Control technology and the numerous devices are what constitute the real innovative value of the F5 Suri and are also the features that bring users the most pleasure and satisfaction.

No matter whether in the use of remote control technology or Dual Clutch Transmission, BYD has made major breakthroughs in core technology bringing it even closer to the top of the automotive ladder.

BYD ECO MEDIA TOUR IN UKRAINE

October 11, 2012, the unprecedented event, Ukrainian eco media tour was held in European garden city - Kiev. Ukrainian journalists were the first to experience the BYD e6 electric-crossover, which is considered as the record for an of electric car in the CIS region. Ukraine television, CCTV from China, and other mainstream media attended the conference.





Tour Programs

The event was organized by "Auto Europe Corporation"(AEC), the official BYD AUTO distributor in Ukraine. With a view to demonstrate and test the maximum mileage of BYD e6 at 300 km per charge for main media, AEC arranged the trip from Kiev to the castle " Radomyshl", which is more than 60 km away.

In the morning, all the BYD models sold in Ukraine including the F7 (named G6 for some markets), S6, F6, F3, F3R, G3, and F0 leaded by e6, appeared collectively at the BYD automobile sales center "Avtopalats Invest" and got ready to welcome the test drive for Ukrainian media.



During the rally, AEC prepared wonderful dinners of organic products in eco-restaurant to emphasize the importance of taking care of your health and the environment, for which the BYD e6 electric car is absolutely the best partner. The themed rally culminated a tour of the historic castle of the 17th century, founded at a time when the chemical industry was still not developed. Wholesome food, shelter from environmentally friendly materials and, of course, completely environmentally friendly electric car - that shows the future of the company BYD, one of the world leaders in the production of environmentally friendly transport.

After Lunch in a buffet table format, AEC held a press-conference for clarification of the outcome of the 1-3 quarter of 2012 and showed the plans for BYD brand to main media of Ukraine. Then it came to the most important program today - BYD e6 test drive!



Schedule of BYD Eco Media Tour:	
10:30 -11:00	Journalists meeting - registration of the eco media tour
11:00-12:00	The route from the car center "Avtopalats Invest" to Ekousadby "Maison Blanche"
12:00 - 12:30	2nd Continental breakfast
12:30 -13:30	Arrival of participants at the final location - Castle "Radomyshl"
14:00 - 15:00	Lunch at the buffet table format
15:00 - 16:00	Press conference
16:00 - 18:00	Test drive, photoset road series with the parallel conduct tours of the castle
18:00 -19:30	Banquet
19:30 - 21:00	The musical accompaniment (pianist Paul Ignatieff) and wine tasting
21:00 - 22:30	Transfer to Kiev by bus



Organic
CAFE
Органічне кафе





Results of BYD Eco Media Tour

Luo Weidong, counsellor of the Chinese Embassy in Ukraine and other leaders from China were also presented at the rally. After driving the e6 and new models including F7, and S6, they all highly praised the excellent performance of these models. "For the Chinese brands in Ukraine, BYD has already become the best business card. We totally believe BYD will make another new energy miracle here" Luo Weidong said to the journalists, and promised to support the BYD brand development in Ukraine!

50 journalists from Ukraine main media had the test- drives on full range BYD cars. The newly launched models such as G6-1.5T and S62.4-AT deeply impressed the media with a high level of technological innovation and the continually improvement of quality. Witnessing the outstanding performance of BYD e6 in the trip, everyone couldn't help but highly approve the BYD new energy technology and its high quality. Most auto magazines, newspapers and TVs in Ukraine widely reported about the tour. BYD had just got back to Ukraine for about one year, but today, its brand awareness among main Ukraine Media got excellent results.

Impressions with BYD e6

Needless to say, BYD e6 is a vehicle with a lot of space for five adult people. Getting into the car is easy enough, with especially long doors giving good access to the rear seat. Visibility is good from most angles in the driver's seat, partially due to fairly slim pillars. There's room for three in back, or two comfortably separated with the rear-seat armrest pulled down. Rear seat passengers will find good legroom even with the front seats pushed back.

The showed car had a very good equipment, for example white leather on seats, great Infinity audio system, bright and high resolution monitor connected with two cameras, responsible for showing view of the back and the right side of the vehicle. What's more, six airbags, ESP, Tire Pressure Monitoring System show that the manufacturer is serious about safety issues.

Based on the road conditions, we tried every action to test whether the e6 could perform like what's described in the official web site. As is known, it's very compatible to accelerate from 0 to 100 km/h in 10 seconds, top speed 140 km/h, but 90 kW and 450 N•m have a lot of work with a vehicle during acceleration. After setting off up the road, we couldn't wait to feel its acceleration. We did much hard acceleration, which making a wonderful sense of pushing back - our heads seemed to be left behind by the body. When it came to uphill section of 30 degree, which was about 20 meters long, the motor seemed offered endless power and the car was never lack of motivation. Thanks to low center of gravity (battery under the floor weights 800 kg), the car turned surprisingly well in tight corners, and the steering wheel returned very smoothly. The energy stored in lithium-iron-phosphate batteries had a capacity of 64 kWh. For comparison, Mitsubishi i-MiEV has only 16 kWh.

BYD e6 BEATS CRIMEAN SNOW



DECEMBER 26, 2012

A MEMORABLE DATE FOR BYD BRAND IN UKRAINE. THERE WAS ARRANGED A TRIAL FOR THE BYD e6, THE EXPERIMENT THAT SHOWED e6 CAN EASILY GO THROUGH SERPENTINE AND SNOWY MOUNTAIN ROADS IN WINTER AND CAN BE FAIRLY DEFINED AS A "CROSSOVER".



WHY CRIMEA?

It is worth to point out why Crimea was chosen for this experiment. It is a known fact that Ukrainians are proud of that the route Simferopol - Alushta - Yalta is the longest trolley bus route in the world, and it is the only long distance intercity trolleybus system in the world.

This route was built in 1950s, and it still operates successfully nowadays. Dozens of years of experience proved that trolleybus contributes a lot to protect the natural eco-system, especially if you want to build an environmental friendly region, like sanitariums and sightseeing resorts. In this regard, local authorities consider extending the public transport electrification by replacing some of the taxis with electric vehicles.

ZOOM IN THE TOUR

Simferopol. We start



We charged the e6 fully and the range sensor showed that this charge will be enough for 318 km. After having everything checked, we started. We set the "Eco" mode, which helps to save energy. The e6 moved very quietly through the streets of Simferopol; passers-by did not even notice the car was coming.

Frequent braking and acceleration were reflected on the dashboard with the "plus" (when the battery power is consuming) and "minus" (when the battery recovers by braking recharges). The instant output power was about 24 kW in an urban situation, but battery was recharged by 5-7 kW when braking.

It was pretty cold outside, so the dual-zone air conditioning was on with a temperature set at 22°C. Besides, multimedia system increased the energy consumption of power battery. In general, we drove the electric car as a usual one - just like a conventional car powered by a gasoline engine with a full tank of fuel.

When we got to the highway, the range sensor showed we could drive up to 278 km till the battery is empty. We could see the white snow and frost on the mountains ahead.





Angarsk pass. Stopover

On our way to Angarsk pass, the output power began to grow to 30 - 32 kW. But when we went downhill, the power returned up to 15 kW to the battery. Also, if we used the brake pedal more frequently, the figures grew up to 19-22 kW.

Well, almost everyone had the impression that the electric car can only drive across the plain, expecting that e6 may have problems with a quick acceleration uphill. Having overcome the first hillclimb, this sceptical view was dispelled. But energy consumption grew up significantly, which was also effected by temperature decreasing - every 10 km surmounted, 1°C dropped on average.

Angarsk pass is the highest point of the Simferopol - Alushta route - 752 m above the sea level. However, the performance of the e6 did not reduce. It led the snowy way like a four-wheel-drive SUV. And it dealt with sudden turns because of the low center of gravity without any efforts. After sufficient experience on the snowy highway, we began the descent to Yalta.







Yalta. Downhill to the waterfront

This was the distance where e6 could recharge its batteries abundantly, during the 65 km downhill way to Yalta. Thanks to Regenerative Breaking System, the power meter showed up to 38-40 kW with a "minus". The remaining range had showed 270 km, which was 244 km at Angarsk pass.

Most of Yalta is alongside the coast, we stopped to make some shooting of the beautiful views.

Local residents and visitors gathered around to stare at the e6, surprised to find it is a pure electric car. They were really interested in its price, where and how it can be charged, and how many kilometers it can go on a single charge.



Back to the starting point

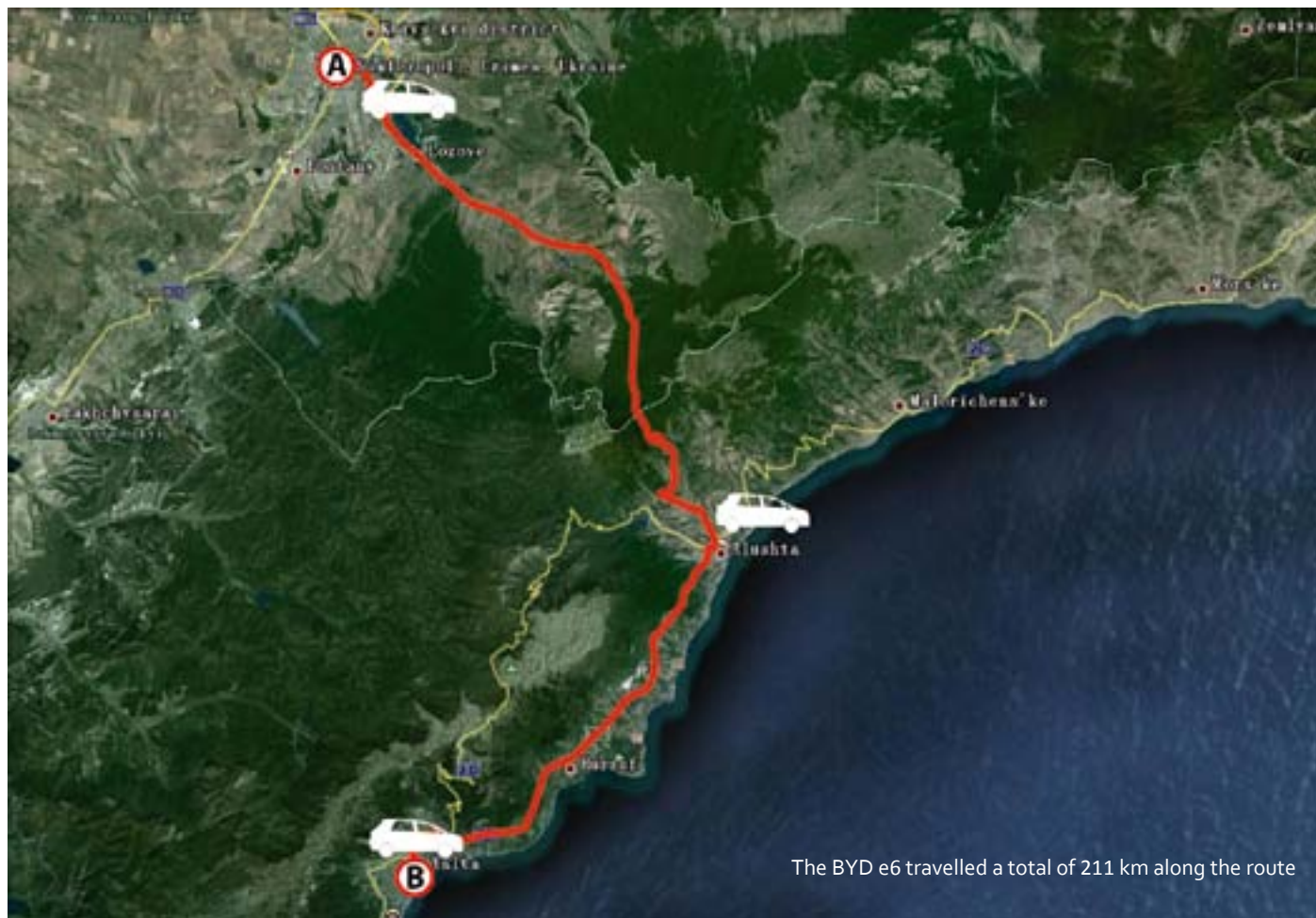


The energy of a battery was decreased by a few climbs and traffic congestions at the entrance to the resort town. "It is quite enough to get to Simferopol without recharging", we thought, forgetting that a long ascent to Angarsk pass was waiting for us ahead.

We left Yalta at 5:25 pm so the lights had to be turned on, which also consumed the energy. The sensor showed an output of 42 - 50 kW because of the cold wind and upwards climb, and the range declined rapidly when we reached the entrance to Angarsk pass.

However, the increase of energy consumption had nearly no impact on the performance. Initially, we wanted to charge the battery a little bit in one of the roadside cafes, but we finally decided to go to the starting point without recharging to see what will happen. Furthermore, we turn off the "Sport" mode, which improves dynamics, but increases electricity consumption, to save the energy.

When we were back to Simferopol eventually, and reached the local BYD automobile sales centre, the odometer showed that the total length of the test route was 211 km.



WHAT WAS THE RESULT?

During the trial, members of the media took the driver seat in turns to drive to the next destination, because we decided make our experiment open and honest. We had set a record in quite difficult conditions. It was snowing, from time to time, the temperature outside was changing dramatically, and journalists had to drive very carefully along the snowy serpentine roads. Besides, the air conditioning and heating system was always on.

With four people on board as well as a heavy pack of battery, the BYD e6 travelled a total of 211 km along the route Simferopol - Alushta - Yalta - Alushta - Simferopol. None of the other EVs sold in Ukraine can do that. For this reason, the BYD e6 can be formally considered as the first and, so far, the only one among the electric

vehicles, which was able to go such an impressive distance in Ukraine in winter conditions. What's more - on arrival at destination, the on board computer showed that there was still some reserve of electricity.

Everyone was surprised by the result, a lot of readers followed and asked for further details about the experimental tour after the publication of materials by journalists who took part in the test drive of the car.



Yaroslav Gural
General Director

LTD «Automotive Europe Corporation»
BYD AUTO Official Distributor in Ukraine

INTERVIEW WITH **Yaroslav Gural**

BYD AUTO Official Distributor in Ukraine



Hello. First of all, please tell us a little bit about BYD in Ukraine?

Yaroslav: BYD has been back in the Ukrainian market for over a year now since 26th October, 2010. Because it's based in Kiev, the capital of Ukraine, and in the past year or so the whole team has been growing together and working together, the team's current overall performance is quite surprising. Up to this year, new car sales have already exceeded 1,000 units. The overall trend and prospects are very good. We've just finished anniversary celebration. The whole team has been working together for over a year. We have great confidence in the development of the whole team and our ability to respond to the market, including some strategies for operations management and the future development of the whole company.



Ukraine is a country with burgeoning consumerism for luxury cars. Will an overly booming luxury car market have a corresponding impact on the mid range or SUV car markets? Also, what do you think the differences will be between consumer groups in each market?

Yaroslav: In fact, if we look at it in terms of marketing, no matter the manufacturer or the distributor, actually before he puts his product on the market he will arrange a different positioning for it. Putting different products to different consumer groups is a classic way of segmenting the market. The product line is very broad, covering different products. For example, our competing products range from cars worth some ten thousand to some hundred thousand UHR, and some worth over 300,000 UHR. The product line is very broad, and it covers a broad area of consumer groups.

Anyway, the luxury car market in Ukraine has its own purchasing power. Of course, no matter we look at it on a year on year or sequential basis, it's continually growing. After segmenting it, there are different groups: SUV, D class and C class. In fact, the targeted consumer is one group. When each product is finding its own consumer group, the product can sell very well. You will never take your SUV to the C class market, that is potentially as incongruous as "the mouth of a horse on the head of an ox", I think. Accurately finding our own consumer group after market segmentation, and disseminating our product information, is a very accurate way to get market publicity and promotion for our product and the brand we represent, and promote overall sales. In fact, the features of C class clients and SUV clients definitely have inherent differences. That's why, once we've decided to put a car onto the market, we must give it an accurate market positioning. Because whether it's the brand, the model or the consumer group, they all have inherent differences.



Early this year Ukraine introduced models such as the F7 (named G6 in some markets). Can you tell us about the performance of the F7 on the market in Ukraine?

Yaroslav: BYD F7 is a D class vehicle. It's coming onto the market in Ukraine now. As an original import car, it's a good value for money. No matter the external design of the car, or its operability, including its performance or model and price positioning, all are very strong. See, it's not bad that you can get a highly-equipped original import car with just hundred thousand UHR. It is lacking in terms of GPS, but overall their performance price ratio and competitiveness are very strong. Secondly, because it's a D class, its external appearance and positioning are good. Clients are relatively fashionable or pursuing quality of life. The overall standing of the client group is relatively high. Currently, looking at overall sales, its recognition and reputation in the market is quite high.



We know there's a lot of competition in Ukraine now, and other brands are constantly entering this market. Has this caused difficulties for our operations?

Yaroslav: Ukraine should be a place where strategists battle it out. Brands from different countries have all entered the market. Obviously, for automobile distributors in Ukraine, in terms of operations, there couldn't possibly be zero operational pressure. This is a real life problem. One is the purchasing power of consumer groups in this city. Another is that each big brand has identified Ukraine as an important strategic front. It ought to be like this. Add to that operating costs, and financial pressure on publicity, and personnel costs, operational pressure will inevitably be great.

Nevertheless, we have an excellent team to deal with the pressure, particularly on marketing. We put advertisements, we hold events; this will bring obvious effect on enhancing the brand awareness, and building a unique image differing from that of our competitors.



As we know, the new year is upcoming. What effect do you think this will have on the automobile market in Ukraine?

Yaroslav: In the current circumstances, distributors don't have too much inventory pressure. But after all, dealerships need to use this peak season to sell well, making the most of the current sales trend. So series of promoting policies are coming out. It is early December now. Consumers still expect to have some further so-called "discount sale" at the opening of the new year. I don't think this is wise, because it is already the most favourable season. So I suggest that rather than waiting, we should take this opportunity to choose a car we like. This should be a good time.



EXPERIENCING BRAZIL

I am a stranger to Brazil. Actually, this is my first step on the South America. When you hear the word "Brazil", maybe you will start picturing Brazil in your head: Soccer, Samba, the Amazons, and Cristo Redentor (the giant statue of Jesus of Nazareth which looks down on Rio de Janeiro). Of course, for me, I would be also picturing Fast and Furious V.

Thus, this piece will be more like a travel diary. I will quote some facts from Wikipedia to facilitate writing this article within some short paragraphs. But most of it will come from my own fingers tapping the keyboard. Here we go.



Brazil was a colony of Portugal from the landing of Pedro Álvares Cabral in 1500 until 1815, when it was elevated to the rank of kingdom and the United Kingdom of Portugal, Brazil and the Algarve was formed. The colonial bond was in fact broken in 1808, when the capital of the Portuguese colonial empire was transferred from Lisbon to Rio de Janeiro, after Napoleon invaded Portugal. Independence was achieved in 1822 with the formation of the Empire of Brazil, a unitary state governed under a constitutional monarchy and a parliamentary system. The country became a presidential republic in 1889, when a military coup d'état proclaimed the Republic, although the bicameral legislature, now called Congress, dates back to the ratification of the first constitution in 1824. Its current Constitution, formulated in 1988, defines Brazil as a federal republic. The Federation is formed by the union of the Federal District, the 26 States, and the 5,564 Municipalities.

The most populous regions of Brazil are São Paulo and Rio de Janeiro. Most of the economic activities take place in these two cities. Although I have been dying to visit the Amazon, this trip is essentially business travel. So São Paulo and Rio de Janeiro is where I will be.

São Paulo



São Paulo is the practically the economic center of Brazil, and it is the place where BYD's Brazilian branch company will be established. The traffic in São Paulo is no different from other big cities. It is terrible apart from weekends and public holidays. The city, which is also colloquially known as "Sampa" or "Cidade da Garoa" (city of drizzle), is also known for its unreliable weather, the size of its helicopter fleet, its architecture, gastronomy, severe traffic congestion, and multitude of skyscrapers. People from the city of São Paulo are known as paulistanos, while paulistas designates anyone from the whole of São Paulo state, including the paulistanos. The city's Latin motto, is Non dvcor, dvco, which translates as "I am not led, I lead".

A typical weekend

You can always find your place even on the busiest Avenue Paulista. Your dog may accompany you while you sit and read books in one of the tiny parks beside the avenue. There are many skater boys on Avenue Paulista. I come across one very special: he strides on his skating board, he travels with a backpack, he travels with his dog who can sing while he is playing the music instruments.





Soccer

Soccer is the biggest thing in Brazil. You see lots of football fields. You see lots of Brazilians having high level games every week, targeting the championship in the amateur leagues. You see kids, at age of five or six, playing around soccer on the street when there is not enough space for a field. To me, everyone here is a soccer fan and most a fan of Corinthians which is Brazil's richest football club in terms of revenue. Just a little while ago, while I was there, the reigning champions Corinthians beat Chelsea 1–0 at the final of Club World Cup held in Japan this year. The final was on Sunday. The bars in São Paulo are crowded with fans from early morning, while you see bars normally open after 6pm in other countries. There are more people watching the match at home. When the referee blew the whistle, I noticed the whole building I was staying started vibrating. Fireworks were lighted in the middle of the day; the enthusiastic fans just could not wait till the night. The fans were singing songs and waving Corinthians flag out of the window even when they were riding on a bus. For the rest of the day, the whole city was celebrating the victory and championship over Chelsea.





BYD Electric Bus in São Paulo

The BYD electric bus made the debut with a one-week test operation on São Paulo's busiest streets. We caught the eyes of the citizens of São Paulo, and also lots of flashlights. On October 1st, the BYD ebus was on display at São Paulo's biggest and most influential convention centre along with other presentations on new urban sustainable technologies all planned for the streets of the city during the World Cup. The City Hall organized a closing ceremony of the "Programa Ecofrota" under the direction of the Secretary of Transportation to support the use of different clean technologies in its public bus fleets, including wired-trolley buses, biodiesel buses, sugar-cane diesel buses, ethanol buses and electric buses. None of these technologies are widely accepted yet, but BYD's purely electric bus, the BYD ebus, was the only bus at the event. The sitting Mayor Gilberto Kassab displayed his skills as a "bus driver" as he drove 30 passengers around the center.

Talking about Rio, you will

naturally think of the Cristo Redentor. Constructed between 1922 and 1931, it is considered the largest Art Deco statue in the world and the 5th largest statue of Jesus in the world. It is 39.6 meters tall, including its 9.5 meters pedestal, and 30 meters wide. It is located at the peak of the 700-m Corcovado Mountain in the Tijuca Forest National Park overlooking the city. A symbol of Brazilian Christianity, the statue has become an icon for Rio de Janeiro and Brazil.

Rio is one place you do not want to leave once you visit. I met a friend there from Spain. We went out to have many rounds of Caipirinha (the national cocktail of Brazil) with some Brazilian friends. He spent half year college exchange program in Rio, and now he has decided to stay in Rio. The live samba band plays for more than two hours straight without any pause between songs. It is the kind of music makes you learn the basic dance moves immediately.



BYD FORKLIFTS

INNOVATION
THAT ONCE AGAIN
CHANGES THE
WORLD



ABOUT CeMAT

CeMAT, the world's leading trade fair for integrated logistics, has its origin in Germany. Every three years, experts in materials handling, automation and transport/logistics from all over the world travel to Munich to witness the advancement in technology. Over the years, CeMAT has also expanded its influence over the border of Germany to Asia, America, and Russia. CeMAT Asia, as a result, is becoming the most important exhibition in Asia to display the finest technology in materials handling, automation, transport and logistics system.

During CeMAT Asia 2012, a total of 68,150 guests from more than 80 countries visited Shanghai New International Exhibition Center. In the industrial truck segment, the presence of big names like Kion Group, Crown, Heli, Dalian Forklift and Eoslift attracted a lot of public attention. Their warehousing and material handling solutions are well positioned to meet the growing demands not only from China but from other fast growing economies.

A VIEW OF CeMAT ASIA

Last year's CeMAT Asia was still dominated by the giant, noisy and heavily polluted diesel forklifts, which account for 70% of the industrial trucks sold in China. The other 30% of the sales are accounted for by electric forklift trucks.

Currently all the batteries used in forklift trucks use lead-acid technology. The adoption of lead-acid batteries has freed the industrial truck operator from suffocating tail pipe gases and eliminated heavy pollution. Naturally, industry sectors like food, chemicals, pharmaceuticals and logistics have more and more favoured this technology. In developed countries, the market share of electric forklift has already reached 70%.



(Lead-acid battery)





BYD FORKLIFTS AND THEIR SOLUTION

LONG LIFE-CYCLE

However lead-acid batteries have their own limits that each day grow more obvious. Everyone in the materials handling sector is striving to find a solution to the problems which have accompanied lead-acid batteries since their inception. And in 2012 BYD Forklifts provided its cure for this headache that bothers not only the end user but also the manufacturer. BYD's answer to the series of problems is its Fe-battery technology, otherwise known as the lithium-iron-phosphate battery, and integrated BMS (Battery Management System).

Imported lead-acid batteries can last for 1,200 cycles if well-maintained and serviced, whereas the average life cycle for Chinese-produced lead-acid batteries is just 800 cycles. In other words, end users have to change the battery pack every 2 years and the working hours after one charge is shorter when the normal degradation in battery capacity is taken into consideration.

The BYD Fe-battery life cycle exceeds 4,000 cycles, which translates into 10 years of operation based on an assumption that the battery is charged only once a day. Apart from that, during its life cycle, the degradation in the battery capacity is negligible, which guarantees the working efficiency and operational hours.





FAST CHARGING SOLUTION

BYD forklifts support fast charging. Using BYD's fast charger, it takes only 2 hours to fully charge the battery whereas it takes more than 10 hours to charge the lead-acid battery. Fast charging solutions could largely reduce the time for charging and saves expenditure on a spare battery and at the same meet the user's working needs for both single and multiple shifts.

MAINTENANCE-FREE AND ENVIRONMENT-FRIENDLY BATTERY

Unlike the lead-acid battery, whose water and acid levels have to be regularly checked, the BYD Fe-battery is sealed in the battery pack and is totally maintenance-free. This not only saves on labour costs, but more importantly eliminates the risk of potential hazards brought by the acid gas generated when battery is being charged.

Like the way Apple have changed the world of consumer electronics, BYD is once again leading the world of logistics into a new era.





BYD SHOWS OFF ITS R&D STRENGTH
AT

GUANGZHOU
AUTO SHOW



THE SI RUI AND NEW M6 LEAD THE WAY

The luxurious Si Rui features many BYD innovative technologies, the most representative of which is the night vision system. The night vision system turns received signals into video signals, through the infrared camera on the interior rear view mirror, and sends them to the night vision display equipment. This helps the driver's vision making night time seem like daylight so increasing the safety of driving at night.

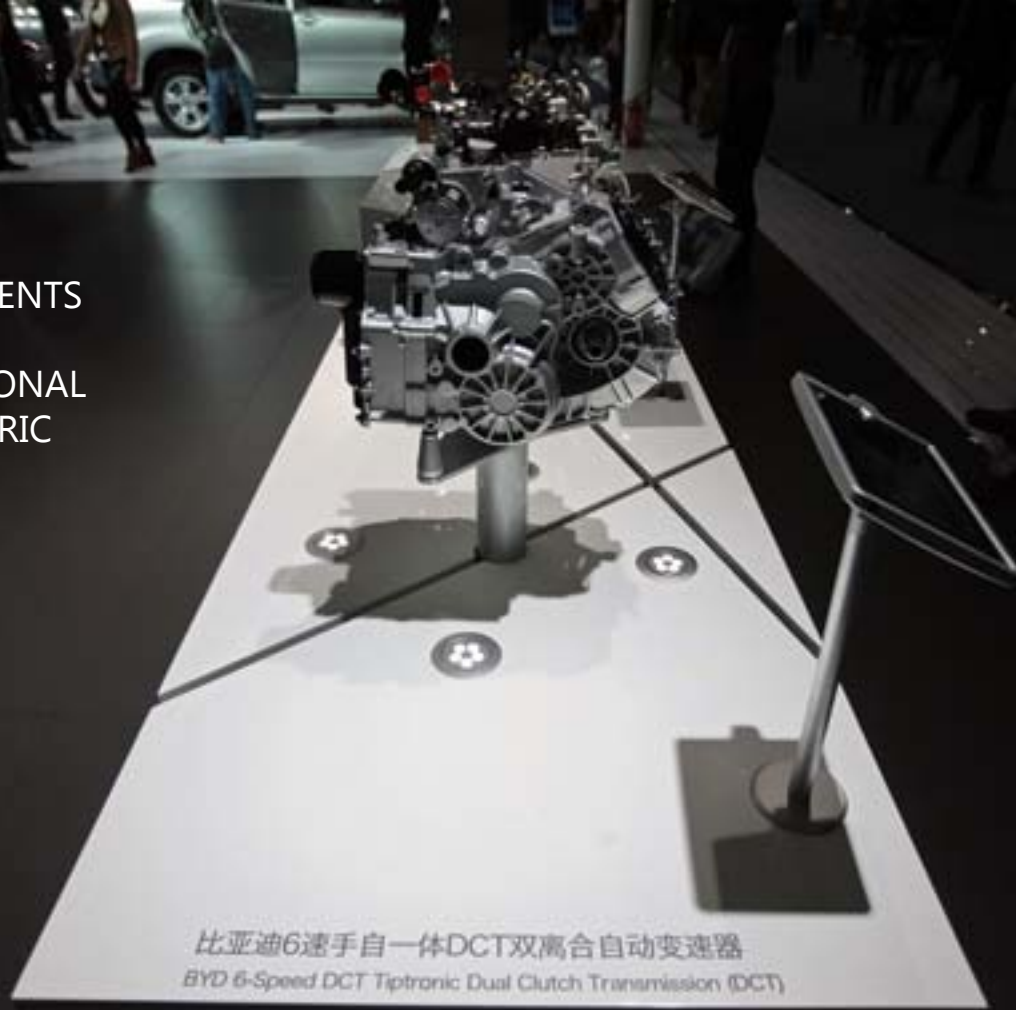




The upgraded new M6 is an all terrain MPV. For the first time, it features a 360° Surround View Monitor. Through the in-car display screen the system allows the driver to see all four sides and 360° around the car, and to see the blind spots from an extra wide angle, helping the driver to see more directly and drive more safely.



STRONG
DEVELOPMENTS
IN BOTH
CONVENTIONAL
AND ELECTRIC
FIELDS



BYD also revealed five new technologies: TID powertrain, Dual Mode II system, Bi-directional Charging and Discharging technology, Intelligent Watch Key and Remote Driving Control technology.

Among these, the BYD 1.5 TID powertrain combines the four main technologies: Turbocharging, Direct Injection, Variable Valve Timing and all-aluminium alloy material. It puts an end to the apparent weakness of China's indigenous manufacturers in the field of turbocharging.

In the area of new energy, BYD's newly developed Dual Mode II system was presented with improvements on the first generation Dual Mode in efficiency, power and energy-saving. With a high voltage, a high-speed motor and high-density batteries, the power efficiency of the Qin, BYD's new dual mode EV model, has been increased by 7% over the first generation, with the battery weighing half that of the first generation. In pure EV mode

it can travel for 50 km on a single charge - meeting the demands of daily and work life. In hybrid mode the car can use both its 110 kW electric motor and 1.5TID engine to output 223 kW of power and 440 N·m of torque.

In recent years, BYD made big progress in both the new energy and conventional vehicle fields. Months ago, BYD launched a "Zero Downpayment, Zero Cost, Zero Emission" solution for the taxi and bus market, which provides a realistic and feasible path to scaling up the market of pure electric vehicles.



BYD has developed quite a few new technologies for conventional vehicles too. These include the TID system which enables BYD powertrains to compete with the Sino-foreign Joint Venture brands, the world leading remote driving control giving users a more intelligent lifestyle and a happier automobile experience, the Dual Mode II system and the intelligent watch key. All these technologies have made a strong impact on the automobile market and have assisted the development of BYD AUTO.



UPGRADE QUALITY TO COMPETE WITH THE MAINSTREAM JV BRANDS

Recently BYD released its IQS (an index customer satisfaction on quality, Initial Quality Survey) value for the second quarter of 2012 after a quality survey of completed vehicles and core components. The value is again lower than 10, signifying that the quality of BYD vehicles has reached or exceeded the level of the mainstream joint venture brands in China. The survey included the 3 series, S6, F0 and F7 (named G6 in some countries) models.



C-NCAP五星安全认证
中国自主品牌首款五星安全SUV





In the Chinese market, the IQS value of most indigenous brands is above 20, whilst normally the mainstream Sino-foreign JV brands does not exceed 10. BYD has been working for eight years on raising quality and production systems to get an IQS value of 10. In the IT sector, BYD has long term cooperations with giants like Nokia, MOTO, Samsung and so on, forming competitive technology and quality control systems. In the auto sector, BYD benefits in manufacturing terms from its collaboration with Daimler-Benz, stressing both safety and durability. Regarding components, BYD sources from world leading brands like BOSCH, PPG etc, to ensure reliability and consistency. In terms of processes, BYD has invested a lot to install 24 painting robots to ensure an attractive coat of paint. In 2011, BYD raised millions developing a second crash-test laboratory in Shenzhen in accordance with European and US crash testing standards.

BYD has incorporated the pursuit of quality into the basis of its brand and has made strong progress. It has won praise from both the market and consumers. As a leader in Chinese brands, BYD never cease its efforts to upgrade technologies and improve quality. BYD is firmly on the road to catch up with and overtake the foreign brands, and the gap is now closer and closer.



SELECT A WAY OF LIFE

THE
WONDERFUL
WORLD
OF BYD F7





FADDISH AND ELEGANT

Since the first time I saw it, I've been attracted by the dynamic BYD F7 (named G6 in some markets). The athletic body contour with smooth and sleek lines makes the F7 a perfect saloon car, revealing its unique trait in style.

The front lights, inspired by the eyes of an eagle, are the focal points of the grille, and coupled with an emotive body design, will ensure that the F7 will win your heart. The high waistline creates a smooth flowing link between the front and rear lighting clusters add dynamism to the design.

Whether I am enjoying the leisure weekend or daily spare time, or whether I am enjoying the beautiful morning or the wonderful afternoon, once driving on the road, the F7 will attract all eyes on me.





FAST AND FURIOUS

The roomy interior space guarantees that the F7 will provide a pleasurable travel experience. A key element is to make all the essential functions as easy as possible to use. Ergonomically designed leather seats and leather trim on the center armrest and doors add to the luxurious ambience. Within the roomy interior can be found plenty of storage spaces designed for all kinds of needs and they are in the console and in the doors, armrests and seats. The F7 provides a powerful system with rich configuration.

After a day's hard work, I am always very happy to experience the fast and furious together with my dear friends, forgetting what troubles us and ignoring what persecutes us. Just drive my car to what we want to go and ease our tension and fatigue. Together, we talk and we laugh.



POWERFUL AND VIGOROUS



BYD F7 is first fitted with the dual clutch automatic transmission and the 1.5Ti engine, which are both developed in-house and perfectly matched. The 1.5Ti engine is the pioneer in BYD new generation of engines. It shows another significant technological innovation for BYD independent research and development, which helped it win the best engine award at the 14th Shanghai International Auto Show.

Once I press the "ENGINE START" button, nudge the selector lever, and drive off, the delivery of power is instantaneous and vigorous. I just can feel that the strong heart will accompany me forever.





SMART AND FANTASTIC

The F7 has the world-leading advanced smart-key system. Via the smart-key, car location, keyless entry, one-button start, and electronic and anti-theft alarm systems can all be easily operated. The voice controlled DTS digital surround sound system, large screen that doubles as a TV and which also features a reverse camera, together with other 58 impressive high-end control systems give you complete control over the F7 travelling experience.

On a beautiful sunny day, I like to drive my car to a quite quiet beach or a peaceful village, turn on the music and close my eyes, imaging that the outside world has nothing to do with me. Forget the time. I'm just rapt in the fantastic world with my beloved car.

For anyone who has chosen the F7, a perfect
and wonderful way of living has been selected.
It is a new era and a new journey we shall
always pursue.



F7

AMERICA'S **CHRISTMAS**



CELEBRATING THE CHRISTMAS HOLIDAY

BYD in America



BYD America headquarters located on South Figueroa Street, Los Angeles, California, next to a very famous old building called BOB HOPE PATRIOTIC HALL, which was dedicated as Patriotic Hall by the Los Angeles Board of Supervisors in 1925 and was built to serve veterans of Indian Wars, Spanish American War, World War I and also to support the Grand Army of the Republic (G.A.R). It was renamed "Bob Hope Patriotic Hall" on November 12, 2004 because it was rededicated by the comedian, Bob Hope. So it's easy to find the our headquarters blocks away. As the control center of BYD's America business including EV, gasoline car, LED lighting and energy storage system, a lot of visitors come and go. During the traditional Chinese Spring festival, all colleagues in US and Latin America gathered together here, learning, communicating, having a special celebration.

Our American colleagues sent gifts to everyone at the office one or two weeks before the Christmas holiday. This is what I got, a delicate chocolate gift:



On the streets, most of houses are decorated with Christmas trees with lights, ornaments, wreaths or outdoor lights. When the darkness comes, all the lights come on, sparkling at night, making a beautiful festival charm, and most towns have parades. Citizens join in the parade as their own way of celebrating the Christmas holiday. Santa Barbara is a coastal city build in the hills and we ran into their pre-Christmas parade on a sunny Saturday morning.





Various cars made the celebration parade more fun, esp. the veteran cars and refitting cars caught all of our eyes.







- Besides the cars, bicycles also were important parts of the parade. These people's passion and creativeness impressed us.



NEW YEAR IS JUST SEVERAL DAYS AFTER CHRISTMAS, SO THE CELEBRATIONS CONTINUE

In Los Angeles, there's world famous "Rose Parade" on Jan 1st, featuring spirited marching bands from throughout the nation, majestic floral floats, and high-stepping equestrian units. This year the event started from 8:00 a.m. (PST), lasting for 2 hours. The parade traveled north on Orange Grove and then turns east onto Colorado Boulevard where the majority of the parade takes place, and ended at Sierra Madre and Villa Street.





F5 Surui Specifications

Dimensions & Weight				
Length	mm(in.)	4680(184.25)		
Width	mm(in.)	1765(69.49)		
Height	mm(in.)	1490(58.66)		
Wheelbase	mm(in.)	2660(104.72)		
Track (F/R)	mm(in.)	1525/1520(60.04/59.84)		
Min.ground clearance	mm(in.)	125(4.92)		
Min.turning radius	m(ft.)	5.3(17.39)		
Curb weight	kg(pound)	1330(2932.15)	1385(3053.4)	1395(3075.45)
Seating capacity	persons	5		
Tyre		205/55R16		
Engine & Transmission				
Engine model		BYD473QE	BYD476ZQA	
Engine type		L4/16 Valve, Water cooling, SOHC,EGS	L4/16 Valve, Water cooling, DOHC,Turbo Charging	
Displacement	L	1.5	1.5(Turbo)	
Max. power	kW/rpm(hp/rpm)	80/5800(107.28/5800)	113/5200(152/5200)	
Max. torque	N·m/rpm(lb·ft/rpm)	145/4800(106.94/4800)	240/1750~3500(177/1750~3500)	
Compression ratio		10.6:1	10.0:1	
Top speed	Km/h(mph)	≥ 166(103.16)	≥ 190(118.06)	
Fuel delivery		Multi-point sequential fuel injection	Direct Injection	
Transmission		5MT	6MT/DCT	
Tank capacity	L(gal.)	50(13.2)		
Brake & Suspension				
Brake (F/R)	Disc/Disc			
Suspension Front	McPherson strut type			
Rear	Torsion beam type			

BYD AUTO reserves the right of modifications.





BYD AUTO *Build Your Dreams*

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