

Welcome to BYD



BYD

BYD

**– One of the Top 25 Most Innovative
Companies**



The 25 Most Innovative Companies 2010

No. 1
Apple



No. 2
Google



No. 3
Microsoft



No. 4
IBM



No. 5
Toyota
Motor



No. 6
Amazon.com



No. 7
LG
Electronics



No. 8
BYD



No. 9
General Electric



No. 10
Sony



No. 11
Samsung
Electronics



No. 12
Intel



No. 13
Ford Motor



No. 14
RIM



No. 15
Volkswagen
Hewlett-Packard



No. 16
Tata Group



No. 17
Tata Group



No. 18
BMW



No. 19
Coca-Cola



No. 20
Nintendo



No. 21
Wal-Mart
Stores



No. 22
Hyundai Motor



No. 23
Nokia



No. 24
Virgin Group

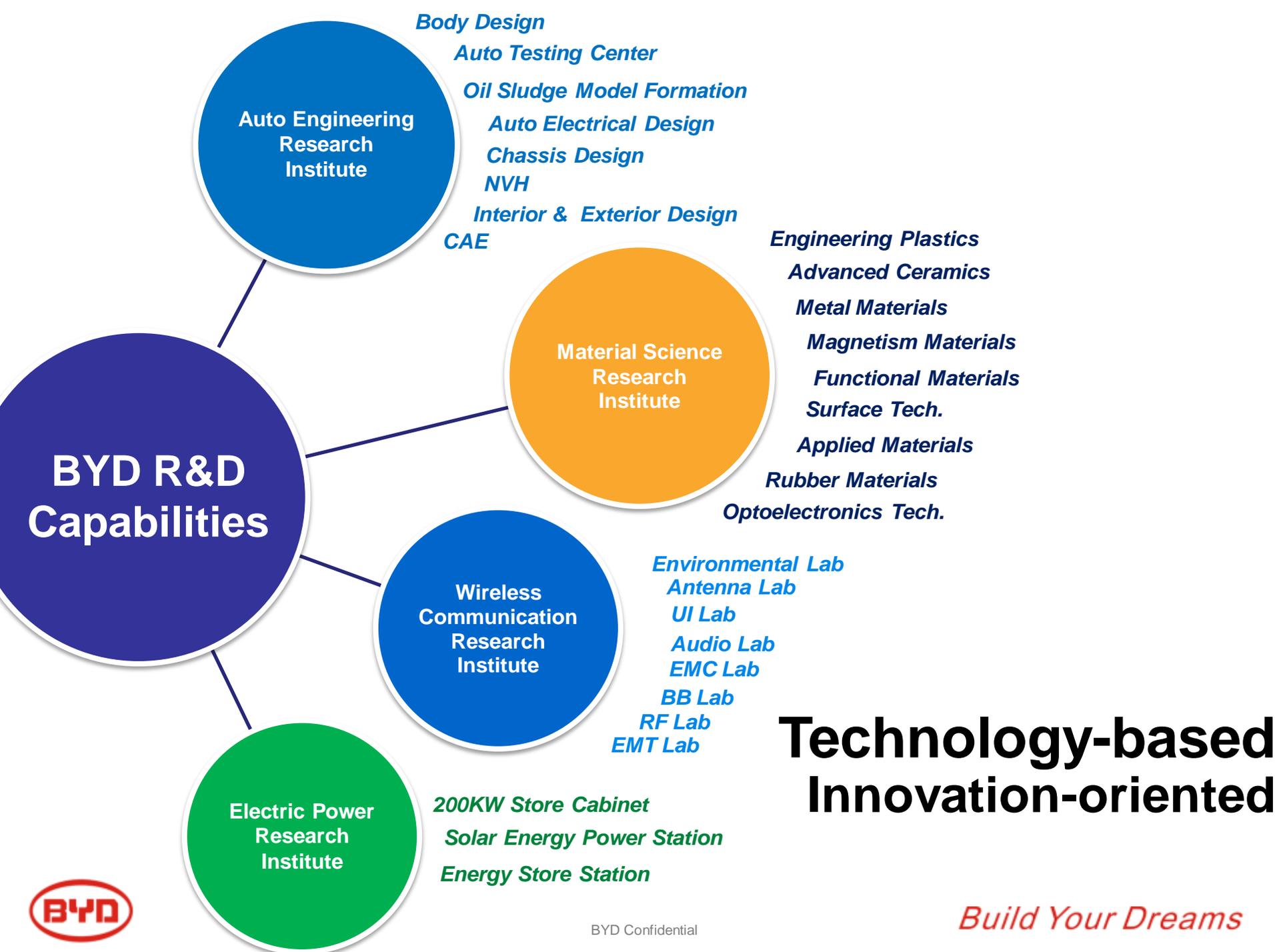


No. 25
Procter &
Gamble



Bloomberg Business Week's Most Innovative Companies special report is based on data from longtime partner Boston Consulting Group (BCG)





BYD

- **#1** largest cell phone ODM in China
(2000 engineers)



Most Vertically-Integrated ODM

Vertical Integration Solution Provider

Cell Phone Design Service
JRD & ODM

Mechanics

Tooling; Plastics; Sheet Metal & Decoration; Mg/Al Alloy; Keypad; Lens; Mechanism; Connectors

Electro-Mechanics

Antenna; FPC; LCD; Camera Sensor & Module; Touch Panel (Resistive & Capacitive)

Accessories

Batteries; Chargers; Bluetooth Headset; Headset; Data Card, etc.

Sub-assembly & EMS



BYD

- **1st** company to announce an electric car using Fe battery in the world





BYD – the most innovative independent national auto brand

BYD

- **1st** company in the World to provide a fully vertically integrated solution for green energy technologies.



BYD Zero Emission Total Solution



Fe Battery

Energy Storage



Household Energy Control System

Providing the Whole Set Energy Consumption Solution



PV System

Energy Generation



LED Lighting

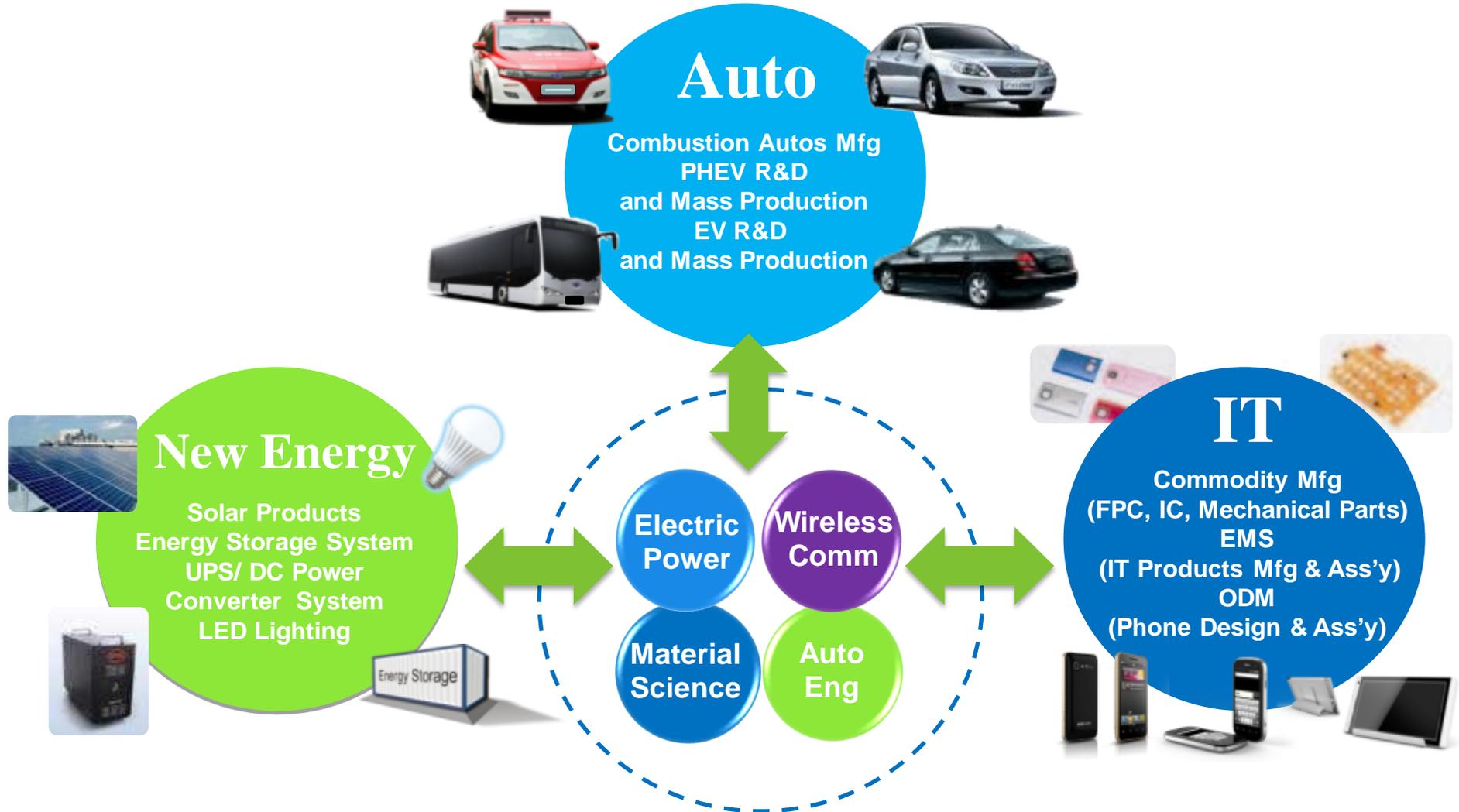


Electric Vehicle Charging Pole

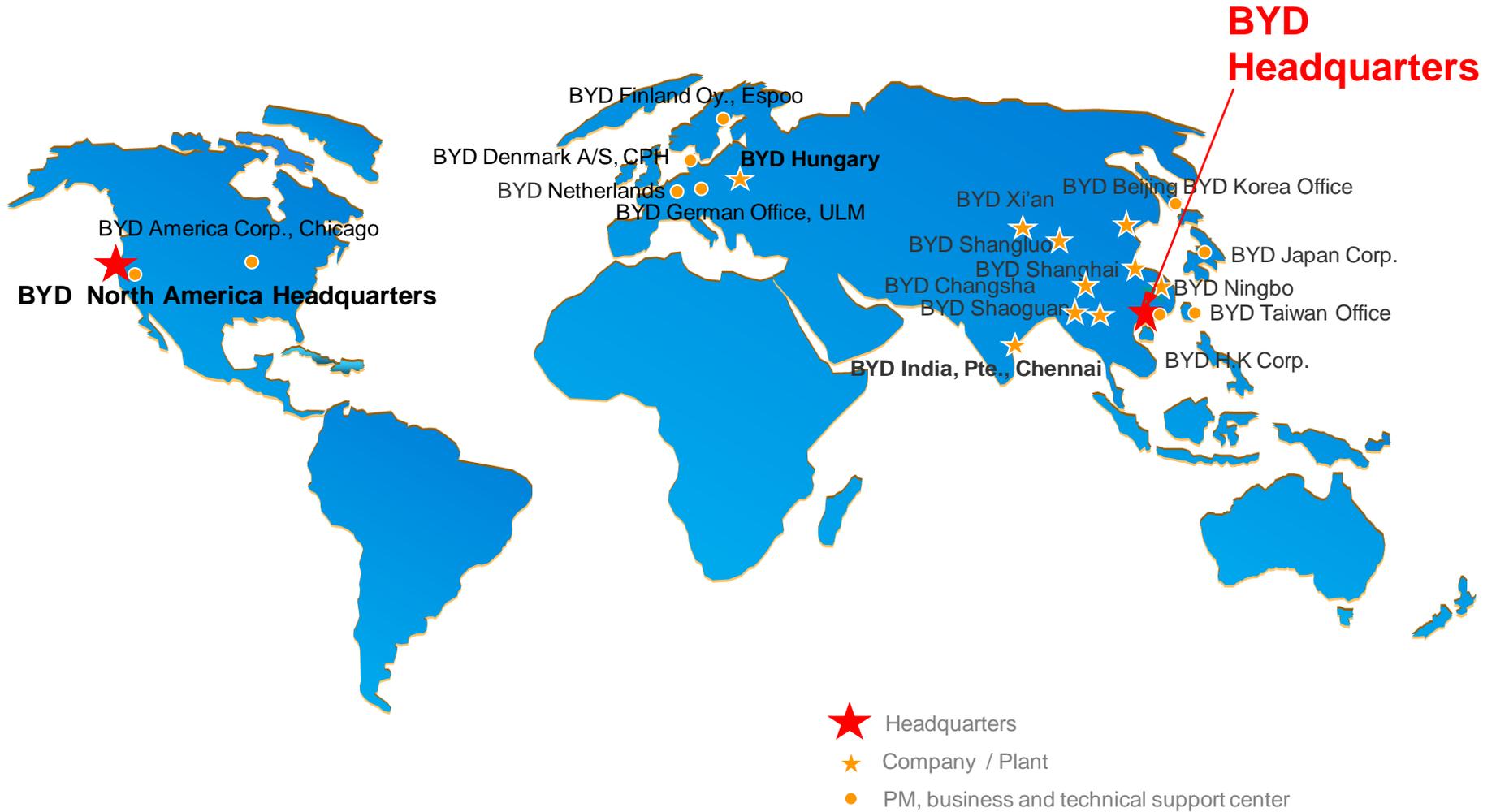
Energy Application



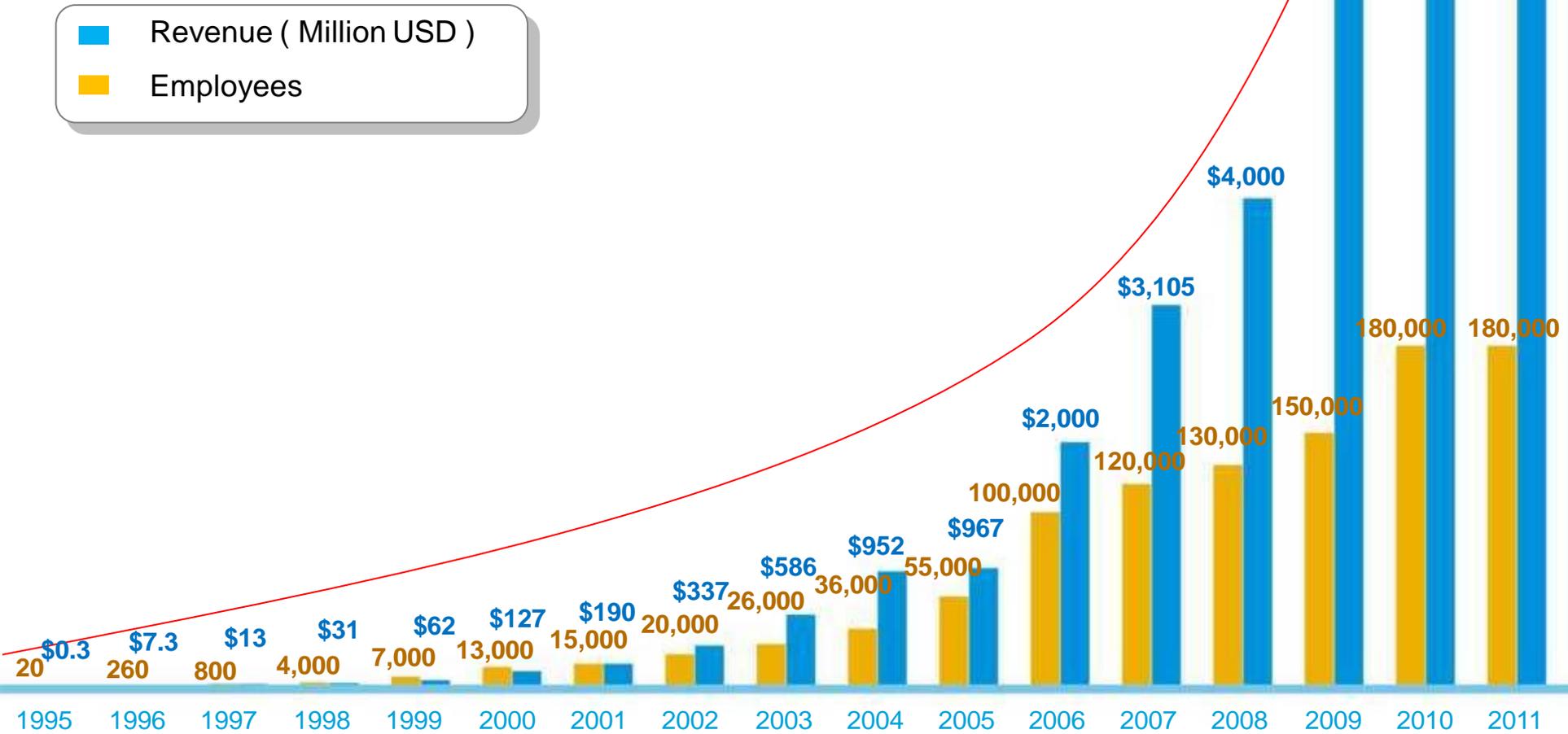
BYD Business Areas



BYD Global Footprint



Robust Growth Record



BYD Milestones



1995

BYD was established in Shenzhen with only 20 people and \$0.3mil. investment.

BYD Milestones

2002

BYD Co., Ltd. was listed on Hong Kong Exchange (1211.HK) and created the highest issue price.

2007

BYD Electronics (International) Co., Ltd. was listed on Hong Kong Exchange (00285. HK).

2011

BYD Co., Ltd. was listed on Shenzhen Stock Exchange (002594. SZ).

BYD Milestones



2011

BYD North American Headquarters was opened in Los Angeles.

BYD Milestones - IT



2000

Became the first Li-ion battery supplier to Motorola in China.

BYD Milestones - AUTO



2003

BYD initiated its auto business and set up Xi'an plant.

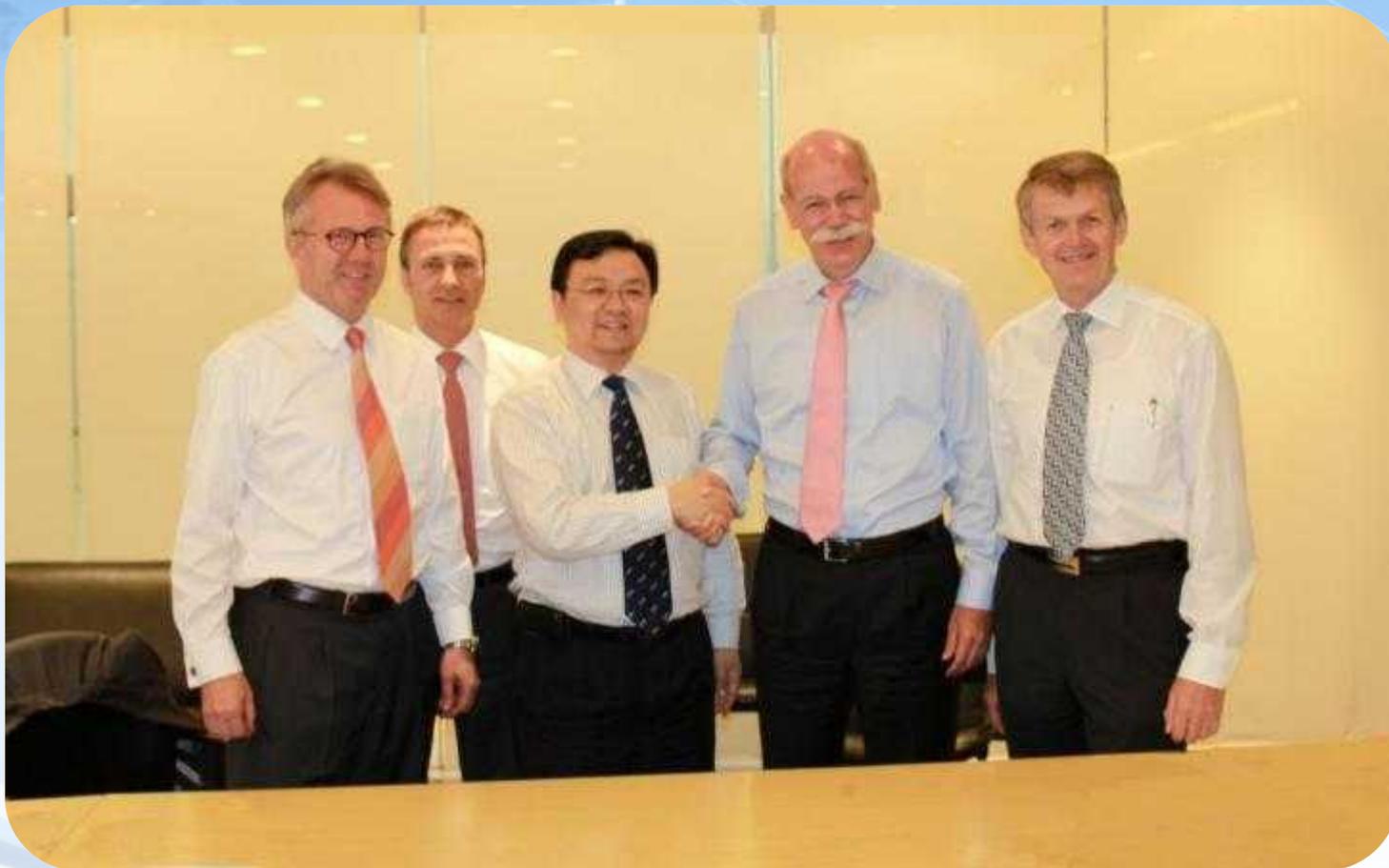
BYD Milestone - AUTO



2009

BYD Changsha bus plant was built for electric bus manufacture.

BYD Milestones - AUTO



2010

Joint venture founded by BYD and Daimler AG was started to operate to develop pure EV.

BYD Milestones - AUTO



2010

BYD delivered 200 eBuses and 300 e6 taxis to 26th Universiade Shenzhen to form the largest pure electric public fleet.

BYD Milestones - AUTO



2008

Fe3, The sales of the first plug-in electric car in China was launched in Shenzhen, BYD legend.

BYD Milestones - New Energy



2008

Started the new energy business to set up a green technical total solution including PV, ESS and LED Lighting.

BYD Milestones - New Energy



2011

Complete the world's leading Energy Storage Stations with China Southern Power Grid (12MWh) and China State Grid (36MWh).

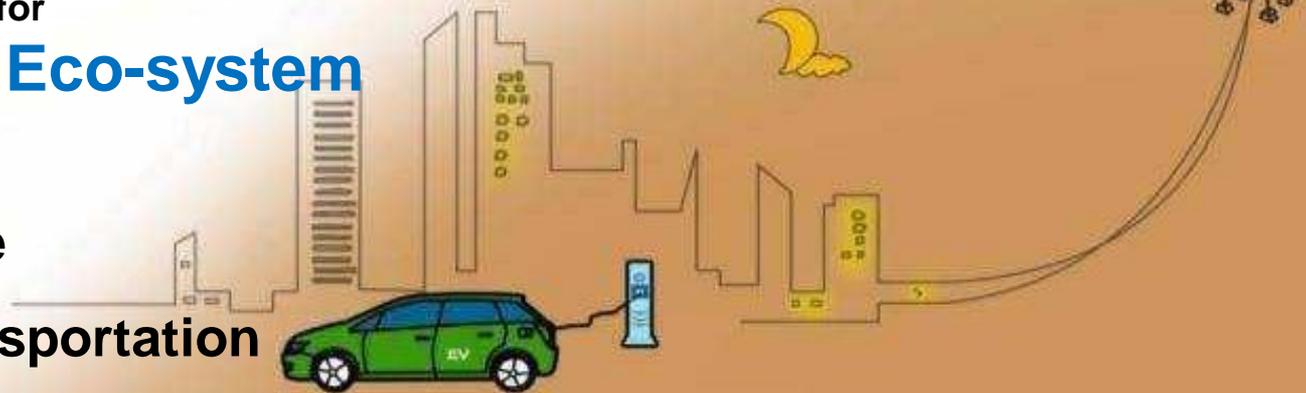
BYD wants to Build Your Dreams



BYD has THREE Dreams for

Zero Emission Eco-system

- Solar Power
- Energy Storage
- Electrified Transportation



1st Dream: Solar Power

BYD solar power has **four superior advantages**:

1. High Efficiency (more power out of small space on the roof)
2. Excellent Optical Performance
(power even under less-than-optimal condition)
3. Steady DC Output Voltage
4. Easiness in Being Installed



Our solar panels have been approved by prominent certifying organizations such as UL, CE, TUV, IEC and PV Cycle.

We can offer the key part of inverter, Insulated Gate Bipolar Transistor (IGBT).

2nd Dream: Energy Storage

For Grid Operations

Peak load shaving: discharge during the high power demand, charge during the low power demand.

Store and transfer electricity = a **smarter grid**

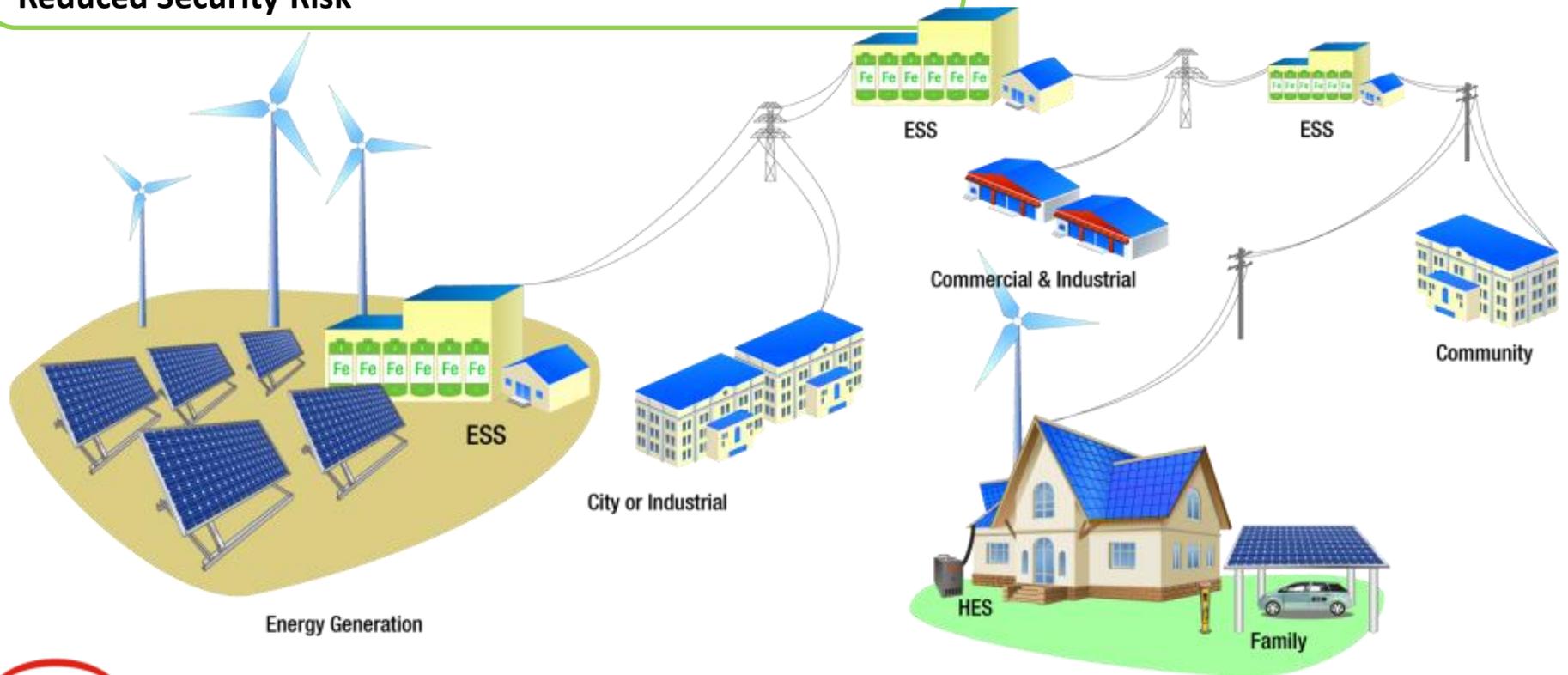
Short response time: 4ms only

Improved transmission line and equipment lifetime

Reduced Security Risk

For Renewable Balancing

Creates a Firm Capacity Output
Ramp-rate Control on renewable energy generation for higher efficiency



3rd Dream: Electrified Transportation



BYD: the first Auto Manufacturer in the world to launch Fe Battery Operated Electric Vehicle.

Spec of e6

Range: 240-300km

10KW DC Fully Charge: 6 h

100KW DC Charge: 40 min, 100%
20 min, 50%

Spec of F3DM

EV Range: 60-100km

Charging Time: 6~7 h
(household)



BYD's Electric Bus

BYD eBus: a **new-energy**, **new-power** and **new-concept pure electric** bus

Core Technology: **Fe battery** and **in-wheel motor drive**

Range: 40km/h, 400-500 km; city driving, 250-300 km



Charging:

50KW Charge: 6h, 100%,

100KW Charge: 3h,100%

eBUS 



Corporate Culture

Yadi Village



Fashionable & modern Yadi Village

Sports Field



National standard Sports Field

Passion, Innovation, Equal Opportunity, Attention to Details

Yadi Middle School



Founded in May, 2003, invested in a fund of more than 10M RMB, well known for its first class modern education equipment.

Yadi Kindergarten



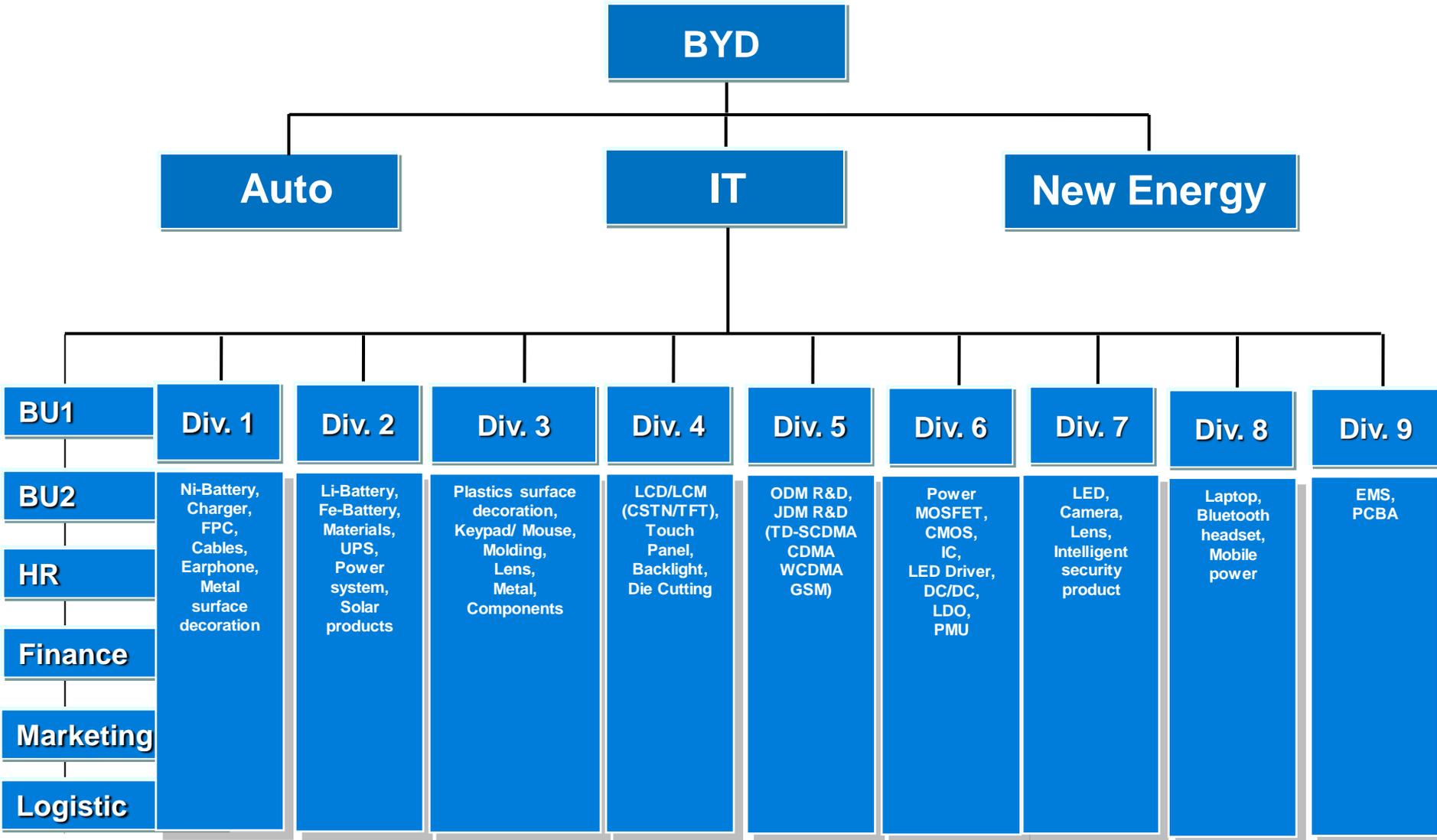
Founded in 2004, a provincial standard modern kindergarten



BYD's Vertical-Integration Details



BYD IT UNIT



Division 1

Ni Battery, Precision Metal



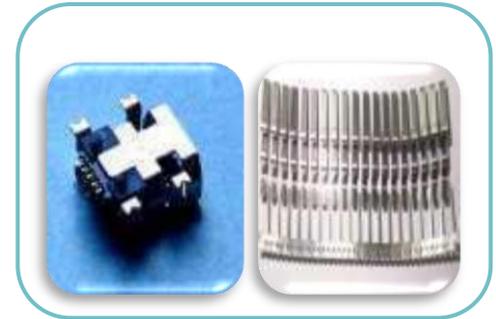
Charger



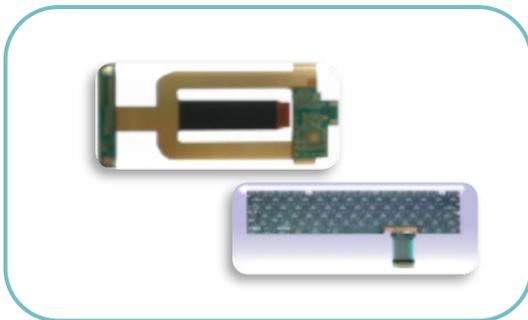
EMS



Ni Battery



Connector



FPC



Surface Decoration

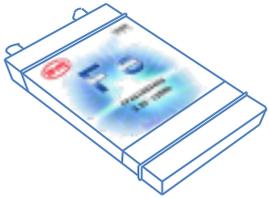


Metal Stamping

Division 2

Li-ion Battery, Fe Battery, Solar, Power

Fe Battery



**BYD CORE
COMPETENCE**

Li-ion Cell



**Li-Polymer
Cell**



**Power
Tool
Battery**



**Cell
Phone
Battery**



**Laptop
Battery**



Solar Cell



**Solar
Panel**



**UPS
DC Power**



HES



Division 3

Keypad, Plastics, Alloys

Lens
(Glass/
CNC)



NCVM



Two Shot
Molding



Insert
Molding



Keypad/
Mouse



IMD/
IML



Painting
(High/Low
Gloss)



Metal
Stamping



Die
Casting



Antenna



High Level Sub-assembly



Cell Phone Design
(ID/MD/Hardware)



Tooling
(Plastics &
Stamping)



BYD CORE
COMPETENCE



Division 4

LCD, Touch Panel

**LCD
CSTN/TFT**



**Touch
Panel**



LCM



Backlight



Die Cutting



Division 5

Cell Phone ODM

TD-SCDMA

CDMA

WCDMA

GSM

Smart phone

Feature phone



BYD Strategic Chipset Partner:



Division 6

Microelectronics

**IGBT
Module**



**Current
Sensor**



IPEM



**Power
MOSFET**



**CMOS
Image
Sensor IC**



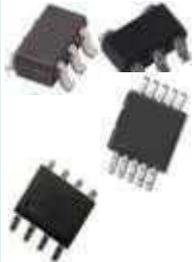
**Touch Panel
Controller IC
Touch Key IC
Touch pad
module
Audio power
Amplifier
Pure Sound IC
ESD Protector**



**Battery
Management IC
Protection IC
(Single/
Double/
Multiple Cell)**



AC/DC



Division 7

LED, Camera, Lens, Package Material

LED Application Product



LED Lighting Product



Camera



Lens



Intelligent Security Products



Package Material



Division 8 Laptop



Division 9 EMS



Thank You!



Build Your Dreams