

# BAIC BJEV Profile

BAIC BJEV Jan. 2017





1、 BAIC BJEV Overview



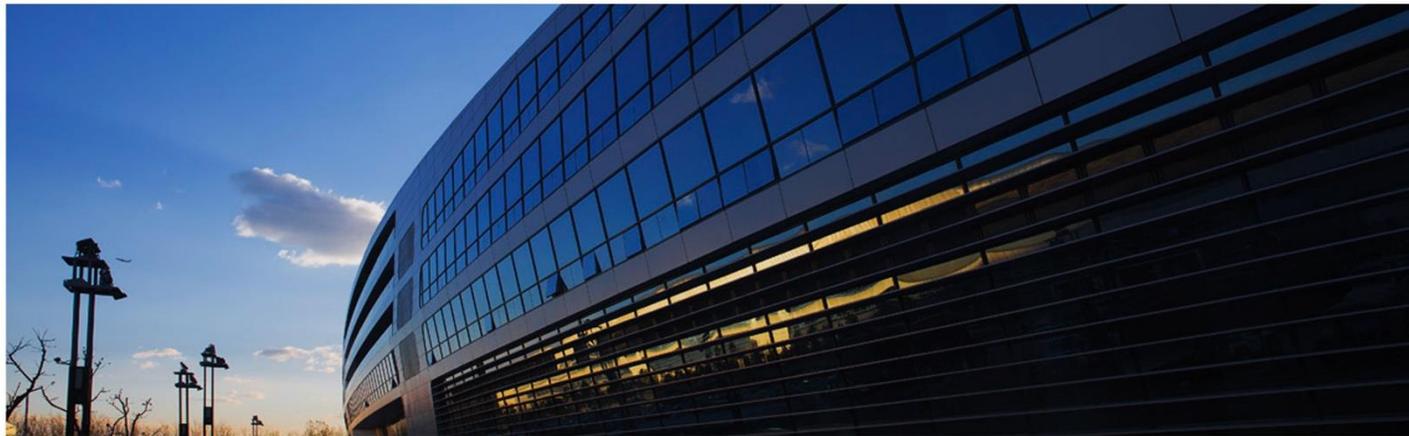
2、 Business Model Innovation



3、 National and local new energy policies

01

BAIC BJEV  
Profile



BAIC BJEV  
北汽新能源

卫·蓝之旅

Travelling in Blue, Living in Blue

## 1

# 1.1 DEVELOPMENT OF BJEV

- BAIC Group, which was founded in 1958, cultivates BJEV as a key element of strategic business
- Establishment: On Nov.14, 2009, BAIC BJEV and Beijing New Energy Automotive Technology Industrial Park were listed and established in Caiyu, Daxing
- Restructuring: On Mar. 21, 2014 , the first shareholding new energy automotive enterprise in China was organized to be established with registered capital RMB 2 billion, with 3000 employees by end of 2016.

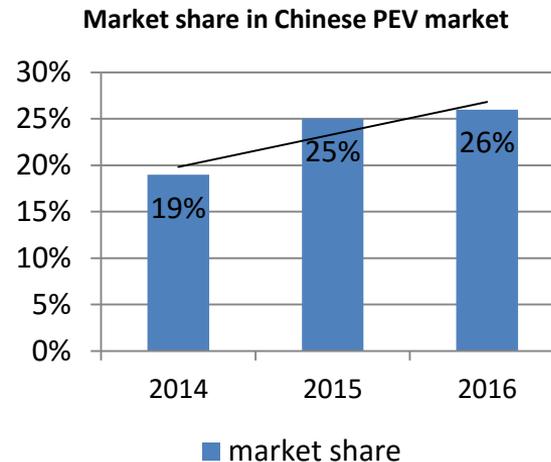
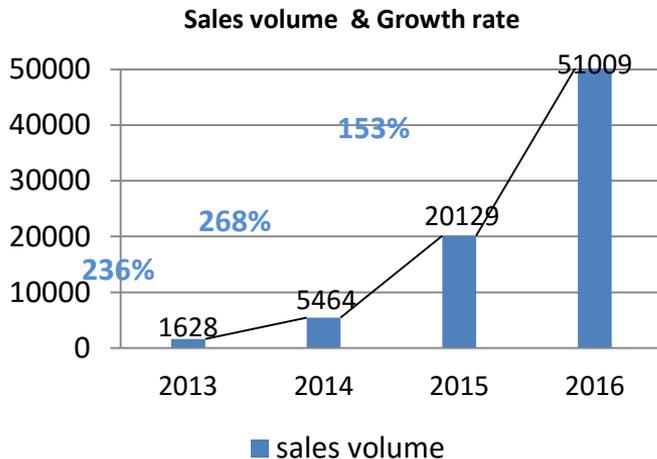


大力發展新能源車輛，  
為實現中國汽車強國  
夢和治理大氣污染做  
史大貢獻。

李春浩  
甲子即春

# 1 1.1 DEVELOPMENT OF BJEV

- BAIC BJEV has become a leading enterprise which focuses on research, development and production of PEV in China
- 2013-2016 : Sales volume of PEVs of BAIC had ranked the first in China for consecutive three years ; 2016: Full enhancement was fulfilled in various business indexes of the Company, which continued to lead the whole industry



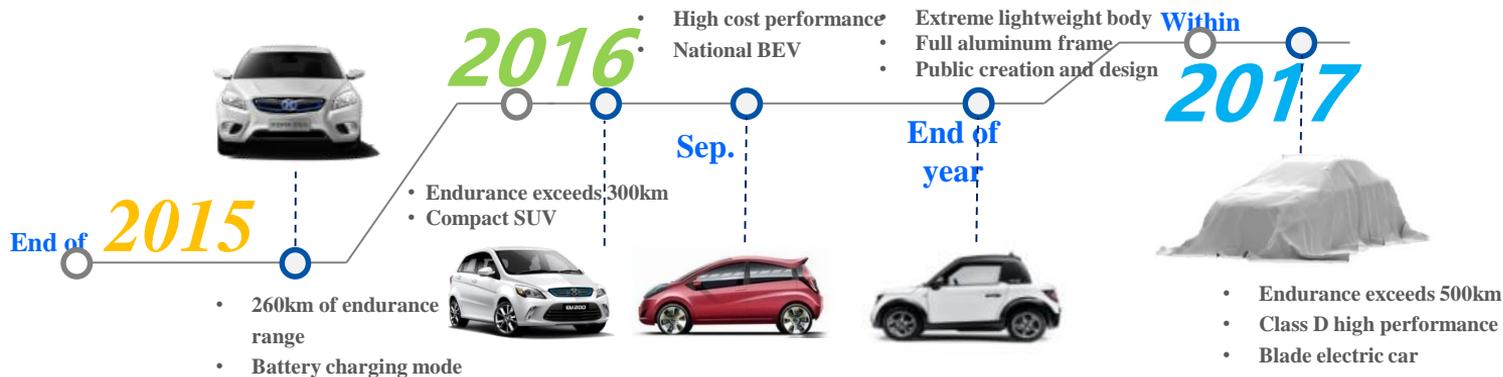
# 1 1.2 PRODUCTS

- Form “Dream Team” of new-energy automobile products
- In 2011 , the first group of 350 E150EVs of the Company came into being, became the first group of PEVs in China.
- In 2012 , the Company took the lead in launching M307 EVs and became diversified commercial mode pioneer.
- In 2014 , EV200 and ES210 PEVs appeared on the market, which have initiated private and public markets
- In 2016 , a total of more than 10 product lines for four major series came into uses, such as EV, EX and EU, which are the most complete in China.



# 1 1.2 PRODUCTS

- Product: Continuously launch product groups which possess market competitiveness
- By the end of 2015, PEV, with endurance range reaching 220km, first battery changing mode in China, came into season;
- In spring of 2016, the first type of compact electric SUV product of high cost performance appeared on the market.
- In Dec. 2016, national PEV of high cost performance has been launched and fully cover domestic market without local subsidies.
- In 2017, miniature PEV of full aluminum frame and lightweight body C11 could be of mass production; it is the first type of product with new technical application in body and public creation and design in China;
- EU and EH products, of which endurance range exceeds 300km, are going to appear on the market in spring.



# 1 1.2 PRODUCTS: EV160

- Vehicle Definition: A0 class PEV
- Permanent Magnet Synchronous Motor + ferric manganese phosphate lithium Power Battery
- Noise below 70db even driving at high speed.

Parameters	value
Length/Width/Height	4025/1720/1503
Wheel Base	2500
Curb weight(kg)	1295
Motor Power(kW)	20/45
Torque(N.m)	64/144
Battery Energy(kWh)	25.6
Max. speed (km/h)	125
0-50km/h Acc. Time(s)	5.3
NEDC Range(km)	160
Charging Time	Fast Charging: 30min (80%) Slow Charging: 6-8h



# 1 1.2 PRODUCTS: EV160

■ Exteriors & Interiors : fashionable PEV model



# 1 1.2 PRODUCTS:EU260

- Safety insurance with ABS+EBD+CBC+TCS system
- Ternary lithium battery, long-lasting, higher energy density
- Intelligent Power Recovery System, Tire Pressure Monitoring, Auxiliary Parking Images, F/R Radar

Parameters	value
Length/Width/Height	4582/1794/1515
Wheel Base	2650
Curb weight(kg)	1583
Body Form	<b>Sedan</b>
Motor Power(kW)	50/100
Torque(N.m)	145/260
Battery Energy(kWh)	41.4
Max. speed (km/h)	140
NEDC Range(km)	260
Charging Time	Fast Charging: 30min (80%) Slow Charging: 6-8h



# 1 1.2 PRODUCTS: EU260

- Exteriors & interiors : long range A-class PEV benchmark



## 1 1.2 PRODUCTS: EC180

- AC Asynchronous Motor+ Ternary Lithium Battery
- First electric A00 SUV , fashionable “mobility scooter”
- National PEV of high cost performance , fully cover second-tier cities without local subsidies

Parameters	Value
Length/Width/Height	3672/1630/1495
Wheel Base	2360
Curb weight(kg)	1050
Max. Motor Power(kW)	30
Max. Torque (N·m)	140
Battery Energy(kWh)	20.3
Max. speed (km/h)	100
Range(km)	180
Charging Time	Slow Charging: 7 h
Standby Charger	Y



# 1 1.2 PRODUCTS: EC180

- Exteriors and Interiors: young, strong
- Hardstyle design of face creates sense of stocky and stable



# 1 1.2 PRODUCTS: ARCFOX - 1

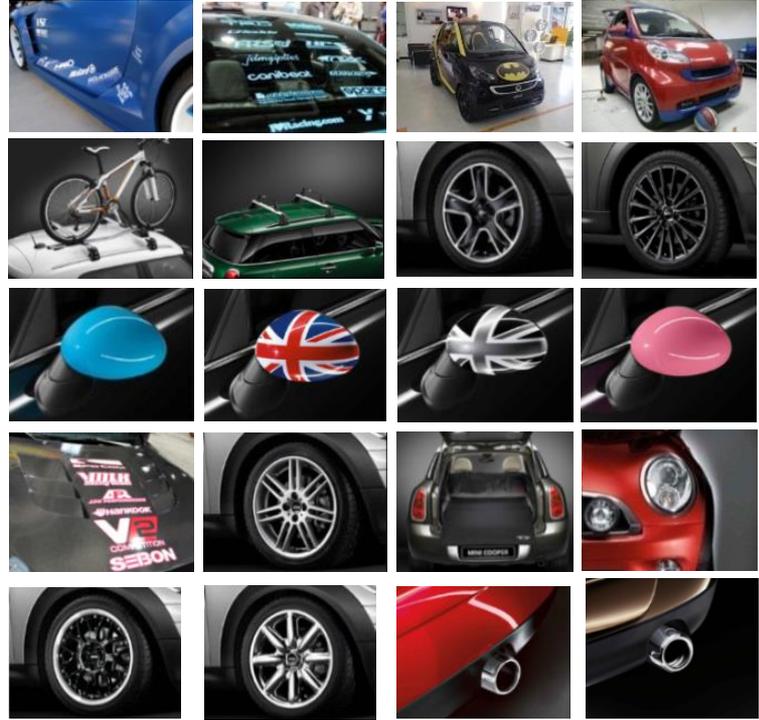
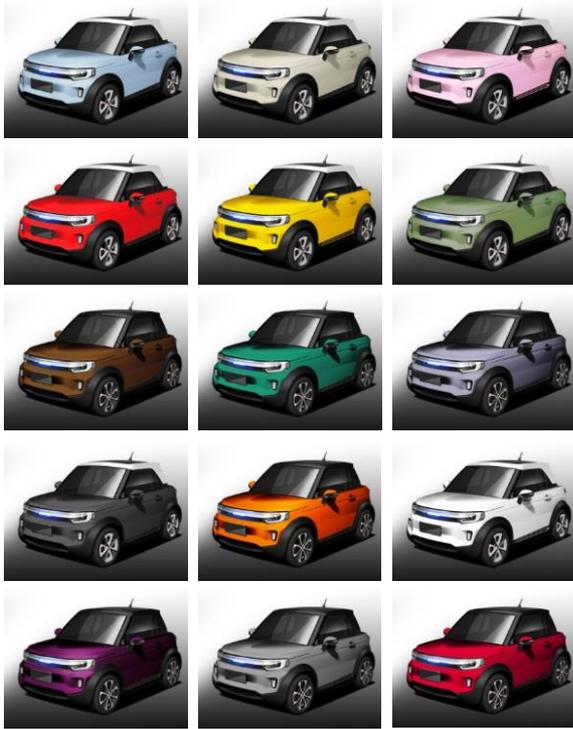
- Sub-brand of BJEV ----- ARCFOX, personalized & customized
- Italian designed, full aluminum frame, lightweight body, 5 screens inside and outside the car
- Time-sharing leasing market oriented

Parameters	Value
Length/Width/Height	2986*1676*1445
Wheel Base	1870
Curb weight(kg)	870
Max. Motor Power(kW)	36
Max. Torque (N·m)	120
Battery Energy(kWh)	16.4
Max. speed (km/h)	110
Range(km)	150-200
Charging Time	Slow Charging: 6.5 h Fast Charging: 30min (80%)



# 1 1.2 PRODUCTS: ARCFOX -1

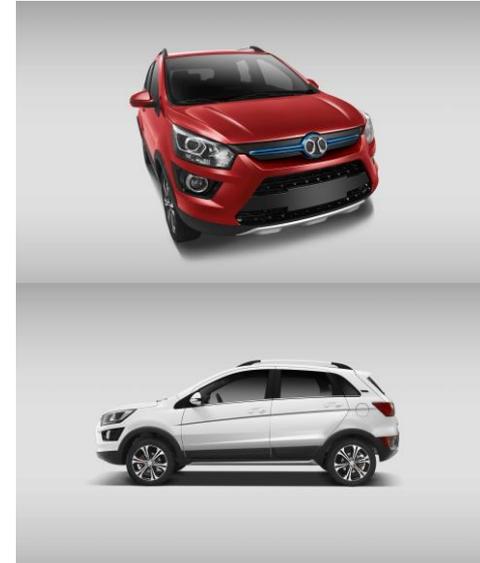
- Various colors
- Diverse personalized combinations



# 1 1.2 PRODUCTS: EX260

- The Only electric SUV on sell in China
- Young & fashionable white-collar workers oriented

Parameters	Value
Body form	SUV
Length/Width/Height	4110*1750*1583
Wheel Base	2519
Curb weight(kg)	1410
Max. Motor Power(kW)	53
Max. Torque(Nm)	180
Battery Energy(kWh)	38.6
Max. speed (km/h)	125
Range(km)	260
Charging Time	Slow Charging: 6-7 h Fast Charging: 30min (80%)



# 1 1.2 PRODUCTS: EH300

- B class luxurious electric vehicle for official business
- Upgraded from D70 model, longer car body, larger intern space and more advanced specifications

Parameters	Value
Body form	Sedan
Length/Width/Height	4946×1860×1483
Wheel Base	2830
Curb weight(kg)	1900
Max. Motor Power(kW)	100
Max. Torque(Nm)	250
Battery Energy(kWh)	53.3
Max. speed (km/h)	140
Range(km)	300
Charging Time	Slow Charging: 10 h Fast Charging: 30min (80%)



# 1 1.2 PRODUCTS: EH300

- B class luxurious electric vehicle for official business
- Upgraded from D70 model, longer car body, larger intern space and more advanced specifications

Parameters	Value
Body form	Hatchback
Length/Width/Height	3400×1575×1686
Cargo	1225×1298×1088 (1.7m <sup>3</sup> )
Wheel Base	2335
Payload(kg)	205
Max. Motor Power(kW)	30
Max. Torque(Nm)	140
Battery Energy(kWh)	21.2
Max. speed (km/h)	80
Range(km)	165
Charging Time	Slow Charging: 6-7 h



## 1 1.2 PRODUCTS: what next?

- A SUV, 300 km
- With ESP

Parameters	Value
Length(mm)	4470
Wheel Base(mm)	2650
Range(km)	300
Max. speed (km/h)	150
Time to Market	Dec, 2017



# 02

## Business Model Innovation



## 2 2.1 Time-sharing leasing

- Types of Time-sharing leasing according to business fields :  
Meet private and official vehicle reform demands with two major business
- B2G, B2C

**B2G business**  
**Beijing Travel Vehicle Service Co., Ltd.**  
Biggest government-orientated new energy leasing company in China



Official vehicle leasing business



Business objective: Inputting 6,000 vehicles in total, 1,300 for 76 governmental units and 189 Beijing municipal governments, and over 300 for central organizations. Inputting 1,000 vehicles in Beijing

**B2C business**  
**Green Go Company**  
Biggest new energy time-sharing leasing company in China



Private time-sharing leasing business



Vehicle scale: 3000  
Time-sharing vehicle: 1800  
Business outlets: 60  
Registered members: 60000

## 2 2.1 Time-sharing leasing

- Time-sharing leasing for official vehicle, Four rental service platforms to meet various requirements of official vehicle
- Cooperate with charging pole suppliers to further guarantee service for official vehicle
- Save money by renting cars, protect environment.

### Rental service platform of official vehicle



### Beijing green travel service guarantee platform



**Vehicle:** All series of electric passenger car  
**Purpose:** Official business travel, reception vehicle, confidential communication  
**Role:** Specific time-sharing rental platform of official vehicle to push interconnection and interaction  
**Model:** Charging site and pile, rapid and slow charging combined, matching vehicles

## 2 2.1 Time-sharing leasing

- Achievement of official time-share leasing
- Entrance to Central Ministries & Agencies, universities, communities.
- Shuttle car at Beijing Capital Airport Terminal 3



**State Administration of Science,  
Technology and Industry  
for National Defense**



**Ministry of Industry and  
Information Technology**



**Legislative Affairs Office of  
the State Council**



**Party School of the Central  
Committee**



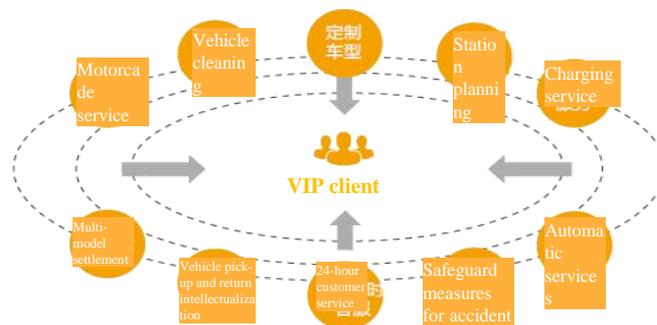
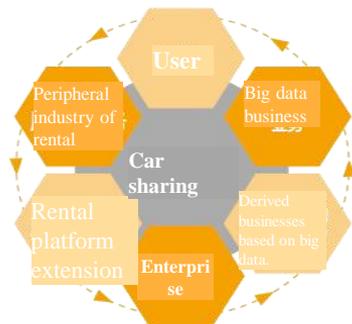
**National Government  
Offices Administration**



**State Administration  
of Work Safety**

## 2 2.1 Time-sharing leasing

- Time-sharing leasing for social/private vehicle usage, convenience with internet & mobile phone APP.
- Making use of internet technology to build up a new set of operation models to improve user experience



GreenGo car rental service hotline 4008080899

### Beijing Green GO new energy leasing Co., Ltd.

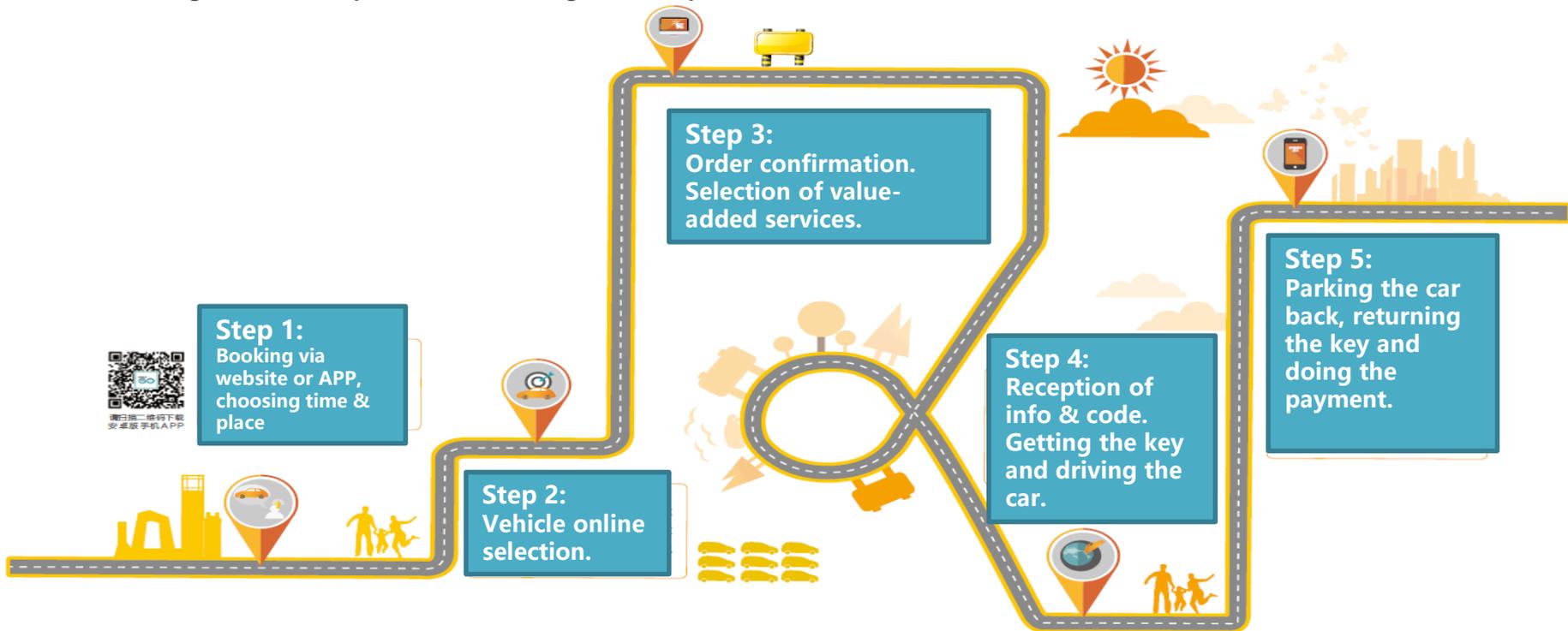


- Incorporated on June 16, 2014
- 2400 vehicles into service
- More than 60 branches, 60,000 VIP members.
- Cover Beijing, Hangzhou and Changzhou

State new energy vehicles to promote the development of key demonstration units, the largest new energy automotive rental company in China

## 2 2.1 Time-sharing leasing

- Only 5 steps for consumers to rent a BJEV vehicle.
- Picking the vehicle at place A and returning it back at place B.



## 2 2.2 Taxies

- BAIC BJEV offers EU260 - the rapid-charging taxi and EU220 - the first battery replacement taxi
- Now BAIC owns 3,000 new-energy taxis in running in Beijing, Zhuzhou, Xiamen with the total distance nearly 200,000,000 km.

### Battery replacement taxi (EU220)



中国石化  
SINOPEC



北汽新能源  
BAIC BJEV

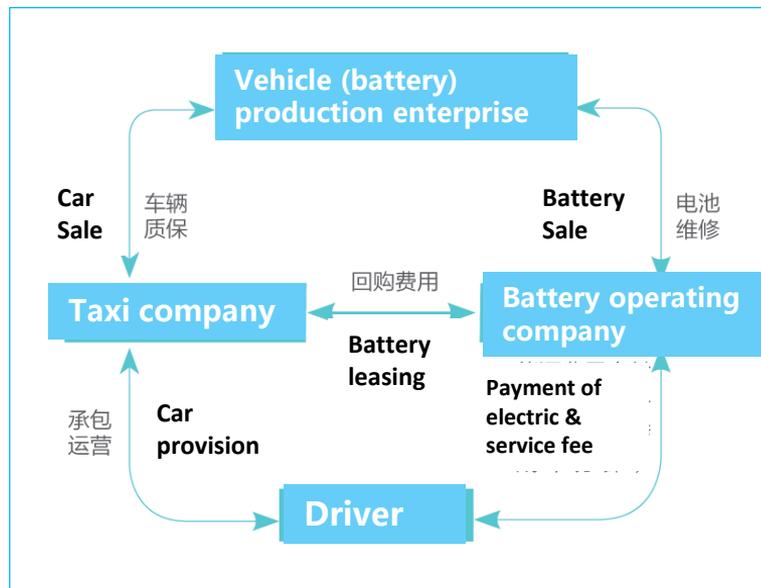
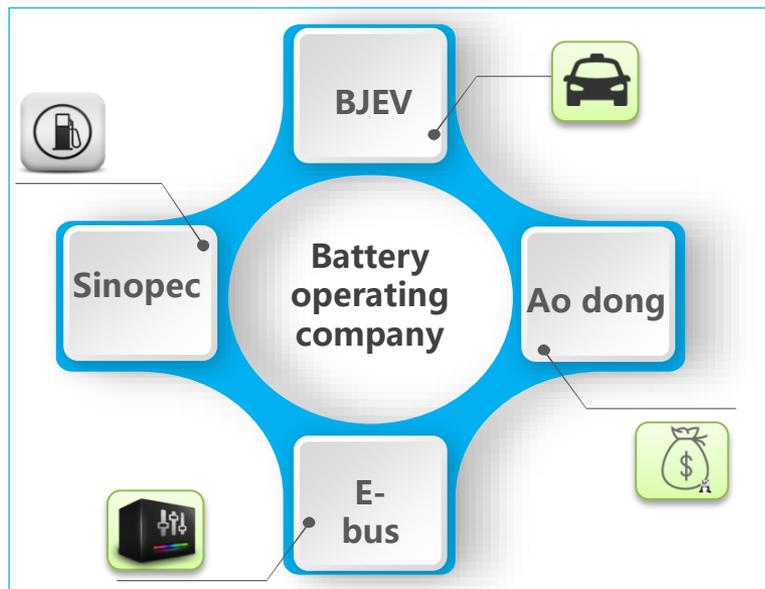
Cooperate with Sinopec to co-build the battery replacement station for safeguarding the running of battery replacement taxis

### Rapid-charging taxi (EU260)



## 2 2.2 Taxies

- Operation mode
- establishment of battery operating company , insurance of battery changing service ;
- Management, operation, maintenance of batteries



## 2 2.3 Charging Models

- Build charging ecosystem and provide five-in-one charging scheme to settle down users' anxiety problem in charging

### Joint capital cooperation



Potevio  
中国普天

NARI  
国电南瑞



TGOOD

特|锐|德



华商三优

Unit pile-building mode  
1 (rapid charging ) + 4 (slow charging )



Charging station/ charging tower



Multiple charging manners guarantee

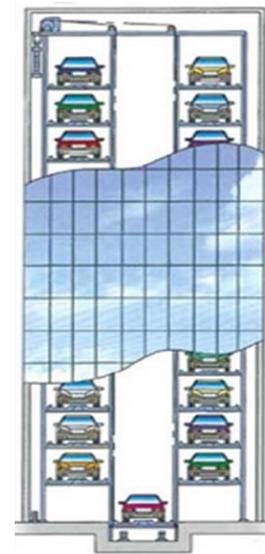
Standby charger  
Domestic power supply



Emergency charging-  
mobile charging vehicle



Charging garage



## 2 2.4 Research and development system

- Alliance of industrial chains driving the core components of the product development work.
- "Five countries seven regions" global research centers: Silicon Valley and Detroit USA, Aachen and Dresden Germany, Tokyo Japan, Turin Italy, Beijing China

### Germany Aachen R&D Center

Cooperating with Meta on extended range electric vehicle and focusing on cruising range;



### BAIC BJEV Beijing R&D center

Fully control three core technologies of motor, battery and electronic control, as well as lightweight smart network technology.

### Turin R&D Center

Industrial design, interior and exterior decorations and model development

### Tokyo R&D Center

Industrial design, interior and exterior decorations and model development

### BAIC BJEV Silicon R&D center

Battery materials, battery technology and battery management, automotive electronic components, networking and intelligent driving.



## 2 2.5 Resources chain integration

- Depending on independent development, integrating global high quality resources, fast building the BAIC BJEV enterprises core competence



# 03

## National and local new energy policies



BAIC BJEV  
北汽新能源

卫·蓝之旅  
Travelling in Blue, Living in Blue

### 3 3.1 National policy

- National policy: Several good policies driving new energy development are issued to promote rapid development of NEVs.



#### National support

Development of new energy vehicles is the road we must take to turn China from a big country to a powerful country in automobile industry.



#### Government car reform

During 2014-2016, the proportion of NEVs to government cars should be no lower than 30%.



#### Duty-free car purchase

NEVs are exempted from the vehicle purchase tax upon registration from September 1, 2014 to the end of 2017.

### 3 3.2 Subsidies

- National policy: subsidies of Passenger vehicles will be provided according to the vehicle driving mileage.

2016-2020 Subsidy Standard for Passenger Vehicle (RMB 10,000/vehicle)

Vehicle type	Driving mileage (km)	2016	2017-2018	2019-2020	Technical requirements (starting from 2017)	BJEV Products
PEV	$100 \leq R < 150$	2.5	2	1.5	Capacity density 90-120wh/kg, 1 time $\geq 120\text{wh/kg}$ , 1.1 times	
	$150 \leq R < 250$	4.5	3.6	2.7		EV160, EC180
	$R \geq 250$	5.5	4.4	3.3		EU260, EX260
PHEV (including increasing range)	$R \geq 50$	3	2.4	1.8		

- Local policy: referring to national policy, subsidies are provided as 1:0.5

**Subsidies for EV160  
( Beijing )  
Driving mileage 160KM  
subsidies : 36,000 + 18,000 = 54,000**

**Subsidies for EU260  
( Beijing )  
Driving mileage 260KM  
subsidies : 44,000 + 22,000 = 66,000**

T H A N K S



BAIC BJEV  
北汽新能源

卫·蓝之旅

Travelling in Blue, Living in Blue

