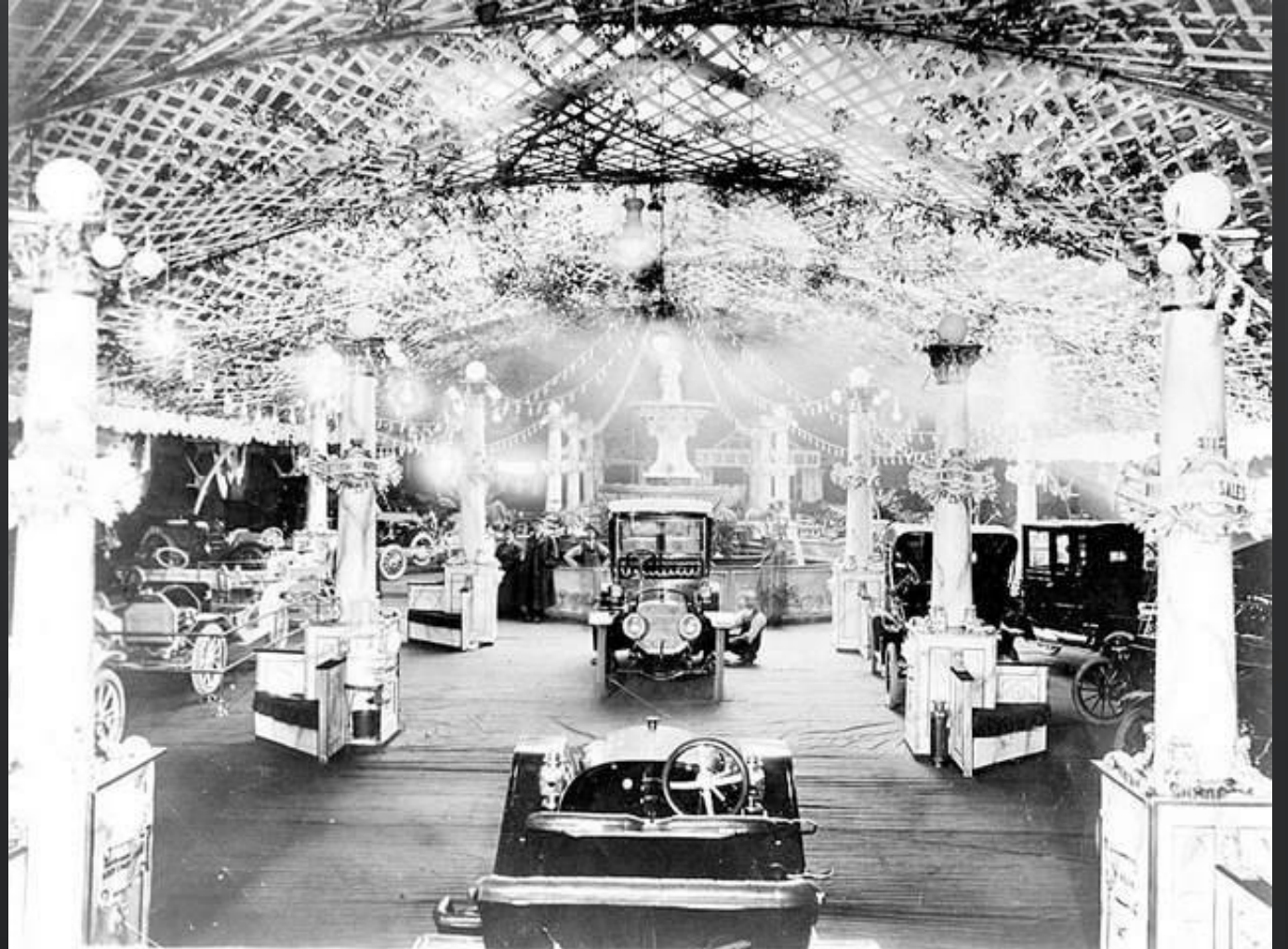




David Twohig
BYTON Chief Vehicle Engineer

Detroit: 1910

- The Detroit Auto Show started in 1899, and by 1910 it had become a major event, although many members of the public remained skeptical of the long-term viability of the automobile.
 - Despite these consumer doubts, there was an explosion of technical creativity - by 1910, there were well over one hundred US car manufacturers...
-



Which powertrain technology would win?



GASOLINE

1910 Ford Model T



STEAM

1910 White steam car



ELECTRIC

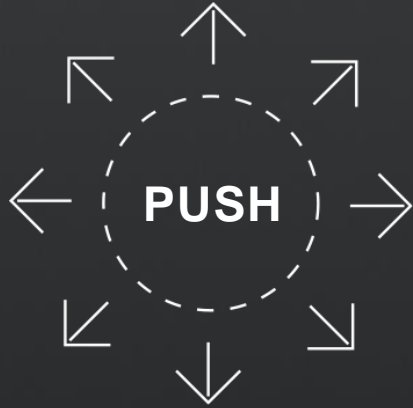
Columbia Mark 68 electric car

Technical push, social pull factors: the US in 1910

Metallurgy



Technology Innovation

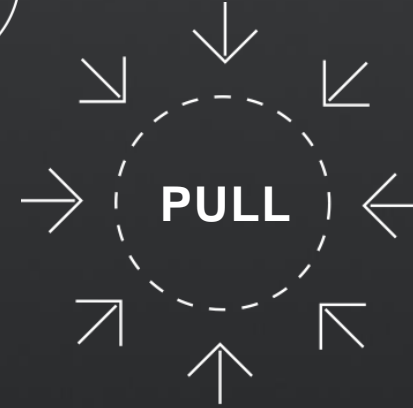


Production line

US farmers



Migration to cities



Disposable income

Technical push, social pull factors: China in 2019

Sensor technology



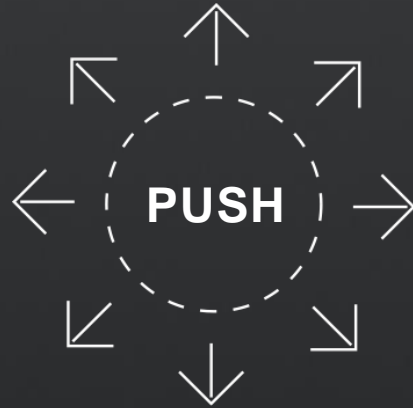
Increased connectivity



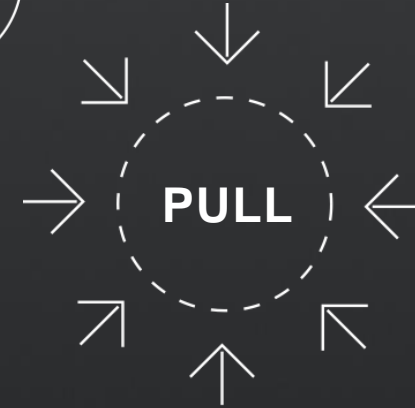
New middle class



Openness to innovation



Increase in affordable compute power
(Moore's Law)



Government support

The biggest revolution in the automobile industry since 1910?

FACTS

A large number of NEV players have sprung up, including brand new EV startups and traditional OEMs actively entering the NEV field

The NEV market share is still low (2.1% in 2017), leaving broad space for development

The intelligent and connected car has become a global trend



TARGETS

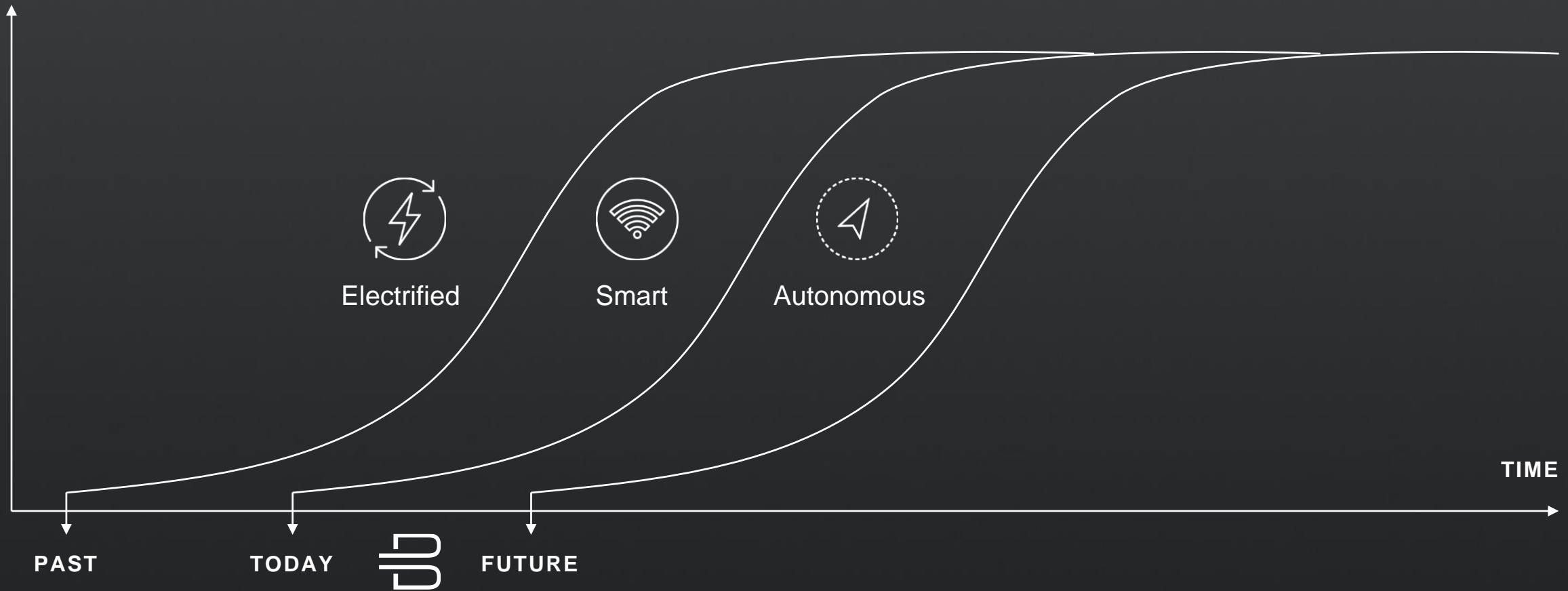
By 2020, NEV production and sales are expected to ramp up to 2 million, with a market share of 10%

By 2020, China aims to have several NEV companies crack the world top 10

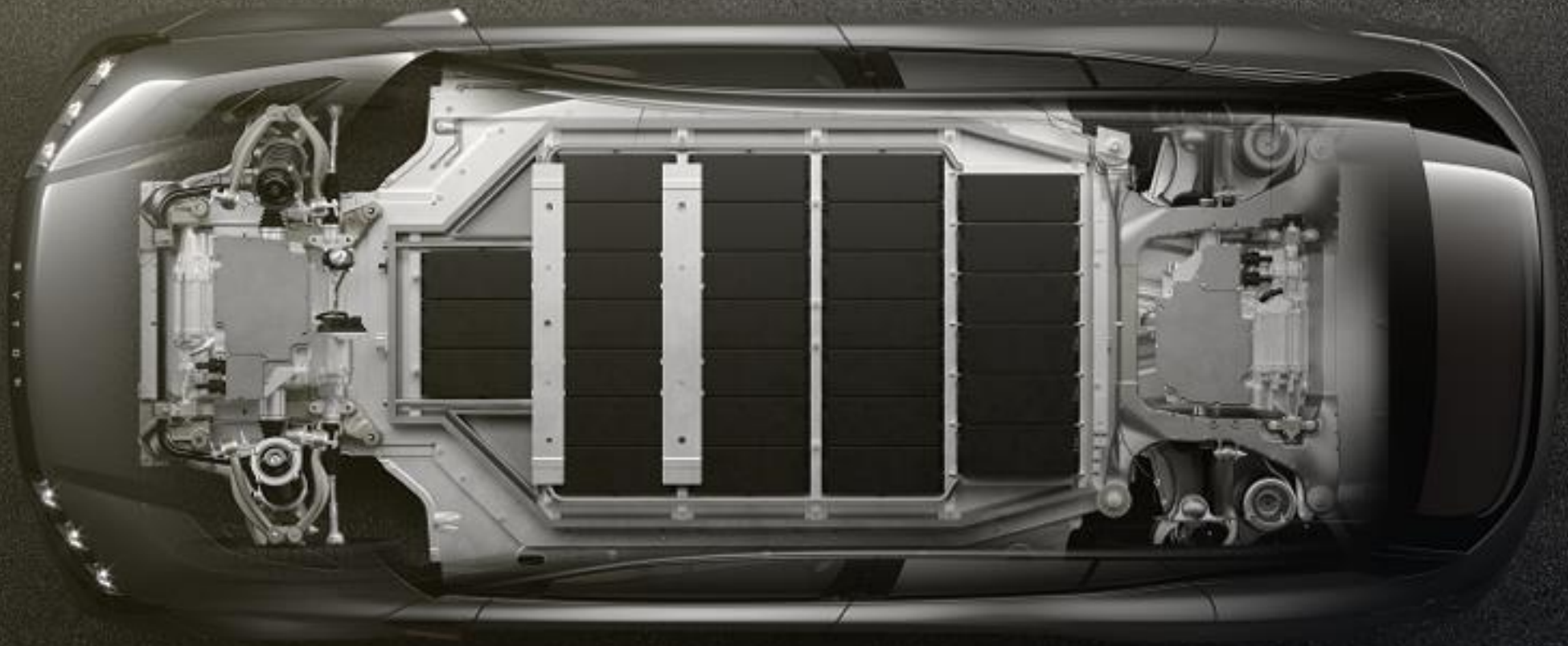
By 2025, intelligent and connected vehicles are expected to have dominating market share

Three key phases

ADOPTION RATE



What does “going smart” mean for automotive engineers?
BYTON's vision:





Driver Tablet

High-res display
Hard buttons on side
Integrated airbag

Gesture & Voice Control

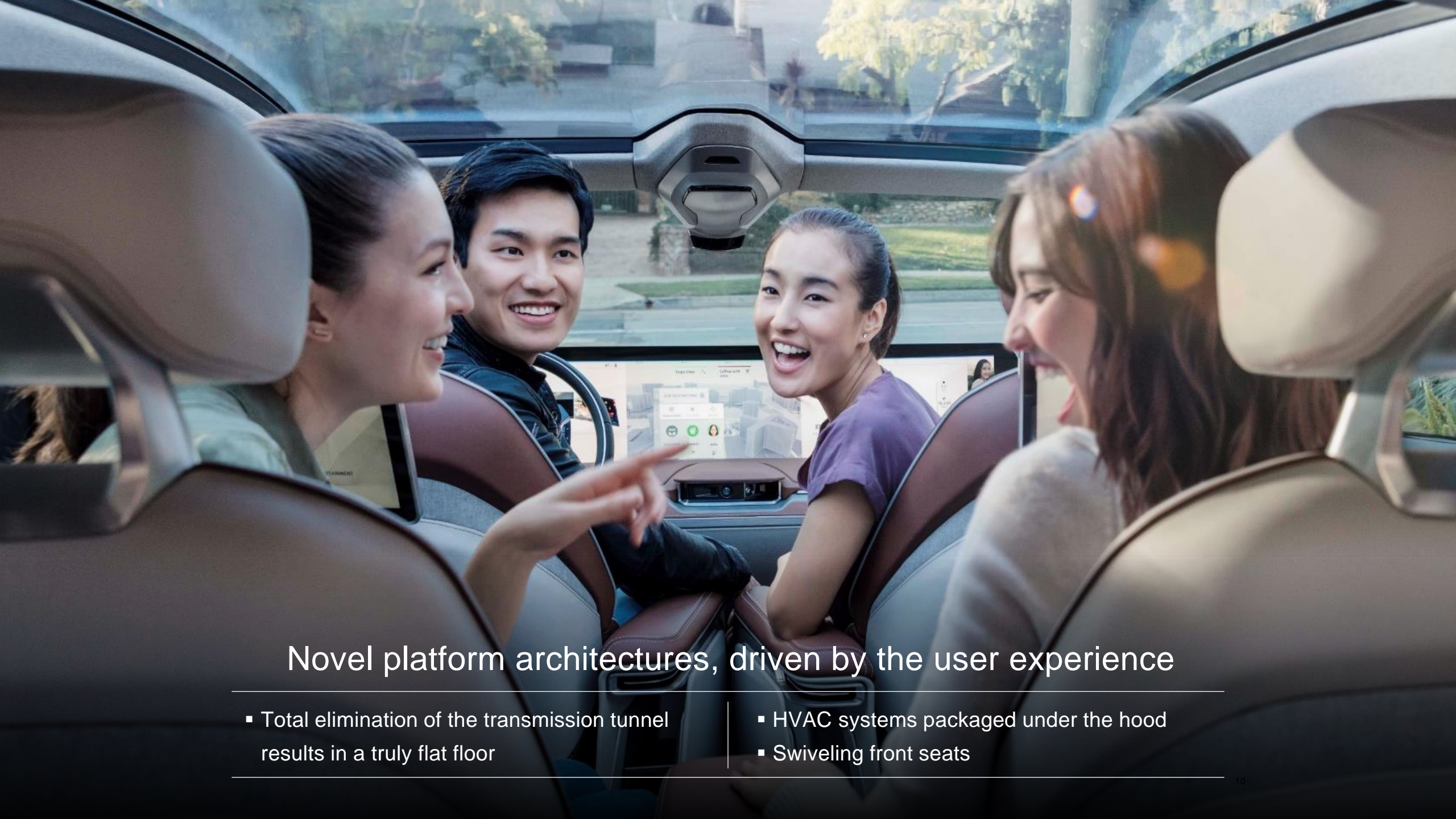
BYTON Air Touch Sensor
AI backend digital assistant
Natural speech recognition and emulation

Touch Pad

High-res display
Touch Gestures

Shared Experience Display

1.25m coast-to-coast high-res display
Shared between multiple users
Sharing mobile device contents



Novel platform architectures, driven by the user experience

- Total elimination of the transmission tunnel results in a truly flat floor
- HVAC systems packaged under the hood
- Swiveling front seats

From Driver-focused to User-focused

TODAY



TOMORROW





New players still require mastery of fundamental *vehicle* engineering

BYTON operates globally, leveraging talent from around the world

1500+ employees from 15+ countries on 3 continents

CONCEPT and DESIGN
GERMANY

Munich
Vehicle Concept and Design Studio

HQ, R&D and PRODUCTION
CHINA

Beijing
Government and Public Relations

HQ - Nanjing
Global HQ and corporate functions, R&D,
Engineering and Manufacturing

Shanghai
Global Sales & Marketing, Design Studio

Hong Kong
Gateway to global capital market

INTERFACE, SOFTWARE,
FUTURE INNOVATION
UNITED STATES

Silicon Valley
R&D center for user interface, autonomous driving,
powertrain and vehicle engineering

Los Angeles
Future Lab for new technologies, state-of-the-art
design & user experiences

Nanjing plant







Thank You!