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
- US farmers
- Migration to cities

**PUSH**

- Production line

**PULL**

- Disposable income
Technical push, social pull factors: China in 2019

- Sensor technology
- Increased connectivity
- New middle class
- Openness to innovation

**PUSH**
- Increase in affordable compute power (Moore’s Law)

**PULL**
- 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

TIME

PAST
TODAY
FUTURE

- Electrified
- Smart
- Autonomous
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
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

**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

**Government and Public Relations**
- **Hong Kong**
  - Gateway to global capital market
Nanjing plant
Thank You!