

A peek into the *smart* new world



Takeaways from 2021 Shanghai auto show

A great show

Fun

Revealing



A great show

Fun



A great show



Revealing: Trends shaping the new world

Electrified/BEV

Long range/fast charging

Connected

Autonomous



A peek into the *smart* new world



Drivers of changes

Huawei

EV players

Tech companies

Reactions of legacy automakers

Global

Chinese

New biz models

Evergrande

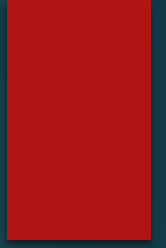
MG

Challenges

Risk of new brands

Regulation

A peek into the *smart* new world



Drivers of changes

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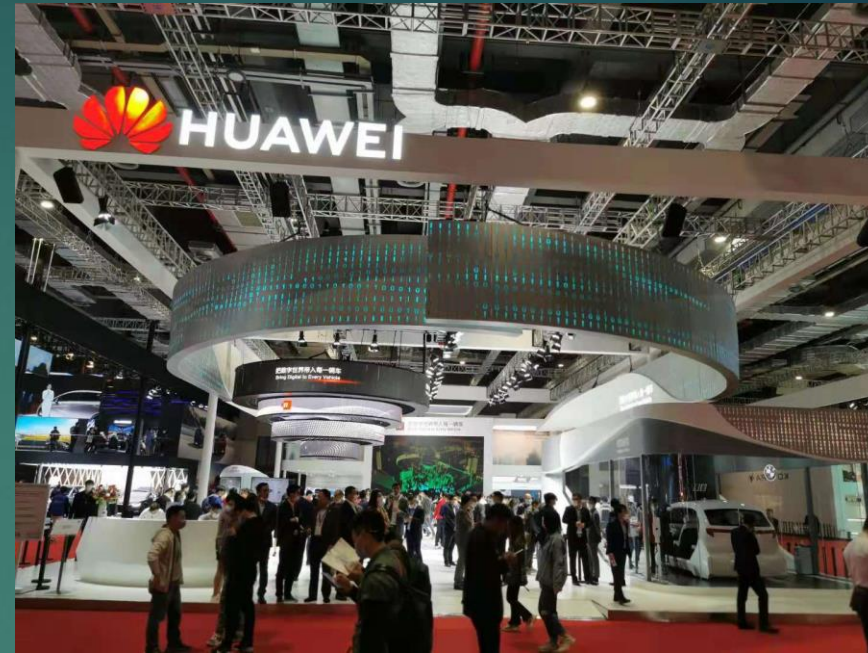
Drivers of changes

Huawei

Quick inroads: 2021 VS 2019

Total solution provider for smart vehicles

- smart cockpit
- autonomous driving
- all-in-one e-driving system
- smart cloud
- battery charging...



Drivers of changes

Huawei

Applications

Application: Arcfox aS Huawei Inside

What's inside:

- Cockpit: powered by Huawei's Harmony OS system, vehicle-cloud communication can be maintained offline as well as online
- Charging: 197 km-range after charging for 10 min, wireless charging

...

Application: Seres ZF5 Huawei Smart Selection

- Fitted with Huawei's all-in-one e-drive system
- 3,000 vehicles sold via Huawei's flagship stores in first 2 days;



Drivers of changes

Huawei

Goal

To make profit of RMB10,000 per vehicle

New deals

Changan, GAC

Future

Intel + Bosch + Tmall for smart vehicles + ?



Drivers of changes

EV players

Tesla and Tesla-inspired EV startups

Tesla:

Source of endless inspirations, benchmark

XPeng

P5: XPilot 3.5, 600-km range

Nio

ET7: NAD (Nio Autonomous Driving), 1,000 km-range



Drivers of changes

Tech companies

Baidu

Partner with everybody

Commercializing self-driving services

DJI

Self-driving car for SGMW's Baojun brand



Reactions of legacy automakers



Global automakers VS domestics

Global: well-planned

Domestics: rash, passive

Reactions of legacy automakers

Global automakers: product series on EV platforms

VW: ID.6

BMW: iX

Mercedes-Benz: EQS, EQB, EQA

Cadillac Lyriq concept

Toyota bZ4X concept

...



Chinese automakers: new brands

Geely: Geeker 001

SAIC: IM L7

Dongfeng: Voyah Free

...



New biz models



Evergrande

Package: housing + vehicle

MG

Crowd-funding

New biz models

Evergrande

Package: housing + vehicles
sale: online + offline

Ambitious goal:

Annual sales/output: 1 million in 2025 after launching production in 2021

Sales: 36 experience centers, 1,600 sales centers, **30,635 stores** selling housing and vehicles,

Services: 3,000 service stores



New biz models

MG: crowd-funding for Cyberster

Target:

To raise RMB5 million (RMB 1,000 X 5,000 shares) from April 19 to July 31

Benefits for participants: Decision making for styling, interiors, offline experience



Challenges

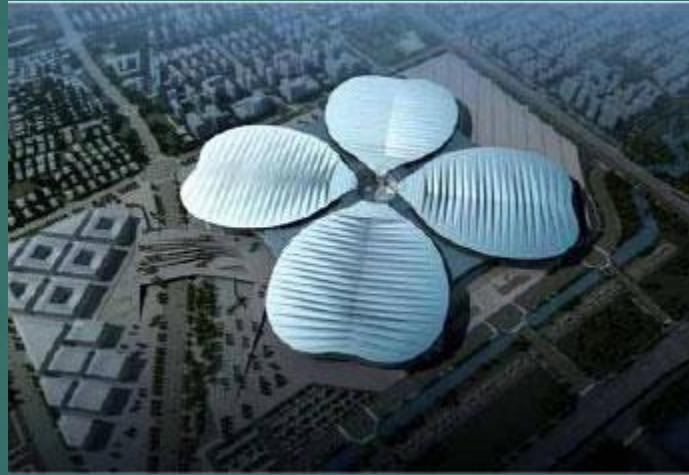
Risk of new brands

Chinese automakers' multiple brands: Geely, SAIC
Lesson from Polestar

Regulation

Tesla saga
Autonomous driving





Thank you!