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**BYD Showcases 6 Electric Vehicles and New Technologies at IAA 2023, the Munich Motor Show**

- **BYD brings 6 electric vehicles to the European market in less than a year, rapidly expanding its product portfolio**
- **BYD also introduces new and innovative technologies: CTB (Cell-to-Body) technology and iTAC (Intelligent Torque Adaption Control)**
- **IAA Munich brings the European premiere of BYD's luxury sub-brand DENZA, with the DENZA D9 on display**

**BYD, the world's leading manufacturer of new energy vehicles (NEVs), showcases 6 electric vehicles alongside a display of new technologies at the Internationale Automobilausstellung (IAA) in Munich (5-10 September 2023). BYD's product portfolio is rapidly expanding. The company will also present its luxury sub-brand, DENZA, to European audiences for the first time, shining a spotlight on the DENZA D9, the ultimate new energy people carrier.**

BYD entered the European passenger car market less than a year ago initially debuting three models at the Paris Motor Show 2022: the BYD HAN (E-segment sedan), the BYD TANG (E-segment SUV) and the BYD ATTO 3 (C-segment SUV). With the agile BYD DOLPHIN (C-segment hatchback) arriving in the summer of 2023, the BYD SEAL (sleek and sporty D-segment sedan) coming in the autumn of this year, as well as the spacious and practical BYD SEAL U (D-segment SUV), BYD expands its EV product range in Europe at pace.

**IAA provides the ideal platform for BYD to make new introductions**

IAA Mobility, the Munich Motor Show in Germany, is the ideal platform to introduce the Ocean-inspired BYD SEAL and the BYD SEAL U to European customers. Both vehicles are equipped with BYD's innovative technology for safety, comfort and performance, while appealing to different audiences.

The stylish, sleek and sporty BYD SEAL (D-sedan) is the recipient of a prestigious iF Design Award. Dynamic low lines give it a truly sporty edge, with many finessed design touches that echo BYD's Ocean X design language. It utilises BYD's latest CTB (Cell-to-Body) technology which integrates the body

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and Blade Battery for superior levels of structural strength. The BYD SEAL also benefits from BYD's latest iTAC (Intelligent Torque Adaption Control) for advanced stability and safety performance. It is also practical for all types of journeys, with a 570/520km (WLTP combined) driving range. The BYD SEAL will be available with the 82.5 kWh BYD Blade Battery. There will be two trim levels: the rear-wheel-drive (RWD) 'Design' with 230 kW and the all-wheel-drive (AWD) 'Excellence' offering a stunning 390 kW.



BYD SEAL, sleek and sporty D-segment sedan

### **European premiere for the BYD SEAL U**

The BYD SEAL is joined by the ultra-versatile, comfortable, spacious and practical BYD SEAL U (U meaning Utility) which makes its European premiere. The BYD SEAL U is BYD's latest pure-electric SUV in the D-segment offering exceptional versatility and value with a high specification as standard. The BYD SEAL U combines stylish aesthetics and intelligent experiences, with high levels of safety, comfort and practicality. As with the BYD SEAL, the BYD SEAL U also uses BYD's Ocean-inspired design language, with attention to detail at every touch point. The BYD SEAL U can carry 5 passengers with a generous cargo capacity, making it a practical and spacious option.

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The BYD SEAL U comes in two trim levels. The Comfort version offers a 71.8 kW BYD Blade Battery with a 420km range and the Design version is mounted with an 87 kWh Blade Battery and offers a reassuring 500km WLTP range. With an abundance of equipment and intelligent technology, and a high specification as standard, the BYD SEAL U represents exceptional value in its full-electric SUV category.



BYD SEAL U

### **Presenting the DENZA D9**

IAA Munich marks another important debut as BYD previews its high-end sub-brand, DENZA, to European audiences for the very first time. DENZA, a joint venture between BYD and Mercedes-Benz, showcases the DENZA D9, the ultimate people carrier offering a non-discriminatory 7-seat capacity, with a 2+2+3 space. The DENZA D9 teases the European market with an insight into the exclusive DENZA brand.

Michael Shu, General Manager and Managing Director, BYD Europe and International Cooperation Division, says: "BYD is truly dedicated to introducing innovative and high-tech eco-friendly cars to the European market. The IAA in Munich provides us with the perfect platform to showcase our latest BYD models. We are committed to offering choices within our product portfolio, complete with our latest game-changing technologies, to satisfy different

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consumer demands. Through our experienced dealer partners in Europe, we are passionate about providing high levels of customer service. We head to the Munich Motor Show with great excitement, where we reveal more about our technological innovations and products, and continue to build relationships with like-minded partners in Europe for win-win cooperations."

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### **About BYD**

BYD is a multinational high-tech company devoted to leveraging technological innovations for a better life. Founded in 1995 as a rechargeable battery maker, BYD now boasts a diverse business scope covering automobiles, rail transit, new energy, and electronics, with over 30 industrial parks in China, the United States, Canada, Japan, Brazil, Hungary, and India. From energy generation and storage to its applications, BYD is dedicated to providing zero-emission energy solutions that reduce global reliance on fossil fuels. Its new energy vehicle footprint now covers 6 continents, over 70 countries and regions, and more than 400 cities. Listed in both Hong Kong and Shenzhen Stock Exchanges, the company is known to be a Fortune Global 500 enterprise that furnishes innovations in pursuit of a greener world.

For more information, please visit [www.bydglobal.com](http://www.bydglobal.com).

### **About BYD Auto**

Founded in 2003, BYD Auto is the automotive subsidiary of BYD, a multinational high-tech company devoted to leveraging technological innovations for a better life. Aiming to accelerate the green transition of the global transportation sector, BYD Auto focuses on developing pure electric and plug-in hybrid vehicles. The company has mastered the core technologies of the entire industrial chain of new energy vehicles, such as batteries, electric motors, electronic controllers, and automotive-grade semiconductors. It has witnessed in recent years significant technological advancements, including the Blade Battery, the DM-i and DM-p hybrid technology, the e-Platform 3.0, and the CTB technology. The company is the world's first carmaker to stop the production of fossil-fueled vehicles on EV shift and has remained top of new energy passenger vehicle sales in China for 9 years in a row.

### **About BYD Europe**

BYD Europe is headquartered in the Netherlands and is the first overseas

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branch of BYD Group, with a commitment to evolving the international brand BYD Auto to deliver safe and efficient sustainable solutions in new energy vehicles through world-leading technological innovations.

For more information, please visit [www.byd.com](http://www.byd.com).

To download our images, please visit <https://www.byd.com/eu/image-bank>

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