

# TecAlliance E-newsletter

Vehicles | New Energy Vehicles | Heavy Commercial Vehicles

Greater China

Version May 2024

**30** YEARS

**TecDoc**

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- China Mainland
- China Hong Kong
- China Taiwan

## 02 TecAlliance Data

- OES Data Overview

## 03 Company News

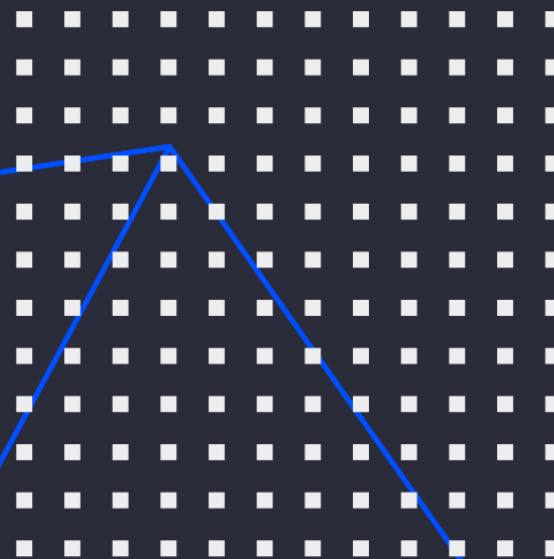
- Highlights of TecAlliance China participation in CAPAS



# 01

## Market Outlook

China Mainland  
China Hong Kong  
China Taiwan



## Engine Revitalization: Three Japanese Automobile Giants Launch New Engines



- On May 28th, Toyota, together with Subaru and Mazda, held a multi-path technology briefing, and all three car companies announced their new engine plans. Toyota President Hiroshi Sato said, "We are very serious about electric vehicles, and we are also very serious about internal combustion engines." Hiroshi Sato followed Akio Toyoda's vision that pure electricity is not the only path, and we want to revive the "engine." All three parties agree on the strategy of carbon neutrality, but zero carbon cannot be achieved overnight. The three parties have reached a consensus to combine internal combustion engines with electrified equipment and pursue multi-path development. These engines can be compatible with electrified manufacturing platforms and meet the requirements of carbon emission regulations. A Mazda spokesperson stated that the electrification transformation will be gradual, and the current transitional stage is to launch engines that contribute to carbon neutrality. "The company will give new value to rotary engines. Currently, hybrid engines have obvious advantages over pure electricity in the environmental load of the entire lifecycle, from manufacturing raw materials to vehicle use, maintenance, and disposal. Developing rotary engine technology that is compatible with electrification and carbon neutral fuels, and expanding the possibility of achieving carbon neutrality through multiple paths.
- Subaru President Takatoshi said, "Achieving a carbon neutral society is a challenge for the entire industry and society. While honing the electrification technology of cars, we will also further improve the horizontally opposed engines themselves in order to achieve effective use of carbon neutral fuels." Toyota stated that the new strategy is to pursue higher efficiency by combining with electric units, and to respond to the diversification of fuels such as biofuels and e-fuel (synthetic fuel). This time, a new type of engine that can use liquid hydrogen, synthetic fuel, and biofuels is showcased. It adopts an inline four cylinder engine with two displacements of 1.5L and 2.0L, aiming for high power and high thermal efficiency. Compared with traditional products of the same displacement, its volume and height are reduced by 10%, and fuel efficiency is improved by 12%. The new engine will be put into mass production soon, but there is no specific schedule. Subaru plans to launch a new horizontally opposed engine with low vibration and low center of gravity, suitable for sports cars. Mazda plans to launch a new rotary engine with small size, light weight, high power, and convenient use of diverse carbon neutral fuels.

Source: Autohome

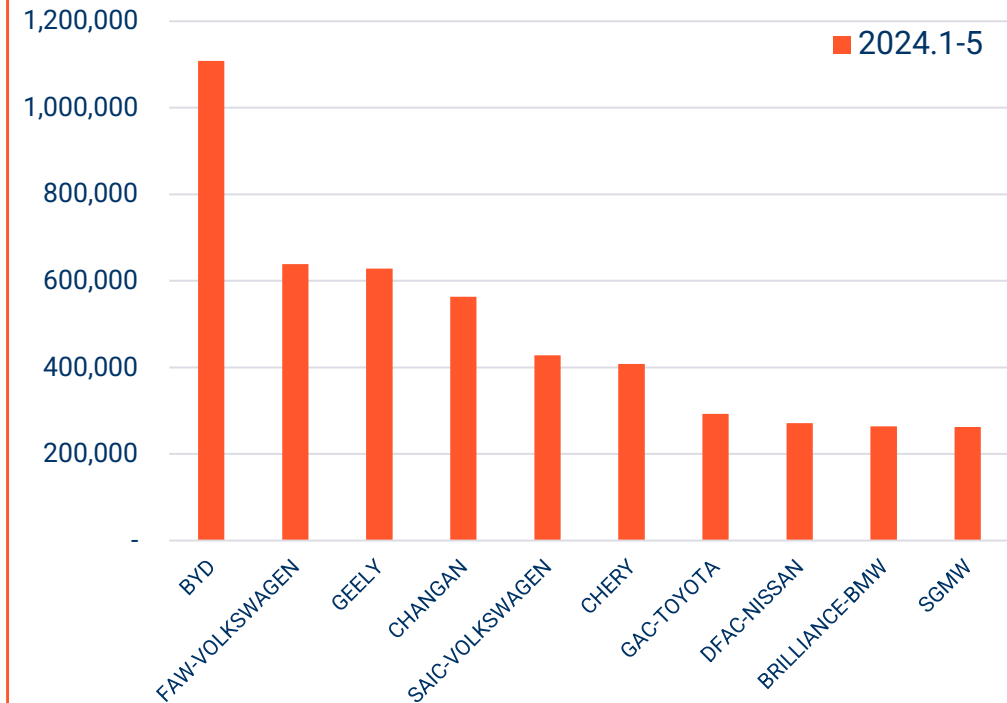
# China Mainland Highlight Vehicle News

## Top 10 manufacturer sales rankings in May 2024



## Sales comparison

From the sales figures from January to May, BYD's sales are ahead of other brands.

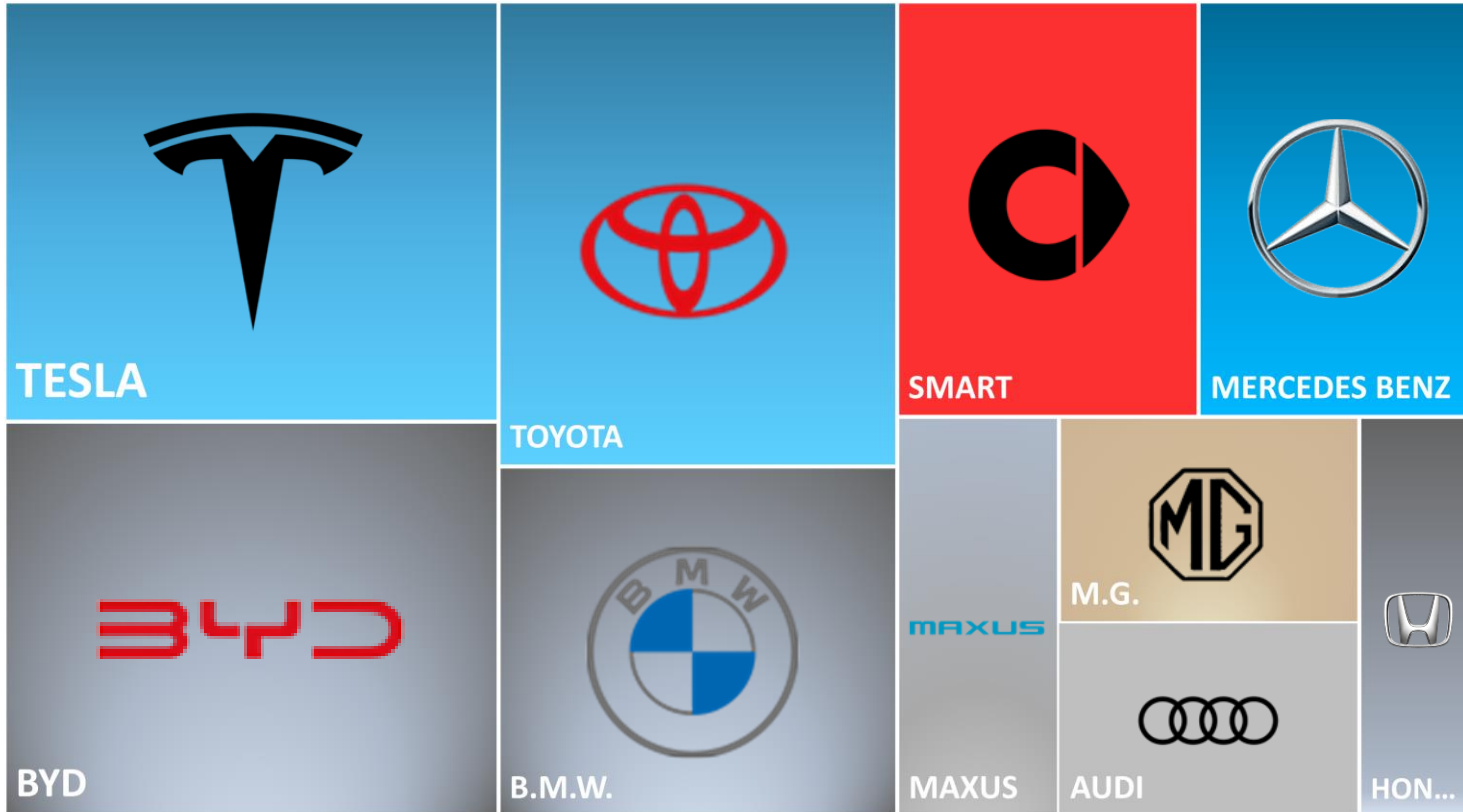


# Hong Kong Highlight Vehicle News

## Hong Kong January 2024 Vehicle News

Hong Kong passenger car sales were 5,918 units in March 2024 and 4,430 units in February 2024, up 33.6% month-on-month. TESLA sold 862 units, down 43.3% month-on-month, and continued to be the most popular car brand in Hong Kong.

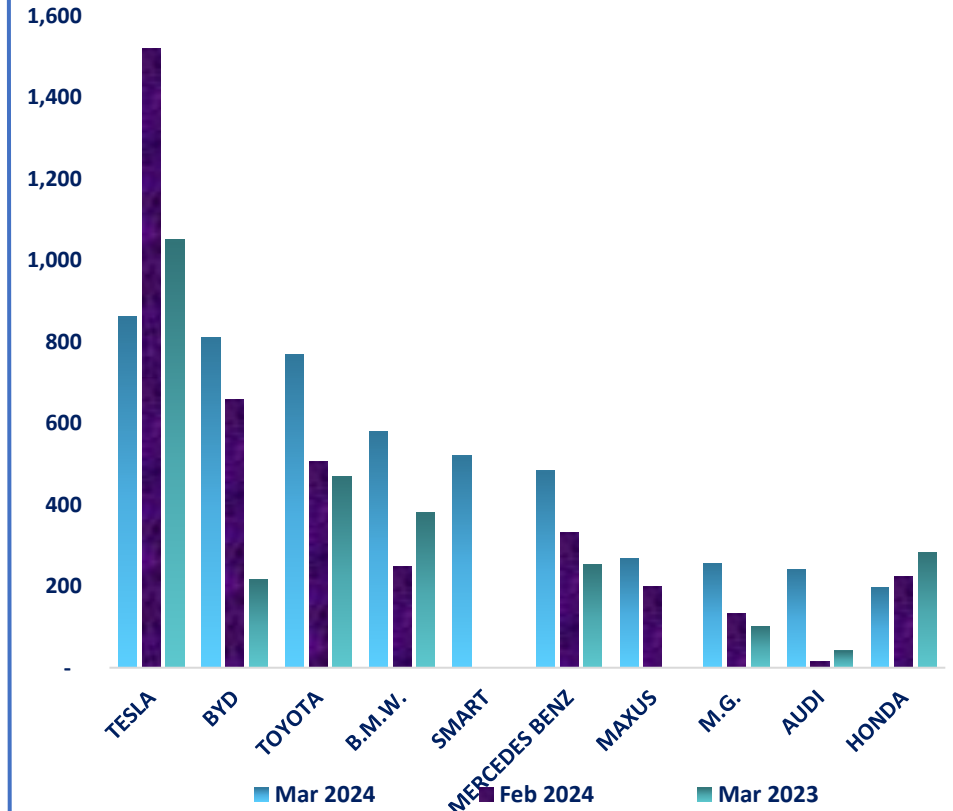
BYD came in second with 812 units sold, up 23.4% month-on-month. Toyota grew 52.5% month-on-month to rank third. BMW's sales increased by 133% month-on-month, ranking fourth. The electric SMART came in fifth place with 520 units sold. The monthly sales of the remaining top 10 brands all showed varying degrees of growth. Overall, the sales volume of the entire automobile market as a whole showed a steady growth trend.



## Sales Comparison

Total vehicle sales showed steady growth

In March, TESLA continued to be the most popular automaker in Hong Kong. BYD's sales volume increased month-on-month, ranking second. Toyota's sales increased month-on-month, ranking third. BMW's sales also showed an upward trend, ranking fourth. The electric SMART debuted with good sales and ranked fifth. In the end, Mercedes-Benz, MAXUS, M.G., Audi and Honda are in the bottom five.



# Taiwan Highlight Vehicle News

## Taiwan Auto Sales Report for May 2024

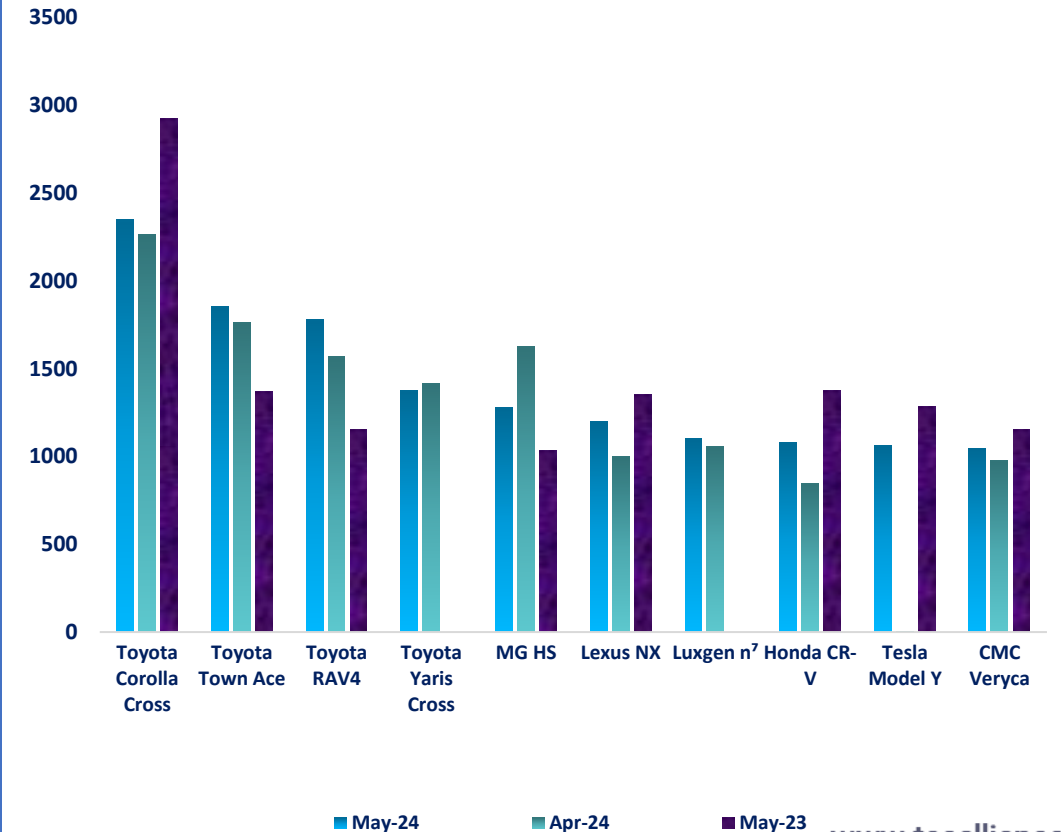


In May 2024, the total new car market ushered in strong growth, with the cumulative number of listings for the month reaching 41,477 units, an increase of 12% compared to April, and the cumulative sales volume of the total market from January to May was 190,916 units, slightly behind the cumulative sales volume of the same period in 2023 by 0.8%. However, the most noteworthy new car sales in May are still electric vehicles, with the help of a large number of electric vehicles listed by Tesla, Luxgen and even BMW, so that the sales of electric vehicles in May hit a wave of peaks, and the cumulative sales of electric vehicles in the first five months of the year exceeded the 10,000 level, successfully standing at a new high level of about 12,000 units, of course, also set a new record for the fastest cumulative sales of electric vehicles in Taiwan to exceed 10,000 units, which reflects the enthusiasm of Taiwan's electric vehicle market

## ■ Sale Comparison

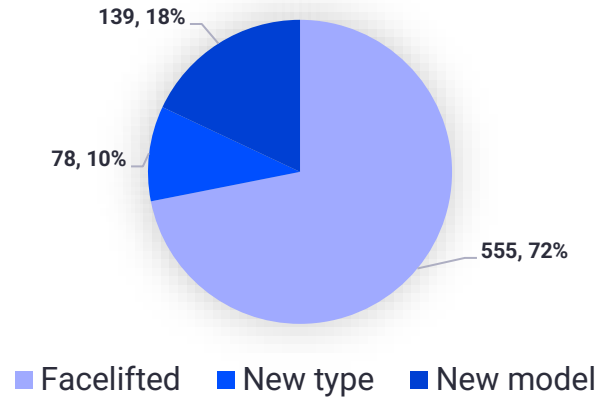
Taiwan's electric vehicle market is booming overall

The top 10 automakers in the total market saw a larger increase in sales than in April. The sales champion in May continued to be won by Taiwanese supernova Toyota Corolla Cross with 2,347 units. Toyota's Town Ace came in second place with 1,855 units, up 5.1% month-on-month. Toyota's RAV4 ranked third with 1,780 units, up 13.4% month-on-month. The Toyota Yaris Cross was in fourth place with 1,378 units. The MG HS was in fifth place with 1,279 units sold, and the Lexus NX was sixth with 1,199 units sold. Finally, Luxgen n<sup>7</sup>, Honda CR-V, Tesla Model Y, and CMC Veryca ranked seventh, eighth, ninth, and tenth with 1,100, 1,078, 1,063, and 1,048 units, respectively.

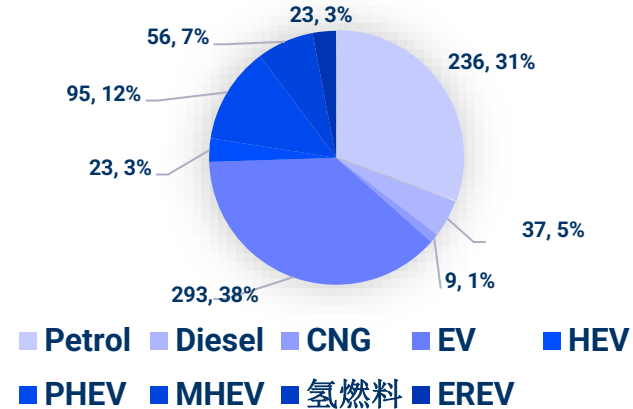


# China JAN-MAY New Vehicle Analysis

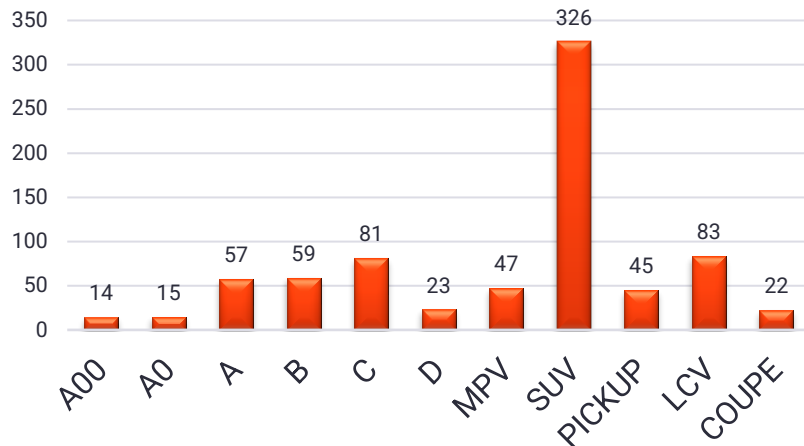
### New vehicle statistics in KType



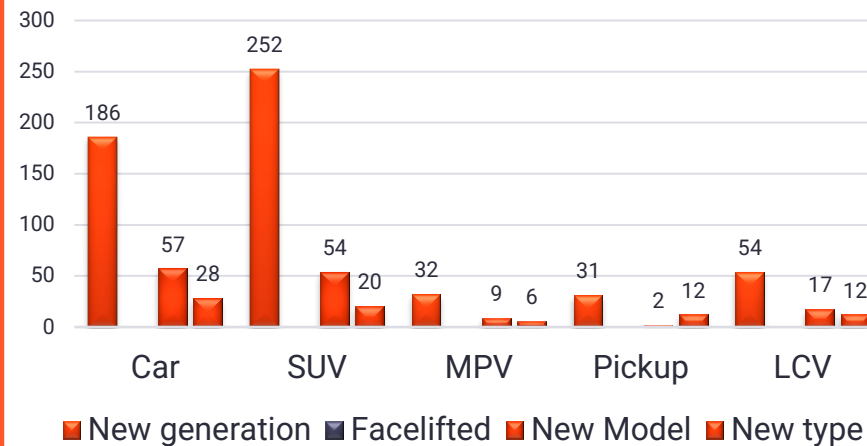
### New Energy Vehicles Statistics in KType



### New Vehicle Segment statistics in KType



### Market segment type statistics in KType



#### Remarks:

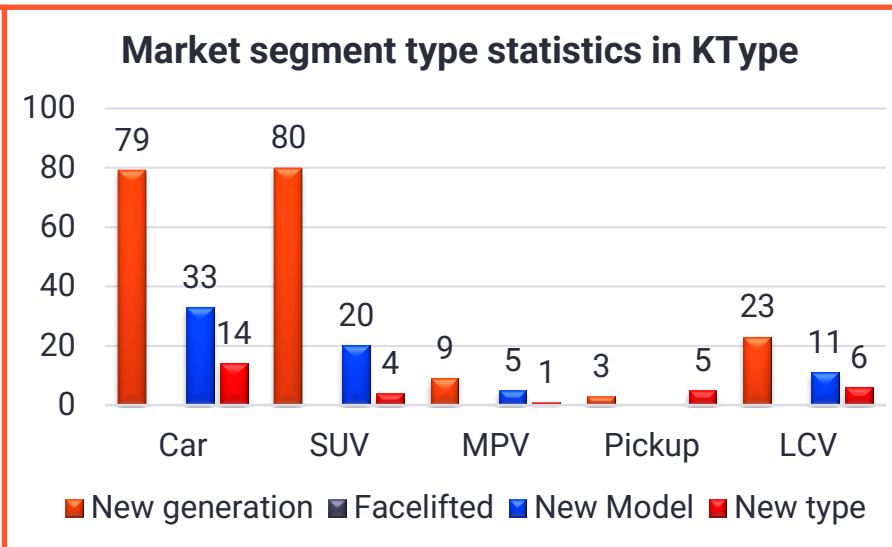
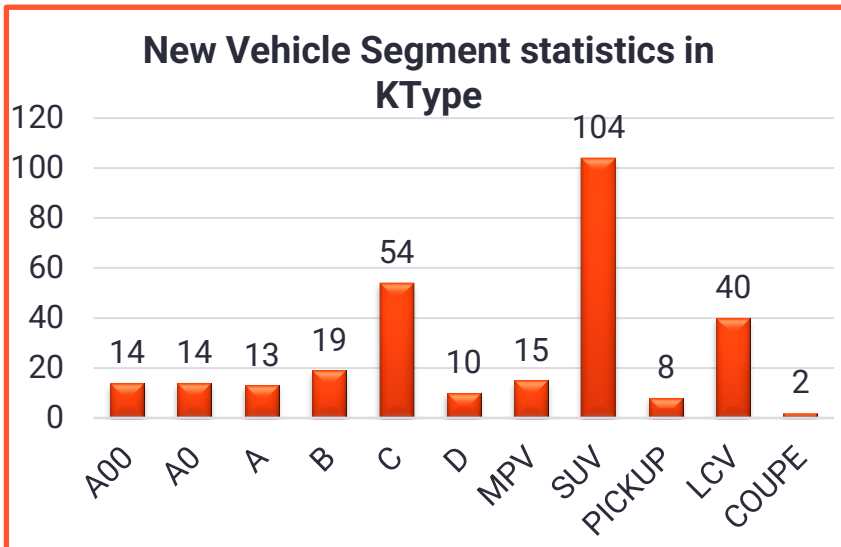
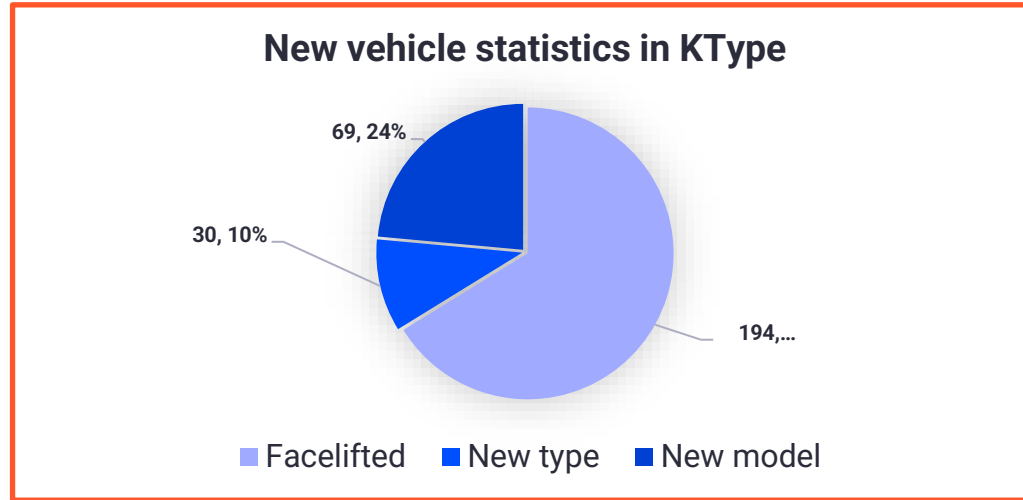
All statistical data is based on K-Type. From **January to May 2024**, the total coverage of **K-Type** was **772**, of which **217** were **New K-Type**.

New model means that launched model that did not exist before

New type means that the new displacement and power have been launched



# China JAN-MAY NEV Vehicle Analysis



Remarks:  
 All statistical data is based on K-Type. January to March 2024, the total coverage of **NEV K-Type** was **293**, of which **99** were **New K-Type**. Until March 2024, **EV KType** currently has **1253**.  
 New model means that launched model that did not exist before.  
 New type means that the new displacement and power have been launched.

# China New Vehicle Statistics

#	Brand	Total
1	BYD	42
2	MERCEDES-BENZ	28
3	CHANGAN	27
4	PORSCHE	26
5	MERCEDES-BENZ (BBDC)	22
6	MAXUS	21
7	CHERY	20
8	JAC	20
9	VW (SVW)	18
10	GEELY	17
11	VW (FAW)	17
12	JETOUR	17
13	GAC	13
14	HONGQI	13
15	SRM (BRILLIANCE)	12
16	BMW	12
17	LEAPMOTOR	12
18	TOYOTA (GAC)	12
19	YUANHANG	11
20	NETA (HOZON)	10
21	EXEED (CHERY)	10
22	WULING (SGMW)	10
23	ISUZU (JIANGXI)	10
24	CHANA	9
25	RCEV	9
26	FOTON	9
27	HONDA (GAC)	8
28	TOYOTA (FAW)	8
29	SKYWORTH	8
30	DEEPAL	8

#	Brand	Total
31	DENZA	8
32	ZEEKR	7
33	AUDI	7
34	LYNK & CO	7
35	AEOLUS	7
36	ARCFOX	7
37	JMC	7
38	BUICK (SGM)	7
39	NIO	7
40	BAIC-ORV	7
41	SMART	6
42	GALAXY	6
43	AVATR	6
44	LEXUS	6
45	IM MOTORS	6
46	JINBEI	6
47	QIYUAN	6
48	GREAT WALL	6
49	JAC EV	5
50	LOTUS	5
51	FENGXING	5
52	LIVAN AUTO	5
53	TANK	5
54	LIXIANG	5
55	HAVAL	5
56	LINCOLN (CHANGAN)	5
57	BAW	5
58	ALFA ROMEO	5
59	NISSAN (DFAC)	4
60	XPENG	4

#	Brand	Total
61	GAC NE	4
62	GEOMETRY	4
63	BMW (BRILLIANCE)	4
64	REFINE	4
65	TESLA	4
66	ORA	4
67	KIA (DYK)	3
68	YIPAI	3
69	JAGUAR (CHERY)	3
70	LINXYS	3
71	NISSAN (ZHENGZHOU)	3
72	AUDI (SAIC)	3
73	FORD (JMC)	3
74	HONDA (DONGFENG)	3
75	NAC IVECO (NAVECO)	3
76	BESTUNE	3
77	AITO	3
78	LAND ROVER (CHERY)	3
79	NAMMI	2
80	KING LONG	2
81	FARIZON AUTO	2
82	YANGWANG	2
83	i CAR	2
84	DONGFENG XIAOKANG	2
85	VOYAH	2
86	DONGFENG (DFAC)	2
87	PEUGEOT (DF-PSA)	2
88	MASERATI	2
89	HYUNDAI (BEIJING)	2
90	BAIC	2
91	XIAOMI	2
92	SUBARU	2
93	LUXEED	2
94	NEW BAOJUN	2
95	ZD	2
96	RADAR	2
97	POLESTAR	2
98	GENESIS	2
99	JETTA	2

#	Brand	Total
100	CADILLAC (SGM)	2
101	JMEV	2
102	VOLVO ASIA	2
103	MCLAREN	2
104	LINCOLN	1
105	LINGBOX	1
106	EV HOUSE	1
107	MG (SAIC)	1
108	FORD USA	1
109	HYPER	1
110	FORLAND	1
111	MINI	1
112	SKODA (SVW)	1
113	MAZDA (CHANGAN)	1
114	FENGON	1
115	CITROËN (DF-PSA)	1
116	LANDIAN	1
117	LAND ROVER	1
118	VENUCIA	1
119	TOYOTA	1
120	ASTON MARTIN	1
121	FANGCHENGBAO	1
122	CHEVROLET (SGM)	1
123	FORD (CHANGAN)	1
124	FAW (JILIN)	1
125	WEY	1
126	ROEWE (SAIC)	1
127	DAYUN	1
128	NEW GONOW AUTO	1
129	AUDI (FAW)	1

## Remarks:

All statistical data is based on K-Type. From **January to May 2024**, the total coverage of **K-Type** was **772**, of which **217** were **New K-Type**.

# China New Energy Vehicles Statistics

#	Brand	Total
1	BYD	23
2	PORSCHE	14
3	YUANHANG	11
4	LEAPMOTOR	9
5	RCEV	9
6	CHANA	8
7	ZEEKR	7
8	ARCFOX	7
9	NIO	7
10	NETA (HOZON)	6
11	SMART	6
12	AVATR	6
13	JAC	6
14	SKYWORTH	6
15	IM MOTORS	6
16	WULING (SGMW)	6
17	HONGQI	6
18	VW (SVW)	5
19	JAC EV	5
20	LOTUS	5
21	DENZA	5
22	XPENG	4
23	GAC NE	4
24	GALAXY	4
25	EXEED (CHERY)	4
26	MAXUS	4
27	GEOMETRY	4
28	SRM (BRILLIANCE)	4
29	TESLA	4
30	DEEPAL	4
31	VW (FAW)	4
32	ORA	4
33	LIVAN AUTO	3
34	YIPAI	3
35	FENGXING	3
36	BUICK (SGM)	3
37	MERCEDES-BENZ (BBDC)	3
38	LINXYS	3
39	GEELY	3
40	JMC	3

#	Brand	Total
41	QIYUAN	3
42	CHERY	3
43	NAMMI	2
44	TOYOTA (FAW)	2
45	FARIZON AUTO	2
46	i CAR	2
47	VOYAH	2
48	XIAOMI	2
49	LUXEED	2
50	NEW BAOJUN	2
51	ZD	2
52	RADAR	2
53	POLESTAR	2
54	CADILLAC (SGM)	2
55	JMEV	2
56	VOLVO ASIA	2
57	GREAT WALL	2
58	CHANGAN	1
59	LINGBOX	1
60	EV HOUSE	1
61	BMW (BRILLIANCE)	1
62	BMW	1
63	MG (SAIC)	1
64	KIA (DYK)	1
65	YANGWANG	1
66	HYPER	1
67	FORLAND	1
68	LIXIANG	1
69	DONGFENG (DFAC)	1
70	AEOLUS	1
71	JINBEI	1
72	NAC IVECO (NAVECO)	1
73	MASERATI	1
74	VENUCIA	1
75	AITO	1
76	MERCEDES-BENZ	1
77	HONDA (GAC)	1
78	FOTON	1
79	KING LONG	1
80	DAYUN	1

#	Brand	Total
81	NEW GONOW AUTO	1
82	AUDI (FAW)	1
83	BESTUNE	1

Remarks:

All statistical data is based on K-Type. **January to May 2024**, the total coverage of **NEV K-Type** was **293**, of which **99** were **New K-Type**.

# China VIO Report

## CHINA VIO REPORT

VIO until 2023H1

China Mainland



VEHICLES IN OPERATION	VIO WITH KTYPE	KTYPE WITH VIO	VEHICLE BRANDS
291,987,409	291,968,189	9231	320

### INFORMATION

#### DOMESTIC &

INCLUDES BRAND WHICH ARE PRODUCED IN CHINA SUCH AS BYD, GEELY, CHERY&ETC

#### ASIA JOINT VENTURE CAR

INCLUDES ASIAN JV BRAND WHICH ARE PRODUCED IN CHINA SUCH AS TOYOTA(FAW),HONDA(GAC)&ETC

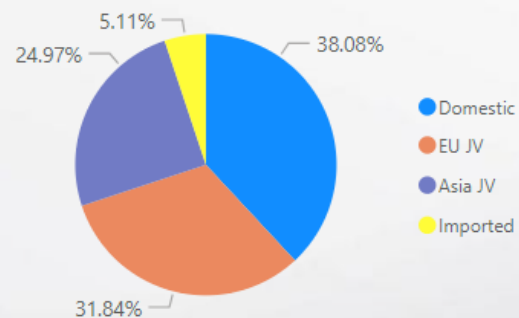
#### EU JOINT VENTURE CAR

INCLUDES NON-ASIAN JV BRAND WHICH ARE PRODUCED IN CHINA SUCH AS VW(SVW), BMW(BRILLANCE)&ETC

#### IMPORTED CAR

INCLUDES BRAND WHICH ARE NOT PRODUCED IN CHINA SUCH AS VW, PORSCHE, LAND ROVER & ETC

### VIO BY VEHICLE SEGMENTS



### K-TYPE / VIO COVERAGE BY SEGMENT



Coverage  
99.92%  
Domestic  
111.1M  
VIO COVERED



Coverage  
99.93%  
EU JV  
92.9M  
VIO COVERED



Coverage  
99.95%  
Asia JV  
72.9M  
VIO COVERED



Coverage  
99.53%  
Imported  
14.9M  
VIO COVERED

### TOP1 VEHICLE BASED ON VIO



VW (SVW)



LAVIDA

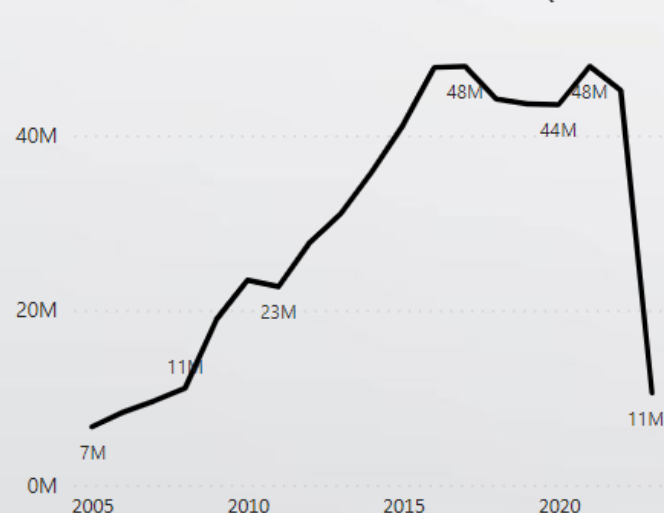
VIO OF TOP 1 VEHICLE

1,842,868

POPULATION SHARE

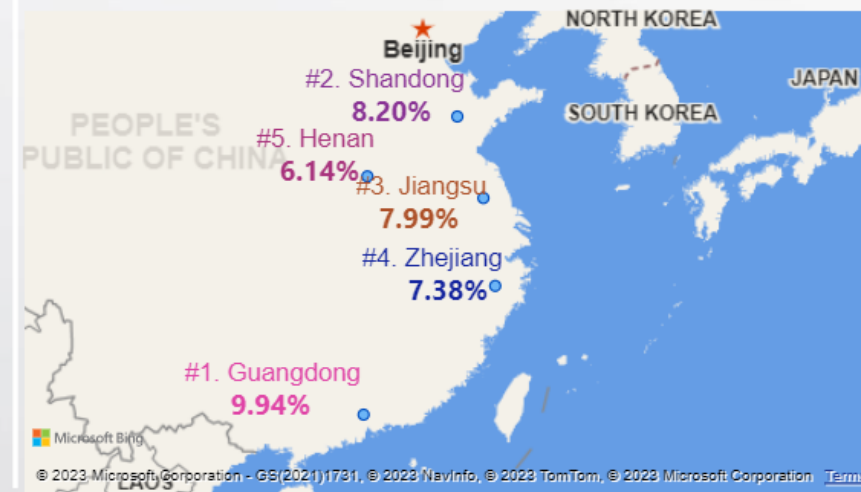
0.65%

### TREND OF REGISTRATION FROM 2005 TO 2021H1(Overall PC)



### TOP 5 PROVINCES BY VIO (Overall PC)

(Dated from 1999 to 2023H1)



# China CV VIO Report

**TecAlliance CHINA CV VIO REPORT**

VIO until 2023H1  
Data based on ChinaID level data

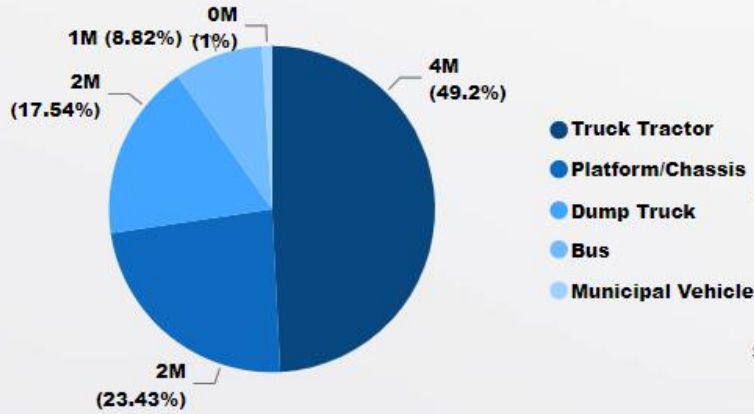
VEHICLE IN OPERATION: **13M**

VEHICLES BRANDS: **159**

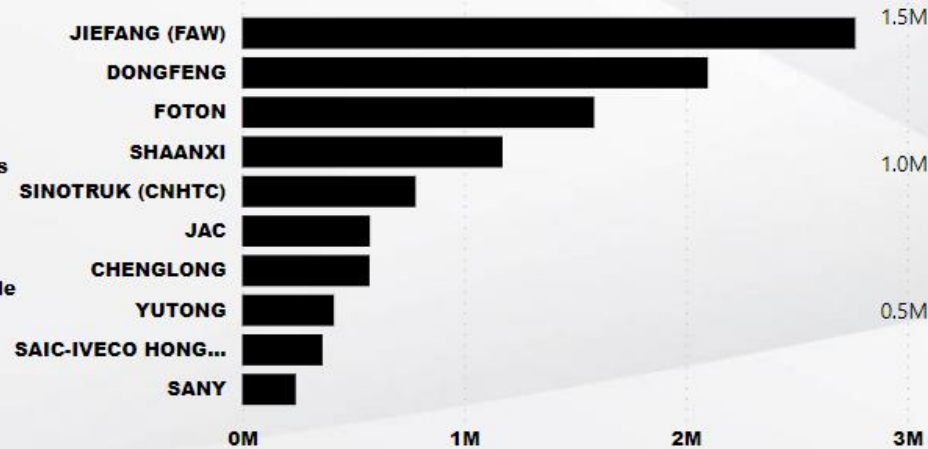
N-TYPE W/ VIO: **6683**

CHINAID W/ VIO: **88514**

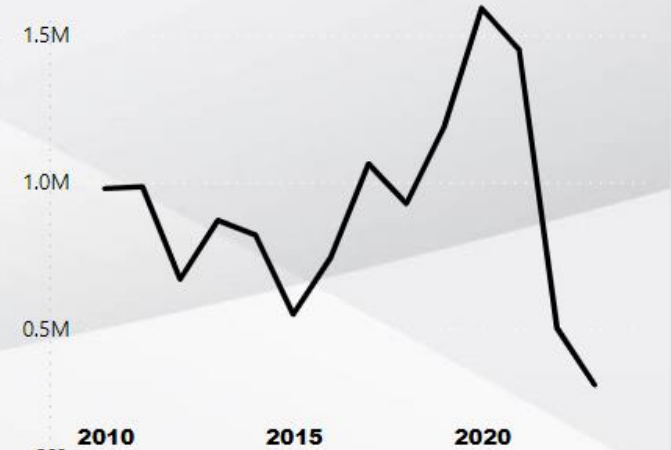
## VIO By Body type



## Top 10 BRANDS by VIO



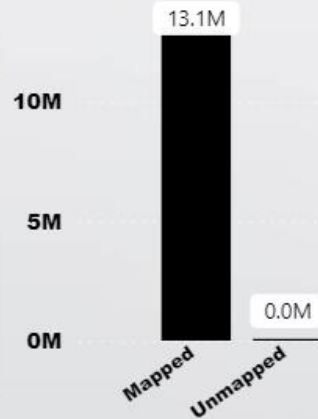
## REGISTRATION TREND by YEAR



## TOP 5 PROVINCE by VIO



## N-TYPE/VIO COVERAGE



## TOP 3 VEHICLE IN OPERATION

Rank	Brand	Model	Population	Share
1	JIEFANG (FAW)	J6P	1,091,616	8.27%
2	DONGFENG	TIANLONG	724,302	5.48%
3	FOTON	AUMAN ETX	607,121	4.60%

# 02

## TecAlliance Data OES Data Overview



# PV OE Data Research Dashboard

K-Types of CN Vehicle Brands  
Researched | YTD 2024

**3304**

Generic Articles of CN Vehicle  
Brands Researched | YTD 2024

**220**

OE Numbers of CN Vehicle  
Brands Researched | YTD 2024

**104K**

CN Vehicle Brands  
Covered | YTD 2024

**98**

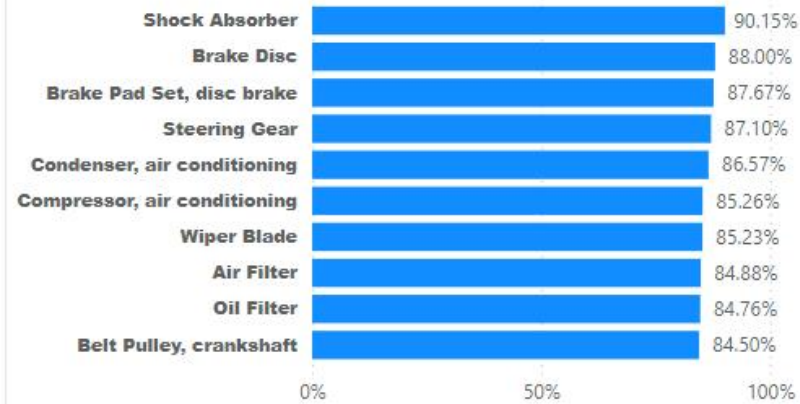


CHINA ▾

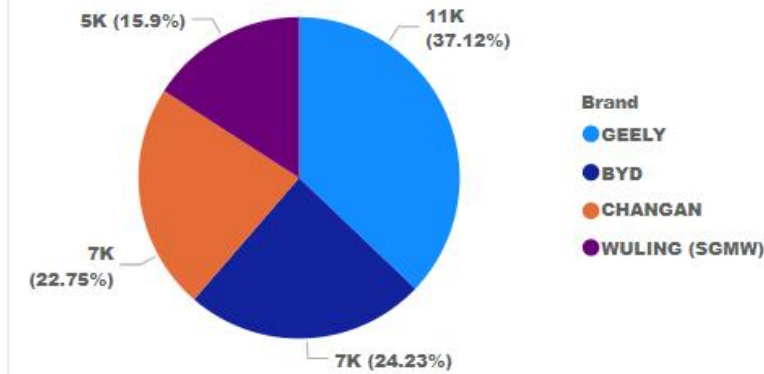
2024 ▾

May ▾

Top 10 Generic Articles by Coverage ( CN Vehicle Brands )



Top 4 CN Vehicle Brands by OE

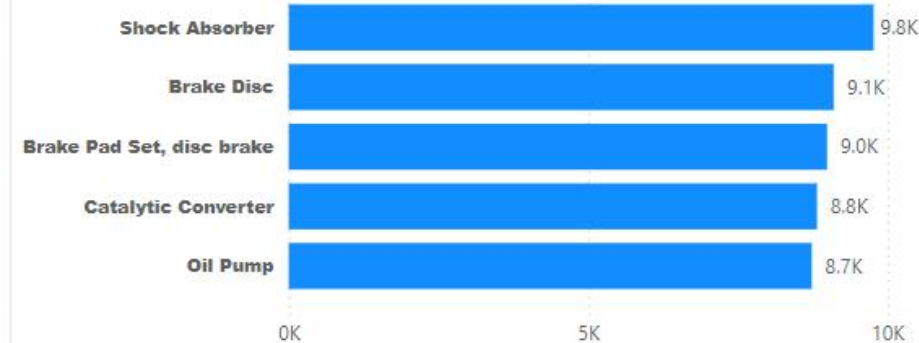


Total OE numbers of GEELY

**11K**



Top 5 Generic Articles by K-Types ( CN Vehicle Brands )



# 03

## Company News

- Highlights Highlights of TecAlliance China participation in CAPAS





# Highlights of TecAlliance China participation in CAPAS



## Grasping infinite opportunities from the latest industry trends in Southwest China

The Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) has celebrated its 10th edition from 16 to 18 May 2024. With an exhibition space spanning 50,000 sqm to house 690 domestic and international exhibitors, the fair features the latest achievements and trends in new energy vehicles, connected mobility, and aftersales services. A series of fringe events are set to drive talent development in support of the sustainable growth of the region's automotive industry.

Ms. Vivi Liu, sales leader of TecAlliance China, was invited to participate in the roundtable forum of the exhibition conference. In the forum, she said that correct data analysis can not only help companies effectively develop business in China to improve product coverage and market share, help manage and expand overseas business, but also help companies make more informed decisions when building warehouses and inventory management overseas, thereby achieving cost reduction and efficiency increased. As a globally renowned data service provider, TecAlliance covers global models with unified standards, and has significant advantages in OE data, real-time data processing, easy to use return claims, and repair and maintenance data, providing one-stop solutions for enterprises to meet the increasingly complex challenges of cross-border sales.



# 2024 China Marketing Communication Roadmap



“Go to market”

30  
YEARS

TecDoc

- Supplier Connection Event (HT Auto), Hanoi 16-17 March
- Auto Maintenance & Repair (AMR) Tianjin, 20-23 March
- Australian Auto Aftermarket Expo Melbourne 11-13 April
- Taiwan Customer Day, Taipei: 16 April
- Go-to-Market Data Supplier Conference Shanghai 18 April
- AMPA 2024, Taipei:17-20 April
- International Seminar on South Korea’s Automotive Industry, Dangjin: 3 May
- CAPAS Chengdu:16-18 May
- INAPA Indonesia, Jakarta: 15-17 May
- Indonesia Customer Day, Jakarta: 10 June
- Mexico Automechanika: 10-12 July
- International Auto Parts and Aftermarket Exhibition (Guangzhou) 28-30 August
- 2024 the 4th China (Wenzhou) International Auto Parts Expo, 5-7 September
- Automechanika Frankfurt, Germany 10-14 September
- AAPEX Show, Las Vegas: 5-7 November
- Automechanika Johannesburg, South Africa: 19-21 November 2024
- Automechanika Shanghai (AMS) 2- 5 December
- Automechanika Dubai: 10-12 December

more...

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# THANK YOU!



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