



**NEW ENERGY FORKLIFT LEADER**

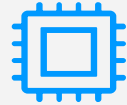


# BYD FORKLIFT

## BYD 7 + 4 EV Market Promotion Strategy



**Iron Phosphate  
Battery**



**Power Control  
Unit**



**Engine**

Established in **2009**

A part of BYD Group **7+4 strategy**

First & world-leading **Lithium iron-phosphate battery forklift** manufacturer

Total investment **515 million** RMB with **700,000+** Sqm business facilities.

**Six** assembly lines separated for electric counter balanced forklift, warehouse forklift & tractors.

Current Global Sales **20000+**

2018 Sales: **12,000+**

Annual production capacity **30,000** forklift



# Technology & Innovation – BYD Soul

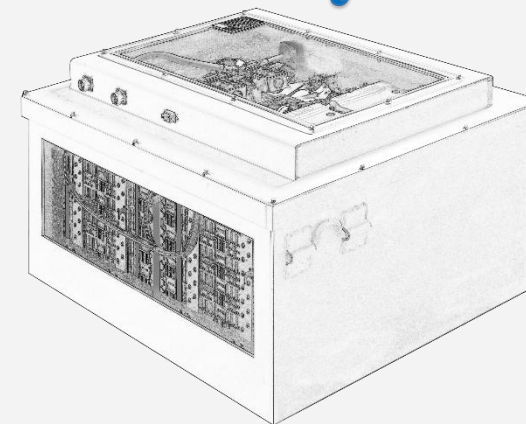
Technology-Based, Innovation-Oriented

## Lithium Energy Driven Forklift



**World's First & Largest  
Lithium Energy Forklift**

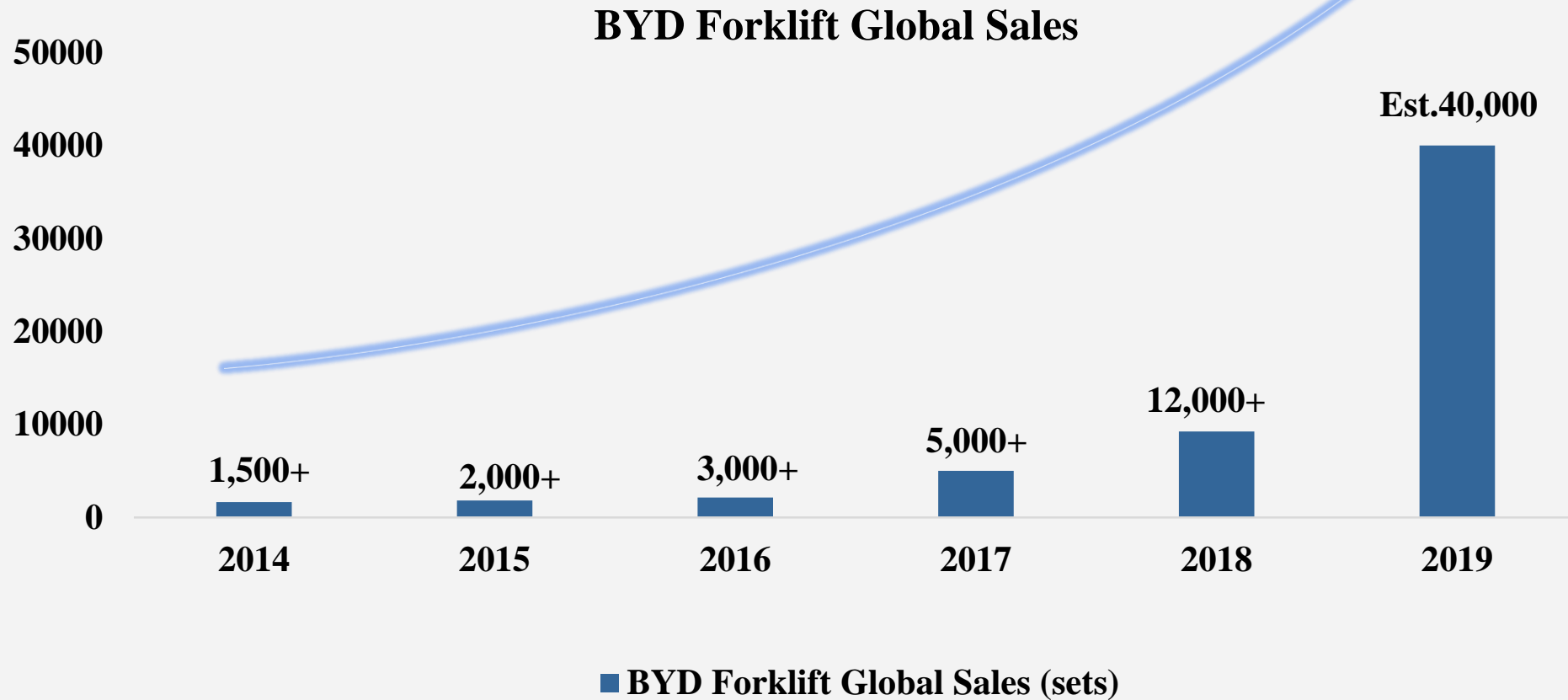
## Lithium Iron-phosphate Battery



**Inaugurator in the world, leading  
the New Energy Industry  
Revolution**



# Forklift Business Volume







# Forklift Supply Chain

Production Base

Production base in city of **Shaoguan, Guangdong, China;**





# Forklift Supply Chain

HQ & Testing Center

Operations & testing center in the city of **Shenzhen, BYD HQ**







# Forklift Supply Chain

New production Base

**Newly launched base in city of Ningbo starting operation in Q4 2019**







# Core Competitiveness

## Lowest TCO

(Total Cost of Ownership)

1. **One battery for life – No need to purchase a new battery.**

2. **No maintenance operation needed:**

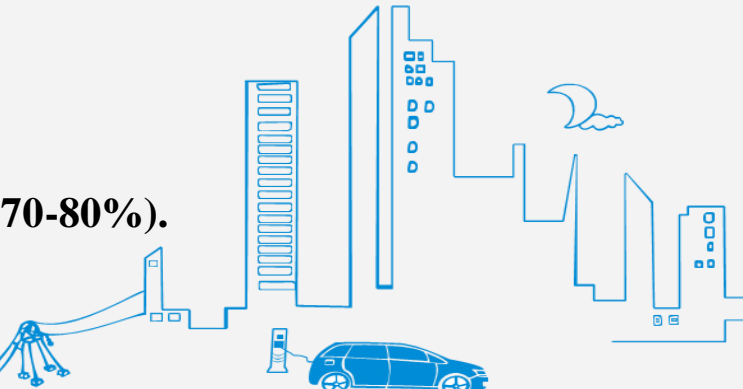
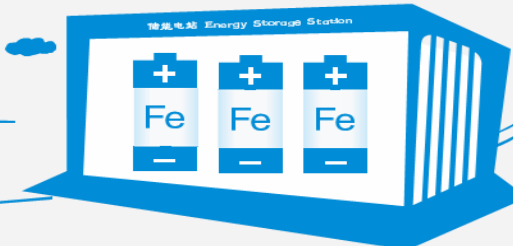
**No need for battery changing.**

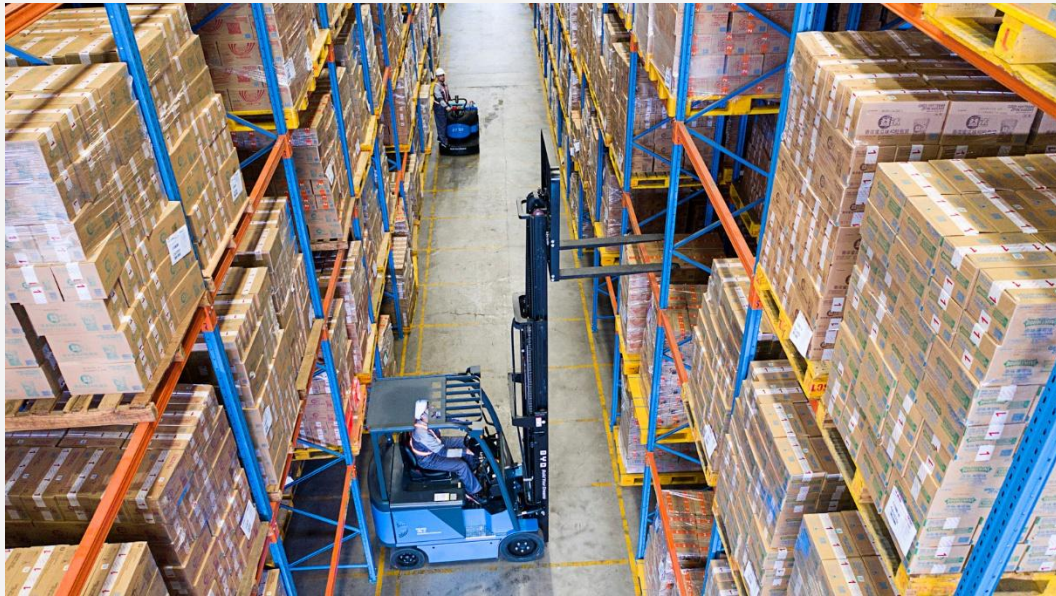
**No need for daily battery check.**

**No need for professional battery service.**

3. **No need for distilled water.**

4. **Less energy consumption results from higher charging efficiency. (90% VS 70-80%).**





**Higher efficiency, easier  
to use while with lower  
cost.**



**Much more powerful  
than meets your eyes.**





**State-of-the-art safety.**





**Easy charging  
& No battery  
swapping.**

## One battery, **multiple** shifts.



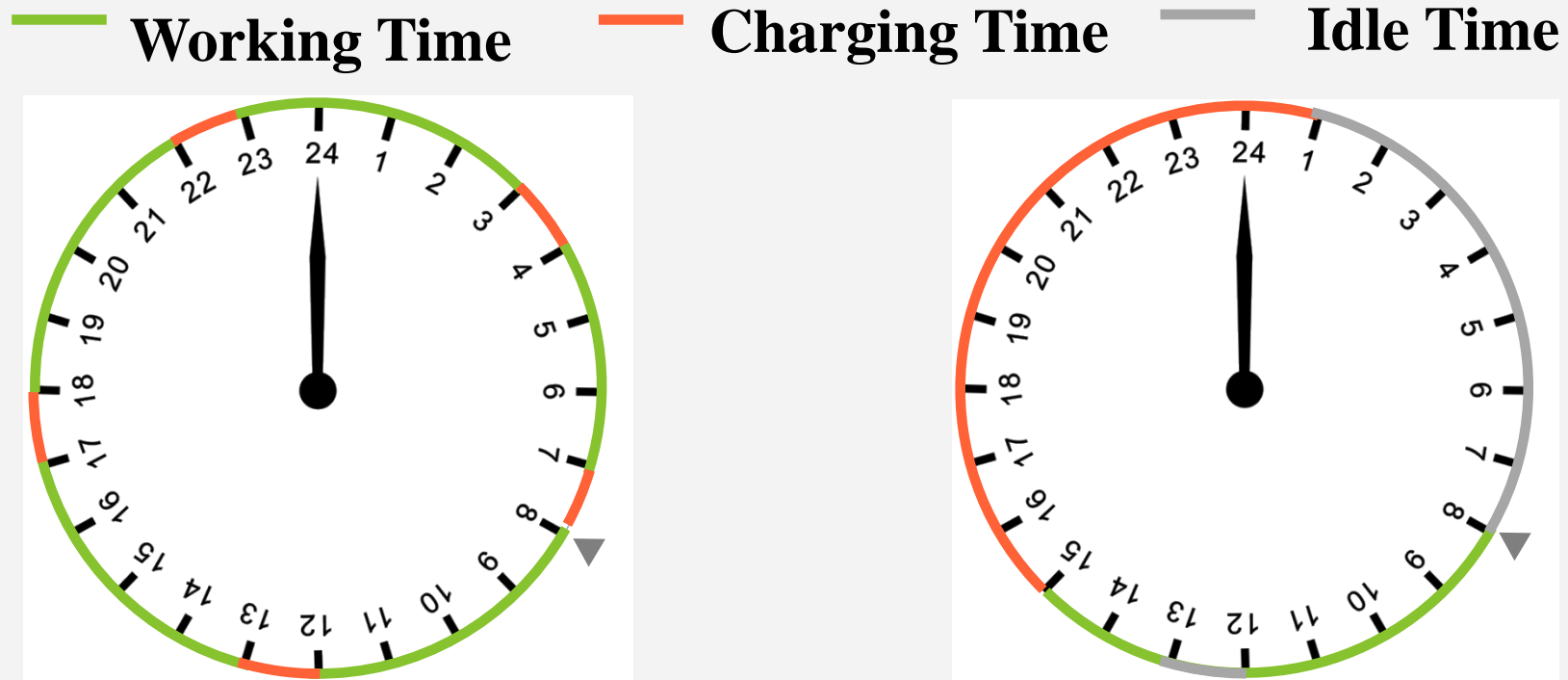
**Neither daily battery  
check & nor  
conventional battery  
change with lead acid  
forklift**





**Fast charging and  
opportunity  
charging.**

**Opportunity charging makes single vehicle gapless working possible, shorten the waiting time and increase efficiency in large extent.**



**BYD Forklift**

**Opportunity charging during working break and lunch break.**

**Lead-Acid Forklift**

**Slow charging, extra battery, high cost.**





**Simplified operations.**  
**Battery maintenance-**  
**free.**



**Maintenance-free battery  
with long life cycle longest  
warranty in Industry.**



**Diversified ergonomics  
design & customization.**



**All Applications.**





# Global Network



**Sharing BYD network**

**Build in China**

**Designed globally**

**Promoted globally**



# Recognition

## Best Partner Awards

Won the “BEST” awards from our customers every year

## Domestic Award

Logistic Industrial solutions & Innovation awards

## Zayed Future Energy Prize

Lifetime Achievement Award  
Large Corporation Award

## IFOY 2016 Award

international forklift truck of the year 2016 award, 2018 nominated.





# Global Presence



Das Auto.



RENAULT



Companhia de Bebidas das Américas



ArdaghGroup



BOSCH



CHANGI  
新加坡樟宜机场



中糧  
COFCO  
中粮集团



Shell



APP

HITACHI  
Inspire the Next

posco



京东物流  
JD Logistics



EXPRESS



福耀集团  
FUYAO GROUP

GREE 格力  
让世界爱上中国造

Haier

Midea





BUILDING A SUSTAINABLE FUTURE