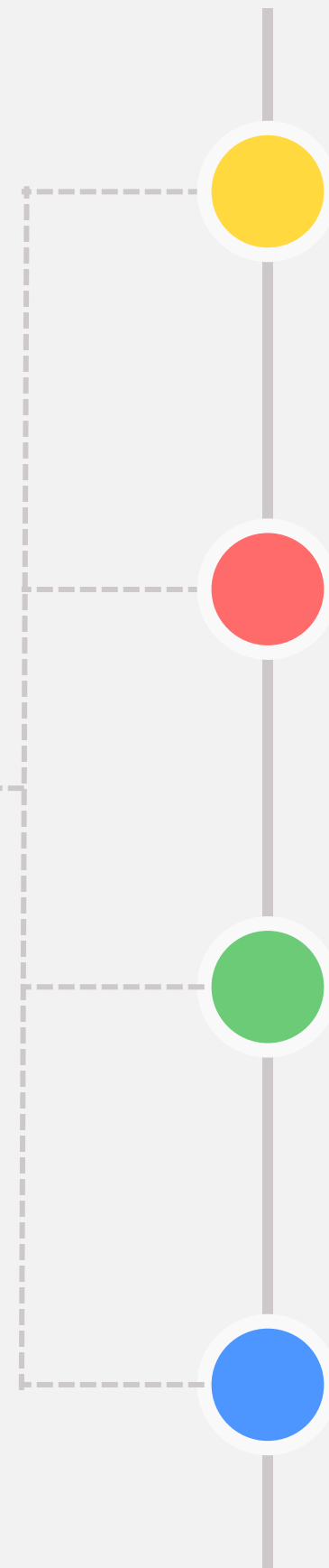




SWOT ANALYSIS

BYD
2024

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STRENGTHS

WEAKNESSES

OPPORTUNITIES

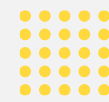
THREATS



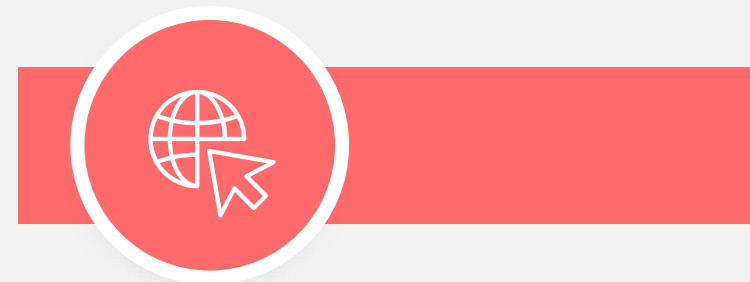
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STRENGTHS



- Leader in global EV market, increasing brand recognition.
- Large-scale manufacturing and production capacity.
- Vertically integrated with advanced, cost-efficient battery tech.
- Rapid innovation in EV, rail, and battery tech, with strong local government support.



WEAKNESSES



- Limited international presence and dealer network.
- Lower brand prestige compared to German/Japanese automakers.
- Dependency on government EV subsidies.



OPPORTUNITIES



- Rising demand for affordable, long-range EVs.
- Untapped markets in commercial EVs (buses, trucks).
- Expanding markets for grid energy storage and backup power.
- Global partnerships for EV tech development and expansion in developing markets.



THREATS



- Growing competition from traditional automakers moving to EVs.
- Risk of reduced government subsidies.
- Economic slowdown impacting auto sales.
- Trade tensions affecting supply chains and cybersecurity risks in connected EVs.

