

BAIC INTL

BAIC | ARCFOX | STELLATO

BAIC

AZ CURACAO proudly presents as official dealer



19⁵⁸-20²⁵
2025 COMPANY PROFILE



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GROUP INTRODUCTION

FOUNDED IN 1958, BAIC GROUP HAS AN ANNUAL OPERATING REVENUE EXCEEDING RMB 480 BILLION AND RANKS 192ND AMONG THE FORTUNE GLOBAL 500

02

R&D AND PRODUCT PORTFOLIO

COVERING COMPLETE VEHICLES AND PARTS R&D AND MANUFACTURING, AUTOMOTIVE SERVICES AND TRADE, INTEGRATED MOBILITY SERVICES

03

MARKET STRATEGY

BAIC PASSENGER VEHICLE HAS ESTABLISHED OVER 290 SALES AND SERVICE NETWORKS ACROSS MORE THAN 50 COUNTRIES

WHO WE ARE



CUMULATIVE SALES VOLUME HAS EXCEEDED **31 MILLION UNITS**



MORE THAN **50 COUNTRIES AND REGIONS** WORLDWIDE

1958

BAIC

FOUNDED IN **1958**

480

OPERATING REVENUE

OPERATING REVENUE OVER
480 BILLION IN 2024

5

CHINA

ONE OF THE **TOP 5**
AUTOMOTIVE GROUPS IN CHINA

31

SALES

CUMULATIVE SALES VOLUME HAS
EXCEEDED **31** MILLION UNITS

192

RANK

RANKED **192** ON
FORTUNE GLOBAL 500

9.98%

SHARES

BAIC HOLDS **9.98%** SHARES IN
MERCEDEZ-BENZ
AS THE LARGEST SHAREHOLDER

353.68

WORLD BRAND LAB

BRAND VALUE OF RMB
353.68 BILLION

GROUP STRUCTURE

SELF-OWNED BRANDS

BAIC, ARCFOX, STELATO, FOTON

JOINT VENTURE BRANDS

Beijing Benz, Fujian Benz, Beijing Hyundai, Fonton Daimler

MOST COMPLETE RANGE OF PRODUCTS

IN CHINA'S AUTOMOTIVE INDUSTRY

BAIC 北汽集团

BAIC



STELATO



FOTONDAIMLER
AUTOMOTIVE
福田戴姆勒汽车

HISTORY

1958

BAIC independently develops
China's **first sedan**
"Jinggangshan"



1966

The BJ212 China's **first off-road** vehicle
is officially placed into production
The BJ130 successfully passes
the trial production



1983

Beijing Jeep Corporation is established,
China's **first automotive JV**



2010

BAIC MOTOR is
officially established

北汽国际
BAIC INTL

2013

BAIC INTL is officially established
BAIC GROUP Ranked Fortune Global 500

2018

Establish a joint venture with MAGNA and build
up a high-end BEV R&D and manufacturing base,
124th in the Fortune Global 500



2024

Listed in Fortune Global **500** for
twelve years consecutively

1996

Foton Motor Co.,
Ltd. is established



2002

Beijing Hyundai Motor
Co., Ltd. is officially established
With Hyundai Motor



2003

Beijing Benz Automotive Co., Ltd.
is officially established
with DaimlerChrysler



2009

Acquires Saab intellectual property
rights and the annual sales revenue
exceeds 100 billion yuan.



2016

BAIC Motor officially acquires
35% shares of Fujian Benz



2017

BJ80 off-road vehicle serves as the parade
inspection car for the Chinese president



2023 BRAND EVENTS

MARCH

The BAIC off-road team won 2nd place in the 2023 ABU Dhabi Desert Challenge and 3rd place in the W2RC



APRIL

2023 BAIC Global Partner Conference was successfully held



JUNE

BAIC Group was listed as one of the "China Top 500 Most Valuable Brands" with 342.959 billion yuan



AUGUST

Two BAIC products became the official service vehicles for the 2023 BRICS Summit in South Africa



SEPTEMBER

BAIC X55 II was launched in various markets in Central and South America



OCTOBER

BAIC Overseas excellent sales service consultant's China trip was successfully held



DECEMBER

BAIC X55 II won the "2023 Reader's Recommended Model" award from TopGear.



DECEMBER

BAIC BJ60 was successfully launched in the UAE, opening up global sales



2024 BRAND EVENTS

APRIL

2024 BAIC Global Distributor Business Event



MAY

BAIC Official Launch in Malaysia



JULY

BAIC Indonesia Unveils Two New Models at GIIAS 2024



AUGUST

BAIC cooperate with Sport Club DEWA UNITED



AUGUST

BAIC RANKED 192ND IN FORTUNE GLOBAL 500



OCTOBER

BAIC Unveils Cutting-Edge BJ30 Hybrid SUV in Egypt, Set to Transform Urban and Off-Road Driving



OCTOBER

BAIC become the Official Automotive Partner of the 26th Arabian Gulf Cup



OCTOBER

BAIC Shines at 2024 Jeddah International Motor Show



DIFFERENTIATED POSITIONING AND IMAGE

BAIC



ARCFOX

BAIC BRAND POSITIONING

| BRAND PROPOSITION

MAKE BEAUTIFUL LIFE WITHIN REACH

| BRAND TONALITY

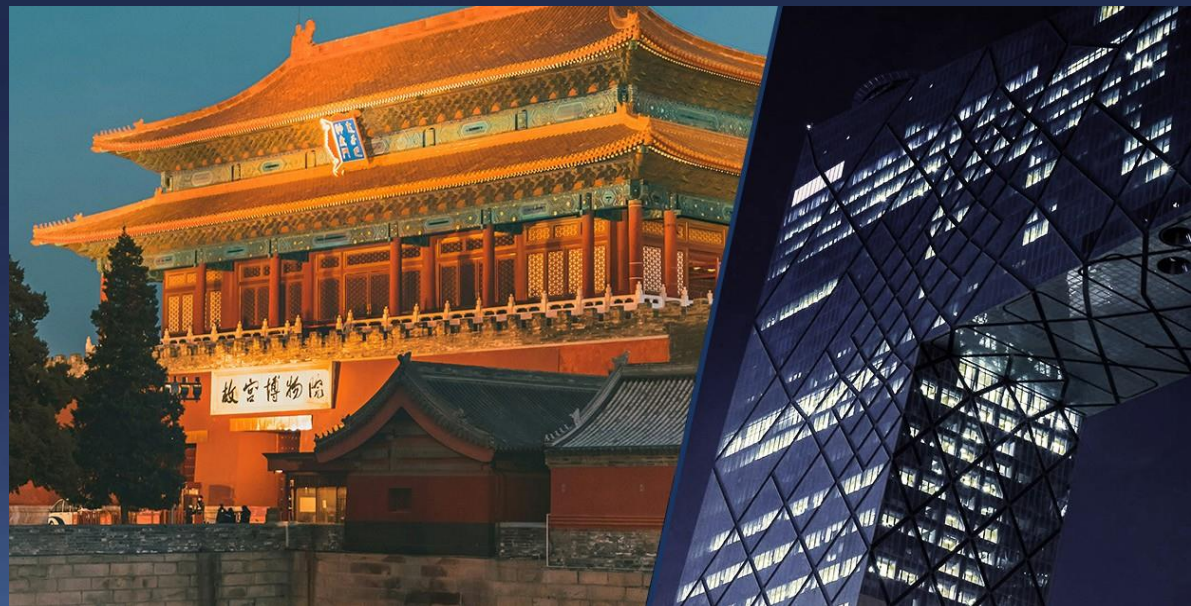
WARMTH CONFIDENCE QUALITY

| SLOGAN

ALWAYS BE WITH YOU

| CORE VALUE

RELIABLE



ARCFOX BRAND POSITIONING

| BRAND PROPOSITION

BORN FREE

| BRAND TONALITY

SMART · ELEGANT · PURE

| BRAND VISION

A PREMIUM INTELLIGENT NEV BRAND WITH ULTIMATE PERFORMANCE AND INNOVATIVE DESIGN.

| BRAND MISSION

DESIGN GIVING THE LOGIC OF TECHNOLOGY A HUMAN TOUCH, PROVIDING MORE INNOVATIVE EXPERIENCE.



| BRAND STORY

BRAND INSPIRED BY THE ARCTIC
DEDICATED TO EXPLORATION AND PUSHING BOUNDARIES

CORPORATE SOCIAL RESPONSIBILITY

20 national-level green factories | **4** green supply chain enterprises | Ranking **1**st in the Chinese market in terms of number
Driving mileage of **59.2** billion kilometers | Saving **10.082** million tons of energy and reducing emissions.



Aid activities for **9** consecutive years. In 2023 donate **359,000** yuan , **185** ethnic minority primary and secondary students



RURAL SUPPORT EDUCATION



MYANMAR EARTHQUAKE SPECIAL SUPPORT



TIBETAN SCHOOL AID



MEXICO SCHOOL AID



SOUTH AFRICA SCHOOL AID

GLOBAL R&D

35,000

PATENTS

4,000

INDUSTRY TECHNICAL STANDARDS

13.21 BILLION YUAN

2024 R&D INVESTMENT

100 BILLION YUAN

BY 2030, THE CUMULATIVE R&D INVESTMENT WILL EXCEED

12,000

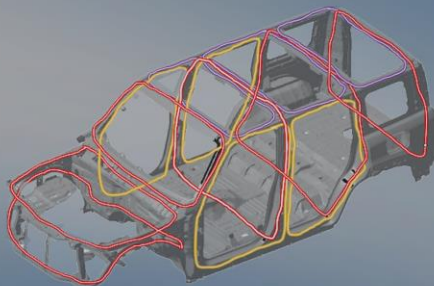
THE NUMBER OF R&D TEAM MEMBERS HAS REACHED

**MAGIC CORE
HYBRID DRIVE**



DHEV + REEV

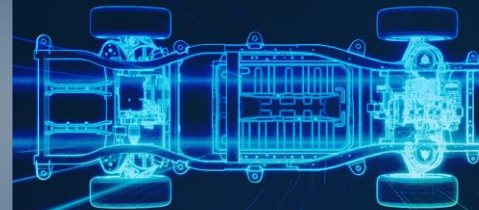
**FIRST BUILT-IN
ANTIROLL BAR**



**“TAICHI” FLEXIBLE
OFF-ROAD CHASSIS**



**NEW GENERATION
TRAPEZOIDAL FRAME**



**INTELLIGENT
COMMUNICATION**



**VEHICLE
PERFORMANCE**



**TESTING &
VALIDATING**



EXTERIOR DESIGN



WORLD-CLASS PARTNERS

MAGNA

We establish BAIC Magna High-end NEV Manufacturing Base, create a new joint venture model, and write a new chapter of intelligent manufacturing with an open pattern.

HUAWEI

We make the first mass-produced high-voltage flash-charged intelligent electric vehicle in China. With in-depth cooperation, we open intelligent driving era together and jointly build a better green future.

BAIDU

We unveil Apollo Moon, a new generation of mass-produced shared unmanned vehicle, joining hands to push forward new changes in digital mobility.

AUTOLIV

We jointly overcome the core technology of power battery, and open the supercharging era of NEVs with the help of Shenxing Supercharging Batteries.

SK

We engage in continuous development of international first-class quality power battery products, and establish comprehensive partnership in the stable supply and evolution of power batteries in NEVs.

IPF, Chinese Academy of Sciences

In collaboration with the Chinese Academy of Sciences, pioneering the industry's first "0 Formaldehyde and 0 Benzene" cabin, setting a new benchmark for the industry.



TRIAL PRODUCTION

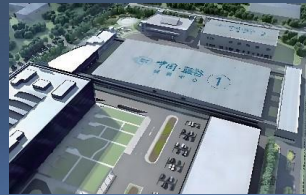
5 major trial production test bases, **150,000** sqm of trial production workshops meeting the development and trial production requirements of new platforms for pure electric, hybrid and conventional fuel vehicles. Capabilities cover three major categories of complete vehicles, systems and components, with 19 areas and a total of 51 test types.



R&D TEST BASE
Shunyi · Beijing



TRIAL PRODUCTION BASE
Zhaoquanying, Shunyi · Beijing



TESTING BASE
Yizhuang, Daxing · Beijing



**TRIAL PRODUCTION AND
TEST BASE**
Xiji, Tongzhou · Beijing



TESTING BASE
Zhenjiang · Jiangsu

AWARDS

Through over 60 years of development, BAIC has accumulated extensive experience in automotive R&D, and achieved many awards in areas like technology patents, powertrain, chassis, body structure, intelligent driving, cabin control, health and safety, engineering materials, quality and reputation, receiving unanimous praise from authoritative institutions.

TOP GEAR

BAIC X55 has once again been awarded the '2023 Readers' Choice Award' by Top Gear, marking the second time in a year that the BAIC X55 has taken the top podium in the South African automotive industry.



IDA

ARCFOX achieved International Design Award (IDA) with its self-developed charging stations family.



JD POWER

In J.D. Power China Vehicle Value Retention Ranking, Beijing Off-road ranked first among self-owned brands, BJ40 ranked second among self-owned compact SUVs



ARAB CAR

BJ30 achieved "Best Hybrid SUV of 2024" and BJ60 achieved "Best 7-Seater SUV of 2024" award from ARAB CAR OF THE YEAR



NEW ENERGY CORE TECHNOLOGY

POLARIS GLOBAL DIGITAL HIGH-END ELECTRIC PLAT- FORM

SUPPORTS A MOOSE TEST PERFORMANCE OF 83
KM/H AND FEATURES THE INDUSTRY'S
THINNEST 800V HIGH-VOLTAGE BATTERY PACK



FULLY DECOUPLED SKATE- BOARD EV PLATFORM

DESIGNED WITH A "THREE-STAGE DECOUPLING"
CONCEPT TO MEET DIVERSE PRODUCT DEMANDS



NEXT-GENERATION SELF-DEVELOPED SOL- ID-STATE BATTERY MODULE

HIGHLY INTEGRATED, FLEXIBLY CONFIGURABLE,
AND EQUIPPED WITH ULTRA-FAST COOLING
CAPABILITIES



NEXT-GENERATION SELF-DEVELOPED HIGH-IN- TEGRATION CTP BATTERY

FEATURES A UNIQUE "XUANWU ARMOR"
STRUCTURE ON THE BATTERY UNDERSIDE AND
HAS PASSED OVER 2,300 RIGOROUS TESTS



HIGH-QUALITY AND SAFE BATTERY

The battery went through a series of rigorous tests including collision, temperature change and other extreme conditions.

BATTERY FEATURES

High Safety Standards

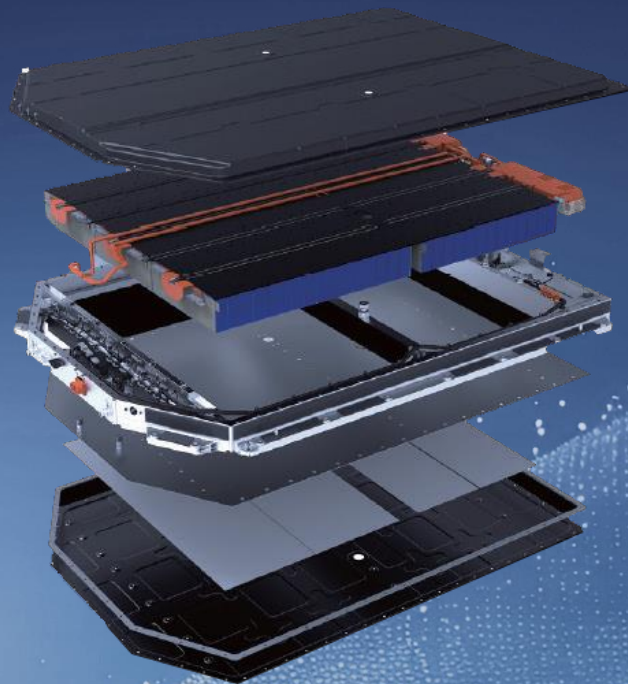
Super Fast Charging

Reliable and Cost Efficiency

Robust Thermal Management Systems



ARCFOX
Power Battery
Certified Quality Challenge



HYBRID CORE TECHNOLOGY

MAGIC CORE HYBRID DRIVE SOLUTION



Anti-vibration, Anti-scratch, Anti-torsion, IP68-level strong sealing. The battery is connected to the frame through 4 flexible connections



Reliable battery thermal management system
All weather thermal management system, ensuring the battery remains stable and operational within $-41^{\circ}\text{C} \sim 60^{\circ}\text{C}$



Reliable and efficient energy replenishment unit. Range extender with high efficiency and continuous output power medium voltage platform with high power of charge-discharge rate



Reliable and highly durable off-road hybrid drive
Proprietary controllable main control chips and silicon carbide modules
Oil-water composite cooling technology



Reliable intelligent decision-making system
Intelligent electric all-terrain driving system
More than 11 Driving Modes

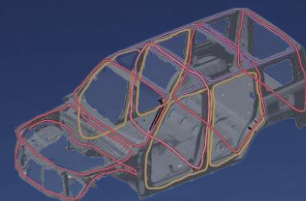
OFF-ROAD AND ULTIMATE SAFETY TECHNOLOGY

CHASSIS DIVERSITY ADJUSTMENT

More comfortable suspension:
urbanized tuning, softened suspension,
comfort enhancement, damping
biased comfort tuning, multi-group
matching optimization

Good pitch and roll tuning:
upgraded anti-nodding rate,
braking nod suppression, upgraded
side lean stiffness, side lean angle
suppression

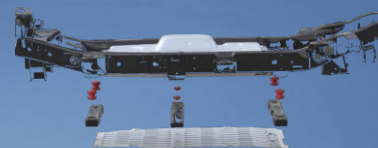
More versatile steering:
with three modes, light &
standard & sport, the
steering control is versatile
to meet various needs.



UNIQUE CIRCULAR CAGE
BODY STRUCTURE
13 CLOSED LOOPS



BAIC MAGIC CORE HYBRID
DRIVE PROJECT



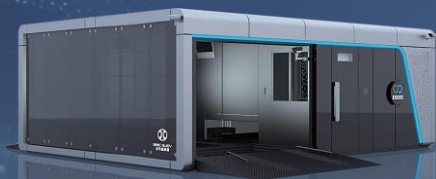
“POLAR LIGHT” BATTERY

INTELLIGENT ENERGY

Blue Park Smart (Beijing) Energy Technology Co., Ltd. is the only national high-tech enterprise under BAIC Group that engages in power battery swapping and energy storage battery cascade utilization business.

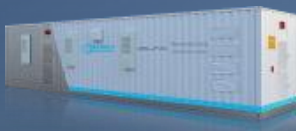
CONSTRUCT A COMPLETE CLOSED LOOP OF THE POWER EXCHANGE ECOSYSTEM

300 related intellectual property rights
263 core patents
94 patents have been authorized



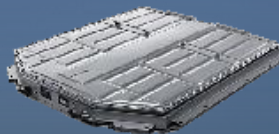
BATTERY TECHNOLOGY ENHANCEMENT

Maximize battery life cycle value



BATTERY EVALUATION

Open up the data chain and value chain of the whole life cycle of the power battery



ENERGY STORAGE BATTERY

Covering areas of battery swapping, energy storage and battery evaluation, with industry-leading technology levels.



PRODUCT LAYOUT

Committed to product innovation, leveraging scale to enhance quality,
and striving to elevate the brand.

2014-2018



EX360

EX400

EC3

EX5

2019-2020



EX3

F40

EU7

X35

2021-2025



BJ40 SE

BJ60

BJ30

BJ40 PRO



EU5

BJ40 PLUS

BJ80



ARCFOX αT



ARCFOX αS

ARCFOX αS5

ARCFOX Kaola

ARCFOX αT5

Stelato S9



U5 PLUS

EU5 PLUS

X55

X7

BJ30



1.5T+7DCT



39.2% Engine Thermal Efficiency



Flat trunk with maximum 1496L space



15 ADAS features

L / W / H (mm)	4730*1910*1790
----------------	----------------

Wheelbase (mm)	2820
----------------	------

Engine Max. torque (N·m)	305
--------------------------	-----

Engine Max. power (HP)	188
------------------------	-----



BJ30E



1.5T+Motor+2DHT with 2WD/4WD



0-100km/h acceleration time in 6.59s



Flat trunk with maximum 1496L space



220V in-car power supply

L / W / H (mm)	4730*1910*1790
----------------	----------------

Wheelbase (mm)	2820
----------------	------

Engine Max. torque (N·m)	235
--------------------------	-----


Electric motor Max. torque (N·m)	315/135
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Engine Max. power (HP)	158
------------------------	-----


Electric motor Max. power (HP)	177
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BJ40 PLUS

 New-generation electrical
part-time 4WD

 With static torsional strength increased
by 15 % Golden power engine

 2.0D+8AT / 2.0T+8AT Diesel and gasoline
engines available

LHD

L / W / H (mm) 4630*1925*1871

Wheelbase (mm) 2745

Max. torque (N·m) 165

Max. power (HP) 224

RHD

L / W / H (mm) 4630*1925*1871

Wheelbase (mm) 2745

Max. torque (N·m) 165

Max. power (HP) 224



BJ40 PRO



Frameless windows



Build-in metal anti-rolling bar



Body on frame structure



2.0D+8AT / 2.0T+8AT Diesel and gasoline engines available

L / W / H (mm) 4790*1940*1915

Wheelbase (mm) 2760

Max. torque (N·m) 386(Gasoline)

Max. power (HP) 245(Gasoline)



BJ60



Four screen linkage



Military quality and extreme control



2.0T / 2.0D engine + 48V
mild-hybrid system



Off road first-class cabin seats

L / W / H (mm) 5040*1955*1925

Wheelbase (mm) 2820

Max. torque (N·m) 406(Diesel/Gasoline)

Max. power (HP) 163(Diesel)/267(Gasoline)



BJ80



Surgent power, Powerful driving with one button start



Optimized brake pedal



The torsional strength of the steering shaft is increased by 800N·m

L / W / H (mm)	4765*1955*1985
Wheelbase (mm)	2800
Max. torque (N·m)	420
Max. power (HP)	280



X35



Magic space



Multi-functional steering wheel



Leading interior design



ESP



EBD+EDS

L / W / H (mm)	4325*1830*1640
Wheelbase (mm)	2570
Max. torque (N·m)	210
Max. power (HP)	150



X55 II

VGT

VGT power revolution



99.9% antibacterial rate



Enjoyment of First-class cabin seat

LHD

L / W / H (mm) 4620*1886*1680

Wheelbase (mm) 2735

Max. torque (N·m) 305

Max. power (HP) 188

RHD

L / W / H (mm) 4620*1886*1680

Wheelbase (mm) 2735

Max. torque (N·m) 305

Max. power (HP) 188



ALL NEW X7



Same class leading large size



The zero-gravity passenger seat



R&D by China and Germany



One of the TOP 10 "China Heart" engines



Largest panoramic sunroof in same class

L / W / H (mm)	4745*1892*1715
Wheelbase (mm)	2800
Max. torque (N·m)	305
Max. power (HP)	188



U5 PLUS



Ultra-high strength cage body



Library level quiet cabin



0.28 excellent drag coefficient



Class leading body size



Multi-functional comfortable seats

L / W / H (mm)	4660*1820*1480
Wheelbase (mm)	2670
Max. torque (N·m)	142
Max. power (HP)	113



EU5



Intelligent electric control Ultra long driving range



Max. power 160kW



0-100km/h acceleration time in 7.8s

L / W / H (mm)	4650*1820*1510
Wheelbase (mm)	2670
Max. torque (N·m)	240
Max. power (HP)	163



ARCFOX αT



0-100km/h acceleration time in 4.6s



Zero gravity seat



Ultra-safe steel and aluminum mixed vehicle body

L / W / H (mm)	4788*1940*1683
Wheelbase (mm)	2915
Max. torque (N·m)	360/720
Max. power (HP)	238/435



ARCFOX αS



708km Super long driving range



0-100km/h acceleration time in 4.2s



Ultra-safe steel and aluminum mixed vehicle body



Haman Infinity audio system

L / W / H (mm)	4930*1940*1599
Wheelbase (mm)	2915
Max. torque (N·m)	360
Max. power (HP)	238



ARCFOX KAOLA S



2820mm Superlong wheelbase



Luxury class torsional stiffness



Light sensor side slide door



Children friendly interior



Private chaise lounge



99.99% triple decontamination

L / W / H (mm)	4500*1870*1655
Wheelbase (mm)	2820
Max. torque (N·m/rpm)	240
Max. power (kw/rpm)	163



ARCFOX αS5



708km Super long driving range



0-100km/h acceleration time in 3.7s



0.1925 Ultra-low wind resistance



33.5m braking distance from 100km

L / W / H (mm)	4820*1930*1480
Wheelbase (mm)	2900
Max. torque (N·m)	360/360/690
Max. power (HP)	252/272/530



ARCFOX αT5



0-100km/h acceleration time in 7.5s



660km Super long driving range



Top Ten Battery Electric Vehicle Chassis in China



Extra large interior space

L / W / H (mm)	4690*1936*1650
----------------	----------------

Wheelbase (mm)	2845
----------------	------

Max. torque (N·m)	360
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Max. power (HP)	252/272
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BAIC IN THE WORLD

9 GLOBAL FACTORIES

50 COUNTRIES AND AREAS

290 SALES NETWORKS



PRODUCTION BASE IN CHINA

GUANGZHOU FACTORY

PRODUCTION START TIME
2014
LAND AREA
800,000 sqm

PLANNED CAPACITY
100,000 units/year
MODELS IN PRODUCTION
U7, EU7, X7



ZHUZHOU FACTORY

PRODUCTION START TIME
2010
LAND AREA
1.7 million sqm

PLANNED CAPACITY
190,000 units/year
MODELS IN PRODUCTION
ARCFOX, EU5, X55 II, X35, U5



BEIJING FACTORY

PRODUCTION START TIME
2015
LAND AREA
540,000 sqm

PLANNED CAPACITY
100,000 units/year
MODELS IN PRODUCTION
BJ40, F40, BJ60, BJ80



ZHENJIANG FACTORY

PRODUCTION START TIME
2019
LAND AREA
1.37 million sqm

PLANNED CAPACITY
300,000 units/year
MODELS IN PRODUCTION*
ARCFOX αT, αS



PRODUCTION TECHNOLOGY



ABB

ABB high-performance robots with 3C1B water-based paint process



KUKA

German KUKA robots OPEN-GATE flexible final assembly technology



MAFACT

MAFACT manufacturing operation management system. World-class manufacturing quality



GUDEL

Jinan 2nd Machine Tool stamping presses
With Swiss GUDEL single-arm robot



AGV

AGV trolleys SPS centralized picking automatic distribution

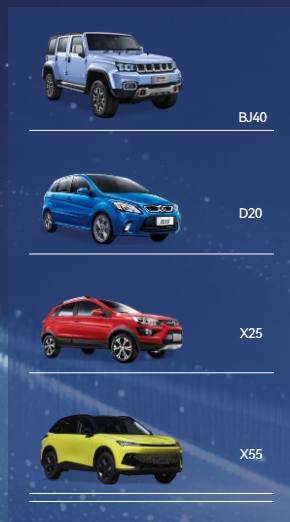


New Path

The strongest off-road vehicle research and manufacturing base in China

SOUTH AFRICA COMPANY PROFILE

BAIC Automobile SA(PTY) Ltd. was established in 2016 as a joint venture between China BAIC Group and South Africa Industrial Development Corporation (IDC). BAIC Group's investment accounted for 65% and IDC's 35%. The factory is located in Coega Development Zone, Gqeberha, Eastern Cape, South Africa, and a marketing center is set up in Johannesburg. BAIC SA mainly focuses on the complete vehicle business, supplemented by parts supporting business, and is committed to building a global production base and export vehicle base based in South Africa and radiating to Africa, the Middle East, Latin America and other regions.



Category		Project information
Project name		BAIC Automobile SA (Pty) Limited
Project sit		Coega Development Zone, Port Elizabeth, Eastern Cape, South Africa
Factory scale	Product	Passenger car, off-road vehicle, lightweight car
	Technology	Welding, Paint, Assembly
	Capacity	The first phase 40,000-50,000 units/year
	Land use planning	The first phase 54 hectares
Investment scale	construction area	The first phase 70,591.18 m ²
	Totall investment	The first phase: \$226 million
Shareholding ratio		BAIC(Baic hongkong) 65%, South African industrial development(IDC) 35%



SOUTH AFRICA GREEN FACTORY AND COMPANY ADVANTAGES

The plant area of BAIC SA adopts the natural landscape greening scheme, which reduces soil erosion, contributes to the stability of nutrient rich topsoil, reduces the consumption of natural resources, and better maintains the natural environment.



The city of Nelson Mandela Bay has been experiencing year-round drought, leading to water shortages in some areas. In order to save water and reduce dependence on municipal water supply, BAIC South Africa has built four water collection tanks for greening irrigation.

The installation of solar panels around the BAIC SA factory effectively utilizes solar energy and reduces greenhouse gas emissions, making it a sustainable and clean green energy source that effectively ensures the continuous supply of electricity.



BAIC



DEALER NAME



BAIC NEW SHOWROOM

AFTER-SALE SERVICE

PROFESSIONALISM

PROFESSIONAL TECHNICAL TEAM
ACCURATE PROBLEM DIAGNOSIS
TIMELY RESPONSE AND OPERATION

CUSTOMER CARE

EMPATHY EXPRESSION
TRANSPARENCY MANAGEMENT
EXPECTED CONTROL

DIGITIZATION AND VISUALIZATION

ANALYZE DATA TO SUPPORT PRODUCT IMPROVEMENT
REMOTE DIAGNOSIS AND PREDICTIVE MAINTENANCE
CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

EV SERVICE

BATTERY MOTOR AND ELECTRONIC
CONTROL TECHNICAL TEAM
INTERNET PLATFORM CONSTRUCTION

SYSTEM CAPABILITY DEVELOPMENT

SERVICE ENGINEERING
CUSTOMER SERVICE
SERVICE TRAINING
IT SYSTEM



Quality Assurance with Care
Offering a comprehensive 5 year/100,000 km warranty for the entire vehicle.

The battery, electric motor, and electronic control systems come with an exclusive
8 year/150,000 km extended warranty, providing robust after-sales support for core new energy components.

ALWAYS BE WITH YOU

www.baicglobal.com



BAIC



YouTube



1958-2025

2025 COMPANY PROFILE