

TecAlliance E-newsletter

Vehicles | New Energy Vehicles | Heavy Commercial Vehicles

Greater China

Version March and April 2025

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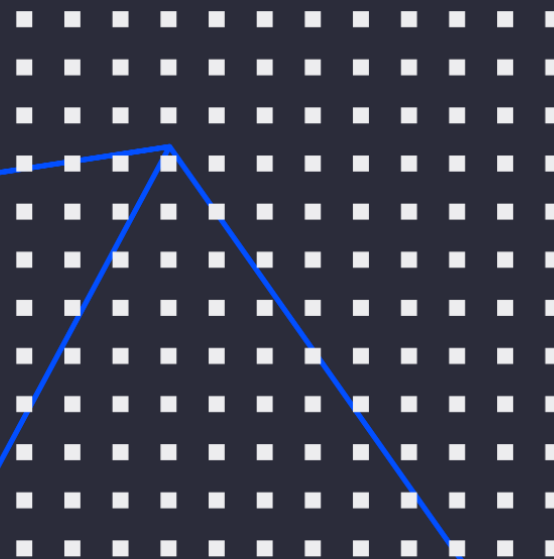
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01

Market Outlook

China Mainland
China Hong Kong
China Taiwan



Auto Shanghai 2025: Mazda EZ-60 officially unveiled



- At the just-opened 2025 Shanghai International Auto Show, Changan Mazda brought a new energy mid-size SUV: Mazda EZ-60. This car will be a model for the global market, and the overseas region will be named CX-6e, which is another new energy model of Changan Mazda after the Mazda EZ-6. And launched the debut that is scheduled,
- Like the EZ-6, the EZ-60 is based on the Changan EPA platform and has two power forms: pure electric and extended range. The shape of the whole vehicle is based on the concept car ARATA, with a new hidden grille, split headlight design, and daytime running light through-type design, outlining the outline of the entire hidden grille. The front bumper is exaggerated and shows a sporty atmosphere.
- Referring to the EZ-6, the new car has two powertrains: extended range and pure electric. The range extender model is equipped with a 1.5-liter range extender with a maximum power of 70 kW and a motor power of 160 kW, and is equipped with a lithium iron phosphate battery, with an all-electric range of 130 km/200 km and a maximum comprehensive range of 1,301 km. The all-electric model is equipped with a single electric motor with a maximum output of 190 kW, a 56.1 kWh/68.8 kWh battery pack, and a CLTC range of 480 km and 600 km, respectively. Subsequently, Mazda has planned the third and fourth models in cooperation with Changan.

China Mainland Highlight Vehicle News

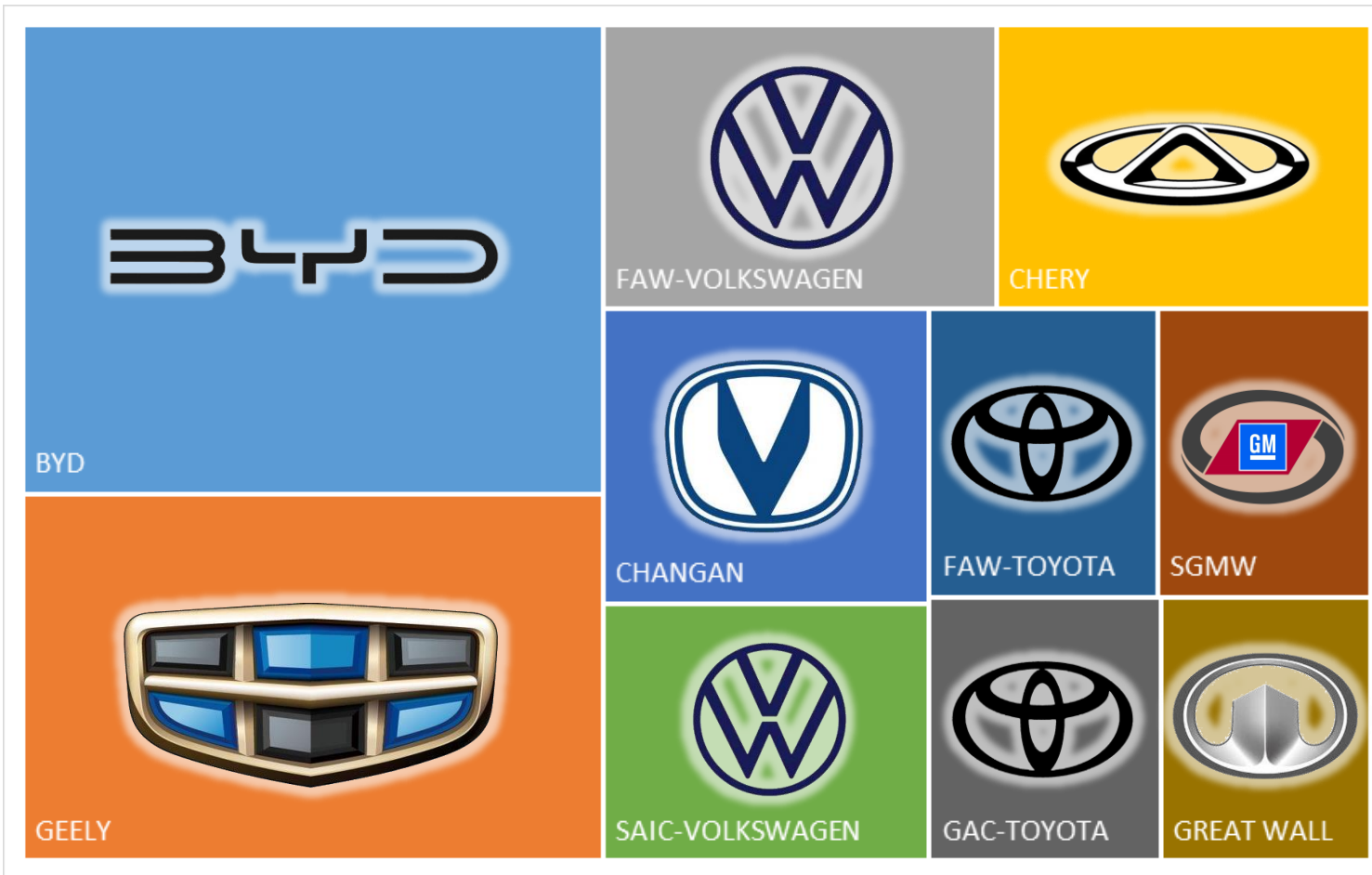
Aviat and Huawei jointly promote the project rapidly.

- Avatar and Huawei's joint creation project is rapidly advancing and has officially launched a global R&D center with a scale of over 1,000 people. According to previous information, a team of 300 people from Huawei has already settled in Avatar's headquarters in Chongqing to undertake joint creation work on the next-generation flagship product.
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- It is worth mentioning that Avita will further improve its product matrix to meet the diversified and full-scenario vehicle needs of users. In 2026, Avita will launch a mid to large-sized five-seat SUV and a large six-seat SUV; by 2030, Avita will introduce 17 new products, forming a product matrix that includes sedans, SUVs, MPVs, and sports cars. At the same time, it will accelerate its overseas expansion, planning to enter over 50 countries by 2025, with more than 160 channels, aiming for an annual sales target of 15,000 vehicles; reaching a scale of 60,000 vehicles by 2027.



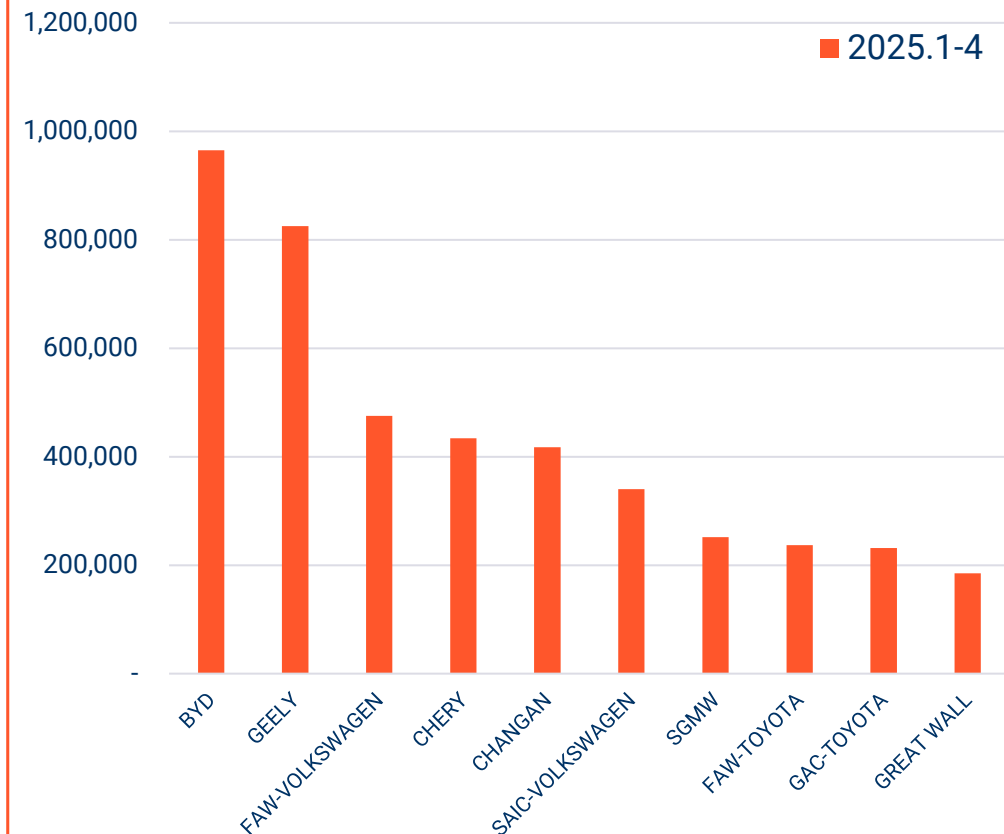
China Mainland Highlight Vehicle News

Top 10 manufacturer sales rankings in January to April 2025



■ Sales comparison

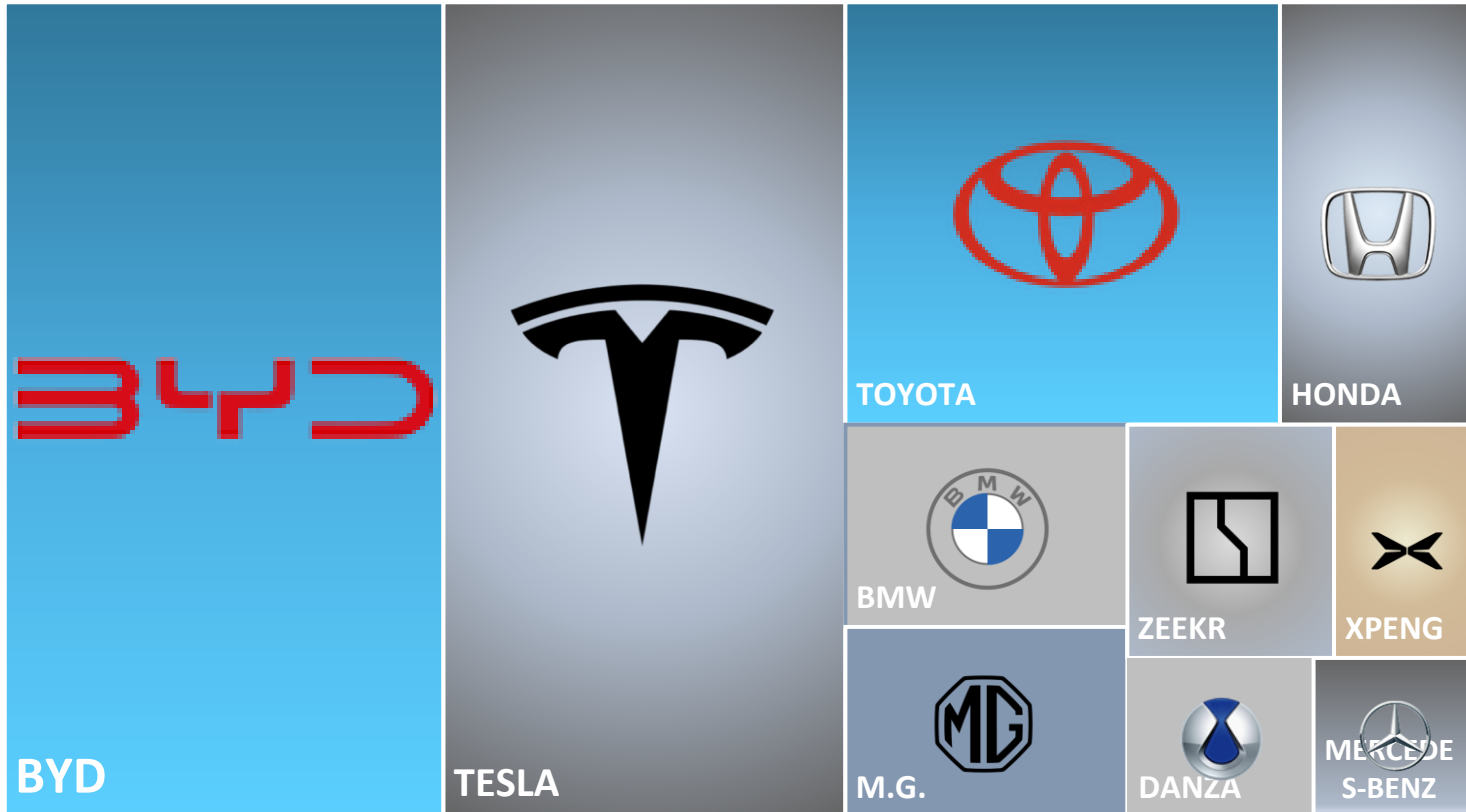
Judging from the sales volume from January to April, BYD's sales surpassed Geely's and led other brands.



Hong Kong Highlight Vehicle News

Hong Kong February 2025 Vehicle News

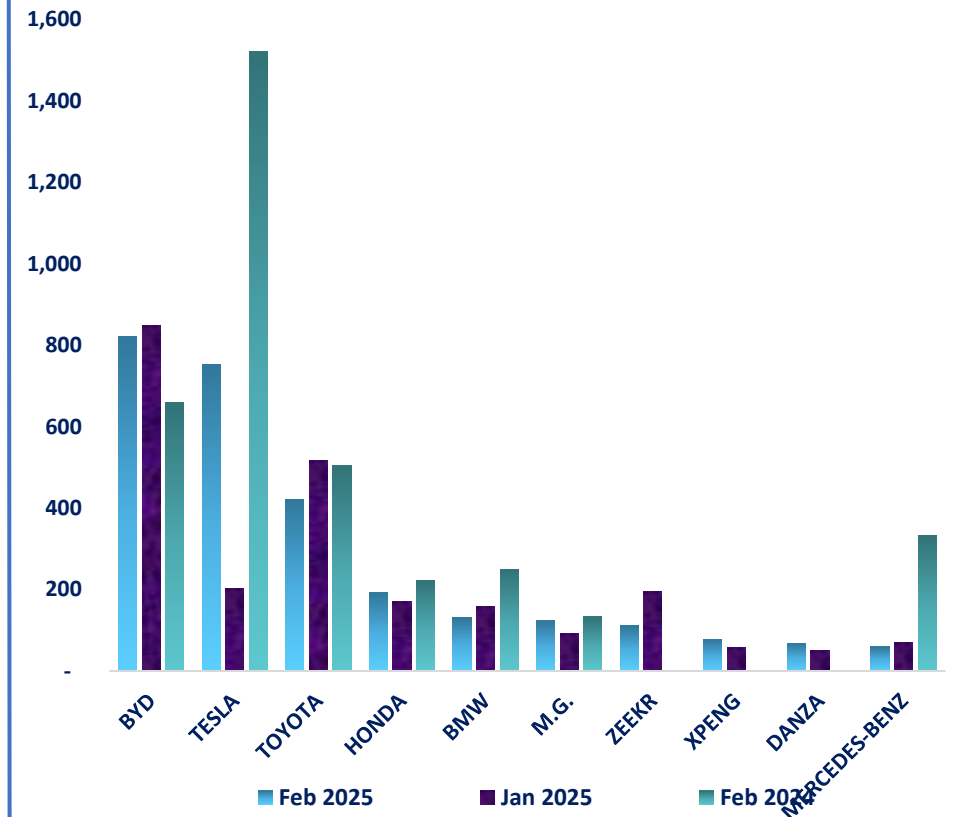
Hong Kong passenger car sales were 3,335 units in February 2025 and 2,983 units in January 2025, up 11.8% month-on-month. With sales of 822 units, BYD continues to be the most popular car brand in Hong Kong. TESLA ranked second with 753 units sold, up 273% month-on-month; Toyota's sales fell 18.5% month-on-month, ranking third; Honda's sales increased by 17.1% month-on-month, ranking fourth; BMW came in fifth place with 131 units sold. In terms of overall market share, the market size of new energy vehicles continues to expand in Hong Kong, and the penetration rate of pure electric vehicles in the Hong Kong market has further increased.



■ Sales Comparison

Hong Kong's automotive market is becoming electrified

In February, BYD won the top auto sales in Hong Kong, followed by Tesla in second place with 753 units and Toyota in third place with 422 units. Honda was in 4th place with 192 units, BMW was in 5th place with 131 units, and M.G. was in 6th place with 123 units. In seventh place was ZEEKR, with 111 units sold. XPENG, DANZA and Mercedes-Benz sold 77, 68 and 60 units, respectively, ranking 8th, 9th and 10th.



Taiwan Highlight Vehicle News

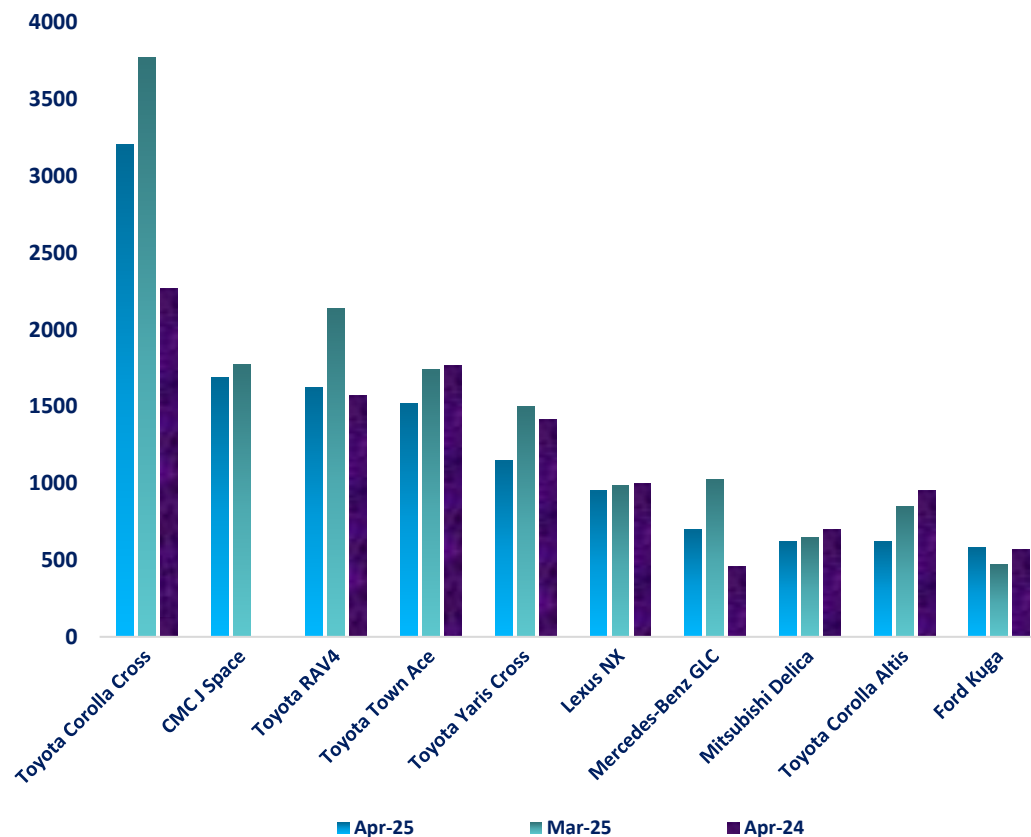
Taiwan Auto Sales Report for April 2025



■ Sale Comparison

The total market sales situation has declined significantly

Toyota Corolla Cross and Zhonghua J Space topped the market with 3,202 and 1,687 units respectively. Toyota's RAV4 sales fell 24% from March to third place with 1,626 units. Toyota's Town Ace sales fell 12.5% from February to fourth place with 1,521 units. Toyota's Yaris Cross came in fifth place with 1,149 units sold, while the Lexus NX ranked sixth with 952 units sold. Finally, Mercedes-Benz GLC, Mitsubishi Delica, Toyota Corolla Altis, and Ford Kuga ranked seventh, eighth, ninth, and tenth with 696, 620, 618, and 582 units, respectively.



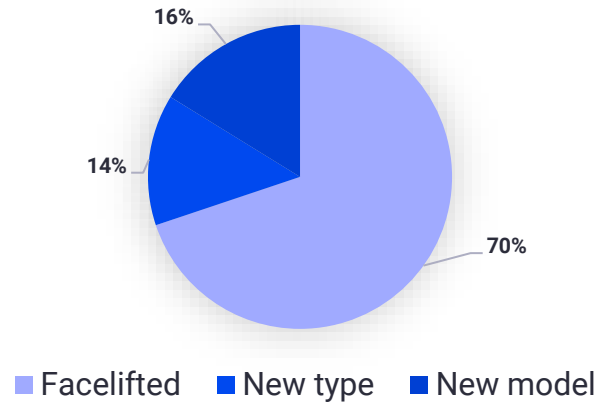
April 2025 will be an unprecedented shock impact in the history of the global economic and trade economy! At Trump's inauguration ceremony on January 20, he had predicted that he would raise tariffs on some countries, and finally, on April 2, he did announce the imposition of "reciprocal tariffs" on more than 60 countries around the world. Give countries time to negotiate tariffs and trade with the United States. At present, the "reciprocal tariff" storm launched by the U.S. government has temporarily gained a breather of 3 months, but how to change in the future still makes the world nervous.

In the reciprocal tariff measures on April 2, Taiwan was determined to impose 64% of the trade barriers on US goods, so the United States will impose a 32% tariff on Taiwanese goods, which immediately caused a shock to all walks of life on the island, and under the pressure of violent fluctuations in the stock and foreign exchange market and the extremely uncertain future, it did affect the atmosphere of the consumer market, including Taiwan's new car sales market.

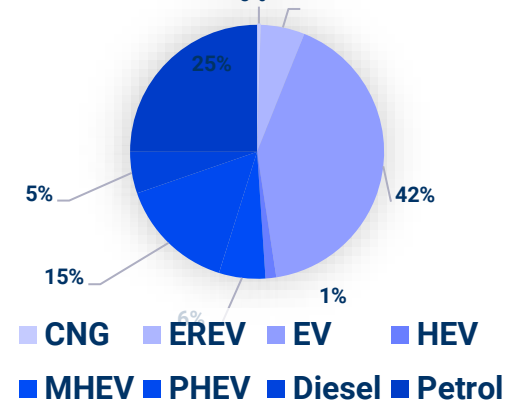
April at the beginning of the second quarter has always been the Lunar New Year after recuperation, with the gradual arrival of new New Year or facelifted new cars in Hong Kong, the dealership system and gas buying will also begin to heat up, but this year's situation is not as good as before, with only 32,876 units sold in April, a decline of nearly 12% compared to March 2025 or April of the same period in 2024, which is a warning sign worth paying attention to.

China JAN-APR New Vehicle Analysis

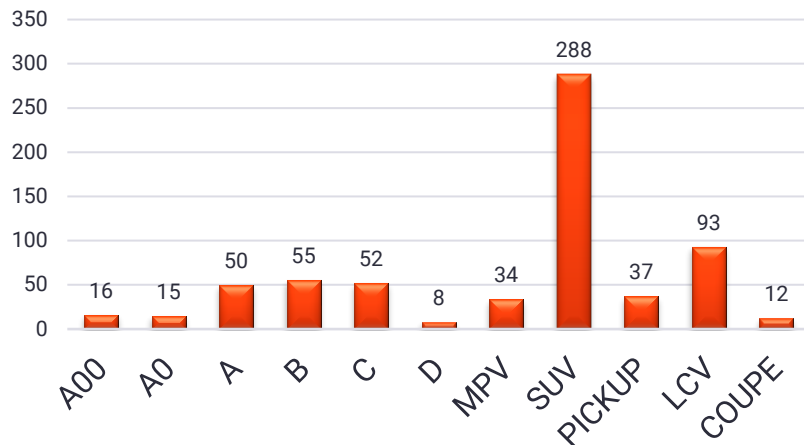
New vehicle statistics in KType



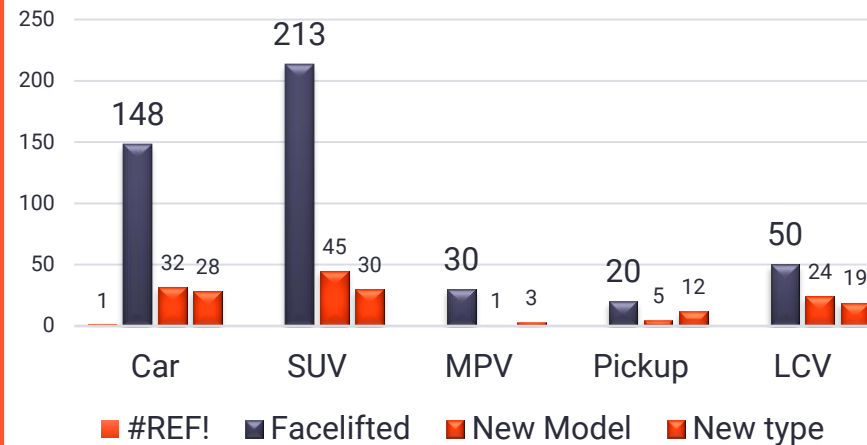
New Energy Vehicles Statistics in KType



New Vehicle Segment statistics in KType



Market segment type statistics in KType



Remarks:

All statistical data is based on K-Type. From **January to April 2025**, the total coverage of **K-Type** was **660**, of which **199** 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 New Vehicle Statistics

#	Brand	Total	#	Brand	Total	#	Brand	Total	#	Brand	Total	#	Brand	Total
1	BYD	56	31	ROEWE (SAIC)	6	61	LAND ROVER	3	91	VW(ANHUI)	2	121	ROLLS-ROYCE	1
2	MAXUS	27	32	GEELY	6	62	HONDA (DONGFENG)	3	92	LIXIANG	2	122	LINCOLN (CHANGAN)	1
3	JETOUR	26	33	WULING (SGMW)	6	63	LANDIAN	3	93	M-HERO	2	123	FIREFLY	1
4	CHANGAN	26	34	XPENG	6	64	LYNK & CO	3	94	SMART	2	124	SUZUKI	1
5	VW (FAW)	22	35	FARIZON AUTO	6	65	JEEP	3	95	FENGON	2			
6	CHANA	21	36	LEAPMOTOR	5	66	GREAT WALL	3	96	BAIC	1			
7	MERCEDES-BENZ	19	37	GALAXY	5	67	VOLVO	3	97	LIVAN AUTO	1			
8	HONGQI	17	38	BESTUNE	5	68	ZEEKR	3	98	MERCEDES-BENZ (FJDA)	1			
9	CHERY	16	39	GAC	5	69	TOYOTA	2	99	RCEV	1			
10	EXEED (CHERY)	13	40	HAVAL	5	70	JINBEI	2	100	LETIN	1			
11	DEEPAL	13	41	AITO	5	71	JETTA	2	101	NAMMI	1			
12	AUDI (FAW)	12	42	TOYOTA (GAC)	4	72	VICTORY	2	102	VGX	1			
13	SRM (BRILLIANCE)	12	43	i CAR	4	73	SINOTRUK (CNHTC)	2	103	MAPLE	1			
14	MERCEDES-BENZ (BBDC)	12	44	QIYUAN	4	74	DENZA	2	104	LINXYS	1			
15	NAC IVECO (NAVECO)	11	45	JMEV	4	75	VOYAH	2	105	MINI	1			
16	AVATR	11	46	FORD (JMC)	4	76	NEOMOR	2	106	TOYOTA (FAW)	1			
17	AEOLUS	10	47	FENGXING	4	77	REFINE	2	107	BENTLEY	1			
18	COWIN	10	48	AUDI	4	78	KARRY	2	108	SMART	1			
19	SKYWORTH	9	49	LOTUS	4	79	TESLA	2	109	XIAOMI	1			
20	DONGFENG (DFAC)	9	50	GAC NE	4	80	FANGCHENGBAO	2	110	VENUCIA	1			
21	JAC	8	51	IM MOTORS	4	81	LEVC	2	111	CADILLAC (SGM)	1			
22	ARCFOX	8	52	BUICK (SGM)	4	82	YUFENG	2	112	MASERATI	1			
23	eπ	7	53	JAC EV	4	83	RADAR	2	113	MG (SAIC)	1			
24	JMC	7	54	PORSCHE	4	84	YANGWANG	2	114	#N/A	1			
25	FOTON	7	55	KIA (DYK)	4	85	BMW	2	115	OSHAN	1			
26	BMW (BRILLIANCE)	7	56	TESLA	3	86	BAIC-ORV	2	116	NISSAN (ZHENGZHOU)	1			
27	VW (SVW)	7	57	PEUGEOT (DF-PSA)	3	87	HYPER	2	117	LAMBORGHINI	1			
28	HONDA (GAC)	7	58	BAW	3	88	MINI	2	118	VW	1			
29	TANK	6	59	NISSAN (DFAC)	3	89	LUXEED	2	119	STELATO	1			
30	ISUZU (JIANGXI)	6	60	NEW BAOJUN	3	90	ZD	2	120	AITO	1			

Remarks:
All statistical data is based on K-Type. From **January to April 2025**, the total coverage of **K-Type** was **660**, of which **117** were **New K-Type**.

China VIO Report

CHINA VIO REPORT

VIO until 2024

China Mainland



VEHICLES IN OPERATION	VIO WITH KTYPE	KTYPE WITH VIO	VEHICLE BRANDS
320,141,504	320,124,015	10230	348

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

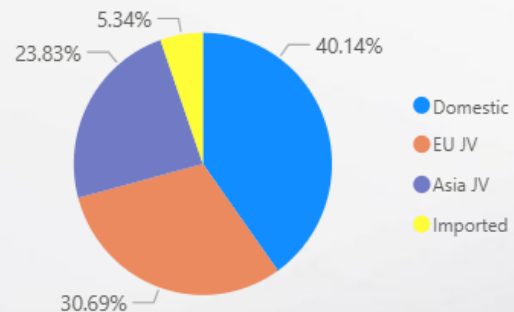
EU JOINT VENTURE CAR

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
99.96%
Domestic
128.5M
VIO COVERED



Coverage
99.98%
EU JV
98.2M
VIO COVERED



Coverage
99.95%
Asia JV
76.3M
VIO COVERED



Coverage
99.91%
Imported
17.1M
VIO COVERED

TOP1 VEHICLE BASED ON VIO



VW (SVW)



LAVIDA

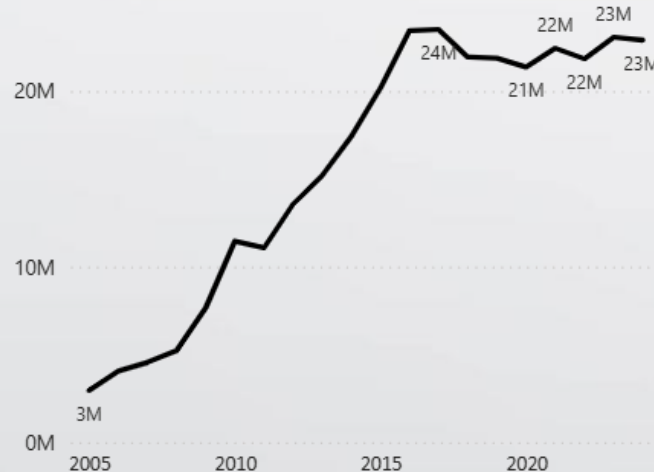
VIO OF TOP 1 VEHICLE

1,811,613

POPULATION SHARE

0.57%

TREND OF REGISTRATION FROM 2005 TO 2024(Overall PC)



TOP 5 PROVINCES BY VIO (Overall PC)

(Dated from 1999 to 2024)



02

TecAlliance Data OES Data Overview



PV OE Data Research Dashboard

K-Types of DE Vehicle Brands Researched | YTD 2024

2389

Generic Articles of DE Vehicle Brands Researched | YTD 2024

239

OE Numbers of DE Vehicle Brands Researched | YTD 2024

88685

DE Vehicle Brands Covered | YTD 2024

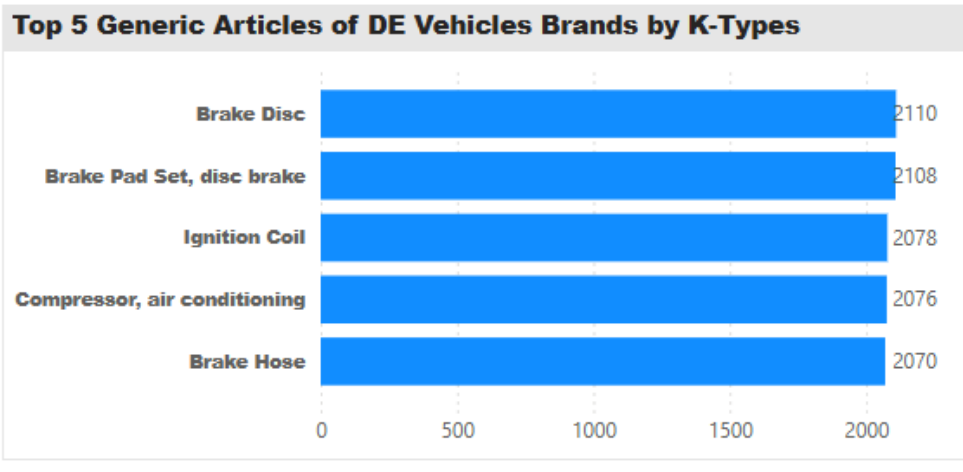
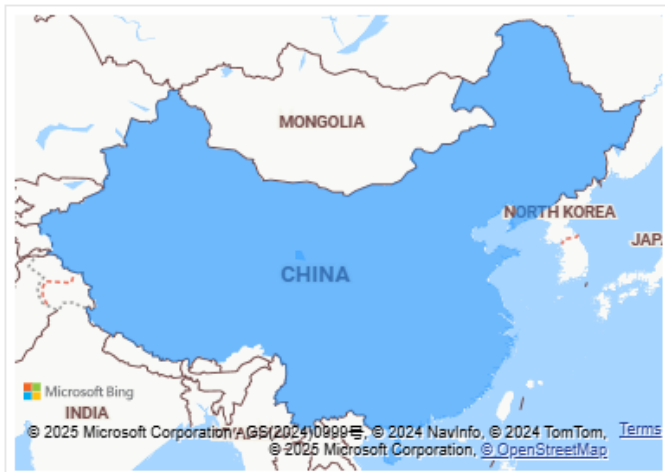
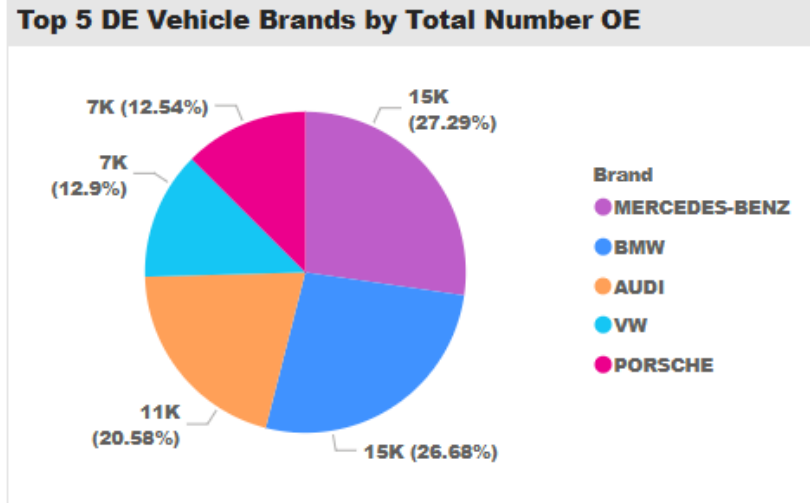
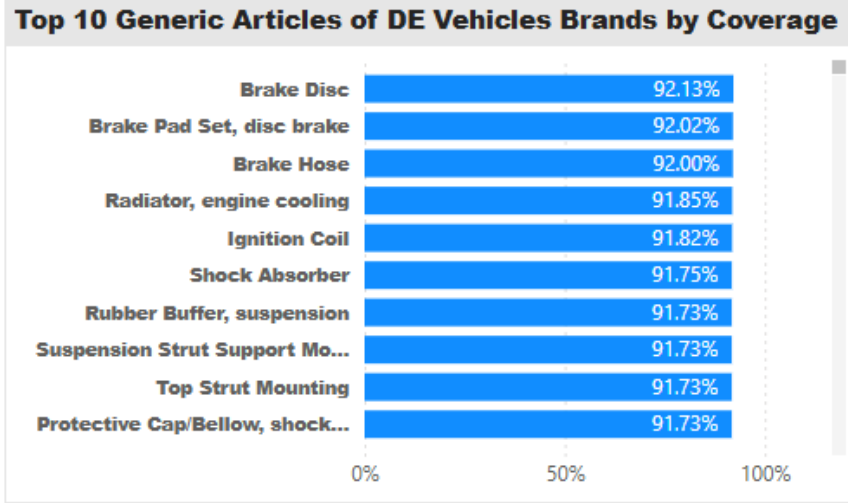
21



CHINA ▾ 2025 ▾ May ▾

Total numbers of OE for MERCEDES-BENZ

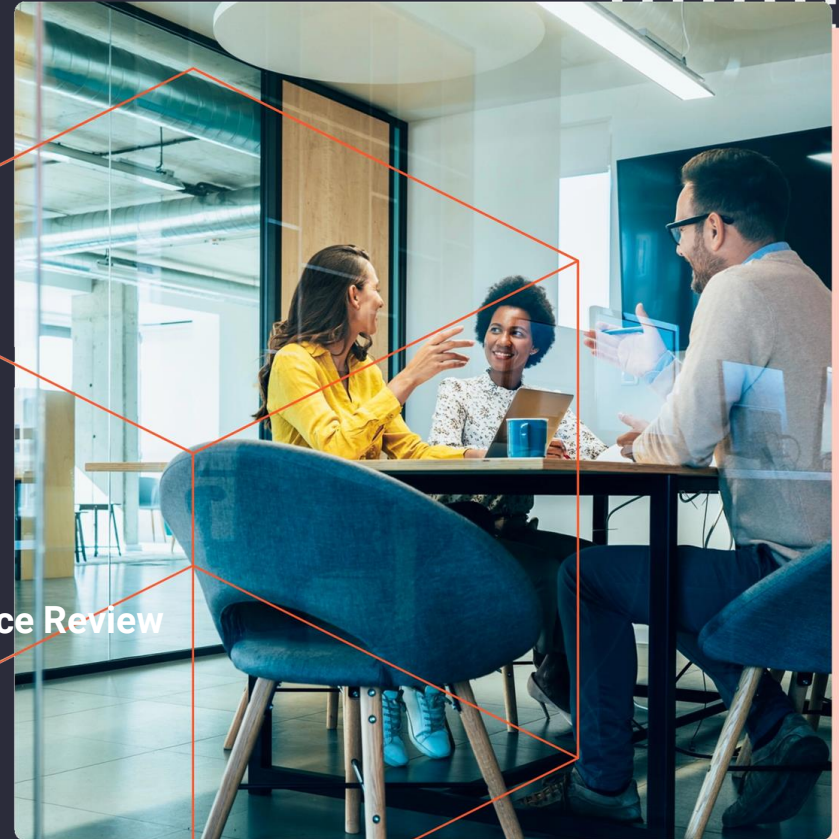
15K



03

Company News

- **TecAlliance International Women's Day Campaign Review**
- **Highlights of TecAlliance China Participation in Automotive Aftermarket Industry Conferences**
- **"Advancing into the New" 2025 TecAlliance China Data Suppliers Conference Review**
- **Welcome Autotecnic!**



TecAlliance International Women's Day Campaign Review



International Women's Day (IWD) is a time to reflect on gender equality and recognize the achievements of women in our field. As we celebrate IWD, we stand proudly behind this year's theme [#AccelerateAction](#).

By embracing diversity, nurturing new talent, and fostering inclusive leadership, we can all contribute to creating a space where different viewpoints are appreciated.

By collaborating across companies, industries, and communities, we can build a welcoming workplace with equal opportunities for everyone.

Highlights of TecAlliance China Participation in Automotive Aftermarket Industry Conferences



At the end of the first quarter, TecAlliance China participated in two separate automotive aftermarket industry conferences organized by Qpzone and Magic Cube Automotive. The speakers of the company made market insights sharing around the theme of digital innovation for sustainable global business growth in the conference. And then introduced its digitalization strategy of TecAlliance China, analyzed the current industry status, opportunities and challenges. Finally, they shared the practical application of products and digital innovations in AI - HoloLens2 and Chatbot Catalog Solution (TecChat).

“Advancing into the New” 2025 TecAlliance China Data Suppliers Conference Review



On April 17 , the 2025 TecAlliance China Data Suppliers Conference was successfully held in Shanghai.



With the theme of “Advancing into the New”, facing the challenges of global supply chain restructuring and accelerated new energy transformation, Mrs. Iris Huang, Executive Vice President of TecAlliance China, emphasized in her opening speech that China's auto parts enterprises need to break through homogeneous competition with branding, digitalization and globalization, and to grasp the opportunities of the global automotive market. In terms of the 2025 strategy, she explained the upgrading of the global organization structure and strengthening of local service capabilities.

Strategic Innovation Program

Mr. Werner Chen, Commercial Director of TecAlliance China, explained in detail that TecAlliance China’s strategic plan in 2025 will be to enhance the value of related services in four directions: improve the database of multi-region, add new product lines, launch the OE research data service of China's exported models as well as the service of VIO, and enhance the exposure of DS products and provide the corresponding data analysis service. He also highlighted the TecAlliance Partner Program (TAPP), which is open to all system integrators, agents and business consultants.

New Product Launch

Mr. Dennis de Buck, Executive Vice President of Data Solutions, highlighted the three major stages of development for TecAlliance strategic market layout. Immediately afterwards, the core working members of this conference gave a detailed explanation with live demos on data, solutions and services respectively.

Awards Ceremony

A total of seven awards were presented, including the Most Updated Data Award, Best Coverage Award, Best Integrity Award, Best Data Quality Award, Best New Vehicle Coverage Award, Global Outstanding Partner Award, Data Application Pioneer Award. 26 award winners stood up from many outstanding companies.

Advance into the new, seek common development, together for a better future!

Welcome Autotecnic!



On April 21, TecAlliance announced the acquisition of the Spanish company Tecnomania and repair solutions for the automotive repair and maintenance sector. BCN XXI SL, commercially known as Autotecnic. The transaction became effective on 1 January 2025. Autotecnic, founded in 1991 and headquartered in Barcelona, is a pioneering provider of high-tech diagnostic and repair solutions for the automotive repair and maintenance sector.

A Strategic Step Forward

The acquisition aligns with our strategic goal to enhance and globalise our TecRMI solution, which provides standardised, OE-compliant repair and maintenance information. By integrating Autotecnic's tools and databases, we aim to expand our global footprint and offer unparalleled support to garages, parts traders, and suppliers in the Automotive Aftermarket.

“Autotecnic’s expertise and solutions perfectly complement our TecRMI portfolio. Their AI-driven SARA analytics and extensive database of verified repair cases will enable us to provide garages worldwide with innovative, user-friendly support, helping them achieve greater efficiency and profitability,” said our CEO Peter van der Galiën.

Partnering for Global Growth

Francisco Creus and César González, founders and owners of Autotecnic, expressed their enthusiasm for the acquisition:

“When seeking an investor, we prioritised a partner with deep knowledge of the sector who could help globalise our solutions. TecAlliance’s vast industry expertise and global reach make them the ideal partner to take Autotecnic to the next level. Leveraging their global footprint will enable us to scale our multilingual customer support and enhance the adoption of our innovative SARA AI tool worldwide.”

Driving the Future Together

This acquisition reinforces our commitment to delivering comprehensive, data-driven solutions that empower the automotive aftermarket. By integrating Autotecnic’s state-of-the-art offerings, we continue to lead the industry in supporting garages, parts traders, and manufacturers to meet the growing challenges of vehicle repair and maintenance in an era of increasing complexity.

2025 China Marketing Communication Roadmap



“Go to market”

- Auto Maintenance and Repair (AMR) Conference (Beijing, March 30)
- China Data Supplier Conference (Shanghai, April 17)
- Taipei AMPA (Taiwan, April 23–26) Engaging with automotive specialists in Asia.
- CAPAS (Chengdu, May 22–26) Focusing on the growth of the Chinese aftermarket sector.
- Auto Aftermarket Guangzhou (August 27–29) Strengthening our footprint in the Asian automotive sector.
- International Auto and Motorcycle Expo (Wenzhou, September 4–6) Showcasing innovations for vehicles of all types.
- Automechanika Johannesburg (South Africa, October 28–30) Expanding our reach into the African market.
- AAPEX Show (November 4–6) A must-attend event for the global aftermarket community.
- Automechanika Shanghai (AMS, November 26–29) Connecting with leading players in the world’s largest automotive market.
- Automechanika Dubai (December 9–11) Closing the year with insights into Middle Eastern automotive trends.

more...

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