

TecAlliance E-newsletter

Vehicles | New Energy Vehicles | Heavy Commercial Vehicles

Greater China

Version September 2025

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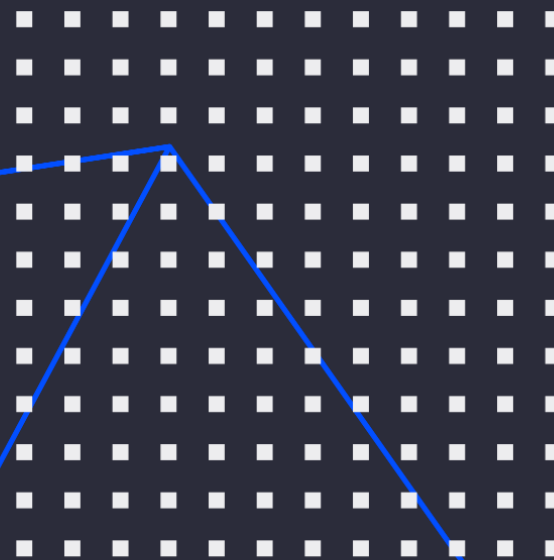
- Highlights of TecAlliance China Customer Training Workshop in Rui'an
- Upcoming Event - 2025 Automechanika Shanghai
- 2025 China Marketing Communication Roadmap



01

Market Outlook

China Mainland
China Hong Kong
China Taiwan



BYD's all-new pure electric K-Car releases its first teaser image: small size, large space, to debut at the Tokyo Motor Show

- Recently, BYD released a preview on its Japanese official website, announcing that it will debut the all-new fully electric K-Car at the Tokyo Motor Show, which is set to open later this month. The company also showcased a side teaser image of this model.
- From the teaser image, the new car adopts a design similar to the mainstream 'box cars' in Japan. It is expected that this car will mainly be sold in the Japanese market, and it is still uncertain whether it will be introduced domestically. Compared to other box cars, BYD's new car seems to have a larger interior space. Being an electric vehicle, it can have a shorter front end, and through a design with a long wheelbase and short front and rear overhangs, it increases the interior passenger space.
- The new car's rear doors also feature a sliding design, making it more convenient to get in and out. Additionally, the rear doors are not affected by the rear wheels. The new car offers a relatively good field of vision, with large windows and a floating roof design. The front and rear of the car feature circular headlights.
- The interior features a three-spoke steering wheel with a steering wheel heating function. The cabin is equipped with an instrument panel and a floating central control screen, and the A-pillar has a triangular window. The entire front row of seats appears to have a through-type design.
- In terms of power, since the vehicle's curb weight will be very light, the new car is expected to be equipped with only a 20kWh blade battery, which can achieve a WLTC range of 180 km. According to the traditional CLTC cycle, this range is not short and can meet daily urban commuting needs.



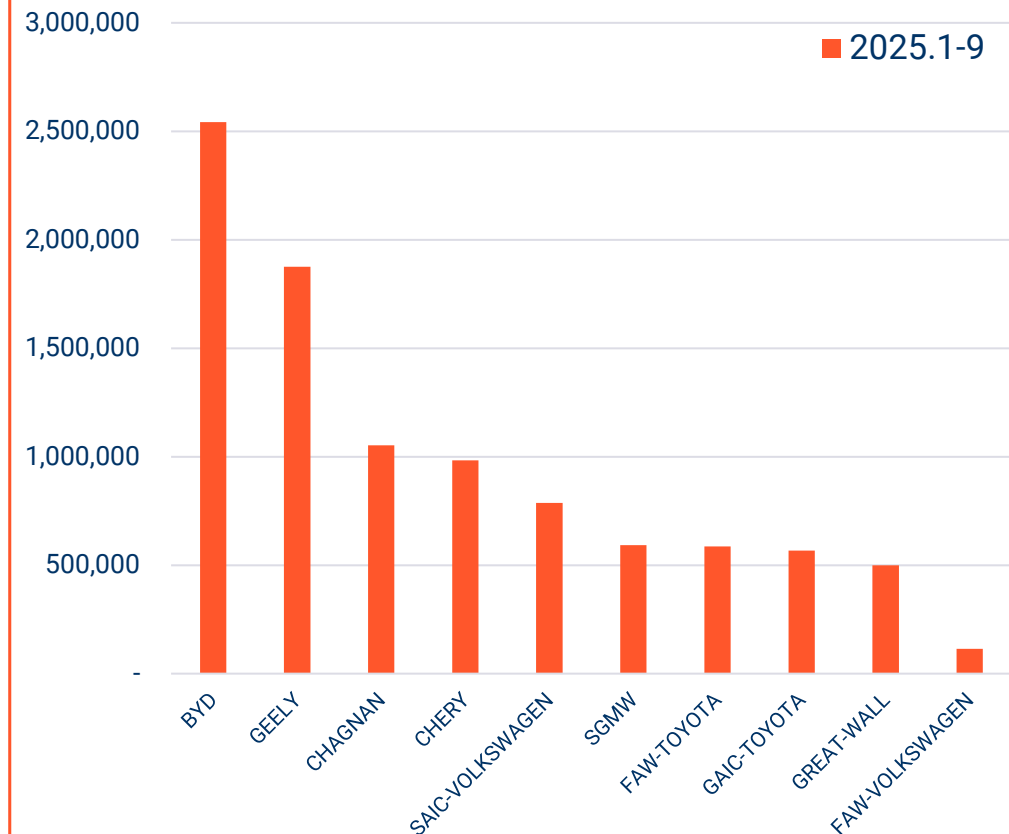
China Mainland Highlight Vehicle News

Top 10 manufacturer sales rankings in September 2025



Sales comparison

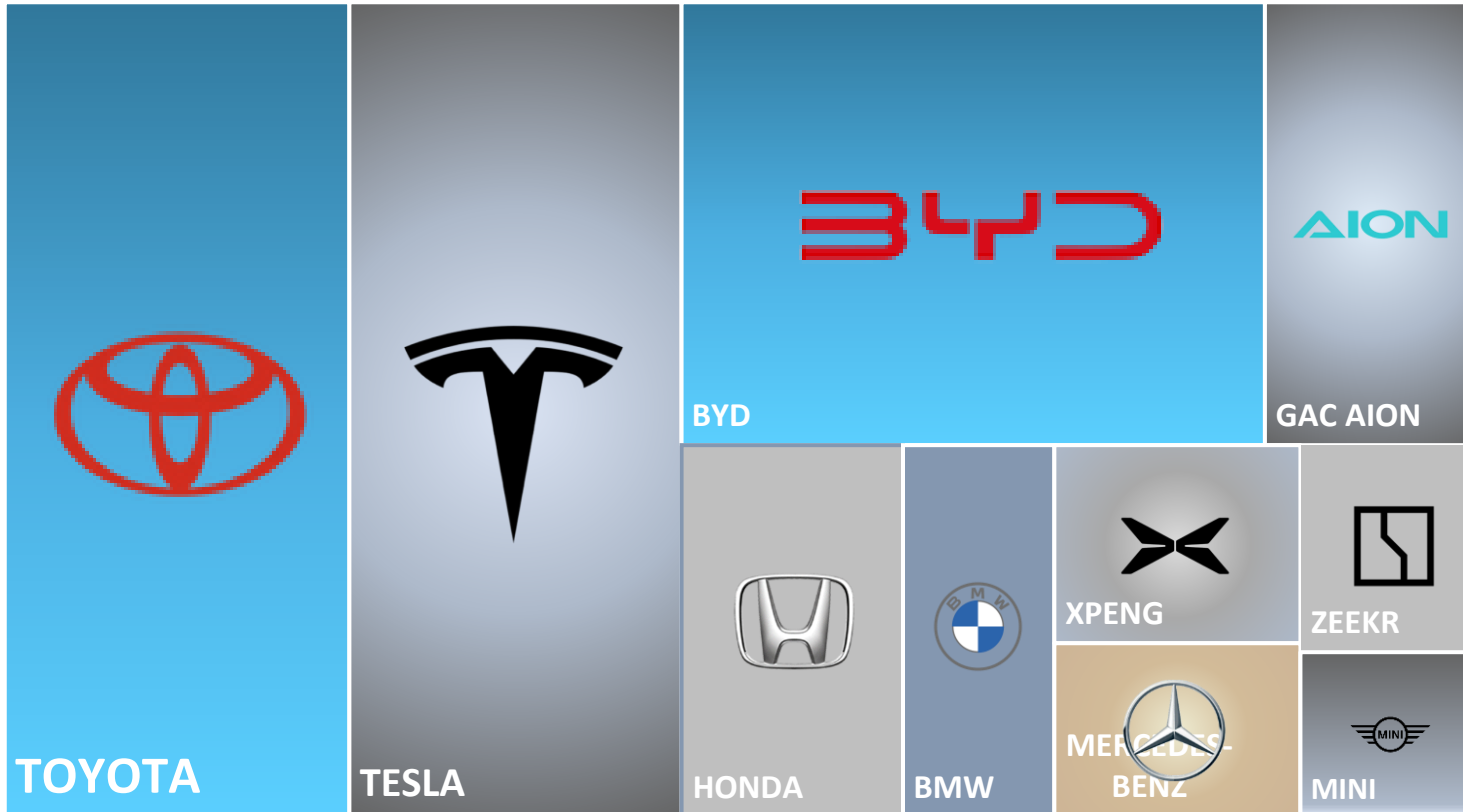
From January to September, BYD's sales are ahead of other brands.



Hong Kong Highlight Vehicle News

Hong Kong July 2025 Vehicle News

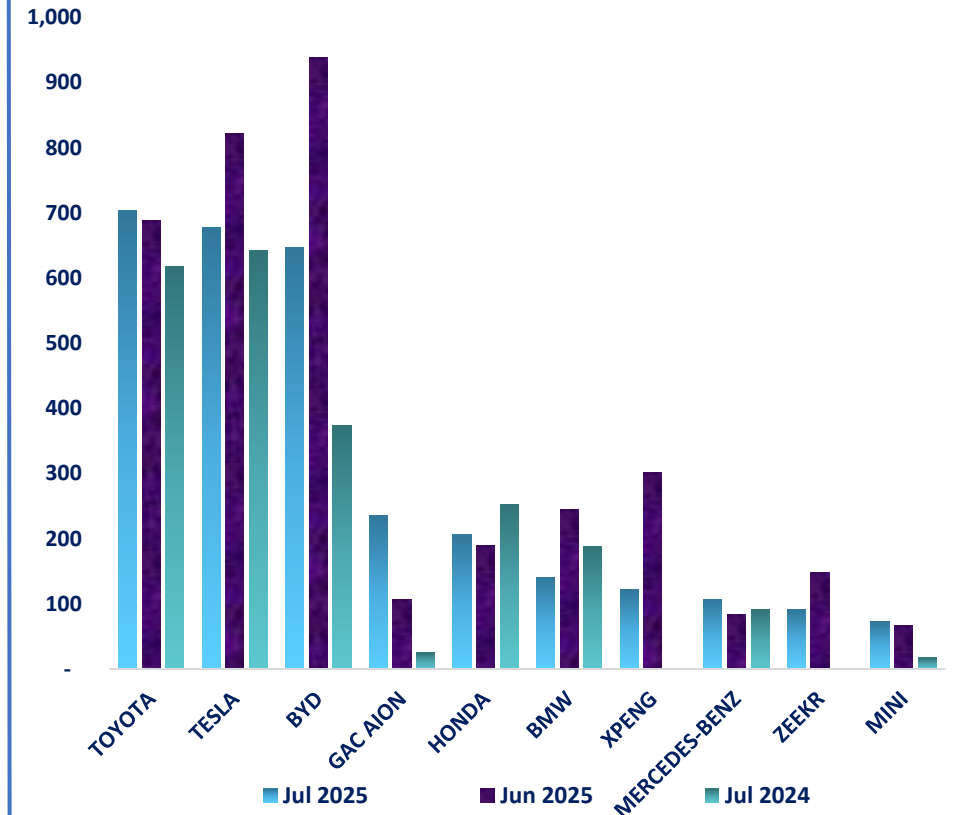
In July 2025, Hong Kong's passenger car sales totaled 3,893 units, down from 4,393 units in June 2025, a month-on-month decline of 11.4%. Toyota sold 703 vehicles, once again becoming the most popular car brand in Hong Kong. TESLA ranked second with 678 units sold, reflecting a month-on-month decrease of 17.5%. BYD's sales fell by 31% month-on-month, ranking third. GAC AION's sales increased by 122.6% month-on-month, ranking fourth. Honda ranked fifth with 206 units sold. From the perspective of overall market share, the new energy vehicle market continues to expand in Hong Kong, and the penetration of mainland pure electric vehicles in the Hong Kong market has further increased.



Sales Comparison

Hong Kong's automotive market is becoming electrified

In July, Toyota won the championship of car sales in Hong Kong. TESLA ranked second with a monthly sales of 678 units, and BYD ranked third with 647 units. GAC AION ranked fourth with 236 units, Honda ranked fifth with 206 units, and BMW ranked sixth with 141 units. The seventh place in sales was XPENG, selling 122 units. Mercedes-Benz, ZEEKR, and MINI sold 107, 92, and 73 units respectively, ranking eighth, ninth, and tenth.



Taiwan Highlight Vehicle News

Taiwan Auto Sales Report for September 2025

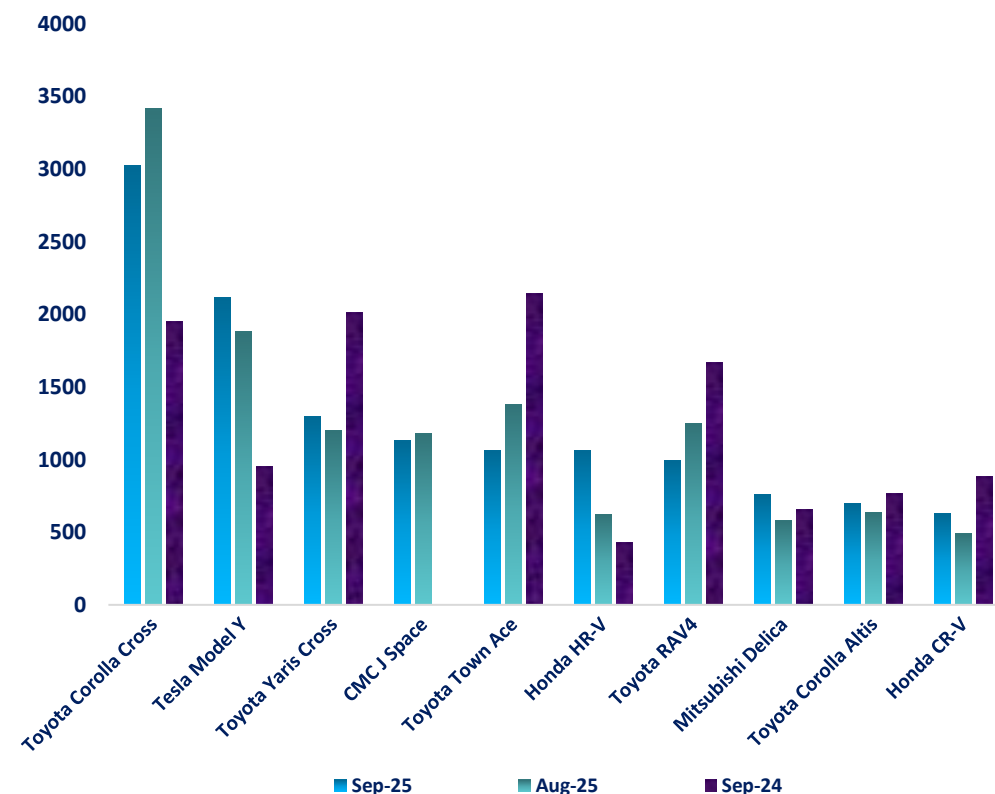


Based on new car sales data, cumulative sales in September reached 32,227 units, an increase of 9.4% compared to August. The total cumulative sales for the year amounted to 296,313, which is still 14.2% behind the same period in 2024. Considering that some car owners postponed deliveries at the end of August in anticipation of an increased vehicle tax subsidy, the overall sales in September can only be said to have gradually stabilized and have not yet clearly rebounded. However, at the very least, it can be interpreted that the cautious sentiment in the new car market is beginning to dissipate, which is already rare good news for automakers.

■ Sale Comparison

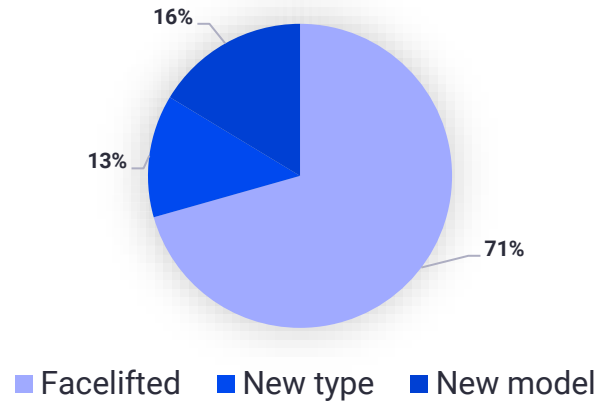
The new car market is seeing a strong resurgence in demand

Toyota Corolla Cross and Tesla Model Y took the top two positions in the market, achieving 3,022 and 2,118 registered vehicles respectively. The sales of the Toyota Yaris Cross increased by 8% compared to August, ranking third with 1,299 units. The sales of the CMC J Space fell by 4.1% compared to August, ranking fourth with 1,132 units. The Toyota Town Ace ranked fifth with 1,065 units sold, while Honda HR-V ranked sixth with 1,064 units sold. Finally, the Toyota RAV4, Mitsubishi Delica, Toyota Corolla Altis, and Honda CR-V ranked seventh, eighth, ninth, and tenth with 995, 762, 699, and 627 units sold respectively.

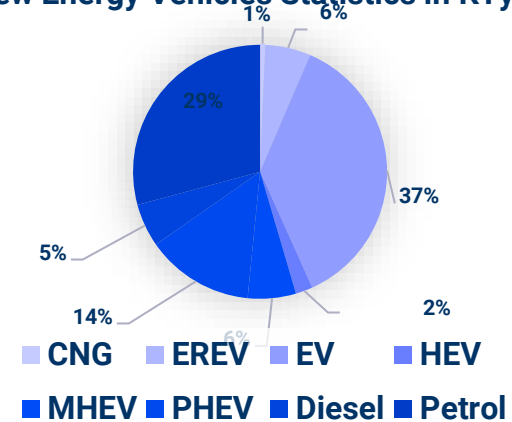


China JAN-SEP New Vehicle Analysis

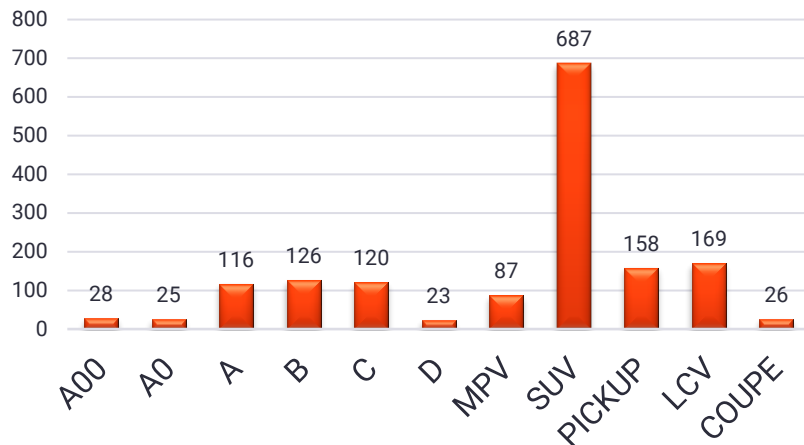
New vehicle statistics in KType



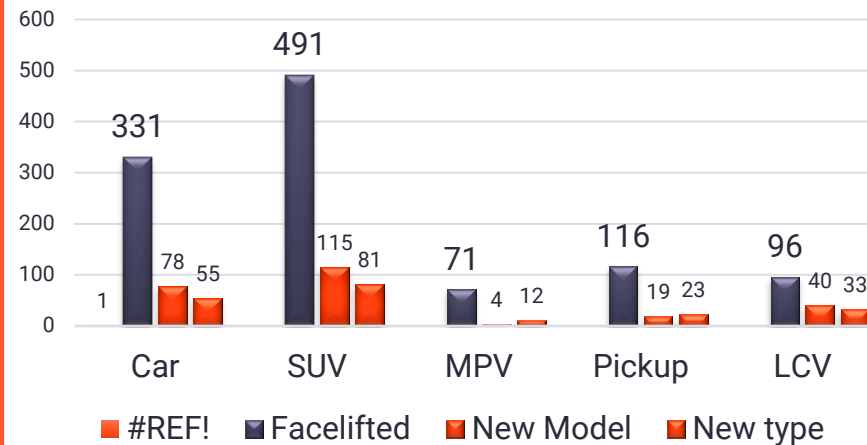
New Energy Vehicles Statistics in KType



New Vehicle Segment statistics in KType



Market segment type statistics in KType



Remarks:

All statistical data is based on K-Type. From **January to September 2025**, the total coverage of **K-Type** was **1565**, of which **460** 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
1	BYD	76
2	VW (FAW)	48
3	MERCEDES-BENZ	48
4	CHERY	47
5	JETOUR	44
6	DONGFENG (DFAC)	43
7	CHANA	43
8	CHANGAN	39
9	MAXUS	38
10	HONGQI	37
11	VW (SVW)	31
12	EXEED (CHERY)	28
13	JAC	27
14	FOTON	27
15	FENGXING	26
16	DEEPAL	23
17	BMW (BRILLIANCE)	22
18	SKYWORTH	20
19	AVATR	19
20	AEOLUS	19
21	er	18
22	BUICK (SGM)	18
23	GEELY	18
24	AUDI (FAW)	18
25	WULING (SGMW)	17
26	HAVAL	17
27	QIYUAN	17
28	LEAPMOTOR	17
29	JMC	16
30	ISUZU (JIANGXI)	14

#	Brand	Total
31	COWIN	14
32	MERCEDES-BENZ (BBDC)	14
33	TOYOTA (GAC)	13
34	GAC NE	13
35	JINBEI	13
36	AITO	13
37	LYNK & CO	13
38	SRM (BRILLIANCE)	12
39	BESTUNE	12
40	GALAXY	12
41	NEW BAOJUN	12
42	IM MOTORS	12
43	FARIZON AUTO	12
44	RADAR	12
45	NAC IVECO (NAVECO)	11
46	XPENG	11
47	GAC	11
48	ARCFOX	11
49	VOLVO ASIA	11
50	FORD (JMC)	11
51	ROEWE (SAIC)	11
52	PORSCHE	10
53	AUDI (SAIC)	10
54	AUDI	10
55	TANK	9
56	BMW	9
57	VOYAH	9
58	NISSAN (DFAC)	9
59	HONDA (DONGFENG)	9
60	TESLA	9

#	Brand	Total
61	NIO	9
62	BAIC-ORV	8
63	BAW	8
64	MG (SAIC)	8
65	LUXEED	8
66	HONDA (GAC)	8
67	LINCOLN (CHANGAN)	8
68	LIXIANG	8
69	LOTUS	8
70	LAND ROVER	8
71	LEXUS	8
72	JMEV	7
73	LINXYS	7
74	KIA (DYK)	7
75	MAZDA (CHANGAN)	7
76	i CAR	6
77	SMART	6
78	VGX	6
79	JEEP	6
80	ISUZU (QINGLING)	6
81	FANGCHENGBAO	6
82	HYPER	6
83	DENZA	6
84	LANDIAN	6
85	GREAT WALL	6
86	CADILLAC (SGM)	5
87	BENTLEY	5
88	KARRY	5
89	FORD (CHANGAN)	5
90	R AUTO	5

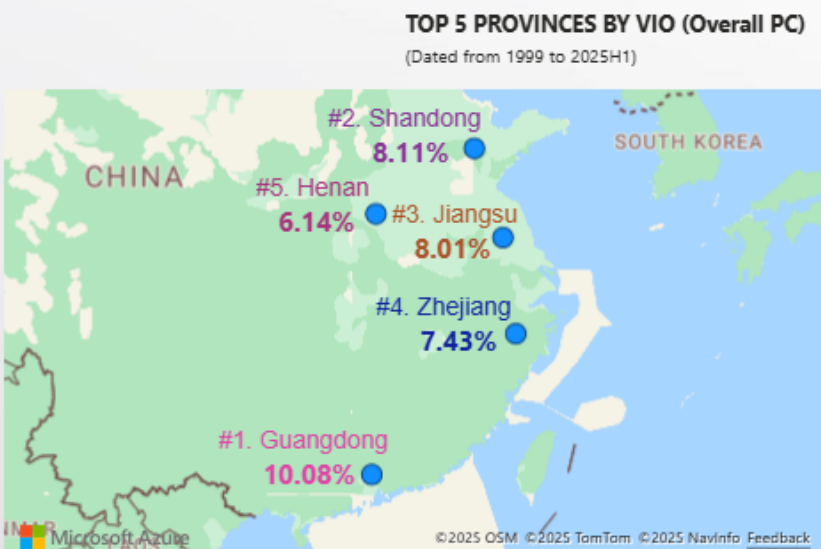
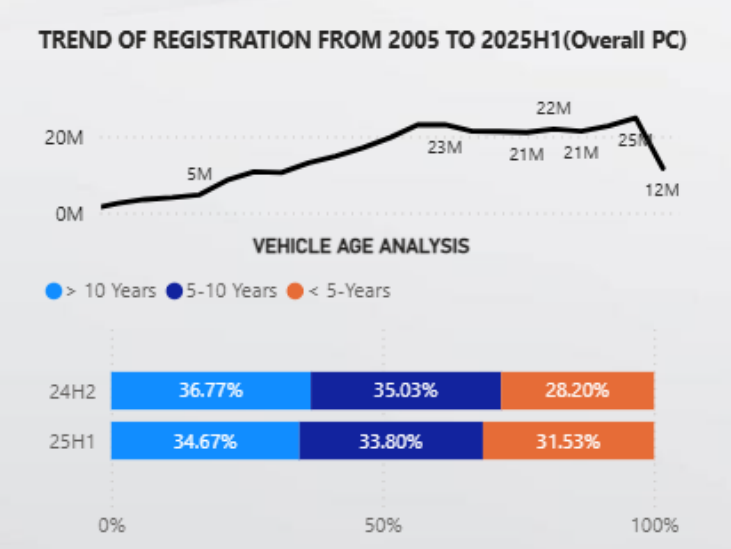
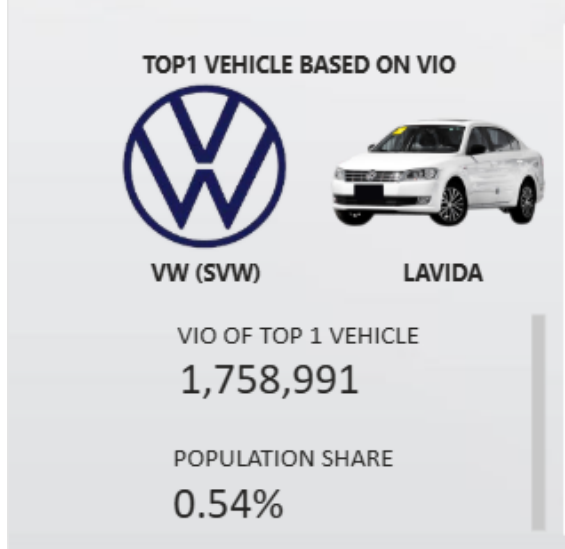
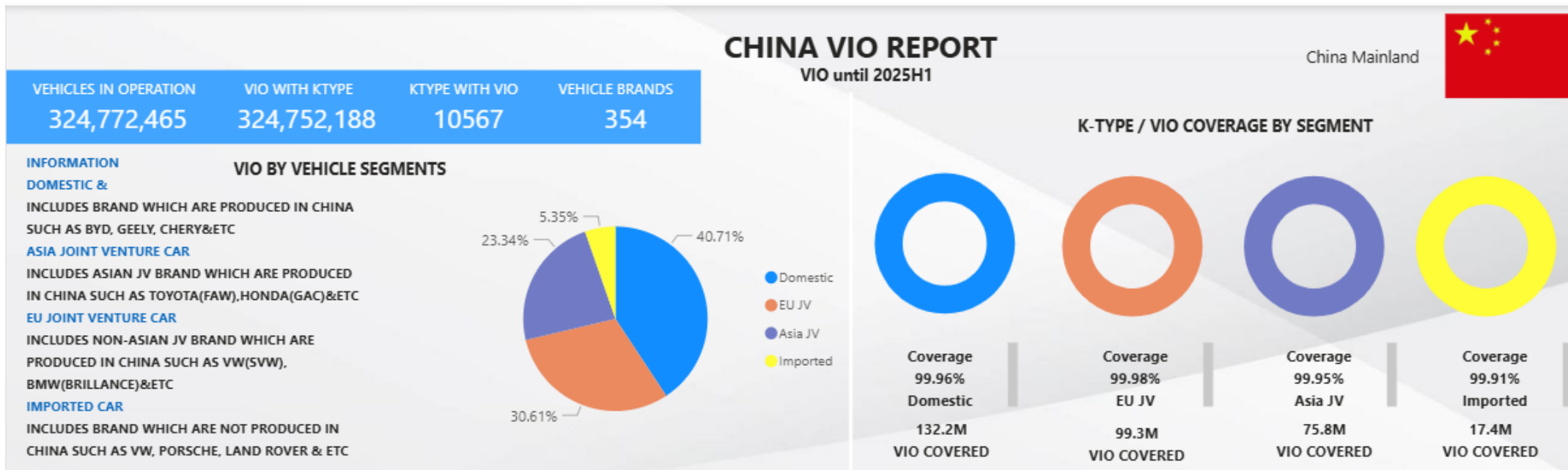
#	Brand	Total
91	ONVO	4
92	STELATO	4
93	RELY	4
94	XIAOMI	4
95	GENESIS	4
96	JETTA	4
97	NISSAN (ZHENGZHOU)	4
98	ZEEKR	4
99	PEUGEOT (DF-PSA)	4
100	JAC EV	4
101	YE	4
102	M-HERO	4
103	RCEV	4
104	DONGFENG XIAOKANG	3
105	TOYOTA	3
106	YUFENG	3
107	YANGWANG	3
108	CAVAN	3
109	VENUCIA	3
110	MAEXTRO	3
111	SAIC	3
112	JAGUAR (CHERY)	3
113	ORA	3
114	VOLVO	3
115	HYUNDAI	3
116	REFINE	3
117	CITROËN (DF-PSA)	3
118	WEY	3
119	212	2
120	LEVC	2

#	Brand	Total
121	NAMMI	2
122	TOYOTA (FAW)	2
123	BAIC	2
124	JUNEYAO AUTO	2
125	VW (ANHUI)	2
126	VW	2
127	NEOMOR	2
128	VICTORY	2
129	SWM MOTORS	2
130	SUBARU	2
131	POLESTAR	2
132	LIVAN AUTO	2
133	ZD	2
134	INFINITI (DFAC)	2
135	FIREFLY	2
136	MINI	2
137	FENGON	2
138	KTM	1
139	LAMBORGHINI	1
140	LINGBOX	1
141	ROLLS-ROYCE	1
142	MERCEDES-BENZ (FJDA)	1
143	MAPLE	1
144	FERRARI	1
145	MASERATI	1
146	HEDMOS	1
147	INOES	1
148	MINI	1
149	SUZUKI	1
150	OSHAN	1
151	ALFA ROMEO	1
152	LETIN	1

Remarks:

All statistical data is based on K-Type. From **January to September 2025**, the total coverage of **K-Type** was **1565**, of which **460** were **New K-Type**.
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China VIO Report



02

TecAlliance Data OES Data Overview



PV OE Data Research Dashboard

K-Types Researched | YTD 2025

9693

Generic Articles Researched | YTD 2025

242

OE Numbers Researched | YTD 2025

433549

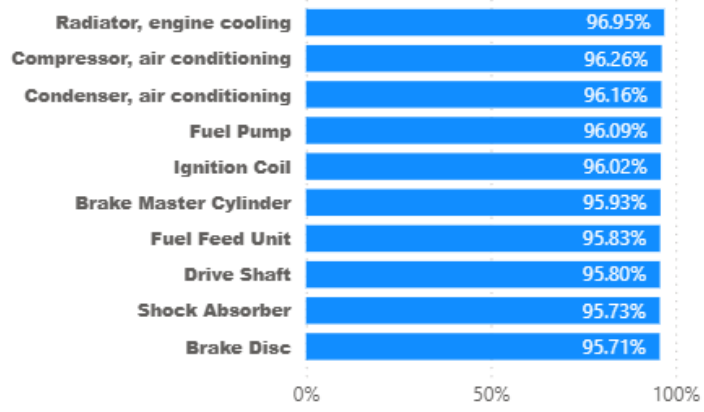
Vehicle Brands Covered | YTD 2025

225

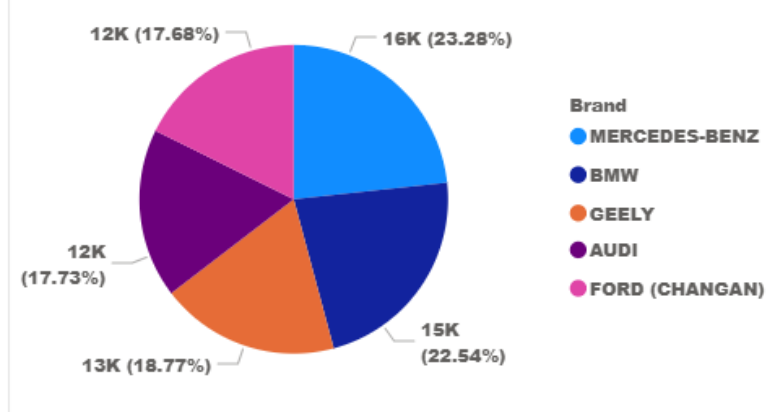


CHINA | 2025 | Oct

Top 10 Generic Articles by Coverage



Top 5 Vehicle Brands by Total Number OE

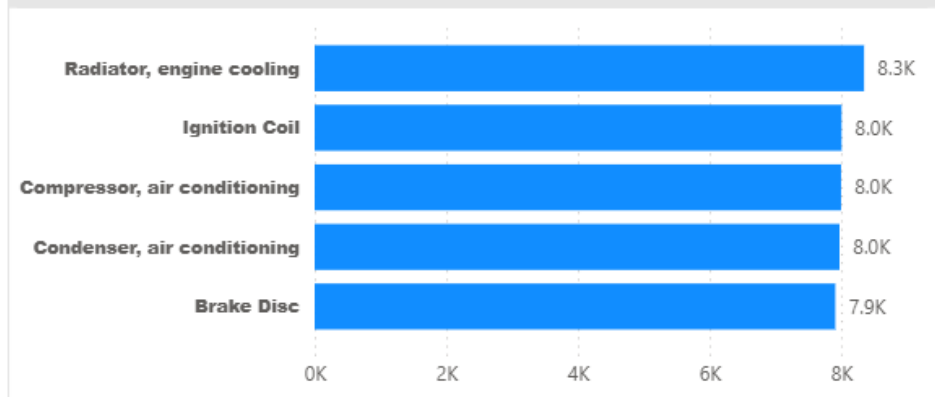


Total numbers of OE for MERCEDES-BENZ

16K



Top 5 Generic Articles by K-Types



03

Company News

- Highlights of TecAlliance China Customer Training Workshop in Rui'an
- Upcoming Event - 2025 Automechanika Shanghai
- 2025 China Marketing Communication Roadmap



Highlights of TecAlliance China Customer Training Workshop in Rui'an



On September 2nd, TecAlliance China successfully held a customer training workshop in Rui'an. The event comprehensively showcased TecAlliance's technical capabilities and innovative achievements in the automotive aftermarket data services through a systematic content framework and hands-on case demonstrations, attracting active participation from clients in Zhejiang Province.

The training focused on "**TecAlliance's Data Ecosystem and Vision**," detailing a complete data solution covering the entire lifecycle from pre-product research to post-launch management. This ecosystem aims to support global business expansion, assist partners in achieving digital transformation and maintaining a competitive edge in a fiercely contested market.

The training featured a practical demonstration of "**Standard Data Application Guidance**." Instructors used real-world cases such as the "High-Potential Product Screening Model" and "North American Vehicle Lifecycle Analysis" to vividly illustrate the implementation path of standardized data applications. Through immersive learning, participants quickly grasped core techniques for translating data value into business outcomes and expanded their perspectives on diversified applications.

Upcoming Event - 2025 Automechanika Shanghai



2025年11月26日—29日
国家会展中心(上海)

INVITATION
邀请函

automechanika SHANGHAI
上海国际汽车配件、维修检测诊断设备
及服务用品展览会

展位号 Booth No. 2.1E16
欢迎莅临泰案联



WELCOME



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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