

Greater China Auto, EV and EV battery

Takeaways from discussion with AITO/BYD/XPeng dealer in Suzhou

Industry Overview

1st/2nd week of Jan in line; 3rd/4th week behind expectations

We hosted a call with Mr. Liu, General Manager at an AITO/BYD/XPeng dealer in Suzhou, and summarize our key takeaways below. Mr. Liu sees order/delivery volumes in the 1st /2nd week of Jan were in line with expectations – EV declined MoM while ICEV increased by 10-20% MoM. The 3rd /4th week order/delivery was behind expectation. For EV, the MoM decline in Jan was attributable to (1) some cities' local subsidy (RMB3-8k) expiration by Dec 2023; and (2) purchase tax applicable to EV with retail price >RMB339k from Jan 2024. For ICEV, Toyota, Volkswagen, Mercedes-Benz, BMW, and Audi saw narrowing discount as customers preferred buying ICEVs before the Chinese New Year, in line with what the expert has seen in previous years.

BYD: further channel destocking needed

Mr. Liu mentioned BYD provided RMB400-700 incentive per vehicle for dealers who met 2023 volume target. Channel inventory rose to around 400k units by end-2023. In Jan, BYD reduced production, which helped channel destocking by around 30k units. However, the inventory level was still high and needs further destocking in Feb and Mar. Mr. Liu estimates BYD to achieve 3m units sales in the domestic market and 500k units sales in overseas in 2024. He believes BYD's edge lies in its comprehensive product layout. BYD has several new models in the pipeline: (1) B-class PHEV MPV in 2Q24, adopting DM5.0 technology with stronger power performance and higher fuel efficiency; (2) Song L and Sea Lion 07 (benchmarking Tesla Model 3); (3) Yuan up and Sea Lion 04 (crossover SUV); and (4) Qin L and Sea Lion 06.

AITO: 20k+ units monthly orders seem sustainable

Mr. Liu estimates AITO brand can achieve 20k units monthly orders in a stable stage, including M9 at 8k units, M7 at 8-10k units, and M5 at 4-5k units. For M5/M7, currently orders from entry level/ADAS version is 60%/40%, while waiting time for 2WD/4WD is 1-3 weeks/15 weeks. For M9, the early bird delivery is scheduled for 26th /27th Jan, while mass delivery is expected in late-Feb; the current waiting time is 14 weeks. M5 is scheduled to have a facelift version in March with lower price. AITO plans to use entry level M5/M7 to compete with Li Auto L6. M8 is expected to be delivered in 2H24 and could make an early debut during Beijing Auto Show in April.

XPeng: G6 orders weaker than expected

Mr. Liu pointed out that XPeng's orders started weakening in mid-Nov. The weekly orders were 4.5k units in Dec (including 2k units of G6), but declined to 2k units in Jan (including 35% G6, 20% G9, 25% P7). This could be due to (1) XPeng not timely cutting prices to boost orders; (2) demand for G6 impacted by IM LS6, Tesla Model Y; and (3) X9's orders accumulation not strong – delivery estimated at 2k units in Jan and will gradually ramp up production efficiency.

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