CAT Mosolf Polska

New Player, New Rules:

The Impact of Chinese Manufacturers on the European Automotive Market

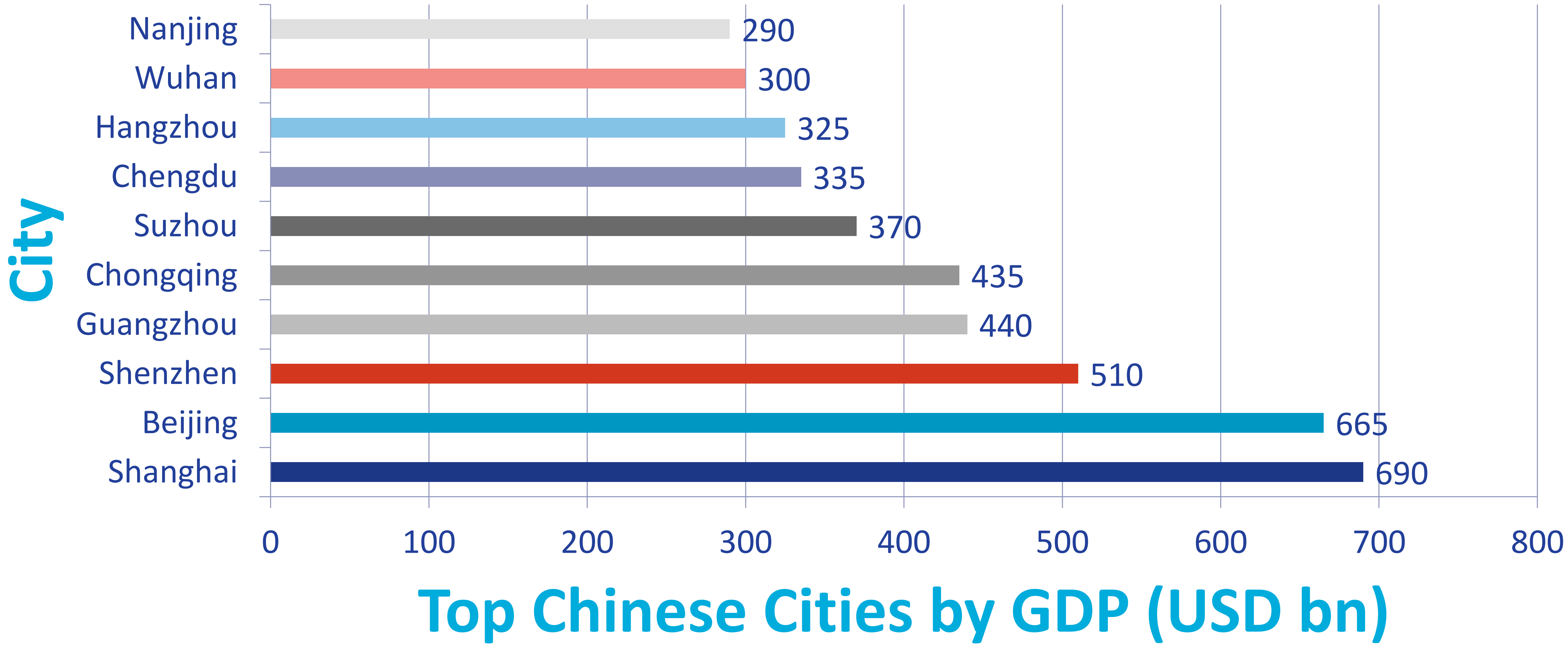
AGENDA

- China – The big picture
- China's automotive industry: history & insights
- Chinese OEMs in Europe
- Chinese expansion in the EU – SWOT
- Q&A

First association with China

Shanghai nowadays

Chinese GDP



Source: Own elaboration based on https://en.wikipedia.org/wiki/List_of_top_Chinese_cities_by_GDP.

Chinese Cities: GDP Compared to EU Countries

Chinese City	City GDP (USD bn)	Comparable EU Country	Country GDP (USD bn)	Presentation Comment
Shanghai	690	Switzerland	880	~75–80% of Switzerland's GDP
Beijing	665	Belgium	630	Comparable economic scale
		Sweden	620	Comparable economic scale
Shenzhen	510	Austria	520	Nearly 1:1 comparison
		Norway	500	One city ≈ oil-based economy
Guangzhou	440	Denmark	400	Slightly larger
Chongqing	435	Denmark	400	Very similar scale
Suzhou	370	Finland	300	Significantly larger
Chengdu	335	Romania	350	Close to 1:1
Hangzhou	325	Czech Republic	330	Almost exact match
Wuhan	300	Greece	250	Larger
Nanjing	290	Portugal	290	Exact 1:1 comparison

Source: Own elaboration based on https://en.wikipedia.org/wiki/List_of_top_Chinese_cities_by_GDP.

Let’s start from the beginning…

First finished vehicle in China, produced 221 BC

Let's start from the beginning…

More than 2,000 years later…

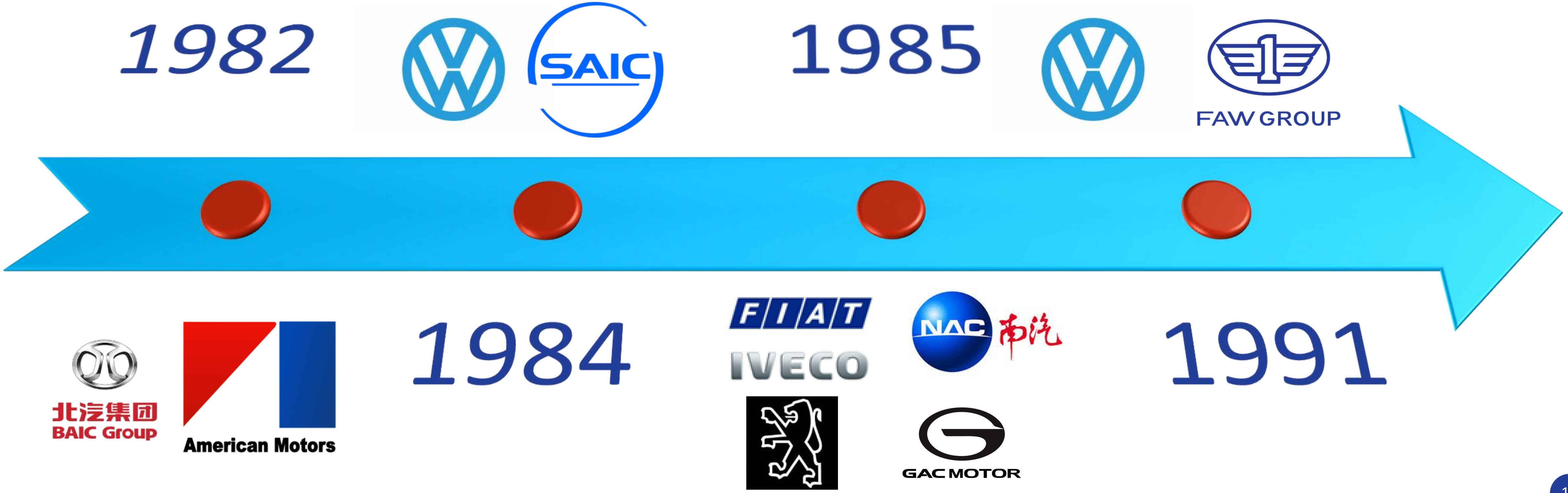
Let’s start from beginning …

Somewhere between the 1950s and 1960s

Let’s start from the beginning…

The joint venture era

- 1982 AMC 31,35% / BAIC apr. 16 million USD
- 1984 50% VW / 50% SAIC, apr. 360 million USD
- 1985 Fiat Iveco +NAC = NAVECO, 656 million USD
- 1985 Peugeot 34% + GAC 170 million USD
- 1991 40% VW + 60% FAW, 320 million USD

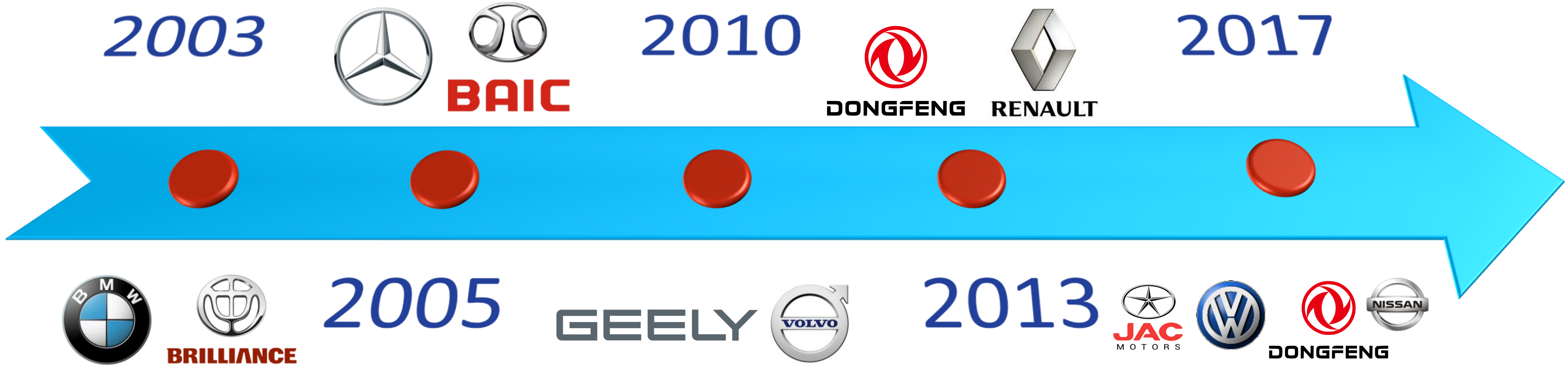


Source: own elaboration based on Julian Huo, “China’s automotive odyssey: From joint ventures to global EV dominance,” IMD (2024); “SAIC-Volkswagen history,” SAIC Volkswagen official website; “SAIC-GM,” Wikipedia; “BMW Brilliance,” Wikipedia; “Automotive industry in China,” Wikipedia.

Let’s start from the beginning…

The joint venture era

- 2003 – BMW Brilliance 10 billion EUR, Shenyang factory
- 2005 – Mercedes 50% / 50% BAIC – Beijing Benz > 7 billion EUR
- 2010 – Geely bought VOLVO from FORD. 1,3 billion EUR
- 2013 – Renault Dongfeng 870 million EUR
- 2017 – VW Anhui: 75% VW / 25% JAC – 1,8 billion EUR
- 2017 – Dongfeng 50% Nissan 50% - 97 million EUR



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Let’s start from the beginning…

Looks familiar….

Let's start from the beginning…

Today or tomorrow?! (2026 and beyond)

How many Chinese cars brands are there?

No one knows — not even the Chinese.

Source: https://www.linkedin.com/in/felipe-munoz-carindustryanalysis/recent-activity/all/

GAC MOTOR

FAW GROUP

dr

DONGFENG

GEELY

GWM

CHANGAN AUTO

CHERY

JAC MOTORS

LEAPMOTOR

XPENG

北京汽车 BAIC MOTOR

BYD

OMODA | JAECOO

MG

- XPENG, GAC MOTOR: Austria
- LEAPMOTOR, CHERY: Spain
- BYD: Hungary
- dr: Italy
- DONGFENG: Italy - TBC
- GWM: Spain, Hungary - TBC
- BYD: Spain - TBC
- MG: Spain, Hungary - TBC
- CHERY: Germany, UK - TBC
- GAC MOTOR: Belgium - TBC

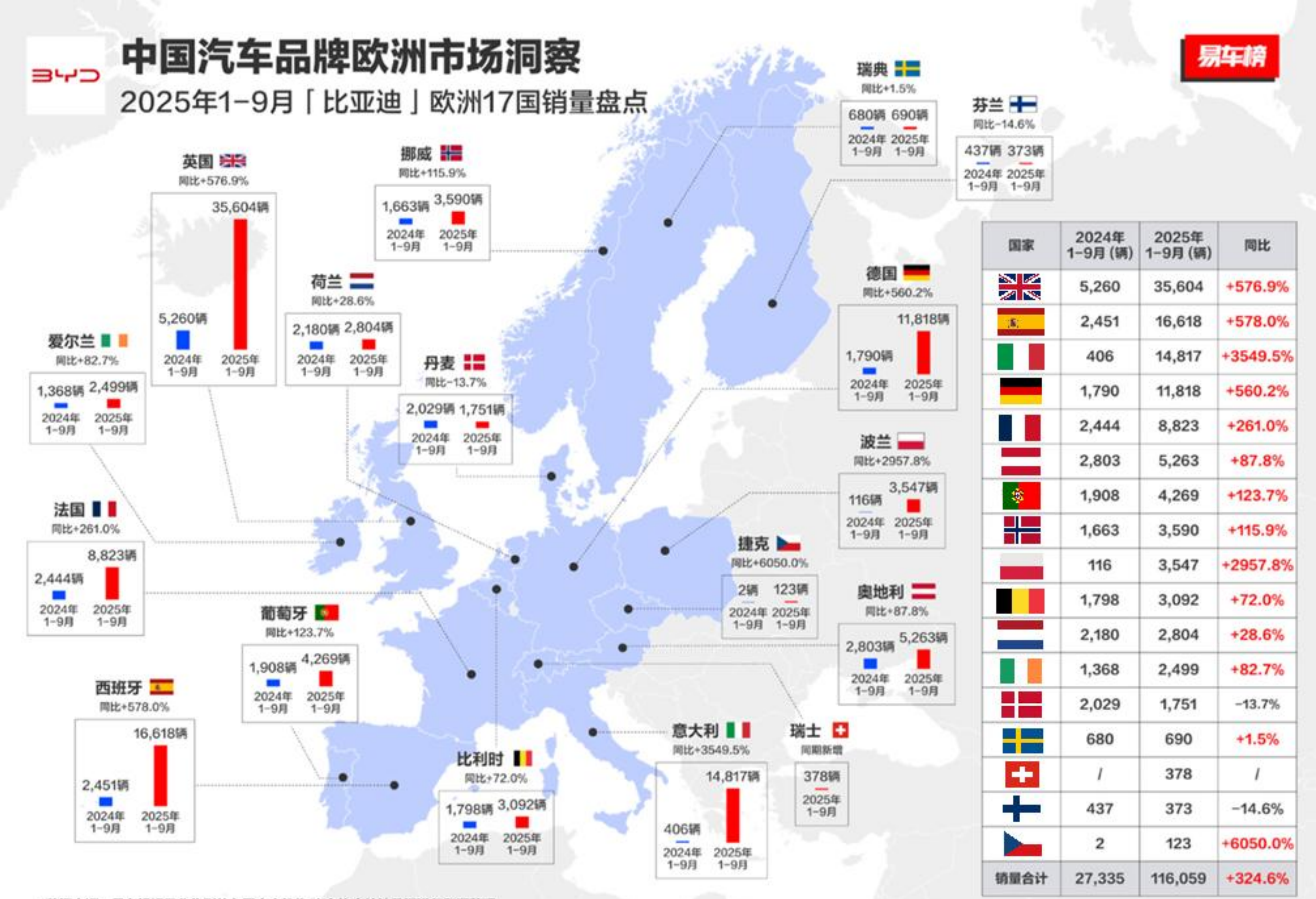
Tesla Giga factory in Austin (Texas)

Top 10 Chinese OEMs - Global Sales in 2025

OEM	Sold units
BYD Auto	4 602 436
SAIC	4 507 000
FAW Group	3 302 000
Geely Automobile	3 024 567
Changan Automobile	2 913 042
Chery Automobile	2 631 381
Dongfeng Motor Group	1 896 185
BAIC Group	1 752 000
Great Wall Motor (GWM)	1 323 672

https://www.saicmotor.com/, https://autonews.gasgoo.com, https://www.marketscreener.com, https://www.globalchangan.com/. https://carnewschina.com/

Top selling Chinese brands in EU

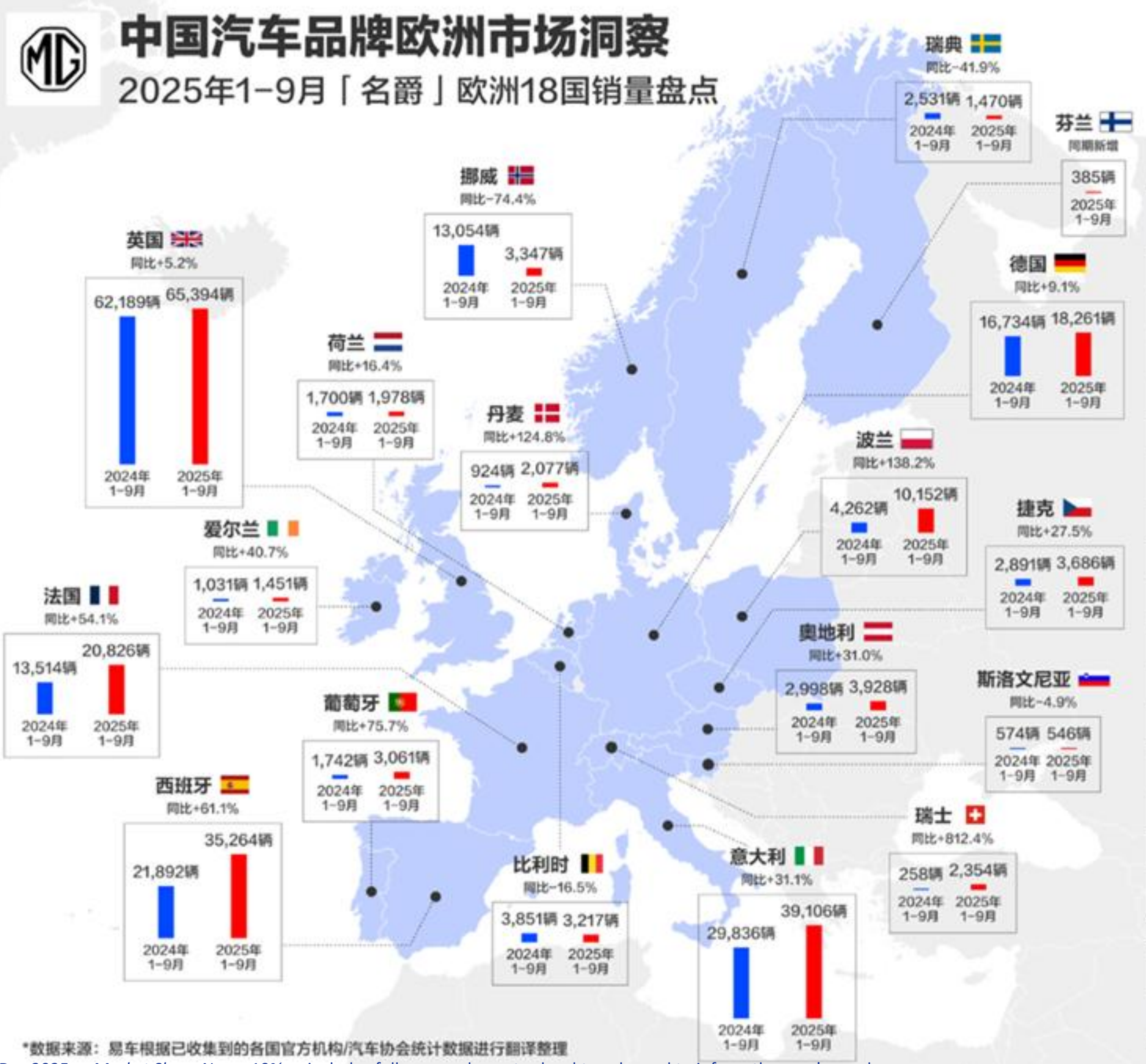


国家	2024年 1-9月 (辆)	2025年 1-9月 (辆)	同比
	5,260	35,604	+576.9%
	2,451	16,618	+578.0%
	406	14,817	+3549.5%
	1,790	11,818	+560.2%
	2,444	8,823	+261.0%
	2,803	5,263	+87.8%
	1,908	4,269	+123.7%
	1,663	3,590	+115.9%
	116	3,547	+2957.8%
	1,798	3,092	+72.0%
	2,180	2,804	+28.6%
	1,368	2,499	+82.7%
	2,029	1,751	-13.7%
	680	690	+1.5%
	/	378	/
	437	373	-14.6%
	2	123	+6050.0%
销量合计	27,335	116,059	+324.6%

*数据来源：易车根据已收集到的各国官方机构/汽车协会统计数据进行翻译整理

Source: *Chinese Automakers' Europe Sales Top 100,000 in Dec 2025 as Market Share Nears 10%* — includes full-year and country-level trends used to inform the map's numbers: https://chinaevhome.com/2026/01/20/chinese-automakers-europe-sales-top-100000-in-dec-2025-as-market-share-nears-10

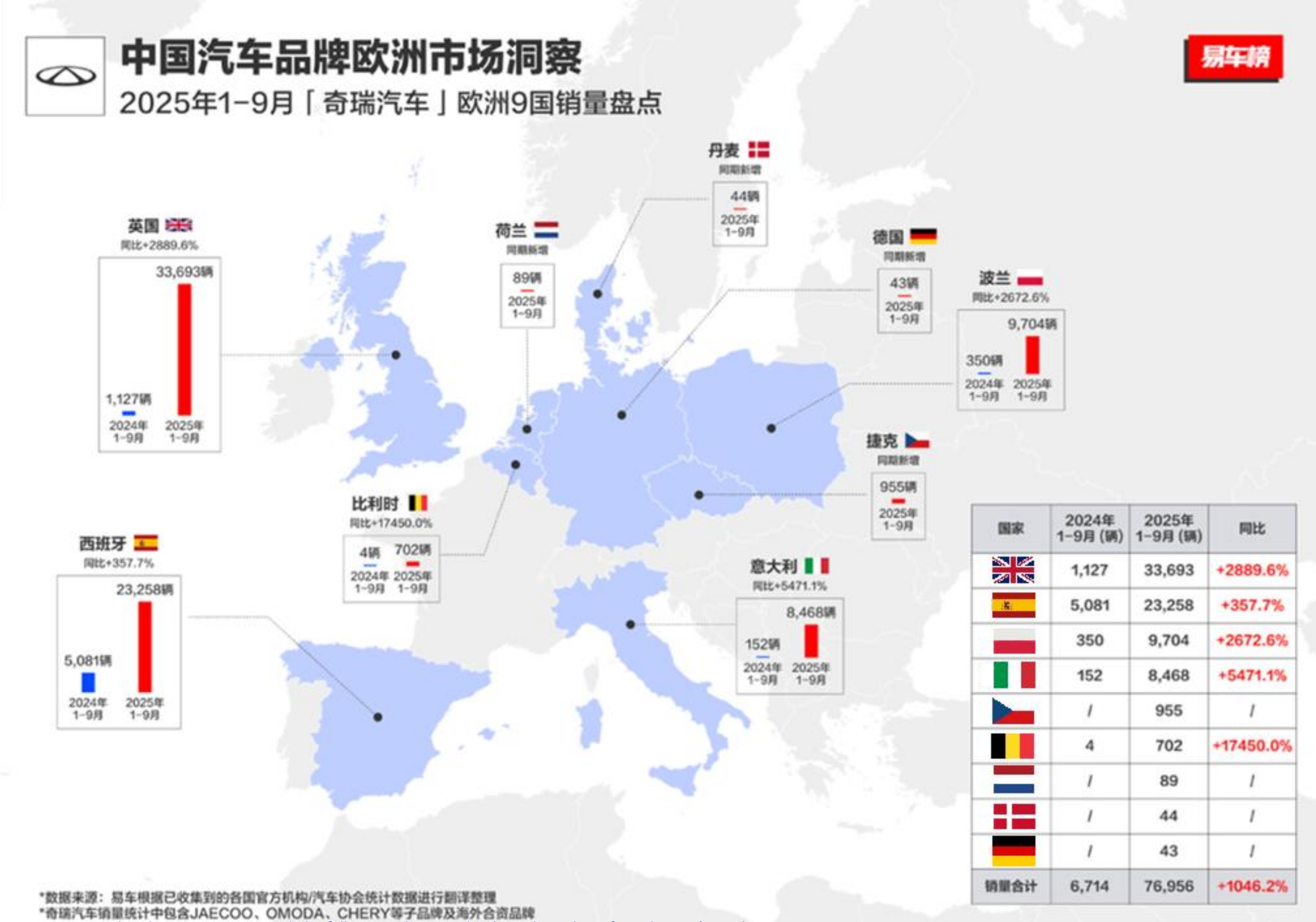
Top selling Chinese brands in EU



国家	2024年 1-9月 (辆)	2025年 1-9月 (辆)	同比
	62,189	65,394	+5.2%
	29,836	39,106	+31.1%
	21,892	35,264	+61.1%
	13,514	20,826	+54.1%
	16,734	18,261	+9.1%
	4,262	10,152	+138.2%
	2,998	3,928	+31.0%
	2,891	3,686	+27.5%
	13,054	3,347	-74.4%
	3,851	3,217	-16.5%
	1,742	3,061	+75.7%
	258	2,354	+812.4%
	924	2,077	+124.8%
	1,700	1,978	+16.4%
	2,531	1,470	-41.9%
	1,031	1,451	+40.7%
	574	546	-4.9%
	/	385	/
销量合计	179,981	216,503	+20.3%

Source: *Chinese Automakers' Europe Sales Top 100,000 in Dec 2025 as Market Share Nears 10%* — includes full-year and country-level trends used to inform the map's numbers: https://chinaevhome.com/2026/01/20/chinese-automakers-europe-sales-top-100000-in-dec-2025-as-market-share-nears-10

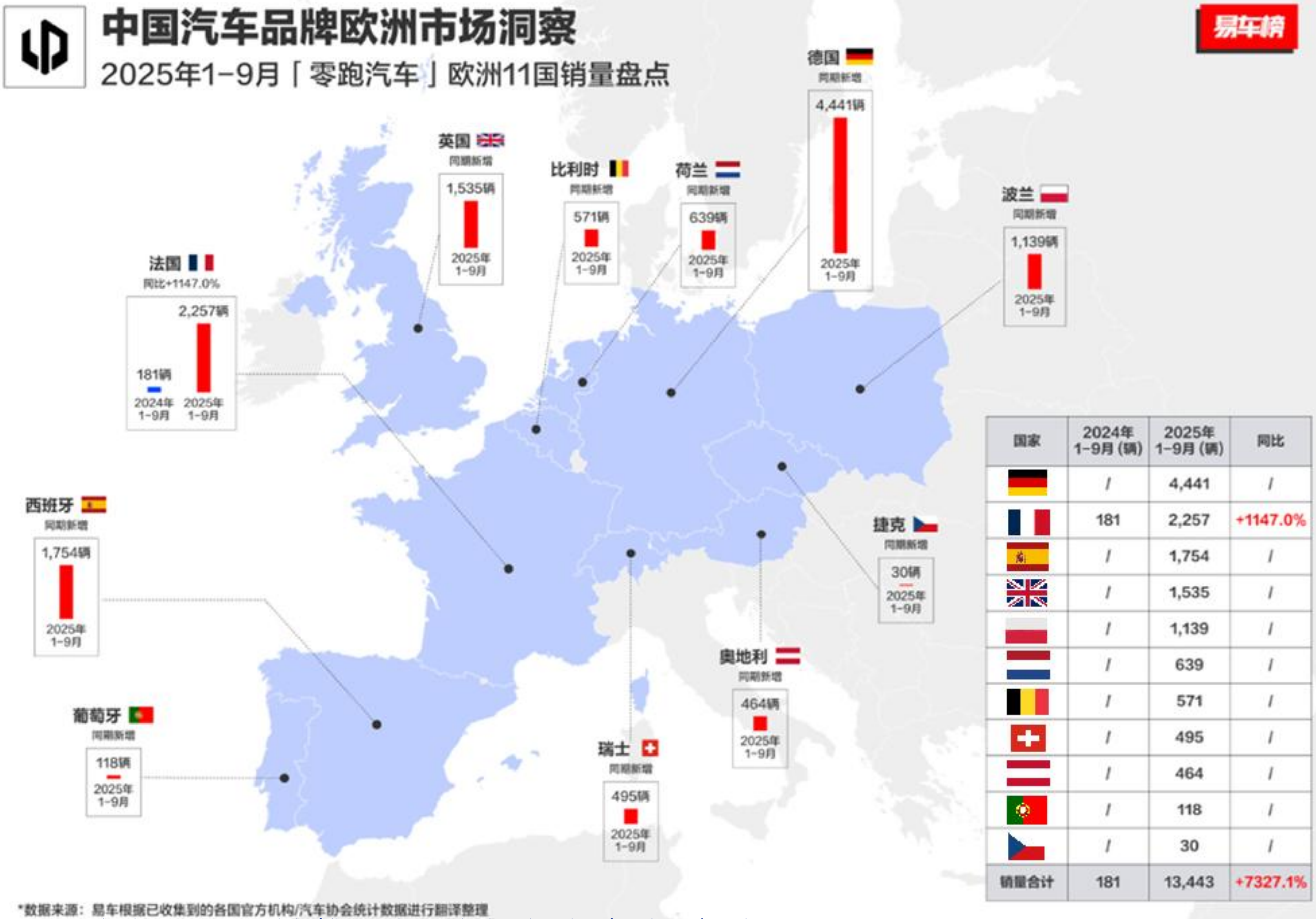
Top selling Chinese brands in EU



国家	2024年 1-9月（辆）	2025年 1-9月（辆）	同比
英国	1,127	33,693	+2889.6%
西班牙	5,081	23,258	+357.7%
波兰	350	9,704	+2672.6%
意大利	152	8,468	+5471.1%
捷克	/	955	/
比利时	4	702	+17450.0%
荷兰	/	89	/
丹麦	/	44	/
德国	/	43	/
销量合计	6,714	76,956	+1046.2%

Source: *Chinese Automakers' Europe Sales Top 100,000 in Dec 2025 as Market Share Nears 10%* — includes full-year and country-level trends used to inform the map's numbers: https://chinaevhome.com/2026/01/20/chinese-automakers-europe-sales-top-100000-in-dec-2025-as-market-share-nears-10

Top selling Chinese brands in EU



国家	2024年 1-9月 (辆)	2025年 1-9月 (辆)	同比
	/	4,441	/
	181	2,257	+1147.0%
	/	1,754	/
	/	1,535	/
	/	1,139	/
	/	639	/
	/	571	/
	/	495	/
	/	464	/
	/	118	/
	/	30	/
销量合计	181	13,443	+7327.1%

Source: *Chinese Automakers' Europe Sales Top 100,000 in Dec 2025 as Market Share Nears 10%* — includes full-year and country-level trends used to inform the map's numbers: https://chinaevhome.com/2026/01/20/chinese-automakers-europe-sales-top-100000-in-dec-2025-as-market-share-nears-10

Chinese expansion in EU – SWOT

Strengths

- The biggest players in global automotive production
- Strong focus on new market expansion

Weaknesses

- Different business culture
- Communication challenges
- Difficulties in volumes forecasting

Opportunities

- Increase of volumes
- New investments for LSPs
- New factories in the EU

Threats

- Lack of balanced loads flow
- Decrease of EU OEM’s production
- Competitors on the market
- Customs policies

Source: Own elaboration

Questions & Answers

THANK YOU!

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