

New supercapacitor car prices in Southeast Asia





Overview

Why are Chinese electric vehicles growing in Southeast Asia?

Strategic investments and local partnerships drive the growth of Chinese electric vehicles across the region. In recent years, Chinese automakers have increasingly established a dominant presence in the Southeast Asian new energy vehicle (NEV) market, exemplified by the operations of SAIC-GM-Wuling (SGMW) in Indonesia.

How can automakers succeed in Southeast Asia's EV market?

To succeed in Southeast Asia's evolving EV market, automakers must adopt a dual strategy: emphasise the sustainability and cost-saving benefits of EVs, while addressing affordability and infrastructure concerns head-on.

Will Southeast Asia aspire to own EVs?

While Southeast Asia's upwardly mobile population may aspire to own EVs, the still-pricey cars are beyond the reach of many. Vehicles by Chinese EV manufacturer BYD are seen in the Port of Guangzhou. (AFP) On a recent Thursday morning in Hanoi, Chinese electric vehicle giant BYD Co. began the day with a showroom devoid of customers.

What is Southeast Asia's electric vehicle market?

As a key region globally, Southeast Asia (SEA)'s electric vehicle (EV) market is growing rapidly, fuelled by rising sustainability awareness among urban millennials and Gen Z, and a growing appetite for innovation. Consumer expenditure on vehicle purchases in the region is projected to surpass USD104 billion by 2029.



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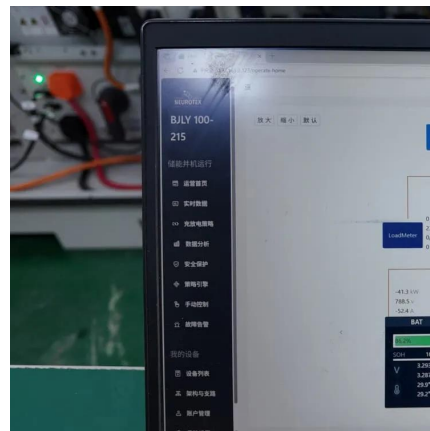
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