

# Introduction to Chery South Africa

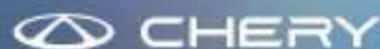
- Tony Liu
- CEO of Chery Group SA

# Chery Group—History

- Chery Holding Group was founded in 1997 and is a diversified group with the automotive value chain as its core business.
- Chery Automobile is one of the Chinese automotive brands that have surpassed 10 million in sales.
- In 2024, the company's revenue exceeded 480 billion, and its sales reached 2.6 million units.



# Chery Group 2025 Performance



## Group Sales of 2025

**2.80** mil

YOY 8%

## Global Customers

**18** mil

## Export Sales of 2025

**1.34** mil

Rank No.1 in Chinese brand export

## One Car Sold Oversea per

**23** seconds

## Sales Forecast of 2026

**3.2 million**

## NEV Sales of 2025

**0.9** mil

YOY 55%

## Global Coverage

**180+**  
Markets and Regions



# Powering the Future: The Worldwide NEV Expansion

## Carbon Neutrality



## Industrial Upgrading



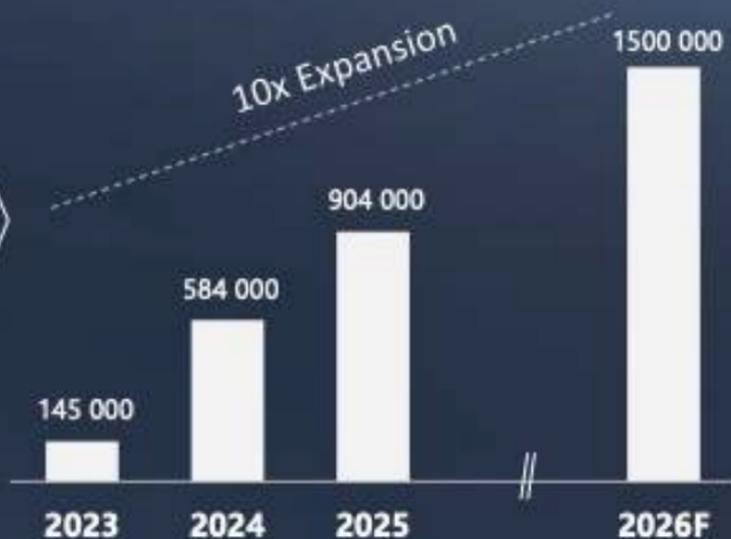
## Technological Empowerment



## Advanced Platform



Chery NEV Sales



2025 Sales: 596,818 units, YoY +20.02%; India import surge to 39%; Chery takes up 6% Marketshare

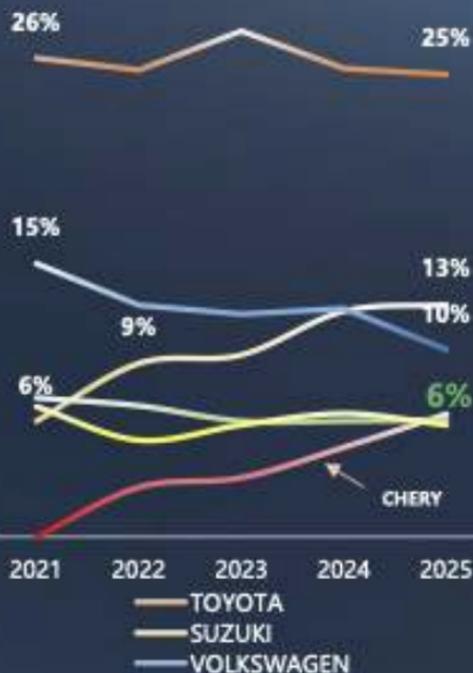
## Growth of SA Market



## Country of Origin



## Brand Performance



CHERY SOUTH AFRICA 2025 sales volume **37,923**, YoY **+54%**

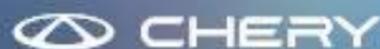
Passenger marketshare **9%**, **No.4** in South Africa

Over 100,000 Customers

> Chery Maintaining MS over pass 9 Months .

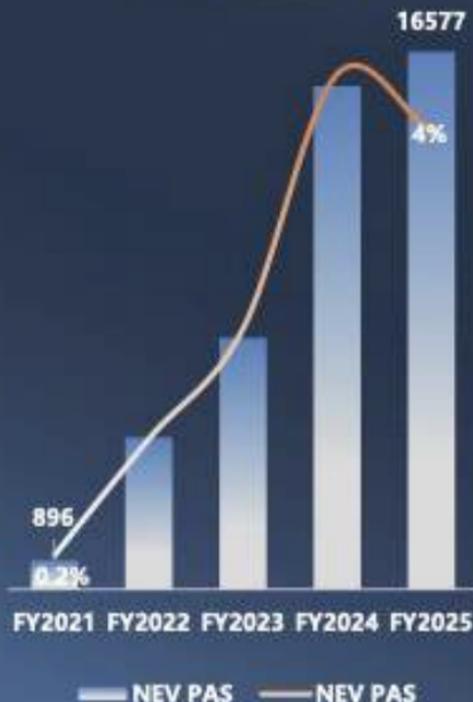


# NEV is the Future

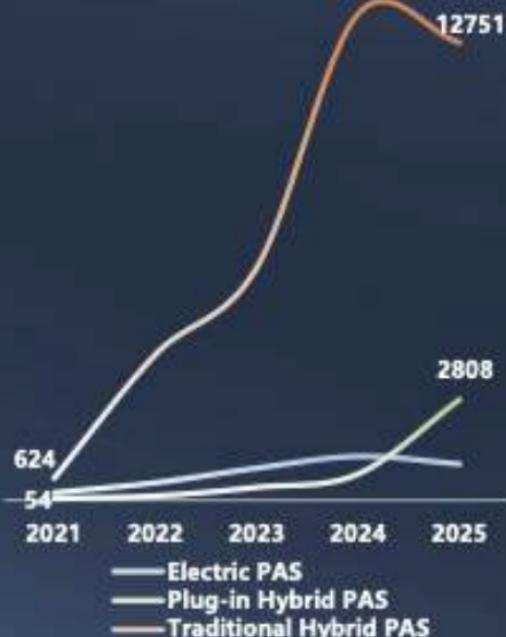


2025 NEV sales: 16,577 units (+18.69% YoY); NEV penetration at 4.37%, slightly down YoY; Chery Group holds ~40% PHEV share.

## NEV Market



## NEV Break Down



## PHEV Performance 2025

Type	2025	Share %
Total	2808	100%
<b>Chery Group</b>	<b>1341</b>	<b>48%</b>
HAVAL H6	448	16%
CHERY Tiggo 7	419	15%
JAECOO J7	317	11%
BMW X3	289	10%
OMODA C9	218	8%
CHERY Tiggo 8	176	6%
CHERY Tiggo 9	156	6%
BMW X1	138	5%

# Key Barriers of NEV in South Africa



## Range Anxiety

### EV Usage Experience

(Users Focus More on the Product)

### Mileage Management

### Range

### Charging Point (CP) Coverage

### Charging Convenience

### Charging Speed

- Driver Confidence in Reaching Destination
- Trip Management Software for Route and Stop Planning

- EV Battery Capacity
- Energy Consumption Level

- Charging Point (CP) Visibility (e.g., Ability to Locate CPs)

- CP Coverage & Dealer Availability

- CP Compatibility (Can Vehicle Connect to Local Interface)

- Expected Charging Speed at Different Locations (Supermarkets, Parking Lots, and Gas Stations)

### Decision Influence

*Medium*

*High*

*Medium*

*High*

*Low*

*High*

## To continuously build leading BEV technology

Build the world's leading BEV technology

**Fast Acceleration-3S**

(0-100km/h)



800kW Vector Motor

**Fast Charging-8min**

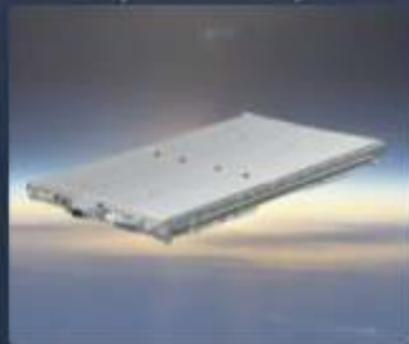
(10-80%)



KV high-voltage plat.

**Long Range-81%**

(achievement rate)



6C Fast Charging

## To continuously build No.1 Super Hybrid

Build the world's No.1 Super Hybrid technology

Low Fuel Cons. - 3L

3L/100km (EU7)

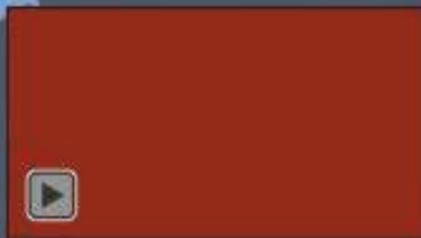
5L/100km



Hybrid Gen 5

Thermal Efficiency: 44.5%

DHT Efficiency: 87%



Hybrid Gen 7

Thermal Efficiency: 48.57%

DHT Efficiency: 93%

Long Range-1600→2000Km+

CS Fuel Cons.: 3.3L/100km

1613.1km

Mexico

CS Fuel Cons.: 4.3L/100km

1433km

Thailand

## Change Trend of Customer Group



LOHAS: Lifestyles of Health and Sustainability

The younger generation of consumers are more inclined towards fashion and modernization , achieve 29% in 2030.

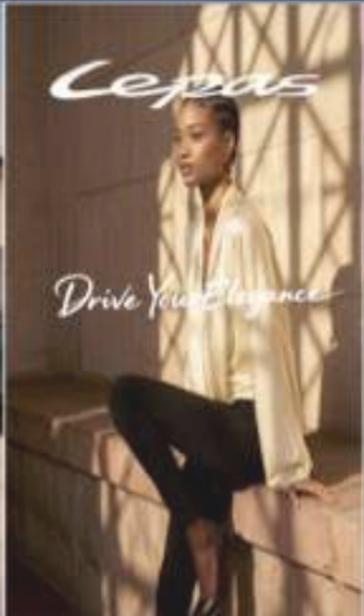
CHERY

*Live for More*



*Lepas*

*Drive Your Elegance*



OMODA

*Cross for Future*



JAECCOO

*From Classic  
Beyond Classic*



ICAR

*Born to Play*



# CHERY SA - Product Layout



Comprehensive planning for hybrid power across all brands, aiming to become the global leader in hybrid technology through PHEV, HEV, and REEV.

CHERY

**TIGGO 9**  
(ICE+PHEV)



**TIGGO 8**  
(ICE+PHEV)



**TIGGO 7**  
(ICE+PHEV)



**TIGGO 4**  
(ICE+HEV)



**TIGGO 2**  
(HEV+BEV)



**KP31 PUP**  
ICE/HEV



**T1T-P**  
ICE/BEV



**TIGGO 1**  
(BEV)

OMODA | JAECOO

**C9 (RX)**  
(ICE+PHEV)



**C7**  
(ICE+PHEV)



**C5**  
(ICE+HEV/BEV)



**C3**  
(ICE+PHEV/BEV)



**MPV**



**M1F-O Sedan**  
ICE/BEV/PHEV

**J8**  
(ICE+PHEV)



**J7**  
(ICE+PHEV+HEV)



**J5**  
(ICE+HEV/BEV)



**T1T-J**  
ICE/BEV



LEPAS

**L 8**  
(ICE+PHEV)



**L 6**  
(ICE+HEV/PHEV/BEV)



**L 4**  
(ICE+PHEV)



**L 2**  
(IHEV)



ICAR

**V23**  
(BEV/REEV)



**03T**  
(BEV/REEV)



**03**  
(BEV)



**05**  
(BEV/REEV)



CHERY

*Live for More*



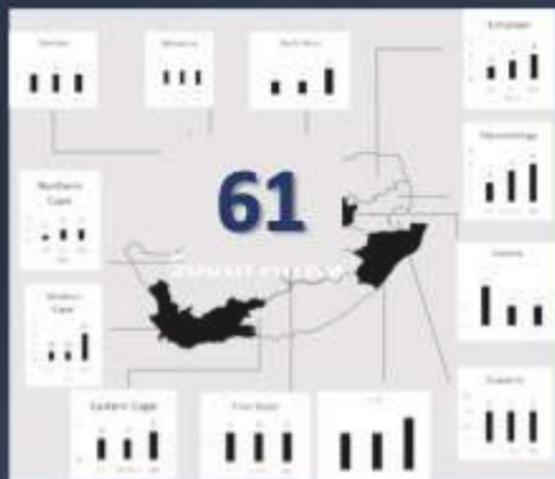
Current  
Network

**90**

2026  
Target

**95**





Current  
Network

**61**

2026  
Target

**75**

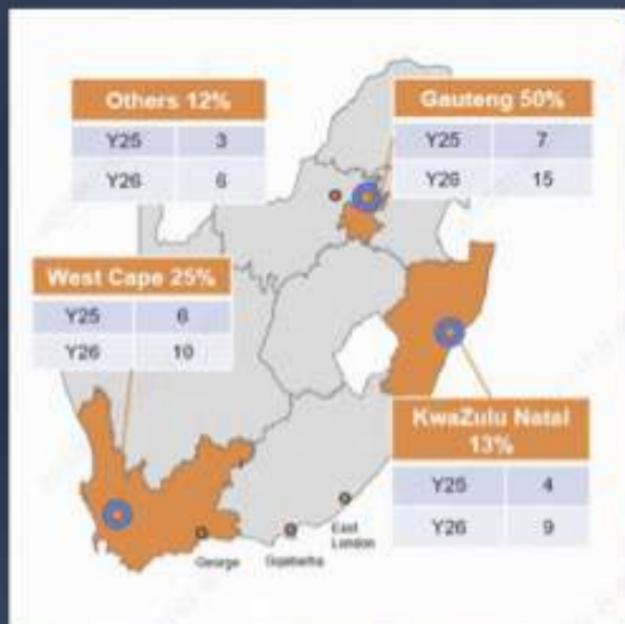


Current  
Network  
IOL

**24**

2026  
Target

**40**



Current  
Network  
IOL

**23**

2026  
Target

**40**



**CHERY: Ancient Chinese wisdom meets modern tech**

**ICE → Intelligence → AiMOGA**



# **Born to be useful**

## **Solving real-world problems via innovation**

**Sales Assistance**



**Extreme work conditions**



**Child without caring**



**Hospital reception & guidance**



**Training & Education**



**Dangerous Operation**



**Elderly Care**



**Hadicapped**

## In South Africa



## For South Africa



## Be South Africa



An aerial photograph of a tropical coastline. On the left, the ocean with white-capped waves meets a sandy beach. To the right of the beach is a dense, lush green forest. A paved road with a white center line and red shoulders runs parallel to the forest. A single white car is visible on the road. The text "Let's join hands for our future!" is overlaid in the center of the image.

**Let's join hands for our future !**