

# Lusaka plug-in electric vehicles phev

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LUSAKA, Zambia--(BUSINESS NEWS ZAMBIA)--BYD Auto Co., Ltd., a leading electric vehicle manufacturer, has announced its expansion into Zambia with the introduction of three battery-electric vehicle (BEV) models: an SUV, a hatchback, and a sedan. This move underscores BYD's commitment to bringing green, efficient, and smart mobility solutions to the African market.

The vehicles, now available in Zambia, are equipped with BYD's innovative Blade Battery technology, ensuring superior safety and a long-lasting range. BYD's presence in the country is marked by a comprehensive marketing campaign, including prominent billboards at Lusaka International Airport and along the airport expressway. The company has also opened its first showroom at Foxdale Court Mall, an eco-friendly shopping center that houses Zambia's first 60kW fast-charging station.

Steve Chang, BYD's General Manager for South Africa and Regional Director for Southern Africa, emphasized the company's dedication to leading the green mobility revolution in Africa. "Introducing these three models in Zambia marks a significant step forward for us in this market," Chang said, "and we are thrilled to bring our cutting-edge products to local consumers."

BYD's expansion into Zambia adds to its growing presence in Africa, with its electric vehicles now available in ten countries across the continent. The company is committed to supporting the growth of the region's electric vehicle industry and accelerating the shift towards sustainable transportation.

With a strong global presence, BYD continues to drive the green mobility revolution worldwide. As of 2024, BYD is the world's largest plug-in hybrid electric vehicle manufacturer and the second-largest battery-electric vehicle manufacturer, with a global market share of 15%. The company's new energy vehicles (NEVs) have gained significant traction, with BYD becoming the first carmaker in China to produce one million NEVs in a single year in 2022.

BYD's expansion into Zambia highlights the growing demand for electric vehicles in Africa and the company's commitment to meeting this demand. BYD is dedicated to bringing its innovative, safe, and environmentally friendly vehicles to more African countries, contributing to a greener and more sustainable future for the continent.

As BYD establishes its presence in Zambia, the company plans to expand its operations and service centers across the region to meet the increasing demand for electric vehicles. BYD's entry into the Zambian market signals a shift towards sustainable mobility and reinforces the country's commitment to environmental sustainability.

The introduction of BYD's electric vehicles in Zambia offers consumers a greener and more efficient

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transportation option. With BYD's cutting-edge technology and commitment to innovation, the company is well-positioned to lead the electric vehicle market in Zambia and contribute to the country's sustainable future.

BYD Auto Co., Ltd. is a leading automotive subsidiary and brand of BYD Company, a publicly listed Chinese multinational manufacturing company. BYD specializes in new energy vehicles, including passenger battery-electric vehicles (BEVs) and plug-in hybrid electric vehicles (PHEVs), as well as electric buses and trucks. Founded in 1995, BYD has become a global leader in electric mobility, with a presence in over 300 cities worldwide.

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