

19 February 2024

Submission of Support for the proposed emission standards.

BYD is the global leader in New Energy vehicles, and rather now well established within Australia.

EVDirect, the exclusive distributor and partner of BYD in Australia, has invested significantly in establishing dedicated right hand drive production lines for BYD products which enables us to bring many new models and without any supply constraints. So far, we have launched a total of three BYD models to Australia between 2022 and 2024 including the first high quality EV under \$40,000 retail.

We have also established the largest sales and aftersales EV network within Australia in partnership with leading retailer Eagers Automotive. Proudly this has created thousands of jobs within the EV automotive sector and enabled us to deliver almost 20,000 EV's within the first two years of BYD operations in Australia.

The growth plans for BYD's new energy vehicles in Australia are significant. We have three new ultra-low emission vehicles that will go on sale and will be available for delivery with no supply constraints during the calendar year 2024, including a very capable Ute to meet Australian needs. Our goal is to bring a further three new EV or ultra-low emission vehicles each year thereafter.

BYD has also demonstrated in Australia that EVs can be affordable, and we are proud to be the first company to offer EVs at price parity to ICE vehicles. The cost trend for our products will see us drive prices down even further during 2024 and beyond with BYD's battery prices set to reduce by double digits over the next twelve months.

The information we have provided in summary will see BYD have a minimum of ten affordable and high-quality EV and ultra-low emission vehicles on the market by end of 2025, supported by the largest infrastructure network for new energy vehicles.

We welcome the Australian Government's leadership in introducing New Vehicle Efficiency Standards. We look forward to working constructively with the Government to ensure these standards give Australian families more choice, while reducing emissions and lowering cost of ownership.

We also wish to highlight that our extensive modelling demonstrates that, with BYD products, the cost of ownership savings are significantly higher than the \$1000 the Government announced. This can be demonstrated to be more in the range of \$5000 per annum, depending on vehicle model and usage.

This positive policy brings Australia in line with 85% of the global car market that already has standards in place, including the USA, EU, China, and New Zealand.

We are disheartened by the scare campaigns and misinformation being spread by lobby groups and certain automakers who have a vested interest in seeing high polluting vehicles being retained. Our company has demonstrated that ultra-low emission and electric vehicles can be delivered on mass, at affordable prices to Australian consumers and can help create new jobs.

We strongly support the Government's proposed changes and believe that if the strongest of emission standards are implemented the market will quickly adapt and Australia will not only catch up to the rest of the world but can truly reinvigorate the automotive industry to be a leader in creating a cleaner and more sustainable country.

Kind regards,



Luke Todd
Managing Director



Organisation questionnaire response

Privacy Setting: I agree for my response to be published with my name and position.

What organisation do you represent? (required)	EV Direct
What is your name? (required)	Luke Todd
What is your position at the organisation? (required)	Managing Director
Please rank the proposed options in order of preference. (optional)	Option A - 0th, Option B - 1st, Option C - 2nd
Briefly, what are your reasons for your choice? (optional, 3000 character limit)	See attached
Do you support the Government's preferred option (Option B)? (optional)	Yes
Do you have any feedback on the analysis approach and key assumptions used? (optional, 3000 character limit)	NULL
Briefly, describe how the NVES might impact your organisation (optional, 3000 character limit)	NULL
Who should the regulated entity be? (optional, 3000 character limit)	NULL