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HAVAL'S HYBRID REVOLUTION

Drives Sustainability in Bangladesh's Car Market

When Great Wall Motors (GWM) spun off Haval as an independent brand in 2013, the objective was clear: to produce top-tier crossovers and SUVs. To realise

this goal, Haval was endowed with a \$700 million investment in research and development and a formidable team of designers and engineers, many of whom had distinguished backgrounds in luxury European brands like Bentley, Porsche, and Land Rover. The results speak for themselves. GWM reports that in China, Haval secured the top spot in sales volume for 16 consecutive years, selling over 1 million vehicles by 2018.

Entering the Bangladeshi market through a partnership with Ace Autos, Haval played a crucial role in reshaping perceptions of made-in-China vehicles. As of the latest available data, Haval holds a 30-35% market share among local Chinese brands in Bangladesh, with annual sales ranging from 300

to 350 units. Notably, the Jolion, a compact crossover with premium features, stands out as their most popular model, offering a blend of style and affordability.

On the global stage, Haval has intensified its commitment to reducing carbon emissions. Their goal is ambitious—by 2025, they aim to have 80% of their lineup transition to plug-in hybrids or all-electric models, with a complete discontinuation of internal combustion engines by 2030. Facilitating this shift is the development of the versatile and lightweight, if a bit ironically named, L.E.M.O.N. platform. In line with this, Ace Autos has also begun the shift toward an all-electrified lineup, unveiling the 6 HEV and Jolion HEV models at the recent Dhaka Motor

Show, both being mild hybrid versions of their popular compact and mid-size crossovers.

In the context of Bangladesh, hybrid vehicles offer distinct advantages. The stop-and-go traffic dynamics make hybrids more fuel-efficient, as they don't need to continuously run the engine for power. Additionally, hybrids can operate at low speeds on battery power alone, contributing to fuel efficiency. On highways, regenerative braking recovers energy that would otherwise be lost during braking, enhancing both brake life and the car's range.

Looking ahead, Ace Autos plans to expand its portfolio of New Energy Vehicles (NEV) by incorporating models from Great Wall's extensive lineup. The rugged Tank 300 HEV seven-

seat SUV from GWM's WEY marque is in the pipeline for introduction to Bangladesh. Moreover, the all-electric "Good Cat" compact hatchback from Ora, another GWM electric marque, is set to make its debut. Both vehicles are showcased at their showroom, providing prospective customers a glimpse of the future.

In conclusion, Haval, in collaboration with Ace Autos, aspires to establish itself as a hybrid powerhouse in Bangladesh. The introduction of eco-conscious models like the 6 HEV and Jolion HEV aligns with Haval's global commitment to carbon emission reduction and underscores the transformative potential of sustainable automotive practices in the evolving global market.



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