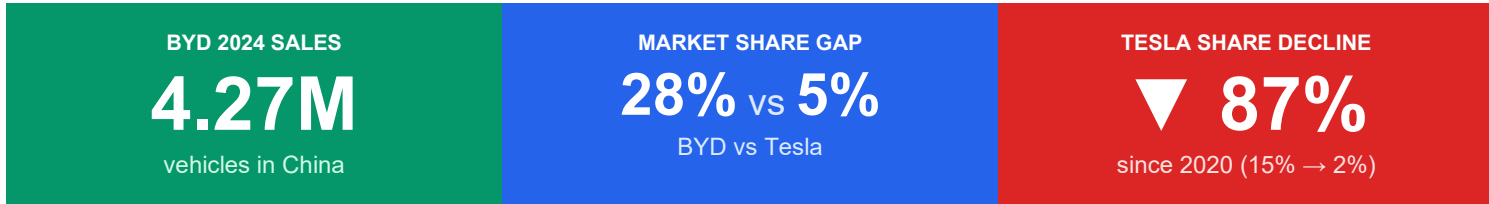


Tesla vs BYD in China

The Battle for EV Dominance • January 2026



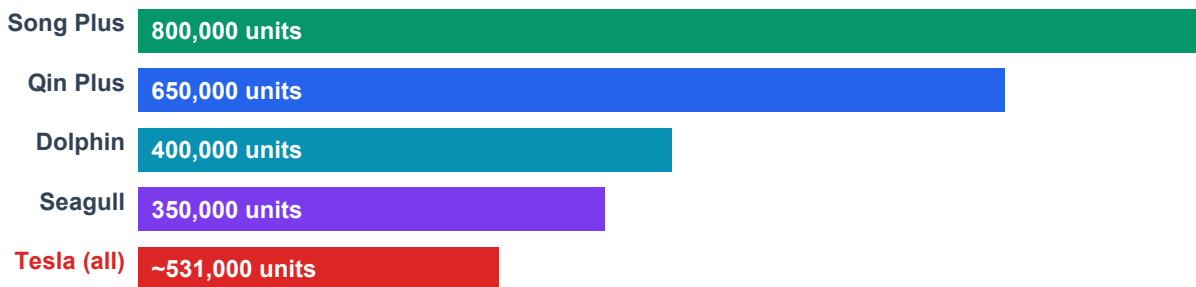
HEAD-TO-HEAD COMPARISON

METRIC	BYD	TESLA
Product Models	60+	2
Price Range	¥80K-1M+	¥230K-350K
China Capacity	4M+/year	750K/year
Supply Chain	Vertically Integrated	External Suppliers

KEY INSIGHTS



BYD'S TOP SELLERS (2024)



What Tesla Must Do to Compete

<p>1</p> <p>Launch \$25K Model</p> <p>Target ¥130-150K to compete with BYD Dolphin/Qin</p>	<p>2</p> <p>Localize Experience</p> <p>Luxury options, local apps, cultural customer care</p>	<p>3</p> <p>Deepen Supply Chain</p> <p>Local chip partners, diversify batteries, build 4680 cells</p>
<p>4</p> <p>Expand Capacity</p> <p>Build 2nd gigafactory to match BYD scale</p>	<p>5</p> <p>Rebuild Brand Trust</p> <p>More service centers, proactive PR, showcase FSD</p>	<p>6</p> <p>Align with Gov't</p> <p>Data security, local R&D, ecosystem contribution</p>

THE BOTTOM LINE

BYD's dominance comes from years of strategic investment in vertical integration, product breadth, and local adaptation. Tesla can compete—but only by transforming its approach to be as comprehensive, swift, and consumer-centric as BYD's.

Get This Level of Insight for Your Industry

MaviNovo AI delivers enterprise-grade competitive intelligence—deep research, market analysis, and strategic recommendations—in minutes instead of weeks.

MAVINOVO AI

Enterprise AI • Built on 12+ Years of MN2 Framework Engineering

Schedule Your Demo → www.mavinovo.ai