

M. INFLUENCE
MATTERS.

Guide to Targeting **NEV OEMs in China** for international technology suppliers



Introduction

China's NEV industry is the most innovative and active in the world, with dozens of OEMs manufacturing, selling to Chinese consumers and exporting over 12 million vehicles to international markets in 2024, with projections expecting over 16 million in 2025.

12 Mn units

2024

16 Mn units

2025



Are you ready to reach your targets in the Chinese NEV industry?

In this guide, we will introduce:



An overview of some NEV OEMs active in China and key stakeholders



A snapshot of the B2B auto tech media landscape and how to reach them



How social media can be leveraged to communicate with stakeholders



How to work with B2B influencers on social media



Key Auto tech events and how to maximize a presence on them

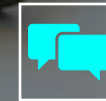
Presented by:

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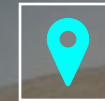
We help international technology companies understand the opportunities in the Chinese and other APAC markets identify and influence key stakeholders, supporting their business objectives.

Beijing, Shanghai, Hong Kong, Indonesia
Since 2015

We bring passion
to **Technology
Storytelling**
across APAC



Communication
Strategy



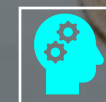
Branding &
Positioning



Stakeholder
Mapping



Market
Intelligence



Thought
Leadership



Media
Relations

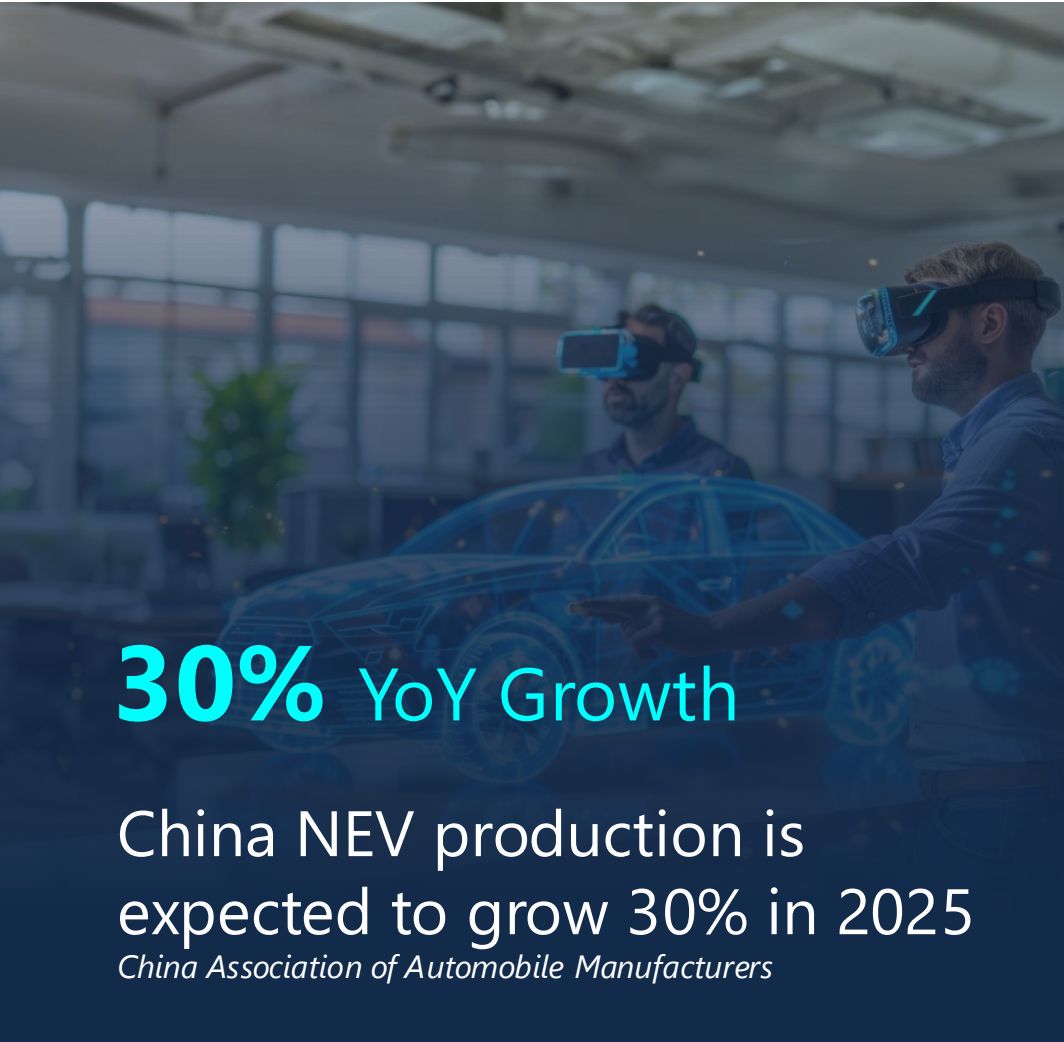


Digital & Social
Media



Events
Management

Key Auto Technology Trends in 2025: Media



OEMs in China continuously push the boundaries of innovation, looking at suppliers of advanced technology from around the world to develop the next generation of vehicles.

Influence Matters surveyed editors from Chinese automotive press to learn where they think the key technology focus will be for Chinese OEMs in 2025 for which they will need international technology and expertise.



Technology



Solid State Battery



Intelligent Driving



Intelligent Chassis

Breakthrough in **Solid-State Battery** Technology



180 Bn

yuan market
by 2030



Solid-state batteries offer advantages such as higher energy density, more stable electrolytes, and compatibility with higher power fast charging technologies. They can further enhance the range and safety of new energy vehicles and are considered the future of next-generation battery technology. In **2024**, several automakers announced plans for the mass production of solid-state batteries, accelerating the solid-state battery race.



In China, semi-solid-state battery technology is taking the lead. Full solid-state batteries are currently in the core technological breakthrough and validation stage, with the potential for small-scale production in the next **2-3** years. EO Intelligence predicts that by **2030**, the industrial scale of full solid-state batteries will exceed **100** billion yuan, with the entire solid-state battery industry exceeding **180** billion yuan.



*"To mass-produce and implement solid-state batteries in vehicles, automakers need to address various challenges such as conductivity, manufacturing processes and equipment, production costs, stability, and more. Some key technological areas have yet to be fully conquered. Based on the development progress of various brands, solid-state batteries are expected to be **mass-produced in vehicles as early as 2026.**"*

Dianchentong, a leading automotive tech analyst firm



电车通

Intelligent Driving Technology Popularization



From urban NOA to "end-to-end," autonomous driving technology is experiencing rapid development. With the trend towards **Software Defined Vehicles (SDV)**, an increasing number of AI chips are being utilized in cars to support complex software algorithms and real-time data processing. Meanwhile, **automakers aim to popularize advanced intelligent driving** technologies at lower costs, making "intelligent driving equality" an inevitable trend of development.



"'End-to-end' technology has gained favor from numerous domestic and international OEMs and suppliers, and is expected to experience a major breakthrough in 2025. There is reason to believe that with technological advancements, 'end-to-end' will soon reshape the landscape of intelligent driving"

AutoReview, a leading auto industry media



"I believe the biggest trend would be pure visual end-to-end. Although lidar has a higher safety ceiling, as long as the safety floor of pure vision exceeds that of humans, the marginal benefits of adding lidar are actually quite low."

Yu Zongshen, one of the most followed Automotive video content blogger, former reporter at EO Auto and AutoBit



Innovation in **Intelligent Chassis** Technology



In 2024, the automotive chassis technology underwent a revolutionary transformation, with several automakers unveiling innovative chassis technologies. As one of the core technologies driving automotive intelligence, intelligent chassis plays a key role in advancing intelligent vehicles towards higher levels of autonomous driving and smart interaction. **It is expected to surpass a market size of a trillion dollars in 2027.**

"With the advancement of intelligent driving, chassis-by-wire technology as a core technology at the execution level has become an inevitable trend. Especially with the accelerated popularization of advanced autonomous driving represented by NOA functionality, the intelligent chassis industry will face unprecedented development opportunities."

Gasgoo, a leading auto industry news platform



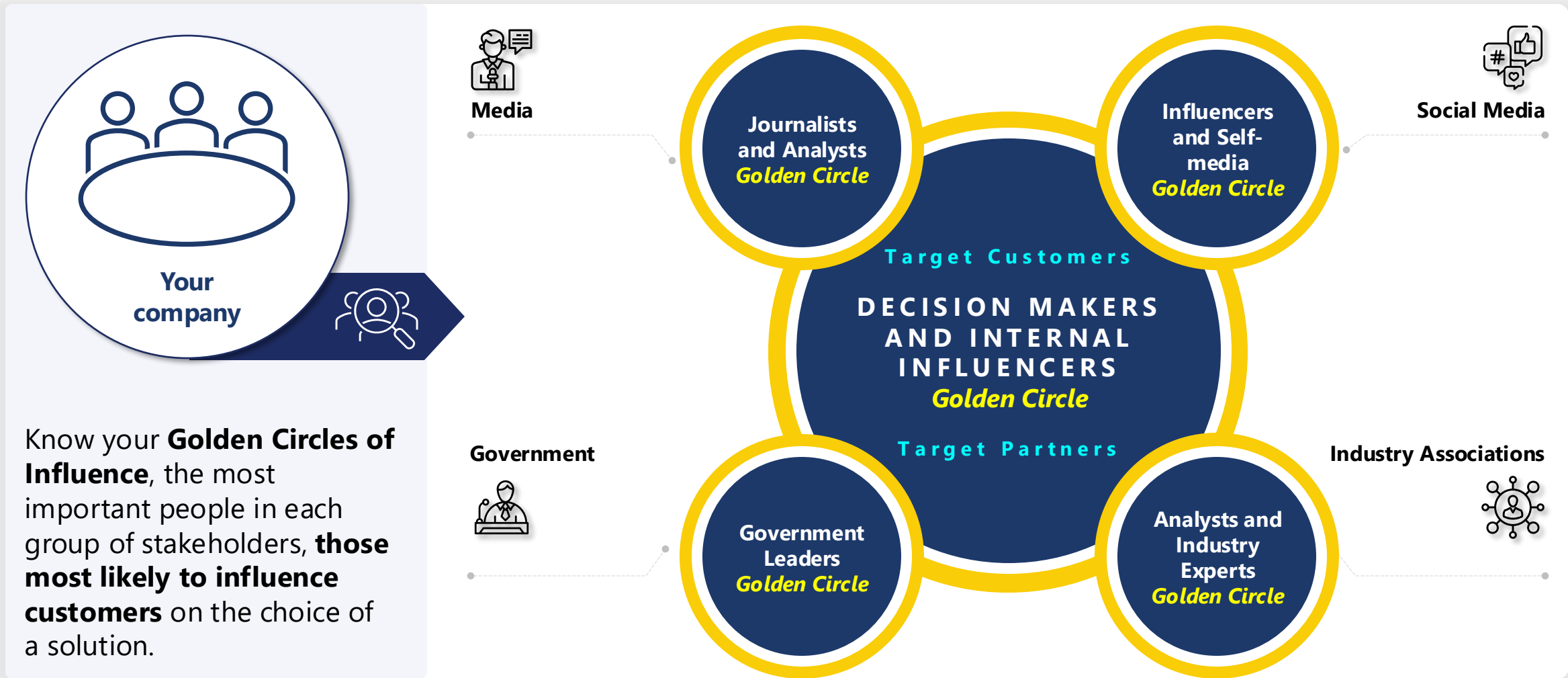
"The technological competition among automakers in the chassis field may transition towards comprehensive customization. This means that consumers could achieve the desired chassis feel, not solely relying on adjustable air suspensions for hardness and height. In the future, even AI technology might be introduced into this realm."

Dianchentong, a leading automotive tech analyst firm

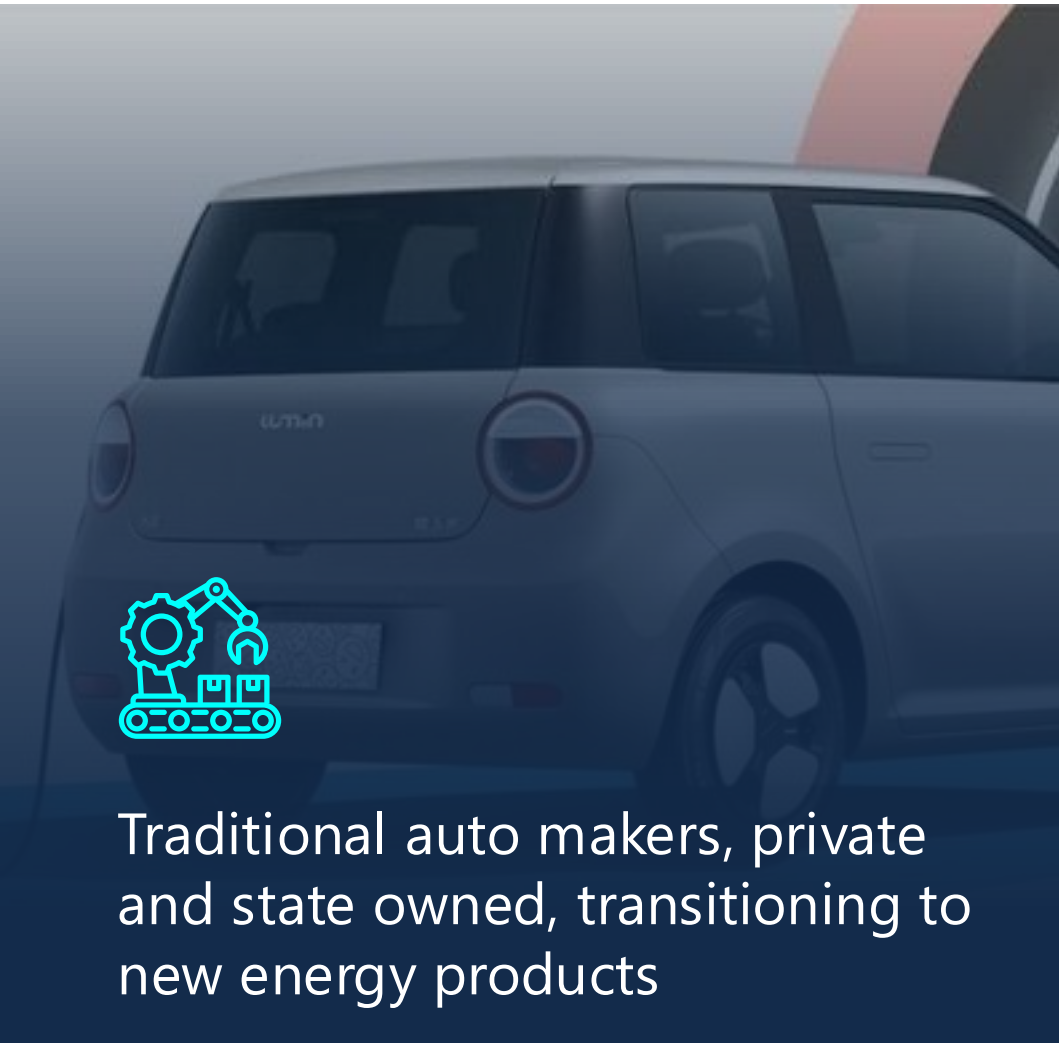


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Mapping your Market: The Golden Circles



Know Your Prospects: Legacy Auto Manufacturers



4,304,000
units

BYD A global leader in electric cars and batteries for OEMs

1,487,000
units

Geely A major global player, expanded into EVs with a focus on smart, energy-efficient vehicles.

1,200,000
units

Changan Automobile, One of China's oldest automakers, transitioning into the EV

354,000
units

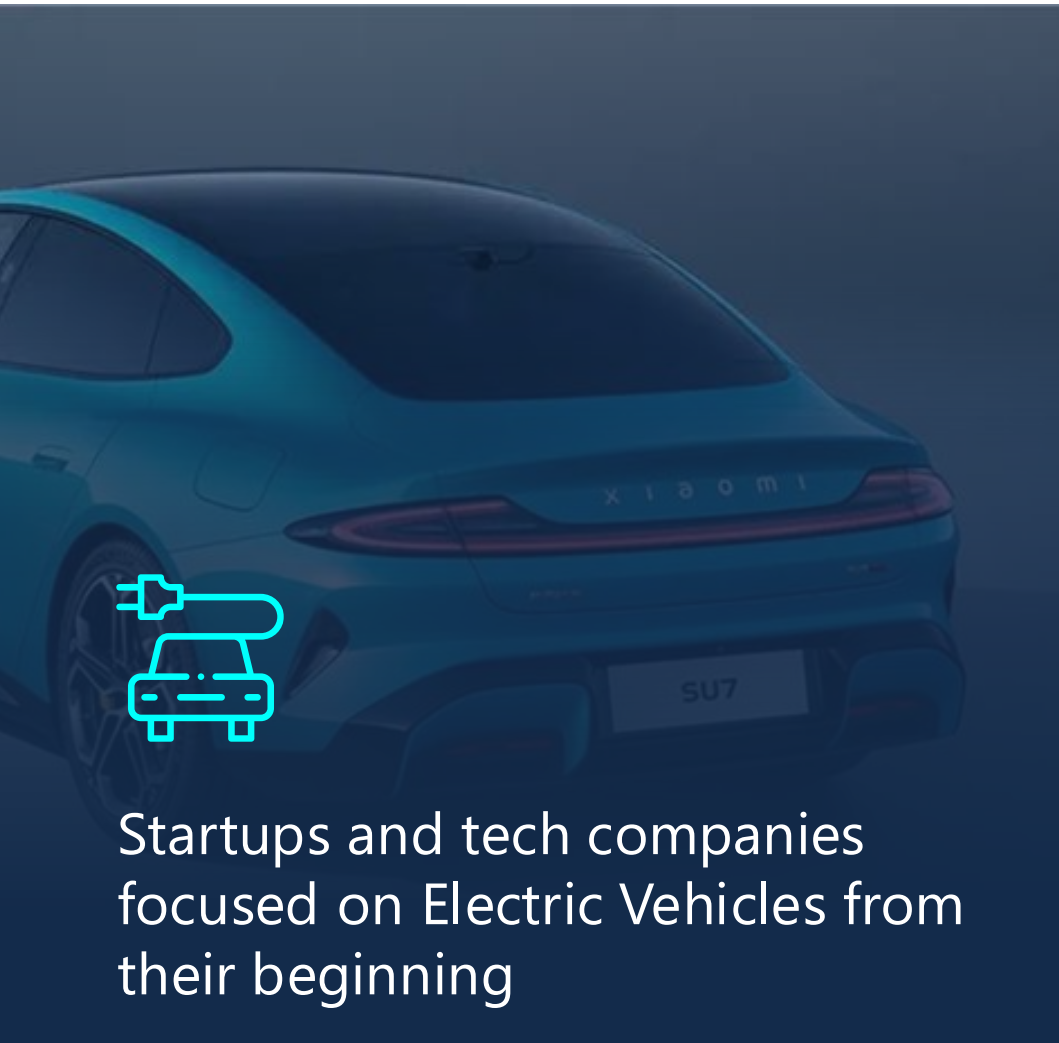
GAC Aion focuses on high-performance EVs with advanced battery technologies

321,795
units

Great Wall Motors, traditionally an SUV and pickup truck giant, now investing heavily in EVs through its ORA brand



Know Your Prospects: New EV only OEMs



1,200,000 units

Tesla produce produces its models for China and export in a Gigafactory in Shanghai

500,508 units

Li Auto focuses on range-extended EVs (REEVs) that combine electric and internal combustion technologies

445,000 units

HIMA, Huawei EV brand, is one of the largest EV only manufacturer in China

221,970 units

NIO Known as the "Tesla of China" for its design and autonomous driving features

190,068 units



Xpeng Motors combines smart technology with sleek designs



Customer Golden Circle: Know your Stakeholders



SAMPLE

		Spoke at:
 刘帅	SAIC Motors R&D Center - Vehicle Sports Center, Senior Manager of Sports Software Development Department	China Automotive intelligent Chassis Conference 2024
 齐钢	Senior Manager of Chassis Architecture, Pan Asia Technical Automotive Center, SAIC-GM	China Automotive intelligent Chassis Conference 2024
 李博	Chief Engineer of Energy Storage System, Pan Asia Technical Automotive Center, SAIC-GM	Automotive Electrification Core Technology Forum 2024
 王健	Executive Director of R&D, SAIC Innovation R&D Institute	China Automotive Electric Drive and Key Technology Conference 2024
 方伟荣	Chief Engineer of Transmission System, Powertrain Department, Commercial Vehicle Technology Center, SAIC Motor Corporation	China Automotive Electric Drive and Key Technology Conference 2024



Get noticed by them:

Develop a narrative that speaks to the challenges decision makers are trying to solve for their designs/technology and introduce your vision and plans.

Identify how you can reach and influence members of your Golden Circle:



Be present in their media



Talk to their industry experts and influencers



Speak and exhibit at their events



Join their industry associations

Media Golden Circle: Know Your Channels and Journalists



There are **dozens of media** and portals focused on the automotive industry, covering everything from semiconductors to wiring, battery technology to software, manufacturing to finished product and everything in between. **Choosing the right channels and journalists** is essential to reach stakeholders efficiently.



Gasgoo China's leading online platform for automotive industry news, offering B2B insights, supply chain updates, and OEM trends.



China Automotive News A trusted source for industry professionals, covering automotive policy, market analysis, and technological innovation in China.



Autochat is the Chinese media outlet that focuses on the automotive industry, providing news, analysis, and insights into various aspects of the sector.



Elecfans is a leading electronics and semiconductor industry media focused on innovation for all things technology.



The Dongxi (Car Things) is a prominent Chinese media outlet that focuses on the automotive industry, particularly electric vehicles (EVs). It provides in-depth coverage of market trends, technological advancements, and policy developments related to the EV sector in China.



AutoLab - a new media platform focuses on new companies, new technologies and new models in the automotive industry, AutoLab was founded by veteran media person Zhao Yi, who is the former executive editor of magazine ASIAN BUSINESS LEADERS.



36Kr (focused on tech and innovation) Focused on technology and startups, 36Kr frequently covers automotive innovations, including EVs, autonomous driving, and related tech.

Building Media Relationships

TIPS: Work with the press



Meet the editors covering your technology and introduce your vision and plans.



Keep them informed with regular new announcements



Sponsor sections or buy advertising on their platforms

Journalists and Analysts

PRESS CONFERENCES



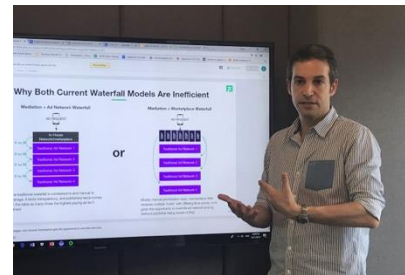
PRESS RELEASES AND BYLINES



INTERVIEWS



BRIEFING AT EVENTS



BANNER ADS





Case study

China Auto Show Press Event
Introducing Uhnder to its
Auto Press **Golden Circle**



The China difference:

Chinese press is not as competitive as western outlets.

Group briefings are an ideal way to maximize reach when visiting executives are on a tight schedule

Uhnder CEO Manju met **eight of the most influential journalists in automotive technology** during a briefing at the 2023 China Auto Show to introduce their 4D imaging radar, and growth plans for China.



“By using Uhnder digital radar solutions, manufacturers can realize greater performance gains in the same price range”

CheDongXi (Car Things)



[Full case study on our website](#)

WeChat at the Center of Communications in China



An active official WeChat account is more important than a Chinese website for a company's credibility in China

Position WeChat as the Chinese information center for your company towards all stakeholders



BUILD THE PLATFORM

Set-up an official WeChat account with a comprehensive menu system



KEEP ACTIVE

Show activity in China with at least 2 long-form blogs per month posted to the account






CREATE VIVID CONTENT

Create vivid and interesting content, informative, well designed and interactive to trigger engagement

Influencer Golden Circle: Influence Opinion Leaders

Influencers across all Chinese platforms, most not available outside of China, can reach millions of engineers, designers and enthusiasts alike with in depth and technical content. Ideal to push the benefits of a solution to the markets. Here are some examples of top auto tech influencers on Bilibili, the leading video social media in China

		Areas of interest	Followers
 <p>ToTo 文翰 To To Wenhan</p>	Well-known automotive video content blogger, former gasoline vehicle engineer, and electric vehicle product manager.	Car design, car products, car culture	140k+
 <p>Mr. Wang Tech Show</p>	Well-known automotive video content blogger, former Mercedes-Benz powertrain engineer, after-sales technical expert, automotive communication expert, head of the Automotive Program of Dongchedi, host, part-time automotive industry researcher	Vehicle disassembly, parts disassembly, automotive technology, internal combustion engine, electrification	2,600k
 <p>差评汽车部</p>	Well-known automotive video content blogger	New energy vehicle hardware technology	110k+

TIPS: Collaborate with influencers



Invite them to trade events



Co-create engaging social media content



Sponsor their channels



Buy advertising and contribute content

Influencers and Self-media



Attend the Right Trade Events



Tens of events cater to the auto industry, attended by all OEMs in China. These events range from large and generic to small and very niche verticals. Select the one where you will meet to decision maker for your solution. Some examples:



China EV100 Forum

- A high-level conference attended by policymakers and industry leaders.
- Beijing, March 28-30
- <http://www.chinaev100.com/>



Electronica China 2025

- The largest electronics industry show in China, ideal for suppliers of automotive electronics.
- Shanghai, April 15-17
- <https://www.electronicachina.com.cn/en>



Auto Shanghai 2025

- The largest Auto-show in China, one of the largest in the world, in alternance between Beijing and Shanghai.
- Shanghai, April 23-May 2
- <https://autoshanghai.auto-fairs.com/en/>



AEIF Automotive Electronics Innovation Forum

- A large Auto electronics conference covering battery technology to infotainment systems.
- Shanghai, May 14-15
- <http://aeif.xmtexpo.com/>



Enmore Automotive Conference

- A leading conference and trade show focused on NEV technology attended by local and international industry leaders.
- Suzhou, June 2025
- <https://www.eac-ienmore.com/>



Auto Tech China 2025

- China's largest Auto Tech show, featuring a mix of traditional and electric vehicles and attracting major global and local brands.
- Guangzhou, November 20-22
- <https://www.china-autotech.com/english>

Amplify your Event Presence and Engagement

TIPS: Stand out from the crowd



Select the right space with foot traffic



Build an engaging booth to Chinese visitors



Localize all marketing materials



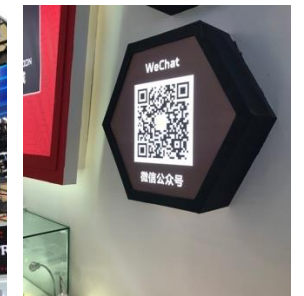
Invite the press for a tour and a briefing



Post daily interactive updates on your Official WeChat account



Encourage visitors to follow your WeChat account



Journalists
and Analysts

Decision
Makers and
Internal
Influencers

Influencers
and Self-
media

Analysts and
Industry
Experts

Government
Leaders



Case study

Electronica Shanghai
Winbond Booth **Live-Streamed** across China

The China Difference:

Livestreaming brings booths alive, a very popular way for companies to expand the reach of their events in China.

Winbond had a lot to show on its booth and wanted to make sure the opportunity to show its innovations was not lost to visitors of the show only.

Recognizing the importance of offering digital visual experiences to their stakeholders, Influence Matters and Winbond created a **full live-stream schedule** with the sales team introducing various technologies and responding to questions.

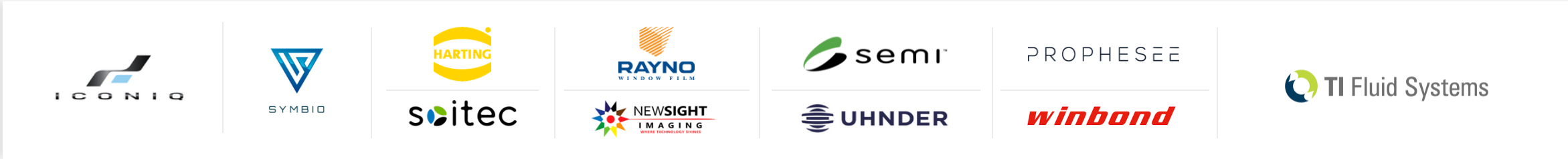
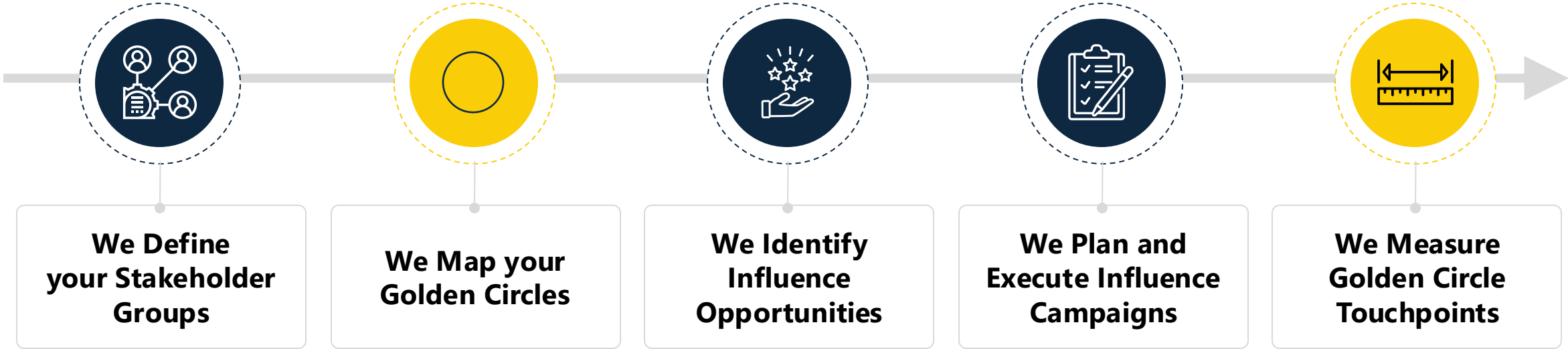


100,000
live-stream views

1,265
new WeChat followers

How Influence Matters Helps

We help technology companies supercharge their growth with hyper-targeted influence programs in China and Asia-Pacific



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<https://www.linkedin.com/company/influence-matters/>

Beijing, Shanghai, Hong Kong, Indonesia