INFLUENCE MATTERS.

Guide to Targeting NEV OEMs in China 2026 Edition

for international technology suppliers

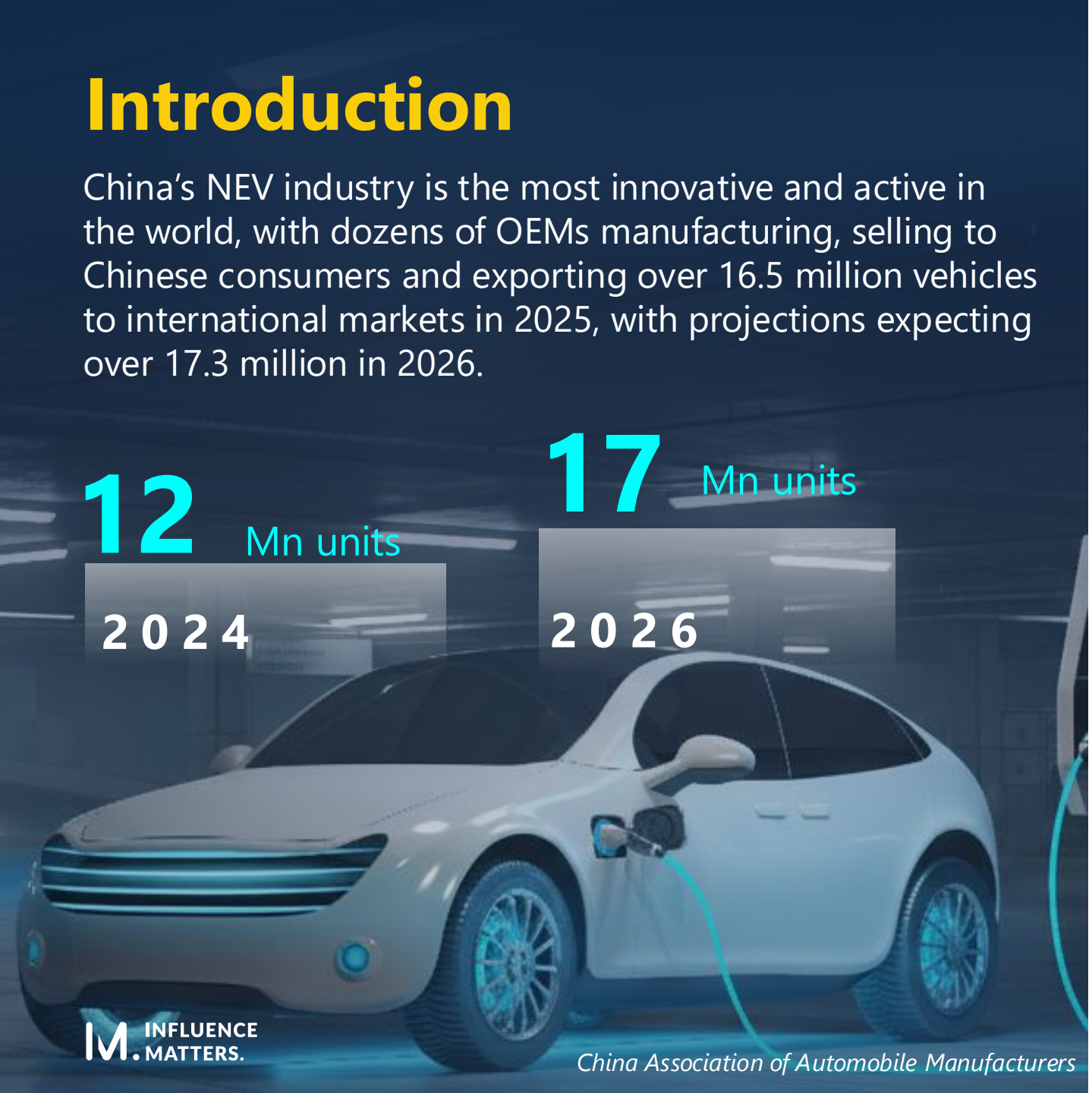
December 2025



Image: Xiaomi

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 16.5 million vehicles to international markets in 2025, with projections expecting over 17.3 million in 2026.



China Association of Automobile Manufacturers

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

INFLUENCE MATTERS.

We help international B2B companies understand their opportunities in the Chinese and APAC markets identify and influence key stakeholders, supporting their business objectives.

China, Hong Kong, Taipei, Singapore, Indonesia

Since 2015

PRovoke Media

2025 APAC Agency of the Year
2024 APAC Technology Agency of the Year Finalist

Why Trust Influence Matters?

- Proven Auto and Tech expertise
- Experienced strategic cross-border team
- Strong media and influencer relations
- Great connections to event organizers
- Modern agency with modern tools

Why China is so Important? Drive Growth and Innovation

In November 2025, **NEVs accounted for 51.6% of all new car sales in China** (Xinhua News Agency). Furthermore, a 90.4% year-over-year surge in NEV exports solidifies China's position as a global manufacturing and export powerhouse. For global player, understanding and engaging with China is no longer an option—it's a necessity for future relevance.

- **Achieving Scale Growth Through a Vast Market Volume**

China's leading position in the new energy vehicle sectors, provides vast opportunities for foreign companies to engage in the automotive supply chain. These opportunities span multiple dimensions, including leveraging the large market for business expansion, as well as fostering technological co-creation and upgrading global deployment.

- **Leveraging China's Innovation Ecosystem to Fuel Global Operations**

China leads the world in innovation momentum across sectors such as intelligent cockpits, advanced driver assistance systems (ADAS), and software-defined vehicles—this not only enhances the technological influence of foreign enterprises in China, but also strengthens their global technological edge.

- **The Trend Toward Supply Chain Diversification Intensifies Serves as Opportunities**

Chinese OEMs are building diversified and resilient supply chains to mitigate risks and meet market demands. Companies with a global footprint, mature quality systems, and advanced technological solutions are in a prime position to become trusted partners for Chinese OEMs looking to de-risk and innovate.



Freda Li
AM at Influence Matters

Freda is a strategic communications expert in the semiconductor and automotive sectors. Drawing on her experience with global leaders like Eastman, Gestamp, and Soitec, she provides unique insights into critical automotive innovation trends.

Key Auto Technology Trends in 2026



51.6% Market Share

More than half of all cars sold in China in November were NEVs

Xinhua News Agency

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 & business press to learn where they think the key technology focus will be for Chinese OEMs in 2026 for which they will need international technology and expertise.

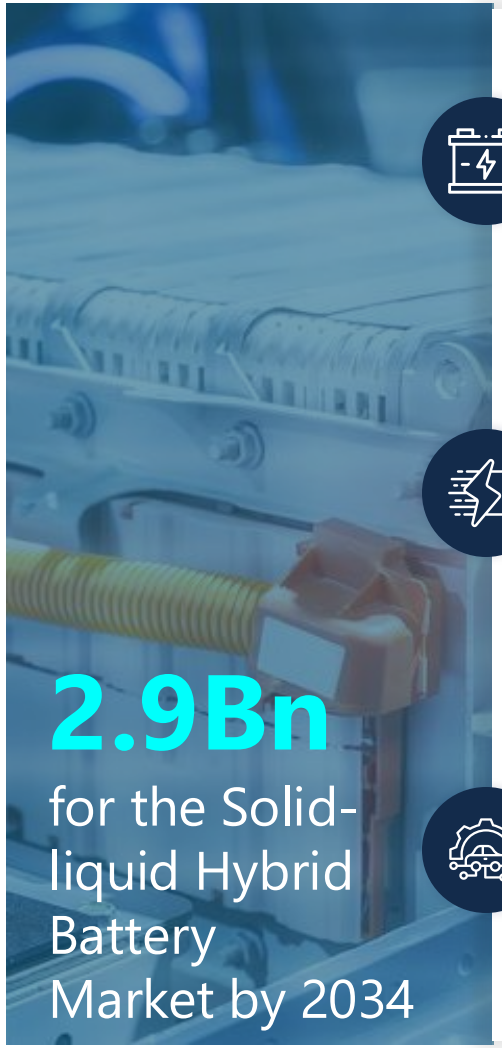
Technology

Solid-liquid Hybrid Batteries

L3 Conditional Autonomous Driving

Intelligent Cockpit

The Deployment of Solid-Liquid Hybrid Batteries



2.9Bn
for the Solid-liquid Hybrid Battery Market by 2034

With advantages such as higher energy density, lower safety risks and minimal production line modifications, solid-liquid hybrid batteries represent a crucial technical pathway for the mass production of power batteries with an energy density of **300–400 Wh/kg and above** at this stage and are regarded as an important transitional technology route prior to the mass production of all-solid-state batteries.

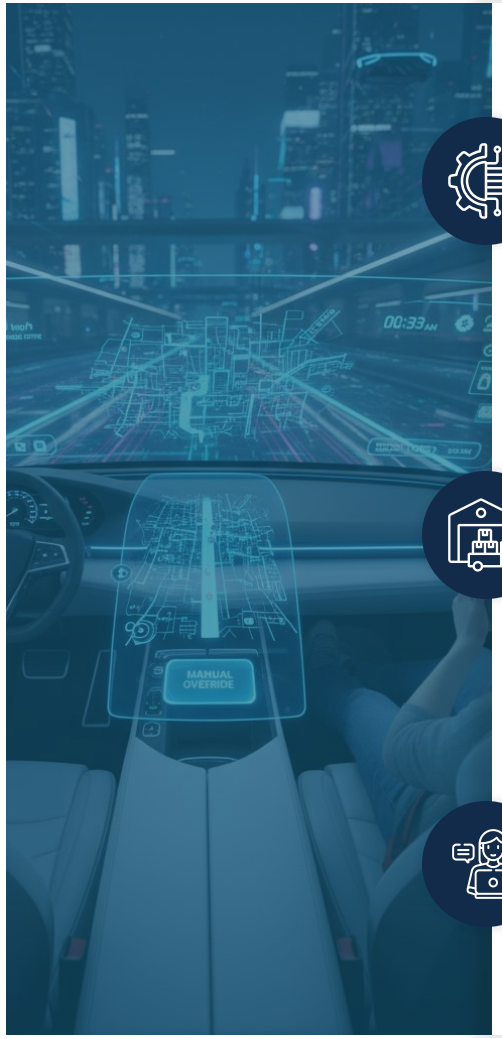
In 2026, solid-liquid hybrid batteries will be installed in more vehicle models, with the market scale reaching the **100,000-vehicle class**. The next 3–5 years will be a critical window for their commercialization. In 2025, major automakers including SAIC, NIO and Mercedes-Benz have already equipped their vehicles with solid-liquid hybrid power batteries.

经济观察报
The Economic Observer

*"Electric vehicles equipped with solid-liquid hybrid batteries can achieve a driving range of **800 to 1,000 kilometers**, with significantly improved fast-charging performance—they can replenish 400 kilometers of range in just 10 minutes. These advancements have equipped solid-liquid hybrid batteries with strong competitiveness in the high-end electric vehicle market."*

Economic Observer, a leading business media outlet

Progress in L3 Conditional Autonomous Driving



L3 represents the critical watershed between driver assistance and autonomous driving. **In 2026, L3 conditional autonomous driving will evolve from** its current phase of exploration characterized by feature stacking and redundant configurations, to a new stage of unified technical solutions and optimized system efficiency.

As of 2025, **9 automakers including BYD and Changan** have been included in the access pilot program for L3 conditional autonomous driving vehicles in China. In 2026, the industry will reach a consensus on L3 technical solutions in three key aspects: **sensing hardware configurations** (multi-sensor fusion will become the mainstream), **algorithm paradigms** (focused development of end-to-end models and VLMs), and **computing power deployment** (on-vehicle computing power will converge at the 1,000–1,500 TOPS range).

*"For 2026, my main area of interest is still **intelligent driving and L3**. In 2026, the industry will accelerate the large-scale commercial deployment of L3 autonomous driving products, paving the way for the commercialization of higher-level autonomous driving technologies."*

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



End-to-End AI Agent Intelligent Cockpits



End-to-end AI Agents for intelligent cockpits, which feature multi-modal fusion perception and long-context reasoning capabilities, will usher in their first year of mass production in 2026.

Automakers including NIO, Dongfeng and Chery plan to roll out the on-board application of such end-to-end AI Agents. In addition, Geely Auto Group, together with Qianli Technology and StepFun, has jointly launched Agent OS (Preview Version), a next-generation intelligent cockpit system built natively for AI Agents.

*"Unsurprisingly, after automakers entered the **new phase of automotive intelligence**, their key differentiator has been the intelligent cockpit. Frustrated by slow, uninspired and rigid voice assistants, users are demanding **smarter Agents** to elevate their in-car experience.*

Autobit, a leading auto industry media outlet

*"Intelligent cockpits are accelerating the evolution from "passive response" to "proactive intelligence with **AI Agent** on Board becoming a mainstream trend. A new round of intelligent cockpit transformation has kicked off in full swing. "*

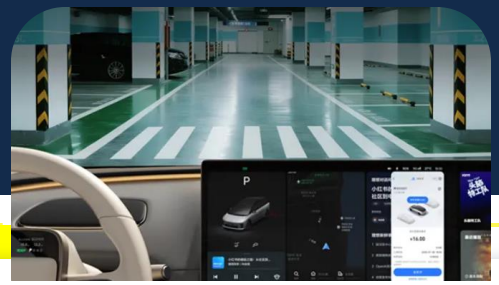
Gao Gong, a leading auto media outlet

What Chinese Users Expect from AI Agent?



They expect their car to be **a "smart device on wheels"** that seamlessly connects to digital lifestyle, demanding intuitive, scenario-based intelligence that anticipates their needs.

Proactive Control Solution: The AI Agent integrates vehicle control, ecosystem, and services, emphasizing intelligence and personalization; enhancing inference efficiency and energy consumption performance; and supporting multi-modal input such as voice, gestures, and touch.



Users demand high-efficiency payment solutions that **bridge the gap between vehicle hardware and digital wallets**.

Secure Payment Solution: The AI Agent provides an end-to-end solution by linking cockpit hardware, directly with the Alipay ecosystem to automate the entire payment cycle. When exiting a facility, the agent proactively calls the vehicle's cameras to identify and scan parking QR codes, processing the transaction through a secure AI conversational interface.



Modern Chinese families expect the vehicle to act as **an "intelligent member"** of the household.

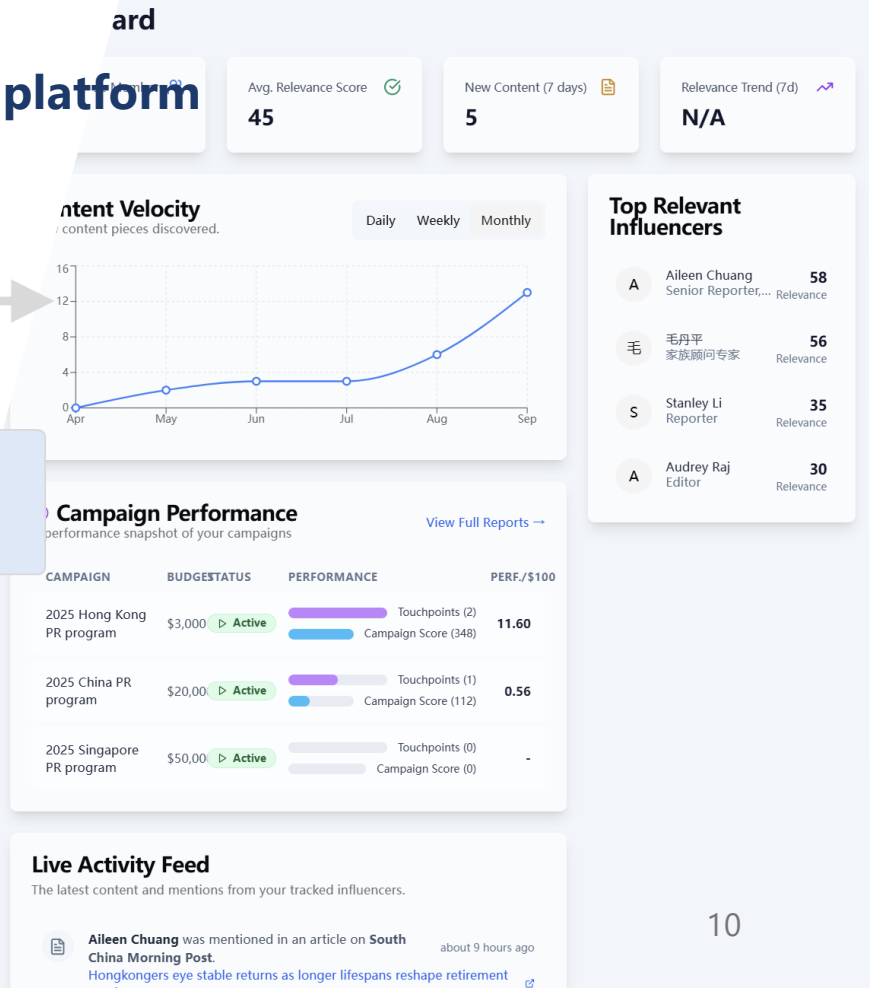
Personalized Ordering Solution: The AI Agent utilizes multimodal biometric recognition and interior sensors to identify passengers, such as a logged-in member or the presence of a child, and instantly retrieves personalized profiles. By integrating directly with retail partners like McDonald's, the agent proactively recommends customized, discounted meal sets via a natural voice interface.

The Golden Circles of Influence Framework

Identify, Prioritize, Target and Measure Relevance

Influence Matters' own methodology + AI-powered companion platform





Mapping The Golden Circles of Influence



Know your **Golden Circles of Influence members**, the most important people in each group of stakeholders, **those most likely to influence customers** on the choice of a solution.



Know Your Prospects: Legacy Auto Manufacturers



Traditional auto makers, private and state owned, transitioning to new energy products

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.

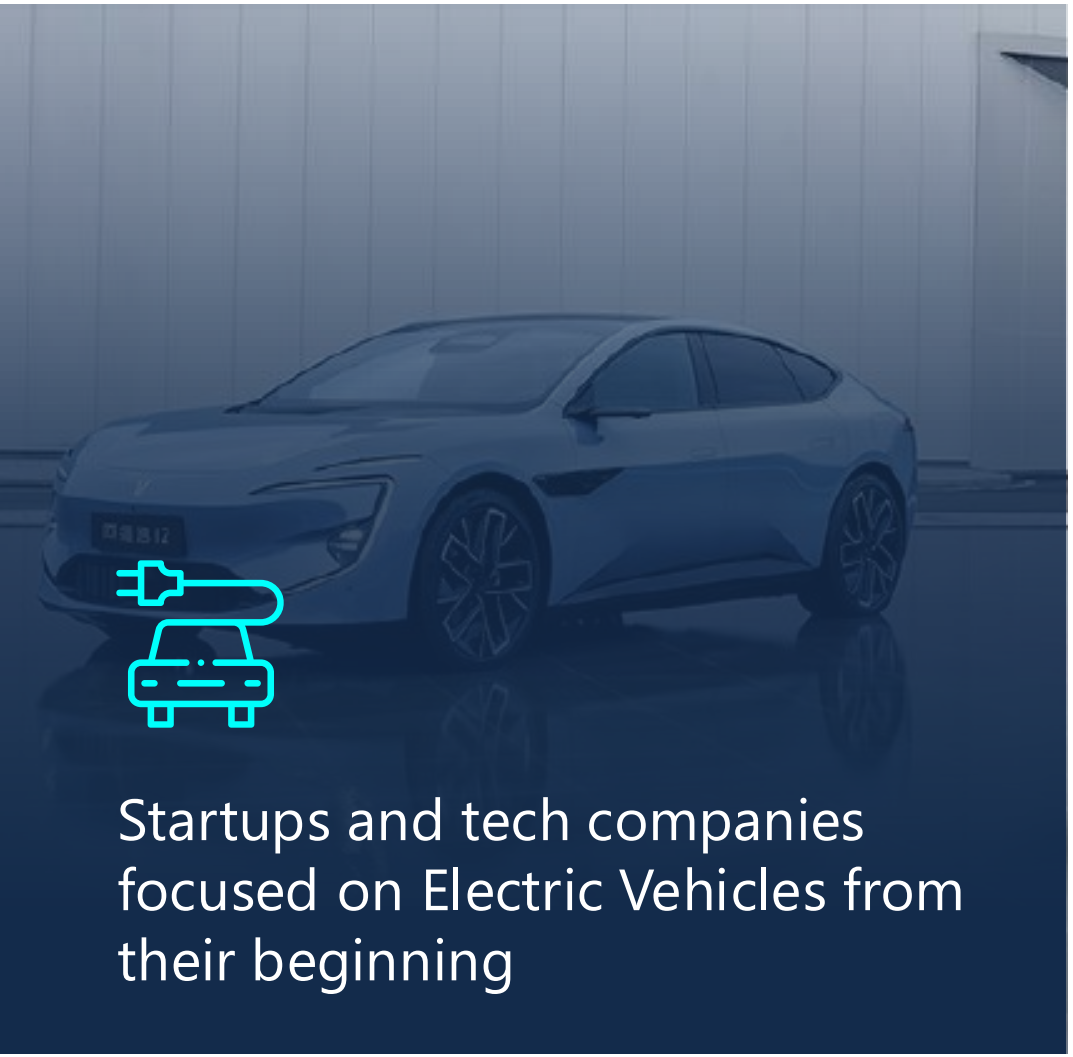
1,200,000 units **Changan Automobile,** One of China's oldest automakers, transitioning into the EV

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

BYD GEELY AION 长安汽车 CHANGAN Great Wall

Know Your Prospects: New EV only OEMs



Startups and tech companies focused on Electric Vehicles from their beginning

1,200,000 units	**Tesla** 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

Know your Direct 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	Automotvie 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

Decision Makers and Internal Influencers

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.

盖世汽车资讯 Gasgoo

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

中国汽车报 CHINA AUTOMOTIVE NEWS

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

AC. 汽车行业关注 autochat.com.cn

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

电子发烧友 www.elecfans.com

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

车东西

Che 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.

Auto Lab

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汽车

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

Media Golden Circle: Know Your Channels and Journalists

Beyond the vertical automotive media outlets, China's rapid automotive industry development has attracted increasing attention from top-tier Chinese business and financial publications, making them another valuable target for communication. These business media possess high-end influence and credibility, focusing in-depth on the innovation, corporate developments, business models, and industry trends within China's new energy vehicle sector. They serve as vital channels for companies aiming to build brand reputation and establish top-tier influence.

经济观察报 The Economic Observer

The Economic Observer is one of China's most influential business media, and its readers include business elites and corporate executives and investors.

21世纪经济报道 21st CENTURY BUSINESS HERALD

21st Century Business Herald A top-tier business media, known for its fast, authoritative financial news reporting and in-depth analysis, covering capital markets, industries, and economic policies.

第一财经 YICAI

Yicai is one of China's most influential business media groups, with a full range of platforms including TV, newspaper, magazine, website, and research institute, achieving broad coverage.

界面新闻 服务于独立思考的人群

Jiemian is an emerging original financial news media known for its fast and high-quality business news, wielding significant influence among young, highly educated professionals.

财新 Caixin

Caixin is an authoritative media outlet renowned for its high-quality original financial news and investigative reporting, enjoying an exceptional reputation for its independent and professional journalism.

财经网 CAIJING.COM.CN

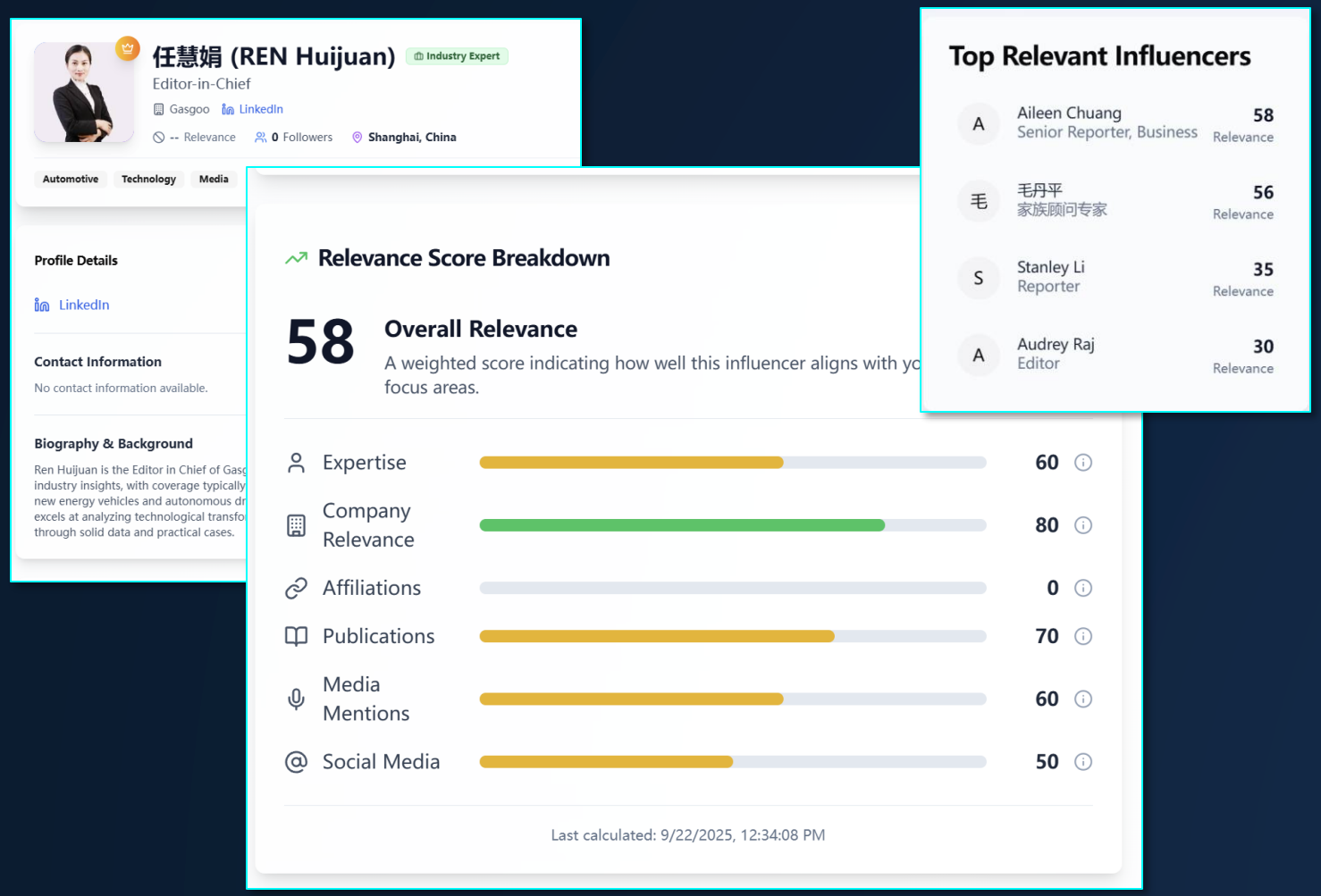
Caijing is a top-tier financial and business news magazine, enjoying a high reputation in the industry for its investigative reporting, in-depth commentary, and forward-looking analysis.

中国经营报 CHINA BUSINESS JOURNAL

China Business Journal is a long-established business media outlet, renowned for its rigorous and professional business reporting, focusing on corporate operation, business management, and market ecosystems.

Identify, Measure and Prioritize Relevance

Introducing PRojectAI: Influence Matters' AI-Powered Influencer identification and evaluation for relevance platform

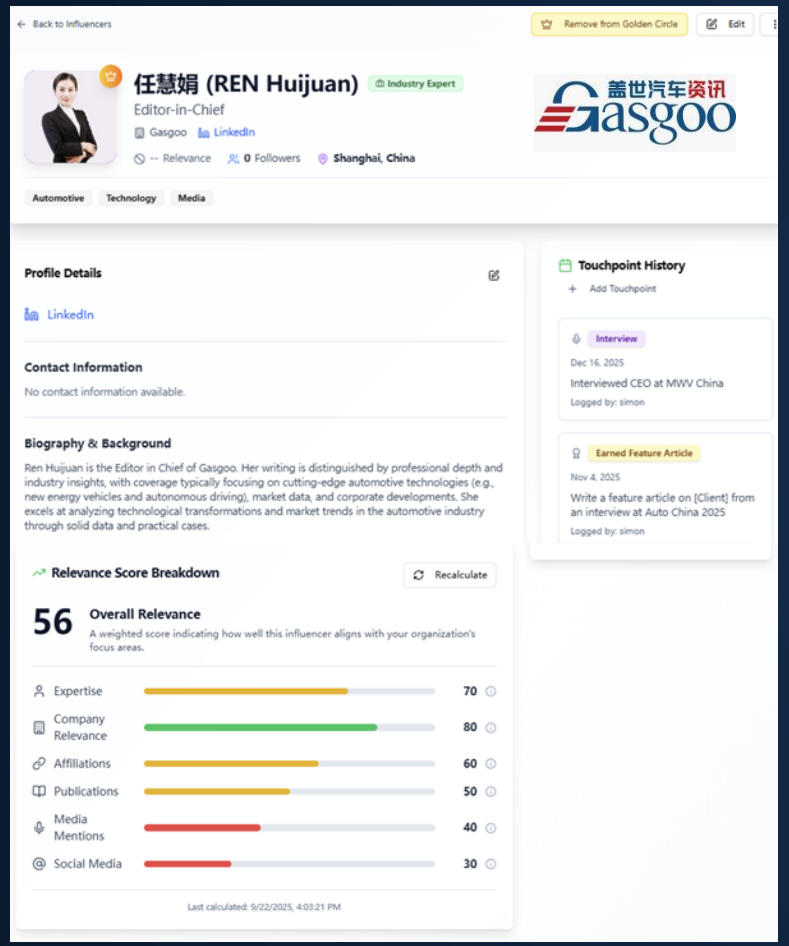


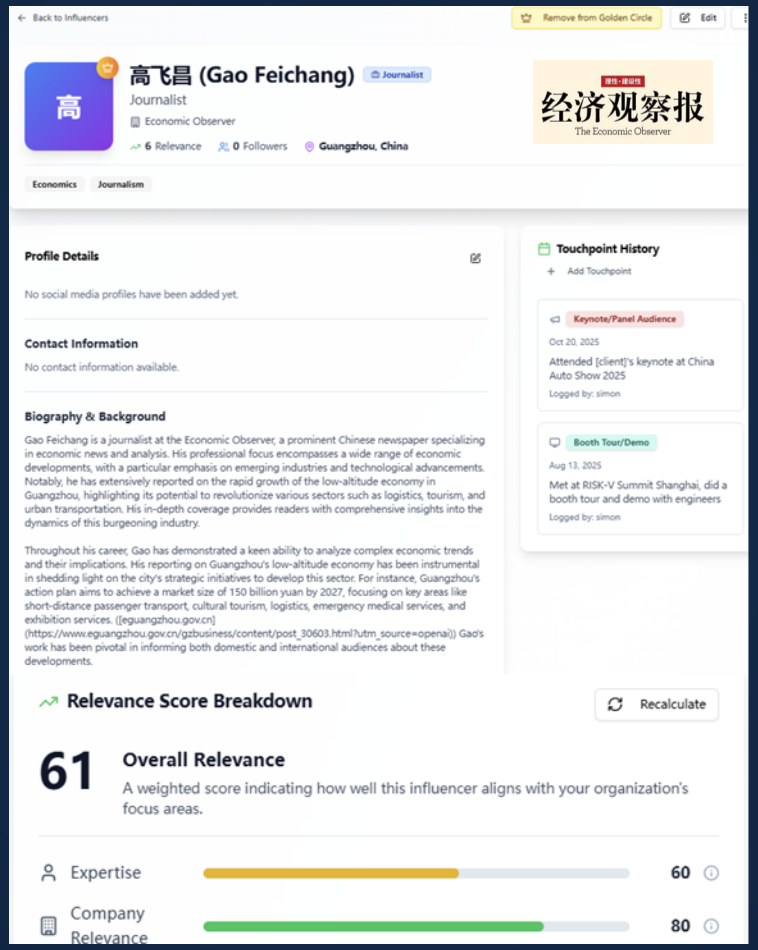
Golden Circle Members are given a **relevance score** based on their expertise, affiliations and public activity relative to your company's industry and products.

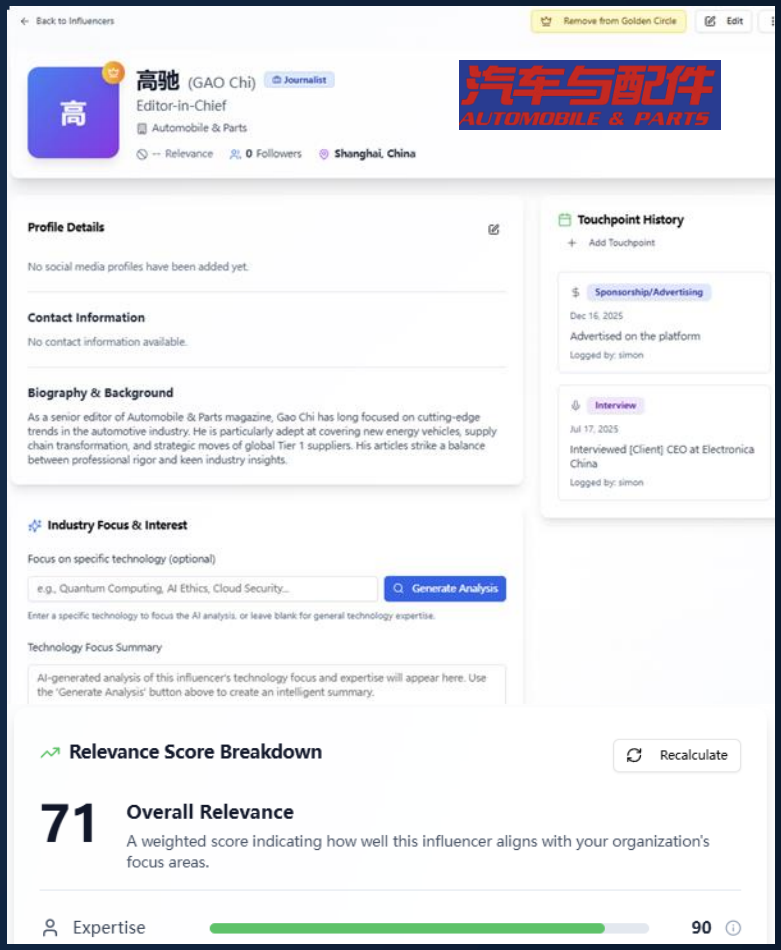
- ✓ Validate their influence in your markets
- ✓ Track their relevance over time
- ✓ Prioritize campaign targets
- ✓ Identify up and coming influential stakeholders

Scores 0-100 based on relevance

Golden Circle Members Examples







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



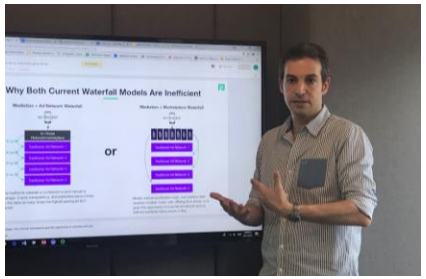
BANNER ADS



INTERVIEWS



BRIEFING AT EVENTS



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Case study

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

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UHNDER PERCEIVE MORE

The China difference:

Chinese press is not as competitive as western outlets.

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

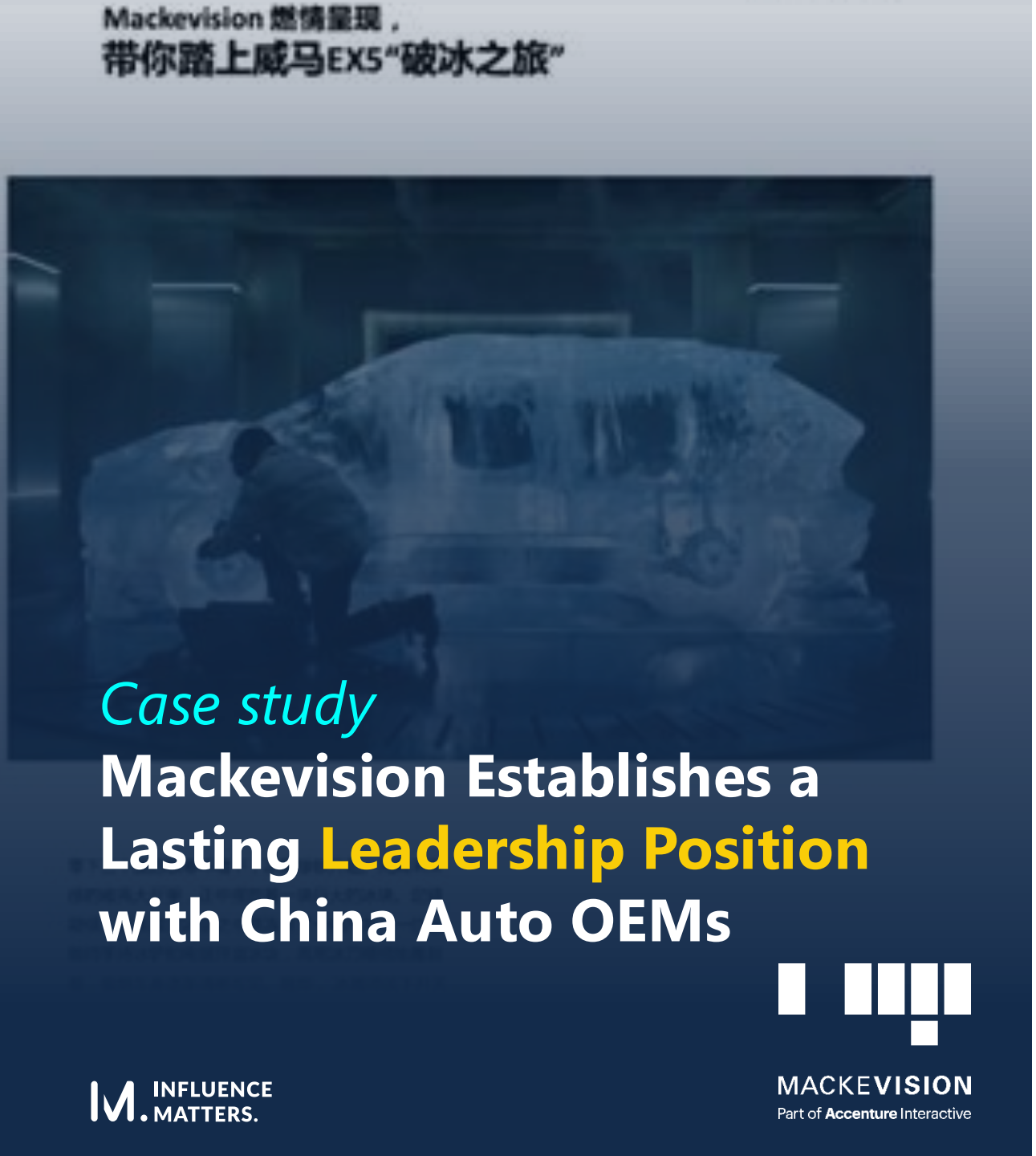
Uhnder CEO Manju met **eight of the most influential journalists in automotive technology** during a briefing at the 2023 China Auto Show to introduce their 4D imaging radar, and growth plans for China.


车东西对话Uhnder CEO：4D成像雷达在L2+阶段比激光雷达更具成本优势

"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



Case study

Mackevision Establishes a Lasting Leadership Position with China Auto OEMs

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MACKEVISION
Part of Accenture Interactive

Thought Leadership and Executive Profiling to generate lasting brand presence

Influence Matters built a highly effective and successful thought leadership, media relations, and social media program.

We built lasting relationships with top tier marketing, CGI, automotive media, turning them into supporters of Mackevision's work, vision and leadership, resulting g in glowing reports on the company's presence in China and value to the Chinese auto industry.

AutoLab

智驾 AUTOR .com.cn

汽车观察 AUTOOBSERVER

搜狐 汽车 auto.sohu.com

200
Articles in 2 years

26,000
Social Media views

Full case study on our website

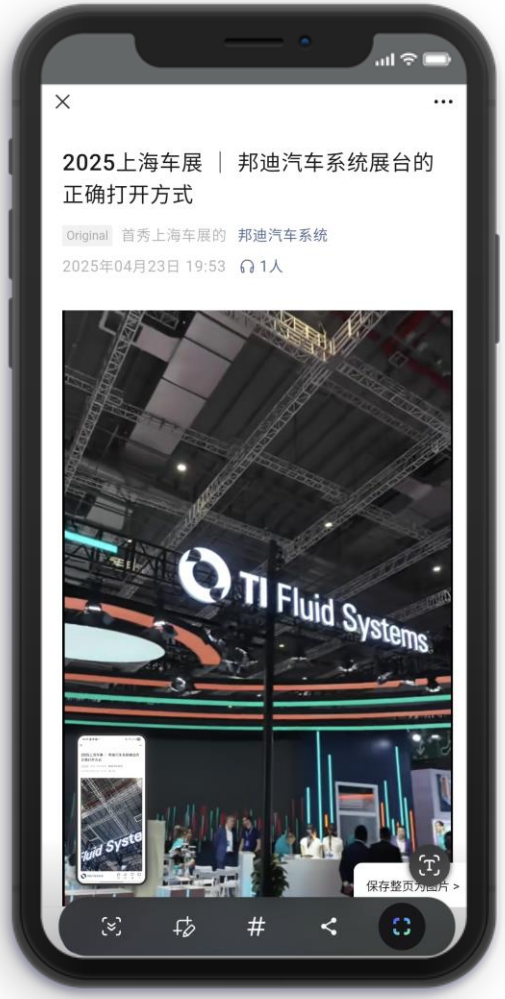
WeChat at the Center of Communications in China



An **active official WeChat account** is more important than a Chinese website for a company's credibility in China. It acts as the **information relay**, the **reengagement platform** and the **nurturing support channel.**

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Building A Presence on WeChat



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 content, informative, well designed and interactive to trigger engagement

TIPS: Mastering the WeChat Ecosystem

- Use Official Accounts as a mobile hub for essential company information.
- Deploy H5 brochures and Mini-programs to create immersive user experiences.
- Leverage WeChat Channels to reach new users beyond existing private followers.
- Implement WeChat Paid Advertising to target specific demographics.
- Partner with Influencers to gain credibility and established niche communities.

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Influencer Golden Circle: Key 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
 Lao Shi's Chip Talks	A former Intel chip engineer with over a decade of experience in chip R&D, he focuses on chips while keeping a close eye on key application scenarios such as autonomous driving.	Automotive Intelligence, In-car AI and Computing Power	537k+
 Mr. Wang Tech Show	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	249k+
 Uncle Han Lu	Uncle Han Lu is a renowned automotive KOL in China, and also a co-founder of Autohome as well as a veteran automotive reviewer.	Professional yet down-to-earth automotive reviews	516k+

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

视频号



Case study

Generating Social Video Influence in China for a Semiconductor Leader



The regional unavailability of YouTube required Winbond to find new ways to engage China's technical community.

They needed to localize their expert "Winbond Talk" series to build brand awareness among domestic engineers.

Lao Shi Tanxin, a premier technical influencer, collaborated with Winbond to translate complex memory technology into digestible Bilibili content. This influencer-led strategy, supported by cross-promotion on WeChat, successfully established local credibility and generated over 27,000 targeted views.

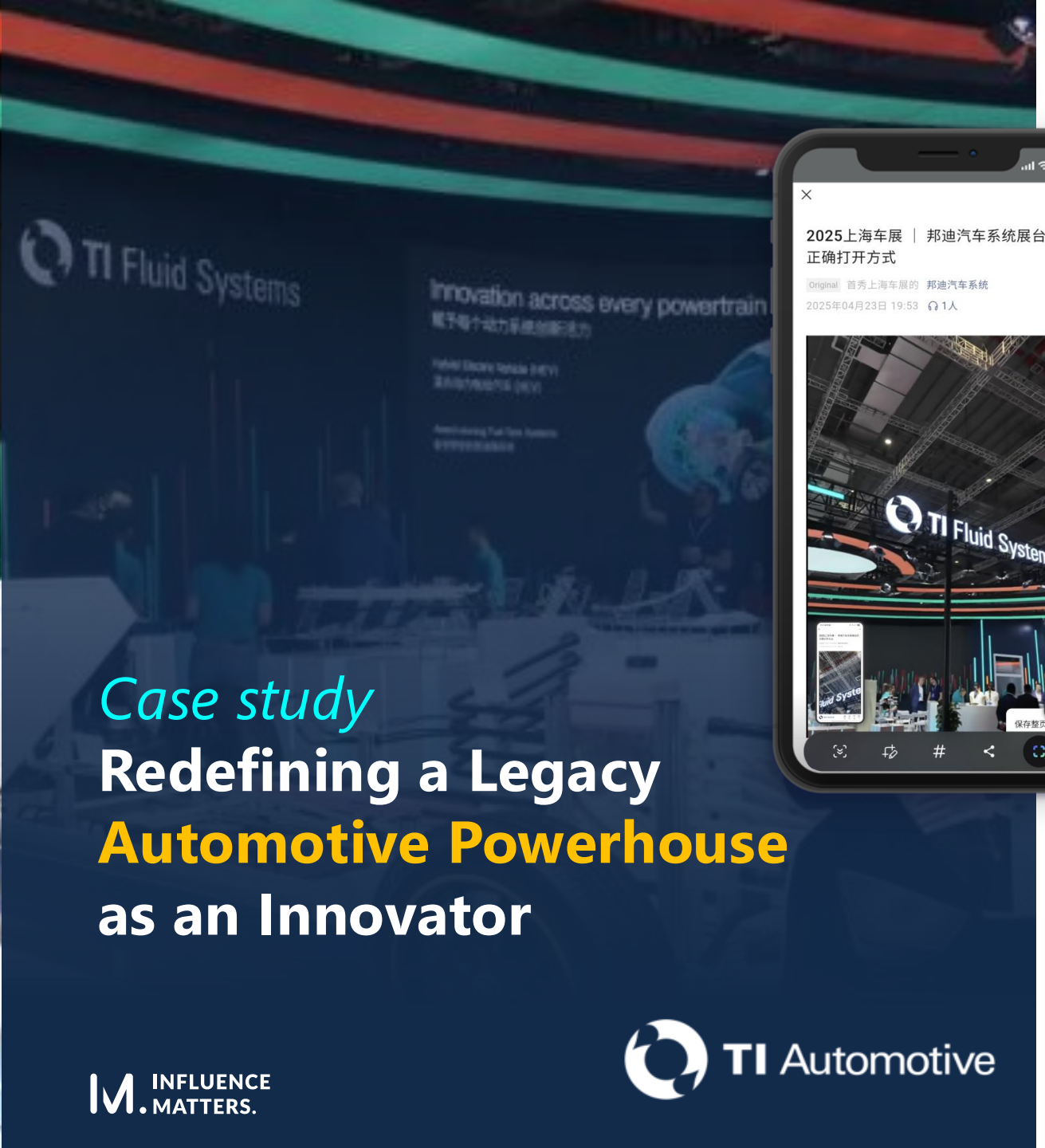
27,000
Bilibili views

2500+
Video engagements

Full case study on our website

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winbond



Case study

Redefining a Legacy Automotive Powerhouse as an Innovator

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TI Automotive

The rapid emergence of local NEV brands in China require global automotive suppliers like TI Automotive to adapt.

They needed to build local trust and credibility with Chinese OEMs.

Influence Matters maximized industry events with tailored media and executive engagements, highlighting global leadership and local successes. Launching their WeChat account provided continuous engagement, ensuring alignment with Chinese OEMs.

This comprehensive strategy reflected our intention to challenge the status quo and find the most effective ways to achieve our client's objectives.

AutoLab 雷峰网 亿欧 Gasgoo 上海汽车报 智驾 AUTOR.COM.CN 汽车之家 AUTOHOME INC. 汽车观察 AUTOOBSERVER 中国汽车报 CHINA AUTOMOTIVE NEWS 搜狐汽车 auto.sohu.com AI 汽车网

2000+
live-stream views

2.8 Million
Content Engagement

Full case study on our website

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, Late Jan (TBC)
- https://www.chinaev100.com/

Electronica China 2026
- The largest electronics industry show in China, ideal for suppliers of automotive electronics.
- Shanghai, July 1-3
- https://www.electronicachina.com.cn/en

Auto China 2026
- The largest Auto-show in China, one of the largest in the world, in alternance between Beijing and Shanghai.
- Beijing, April 24-May 3
- http://bj.autochinashow.org/

Ias Innovative Auto Show
- A large Auto electronics conference covering battery technology to infotainment systems.
- Shenzhen, May 31-June 8
- https://szautoshow.com/en/ygaIndex/index.aspx

Enmore Automotive Conference
- A leading conference and trade show focused on NEV technology attended by local and international industry leaders.
- Shanghai, May 28–29
- https://www.eac-ienmore.com/

Mobility China 2026
- As the largest and most comprehensive B2B automotive ecosystem trade show in Asia.
- Shenzhen, March 20-23
- https://www.autotech-mobility.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

INFLUENCE MATTERS.



Case study

Electronica Shanghai Winbond Booth Live-Streamed across China

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winbond

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

Full case study on our website



Case study

Boosting Eastman Saflex's Brand Recognition

INFLUENCE MATTERS.

EASTMAN

Eastman Saflex planned to present its latest automotive glass technologies and products at the 2025 Shanghai Auto Show to enhance brand visibility and attract OEMs and potential industry partners.

Our media relations program at the Show strategically timed media events to maximize attention amid a crowded week in automotive news.

Our smart idea was to combine "hard technology" with "soft narrative" through scenario-based content, making complex concepts accessible.





725K
live-stream views

40+
Media Channels

Full case study on our website

INFLUENCE MATTERS.



www.influencematters.asia

hello@inmatt.com

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

China, Hong Kong, Taipei, Singapore, Indonesia