

Discover the Next Generation Smart Device

BYTON M-Byte Concept made a stunning display at MWC Shanghai 2018

(June 29, 2018, Shanghai) BYTON, the smart premium electric car brand, showcased its first production model, BYTON M-Byte Concept, at Mobile World Congress Shanghai 2018 (MWCS18) from June 27 to 29, bringing the next generation smart device to visitors. MWCS18, themed by “Discover a Better Future”, is Asia’s largest mobile industry event.

As a leading automotive technology startup, BYTON showed the public its own interpretation of the intelligent vehicle through BYTON M-Byte Concept, a model designed for the coming age of electrified, connected, autonomous, and shared mobility. BYTON M-Byte Concept made its world premiere at CES 2018 earlier this year, where it received extensive attention and accolades thanks to its tech-savvy design, innovative user interface, and powerful and seamless connectivity.

BYTON M-Byte Concept features many iconic digital features, reflecting the brand’s key philosophy of digital power replacing horsepower. The conventional air intake grille is replaced by innovative BYTON Smart Surfaces, a highly recognizable feature with advanced interactive functions. Facial recognition cameras are embedded on the B-pillar on both sides of the car, and side-view cameras replace the traditional rear-view mirrors. In addition, the car does away with door handles and replaces the traditional shark fin antenna with a hidden antenna.

BYTON M-Byte Concept creates a digital lounge experience for everyone in the car. The model features multiple screens, the most eye-catching of which is the world’s first coast-to-coast 49-inch Shared Experience Display measuring. The car is also equipped with Driver Tablet and two display screens for rear seats passengers. The vehicle creates futuristic human-vehicle interactions in multiple dimensions, including voice recognition, touch control, gesture control, facial recognition, and smartphone integration, providing unprecedented levels of security, convenience, and connectivity to the driver and passengers.

In addition to this stunning concept car, BYTON also set up a VR experience zone at its booth so visitors could appreciate first-hand the stunning touch and feel of the model in a virtual environment, allowing them to enjoy the future mobility presented by BYTON.

BYTON M-Byte Concept exhibited at MWCS18 is BYTON's first concept car designed for mass production. The second concept car, BYTON K-Byte Concept, made its global premier this month on the eve of CES Asia 2018. The car integrates autonomous driving sensor hardware in an innovative, stylish, and pragmatic way that achieves a fine balance between beauty and practicality, creating a new aesthetics of design in the age of autonomous driving. With forward-looking vision and innovative technologies, BYTON is committed to providing users a pleasant mobility experience and opening infinite possibilities for the future life.

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BYTON Introduction

It's not about refining cars. It's about refining life.

BYTON aspires to build premium intelligent electric vehicles for the future. Its crafted cars integrate advanced digital technologies to offer customers a smart, safe, comfortable and eco-friendly driving and mobility experience.

BYTON derives its name from the phrase "Bytes on Wheels," with "Bytes" representing the internet and "wheels" symbolizing automobiles. The convergence of the two words epitomizes the seamless blending of digital technology and automobile manufacturing as well as the positioning of BYTON products as next-generation smart devices.

BYTON aims to create a premium brand rooted in China which has a global reach. BYTON's global headquarters, intelligent manufacturing base and R&D center are located in Nanjing, China. Its North American headquarters are in Silicon Valley, the world's tech center. The key focus of the office is developing cutting-edge technologies in intelligent car user experience and autonomous driving, as well as developing and overseeing operations in the North American market. Its R&D center responsible for the design of prototype and concept models is based in Munich, Germany. BYTON also has offices in Beijing, Shanghai and Hong Kong to handle external affairs, marketing, sales, design and investor relations.

BYTON will manufacture three new models based on its BYTON Smart EV Platform, including an SUV, a sedan and an MPV – all of the vehicles' names will be derived from the word "Byte". The first model, BYTON M-Byte, is a premium and smart mid-sized electric SUV that is expected to hit the market by the end of 2019. The BYTON M-Byte Concept made its world premiere at the CES 2018 in Las Vegas in January. In April, it made its European debut at Milan Design Week and China debut at the Auto China 2018 in Beijing. BYTON's second concept model, the BYTON K-Byte Concept, is a premium sedan concept designed for the era of autonomous driving. Launched in Shanghai at the BYTON Night in June 2018 in a world premiere, the model was later showcased at CES Asia 2018.

BYTON's two co-founders, Chief Executive Officer Dr. Carsten Breitfeld and President Dr. Daniel Kirchert, are both recognized leaders in the auto industry. Dr. Breitfeld brings cutting-edge expertise in electromechanical engineering and veteran leadership experience in automotive R&D project management. He led BMW's i8 vehicle program that gave birth to the game-changing BMW i8 luxury plug-in hybrid model.

Dr. Kirchert is widely regarded in the industry as a “China hand.” He has a sharp and nuanced understanding of the Chinese automobile market and extensive experience in product strategy, marketing, brand management and sales network development at premium auto brands such as BMW and Infiniti in China.

BYTON’s core management team is made up of the world’s top experts from China, Europe and the U.S., all of whom have held senior management positions in such innovative companies as BMW, Tesla, Google and Apple. Their expertise covers automotive design, automotive engineering and manufacturing, electric powertrain, intelligent connectivity, autonomous driving, user interface and supply chain management among other industry sectors, the sum of which represents BYTON's strengths in manufacturing premium automobiles that are equipped with high quality internet technologies.

As an innovation-driven startup, BYTON has completed its series B financing. Current shareholders include BYTON’s founding team, Harmony Auto, Aulton Investments, League Automotive Technologies, Legend Capital, an industrial investment fund led by Suning Group and Fullshare Group, FAW, Tus-Holdings, CATL and China Merchants Capital among other investors.

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