

# New Entrants Report 2024

## Contents

About Auto Retail Network	4
Foreword	5
UK new entrants are accelerating	7
Retailer view	8
OEM view	12
Expert view	18
The retailers working with new entrants	23
GAC Aion	24
Avatr	26
BYD	28
Changan – Deepal	30
Dongfeng – Voyah – Nammi – Mhero	32
Hongqi	34
Leapmotor	36
Li Auto	38
Lynk & Co	40
Nio – Firefly – Onvo	42
Omoda – Jaecoo – Exeed – Jetour	44
Ora – Haval – Wey – Tank	46
Seres	48
XPeng	50
Zeekr – Geometry	52
Looking at the impact of new entrants	54
Conclusion	57

Data and information in this report is the copyright of Automotive Retail Ltd (unless otherwise specified). No reproduction, in whole or part, is permissible without the written consent of Automotive Retail Ltd.

While every effort has been made to ensure the quality of the information provided, Automotive Retail Ltd will not be held responsible for any errors or omissions, and no warranty (expressed or implied) is given as to the accuracy or completeness of the document.