

Delphi

The Rise of Chinese Brands in Europe:

A New Era Begins



The evolution of Chinese vehicle brands in Europe

Step into any **workshop** in **Europe** today, and you'll notice something different. Technicians are still talking about the usual suspects, but more and more, a new set of names is becoming part of the daily conversation: **MG, BYD, OMODA, JAECOO, CHERY**, and more. The **Chinese vehicle manufacturers** are winning market share.

As little as five years ago, Chinese vehicle makers were mostly unknown in Europe. Today, they're **outselling major brands** in some months. They are well known for offering **affordable options**.

But that's not the only reason why their sales are booming - Chinese brands also bring **Eastern trends** to **Europe** on the wave of **modern comforts**. They're **stylish** and packed with **technological innovations** that modern drivers love.

To win even more buyers over, many Chinese brands are investing in **new local manufacturing facilities** in **Europe**. For example, **Chery** is launching production in **Barcelona**. **BYD** has factories set to open in **Hungary** and **Turkey**.

It's clear that the Chinese are planning to stick around in Europe long-term.

Most popular Chinese vehicle models in Europe...

Chinese vehicle manufacturers are gaining ground in Europe. MG, BYD, and others are no longer niche brands. They've become mainstream. If drivers are buying them, workshops are servicing them. And that brings with it a big challenge.

Seal U | Dolphin | Atto 3 BYD

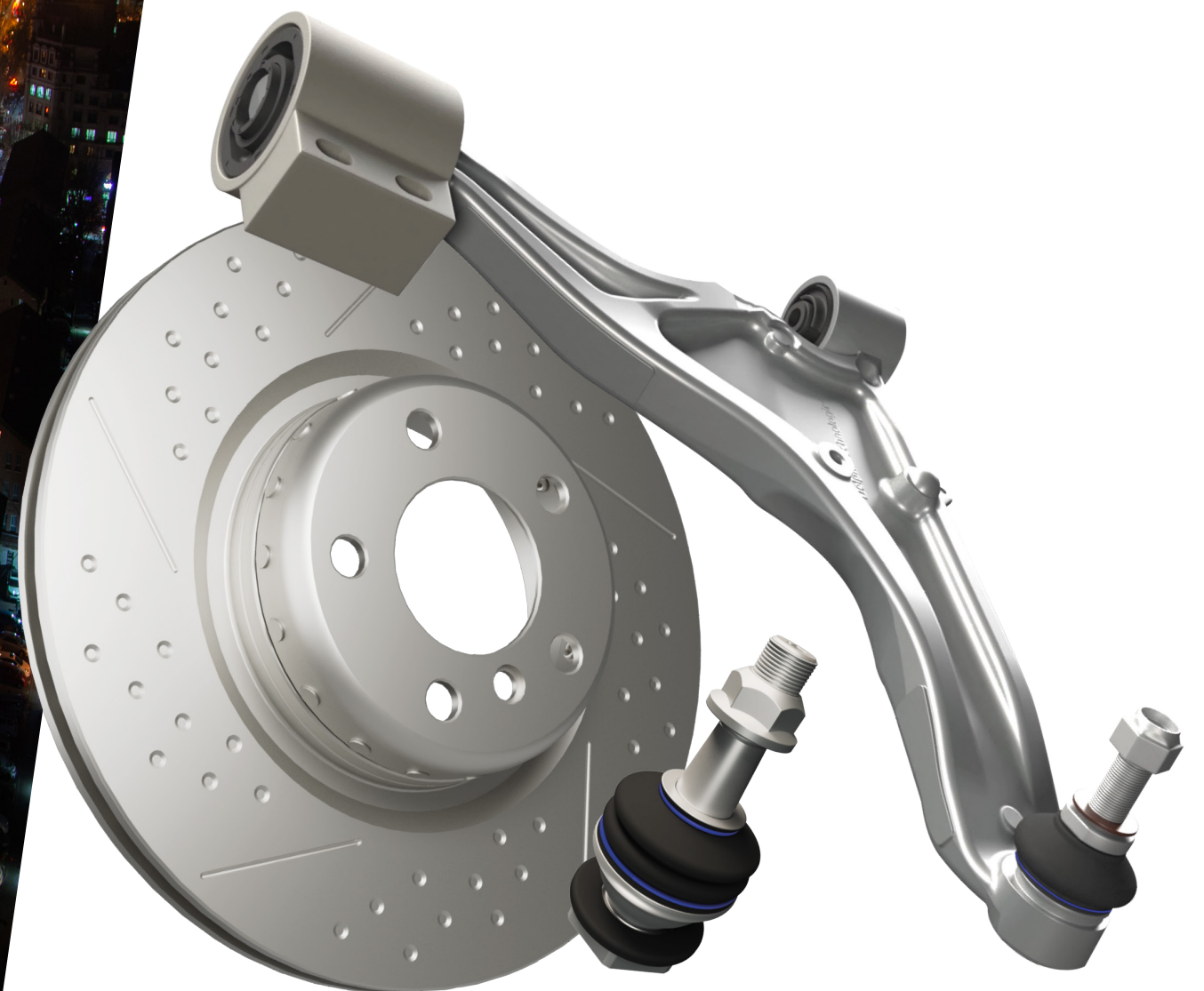
ZS | 3 | 4 MG

7 Jaecoo

5 Omoda

Tiggo 7 & 8 Pro Max Chery

...and we've
got you covered!



Being among the first to support these vehicles with **leading-quality parts** gives your workshop a competitive edge. When you've got the right parts before the competition, **you win the work.**

Support that gets you through the job

Our **DS diagnostics solution** is expanding fast. We now support a growing list of **Chinese OEMs** being imported into Europe, including:

BYD

Jinbei

JMC

MG

Shuanghuan

Yuchai

Maxus

Coverage includes critical functions like **full vehicle health checks**, **battery health checks**, **12V battery replacement**, **coolant bleeding**, **electronic handbrake** and **braking system resets**, **dynamic ADAS camera** and **radar calibration**, and **wheel alignment procedures**.



We know **diagnostics** isn't just about tools – it's about getting the job done to a high standard. That's why we're backing this coverage with **how-to videos**, launching soon through our **Masters of Motion platform**.

Delphi

Everything in motion

Delphi is ahead of the trend. With expanded diagnostics, product coverage, and real-world support, we're helping the aftermarket move forward at pace.

**That's what we mean by "Everything in motion".
We don't wait. We create what's next - and we do it for you.**



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