



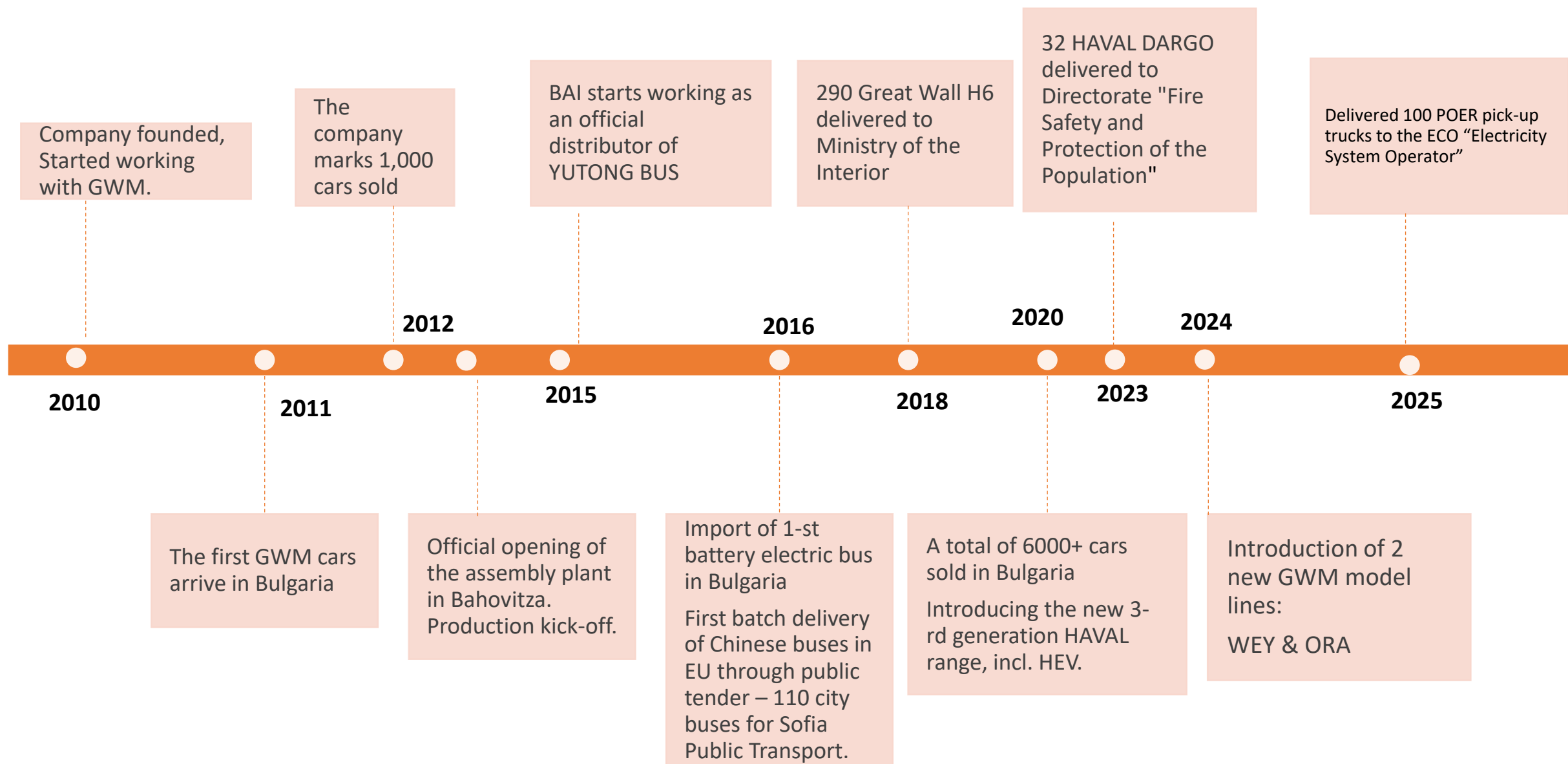
Bulgarian Automotive Industry

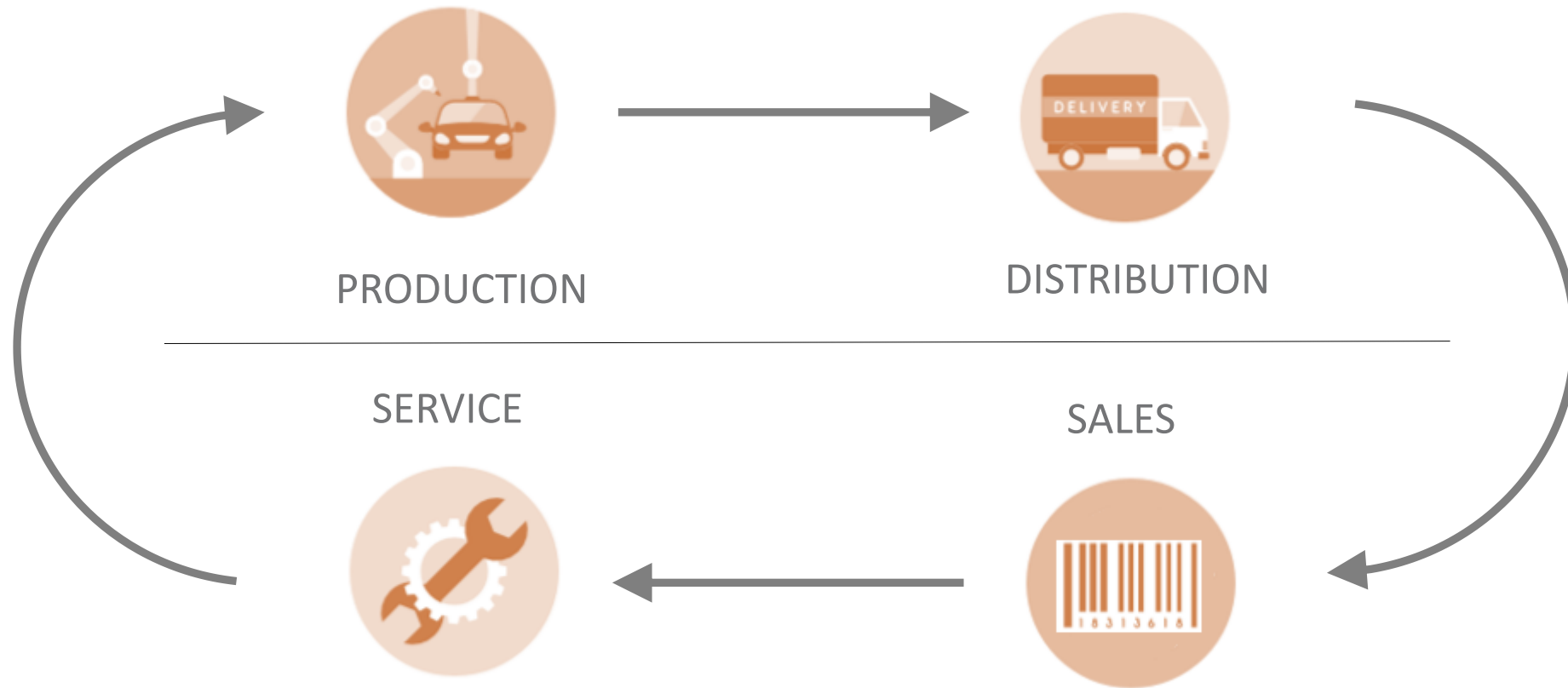
Your perfect long-term partner in Bulgaria

Bulgarian Automotive Industry - BAI

"Bulgarian Automotive Industry" is a company with its main business dedicated to the distribution and sales of vehicles and buses. BAI is the official representative of GWM as well as the Chinese bus manufacturer YUTONG BUS for Bulgaria.

Key Dates





MAIN SCOPE OF BUSINESS

CAR distribution

Distribution, sales, and service of passenger and light-commercial vehicles



BUS Distribution

Distribution, sales, and service of buses and coaches



CAR Assembly

The first Bulgarian assembly and production plant in the new century



BAI production and distribution

15 year partnership with GWM in Bulgaria
8000+ cars sold in Bulgaria

ONLY market in Europe to distribute Haval, Steed and Poer

BAI production and distribution

Assembly and production plant



BAI production and distribution

The plant- Signing Ceremony



THE ASSEMBLY AND DISTRIBUTORSHIP AGREEMENT WAS SIGNED IN 2009 IN THE PRESENCE OF
H.E. XI JINPING – THEN VICE-PRESIDENT OF PRC AND H.E. BOYKO BORISOV – THEN PRIME MINISTER OF BULGARIA

BAI production and distribution

The plant- overview

PLANT SPACE

- Total area: 458 784 m²
Total under cover and in operation (excluding vehicle storage) 38,286 m²;
- Total future under cover with Final phase 2 (excluding vehicle storage) 80,388 m²;
- Free area from the total, available: for future expansion: 340 110 m².

BEING FIRST

- The First automotive plant in EU for Chinese branded vehicles

BEING UNIQUE

- The unique multi model facility design of the plant, made by Dong Feng Design Institute in cooperation with Great Wall Motors, gives opportunity for simultaneous assembly of different models of passenger cars, pick up and SUV vehicles



BAI production and distribution

The plant- overview

CAPACITY

- Designed annual capacity: 50,000 vehicles in two shifts; possibility to add third shift

FIRST & ONLY

- The first and only automotive plant in Bulgaria to receive ISO 9001:2008 quality certificate and COP for vehicle assembly from the UK-based vehicle certification agency (VCA). The first automotive plant in EU to mass-produce WVTA certified Chinese branded vehicles.

POTENTIAL

- Possibility for in-house customs-free zone in case of further expansion into non-EU, CIS, North Africa, and Middle Eastern markets.



BAI production and distribution

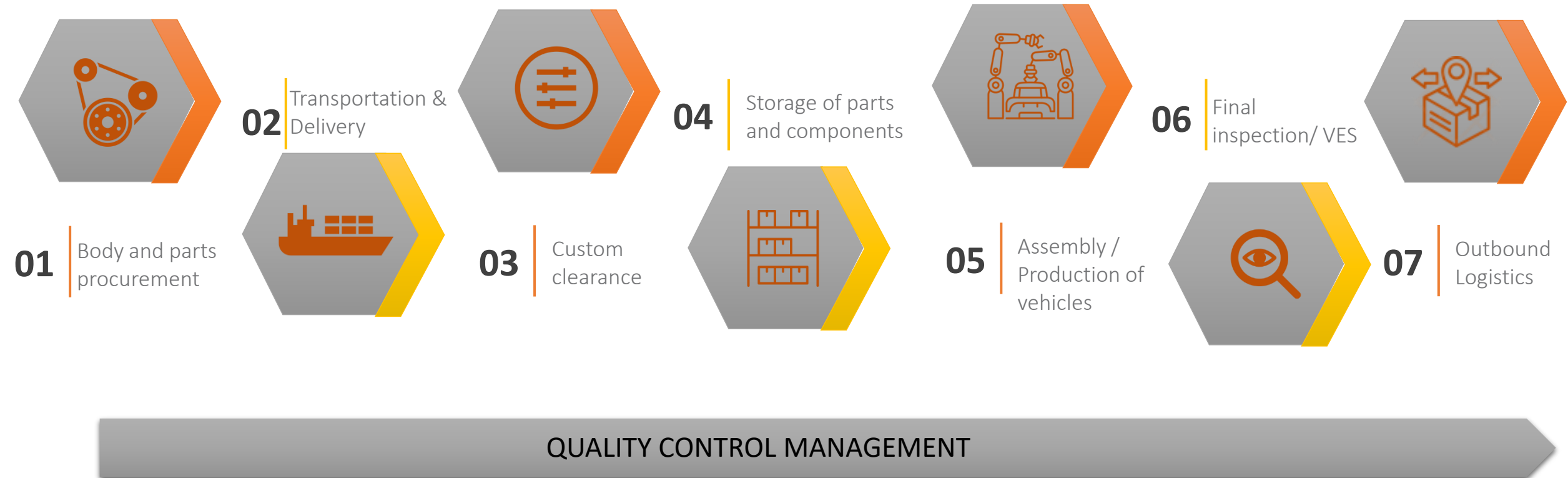
The plant- Team training in strong cooperation with GWM



BAI production and distribution

The plant- process flow

Proven process flow and completely settled assembly system -
tested in cooperation with Great Wall Motors, including:





BAI production and distribution

The plant – present & future development



05.2009 – The Project design concept

BAI production and distribution

The plant – present & future development

The project is currently with phase 1 completed representing:

- Final assembly
- Logistics and spare parts warehouse for the European market
- Vehicle Stockyard
- Administrative building with a training center and canteen
- The plant was certified for vehicle assembly and for conformity of production by the UK-based vehicle certification agency (VCA).

This was the first time a quality certificate for automotive assembly has been issued to a Bulgarian assembly factory.



BAI production and distribution

The plant – OPEN FOR BUSINESS AND LOOKING FOR PARTNERS

- THE PLANT IS PLANNED TO RESTART PRODUCTION IN THE MIDDLE OF 2026
- THE EQUIPMENT IS BEING UPDATED TO BRING IT UP TO DATE WITH THE LATEST REQUIREMENTS
- THERE IS THE POSSIBILITY FOR A MULTI-MODEL CONTRACT MANUFACTURING TO TAKE PLACE




BAI production and distribution

GWM Product Portfolio of BAI in Bulgaria




BAI production and distribution


Dealer Network of BAI in Bulgaria (Images)



well-developed dealership network,
covering almost all of the largest
regions in Bulgaria

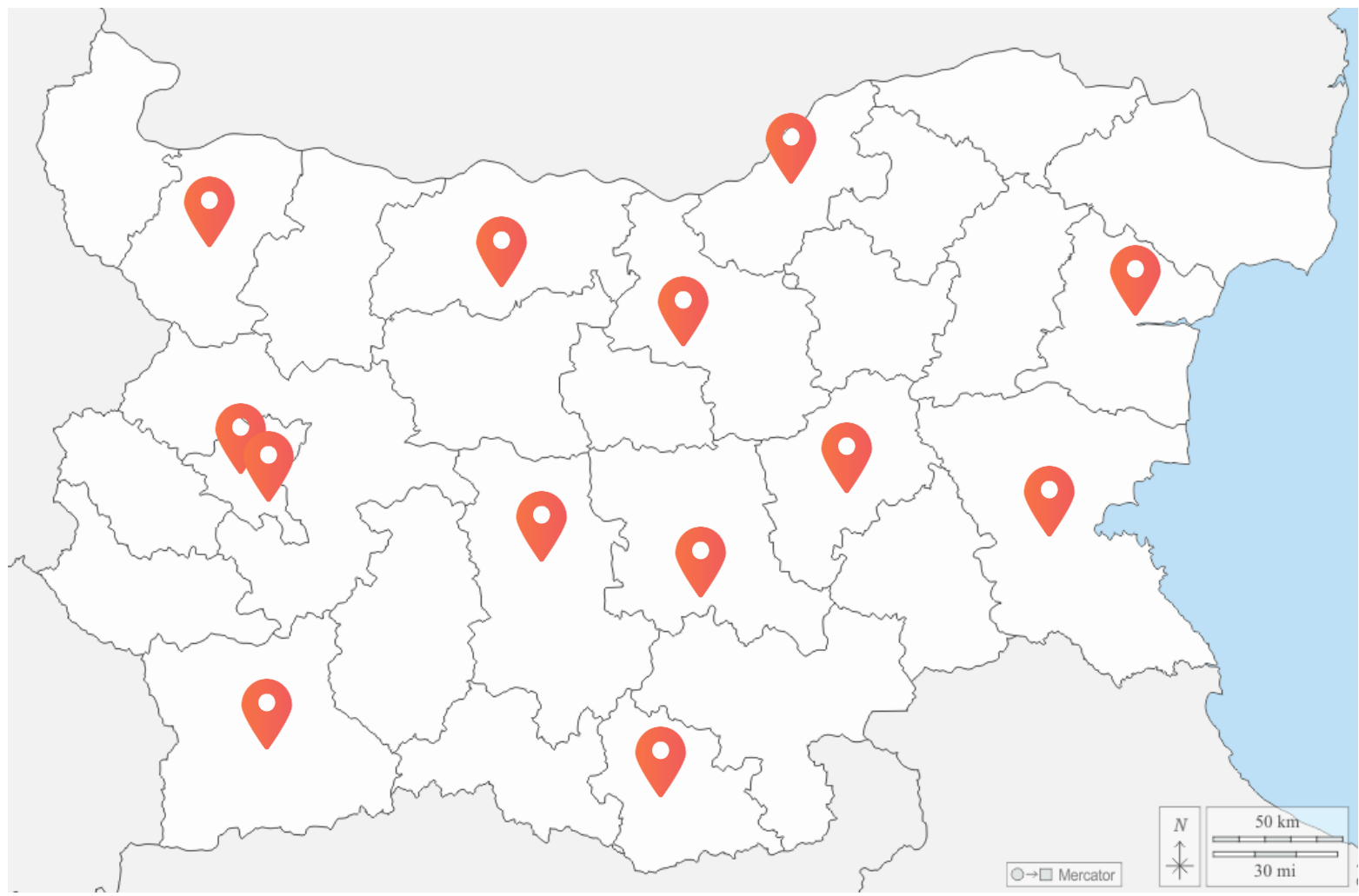


**thirteen authorized dealership
and service centers** are actively
operating



spare parts stock

Dealerships



BAI production and distribution

Dealer Network of BAI in Bulgaria (Images)



BAI production and distribution

BAI – other markets



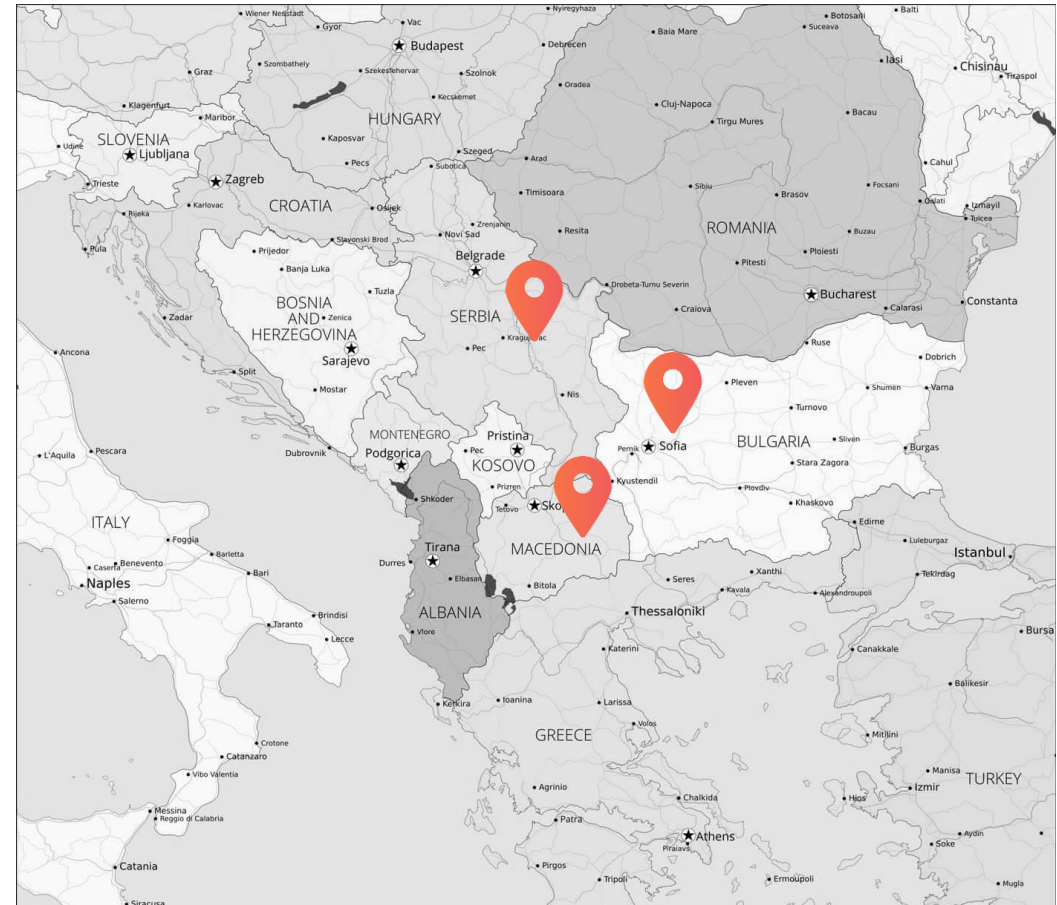
distributors in Serbia and Macedonia

Export

Possible distribution to Balkan and CEE markets

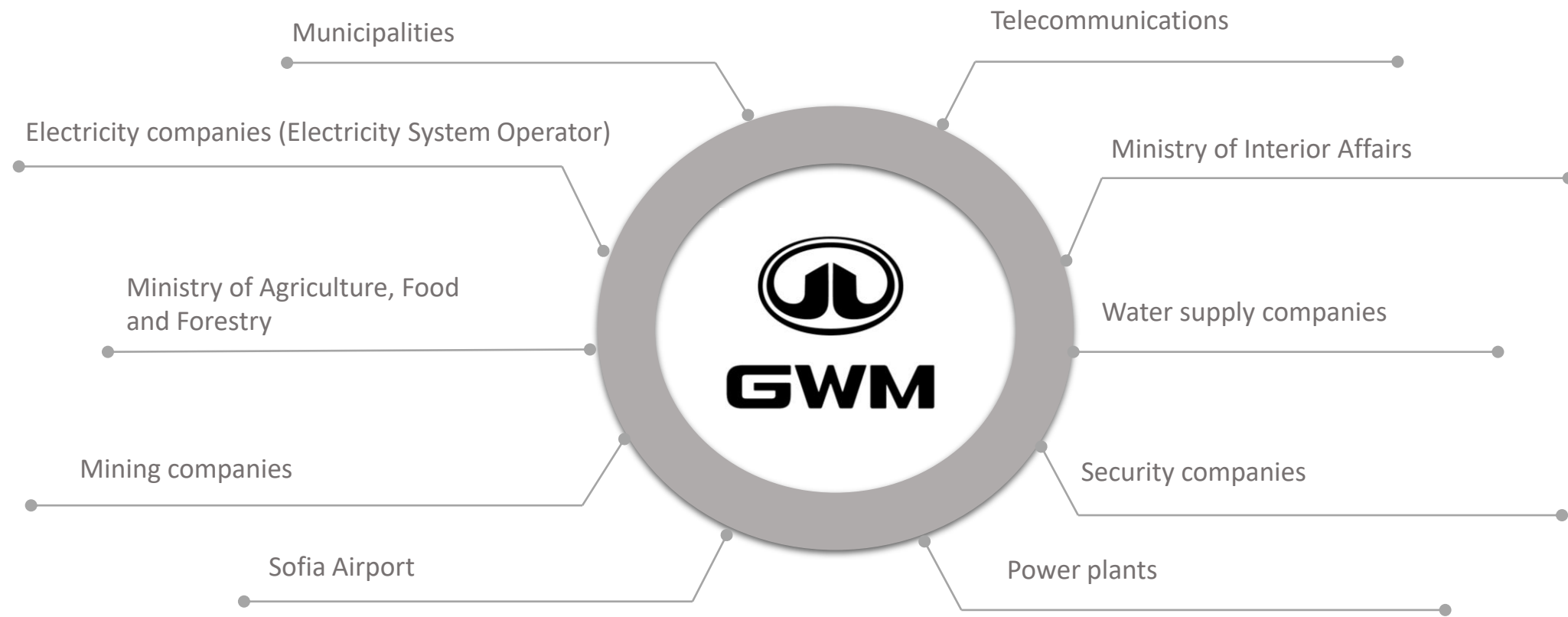


Deliveries to Italy in the past



BAI production and distribution

Key Clients of BAI in Bulgaria



BAI production and distribution

Key Clients of BAI in Bulgaria



In 2018 BAI delivered 290 Great Wall H6 produced in Bulgaria for the needs of the Ministry of Interior. Through the serious efforts made by BAI this delivery was made possible, because all vehicles were assembled in Bulgaria. We were in direct competition with 7 other well-established brands like KIA, Ford, VW, Toyota, etc., which we believe brought a great honor for the brand, influenced positively the brand image, and brought both GWM and BAI additional marketing value and competitive advantage.

BAI production and distribution

Key Clients of BAI in Bulgaria



Proud to have won a competition amongst some of the biggest auto brands present in Bulgaria by being the only company able to meet the short delivery requirements. In 2023 Bulgarian Automotive Industry delivered 32 HAVAL Dargo vehicles for the Ministry of the Interior, Directorate "Fire Safety and Protection of the Population". BAI also fully fortified the cars with all further technical equipment required and was able to exceed the expectations of the customer. Thus, became a valuable business partner in the public sector.

BAI production and distribution

Key Clients of BAI in Bulgaria



In 2025, BAI won a public tender and delivered 100 GWM Poer Passenger pick-up trucks to the ESO (Electricity System Operator). This is the company responsible for the coordination and management of the electricity system in the country. The Aftersales department of BAI equipped the pick-ups with hard top covers for the needs and expectations of the client. The contract states that by the end of 2025, the client may order additional 50 units of Poer pick-ups.

BAI production and distribution

Marketing – Past Activities 2022-2023

2012-2020

- At the very beginning GWM models had a leading position based on local production and pricing
- Steed 5 was ranked № 1 in Pickups segments for 5 consecutive years
- In 2012 all three GWM models were among TOP 20 cars sold in Bulgarian market



2021-Present

- New GWM models are very competitive
- Customer perception of GWM becomes more positive
- High awareness level achieved in comparison to the brand introduction period



BAI production and distribution

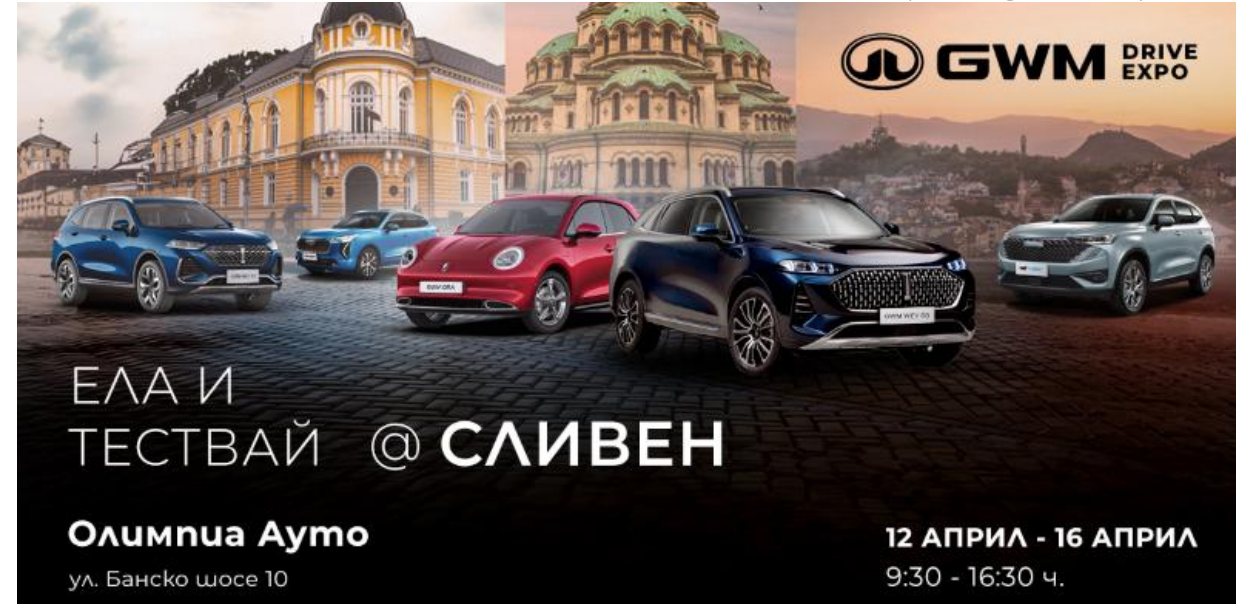
Marketing – Activities 2024 (Visuals)

EVENTS:

Sofia Motor Show 2024



GWM Drive Expo – Regional Adaptation



2024- 75 years Bulgaria – China relations

BAI production and distribution

Marketing – Activities 2024

ORA Brand Ambassador

Simona Dyankova – captain of the Bulgarian rhythmic gymnastics team, known as the DIAMOND Girls (Winner of the Olympic gold medal in Tokyo 2020)



Aftersales

Aims & Strategical Approach

While brand image, sales force, and marketing are mostly focused on promoting the brand and buying a vehicle, AFS plays an important role in recommending the product to friends, having a positive attitude, building a sustainable emotional bond with the product and the brand, and last but not least - returning for a consecutive purchase/s. Therefore, the AFS department of BAI is in close relationship with our clients to constantly improve the experience and processes, support our partners, and exceed clients' expectations.

AFS Aims :

- Dealer network technical support;
- Dealer network spare parts order and delivery;
- Dealer network warranty management;
- Customer satisfaction
- Customer Stock – proud to have independently developed our local web stock platform

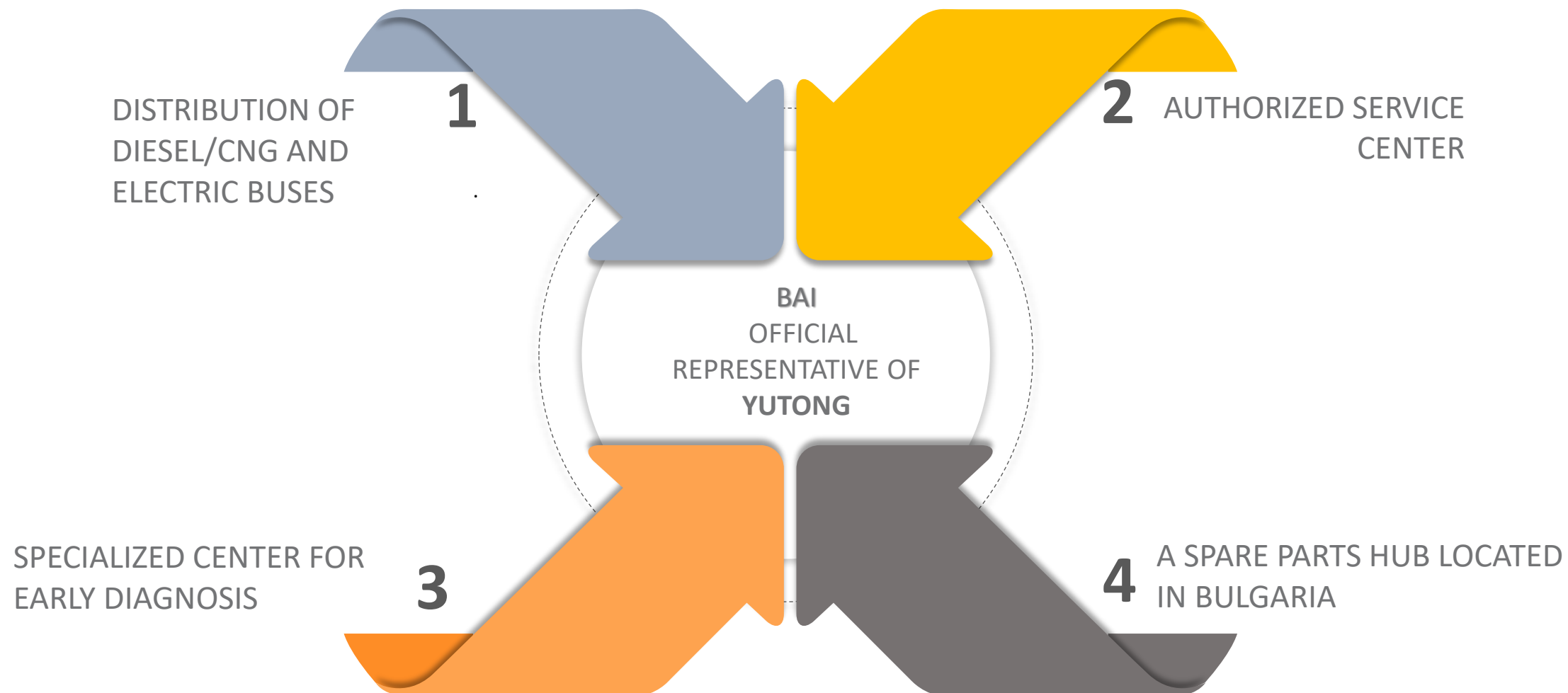
Focusing on these, we aim to maintain customer satisfaction on a great level whilst constantly striving for improvement.



YUTONG BUS PARTNERSHIP

 Buses are sold in over 120 countries
The largest bus producer in the world

BAI/Bulgaria is the first market in Europe to mass-deliver YUTONG electric passenger buses



YUTONG IN BULGARIA

Bulgarian Automotive Industry, the official representative of Yutong Bus, **is the first company to deliver an electric bus in Bulgaria.** The electric bus was tested by the Capital City Public Transport for 6 months.

Sofia Municipality is the first Bulgarian municipality to put electric buses into operation, making it a leader in the electrification of public transportation in the region.

In early 2022, **the Burgas municipality received 12 9-meter Yutong E9 electric buses.** The order was implemented under the Operational Programme Environment 2014-2020.

The first electric bus begins to operate in the Albena Resort

The first 14 new Yutong E12 electric buses were delivered to Pleven at the end of 2021. With this order, the city became the first Bulgarian city with 100% electric transportation.

A new Yutong E9 electric bus was delivered to Sof Connect AD, the concessionaire of Sofia Airport, at the end of 2023. This order ensured free eco-friendly transportation between the two airport terminals.

2016

2017

2018

2021

2022

2023

2025

Another milestone reached with the **first** long-distance intercity electric bus introduced on the daily route between the city of Gabrovo and Sofia



YUTONG IN BULGARIA





Bulgarian Automotive Industry

Thank you!