

# BYD enters new era in Spanish bus market

BYD Europe announces today a new approach to sales of its innovative range of pure electric city buses in the important Spanish market.

It has appointed a proven industry expert to handle its sales in the country. Joaquín Bellido, formerly responsible to bus sales in Spain for such major industry players as Solaris Bus and Coach and VDL Bus and Coach, has joined BYD as Director for Spain. Together with new after sales and service resources, the move marks a turning point for BYD in the sizeable Iberian market.

Commenting on the move, Isbrand Ho, Managing Director of BYD Europe, said: "We plan to make real progress in the Spanish market in the future since there is an increasing demand for zero emission buses from city transport operators throughout the country. We look forward to Joaquín building on his outstanding contacts in the industry to move us forward aggressively".

Joaquín Bellido said: "I have admired BYD's technical excellence in terms of battery design and capability and want to help bring this proven technology to a wider Spanish audience. It's no accident that BYD is by far the world's No 1 producer of pure electric buses and my goal is ensure its products become far more of a common sight on the roads of our cities".

Joaquín Bellido can be contacted at BYD Spain on [contact.spain@byd.com](mailto:contact.spain@byd.com) and +34 606 765 385.

## About BYD

[BYD Company Ltd.](#) is one of China's largest companies to have successfully expanded globally. Specializing in battery technologies, their green mission to "solve the whole problem" has made them industry pioneers and leaders in several High-

tech sectors including High-efficiency Automobiles, Electrified Public Transportation, Environmentally-Friendly Energy Storage, Affordable Solar Power and Information Technology and Original Design Manufacturing (ODM) services.

As the world's largest manufacturer of rechargeable batteries, their mission to create safer and more environmentally friendly battery technologies has led to the development of the [BYD Iron Phosphate \(or "Fe"\) Battery](#). This fire-safe, completely recyclable and incredibly long-cycle technology has become the core of their clean energy platform that has expanded into automobiles, buses, trucks, utility vehicles and energy storage facilities. BYD and all of their shareholders, including the great American Investor Warren Buffett, see these environmentally and economically forward products as the way of the future.

BYD has made a strong entrance to the North, Central and South American markets with their battery electric buses, and lineup of automobiles. Their mission lies not just in sales growth, but also in sociological integration and local job creation as they have poured incredible investments into developing offices, dealerships and manufacturing facilities in the local communities they now call home, truly a first for Chinese companies. For more information, please visit [www.byd.com](http://www.byd.com) or [www.facebook.com/bydcompany](https://www.facebook.com/bydcompany)

[Unsubscribe](#)