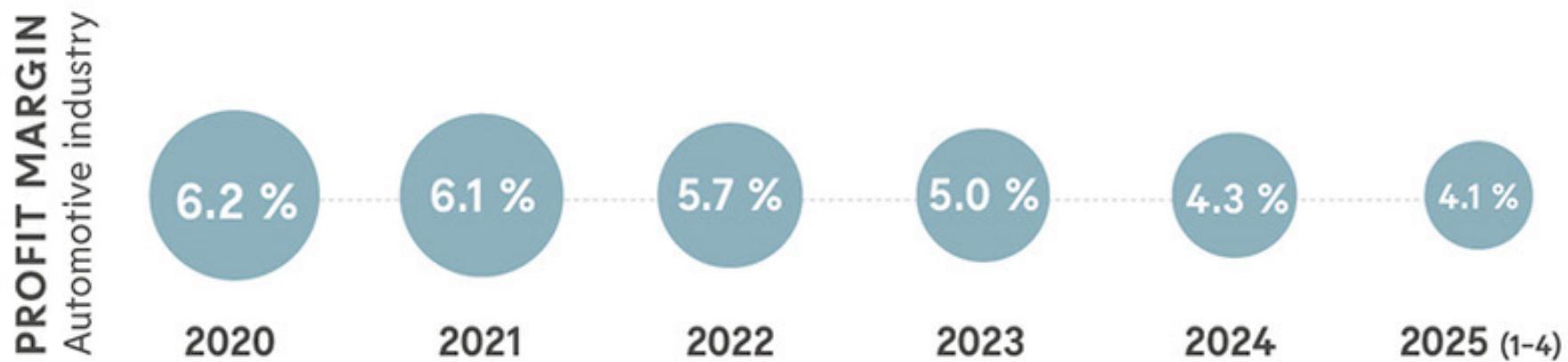
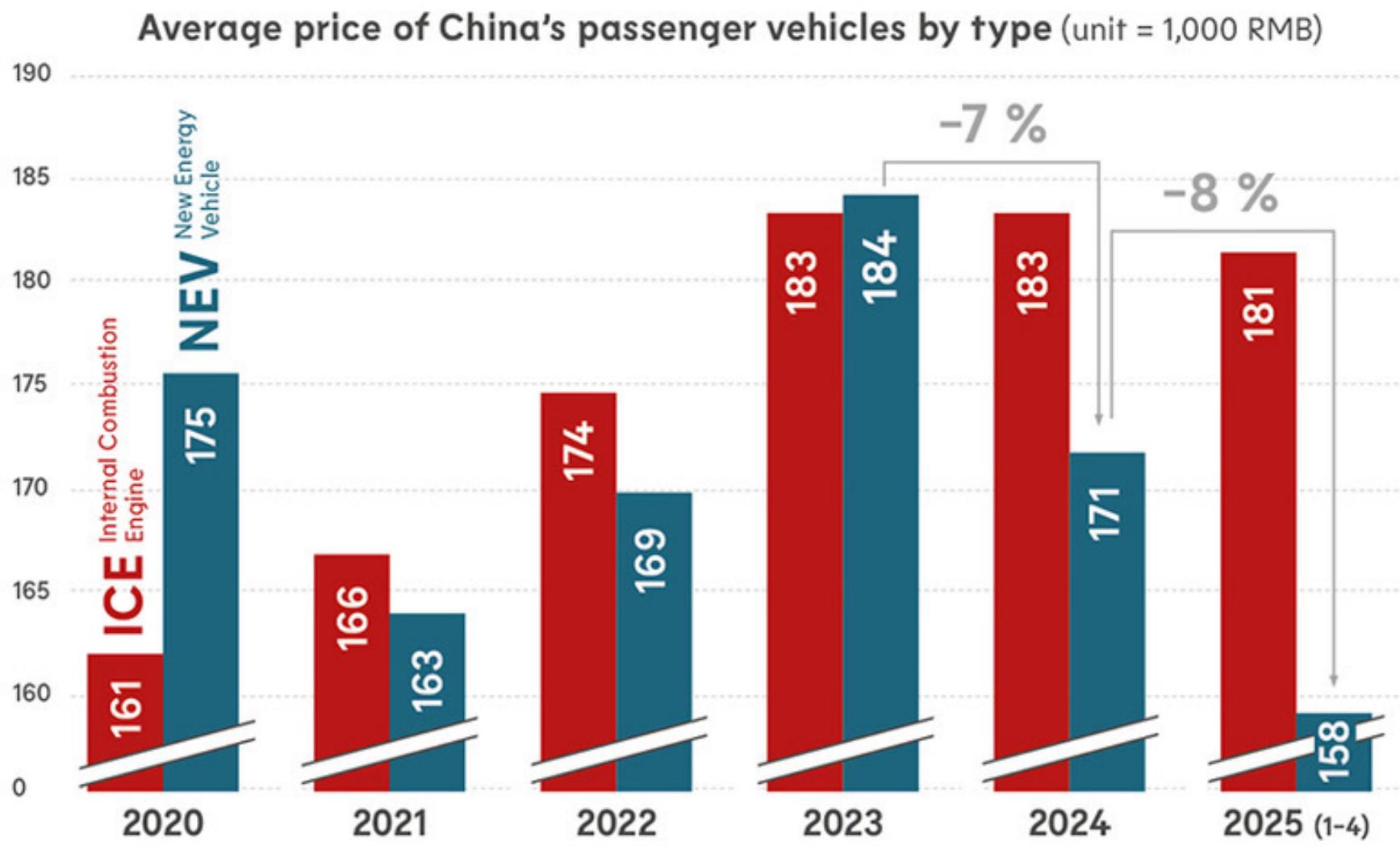


Price wars: The cost of China's EV dominance



Weekly Facts & Figures.

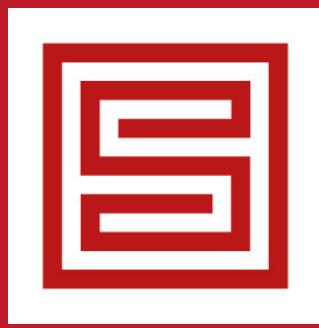
- **Price War:** Another round of NEV price cuts in China has driven sector profit margins down to just over 4% – a historic low.
- **Sales Tactics:** Dealers are allegedly offloading excess inventory as "zero-mileage used vehicles", raising concerns over data transparency and compliance.
- **Regulatory Response:** Chinese ministries have launched product inspections and policy reviews amid intensifying industry disputes.

What This Means.

As price wars intensify in China's NEV market, long-term advantage will come from aligning with regulatory priorities through quality, tech, and compliance.



Jingwen Tong
Director



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