

September 5, 2022
MEIJI SANGYO COMPANY

Business Agreement for the BYD Maintenance Technical Training

We, MEIJI SANGYO COMPANY (Head office: Minato-ku, Tokyo; President: Shinya Takeuchi) have entered into the agreement with BYD Auto Japan Inc. (Head office: Yokohama, Kanagawa Prefecture; President: Atsuki Tofukuji; hereinafter “BYD Auto Japan”), a group company of BYD Japan Co. Ltd., to provide BYD Maintenance Technical Training as a new business related to the launch of new EVs of BYD Auto Japan in the Japanese market, which was announced on July 21, 2022.



明治産業株式會社



1. Background of the Business Agreement

It is changing from “owning” Automobiles to “using” them as a transportation service, as referred to as CASE. Among these changes, the spreading EVs is about to turn full-scale, and the global automotive market is experiencing a once-in-a-century transformation.

We are expanding our businesses, in not only selling high-quality automotive parts but also providing expertise and services on automobiles, including guidance on EV maintenance skills.

Specifically, we established Seiken e-Garage in 2017 and have been working on the realization of advanced maintenance skills for vehicles including EVs and other. Currently, we are building a new network of auto maintenance shops under the Garage Concept.

We have launched a new concept shop, “Seiken e-Garage Service Shop”, which provides advanced auto maintenance and creates a network that supports maintenance shops across Japan.

It provides not only automotive parts but also a wide range of backup programs such as technical training using advanced e-learning systems, supply of service shop equipment, advertising and promotion, and customer management.

Last year, the “ADAS Aiming Expert Training” hosted by the Seiken e-Garage Training Center was certified by TÜV Rheinland Japan Ltd. as Aiming Technical Expert Certification Training, ensuring the quality of our training and the first case in Japan.

2. Our Business

As spreading EVs with full-scale and BYD Group entering into the Japanese passenger car market, we are providing BYD Auto Japan with Maintenance Technical Training to support its sales network—through the Seiken e-Garage Service Shop concept mentioned above, which we have been working on until now.

Furthermore, we made a distributorship agreement with BYD FORKLIFT JAPAN Inc., a BYD Group company, on July 22, 2022, and have begun sales of its forklifts and material handling equipment, riding the trend of carbon neutrality and vehicle electrification.

3. Based on the Seiken e-Garage Service Shop concept, We will not only sell auto parts but also expand our business lineups, contributing to the Japanese automotive aftermarket in this once-in-a-century transformation.

*BYD Auto Japan Inc.

BYD Japan Co. Ltd., established BYD Auto Japan Inc. on July 4, 2022 for the sale and service of passenger cars. BYD Auto Japan will sell their passenger cars and provide after- services through its sales network in Japan, and targets to expand its network all over Japan by the end of 2025.

Company Name: BYD Auto Japan Inc.

Head Office: Portside Dia Building 2F, 10-35 Sakae-cho, Kanagawa-ku, Yokohama, Kanagawa

Business: Sales of BYD passenger cars, after-sales services, and other related businesses

President and Representative Director: Atsuki Tofukuji

****BYD Group**

BYD (Build Your Dreams) is a multinational high-tech company devoted to leveraging technological innovations for a better life. BYD now has four industries including Auto, Electronics, New Energy, and Rail Transit. Since its foundation in 1995, the company quickly developed solid expertise in rechargeable batteries and became a relentless advocate of sustainable development, successfully expanding its renewable energy solutions globally with operations in over 70 countries and regions. Its creation of a Zero Emissions Energy Solution, comprising affordable solar power generation, reliable energy storage, and cutting-edge electrified transportation, has made it an industry leader in the energy and transportation sectors. BYD is a Warren Buffet-backed company and is listed both on the Hong Kong and Shenzhen Stock Exchanges.

<BYD Auto Japan Inc. News>

Click here for the news ⇒ https://byd.co.jp/news/2022_0905_96.html

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