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PRESS RELEASE

## 80edays ARRIVES AT THE AUTO CHINA 2016 IN BEIJING

*The Presentation for ELDURO and Team China's Electric Vehicle of Choice Denza  
Receive Warm Applause from the Industry Giants*

**Beijing, China-** The Auto China 2016, one of the biggest annual auto shows in the world, came to its conclusion this Wednesday after a grand opening on 25th April. A highlight of the press day was the positively-received announcement of ELDURO, the 2016 episode of 80edays - a 100% electric car rally around the world starting on June 16th in Barcelona - within the press-conference of DENZA, the first Sino-German joint venture brand focusing on new energy vehicles in China.

DENZA shares its views with the 80edays project, successfully demonstrating that the EV technology is more than mature and ready to become a driver's first choice for transportation anywhere in the world. The carmaker is engaged in the research and development of electric vehicle technology with the aim of developing new energy vehicles that can deliver environmental protection, energy saving, safety and comfort, and superior quality at the same time.

This year, DENZA returned to the Beijing Motor Show to showcase its outstanding electric vehicle range and launch Life Solution for its customers that aim to create a better quality of the EV life. At the press conference Ms. Lorraine Yan, CEO of Shenzhen BYD Daimler New Technology Co., Ltd., the parent company of DENZA, insisted that EV technology is the "right step forward" and the new program will "solve customers' concerns about EVs and make the EVs that customers want most". Mr. Jacky Wu, Executive Vice President of Strategy & Business Development of Shenzhen BYD Daimler New Technology Co., Ltd. praised the DENZA Life Solution and commented:

*"Like fellow travelers along the journey, we aim high to explore the future, while we progress step by step with the growth of the electric vehicle industry."*

Andrew Zong, the CEO of PHNIX ECO-Energy Solutions Ltd., is an ambassador of e-mobility in China, gaining fame for setting up EV charging stations across the country free of charge. With a solid foundation in the EV market, one of the most prominent figures in electromobility will go on a journey around the world in a Chinese made electric car to represent his country. On competing at the 80edays this summer, he adds:

*"I will drive DENZA, representing China as proof that as we can drive pure electric vehicle to travel around the world, there is absolutely no problem when it comes to daily use. I hope this tour will serve as evidence that the dream to replace traditional vehicles with new energy vehicles is entirely feasible"*

Also in attendance as the 80edays ambassador's team was a legend of EV movement Rafael de Mestre representing Team Spain, joined by Alan Soule representing Team USA and Markus Doesseger of Team Switzerland. The ambassadors traveled to China to support Team China and successfully partake in a variety of activities advocating the 80edays project, which caused a resonance amongst the local population who are looking forward to seeing all the participants expected to arrive in Guangzhou on July 12th.

The arrival of 80edays at one of the most important auto shows of the year continues to build the anticipation for the summer event that will start in Barcelona. The pure electric car rally will take teams across Europe, Asia, and North America as an effort to show that EV technology is ready to become the first choice for people around the world.

### About 80edays

In a world of growing emissions, critical climate change and fossil energy dependence, the development of new technologies for vehicles gives us all chances to use more competitive and energy-efficient transport. But no change is possible with no action.

The 80edays challenge 2012-2016-2020 aims to accelerate the transition to sustainable mobility with the world's largest and most competitive 100% electric car rally around the globe. Get ready for 80 electrifying days that will show that electric cars have already become a drivers' choice with silent, clean and sustainable power across any country and all types of terrain and climate. To learn more watch <https://youtu.be/1mD6o8uLzNA> , visit [www.80edays.com](http://www.80edays.com) or call us at + 49 15752479970

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