# BYD Showcases Electric Cars at Munich Auto Show Amid EU Tariff Concerns



**BYD Electric Cars Push into Europe Amid Concerns of EU Tariffs**

At the 2023 Munich Auto Show, BYD, a leading Chinese electric vehicle manufacturer, showcased its range of electric cars, marking significant progress in its European expansion. BYD made headlines by being the only automaker sponsor of the Euro 2024 football tournament in Munich, resulting in a noticeable uptick in interest for its models.

BYD, founded by Wang Chuanfu in 1995, initially as a battery company, has grown to become the world’s second-largest electric car maker, challenging Tesla’s dominance. BYD’s vehicles, now produced at their expansive headquarters in Pingshan, Shenzhen, are known for competitive pricing and advanced features that rival even premium European brands.

However, the European Union has proposed imposing tariffs of up to 38.1% on Chinese electric vehicles, citing alleged unfair subsidies to BYD and other Chinese manufacturers like Geely and SAIC Motor. These measures are intended to protect the European automotive industry, which provides jobs for approximately 3 million people. BYD would face a tariff rate of 17.4%.

Despite these potential tariffs, BYD plans to mitigate financial impacts through various strategies, including the establishment of a factory in Hungary to produce cars for the European market, bypassing tariffs.

In a related development, the Chinese government announced an anti-dumping investigation into European Union pork imports. This move is widely viewed as a countermeasure to the EU’s proposed tariffs on Chinese electric vehicles. The investigation could affect various pork products and is expected to last a year, with a possible six-month extension.

BYD's continued growth and strategic moves in the electric vehicle market emphasize its role in the global shift towards greener transportation, despite the looming trade tensions with the European Union.