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BYD Receives EuPD 2021 “Top Brand PV” Seal for Storage Solutions

EuPD Research’s industry seal validates trust and satisfaction of installers across Europe and Australia with BYD’s Battery-Box energy storage series

March 29 2021 – [BYD Co. Ltd](http://www.byd.com), the world’s leading supplier of rechargeable lithium batteries, has been awarded the “Top Brand PV 2021” in the category storage for the European market. The industry seal validates the trust installers and customers in the European markets have in battery storage solutions such as the Battery-Box Premium series. BYD was one of only three brands that has received the industry seal of approval for storage across Europe in 2021. In addition to the European top rating EuPD Research has also recognized BYD’s brand strength in Germany, Austria, Switzerland, France, Italy, Spain and Poland as well as outside of Europe in the Australian market which EuPD also evaluated.

The “Top Brand PV” seal is awarded by EuPD Research in accordance with the “Global PV InstallerMonitor 2020/2021” that surveyed 985 European installers on the brands they carry, customers’ top choices, recommendations, unaided brand recognition and distribution (width- and depth). The top brand recognition is given to those companies that have been rated as the brands to demonstrate excellence in all business aspects. The industry seal of approval is awarded on the basis of a multi-stage analysis by EuPD Research. Qualified statements on brand perception and distribution form the foundation of the assessment.

The seal provides manufacturers with a neutral and unfiltered appraisal of their brand. In addition it also provides an orientation for both installers and end customers.

“Only a few providers of storage solutions have so far been able to position themselves successfully in the various national sales markets across Europe and Australia. This is underlined by the evaluation of this year’s Global PV InstallerMonitor 2020/2021©. We are all the more pleased to be able to award BYD as one of only three energy storage manufacturers with the Top Brand Seal for Europe”, said Markus A.W. Hoehner, CEO of

EUPD.

“We are delighted that the positive validation of installers has confirmed the success of our solutions, service and positioning across Europe and Australia. This is the fourth consecutive year in which the BYD Battery-Box product line has been recognized with a “Top Brand PV” seal by EUPD Research”, said Julia Chen, Global Director, BYD Battery-Box. “We think this reflects not only the quality of the solution and the excellent support through our local partners, but also on the versatility of our modular system. This way the Battery-Box line offers both commercial and private users immensely flexible and efficient storage options – for small and larger, on- or off-grid, low and high volt applications and thereby supports the energy transition towards a more sustainable energy use.”

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About BYD

BYD Company Ltd. is a leading high-tech multinational company based in Shenzhen, China. Since its establishment in 1995, BYD has developed solid expertise in rechargeable batteries, becoming a relentless advocate of sustainable development. It has successfully expanded its renewable energy solutions globally with operations in over 50 countries and regions. After 23 years' development, BYD has created a Zero Emissions Energy Ecosystem – affordable solar power generation, reliable energy storage, cutting-edge electrified transportation and a state of the art monorail – has made it an industry leader in the energy and transportation sector. BYD is listed on the Hong Kong and Shenzhen Stock Exchange. For more information, please visit www.byd.com

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