

# Liu Xueliang

## **Position/Department/Division/Institution/Organization**

General Manager, Asia-Pacific Auto Sales Division, BYD Auto

## **Country**

Asia-Pacific

## **Career history**

He joined BYD Company Limited (hereinafter referred to as BYD) in 2004 as BYD's chief representative in Japan. He is now General Manager of BYD's Asia-Pacific Auto Sales Division and President of BYD Japan. He is mainly responsible for the management of BYD's daily operations in the Asia-Pacific region and planning of long-term development strategy.

Liu Xueliang made great contributions to the growth of BYD in the Asia-Pacific region, leading his team to build offices and manufacturing bases in many countries, such as Singapore, Australia, Malaysia, South Korea and India. He has led BYD break numerous records in new energy vehicles sector in various markets, making BYD the first Chinese automobile brand to enter the Japanese market. In 2010, on behalf of BYD, he made the successful acquisition of a plant of Ogihara Corporation, the world's leading automobile metal die manufacturer in Japan. Under the leadership of Liu Xueliang, BYD has achieved robust growth and established a broad range of partnerships, becoming a global leader in multiple sectors.