

SIARAN PERS

**Subang Smartpolitan Sambut
BYD, Tenant Terbesar Pertama
Manufaktur Kendaraan Listrik**

30 April 2024 – Subang Smartpolitan “Green, Smart and Sustainable City”, kota mandiri terintegrasi untuk kawasan industri dan komersil di Indonesia dengan bangga menyambut BYD, salah satu pionir global dalam industri kendaraan listrik (EV), sebagai *tenant* terbesar terbarunya. Pendirian pabrik EV oleh BYD di Subang Smartpolitan ini menandakan langkah penting dalam mendorong mobilitas berkelanjutan di Indonesia dan kawasan Asia Tenggara.

Abednego Purnomo selaku VP Sales, Marketing & Tenant Relations Subang Smartpolitan menyatakan “Kami sangat senang menyambut BYD di Subang Smartpolitan. Kehadiran BYD di Subang Smartpolitan merupakan bukti nyata daya tarik kawasan kami sebagai pusat industri terdepan, khususnya dalam sektor otomotif. Selaras dengan visi utama perusahaan untuk “Membangun Indonesia yang Lebih Baik”, kami optimis bahwa capaian ini akan mendorong pertumbuhan ekonomi dan transisi menuju energi bersih”.

Memilih Subang Smartpolitan sebagai lokasi pabriknya, BYD menjadi *tenant* terbesar pertama di kawasan dengan menempati area lebih dari 108 hektar. Hal ini menandai pencapaian monumental bagi Subang Smartpolitan, terutama dalam penjualan lahan industri.

PRESS RELEASE

***Subang Smartpolitan Welcomes
BYD, First Largest Tenant of
Electric Vehicle Manufacturing***

30 April 2024 – Subang Smartpolitan “Green, Smart and Sustainable City”, an integrated township for industrial and commercial areas in Indonesia is proud to welcome BYD, one of the global pioneers in the electric vehicle (EV) industry, as its newest anchor tenant. The establishment of an EV plant by BYD in Subang Smartpolitan marks an important step in driving sustainable mobility in Indonesia and the Southeast Asia region.

Abednego Purnomo as VP of Sales, Marketing & Tenant Relations Subang Smartpolitan states “We are very pleased to welcome BYD to Subang Smartpolitan. BYD’s presence in Subang Smartpolitan proves the attractiveness of our estate as a leading industrial hub, especially in the automotive sector. In line with the company’s vision to “Building a Better Indonesia”, we are optimistic that this achievement will drive economic growth and the transition towards clean energy”.

Choosing Subang Smartpolitan as its plant location, BYD became the first largest tenant in the estate by occupying an area of over 108 hectares. This marks a monumental achievement for Subang Smartpolitan, especially in industrial land sales.

**Investasi Besar Mendorong
Pertumbuhan Ekonomi dan Transfer
Teknologi**

Investasi besar BYD di Subang Smartpolitan diprediksi akan menjadi katalis pertumbuhan ekonomi yang signifikan di Indonesia. Pabrik EV ini tidak hanya akan menciptakan ribuan lapangan kerja baru, tetapi juga meningkatkan transfer teknologi dan keahlian di bidang manufaktur EV. Hal ini akan mendorong pertumbuhan industri pendukung di sektor EV, bahkan membuka peluang baru bagi perusahaan lokal untuk terlibat dalam rantai pasokan global EV.

Abednego menyatakan keyakinannya bahwa kehadiran BYD akan secara signifikan mendukung pengembangan industri EV di Indonesia. "Lebih dari itu, kami optimis hal ini akan menarik investasi lebih lanjut ke Indonesia, membuka gerbang bagi lebih banyak perusahaan global untuk mendirikan basis manufaktur mereka di sini. Lalu hal ini juga berdampak positif bagi perusahaan rantai pasok yang sudah ada di Indonesia, dimana mereka dapat turun berpartisipasi dalam melengkapi rantai pasok BYD" ujarnya.

Keoptimisan Abednego diperkuat oleh tingginya minat investor asing terhadap industri EV di Indonesia. "Dapat kami sampaikan juga bahwa saat ini kami sedang menangani banyak *inquiry* dari industri terkait dan sebagian besar berasal dari negara Tiongkok. Ini menunjukkan kepercayaan investor terhadap potensi besar industri EV di Indonesia" terangnya.

Lebih dari Sekedar Pabrik Manufaktur EV

BYD berencana membangun ekosistem EV yang komprehensif di Subang Smartpolitan, termasuk pusat penelitian dan pengembangan serta fasilitas pelatihan

**Large Investments Drive Economic
Growth and Technology Transfer**

BYD's major investment in Subang Smartpolitan is predicted to be a catalyst for significant economic growth in Indonesia. This EV plant will not only create thousands of new jobs, but also increase technology transfer and expertise in EV manufacturing. This will encourage the growth of supporting industries in the EV sector, and may also open new opportunities for local companies to engage in the global EV supply chain.

Abednego expressed confidence that BYD's presence will significantly support the development of the EV industry in Indonesia. "More than that, we are optimistic that this will attract further investment to Indonesia, opening the door for more global companies to set up their manufacturing base here. This will have a positive impact on existing supply chain companies in Indonesia, where they can also participate in BYD's supply chain" he said.

Abednego's optimism is backed by the high interest of foreign investors in Indonesia's EV industry. "We can also say that we are currently handling many inquiries from related industries and most of them come from China. This shows investors' confidence in the potential of the EV industry in Indonesia" he explained.

**More than Just an EV Manufacturing
Plant**

BYD plans to build a comprehensive EV ecosystem in Subang Smartpolitan, which includes a research and development center and training facilities equipped with the latest

yang dilengkapi dengan teknologi terkini yang hemat energi dan ramah lingkungan. Serah terima lahan antara Subang Smartpolitan dan BYD akan dilakukan pada Agustus 2024. BYD berencana melakukan operasi konstruksi bertahap dan diharapkan mulai beroperasi pada Januari 2026.

"Melalui berbagai penilaian, BYD telah menetapkan bahwa kawasan industri Subang Smartpolitan cocok menjadi lokasi pengembangan industri EV BYD di Indonesia. Kawasan industri ini memenuhi kriteria kami dari segi ukuran, jarak, lingkungan, dan kebutuhan infrastruktur, sehingga kami yakin fasilitas yang akan dibangun ini akan mampu mendorong pertumbuhan industri otomotif Indonesia dan transisi menuju energi bersih serta turut mendukung perekonomian, terutama di wilayah sekitar," ujar Eagle Zhao, Presiden Direktur PT BYD Motor Indonesia.

Dominasi global BYD tidak terbantahkan. Di tahun 2023, BYD melampaui merek EV lainnya sebagai produsen EV terkemuka di dunia berdasarkan jumlah pengiriman, menunjukkan kemampuan produksi dan daya tarik konsumennya. Pencapaian ini menyoroti potensi BYD untuk mendisrupsi lanskap EV global, khususnya di pasar yang mencari solusi transportasi listrik yang terjangkau dan andal.

Oleh karena itu, pertumbuhan pasar kendaraan listrik di Indonesia dengan penjualan hampir tiga kali lipat pada tahun 2023, menghadirkan peluang yang signifikan bagi BYD. Dengan beragam model dan kehadirannya yang mapan di sektor transportasi umum, BYD berada pada posisi yang tepat untuk meraih pangsa pasar yang cukup besar.

energy-efficient and environmentally friendly technologies. The handover of land between Subang Smartpolitan and BYD will happen in August 2024. BYD plans for phased construction operations, with operations expected to commence in January 2026.

"Through various assessments, BYD has determined that the Subang Smartpolitan industrial area is suitable to become the location for the development of BYD's EV industry in Indonesia. This industrial area meets our criteria in terms of size, proximity, environment, and infrastructure requirements thus, we are confident that the facilities to be built will be able to drive the growth of Indonesia's automotive industry and transition towards clean energy while also supporting the economy, especially in the surrounding region," said Eagle Zhao, President Director of PT BYD Motor Indonesia.

BYD's global dominance is undeniable. In 2023, it surpassed other EV brands as the world's leading EV manufacturer by deliveries, showcasing its production prowess and consumer appeal. This achievement highlights BYD's potential to disrupt the global EV landscape, particularly in markets seeking affordable and reliable electric transportation solutions.

Therefore, Indonesia's growing EV market with sales nearly tripling in 2023, presents a significant opportunity for BYD. With its diverse range of models and established presence in public transportation, BYD is well-positioned to capture a sizable share.

Lokasi Strategis dan Infrastruktur Lengkap Mendukung Keberhasilan BYD

BYD akan mendirikan pabriknya di area Fase 2 Subang Smartpolitan, tepatnya di bagian utara kawasan. Lokasi strategis ini akan memudahkan akses ke dan dari pabrik, dengan pintu keluar tol utama dari Jalan Tol Cikopo-Palimanan (Cipali) di KM 89 menuju Subang Smartpolitan yang akan segera hadir.

Kawasan industri yang terintegrasi dengan berbagai infrastruktur strategis nasional menjadi salah satu alasan BYD memilih Subang Smartpolitan sebagai destinasi investasinya. Seperti Jalan Tol Akses Patimban yang terhubung langsung dengan Pelabuhan Patimban, Bandara Internasional Kertajati, dan Tol Trans Jawa yang menghubungkan ke Ibu Kota Jakarta, Bandung dan kota-kota lain di Jawa Barat dan Jawa Tengah.

Menjadi Bagian dari Masa Depan Mobilitas

Subang Smartpolitan dan BYD sama-sama berkomitmen untuk mempromosikan praktik bisnis yang berkelanjutan. Pabrik EV BYD akan menerapkan teknologi hemat energi dan ramah lingkungan terbaru, dimana Subang Smartpolitan sendiri sedang mengembangkan infrastruktur cerdas untuk mendukung keberlanjutan bisnis para tenant.

Kedatangan BYD di Subang Smartpolitan menandakan era baru mobilitas di Indonesia. Dengan komitmen bersama untuk inovasi, mendorong keberlanjutan, dan pertumbuhan ekonomi, Subang Smartpolitan dan BYD siap untuk memimpin transisi menuju masa depan yang lebih cerdas dan berkelanjutan.

Strategic Location and Complete Infrastructure Support BYD's Success

BYD will set up its plant in the Phase 2 area of Subang Smartpolitan, specifically in the northern part of the estate. This strategic location will ease the access to and from the plant, facilitated by the direct toll exit to Subang Smartpolitan from Cikopo-Palimanan (Cipali) Toll Road at KM 89 coming soon.

The industrial estate that is integrated with various national strategic infrastructures is one of the reasons BYD chose Subang Smartpolitan as its investment destination. These include the Patimban Access Toll Road which directly connects to Patimban Seaport, Kertajati International Airport, and the Trans Java Toll Road which connects to the capital city of Jakarta, Bandung, and other cities in West and Central Java.

Being Part of the Future of Mobility

Subang Smartpolitan and BYD are both committed to promoting sustainable business practices. BYD's EV plant will implement the latest energy-saving and environmentally-friendly technologies, while Subang Smartpolitan itself is developing smart infrastructures to support tenants' business sustainability.

BYD's arrival at Subang Smartpolitan signals a new era in mobility in Indonesia. With a shared commitment to innovate, promote sustainability, and drive economic growth, Subang Smartpolitan and BYD are prepared to lead the transition to a smarter, more sustainable future.

About PT Suryacipta Swadaya

PT Suryacipta Swadaya (Suryacipta) is the developer of Suryacipta City of Industry and Subang Smartpolitan. As a subsidiary of publicly listed PT Surya Semesta Internusa Tbk (SSIA), the company is driven by the corporate vision, "Building a Better Indonesia".

Launched in 1990, Suryacipta has become a leading industrial estate developer and manager of the 1,400 Ha Suryacipta City of Industry in Karawang, West Java; where it has been home to over 155 prestigious domestic and international companies from around the world. The company continues to enhance its estate, most recently by integrating new IT infrastructure to ensure seamless connectivity for its tenants.

In 2020, Suryacipta introduced Subang Smartpolitan - a vision of integrated township development in 2,717 Ha with a "Green, Smart, and Sustainable City" concept, located in Subang, West Java. By combining decades of experience and cutting-edge technology, Subang Smartpolitan is poised to redefine expectations of a complete ecosystem that will drive businesses to thrive and communities to flourish.

Suryacipta City of Industry and Subang Smartpolitan are well-positioned in the industrial belt and have become the most sought-after investment destinations in Indonesia. Both developments greatly benefit from direct access to surrounding world-class infrastructures including airports, seaports, and toll road infrastructure ensuring ease of accessibility to Jakarta as well as other major markets in the country.

About Subang Smartpolitan

Concept	Green, Smart and Sustainable City
Area	2.717 Ha
Land Plot for	Industrial: Manufacture Commercial : Residential, Research and Education Centre, Medical Facilities, Retail, Theme Park, Apartment, Hotel, etc.
Exit Tol	Exit Tol Kalijati KM 98 (temporary), Exit Tol KM 89 (future)
Integrated with National Strategic Infrastructure	Trans Java Toll Road, Kertajati International Airport, Patimban Seaport, Patimban Access Toll Road (2025)
Industrial Water Treatment Plant	20,000 m3/day
Wastewater Treatment Plant	15,000 m3/day
Electricity	Premium Service Solar Panel (renewable energy)
Connection	Full Fiber Optic Coverage, 5G ready
Main Road	50 ROW

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About BYD Motor Company Limited

Build Your Dream (BYD) Company Limited, commonly known as BYD, is a technology and manufacturing company founded by Wang Chuanfu in 1995, headquartered in Shenzhen, Guangdong, China. BYD is a high-tech company dedicated to technological innovation for a better life. The company has established more than 30 industrial parks worldwide and has played a significant role in industries related to electronics, automobiles, new energy, and rail transit.

As a global pioneer in New Energy Solutions, BYD is committed to building an emission-free ecosystem. Since its inception, BYD has been highly dedicated to building a zero-emission ecosystem by producing cutting-edge environmentally friendly technologies. This is supported by BYD's vision for a sustainable future through electrification, aiming for clean air in the future and beyond for future generations. In addition to vehicles, BYD also produces solar panels or solar energy, which will soon become the largest source of energy for cities in the future, making urban ecosystems run more smoothly.

BYD has four flagship products: EV vehicles, Rail Transit, various types of electronic devices, and Renewable Energy Solutions. In essence, BYD operates in 400 cities, 70 countries, and 6 continents. In 2022, BYD sold nearly 1,860,000 new energy passenger vehicles worldwide. BYD has been working on urban public transportation electrification to reduce global greenhouse gas emissions, envisioning "Cooling the Earth by 1°C". As of April 19, 2022, BYD has saved 10,756,330,036 kg of carbon emissions, equivalent to planting approximately 896,360,836 trees.

BYD Social Media

IG : https://www.instagram.com/byd_indonesia/
FB : <https://www.facebook.com/profile.php?id=100075731091351>
YouTube : <https://www.youtube.com/channel/UCIX-lq7BHJ7kZQvEoVDTVQw>

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