

MERCHANDISE BROCHURE

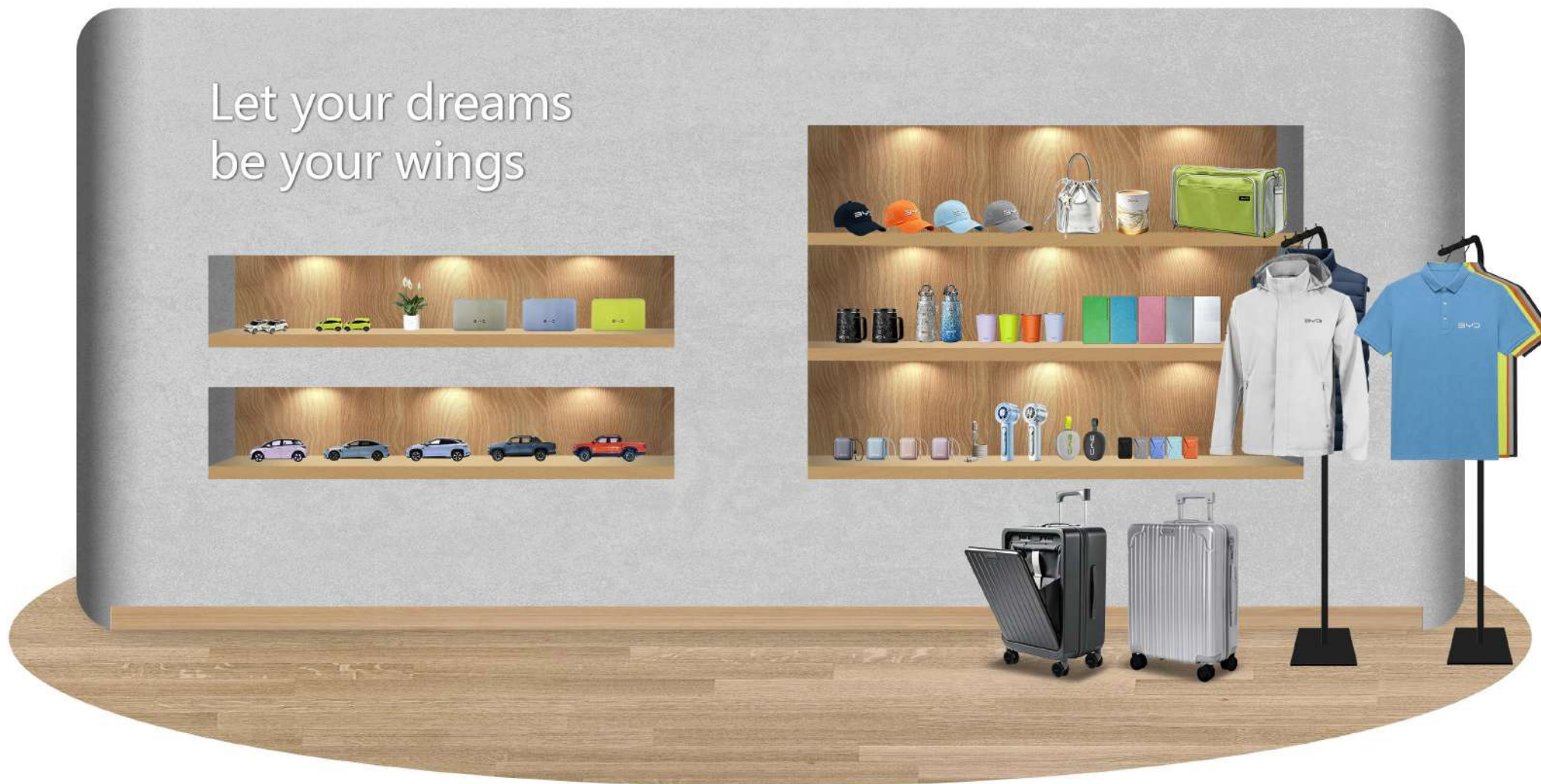
2026 ISSUE 4

FOR EUROPE



LIFESTYLE MERCHANDISE DISPLAY RECOMMENDATIONS

文创精品 陈列标准



*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

BYD ZIPPER STANDARD GIFT BOX

BYD交车礼盒标准款

Material Code: 19952781-00(Ice blue)、19952779-00(Time grey)、19952780-00(Lime Green)



Excludes box contents shown

Made of PU, the gift box is flexible and durable. Its front metallic BYD logo stands out to boost brand image. Featuring BYD's signature automotive colors, it inherits the brand's design style. Combining auto aesthetics and practicality, it offers great brand recognition and an elegant using experience.

礼盒采用PU材质赋予包身柔韧耐磨的质感，正面金属BYD logo成为视觉重心，强化品牌识别，兼顾利落外形与安全收纳。配色选用BYD汽车系列主题色，将品牌车型的视觉基因延伸至礼盒设计。整体融合汽车工业美学与日常实用主义，打造出一款兼具品牌归属感与精致开合体验的礼盒。



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BYD HIGH-END GIFT BOX

BYD交车礼盒高端款

Material Code: 19954551-00(blue)、19952778-00(grey)



Excludes box contents shown



The gift box features a single textured embossed surface treatment, which is both scratch-resistant and wear-resistant while avoiding the dullness of solid colors. The box body employs neat horizontal dividing line designs, breaking the monotony of large solid-color areas and echoing the linear aesthetics of automotive design. The BYD logo at the center of the box surface is uniformly crafted using a hot stamping process. The metallic gold logo reveals its distinct character against each of the three background colors, reinforcing brand recognition while elevating the gift box's light luxury appeal with the noble touch of gold. Through the minimalist black, gray, and blue color scheme and clean lines, the three gift boxes convey the premium and modern sensibility of a new energy brand.

礼盒采用单一的触感纹压表面处理，既耐刮耐磨，又避免纯色沉闷。盒身均运用利落的水平分割线条设计，打破大面积单色的单调感，同时呼应汽车设计中的线条美学。盒面中央的BYD标识统一采用烫印工艺，金属光泽的logo在礼盒的底色上超显气质，强化品牌辨识度，并以金属色提升轻奢格调。礼盒通过极简配色与利落线条，传递新能源品牌的高级感与现代感。

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BYD GIFT BAG

BYD礼品袋

Presale

Expected launch: End of September

BYD's customized gift bag, featuring a minimalist pure white design with an embossed hot-stamped silver logo and premium satin ribbon handles for a sophisticated, streamlined look. Crafted from rigid, durable material that balances practical functionality with brand prestige, making it perfect for gifting and corporate use.

medium size: 28*20(h)cm

large size: 35*26(h)cm

BYD定制手提袋，采用简约纯白设计，搭配精致压印烫银LOGO 与质感缎带提手，风格高级利落。材质挺括耐用，兼具实用性与品牌格调，是礼品与商务场景的理想之选。

中号：28*20(h)cm

大号：35*26(h)cm



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BYD MULTI COLOR PORTABLE HANDBAG

BYD多色便携手提袋

Presale

Expected launch: October



Multi-color portable tote — water-resistant, durable, organized.

Multiple styles: 5 designs, Pantone-matched colors, silk-screen or full sublimation print

Water-resistant & durable: 900D dense oxford fabric with waterproof coating, holds up to 5 kg. Multi-pocket storage: magnetic snap closure + zippered inner pocket + velcro pocket + outer slip pocket. Quality details: dual-stitched nylon-like webbing handles, 230D twill lining, export-certified eco-friendly.

多色便携手提袋，防水耐用，收纳有序。

多款多色：5 款设计，潘通色精准匹配，满印 / 丝印工艺可选，防水耐用：900D 加密牛津布，防水涂层，承重 5kg 不变形，多层收纳：磁吸扣袋口 + 拉链内袋 + 魔术贴袋 + 外贴袋，物品分类有序，品质细节：仿尼龙小坑纹织带双胶缝合，230D 斜纹里布，出口环保认证。



BYD SCENTED GIFT BAG

BYD香薰礼袋

Presale

Expected launch: End of October

The BYD scented gift bag includes a metallic silver bucket bag and a scented candle cup. The bucket bag features a drawstring closure with a BYD star charm, stylish enough for everyday carry or storage. The candle cup has a double-layer glass body—gold inside, white outside—with laser engraving, gold dusting, and digital printing. Made with 100% natural soy wax, it is baby-safe, burns smokelessly with no formaldehyde, and lasts 30–50% longer than paraffin. A glitter jelly-wax layer and smart-sensor LED (20-hour battery) create a crystal-like ambient glow. The gold-foiled glass lid locks in fragrance and prevents spills, all presented in a cylindrical gift box with foam cushioning.

BYD 香薰礼袋，内含银色水桶包与香薰蜡烛杯。水桶包采用金属感银面材质，抽绳束口配 BYD 星形挂饰，精致有型，可作日常挎包或收纳袋。蜡烛杯为内喷金、外喷白双层玻璃杯身，搭配激光镭射、撒金与数码印工艺，光影流转间彰显品质；100% 天然大豆蜡母婴级安全，燃烧无烟无甲醛，时长比石蜡高30%–50%；中层果冻蜡添高亮闪粉，配合智能感应 LED 灯（续航20小时），点亮后水晶质感光芒流转；烫金玻璃盖防尘锁香防洒漏。直筒彩盒配海绵缓冲，自用送礼皆宜。



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BYD MAGNETIC BROOCH

BYD磁吸胸针

**NEW
ARRIVAL**

Material Code: 21757757-00

Magnetic brand brooch — zero damage, effortless wear.

No-pin magnetic closure protects fabrics, no holes in uniforms. Secure hold on 0.3–2.0 mm fabrics — suits, shirts, workwear, headwear. BYD letterform to VI standards, integrally formed, not separate pieces. Stainless iron, 3D raised letters, chamfered edges, no sharp corners. ≤15 g, flat back, all-day comfort for service and events.

磁吸品牌胸针 —— 零损伤，轻松戴。

磁吸无针，保护衣物，工服不留孔。稳固吸附 0.3–2.0 mm 面料，西装、衬衫、工服、帽饰皆宜。BYD 字母遵循 VI 标准，整体成型，非分体拼接。不锈钢材质，立体字，倒角边缘，无锋利棱角。≤15 g 轻盈，背面平整，全天佩戴舒适。



BYD 3-IN-1 KEYCHAIN

BYD3合1钥匙扣

Presale

Expected launch: End of October

3-in-1 metal car accessory — keychain, fridge magnet, brooch.

One body, three uses

swap back attachment for three forms

1:1 replica

die-cast zinc alloy, faithful car design

Magnetic:

built-in strong magnets, secure fridge hold, pin-free brooch

Three models:

ATTO 3 (deep blue), Ti7 (jungle green), DOLPHIN G (vibrant orange)

一体三用金属车模，钥匙扣 / 冰箱贴 / 胸针随心切换。

一体三用：换背面配件，秒变三种形态

1:1 还原：锌合金压铸，忠实还原实车造型

磁吸设计：内嵌强磁，冰箱贴牢固，胸针无针不伤衣

三款车型：ATTO 3 深海蓝、Ti7 丛林绿、DOLPHIN G 活力橙



BYD PEN

BYD签字笔

**NEW
ARRIVAL**

Material Code: 18747930-00

The pen body adopts golden surface treatment with smooth texture and printed logo for exquisite appearance.

Equipped with 0.5mm bullet nib and black ink, it provides consistent and fluent ink output.

Retractable mechanism for simple operation; durable and anti-drop. Net weight: approx. 17g. Solid grip suits daily and business writing.

笔身采用金色设计，表面光洁顺滑，搭配清晰LOGO，尽显精致质感。

采用0.5mm子弹头笔尖，黑色油墨书写，出墨均匀流畅，下笔不飘；

按动式设计，操作便捷，耐摔耐用；笔身净重约17g，手感稳重，为日常书写与商务场景提供顺滑的书写体验。



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MINI NOTEBOOK *NEW ARRIVAL*

迷你笔记本

Material Code:

20956925-00 (Green)、20956923-00 (Blue)、20956924-00 (Pink)、19658352-00 (Silver)、19658351-00 (White)



A lightweight, pocket-sized notebook for quick notetaking.
Soft-touch PU cover with refined texture and a smooth touch;
80g cream wood-free paper ensures smooth writing with no
ink bleed, balancing eye comfort and functionality; Sewn binding construction enables 180° flat opening for seamless, tear-free flipping.

轻量随身设计，灵感随写随记。肤感PU封面，纹理细腻，触感柔滑；
80g米白道林纸，书写顺滑不洇墨，兼顾护眼与实用；锁线装订工艺，支持180°平摊，翻页流畅不掉页。

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MAGNETIC PHONE HOLDER

磁吸手机支架

Material Code:

19735526-00 (black) 、 21040929-00 (grey) 、 21040930-00 (blue) 、 21040928-00 (cyan) 、 21063155-00 (orange)

Same as
delivery box items



ALL



Ultra-fine nano-leather for enhanced wear and stain resistance.
Strong magnetic hold for easy attachment and card storage; Can be used as a mobile phone holder, convenient for travel and business
Compact and stylish design.
Product Dimensions: 98*64*6mm Weight: 60g

超纤纳米皮，更耐磨抗污
强力磁吸，随意吸附，还可以收纳卡片；可作为手机支架，出行商务方便
小巧外观，时尚美观
产品尺寸：98*64*6mm 重量：60g



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BASEBALL CAP

棒球帽

Material Code:

18656578-00 (black) 、 21063156-00 (orange) 、 19700804-00 (cyan) 、 19700803-00 (grey)



ALL



The structured curved brim ensures a snug, comfortable fit. A 3D embroidered logo adds a refined touch of quality.

Evenly spaced small eyelets at the back enhance airflow and moisture wicking, keeping your head cool and dry. With its clean, understated design, this cap seamlessly complements both athletic and everyday casual wear.

结构化弧形帽檐，贴合头部，佩戴舒适。3D 刺绣 logo 彰显精致质感。帽后均匀排布的透气小孔提升空气流通、加速排汗导湿，让头部保持干爽清凉。款式简约低调，无论是运动风还是日常休闲穿搭，都能轻松适配。



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POLO SHIRT

POLO 衫

Material Code:

black : 21088967-00 (S) 、 21088979-00 (M) 、 21088972-00 (L) 、 21088973-00 (XL) 、 21203240-00 (XXL) 、 21203241-00 (XXXL) 、 21203242-00 (XXXXL) 、 21203243-00 (XS)
 grey : 21088939-00 (S) 、 21088936-00 (M) 、 21088937-00 (L) 、 21088938-00 (XL) 、 21203248-00 (XXL) 、 21203249-00 (XXXL) 、 21203250-00 (XXXXL) 、 21203251-00 (XS)
 orange : 21088935-00 (S) 、 21088932-00 (M) 、 21088933-00 (L) 、 21088934-00 (XL) 、 21203244-00 (XXL) 、 21203245-00 (XXXL) 、 21203246-00 (XXXXL) 、 21203247-00 (XS)
 yellow : 21088978-00 (S) 、 21088970-00 (M) 、 21088981-00 (L) 、 21088974-00 (XL) 、 21203227-00 (XXL) 、 21203230-00 (XXXL) 、 21203232-00 (XXXXL) 、 21203234-00 (XS)
 blue : 21088971-00 (S) 、 21088975-00 (M) 、 21088982-00 (L) 、 21088968-00 (XL) 、 21203235-00 (XXL) 、 21203236-00 (XXXL) 、 21203237-00 (XXXXL) 、 21203238-00 (XS)



Made of soft lightweight fabric, it delivers unrestrained comfort and great breathability to disperse heat efficiently, keeping you sweat-free all day long.

The classic tailored Polo design suits daily commutes and casual occasions effortlessly. Available in multiple colors for your choice.

甄选轻薄舒适面料，上身轻盈无束缚，透气性出众，快速疏导体表热气，久穿不闷汗不黏身。

利落Polo版型经典百搭，日常通勤、休闲穿搭都适配，干爽体感相伴整日，清爽自在氛围感拉满。颜色多样，任您选择！



ALL



STAINLESS STEEL WATER CUP

不锈钢直饮杯

Presale

Expected launch: End of October

Colors inspired by the brand's best-selling car models, bold and distinctive. Made of food-grade 304 stainless steel, odorless, corrosion-resistant and easy to clean. 350ml large capacity, perfect for cold drinks. Stackable design for easy portability and storage. Lightweight and shatterproof, ideal for daily use and outdoor camping.

杯身色彩灵感源自品牌热门车型配色，个性鲜明；采用食品级304不锈钢材质，安全无异味，耐腐蚀易清洗。350ml大容量，冷饮好搭档；经典叠放收纳设计，便于携带存储。轻便耐摔的设计，不仅是适用于日常饮水，也是户外露营场景的好物。



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MUG (BLACK/GREEN) *NEW ARRIVAL*

简约马克杯 (典雅黑/摩登绿)

Material Code:

18656485-00(Black)、18689216-00(Green)

◆ High-Temperature Glazed, Durable Ceramic

Made through multiple high-temperature firings, the mug features a textured glazed finish. The ergonomic design ensures a comfortable grip, while the reinforced edges provide strong impact resistance.

◆ Elegant Design, Classic Color Palette

Designed with simplicity in mind, the mug combines the serene elegance of black with the vibrant modernity of green. These timeless colors bring a touch of artistic sophistication to your everyday moments.

◆ Versatile Use, With Joy and Comfort

Perfect for daily use, this mug not only meets your daily needs but also adds a modern touch to your break time.

高温釉烧 瓷质坚固

经过多次高温烧制，磨砂釉面，握感舒适，边缘加厚设计，防撞击力强

卓越设计 典雅配色

摒弃繁复，静谧典雅的黑色，摩登明丽的绿色，经典配色带来不凡的艺术质感

用途多样 满满幸福

满足日常生活饮用需求，为小憩时光增添摩登格调



PET CARRIER *NEW ARRIVAL*

宠物包

Material Code:

20946034-00 (Green)、21088412-00 (Blue)



Crafted from scratch and stain resistant Oxford fabric with PVC breathable mesh. Steel ring frame and thick solid base avoid collapse. Foldable for easy storage, supports shoulder and hand carry. Wide breathable mesh ensures comfort in all seasons. Dual side expandable design offers ample space for cats and small dogs.

采用牛津布PVC透气网材质，防刮耐脏；内衬钢圈支撑，底部厚垫加硬防塌；日常收纳可折叠，超薄不占空间；单肩、手提双模式切换；大面积透气网格面料，四季不闷不燥；双向扩容，两侧可调节卷帘，让猫咪、小型犬自由舒展，长途出行不压抑。



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CAR PET MAT

车载宠物垫

Material Code:

21088414-00 (orange) 、 21088415-00 (yellow) 、 21088413-00 (blue)



Made of 600D Oxford fabric, PP cotton, 210D lining and PVC anti-slip mesh for thick stable structure. Full coverage blocks pet hair, dirt, stains and scratches to protect car seats and preserve interior. Designed with side transparent window and storage pocket, it features tool-free easy installation and removal.

Custom BYD logo ,tailored for BYD pet owners for pleasant travel, ideal as owner activity gifts and exclusive member presents.

采用600D牛津布+PP棉+210D里布+PVC涂层防滑网，加厚防滑结构；全覆盖式包裹设计，能有效阻挡宠物掉毛、泥污、尿液和抓挠，避免爱车座椅被刮花、弄脏，延长原车内饰使用寿命；侧面带透明可视窗口 + 储物口袋，出行更省心；免工具安装，套上绑带就能固定，拆卸方便，告别清洁焦虑。定制BYD专属 LOGO，专为 BYD 车主与爱宠打造，一车一垫，出行更安心；可作为车主活动伴手礼、会员专属礼品。



BYD POWER BANK

BYD充电宝

Material Code:

21081131-00 (silvery) 、21081134-00 (blue) 、21081132-00 (golden) 、21081133-00 (rose gold)



This 10000mAh 22.5W super fast charge power bank boasts a minimalist square look with a portable cord lanyard, stylish and functional.

Rapid Power Boost: 22.5W super fast charging works with most phones and earbuds, ending low-battery stress.

Long-lasting Power: Large capacity enables multiple charges for daily commutes and short trips.

Light & Easy to Carry: Compact body with a lanyard design for easy carrying; built-in dual charging cables, hassle-free travel.

10000mAh 22.5W超级快充移动电源，以简约方型设计搭配数据线便携挂绳，兼顾颜值与实用性。

疾速补电：支持22.5W超级快充输出，兼容主流手机、耳机等设备，告别低电焦虑。

持久续航：10000mAh大容量，轻松满足日常通勤、短途出行的多次充电需求。

轻量便携：紧凑机身+挂绳设计，轻松携带；自带双充线，出行无负担。



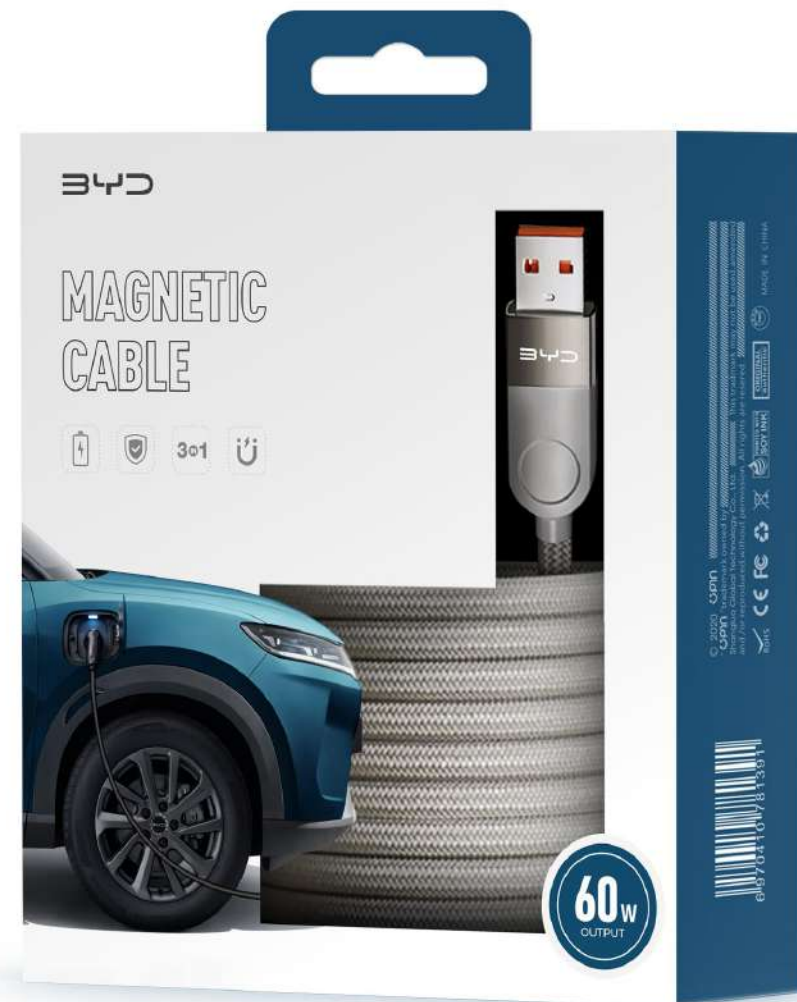
60W 3-IN-1 MAGNETIC CHARGING CABLE

60W三合一磁吸数据线

Material Code: 20944028-00

Creative magnetic design self winding, self-priming, and self storage; High energy three in one one thread handles everything; PD100W Fast charging Enjoy the thrill of being fully charged.

创意磁吸设计，自动收卷、自吸贴合、一键收纳；高能3合1单线多用，万物适配；PD60W快充畅享满电快感。



MISTING HANDHELD FAN

冰雾手持小风扇

Material Code: 21123677-00(white)、21123676-00(blue)



Fine mist instantly cools down skin temperature.
30ml large water tank for lasting summer coolness.
High-speed brushless motor with 5 adjustable speeds.
Large 3000mAh battery delivers long-lasting battery life.

细腻水雾 瞬间降低体表温度
30ml大容量水箱 夏日清凉不中断
高速无刷电机 五档随心调
3000mAh大电池 长效续航 告别焦虑



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BLUETOOTH MINI SPEAKER

蓝牙小音箱

Material Code: 20472611-00(Time grey)、20472610-00(Lime Green)



240g ultra-light body, 8-hour battery, music on the go. IP67 water & dust resistance for all-scenario use. Bluetooth 5.3 for faster, seamless connection. Pair 2 speakers for enhanced sound and double fun.

240g小巧轻便机身，8小时长续航，随身随行 处处畅听
IP67级防护，防水防尘设计，可以兼顾多种场景的无忧使用；
蓝牙V5.3传输速度更快，畅听更随心；2台音箱级联提升音质，快乐加倍。



TITANIUM BOTTLE

钛保温杯

Material Code: 21114968-00(silvery) 、21114969-00(blue)



Made of pure titanium, this cup is safe and healthy. The double-wall vacuum design delivers excellent heat and cold retention. It features a tight seal with zero leakage, giving you complete peace of mind for daily outings.

Boasting an exquisite texture, the pure titanium material contains no heavy metals and is ultra-light for easy carrying. A natural titanium dioxide film forms on its surface, making it resistant to high temperatures, acids, alkalis, corrosion and rust. It maintains stable insulation performance and is effortless to clean.

With a sleek and elegant design, it is perfect for daily drinking, office use and travel.

纯钛材质安全健康，双层真空，保温保冷效果超棒。密封严实不漏水，日常出行带着超安心！杯身质感细腻，纯钛材质安全无重金属，超轻好携带，表面自动生成二氧化钛纯化膜，耐高温、酸碱、腐蚀、生锈，保温保冷效果稳定，清洗方便。设计简约大气，日常喝水、办公出行都适配。



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TITANIUM MUG

钛杯

Material Code: 21134936-00



Featuring a matte black-gold vintage finish, every texture showcases the sleek, cool charm of titanium. The medical-grade pure titanium liner prevents residue and odors, preserving the original flavor of your drinks.

The cup has an exquisite feel. Made of heavy-metal-free pure titanium, it is ultra-light and portable. A natural titanium dioxide film forms on the surface, delivering outstanding resistance to high temperatures, acids, alkalis, corrosion and rust. It maintains steady insulation and is easy to clean. Thanks to the double-layer heat retention technology, your iced Americano stays refreshing all day long, while the rich aroma of hot latte lingers beautifully.

哑光黑金的做旧肌理，每一道纹路都在诉说钛金属的冷冽质感；医用级纯钛内胆，确保无沉淀，无异味混合，保持饮料原味。
杯身质感细腻，纯钛材质安全无重金属，超轻好携带，表面自动生成二氧化钛纯化膜，耐高温、酸碱、腐蚀、生锈，保温保冷效果稳定，清洗方便。双层锁温工艺，冰美式的清冽能留足整日，热拿铁的醇香也能久久不散。



PORTABLE CUP

随行杯

 Presale

Expected launch: October

Dual-mode design for versatile use.

Sip Mode: Flip-top lid with heat-regulated flow, enabling gentle sipping without burns or choking.

Open Mode: Removable lid for unrestricted drinking, perfect for quick hydration.

Wide-top/narrow-base design fits cup holders securely, spill-resistant structure for small sips, one-handed access for on-the-go convenience.

一杯两用，直饮模式 翻盖即饮，小口啜饮，不烫不呛；

敞口模式 开盖畅饮，大口喝，更痛快；

上宽下窄易放置，小口饮用不易洒，单手开启更易饮。



PROJECTION UMBRELLA

投影长柄伞

Material Code: 20944029-00



685mm 10-rib straight automatic umbrella, 14mm black aluminum shaft, 3.5/4.5mm black fiberglass ribs, black nylon honeycomb fabric. Black octagonal button with silver trim, pointed tip & 8mm exposed white nickel bullet tip, white nickel ferrule and zinc alloy finial. Made of 50D 280T pongee, diagonal dual BYD silk prints. ABS handle with built-in projection lamp, wind-resistant up to Level 6.

685mmx10K直骨自动14mm黑色铝中棒，3.5/4.5mm黑色纤维伞骨，黑色尼龙蜂巢，黑底银边八角按钮，尖尾+白镍子弹尾露8cm长，白镍伞笠，白镍锌合金人头珠，50DX280T碰织布，对角2片印的色BYD丝印，ABS投影灯手柄，可抗6级风。



*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

BACKPACK

双肩背包

Material Code: 18677887-00

Custom business backpack for BYD, crafted from wear-resistant fabric. Its minimalist black design fits all workplace scenarios. Featuring a large-capacity layered structure, it easily organizes daily essentials. Equipped with comfortable handles and pressure-relieving shoulder straps, it balances practicality and business aesthetics, making it an ideal companion for daily commutes and business trips.

BYD定制商务双肩包，耐磨面料打造，黑色简约外观适配各类职场场景。大容量分层设计，轻松收纳随身物品，舒适提手搭配减负背带，兼顾实用性与商务格调，是通勤、差旅的理想伴侣。

【Clearance Items】 Check inventory list. While stAPT Oocks last.

*The inventory changes in real time. If you have any demands, please place your order as soon as possible.



OUTDOOR JACKET(SILVER GREY)

银灰色冲锋衣

Material Code: 18656456-00 (L) 、18656455-00 (XL) 、18656454-00 (XXL)

Made from 100% polyester, this sleek, lightweight jacket features a durable water-repellent finish to shield against light rain.

With an adjustable hood, secure zippered pockets, and minimalist design, it offers versatile comfort and style for urban commutes and light outdoor adventures.

这款简约轻便外套采用100% 聚酯纤维制成，表面具备耐用的防泼水性能，可抵御小雨侵袭。

配备可调节连帽、安全拉链口袋，设计简约利落，舒适百搭、时尚有型，适合城市通勤与轻度户外出行。

【Clearance Items】 Check inventory list. While stAPT Oocks last.

*The inventory changes in real time. If you have any demands, please place your order as soon as possible.



DOWN VEST

羽绒马甲

Presale

Expected launch: October

90% white goose down vest — lightweight warmth, versatile for business and casual.

High-loft warmth: 90% white goose down, 700+ FP fill power, light and insulating

Stand-collar sleeveless design: stone blue, center zipper + side pockets, layer or wear alone

Anti-leak craftsmanship: compartmentalized filling, even down distribution, no feather leakage

Brand detail: BYD reflective-silver logo on left chest, skin-friendly tech fabric, full size range, export-certified

90% 白鹅绒羽绒马甲，轻盈保暖，商务休闲百搭。

高蓬松保暖：90% 白鹅绒填充，蓬松度 700+ FP，锁温轻盈不压身

立领无袖版型：石黛蓝色，中央拉链 + 两侧插袋，内搭外穿皆宜

防钻绒工艺：分格充绒，绒朵分布均匀，表面无钻绒跑绒

品牌细节：左胸 BYD 反光银 LOGO，柔肤科技面料，多尺码覆盖，出口品质

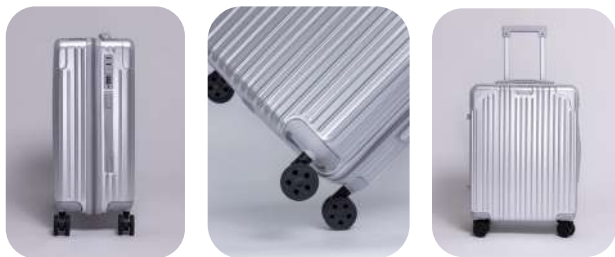


*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

SUITCASE

行李箱

Material Code: 18613521-00



The suitcase is light-weight, compact and perfect for traveling on-the-go. With a small size and a large capacity, it's increadibaly portable, allowing you to take it aboard. Equipped with a zippered mesh pocket, it allows for a dry-wet separation, enabling a rational distribution of the internal space. Made of thickened ABS and PC material, the suitcase is resistant to deformation, scratches, and abrasion with high resilience. With its 360-degree shock-absorbing universal wheels, it runs smoothly and steadily, reducing noise to a minimum.

轻便小巧，随身出行。便捷随身，可直接登机，小身材，大容量。

拉链网袋搭配，干湿分离，合理分配内部空间；

加厚材质，不易变形，防刮耐磨，ABS+PC混合材质,不易变形,抗压回弹性好。

平稳流畅，360°减震万向轮，转动灵敏,降噪轻音,丝滑省力。

【Clearance Items】 Check inventory list. While stAPT Oocks last.

*The inventory changes in real time. If you have any demands, please place your order as soon as possible.



SIDE-OPENING SUITCASE

侧开行李箱

**NEW
ARRIVAL**

Material Code: 20946036-00



High-toughness PC+alloy, impact & pressure resistant. Front quick-access compartment for fast security & on-the-go work. Silent 360° spinner wheels. Adjustable aluminum trolley, multi-height. Smart compartmentalization. Equipped with a cup holder on the back for convenient hands-free use. It has a built-in power cable for connecting a power bank, plus dual external charging ports for smart charging without opening the case.

Custom BYD logo, sleek silver-gray matches BYD's tech style. Perfect for business & road trips, style meets function. Ideal for event giveaways & member gifts.

采用高韧性 PC+合金材质，抗摔抗压；前侧快开舱门设计，侧开快取，安检、临时办公，差旅效率翻倍；万向静音轮设计，推行顺滑无噪音；加厚可调节铝合金拉杆，多档位可调节，适配不同身高推行；科学分区收纳，告别杂乱无章；背部搭配杯架，便捷解放双手；内部配置电源连接线，可连接移动电源，外部双充电口，智能充电无需开箱。

定制专属 BYD 品牌标识，银灰色极简风格与 BYD 车型科技感一脉相承，差旅出行、自驾出游都适配，颜值与实力双在线！可作为车主活动伴手礼、会员专属礼品。



*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

8-PIECE SET OF STORAGE BAGS

收纳包八件套

Material Code: 18613506-00



Made of polyester Oxford fabric with a PU coating on the surface, it is waterproof, moisture-proof, stain-resistant and easy to clean.

The storage bags are available in various sizes for diverse storage needs. The storage bags in different sizes can be flexibly combined to meet the requirements in different scenarios for short and long distance trips (large, medium and small mesh bags, drawstring bag, underwear bag, flat-top bag, shoe bag, toiletries bag).

The buckle design helps you bid farewell to clutter. It can keep your clothes in place firmly, maintaining tidiness for you at every moment. The design also allows for easy access to items. With the mesh design, you can clearly see what's inside the storage bags, making it convenient to take out things.

防水防潮，耐脏易洁。涤纶牛津布面料，表面PU涂层处理，防水耐脏，易于打理。

多种规格，多元收纳。多种规格收纳袋灵活组合，满足短途、长途出行不同场景收纳需求（大号网纱包、中号网纱包、小号网纱包、束口袋、内衣袋、平口袋、鞋袋、洗漱包）。

插扣设计，告别散乱。固定衣物稳固不移位，时刻保持整洁，从容应对每一刻。可视化设计，轻松取物。网格设计，收纳物品一目了然，取物方便。



【Clearance Items】 Check inventory list. While stAPTocks last.

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MARKET ACTIVITIES

市场活动类



CAR-SHAPED CARTOON TOWEL

车形擦手布

Presale

Expected launch: October



Cartoon car hand towel — hangable, soft and absorbent.

Two designs: Ti7 green SUV, Seal blue sedan, embroidered front with crisp details

Coral fleece: 260 g/m², soft and fluffy, quick-absorbent, no shedding or pilling

Hangable design: cotton-polyester loop at top, convenient for home, office and car

Brand detail: embroidered BYD logo on front, neatly bound edges, export-certified quality

卡通车型擦手巾，挂式设计，柔软吸水。

两款造型：钛7绿色SUV、海豹蓝色轿车，正面刺绣工艺，线条清晰

珊瑚绒材质：260g/m²，柔软蓬松，吸水速干，不掉毛不起球

挂式设计：顶部涤棉挂绳，可悬挂于家居、办公、车载，随手取用

品牌细节：正面刺绣 BYD Logo，异形包边整齐，出口品质认证

MULTI-COLOR SUN VISOR

多色太阳帽

Presale

Expected launch: End of October



Breathable sun visor — lightweight protection for outdoor activities.

Open-top breathability: hollow crown design releases heat, no sweaty scalp during sports

Wide brim sun protection: extended brim blocks sunlight, shields face from UV rays

Four colors: light blue, vibrant orange, sakura pink, off-white — trendy and versatile

Adjustable fit: rear hook-and-loop strap fits various head sizes, secure and non-slip

空顶防晒遮阳帽，轻盈透气，户外出行必备。

空顶透气：顶部镂空设计，散热不闷汗，运动佩戴更舒适

宽檐防晒：加长帽檐有效遮挡阳光，保护面部免受紫外线侵扰

四色可选：浅蓝、活力橙、樱花粉、米白，马卡龙色系时尚百搭

可调节设计：后部魔术贴松紧调节，适配不同头围，佩戴稳固不滑落



60W CABLE ORGANIZER

60W多功能数据线收纳盒

Presale

Expected launch: End of October



HIDE PHONE HOLDER



82.5mm



10mm

60W fast charge: Cable supports 60W fast charging, with USB-A / Micro USB / Lightning adapters for Apple and Android

Multi-functional: built-in SIM eject pin + Micro / Nano SIM slots, foldable back stand for phone viewing

Portable storage: compact round case, neatly organized, fits in pocket or bag

Two colors: matte black / minimalist white, with BYD logo and "BUILD YOUR DREAMS" imprint, ideal for business gifting

60W 快充: 数据线支持 60W 快充, 搭配 USB-A / Micro USB / Lightning 转接头, 苹果安卓全适配

一物多用: 内置取卡针 + Micro / Nano SIM 卡收纳槽, 背面折叠支架可支撑手机追剧

便携收纳: 圆形紧凑设计, 配件整齐归位, 随身放入口袋或包袋

双色可选: 哑光黑 / 简约白两款, BYD Logo + "BUILD YOUR DREAMS" 标识, 商务礼品两相宜



MULTI-COLOR CROSSBODY BAG

多色斜挎背包

Presale

Expected launch: End of October



Lightweight multi-way waist bag — versatile styling for everyday outings.

Multiple ways to wear: waist, chest or crossbody, switch freely for commute and sports

Four colors: light blue, vibrant orange, off-white, sakura pink — trendy and versatile

Practical storage: zippered main compartment holds phone, keys, cards and essentials

Quality details: BYD metal logo on front, braided cord zipper pull, wide strap for comfort

轻量多功能腰包，多种背法，出行百搭。

多种背法：可腰挎、胸背、斜挎，通勤运动随心切换

四色可选：浅蓝、活力橙、米白、樱花粉，马卡龙色系时尚百搭

实用收纳：拉链主袋容量适中，轻松收纳手机、钥匙、卡包等随身物品

品质细节：正面 BYD 金属 Logo，编织绳拉链头，宽肩带佩戴舒适不勒



FOOTBALL CO-BRANDED COLLECTION

足球联名系列

LIFESTYLE MERCHANDISE



*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

MANCHESTER CITY × BYD

曼城联名系列

LIFESTYLE MERCHANDISE
MANCHESTER CITY × BYD



BYD

OFFICIAL PARTNER OF
MANCHESTER CITY FOOTBALL CLUB



*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

CO-BRANDED GIFT BAGS

联名礼品袋

Material Code: 21041500-00

It features a delicate and premium touch with scratch and wear resistance. The bag body is rigid and maintains its shape without sagging, with excellent load-bearing capacity that easily holds multiple co-branded merchandise and gift boxes. It is not prone to deformation or damage, and retains its exquisite appearance even after repeated use, eliminating the frustration of ordinary gift bags that break easily after a single use.

触感细腻高级，防刮耐磨；袋身挺括不软塌，承重能力优秀，可轻松承载多件联名周边、礼品礼盒，不易变形、不易破损，反复使用也能保持精致外观，告别普通礼品袋一用就坏的烦恼。



CO-BRANDED **POCKET FOOTBALL**(GIFT ONLY)

联名掌上足球（仅可赠送）

Material Code: 21041404-00

With an ultra-mini palm-sized design that fits perfectly in one hand and easily slips into your pocket, it breaks the venue and space limitations of traditional footballs. Whether for desk-top fidgeting, decompression during your commute, or casual "fidget play" on the go, it delivers a seamless experience — truly bringing your football passion with you, everywhere you go.

超迷你掌心尺寸，可单手握持、轻松揣进口袋，打破传统足球的场地与空间限制，无论是桌面把玩、通勤解压，还是随身携带随时“盘玩”，都能轻松实现，真正做到“足球情怀，随身陪伴”。



*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

CO-BRANDED **FOOTBALL**(GIFT ONLY)

联名足球（仅可赠送）

Material Code: 21042404-00

Official co-branded exclusive collectible for automotive fans & football lovers, crafted by two top IPs.

High-elastic wear-resistant textured PU with anti-slip surface, ensures stable touch & control for daily practice, matches and parent-child play.

官方联名出品，是两大顶级 IP 跨界合作的专属纪念载体，兼具汽车品牌粉丝与足球迷的双重收藏属性。采用高弹耐磨的纹理 PU 材质，表面的防滑纹理设计，大幅提升控球时的摩擦力，无论是日常颠球、业余对抗，还是亲子互动玩耍，都能提供稳定的脚感与操控体验。



*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

CO-BRANDED FRIDGE MAGNET

联名冰箱贴

LIFESTYLE MERCHANDISE

MANCHESTER CITY × BYD



Material Code: 21239213-00



Material Code: 21239212-00



Material Code: 21041501-00



Material Code: 21239211-00



Material Code: 21239214-00

Official dual-IP co-branded limited edition set with Manchester City's iconic home sky blue colorway, delivering exceptional collectible value. Crafted with zinc alloy enamel and 3D embossed craftsmanship, featuring premium texture and exquisite, intricate details. 5 exclusive designs with strong, secure magnetic adsorption, perfectly suited for decoration across all scenarios.

正版双 IP 联名限定套装，曼城主场天蓝配色，收藏价值拉满
锌合金珐琅 + 立体浮雕工艺，质感高级，细节细腻
5 款专属设计，强磁稳固，全场景适配装饰

CO-BRANDED KEYCHAIN

联名钥匙扣

Material Code: 21081128-00

LIFESTYLE MERCHANDISE
MANCHESTER CITY × BYD

Exquisite texture, trendy and unique. Ditch ordinary keychains and show your fan vibe wherever you go.

Made of premium materials, resistant to deformation and fading. Sturdy metal clasp keeps keys securely in place for daily use.

质感细腻，潮流个性，告别普通钥匙扣，出门自带球迷气场。

优质材质打造，不易变形褪色，金属挂扣牢固，钥匙不脱落，日常使用更省心。



*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

CO-BRANDED CAR PHONE HOLDER *NEW ARRIVAL*

联名车载手机支架

Material Code: 21042995-00

Versatile for multiple scenarios, flexible installation, with a built-in knob locking structure on the base that supports suction cup installation. It can be easily fixed in positions such as the car center console, dashboard, windshield, etc., with no residual adhesive marks during installation and disassembly, flexible angle adjustment, and no blind spots in the field of view. The middle section of the bracket adopts a universal folding pivot, which supports 360 ° horizontal rotation and multi angle pitch adjustment, and can freely switch between landscape/portrait modes.

多场景通用，安装灵活，底座自带旋钮式锁止结构，支持吸盘式安装，可轻松固定在汽车中控、仪表台、挡风玻璃等位置，安装拆卸无残留胶痕，角度灵活调节，视野无死角。支架中段采用万向折叠转轴，支持 360° 水平旋转 + 多角度俯仰调节，可自由切换横屏 / 竖屏模式。



*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

CO-BRANDED NOTEBOOK

联名笔记本

Material Code: 21042997-00

LIFESTYLE MERCHANDISE

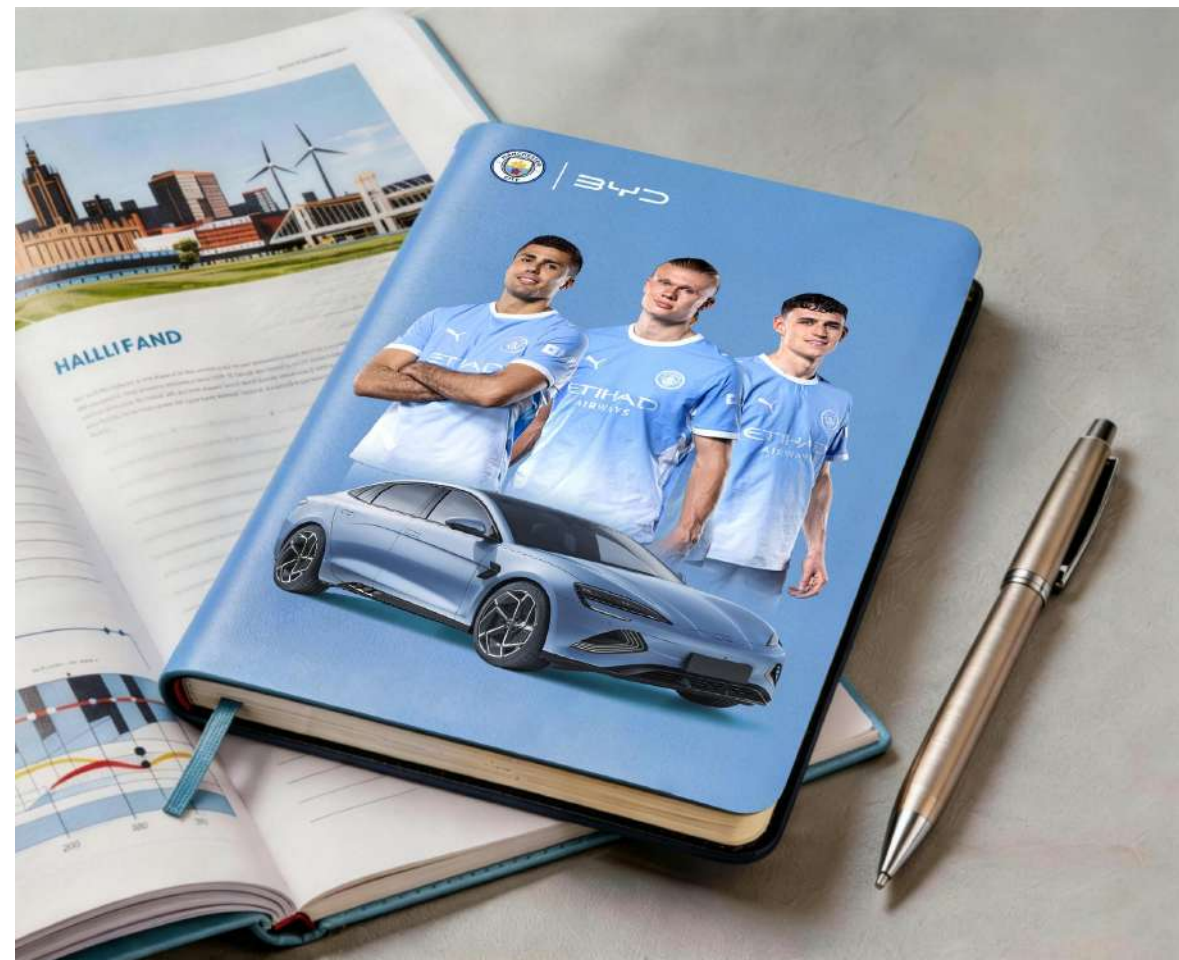
MANCHESTER CITY × BYD

The cover is made of high-quality faux leather with a delicate, skin-friendly touch, which is waterproof, scratch-resistant and wear-resistant, and does not fade or wrinkle easily even after long-term use. The durable thread-bound process ensures pages stay securely bound with no risk of falling out, while the thick inner pages are ink-proof, providing a smooth writing experience with no ink bleed-through.

It serves as a practical record-keeping tool for office work and study, and also works as an exquisite ornament for your desk or display cabinet, adding an exclusive sense of ritual to your daily recording moments and showcasing your personal hobbies and taste.

封面采用高品质仿皮材质，触感细腻亲肤，防水防刮耐磨，久用不易褪色、不易起皱；锁线装订工艺牢固不脱页，内页纸张厚实不透墨，书写顺滑不洇纸。

既可办公、学习时的实用记录工具，也可作为桌面、展柜的精致摆件，为日常记录时光增添专属仪式感，彰显个人爱好与品味。



CO-BRANDED MUG

联名马克杯

Material Code: 21081130-00

BYD × Manchester City Co-branded MugCrisp Manchester City blue with dual logos for instant recognition.

Crafted from fine bone china, smooth glossy glaze, comfortable to hold. Professional high-temperature decal firing: designs permanently fused, microwave-safe, fade-resistant and durable.

Perfect for daily hot drinks. A practical essential for fans and car owners.

比亚迪 × 曼城联名马克杯，采用清爽曼城蓝配色，杯身印有双方标识，辨识度拉满。杯身采用高骨瓷材质，釉面光滑细腻，触感温润不划手；杯面采用专业高温贴花工艺烧制，花纸与杯体紧密融合，可微波炉加热，长期使用图案不脱落、不掉色，安全耐用。日常热饮冲泡都适用，是球迷与车主的实用好物。



Microwaves



CO-BRANDED BOTTLE

联名水杯

Material Code: 21081129-00



The cup is engraved with the official Manchester City crest and BYD logo. Combining metallic luster, starry texture and leather ribbon, it perfectly blends the rugged charm of automotive craftsmanship with the trendy vibe of a top football club.

Crafted from 316L stainless steel with a ceramic inner liner, it features a well-fitted rim and double-walled vacuum insulation for long-lasting temperature retention. It keeps hot drinks warm and cold beverages chilled for hours, saving you the trouble of reheating or adding ice frequently, so you can enjoy drinks at the ideal temperature all day long.

杯身刻印曼城官方队徽与比亚迪品牌标识，金属光感+繁星纹理，搭配皮质缎带，把汽车工业的硬核质感与足球豪门的潮流气场完美融合

316L不锈钢+陶瓷内胆，杯口贴合设计，双层真空隔热结构，可长效锁温，既能让热饮长时间保温，也能让冰饮长效保冷，告别反复加热、频繁加冰的麻烦，全天都能喝到适温的水。



CO-BRANDED TOTE BAG

联名托特包

Material Code: 21042998-00

Exclusive co-branded design boasting commemorative significance and practical value. Wrinkle-resistant and wear-proof fabric resists pilling, keeping its shape well during daily commutes and short trips. Classic dumpling-shaped tote bag with open and zipper dual access. Neat interior space easily holds daily office and travel essentials.

专属联名款设计，有品牌纪念意义与实用价值

抗皱耐磨、不易起球，日常通勤、短途出行随意造都不易变形

经典托特包型，敞口 + 拉链开合设计，内部空间规整，可轻松容纳办公出行需要



*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

CO-BRANDED BACKPACK **NEW ARRIVAL**

联名双肩包

Material Code: 21042999-00



Classic roll-top opening design. It fits 15.6-inch laptops, A4 documents and daily belongings for daily commute. Unroll the top for extra capacity, ideal for short business trips, weekend camping and road trips.

Wide breathable S-shaped shoulder straps fit the shoulder and back contour, evenly distributing weight without discomfort after long wear. The cushioned breathable back panel offers great support and ventilation, keeping you sweat-free even in hot weather.

经典卷顶开合结构，常规状态可容纳 15.6 寸笔记本电脑、A4 文件、随身衣物等通勤全装备；展开卷顶后可额外扩容，短途出差、周末露营、自驾出游也能轻松 hold 住。
搭配前置磁扣，一拉即开，方便解放双手；背后设置隐藏拉链袋，存放贵重物品更省心；后幅插箱带解放肩膀，背包可挂靠在拉杆箱上，便捷出行；包内设置主置袋、拉链袋、隔层袋，分类收纳一目了然。



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INTER × BYD

国际米兰联名系列

LAUNCHING SOON



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PSG × BYD

巴黎圣日耳曼联名系列

LAUNCHING SOON



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THANKS

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