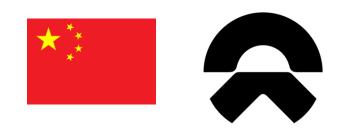


The future is in smart, electric and autonomous vehicles, and we aim to lead the way

1. Introduction

Introduction



- NIO is a Chinese automobile manufacturer
- NIO's Chinese name, which translates to "Blue Sky Coming" originated from the vision of a future filled with blue skies
- Mission:

To shape a joyful lifestyle by offering premium smart electric vehicles & being the best user enterprise

- Headquarter: Shanghai
- Specialization: Designing & Developing Electric Vehicles
- Nio is often dubbed "China's Tesla"

Mission & Vision

• Mission

Mission is to shape a joyful lifestyle by offering premium smart electric vehicles and being the best user enterprise

• Vision

➢ Vision of a future filled with blue skies





Founded

- Type: Public
- Industry: Automotive
- Founded: November 2014
- Founder: William Li (Li Bin)
- Headquarters: Shanghai, China
 - Number of locations: 4
 - Areas served:
 - China, Germany, Hong Kong, United Kingdom & United States
 - Revenue: \$2.9 b (2021)
 - Nio's revenues have grown from \$720 m in 2018 to \$1.12 b in 2019
 - Number of employees: 7,000+ (2020)

