



**NIO** 蔚来

**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)