

BYD Is Not Here Yet – But Should Dealers & Manufacturers Prepare for It Now?

By: John J. Pico, JD

BYD is crushing it in the United Kingdom (UK) and Europe. Year to date through June, BYD sales were up 94% over last year.

They currently rank 14th out of 58 manufacturers in the UK.

Rank	MARQUE	2026	% Market Share	2025	% Market Share	% Change
1	Volkswagen	90,150	7.92	94,156	9.03	(4.25)
2	BMW	62,877	5.53	65,698	6.3	(4.29)
3	Kia	62,845	5.52	62,005	5.95	1.35
4	Audi	58,662	5.16	53,538	5.14	9.57
5	Ford	58,199	5.11	60,402	5.8	(3.65)
6	Mercedes	49,982	4.39	47,970	4.6	4.19
7	Vauxhall	49,001	4.31	46,682	4.48	4.97
8	Mg	48,741	4.28	42,617	4.09	14.37
9	Skoda	46,508	4.09	43,837	4.21	6.09
10	Toyota	45,584	4.01	46,349	4.45	(1.65)
11	Hyundai	45,388	3.99	48,778	4.68	(6.95)
12	Peugeot	41,617	3.66	48,660	4.67	(14.47)
13	Nissan	40,953	3.6	49,149	4.72	(16.68)
14	BYD	37,795	3.32	19,390	1.86	94.92
15	Renault	36,248	3.19	33,237	3.19	9.06
16	Volvo	35,352	3.11	33,870	3.25	4.38
17	Land Rover	34,772	3.06	35,247	3.38	(1.35)
18	Jeecoo	34,067	2.99	8,399	0.81	305.61
19	Mini	29,471	2.59	21,953	2.11	34.25
20	Tesla	27,677	2.43	22,721	2.18	21.81

While America has kept them out of the U.S. to date, one would be naive to believe they will never reach our shores.

On a recent trip to the UK, I took some time to visit BYD dealerships and speak with the salespeople there.

I found BYD dealerships are run a manner similar to American dealerships.

Although they mainly stick to one price, they negotiate through things like trade valuations and complimentary accessories; and when they come here one can presume they will follow the same format.

Similar to one filling an open point in America, they said it took a couple of years from the time they entered the country to build their service business, but that they now have profitable service departments, mainly through work on hybrids.

Their batteries carry an impressive nine-year warranty; their vehicles come with six-year warranties and the salespeople claimed they steal a lot of business from Nissan and Hyundai because of those warranties.



One thing that impressed me was their off-site showrooms. There was one I visited on Berkeley Street, which was within walking distance of our hotel, and another about a half hour cab ride from the

hotel, which was located in the Westfield Shopping Center.



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Both places were thriving and both stood as examples that you don't need a multimillion-dollar facility with marble floors to sell cars.

Insofar as their meteoric rise in sales is concerned, the political environment in the United Kingdom and in the European Union is different than the US.

Aside from the government supplements, they have what many people call the "environmental zone surtax" which, in the UK is usually a **Clean Air Zone (CAZ) charge** or, in London, the **Ultra Low Emission Zone (ULEZ) charge**.

It is not technically a tax on driving; it is a fee charged when certain higher-polluting vehicles enter designated areas.

If your vehicle does not meet the required emissions standard, you must pay a daily charge to drive within the zone. Vehicles that meet the standard can enter without paying.



A half-dozen or so cities have CAZ, while London operates its own separate ULEZ scheme.

For the purposes of this discussion, it's not worth the time to explain the difference between **ULEZ**, **LEZ**, **CAZ**, and the **London Congestion Charge**, which are often confused with one another.

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Suffice it to say, I don't think U.S. buyers are as cognizant of environment factors as their European counterparts.

The following June 2026 powertrain mix illustrates just how different the UK market has become:

- **Petrol:** 84,541 (39.7%)
- **BEV:** 63,950 (30.0% market share)
- **HEV:** 29,874 (14.0%)
- **PHEV:** 26,702 (12.5%)
- **Diesel:** 8,099 (3.8%) smmmt.co.uk

Other than bringing in another car line to the U.S. and thus creating another competitor, I don't think there is too much to fear from them. **Except – WHAT IF BYD** eventually enters the United States and decides to price its vehicles below any level American manufacturers can profitably match—not temporarily to introduce a model, but long enough to capture substantial market share.

What legal protection would American manufacturers and their dealers have?

The question should be asked now—not after factories have closed, dealership values have collapsed, and competitors have left the market.

In my next article I'll examine whether existing law is prepared for that possibility—and, if not, what Congress should consider doing about it.

John Pico is a retired attorney, founder of Advising Automobile Dealers, LLC and has been consulting with automobile dealers for over fifty-years. For more articles about dealers and dealership issues, visit

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