

04-July-2025

A joint statement from BYD Australia and EVDirect,

BYD together with its Australian distributor EVDirect engaged the production services of Axelerate Media and Mumbo Media.

Costs incurred by BYD included the hiring of videographers and photographers, post-production services including voice-over recording and music licensing, as well as associated travel expenses for the production crew. Any suggestion that BYD paid money to influence the coverage of its car or editorial input into the car review is categorically false and misleading.

The opinions expressed by journalists align with the broader positive sentiment this vehicle has received across the automotive media landscape