

BYD Europe
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BYD ATTO 3

BYD

BUILD YOUR DREAMS

HELP TO COOL THE EARTH BY ONE DEGREE





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BYD ATTO 3, the SUV equipped with the all new BYD e-platform 3.0. Since its birth, safety, intelligence, efficiency, and aesthetics have been integral to its genes.

With a spiritual core of joyfulness, vibrancy, and adventure, the innovative BYD ATTO 3 excites the senses and takes you on a journey to begin a new life.





15.6 kWh/100 km
Energy consumption



7.3 s
0-100 km/h



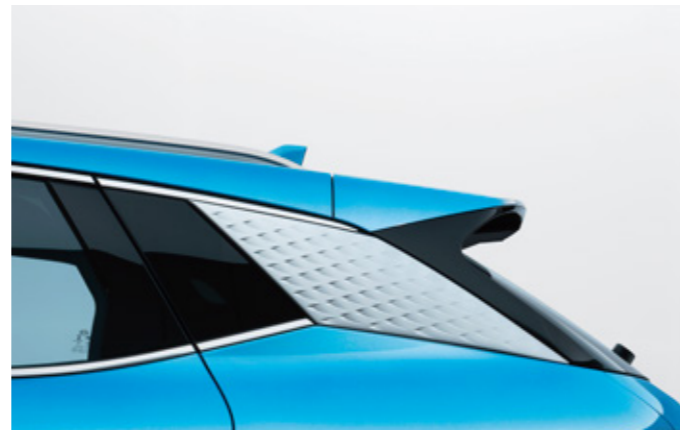
420 km
WLTP combined

Note: The figures may not reflect real life driving results, which will depend upon a number of factors, including the starting charge of the battery, factory-fitted options, accessories fitted (post registration), variations in weather, driving styles, and vehicle load, etc.



Impressive look for your lifestyle

Along the expressive upward sloping waistline and combining the selection of dynamic alloy wheels, BYD ATTO 3 delivers a sporty and aerodynamics design.



To see the future

The headlights, echoing with the continuous taillights, have a wider beam of light exposure, which greatly improves the visibility and night driving experience. In conjunction with the unique dynamic steering light, BYD ATTO 3 keeps you safer than ever.



Fit for fun

User-friendly functions and playful interior give a unique and distinctive style. Agile and fun, BYD ATTO 3 provides an engaging driving experience.

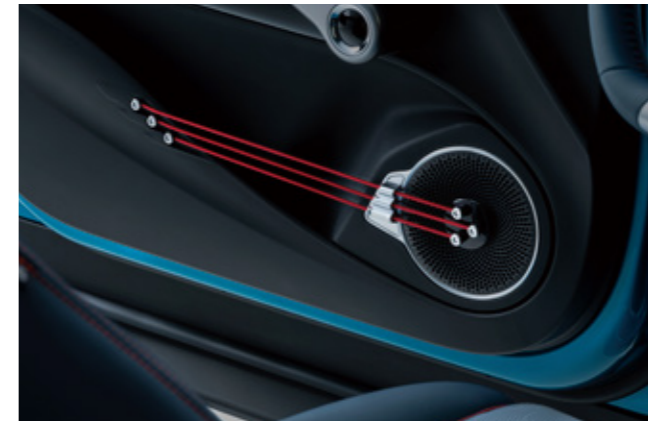
The vibrant and streamlined central console reflects a positive and energetic attitude towards life.





Treadmill style central armrest

The central armrest is inspired by the treadmill. Place your phone on the wireless charging pad, and you are always connected.



Strum your guitar

The unique strings combined with the speaker emulate a guitar-like design on the door panel. Relax and strum the playful 'guitar' to create your own melody. The flexible strings can also be expanded to hold bottles and more.



Light up your feelings

The multi-coloured ambient lighting listens to your moods and responds automatically to different rhythms of music with flowing illumination.

Stay Connected

BYD ATTO 3 provides a cockpit of connectivity with an intelligent experience to enrich your driving time.

You can use Apple CarPlay or Android Auto to link your mobile phone with the media system on the rotatable 15.6 inch touchscreen, accessing more conveniently to supported Apps from third-party providers such as Spotify and HERE Maps*. We keep you connected and informed throughout your journey.

Intelligent Voice Control allows you to free your hands and keep your eyes on the road. BYD cloud service on App will become your exclusive Butler. The OTA function for upgrading the system keeps you up-to-date for the best possible service.

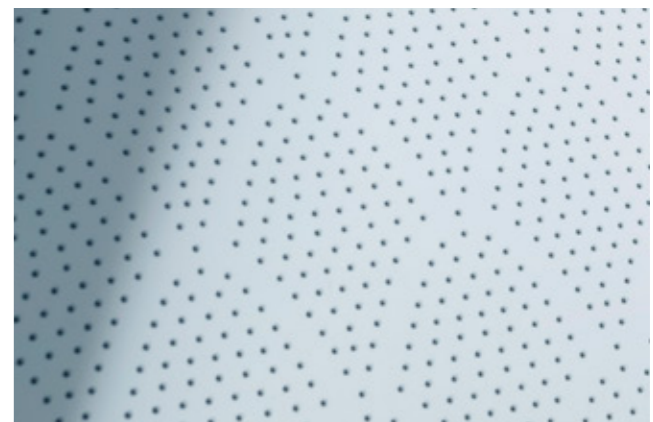


*Apple CarPlay, Android Auto will be available in the near future. Apple CarPlay, Android Auto Spotify, HERE Maps are available in limited markets.



Comfort in every journey

The ergonomically integrated sports seats are made of sustainable vegan leather. The heated front seats are electrically adjustable to create a more comfortable driving experience.



Large rear passenger space

Thanks to the design of the e-Platform 3.0, the floor in the rear is completely flat, creating a surprisingly large space.

This spacious legroom provides a relaxing and joyful space for your family and friends to enjoy the ride.





Panoramic sunroof

From sunshine to the stars, the panoramic sliding glass roof with adjustable sunshade allows you to embrace the beauty of the sky.





Electric tailgate

With a simple click, the tailgate automatically opens. The anti-pinch design ensures your safety when you are closing the tailgate.

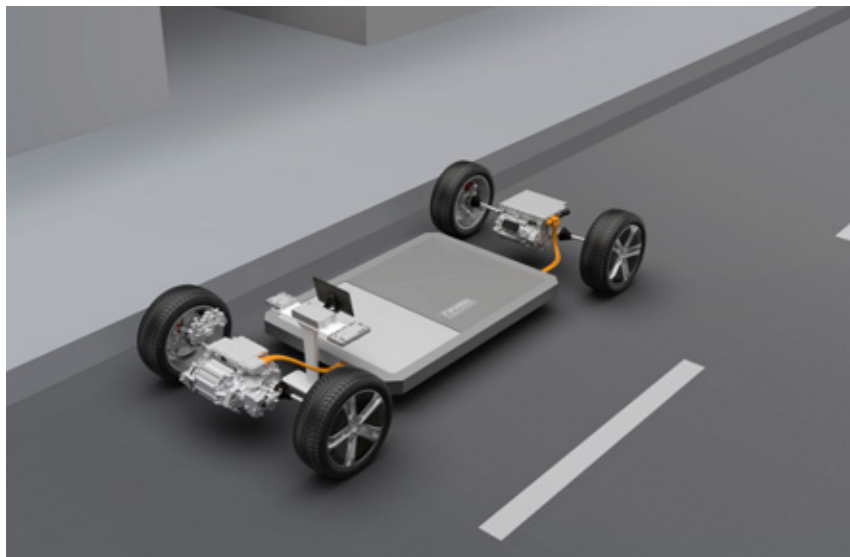
Spacious trunk

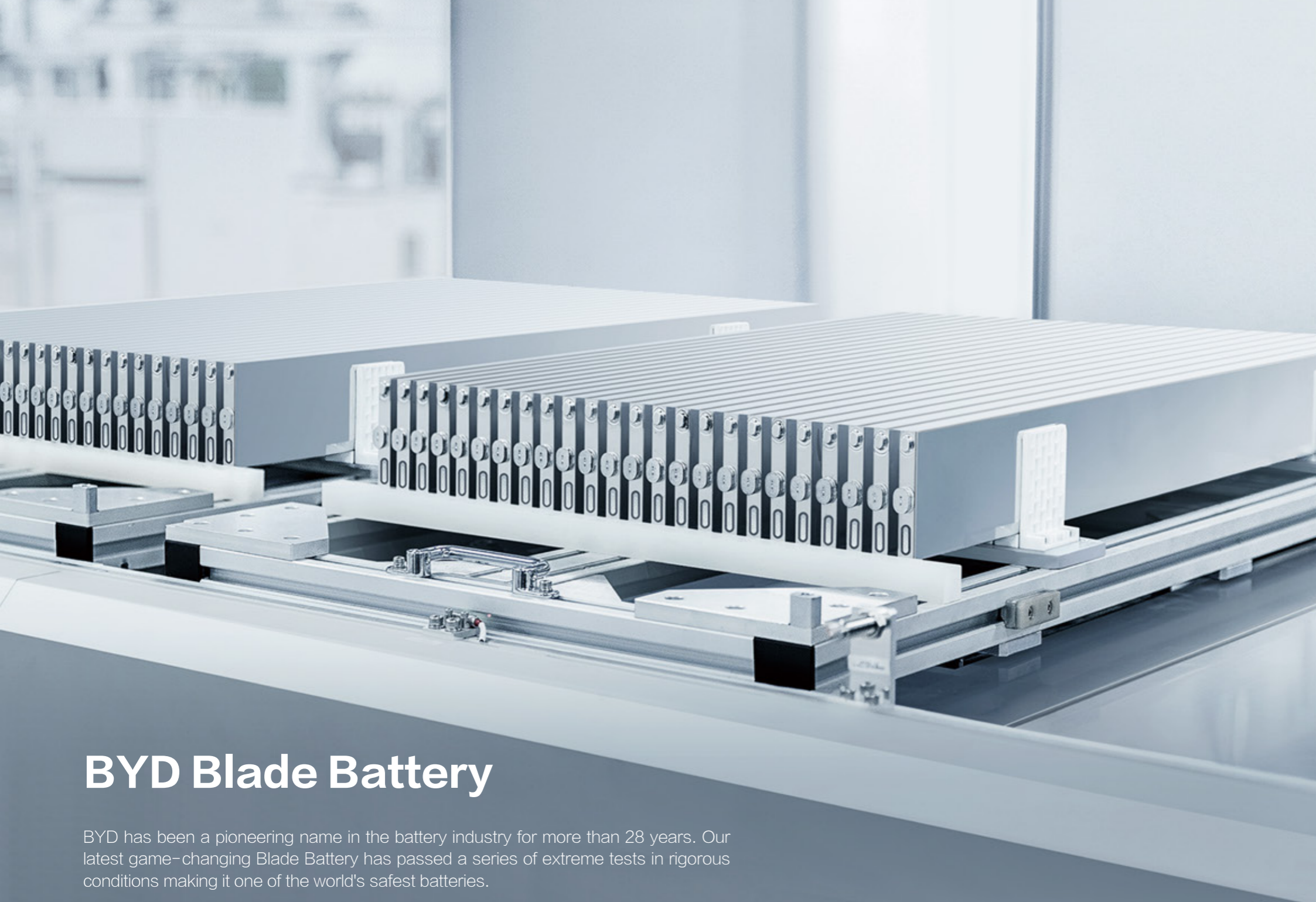
Fill your life to the brim with the large storage compartment, featuring an extra hidden trunk space. By placing your possessions in different layers, you can make the most of the space.

e-Platform 3.0

BYD ATTO 3 is equipped with the all new BYD e-platform 3.0 designed exclusively for pure electric vehicles.

Giving full play to the advantages of intelligence, efficiency, safety, and aesthetics, e-platform 3.0 aims to promote NEVs' performance in safety and low-temperature driving range as well as improvement of intelligent driving experience, to build more efficient and safer new intelligent EVs.



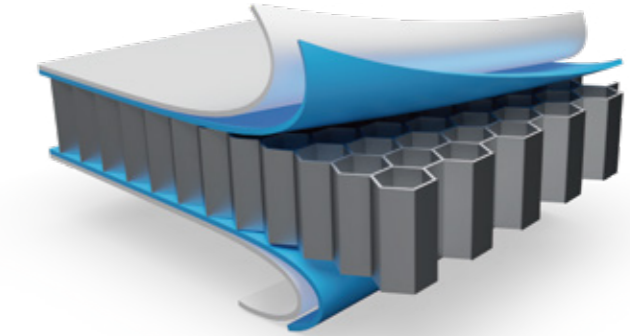


BYD Blade Battery

BYD has been a pioneering name in the battery industry for more than 28 years. Our latest game-changing Blade Battery has passed a series of extreme tests in rigorous conditions making it one of the world's safest batteries.

Optimised strength

Arranged in an array in one pack, each cell serves as a structural beam to help withstand the force. The aluminum honeycomb-like structure, with high-strength panels on upper and lower side of the pack, greatly enhances the rigidity in vertical direction. It is this revolutionary design that gives optimised strength to the Blade Battery.



Enhanced safety

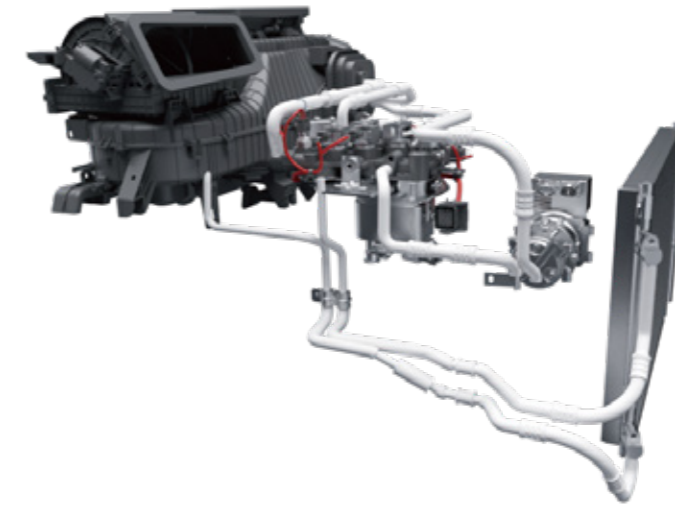
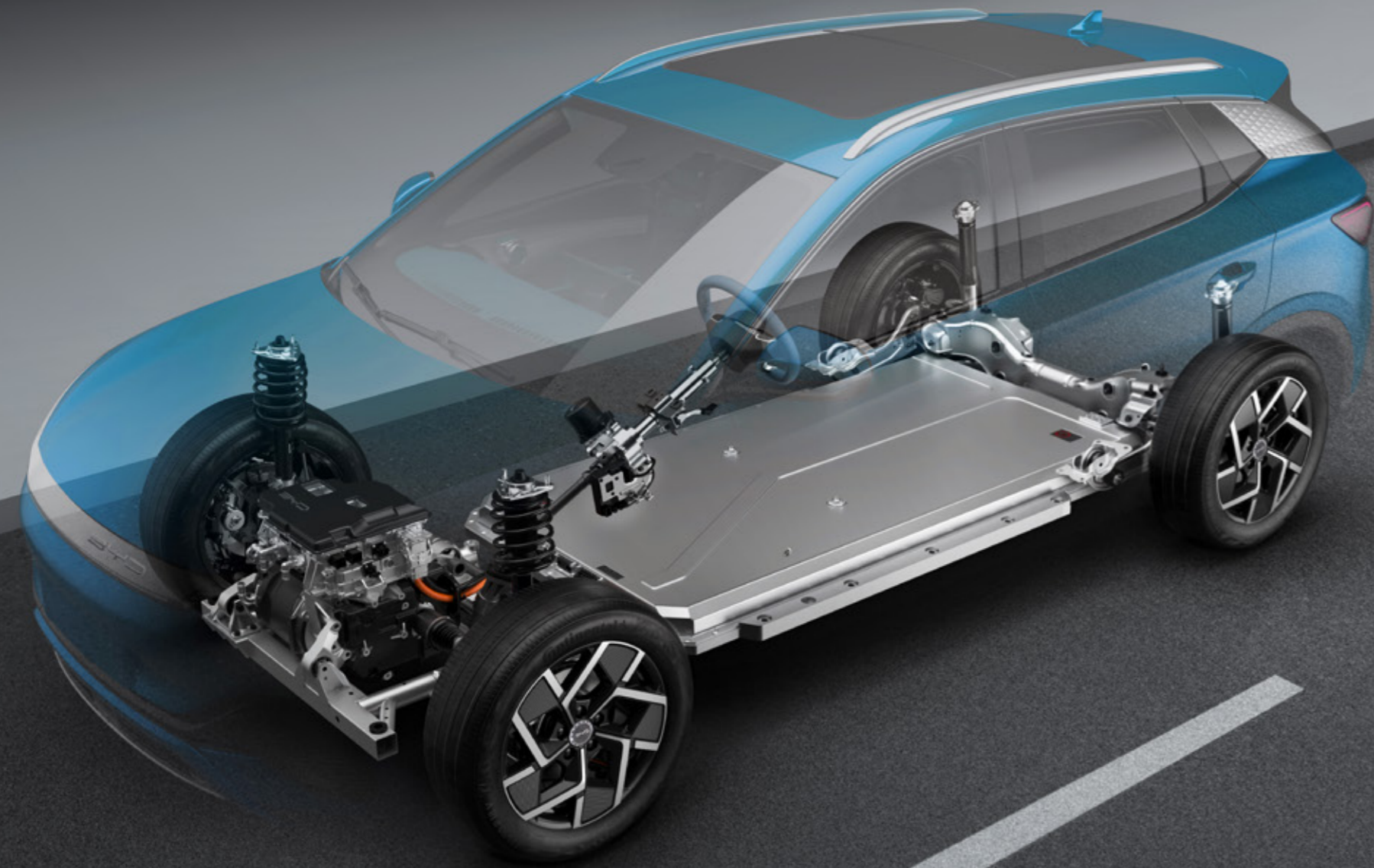
The raw material, lithium iron phosphate has a number of beneficial characteristics: slow heat generation, low heat release and non oxygen release. The unique flat rectangle shape also improves cooling efficiency and preheating performance. Blade Battery has safely passed the nail penetration test without emitting fire or smoke.

Longer range

The space utilisation of the Blade Battery has been increased by over 50% compared with the traditional battery packs, which provides enhanced energy density and delivers longer range.

Longer lifecycle

Blade Battery has a long battery life with over 5000 charge and discharge cycles.

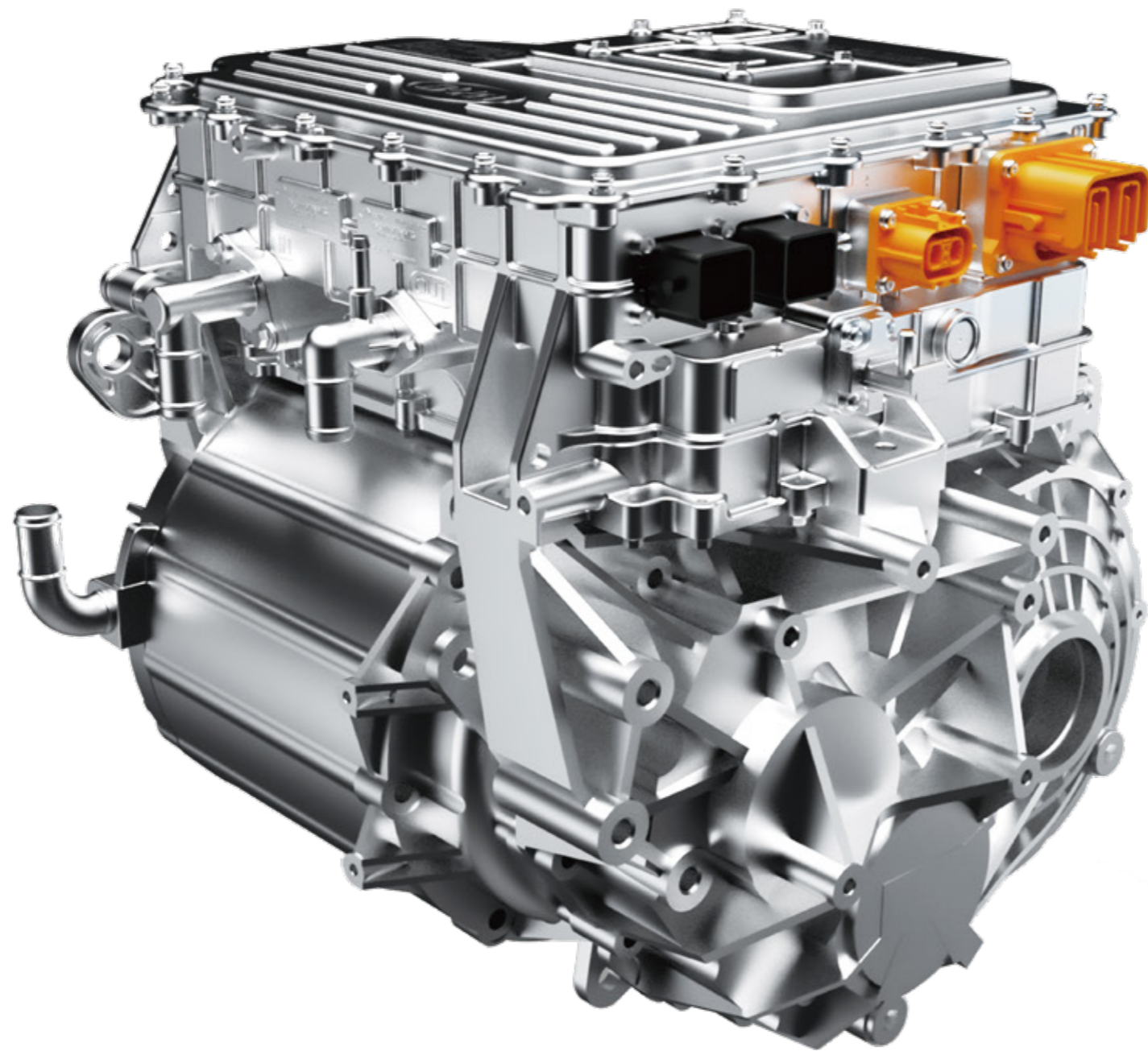


High efficiency heat pump system as standard

An advanced energy-saving heat pump system comes as standard. Reliably operating in a broad range of temperatures, the system is designed to highly utilise residual heat from surroundings, the powertrain, passenger compartment, and even the batteries. It enhances the thermal efficiency and reduces energy loss whether heating or cooling. Therefore, the low-temperature driving range is increased.

The world's first mass-produced 8-in-1 electric powertrain

BYD has an exceptional vertical integration capabilities within the supply chain. BYD integrates 8 key components incorporating VCU, BMS, MCU, PDU, DC-DC controller, on-board charger, drive motor, and transmission, producing the world's first mass-produced 8-in-1 electric powertrain system, greatly optimising space utilisation and energy efficiency.



VCU(Vehicle Control Unit) Battery Management Unit

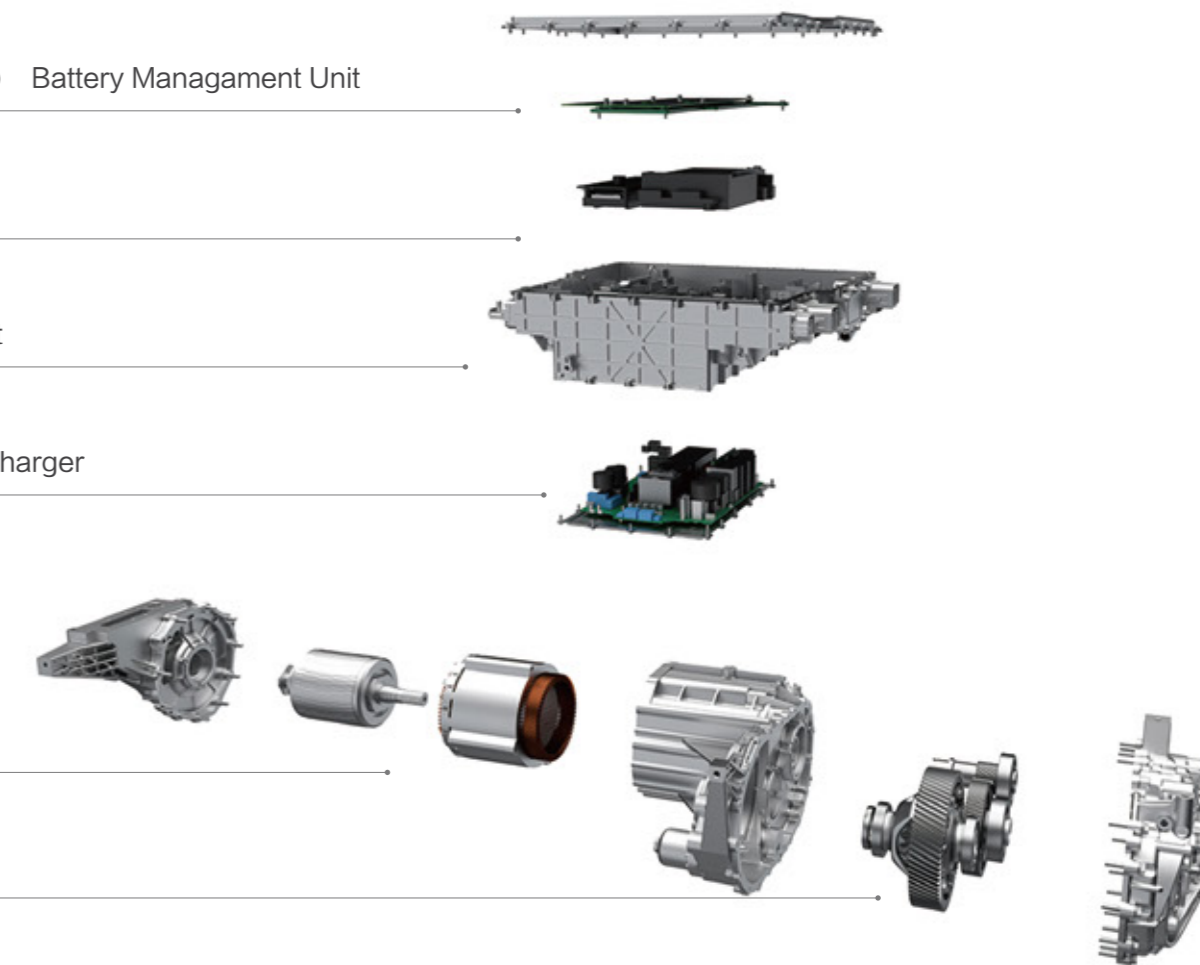
Inverter

Power Distribution Unit

DC-DC On-board Charger

Drive Motor

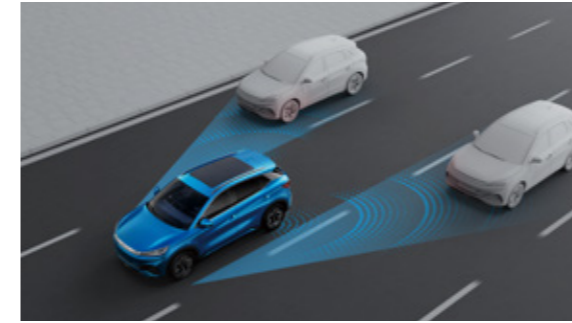
Transmission





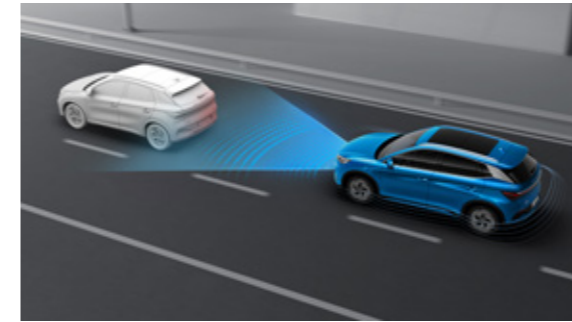
Master every move

BYD ATTO 3 features an advanced driving assistance system (ADAS) to help keep you vigilant and safe on your journey.



Blind Spot Detection(BSD)

Our Blind Spot Detection will alert you when a vehicle is approaching quickly in the blind spot of the outside rear view mirrors.



Intelligent Cruise Control (ICC)

Our Intelligent Cruise Control system helps you automatically follow the path and pace of the car in front at speeds below 60 km/h.



Lane Keep Assistance (LKA)

Your BYD ATTO 3 can automatically guide you back to your lane should lose concentration.



Rear Cross Traffic Alert (RCTA) Rear Cross Traffic Brake (RCTB)

When reversing, the rear-angle millimetre-wave radar, monitors other road users approaching the rear of the vehicle in real time either issuing a warning sound or applying the brakes in the event of a possible collision.



BYD ATTO 3 has excellent safety credentials as proven in safety tests conducted by the independent European New Car Assessment Programme (Euro NCAP).

BYD ATTO 3 proudly achieved the ultimate overall safety rating of 5 stars.





Charging

High-speed charging is possible, with a charging capacity of DC 88kW. You can charge your ATTO 3 from SOC 30% to 80% in just 29 mins. With our optional 11kW wall box, charging at home becomes easy and convenient.

Take CHARGE of your life

BYD ATTO 3 can be used as a mobile power station for charging electrical appliances anywhere you wish. Imagine the freedom and convenience of having access to power in the great outdoors. All you need is connecting our waterproof power strip, and the magic starts here.

