

**Media Kit**

**For the Busworld Europe 2025**

**Yutong in Europe**

Yutong Bus Co., Ltd.

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**I. European Market**

Yutong entered the European market as early as 2004. With a focus on product quality and service excellence, coupled with long-term strategic planning, nearly 5,500 Yutong buses were operating successfully across more than 25 European countries by the end of 2024, including France, the UK, Iceland, Denmark, Finland, and Spain. Its product lineup features multiple electric bus models such as the T12E (premium electric coach), ICE12 (intercity electric bus), U13 (premium electric bus), E9, E11, and E12. Leveraging its technological expertise in NEVs, Yutong has collaborated with European public transport electrification projects to advance smarter, greener, and more sustainable mobility solutions across the continent.

**Netherlands**

Yutong entered the Dutch market in 2022 with the debut of its T12E, marking the first battery electric coach to this market and representing a breakthrough for the brand. By late 2024, Yutong’s battery electric buses successfully launched in the Netherlands, with 50 U15 electric buses commencing operations in July 2025. The number is projected to reach approximately 270 by the end of 2025.

**Belgium**

Yutong attended the Busworld Europe 2023, showcasing four premium models: The U11DD double-decker electric bus, U18 electric bus, T15E electric tourist coach, and E7S microcirculation electric bus, to fully demonstrate its cutting-edge electric vehicle technology. The T15E won dual honors for “Design” and “Ecology” from the Busworld, earning widespread customer acclaim. By the end of 2024, nine ICE12 intercity electric buses began operating in Belgium, signaling market acceptance. Both U and T series models have already served the Belgian market.

**France**

In February 2019, Yutong’s battery electric buses surpassed 1 million kilometers in operation across France. In July 2019, Yutong delivered 10 battery electric intercity buses to Transdev, deployed in the Provence region, marking the establishment of Europe’s first battery electric intercity bus route. In 2025, Transdev signed a contract with Yutong for over 170 units, including U12, U15, and U18 models, delivering greener, smarter, and more sustainable travel for local communities. As Europe’s leading public transport operator, Transdev prioritizes innovation and sustainability. Partnering with Yutong, Transdev accelerates the electrification of the ANF regional bus network, supporting the “zero-emission mobility” goals of France.

Yutong entered the French market in 2011. By 2024, over 760 vehicles were in operation, making it the top Chinese bus brand locally. With nationwide service coverage, a dedicated engineer team, and a European parts central warehouse, Yutong ensures comprehensive product, service, and parts support.

**UK**

Since entering the UK market in 2013, Yutong has gained trust from over 200 tourist coach operators. Now ranking third in market share behind only Mercedes-Benz and Volvo, Yutong had sold over 1,700 units by 2024 through its customer-centric approach. Its E10, E12, U11DD and T14E models have received widespread acclaim during trial operations, securing bulk orders for over 760 electric buses from multiple operators.

**Denmark**

In April 2019, Yutong delivered 20 E12 electric buses to UMOVE, Denmark’s third-largest operator, marking the country’s first electric bus procurement. By 2024, Yutong had 470 electric buses operating nationwide, earning universal praise across the Danish market.

**Norway**

In November 2020, 102 Yutong E12 electric buses were delivered to Keolis, Bergen’s public transport operator, marking the largest order of Chinese electric buses from Europe at that time. Featuring IP68-rated battery, motor, and electric control systems with rain-adapted chassis design, these vehicles have effectively contributed to local public transport’s energy conservation and emission reduction.

By the end of 2024, Yutong had delivered nearly 600 electric buses to Norway, serving various sectors including buses, long-distance coaches, and tourist coaches. The 2024 delivery alone accounted for 360 units.

**Finland**

In August 2019, Finland entered the electric bus era with its first batch purchase - 33 Yutong electric buses delivered in Helsinki. By the end of 2024, Yutong’s Finnish fleet had exceeded 400 units, operating in major cities like Helsinki and Turku and helping build safer, more efficient, and eco-friendly public transport while enhancing residents’ quality of life. In addition, at the end of 2024, in the extremely cold environment of -20℃ in Finland, Yutong’s high-end T15E successfully completed the challenge with an electricity consumption of 0.94 kWh/km and an extreme range of 609.8 kilometers.

**Spain**

In 2019, 15 airport shuttle buses were delivered to Spain, setting a record for the largest single delivery of airport shuttle buses by a Chinese bus brand in the European market at that time. In 2024, Yutong exported 46 high-end airport shuttle buses to Spain in batch, which have been put into regular operation at 15 major mainstream airports in the country. This includes 25 battery electric airport shuttle buses, creating a new record for the largest export order of new energy airport shuttle buses from China. It is also an important measure for Spain to accelerate green development and sets a global example for green airport construction.

In 2024, Yutong Bus made its debut at the FIAA International Bus and Coach Exhibition in Madrid, Spain, with four high-end full-electric models: the pure electric bus E7S, the high-end electric tourist coach T12E, the intercity bus ICE12, and the premium electric bus U10. These models offer a variety of transportation solutions for the European high-end market, including public transportation and tour passenger transport, fully meeting the operational needs of major European cities, long-distance intercity operations, and “last mile” urban transportation.

**Greece**

In 2024, Yutong Bus delivered 250 E12 battery electric buses to Athens and Thessaloniki in Greece. This order marked the first large-scale purchase of new energy buses in Greece, representing an important step to promote green transportation. By the end of June, all 250 Yutong electric buses were put into operation in Athens and Thessaloniki. Following the large-scale deployment of 250 Yutong new energy buses in Greece in 2024, another 100 newly upgraded Yutong new energy buses were purchased by Greece and put into regular operation this year in Athens.

Yutong, with its mature new energy integrated solution capabilities, has provided Greece with a comprehensive all-electric operation solution, offering key technical and operational support to major cities such as Athens and Thessaloniki. From product layout to charging facility management, intelligent operation, and after-sales maintenance and training, Yutong helps customers create a win-win model with greener travel, smarter operation, optimized costs, and maximized profits in an all-round way.

In 2025, Yutong held the “Green Travel Week” events in Athens and Thessaloniki respectively. As an important carrier for promoting green travel, the “Let’s Go Green” campaign continuously promotes the process of sustainable development through public participation, advocates low-carbon travel methods, and leads a new trend of sustainable living.

**III. Major Brand Events**

To comply with the relevant EU regulations and standards, Yutong has carried out targeted R&D for its new energy products in the European market. With high-quality products and leading technologies, Yutong’s new energy products have gained market recognition:

In 2017, Yutong was awarded the Ecology Label of Busworld.

In 2019, Yutong showcased three new models—U12, T13, and ICE12—at the Belgian Busworld Exhibition. Both Yutong U12 and T13 won the Design Label of Busworld, while ICE12 won the Ecology Label of Busworld for its superior performance, setting a new record for the number of awards won by Chinese automobile enterprises at the Busworld Brussels.

In 2020, Yutong established its European Parts Center in France, which serves as an operational platform for parts allocation and management in Europe. Its service covers countries such as France, Italy, Norway, Finland, the United Kingdom, Denmark, Portugal, and Spain.

In 2021, Yutong’s autonomous bus Xiaoyu 2.0 won the Red Dot Design Award in Germany.

In 2021, Yutong’s “IoV Digital Fleet Management System” won the Red Dot Award: Brand & Communication Design.

In 2021, Yutong Bus was invited to participate in the 26th UN Climate Change Conference (COP26) held in Glasgow, Scotland, the UK, as a representative in the field of public transportation, so as to serve local zero-emission public transportation and promote better travel.

In 2022, 1500 Yutong buses (including 888 battery electric buses) provided transport services around the clock for top football matches in Qatar.

In 2023, Yutong won both the Design and Ecology Labels from Busworld, standing out as the only battery-electric coach model honored.

In 2023, Yutong officially released YEA - the first hardware and software integrated technology platform in the commercial vehicle industry.

In 2023, Yutong’s E12 model received joint environmental certification from UK’s Zemo Partnership and UTAC, confirming that its battery electric buses meet European standards for energy efficiency and carbon emissions.

In 2024, during the Paris Olympics, Yutong provided comfortable and convenient travel services for spectators from all over the world.