

Product Development and Supply Chain Deployment of Leading Chinese Automotive Battery Supplier: CATL (pre-order)

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Abstracts

The electric vehicle (EV) market is currently undergoing rapid expansion and automotive batteries play a crucial role, constituting 30-40% of the bill of materials (BOM) for EVs. The embedded battery technology significantly influences the performance of these vehicles. Among automotive battery manufacturers in China, Contemporary Amperex Technology (CATL) has emerged as a leading player in recent years. CATL serves not only as a partner for both upstream and downstream battery manufacturers but also as a respected rival for midstream battery manufacturers. This report provides the overview of the developmental history of CATL, explores its strategies across various supply chain stages, and examines its future development outlook.

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