

# World's largest EV manufacturer BYD enters SA market

Build Your Dreams (BYD) is the [biggest producer of electric vehicles in the world](#). But the brand was not known to the SA public, until now. The company has made its official entry into the local market with the introduction of the BYD Atto 3.



BYD is a completely new player to the SA fold. Entering the SA market with an EV is a bold step for a new brand, especially when you consider how established marques have struggled with their EV rollouts.

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