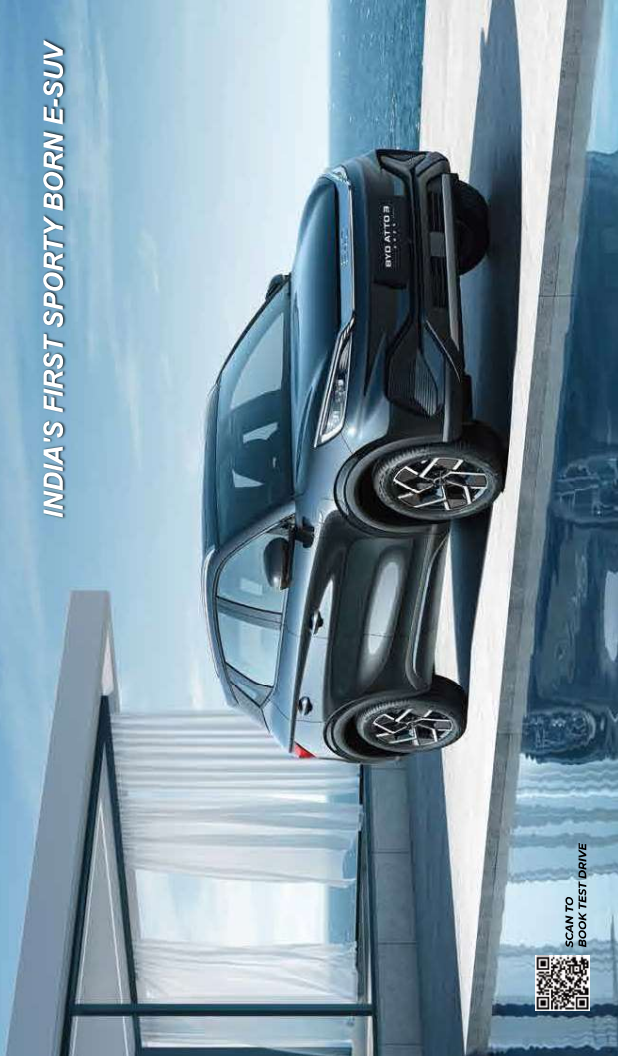


Introducing **BYD ATTO 3** **COSMOS BLACK EDITION**



INDIA'S FIRST SPORTY BORN E-SUV



SCAN TO
BOOK TEST DRIVE



UEFA EURO 2024[™] Official Partner

BYD India Private Limited

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BYD ATTO 3

ATTO is inspired by the Attosecond

The smallest time-scale unit in Physics representing the pursuit of speed and excellence.

Product Concept and Inspiration

BYD ATTO 3 is India's First Sporty Born E-SUV, which marks the beginning of a new electric era.

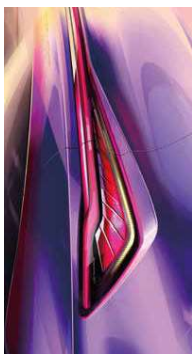
BYD ATTO 3 combines six core advantages: Trend-leading Appearance, Rhythmic Interior, Thunderous Power, Fun Settings, Born EV Platform and Ultra-safe Blade Battery.



New Generation of BYD Aesthetics

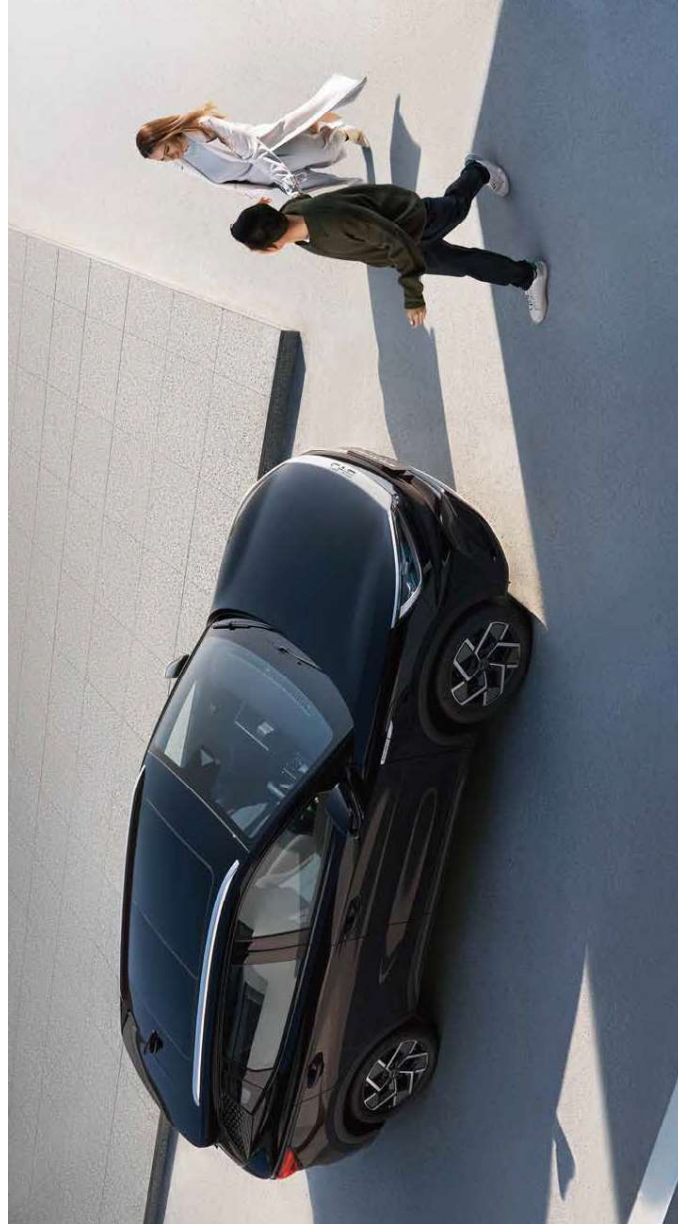
The World-class design language, led by BYD's global design ethics, integrates electric and futuristic design.

The sharp lines, strong and sporty posture, add to the awakening power.



Trend-leading Appearance

From the low wind resistance A-pillar, flat chassis and D-pillar spoiler, through to the optimized hood curves, rear wing angle and rear taillight curves, the BYD ATTO 3 body is aerodynamic.



Crystal LED Combination Headlights



One-piece Through LED Taillight Strip



Powerful and Dynamic Waistlines



Power to Impress

The BYD ATTO 3 represents Speed, Energy, and Dynamics. Ripple D Pillar, Sports Wheelhub & One-piece Through LED Headlight Strip add to the Dynamism & Sporty Character.



Ripple D Pillar



Sports Wheelhub



One-piece Through LED Headlight Strip



Rhythmic Interior

The advanced intelligent cabin is styled with the concept of sports and fitness in the BYD ATTO 3, led by the interior design concept of GYM and MUSIC.

The overall interior space is sporty and dynamic.



Modern, Sporty Premium Interior

Step into the BYD ATTO 3 and you get enveloped in its sporty and youthful interior. The modern style cockpit has dynamism and class written in every detail.

The interior of BYD ATTO 3 exhibits a sense of passion and energy, emphasised through the ability to set the mood.



Muscle Streamline Center Console



Dumbbell-style Air Conditioning Vents



Grip-style Door Handles



Treadmill-style Central Armrest



Push-type Electronic Gear Lever



Door Trim with Strings



Multi-color Rhythmic Interactive Ambient Light



Multifunctional Steering Wheel



Panoramic Sunroof with Electric Slide and Anti-pinch

The Panoramic Sunroof measures 1261mm long and 819mm wide and extends all the way back to the second row to give you a clear view of the beauty that surrounds above, making you feel like you are riding in nature's lap.



Fun Settings & Convenience

Equipped with functions smart enough to make your journey easier. BYD ATTO 3 aims to improve your driving experience, making your life efficient and convenient.



Magic Boot Space



12.8-inch (22.5cm) Adaptive Rotating Suspension Electronic Pad



Mobile Phone Wireless Charging



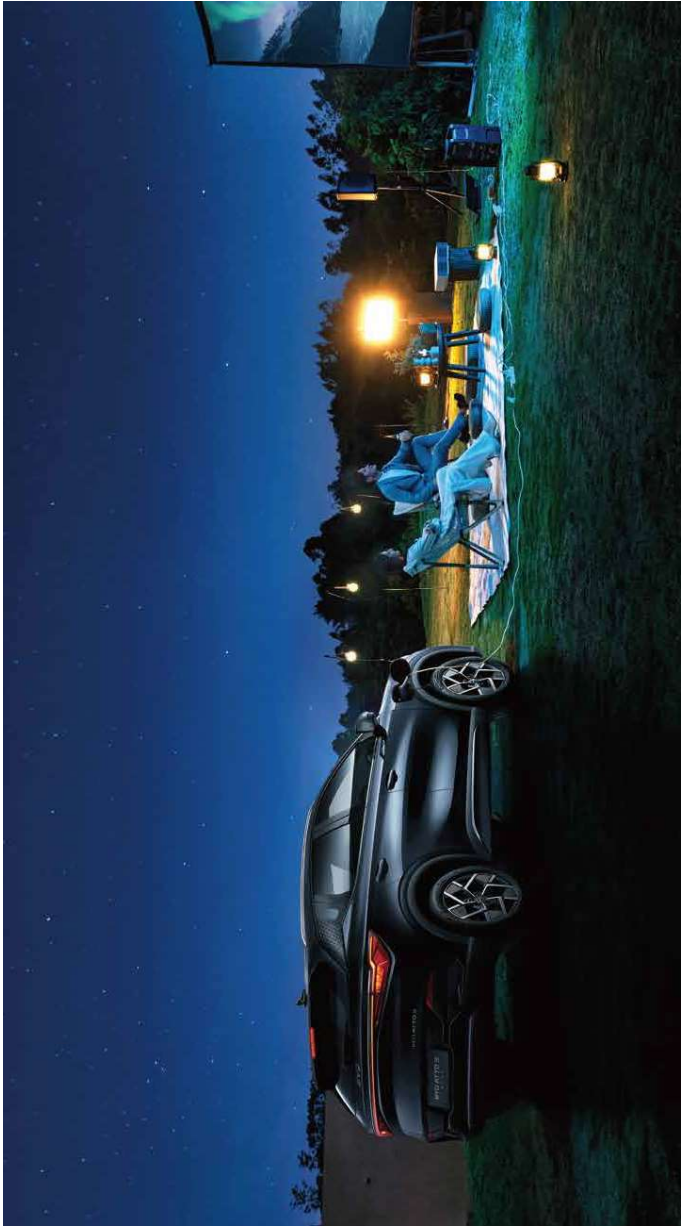
360° Holographic Transparent Imaging System



One-touch Electric Control Tailgate



NFC Card Key



Vehicle to Load Mobile Power Station

The Vehicle to Load mobile power station function allows the vehicle to be transformed into a super mobile power bank, which supports power up to 3.3kW, satisfying most high-power electrical appliances, outdoor coffee and tea, allowing you to enjoy a new comfortable driving experience.



Large Space



8-speaker Audio



Electrical Seat Adjustment



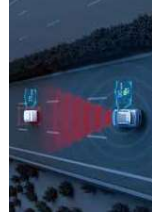


BYD Intelligent Driving System

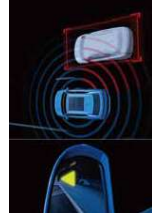
Providing an intelligent, safe and reliable driving platform. Intelligent driving systems and multi-sensor layout provide driver with more reliable environment perception and safe driving solutions.



Automatic Emergency Braking (AEB)



Adaptive Cruise Control (ACC)



Blind Spot Detection (BSD)



Door Open Warning (DOW)



Lane Departure Warning (LDW) & Lane Departure Prevention (LDP)



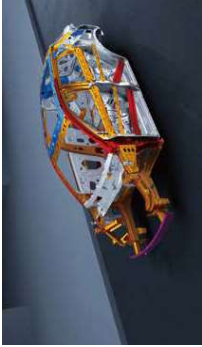
Adaptive Front Light (AFL)



Above image is for illustration purpose only.

Safety

BYD ATTO 3 is equipped with 7 airbags. The all-round airbag SRS protection system includes: front double airbags, front seat side airbags, side curtain airbags, far-side airbag in driver side and load limit pretensioner safety belts to guard every corner.



Robust Body Steel Structure



*Safety-oriented Design



Thunderous Power

150kW peak power, 303N·m peak torque, a surging and efficient powertrain.

From 0 to 100 km/h in as little as 7.3s*, demonstrating the sports style.

BYD ATTO 3 has excellent aerodynamic performance, with a wind resistance coefficient of 0.29Cd*.

52km* Ultra-long range, striving every moment for electrifying driving experiences.



Driving Modes



Ultra-low Wind Resistance



Ultra-long Range



Born EV Platform: e-Platform 3.0

e-Platform 3.0 is a highly integrated platform which is exclusively designed for the next generation of pure electric vehicles, deeply integrates with the Blade Battery, 8-in-1 High Efficiency Electric Powertrain, Wide Temperature Range High Efficiency Heat Pump System, and other core technologies.

Ultra Efficiency

e-Platform 3.0 features the world's first 8-in-1 High Efficiency Electric Powertrain (with motor, motor controller, reducer, onboard charger, DC converter, high-voltage distribution box, vehicle controller, and BMS integrated in 1). The overall efficiency can reach 89%*, world leading in the industry.

The Wide Temperature Range High Efficiency Heat Pump System increases thermal efficiency by up to 20%* while reducing energy loss, and can work at temperatures from -30°C to 60°C, which increases the range by up to 20%* in winter.

Ultra Safe

e-Platform 3.0 is the exclusive body design for pure electric vehicles, which ensures ultra-safety of the vehicle.

Intelligent

e-Platform 3.0 deeply integrates the driving, braking and the steering system.

The independently developed BYD OS decouples hardware and software, offering an elite collaboration system for high levels of intelligent driving.

Aesthetics

e-Platform 3.0 gives birth to the vehicle features shorter overhangs and a longer wheelbase, significantly expanding the passenger space; a lower body and a longer wheelbase liberate the vehicle's aerodynamic design, decreasing the drag coefficient of BYD ATTO 3 to 0.29Cd*



8-in-1 High Efficiency Electric Powertrain



Wide Temperature Range High Efficiency Heat Pump System



Above image is for illustration purpose only.



Blade Battery

BYD ATTO 3 is equipped with the Blade Battery technology, which sets new benchmarks and redefines the standards of EV safety.

Ultra Safe

The Blade Battery has successfully passed the nail penetration test, the most rigorous way to test the thermal runaway of batteries. We could say the penetration test is the Mount Everest of the battery safety tests.

Ultra Strength

The Blade Battery completed an extreme strength test that saw a 46-tonne truck driving right over it, once again resetting the bar for power battery safety.

Ultra Driving Range

The Blade Battery supports BYD ATTO 3, a range of 521km* as per ARAI test in one charge.

Ultra-high Charging and Discharging Capacity

The Blade Battery can support BYD ATTO 3 to charge from 0% to 80% within 50 mins*, and enables BYD ATTO 3 to accelerate from 0-100km/h within 7.3s*.

Ultra-long Lifespan

The Blade Battery can support the cell cycle more than 1,000 times.



Nail Penetration Test



BYD Blade Battery



BYD ATTO 3



*Tested Car is the European Model.

