

Renowned Chinese Automobile Group Expands International Business Hub in Hong Kong

Harmony Auto expands its global presence using Hong Kong as a strategic gateway.



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Feng Lu

Vice President, Chief Representative of Hong Kong Office
China Harmony Auto Holding Limited

Harmony Auto is one of China’s leading automobile service groups, specialising in the sales of luxury and ultra-luxury vehicles. The company is not only steadily expanding its presence in Mainland China, but also broadening its electric vehicle (EV) services in Hong Kong and internationally. Currently, it operates a network of more than 80 authorised dealer outlets worldwide.

In 2023, Harmony Auto expanded its operations to Hong Kong, with the local office serving as the group’s international headquarters. The Hong Kong office has forged dealer partnerships with prominent EV brands, including BYD, Denza, and Aion. Recently, it has opened multiple showrooms and after-sales service centres in the city, offering Hong Kong consumers a diverse choice of premium EV.

EV Incentives to Drive Growth

According to Feng Lu, Vice President, Chief Representative of Hong Kong Office of China Harmony Auto Holding Limited, Hong Kong serves as an important gateway between Mainland China and global markets. “Our Hong Kong office is a crucial component of Harmony Auto’s internationalisation strategy. Beyond handling matters related to our public listing, the Hong Kong base functions as the management, financial, and

funding centre for the group’s overseas business,” Feng said.

“The Hong Kong government has implemented a wide range of policies to foster the development of the EV industry,” Feng added. “This includes the ‘one-for-one replacement scheme’ that offers tax concessions for replacing fossil fuel vehicles with new electric models, as well as the provision of adequate charging infrastructure. These initiatives have unlocked immense market potential for the EV market.”

Hong Kong as Springboard to Global Success

Harmony Auto currently operates 10 showrooms and after-sales service centres in prime locations across Hong Kong. It plans to open additional showrooms and establish new dealer partnerships with more Chinese EV brands. These strategic initiatives will further enhance the company’s brand image and grow its market share in the city.



“We will also leverage Hong Kong as a strategic launchpad to drive EV sales growth in countries along the ‘Belt and Road’ route,” Feng stated. “Moreover, the Guangdong-Hong Kong-Macao Greater Bay Area development will enable Harmony Auto to expand our footprint in the Mainland market, which represents a critical growth engine for our business.”

Feng remarked that Hong Kong’s status as an international metropolis gives the city a distinct competitive advantage. “Hong Kong attracts top professionals from around the world with deep expertise across finance, business, and other key sectors. Its rich multicultural talent pool is a major draw for our business,” Feng concluded.

Harmony Auto

- Listed on Main Board of the Hong Kong Stock Exchange in 2013
- The company has dealerships representing 14 luxury and ultra-luxury automobile brands across Mainland China, with a service network covering 40 cities in 17 provinces

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