

A man and a woman are standing on a rooftop, silhouetted against a sunset sky. The woman is on the left, wearing a black jacket and white sneakers, looking towards the man. The man is on the right, wearing a dark jacket and grey trousers, looking back at her. The background shows a range of mountains under a warm, orange and yellow sky.

Hello. We are NIO



“In 2012, we had major smog problems in China, and I started thinking about what I could do to reduce CO2 emissions. These thoughts became stronger when my wife and I were expecting a child in 2014. That same year, I founded NIO. NIO was founded on this idea and sustainable vision of a blue sky for future generations.”

- William Li, Founder & CEO of NIO

A photograph of four people (three men and one woman) smiling and talking to each other outdoors. The background is a soft, overcast sky. The text is overlaid on the right side of the image.

VISION

Build a User Enterprise

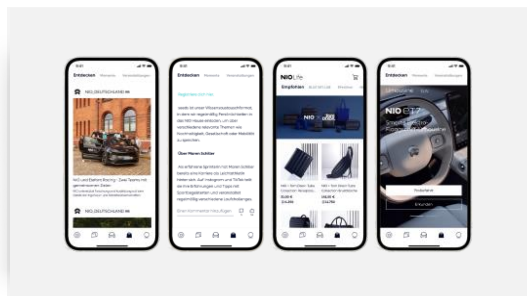
We exist to satisfy users.
Our success contributes to the
self-fulfillment of users.

WHAT MAKES US UNIQUE



NIOLife

Introducing well-designed products into your life



NIOApp

Connecting our global community



NIOHouse

Making space to meet, learn and play

W H A T M A K E S U S U N I Q U E



nomi

Creating the world's first AI
in-car companion



NIOPower

Pioneering infrastructure to bring
you an experience beyond refuelling



NIODay

Celebrating NIO, our friends
and our users

