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

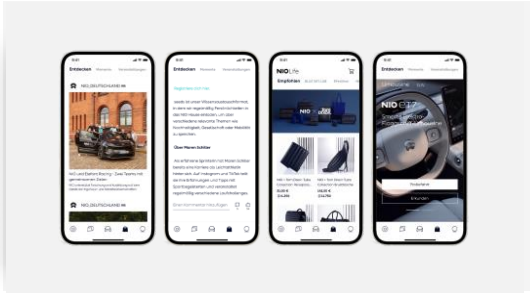
VISION

# Build a User Enterprise

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

## NIO Life

Introducing well-designed products into your life



## NIO App

Connecting our global community

## NIO House

Making space to meet, learn and play

nomi

Creating the world's first AI
in-car companion

NIO Power

Pioneering infrastructure to bring
you an experience beyond refuelling

NIO Day

Celebrating NIO, our friends
and our users

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