

MSL Motor Group

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BUILD YOUR DREAMS

HELP TO COOL THE EARTH BY ONE DEGREE





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Electric Performance SUV



530 km
WLTP combined*



4.9s
0-100 km/h



108.8 kWh
Battery capacity

*Note: CO₂ emissions combined: 0g/km

1. The actual energy consumption in real conditions varies depending on the driving style, the nature of the route, the outside temperature, the use of heating and air conditioning and any additional weight. The energy consumption was determined on the basis of EU 2017/1151 and (EU)2018/858.
2. The figures may not reflect real life driving results, which will depend upon a number of factors, including the starting charge of the battery, factory-fitted options, accessories fitted (post registration), variations in weather, driving styles, and vehicle load.

Ocean aesthetics with a dynamic edge

Designed by BYD's Global Design Director, Wolfgang Egger, the BYD SEALION 7 is more than just an SUV—it's a lifestyle statement. Seamlessly blending ocean-inspired aesthetics with cutting-edge innovation, this electric SUV is crafted for those who live life at full charge.

Its sleek, flowing lines and aerodynamic profile give the SEALION 7 a sporty, futuristic look that turns heads wherever you go. The extended wheelbase not only enhances the vehicle's dynamic presence but also provides a spacious and comfortable interior, blending style with practicality.

The SEALION 7's distinctive "OCEAN X" front styling features a powerful X-structure, giving the vehicle a commanding presence. The low-slung bonnet, sweeping fastback design, and dual waistline mimic the energy of ocean waves, creating a silhouette that exudes both elegance and performance.



Dynamic water drop tail lamps

The SEALION 7's futuristic tail lamps combine sleek linear light strips with water-drop-shaped dots, creating a sense of movement and energy. These design elements evoke the high-speed motion of water droplets, giving the electric SUV a modern aesthetic that stands out on the road.

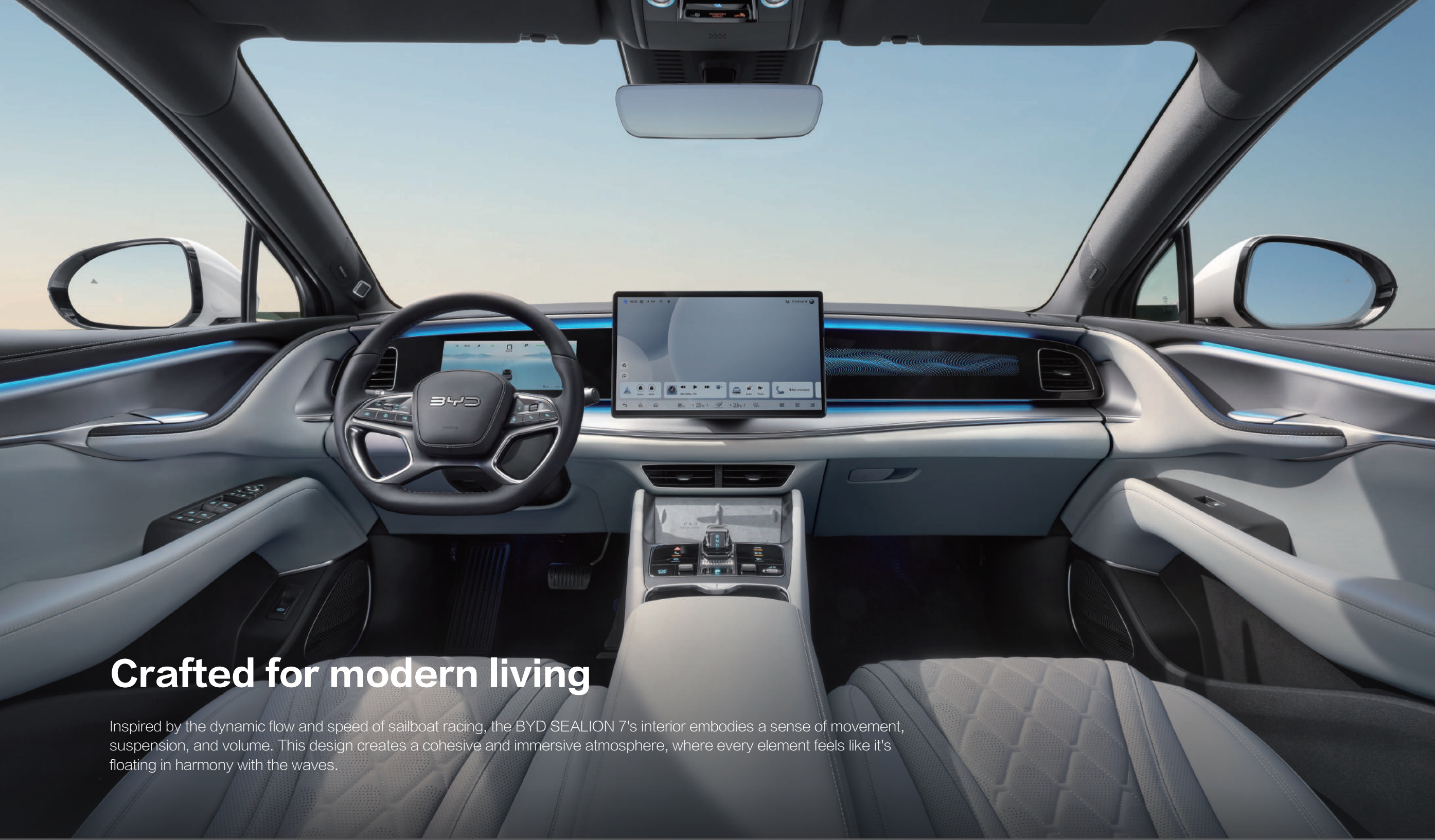




Intelligent and effortless tailgate

With an electric tailgate that opens with just a simple foot gesture, the BYD SEALION 7 makes loading and unloading any cargo seamless. Whether you're juggling shopping bags, sports gear, or luggage for a weekend getaway, this feature gives you the freedom to focus on what really matters. The intelligent anti-pinch system and customisable stopping positions enhance both safety and convenience, making every day a little easier.





Crafted for modern living

Inspired by the dynamic flow and speed of sailboat racing, the BYD SEALION 7's interior embodies a sense of movement, suspension, and volume. This design creates a cohesive and immersive atmosphere, where every element feels like it's floating in harmony with the waves.

Reinventing the senses with a new level of aspiration



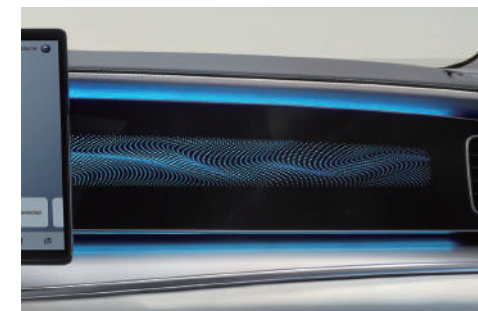
15.6" Rotating centre screen

Stay ahead of the curve with a 15.6" rotating touchscreen that adapts to your needs. Whether you're navigating through a busy city or winding down with your favourite playlist, this screen ensures you're always connected and in control.



Immersive audio experience

Turn every drive into a personal concert with the rich, high-fidelity sound from 12 Dynaudio speakers. Your journey becomes more than just a commute; it's a fully immersive experience.



Adaptive ambience

Create the perfect environment inside the car with 128-color ambient lighting. Whether you need a calming space after a long day or an energising atmosphere for an early morning commute, the BYD SEALION 7 adapts to your every mood.

Unmatched comfort

Sink into the premium quilted Nappa leather seats, which are designed with your comfort in mind. Surrounding you is soft vegan leather that covers over 80% of the interior, providing a tactile experience that elevates every journey.

Personalised comfort for every journey

The multifunctional seats provide the ultimate comfort and convenience. They are easily adjustable to cater to your seating preferences. The front seats offer both heating and massage features for a truly relaxing driving experience.





Space to live your life

With 58 liters of space in the front and 520 liters in the rear, expandable to 1,789 liters with the rear seats folded, the SEALION 7 offers the versatility needed for any adventure. To put it into perspective, the rear boot can comfortably fit 1 large 28-inch suitcase, 1 medium 24-inch suitcase, and 4 carry-on 20-inch suitcases—perfect for family trips or weekend getaways.



Head-up display: safety and simplicity at a glance

The BYD SEALION 7's advanced Head-Up Display (HUD) makes every drive simpler and safer by projecting essential driving information directly onto the windshield. This feature allows you to keep your eyes on the road and hands on the wheel, minimising distractions and ensuring you stay focused on what matters most—your journey. Whether it's speed, navigation, or alerts, the HUD provides all the information you need in a clear and effortless way, enhancing your driving experience while prioritising your safety.



Panoramic sunroof with electric sunshade

The BYD SEALION 7's panoramic sunroof fills the cabin with natural light, creating a sense of openness and wonder for everyone on board. Whether you're in the front or rear seats, the expansive glass roof invites you to immerse yourself in the beauty of your surroundings, making each journey feel like an adventure—especially for younger passengers eager to explore the world around them. And when the sun is at its brightest, the electric sunshade effortlessly provides shade and comfort, allowing you to enjoy the view without compromise.



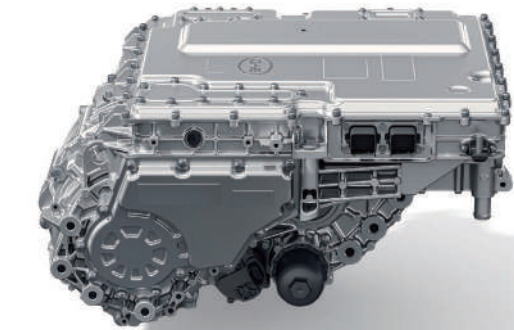


A tranquil space in every journey

Enjoy peace and quiet with the BYD SEALION 7's expertly engineered quiet cabin. Meticulously crafted to reduce noise, vibration, and harshness, this superb electric SUV creates a serene environment, allowing you to focus on what matters most.

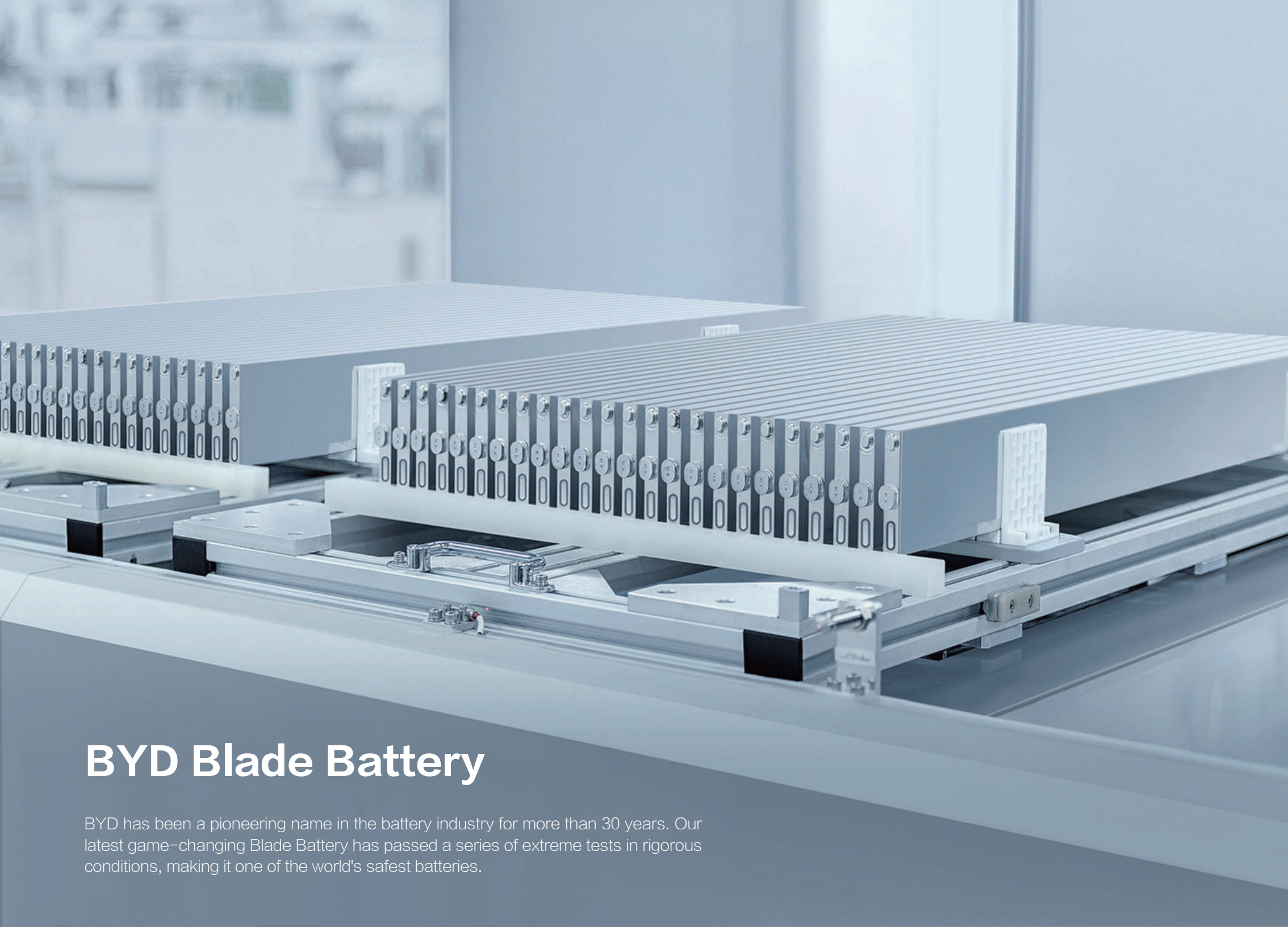


BYD SEALION 7



Drive with purpose

Feel the thrill of high-performance driving with BYD SEALION 7's electric motor that reaches an impressive 23,000 RPM. The AWD version sprints from 0-100 km/h in just 4.5 seconds. With a top speed of 215 km/h, the SEALION 7 is one of the best SUVs around, combining power, speed, and precision for an exhilarating drive.



BYD Blade Battery

BYD has been a pioneering name in the battery industry for more than 30 years. Our latest game-changing Blade Battery has passed a series of extreme tests in rigorous conditions, making it one of the world's safest batteries.

Optimised strength

Arranged in an array in one pack, each cell serves as a structural beam to help withstand the force. The aluminum honeycomb-like structure, with high-strength panels on upper and lower side of the pack, greatly enhances the rigidity in vertical direction. It is this revolutionary design that gives optimised strength to the Blade Battery.

Enhanced safety

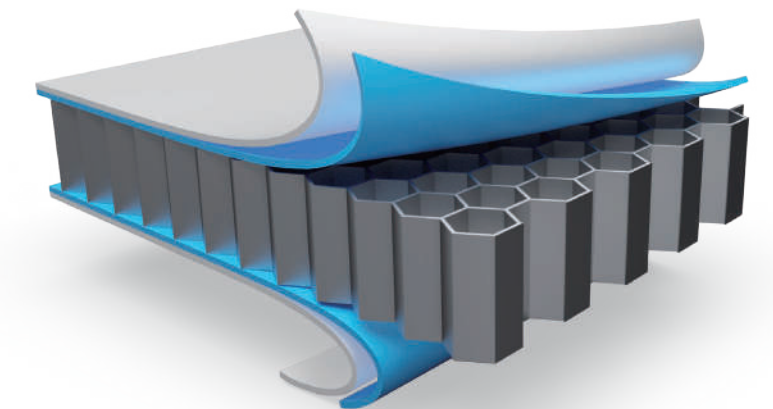
The raw material, lithium iron phosphate has a number of beneficial characteristics: slow heat generation, low heat release and non oxygen release. The unique flat rectangle shape also improves cooling efficiency and preheating performance. Blade Battery has safely passed the nail penetration test without emitting fire or smoke.

Longer range

The space utilisation of the Blade Battery has been increased by over 50% compared with the traditional battery packs, which provides enhanced energy density and delivers longer range.

Longer lifespan

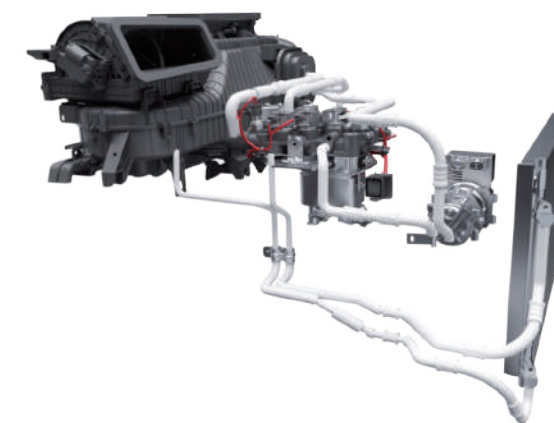
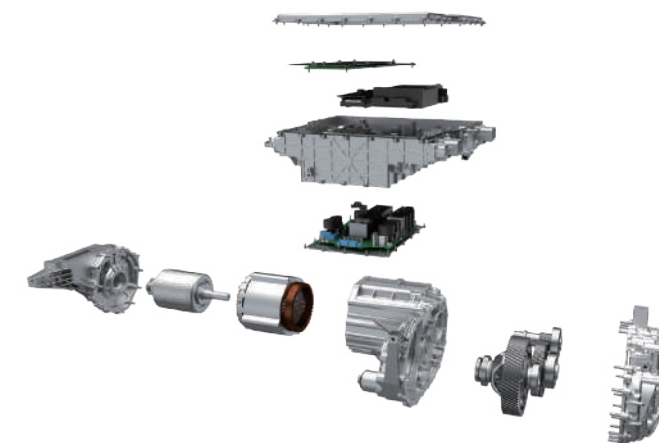
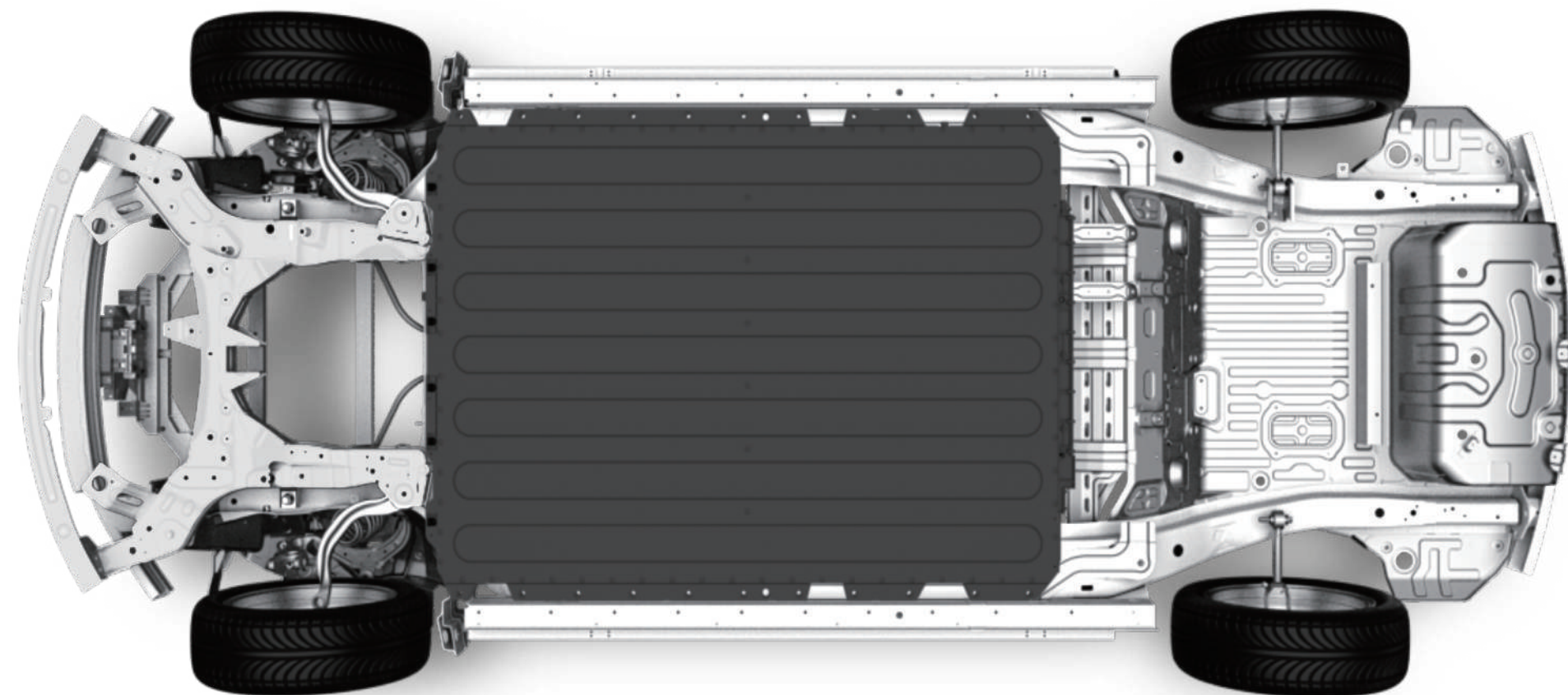
Blade Battery has a long battery life with over 5000 charge and discharge cycles.



CTB (cell-to-body) Technology

BYD's innovative CTB (cell-to-body) technology integrates the Blade Battery directly into the vehicle's structure, providing unparalleled strength and rigidity. This ensures that the BYD SEALION 7 is not just efficient but also robust and reliable.

With CTB technology, the Blade Battery is more than an energy source. It is also a structural component capable of withstanding significant force.



The world's first mass-produced 8-in-1 electric powertrain

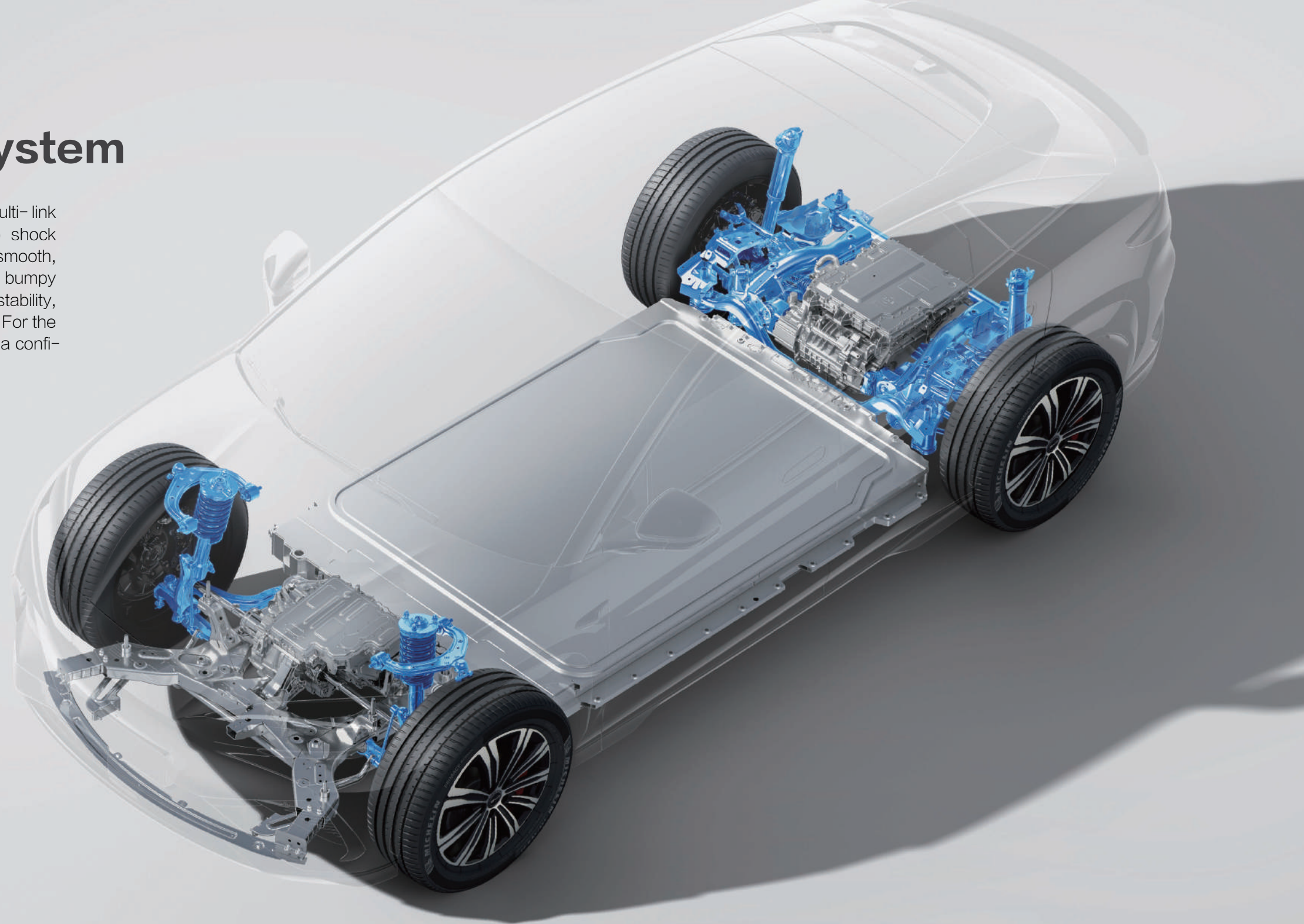
BYD has exceptional vertical integration capabilities within the supply chain. BYD integrates 8 key components incorporating VCU, BMS, MCU, PDU, DC-DC controller, on-board charger, drive motor and transmission, producing the world's first mass-produced 8-in-1 electric powertrain system, greatly optimising space utilisation and energy efficiency.

High efficiency heat pump system as standard

An advanced energy-saving heat pump system comes as standard. Reliably operating in a broad range of temperatures, the system is designed to highly utilise residual heat from surroundings, the powertrain, passenger compartment and even the batteries. It enhances the thermal efficiency and reduces energy loss whether heating or cooling. Therefore, the low-temperature driving range is increased.

Advanced suspension system

The BYD SEALION 7 features a front double-wishbone and rear multi-link suspension setup, along with FSD (Frequency Selective Damping) shock absorbers. This advanced system adjusts in real-time to deliver a smooth, stable ride by adapting to different road conditions. Whether navigating bumpy roads or sharp turns, the suspension minimizes body roll and enhances stability, providing you with optimal comfort and control throughout your journey. For the AWD version, the iTAC technology further enhances control, providing a confident and responsive drive.



Intelligent driving assistance

With BYD's state-of-the-art ADAS (Advanced Driver Assistance Systems) and 360° panoramic cameras, driving this electric SUV becomes a stress-free experience. Whether you're navigating busy city streets or cruising on the open road, this intelligent system continuously monitors your surroundings, adjusting to changing conditions and providing support where you need it. The BYD SEALION 7 watches out for potential hazards and ensures your journey is as safe and smooth as possible, so you can relax and enjoy the ride.





Connectivity that keeps you ahead

Stay connected on the go with the BYD SEALION 7's intelligent cockpit, powered by a cutting-edge chipset. From four-zone voice control to seamless integration with Android Auto and Apple CarPlay, every feature is designed to keep you effortlessly connected no matter what devices you own.

Navigation, apps, and infotainment are always at your fingertips, and Over The Air (OTA) updates ensure your premium SUV is always running the latest software. Plus, the intelligent voice control system makes interacting with your car easier than ever, so you can focus on the road ahead.

Total control, anywhere you are

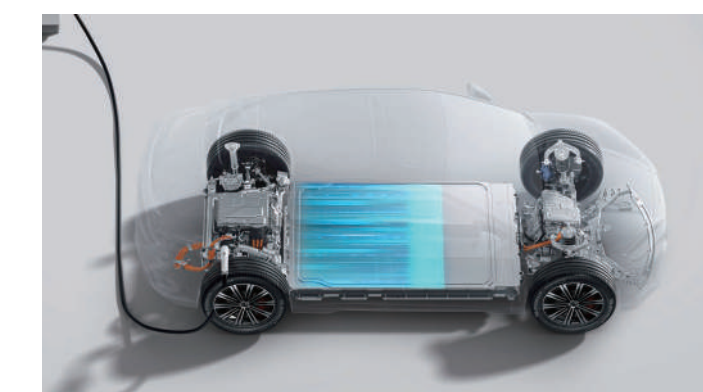
Forget the hassle of traditional car keys with the BYD SEALION 7's NFC-enabled card or BYD app. You can unlock your car with just a tap or give family members access even when you're not around. With remote A/C control, you can pre-condition the cabin from your smartphone, ensuring a perfect temperature before you even step inside. Plus, schedule charging times to ensure your SEALION 7 is ready when you are, maximizing convenience and efficiency. It's all about seamless control, right at your fingertips, wherever life takes you.





Charging: fast and efficient

Stay on the go with rapid DC charging up to 230 kW, the BYD SEALION 7 (Excellence AWD version) charges from 10% to 80% in just 24 minutes. Perfect for those with busy schedules, this feature ensures you spend less time waiting and more time living life to the fullest.



BYD SEALION 7

Model & Options Price List

Model Description	Wheel	VRT Band %	Road Tax	kW	BHP	WLTP Electric Range	Retail Price	VRT Relief	SEAI Grant	Delivery	Subsidised Retail Price
SEALION 7 COMFORT	19"	7%	€120	230	313	482km	€50,990	€2,055	€3,500	€1,950	€47,385
SEALION 7 COMFORT inc Metallic Paint	19"	7%	€120	230	313	482km	€52,090	€1,560	€3,500	€1,950	€48,980
SEALION 7 DESIGN AWD		7%	€120	390	530	456km	€55,890	€0	€3,500	€1,950	€54,340
SEALION 7 DESIGN AWD inc Metallic Paint 20"	20"	7%	€120	390	530	456km	€56,990	€0	€3,500	€1,950	€55,440
SEALION 7 EXCELLENCE AWD	20"	7%	€120	390	530	502km	€59,990	€0	€3,500	€1,950	€58,440

Paint Colour Options	Comfort & Design AWD	Excellence AWD
Atlantis Grey	€0	€0
Polar white	€1,100	€0
Space black	€1,100	€0
Indigo Grey	€1,100	€0

SRP = Subsidised Retail Price after state subsidies for private customers of VRT rebate and SEAI grant (Sustainable Energy Authority of Ireland).

Business/Commercial buyers state subsidies comprise of VRT rebate only, all available state subsidies are subject to approval.

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