

# CARRO ESTABLISHES REGIONAL OFFICE IN HONG KONG TO DRIVE AUTOMOTIVE INNOVATION

Southeast Asia's leading online automotive marketplace chooses Hong Kong as regional base for new energy vehicle expansion and comprehensive automotive retail services.



“ As a regional office, Hong Kong provides the perfect combination of market access, business sophistication and connectivity to drive our growth in new energy vehicles and comprehensive automotive services across Asia. ”

**GARRY YU**  
CEO  
Carro

## Establishing a Strategic Regional Hub

Carro, Southeast Asia's leading online automotive marketplace founded in 2015, has established its regional office in Hong Kong following its acquisition of Beyond Cars. The company selected Hong Kong as a key market for its strategic advantages, with CEO Garry Yu noting that "Hong Kong's supportive electric vehicle (EV) policies, vibrant used car market, and unique position as a gateway to Chinese new energy vehicle (NEV) brands provide the ideal foundation for our regional expansion."

## Delivering Advanced Automotive Solutions

Carro's comprehensive ecosystem spans vehicle sales, aftersales, insurance, and financing, supported by rigorous quality assurance frameworks. The Hong Kong office serves as a regional hub and deploys proprietary technology systems including acoustic analysis and computer vision technologies to enhance vehicle assessment and customer experience.

InvestHK's support proved invaluable, providing business introductions, PR support, and key market intelligence. "Our structure ensures consistent service standards while adapting to local needs,"

Yu stated. The office's 54 professionals serve both Hong Kong and regional markets, including Malaysia and Japan.

## Pioneering Future Mobility Solutions

Looking ahead, Carro plans to deepen its technological integration and expand partnership networks from its Hong Kong base. The company has recently moved to expanded premises spanning 42,000 square feet across three floors in To Kwa Wan, strengthening its physical presence. "We are leveraging Hong Kong's dynamic market and innovation proximity for our next growth phase," Yu added.

Carro remains focused on enhancing customer experience through its digital-first approach, particularly utilising Hong Kong's high EV penetration to develop tailored electric vehicle solutions across Asian markets.



## Carro

- Regional office established in Hong Kong in 2024 through the acquisition of Beyond Cars
- AI-powered automotive retail integrated with financial services
- Strategic focus on new energy vehicle expansion and Chinese NEV brands

[carro.co/hk/en](http://carro.co/hk/en)