



YXT Supports 20+ Leading Automakers With AI-Enabled Knowledge Operations

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YXT.com Group Holding Limited (NASDAQ: YXT), has served more than 20 leading companies across the automotive industry, including Dongfeng Motor, Beijing Benz, Seres, NIO, Chery Automobile and others. Its automotive customer base spans vehicle manufacturing, new energy vehicles, luxury automobiles, dealer services and broader automotive value-chain scenarios.

As the automotive industry evolves rapidly, automakers are facing constant updates in vehicle models, technologies, manufacturing processes and customer service requirements. This creates a growing need for faster knowledge sharing, experience replication and business coordination across R&D, manufacturing, supply chain, marketing, service and dealer networks.

To address these needs, YXT has continued to help automotive enterprises build knowledge operations systems and strengthen organizational capabilities. By capturing experience scattered across different roles, teams and business scenarios, YXT helps companies turn that knowledge into organizational capabilities that can be reused, managed and continuously improved.

Leading Automaker: Building a Live-Streaming System in 72 Hours and Reaching More Than 1,200 Stores Within One Week

During the business transformation of a leading Chinese automaker, YXT helped the company build a live-streaming system within 72 hours and reach more than 1,200 stores within one week. The project supported rapid business knowledge delivery and improved coordination across a large frontline network.

For automotive companies, store networks, sales teams and service systems are often widely distributed and frequently updated. When product strategies, sales policies or business processes change, companies need to communicate those changes to frontline teams quickly and consistently.

Through its live-streaming system and intelligent tools, YXT helped the company accelerate knowledge delivery and ensure that business updates could reach frontline execution teams more efficiently.

New Energy Vehicle Company: Platform Coverage Expanded From 3,000 to 20,000 Employees

During the rapid growth of a new energy vehicle company, YXT's platform expanded from covering 3,000 employees to 20,000 employees. The platform developed into a knowledge operations system covering R&D, supply chain, marketing and service functions.

As the company scaled, it became more difficult to keep knowledge, processes and role requirements consistent across the organization. YXT helped the company bring knowledge from different business units into a unified platform, supporting more efficient knowledge sharing and more consistent execution during a period of rapid expansion.

As the company advanced its international strategy, the platform also supported global knowledge synchronization and cross-regional collaboration, helping the enterprise strengthen its global operating capabilities.

International Luxury Automaker: Building a Knowledge Operations Platform for Manufacturing

In its collaboration with a well-known international luxury automaker, YXT helped build a digital learning ecosystem for the company's manufacturing system. The platform brought multiple business units, including factory and engine-related operations, into a unified operating environment.

Through micro-courses, live-streaming and other digital formats, the company has been able to capture and share manufacturing experience, process knowledge and quality management practices. This supports knowledge sharing and role capability development across its manufacturing operations.

For large manufacturing enterprises, many critical experiences have traditionally relied on senior employees, on-site mentors or individual business units. A unified platform helps turn that experience into reusable knowledge that can be shared across factories, teams and roles, reducing knowledge gaps and improving collaboration efficiency.

From Software Platform to Organizational Knowledge Infrastructure in the AI Era

For YXT, the continued growth of its automotive customer base reflects a broader shift in enterprise demand. Companies are no longer looking only for software platforms. They are increasingly focused on how to capture organizational knowledge, replicate best practices, shorten talent development cycles, improve cross-regional collaboration and support global expansion.

To address these needs, YXT is continuing to integrate AI capabilities into knowledge operations scenarios. Its product capabilities, including AI-powered course creation, AI exam experts, AI practice coaching and AI sales coaching, help enterprises transform knowledge from documents, workflows, frontline practices and expert experience into organizational capabilities that can be managed, reused and continuously improved.

From this perspective, automotive customers are working with YXT not only to build digital systems, but also to build organizational knowledge infrastructure for the future.

This is also an important direction of YXT's intelligent productivity strategy. By integrating knowledge systems, capability systems and AI capabilities, YXT aims to help enterprises capture organizational experience, accelerate workforce development and convert knowledge assets into productivity that creates long-term value.

About YXT.com

YXT.com (NASDAQ: YXT) is a technology company focusing on enterprise productivity solutions. With a mission to "Empower people and organization development through technology," the Company strives to become the supreme provider in building and boosting enterprise productivity by combining over a decade of experience in tech-enabled talent learning and development and with AI-augmented task copilots and unleashing the power of knowledge and synergy. Since its inception, YXT.com has supported and received recognition from numerous Global and China Fortune 500 companies.