



TECHFUELD

July 2025

# Q2 NEWSLETTER



From autonomy milestones and record-breaking EV launches to market shifts and our own expansion, this quarter's issue captures where the industry, and Techfuel, is headed next.

Inside, we unpack Wayve's L4 trial with Uber, Xiaomi's explosive YU7 debut, key takeaways from global conferences, and what clients are saying about working with us. Plus, a look at our new office and the growing talent demands shaping the future of mobility and energy.

# Xiaomi YU7 Breaks Records

A New Challenger in the EV Race



## FASTEST SELLING EV LAUNCHES

Tesla Model 3	325,000 reservations in 1 week
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Xiaomi YU7	200,000 pre-orders in 3 minutes
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Tesla Cyber- truck	146,000 orders in 36 hours
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Xiaomi’s latest electric SUV, the YU7, launched with over 200,000 pre-orders in just 3 minutes, reaching 289,000 orders within the first hour and setting a new record for online EV sales velocity in China.

Building on the SU7 sedan, the YU7 targets the popular crossover segment with competitive pricing, smart ecosystem integration, and sleek design aimed at tech-driven consumers.

While still behind legacy OEMs in volume, Xiaomi’s pre-order success puts it second only to Tesla’s Model 3 in overall early demand, and unmatched in first-hour speed.

**Can Consumer Tech Outpace Traditional OEMs?** If Xiaomi turns pre-orders into production, it could redefine innovation, shifting focus from horsepower to digital integration and agility.



# WAYVE | Uber

## Wayve x Uber

### UK-Born Autonomy Hits the Streets

In June 2025, British startup Wayve announced a partnership with Uber to deploy AI-powered self-driving vehicles in UK cities like London and Manchester. Unlike traditional lidar-based approaches, Wayve's camera-first "embodied AI" aims to deliver more scalable, cost-efficient autonomy.

Level 4 trials are expected to begin in spring 2026, operating without a safety driver in predefined zones, pending regulatory approval. If successful, this would become Uber's largest autonomous pilot outside the U.S.

#### Falling Behind in the Autonomy Race?

Can Wayve, and Europe as a whole, catch up to global robotaxi leaders like Waymo and Baidu, who are rapidly scaling operations and widening the usage gap each quarter?



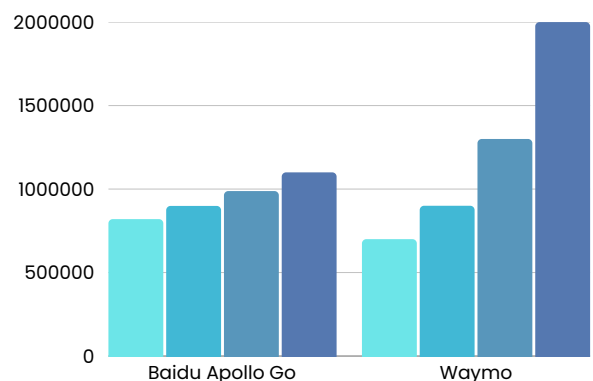
WAYMO

Waymo completed roughly 5 million rides between January and May 2025. Waymo is now delivering over 250,000 completed rides per week across its US operations



Baidu completed around 4 million rides from January to May 2025 across Asia. They are now completing approximately 107,000 rides per week.

Number of Driverless Rides in 2024 each Quarter



# STAYING CONNECTED.

This quarter, Techfuel had boots on the ground at both Battery Show Europe and AutoTech Detroit and the message was clear: transformation is accelerating. In Europe, the pivot toward Energy Storage Systems is gaining real traction, as companies look beyond current volatility toward long-term resilience. In Detroit, Software-Defined Vehicles aren't on the horizon, they're already redefining the automotive landscape, with AI-driven technologies and sensor innovation pushing the boundaries of what's possible in mobility.



**Hakeem  
Adeshina**

Co-Founder &  
Director

"AutoTech Detroit confirmed for me that Software-Defined Vehicles are no longer a concept, they're here. From natural voice tech (SoundHound AI + KARDOME) to AI-powered virtual sensors (COMPREDICT) and cognitive driver monitoring (Neumo), the shift is real and moving fast.

The way we build and think about vehicles is changing fast."

**WARDS**AUTO.  
**AutoTech**2025



**Matheus  
Bahia**

Client Consultant

## THE **BAT**TERY SHOW

EUROPE

"There's no denying the automotive battery market is under pressure but what struck me at The Battery Show was the underlying optimism. Many of the clients I spoke with are confident a shift is coming. A lot of them are already moving into the ESS space, and that pivot seems to be paying off."



# THE SPECIALISTS Supporting You

Our consultants are deep in the market, sourcing top-tier talent for cutting-edge roles across the US, Europe, and Asia. From commercial leads to engineering innovators, we're helping clients build the teams that will shape the future of mobility and energy.

**If you're hiring, let's talk strategy. If you're ready to move, let's talk opportunity.**

Global Business  
Development Manager  
(ESS)

**Germany**

Key Account Manager  
(Automotive)

**Michigan**

Sales Director - remote  
**Michigan**

Instrument Panel  
Engineer

**Michigan**

Hardware Engineer  
**Michigan, USA**



**HAKEEM ADESHINA**  
Co-founder & Director

Body Design Engineer  
**Michigan**

Closures Engineer  
**Michigan**

CTO  
**London**

FAE x2  
**Japan**

Key Account Manager  
(Cross Industry)  
**Michigan**

Senior Sales Manager  
**USA**



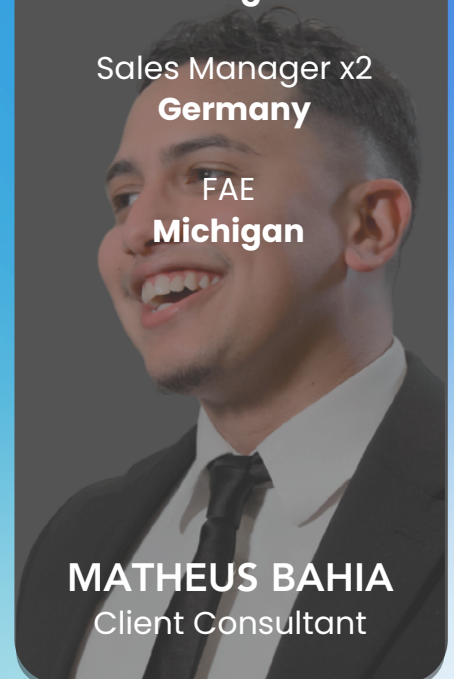
**CHRIS EVERITT**  
Co-founder & Director

Software Engineer  
**Michigan**

Senior Exterior Trim  
Engineer  
**Michigan**

Sales Manager x2  
**Germany**

FAE  
**Michigan**



**MATHEUS BAHIA**  
Client Consultant

Senior Consultant  
(Internal)  
**London, UK**

**ELAANA  
IMBERT-MILLER**  
Operations Executive





# COMPANY UPDATES.



## NEW HQ LIVERPOOL STREET, LONDON



## A NEW WAY TO ACHIEVE FURTHER BUSINESS SUCCESS

This quarter, we moved to our new HQ in the heart of London, a milestone that marks more than expansion. As our team grows, so does our ability to deliver for clients across Europe, North America, and Asia. The new space reflects our continued momentum and commitment to supporting the clients and candidates who trust us.

TECHFUEL



# Testimonials

ready to see what we can do for you? **Let's talk.**



**- Senior Director**



Hakeem is an exceptional senior leader and a passionate "professional". As a recruiter, entrepreneur, leader and influencer. But much more, he is a loyal and honest team player with great teammates surrounding him. A person with the right sense of humor professionalism and commitment...! Techfueld already successfully helped us to fill two critical Management positions within a newly created organization. This was an outstanding contribution to our success.



**- Head of Automotive**



I worked for the first time with Chris and Techfueld and must say I'm extremely happy with the cooperation and the result. With a very professional business behavior, they found highly skilled candidates and were always available for us. Not only that, they were proactively managing the whole process. Thanks for the cooperation, it was not the last time for sure.



**- Sales Director**



Matheus is an exceptional senior leader and a passionate professional. As a recruiter, leader and influencer. But much more, he is a loyal and honest team player with great teammates surrounding him. A person with the right sense of humor professionalism and commitment! Techfueld already successfully helped us to fill two critical Management positions within a newly created organization. This was an outstanding contribution to our success.



**- Chief Executive Officer**



Hakeem and his team were very professional and proactive in helping our company fill some complex roles. The process was very streamlined and the team gave us regular updates for our open positions. It was a great overall experience to work with Hakeem and it was evident their team was very skilled/experienced in finding the right candidates for the roles.

# Testimonials *ready to see what we can do for you? **Let's talk.***



**- Chief Product Officer**



I had the pleasure of working with Hakeem during a recent hiring process, and I genuinely can't recommend him enough. I was looking to bring a designer into my team – someone with a great mix of creativity, professionalism, and alignment with our team culture. Hakeem was instrumental in making that happen.

Right from the start, he took the time to understand exactly what we were looking for. He asked thoughtful questions, shared helpful advice, and made the whole process feel easy and collaborative. Thanks to his support, we found an incredibly talented designer who's already doing great work and fitting in seamlessly.

What really stood out to me was how invested Hakeem was in helping us find not just any candidate, but the right person. His approach felt genuinely thoughtful and long-term focused.

If you're building a team and need someone you can trust to help you find great talent, Hakeem is someone you'll be glad to have on your side.



**- Director of Software Engineering**



Sonatus engaged Hakeem and his team to help fill several critical roles in our organization, and the experience has been nothing short of exceptional. From the outset, their team demonstrated a deep understanding of our business needs and took the time to fully comprehend the technical and cultural fit we were seeking.

Their ability to source highly qualified candidates was remarkable. They provided a strong pipeline of talent, ensuring that every candidate they presented met or exceeded our expectations.

I would highly recommend Hakeem and his team to any organization looking for a reliable and efficient recruitment partner. Their expertise, dedication, and results-driven approach set them apart in the industry.