

---

---

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 UNDER  
THE SECURITIES EXCHANGE ACT OF 1934**

For the month of October 2018  
-----

Commission File Number: 001-34947  
-----

**Bitauto Holdings Limited**

New Century Hotel Office Tower, 6/F  
No. 6 South Capital Stadium Road  
Beijing 100044  
The People's Republic of China  
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): \_\_\_\_\_

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): \_\_\_\_\_

---

---

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Bitauto Holdings Limited

By : /s/ Ming Xu  
Name : Ming Xu  
Title : Chief Financial Officer

Date: October 31, 2018

---

## **EXHIBIT INDEX**

Exhibit 99.1 – Press Release

Exhibit 99.2 – Notice of Annual General Meeting

---

**Bitauto Holdings Limited to Hold 2018 Annual General Meeting on November 30, 2018**

BEIJING, October 31, 2018 - Bitauto Holdings Limited (“Bitauto” or the “Company”) (NYSE: BITA), a leading provider of internet content and marketing services, and transaction services for China’s fast-growing automotive industry, today announced that it will hold its 2018 annual general meeting of shareholders at 46th Floor, Tower II, JingAn Kerry Centre, 1539 Nanjing West Road, Shanghai 200040, the People’s Republic of China at 10 a.m. (Beijing time) on November 30, 2018.

No proposal will be submitted for shareholder approval at the annual general meeting. Instead, the annual general meeting will serve as an open forum for shareholders and holders of the Company’s American Depositary Shares (“ADSs”) to discuss Company affairs with management.

The board of directors of the Company has fixed the close of business on November 9, 2018 (Eastern Daylight Time) as the record date (the “Record Date”) for determining the shareholders entitled to receive notice of the annual general meeting or any adjournment or postponement thereof. Holders of record of the Company’s ordinary shares at the close of business on the Record Date are entitled to attend the annual general meeting and any adjournment or postponement thereof in person. Beneficial owners of the Company’s ADSs are welcome to attend the annual general meeting in person.

Bitauto has filed its annual report on Form 20-F (the “Annual Report”), which includes the Company’s audited financial statements for the fiscal year ended December 31, 2017, with the U.S. Securities and Exchange Commission (the “SEC”). Bitauto’s Annual Report can be accessed on the investor relations section of its website at <http://ir.bitauto.com> or on the SEC’s website at <http://www.sec.gov>.

Holders of the Company’s ordinary shares or ADSs may obtain a hard copy of the Annual Report, free of charge, by emailing to [ir@bitauto.com](mailto:ir@bitauto.com) or by writing to:

Bitauto Holdings Limited  
10th Floor, New Century Hotel Office Tower  
No. 6 South Capital Stadium Road  
Beijing 100044, People’s Republic of China  
Attention: IR Department

**About Bitauto Holdings Limited**

Bitauto Holdings Limited (NYSE: BITA) is a leading provider of internet content & marketing services, and transaction services for China’s fast-growing automotive industry. Bitauto’s business consists of three segments: advertising and subscription business, transaction services business and digital marketing solutions business.

Bitauto’s advertising and subscription business provides a variety of advertising services to automakers through the bitauto.com website and corresponding mobile apps. The website and mobile apps provide consumers with up-to-date automobile pricing and promotional information, specifications, reviews and consumer feedback. Bitauto also provides transaction-focused online advertisements and promotional services to its business partners via Yixin’s online platform for automakers, automobile dealers, auto finance partners and insurance companies. Bitauto offers subscription services via its SaaS platform, which provides web-based and mobile-based integrated digital marketing solutions to automobile dealers in China. The SaaS platform enables automobile dealer subscribers to create their own online showrooms, list pricing and promotional information, provide automobile dealer contact information, place advertisements and manage customer relationships to help them reach a broad set of purchase-minded customers and effectively market their automobiles to consumers online.

---

Bitauto's transaction services business is primarily conducted by its controlled subsidiary, Yixin Group Limited (SEHK: 2858), a leading online automobile retail transaction platform in China, which provides transaction platform services as well as self-operated financing services.

Bitauto's digital marketing solutions business provides automakers with one-stop digital marketing solutions, including website creation and maintenance, online public relations, online marketing campaigns, advertising agent services, big data applications and digital image creation.

For more information, please visit [ir.bitauto.com](http://ir.bitauto.com).

**For investor and media inquiries, please contact:**

Suki Li  
Bitauto Holdings Limited  
Phone: +86-10-6849-2145  
[ir@bitauto.com](mailto:ir@bitauto.com)

Clarisse Pan  
Foote Group  
Phone: +86-10-8429-9544  
[bitauto@thefootegroup.com](mailto:bitauto@thefootegroup.com)

**BITAUTO HOLDINGS LIMITED**  
(Incorporated in the Cayman Islands with limited liability)  
(NYSE Ticker: BITA)

---

**NOTICE OF ANNUAL GENERAL MEETING**  
to Be Held on November 30, 2018  
(or any adjourned or postponed meeting thereof)

NOTICE IS HEREBY GIVEN that an annual general meeting (the “AGM”) of Bitauto Holdings Limited (the “Company”) will be held at 46th Floor, Tower II, JingAn Kerry Centre, 1539 Nanjing West Road, Shanghai 200040, the People’s Republic of China at 10 a.m. (Beijing time) on November 30, 2018. No proposal will be submitted for shareholder approval at the AGM. Instead, the AGM will serve as an open forum for shareholders and beneficial owners of the Company’s American Depositary Shares (“ADSs”) to discuss Company affairs with management.

The board of directors of the Company has fixed the close of business on November 9, 2018 (Eastern Daylight Time) as the record date (the “Record Date”) for determining the shareholders entitled to receive notice of the AGM or any adjournment or postponement thereof.

Holders of record of our ordinary shares, par value US\$0.00004 per share (the “Ordinary Shares”), at the close of business on the Record Date are entitled to attend the AGM and any adjournment or postponement thereof in person. Beneficial owners of the Company’s ADSs are also welcome to attend the AGM in person.

Holders of the Company’s ordinary shares or ADSs may obtain a copy of the Company’s annual report on Form 20-F, free of charge, from the Company’s website at <http://ir.bitauto.com>, or by email to [ir@bitauto.com](mailto:ir@bitauto.com) or by writing to:

Bitauto Holdings Limited  
10th Floor, New Century Hotel Office Tower  
No. 6 South Capital Stadium Road  
Beijing 100044, People's Republic of China  
Attention: IR Department

By Order of the Board of Directors,  
**Bitauto Holdings Limited**

/s/ Bin Li

---

**Bin Li**

*Chairman of the Board of Directors*

Beijing, China, October 31, 2018

---