

BAIC

# New BJ30





## CONTENTS

01 / *Hardcore Design*

02 / *Smart Enjoy Life*

03 / *Easy Off-road*

04 / *Outdoor Camping*





# Hardcore Design

## PART I



PART I

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**1.1 Design  
Language**

**1.2 Exterior  
Highlight**

**1.3 Interior  
Highlight**



# BJ30 Size and Color

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Height

1790mm

Wheelbase 2820mm

Length 4730mm

Width 1910mm



Aurora forest



Night Realm



Blue



Green



Black



White



Matt grey



Grey



Light Grey



# BJ30 Exterior Design Language

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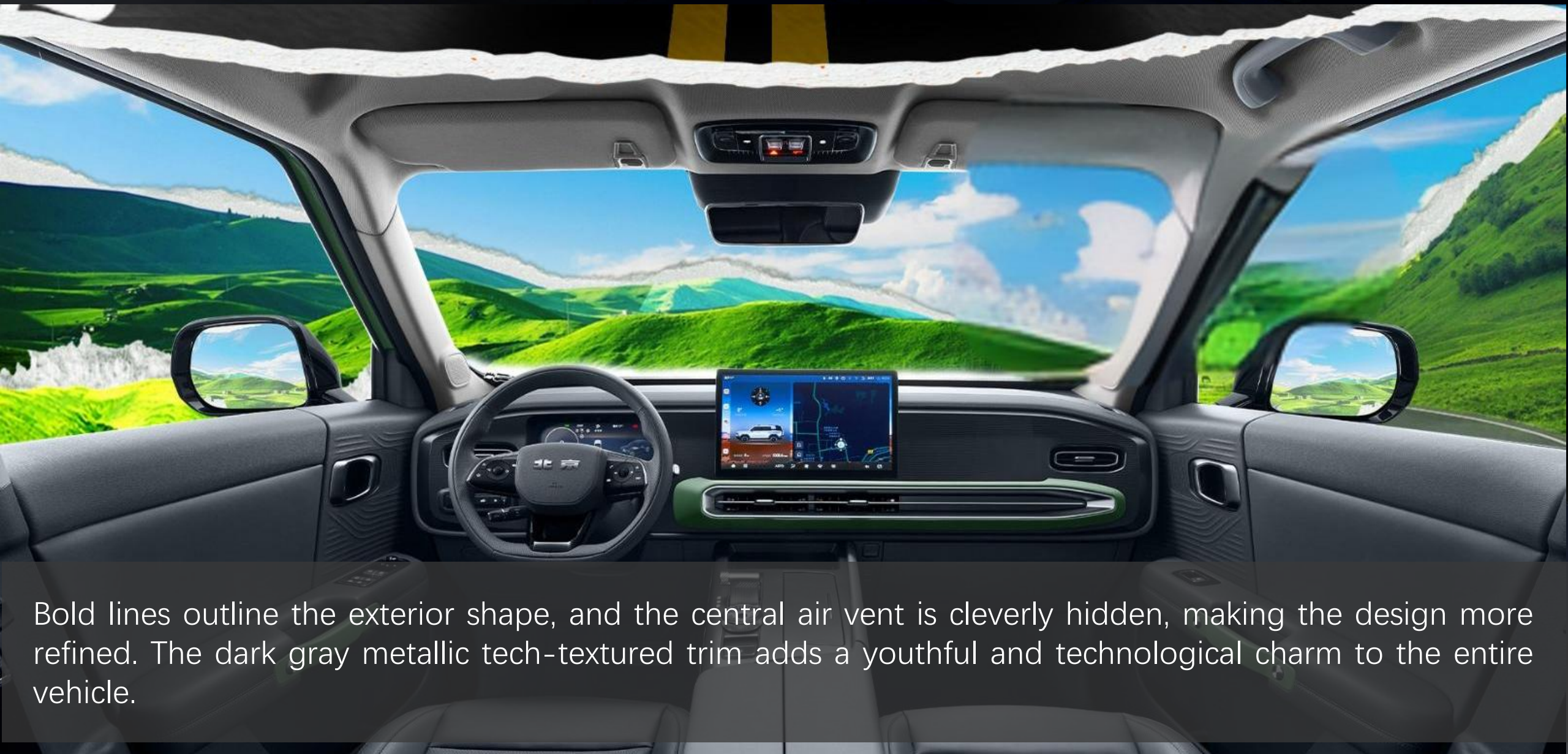
Emphasizing a simple and modern overall feel, while maintaining the consistent and stable design of the "BEIJING" brand, offering consumers a solid, reliable, and user-friendly experience.





# BJ30 Interior Design Language

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Bold lines outline the exterior shape, and the central air vent is cleverly hidden, making the design more refined. The dark gray metallic tech-textured trim adds a youthful and technological charm to the entire vehicle.

PART I

---

**1.1 Design  
Language**

**1.2 Exterior  
Highlight**

**1.3 Interior  
Highlight**



# Family Face Design

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The hard-core body lines highlight the tough style of the BJ30. The five-hole family grille seamlessly integrates with the daytime running lights, enhancing its distinctiveness. The front bumper emphasizes the off-road style, aligning with the overall design of the vehicle.

**5-hole family face  
and LED strip**

**Hard-core sharp line**

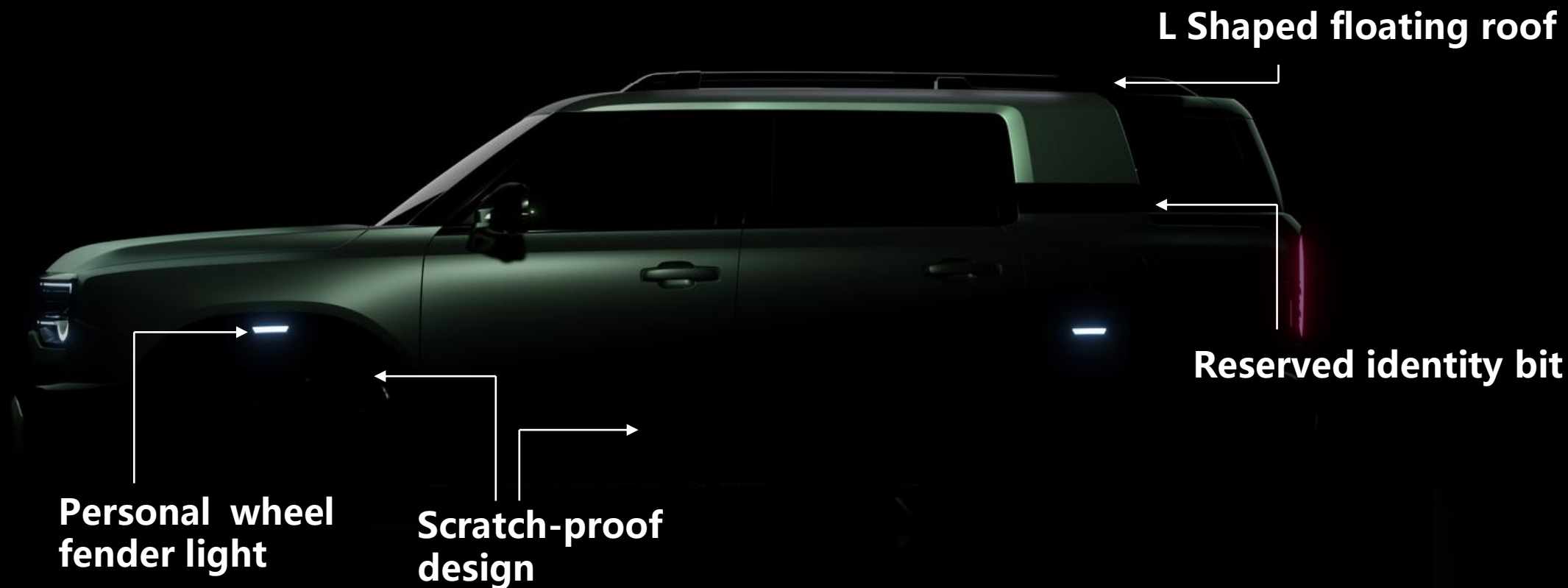
**Off-road front bumper**



# Side Body Design

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The L-shaped floating roof combined with the hardtop design further accentuates the hard-core style. When the vehicle is stationary, the fender lights illuminate with a breathing effect. The anti-scratch design effectively prevents paint scratches and scuffs during daily door opening or recreational activities.





# Tough Tail Door Design

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Exclusive outdoor design, one windshield for front and rear respectively, personality label, personality setting;

Vertical taillights, consistent with family taillights, enhance off-road texture; Double D-shape is more recognizable



**Exclusive outdoor design**

**Double D-shape vertical taillight**

PART I

---

**1.1 Design  
Language**

**1.2 Exterior  
Highlight**

**1.3 Interior  
Highlight**



# Hardcore Interior Design

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10.25-inch LCD instrument panel is easy to be read, 14.6-inch floating infotainment has reasonable UI design, simple operation; The large-area soft material of the instrument panel is matched with the color contrast design, and the handle design in front of the sub-instrument panel is hardcore and fashionable.

10.25 inch+14.6 inch

Sub-instrument  
panel handler





# Fighter Style Electronic Shift Lever

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- ✓ The electronic shift lever adopts the design of fighter propeller, which is more scientific and technological
- ✓ Shifting gears is easy and can be done with a flick of the finger
- ✓ Maximize space savings and increase storage space







Intelligent Enjoy Life  
PART II

# 64 Colors Ambience Light

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- ✓ Soft lighting with customizable settings and multiple rhythmic modes.
- ✓ In the ambience light interface, you can set the following functions: door open/close reminder, welcome reminder, and driving mode switch reminder.



# Intelligent Power Window Close Function

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## *Variable Open Mode*



### 1 Automatically close in high speed

When the speed reaches 120km/h, the window closing condition is triggered, and the system automatically closes the window

### 2 Remote close

When the vehicle is turned off, the four-door window can be remotely closed/opened by the key

### 3 Inductive close

The power is OFF and the four doors are closed. The sunroof and its window are closed upon request from the rain/sun sensor

# Intelligent Inductive Rear Door

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## Smart Technology

### *Automatic height setting*

After pressing the switch on the inside of the tail door for 3s, the opening height of the rear door will be set once as prompted

## Convenient

*Support in and out of open and stop  
open two ways*



Enter and exit: Enter the electric taildoor 0.5m induction zone with the smart key, exit this area and enter again, and the electric taildoor will automatically open

Stop opening: Enter the 0.5m induction area of the electric tailgate with the smart key, light up the high brake light, stand in place for more than 5s, and the electric tailgate will automatically open



# L2 ADAS

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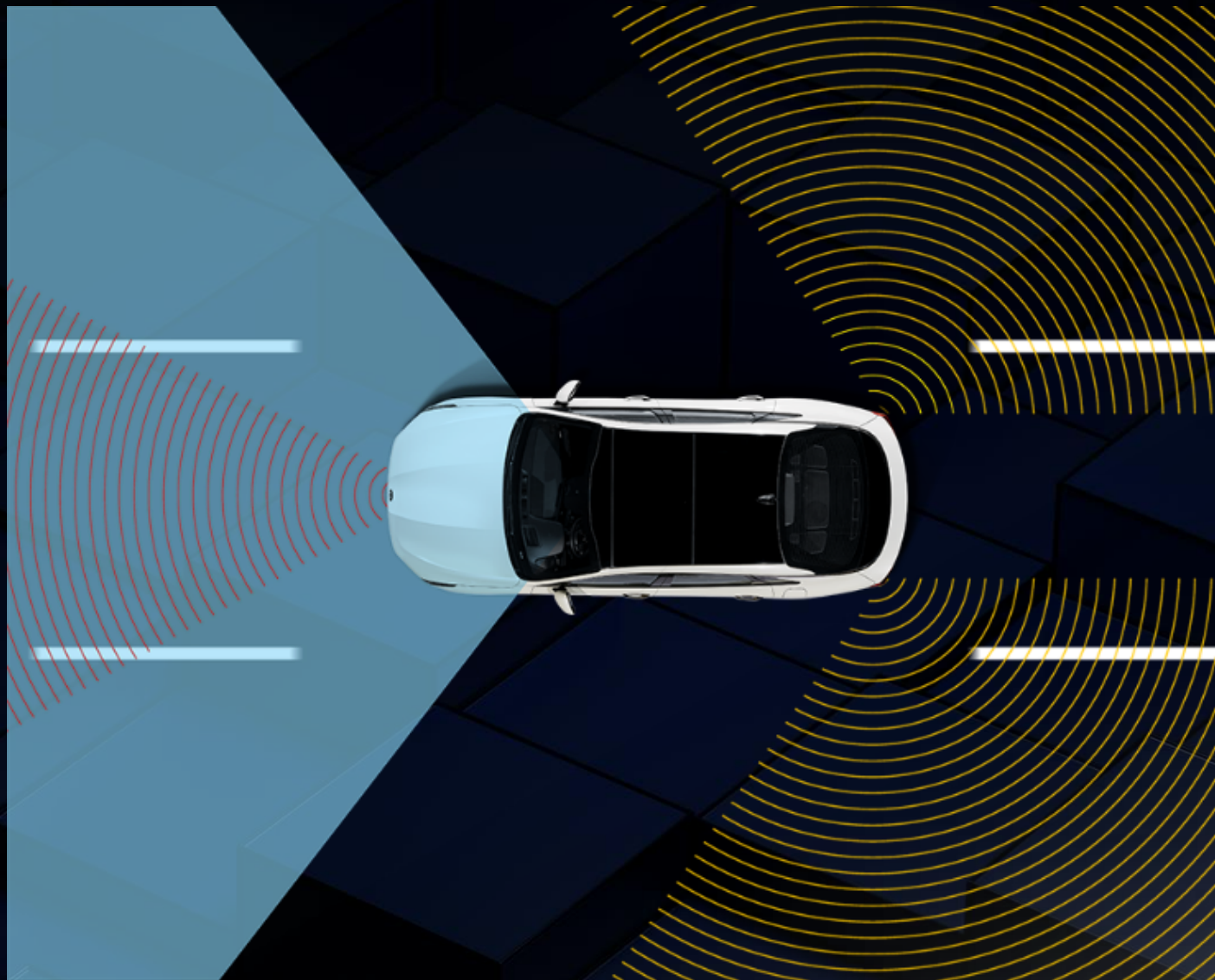
It can achieve 360° around view monitor, and provide all-round security protection within 200m distance

1 latest generation intelligent camera

4 HD AVM cameras

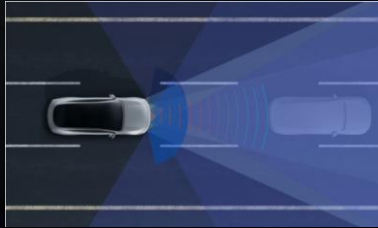
8 Ultrasonic radars

2 Millimeter radars

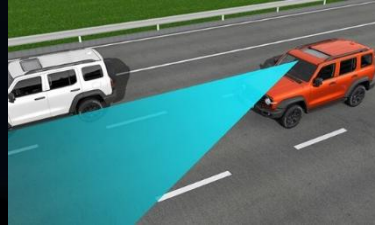


# L2 ADAS

BAIC



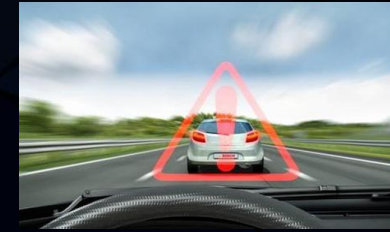
FCW



ICA



ACC



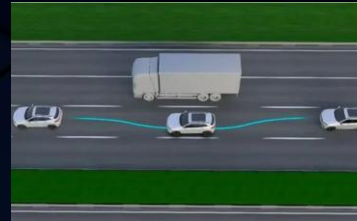
AEB



LDW



LKA



HWA



ELK



HMA



TJA



DOW



BSD







Easy Offroad  
PART III



PART III







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**3.1 Hybrid type**

**3.2 Powertrain**

**3.3 Magic Core  
Hybrid Drive**

# Power Form Classification

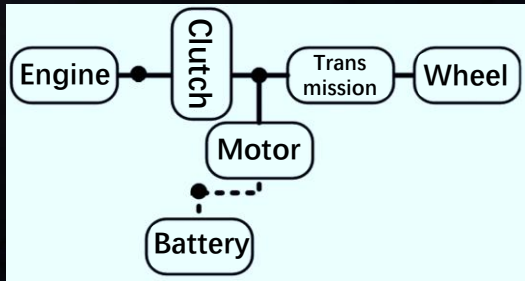
Form	ICE (Fuel Engine)	MHEV (Light Hybrid)	HEV (Fuel electric Hybrid)	PHEV (Plug-in Hybrid)	REEV (REEV Hybrid)	BEV (Pure electric)
Technical Advantages	<ul style="list-style-type: none"> <li>Traditional power</li> <li>Charge fuel easily</li> </ul>	<ul style="list-style-type: none"> <li>electric motor assists engine start/fast speed up</li> <li>Save fuel than ICE</li> <li>No mileage anxiety</li> </ul>	<ul style="list-style-type: none"> <li>High speed with fuel, low speed with electric</li> <li>Save fuel than ICE</li> <li>No mileage anxiety</li> <li>Low load with small power battery</li> </ul>	<ul style="list-style-type: none"> <li>Charge fuel or electric is optional</li> <li>switch the fuel-electric mode at will</li> <li>No mileage anxiety</li> </ul>	<ul style="list-style-type: none"> <li>Charge fuel or electric is optional</li> <li>BEV driving experience</li> <li>No mileage anxiety</li> </ul>	<ul style="list-style-type: none"> <li>Low noise</li> <li>Fast acceleration</li> <li>0 emission</li> <li>Low use cost</li> <li>Max output torque at once</li> </ul>
Weak	High fuel consumption, low economic	Same with ICE model	Short driving mileage with pure electric	Depend on the charging bar, power battery scratch risk	There is a loss of energy conversion	Low temperature/long distance range anxiety
Model	<ul style="list-style-type: none"> <li>Haval Dargo</li> <li>Jetour T2</li> </ul> 	<ul style="list-style-type: none"> <li>Benz E</li> <li>Buick</li> </ul> 	<ul style="list-style-type: none"> <li>TOYOTA</li> <li>Honda CRV</li> </ul> 	<ul style="list-style-type: none"> <li>Haval Menglong</li> <li>Jaguar-B5</li> </ul> 	<ul style="list-style-type: none"> <li>Li-L7</li> <li>Huawei-M5</li> </ul> 	<ul style="list-style-type: none"> <li>Tesla-MY</li> <li>Xpeng-G6</li> </ul> 



# HEV Classification

The hybrid system is divided into parallel/series/series and parallel/power shunt, in which series and parallel (BYD DM-i) and power shunt (TOYOTA THS) have the highest market share.

## Parallel

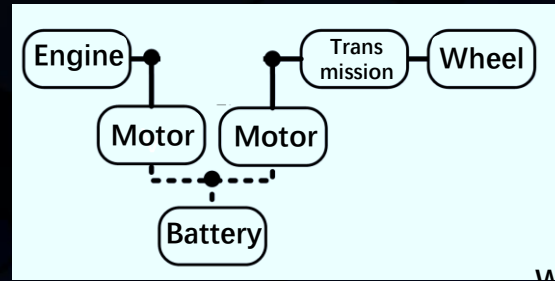


- ✓ The engine shares a multi-ratio transmission with the motor
- × the fuel consumption with low power battery is relatively higher

### Models

- SAIC EDU 2 (AMT)
- Chang' an IDD (DCT)
- Citron e-ATN 8 (AT)

## Series

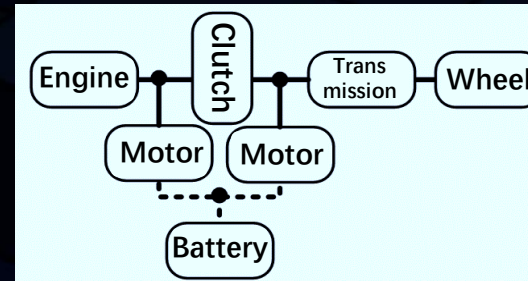


- ✓ Engine and wheel decoupled, high efficiency zone operation, simple structure
- × The energy transfer efficiency is lower than that of parallel direct drive & power shunt

### Models

- Nissan ePower (small power battery)
- Li ONE (big power battery)

## Series and parallel

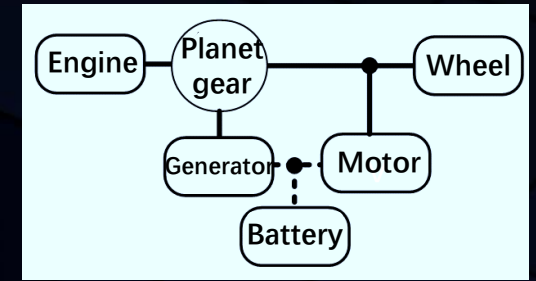


- ✓ The engine can drive directly, and the energy transfer efficiency is better than that of series & power shunt
- × The motor system costs more

### Models

- Single reducer: Dongfeng HD/Honda IMMD/ BYD DM-I
- Multi-gear reducer: Dongfeng 4HD/Geely DHT Pro (3gear AT)

## Power shunt



- ✓ Engine and wheel end decoupled, high efficiency zone operation;
- × The control system is complicated; The energy transfer efficiency of the system is not as good as that of parallel direct drive

### Models

- TOYOTA THS (planetary gear)
- Dongfeng 4HD

# Mainstream Hybrid Comparison

There are two major categories and three subdivisions of the world's mainstream Hybrid  
In power, fuel consumption, smoothness three aspects, each has its advantages and disadvantages



## Power Shunt Hybrid

TOYOTA THS

*ECVT*

### Advantage

- ★ Low fuel consumption in city
- ★ Driving smoothly

### Disadvantage

- ★ High fuel consumption in high speed (engine drive directly)
- ★ Power is weak in high speed
- The overall power is lower



## Single-gear Series and Parallel Hybrid

BYD DM-i

*EV*

### Advantage

- ★ Driving smoothly
- ★ Overall fuel consumption is lower
- ★ High power in low speed

### Disadvantage

- ★ Power is weak in high speed



## Multi-gear Series and Parallel Hybrid

Geely HI-X/Haval DHT

*EAT(DCT)*

### Advantage

- ★ Overall fuel consumption is low
- ★ High power performance in full range

### Disadvantage

- ★ There's shift impact
- ★ Lower driving smoothly



PART III

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3.1 Hybrid type

**3.2 Powertrain**

3.3 Magic Core  
Hybrid Drive

# Twin Power System

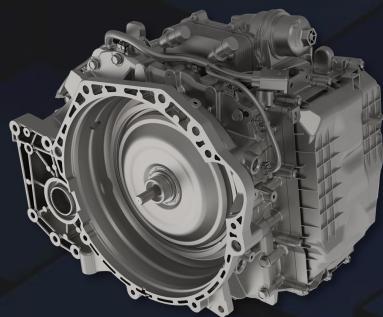
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## Magic Core Gasoline powertrain

A156T2H



7DCT



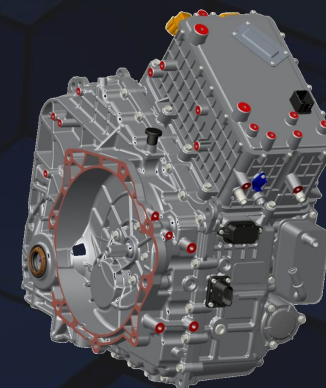
**39.2% thermal efficiency**  
**138kW , 305N·m**

## Magic Core Hybrid Drive system

A156T2H-H1



2 gear DHT



**41% thermal efficiency**  
**301kW , 685N·m**



Awarded Top 10  
Chinese engine



## Top 10 Chinese Engine

BAIC and Germany Meta joint developed

VGT  
turbocharger

Miller  
circulation

21 Noise reduction  
black technology

Advanced emission  
technology

350Bar direct  
injection

Fast warming  
up technology

# Gasoline Powertrain

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Millisecond shift experience

Golden combination

High performance  
synchronizer

High efficient dual-  
pump system

Bistable electronic  
shift

Core Function

The power connection is smoother, the shift is faster and more efficient

Max input torque **380N•m**

Max output torque **5400N•m**



PART III

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3.1 Hybrid type

3.2 Powertrain

**3.3 Magic Core  
Hybrid Drive**

# Exclusive Hybrid Engine

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## A156T2H-H1 Magic Core Hybrid Drive Engine

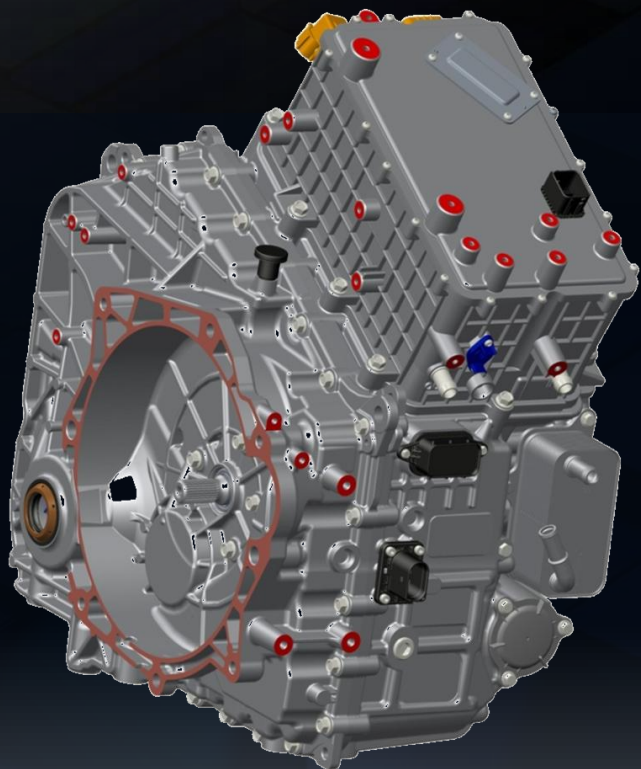
- ✓ Deep Miller cycle + high compression ratio
- ✓ Engine cylinder block and head separate cooling
- ✓ electric coolant pump
- ✓ High efficiency combustion system
- ✓ Variable displacement oil pump
- ✓ NVH Extreme optimization
- ✓ 350bar high pressure direct injection





# Highly Integrated 2-speed DHT

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- Seven-in-one highly integrated: ① Alternator ② Alternator control module ③ drive motor ④ drive motor control module ⑤ reducer ⑥ DCDC ⑦ PDU
- The most compact structure and lightest weight, 124.5kg
- Maximum transmission efficiency 97%
- Oil cooled motor to maintain efficient output
- Active anti-shake, mechanical dual gear intelligent switching, more smooth

## Super

*The special 2-speed DHT is set to improve the full range of power*

Low to medium speed driving has more power in city  
Medium to high speed driving has good acceleration

## Economic

*The 2-speed DHT provides optimal power efficiency*

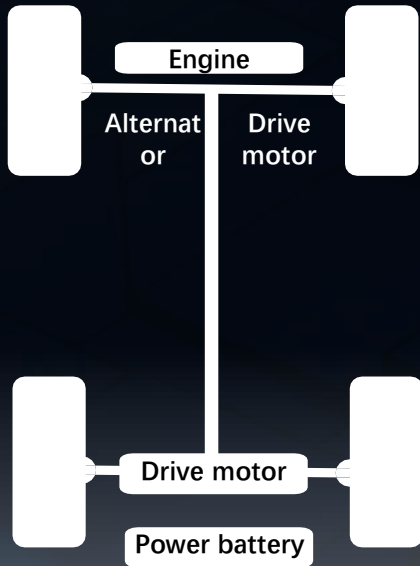
electricity drive has low fuel consumption at low speed  
Parallel driving has good economic at high speed

## Smooth

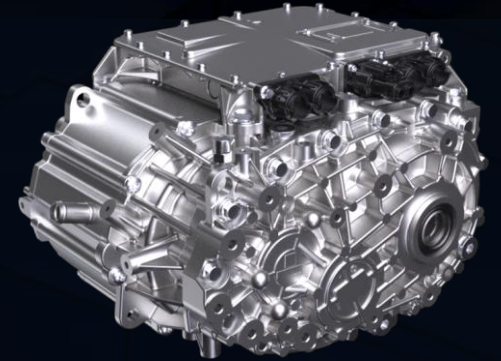
*Active anti-shake, 2 speed DHT has intelligent switch smooth*

Avoid the impact and shock of multi-gear shifting  
Maintain a smooth driving experience

# Efficient front and rear axel motors



- ✓ Advanced flat wire winding, small size, good temperature performance
- ✓ The cooling mode of the motor is oil cooling
- ✓ Front motor: Max power & Torque 130kW/315N·m
- ✓ Rear motor: Max power & Torque 55kW/135N·m
- ✓ Max revolution 1500rpm, electric efficiency 98.5%
- ✓ electric 4 wheel drive 0.03s extreme respond



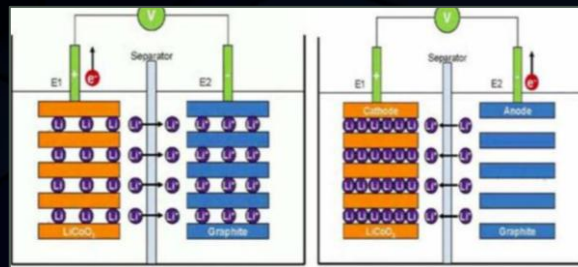
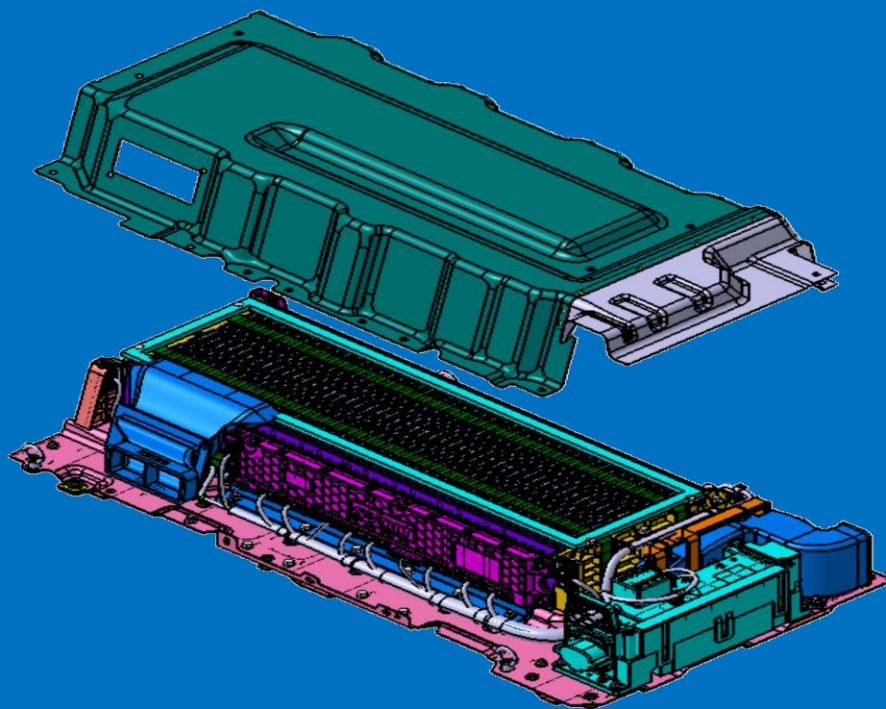


# High Performance Power Battery

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*High performance, high stability, high safety*

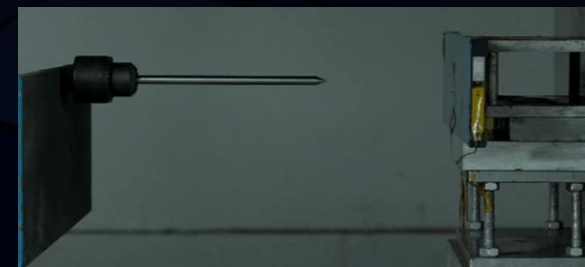
## High performance power battery



- The discharge efficiency is 5~8 times that of the BEV/PHEV battery system
- Power density: 6500W/kg



The instantaneous discharge rate of -20°C is 6 times that of PHEV, and the performance is stable  
As low as -35°C can still discharge



Battery pack : 7 damage experiments, location safety collision experiment small intrusion  
Cell : acupuncture, extrusion and other 11 limit tests

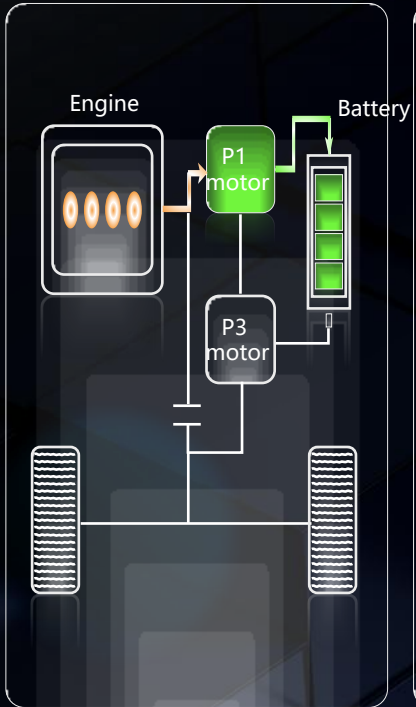


- 35,000 charge and discharge cycles (shallow charge and shallow discharge)
- WLTC standard working conditions, more than 200,000 kilometers of vehicle performance is stable

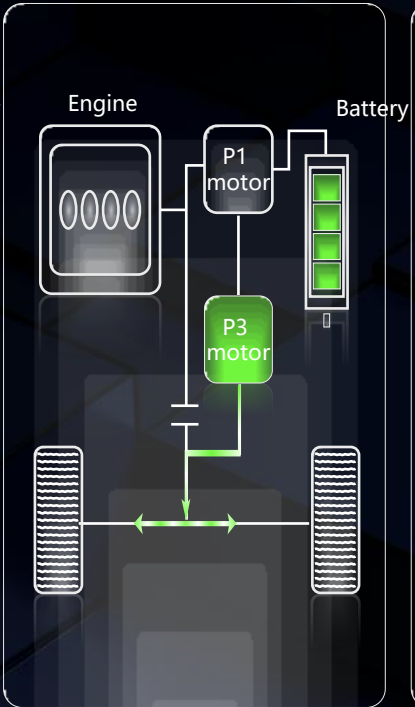
# Hybrid operation mode

6 modes of energy management, covering the full speed range of vehicle conditions, capable of power acceleration response, fuel economy and NVH.

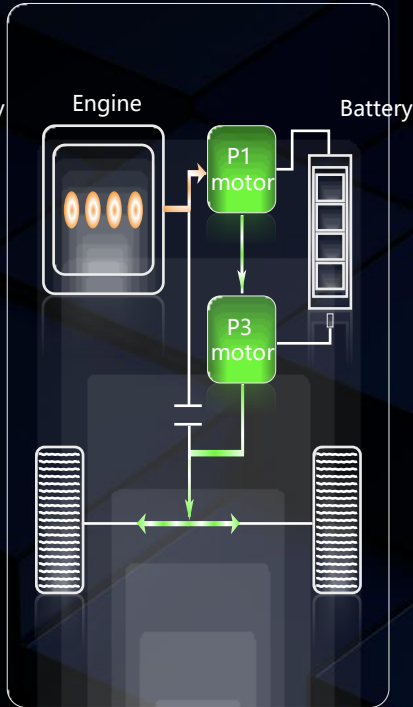
Generate electricity while parking



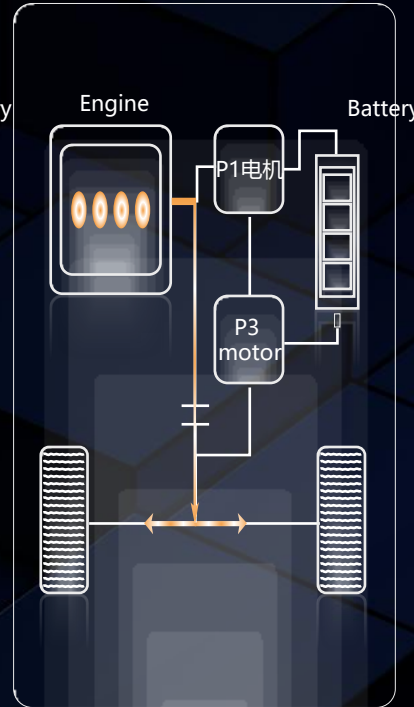
Electric motor drive



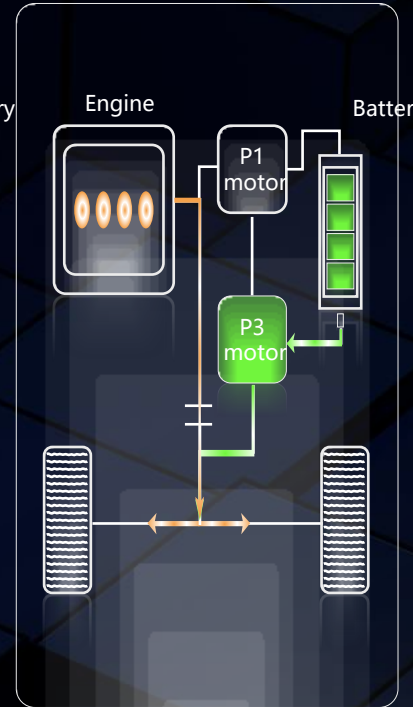
Series drive



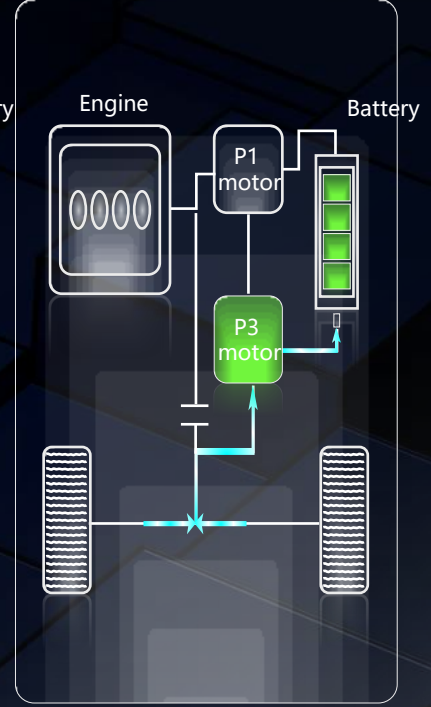
Engine drive



Parallel drive



Electricity regeneration



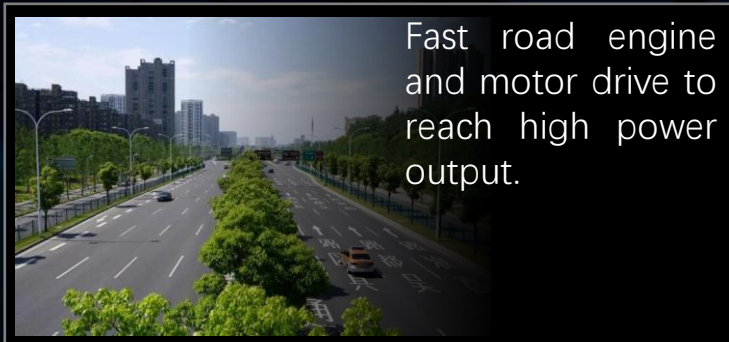
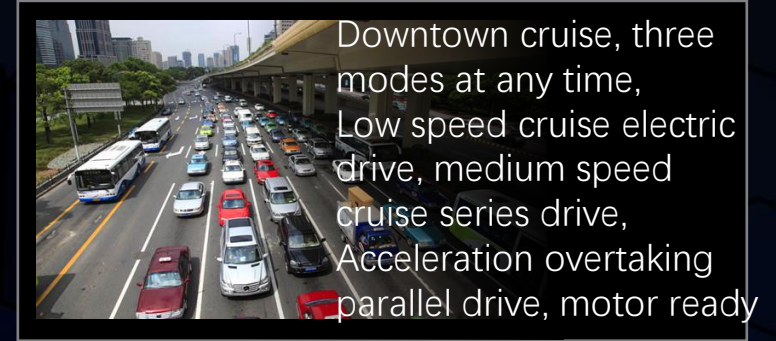
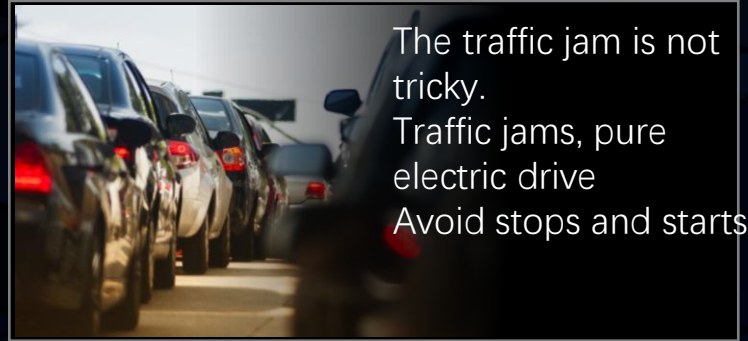
\* The above conditions will automatically adjust with the vehicle battery power, road slope, driving mode, etc., to ensure that the vehicle is driving in the best state.



# BJ30 Power Application Scenarios

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## Electric drive immediate start, rapid response



# BJ30 Power Application Scenario

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While parking, the power battery provide electricity.



In low speed, electric motor drive without engine working



While fast acceleration, electric drive motor drive with engine together.



While braking, decelerate, start energy regeneration.



In constant speed, engine output and charge the power battery through the alternator



# BJ30 Hybrid 4WD Key Advantage

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## The professional leading hybrid electric drive system brings four core values

Super  
powerful

3.0T

Comparable to 3.0T engines

6.9s

0-100km/h

Super  
smooth

0.03s

Electronic 4WD  
rapid response

0.5s

Reach peak torque

Super  
economic

6.45L

WLTC fuel consumption

1000km

Super long distance driving

Super  
reliable

100:0~50:50

Continuous torque distribution of  
front and rear axle

5928 N·m

Wheel end max torque



# Outdoor Camping PART IV



PART IV

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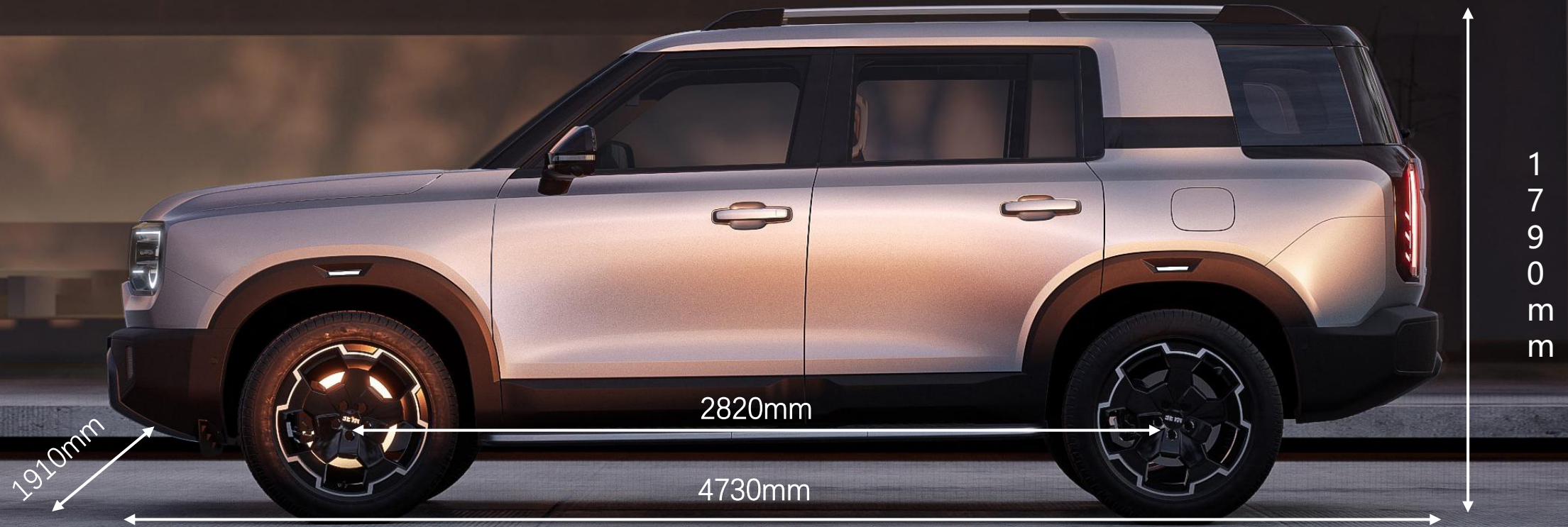
**4.1 Comfort  
space**

**4.2 Flexible  
combination**

**4.3 Easy  
Offroad**

# Big Size Body

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# Multi-functional Seats

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Front seats electric  
adjustment

Driver seat 3-position  
memory

Rear seats can be  
adjusted

## Warm up to 25° within 5min

The driver/passenger seat/both rear seats are equipped with heating pads, and the heating is divided into three levels, respectively 36°/39°/42°. Under zero temperature environment, after heating for 5 minutes, the heating pad temperature is not less than 25 degrees, and within 10-15 minutes, the chair surface temperature reaches saturation.

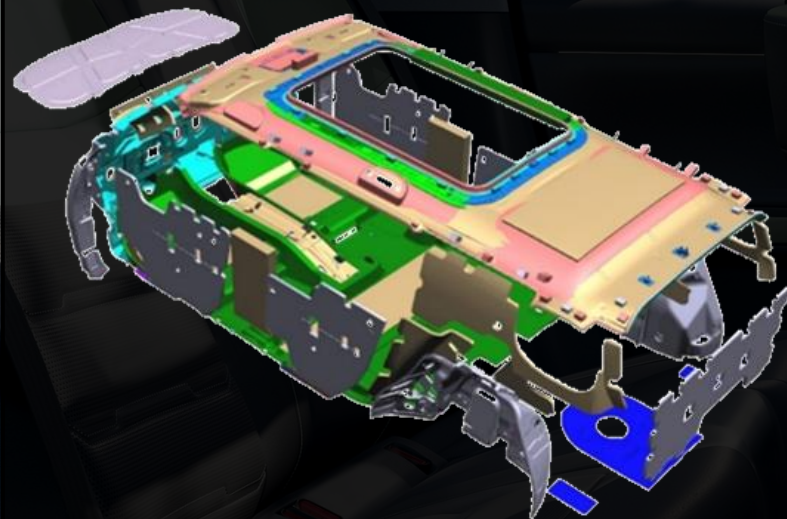
## Cool down 20° within 10min

The driver/passenger/both rear seats are equipped with ventilation systems. The ventilation can be adjusted in three levels, and the air volume can reach: low gear  $\geq 7$  m<sup>3</sup>/h, middle gear  $\geq 10$  m<sup>3</sup>/h, and high gear  $\geq 13$  m<sup>3</sup>/h. By default, the ventilation is turned on at the highest level, which can cool down from 55° to less than 36 ° in 10 minutes.



# Quiet Cockpit

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**13** m<sup>2</sup>

Total sound absorption and insulation area

**22** positions

Insulation technologies

**68** positions

Quiet design

High stiffness low sensitivity cage body design

**Double layers soundproof glass**

(Available for hybrid model)

**Four doors**

**2.5 rounds Seal**

Create library-grade NVH quiet cabin



PART IV

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**4.1 Comfort  
Space**

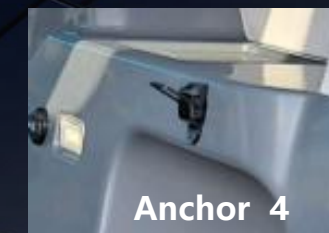
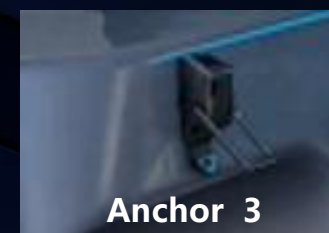
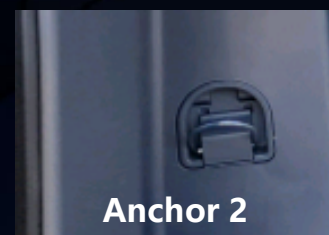
**4.2 Flexible  
Combination**

**4.3 Easy  
Offroad**

# Super Sized Trunk

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Multi-anchor design





# Flexible combination Space

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The front and rear seats can be fold down arbitrarily, which is suitable for different use scenarios and creates a variety of sitting space.





# Roof Capacity

L-shape floating roof

Static Max loading capacity

300KG

Dynamic Max loading capacity

80KG

Side-ladder module

Solid structure & Great stability





PART IV

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**4.1 Comfort  
Space**

**4.2 Flexible  
Combination**

**4.3 Easy  
Offroad**

# ATS-All Terrain System

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## *Snow mode*

Control the vehicle to avoid skidding as much as possible, reduce the vehicle torque, ABS work more widely. In the snow, grass, gravel, small slope, adhesion coefficient is low and the wheel is easy to slip the environment, snow mode users do not need to choose the energy recovery level, by the system automatic control.

## *Mud mode*

It is suitable for muddy, rutted, deep ditch and non-paved road surface. In mud mode, the customer does not have to choose the energy recovery level, which is automatically controlled by the system.

## *Sand mode*

It is suitable for soft and dry desert, sand dune, sandy land, beach and other environment. It will turn off the electronic stability control system, including TCS, RMI, VDC, but the ABS and LSP function are still active.

## *Wading mode*

Suitable for slow flow in deep water. In wading mode, the customer does not have to choose the energy recovery level, which is automatically controlled by the system.



# Excellent Passing Ability

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Ramp Angle

21°

Ground Clearance

215mm

Approach Angle

25°

Departure Angle

30°

- ✓ Minimum ground clearance of 215mm, you can easily cross the roadbed, parking is convenient, no drag bottom.
- ✓ Approach angle 25°, departure angle 30°, ramp angle 21°, providing good support for off-road driving, 450mm safe wading depth, and display wading depth and warning information, so that we can navigate in more road conditions.



# Off-road Information Display

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## Intuitive

*Information that can be displayed :*

Vehicle inclination angle, vehicle pitch angle, altitude, atmospheric pressure, compass information, compass calibration

## Smart

*Off-road conditions*

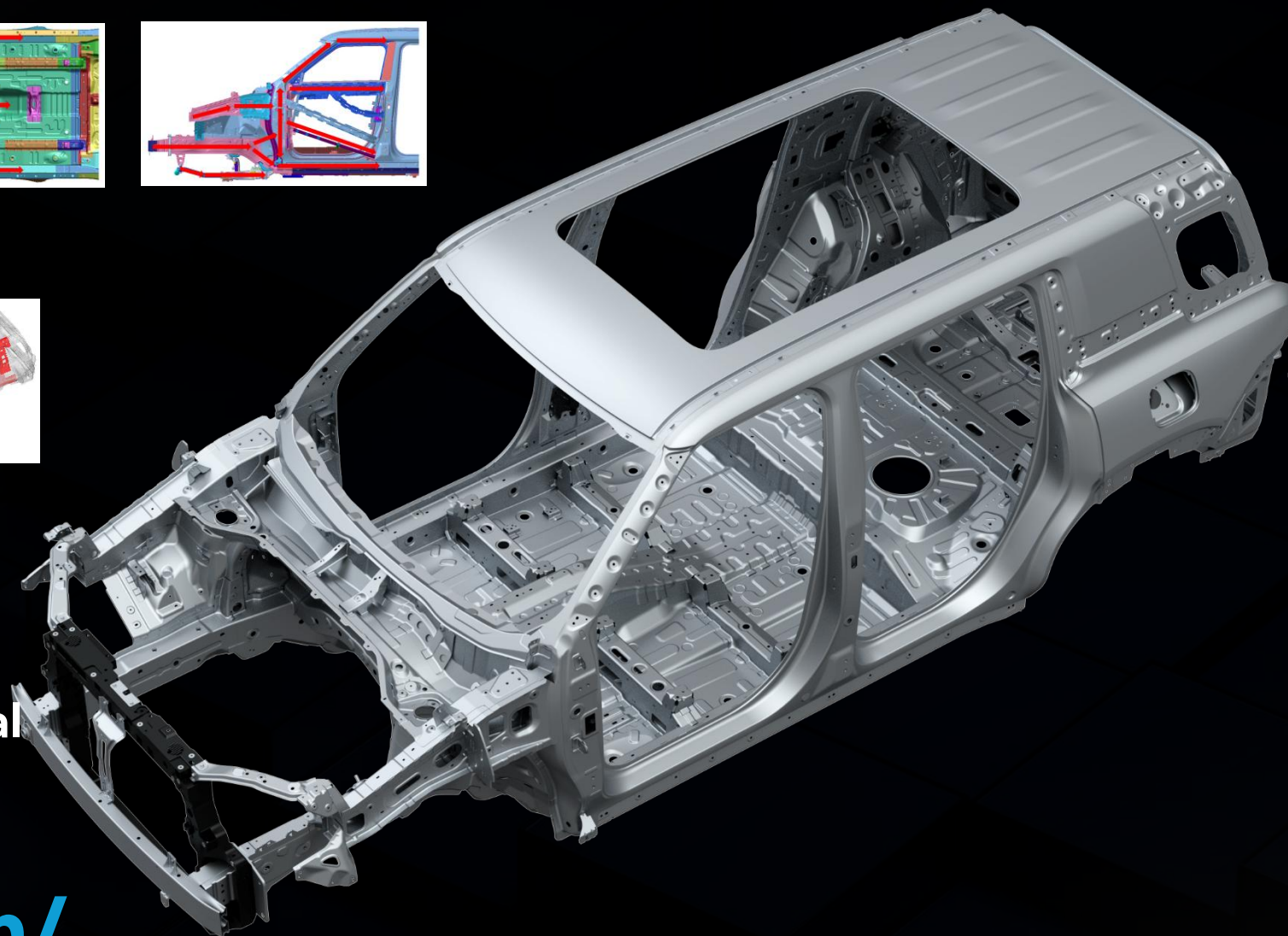
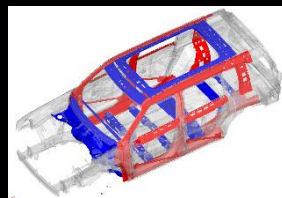
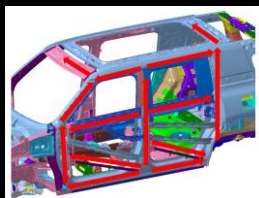
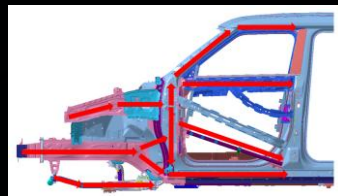
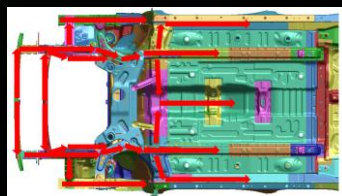
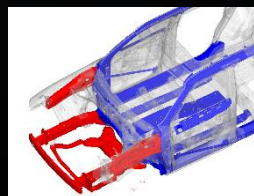
Through the wading section can see the water level, improve vehicle safety.





# Hardcore Body

BAIC



High-strength steel

63.4%

Thermal formed steel

20 positions

10.7%

Maximum torsional  
stiffness

25420N·m/

# Verification of Ultimate Limit Situations

BAIC

BJ30 through the extremely strict real car test, high temperature, high altitude, extreme cold and other 4 million kilometers of harsh environment, through the real car test to get the true state of the vehicle and personnel, in order to ensure the quality of the vehicle, so that every owner can drive at ease.

## High temperature

Turpan Basin, Xinjiang

50°C



After 400h continuous high temperature exposure, the car paint luster is still the same.

## High altitude

Everest Base Camp

5050m

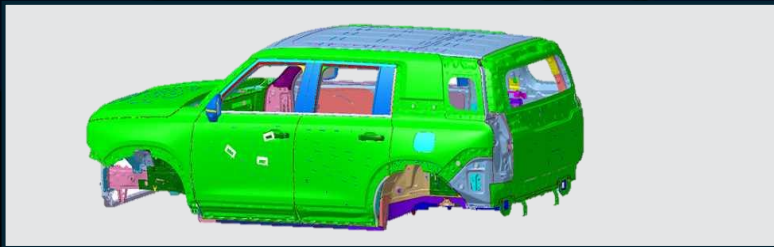


## Extreme cold

Hulun Buir

-35°C

snowmountainslope > 30%



Prevent corrosion hazards, improve the vehicle anti-corrosion level.

## Desert

Maximum ascend  
capacity > 30%



## Wading

Yellow River

Safe depth 450mm  
Max depth 600mm



## Mud

depth > 20cm  
Easy pass





# BAIC

T H A N K S



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