



# New BJ40PLUS



# BJ40Plus Overview

## Hardcore Design

- Five holes chromed inlet grill
- Full LED headlight/taillight
- Two-color magnesium alloy rim (option)
- HD central display
- Delicate interior design

## Professional Offroad

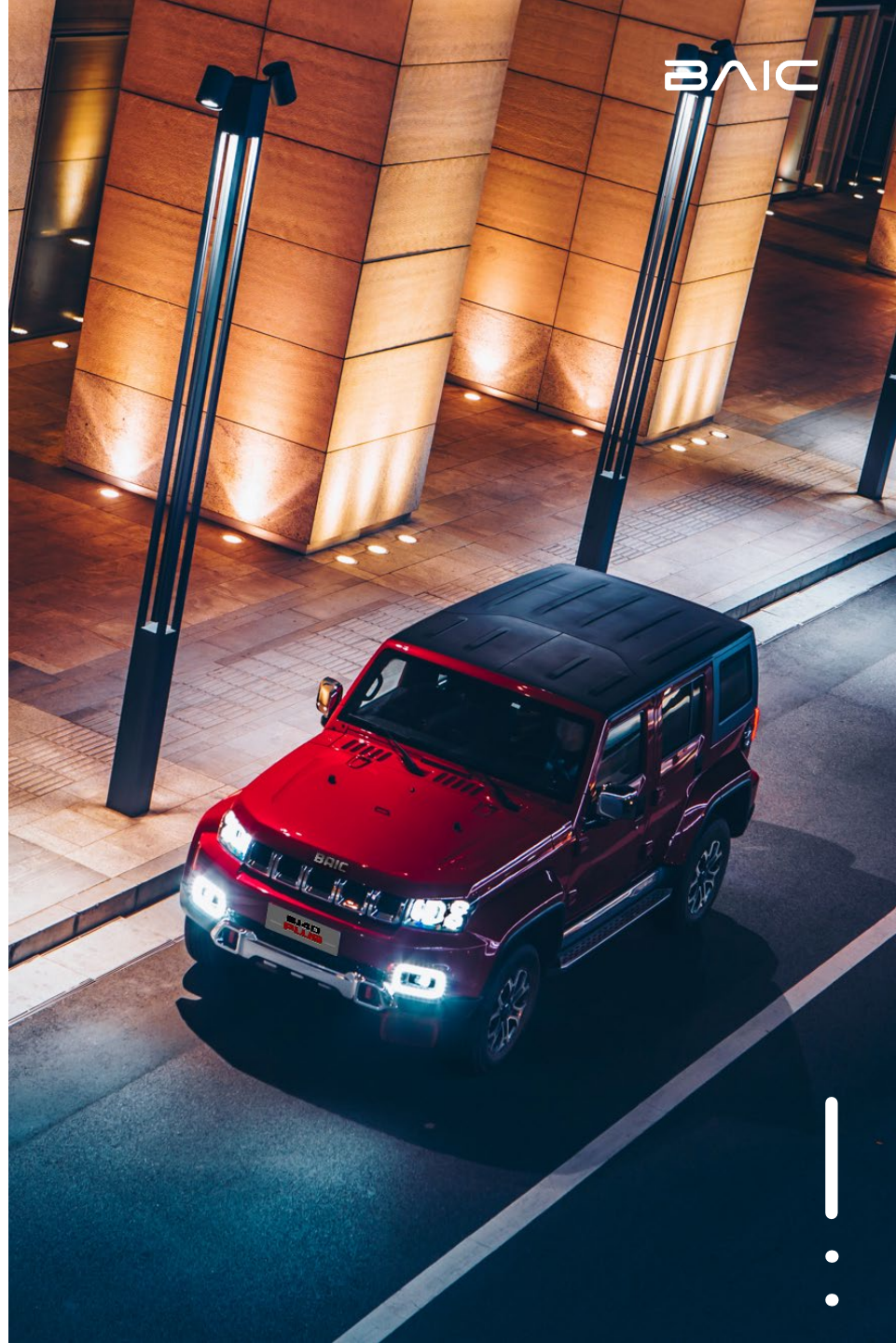
- Optimized body structure
- Body on frame structure
- Gasoline/Diesel 2.0T engine
- ZF 8AT
- Part time 4WD

## Comfortable Cabin

- Convenient space
- Comfortable seats
- 12.3 inch instrument cluster
- 10 inch central display
- Stream media rear mirror
- Cinema class ambient light
- Intelligent A/C system

## Safety Driving

- Gen-9 ESP
- Integrated body frame
- Driving recorder
- Excellent chassis match





BAIC

# PART I

Hardcore  
design





# BJ40LPUS



From BJ212 classic, to Warrior 1.0 design, BJ40 2.0 design, and then to BJ40PLUS a new 3.0 design language

Beijing off-road vehicle has accumulated for more than 60 years







# Hardcore Design—Tough and Rigid Shape

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## Powerful off-road style

- The first Chinese offroad brand, to meet different offroad demands;
- Open body structure;
- Powerful tail shape, enhance the pure offroad character



**Mech style**



**Quick break body**



**Professional offroad vehicle**





3.0 design

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## Exterior highlights

- Five-hole chromed inlet grill
- Full LED headlight/taillight
- Two-color magnesium alloy rim (option)

## Interior highlights

- HD central display
- Delicate interior design
- Dual color sports interior

# BJ40

## Hardcore design





# Hardcore Design—Five Hole Chromed Inlet Grill

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## Configuration

The five-hole high-gloss chromed inlet grill is derived from family heritage and follows the family characteristics of the second generation of military vehicles, with simple shape and more powerful sense.

## Advantage & Benefit

Family heritage five-hole grille design, more powerful, high-gloss chrome design, not only advanced and more visible, more recognizable.





# Hardcore design—Full LED headlight

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## Configuration

- Aperture LED headlight is used for the first time.
- 52 LED light beads. Illuminance greater than 200m. Energy consumption is only 50% of halogen light.
- Day running lights and fog lights also use the same design, forming an up and down response.

## Advantage & Benefit

- The LED light source has higher brightness, longer irradiation distance,
- Integrated headlight automatic turn on, delay turn off, height adjustable and other functions, more convenient.
- At the same time, LED day running lights and fog lights, integrated bend auxiliary lighting function, make night driving safer





# Hardcore design—Full LED taillight

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## Configuration

Inheriting the classic BAIC shape, the same aperture design is used to echo the front and back of the headlamp; The interior uses LED lamp beads, the light is more uniform

## Advantage & Benefit

Taillight with full LED design, lighting speed, improve driving safety; The aperture design that echoes the headlamp is more recognizable



# Hardcore design—Front/rear bright silver plating guard deck

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## Advantage & Benefit

The front and rear bright silver plating guard deck enhances the overall tough characteristics of the BJ40, and highlights the off-road style; At the same time, the protection deck can also improve the protection performance of the vehicle, both beautiful and practical.

## Configuration

The integrated design of bright silver plating protection deck echoes the end, which not only has off-road practicality, but also enhances the vehicle's advanced sense

*Note: Diesel version body front and rear bright silver plating protection deck matte black*





# Hardcore design—Chromed multifunction rear mirror

BAIC

## Configuration

More functions: electric folding, electric adjustment, electric heating and other high-end configuration, chrome plating shape is more personalized.

## Advantage & Benefit

The wind resistance coefficient is reduced, the driving noise is reduced, and the better field of view is provided due to the increased width, and the driving safety is improved





# Hardcore design—Two-color magnesium alloy rims

BAIC



## Configuration

Equipped with new two-color magnesium alloy rims with precision cutting technology for more advanced rims and optional Cooper all-terrain tires for better grip

## Advantage & Benefit

Magnesium alloy material has the characteristics of low density, high strength, good heat dissipation, strong shock absorption and large load bearing, which can make the vehicle play a better performance. The optional 265mm Cooper all-purpose King wide tire can effectively improve the grip and improve the off-road performance





# Hardcore design—Detachable roof

BAIC

## Configuration

BJ40 PLUS series car body innovative design, the use of open combination structure: wind window can be overturned, front and rear covers can be quickly detached, to achieve a variety of deformation combination

## Advantage & Benefit

At the same time to meet the off-road enthusiasts off-road feelings, to achieve a special off-road driving experience, according to the off-road driving conditions to detach, to meet various off-road needs.





# Hardcore design-Three-dimensional suspension center display

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10inch central display

BAIC LOGO outlet

## Configuration

The BJ40 uses a floating central display and console

## Advantage & Benefit

The 10-inch central display adopts the floating design, which is more scientific and technological, Reading information is convenient, clear and fast





# Hardcore design-Exquisite interior design

BAIC

## Configuration

Piano painting process.  
Stereo laser texturing  
Embellish with chrome plating  
decorative technology

## Advantage & Benefit

The exquisite materials reflect  
the quality of BAIC, improve  
the texture of the vehicle,  
improve driving comfort and  
convenience.







# Hardcore design-Dual color sport interior

BAIC



## Configuration

The interior adopts the sport style of double color collocation, more contrast sense, and the interior is more dynamic

## Advantage & Benefit

It is very sporty, there are two color themes of passion red and ice crystal blue to choose from, and the passenger is more personalized



BAIC

# PART II

Comfort  
space

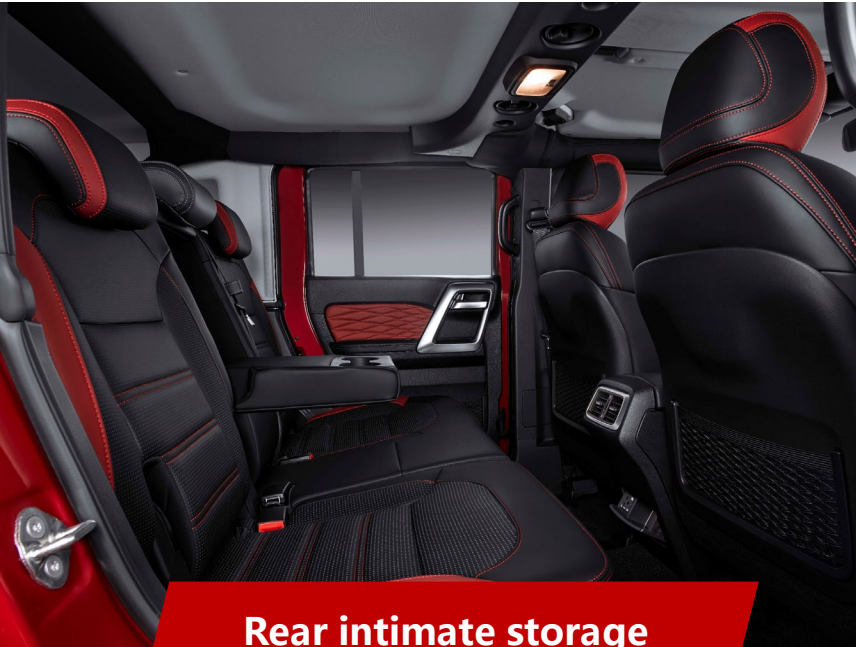






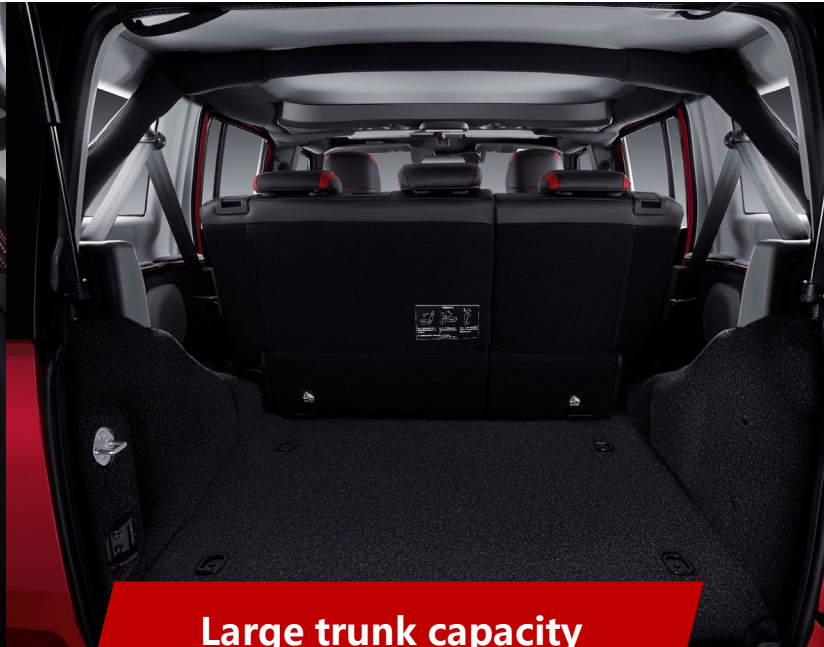
# Hardcore design—Comfort space

BAIC



**Rear intimate storage space**

Rear beverage holder can be placed two bottles of water. Rear door uses string bag design, more convenient.



**Large trunk capacity can be expanded**

The rear seat can be 4:6 fold, the trunk can be completely flat, trunk volume from 532L to 965L



**Front row humanized storage**

With control of the audience in front of the beverage holder flexible storage grid placed the co-pilot glove box and central armrest box adopts large volume design



# Comfort space—Multifunction seats

BAIC

## Configuration

Driver seat adopts 14-way electric adjustment, the passenger seat adopts 8-way adjustment, the seat adopts high-quality environmental protection microfiber, the surface is treated by special coating process, and the feel is more delicate. The rear backrest has 7 adjustments, which can be greatly adjusted to increase riding comfort; Front seat 3-level heating function, winter car more comfortable



Light color seat



## Advantage & Benefit

A number of electric adjustable seats, even long distance driving, can effectively relieve fatigue; The seat feels delicate, but also increases the feeling of covering, and the ride comfort is higher; Front heating function, even in winter can quickly warm, increase the comfort of the ride

# Comfort space—12.3-inch instrument panel

BAIC

classic theme



Front wheel steering



TPMS



prompt



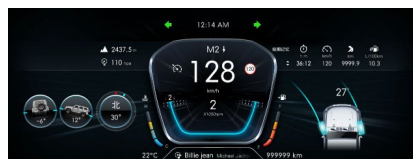
malfunction



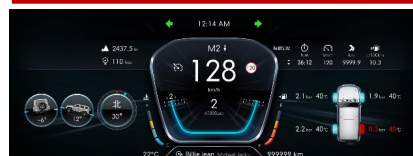
technology theme



Front wheel steering



TPMS



prompt



malfunction



## Configuration

The 12.3-inch instrument panel, with LCD display, has two theme choices, and the content display is more accurate and comprehensive, and the information can be presented according to the status of the vehicle

## Advantage & Benefit

A variety of information display, very comprehensive, clear presentation; Two theme choices to meet the needs of different driving styles, personality theme, more driving sense



# Comfort space—10inch central display

BAIC



## Configuration

Set a variety of application functions and intelligent voice in one of the super large screen, using 1280×720 high-definition resolution, capacitive touch

## Advantage & Benefit

10-inch center control screen, easy to operate, responsive, high-definition resolution, read information more clearly

# Comfort space—Stream media rear mirror



## Configuration

The BJ40 is the first to use a streaming media internal rearview mirror on an off-road vehicle, with an anti-glare design, which can display ultra-wide-angle images behind the body in high-definition on the internal rearview mirror display with a resolution of 1280×272; Up to 61.2° large wide Angle, farther than the traditional rearview mirror observation range

## Advantage & Benefit

The streaming media rearview mirror can transmit the rear image to the driver's field of view in real time, and the wide Angle design can enable a more comprehensive grasp of the rear field of view to ensure driving safety. At the same time, it has an automatic anti-dazzling function, and automatically adjusts the rear car light to ensure a clear line of sight





# Comfort space—Cinema class atmosphere light

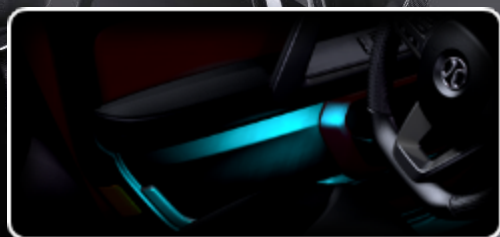
BAIC

## Configuration

The interior atmosphere light adopts the cold light design, and is arranged under the door panel, the main driving pedal, the center console, the center control instrument platform, and the bottom of the co-driver's foot

## Advantage & Benefit

The atmosphere light adopts blue cold light design, which is not dazzling for driving at night, and also enhances the high-grade sense of the vehicle



# Wide space—Theatre colourful ambient lights

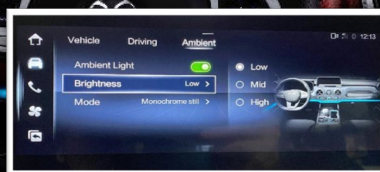
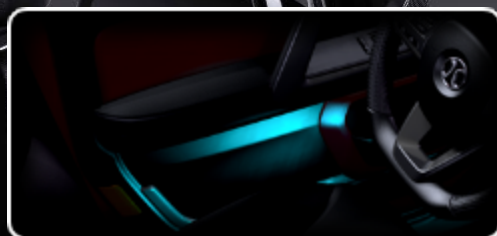
BAIC

## Configuration

The interior ambient light adopts a colorful design, and is arranged on the door panel, the main driving pedal, the center console, the center control instrument panel, and the bottom of the co-driver's foot.

## Advantage & Benefit

The atmosphere light adopts colorful lighting design, which is not dazzling for driving at night, and also enhances the high-grade sense of the vehicle.





# Comfort space—Intelligent A/C system



## Configuration

BJ40 adopts intelligent dual-zone temperature control system, dual-zone independent control, temperature and air volume personalized setting; The glove box adds a cold air function, which is equivalent to a small refrigerator, and can refrigerate drinks

## Advantage & Benefit

The driver and passenger sides can adjust the appropriate temperature, temperature control is more accurate and more comfortable; The air conditioner automatically controls power consumption, reduces fuel consumption,



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# PART III

**Professional  
Offroad**

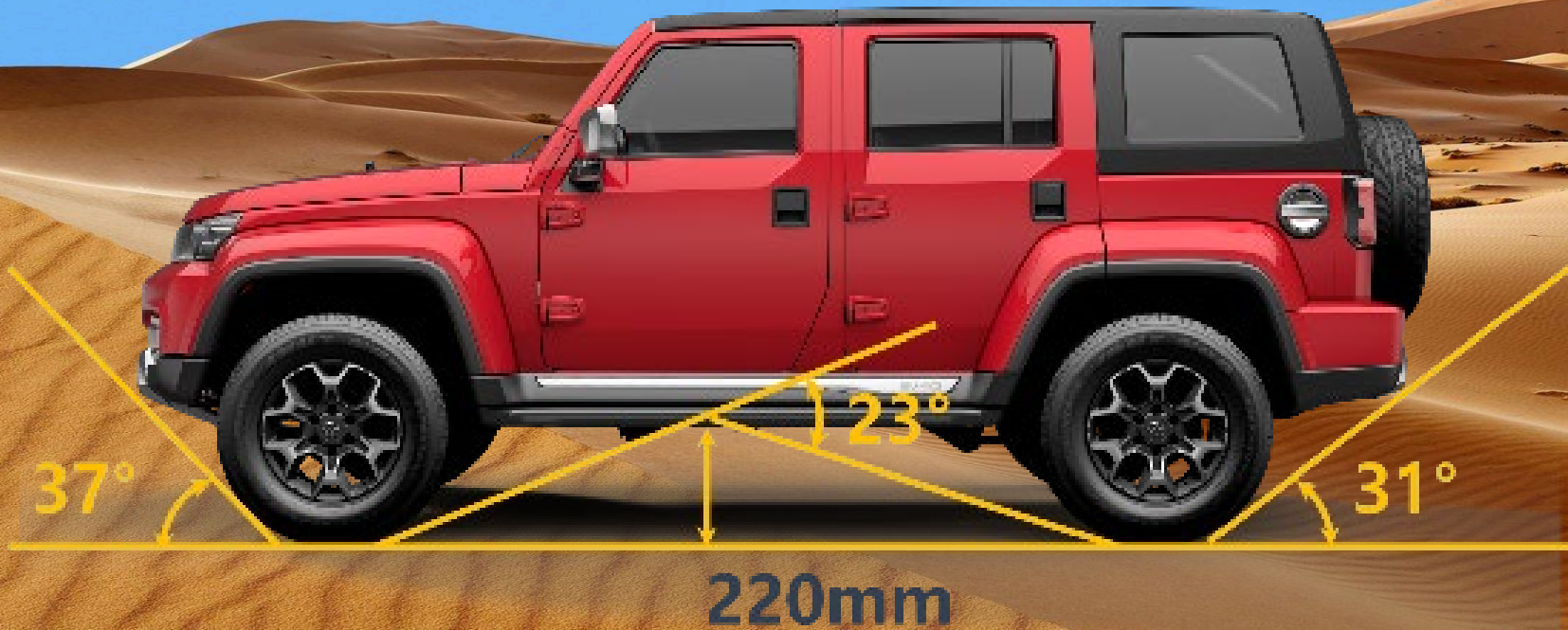






# Professional Offroad—New optimized body structure

BAIC



## Configuration

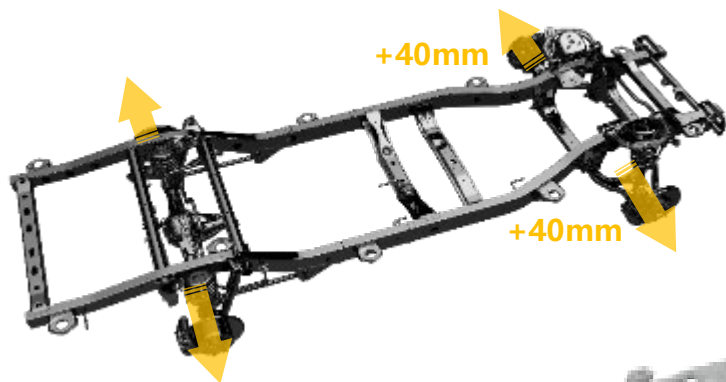
The BJ40 chassis has been carefully adjusted by engineers, while combining customer needs and preferences, optimizing the chassis structure to improve the vehicle's high passability.

## Advantage & Benefit

The vehicle is longer, wider and taller, and the wheelbase is increased to make the driving experience more stable and comfortable, which is better than the body size of the same level, so that the riding space is larger.

# Professional Offroad—Body on frame

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## Configuration

The trapezoidal girder of the frame made of high-strength steel is solid and reliable, and the chassis is flexibly connected to the body, which has better shock absorption and energy absorption effect. At the same time, the wheel base is widened, the support is increased, and the driving is more stable.

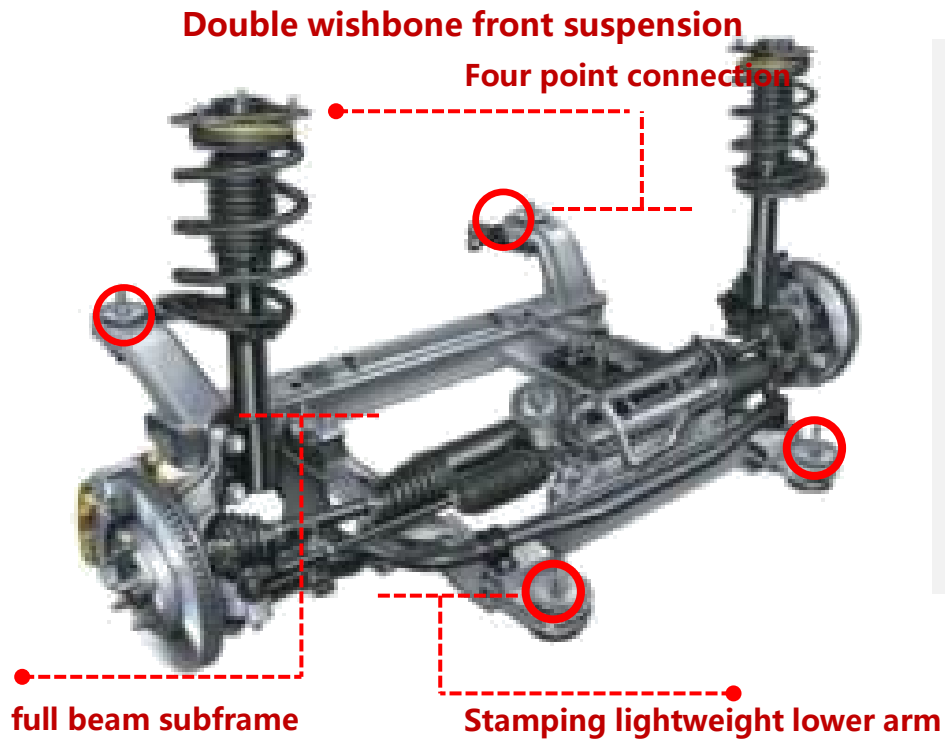


## Advantage & Benefit

The trapezoidal girder made of high-strength steel is strong and thick, and can withstand the impact of complex road conditions, which is more reassuring in the off-road process. High-strength steel manufacturing brings higher side stiffness of the chassis, improves the agility of the vehicle to change lanes, and has higher torsional rigidity to ensure that the vehicle is more stable



# Professional Offroad—Deluxe class front and rear suspension



## Configuration

The front suspension adopts double cross arm design, has excellent lateral stiffness, strong roll resistance, and improves driving stability; The rear suspension adopts the integral coil spring non-independent suspension, the structure is stable and reliable, and the vehicle's handling and comfort are improved.

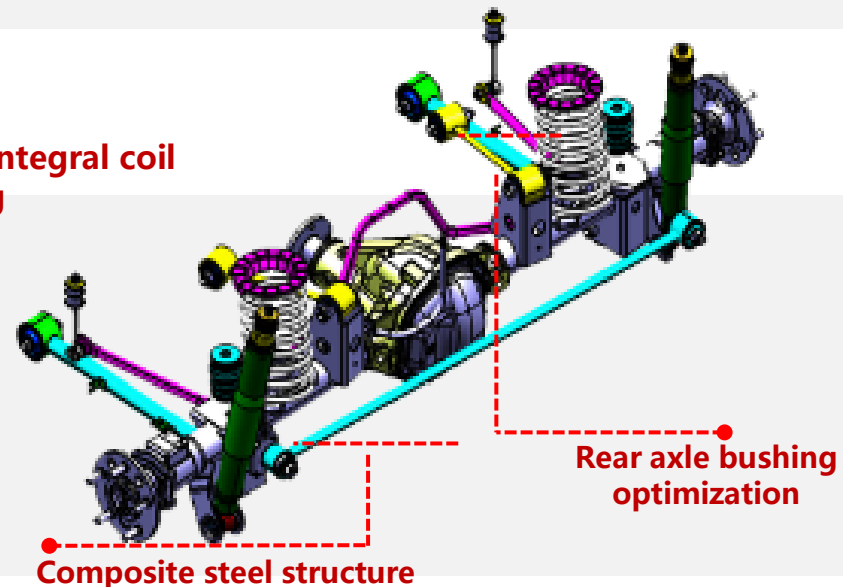


spiral spring

## Advantage & Benefit

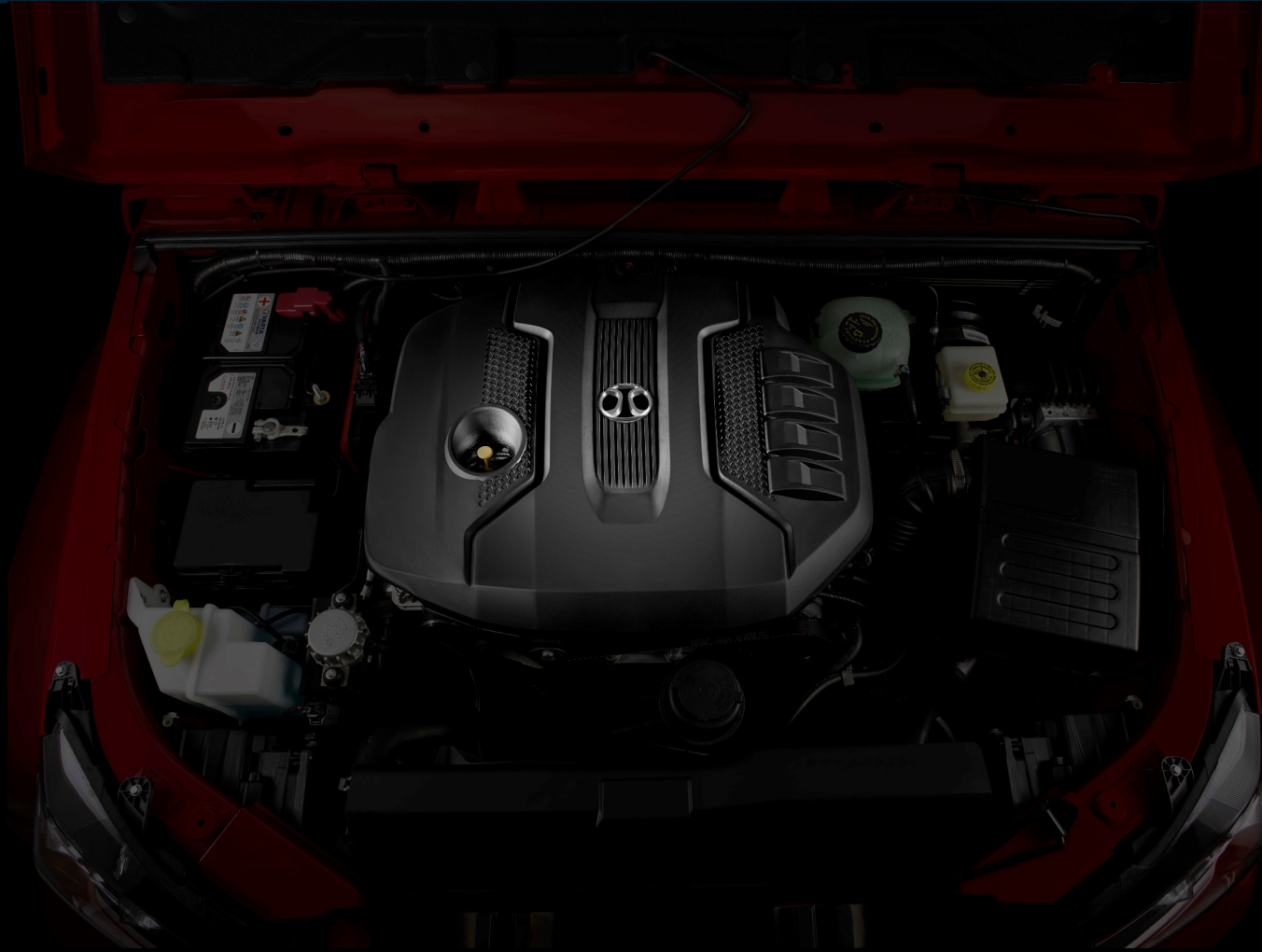
The BJ40 uses a flagship suspension structure and a master chassis tuning to achieve a balance of comfort and handling, which can cope with complex road conditions, easy off-road, and enjoy the comfort of a city SUV on the paved road.

Rear integral coil spring



# Professional Offroad—Gasoline 2.0T engine

BAIC



## Configuration

Turbocharged engine, powerful, fast acceleration, low speed, high torque, with the same class of more economical fuel price ratio

Power (kW/RPM) : 165

Torque (Nm/RPM) : 380



# Professional Offroad—Gasoline 2.0T engine

BAIC

01

## Twin vortex turbochargers

- Double vortex technology
- small inertia turbine torque peak early, large range of continuous turbocharged inter-cooled technology

02

## High pressure direct injection in cylinder

- Maximum injection pressure of 200 bar
- injection times up to 300 times per second
- oil droplets size is equivalent to 1/5 of a human hair

03

## Silent timing chain technology

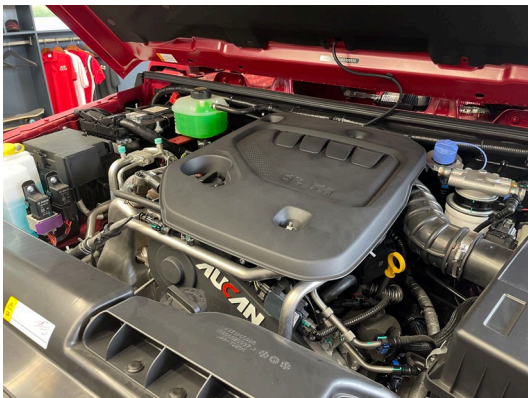
- Silent chain noise close to the timing belt without maintenance
- Noise approaching the timing belt

04

## Two stage intake VVL valve technology

- intake, exhaust VVT
- Valve time continuous variable
- electronic control according to driver's demand

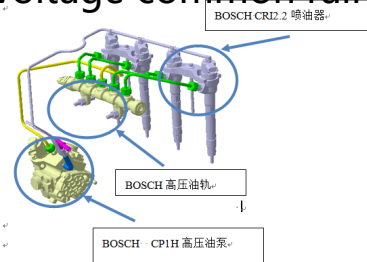
# Professional Offroad—Diesel 2.0T engine



## Power parameter

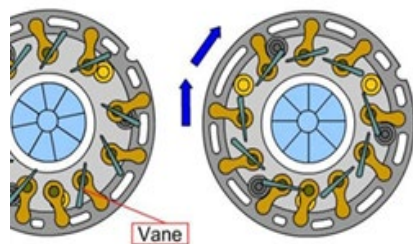
Power (kW/RPM) : 120  
torque (Nm/RPM) :  
380

### Bosch third generation high voltage common rail



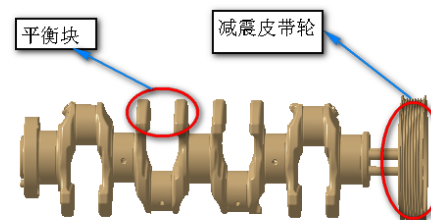
- BOSCH gen-3 technology
- Accurate control to reach lowest fuel consumption.

### Variable section supercharger VGT technology



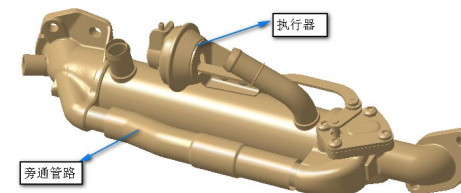
- Regulate the amount of gas into the turbine
- Increase engine power and torque

### Balance shaft design



- Using 8 counterbalance crankshaft
- Damping pulley
- Ductile iron casting crankshaft

### Bypass the EGR cooling valve



- Improve the cooling capacity of the cooler
- Increase emissions standard





## Configuration

A wide range of variable speed  
than hands/automatic switch  
function of single axis lightweight  
design idle economic model  
precision/high strength gear set



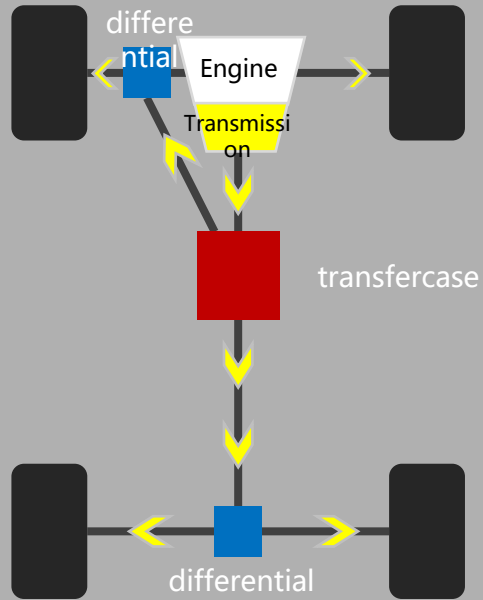
## Advantage & Benefit

ZF8 speed automatic gearbox, which can bring customers three advantages: low fuel consumption performance special handling experience low maintenance costs

ZF AG, headquartered in Germany, is a global 500 partner and spare parts supplier in the global automotive industry, specializing in providing transmission, steering, chassis systems and other automotive parts. This gearbox has been successfully applied to BMW 3 series, 5 series, 7 series and other models

# Professional Offroad—Part time 4 wheel drive

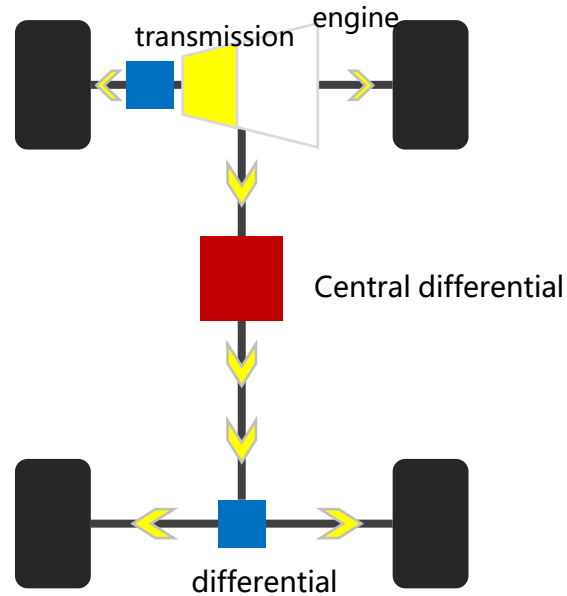
## Part-time



- Manual selection of 2-drive or 4-drive, the operation is complicated;;
- Simple structure, reliable and stable;
- No central differential;

**Professional, Economic**

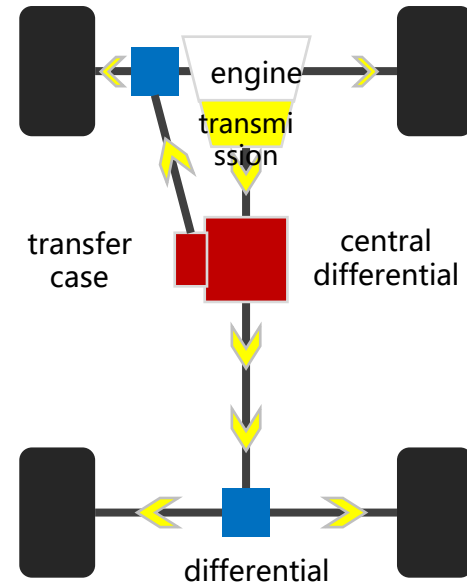
## Real-time



- Automatic choice of 2-drive or 4-drive
- Simple structure, weak performance;
- Light weight, high economy;

**Economic, Less professional**

## Full-time



- Only 4-drive status;
- Complex structure, high cost
- Excellent driving performance, high fuel consumption;

**Professional, High fuel consumption**

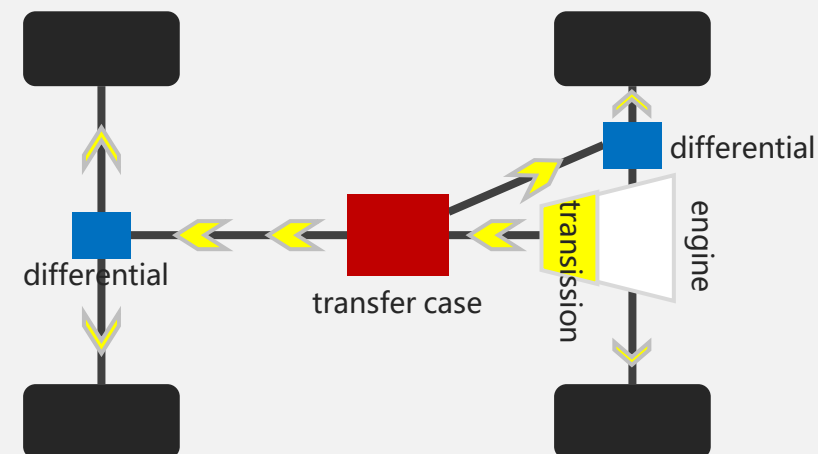


# Professional Offroad—Part time four-wheel drive system

## Configuration

Whole area traffic adaptive system, three kinds of driving mode, easy to deal with all kinds of roads to add 2 h, 4 h and 4 L drive mode switching conditions

- 2H: Two drive, high speed cruise weapon
- 4 h: high-speed all-wheel-drive, daily cross-country
- 4L: low-speed four-wheel drive, limit hole
- 2H Switch 4H straight line constant speed driving and speed below 30 yards can switch between each other
- 4 h with 4 L switch must stop the vehicle, hang N gear under the condition of mutual switch
- to switch to the 4 L, top speed is higher than 30 yards



## Advantage & Benefit

### 1. Easy to operate

The driver switches the four-wheel drive through the knob, which is simple and convenient.



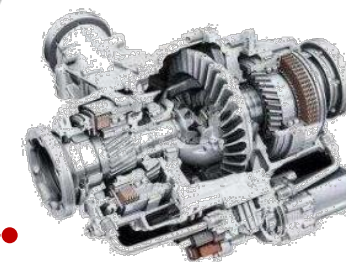
### 2.The all-wheel-drive model is more powerful

In the four-wheel drive mode, the output torque of front and rear is 1:1, and the escape ability is stronger.



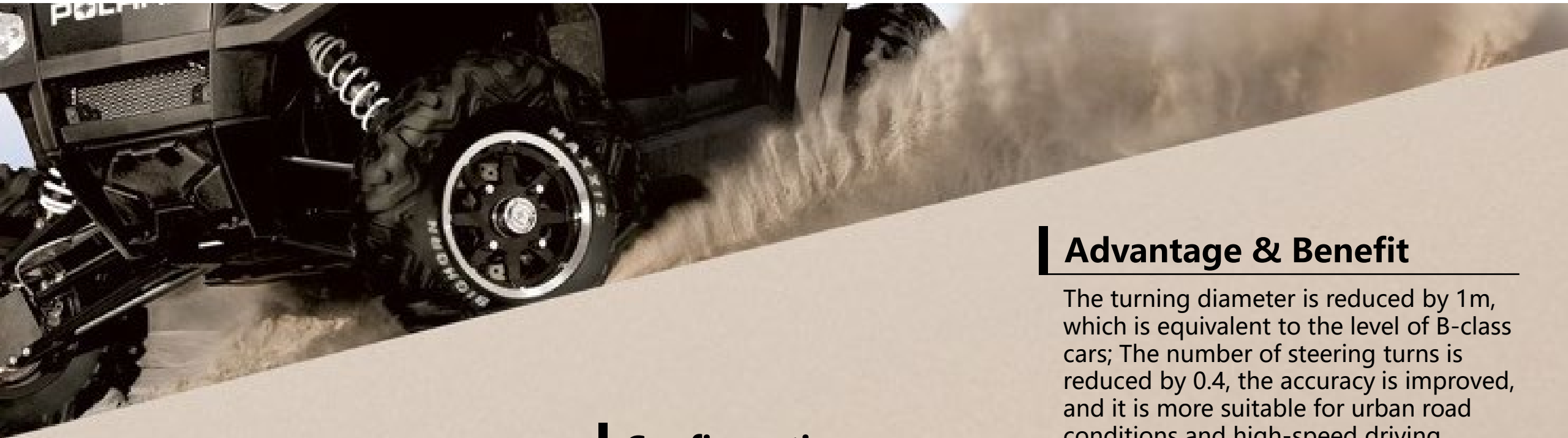
### 3.Torque amplification function

The torque in 4L mode has the amplification function, and the amplification factor is 2.48, which can meet various off-road needs.



# Professional Offroad—New optimized steering system

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## Advantage & Benefit

The turning diameter is reduced by 1m, which is equivalent to the level of B-class cars; The number of steering turns is reduced by 0.4, the accuracy is improved, and it is more suitable for urban road conditions and high-speed driving

## Configuration

Compared with circular ball steering, the minimum turning diameter is reduced by nearly 1 meter, the maximum number of turns of the steering wheel is reduced by 0.4 turns, and the lifetime maintenance is free, reducing the cost of use



rack & pinion steering



# Professional Offroad—Optimized braking system



## Configuration

BJ40PLUS, after Japan's mitsubishi motors professional training, pedal strength small, braking sensitivity compared with classic models, brake disc diameter + 28 mm, 302 mm, the braking performance increase 10%, brake to improve brake pump, brake pedal feedback are significantly increased

## Advantage & Benefit

The brake disc of the BJ40 has been professionally tested and road tested, and has the characteristics of quick braking and short distance

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# PART IV

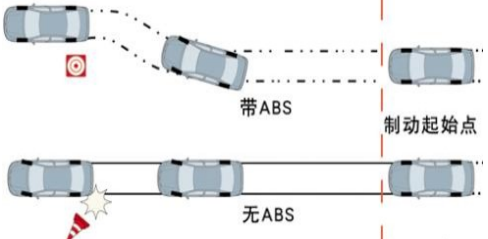
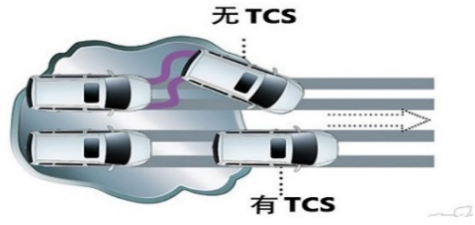
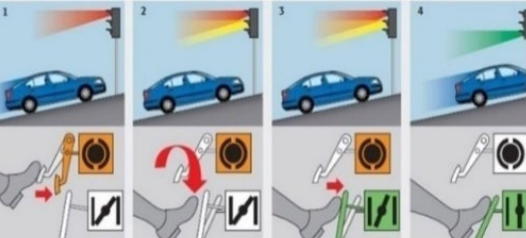




Safety  
Driving





# Safety Driving—Eight-bit one active system

## Bosch version 9.1ESP

 <p>带ABS 制动起始点 无ABS</p>	<p>A. 一人乘坐时 前轮制动力 后轮制动力</p> <p>B. 多人乘坐时 (带EBD) 前轮制动力 (与A相同) 后轮制动力 (比A大)</p> <p>C. 多人乘坐时 (不带EBD) 前轮制动力 (与A相同) 后轮制动力 (与A相同)</p>	 <p>无 TCS 有 TCS</p>	<ol style="list-style-type: none"><li>1. Strengthen traffic control</li><li>2. Automatic allocation system power</li><li>3. Prevent slippage, avoid out of control</li></ol>
 <p>1 2 3 4</p>		 <p>BA BRAKE FORCE Stopping Distance with Brake Assist</p>	<ol style="list-style-type: none"><li>4 stop slide (about 2 seconds) longest</li><li>5. Slow down the steep slopes, prevent the inertial impact</li><li>6. Auxiliary braking, shorten the braking distance</li></ol>
			<ol style="list-style-type: none"><li>7. Perception of the vehicle to prevent side turn</li><li>8. Free right foot, wait for light convenience</li></ol>

1.ABS

2.EBD

3、TCS

4.HAC

5.HDC

6.EBA

7.RMI

8.EPB+AUTOHOLD

# Safety Driving—Integral trapezoidal girder frame



## Configuration

Identity and super-high strength steel application proportion reaches 57.3%, provide enough body rigidity, galvanized sheet using proportion is as high as 91.7%, ensure good after collision of body resistance girder can absorb collision energy, minimize body deformation, insure the safety of the vehicle driving personnel

## Advantage & Benefit

The use of professional off-road vehicles with two horizontal and eight vertical layout girder, high-strength steel girder is very strong, not only for the engine, transmission and other key parts to provide adequate protection, and on the non-paved road also has a strong rigidity and torsional characteristics





# Safety Driving—automobile data recorder

BAIC



## Configuration

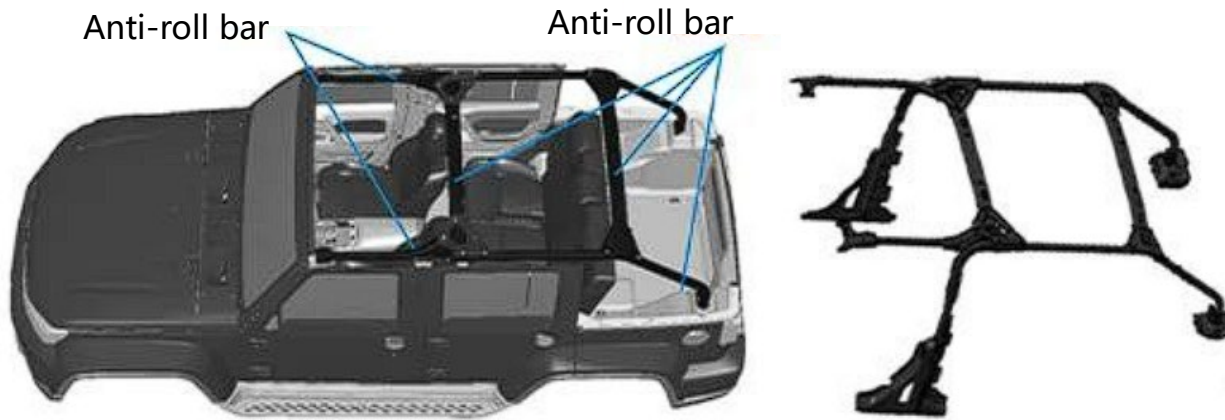
1920×1080 Full HD resolution, 140° wide Angle, easy to cover three lanes, integrated with the internal rearview mirror base, the car can be started by power supply.

## Advantage & Benefit

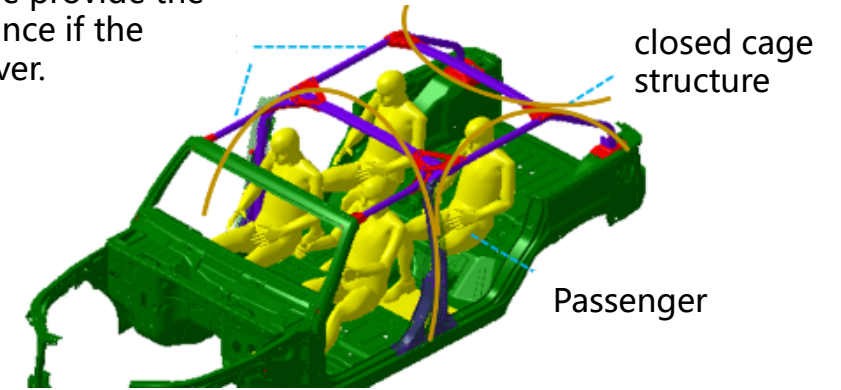
Large wide-angle camera, can record the image at the time of emergency, intelligent video; At the same time, it is integrated on the base of the inner rearview mirror to save the space inside the car and avoid the damage caused by the vehicle line.



# Safe Driving - Super anti-roll bar



the closed cage structure anti-roll frame provide the safety ensurance if the vehicle roll over.



## Configuration

The super-strong anti-roller skeleton forms a closed cage structure on the upper part of the body, with ultra-high strength. Even if the vehicle does roll over, it can ensure the minimum deformation of the passenger compartment.

## Advantage & Benefit

When the accident occurs in extreme off-road conditions, the safety of the occupants can be ensured to the greatest extent.



# Safety Driving—Excellent vehicle tuning



Acoustic test



Steering wheel vibration test



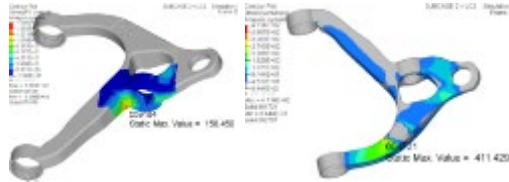
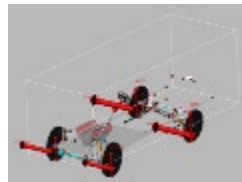
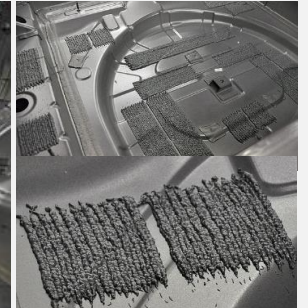
Air tightness test



High quality sound-absorbing ceiling material

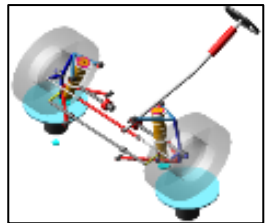


LASD Liquid anti-vibration glue

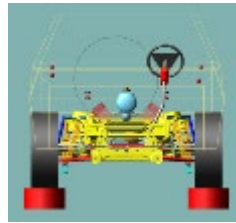


Shock absorber location

Buffer block location



Prediction of vehicle strength load for off-road vehicles



Virtual development of digital chassis dynamics

## Configuration

Using both highway and off-road suspension, virtual development of digital chassis vehicle dynamics performance, fine autonomous chassis adjustment; On the basis of the original good NVH series optimization, and the use of LASD liquid shockproof adhesive, improve the vehicle NVH

## Advantage & Benefit

After excellent vehicle tuning, the BJ40 not only has the smoothness of road driving, but also ensures the passing of off-road, through simulation analysis, chassis optimization, taking into account the driving comfort and handling; By optimizing the acoustic material, the noise is reduced. Compared with the traditional asphalt patch, the sound insulation area of the LASD vehicle is increased by 50%, and the cost is high, and the sound insulation effect is better

Scherpenheuvel 7  
Willemstad, Curacao  
+599.9.864 4000  
[www.baic.cw](http://www.baic.cw)



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