

BAIC



**X35 Product  
Introduction**

**Intelligence**

**Extension**

**智达 X3**  
北京汽车

## X35 Unique Selling Points

### Appearance

Family  
Face

Sporty  
Design

Urban  
Rhythmic  
Tail Shape

### Power

1.5L+5MT/1.  
5L+6MT/**1.  
5T+CVT  
Golden  
Powertrain**

Thyssen-  
Krupp  
EPS

Ultra-low  
Drag  
Coefficient  
**0.37**

### Ingenuity

Smart  
Interconne  
ction

Driving  
Quality

Convenient  
Design



**X35**

——**Appearance**



**X35**

# Inherited Family Design

**BAIC**



BAIC brand has adopted a family-like design elements in its modified models in recent years ,  
and introduces modern design elements ,  
**a perfect combination of heritage and aesthetics**

Appearance ◀

**Start the era of BAIC 2.0**

Power

Ingenuity





## Style 2.0 —— Family DNA

Appearance◀

Power



- **OPEN FRONT FACE:** inheriting the classic design of the family
- **Multi-Level Layout:** enhance the sense of front sight
- **“Smile Face” Intake Grill:** add a sense of fashion and refinement
- **Chromed Sharp Lines:** sporty style

Ingenuity

Optimize the air intake grill while retaining family DNA , Enhanced the sense of front sight, and highlight the beauty of digital technology.



## Appearance

## Style 2.0——bionic Hawkeye Blackened Headlights

- Looks dynamic and sharp.
- Blackened design emphasizes sporty elements.
- Full LED light source (50 beads on both sides, equipped with **Philips** / **Osram** brand).
- High and Low beam lights: Integrated headlight design is simple and powerful.

## ★ Customer's Benefits

Eagle-eye blackened headlights are beautiful and high-end fashion with high illuminance.



Customer's benefits: Bionic design-the shape of the leopard fangs, strengthen the visual impact of the front, and improve vehicle recognition.

## L Type Daytime Running Light

- 70 LED beads on both sides
- 0.7W bulbs for more three-dimensional effect.



## Ingenuity

**X35**

# Sporty Body Design

**BAIC**



## Style 2.0 —— Dynamic Temperament Sideways Design

- Fashion--Floating roof
- Passion--Rhythmic waistline
- Speed--“Leopard shoulder” fender
- Motion--Petal wheel, sporty trim



Floating Roof



Rhythmic Waistline



“Leopard Shoulder”  
Fender



Petal Wheel



Sporty Trim



Customer benefits: The side lines are relatively tough, and the overall performance is strong, showing the ultimate pursuit of beauty, personality, fashion, and the future.



X35

# Sporty Body Design

BAIC



## Wide-Body Design, A0-class SUV

4325×1830×1640

Size (mm)

2570

Wheelbase (mm)



### Cabin Space Comparison

Front row space	X3	CS35	Rear row space	X3	CS35
Head	1006	1001	Head	980	980
Shoulder	1416	1412	Shoulder	1398	1397
Elbow	1444	1432	Elbow	1456	1446
Tail	1335	1322	Tail	1354	1340
Leg	1046	1042	Leg	922	906

The maximum car body width in the same class further increases the sense of body and riding space, making X3 more visually impactful



Customer benefits: X3 is wider than most competing products and has a larger interior seating space, which brings ultimate driving comfort.





Appearance

Power

Ingenuity



## Style 2.0 —— Urban Rhythmic Tail Design

- Skyline LED top brake light classic design
- Flowing signal light provides a stronger sense of technology
- Embrace-through chrome trim enhances car grade
- Penetrating rear fog light decoration makes the vehicle more charming
- The asymptotic multi-layered lower guards fit sporty style
- Anti-scratch material on the lower part of the front and back sides emphasizes practicability

The tail shape echoes back and forth, with a clear sense of layering, shaping the core aesthetics of Style 2.0



LED Taillight



Flowing Turn Signal

Embrace-through  
Chrome TrimPenetrating Rear Fog Lamp  
DecorationAsymptotic Multi-layer  
Lower Guard

Customer benefits: LED taillights give rear vehicles a better warning while further increasing the rear recognition of the X3.

**X35**

# High-Tech Interior

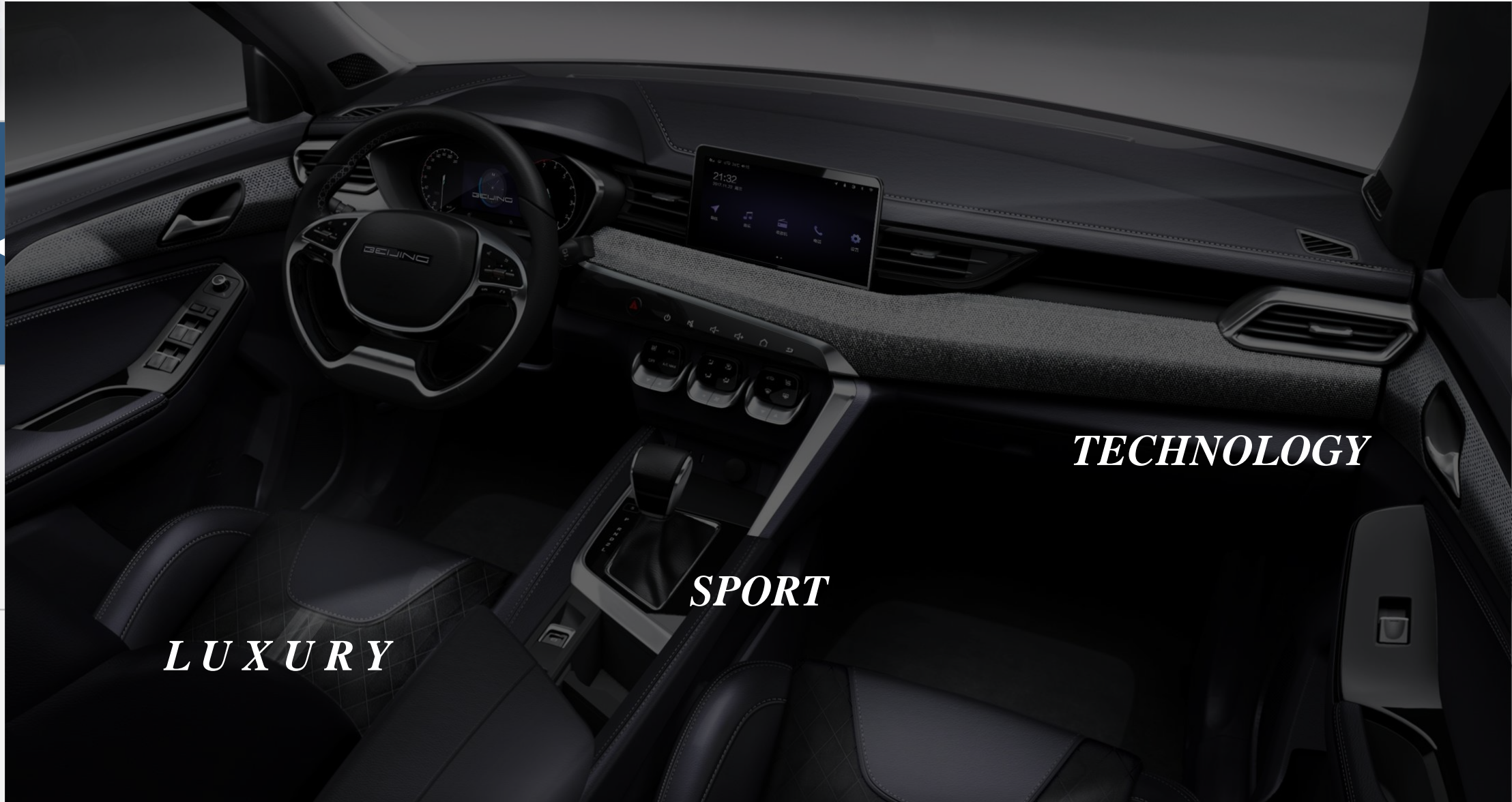
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**Appearance**

**Power**

**Ingenuity**



**TECHNOLOGY**

**SPORT**

**LUXURY**



**X35**

# Dynamic and Fashion Interior

**BAIC**



Appearance

Power

Ingenuity



## Interior Design-stylish And Dynamic

- ① Floating atmosphere adopts multi-level design concept
- ② Soft-covered brim shows top quality
- ③ 3D laser engraving sutures provides high-end interior
- ④ Multi-quadrant tridimensional design increases overall vision
- ⑤ Driving side embracing layout design improves operation convenience
- ⑥ Fashion designed chrome craftwork
- ⑦ High CONSOLE design enhances the sense of space



Floating atmosphere



Soft-covered  
brim



3D laser engraving  
sutures



Multi-quadrant  
tridimensional  
design



Driving side  
embracing layout  
design



Fashion Chrome  
Craftwork



High CONSOLE  
design



Customer benefits: The overall interior design has a clear hierarchy, refreshing, showing luxury and full of technological charm.

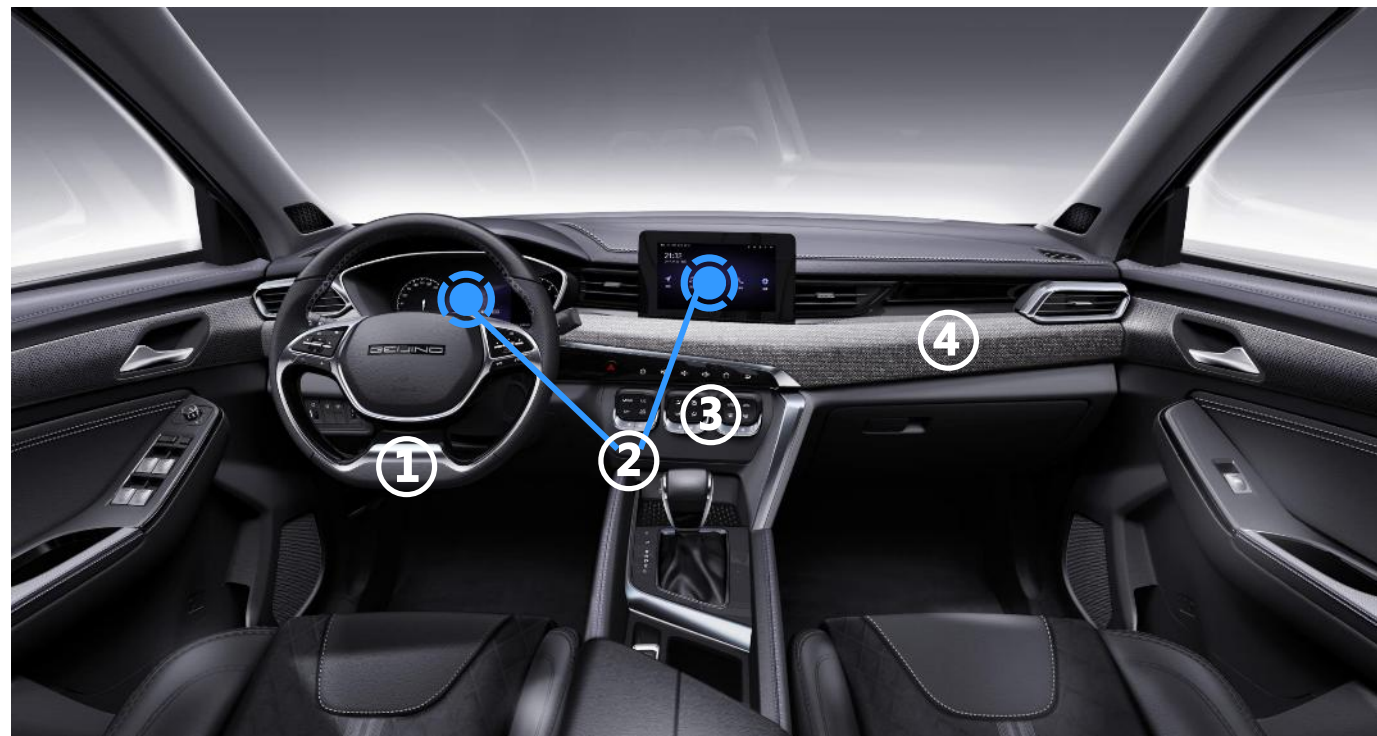




Appearance

## Interior Design-stylish And Dynamic

- ① Multi-functional sporty steering wheel operation is more convenient
- ② 5-inch instrument + 8-inch central control display screen, intelligent combination
- ③ Multifunctional operation A/C controller
- ④ Nanotechnology advanced anti-fouling fabric interior, the first in China



Power



Multifunctional sporty steering wheel



Central controlled display screen



Multifunctional operation A/C controller



Nanotechnology Advanced Antifouling Fabric Upholstery

Ingenuity



Customer benefits: While further reflecting the youthful and sporty style, the designs also highlight practicality and convenience.



## Fashion 2.0——Multifunctional operation A/C controller

Appearance

Power

Ingenuity



### ■ Four-Way Rocker Switch For A/C Panel

- Select a mechanical but touch-like control panel, the perfect combination of aesthetics and functionality, surpassing the leading design level of competitive products

### ■ Sense Of Quality

- Mechanical switch adopts the same quality micro switch of Mercedes-Benz, the switch feels high quality

### ■ Sense Of Ceremony

- When the vehicle is not powered on, the four-way rocker panel of the air conditioning panel is completely black; when the vehicle is powered on, the air conditioning characters on the panel are lit, and the sense of ceremony is strong

### ■ Sense Of Technology

- When the small light of the whole vehicle is turned on, the ice-blue atmosphere light between the four-way rocker panel and the key switch is lit, and the sense of technology is strong



Customer benefits: Unique key design at the same level, while reflecting technology and personality, making operation more convenient .



Appearance

Power

Ingenuity



*Wool blend fabric 、 Leather Cloth Craft , Perfect interpretation of fashion 2.0*

**Mechanical Grey**

Mainly black, with high-quality mechanical gray fabric Sakura yellow lines, embellish the vitality

**Extreme Black**

Black-based, sporty high-quality diamond-embossed fabric

Wool blend fabric for decoration



Customer benefits: The cutting-edge design style of the fashion improves the comfort of the car and driving.



**X35**

# Chapter Summary



## Appearance

Family DNA Appearance

Eagle Eye Blackened LED Headlights

L type daytime running light

Floating Roof

Skyline taillight

Multifunction Steering Wheel

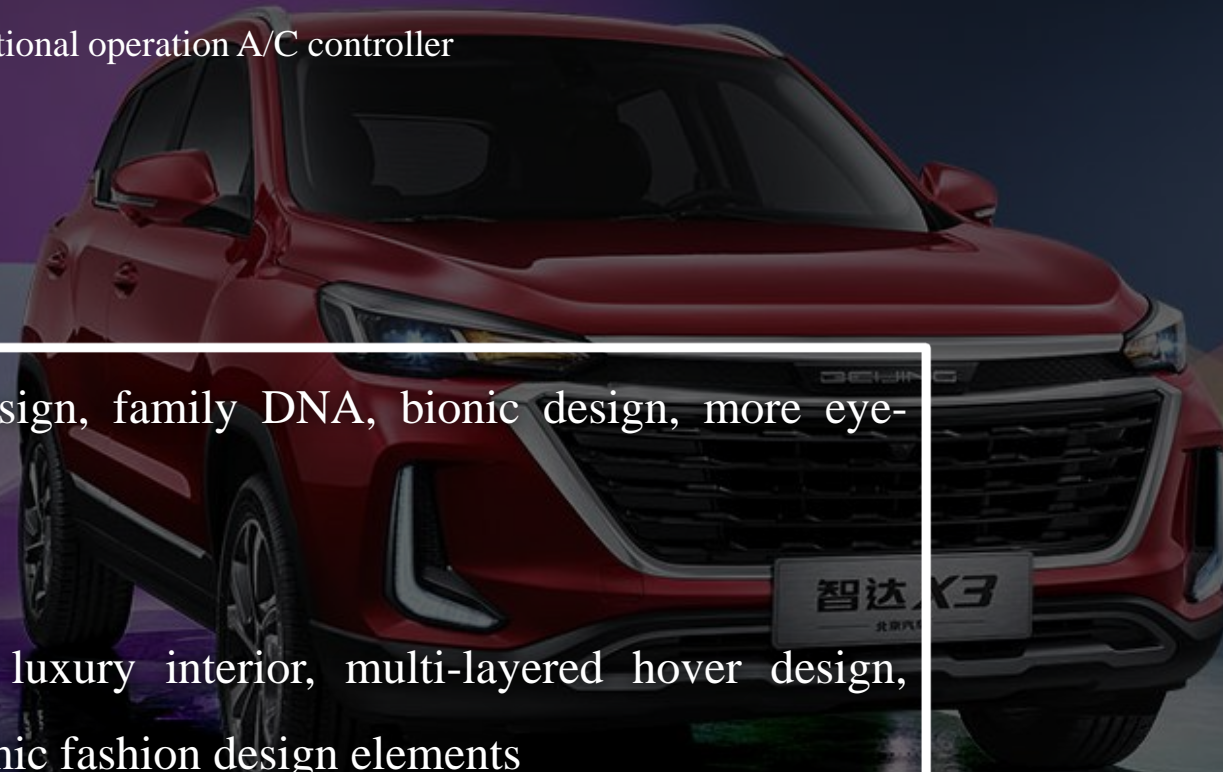
Multifunctional operation A/C controller

Cool Light Luxury Interior

## Power

## Ingenuity

- Style 2.0——International master design, family DNA, bionic design, more eye-catching and leading the trend
- Inner decoration 2.0——Cool light luxury interior, multi-layered hover design, asymmetric layout, highlighting dynamic fashion design elements





## X35 –POWER



X35

# 1.5L+5MT/1.5T+CVT Power Assembly



1.5T+CVT golden power assembly with 0-100km/h accelerating 11.2s and emission standard of China VI

Appearance

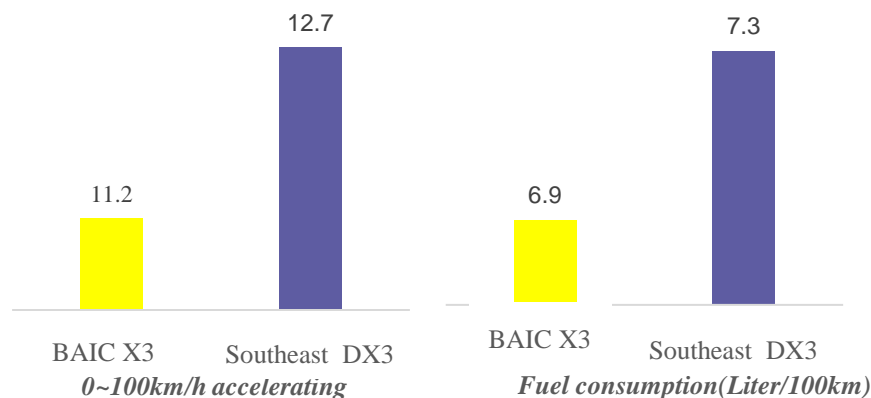


- 1.5 Liter Engine With Aluminum Block
- VVT Tech
- Gas Saving: China VI Emission Standard



- CVT Tech From Belgium Punch
- Good Power And Economic Performance
- Smooth Shifting

Power



Power Parameters	X3(1.5T)	Southeast DX3
Power /kW	110	115
Torque /N·m	210	220

Notes: The version of China V offers power of 1.5L+5MT.

Ingenuity



Customer benefits: The best golden power combination at the same level, strong power, smooth shifting, stable quality, and truly save money, worry and effort by using cars.

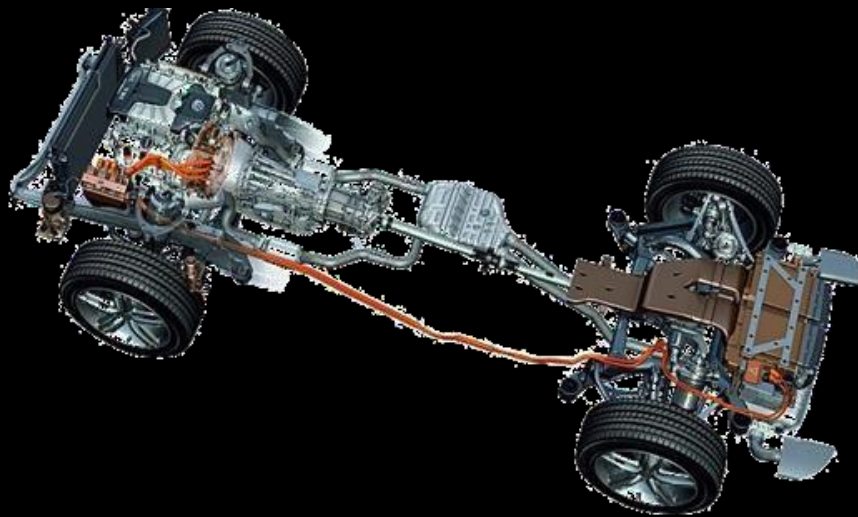




Appearance

Power

Ingenuity



Quick Response

Less Side Roll

Less Vibration

Returnability

Stability

Comfortability

## Good Steering Performance

- Chassis tuned by famous experts from China, Japan, Korea and Germany
- 4 rounds of chassis optimization
- 4 rounds EPS function optimization

## Characteristic

- Quick response
- Less vehicle side roll and vibration
- Good returnability, stability and comfortability



Customer benefits: Performs stable and comfort.

**X35**

# EPS From ThyssenKrupp

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**Accurate, Comfortable, Safe, Reliable, Economic**

**Appearance**

- Well-known German Brand supplier
- Steering system supplier of Audi
- Steering centralization specification with self-learning function
- Economic fuel consumption



**Power**

**Audi quality**

**Comfortability**

**High power assist at low speed**

**Safety**

**Low power assist at high speed**

**Ingenuity**



Customer benefits: The factory has history of over one hundred years with reliable quality and advanced technology. The vehicles stand out because of its steering stability and comfort.

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# Low Drag Coefficient

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Appearance

Power

Ingenuity

## Aerodynamic Design—Cd 0.37



Drag Coefficient Of X35  
Surplus Competitors



+ Customer benefits: Fashion design, low driving noise, fuel economic increased



X35

# Chapter Summary

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Appearance

0-100km/H In 11.2s

1.5l/1.5T Engine

Excellent Chassis

EPS From Thyssenkrupp

CVT From Punch

5mt/6mt

Drag Coefficient 0.37

Power

➤ Power performance 2.0 — Premium power assembly

Ingenuity

➤ Chassis tuned by international team, which increasing handling and comfort





## X35——Ingenuity





**5'+8' LCD Instrument Panel + Central Control Display**  
**Intelligent Control System with Advanced Software and Hardware**

Appearance



5' LCD Instrument Panel



8' Central Control Display

Power

- Easy Connection system
- Wireless Smartphone interconnection function
- Available for both Android and iOS

Ingenuity ◀



Customer benefits: create a luxury feeling for vision and touch so as to offer an ideal driving experience with intelligent elements.





### Easy Connection Mobile Interconnection System

**Available For Both Android And iOS Operation Systems  
Covering Over 95% Of Smartphone Users.**

**Appearance**



**Media  
Player**

**Support For Local Playback And  
Radio Stations**

**Power**

**Bluetooth  
Phone**

**Dial And Answer Phone Calls  
Synchronize Phone Contacts**

**Ingenuity**



Customer benefit point: connecting the mobile and car terminals, truly achieving interconnection and interoperability.

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Appearance



Power

## The core of the Beijing X3 **Quality 2.0**



**Vision**

Inalfa panoramic sunroof



**Hearing**

Top NVH performance



**Touch**

Mercedes seat



**Smell**

Green driving space

Ingenuity ◀

X35

# Driving Quality

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Vision - 0.95m<sup>2</sup> Super Large Panoramic Sunroof

Appearance

845mm

0.95m<sup>2</sup>

1120mm

4.8mm

800Nm

Intelligence

Automation

Width

The total area

Length

Privacy tempered glass

Static load

Anti-pinch function

Sunshade

Power

Ingenuity



Customer benefits: The large daylighting area improves the quality of life and more security.





## Touch - German Luxury Seats

- Ergonomic styling wingspan, makes you feel more comfortable
- Dimensional sewing, Pressure distribution benchmarking Mercedes-Benz GLC
- Comprehensively optimize perception for seating

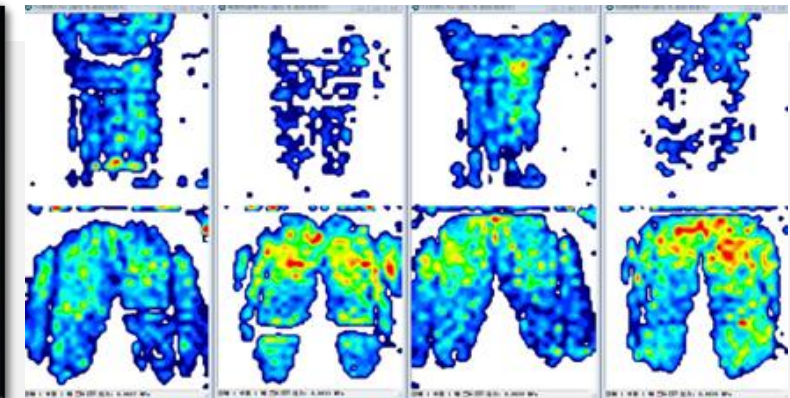
Appearance

Power

Ingenuity



Front Seats Heater



X3  
Front Seat

GLC  
Front Seat

X3  
Rear Seats

GLC  
Rear Seats

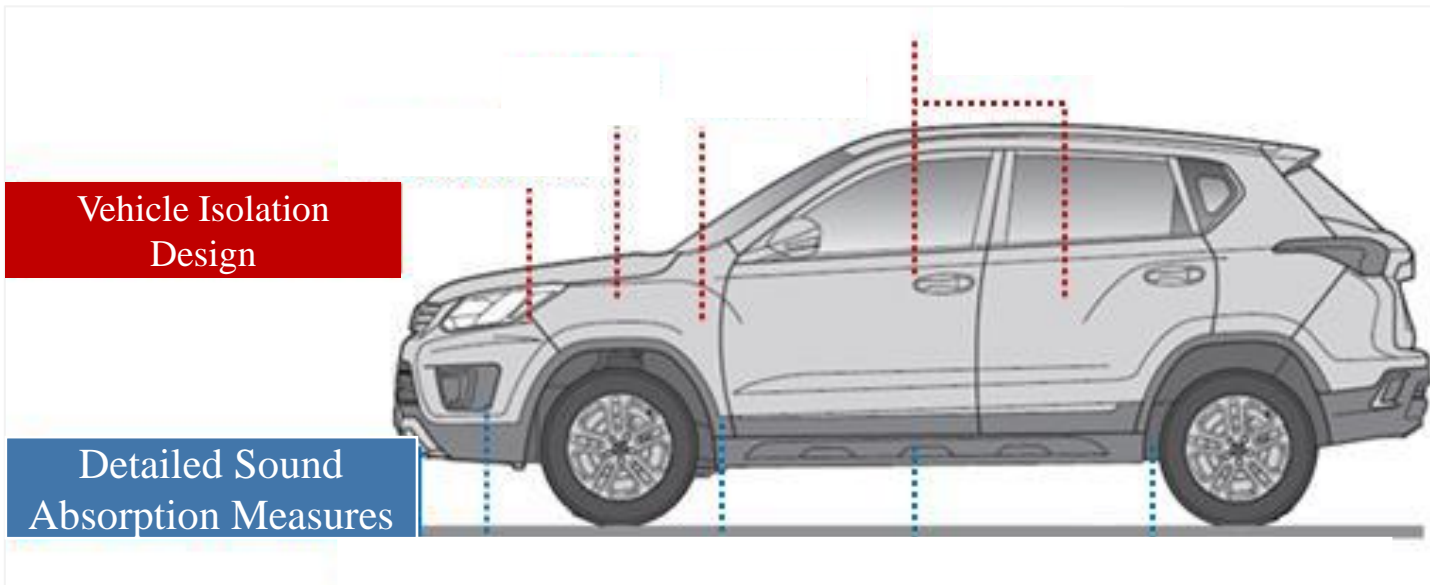


Customer benefits: The seat comfort of the benchmark Mercedes-Benz GLC brings the best riding experience.



## Hearing - Idle noise 38dB (A)

Appearance



- 12 noise reduction treatments
- 7.6kg damping pad
- 4m<sup>2</sup> Acoustic Cotton
- Body-in-white Leakage Value 40scfm

Power

Ingenuity ◀

The X3 adopts the design concept of 2.0, using the same Mercedes-Benz suppliers, same noise control level, and voice intelligibility as Mercedes-Benz.



Customer benefits: Excellent NVH performance brings customers a quiet and enjoyable driving space.



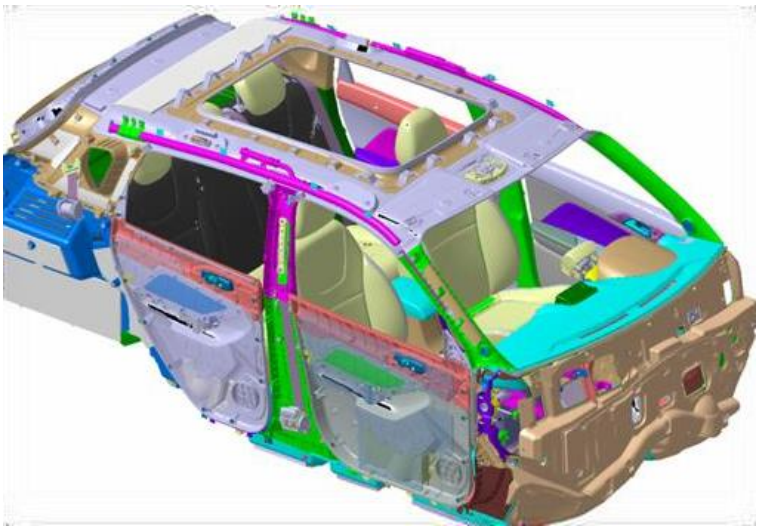
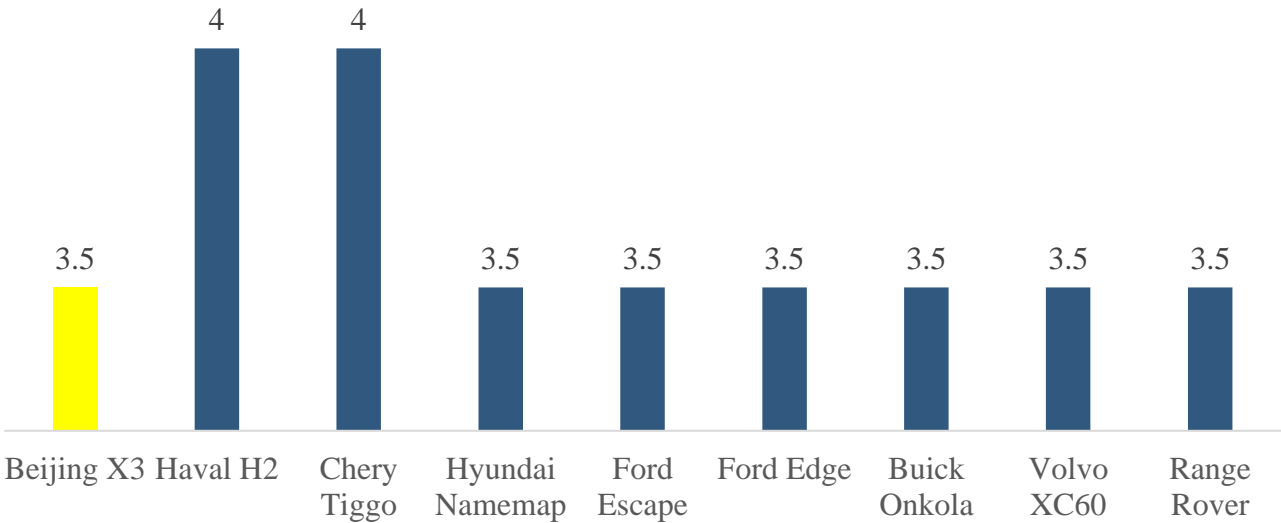
## Smell - Green Driving Space

Using the same Mercedes-Benz supplier, keep the same standard with Mercedes-Benz

Appearance

Power

Beijing X3 Odor Level



Ingenuity

+ Customer benefits: Create the best air quality in the car at the same level and enjoy a healthy life.





Appearance

Power

Ingenuity



- ☐ The cornerstone of active security
- ☐ Data show that the proportion of accidents caused by driver errors has decreased by **8.7%** for models using ESP

Customer benefits: Improve the ability to actively avoid dangers and improve safety.

System	Function	
ESC	Electronic Stability Control	(ESC)
	Electric Power Steering	(EPS)
	Anti-lock Braking System	(ABS)
	Emergency Brake Aid	(EBA)
	Electronic Brakeforce Distribution	(EBD)
	Traction Control System	(TCS)
	Hill-Hold Control	(HHC)
	Tire Pressure Monitor System	(TPMS)



All systems are equipped with indirect tire pressure monitoring as standard

Appearance

Power

Ingenuity ◀



### ✓ Direct tire pressure monitoring

The tire pressure sensor detects tire pressure and can display tire pressure data



### Indirect tire pressure monitoring

The wheel speed sensor detects the difference in speed to determine whether there is a tire abnormality, and the tire pressure data cannot be displayed.



Customer Benefit: Direct and indirect tire pressure monitoring, safe drive guaranteed.



Appearance

Power

### Steering Column Collapse Design



- When the vehicle has a frontal collision, the upper and lower parts of the steering column can be automatically disengaged, and energy is absorbed through deformation to keep the steering wheel position from invading the driver and reduce secondary injuries.

### Whiplash Protection Against Seat And Headrest



- The headrest is integrated with the seat back. When it is hit, the whole moves back, and the deformed parts in the seat system are deformed, so as to absorb the energy during the collision and protect the occupants

Ingenuity ◀



Customer benefits: Reduce secondary injuries after an accident and ensure maximum safety for drivers and passengers.

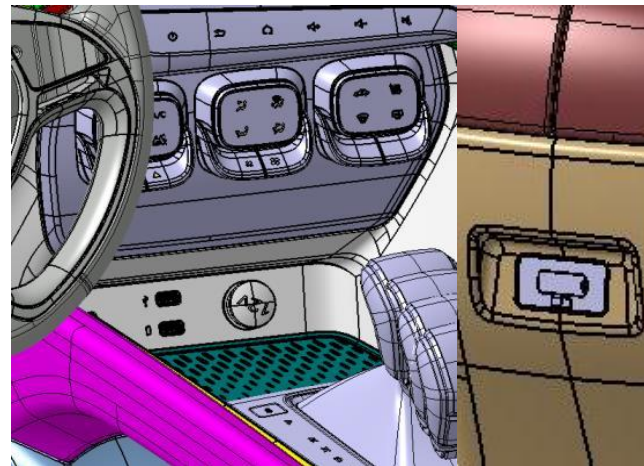




Appearance



EPB electronic handbrake:  
Space-saving and more  
beautiful



12V power supply (2.1 quick  
charger) USB interface:  
"Cure" mobile phone battery  
anxiety

Ingenuity ◀



Customer benefits: Use intelligence to improve the quality of customers 'driving life

**X35**

# Convenience Design

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**Appearance**

Up to 20 internal storage spaces

Secondary dash / side storage box

Beyond the same level central armrest box

**Power**

**Ingenuity**



Customer benefits: Improve the storage capacity of finely divided items of vehicles and improve convenience.

X35

# Chapter Summary

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Appearance

Luxury wingspan seat

Inalfa panoramic skylight

Idle speed noise 38dB

Air quality VOC

EPB electronic handbrake

Passive safety

Active safety

Intrinsically safe

Storage space

Power

Ingenuity





X35

# First-Class Partners

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Omni Vision®

OSRAM



Appearance

Power

Ingenuity



Customer benefits: core components are provided by top international suppliers, with excellent performance and stable quality



## Appearance

Eagle Eye Blackened LED Headlights, L-shaped Daytime Lights, Suspended Roofs, Petal Wheels, Skyline Tail Lights, Water Flow Turn Signals, Multi-function Operation Air Conditioning Controllers, Cool Light Luxury Interiors

## Power

Hundred kilometers acceleration 11.2s, 1.5T turbocharged engine, excellent chassis tuning, ThyssenKrupp, Chongqing Qingshan 6MT, Belgium Bunge CVT, wind resistance coefficient 0.37

## Ingenuity

Luxury wingspan seat, Innafa panoramic sunroof, idle noise 38dB, air quality VOC, automatic headlight + automatic wiper, EPB electronic handbrake, front and rear charging port, intrinsically safe, active safety, passive safety

BAIC



AZ Curacao your official  
BAIC Dealer on Curacao

智达X3  
北京汽车