

BAIC

# ***U5 PLUS***

## ***Product Introduction***



## Excellent Design



- Design Concept: Extreme beauty of Beijing
- Inspiration: The face of Guardian Lion
- BEIJING family front grille
- Body size that leads the same grade
- DC as low as sports car
- Technical front and tail lights

## Extreme Safety



- More airbags, full protection
- 360° HD AVM
- High-tech intelligent safety package
- Auto parking equipped in all series
- Bosch ESP 9.3
- High-strength cage body

## Enjoy Comfort



- Embrace interior design
- Multi-functional integrated comfortable seat
- Cozy and healthy interior environment
- Quiet driving space
- Smooth and comfortable power combination
- High-end linked LCD screen



## *Excellent Design*

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## Extreme Beauty of BEIJING

Beijing, the heart and soul of China, is the perfect combination of culture inherit and modern innovation



## *Design Concept*

Radiance the concept car came out at Sep. 2020. It adhere to the concept of "The extreme beauty of BEIJING", which extends to the design of U5 Plus.



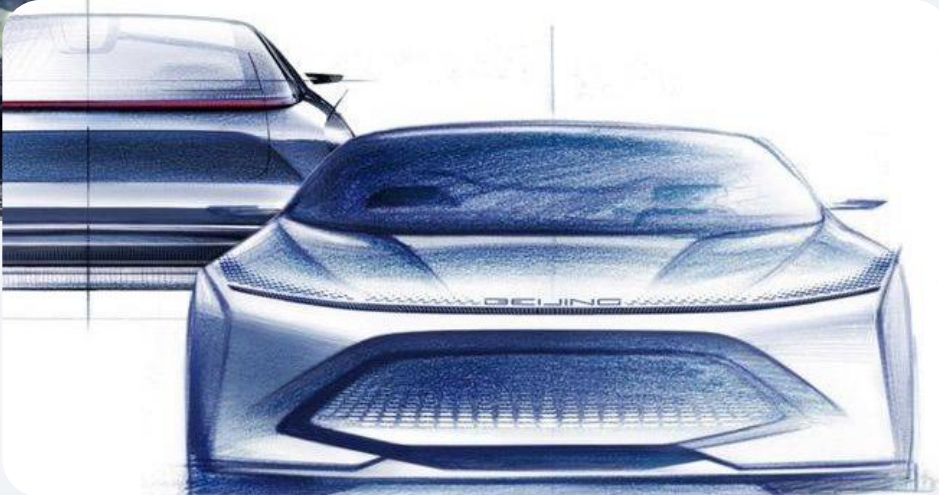
**Radiance**





## The Face of Guardian Lion

The innovation of the design of the front face comes from the Guardian Lion of the Forbidden City, shows the confidence and guardians.



## *Inspiration from the Guardian Lion*

Radiance, the concept car, provides a personality design show the driver's confidence. **The front face comes from the mouth of the Guardian Lion**, using the characteristic lines to express the attitude of design.

Radiance



## BEIJING Family Grille

Simple and identifiable

- Beijing Era 3.0
- New generation of “The extreme beauty of BEIJING”
- Confidence, purification, warm and intelligent
- BEIJING family design





*Body size that leads the  
same grade*

Nice appearance, wide  
inner space



Excellent Design

Competitor	U5 PLUS	Geely Emgrand	Roewe i5
L×W×H (mm)	4660x1820x1480	4632×1789×1470	4601×1818×1489
Wheelbase (mm)	2670	2650	2680

*Cd as low as  
sports car*



Cd of U5 PLUS is **0.28**



## Technical front and taillights

### —Bright LED Head Light

Higher looming, high-end

- **Phillip** light
- Color temperature: 5500-6250K
- Bright color **“Sharp eyebrow”** design, technological and motional impress



Competitor	U5 PLUS	Geely Emgrand	Roewe i5
LED Light	Standard Configuration	Top Spec.	Top Spec.



## Technical front and tail lights —LED Day Light

Concentrated beam,  
safe and identifiable

- **"L" Shape**, a strong visually impact with high recognition
- Clear illumination, **centered beam** offered high quality



Competitor	U5 PLUS	Geely Emgrand	Roewe i5
LED Daytime running light	<b>Standard Configuration</b>	Top Spec.	Optional

## More Technical Front and Tail Lights —— Penetrated LED Taillight

High-end design,  
technical and motive

Brand new BEIJING family design

Passed through taillight, “Flying

Wing” light effect



Competitor	U5 PLUS	Geely Emgrand	Roewe i5
Integrated Through Taillight	Standard	N/A	N/A

## More Technical Front and Tail Lights — Flowing Turning Light

Similar with Audi, High quality



Competitor	U5 PLUS	Geely Emgrand	Roewe i5
Flowing signal light	Standard Configuration	N/A	N/A





Superior Size



LED Head Light



Pass-through taillight



Flowing signal light



# Advantage

## U5 PLUS

Excellent Design





## *Extreme Safety*

- More airbags, full protection
- 360° HD AVM
- High-tech intelligent safety package
- Auto parking equipped in all series
- Bosch latest ESP
- High-strength cage body

*More airbags, full protection*

360° protection,  
Extreme Safety

Offer completed protection to all  
Passengers



Competitor	U5 PLUS	Geely Emgrand	Roewe i5
Front Row Airbag (2)	<b>Standard Configuration</b>	Standard Configuration	Standard Configuration
Front Side Airbag (2)	<b>Main Standard Configuration</b>	N/A	Top Spec.



## 360° HD AVM

Clear view, avoid  
scratch

- 4 Megapixel HD camera
- Range: Front/Back 2.5m,  
Left/Right 2m

Provides a more comprehensive view when  
parking in narrow road conditions



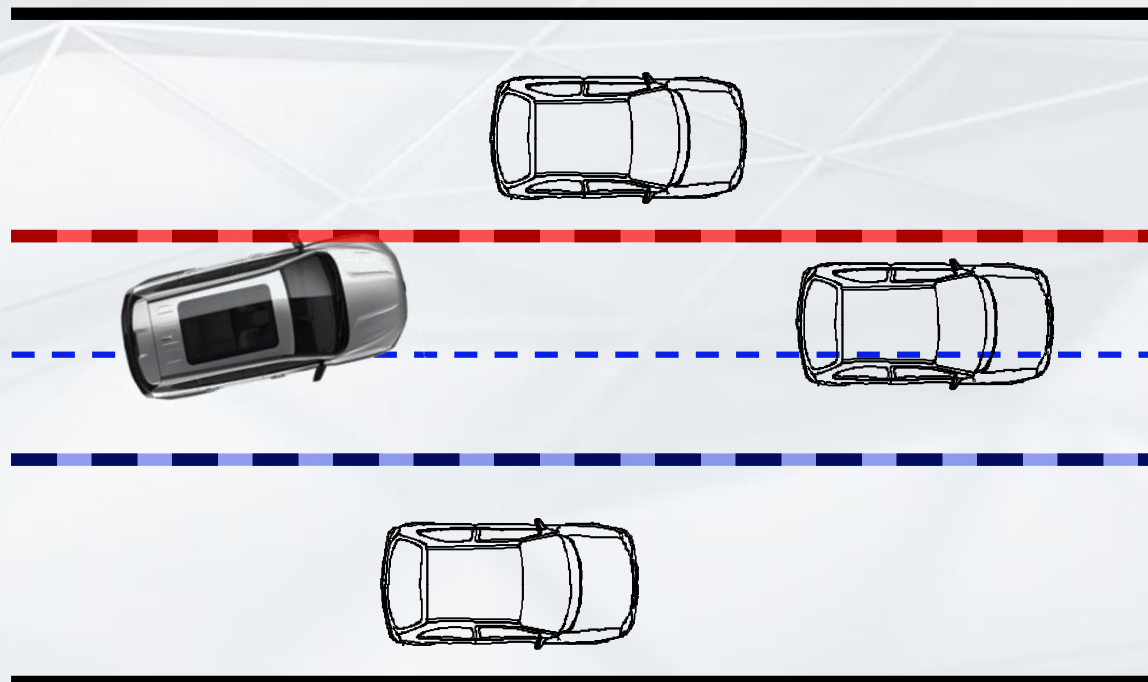
Competitor	U5 PLUS	Geely Emgrand	Roewe i5
360° 3D Panoramic Image	<b>Standard Configuration</b>	N/A	Top Spec.

## High-tech Intelligent Security Kit— LDW Lane departure warning system

### Avoid accident

- Available when the speed is above 60km/h
- Buzzer alarm + instrument HMI interface reminder

During long-distance driving, provides timely alarm to avoid accidents



Competitor	U5 PLUS	Geely Emgrand	Roewe i5
LDW	<b>Standard Configuration</b>	N/A	Top Spec.

## High-tech Intelligent Security Kit— MOD Moving Objective Detection

Avoid children or pets  
timely

- Detective Size : Height  $\geq 50\text{cm}$  , width  $\geq 20\text{cm}$
- Range : Front/Back 2.5m, Left/Right 2m

**Avoid children or pets when walking slowly at low speed**



Competitor	U5 PLUS	Geely Emgrand	Roewe i5
MOD	Standard Configuration	N/A	Top Spec.



## High-tech Intelligent Security Kit— — BSD Blind Spot Detection

Lane change overtaking,  
more secure

- Speed > 30 km/h, Target Speed  $\geq 3$  km/h
- Detective range: side back area 2.5m\*6m

When changing lanes, identify vehicles in blind areas and remind them in time to ensure safety



Competitor	U5 PLUS	Geely Emgrand	Roewe i5
BSD	Standard Configuration	N/A	N/A

## Standard Configured Auto Hold

Red light stop, release  
your feet

- A deep pedal on the brake to auto stop, release your feet
- A slight pedal on the accelerator to back on moving

**Reduce fatigue of the feet  
during a traffic jam**



Competitor	U5 PLUS	Geely Emgrand	Roewe i5
Auto Hold	<b>Standard Configuration</b>	Top Spec.	Top Spec.

## Bosch ESP 9.3

- ESP: Avoid understeer or oversteer
- TCS: Control traction to prevent drive wheels from slipping
- ABS: Prevent wheel lock during braking
- EBD: Automatic adjustment of front and rear wheel braking force
- EBA : Apply maximum braking force during emergency braking



Competitor	U5 PLUS	Geely Emgrand	Roewe i5
ESP	<b>Standard Configuration</b>	Mid. & Top Spec.	Standard Configuration



## All Series Equipped Parking Assistance Kit

User friendly, easy  
parking

- Color coding for different distance, applicable from 0.3m to 1.5m
- HD assistance linear marked with distance scale

**From vision to hearing, offered  
comprehensive assistance during parking**



Competitor	U5 PLUS	Emgrand	Roewe i5
Reversing Camera	<b>Standard Configuration</b>	Mid. & Top Spec.	Top Spec.
Rear Parking Radar	<b>Standard Configuration</b>	Mid. & Top Spec.	Top Spec.

## High-Strength Cage Body

Firm guard, safety  
assurance

- Highest **1500MPa** thermal forming steel, used at B-pillar reinforced panel, front rails and door beam
- High strength steel 50%, most competitors uses 40% high strength steel, used at Front anti-collision beam, threshold strengthening plate, upper beam strengthening plate





**BSD**



**Parking Radar**



**High Strength Cage Body**



**More Airbags**



# Advantage

## **U5 PLUS**

Extreme Safety







## *Enjoy Comfort*

- Embrace interior design
- Multi-functional integrated comfortable seat
- Enjoy the superior driving atmosphere
- Cozy and healthy interior environment
- Quiet driving space
- Smooth and comfortable power combination

## *Embrace interior design*



**Embracing technical cabin, marvelous and splendid**

Enjoy Comfortable



## Luxury Interior Material



Competitor	U5 PLUS	Geely Emgrand	Roewe i5
INS Craft	Yes	Yes	Yes
High CNSL	Yes	Yes	Yes
Leather steering wheel	Standard Configuration	Mid. & Top Spec.	Top Spec.



## *Multi-functional Integrated Seat— — Longer, thicker, better quality*

### Integrated Sports Seat

- Integrated headrest design, better support of head and shoulders
- Excellent side coating, offers better side support, sporty feeling

### Leather Material

- Leather material, better quality
- Delicate and exquisite coating technology, soft and comfortable

### Cozy Cushion

Front seat cushion **18mm foaming**, headrest **15mm foaming**,  
Rear seat cushion **13.5mm foaming**, best within the same grade  
**Front cushion extends 15mm in length**, better support to the thighs



## Multi-functional Integrated Seat— — Various function, comfortable seat

### Front Seat Heating

- Two gears (**39°C**、**42°C**) , suitable in most scenarios
- Heating zone includes cushion and seatback, some **competitors'** heating zone only covers cushion area

### Driver Seat Electric Adjustable

- Driver's seat 6-way adjustable, suitable for any circumstance

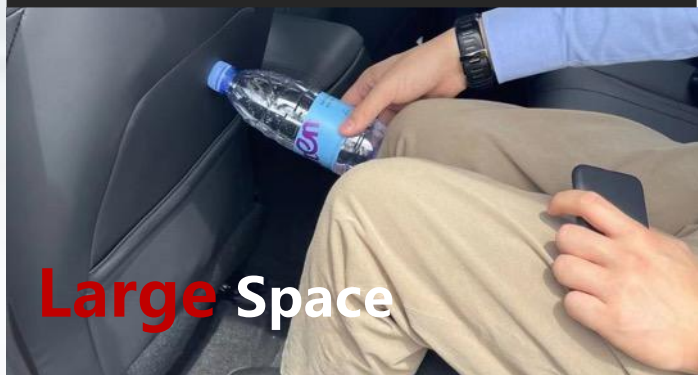
Competitor	U5 PLUS	Geely Emgrand	Roewe i5
Integrated sporty seats	<b>Standard Configuration</b>	N/A	N/A
Leather Material	<b>PVC+microfiber</b>	Standard Configuration Leather like	Mid. Spec.
Front Seat Heating	<b>Top Configuration</b>	N/A	Top Spec.
Driver Seat Electric Adjustable	<b>Top Configuration</b>	N/A	Top Spec.



## Superior Driving Atmosphere

— Comfortable rear seat space

Rear Space



Large Space

Rear row USB



Cellphone Charging

Rear row headrest



Safety Secured

Competitor	U5 PLUS	Geely Emgrand	Roewe i5
Rear row USB	Standard Configuration	N/A	Not equipped in entry level
Rear row headrest	3	3	3



## Comfort and Healthy Interior— C-ECAP Gold Medal

- Phenolic resin, solvent-based release agent, solvent leather and other materials to vehicle VOC **are forbidden**
- **Preferred to use** water-based leather, such as seat leather, door guard covering leather, etc. preferred water-based adhesive, such as Fuller, etc.
- VOC reached **C-ECAP gold medal level**



### Knowledge

C-ECAP is an air quality evaluation system for passenger vehicles issued by China Automotive Technology Research Center. C-ECAP is composed by basic indicator and add-on indicator, totally 105.

Basic indicators include five indicators: air quality, noise, harmful substances, comprehensive fuel consumption and exhaust emissions, with a full score of 100 points. The add-on indicators include the accounting report of reusable utilization rate and recyclable utilization rate, enterprise greenhouse gas emission report and component life cycle evaluation report, with a full score of 5 points. Combined with the above factors, the final rating will be platinum, gold, silver, bronze and unlicensed five levels.

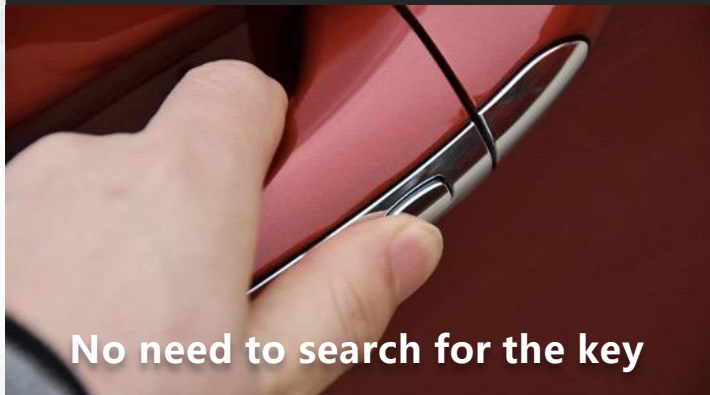
## *Quiet Driving Space*

In Chinese GB 37488-2019, the noise of a library is less than 55dB

- Idle: **40dB**
- Constant speed at 60km/h: 60dB
- Constant speed at 80km/h : 64dB
- Constant speed at 100km/h : 68dB

## Keyless Entry, Fast Start

### Keyless Entry



### One-button Start



Competitor	U5 PLUS	Geely Emgrand	Roewe i5
Keyless entry+one-button start	<b>Standard Configuration</b>	Mid. & Top Spec.	Mid. & Top Spec.



## Convenient Rear View Mirror

Electric folding external rearview mirror



Electrically adjust external rearview mirror



Electrically heated external rearview mirror

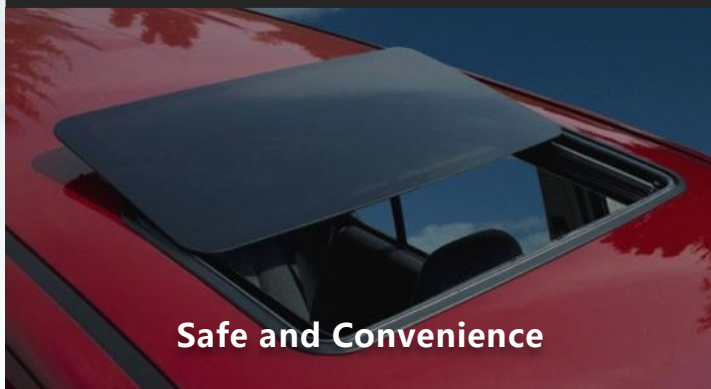


Competitor	U5 PLUS	Geely Emgrand	Roewe i5
Electric folding external rearview mirror	<b>Standard Configuration</b>	Mid. & Top Spec.	Mid. & Top Spec.
Electrically adjust external rearview mirror	<b>Standard Configuration</b>	Standard Configuration	Standard Configuration
Electrically heated external rearview mirror	<b>Top Configuration</b>	Top Configuration	Optional

## Intelligent glass applications

Enjoy Comfortable

### Electric Sunroof



Safe and Convenience

### Auto Sense Wiper



Speed auto adjusted, clear view

### Rear Windshield Defrosting



Keep the view in snowy frosty and rainy days

Competitor	U5 PLUS	Geely Emgrand	Roewe i5
Electric Sunroof	<b>Standard Configuration</b>	Mid. & Top Spec.	Mid. & Top Spec.
Auto Sense Wiper	<b>Top Spec.</b>	N/A	N/A
Rear Windshield Defrosting	<b>Yes</b>	Yes	Yes

## Intelligent Lighting System

### Automatic Headlight

Auto light on, safer driving in parking lot and tunnel



### Headlight Height Adjustable

Keep the light height level during uphill and downhill

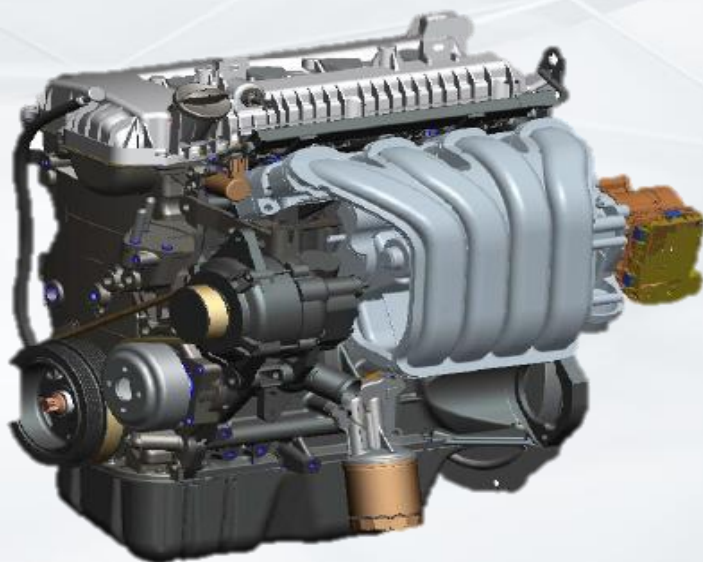


Competitor	U5 PLUS	Geely Emgrand	Roewe i5
Automatic Headlight	<b>Top Spec.</b>	N/A for entry level	Yes
Headlight Height Adjustable	<b>Standard Configuration</b>	Standard Configuration	Yes



*Smooth and comfortable power combination*

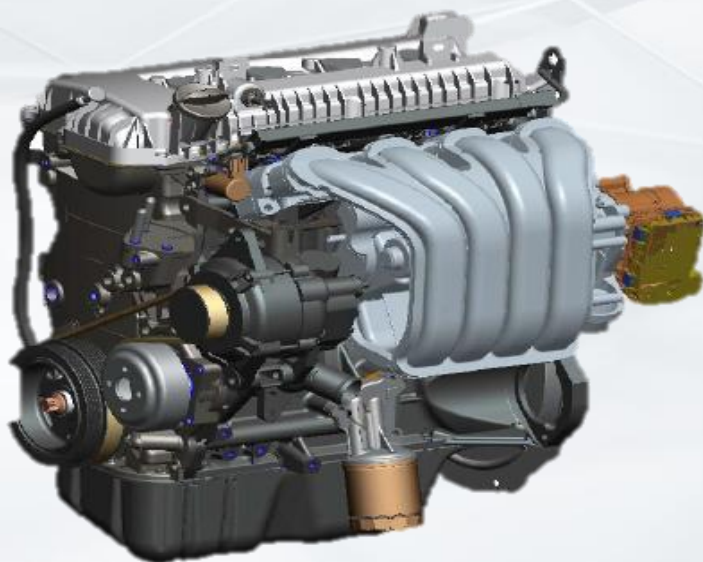
—— Strong and efficient power



1.5L Power	U5 PLUS	Geely Emgrand
Motor	1.5L	1.5L
Max Power (kW)	<b>83</b>	80
Max Torque (N·m)	142	142

***Smooth and comfortable power combination***

—— Strong technology



## **All Aluminum Motor**

Better heat dissipation, lighter weight, better fuel consumption

## **Dual Vortex Tube Technology**

Reduce exhaust interference of each cylinder, improve power

## **VVT(Variable Valve Timing) Air Intake Control**

Adjust the air intake valve opening and closing time, enhance fuel efficient

## *Smooth and comfortable power combination*

—— Smooth and comfortable gearbox

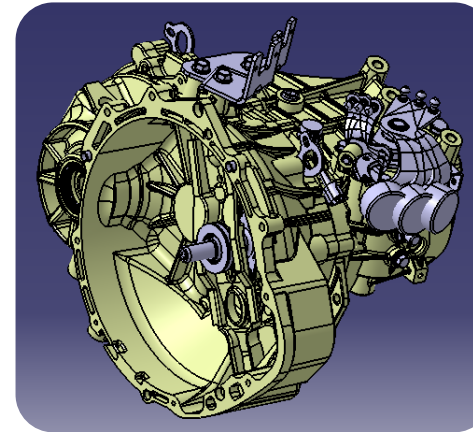
### 5MT

- Short gear stroke
- Smooth shift, good sense of gear inhalation
- More fun and exciting driving



### CVT

- Smooth shift
- Better fuel economy and greener emissions
- Economic maintenance





*Smooth and comfortable power combination*

—— EPS electric power steering



## EPS Electric Power Steering

- ✓ Domestic road conditions are precisely tuned
- ✓ Steering feel is precisely and comfortable
- ✓ Reduces fuel consumption

## High-end linked LCD screen

### Dual-linked Screen



7+12.3 inches dual linked screen, **1920\*720 HD**

### Mobile phone wireless charging



Easy to fetch, fast charging, support mainstream type

Competitor	U5 PLUS	Geely Emgrand	Roewe i5
Dual linked screen	<b>Standard Configuration</b>	N/A	N/A
Screen Size	<b>7+12.3 inches</b>	3.5/7+0/8 inches	3.5/7+0/8/10.1 inches
Wireless Charge	<b>Top Configuration</b>	N/A	N/A

## Multi-function steering wheel



- BEIJING V2.0 steering wheel
- D-shaped design, motive and fashionable
- Roller control, light and convenient
- Multi-function integrated

Competitor	U5 PLUS	Emgrand	Roewe i5
Multi-function steering wheel	<b>Standard Configuration</b>	Standard Configuration	Not equipped in entry level





## Embrace Interior Design



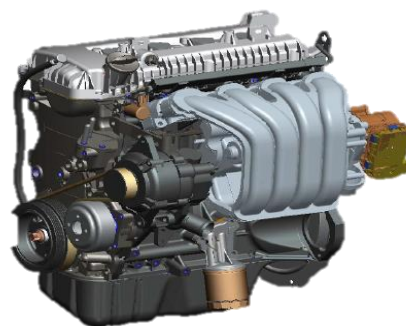
## Healthy Cabin



## Multi-functional and Comfortable Seats



## Smooth and High-efficiency Power



# Advantage

## U5 PLUS



Enjoy Comfortable

BAIC

AZ Curacao  
official BAIC  
dealer

