The Peninsula Local focus, Global vision

Wheels Motor Show

TUESDAY
10 OCTOBER 2023

SPECIAL SUPPLEMENT

‘Mazda Summer Drive’ provides best options to own a premium Mazda

National Car Company (NCC), the sole agent for Mazda vehicles in Qatar celebrating 50 years of their partnership in excellence with Mazda Corporation-Japan, have released newly arrived stocks for sale with exceptional price and ownership benefits.

The spectacular launch of the all-new Mazda CX-60 recently has created a lot of excitement among the SUV buyers in Qatar resulting in exceptional sales momentum for the new model. The new model comes with a unique front-engine rear-wheel-drive (FR) layout is the debut of the longitudinal version of Mazda’s Skyactiv Multi-Solution Scalable Architecture platform.

Mazda’s Summer Drive campaign offers value added benefits such as extended warranty, free comprehensive insurance, service, and registration on select models over and above the most attractive and competitive prices.

For Mazda CX5 (5 Seat Mid-size SUV) and Mazda CX9 (3 row, 7 seat) family SUV, the offer includes free comprehensive insurance for 1-year, free service for 3-years/30,000 km (whichever comes first) and free registration besides 5 Years unlimited Km warranty along with 5 years roadside assistance.

Customers purchasing Mazda 3, Mazda 6, Mazda CX3 and Mazda CX-30 models can take advantage of the free comprehensive insurance and registration besides 5 Years unlimited Km warranty along with 5 years roadside assistance.

Besides the regular modes of payment, customers can also opt for flexible in-house finance schemes which are subject to credit approval.

Elaborating on the success of the campaign, Sathish Nair, General Manager, Marketing & Sales for Mazda Qatar, said, “Mazda is fast turning into a niche premium brand, and our offerings have to stand out as well. In line with Mazda’s drive moving towards premium with an ever-evolving design philosophy, innovative technologies, Japanese quality and workmanship, our Ramadan campaign have been launched to meet our customers aspirations with exclusive pricing and enduring benefits. Our team at National Car Company always stive to deliver exceptional customer experience while delivering the “Pleasure of Effortless Driving” derived by our loyal customers from their favorite Mazda in a long-term association built over satisfaction and trust.”



Mazda remains the only brand with its entire model line-up (apart from Mazda2) available in Qatar being made in Japan with exceptional quality and workmanship and all Mazda sedans and SUVs have been awarded with “2023 IIHS Safety Pick Plus” ratings, a clear indication of Mazda’s human centric approach in building cars.

Mazda CX-60

Designed and built in Japan, the all-new Mazda CX-60 represents everything that Mazda has built into its DNA over the last one hundred years as it offers a totally new perspective of an SUV in terms of design, aesthetics, power, and fuel economy and offers the peace of mind being environment friendly.

Engineered to give exhilarating responses that are also friendly to the environment, CX-60’s front-engine rear-wheel-drive (FR) layout is the debut of the longitudinal version of our Skyactiv Multi-Solution Scalable Architecture platform. This all-new platform accommodates both four- and six-cylinder longitudinal engines of any capacity, as well as diverse electrification technologies such as our M Hybrid mild hybrid system. Design was directed by our unique Skyactiv-Vehicle Architecture concept, assuring that CX-60 works with the human body’s inherent ability to maintain balance while in motion to place you in full command of the greater power of our newly developed engine. So, you can comfortably maintain a relaxed, well-balanced posture even as you experience the pleasure of controlling G forces in various driving situations.

Three variants of Mazda CX-60 are now available for sale in Qatar, equipped with a high-performance 2.5-litre Skyactiv-G engine and 8-speed automatic transmission, all equipped with a whole range of new driver-centric technologies. All the models offer low emissions and excellent fuel efficiency with high levels of torque.

Mazda CX5

The 2024 model year next-generation Mazda CX-5 is now available re-emphasizing Mazda’s dream of delivering an SUV which breaks through the traditional trade-off between driving pleasure and passenger comfort.

The All New CX5 comes with a SKY-ACTIV-G 2.5 direct-injection gasoline engine. paired with the six-speed SKY-ACTIV-DRIVE automatic-manual transmission. These powertrains provide powerful acceleration delivering power output of 187hp@ 5,700 rpm and torque of 250Nm@ 5000 rpm (AWD). Besides the High and High Plus grades, Mazda has introduced 2 unique variants - a Sport edition and an Ignite edition with a new black-pack-style trim level.

For more information, visit the Mazda showroom, call 44435965/44417859 or visit www.mazda-qatar.com.




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The Peninsula Local focus, Global vision

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New Al Abdulghani Motors corporate branding reflects commitment to changing landscape in automotive industry



CEO of Al Abdulghani Motors Abdulghani Nasser Al Abdulghani at the Geneva International Motor Show Qatar.

The new Al Abdulghani Motors corporate brand reflects the company's contributing commitment to Qatar's mobility sector in alignment with the Qatar National Vision 2030 as well as the ever-changing landscape of the automotive industry

VICTOR BOLORUNDURO
THE PENINSULA

The new Al Abdulghani Motors corporate brand reflects the company's contributing commitment to Qatar's mobility sector in alignment with the Qatar National Vision 2030 as well as the ever-changing landscape of the automotive industry, CEO of Al Abdulghani Motors Abdulghani Nasser Al Abdulghani has said.

Speaking to ***The Peninsula*** on the sidelines of the ongoing Geneva International Motor Show (GIMS) Qatar, Al Abdulghani said, "The automotive industry is changing very rapidly. So, it is highly important for us to be part of this transition. This whole rebranding was about repositioning our company from a sales-only-focused company to a mobility partner.

By being closer to our customers, whether they are fleet, corporate, or individual customers, we are trying to understand more of their needs. So, it's about basically supporting this transition from a traditional automotive company towards a mobility company."

He added that the rebranding to Al Abdulghani Motors, the distributor of Toyota and Lexus in Qatar, was also a way to rejuvenate this energy in the organisation and with the public and the customers.

Al Abdulghani noted that the updated corporate identity aims to preserve the heritage of the brand while also embracing change to meet the evolving expectations of customers and the community.

Speaking about the company's participation at GIMS Qatar, the CEO said that the company's involvement in the event this year was to showcase Toyota Motor Corporation's strategy for sustainability, particularly environmental sustainability.

"You will be able to see at this motor show three different types of powertrains. First, the hybrid electric vehicles, which are readily available today, represent a major cornerstone for the sustainable activity of Toyota Motor Corporation. And the second powertrain, which is also available today in the market, is the battery electric vehicle, which represents a major tool basically to promote sustainability for Toyota Motor Corporation. And finally, there are the hydrogen fuel cell vehicles, which are more advanced and also have zero-emission carbon technology, and we are showcasing this technology at GIMS with the Toyota Mirai, which is basically equipped with hydrogen fuel cell technology," he said.

The exhibition pavilion of Al Abdulghani Motors stands out with an exceptional collection of Toyota and Lexus vehicles, including Toyota GR sports cars, electric cars such as the Toyota bZ4X and Lexus UX300, as well as a selection of hybrid cars that blend advanced technology, design, innovation, and a fun driving experience.The exhibition also witnessed the display of the icon of modern technological advancement, the Toyota Mirai, which relies on hydrogen fuel cells as an electric power generator, attracting the attention of visitors and bringing a modern and innovative vibe to the already impressive event.

As for Land Cruiser enthusiasts, Al Abdulghani Motors launched the Cruiser base project, which offers Land Cruiser customers in Qatar the ability to modify their cars or add accessories to enhance their appearance and make it more fun to drive.



Lexus, Toyota showcases latest cars at GIMS Qatar



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Al Abdulghani Motors, the exclusive distributor for Toyota and Lexus in Qatar, is taking part in the esteemed Geneva International Motor Show 2023. The event commenced on October 5, 2023, and ran until October 14, 2023. In the Doha Exhibition and Convention Centre, which brings together car enthusiasts from Qatar and the region.

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The specifications of the showcased cars are listed below:

Toyota Mirai

A luxury, rear-wheel-drive electric sports vehicle that relies on hydrogen fuel cells. It offers a combination of dazzling design, advanced technology, and superior performance. It relies on fuel cell technology that derives electrical energy. It comes from the interaction between the elements hydrogen and oxygen to operate an electric motor, so water is the only substance that comes out of exhaust. It can be filled in just three to five minutes and provides a range of up to 650 km without carbon emissions.

Toyota (BZ4X)

It is the first fully electric four-wheel drive car in the BZ series, which means “Beyond Zero”, that offers strong performance and high energy efficiency. The BZ is offered 4X in two grades, XLE and Limited, including front-wheel drive (FWD) and all-wheel drive Wheels (AWD). In terms of size, the bZ4X falls squarely in the middle of the crossover SUV segment. Moreover, the bZ4X's shape is balanced and elegant, with dynamic lines flowing from front to back.

Lexus UX 300e

An electric car from the luxury brand Lexus is an SUV in the multi-purpose category that combines luxury with the high efficiency of electric cars. It also offers a driving range of up to 560 kilometres.

Special Edition (V10) of the Land Cruiser GR

It is a special edition of the most powerful four-wheel drive car, the Land Cruiser GR, created to celebrate the tenth consecutive success in the Dakar Rally. The car came with basic modifications in its external appearance, as 18-inch aluminium wheels were added to enhance the appearance, and the brake discs and mudguards were modified to give it a sharper look and increase its robustness. In addition, the hood has been altered to align with the new design of the car, resulting in a more impressive appearance, and distinctive patterns have been added to its sides to ensure the uniqueness of this special edition.

Toyota Yaris GR

A true sports car that is Rally inspired. The GR Yaris incorporates knowledge and technology born from the World Rally Championship, to deliver performance every day. Developed with the experts at Toyota Gazoo Racing World Rally Team, GR Yaris incorporates advanced technology including GR-FOUR our first sports AWD system in 20 years, and a 1.6-Litre, 3 Cylinder Turbo engine. The GR Yaris is born from WRC.

Abdulghani Nasser Al Abdulghani, CEO of Al Abdulghani Motors, said: “Our participation in the first edition of the Geneva International Motor Show in line with our national commitment to this civilized exhibition, which reflects the State of Qatar’s approach towards globalization in spreading a true picture of the advancement of automotive sector in particular and innovation in the mobility sector in general.”

He added: "This approach reflects our interest in the event, which we translated into a huge pavilion that bring in a collection of the latest designs and technologies associated to cars and the future of mobility in Qatar. We were specifically keen to showcase environmentally friendly cars with low or no carbon emissions in line with Qatar National Vision 2030."

The Geneva International Motor Show, which is being hosted for the first time in Qatar, attracts international brands and car enthusiasts from all over the world. Al Abdulghani Motors participates by showcasing its latest cars, demonstrating its dedication to innovation and development, and further strengthening its position as a leading company in the automotive sector.

60 years of 911 and a new EV hypercar



Qatar Tourism Chairman, H E Akber Al Baker (third right), Deputy Chairperson of Qatar Tourism, Saad Ali Al Kharji (second left), CEO Porsche Centre Doha, Salman Jassem Al Darwish (second right), CEO Porsche Middle East and Africa, Dr Manfred Braeunl (first right), and Brand Manager Porsche Centre Doha, Ahed Dawood pose with the 911 S/T at the Geneva International Motor Show (GIMS) Qatar.

THE PENINSULA – DOHA

Celebrating the 60th anniversary of the 911, Porsche unveiled a special edition built for maximum driving enjoyment for the first time in the Middle East at the Geneva International Motor Show (GIMS) Qatar. The iconic model has been released in a limited run of 1,963 examples, and the Porsche 911 S/T offers a lightweight design and a purist driving experience.

The exclusive anniversary model unites the strengths of the 911 GT3 with Touring Package and the 911 GT3 RS and delivers a unique combination of agility and driving dynamics. It combines the naturally aspirated, 386 kW (525 PS) 4.0-litre boxer engine from the 911 GT3 RS with a short-ratio manual transmission – the high-revving engine from the 911 GT3 RS delivers its power to the road via a manual gearbox and lightweight clutch. This is complemented by a resolutely lightweight construction and a running-gear setup optimised for agility and drivability.

The 911 S/T is the lightest model of the 992 generation, weighing just 1,380 kilograms (DIN kerb weight, incl. all fluids). The optional Heritage Design Package draws inspiration from the racing version of the 911 S from the late 1960s and early 1970s.

The 911 S/T is offered with an optional exclusive Heritage Design Package. The new exterior colour Shoreblue Metallic and the wheel rim colour Ceramica are exclusively available for this particularly elegant variant. On the doors, a starting number from 0 to 99 and a decorative foil can be applied on request. The classic-design Porsche crest from the original 911 that adorns the front, the hub caps, the steering wheel, the headrests and the car key underscores the historical roots of the 911 S/T. The interior also features cloth seat centres in Classic Cognac with black pinstripes, which are another homage to heritage. Two-tone semi-aniline leather trim in Black/Classic Cognac leather with extensive leather surrounds, a roof lining in perforated Dinamica, and other elements from Porsche Exclusive Manufaktur round out the package. The Porsche logo and the 911 S/T model designation on the car's rear are Gold.

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The Mission X Hypercar

To mark Porsche's 75th anniversary, the automotive brand unveiled the two-seater Mission X hypercar concept.

Measuring approximately 4.5 metres long and two metres wide, the Mission X concept study is a relatively compact hypercar. With a wheelbase of 2.73 metres, it has the Carrera GT and 918 Spyder dimensions. The concept car has mixed-size tyres for aerodynamic purposes, with 20-inch wheels at the front and 21-inch wheels at the rear.

"Ferry Porsche famously stated that unable to find the car of his dreams, he decided to build one for himself, and this determination has continued for 75 years till today and remains a defining part of our future vision," said Dr. Manfred Bräunl, Chief Executive Officer of Porsche Middle East and Africa.

Though not in production, Porsche however, noted that should the car go into series production, the vision is to create the fastest road-legal car on the Nürburgring Nordschleife, a power-to-weight ratio of roughly one PS per kilogram, significantly more downforce than the current 911 GT3 RS and for it to charge roughly twice as quickly as the Taycan Turbo S.

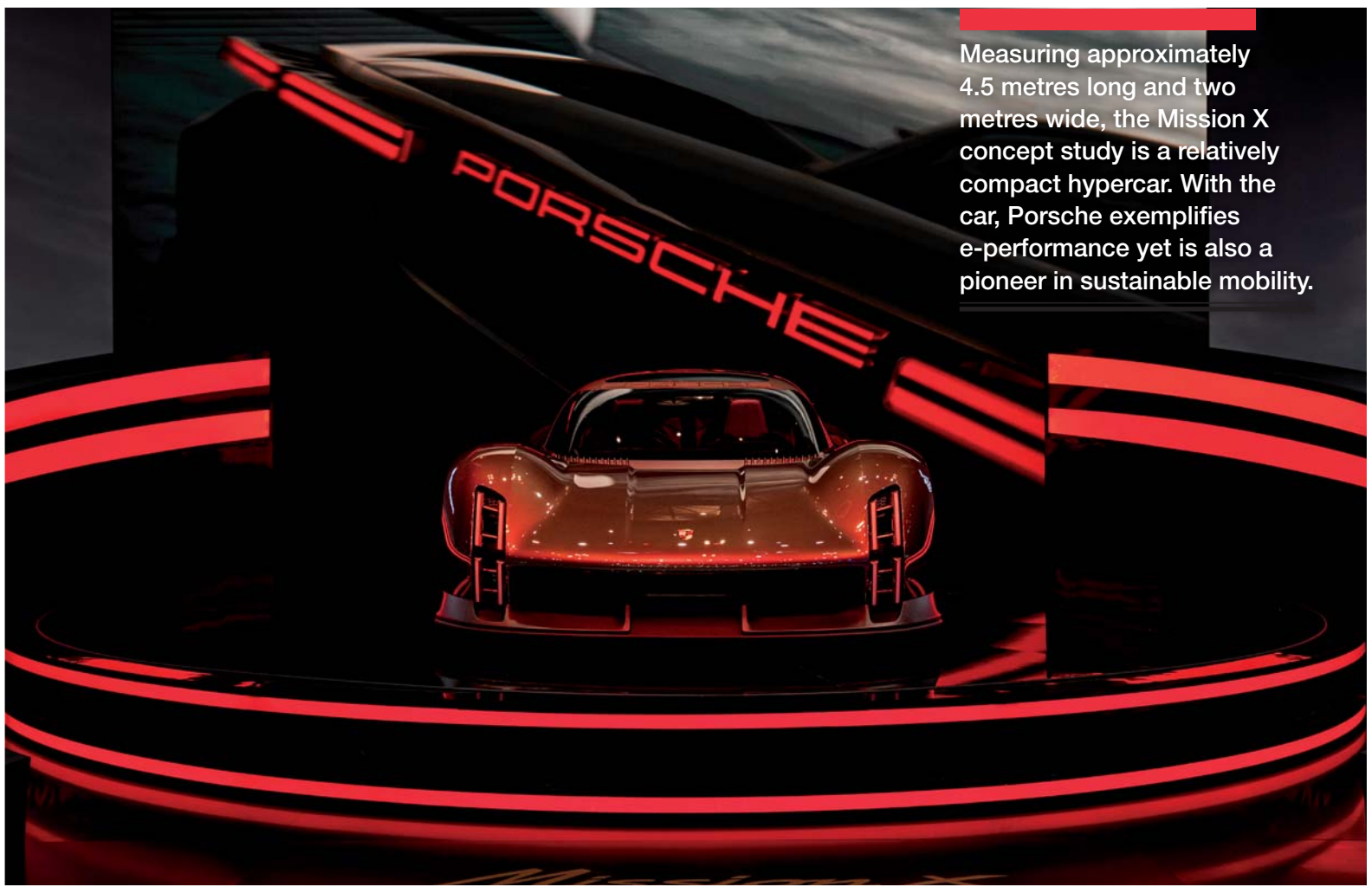
With the car, Porsche exemplifies e-performance yet is also a pioneer in sustainable mobility. The battery is installed centrally behind the vehicle's seats. This 'e-core layout' centres the mass in the car. As with a conventionally powered mid-engined car, this provides the basis for excellent agility.

Besides its sleek and futuristic design, a unique detail of the Mission X is the modernised Porsche crest, which debuted on the car. Brushed precious metal, a three-dimensional honeycomb structure, a refreshed heraldic beast and a more subtle gold colour – on close inspection, these are the differences between the modernised Porsche crest and its immediate forerunner. With its cleaner and more state-of-the-art execution, the refined crest communicates the character of Porsche. On Mission X, it is found on the bonnet and steering wheel as well as in monochrome form on the wheel centres.

Another highlight is found on the passenger side, where a bayonet system is embedded in the instrument panel to which a stopwatch module can be attached. For the Mission X, Porsche Design has created a special stopwatch module with an analogue and digital display. The clocks are designed for both racetrack and rally use and can display the lap times or vital data of the driver, among other information.

Meanwhile, for Porsche enthusiasts, the Icons of Porsche festival scheduled for November 25-26 -- the largest classic car festival in the Middle East returns to 'The Slab' in the Dubai Design District (D3).

With over 15,000 visitors last year, the two-day festival will ramp up the spectacle for Porsche purists and all car enthusiasts and their families.



Measuring approximately 4.5 metres long and two metres wide, the Mission X concept study is a relatively compact hypercar. With the car, Porsche exemplifies e-performance yet is also a pioneer in sustainable mobility.

PORSCHE



Witness Porsche innovation at the Geneva International Motor Show Qatar.

Scan the QR code to get your ticket.

Get up close and personal with the new, fully-electric concept car Mission X, all-electric Taycan and the iconic 911 S/T at the Geneva International Motor Show Qatar.

When:
7th - 14th October, from 2 PM to 10 PM (Sunday-Friday)
and from 10 AM to 10 PM (on Saturdays)

Where:
Doha Exhibition & Convention Center, Porsche Stand – E3

Porsche Centre Doha
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Telephone 4459 9666
porscheqatar.com



Domasco launches GAC Motor's new generation SUV Emzoom

Inside the Emzoom, drivers will find a spacious, comfortable, and refined cabin that is designed with both style and practicality in mind. The car boasts premium materials, ergonomic seating, ample legroom, a super-size Panoramic Sunroof, and class-leading 21 storage compartments.

Building on the success and rising demand witnessed by GAC Motor in Qatar, Doha Marketing Services Company (Domasco), announced the launch of the All-New Emzoom.

Representing the new design language of the globally acclaimed manufacturer, the strikingly aesthetic Emzoom is a brand-new addition to the company's popular line-up of SUVs, sedans, and MPVs. Featuring GAC Motor's sculpted new-wave iconic grille design, the Emzoom is a 5-seater compact SUV that blends modern design, expansive interior space, cutting-edge technology, and remarkable performance into one crossover.

Powered by a 1.5L Turbo engine with a 7-Speed DCT Transmission, the Emzoom produces 177 HP and 270Nm torque. With its combined fuel economy of 18.3 kms per litre, it's the ideal choice for urban dwellers.

Marco Melani, Managing Director of Domasco GAC Motors, said, "With its distinctive design, advanced technology, and exquisite performance, all packaged at an incredible price point, the all-new Emzoom is sure to make a statement on the roads of Qatar. The launch of the Emzoom further strengthens GAC Motor's presence locally, where the brand has been experiencing growing demand among car buyers for its exceptional quality, reliability, and value for money. With the introduction of the Emzoom, GAC Motor is set to capture an even larger share of the market, catering to the diverse needs and preferences of Qatar's automotive enthusiasts."

Inside the Emzoom, drivers will find a spacious, comfortable, and refined cabin that is designed with both style and practicality in mind. The car boasts premium materials, ergonomic seating, ample legroom, a super-size Panoramic Sunroof, and class-leading 21 storage compartments.



Equipped with a range of advanced technology and safety features, including a 7-inch LCD Instrument cluster, a 10.25-inch multifunctional infotainment system, Level 2 Advanced Driving Assistance Systems, which include Adaptive Cruise Control, Automatic Emergency Braking, Forward Collision Warning, Traffic Sign Recognition System, and six other crucial systems, the Emzoom makes every drive a convenient and enjoyable experience for both the driver and passengers.

Available in five trim levels with a starting price of QR65,900, the Emzoom comes with a 7-Year/250,000 KM warranty.

GAC Motor is exclusively distributed in Qatar by Doha Marketing Services Company (DOMASCO), a leading multi-brand company in Qatar, part of the Al-Futtaim Automotive group. Al-Futtaim Automotive is one of five divisions within the Al-Futtaim Group which provides quality products and services that enrich people's lives and aspirations each and every day.

Urban Playground at Lusail Boulevard to celebrate automotive excellence





THE PENINSULA — DOHA

As part of the Geneva International Motor Show (GIMS) Qatar, which is taking place outside of the show's native country of Switzerland for the very first time, Qatar Tourism has activated an Urban Playground at the iconic Lusail Boulevard.

Scheduled for the second weekend of GIMS Qatar, the Urban Playground brings to life the passion and energy of the prestigious motor show to the public with live, free entertainment and a spectacular display of dream cars.

From October 12 to 14, a daily programme of festivities will take place from 17:00 to 22:00 which includes a dynamic lineup of music artists, DJs, and engaging talks at a designated centre stage by the impressive Lusail Plaza Towers.

Throughout the weekend activation, an Auto-Life Village will bring to visitors an immersive experience with culinary delights, retail shops, and fun activities for the whole family to enjoy that include a pit crew challenge, car doodle experience, and bike circuit game.

Sheikha Hessa Jassim Al Thani, Head of Marketing and Planning Department at Qatar Tourism, said: "The Urban Playground is set to bring the energy and excitement of GIMS Qatar right into the heart of one of the most iconic destinations in Qatar. The weekend-long festivities at Lusail Boulevard are free and open to the public, and we invite everyone to join us for an unforgettable celebration of car culture."

Eng. Ali Al-Ali, Chief Development and Asset Management Officer - Qatar at Qatari Diar, stated: "We are delighted to partner with Qatar Tourism for The Urban Playground, which takes place on the sidelines of one of the world's most prestigious automotive exhibitions, the Geneva International Motor Show (GIMS Qatar). This edition marks the first time the renowned international exhibition is being held outside its original home in Switzerland."

He continued: "Hosting the Urban Playground at Lusail Boulevard underscores the elevated status of Lusail City as a preferred destination for global events. It showcases Lusail's ability to efficiently host diverse events while ensuring maximum safety, entertainment, and enjoyment for attendees. The weekend-long festivities at Lusail Boulevard will be one of the fantastic events hosted by the city. It will provide a great opportunity to explore the many exciting activities accompanying the exhibition, including stunning car displays. We are pleased to welcome all attendees to this wonderful event."

On October 12, at 19:00, the GIMS Qatar Parade of Excellence, which is being held in collaboration with Sealine Circuit Sports Club – Mawater, will see up to 100 unique cars take part in a captivating, two-hour parade. In a true celebration of automotive culture, the parade will feature newly revealed cars, supercars, classic cars, and museum pieces, as well as roaming acts and performances that will surely entertain the whole community.

Salem Al-Muhannadi, Head of the Sealine Circuit Sports Club – Mawater, said: "We are delighted to participate in the Urban Playground festivities, as it provides our avid automobile enthusiasts the perfect opportunity to showcase their unique cars while promoting the country's car culture. We carefully selected the cars that will be participating in the Parade of Excellence, aligning with the grandeur of the Geneva International Motor Show which is being held in Qatar for the first time."

The Urban Playground is one of several events taking place during the inaugural edition of the GIMS Qatar. The events will see Qatar transform into the ultimate automotive festival with immersive experiences that span prominent tourism destinations in the country, including Lusail Boulevard, Sealine, National Museum of Qatar and the Lusail International Circuit. GIMS Qatar runs from October 5 – 14, 2023 and opened to the public on October 7.

Covering more than 10,000 m2 at the Doha Exhibition and Convention Center (DECC), GIMS Qatar is set to be the region's most prestigious and influential automotive show featuring 30 renowned automotive brands, 10+ world premieres and 20+ regional premieres.



Jaecoo unveils J7, J8 at GIMS Qatar to great applause

VICTOR BOLORUNDURO
THE PENINSULA



Jaecoo, an independent brand of Chinese automaker, Chery Group, unveiled the J7 and J8 models for the first time this year at the Geneva International Motor Show (GIMS) Qatar. The two models are some of the latest revelations at the prestigious event, which is being held outside of Geneva for the first time in history.

According to Jaecoo, the launch of the new brands comes after a proper study of what the modern, bold, and elite segments of society are looking forward to in their urban SUVs for daily commuting.

Jaecoo J7

The J7 utilizes a 1.6-liter turbo-petrol engine in conjunction with a 7-speed gearbox, delivering impressive power figures and performance at 197 horsepower and 290 Newton-meters of torque. This SUV achieves a 0 to 100 kilometers per hour acceleration time of approximately 8 seconds, which is commendable for a vehicle of its size.

Furthermore, the Jaecoo J7 has received a 5-star rating from the European Union Safety Commission. In addition to this, the Jaecoo J7 is equipped with the Qualcomm 8155 flagship chipset, enhancing the vehicle's smoothness and enabling faster responses to various vehicle functions such as intelligent navigation, voice control, and quick adaptation to road conditions. This results in a more convenient and intelligent driving experience for the driver, facilitated by a 14.8-inch screen that provides optimal visual display. This integration of the intelligent car cabin into the journey instills the driver with greater confidence, allowing them to confidently push the limits if desired.

The ARDIS (All Road Drive Intelligent System) of the Jaecoo J7 has garnered high praise from car enthusiasts. It is capable of adapting the vehicle's response to seven different scenarios, including urban, suburban, desert, highway, mountain, water crossing, mud, and snow. Additionally, it is suitable for cold climates, ensuring that the driver remains at ease in all conditions. This car possesses a bold and daring personality that resonates well with its potential buyers' preferences.

Jaecoo J8

This remarkable vehicle, known as the Jaecoo J2024, is set to grace the roads in February 2024 and will be available for purchase in the Qatar market starting from March 8. The J8 represents the pinnacle of Jaecoo's craftsmanship, boasting exceptional design, luxurious cabin features, cutting-edge smart technologies, and outstanding performance. With its exceptional off-road capabilities, the J8 holds significant importance in pioneering the emerging market of "off-road SUVs," showcasing Jaecoo's commitment to continuous development and providing users with unparalleled travel experiences. The J8's front grille design, exuding elegance befitting a premium brand, immediately conveys a sense of high quality. The overall mature style of the Jaecoo J8 exudes a distinctive power, accentuated by the soft interplay of natural light on the sharp shoulder lines that grace the vehicle's body, creating a unique artistic depth.



Ahmed Elsebayee,
Managing Director, Elite Motors

Designed for different driving scenarios

The J8 provides a versatile and smooth driving experience that effortlessly accommodates seven fundamental driving scenarios. Its intelligent four-wheel drive system ensures optimal power transfer in any situation. Equipped with CDC magnetic height-adjustable suspension, the J8 can adapt the vehicle's height to varying loads and road conditions, offering an exceptional level of comfort while maintaining superior roadholding capabilities. Additionally, it delivers a well-balanced off-road driving experience, catering to the enjoyment of off-road enthusiasts.

Top luxury and refreshing cabin experience

The cabin design of the J8 showcases a refined sense of luxury without any hint of ostentation. The SUV boasts seats predominantly upholstered in Nappa leather, ensuring not only a comfortable journey for passengers but also a more expansive ambiance. The headlining, crafted entirely from matte black deerskin, not only offers an exceptionally comfortable touch but also enhances cabin insulation by effectively absorbing sound. The faux wood, skillfully crafted by TOM, successfully captures the visual and tactile essence of natural wood, resulting in an extraordinary display of elegance.

The J8 provides a welcoming atmosphere through the integration of its exceptional design approach and cutting-edge technology. The interior of the vehicle is furnished with a 24.6-inch ultra-smart curved screen, a customized 14-speaker SONY sound system, and a waterfall-style rhythmic ambient lighting system capable of displaying 255 different colors. This combination allows for a distinctive audiovisual experience while driving. Additionally, users can effortlessly adjust the air conditioning settings using the highly responsive "540 stereo" air conditioning system. Each row of passengers has the ability to personalize the air temperature to their liking. Furthermore, the incorporation of "C-PURE Cubic Cabin Technology" ensures a spacious and comfortable temperature within the vehicle, resulting in fresher and healthier air quality.

