

# Wheels

WEDNESDAY 24 JUNE 2026

SPECIAL SUPPLEMENT

The automobile is undergoing one of the most significant transformations in its history. Once viewed primarily as a machine that transported people from one place to another, the modern vehicle is rapidly becoming an intelligent, connected and adaptive system. At the centre of this transformation is artificial intelligence (AI), which is changing the way vehicles operate, communicate and interact with drivers.

AI is no longer a futuristic concept limited to research laboratories. It is already present in many aspects of everyday driving, from safety features and navigation systems to driver assistance technologies and personalised in-car experiences. As computing power grows and sensors become more advanced, vehicles are becoming capable of analysing their surroundings, predicting risks and making real-time decisions.

One of the biggest contributions of AI to modern driving is improved safety. Traditional safety systems were often reactive, responding only after a dangerous situation occurred. AI-powered systems, however, are designed to anticipate potential hazards before they become emergencies.

Modern vehicles use a combination of cameras, radar, sensors and advanced software to monitor the road environment. These systems can identify nearby vehicles, pedestrians, road markings and unexpected obstacles. By processing this information in fractions of a second, AI can warn drivers of possible dangers and, in some situations, assist with braking, steering or maintaining a safe distance from other vehicles.

Driver assistance technologies are also changing the daily driving experience. Features such as adaptive cruise control, lane guidance and automated parking are becoming increasingly common.



## AI behind the wheel: How smart technology is changing driving

While these systems do not replace human drivers, they reduce stress and help improve comfort, especially during long journeys or in busy traffic conditions.

The development of AI has also transformed navigation. Earlier navigation systems relied mainly on fixed maps and basic route calculations. Today's intelligent navigation tools can analyse live traffic conditions, road closures, weather patterns and driving behaviour to suggest more efficient routes.

AI-powered navigation does more than simply find the shortest path. It learns from patterns and helps drivers make better decisions. By understanding traffic flow and predicting congestion, these systems can save time, reduce fuel consumption and contribute to smoother movement on roads.

Another major area where AI is

making an impact is vehicle personalisation. The modern car is increasingly becoming a digital environment that adapts to individual preferences. Intelligent systems can recognise drivers, adjust settings and provide tailored recommendations based on habits and needs.

Voice assistants are also changing how people interact with their vehicles. Drivers can now use natural language commands to control various functions, access information or adjust settings without taking their attention away from the road. This creates a more convenient and safer experience by reducing the need to manually operate multiple controls.

AI is also playing an important role in the move towards autonomous driving. Self-driving technology relies heavily on artificial intelligence because vehicles need to understand complex environments

and make decisions similar to human drivers. AI systems must interpret road conditions, recognise objects, predict the actions of other road users and choose appropriate responses.

Although fully autonomous vehicles are still developing, the progress made so far has already influenced the future of transportation. The goal is not simply to create cars that drive themselves, but to build safer and more efficient mobility systems.

Beyond individual vehicles, AI is also contributing to smarter cities. Connected vehicles can communicate with traffic systems, road infrastructure and other vehicles to improve traffic management. This could help reduce congestion, improve emergency response times and make urban transportation more efficient.

For example, intelligent traffic systems can analyse vehicle movement and adjust signals to improve traffic flow. In the future, communication between vehicles and infrastructure could help prevent accidents by allowing vehicles to respond to changing road conditions more quickly.

AI is also supporting sustainability in the automotive sector. Intelligent energy management systems can help vehicles use power more efficiently, particularly in electric and hybrid vehicles. AI can optimise battery usage, predict charging needs and improve overall performance.

However, the rise of AI in vehicles also brings new challenges. As cars become more connected, concerns about cybersecurity and data privacy are growing. Vehicles now collect and process large amounts of information, making it essential to protect systems from misuse or unauthorised access.

There are also questions about the relationship between technology and human responsibility. While AI can assist drivers and reduce risks, human attention and judgement remain important. Drivers must understand the capabilities and limitations of these systems to use them effectively.

The future of driving will likely be a partnership between humans and intelligent machines. Rather than replacing drivers completely, AI is expected to enhance the driving experience by making journeys safer, easier and more efficient.

The automobile is evolving from a mechanical invention into a sophisticated technological platform. With AI at the centre of this transformation, the roads of the future will not only be about speed and performance, but also about intelligence, connectivity and innovation. As smart technology continues to advance, the way people travel and interact with vehicles will continue to change in ways once considered impossible.



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# Mazda 2026 early summer offers: A strength you can feel, a value that lasts

**M**azda Qatar, represented by its sole agent National Car Company for more than five decades, has announced the launch of the Mazda 2026 Early Summer Offers — a campaign created for customers who value proven quality, lasting reliability, refined performance, and long-term ownership confidence in today's increasingly competitive automotive market.

As customer expectations evolve and buying decisions become more value-driven, the importance of investing in a vehicle with dependable quality, strong value retention, advanced engineering, and reliable aftersales support has become more critical than ever. In this environment, Mazda continues to distinguish itself as a premium Japanese brand built on craftsmanship, driving excellence, safety, and durability.

## Mazda 2026 — Feel the Strength and Enjoy the Value That Lasts

While many emerging alternatives compete primarily on entry-level pricing, Mazda delivers a more complete ownership experience — combining sophisticated design, advanced safety technologies, premium comfort, refined driving dynamics, and long-term dependability. Every Mazda is engineered in Japan with exceptional attention to detail, reflecting the brand's commitment to quality, performance, and customer satisfaction.

The Mazda 2026 Early Summer Offers will run from 19 May to 18 July 2026, bringing exceptional value and ownership benefits across the full range of Mazda SUVs and sedans available at the state-of-the-art Mazda showroom in Al Nasr, Doha.

This limited-period campaign combines Mazda's renowned Joy of Driving philosophy with comprehensive ownership privileges designed to deliver greater peace of mind, convenience, and long-term value for customers and families across Qatar.

## Each New Mazda purchase of model year 2026 CX-30, CX-5, CX-60 and CX-90 Includes:

- Free 1-Year Comprehensive Insurance
- Free Registration
- 2 Years / 30,000 km Scheduled Service (whichever comes first)
- 5-Year Unlimited Mileage Warranty

Besides the regular modes of payment, customers can also opt for flexible in-house finance schemes (short term) and long-term finance with Zero downpayment in association with Tamweel by Al Jazeera Finance. Finance schemes are subject to credit approval.

Experience the confidence of owning a vehicle engineered to endure, designed to inspire, and built to protect your investment for years to come.

Announcing the campaign, Sathish Nair, General Manager-Marketing & Sales, National Car Company, said: "In today's evolving market conditions, customers are seeking not only attractive offers, but also long-term value, quality, reliability, and peace of mind in their investment. Through the Mazda 2026 Early Summer Offers, we aim to deliver a premium ownership experience that combines Mazda's renowned Japanese craftsmanship, refined driving performance, advanced safety, and dependable

aftersales support.

Nair further elaborated NCC's views, "Whether choosing a compact urban SUV or a spacious flagship family vehicle, customers will experience Mazda's unique blend of elegant design, refined comfort, and engaging performance — together with ownership benefits designed to deliver lasting value and confidence. At National Car Company, we remain committed to delivering exceptional customer experience and the true 'Joy of Driving' that continues to build long-term loyalty and trust among Mazda customers in Qatar."

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 "2026 IIHS Safety Pick Plus" ratings, a clear indication of Mazda's human centric approach in building cars.

## Mazda CX5: 5 Million Plus Satisfied Customers Globally

Mazda has made a milestone with one of its most popular crossovers by officially announcing the sale of five million units of the CX-5 worldwide by the end of 2025. The CX-5 has been selling in more than 100 countries and regions across the globe since its debut at the Frankfurt Motor Show way back in 2011. It was already a promising model then, having won the Japan Car of the Year shortly after in 2012. Mazda eclipsed the first million CX-5s produced back in 2015, just before the second-generation model premiered at the Los Angeles Auto Show in 2016.

The 2026 model year current generation Mazda CX-5 is now available in Qatar re-emphasizing Mazda's dream of delivering an SUV which breaks through the traditional trade-off between driving pleasure and passenger comfort.

Mazda is the unique Japanese brand which thrives to create an



the CX-30 has a feeling of oneness that extends beyond the drive. It is a five-seat crossover made for a wide range of fans, especially young people who are approaching significant life transitions. Mazda created the CX-30 to be able to help these fans enjoy those milestones to the fullest and become an essential partner in their daily lives. The human-centric cockpit helps the driver feel connected with the vehicle but not isolated from the other occupants. A focus on interior comfort and everyday user-friendliness makes this all-new compact crossover a car for everyone.

## Mazda CX-30: Freedom To Go Anywhere

The proportions of the CX-30 give the compact crossover the freedom to go just about anywhere. It is strong presence, class-leading standard horsepower and available i-Activ all-wheel drive facilitates the ability to be driven effortlessly.

CX-30 is equipped with a four-cylinder Skyactiv-G 2.0 paired with a quick-shifting Skyactiv-Drive 6

illumination headlights and taillights.

## The Futuristic Mazda CX-90 Mild Hybrid

Discover the latest edition of Mazda CX-90, an SUV that is making waves among the most demanding drivers in Qatar. Explore its cutting-edge features, powerful performance, and stylish design.

Mazda drivers in Qatar, get ready to enjoy an extraordinary driving experience: the latest edition of Mazda CX-90. This model is created to elevate your driving experience through a combination of powerful and responsive performance, refined handling, and advanced driver-focused technology. Designed for families and individuals alike, the 3-row Mazda CX-90 promises to elevate your driving adventures.

The first-ever Mazda CX-90 was introduced in 2024 with the "For the Voyage of Your Life" concept, this wide-body three-row SUV offers greater comfort, functionality, and safety performance, making driving more enjoyable and travel with friends and family more pleasant.

Inline 6 Turbo engine. The available 3.3-liter inline 6 turbo will have the highest horsepower and torque from a mass production gasoline engine developed by Mazda with 340 horsepower and 369 lb-ft of torque when using the recommended premium fuel. This engine gives the CX-90 an engaging drive and a satisfying exhaust sound. This engine also is equipped with M-Hybrid Boost (a mild-hybrid system) to provide efficiency without compromising on its remarkable performance. The electric motor is placed between the engine and transmission, creating a smooth acceleration from a standstill, and allowing the motor to directly power CX-90 at low speed. This engaging powertrain provides the CX-90 with an upscale feeling, a smooth-driving experience, engaging sound, and efficiency.

CX-90 is built on an all-new large platform that features a front-engine, rear-wheel-bias longitudinal layout to elevate Mazda's signature driving performance. CX-90 is equipped with Kinematic Posture Control, which first debuted on the MX-5 Miata, a software feature that suppresses body lift on tight corners to enhance the grip and allows all occupants to maintain a natural posture. Focus was put toward optimizing rigidity across the entire vehicle body, while meticulously designing the seats and suspension to provide better balance, control, and confidence in a range of driving situations. With these thoughtful developments, along with standard i-Activ all-wheel drive, drivers can enjoy the full potential of the available high-output powertrains.

All CX-90 powertrains are paired with an all-new eight-speed automatic transmission, specifically designed for the electrified longitudinal powertrains and large platform vehicles. The multi-speed automatic gearbox, without a torque converter, achieves smooth and direct acceleration while improving drivetrain efficiency.

Premium models of CX-90 3.3 Turbo are equipped with the unique Driver Personalization System, a first for Mazda. The Mazda Driver Personalization System is a driver-enabled feature that restores various driver settings. If driver-enabled, the internal camera located on the upper left corner of the Mazda Connect screen scans facial features and stores them in-vehicle to recognize the driver on future drives. Driver facial data stored for this feature is encrypted, stored in-vehicle, and not subject to remote access.

Passengers will appreciate the multiple power outlets and available USB-C ports, ensuring that everyone stays charged and connected. The available panoramic moonroof creates an open, airy atmosphere, making every drive more enjoyable.

The Mazda CX-90 is more than just a vehicle; it's a statement of Mazda's commitment to excellence. With its advanced safety features, dynamic performance, and luxurious comfort, the CX-90 is designed to meet the needs of modern drivers in Qatar. Whether you are commuting to work, taking a family road trip, or exploring the modern landmarks of Qatar, the CX-90 offers a driving experience like no other.

For more information, visit the Mazda showroom at Al Nasr Street, call 44435965/44417859, WhatsApp on 66446675 or log on to [www.mazda-qatar.com](http://www.mazda-qatar.com).



emotional connection with customers and become an essential part of their lives. To achieve this, Mazda has worked to strengthen the feeling of connection between cars and driver, creating human-centered cars that operate in harmony with human sensibilities.

The All New CX5 comes with a SKYACTIV-G 2.5 direct-injection gasoline engine, paired with the six-speed SKYACTIV-DRIVE automatic-manual transmission. These powertrains provide powerful acceleration delivering power output of 187hp@5,700 rpm and torque of 250Nm@5,000 rpm (AWD).

## Mazda CX-30: Human Centric

In line with Mazda's human-centric approach to building cars,

speed automatic transmission. This engine provides class leading power output of 155 PS at 6,000 rpm and 200 Nm of torque at 4,000 rpm. The compact crossover equipped with Mazda's new off-road traction assist feature can potentially help the driver when adventuring on uneven terrain. G-Vectoring Control Plus and front-wheel drive are standard, while Mazda's predictive i-Activ all-wheel drive is available on higher trim levels.

For the most refined experience, the top-trim CX-30 Premium includes a windshield-projected Active Driving Display, leather seats, power liftgate, power moonroof, Adaptive Front Lighting system, paddle shifters, and LED Signature

Built on Mazda's all-new large platform, the three-row crossover represents Mazda's new flagship vehicle with wider, longer, and more aggressive proportions that perfectly blend its high-performance appearance with world-class refinement. Mazda CX-90 riding on All-New Performance-Oriented Platform, offers New Electrified Powertrains.

In this edition, we will take an in-depth look at what makes the latest edition of Mazda CX-90 a gamechanger for the discerning car lovers in Qatar.

## Mazda CX-90: Feel The Vitality

The CX-90 design expresses a feeling of vitality rooted in Mazda's KODO or "Soul of Motion" design theme. The aesthetic of subtraction or "less is more" produces a simple shape and realizes dynamic and majestic proportions. The interior is an expression of Japanese aesthetic throughout, incorporating the dynamism of light and natural materials in an orderly elegant space.

For the powertrain, Mazda will offer a new turbocharged 3.3-liter inline six-cylinder gasoline engine augmented by a 48-volt mild hybrid system for the GCC market including Qatar. In combination with the new rear-biased AWD architecture, the CX-90 offers superior environmental performance while honoring the driver's intentions.

## Most Powerful Gasoline Engine Developed By Mazda

Mazda CX-90 comes with a highly anticipated all-new powerful and responsive e-Skyactiv G 3.3L





## Auto Class Cars launches Lynk & Co 900 Full-size Flagship PHEV SUV in a spectacular ceremony

**A**uto Class Cars, a subsidiary of Nasser Bin Khaled (NBK) Group and the authorized general distributor of Lynk & Co in Qatar, has officially launched the Lynk & Co 900 Full-size Flagship PHEV SUV in Qatar, in a spectacular ceremony held at Rosewood Hotel Doha in Lusail.

A true game-changer in the luxury SUV segment, the Lynk & Co 900 Full-size Flagship PHEV SUV redefines the benchmarks of modern mobility, delivering an unrivalled combination of luxury, comfort, cutting-edge technology, practicality, and driving pleasure.

The official unveiling was conducted by Sheikh Nawaf Bin Nasser Bin Khaled Al Thani, Chairman of Nasser Bin Khaled Group, Sheikh Faleh Bin Nawaf Al Thani,

Managing Director of the Automotive Sector at Nasser Bin Khaled Group, Hanani Abdo, CEO Nasser Bin Khaled Holding Company, Tian Jinjun, Chief Executive Officer and Regional Representative of Lynk & Co Middle East, alongside Frank Zauner, General Manager of Auto Class Cars, Ahmed Azmy, Group Marketing & Communications Manager at NBK Group, and Ahmad Firooz, Marketing Manager at Auto Class Cars, in the presence of distinguished guests, stakeholders, members of the media, and influencers.

Following a captivating show and presentation, guests enjoyed an unforgettable evening experiencing Lynk & Co's most impressive vehicle to date. The launch marks a defining new chapter for the brand in Qatar, raising the bar for PHEV luxury vehicles and exceeding the expectations of even the most discerning drivers in today's era of



modern mobility.

Sheikh Faleh bin Nawaf Al Thani, Managing Director of the Automotive Sector at NBK Group, commented: "Tonight marks a new era in mobility in Qatar. This is a landmark milestone in our journey — one that will reshape perceptions of transportation and meet the expectations of modern drivers seeking a truly futuristic experience. This launch is a clear embodiment of our broader strategy to bring to this market the latest, state-of-the-art products from Lynk & Co that is boldly charting its own course beyond conventional competition."

Frank Zauner, General Manager of Auto Class Cars, commented: "Since introducing the Lynk & Co brand in Qatar, it has consistently set new standards for reliability, luxury, and innovation. With the all-new Lynk & Co 900 Ultra PHEV, we are confident it will define this category and become the vehicle of choice for today's forward-thinking drivers. The exceptional demand we have already seen is a clear testament to its standing as the

ultimate expression of luxury and advanced technology. At Auto Class Cars, we are proud of our partnership with Lynk & Co and honored to be among the first markets in the region to introduce this iconic vehicle."

Tian Jinjun, Chief Executive Officer and Regional Representative, Lynk & Co Middle East: "At Lynk & Co, our vision is to redefine the future of mobility by creating vehicles that seamlessly combine intelligent technology, exceptional design, and real-world practicality. The Lynk & Co 900 embodies this vision as our flagship SUV, bringing together advanced innovation, class-leading safety, premium comfort, and high-performance hybrid technology in a vehicle designed to meet the evolving expectations of today's customers. We are delighted to introduce the Lynk & Co 900 to Qatar, a market that continues to embrace innovation and excellence, and we look forward to offering customers a new benchmark in the full-size SUV segment."



### The Lynk & Co 900 Full-size Flagship PHEV SUV

The Lynk & Co 900 is a full-size plug-in hybrid Flagship SUV that seamlessly blends European-derived safety engineering with the latest in Chinese EV technology. Measuring 5.24 metres in length and built on the flat-floor SPA Evo platform, it offers a generously proportioned three-row cabin, rotating second-row seats, large 30-inch 6K screens, and a combined system output of up to 528 kW (710 hp), enabling a 0-100 km/h sprint in approximately 4.6 seconds. Designed with modern families in mind, the Lynk & Co 900 delivers high-tech comfort and connectivity alongside an impressive electric range and rapid charging capability.

### The Hybrid system and performance

The Lynk & Co 900 is powered by a sophisticated EM-P hybrid system built around a three-speed DHT architecture, combining a 2.0-litre turbocharged four-cylinder Drive-E 2.0T T5 (VEP4) engine that functions as a generator with P1, P2, and P4 electric motors delivering drive to all

four wheels through a dual-speed configuration.

In its highest specification, the system produces a combined output of 528 kW (710 hp) and around 1,000 Nm of torque, enabling acceleration from 0-100 km/h in approximately 4.6 seconds and a top speed of 210 km/h. Energy storage is provided by a 52.38 kWh battery, supporting up to 170 km of pure electric driving (NEDC) and a total combined range of approximately 870 km, with DC fast charging from 20-80% achievable in just 17 minutes and a 60-litre fuel tank extending long-distance capability.

The drivetrain supports multiple operating modes, including pure electric, hybrid, and range-extender functions across five intelligent driving modes, ensuring optimized efficiency and performance across varying conditions. Despite its size, the vehicle maintains composure and ride refinement through a flat underfloor battery layout and adaptive air suspension, delivering stable handling and comfort whether in urban driving, highway cruising, or more demanding road environments.

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## From China tech to local roots: CHERY holds first Indonesia User Co-Creation, making the journey home warmer and more effortless

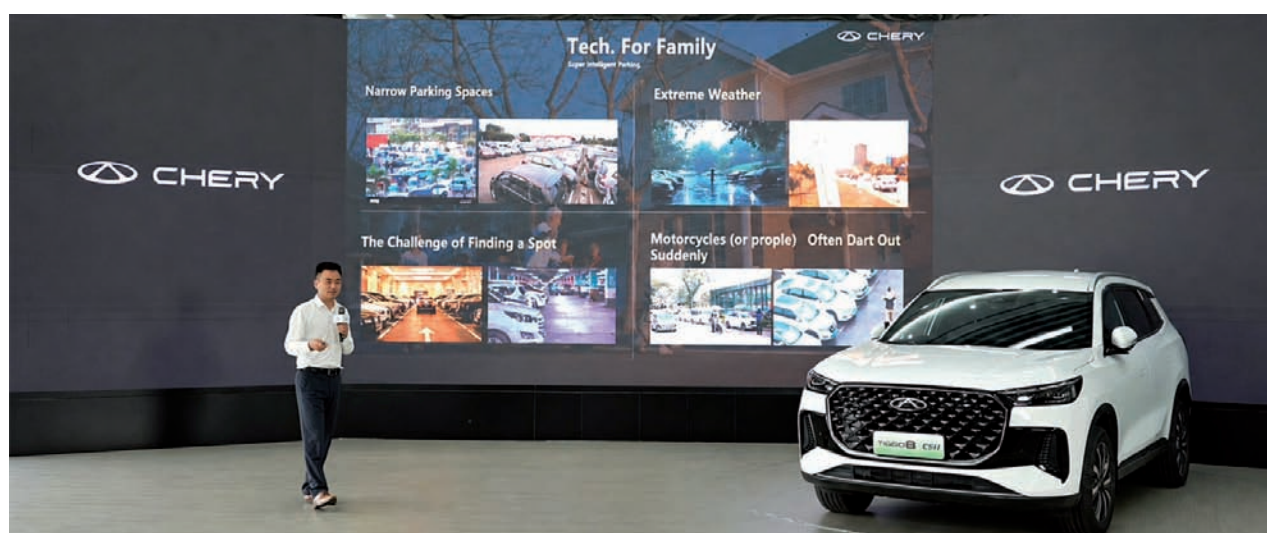
**C**HERY successfully held its first User Co-Creation for the Super Intelligent Parking function, engaging the Indonesian market in an online format. Aaron Zheng, Executive Deputy General Manager of CHERY International Marketing Center, delivered an in-depth presentation on the core capabilities, technological foundation, and typical application scenarios of the feature. Indonesian local user representatives actively participated and shared feedback, with both sides gaining valuable insights and reflections through open and candid exchanges. This marks the first time a Chinese automaker has advanced the mass-production application of an end-to-end large-model-driven intelligent parking technology overseas, bringing "One Tap Departure, One Step Home" closer to reality and establishing an important milestone as China's intelligent driving officially enters the "end-to-end" era on the global stage.

Have you ever experienced moments like these: circling endlessly in an underground garage, unable to find a spot; finally

squeezing into a space so tight that the door opens only a crack, forcing you to shimmy out sideways and brush against a dirty car; or returning with arms full of shopping, only to wander a vast parking lot relying on a hazy memory of where you left your car? These seemingly trivial frustrations quietly chip away at the joy of every trip.

The CHERY Super Intelligent Parking function confronts these real-world parking and mobility pain points head-on. For departure scenarios, there is no need to head back to the parking lot in advance—simply open the mobile app and tap "One Tap Summon." Your car will autonomously pull out of its space, glide smoothly to the designated pickup point, and wait for you there, truly realizing a car that comes to you rather than you going to the car. For arrival scenarios, you can step out confidently right at the parking lot entrance and leave the rest to the vehicle—it will cruise autonomously inside, precisely identify an available space, and park itself, delivering on the promise of "feet on the ground, home just steps away."

Underpinning this effortless



experience is robust, cutting-edge technology and all-around safety. The CHERY Super Intelligent Parking function employs a deeply fused camera and LiDAR solution, powered by a Transformer-based BEV perception algorithm combined with high-definition maps and real-time perceptual positioning technology.

The ultimate purpose of technology never lies in cold parameters but in serving the warm, vibrant daily life of real families. During the event, CHERY demonstrated and explained the Super Intelligent Parking function's performance across multiple real-world scenarios tailored to Indonesia's typical driving environment.

In Indonesia's older urban districts, parking spaces are often notoriously narrow. The daily struggle of squeezing out of the car sideways or awkwardly maneuvering while holding a child is all too familiar. The CHERY Super Intelligent Parking function supports precise parking in and out of tight spaces, allowing users to get in and out comfortably in a relatively open area and say goodbye to the ordeal of repeatedly jockeying for position in cramped spots.

On weekends and holidays, the "battle for a parking spot" at large shopping malls is a headache for countless families—circling level after level, waiting endlessly with no space in sight, as children grow increasingly restless in the back seat. With Super Intelligent Parking, the vehicle can autonomously cruise the parking lot, identify available spaces in real time, plan its route, and park itself, completely freeing parents from the exhausting and time-consuming search.

**Executives Face Questions Directly as CHERY's Technical Prowess Meets User Scrutiny**

The Q&A session was one of the most anticipated parts of the event. CHERY executives directly fielded questions from Indonesian users, addressing key concerns regarding the function's boundaries and usage limitations one by one.

Cross-floor capability in multi-story parking garages was among users' primary concerns. The CHERY Super Intelligent Parking function already possesses the ability to navigate and park autonomously across different floors, with the system independently planning its path

within a multi-level parking structure. Another frequently raised question concerned the scope of application: this function is exclusively available for use in enclosed parking lots and cannot be activated on public roads.

From narrow-spot parking to summoning the car in a downpour, from parking-search anxiety to arriving home with ease—from the in-depth analysis of four real Indonesian scenarios to the candid interaction between executives and users—the success of this first Indonesia user connect event serves as a powerful testament to CHERY's commitment to rooting its technology deeply in local driving contexts. It is also the most vivid annotation of the "In Somewhere, For Somewhere, Be Somewhere" localization philosophy in the Indonesian market. Looking ahead, CHERY will continue to advance the rollout and adoption of the Super Intelligent Parking function in more markets, truly integrating intelligent parking technology into the daily lives of every family and making the journey home consistently warm and effortless.



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