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GWM ORA

Premiere: Great Wall Motor comes to Europe

New generation of car brands: premium plug-in SUV WEY Coffee 01 and electric compact car ORA CAT at IAA Mobility 2021

- **Germany is first market for WEY**
- **Pre-order starts at the end of 2021**
- **Initial deliveries planned in 1st half of 2022**
- **WEY and GWM ORA launch with new, user-centric business model – one platform for all your mobility needs**
- **WEYs first European Brand Experience Center to be opened in Munich at the beginning of 2022**
- **One-platform launch at IAA for WEY and GWM ORA App**

Munich, 6 September 2021. At the IAA, Chinese car maker [Great Wall Motor \(GWM\)](#) is previewing its brand and product portfolio with which the international multi-brand group will soon gain a foothold in Europe: GWM is presenting a new generation of automotive brands: its smart, premium plug-in hybrid brand WEY and its young „Pure Electric Brand“ GWM ORA.

From self-learning artificial intelligence to 5G and high-speed computing power – in the development of new technologies, both brands benefit from 30 years of experience and the innovative power of the parent company GWM. China's market leader for premium SUVs is an industry leader in its home country in the design of intelligent networks as well as a pioneer in the research and development of key technologies such as 5G, auto-pilot and V2X (vehicle to everything).

WEY Coffee 01 – a smart, premium plug-in SUV with impressive technology and range

The Coffee 01 model, announced as V71 to Europe earlier this year, is the flagship of the WEY brand: it combines the latest technologies with an impressive range and a fully customer-centric ecosystem. Especially in the areas of smart digital architecture and safety, it is a pioneer in its segment. Its driving platform „Coffee Intelligence“ is an AI-based system that combines intelligent cockpit systems with hybrid drive and smart connectivity. The Coffee 01 is the first mass-produced car to incorporate a Qualcomm Snapdragon 8155 chip, which provides high-speed computing power. Key technology 5G, Wi-Fi connectivity, face recognition, personalisation, augmented reality display and 14" infotainment display make the Coffee 01 the technology leader in mobility. The ar-



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tificial intelligence of the Wey Coffee 01 actively learns and is always updated through over-the-air updates. The Wey Coffee 01 also scores in the area of security: 3-D object recognition ensures maximum safety for the driver, passengers and all other road users.

Also for the long haul: up to 150 kilometres electric range

In the city, the dedicated electric motor on the rear axle ensures fun to drive and quick acceleration even in pure BEV mode driving. The 135 kW rear motor can push the Coffee 01 up to 100 kph in about 7 seconds, reaching up to at 135 kph. The class leading 41,8 kWh battery ensures an electric range up to 150 km, making most of urban commuters able to drive electric on workdays, on a single charge – without the need to switch on the efficient 2.0 Turbo Miller engine (150 kW). The combined power of front engine and both e-motors reaches an outstanding 350 kW and 847 Nm. „Wey Coffee 01, thanks to both range and performance in BEV mode, allows a true electric driving experience, unique in the PHEV panorama, without any compromise in long-range driving for our customers“, says Vittorio d’Arienzo, Director of Product Planning Europe GWM.

Sporty, smart and dynamic in design too

The outstanding technological features are also reflected in the design of the WEY Coffee 01: an environmentally conscious and technologically compelling driving experience in the Coffee 01 in an elegant and dynamic design. The expressive, large and hexagonal grille and the door handles that are flush with the sheet metal are unique style statements. They ensure that the WEY Coffee 01 is instantly recognisable at all times. In the interior, the WEY sets sustainable accents with vegan materials.

„With our smart plug-in hybrid SUV, we aim to meet our customers’ expectations in terms of technical performance and ‚premium‘ quality: from its compelling electric range to its smart drive platform and ecosystem,“ says Johnson Qiang, vice president of GWM Europe. „That’s why innovation in technology, safety and zero-emission power units is an absolute priority at WEY.“

Initial deliveries of the Coffee 01 are scheduled for the first half of 2022. Great Wall Motor will initially launch the WEY brand in Germany, with other markets to follow soon. The first Brand Experience Centre will be opened in Munich at the beginning of 2022. There will be offered mobility and ecosystem services. With its user-centric ‘one-platform’ approach, all services can be ordered with a ‘swipe’ on the App. „We will focus on unique experiences and products to fulfil our users’ daily mobility needs. An interactive, community-based rewards program creates a new market and an innovative business



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model," says Gerald Krainer, Sales and Service Director Europe for WEY and ORA. Details on equipment variants and prices will be announced by the company shortly.

ORA CAT: Lifestyle meets technology from the future

The electric compact car CAT by GWM ORA has the potential to be a gamechanger: With its combination of futuristic retro design, qualitative hardware and smart information technology, it stands for a new generation of cars – sustainable, innovative and with equipment that is unique in its class. The Ora CAT is based on the electric vehicle platform ‚L.E.M.O.N.‘ from GWM. Depending on the battery variant, it has a range of up to 400 km. Driving with the ORA CAT is fun: the e-motor will be rated with 126 kW and 250 Nm, which allows acceleration from 0-50 kph in 3.8 seconds.

As standard, the ORA CAT has numerous assistance systems that equip the vehicle in the areas of safety and functions at a level that has not been seen before in the lower mid-segment. „With GWM ORA we are building up a completely new lifestyle brand in Europe. We are approaching the world of a fashion and lifestyle-oriented target group and integrate the brand into a culture of a progressive urban generation“, says Rebecca Grajecki, Brand and Marketing Director Europe for WEY and GWM ORA.

Intelligent driving and safety as standard

The ORA CAT is made for intelligent driving. Many of the features required for this come as standard in the ORA CAT: The key technology for all-round sensors ensures the best possible safety. A new generation Intel chip for intelligent driving delivers high-speed computing power. A Highway Assistant system and artificial intelligence for automated parking makes driving with the ORA CAT particularly comfortable: the Automated Reverse Assist uses a camera to record up to 50 metres of route, allowing the car to reverse automatically into a parking spot, which makes parking especially easy in narrow streets. A 5-millimetre wave radar, 12 ultrasonic radars, 4 cameras for 360 degree view and one front high perception camera for intelligent driving are available as standard for the first time in this segment. Face recognition ensures a safe journey: the system includes fatigue and distraction detection. An ultra-high-strength steel body on an extra-reinforced steel frame, 6 airbags, the latest ESP system and automatic e-call crash and breakdown assistance make the ORA CAT particularly safe. All systems are always up to date thanks to over-the-air updates (OTA). And in addition to all these safety and comfort features, driving the ORA CAT is especially fun because of the 4G entertainment system.



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Customers can pre-order both models from the end of 2021. Initial deliveries of the ORA CAT are scheduled for the first half of 2022. Details on equipment variants, sales partners and prices will be announced by the company shortly.

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About Great Wall Motor (GWM)

Founded in 1984, Great Wall Motor Co., Ltd. is an international multi-brand automobile manufacturer based in China. In 2020, the Group was among the top 15 most innovative OEMs in the Connected Car Innovation Index of the Center of Automotive Management (CAM). GWM has more than 100 subsidiaries and employs over 60,000 people. GWM has 500 networks in over 60 countries and has sold over 700,000 vehicles abroad. GWM is currently present in Russia, South Africa, Australia, Central and South America, South Asia, the Middle East and Africa.

About WEY

Founded in 2016, WEY is the premium SUV brand of Great Wall Motor (GWM). It stands for luxury combined with leading technology and is named after Jack Wey, the brand's founder and CEO. WEY has been developed by a global team of over 1,600 GWM designers and researchers in line with the highest standards of global premium brands. With Baoding as its centre, the WEY brand has formed a Research & Design network in seven countries and ten regions, covering Europe, North America and Asia and including Japan, USA, Germany, Austria and India. GWM operates under the WEY, GWM ORA, Haval, GWM Pickup and Tank brands. The company is serving three major product segments with both traditional and alternative drive technology: SUVs, passenger cars and pickups. To ensure its high-quality standards, GWM maintains strategic partnerships with well-known international suppliers such as Continental, Bosch, Webasto, BorgWarner, ZF and Hella.



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About GWM ORA

GWM ORA is the innovative and fashionable „Pure Electric Brand“ of Chinese automaker Great Wall Motor (GWM). It brings a fresh new approach to electric mobility to the European market. GWM ORA offers much more than just cars: GWM ORA stands for fashion, lifestyle, design, pop culture as well as urban culture, sharing and the joie de vivre of young, creative and progressive people. „User centricity“ is GWM ORA’s maxim – from the very beginning, GWM ORA was developed together with the people who will drive the cars. The young brand is an expression of its own individuality and its very own view of the world. It sends the message of a creative urban lifestyle – with which the car is closely interwoven. ORA’s parent company GWM is an industry leader in the design of intelligent networks and a pioneer in the research and development of key technologies such as 5G, autopilot and V2X.