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GWM ORA

## Electric driving fun with a retro-futuristic look: ORA is coming to Europe

*"ORA loves you": GWM ORA, the "Pure Electric Brand" from Great Wall Motor (GWM), is making its European debut with the ORA CAT Concept at IAA Mobility 2021*

The most important thing about our new favourite car? That it is just like us. That it makes us feel as if driving it could take us anywhere in the world we want to go – along with the people we love. The ORA CAT Concept gives us that feeling.

The image that the new electric brand GWM ORA is projecting at IAA MOBILITY in Munich reflects exactly what it is: young, creative, progressive. "ORA loves you" means that user centricity has been GWM ORA's watchword from the outset. The ORA CAT Concept was developed in cooperation with the people who will drive it, by and for the young and the young at heart who care about their community yet still have their own take on the world – trendsetters who want their car to embody eco-conscious flexibility, individuality and comfort.

And that is precisely what GWM ORA stands for. The new brand for electric mobility is a reflection of today's spirit and embraces the creative urban lifestyle of its owners. "In ORA, we are building a completely new lifestyle brand in Europe," says Rebecca Grajecki, Brand & Marketing Director, GWM Europe. "We are focusing on a conscious yet fashion- and lifestyle-oriented target group and integrate the brand into the culture of a progressive urban generation. ORA stands for sharing, joie de vivre, fashion, lifestyle, design, pop culture, urban culture, collecting memories and sustainability."

### *High-tech meets retro-futurism*

The ORA CAT Concept opens up a whole new world for us to discover together. ORA lets us explore new and exciting places and people, trendy bars in Barcelona, beach clubs along the Mediterranean or street art in Berlin. The world is our oyster – a place to roam and investigate electrically.

Depending on the mix of standard and optional features, the ORA CAT Concept offers a range of up to 400 kilometres. Its 360-degree camera system, radar sensors and road cameras capture every driving situation. GWM ORA makes smart driving functions standard for the first time in a compact car.



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Its high-tech features are coupled with a one-of-a-kind exterior. The ORA CAT Concept's retro-futuristic look combines technology and design in one unique package. Curved vintage-style lines give it a powerful and aerodynamic appearance. Retro front headlights and dynamic, wrap-around tail lights underscore the car's modern charm. The dedication to retro-futurism continues inside, with a two-spoke steering wheel and striped vintage-style seats guiding all eyes towards the futuristic, floating central touch panel.

Drivers can pre-order the ORA CAT Concept on the official GWM website from the end of the 2021.

### **About GWM ORA**

GWM ORA is the innovative and fashionable pure electric brand of the Chinese carmaker Great Wall Motor (GWM). With its new, fresh approach to electromobility for the European market, GWM ORA goes beyond mere mobility to reflect fashion, lifestyle, design and pop culture, along with the urban culture, sharing and joy of young, creative and progressive individuals. User centricity is GWM ORA's watchword, having been developed from the outset in cooperation with the people who will drive it. The young brand is an expression of individuality and a unique take on the world. It sends a message embracing the creative urban lifestyle so closely intertwined with the car. GWM 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.