



W E Y



GWM ORA

WEY makes its German debut at IAA Mobility 2021 in Munich

Impressive range, the latest technology and premium as standard: the Coffee 01 plug-in hybrid by WEY

A new brand of car is coming to Europe: WEY, the smart premium plug-in SUV from the international multi-brand group Great Wall Motor (GWM).

Smart, premium, electrified, the Chinese brand WEY is making its debut in Germany with the Coffee 01 Concept. The new plug-in hybrid is the right car for pioneers, for all smart and bold thought-leaders who want more than state-of-the-art quality – for visionaries looking for a car that combines comfort with the latest technology. In short, the Coffee 01 Concept is the choice for anyone in search of a modern premium vehicle who would like to drive a car that perfectly reflects their individuality. "Our focus is squarely on consumers' needs," says Johnson Qiang, Vice President GWM Europe. "That's why innovations in technology, safety and zero-emission power units are our top priority."

The best of both worlds

With its many high-end features, the WEY Coffee 01 Concept is part of a new generation of smart vehicles and is pulling away from the competition, thanks to a electric range of up to 150 kilometres without even having to rely on its 2.0-litre engine. Its innovative digital concept is setting new standards in the premium SUV segment. Based on artificial intelligence, the "Coffee Intelligence" driving platform "thinks" during everyday scenarios – before people get into the car, during the journey, when roads are busy, when parking and outside the vehicle – and offers customers tailored services such as automated parking. For the first time, an intelligent system combines a smart cockpit with intelligent driving to create the mobility of the future. The Qualcomm Snapdragon 8155 chip ensures high-speed computing power, making the Coffee 01 the first vehicle to contain such a chip as standard. Meanwhile, the key technologies 5G, Wi-Fi connectivity, face recognition, personalisation, augmented reality display and 14-inch infotainment screen make the Coffee 01 the mobility technology leader.

The car actively learns and updates itself over the air. The smart Coffee 01 Concept is the perfect combination of two power unit technologies: the plug-in hybrid unites the benefits of an energy-efficient combustion engine with innovative e-mobility. In a nutshell, it offers maximum driving pleasure along with the latest technology – without any limits.



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The WEY Coffee 01 is celebrating its European premiere at the IAA MOBILITY 2021 in Munich. It will be available to pre-order from the end of 2021, with delivery in the first half of 2022.

About WEY

WEY is part of the international multi-brand automobile manufacturer Great Wall Motor (GWM), headquartered in Baoding, China. The brand bears the name of its CEO Jack Wey, who founded it in 2016. An international team of more than 1,600 designers and researchers worked on innovative high-tech solutions for WEY automobiles for over five years at the parent company Great Wall Motor (GWM). In addition to the headquarters in Boading, WEY has established a research and design network spanning Europe, North America and Asia and covering key markets such as Japan, the US, Germany, Austria and India.

GWM is China's market leader for premium SUVs and was among the top 15 most innovative OEMs in the Connected Car Innovation Index of the Center of Automotive Management (CAM) in 2020. The company is an industry leader in the design of intelligent networks and is a pioneer in the research and development of key technologies such as 5G, Autopilot and V2X. GWM covers three major product segments: SUVs, passenger cars and pickups with traditional and electric powertrains for the Haval, WEY, GWM ORA, GWM Pickup and TANK brands. GWM is cooperating with BMW on a joint venture for vehicles powered by renewable energies. With the launch of WEY in Germany, GWM is entering the European market this year.