

CHERY | TIGGO

# TIGGO 8 PRO MAX

ENJOY YOUR FIRST CLASS





# Storyline - Personal Used Utilization

## **TIGGO 8 Pro Max**

*"Enjoy Your First Class"*

### **Key Talking Points :**

A **High-End Intelligent Business SUV** that mainly focus on communicating the surging power, luxury business, safety, and intelligent technologies of products.



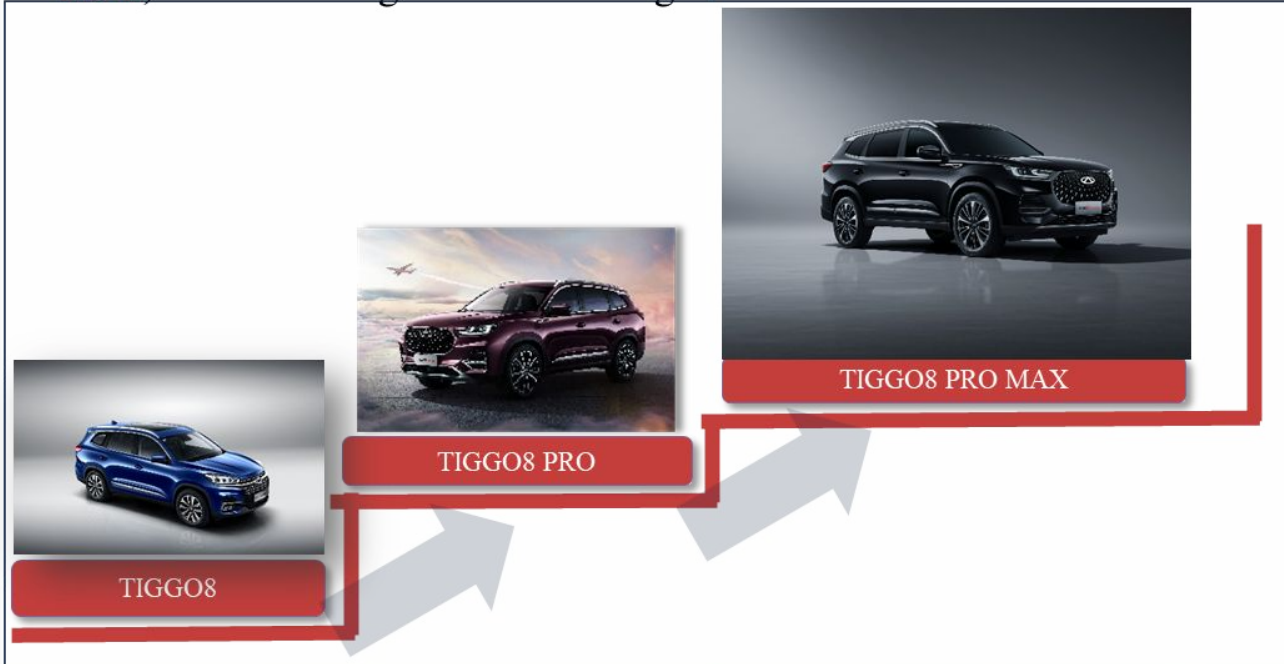


# Background & Objectives- How to understand the past and present of new products?



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- **Background:** The product power of TIGGO8 PRO MAX has been upgraded again, providing important product power support for the high-end upgrade of Chery's oversea brand;
- **Objectives:** Redefining Chery's flagship SUV, renewing the TIGGO 8 product image, shaping the **image of a high-end intelligent business SUV**, and refreshing the brand's height.



# TIGGO 8 Pro Vs TIGGO 8 Pro Max



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Tiggo 8 Pro /2.0T Luxury	Tiggo 8 Pro /2.0T Premium	Tiggo 8 pro max FWD/2.0T 2WD	T1GGO 8 PRO MAX 2.0T AWD
<ul style="list-style-type: none"> <li>• 2.0TGDI</li> <li>• Transmission 7 DCT</li> <li>• Electric Power Steering (EPS)</li> <li>• Tilt &amp; Telescopic Power Steering</li> <li>• E-PB + Autohold</li> <li>• Electronic Shift</li> <li>• 18' Alloy wheel (235/55 R18)</li> <li>• DR + As Pretensioner Seatbelt w/ Height adjuster</li> <li>• 6 Airbags ( Front, side, Side curtain)</li> <li>• Immobilizer</li> <li>• 360 HD Panoramic image</li> <li>• Reversing image with Auxiliary line on camera</li> <li>• Front &amp; Rear radar</li> <li>• ABS, EBD, BAS, BOS, ESP, TCS</li> <li>• EBA, HAC, HDC</li> <li>• TPMS</li> <li>• Speed cruise + speed limit reminder</li> <li>• Auto LED Headlight + welcome home function</li> <li>• LED DTRL , Tail light Rear lamp, HMSL</li> <li>• Flow water turning signal</li> <li>• Shark fin antenna</li> <li>• Double Exhaust pipe</li> <li>• Black interior</li> <li>• Multi color atmosphere</li> <li>• Multifunction steering wheel</li> <li>• 7 seats (2+3+2)</li> <li>• Electric seat 6-way (DR),</li> <li>• Front seat sleeping headrest</li> <li>• 2<sup>nd</sup> row 4/6 with 3 headrest</li> <li>• 3<sup>rd</sup> row 5/5 with independent headrest</li> <li>• 2-zone Automatic AC + Defogger</li> <li>• 2<sup>nd</sup> row ventilated AC</li> <li>• PEPS remote control</li> <li>• One push start button</li> <li>• Electric door mirror adjuster with side turn signal &amp; folding function</li> <li>• 12.3 inch LCD meter cluster</li> <li>• 10.25' HD DA with touchscreen, BT, USB, radio, Android Auto, Apple car play + 8 speakers</li> <li>• 8' LCD AC Panel with touchscreen</li> </ul>	<p>[All specification on 2.0TGDI Luxury + Additional Specs below ]</p> <ul style="list-style-type: none"> <li>• Lane Departure Warning (LDW)</li> <li>• Blind spot detection (BSD)</li> <li>• Adaptive Cruise Control (ACC)</li> <li>• Forward Collision Warning (FCW)</li> <li>• Autonomous emergency braking (AEB)</li> <li>• Rear Cross Traffic Alert (RCTA)</li> <li>• Door Opening Warning (DOW)</li> <li>• Traffic Sign Identification (TSR)</li> <li>• Intelligent High Beam Control (IHBA)</li> <li>• Driver's seat memory w/ welcome function</li> <li>• Driver's seat waist electric adjuster</li> <li>• Electric seat 4-way (As)</li> <li>• Main visor + Vice with Vanity mirror</li> <li>• 3<sup>rd</sup> row independent AC + exhaust vent</li> <li>• Panoramic Sunroof</li> <li>• Electric Sunshade</li> <li>• Exterior door mirror w/ illuminated light</li> <li>• Exterior mirror position memory</li> <li>• Central box with refrigerator</li> <li>• Brown interior color</li> </ul>	<ul style="list-style-type: none"> <li>● 19 "inch wheel</li> <li>● +Boss key,</li> <li>● +12.3 dual screen</li> <li>● +9 Air bags</li> <li>● + 540 panorama</li> <li>● +LKA、TJA、ICA,</li> <li>● +GPS navigation</li> <li>● +50W fast charge</li> <li>● +Seat ventilation</li> <li>● 24.6 Curved dual cream</li> <li>● Foglamp</li> </ul>	<ul style="list-style-type: none"> <li>● AWD</li> <li>● + Skylight Ambient Light</li> <li>● + 10 Speakers</li> <li>● + Privacy Glass</li> <li>● + Fragrance System</li> <li>● +DMS</li> <li>● +Full size spare tire</li> <li>● 10 air bags</li> <li>● -foglamp</li> </ul>
		<p>plus it has all the specs and features available on the tiggo 8 luxury and premium</p>	



## 2. Main upgrade points of the product



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### Appearance and interior trim

1. New diamond-shaped front grille + luminous LOGO
2. 19-inch sports hub
3. New business-style interior trim



### Luxury and comfortable

1. Ventilated front seat
2. SONY 10 speakers + multi-color atmosphere light



### Scientific and intelligent

1. W-HUD head-up display
2. 540° high-definition panoramic image
3. 50W fast charging for mobile phone
4. Type-A + Type-C



### Safe and convenient

1. 10 safety airbags
2. 11 ADAS functions
3. Intelligent built-in drive recorder

