



**BAIC**

*LEADING THE FASHION TREND*

**NEW X35**

*I DESIGN*

*I FAST*

*I ECONOMIC*

[www.baicuae.com](http://www.baicuae.com)





## BAIC PASSENGER CAR

BAIC SENOVA, a new sedan series, was built up based on the acquisition of SAAB core intellectual property. Owning many automobile technologies, SAAB's persistent pursuit in technology and safety makes it Swedish royal vehicle. Inheriting the performance gene of Saab, BAIC absorbs SAAB's technical solution, quality system and inspection standard, transforms them into its own business chain flow, and forms its unique product advantages – TESC (Turbo, Equipment, Safety, Control). In May 2013, the first sedan, SENOVA D70 was officially launched, has now become one of the classic vehicles of BAIC Group.



1958

BAIC produced the first sedan of China:  
"Jinggangshan" Sedan



1961

BAIC developed the first light off-road vehicle of China, and BJ210/212 had been China's most popular model for three decades.



1966

BAIC developed the light truck BJ130 and became the largest producer of light trucks in 1975



1984

Beijing JEEP  
The first Sino-foreign joint venture of China's automotive industry and achieved the historical inheritance of off-road vehicle



1996

FOTON  
Dual development of passenger car and commercial vehicle



2002

Beijing Hyundai  
was established and its production and sales volume exceeds one million per year.



2005

Beijing Benz Automotive Co., Ltd. was established and it has built the world's largest and most comprehensive passenger vehicle manufacturing base of Mercedes-Benz



2009

Purchasing SAAB to absorb overseas advanced standard to enhance self-owned brand development.



2010

Full-scale acceleration of self-developed products.



2012

Self-developed series  
SENOVA was established.



2013

Become one of the Fortune Global 500 for the first time. The launch of EV150, BAIC's first electric vehicle, technological change from gasoline car to electric car.



2015

X25 the launch of BAIC's first SUV product



2017

Ranked 137th in the Fortune Global 500  
BJ80 used again as the president's vehicle at the military parade to mark the 90th Anniversary of PLA.



2018

60th Anniversary of BAIC.



2019

Baic Group's turnover exceeded 500 billion yuan.



## Appearance

Eagle Eye Blackened LED Headlights, L-shaped Daytime Lights, Suspended Roofs, Petal Wheels, Skyline Tail Lights, Water Flow Turn Signals, Multi-function Operation Air Conditioning Controllers, Cool Light Luxury Interiors. Sports sideways design. Family front face styling

## Ingenuity & Intelligent

Luxury wingspan seat, Innafa panoramic sunroof, idle noise 38dB, air quality VOC, automatic headlight + automatic wiper, EPB electronic handbrake, front and rear charging port, intrinsically safe, active safety, passive safety. Convenient design. Voice control. Online navigation.

## Power

Ultra-low wind resistance coefficient. ThyssenKrupp Electric Steering.  
Luxury wingspan seat, EPB electronic handbrake, front and rear charging port, intrinsically safe, active safety, passive safety







**A masterpiece**  
Award-winning appearance

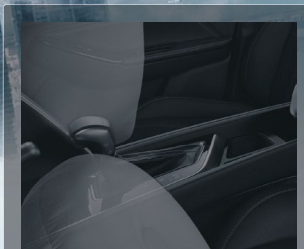
**Brilliant light**  
205 quality LED light sources across the car



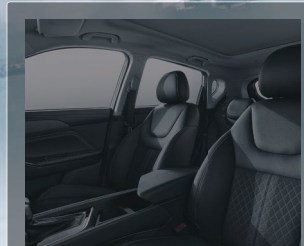




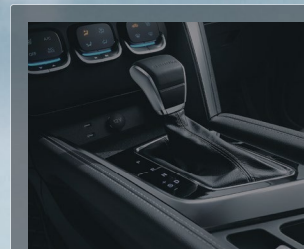
Double-screen linkage  
5" liquid crystal meters + 9"  
big console screen



Fine protection  
6 air bags + anti-rear end  
collision system



Faster acceleration  
Better-than-peer 0-100  
acceleration capability



Gold equipment  
Super-strong 1.5t+CVT power  
available across the line



Panoramic sunroof

## Comfortable / Intelligent Comfort / intelligence

TECHNOLOGY ALLOCATION , EFFICIENT KINETIC ENERGY , SPACIOUS SPACE GIVE YOU A COMFORTABLE DRIVING EXPERIENCE

Spacious storage space , Wraparound cockpit makes family journeys less crowded ; Intelligent technology console , The function is convenient and easy to operate , it can bring rich audio-visual experience.





# SAFE | ENJOYABLE HIGH QUALITY DRIVING EXPERIENCE

Intelligent technology simplifies the driving process and user-friendly details make you more comfortable and safer.



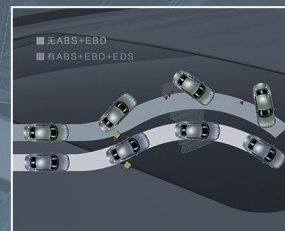
Starry runroof  
Ultra-big panoramic sunroof making up 64% of the ceiling



The next generation surrounding interior design



Magic space



Premium equipment  
Bosch 9th generation ESP + TPMS + HHC + EPB available across the line











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