

DONGFENG FORTHING T5 EVO

Dongfeng Liuzhou Motor Co.,Ltd

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Chapter 1

Presentation of Product

Renewal Background of FORTHING Brand



As an important member of Dongfeng Group, Dongfeng Fengxing has provided high-quality car-owned services to nearly 2 million car owners in the past 20 years;
The current generation Z has gradually become the mainstream of automobile consumers. For providing them with better services, FORTHING starts the brand renewal focusing on a younger and more dynamic passenger car brand

Slower growth of auto market , and more intense competition

宏观经济不断承压，汽车行业经历黄金十年发展之后，开始进入增速放缓甚至下跌的波动调整期，竞争进入白热化，品牌越发重要

中国乘用车¹历史销量²及预测 (2005-2025E) [百万辆]



Consumer demand upgrades in PV market

乘用车核心面临新技术颠覆产业结构、竞争深化、蓝海机会转移、消费需求成熟、创新模式兴起和政策驱动合规技术升级的趋势

乘用车外部趋势分析

行业趋势	对品牌的启示
1 出行方式变革 自动驾驶和移动出行将颠覆产业链结构，传统车企孔板整车制造阵地寻求机遇	积极探索品牌从制造商到服务商的形象转变，积极融入出行和体验概念
2 竞争格局挑战 汽车产业进入下行通道，竞争新常态下自主品牌升级加速，落后玩家或遭淘汰	品牌建设成为未来核心竞争力之一，寻求品牌向上、品牌差异化成为当务之急
3 蓝海机会转移 主流市场增长乏力逐步饱和，细分市场不断分化，蓝海机会向细分市场、高端品牌转移	需关注不同场景下的客户需求，从品牌战略出发完善产品和服务的定制化设计
4 消费需求成熟 年轻化与消费升级将激发个性化需求，增强换购与人群结构变化带来关注点转变	品牌需精准针对目标人群进行设计，积极接收市场反馈确保品牌及时响应客户需求
5 创新模式兴起 新零售、新媒体的发展带来用户全生命周期的渗透，各触点新模式崛起	品牌营销需关注品牌面向不同时期、不同人群的差异化营销策略，实现精准营销
6 政策驱动升级 新能源政策由补贴驱动转向“双积分”引导，驱动燃油车降油耗、电动车量产出	在产品架构、命名体系中充分考虑未来针对新能源产品的拓展性

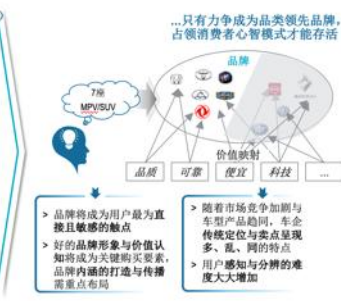
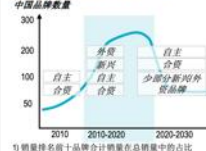
Severe homogeneity of products, elimination accelerates

市场竞争加剧、产品同质化的背景下，市场必将面临整合，未来腰部尾部不具备特点品牌将逐渐被淘汰

品牌重要性



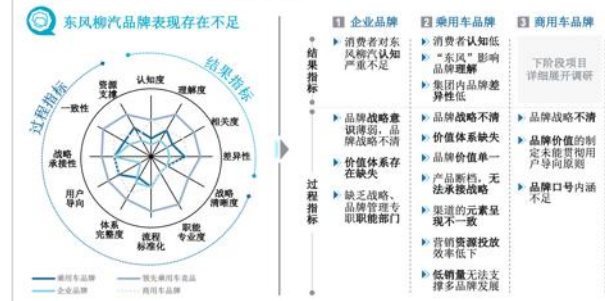
未来腰部尾部品牌淘汰压力大...



We still need to improve

从过程指标与结果指标对品牌现状进行评估，我们发现东风柳汽在企业、乘用车及商用车品牌表现与领先自主品牌相比仍有差距

东风柳汽品牌现状评估及背后原因分析



New position

New brand strategic positioning
Raise the level of corporate strategy and inherit assets for a century

Strategic level gives the "Fengxing" brand full attention, and intend to build into core brand

New concept

New connotation positioning
Base users upgrade and users change

Customize new brand value according to the demands of the target population, understand and continue to track the demands

New image

New English brand name logo to create own PV brand

Establishing an English name, using the existing "Forthing" as an international brand, and adopting a new logo

DONGFENG FORTHING

T5 EVO

New Value

New LOGO

New Concept

全新风行

① The core values of brand

Brand slogan—— Be popular and forge ahead bravely
Brand vision—— The leader of professional travel service leaning on consumers
Brand mission—— Devoted to make consumers enjoy the travel
Brand value—— Smart space,enjoy everthing
Brand consumers—— Fighting youth

- Brand elements
- ② Design concept
- ③ Service brand
- ③ Technical brand

Design concept —— Frontal dynamics
Service brand—— The DONGFENG FORTHING plan
Technical brand —— Super cube EMA architecture

④ Models

T5 EVO ——Design language, function, pre-sale price

Brand value support

Improve core competence based on 4D, and support smart space

Design space

Construction of enterprise multi-disciplinary Digital Collaborative Design Integration Platform (CAE)

General layout, man-machine development and software improvement

Construction of man-machine flexible test bench

Digital space

Automatic driving development in park

Intelligent cockpit development

Development of digital Bluetooth key 2.0

Driving space

Development of vehicle sealing performance

Building green ecological cockpit

Research and development of new energy power and battery technology

Defend space

Research and development of vehicle crash safety performance improvement and body response technology

Upgrade and development of advanced intelligent driving assistance system

Development of after sales technical diagnosis platform

New logo- King lion

This new logo perfectly combine the shield's guard power with the lion's attack power

The shield is a safety and guard to protect users' safe travel;

Lion is confident and fearless, is brave to move forward, and brings drivers passionate when driving.

Name: King Lion



FORTHING likes a lion that has been sleeping for a long time and is ready to wake up, it has the strength to store energy, meet the times with the posture of awakening and move forward bravely. Always with fighting attitude, brave, confident, strong and powerful. It means our attitude of bravery, self-confidence, fearlessness, a sense of strength just like a brave lion

Moral: FORTHING, Move Forward Bravely

FORTHING New connotation-FORTHING



New logo FORTHING is combined with FORTH(means forward)+ING(means continue), sounds like “fengxing”, it means “FORTHING move forward bravely”

FORTHING

New logo FORTHING is combined with FORTH(means forward)+ING(means continue

FORTH means to move forward,

highlighting the momentum of continuous upward trend and leapfrog development all the way and the forward goal direction

ING means continuous and ongoing, so as to highlight the popular development trend and never-ending determination

FORTHING, Interpreted as "all the way forward", it is an affirmation of the strength of the popular stage

It also represents our brand declaration - positive R & D, innovation and all the way forward!

For consumer, there is also a beautiful moral, which indicates that the broad road will be popular and move forward bravely!

In pronunciation, FORTHING sounds like “fengxing” closely matches the brand name, which is easy to publicize and spread

transliteration: fengxing

meaning: move forward

Moral: FORTHING, Move Forward Bravely

Forthing³ Evolution

Design Evo

Tech Evo

Service Evo

A New Design Concept—Frontal Dynamics

The design team composed of Chinese and foreign designers tailors a design concept for the spiritual needs of young people——frontal dynamics.

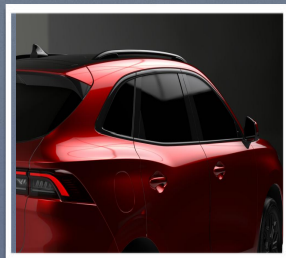
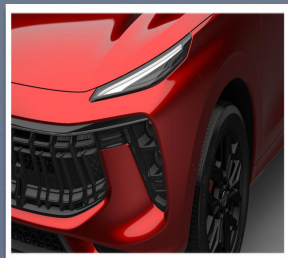
"Frontal" means that it provides contemporary youths with the ultimate breakthrough and unstoppable frontal experience.

"Dynamics" symbolizes their vigorous power of pursuing beauty.

In line with the visual aesthetics of young people in the new era, and demonstrating their life attitudes of self-confidence and vitality, the design concept belongs exclusively to this era.

Simple and Fashionable Design

Perfect combination of **fashion** and **power**



“

”

Frontal Dynamics

New platform - Super Cube EMA architecture

Sedan



SUV



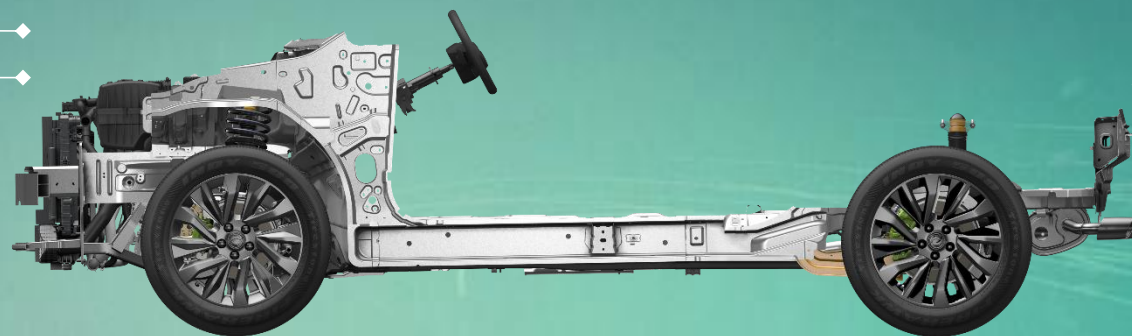
MPV



Super Cube EMA modular architecture

expandability dexterity space variable seats

Covering the three categories of sedan, SUV, MPV B,C,D a total of 11 basic models
Compatible with 5 seats, 6 seats, 7 seats and 9 seats a variety of number of seat combination, and the seat combination is changeable, can be moved, multiplied and retracted



4+1 architecture, 117 standard modules, the universalization rate of 70%

- ◆ wheel base 2615~3200mm
- ◆ wheel track 1554~1630mm
- ◆ vehicle length 4500~5350mm
- ◆ vehicle length 1800~1940mm



New service - The Forthing Program



用心服务，舒心享受

Forthing Program

Attentive service, comfortable enjoyment

- 风行者锋潮生态圈 - Forthing ecosystem

近60项
智能管家功能
Nearly 60 smart butler
services

7项
风行服务准则
7 Forthing service criteria

500+
经销商网络
500+ Dealer service network

24小时
车外生活延展
24 hours out-of-car
life extension

New Forthing First New Car - Forthing T5 EVO

*Dongfeng Forthing new brand
refresh, T5 EVO as the first landing
model of the new brand has the
important mission of **driving the
brand** by products and **promoting
the brand**.*



Chapter II

1M3C analysis

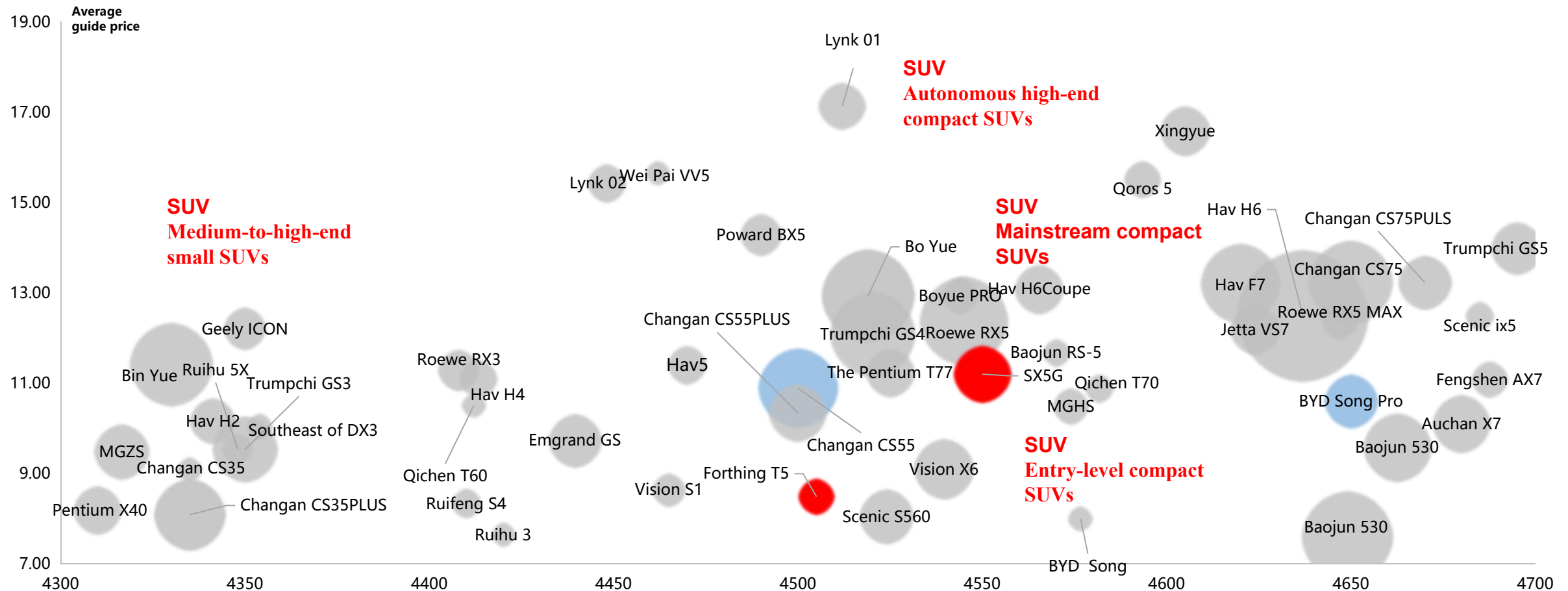
Market analysis | Population analysis | Product analysis

Market analysis-target market competition pattern and competitive product positioning



- The independent A-level SUV competition pattern diagram is divided into three categories: entry-level compact SUV, mainstream compact SUV and high-end compact SUV;
- Forthing T5 Evo has entered the **mainstream compact competition circle**.

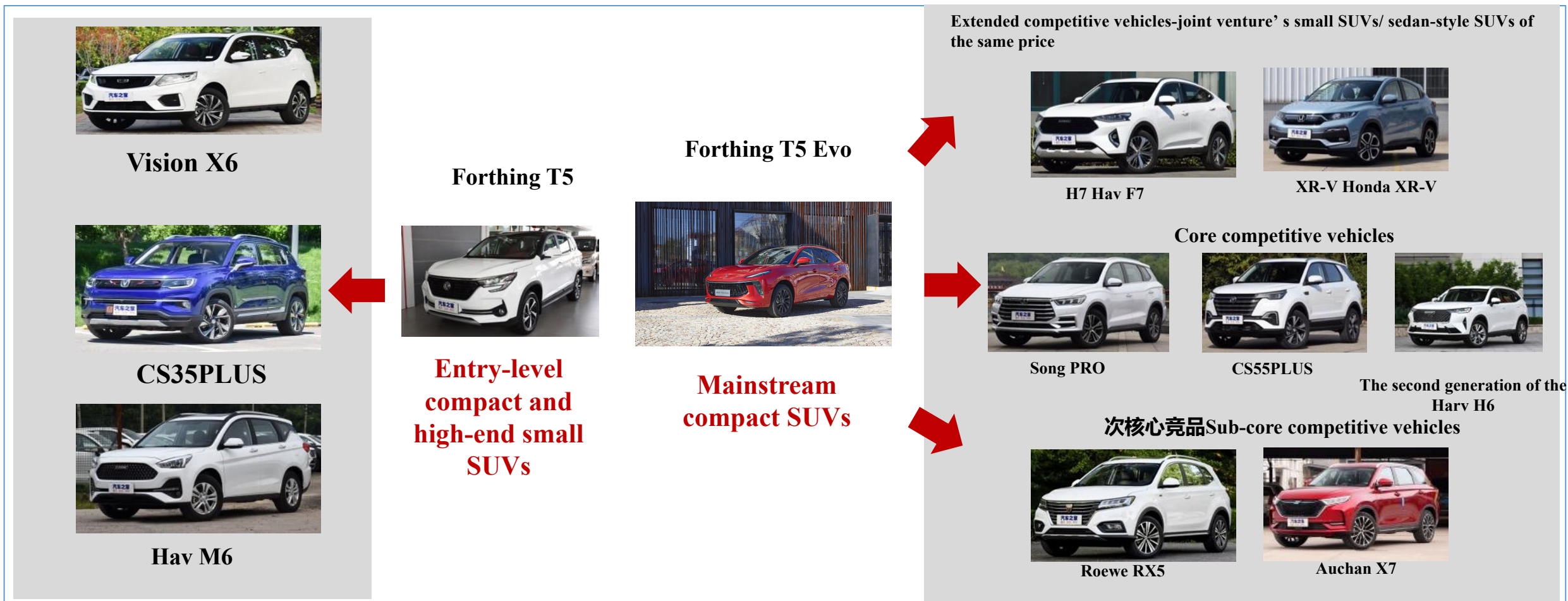
Independent SUV market competition pattern-compact SUV will be further segmented, T5 and forthing T5 Evo will focus on different market segments



Market analysis-Target market competition products of this product



- T5 is focused on entry-level compact SUVs, while Forthing T5 Evo focused on main mainstream compact SUVs, forming different combination collocation;
- According to the attributes / price / market performance, **Song PRO, CS55PLUS, the second generation of Hav H6** are selected to be Forthing T5 Evo's core competitive vehicles, sub-core competitive vehicles---RX5/GS5/ Boyue and other star vehicles can also be attracted; On extension, a small number of joint venture's small SUVs and sedan-style SUVs of the same price can be attracted.



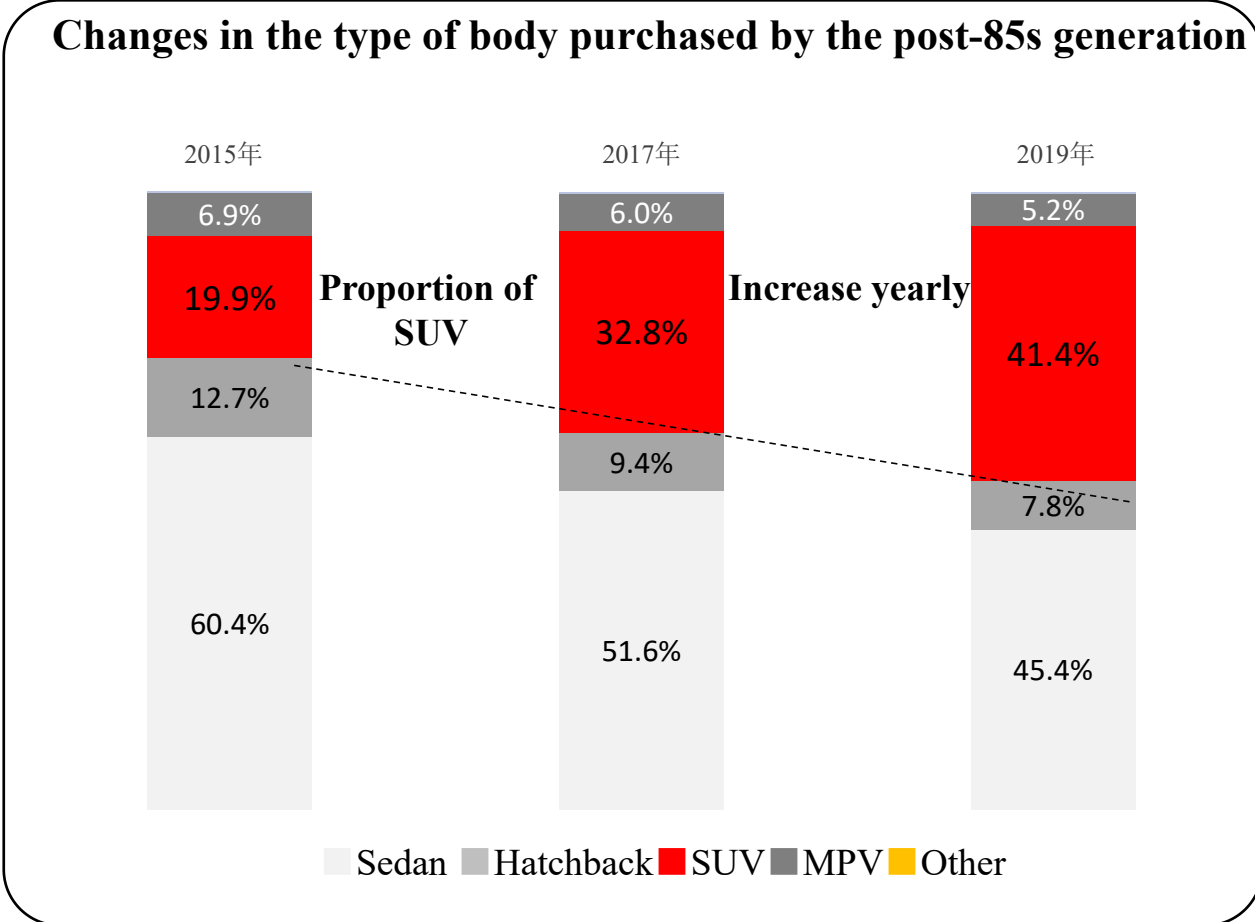
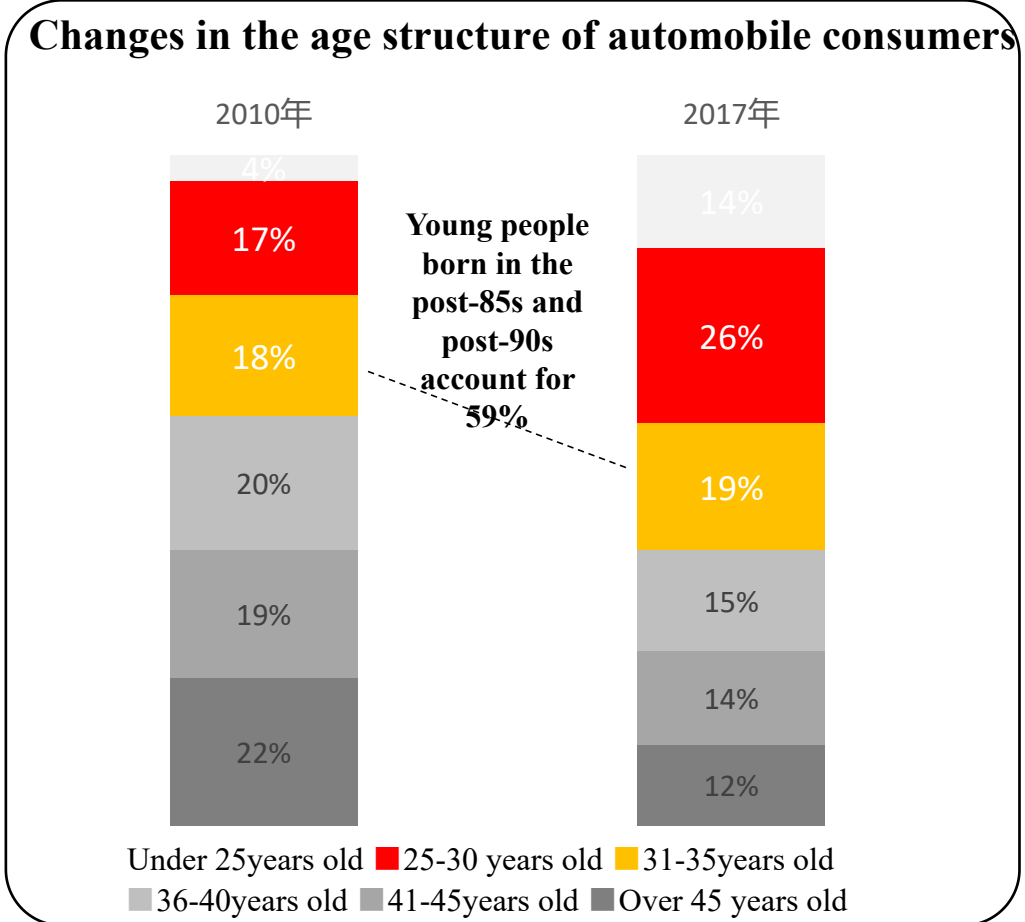
Chapter two

1M3C analysis

Market analysis | **Population analysis** | Product analysis

Population analysis-characteristics of target population

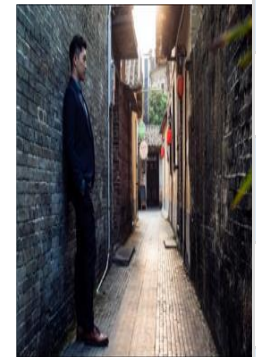
The post-85s and post-90s generation are the absolute main car buyers, moving closer to SUV models



Data source: China passenger car consumption upgrade report; BACMOTORS 2019

Population analysis-profile of target population

Characteristics of user groups



Gender/family	Male, married with children, family based
Age/Education	25~35 years old, college degree and below mainly
Income status	The annual family income is mainly from 90,000 to 170,000 yuan
Car buyers	Mainly general staff of private enterprises, bosses/owners/partners and grassroots managers of enterprises and institutions
Main purpose	Traveling to and from get off work, picking up family and children, entertainment, shopping, leisure travel, etc.
Car buying factors	Appearance, quality, safety, comfort, space, etc.
Life value form	Pay more attention to self, fine in the inside, decent in the outside, always pursuing better and more cost-effective within the scope of ability
Regional distribution	<ul style="list-style-type: none"> • Third-tier and below areas • The first and second lines are mainly non-central urban areas and suburbs

Consumption philosophy

- Fine in the inside, decent in the outside, always pursuing better and more cost-effective within the scope of ability
- Perceive product quality from the intuitive aspects of **product design** and **workmanship details**. Good design will attract them to continue to consider the **cost-effectiveness, space and quality assurance services**; pay attention to information and hotspots in **safety, technology, and games**, hoping to get a certain degree **power release**
- Shop around for the products within the price budget
- Product prices should be within the budget. Large items should be within the budget. Family members' opinions will be considered, and low-cost installment methods will be tried to relieve temporary economic pressure. Preference for fashionable and sporty clothing, and no brand requirements.

Family situation

Family members: married, family formation period

Living environment: the surrounding supporting facilities are general, living in the suburbs of the city

Family environment: reunite with parents on holidays, good family relations



Living conditions

Living status: The standard of living is lower than average; life is compact and regular, living in harmony with colleagues and friends

Life scenario: Normal commuting to and from get off work during workdays, occasional overtime work, and stress relief by playing games and mobile phones during breaks

Hobbies: Normally gathering with friends, playing ball, driving in the suburbs on weekends, paying attention to new things in technology and intelligence.

Car attitude

- The first purchase user, the budget is about 100,000
- Buying a car is mainly for home use, commuting to and from get off work, leisure time
- Vehicles provide great convenience for life

Target Analysis - Target Scanning

WHO
他们是谁



Role Rising in emerging cities

[Leading population]

Family pillar and lifestyle leader

Full of passion
Restless
Innovative and enter
Having the spirit of [fighting]

精神面貌
Spirits

Hard work is
the attitude of
life

Age
range

The population of 90' s referred
broadly becomes the mainstream

(1985' s to 1995' s)

New urban youth



Live your own
New ideas
New life
New pursuit

Young Generation

To build **ideal life** with **freedom and courage**

Target Positioning



New Generation with Endeavor

- **Fighting:** full of passion, vision and motivation for a better life
- **Progress:** pursuing quality, unique vision and life with intelligent network
- **New:** a young generation full of vitality and willing to accept new things

Automobile consumption view

They have the "most positive" evaluation of independent automobile brands

The car must be able to meet the overall needs of travel and life

The car's tonality conforms to its own personality and free quality

Lifestyle

Rely on the Internet and often be active in social media; Pursue interconnected intelligent life

Main consumption fields: clothing fashion accessories, sports and electronic products

Values

Like to socialize and pay more attention to process experience

Hobbies

Parties, dinners, outings, etc

Personal leisure activities, such as karaoke, music and sports

Entertainment activities: online games, variety shows, mobile games, star chasing, etc

CHAPTER TWO

1M3C Analysis

market analysis| group analysis| **product analysis**

T5 EVO Core Product Strength



**Fashionable appearance
of trend**



**Surpass joint venture
quality**

Second China's beautiful



**Overall leapfrog
benchmarking**

Concept of making cars

With the price of independent brand, you could enjoy the performance and quality of 300,000-class joint venture and luxury car.

Interpretation of product advantages



— fashionable and dynamic —

Fashionable and Dynamic

Fashionable
appearance

Fascinating
car color

A Fashion and dynamic

on of the Metro
faces in the crowd
a wet, black bough
-- Ezra Pound

Smooth and flexible top line: sports and trend

Sharp waistline with lion leaping style: strength and power

19 inch plum claw sports hub: passion and desire

Sharp waistline with lion leaping style shapes a strong sense of muscle and outlines the tensile force like a posed beast

A variety of sharp lines are used to carve light and shadow to create a sense of luxury and superiority. Blend of power and movement

A Fashion and dynamic

King's potential rear design combined with subducted tail, which is full of strength and power



subducted tail

King's Potential Rear
the posture of the king

Thunder wave 4 exhaust
Dynamics



Sunroof dimensions:1366×870 open
尺寸: 680×700
Size: 680×700

Sky eye Max panoramic skylight

cool tinted roof

A Fashion and dynamic

Front and rear light groups of sword eyebrow blade: shining and striking

Led hunting eye headlights: high brightness and low energy consumption

Roaring front grille: firm and domineering

beast bionic front face design

It adopts beast bionic front face design, matching with tusk front grille and hunting eye headlights
Standing in front of the car, a wild sense of strength and aggression came to your face

A Fashion and dynamic

Unwilling to be mediocre in color, we made a fashionable and bold attempt

8 personalized cool colors are carefully allocated for T5 EVO, so that each "back wave" can find its own hue



Jasper Cyan



Bright Moon Gray



Space-time Blue



Aurora Green



Agate Red



Star White



Bauhinia Pink



Star shining black

Explanation of Product Advantages



— Superior quality —

Superior Quality

Put people
first

Superior Performance

Strong system
guarantee

B Put People first

L3 level low odor environmental protection cockpit

Put people first is to give users a healthy environment. T5 EVO starts with "odor", and uses new antibacterial and antibacterial eco-friendly materials in the cockpit. In the engineering design process, a professional "Golden Nose Team" was established to screen out high-standard raw materials through the odor evaluation of more than 200 materials. The processing and manufacturing of the entire interior decoration has increased by 15 processes, and the cost has increased by 4 times.



Order number	Inspection items	Inspection result (mg/m3)	Limit requirements (mg/m3)	Conformity determination
1	Benzene	ND	≤0.11	符合 Conform
2	Toluene	0.03	≤1.10	Better than 36 times
3	Xylene	0.07	≤1.50	Better than 23 times
4	Ethylbenzene	0.03	≤1.50	Better than 50 times
5	Styrene	0.02	≤0.26	Better than 13 times
6	Formaldehyde	0.03	≤0.10	Better than 33 times
7	Acetaldehyde	0.03	≤0.05	Better than 1.6 times
8	Acrolein	ND	≤0.05	Conform

Note: the data are from automotive industry standards.
 The detection limit of acrolein is 0.001mg/m3, and the test result of acrolein in this sample is lower than the detection limit, "ND" indicates.

- FENXING VOC(formaldehyde, acetaldehyde and other harmful gases) laboratory
- VOC volatilization is less than 10% of the national standard

Create an unparalleled healthy cockpit environment for T5 EVO, ensuring that the detection content of ethylbenzene is only 1/50 of the national standard, the detection content of toluene is only 1/36 of the national standard, and the detection content of formaldehyde is only 1/33 of the national standard. This demanding standard, comparable to or even surpassing millions of luxury cars, truly cares for the health of every consumer.

B

“Put People First”

37 Smart Storage Spaces

Put people first is to give users convenience. After more than 1000 national surveys, more than 100 usage scenarios have been summarized. 37 smart storage spaces are arranged in T5 Evo, which is the first in the same level. We have thought of what the user thought, and we have done what the user did not expect. It can be said that this vehicle has a huge space and items can be placed smoothly in it.

Door panel storage tank



Big glove box



Door handle storage tank



Central control storage box



Wireless 15W fast charging



Concealed hook



Center armrest box (refrigerating / heating)



Left lower protective plate storage space





“Put People First”

Full Speed Domain L2 + Intelligent ADAS System

Put people first is to keep pace with the times. In the era of intelligence, there is no luxury without technology. We focus on advanced technology to create the "most comfortable" luxury experience. T5 Evo provides L2 + intelligent driving system. This system is equipped with Tesla's top visual perception chip (Mobileye EyeQ4 chip). With 17 sensors in all directions, no dead angle monitoring, 12 auxiliary driving functions and 4 million kilometer road test database, it has cast a leading target perception performance at the same level.

项目	L2+	L2	L2+级自动驾驶
ACC自适应巡航	●	●	是在L2的基础上，让汽车能够完成更多的动作，诸如转向、变道等，从而使车辆在特定条件下能够自己沿设定路线行进。
LKA车道保持辅助	●	●	
AEB自动紧急制动	●	●	L2级自动驾驶 是对车辆的启动、加速减速、制动、车道保持等进行辅助，以减缓疲劳。
IHC智能大灯控制	●	-	
TJA交通拥堵辅助	●	-	
BSD盲区监测	●	●	
LCA变道辅助	●	-	
			注： 主销车型开始配置，随配置进行增配。

B

“Put People First”

Immersive First Class Seats

Front passenger seat boss buttons

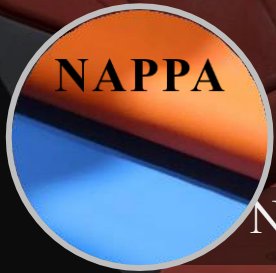


Electric seat ventilation/heating/massage



NAPPA

NAPPA leather



Virginia Dragon platform skeleton



Front passenger electric control buttons



Equipped with high-quality interior, it can only be owned by luxury cars that cost 300,000 RMB. NAPPA leather seats with massage function, front passenger seat boss buttons and armrest box with refrigerating / heating function, it perfectly interprets the luxury concept of putting people first.

B Performances Beyond the Same Class

High Energy and Low Consumption Combination



Power-on, the T5 EVO is fitted with one of the world's top 10 transmissions, the Getrak 7-speed wet dual-clutch gearbox, matching the Mitsubishi 1.5TD high-performance engine. The engine has experienced 8 million km reliability test, the maximum horsepower is 197 (maximum power is 145KW), 100 km fuel consumption is only 6.6L, the best in the same class. In power performance and fuel consumption performance, to achieve a perfect balance.

Mitsubishi4A95TD

High temperature test, plateau test, high cold test



7 speed wet double clutch



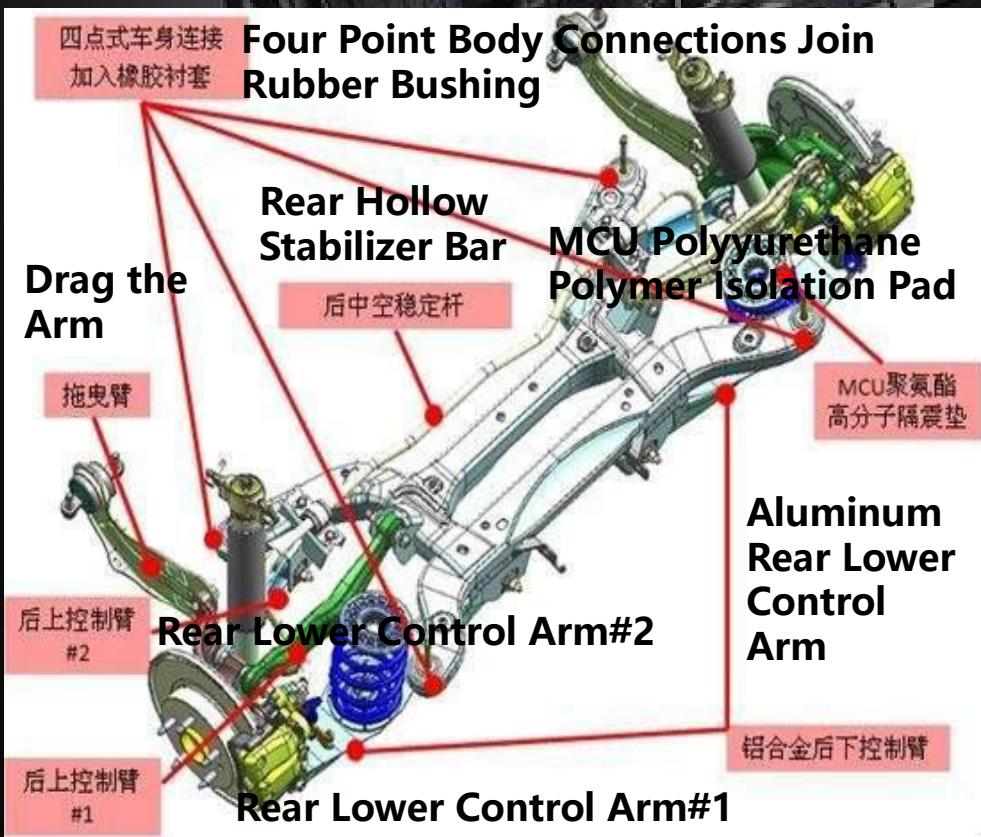
5,000,000 km vehicle validation, 1,000,000 km powertrain validation

Performances Beyond the Same Class

Comfortable Driving

B

With leapfrog chassis handling performance, it brings the driving texture of luxury car class. After professional adjustment, the chassis of a number of core indicators are beyond the German MODEL of 300,000 class SUV and bring users carefree driving experience.



- Reduce the change rate of front wheel toe-in, improve the stability of straight line driving and reduce tire wear;
- Increase the rate of camber change, effectively increase the ability to resist the roll, improve the curve driving performance;
- Reducing brake flexibility can improve driving stability and fatigue endurance of parts.
- Improve kingpin caster angle and return to positive at high speed can bring high stability.
- Increase the longitudinal flexibility of the wheel center, enhance the comfort of impact and turbulence;
- Improve the backwardness of the platform wheel center to improve the comfort of shock and turbulence;
- Reducing the lateral force flexibility can improve the operating stability;
- The operating range of the steering wheel is small, the steering response performance is improved, and the steering stability and accuracy are improved.



Performances Beyond the Same Class

37 decibels deep sea level mute design

With a higher level of comfort, it brings a comfortable experience like a luxury car. In NVH performance, T5 EVO ensures that idle noise is as low as 37 decibels by means of “reduction, separation, absorption and blocking” to meet the deep-sea level mute standard. Superior to the German benchmark models, so that the enjoyment is no longer exclusive to luxury cars.

减 reduction

- Use a new Mitsubishi engine with low noise reduces noise from the engine itself;
- Use high frequency silencers to reduce supercharger whistling problems;
- Use Helmholtz resonance cavity to optimize the intake noise of the intake system;
- Webasto sunroof has high operating stability, and the operating noise is 5 decibels lower than domestic motors;
- Use silent tires to reduce tire noise.

隔 separation

- Use imported luxury car-grade material (EVA+PU) with a thickness of 30mm;
- The medium and high frequency noise enters the PU foam material similar to the honeycomb structure and oscillates back and forth, and the energy is dissipated successively, thereby separating some noise.
- High-density EVA forms a powerful sound barrier that directly reflects back some of the noise intended to transmit.

吸 absorption

- Newly added high-pressure oil rail acoustic package, omni-directional noise absorption, reduce injector noise resonance;
- The rear damper is installed vertically, and the installation point of the trailing arm bushing is raised to absorb the resonance noise generated from the impact of the road surface;
- The rear subframe is connected by four large diameter rubber bushings, which can effectively filter and absorb the vibration noise from the road surface.

堵 blocking

- The front wall through-hole sealing prevents the wire harness and pipeline through the plate hole in the gap hole leakage sound;
- The entire vehicle's waterproof membrane, trunk mat, sealant at the connection of various parts, bottom carpet, etc., blocks noise from the cabin, chassis, outside the car.

A side view of a bright red car, likely a hatchback, parked on a paved surface. The car's body is highly reflective, showing clear highlights and shadows. The background is slightly blurred, suggesting an outdoor setting.

B

Performances Beyond the Same Class

Adopt the 2K varnish spraying process used in luxury cars

Remodel independent brand value standards with beyond advanced craftsmanship. T5 EVO uses the 2K varnish spraying process used in luxury cars, reducing the paint surface of the whole vehicle by 65%, improving anti-aging 30%, and the acidity and corrosion resistance by 2 times; Scratch resistance of paint film is increased by 3 times, and slight scratches can repair themselves. These performances surpassed many joint venture brands.

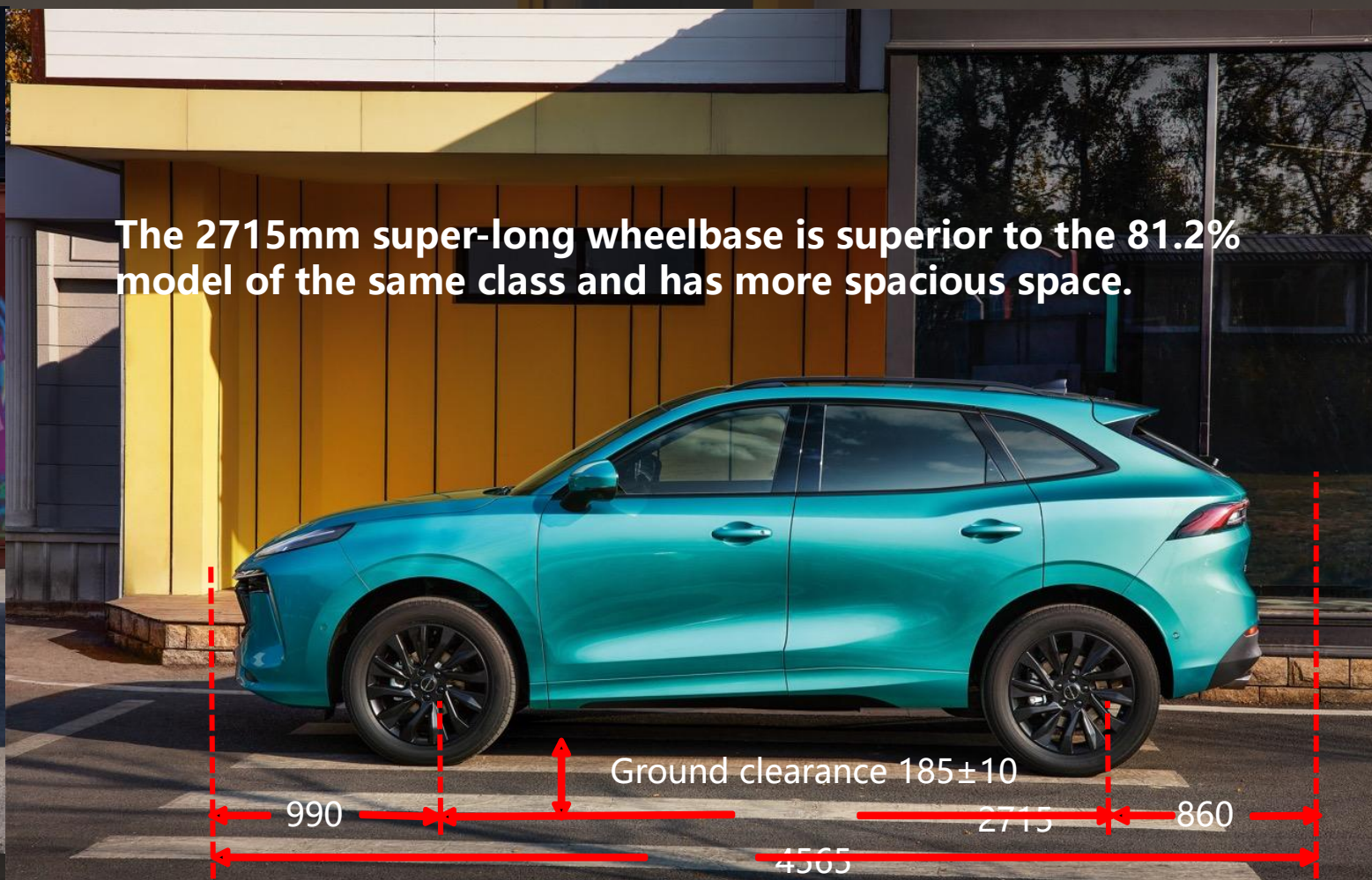
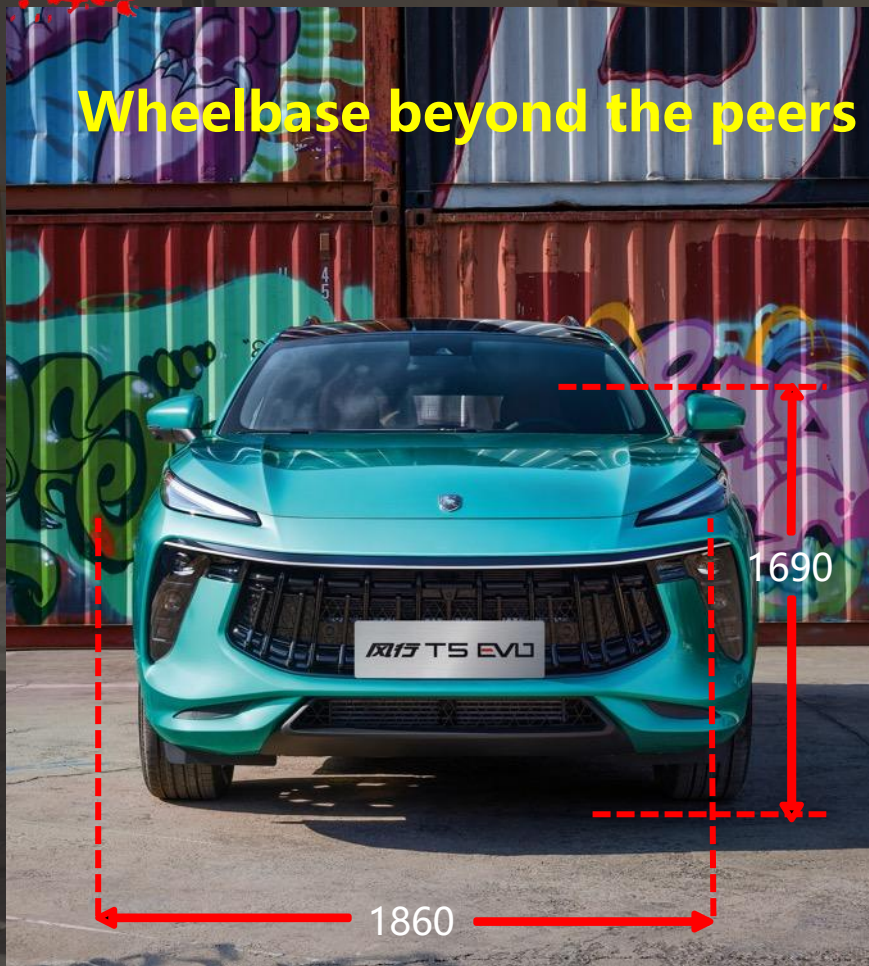
Compared to 1K car paint:

- 1、VOC emission reduces by 65%
- 2、Anti-aging reaches 3000H
- 3、Acid resistance increased by 2 times, to the highest level 0
- 4、Corrosion resistance increased by 2 times
- 5、Scratch resistance of paint film is increased by 3 times, and slight scratches can repair themselves.
- 6、Glossiness remains up to 25%

2、抗老化达到 2、2。

B Performances Beyond the Same Class

Wheelbase beyond the peers



The 2715mm super-long wheelbase is superior to the 81.2% model of the same class and has more spacious space.

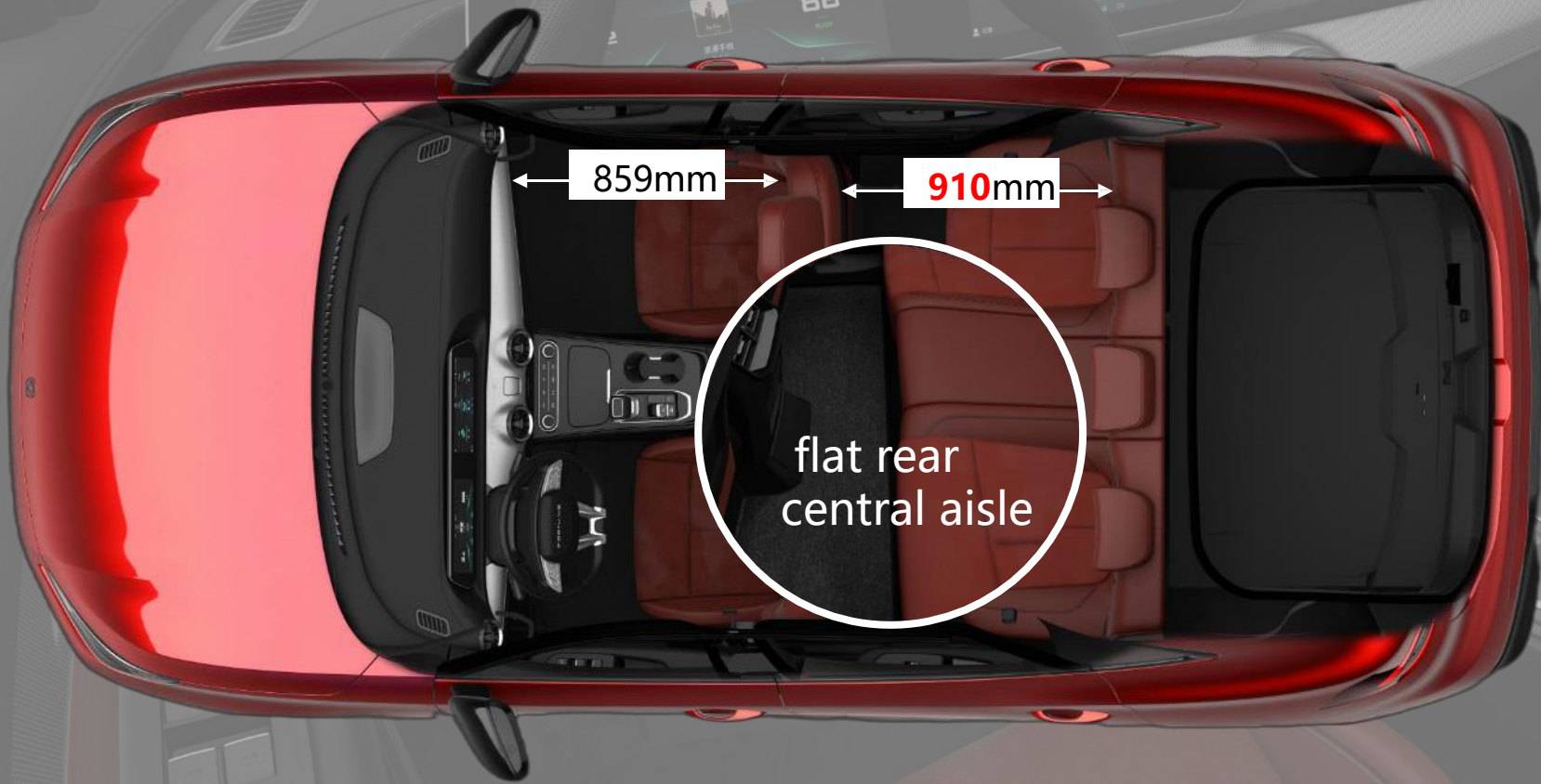
Super-long wheelbase for the same grade: wider and more suitable interior space

Vehicle model	T5 EVO	CS55 PLUS	吉利博越 PRO	SONG PRO	RX5 PLUS
轴距 wheelbase	2715	2700	2670	2712	2700

B

Performances Beyond the Same Class

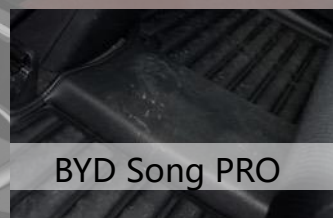
flexible space



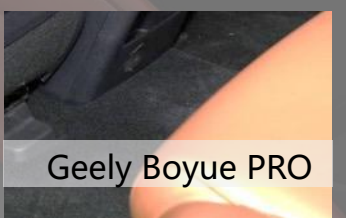
ChanganCS55 PLUS



ROEWE RX5



BYD Song PRO

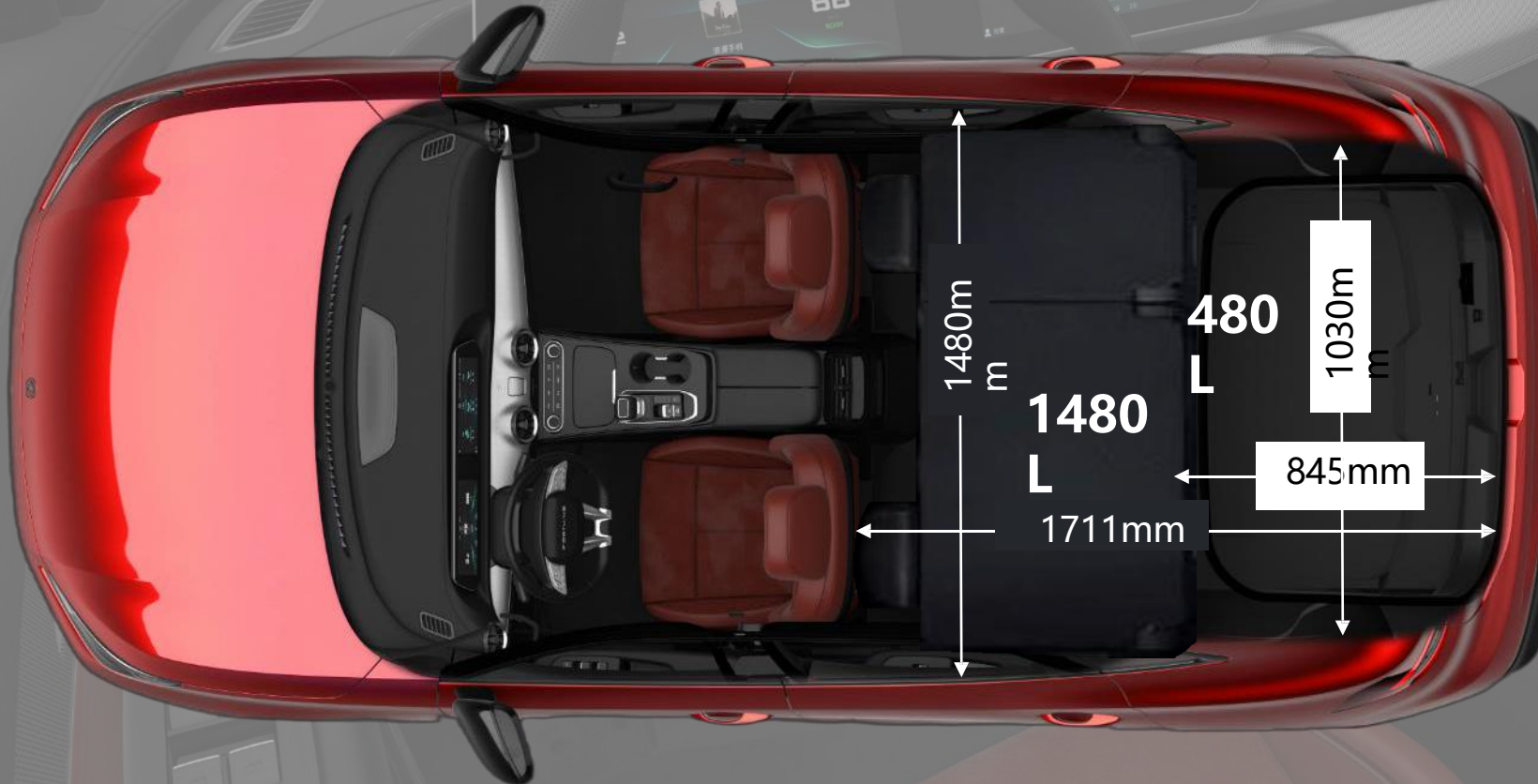


Geely Boyue PRO

Front and rear seating space: the interior space is wider and more comfortable

B Performances Beyond the Same Class

flexible space



Capacity of trunk is **480L**, able to carry 8 20-inch trolley cases; Space will be **1480L**, allowing two adults to lie flat in it if back seats are fully reclined.



Rear space with a good view can be reclined: variable loading space

B Performances Beyond the Same Class



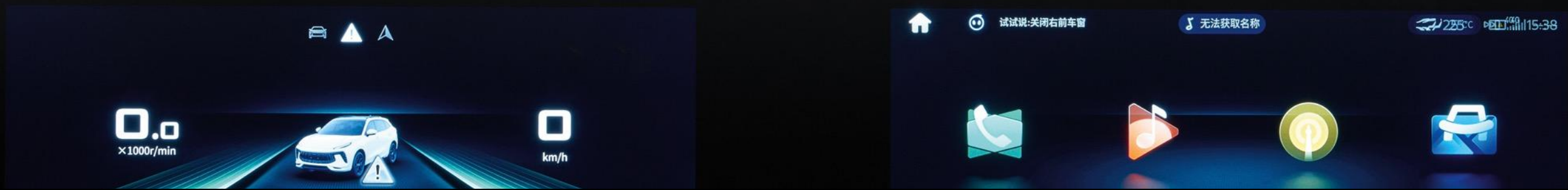
Supercubic EMA architecture

The multi-level and multi-category extensible platform beyond the same class

- 1、 Improved driving and riding experience: both easy to handle and comfortable**
- 2、 Expanded coverage: covering cars of B,C and D three categories, SUV, MPV and station wagon**
- 3、 Increased safety: safer body structure**
- 4、 Improved power: able to use a variety of power from fuel to new energy**
- 5、 Increased reliability: more than 200,000 km of durability and reliability test**



Performance beyond the same class



intelligent system

Tencent 's latest TAI 3.0, Jacinto 6 chip hardware platform, 3 million km intelligent driving road test data
It is superior to the remote control function of the same level, the bluetooth key of mobile phone is superior to the same level, the amount of audio-visual resources is in the forefront of the industry, vehicle wechat and voice transceiver are superior to the small program applications of the same level



B Performance beyond the same class



重量比例统计	T5 EVO	屈服强度 (Mpa)
合金钢	40.7%	< 200
高强度钢	23.3%	200~400
先进高强钢	21.6%	400~1000
超高强钢	2.7%	> 1000
热成型	10.6%	> 1200
铝合金	1.3%	300 ~ 500



Industry high standard safety design

More stringent C-NCAP five-star collision safety design of version 21: the proportion of high-strength steel is more than 76%, leading in the same level, Chinese character of “几” shaped skeleton, industry innovation and hot forming technology, and the yield strength reaches the steel grade of nuclear submarine



B Strong institutional guarantee

Quality control

The hqrs quality assurance system is established, and strict requirements are made for the process quality and test standards of the whole vehicle. T5 Evo carried out four rounds of 1.8 million km enhanced durability road tests at the national test site and 1.04 million km before mass production, which is equivalent to the quality verification of 26 circles around the earth. Ensure that each vehicle can become a reliable partner for customers.

We have also established lq-pes new product development management system. This system is based on Japanese product development experience and combined with the actual situation of China. In the process of new car development, more than 3000 control standards have been established. For example, in order to improve the closing quality of T5 Evo, we have set 35 control standards to ensure that it reaches the level of luxury cars.

With these extremely strict quality management, T5 Evo has the dazzling performance of leading the industry in 12 quality items, 4 quality items comparable to joint ventures, 8 quality items comparable to luxury cars and 9 quality items. With quality as the background, T5 Evo has fully achieved leapfrog benchmarking in appearance, space, driving control and safety, and has become a reliable and trusted partner around you.



Face Value

Quality



Fashion trend

Enjoy luxury car

The second best looking in China

**Comprehensive
cross-grade benchmarking**

Chapter Three

Marketing Strategy Thinking

Marketing Reform of New Forthing

Overall Youth

Young Team

Young Brand

Young Market

New Thinking

Up

Fashion Trend

Shape product label



Communication-level design concept + USP' s demand + Crowd insight

Fashion Dynamic Quality

Fashionable cross-grade vehicle

Fashion
top face value, extreme fashion

Cross-grade
cross-grade quality, excellent performance

- **Vehicle fashion:** With smooth lines and sense of both power and beauty, it is **fashionable and stylish**, the latest and most fashionable SUV
- **People fashion:** It is suitable for people who pursue **fashion** and personality, so it is a must-have trendy vehicle for **fashionable men and women**

- **Cross-grade quality:** good in appearance, quality, power, safety and comfort, **all-round cross-grade quality** performance.
- **Cross-grade life:** advocate to identify with youngersters' progressive and positive spiritual values, and strive to live **a more advanced life**

Product Positioning

T5 EVO focuses on the advantage of product appearance —— stylish and colorful, and strengthens the trend

**To whom:
the progressive new generation who
dare to pursue freedom**

**I'm a fashion partner accompanying
with you**

**For you:
a more trendy and upward way of
living**

—— Stylish ——

**excellent style(或great face score) and unique
personality**

- Stylish car: smooth lines, both vigour and beauty, it is the latest and most trendy SUV **in style**
- Stylish people: it is suitable for fashionable people who pursue **style and personality**. It is a necessary car for **stylish men and women**

—— Colorful ——

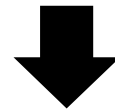
colorful personality and outstanding styles

- Colorful choices: **unique and personalized choices of body color** make you off the beaten track and amaze the audience
- All round Excellence: **excellent performance in all aspects**, including appearance, quality, power, safety and comfort.
- Excellent life: advocate, encourage, and recognize the enterprising and upward spiritual value of young people, and strive to live a better life

—— Pioneer ——

fashion pioneer with attitude

- **Forthing T5 Evo:** the definer and leader of fashion trends, and **the pioneer of SUV trend**
- **Car owner:** the avant-garde of striving for life who have enterprising and upward spirit and love life; the pioneer of fashion trends who dare to play and create, but never follow the crowd



**Stylish and Colorful
Pioneer of SUV**

SLOGAN

Stylish and Colorful Pioneer • Create a Trend of Different YOUNG

— Stylish —

excellent style (great face score) and unique personality

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— Create a Trend of Different YOUNG —

**Work hard for your dream and dare to be a pioneer
Strive to live your own attitude and character, walk with the Forthing T5 Evo,
and create a wonderful life of different YOUNG**

Brand Pyramids

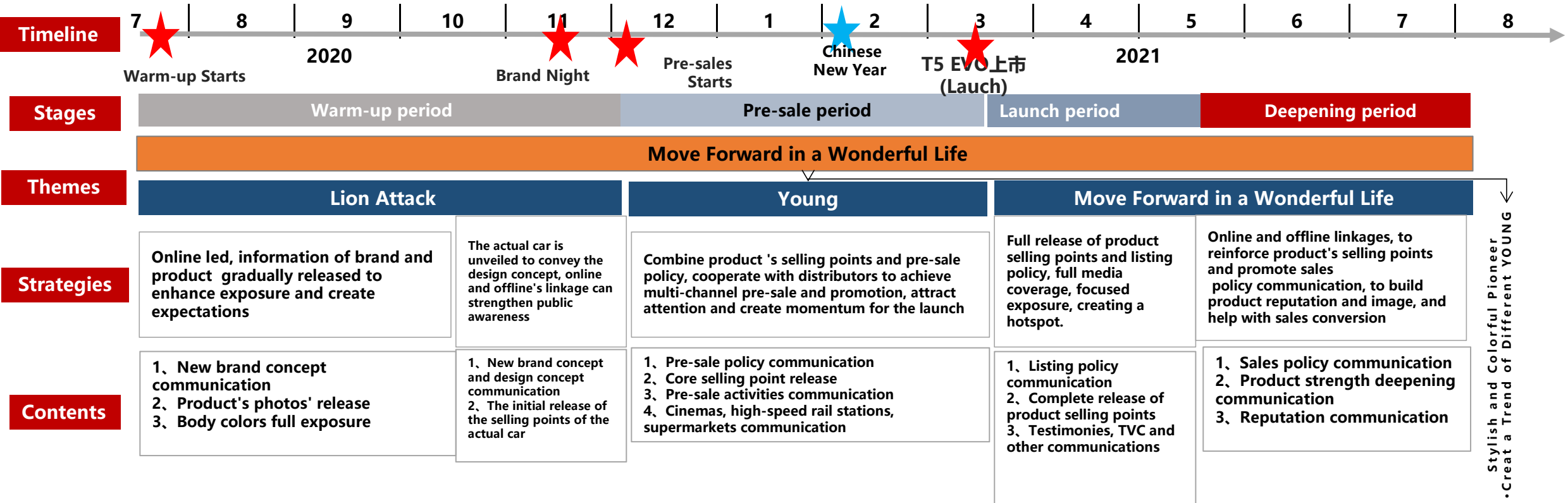


T5 EVO Marketing Communication Strategies and Each Stage



The overall promotion of Fengxing T5 EVO will be divided into 4 stages, **grasping the peak sales season in December and January, pre-sales are hot sales, forming two sales peaks through pre-sales and launch.**

- 1) Warm-up period (August-November 2020), to gradually reveal information and **draw public attention through design concept release and brand night.**
- 2) Pre-sale period (December 2020 - February 2021), to **improve event marketing and customer experience**, fully interpret the attractiveness of the product, combined with the pre-sale policy, to attract users to place orders.
- (3) Launch period (March 2021-May 2021), to create a hot sales atmosphere and boost terminal sales through **launch activities, in-depth evaluation and reputation promotion.**
- 4) Deepening period (June 2021-August 2021), continue to maintain product exposure, strengthen the **good reputation** of users, and help the terminal realistic sales virtuous cycle.



Stylish and Colorful Pioneer
 • Create a Trend of Different YOUNG



THANKS

