

ORA 5 New Product Training



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Brand

B

Fashion Design

C

Smart Cockpit

D

Powerful Powertrain

E

Safety & Protection

ORA 5 New Product Launch Training

Fashion **Design** Chapter







ORA 5 HEV SUV shooting

1. Try our best to demo the real car
2. Demo highlight features under static/dynamic display
3. Borrowed an Production Trail (PT) version for Europe Market

Part 1 | Fashion Design

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GW20392702
2026-05-12

Choose a fashionable premium model, with a focus on exterior visual appeal and interior feel

Maserati GranTurismo



Porsche 911



Mercedes-AMG GT



BMW MINI



Clean body lines

**Recognizable
front design**

**Material quality
& tactile feel**

Stylish interior

The ORA 5 embodies a stylized aesthetic design philosophy

Classic design language shared with Porsche

The G3 curve shares the same origin as Porsche's flyline design



The drop-shaped headlights are highly recognizable



【Basic Vehicle Information】



Powertrain

Powertrain Type	Powertrain Configuration	Maximum Power	Maximum Torque	Top Speed
HEV	1.5T+DHT	110kW	240N•m	185km/h
ICE	1.5T+7DCT	118kW	270N•m	190km/h
BEV	Permanent Magnet Synchronous Motor (PMSM)	150kW	260N•m	170km/h

Handling

Chassis
Front: MacPherson
Rear: Multi-link

Ground clearance
175mm

Design Philosophy

Born from Nature • Made for the City

Design Language

Natural Curves – Living
Aesthetics

Color

A private space of
mountains and waters
within the city

Interior

The beauty of flowing
time

Nature is the best designer



-
1. Design inspiration comes from nature — **rounded, full, clean, and crisp.**
 2. The roofline and rear end are rounded and harmonious, yet extremely simple, with tight, well-proportioned surfaces and a **family-style taillight-free design.**
 3. The overall form is rounded and uncluttered, evolved from organic shapes found in nature. The body lines are smooth and fluid, featuring a **full-body G3 curvature.**
 4. Details such as the front bumper trim, lower body side accents, and rear wing are executed to near-perfection.
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➤ **Stylized Exterior** – Drawing inspiration from the harmonious aesthetic curves found in nature, it breaks away from homogenized industrial design, creates a new category, and establishes a stylistic distinction from most other vehicles.

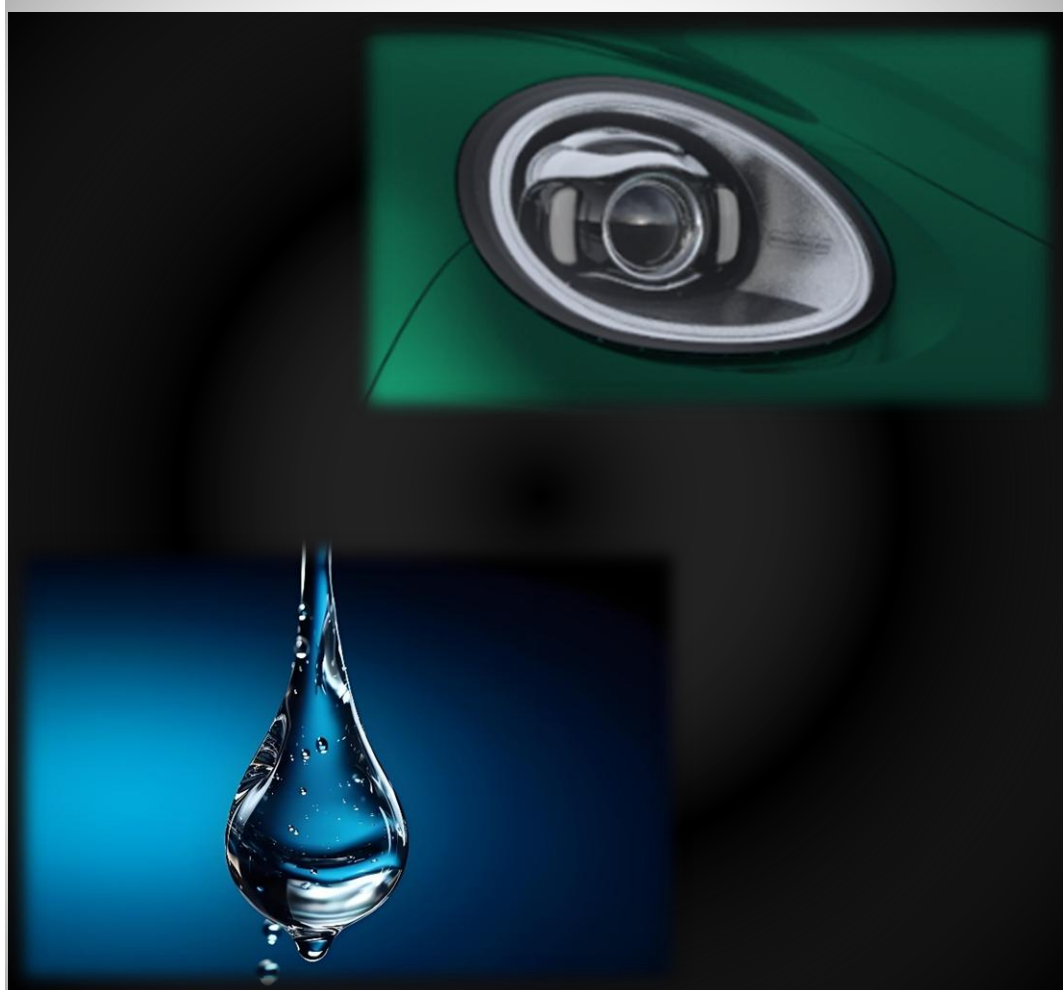
- **Low-Drag Curves** – The roofline rises like a nascent cloud at dawn, the waistline surges like a rushing mountain stream, and the rear flows like a waterfall settling into a tranquil pool.

- **Drag Coefficient** – The vehicle's drag coefficient is as low as 0.26 Cd (for BEV), achieving the best in its class among SUVs (KONA: 0.27 Cd, C-HR: 0.318 Cd, PUMA: 0.29 Cd, 2008: 0.32 Cd).

The ORA 5's body curve design captures the essence of natural aesthetics — "all things flow in harmony."

Unbroken, unstuck, unforced — amid the interplay of light and shadow, even the metal body seems to breathe with a light, smooth, and airy grace.





Collapsible drop-shaped LED headlamps

➤ Front Headlamp Technology:

- ① Low beam: 6 Osram LEDs – 88° wide-angle illumination. High beam: 11 LEDs – 3,850 lumens, 170m range – safer night driving.
- ② Collapsible design developed after 3 months of CAE optimization and 5 rounds of pedestrian protection simulation – balances durability and safety.
- ③ "Rapid heat & cool" injection molding + high-precision equipment – eliminates weld lines, defect-free decorative frame.

➤ Advanced Processing:

Nano-level high-speed CNC – 20 nm smoothness. Precision injection molding for thick-wall parts – weight accuracy ± 0.3 g – ensures optical uniformity and stable quality.

➤ Dust-Free Assembly:

Class 300,000 cleanroom with ESD and scratch protection – no dust, no static, no damage – guarantees optimal light transmission.



Hidden LED rear lamps

➤ Hidden Rear Lamps

- ① 86 LEDs – uniform light, high visibility. Lightweight design – 50% lighter than rivals – boosts range. 6 validation rounds – precisely matched to rear windshield – perfect optical uniformity and styling harmony.
- ② Reflex reflector: racetrack shape, premium mold core – 5x above legal minimum – reflects farther and brighter for better safety.

➤ Uniform Light Technology

To solve the light reflector pattern challenge, the optics team (with global experts) used LucidShape and SPEOS. 3 months, 5 optimization rounds, 5 sample validations – achieved perfect uniform light distribution.

Low-drag wheel

「Four-leaf clover design」

Inspired by the core meaning of the four-leaf clover — "luck and happiness."

"May every departure be accompanied by good luck."

Low-Drag Wheels:

Contribute to a drag reduction of 0.008–0.009 Cd, increase range by approximately 5 km, and reduce fuel consumption by about 0.03 L/100 km (WLTP).



Eco-friendly Flexible Waterborne Paint

Co-developed with global leaders BASF and Nippon Paint. Uses water as thinner – no organic solvents – reduces harmful emissions (formaldehyde, benzene). Much lower VOC than traditional solvent-based paints.

Solid colors

41E green 	N1/MC black 	310 yellow 
61B blue 	C1H Matte grey 	90L white 
10W red 	C2P Distant Mountain Grey 	9H white 

Dual-tone colors

41E blue+black 
10W red+black 

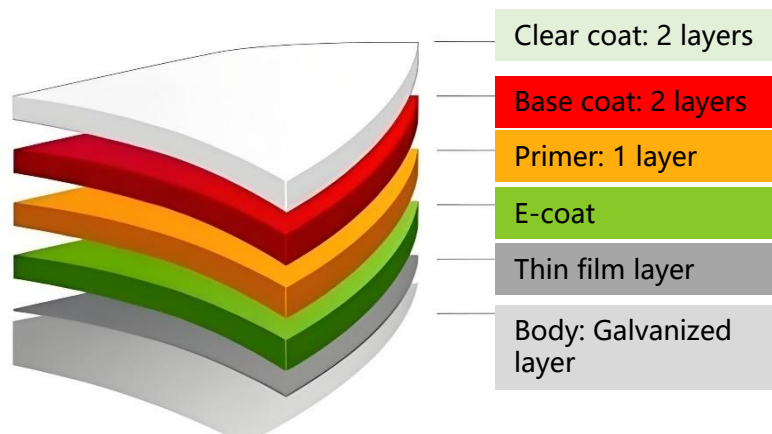
The paint finish exudes a premium quality

【World-class robotic painting】



Using top-tier ABB brand robots with **100% fully automatic painting**, the spraying position can be precisely controlled to within 1.5 microns. The paint is atomized by high-speed rotation at 50,000 rpm, resulting in a finish as smooth as silk satin.

【8-layer coating process】



Self-healing paint is used — when slightly scratched, it slowly relieves stress, reducing or even eliminating the mark. Paired with the premium "8-layer coating process" and high anti-corrosion paint, it can withstand high-temperature conditions of 160°C for 50 minutes without visible discoloration, keeping the paint finish looking like new for longer.

【Same as luxury cars — Matte Grey】



Matte grey paint cannot be polished or repaired — it must be done perfectly in one pass, costing 2–3 times more. Same process and color as Rolls-Royce Phantom and Mercedes-Benz S-Class. Mercedes charges an extra ¥88,000 for this color. Our car delivers **the same premium look and feel**.

Distinctively stylish and refined exterior



Multi-color self-healing paint

- Premium 8-layer painting process used on high-end vehicles
- Bold, trend-driven, and strikingly eye-catching



Drop-shaped headlamps

- The crystal-clear drop-shaped design is highly recognizable.
- 6 LEDs for low beam + 5 LEDs for high beam.



18-inch four-leaf clover alloy wheels

- Low-drag design
- Every spin of the four-leaf clover brings more luck



Dawn rear lamps

- Hidden integrated design
- Dynamic flowing effect



Flowing, cloud-and-water curves

- The vehicle's drag coefficient is 0.26 Cd (EC15 BEV), the best in its class among SUVs.
- 2.7 wheel-to-axle ratio.

The ORA 5 is for people who hit live houses after work, go camping under the stars on weekends, and live life as a trend.

Stylized Design – "Negative Space" Interior Color Scheme



【Brown & Rice Beige】



【Grey & Rice Beige】



【Dark Grey】



【Sun-protection panoramic roof】

- **1.65 sq. meters of expansive glass:** three times larger than a standard sunroof, offering a wide-open view and creating a bright, airy, and tranquil cabin space.
- **Heat & UV protection:** The privacy laminated glass uses the same three-layer process as high-end vehicles, functioning like a built-in heat- and UV-blocking film. Paired with a sunshade curtain, there's no need to worry about direct summer sunlight.

99%
UV rejection rate

90%
infrared (IR) rejection rate

The image shows the front interior of a car at night. The dashboard and center console are illuminated with a soft, teal-colored ambient light. The steering wheel is light-colored with a dark center. The infotainment screen displays a landscape image of a tent. The car is parked, and the view through the windshield shows a city skyline at night.

【Rhythmic ambient lighting】

- **64-color floating ambient lights**, 10 brightness levels, soft night auto mode for safer driving.
- **Music rhythm sync** – lights dance to the beat with a flowing effect for a more premium, ceremonial feel.

【Ice Crystal】 Inspired Audio System



- **Ice Crystal Inspired Audio System** – The six-pointed star ice crystal form, nature's most exquisite geometric poet. The designer has cast the beauty of ice crystals onto the speaker grille, allowing sound waves to perform a double sonata within the hexagonal labyrinth.



- **9 speakers** – deep bass, clear highs. Adjustable listening position. A joy for your ears and soul – great for music or shows. Cinema-level surround sound experience in your car.

Refined interior feel

【Dark Gold Accents】 Rounded, Flowing Silhouette



- **Dark Gold Accents**-Redefining the light luxury aesthetics of the modern cockpit. They carry the noble sharpness of metal while embodying the composed depth of the earth — like a sunset over a golden terrace. Applied to the air vents, center console storage tray, and more, these accents trace a rounded, delicate, and refined interior silhouette.

【Symphony Dream】 Control Lever



- **Symphony Dream Toggle Switch**-Inspired by orchestral instrument keys, this toggle switch offers crisp tactile feedback. The vintage **bright silver** control knob has a metallic sheen, delivering a refined and premium look.

ORA 5 New Product Launch Training

Smart Cockpit Chapter



Part 2 | Smart Cockpit

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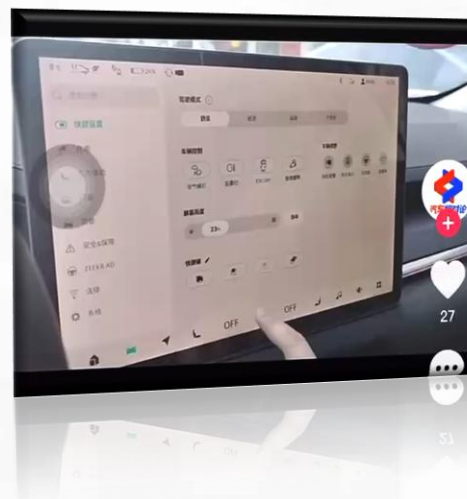
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Customer **pain-points** of the smart cockpit

Many new energy vehicles are “competing” over big screens, but the actual user experience often need to be improved



Low resolution, blurry images



Lag, crashes, blue screen



Poor navigation — worse than using a smartphone



Inconvenient controls, limited entertainment features

You need a smart cockpit system that looks great, works well and intelligent and fun!

The image shows the front interior of a car. A large, rectangular central display screen is mounted on the dashboard, showing a desert landscape with a large sun. The steering wheel is light-colored with a circular logo in the center. The dashboard and door panels have a light-colored, textured finish with teal-colored accents. The car is parked, and the view through the windshield shows a sunset over a mountain range.

Great Wall Motor's next-generation smart space system – Coffee OS 3

Smart | Comfortable | Convenient

Coffee OS 3 AI Smart Cockpit

☐ Coffee OS 3 system is easy to operate

- ① Powered by a **7nm automotive-grade chip** and **16GB of large RAM**, the system runs smoothly without lag.
- ② Two-screen UI display modes (Wallpaper, 3D real-time) are available to meet the needs of different users.



A woman with dark hair is sitting in the driver's seat of a car, looking out the window at a blue ocean under a bright sky. The car's interior is light-colored. The text 'Coffe OS 3 Smart Cockpit' is overlaid in the center.

Coffe OS 3 Smart Cockpit

- 14.6-inch floating center control screen
- 10.25-inch full-color instrument cluster
- Anti-fingerprint, anti-glare, anti-reflection
- Center screen: 7mm narrow bezel + 12mm thickness
- Ultra-high frequency dimming ($\geq 3125\text{Hz}$) – gentler on the eyes

- 16+128G / 256G memory
- Phone-car connectivity covers 95% of mobile phone brands
- 6 scene mode switches

High-definition large screen that won't strain your eyes, no glare when driving toward the sun, and easy to read without distraction



10.25-inch + 14.6-inch screens — leading in its class

Vehicle model	ORA 5	Kona	MG-ZS	OMODA 5
Digital gauge screen	10.25	12.3	10.25	12.3
Center display	14.6	12.3	12.3	12.3

* The above data is sourced from the internet

High-definition triple-protection screen

Screen resolution: 1920×1080 (2K)
Crisp, clear display with no pixelation
Anti-glare, anti-reflection, anti-fingerprint

7mm ultra-narrow bezel

12mm ultra-thin floating design — comparable to an iPad. The ultra-narrow, ultra-thin profile adds a refined, premium touch.

10.25" + 14.6" screens — biggest HD combo in its class. 12mm thin (just ~4mm thicker than an iPhone 16 Pro Max). 2K resolution — industry-leading. In tunnels, less reflection and glare — clearer info, safer driving.



Strongest computing power



Powerful eight-core processor — 170K DMIPS, the strongest in its class.

Automotive-grade stability



- **Low power consumption, high stability**
- Operates normally in environments ranging from -40°C to 125°C

Core Advantages:

- 7nm cockpit chip — responsive, smooth transitions, no lag in multitasking. One of the world's most powerful mainstream cockpit chips. Smooth, stable, feature-rich smart cockpit experience.

The chip is hardware that customers don't see

Value
communication

Advantage
comparison
walkthrough



Proactive
experience
guidance

In-vehicle system smoothness experience test

- Infotainment system UI / interface
- Navigation map zoom
- Gaming speed
- Command can mean more than they say
- Voice response speed
- AI voice interaction

7nm process technology, millisecond-level response — smooth operation that's always getting faster

Instant startup within 3 seconds

The system boots within 3 seconds, with a voice response speed of 250ms.

16GB RAM + 128/256GB storage

The largest RAM in its class — faster system response and higher operating efficiency.

Vehicle model	ORA 5	Kona	MG-ZS	OMODA 5
Chip	Qualcomm Snapdragon 8155P	Qualcomm Snapdragon 6155P	Unisoc A7870	Qualcomm Snapdragon 8155
Tier	Flagship automotive-grade	Mid-range automotive-grade	High-end automotive-grade	Flagship automotive-grade
Process technology	7nm	6nm	6nm	7nm
RAM (GB)	16	8	8	16
Storage (GB)	128/256(EU)	128	128	128



Smooth operating experience

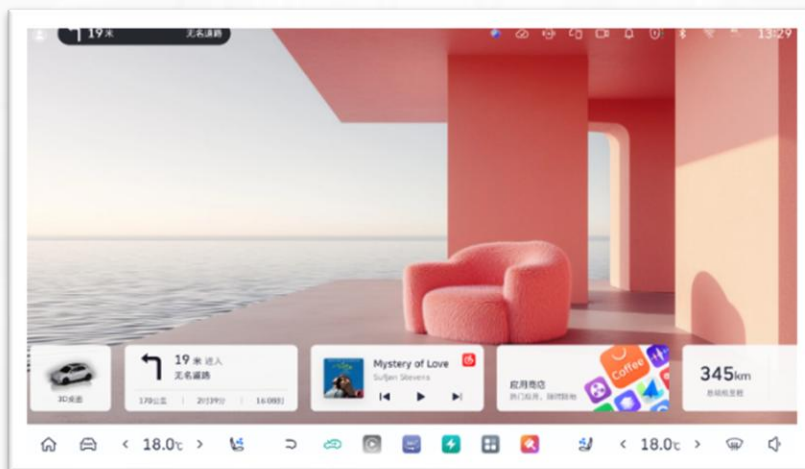
The above data is sourced from the internet.

- **Core advantage:** Vehicle system startup time of less than 3 seconds. Quickly take control of the vehicle, navigate during commutes, and play radio or music on the go — all with no lag.

Multiple desktop interaction styles — customize your own home screen

Wallpaper desktop

Users can freely switch desktop wallpapers for a better look. You can also set family photos as your wallpaper.



3D real-time scene desktop

3D car model lets you control rear hatch, mirrors, and sunshade. Works for parking, driving, charging, and washing scenarios.



Supports wallpaper desktop and 3D real-time scene desktop to meet different user preferences and needs.

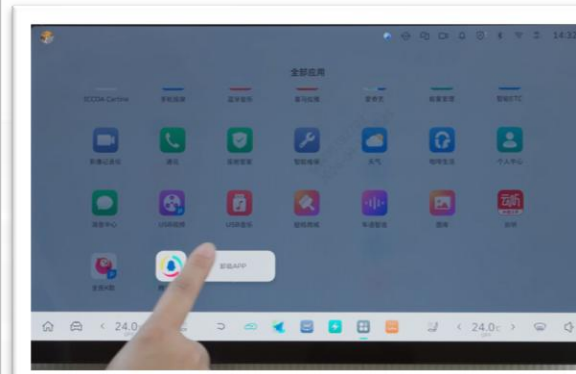


Online/offline voice interaction

Press the voice button on the steering wheel or say the voice assistant's wake word to activate voice interaction services.

Offline: Play music, make calls, adjust volume, control A/C, and other non-internet functions.

Online: Use voice commands to play music, check weather, start navigation, and other online services.



Aggregated app store

GWM's overseas smart ecosystem platform aggregates a variety of app ecosystems. It supports one-tap download of your favorite apps, and owners can manage, configure, and personalize them all in one unified app store.



One-touch rain/snow stable driving mode

When driving in rain or snow, activating this mode automatically adjusts various vehicle functions, such as defrost, wiper speed, windows, and lights. At the same time, this mode optimizes driving handling performance, making it easier to drive on slippery roads and ensuring safer driving in rainy or snowy conditions.



50W wireless charging

After the vehicle is powered on (ignition switch turned to ON), simply place your phone on the wireless charging pad, and fast wireless charging will start immediately. The system also features charging reminders and phone-left-behind alerts.

Huawei Petal Maps — a professional travel guide that ensures you never get lost.

Real-time traffic updates

Recommends better routes and avoids congested sections.

Route preference selection

Supports multiple route preference scenarios and provides intelligent trip time estimation.

New energy map

One-trip charging station planner, range circle display, low-battery alerts, and live charger status.



Use Case1

Set your destination anytime — the system picks the best route automatically.

Use Case 2

Drive a BEV in a new city? Just use the EV map to find nearby charging facilities.

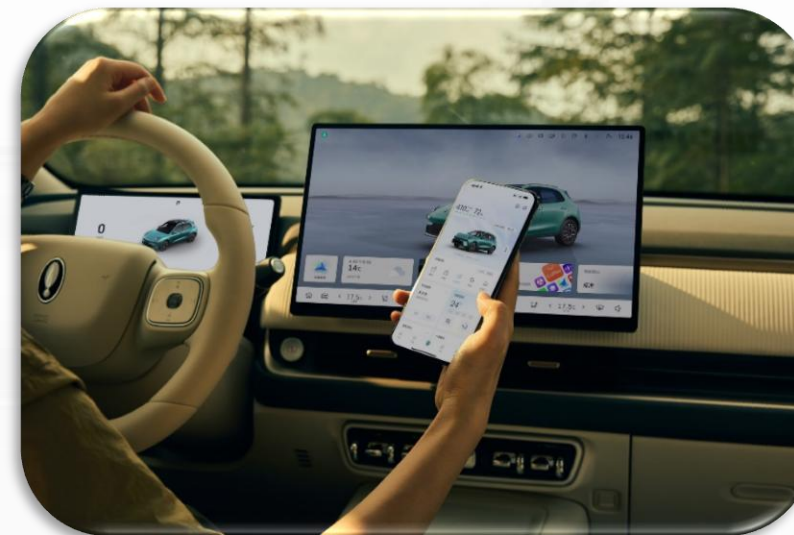
Phone-car connectivity, long distance appointment FOTA, large-screen sharing, compatible with 95% of smartphones.

1、 Supports smart connectivity between Apple/Android phones and the vehicle system

- Core mobile apps such as navigation, music, and calls are seamlessly integrated into the digital ecosystem (CP/AA — wireless).

2、 Supports remote control via mobile app

- Remote Vehicle Control: Remote lock/unlock, open/close rear hatch, check vehicle status, share schedule/destination, find my car (flash lights, honk, or both), close windows, and BEV can also control AC, steering wheel heating, cabin cleaning, front/rear defrost.
- Scheduled Charging: Most vehicles are parked at night and used during the day — making full use of off-peak hours and time-of-use electricity pricing. This not only aligns with policy incentives but also brings tangible charging cost savings for users.
- Remote Scheduled FOTA: When new features or updates are available, you can schedule the upgrade to begin at a preferred time.



Smart, convenient, and fun

- ① Remote open/close rear hatch, remote find my car (flash lights), remote close windows, remote lock/unlock;
- ② BEV models in EU: Scheduled AC, remote on/off AC, remote on/off seat heating/ventilation, remote on/off front/rear defrost, steering wheel heat. Remote-start the cabin cleaning system before you head out, and let the car freshen the air



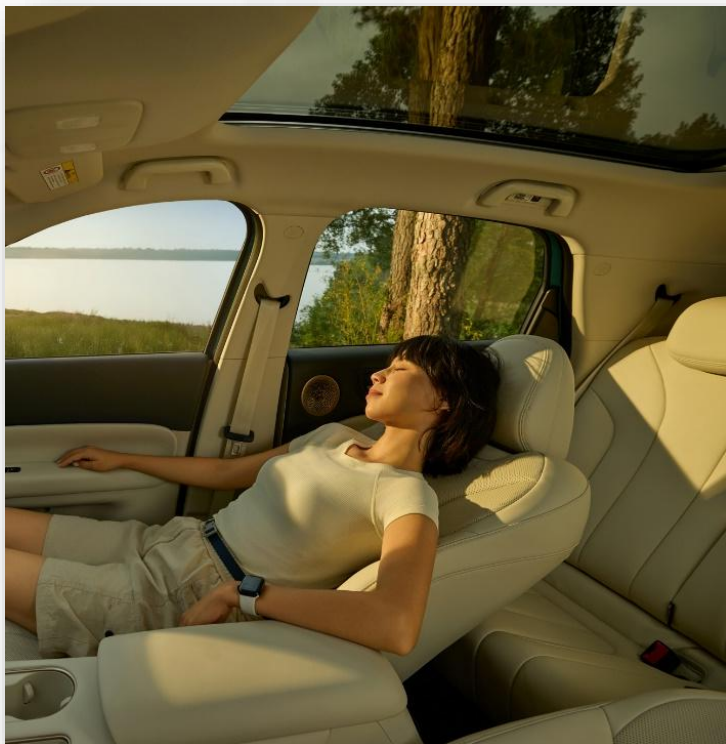
Comfortable and eco-friendly cabin

- Healthy and eco-friendly cabin
- Cabin air purification system
- Heated multi-function steering wheel

- Ventilated and heated driver's seat
- Rhythmic ambient lighting
- Vanity mirror with LED fill light

- Sun-protection panoramic roof + UV-protection side windows
- Deep-sea level quietness
- Self-developed 9-speaker audio system

Healthy and eco-friendly cabin — protects the in-car environment and cares for the owner's health



- ✓ **Eco-Friendly Materials:** The seat uses 3D mesh backing — odorless, non-absorbent, moisture-proof, mold-proof, and bacteria-resistant. Compared to foam backing, emissions of formaldehydes, benzene, and other volatile organic compounds (VOCs) are reduced by 20%. The seat foam (polyurethane) uses a reactive catalytic system and high-purity polyether, effectively preventing the release of large amounts of odorous amines. Compared to traditional non-reactive catalytic products, odor level is reduced by 0.5 grade, and VOC emissions are reduced by 40%.
- ✓ **Quality Control:** Great Wall Motor has invested over RMB 4 million to build a comprehensive in-cabin air quality laboratory covering three levels: materials, components, and complete vehicles. It was the first to establish a complete odor and VOC validation and evaluation capability. During development and mass production quality control, materials, components, and vehicles undergo strict layer-by-layer inspection and approval according to rigorous standards — all interior materials and all components must meet the requirements before assembly and production. Great Wall Motor has formed a "Golden Nose Team" of more than 50 members from R&D, validation, quality control, and other departments, ensuring odor quality throughout R&D, validation, and production.
- ✓ **Vehicle Performance:** The in-cabin benzene and formaldehyde concentrations are below the limits of Chinese national standards. Compared to the world's strictest Nordic indoor air standard (S1 level: formaldehyde $\leq 0.03 \text{ mg/m}^3$), the in-cabin formaldehyde concentration also meets this requirement.

Cabin air purification system



After turning on the cabin air purification system via the infotainment system: The vehicle's HVAC fan automatically goes to maximum speed, switches to outside air mode, and works with the CN95 air conditioning filter to effectively clean the cabin air — refreshing the air inside in just 1 minute.

- Filtration efficiency for particles $\geq 10\mu\text{m}$: 99%
- Filtration efficiency for particles $\geq 2.5\mu\text{m}$: 98%
- Filtration efficiency for particles $> 0.3\mu\text{m}$: 95%
- Effectively filters smoke, dust, pollen, and other allergens.

Heated multi-function steering wheel



- **Steering Wheel Multi-Function Switches:** Four-way buttons + three-level scroll wheel custom layout, integrating multimedia system, button adjustment, voice recognition, and other functions for easier operation.
- **Steering Wheel Heating:** In cold weather, the electric heating function can be activated. It warms up quickly in 30 seconds with wrap-around uniform heating. This feature can also be turned on remotely via the mobile app.

6-way power-adjustable driver's seat with ventilation and heating



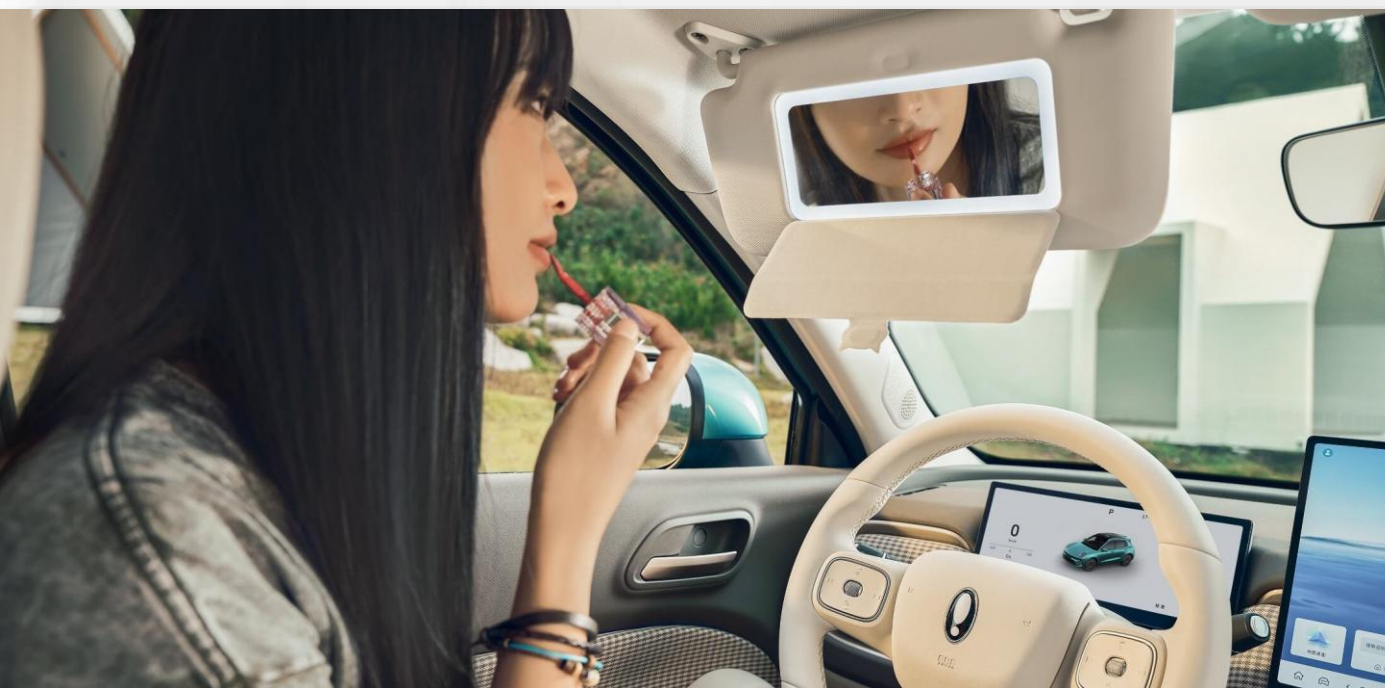
- **Seat Functions:** Ventilation, heating, 6-way power adjustment, welcome function, position memory.
- **Comfort Seat Certification:** The seat has passed 61 rigorous tests covering key dimensions such as support, ergonomic fit, cushioning & vibration damping, and posture retention. Every contact point from shoulders and neck to legs has been scientifically tuned, allowing you to sit for extended periods without fatigue. It has received the "Oscar-level" comfort seat certification in China's automotive industry (Note: The highest A-level "Comfort Star" title from the China Automotive Technology & Research Center).
- **Ergonomic Design:** The seat consists of 7 layers — frame, ventilation, foam, heating, and trim cover. The cushion and backrest are perfectly balanced in firmness — automatically absorbing vibration over speed bumps while preventing body slide during cornering. The cushion is 514mm long and 503mm wide, with a maximum adjustment angle of 72° (backrest angle from frontmost to rearmost), allowing legs to stretch freely. The backrest is 673mm high and 519mm wide, providing excellent lumbar support so you won't feel back fatigue after long drives.

Ambient lighting that moves with the rhythm



- **64-color floating ambient lighting:** Brightness adjustable in 10 levels to suit different preferences. In night mode, brightness automatically lowers to enhance driving safety.
- **Cool music rhythm sync:** Lights dynamically illuminate to the beat of the music. In flowing mode, precision algorithms create a flowing light effect with contrasting RGB LED colors at both ends.
- **Multi-location distribution:** Hidden 64-color ambient lighting in the dashboard, door panels, and more. The rhythm effect automatically changes colors with the music, with selectable display effects and colors. The floating trim panels and door panels feature waterfall embossed textures and 64-color light-shadow effects, accented by rose gold details — creating a simple yet sophisticated atmosphere.

8.8-inch vanity mirror with LED fill light for the driver



- Extra-large vanity mirror (185×75mm) — meets the needs of commuters who touch up their makeup during the day or change their make up in the car after work.
- The mirror is equipped with a ring-shaped LED fill light consisting of 24 evenly arranged LEDs. The uniform lighting eliminates shadows for a more natural makeup finish. Whether in strong daytime sunlight or low-light evening conditions, it provides a clear, bright environment to ensure the best possible makeup result.

Sun-protection panoramic sunroof



- The 1.65 m² panoramic sunroof design creates a bright, airy, and tranquil cabin space. The specially designed privacy laminated glass uses the same process as high-end vehicles (2.1Y + 0.76 PVB + 2.1Y three-layer construction), providing a sense of openness while acting like a premium UV-blocking film — 99% UV rejection and 90% infrared (heat) rejection.
- Sunroof opening area: 1.65 m², Light transmission area: 0.75 m² (1035mm × 726mm)
- Sunshade material: Fully opaque sunshade fabric for 100% sun blocking effect.
- Glass material:
 - ① Standard Version – Privacy Laminated Grey Glass - UV rejection: 99%; Infrared (heat) rejection: 90%; Construction: 2.1Y (grey glass) + 0.76 PVB film + 2.1Y (grey glass); TTS (Total Solar Transmission / heat insulation): <40%;
 - ② Middle East Version – Privacy Laminated Clear Glass - UV rejection: 90%; Infrared (heat) rejection: 85%; Construction: 2.1C-Ag (clear glass + double silver coating) + 0.76 PVB film + 2.1C-Low-e (clear glass with Low-E coating), TTS (Total Solar Transmission / heat insulation)<15%.

Full UV-protection window glass



➤ Four-door window glass:

- ① Front door: 4.0mm tempered green glass. Rear door: 3.5mm tempered green glass (optional 3.5mm grey glass for lower trim).
- ② Front door green glass: UV rejection 73%, infrared (heat) rejection 72%
- ③ Rear door green glass: UV rejection 69.5%, infrared (heat) rejection 68.5%, (Optional grey glass: UV rejection 92%, infrared rejection 79%);

➤ Front windscreen:

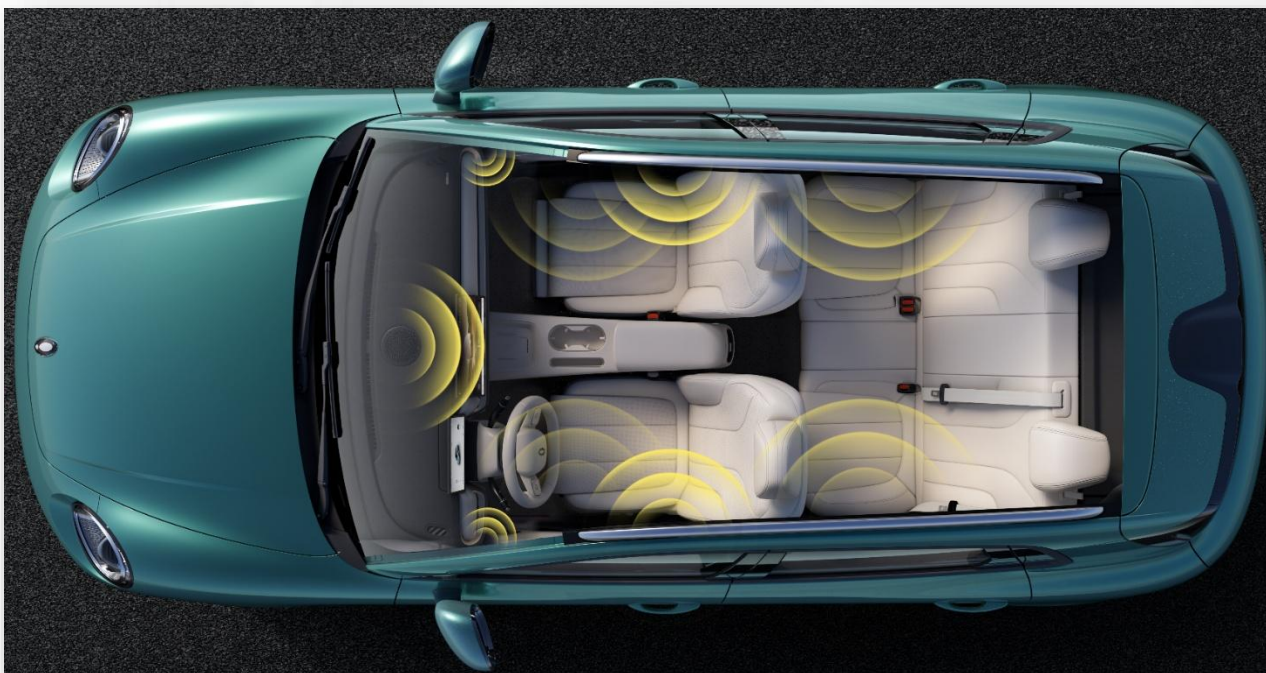
- ① Front windshield overall dimensions: 1439 × 969 mm (area: 1.21 m²).
- ② Glass material: Laminated green glass — UV rejection: 99%, infrared (heat) rejection: 60% ± 5%.

Deep sea level cabin quietness — comfort for every journey



- **Road Noise Control:** During the design phase, NVH engineers precisely tuned the performance parameters of elastic components in the chassis system, including shock absorber bushings, coil spring isolators, control arm bushings, and subframe bushings. For the body system, step-by-step optimization was applied to areas affecting road noise from the perspectives of modal analysis and transfer functions.
- **Wind Noise Control:** The vehicle's exterior styling was adjusted and optimized to balance aesthetics with wind noise reduction. Particular focus was given to the side mirror area and its shape — key contributors to wind noise — ensuring external wind noise sources are minimized, providing a comfortable driving experience for passengers.
- **Dual-Seal Door Structure:** Effectively blocks sound transmission.
- **Acoustic Package Optimization:** The ORA 5 model uses the PBNR (Panel-Body-Noise-Response) analysis method, combining front/rear head area simulation + 8-path noise control technology to significantly reduce interior noise and enhance cabin quietness.

Self-developed 9-speaker audio system



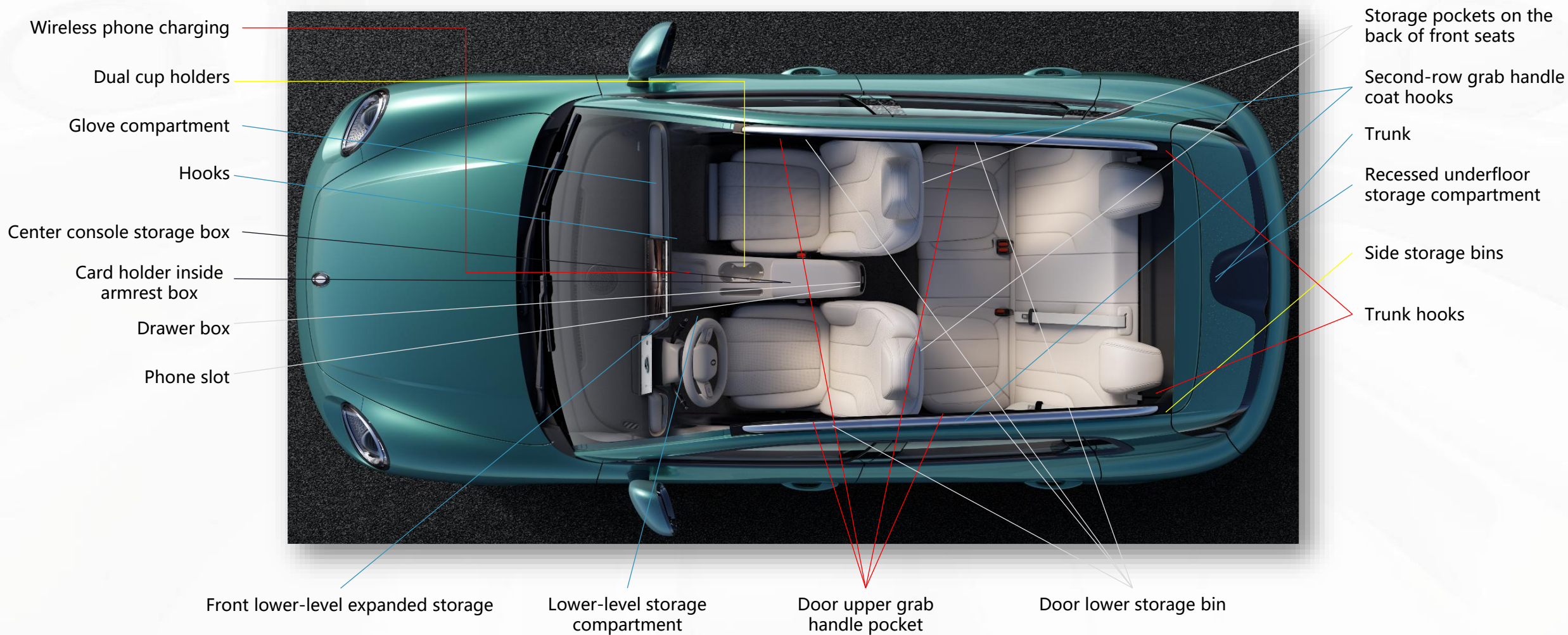
- 9-speaker setup (6 speakers on lower specification variant). **Front 3-way component speakers** — focused on delivering premium front-row sound performance.
- Through EQ and phase tuning, the system **emphasizes front-row soundstage width, punch, and stage presence**, while enhancing vocal clarity and richness.

User-friendly cockpit

- 33 storage compartments
- Stalk-type gear selector
- Multi-function smart remote key
- Pet-safe compartment



Scenario-based storage design — 33 storage compartments in total



Convenient Column Shifter Design— no more center console gear stick.



- Reduces physical space occupation under the front center console, allowing for larger storage compartments or better layout of electronic devices — optimizing space utilization in the vehicle's functional areas.
- The gear shift control is located close to the steering wheel controls. The driver does not need to move their hands far when shifting, allowing both hands to maintain a stable grip on the steering wheel and shortening the hand movement path during gear changes.

Multi-function smart remote key



➤ Smart Key:

- Button functions: lock, unlock, rear hatch release
- Long press lock button: roll up all four windows
- Press lock button twice within 1 second: find my car (horn/lights)
- Approach auto-unlock: **1.5–2 meters**
- Walk-away auto-lock: 5–8 meters

➤ BEV Smart Quick Start:

- When the driver carries the smart key and opens the driver's door, **the vehicle power mode switches to ON (not Ready).**
- After entering the vehicle, **fasten the seatbelt and sit on the driver's seat** — the seat sensor activates. Then **press the brake pedal**; after safety authentication, **the power mode switches to ON (Ready).**
- With all five doors closed, locking the vehicle with the smart key switches the power mode to OFF and locks the vehicle.

Focused on safe pet travel — Worry-free travels with your pet



- **Easy-Clean Seats:** The second-row seats in the ORA 5 feature a non-perforated design with a waterproof layer using siloxane directional water-locking technology. When liquid is spilled on the seat, it wipes clean in one go.
- **Pet Crate Storage Space:** The trunk can perfectly accommodate two dog crates (580×340×370mm) side by side, making them easy to load and unload. Two fixed hooks on both sides of the trunk securely fasten the crates, preventing them from rolling around during travel.

All-new intelligent cabin space



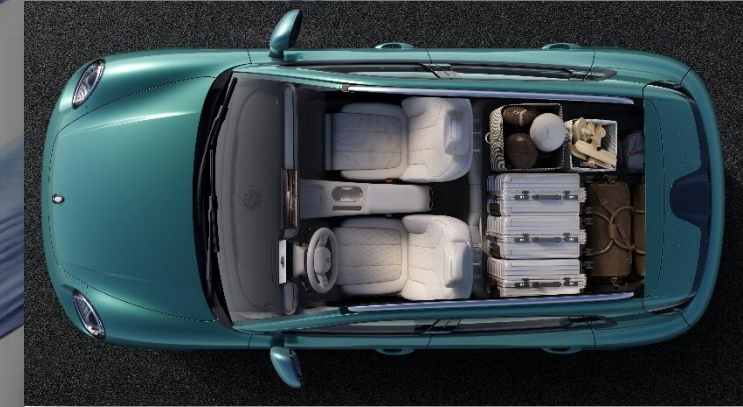
Smart

- 14.6" + 10.25" large screen & instrument cluster
- 7nm chip
- 16G RAM+128/256GB memory
- 6 scene mode switches
- Phone-car connectivity covers 95% of smartphone brands



Comfortable

- Healthy & eco-friendly cabin
- Heated multi-function steering wheel
- Ventilated & heated driver's seat
- Sun-protection panoramic roof + UV-protection side windows
- Deep-sea level quietness
- Self-developed 9-speaker audio system



Convenient

- 33 storage compartments
- Convenient column shifter design
- Multi-function smart remote key
- Pet-friendly travel cabin

ORA 5 New Product Launch Training

Powerful **Powertrain** Chapter

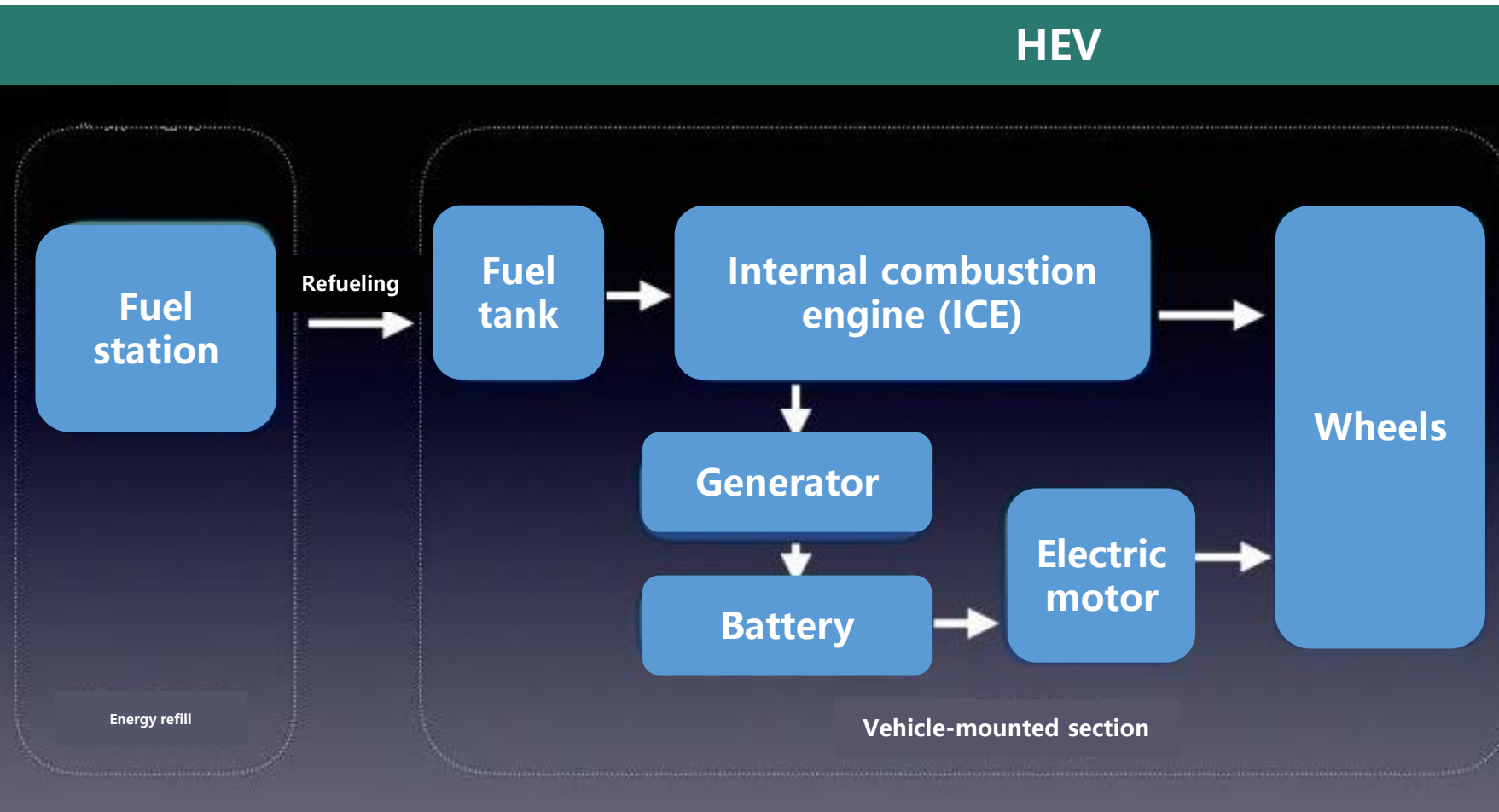


Part 3 | Reliable Performance

For internal training only. Commercial use and redistribution prohibited.

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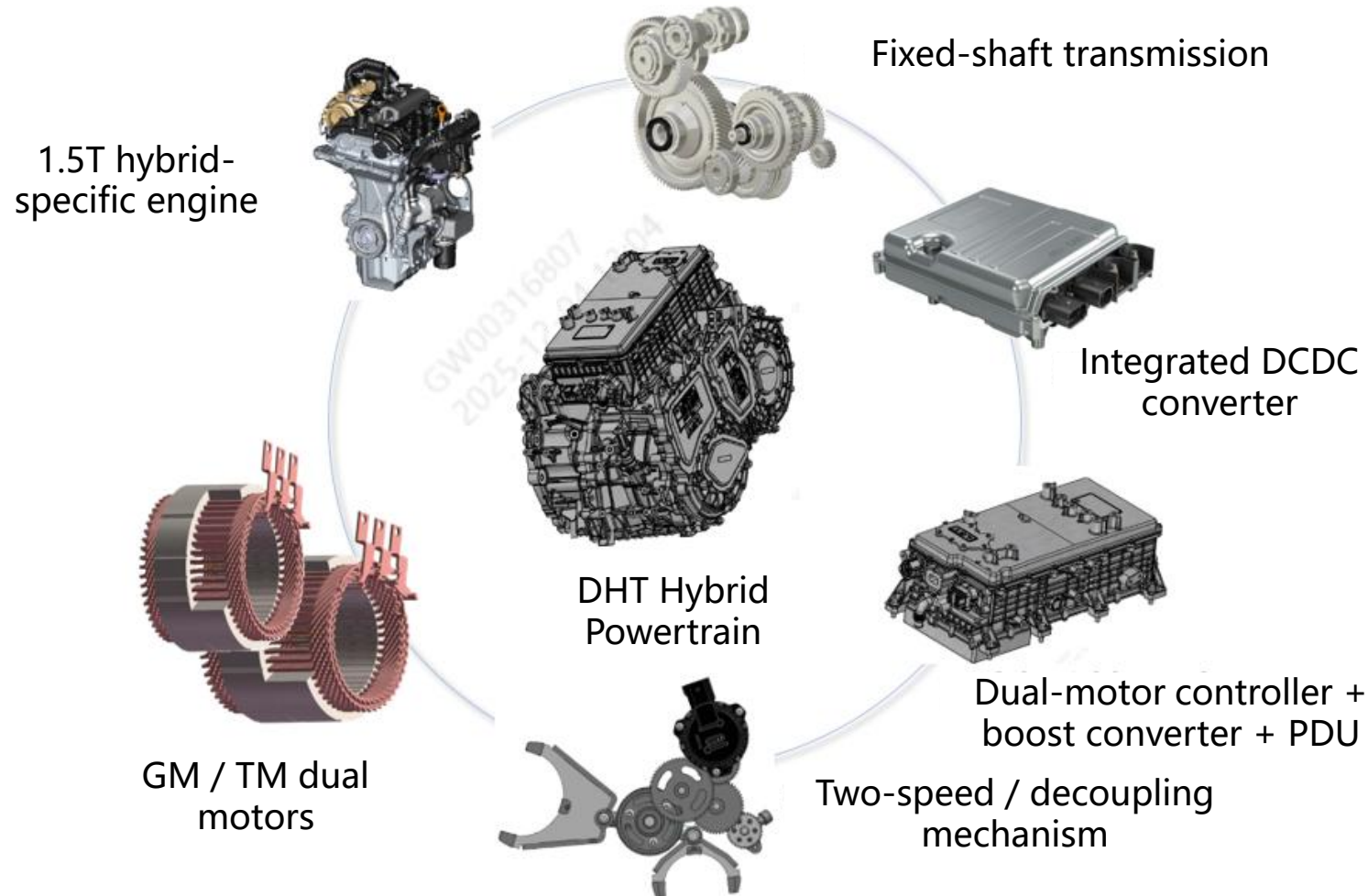
Vehicles that can be powered by both electricity and gasoline (fuel)



Advantages:

- Uses fuel at high speeds and electricity at low speeds.
- Powers in-vehicle electrical appliances with electricity.
- More fuel-efficient compared to conventional gasoline vehicles.
- No range anxiety.

The GWM DHT hybrid system is an upgraded development based on the first-generation DHT hybrid transmission. It maintains the P1/P3 architecture and retains the two-speed reducer, while innovatively **introducing a P3 motor decoupling mechanism**. It is a highly integrated, multi-component dual-motor hybrid powertrain.



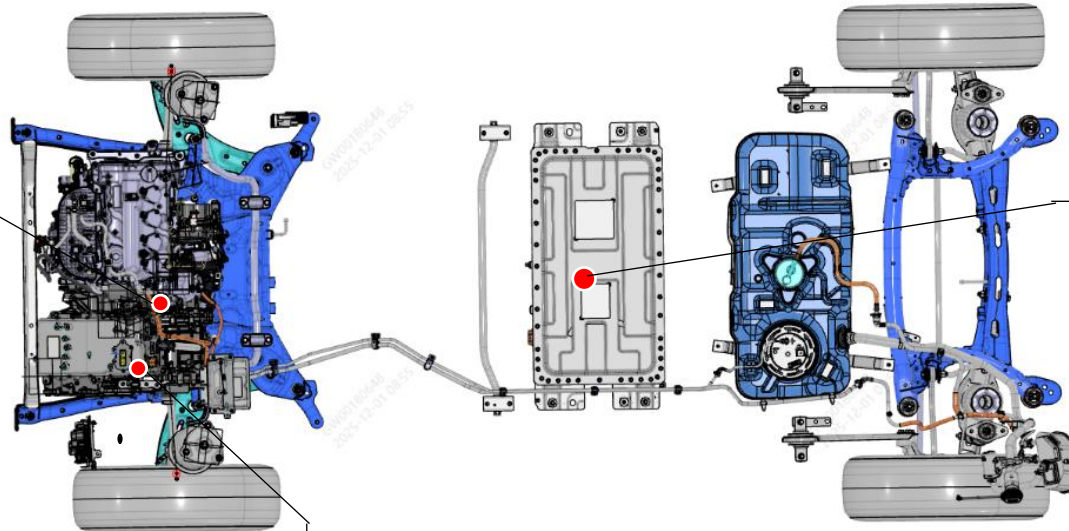
Key Technical Strengths

- Innovatively introducing a P3 motor decoupling mechanism reduces drag loss of the P3 motor under direct-drive conditions, **achieving a vehicle fuel consumption reduction of >0.40L.**
- Compared to the first-generation product, the powertrain weight is reduced by more than 15%, and volume is reduced by 5%.

The ORA 5 HEV powertrain consists of a **1.5T high-power engine**, a **high-power HEV battery pack**, and a **10-in-1 high-performance front-drive module** (integrating TM motor, GM motor, and electronic control).

◆ 1.5T hybrid-specific engine

- Maximum net power: 110kW
- Maximum net torque: 240Nm



◆ HEV architecture battery pack

- High-power lithium-ion battery pack
- Battery capacity: 1.09 kWh
- Discharge power: 75C discharge rate, power > 75 kW

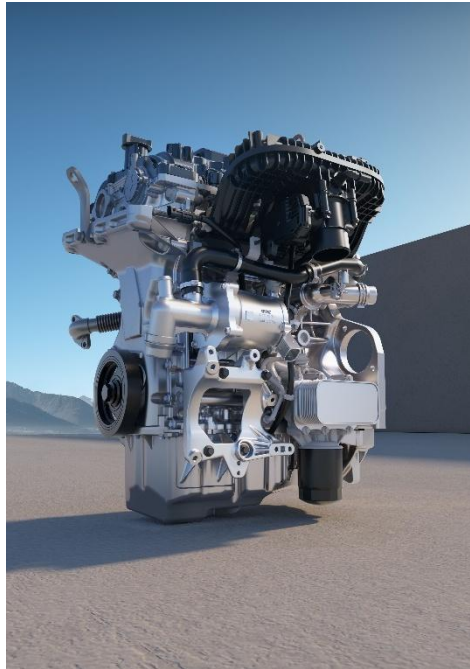
◆ 10-in-1 high-performance front-drive module

- P3 drive motor peak power: 140 kW
- P3 drive motor peak torque: 236Nm
- Reducer: Parallel-axis 2-speed architecture, with integrated P3 decoupling mechanism

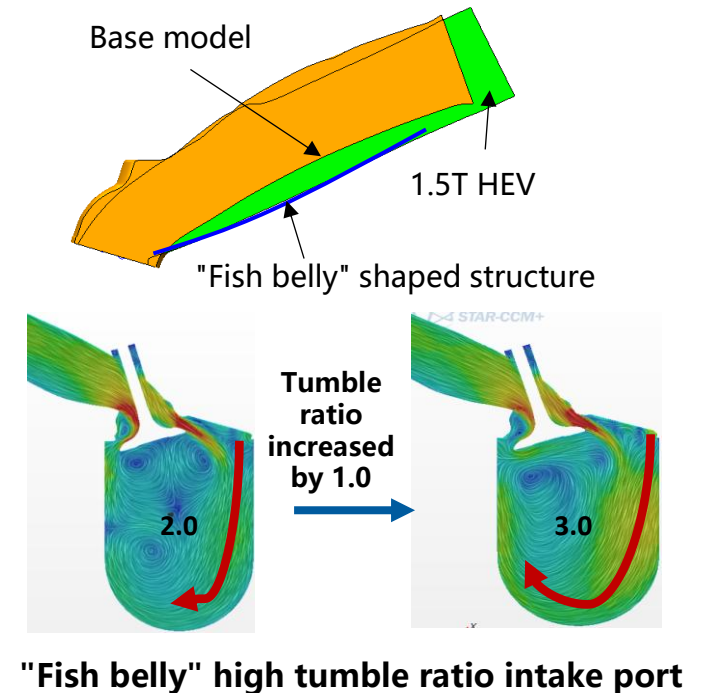
Strong power | Fuel efficient | Smooth & quiet | Durable & worry-free

Key Technical Strengths

- **Efficient Combustion** – Large valve angle + "fish belly" intake + high-energy ignition = better combustion, quicker response, lower fuel use.
- **Smart Hybrid** – Wide-angle VVT, special injector, deep-bowl piston, even mixing, stable combustion, linear power – less noise & vibration, smoother ride.
- **Low Friction** – Electric water pump, smart oil pump, ultra-low viscosity oil (10+ technologies). Friction loss <0.45 bar – industry-leading. Longer engine life, lower running costs.



1.5T hybrid engine



Stronger performance | Higher efficiency | Smooth & quiet | Multi-gear design

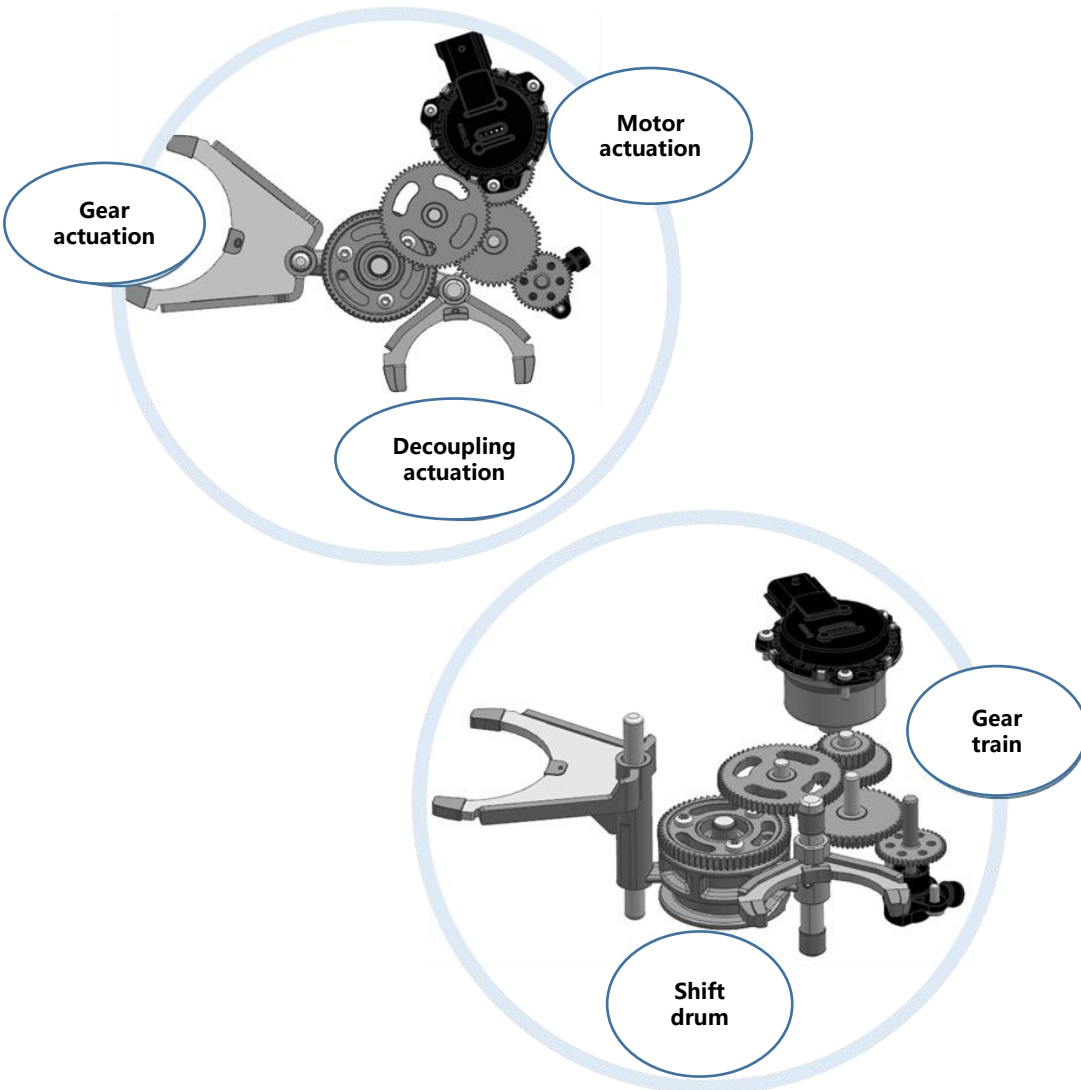
Key Technical Strengths

- **Stepless voltage regulation:** smarter power delivery, faster acceleration – Intelligent voltage adjustment 150–450V
- **High integration with a disconnection feature: saves fuel, boosts efficiency** – Ten-in-one integration 15% lighter, $\geq 97.8\%$ transmission efficiency. TM decoupling reduce loss, saves 0.4–0.6L/100km on highways.
- **Smooth & quiet shifting: NVH industrial leading role** – dual-motor torque compensation, low-harmonic stator, skewed rotor. NVH down 3–5dB.
- **Two-speed design, consider power and efficiency** – low gear for strong power, high gear for low energy consumption. Two-speed direct drive, compatible with PHEV/HEV.



10-in-1 highly integrated hybrid powertrain

Industry-first P3 motor integrated decoupling hybrid transmission: Integrated design | Energy consumption optimization | Millisecond-level response



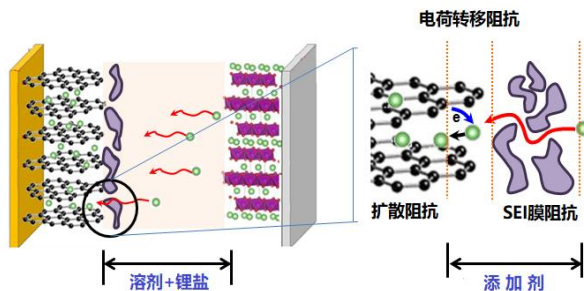
Key Technical Strengths

- **Integrated Design:** Single shift motor + clever linkage = combines direct-drive shifting and P3 decoupling. Saves space, lowers cost.
- **Energy Savings:** Under engine direct drive (mid/high speed), decoupling disconnects the P3 motor – no drag loss. Saves >0.4L/100km.
- **Millisecond Response:** <200 ms engagement/disengagement time – seamless mode switching, no sensation to the driver.

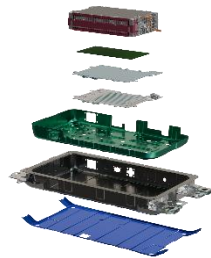
High performance | High safety | Long lifespan

Key Technical Strengths

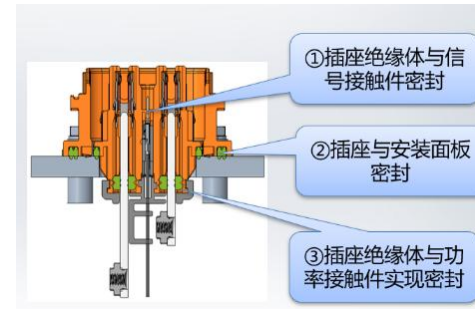
- **"Lightning Cell" Tech** – Ion super highway + ultra-thin coating. 35% lower impedance, 75C discharge rate. Unstoppable performance.
- **"Fortress-Level" Safety** – 6-layer armor + aviation-grade sealing. IP68 – 48 hours underwater no leaks. 24/7 smart alerts, millisecond response. Safety always by your side.
- **"Long-Life Core"** – High-stability lithium salt, dense protective film. 10,000 cycles – no fade. Safe, durable, built to last.



High-performance HEV battery cell



Six-layer underbody protection

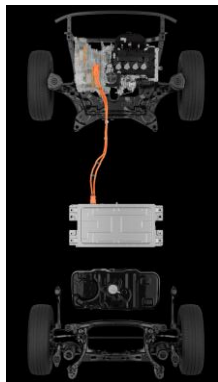
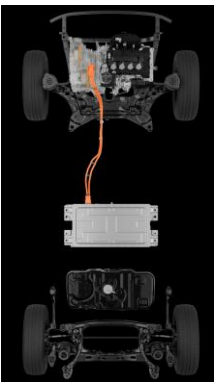
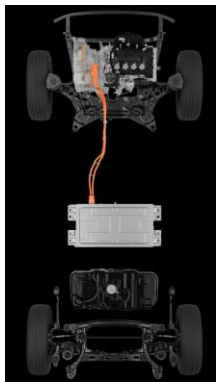
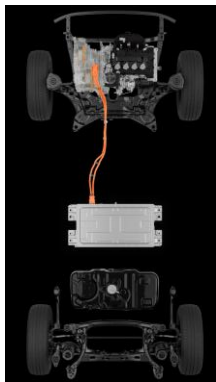


Self-sealing connector / plug



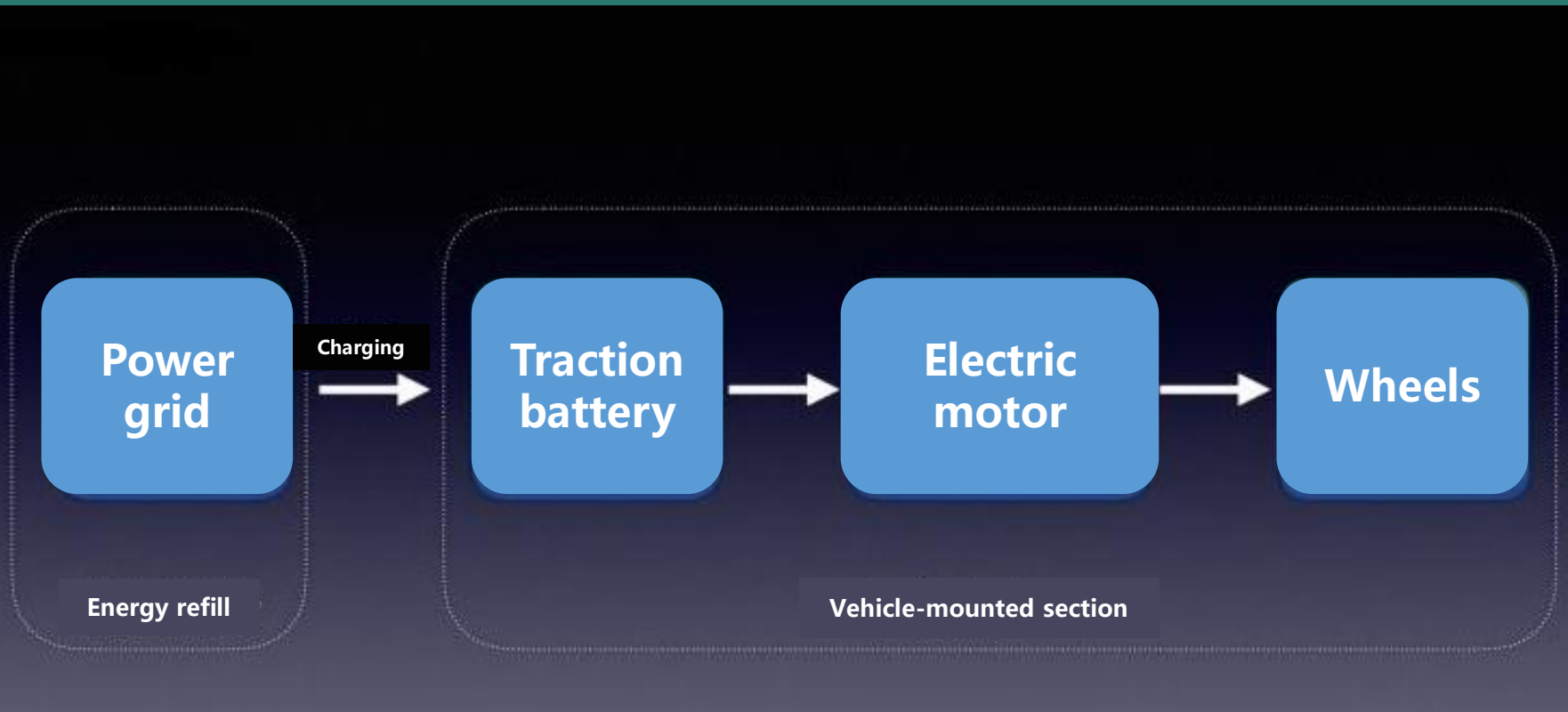
Full-lifecycle safety protection

Six operating modes intelligently and actively switch to the optimal one,
44% overall efficiency — outperforming competitors in its class with ultra-low energy consumption.

Six usage scenarios	Vehicle start	Low-speed city driving	Acceleration / Overtaking	High-speed cruise	Light acceleration at highway speeds	Deceleration / Braking
Six operating modes	EV mode	Series mode	Strong parallel mode	Efficient direct drive mode	Efficient parallel mode	Energy recovery
Drive schematic diagram						
Mode characteristics / features	EV mode is used when starting the vehicle, delivering faster, smoother response and lower energy consumption.	Series mode is used in low-speed city driving. The engine operates within its most efficient range to generate electricity, achieving ultra-low energy consumption at low to medium speeds. Fuel savings can reach 35–50% compared to conventional vehicles.	When accelerating or overtaking, both fuel and electricity are used — the engine and dual motors work together for more powerful acceleration.	At high-speed cruise, efficient direct drive mode engages. Fuel consumption is reduced by 10–15% compared to series mode. The motor is decoupled, reducing friction loss and save fuel by >0.4 L/100 km.	In efficient parallel mode, the engine directly drives the wheels while the dual motors adjust the engine operating point. Fuel consumption is reduced by 18–25% compared to series mode.	During deceleration or braking, the system intelligently selects the optimal regenerative braking method based on driving conditions, supporting both single-motor and dual-motor high-efficiency energy recovery.

Vehicles powered solely by electricity are called BEV pure electric new energy vehicles.

BEV



Advantages:

- Zero emissions, low noise
- High energy conversion efficiency
- Fewer powertrain components, less maintenance
- Relatively low service and operating costs

The core technology that distinguishes battery electric vehicles (BEVs) from traditional vehicles is the "Three-Electric" system.



Battery

01

Motor

02

**Electronic
Control**

03

SVOLT 2nd-generation "Short Blade" flying-stack battery – ultra-long range

Battery Brand / Type:

SVOLT / LFP (Lithium Iron Phosphate)

WLTC Range: 435 km

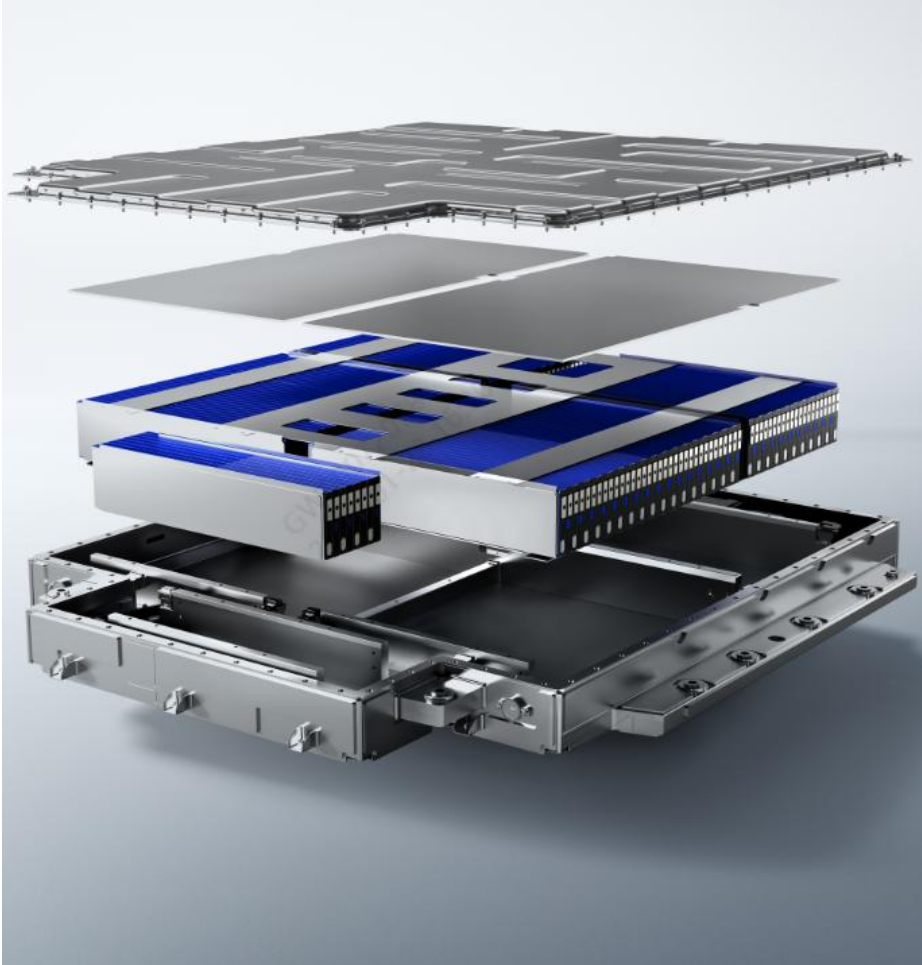


Range (WLTC)	Battery capacity (kWh)	Energy consumption (WLTC)	Charging method	Charging power	Charging time (30%–80%)
435km	58.3	13.4kWh/100km	Fast charging	120kW	20min

Key technical strengths

- **Material Safety (F):** Wide-temperature-range superconducting electrolyte + self-healing SEI film. Newly upgraded electrolyte formula reduces gas generation. Online quality inspection for each electrode plate eliminates safety hazards **(A)**. Whether driving in hot or cold weather, you don't need to worry about range anxiety or battery issues — it protects you and your family's travel safety **(B)**.
- **Flying-Stack Process – High Efficiency (F):** Achieves the industry's fastest 0.125 seconds per sheet — 200% more efficient than stacking process 2.0 **(A)**; High production efficiency with more uniform electrode placement and more stable battery performance — your vehicle is less likely to repair over time **(B)**.
- **Longer Lifespan (F):** At room temperature (25°C), cell cycle life exceeds 2,500 cycles with over 85% capacity retention. At 45°C, cell cycle life exceeds 1,500 cycles with over 80% capacity retention **(A)**; Even after 5–8 years of use, the battery remains in good condition — no need for frequent, costly replacements. When you eventually sell or trade in the vehicle, it also retains higher resale value **(B)**.
- **Faster Charging (F):** 2nd-generation short blade battery — volumetric energy density upgraded from 404 to 420, gravimetric energy density upgraded from 175 to 188, resulting in shorter fast charging time **(A)**; No more long waits for charging on road trips — saves you time and completely relieves range anxiety **(B)**.

Backed by the "Three Highs" standard, the 2nd-generation short blade battery delivers even longer service life



1 High integration

- The battery adopts a large-module + CTP (Cell-to-Pack) integrated design, **maintaining a compact rectangular shape for exceptionally high space utilization.** This allows the battery to be packaged more densely, freeing up more interior cabin space while accommodating more cells **for stronger range performance.**

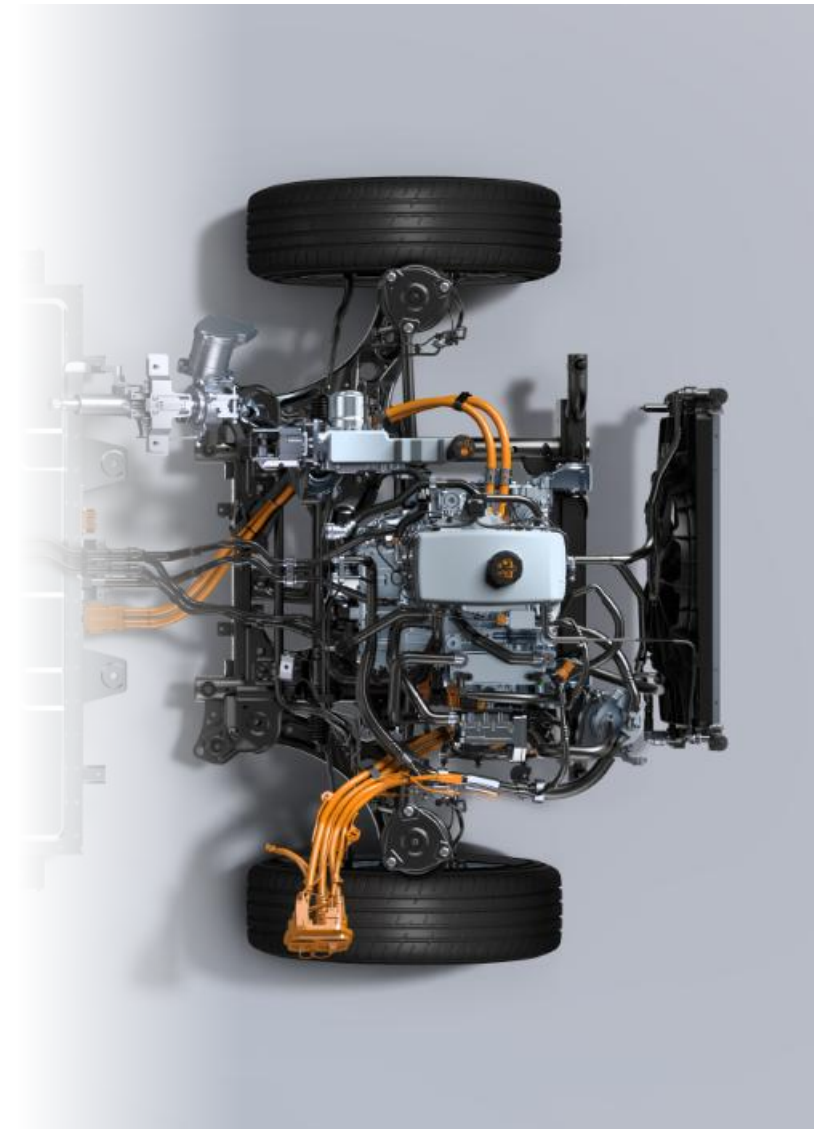
2 High performance

- The battery features an aluminum alloy casing with an integrated liquid cooling plate. **It has 6 layers of underbody protection and dual sealing, meeting IP68 and IP69K water immersion standards.** High-voltage components are wrapped in ultra-high-temperature-resistant materials. Whether in extreme heat, deep water, or rough, bumpy roads, the battery operates stably with **high durability and low failure risk.**

3 High safety

- In terms of thermal safety, even if the battery is punctured by a nail, it won't catch fire or explode — **no visible flames for 24 hours after thermal runaway**, far exceeding the national standard requirement of 2 hours. Mechanically, even **if the bottom is compressed by 40%, there is no leakage or fire.** The Dayu 2.0 technology enables directional exhaust and pressure relief with thermal-electrical separation, and is equipped with aviation-grade materials resistant to 1,400°C.
- Simply put:
 - ①Waterproof — **No issues after 48 hours of immersion in 1 meter of water** — 48 times the national standard.
 - ②Vibration-resistant — **Passes 72-hour vibration tests** — 2 times the national standard.
- No matter what extreme conditions you encounter, your safety is guaranteed.

SVOLT self-developed 14-in-1 intelligent electric drive system — The highest level of integration in its class

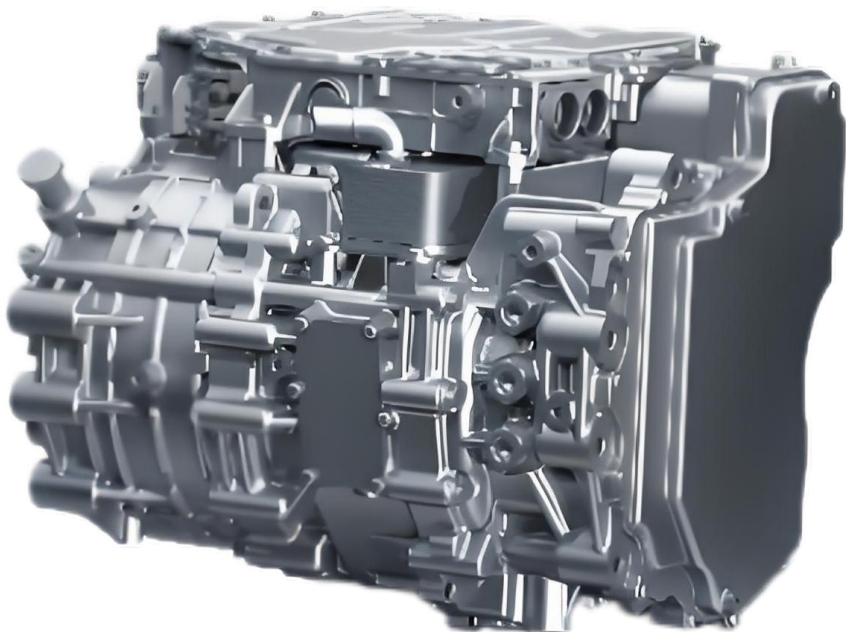


Key technical strengths

- **Lightweight Design:** The e-drive system integrates 15 hardware and software components including motor, controller, and intelligent thermal management — **the highest integration in its class**. As a result, system volume is reduced by 5.6%, height by 16 mm, and weight by 1.5 kg, **delivering quicker response and a lighter, more agile driving feel**.
- **High-Efficiency Motor:** The motor **achieves 95% electrical-to-mechanical conversion efficiency — the highest in its class — reducing overall vehicle energy consumption** for more economical everyday driving. Featuring a 6-pole, 54-slot design, segmented magnets, ultra-thin silicon steel, and oil-cooled zone control technology, efficiency is further improved by an additional 0.5%, enhancing range.
- **High-Efficiency Electronic Control:** It uses our self-developed IGBT molding module, combined with DPWM over-modulation and variable frequency control, **increasing efficiency by 1.5% and further reducing energy loss** — whether commuting in the city or driving on highways.
- **Highway Condition Optimization:** Specially optimized for highway driving. Features include a one-piece shaft with 2-bearing technology, fully enclosed gears, oil-cooled zone temperature control, and a parallel-axis e-axis — combined with industry-first ultra-low viscosity lubricating oil. **Overall efficiency under highway conditions is improved by 1.5%, meaning less power consumption and more worry-free long-distance travel.**

SVOLT self-developed 14-in-1 intelligent electric drive system — the highest level of integration in its class.

Front-mounted Permanent Magnet Synchronous Motor (PMSM)



- Maximum power:
150kW
- Maximum torque:
260Nm
- Top speed :
170km/h
- 0–100 km/h acceleration :
7.7s

The motor achieves a maximum speed of 20,000 rpm — the highest in its class, comparable to the motor in the Tesla Model S — delivering faster acceleration and higher efficiency.

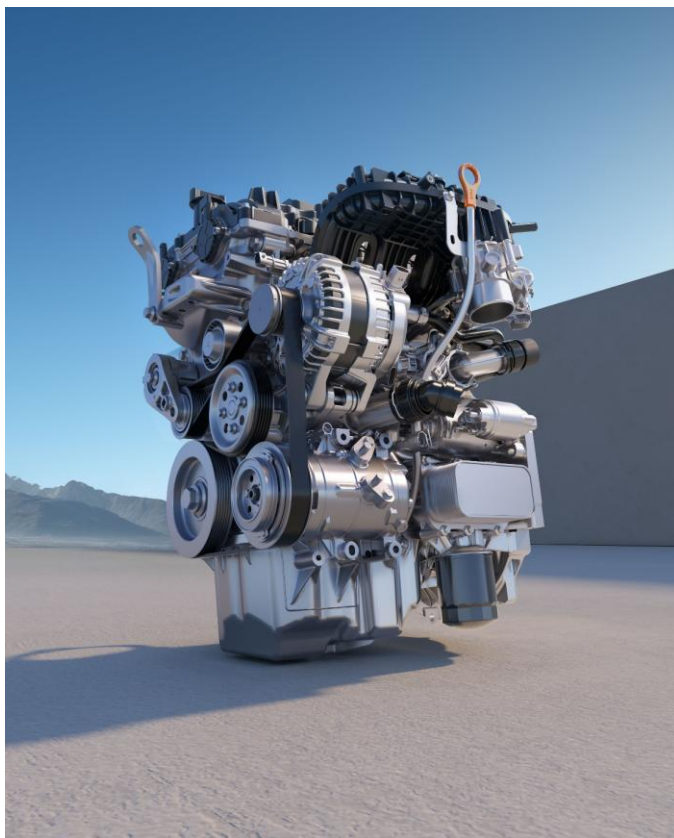
Sales Script: Our vehicle features the SVOLT self-developed 14-in-1 intelligent electric drive system — the highest level of integration in its class, delivering more stable performance. The motor achieves a maximum speed of 20,000 rpm, also the highest in its class and comparable to the motor in the Tesla Model S, offering faster acceleration and higher efficiency. With a maximum power of 150 kW, peak torque of 260 N·m, top speed of 170 km/h, and 0–100 km/h acceleration in just 7.7 seconds, it delivers a fast, powerful, and exhilarating driving experience.



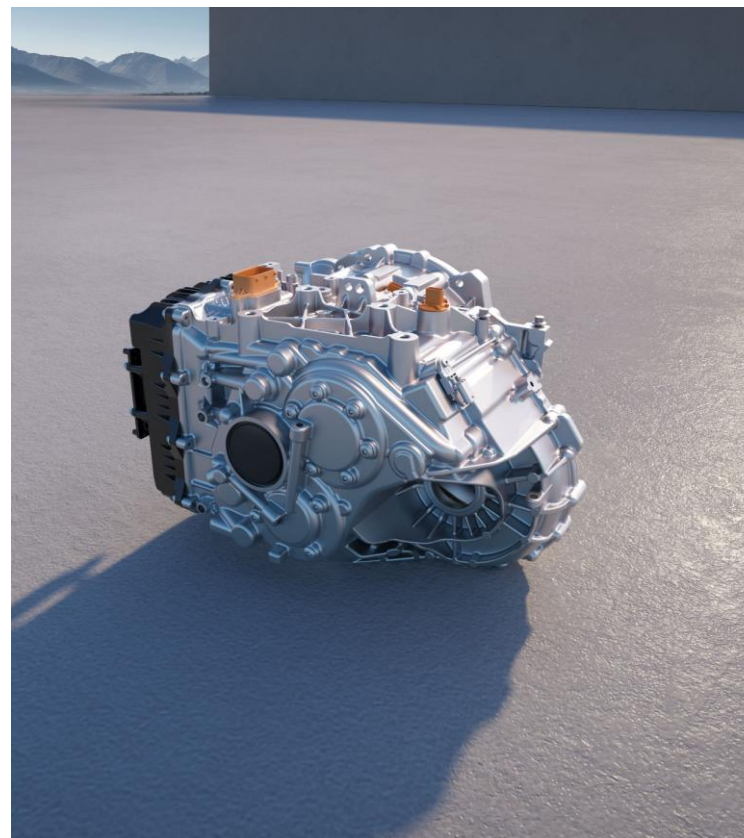
Supports V2L discharge function with **up to 6 kW** of **output power**, unlocking more lifestyle scenarios and enabling worry-free outdoor camping.

1. With V2L technology, the vehicle becomes a powerful mobile charging station, **providing stable power support for electronic devices** such as laptops, lights, induction cooktops, and ovens — meeting the needs of high-power appliances.
2. A battery protection mechanism is in place: when the vehicle's **battery level drops below 30%**, the **V2L function will be disabled**.

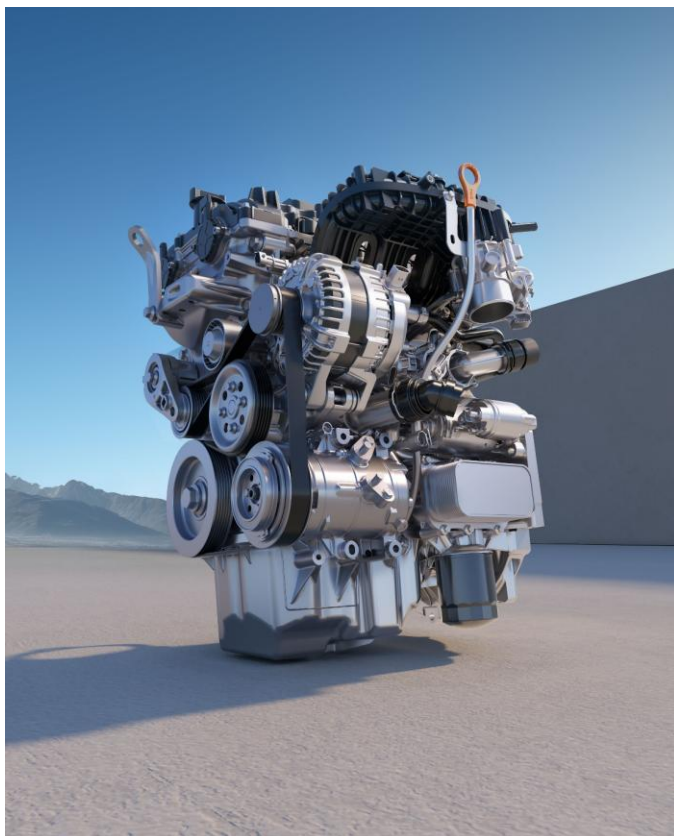
1.5T high-thermal-efficiency engine



Wet 7-speed DCT (Dual-Clutch Transmission)



1.5T high-thermal-efficiency engine (4B15L)



The optimal balance between power and fuel economy

- Efficient Combustion: High compression ratio, VGT turbo, aluminum build, low-friction pistons, Miller cycle, 350bar direct injection, dual VVT.
- Injection & Ignition: 5.5bar injection + high-energy ignition – better spray and combustion.
- Smart Oil Pump: Two-stage variable displacement. Solenoid valves enable precise, intelligent oil pump control, cuts fuel use by 2%.

Maximum power: 118 kW, Maximum torque: 270 N•m

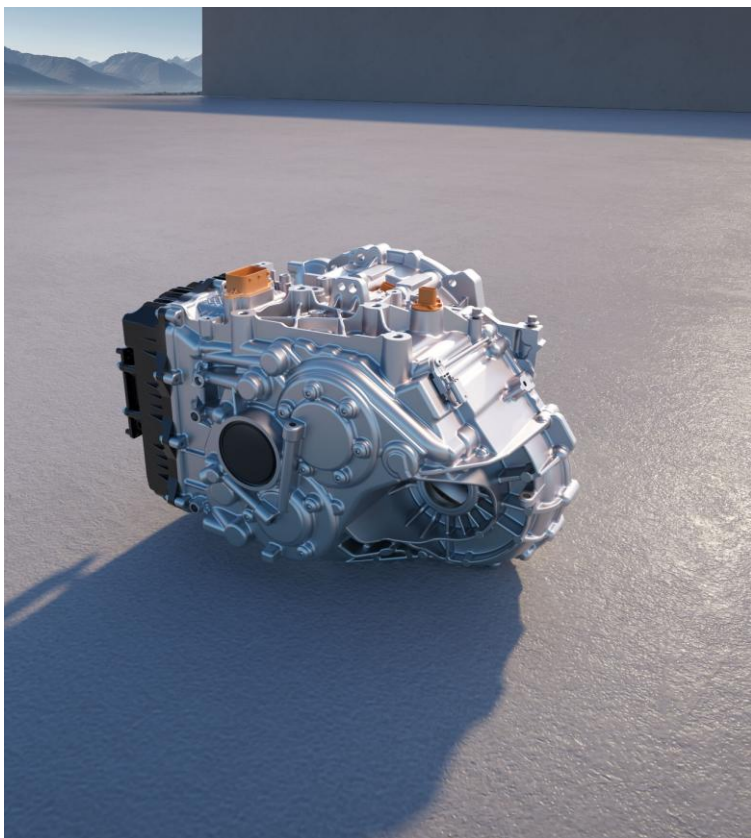
0–100 km/h acceleration time: 9.3 seconds

Top speed: 190 km/h

WLTC fuel consumption: 6.9 L/100 km

SVOLT 3rd-generation wet 7-speed dual-clutch transmission (7DCT)

All-new hydraulic control system — improved comfort, responsiveness, and stability simultaneously



More durable

Single-gear shift durability: up to
580,000 cycles. Lightweight Slim line synchronizer design increases torque capacity by 54%

More efficient

Overall efficiency $\geq 96\%$

High transmission efficiency, fast power response, stable and reliable — further improving fuel economy.

Master-level team chassis tuning, validated across all driving scenarios — responsive and controlled exactly as you wish

01 Over 30 years of Great Wall Motor vehicle manufacturing experience

- With **over 30 years of tuning experience** across sedans, SUVs, off-road vehicles, and sports cars, Great Wall Motor brings deep expertise.
- Professional SUV chassis tuning is backed by years of testing and an extensive driving database.



03 BMW team precision refinement tuning

- BMW is known for its exceptional handling. The ORA 5 shares the same group of chassis tuning experts from the Great Wall BMW project.
- Using full-vehicle sporty performance virtual simulation validation, it meets over 29 professional test conditions and 189 technical specifications. With more than 40 combination validation schemes, these efforts have together created the **DNA for outstanding sporty performance**.

02 Full-scenario sporty performance tuning

- Relying on the Great Wall Motor Proving Ground — the first test facility among independent Chinese automakers to obtain official certification for public inspection — the vehicle has undergone **validation on over 100 special road surfaces**, including concrete joint roads, damaged asphalt roads, cobblestone roads, railway crossings, washboard roads, and rutted roads. Through targeted performance matching and hundreds of virtual validation cycles of tuning solutions, we have together cultivated the DNA for outstanding sporty and comfortable performance.

The ORA 5 chassis tuning is a systematic solution in driving engineering

Five outstanding design highlights

1

Front and rear independent suspension design

- Adopting a proven front MacPherson independent suspension and rear multi-link independent suspension to enhance driving and riding comfort.

3

Vehicle body stability design

- Integrated ESP / VDC / CRBS systems achieve unified vehicle stability control and energy recovery.

5

Rough-terrain stability design

- Integrated TCS / HDC systems improve handling stability on complex road surfaces.

2

All-domain braking safety design

- Integrated HBA / RMI / CDP systems comprehensively enhance braking safety.

4

Hill stability design

- Integrated HHC / APB-MI / AVH systems enhance hill-hold stability, parking, and power release.



Tuning that balances chassis comfort and handling stability delivers a better driving and riding experience

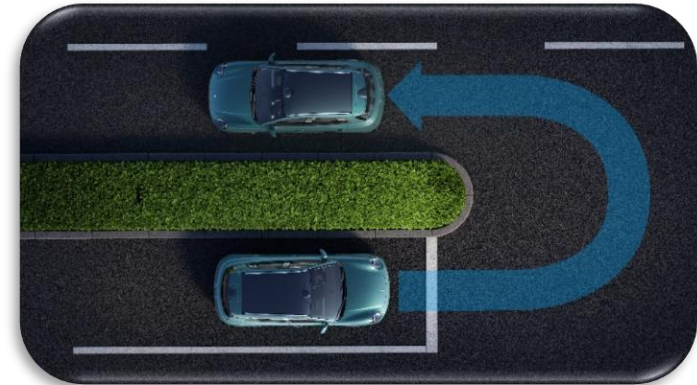
Stable handling, great driving experience



Chassis tuning for comfort and handling stability

- The suspension system features a front MacPherson independent suspension and a rear multi-link independent suspension. The left and right wheels move independently, reducing the impact of speed bumps and potholes for improved ride comfort.
- Both the front and rear suspensions are equipped with stabilizer bars, which reduce body roll during cornering and enhance driving safety.

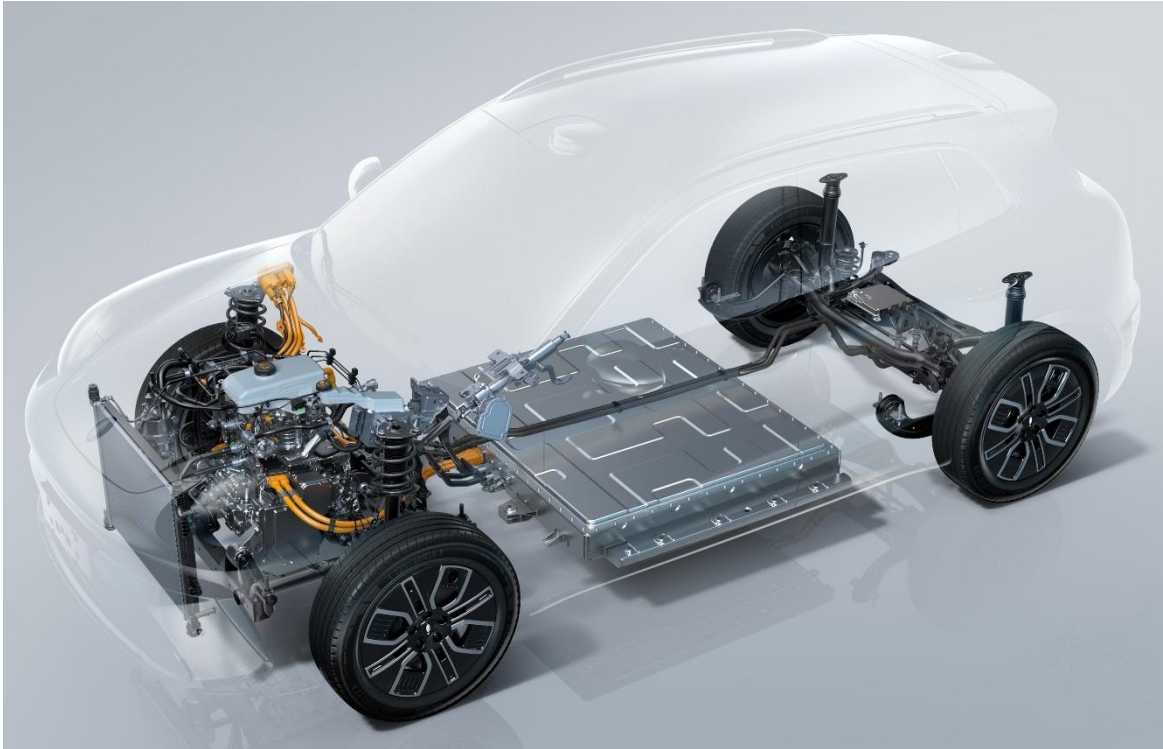
Tight turning radius, more agile



Turning radius: 5.45 meters

- The chassis tuning delivers handling quality comparable to German vehicles. Braking distance is 39 meters. The steering system features a small steering gear ratio and a turning radius of 5.45 meters, enabling agile turning in narrow urban and rural road conditions.

The EPS system uses intelligent motor control to deliver a safe, comfortable, and stable steering experience



➤ Intelligent Speed-Dependent Assist

The steering assist provided by EPS decreases as vehicle speed increases, making the steering wheel light and **easy to maneuver at low speeds, and firm and stable at high speeds;**

➤ High-Speed Damping Control

At high speeds, the system **reduces motor output torque to appropriately increase steering resistance.** This effectively suppresses direction vagueness caused by minor road surface disturbances, enhancing high-speed stability and driving confidence.

➤ Active Return-to-Center Assist

At low and medium speeds, the **motor outputs an appropriate return torque to bring the steering wheel back to the center position,** making handling smoother and more premium;

➤ Smart Drift Compensation

When the vehicle tends to drift off-center while driving straight due to certain vehicle factors, **the motor outputs a compensating torque to help the driver maintain a straight line** — reducing hand fatigue and driver effort;

Fully decoupled brake system — a more comfortable, more responsive, and smarter driving and control experience

Fully decoupled x-by-wire

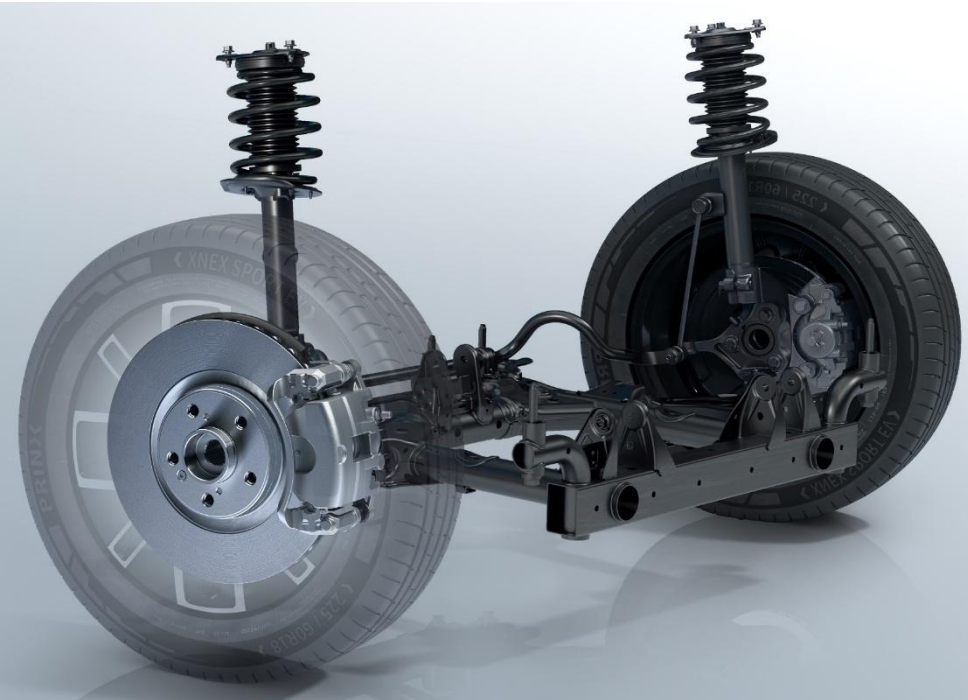
- **Complete decoupling:** The brake pedal is physically separated from the brake lines — **the pedal serves solely as a "driver intention sensor."**
- **Software-defined pedal feel:** Intelligent software adjustment delivers a **comfortable, linear, and customizable pedal response.**

Deep integration & fast response

- **High integration:** The booster, control, and actuation units are integrated into one compact, **lightweight unit.**
- **Lightning-fast response:** During emergency braking, response speed is approximately 200 ms faster than traditional systems (about 10% improvement), **gaining critical time for safety.**

CST Comfort brake

- **CST Comfort Brake:** As the vehicle comes to a stop, the system actively and **precisely controls four-wheel brake pressure, eliminating the "nose-dive" jerk.**
- **Smart Auto Hold:** The system **intelligently detects driver intent** and automatically activates/releases the parking brake — seamless and convenient.
- **Quiet Experience:** A brushless motor enhances NVH quality.



4 driving modes to meet different driving needs

Eco mode



Prioritizes efficiency and comfort for low-to-medium speeds — slower power response, but full torque available.

Normal mode



The **default main mode** automatically selects the optimal driving method based on overall vehicle power and economy.

Sport mode



Delivers powerful and rapid power response for high-speed driving and overtaking situations — **quick and forceful**.

Rain/Snow mode



In rain or snow, activate this mode with one press — defrost, wipers, windows, and lights adjust automatically, (cruise control extends following distance.)

Driving mode	Eco mode	Normal mode	Sport mode	Rain/Snow mode
Range	Above standard	Standard	Below standard	Below standard
Power performance	Less responsive	Standard	Responsive	Soft

Adaptive energy recovery

Using sensors to perceive road conditions, driving habits, and other information, it **automatically adjusts the strength of energy recovery** — **helping prevent motion sickness for passengers** and improving vehicle range.

ORA 5 New Product Launch Training

Safety & Protection Chapter



A man in a dark blue shirt is speaking and gesturing with his right hand, pointing upwards.

**Many people say safety is the ultimate luxury.
Actually, I don't see it that way.
Safety is the bottom line of
GWM's vehicle manufacturing!**

ORA 5 All-Round Safety Protection

Active safety
20+ intelligent driver
assistance features

Passive safety
7 airbags
Cage-type body structure

Battery safety
Far exceeding
national standards

Active Safety
Stay Away from Danger

Passive Safety
Protect passengers
when a crash is
unavoidable

Battery Safety
Eliminate Risks

L2-level intelligent driver assistance features — No rear-ending when going forward, no collision when reversing.

Full-vehicle safety protection



ESP

ICC

360° panoramic view

180° transparent chassis

Front collision active safety



AEB

FCW

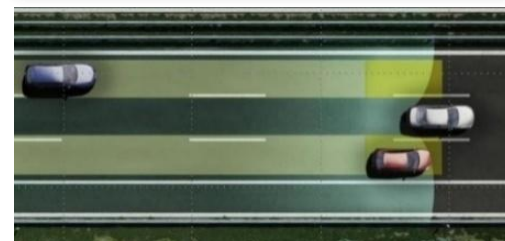
FCTB

MEB

FCTA

...

Side collision active safety



LCA

LDW

LCK

DOW

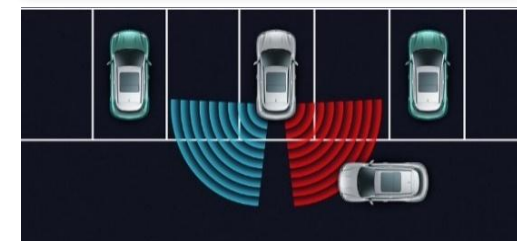
LKA

ELK

IE

...

Rear collision active safety



RCW

RCTA

RCTB

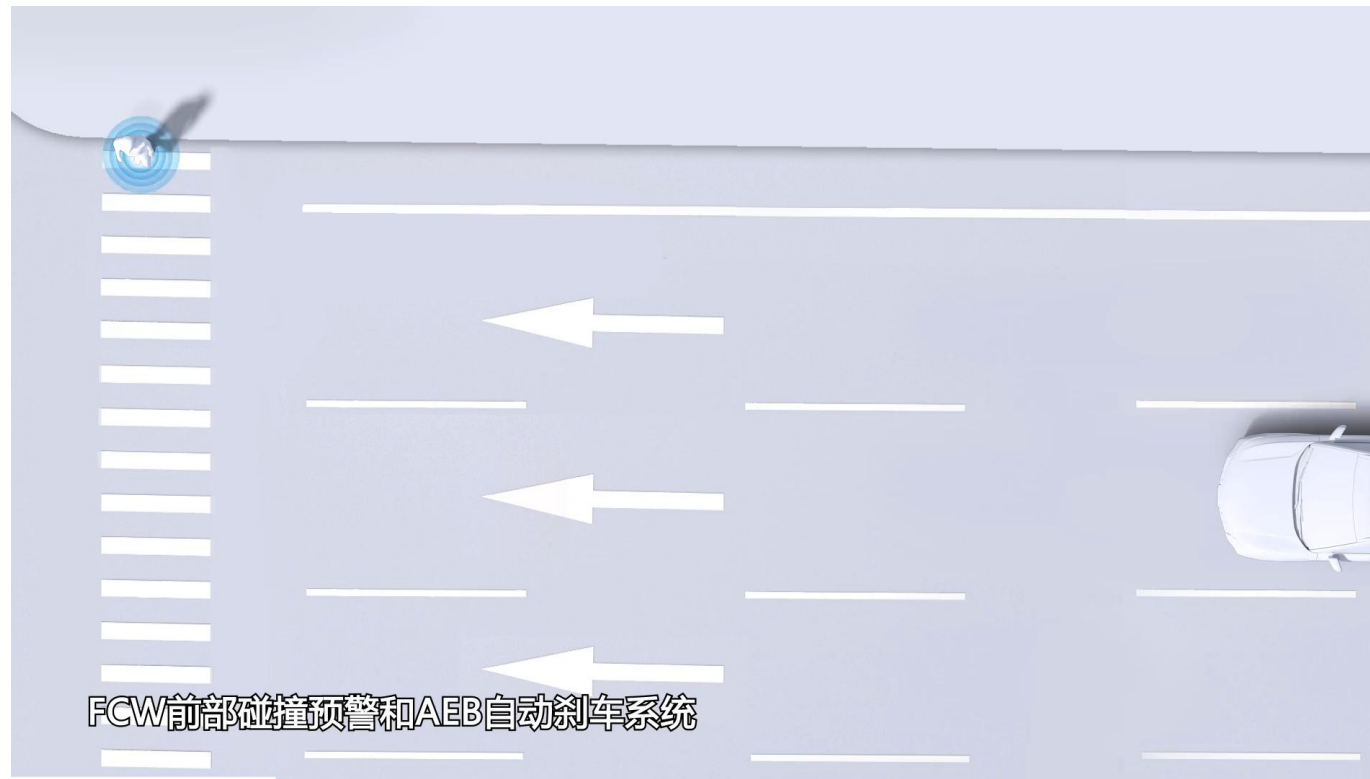
Four-layer perception hardware enhances active safety reliability

- The vehicle is equipped with **13 sensors in total** (including 1 intelligent front-view camera, 4 millimeter-wave radars, 4 ultrasonic radars, and 4 surround-view cameras), capable of recognizing lane lines, vehicles, speed limit signs, and other objects ahead. It enables L2-level intelligent driver assistance features such as adaptive cruise control, intelligent cruise assist, lane assist, blind spot detection / lane change assist, and door opening warning.
- Combined effect of the four perception types: The combination of these four technologies covers low obstacles in blind spots, weather interference, and dynamic risk prediction — forming a complementary perception system that significantly improves the reliability and safety of the autonomous driving system.

Industry-leading AEB (Automatic Emergency Braking)

Responds to various emergency situations, avoids collisions, prevents risks before they occur, and reduces accident rates.

- Braking capability for **stationary vehicles**: 110 km/h
- Braking capability for **stationary pedestrians**: 90 km/h, covers scenarios including left-turning vehicles, two-wheelers, and crossing pedestrians.
- Braking capability for **nighttime backlight pedestrian**: 85 km/h



Industry-leading MEB (Maneuver Emergency Braking) Low-Speed Emergency Braking

Supports vehicle speed of 0–8 km/h. When approaching 0.8 meters of an obstacle, the system begins to alert. Based on vehicle speed and obstacle type (recognizing 11 major categories: parking bay lines, speed bumps, bollards, wheel stops, ground locks, toll gates, poles, sedans, trucks, bicycles, pedestrians — covering most daily driving scenarios), the system sends recognition data to the controller, which calculates appropriate commands and activates the braking system.

**Distance
80–100 cm**

Front and rear
radars sound 3 alerts
within 2 seconds

**Distance
40–80 cm**

Front and rear
radars sound 3 alerts
within 1 second

**Distance
0–40 cm**

Continuous
alarm + braking
stop



Scenario-based introduction

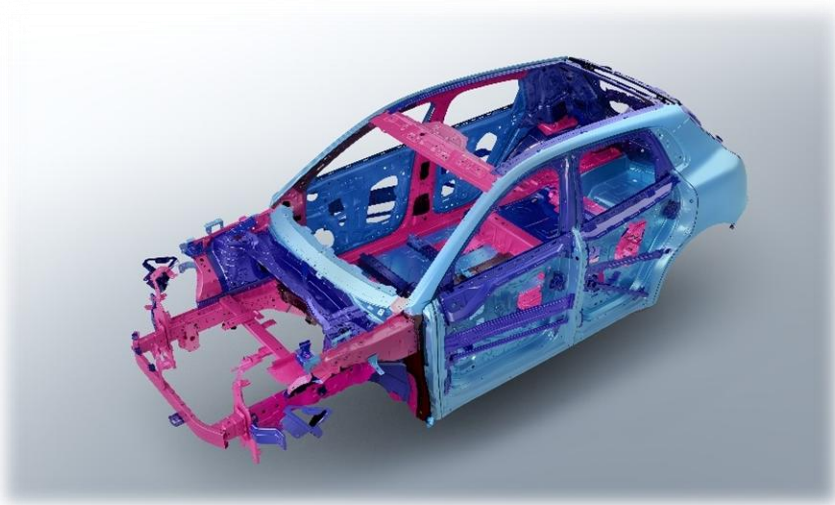
13 class-leading premium sensors around the vehicle detect surrounding objects. When you're distracted or danger approaches, you'll be alerted to act, stopping collisions before they start

E-NCAP 5-star safety rating

- **Frontal Impact:** Unique three-way force transfer channel design — disperses collision forces in three directions: upper (side rail – A-pillar), middle (anti-crash beam – longitudinal beam – A-pillar), and lower (front subframe – rocker panel). The front crash beam has an effective width ratio of 76.2%.
- **Side Impact:** Three closed-loop ring structures on the side (A/B/C-pillars – upper side rail/rocker panel– roof cross member/floor cross member). The cage-type body uses an integrated hot-stamped door ring reinforcement structure, formed using a 1,200-ton hot stamping press.
- **Rear Impact:** Straight rear longitudinal beam design. The rear floor longitudinal beams are made of high-strength steel to reduce deformation and damage, protecting the integrity of the body structure.

High-strength steel cage body

- **High-strength steel ratio: 75.3%**
- **Hot-stamped steel ratio: 17%**
- **Steel strength in key areas: up to 2000 MPa**



Features 7 airbags



Driver and front passenger frontal airbags (2)

Reduces frontal impact to the head and chest of front-seat occupants.

Driver and front passenger side airbags (2)

Reduces side impact to the driver's chest and body.

Left and right one-piece side curtain airbags (2)

Features 6-second pressure retention — maintaining 50% of working pressure after deployment.

Dual-chamber far-side airbag (1)

Two independent air chambers — prevents the heads of the driver and front passenger from colliding with each other.

Scenario-based introduction

The vehicle is equipped with 7 airbags, including one additional far-side airbag to prevent secondary injuries caused by head-to-head collision between front occupants. The side curtain airbags feature 6-second pressure retention and are longer and wider in a one-piece design, extending coverage to the head area of rear-seat occupants — providing better protection for family members and children in the event of a frontal or side collision.

High-safety 2nd-generation short blade battery cell

IP68 dust and water resistance

No fire, no explosion

Five section safety protection

0.1-second ultra-fast power cut after collision



Three-longitudinal, four-lateral structural safety design

24-hour continuous monitoring

Battery Safety

5 section battery safety system — eliminates safety worries at the design.

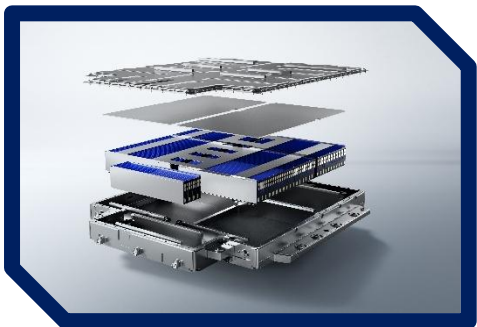
Rigorous reliability + extreme testing — battery safety above and beyond national standards.

Cloud-based big data monitoring — racing against time to protect lives.

Five-layer battery safety

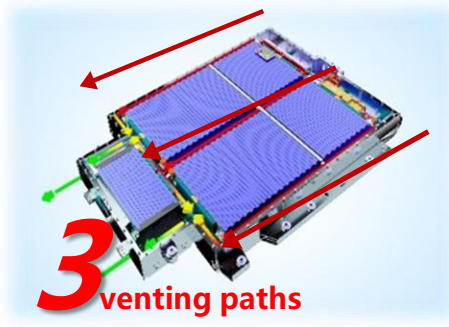
No fire, no explosion, far exceeding new national standards

Structural safety



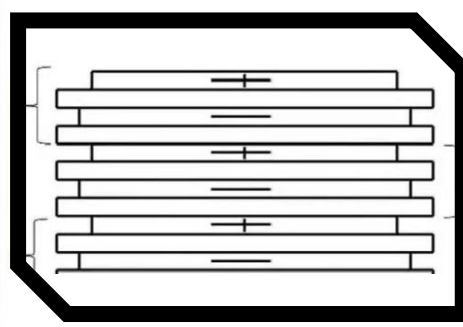
- ① 3-longitudinal 4-lateral lower case + short blade cells = high-rigidity integrated structure.
- ② 6-layer underbody armor: PVC, liner, casing, flow plate, support plate, structural adhesive — tough against impacts and scrapes.

Pressure relief safety



- ① 3 venting channels — 50% more flow. Back to atmospheric pressure within 2 seconds of thermal runaway.
- ② Directional venting — valves face side-rear. Protects cabin and passengers during evacuation.

Cell safety



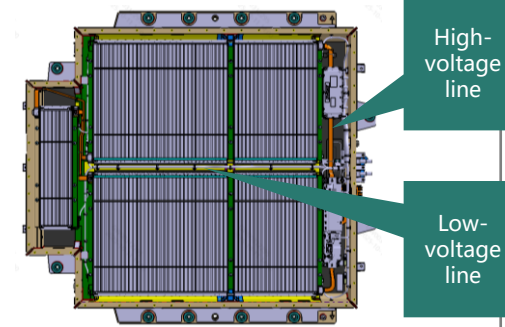
Exceeds standard safety tests including nail penetration and hot box tests. 8-needle simultaneous penetration test (national standard requires single needle). 200°C hot box test (national standard: 130°C).

Insulation safety



Uses aviation-grade materials resistant to 1300°C. Incorporates 10 insulation protection measures to eliminate high-voltage short-circuit risks under extreme conditions such as cell thermal runaway.

High-voltage / low-voltage wiring harness separation



The battery pack features separate high-voltage and low-voltage circuit designs — reducing electromagnetic interference while minimizing the risk of fire caused by wiring short circuits.

Complies with the 2026 new national battery safety standards (China GB)

Certified to GB 38031-2025 — China's new national safety standard for EV traction batteries at the vehicle level.

Comprehensive battery safety — no fire, no spontaneous combustion.

- Bottom impact resistance: 300J — twice the new national standard requirement.
- Crush test: 200 kN — twice the new national standard requirement.
- Passes fire, water immersion, underbody scraping, and crush tests.
- 24/7 cloud-based battery safety monitoring.
- When battery risks are detected, emergency response via after-sales personnel — protecting customer safety and interests.

What are the new national standards for EV batteries?

GB 38031-2025 "Safety requirements for traction battery of electric vehicles" — known as the "strictest new national standard for EV batteries to date.".

- Thermal runaway: No fire or explosion for at least 2 hours, or all monitored points $\leq 60^{\circ}\text{C}$.
- Alert requirement: Alarm signal must be issued within 5 minutes after thermal runaway trigger. No visible smoke in the passenger cabin around 5 minutes after the alarm — eliminating the risk of "secondary poisoning."
- Bottom impact test: 30mm steel ball, 150J impact — no leakage, casing rupture, fire, or explosion, and insulation resistance must meet requirements.
- Fast charging safety: Closed-loop management.

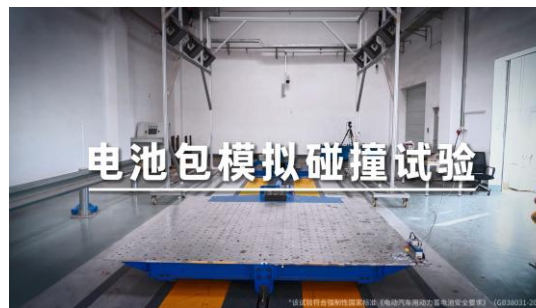


Test standards far exceeding national (GB) requirements



Passes fire test

Battery pack: no fire for 24 hours — 12 times the national standard requirement (2 hours)



Passes impact test

Z-direction 60g simulated collision — more than double the national standard requirement (28g)



Passes nail penetration test

Impact energy: 300J — twice the national standard requirement (150J)



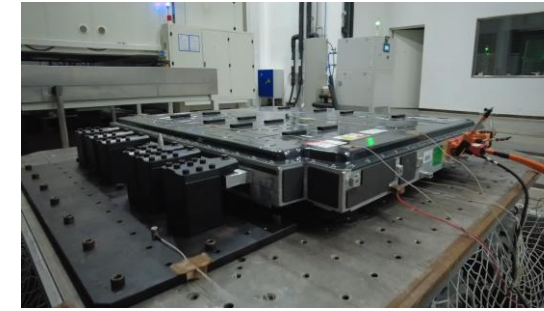
Passes water immersion test

Passes 48-hour water immersion at 1m depth — 96 times the national standard requirement (30 minutes)



Passes crush test

200 kN crush resistance — twice the national standard requirement (100 kN)



Passes vibration test

Vibration intensity: 0.8g — 1.25 times the national standard requirement (0.64g)

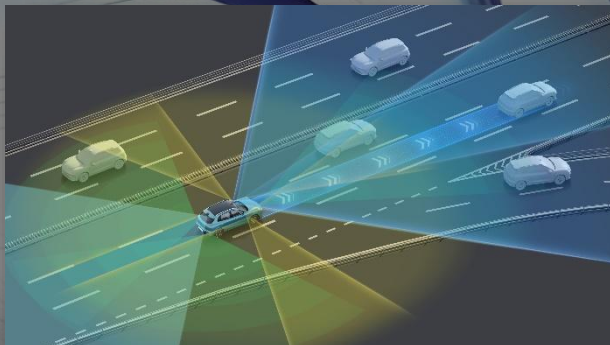
Full-vehicle water wading test



Scenario-based introduction

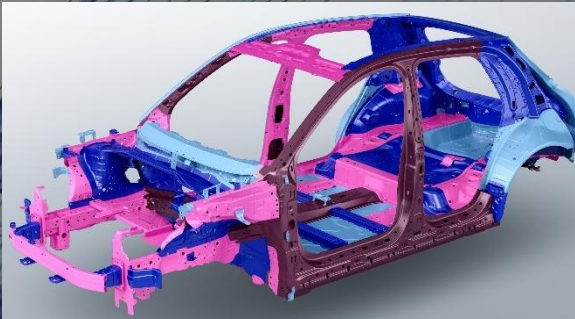
No need to panic if you encounter urban flooding! With a ground clearance of 175mm, this vehicle handles bumpy roads without bottoming out. **A maximum wading depth of 400mm allows it to pass smoothly through standing water.** Even more critical, **the battery pack is rated IP68 dustproof and waterproof** — so you don't have to worry about damage even when wading. This completely eliminates concerns about driving in rainy weather. Reliable for daily commutes and emergency wet-weather driving alike!

All-round safety protection



Active safety

- L2-level intelligent driver assistance
- Front collision active safety – AEB (Automatic Emergency Braking)
- Side collision active safety – BSD (Blind Spot Detection)
- Low-speed emergency braking – MEB (Maneuver Emergency Braking)



Passive safety

- Cage-type body structure
- Over 74% high-strength steel
- 7 airbags
- Pre-tensioner load-limiting seatbelts



Battery safety

- Complies with 2026 new national standards
- Test standards several times higher than GB requirements
- 24/7 remote monitoring
- 5-star fire safety protection

THANKS

G W M

ATTENTION

- This material serves as reference product training content for the GWM ORA 5 Standard Edition. **It is intended for internal training use only before adaptation for your authorized dealers.**
- Vehicle images and videos shown are for illustrative purposes only. **Dealers must refer to the actual vehicle in-store.**
- Specifications, features, materials, and configurations are subject to change. **Please refer to the final production vehicle.**
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Next Steps & Requirements

1. Control Measures

- **Attendance Mgt.:** Trainees absent after the training session must **watch the recorded playback**;
- **Post-Training Assessment:** **Within two working days** after the live training concludes, participants must complete an online assessment. Those scoring **below 80 points** are required to retake the test until they pass.

2. Local Market Training

- **Localized Training Materials:** Each market must adapt the training materials provided by headquarters **(including complete courseware, videos, scripts, test questions)** into **localized versions**. The adapted training courseware must be submitted to the Network Management Department for archiving;
- **Training Schedule:** If localized pre-launch **training cannot be organized** due to special circumstances, the market must submit a **written explanation by the Country Manager** to the Network Management Departments training team of GWM International, outlining short-term solutions;
- **Training Summary:** After regional training concludes, the Network BP report the training implementation status to the Network Department, including details **such as training duration, online or offline training, attendance rate and assessment pass rate**;

3. Take effectiveness after training in dealers

- Internal training plan and test
- Roleplay everyday morning or evening meeting
- Best practice sharing



Training Satisfaction
Survey

Sign-in



Product Knowledge
Test