

CHERY | TIGGO

TIGGO 8 PRO MAX

ENJOY YOUR FIRST CLASS



Storyline - Personal Used Utilization

TIGGO 8 Pro Max

“Enjoy Your First Class”

Key Talking Points :

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

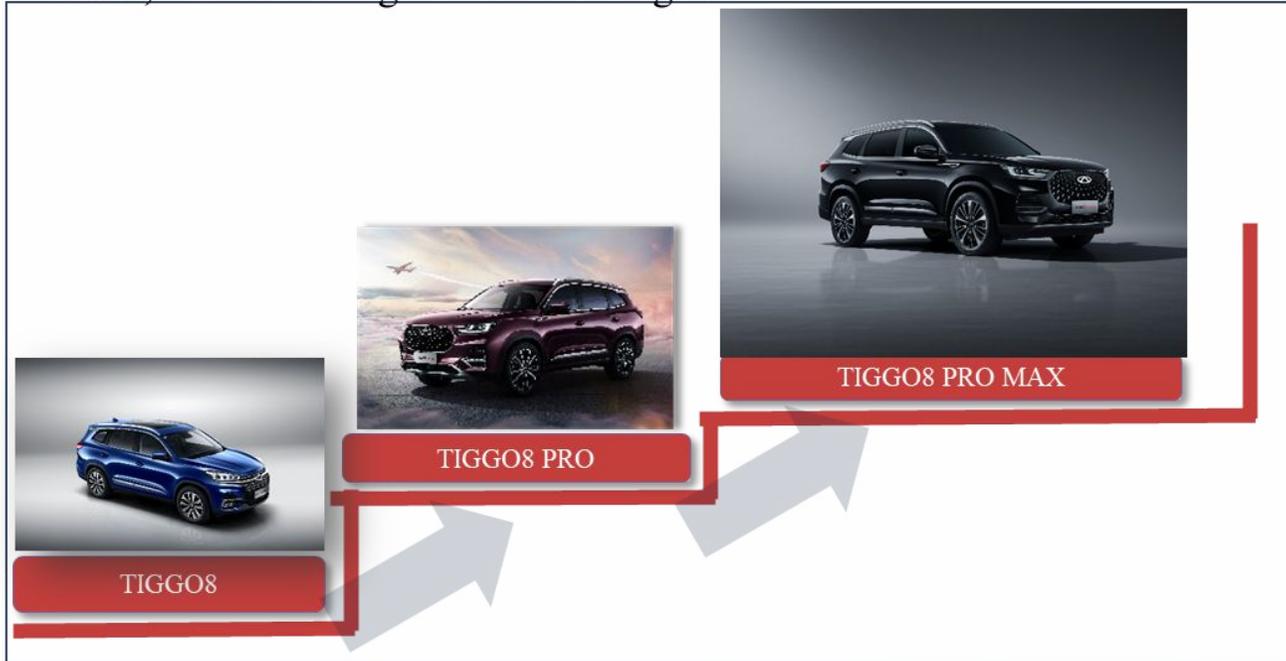


Background & Objectives- How to understand the past and present of new products?



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



TIGGO 8 Pro Vs TIGGO 8 Pro Max



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

2. Main upgrade points of the product

Appearance and interior trim

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



Luxury and comfortable

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



Scientific and intelligent

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



Safe and convenient

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

