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Market Description

An overview of worldwide auto market shows that various segments of vehicles maintain the trend of highly keen competition, especially, Segment-A vehicle market characterized by modest price and high cost-performance ratio is always the ideal choice of the first-time vehicle buying for family use and also the strategic point of manufacturers for competition. The market sales keep increasing year by year and are higher than the overall rise of the industry. Therefore, the manufacturers remain strong investment strength to products of Segment A market. With the expansion of individualized consumer demands and consumption upgrading of the whole auto market, consumers set higher requirements for product quality, process, technology and brand and tend to more rational consumption.



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Design Concept
Wisdom Technology

The inspiration of M16 modeling is derived from one of traditional five Chinese Elements, Water. The natural features of water, such as waterfall, ripple and flowing, are integrated in M16 modeling, perfectly explaining the current new aesthetic tendency - elegant, concise and fashionable. The vehicle shows water-flowing profile, being dynamic and smooth, minimizing drag coefficient; the design of streamlined circumferential interior supplies excellent wholeness and comfortable feeling; the new golden power combination of DVVT+CVT and nine-in-one active safety system make M16 form unique individuality and gather the latest wisdom technology, ensuring your high-quality enjoyment.



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Dream Team

The design of M16 is completed under the elaborate creation of globally top professional team with careful and rigorous attitudes to finish each works. Among them, James Brain Hope who worked in Opel, Ford and Chrysler lays particular stress on attitudes and concepts; Hakan Saracoglu who participated in Porsche model design project pays particular emphasis on enlightenment and inspiration; Klaus Badenhausen, chief engineer of the former Benz Group and Design, attaches importance to execution and domination. Each of them as leading professional in the industry can play a full part in working. They cooperate fully with each other to create the outstanding works - M16.

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Appearance

Attractive look is difficult to get, but can be pursued,
No matter it is elegant, concise or fashionable,
Just to incorporate real emotions in them.
Integrating a miscellaneous collection of views for the favor at first sight,
Is just a distinctive possession.

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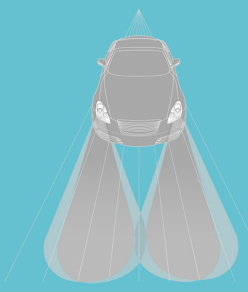


The beauty of fashion is irresistible

M16 attempts to find the optimal balance point from Moderation, Sedateness and Fashion in design in a bid to build up spiritual, dynamic streamlined body modeling and smooth overall line transition. The concise middle-grille modeling makes front face decent, mature and steady. The detail design of coordinated proportion reflects young, fashionable and scientific beauty.

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Hawkeye lens headlight



Incisive style as whole like Hawkeye, concise profile and modeling, attractive, high/dipped beams integrated lens headlight with concealed turn lamps, top-grade light brow modeling and exquisite mixed chromium plating decoration modeling in an scientific way, being fashionable, bounteous and vibrant; with even brightness, strong penetrability and small light loss, realize safer driving, "limp home" function equipped shows subtle heartfelt care, 30-120s delay stop function allows manual adjustment of irradiation angle, convenient and practical, illuminating forward road for the driver.



U-Face fashionable chromium plating front grille

Dynamic & exquisite chromium coating upper intake grille and run-through lower intake grille give a sensation of forward sprint, and the full chromium plating design embodies fashionable and dynamic perception; sharp lower skirt modeling full of tenacity, exhibiting young, fashionable, decent, top-grade vehicle.



Front part

Adopt currently popular X modeling, long and narrow intake in the width equal to lighting, concise lines and large-area chromium plating, showing luxurious impression.

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Sides

Smooth, elegant, dynamic and fashionable

Consistent and coherent side modeling, fastback body increasing the sense of movement, side profile lines of smooth body show elegant, slender gesture of whole vehicle; fashionable, decent stainless steel full-window decorative stripes demonstrate delicate and high-class taste; upper waist line runs through door knobs, being a successful combination, attractive and agreeable.



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Exterior rearview mirrors

Smooth and attractive rearview mirror lines, larger mirror surface design, integrated LED side turn lamps suitably dotted, showing a more fashionable and more secure vehicle.



Rear quarter window

Fashionable, dynamic upsurge modeling, providing a more stereoscopic and dynamic vision.



10-spoke aluminum alloy wheel with stereoscopic modeling

The fashionable, dynamic and stereoscopic double 5-spoke wheel modeling, instead of mediocre plane style, narrows down from outside to inside, make the vehicle full of speed and strength, and wide tire also provides guarantee for stable and comfortable driving.

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Rear part

Ducktail boot modeling with intensified stereoscopic feel, like a sports car, increasing movement and scientific feel of the vehicle, arc lines at the rear with clear levels and strong affinity. Split taillight design, both rear door and body space occupied, so as to make you feel more spacious visually.

Cool LED taillight set

100,000h durable cool LED taillight set, fast lighting and long service life, more secure.

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Interior

Intelligence serving for humanity,
Leading edge integrated in individuality.
When technology meets humanism,
Sincere sentiments may deeply move you,
Allow you to enter into and enjoy the feelings.

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Circumferential design enables the interior to have better wholeness. The spacious and comfortable driver's seat and central control system exhibit rich functions but without the sense of piecing together. No matter the design of color, space, material or seats, M16 clearly defines the tendency of vehicle comfort, creates intense family atmosphere and makes you feel more homely in driving.

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Highly integrated multi-functional steering wheel

The integrated multi-functional shortcut keys behind the steering wheel include cruise control system and time correction shortcut keys, which allow the driver to easily operate various functions of the vehicle with the hand still holding the steering wheel during driving, in this way improving driving safety.



Barrel-type dashboard

Chromium plating on the outer edge, white digits and pointers and orange background, demonstrating the sense of scientific technology and movement like a sports car, with integrated 21-function driving computers, giving you a broad view while easily driving.



Flying hawk central control system

Transverse circumferential integrated flying hawk central control system, creating warm, safe and dynamic sense. Sharp modeling with AC air outlet having metal-color trim stripes, coordinated with the control panel in black multi-button central control system, showing novel pattern and reasonable layout, and creating dramatic scientific feeling of the vehicle.

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Ergonomic multi-functional seats

Make the seater in the most comfortable posture, waist muscle relaxed, both legs comfortably put on the floor, blood vessels from abdomen to thighs not oppressed and blood normally circulate, conforming to physiological needs of human body when seating for rest and feeling relaxed even for long-time riding.

120-degree comfortable seats

Adjust up-down, front-rear and backrest angle of seats easily, feel comfortable without waist fatigue even in long-distance driving, and prevent flogging damage of neck in case of a car tracing accident at the moment of collision, so as to guarantee back collision safety of the vehicle, and let you enjoy the riding experience and driving joy.

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Interior space

Humanistic technology, master sentiment

Oversized body of 4652/1825/1483mm, 2700mm skip-level extra-long wheelbase, excellent rear seats' head, leg space, bringing a Segment-B vehicle' seating enjoyment with a Segment-A vehicle's just right size space.



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Oversized 455L boot

By adjusting the installation position of mechanical fittings, using hydraulic supporting rod and rear seats' leveled extension, reduce the occupation to boot volume, maximize usable area, put more stuffs if necessary, facilitating your trip on the road.



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Power

On your own road,
You can feel engine's running only instead of your heart beating rhythm,
This is your own real desire,
Rein your life and control your future,
I need them all.

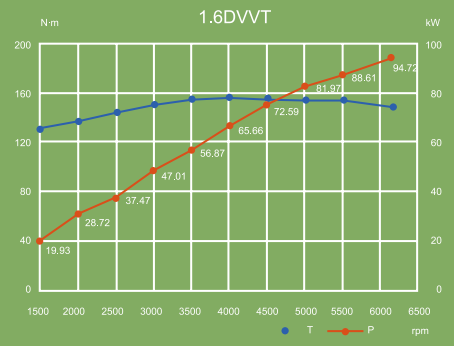
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Beyond control, indulge in smooth driving

The ACTECO enclosed on M16, as the heart of the whole vehicle, has strong power, and boasts outstanding fuel consumption efficiency while ensuring driving comfort, bringing you fully exciting driving experience.

1.6DVVT

Intake/exhaust double continuous variable valves timing engine uses double-overhead camshaft, 16V multi-spot electric injection and variable intake manifold, has continuous variable intake/exhaust timing technology with the maximum power high up to 93kW and maximum torque reaching 160Nm. Comparing with ordinary engine, the accelerating ability can increase by 12%, and fuel consumption economy can rise by over 20%, letting your car have optimal power performance at any conditions.



Engine lower protection plate

The full range configured with standard engine lower protection plate, so that the engine can be prevented and protected from scratching with foreign materials on the ground even when driving on uneven roads.



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7CVT

Enclosure fully made of aluminum, light weight, self-developed exclusive control strategy, TCU software having advanced reliable OBD function, which allows the whole control system to have the advantages like quick response, good target following performance, accurate control accuracy, comfortable driving and high transfer efficiency. Manual mode, "L" low-speed shift and snow mode are optional.

LUK full-hydraulic separation structure 5MT of Germany

Lower noise and vibration, higher comfort when starting the vehicle; appropriate force required for pressing the clutch pedal, low height of combination point; damping reduced by 62%, more comfortable and accurate manual operation; equipped with integrated shifter produced by INA, a German famous supplier, make more smooth shift changing and stronger absorption feel.

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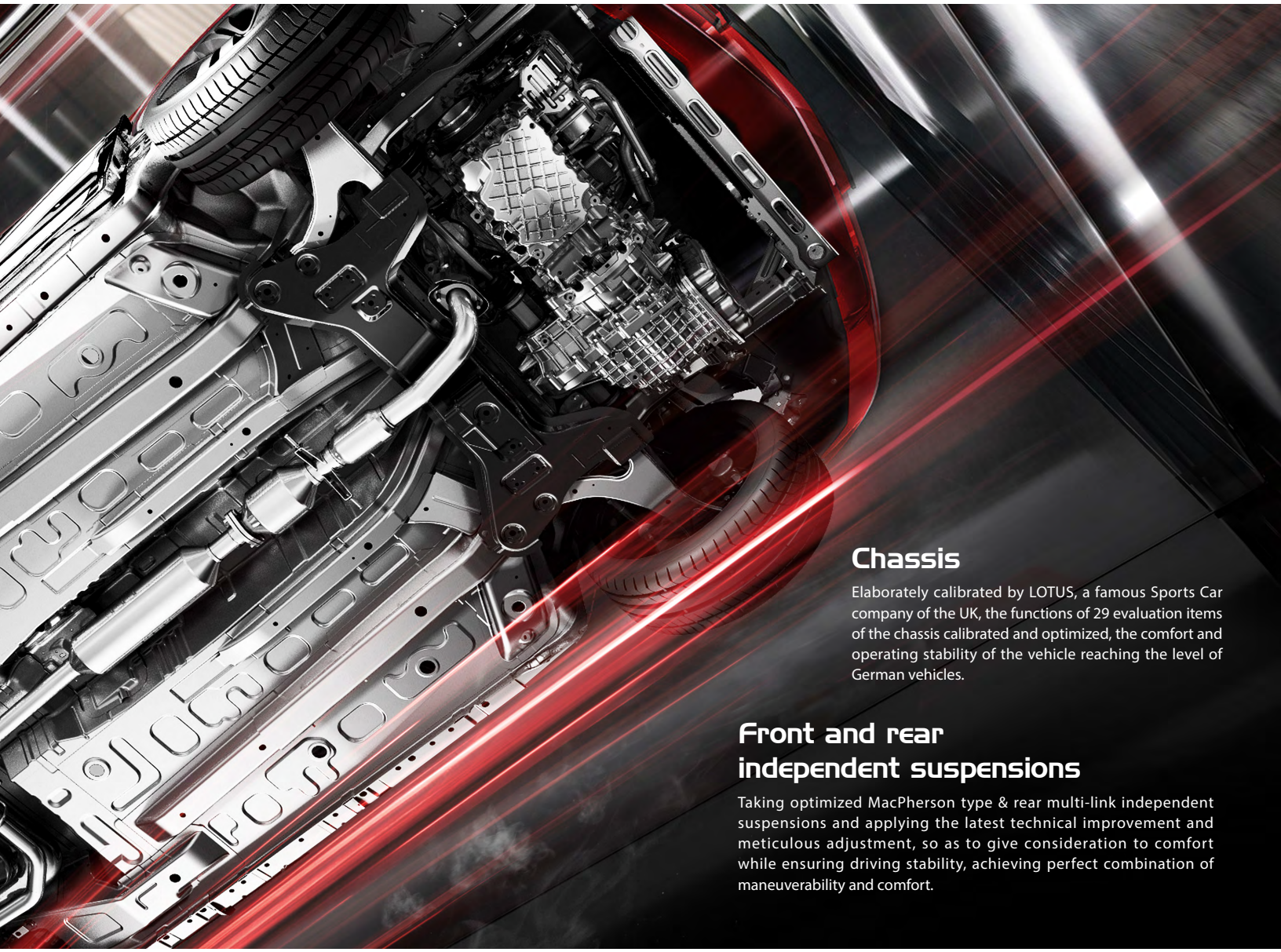
Technology

Under stable operation, driving forward in the wind

M16 smartly combines technological strength into real-life driving demands and offers the joy of driving in the wind to the driver with stable and smooth driving feel, making you feel calm along movement.



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Chassis

Elaborately calibrated by LOTUS, a famous Sports Car company of the UK, the functions of 29 evaluation items of the chassis calibrated and optimized, the comfort and operating stability of the vehicle reaching the level of German vehicles.

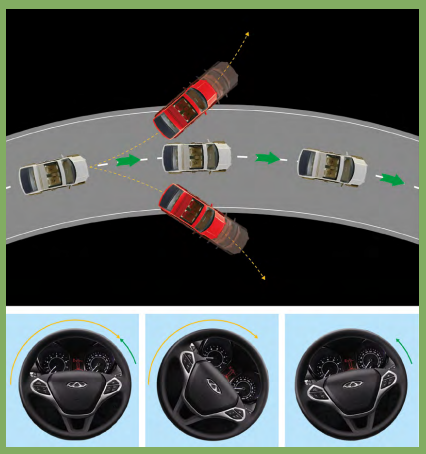
Front and rear independent suspensions

Taking optimized MacPherson type & rear multi-link independent suspensions and applying the latest technical improvement and meticulous adjustment, so as to give consideration to comfort while ensuring driving stability, achieving perfect combination of maneuverability and comfort.

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EPS

With high efficiency, good road feel, more sensitive handling and good returnability, able to reduce oil consumption by 3%-5%. Under low-speed, the steering wheel feels lightweight, while under high-speed, it feels stable, that is, perfect intelligent technologies make driving more casual.



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N.V.H

Taking French braided hose technology to reduce noise of intake system, improve vehicle NVH performance and achieve more excellent mute effects; improving NVH acoustical quality and comfort of the vehicle by cooperating with Britain LOTUS in adjustment and in combination with previous experience in vehicle type development.

Engine heat & sound insulating cotton

The full range configured with standard enlarged and thickened engine hood heat & sound insulating cotton to provide better heat & sound insulation effects of engine hood.

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Safety

Fearless, able to win, persevering, never lose.
Meticulous protection out of the deep,
Will face all the roads ahead with a deliberate attitude.
Too powerful to stop admiration,
Just wishing for longer ownership.

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Fearlessness & perseverance intrinsic fortitude

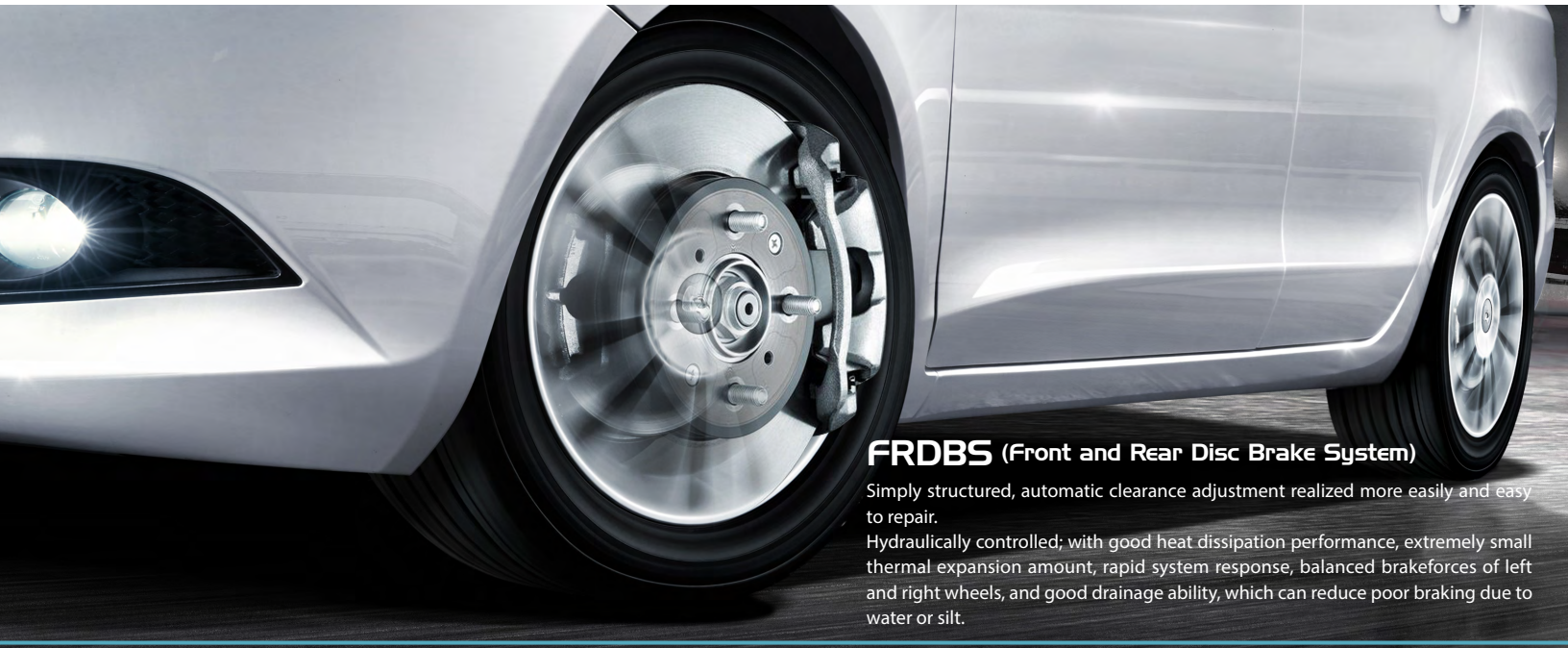
In the aspect of active safety, M16 is equipped with electronic safety equipment constituting nine-in-one active safety system. Key positions of the body structure such as Column A, Column B, firewall and front door anti-collision beam are introduced with steel plates with super-high strength that are processed by thermoforming technology, which provides effective safety measures to keep you far away from danger and creates considerate safety protection system.



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FRDBS (Front and Rear Disc Brake System)

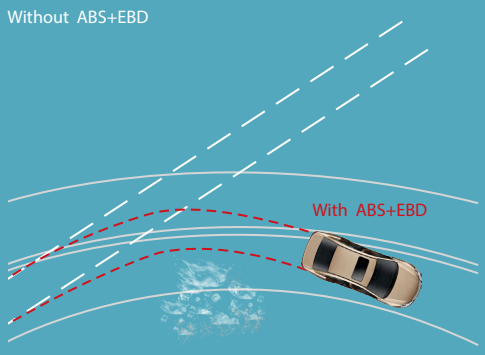
Simply structured, automatic clearance adjustment realized more easily and easy to repair.

Hydraulically controlled; with good heat dissipation performance, extremely small thermal expansion amount, rapid system response, balanced brakeforces of left and right wheels, and good drainage ability, which can reduce poor braking due to water or silt.



BOS (Brake Override System)

Even if the driver steps on the accelerator pedal and the accelerator is fully open (namely the accelerator is put to the metal), he/she can still stop the vehicle by stepping on the brake pedal, that is, BOS will automatically switch the working status of engine to idling after detecting that the driver fails when he/she tries braking.



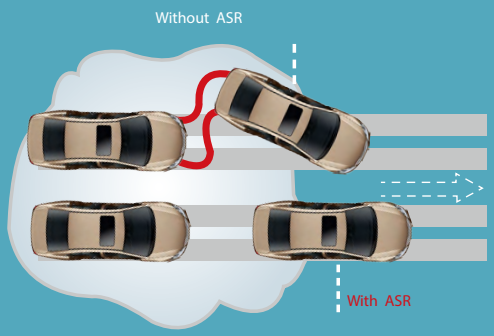
ABS

Aehicle safety control system with advantages like anti-slip and anti-lock, capable of providing quick system response ability, shortening braking distance, ensuring steering control when braking and reducing abnormal tire abrasion.

EBD

Capable of automatically regulating brakeforce distribution ratio of front and rear shafts, enhancing braking efficiency, cooperating with ABS in ensuring driving stability, so as to make manipulation more deliberate.

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ASR (Acceleration Slip Regulation)

Preventing the driving wheels from slip upon acceleration, especially when on special roads with less friction due to factors like rain, snow and hail, and controlling the slip ratio within certain scope upon acceleration, thus preventing the driving wheels from rapid slip.

EBA (Emergency Brake Assist)

Capable of significantly shortening emergency brake distance and facilitating preventing rear-end collision in stop-and-go traffic.



HHC (Hill Hold Control)

No matter moving forward again after parking when driving uphill, or reversing your vehicle after parking when driving downhill, the braking system will still provide powerful brakeforce within 2s after brake release, which can ensure firm braking, prevent the vehicle from sliding along the hill, and make sure driving comfort and operation safety.



ESP

(Electronic Stability Control)

Capable of identifying and judging unstable driving trend within a few milliseconds, enabling the drive transmission system and the braking system via intelligent electronic control program to generate accurate response, which makes the vehicle maintain driving route and prevents vehicle rolling, thus avoiding traffic accident.

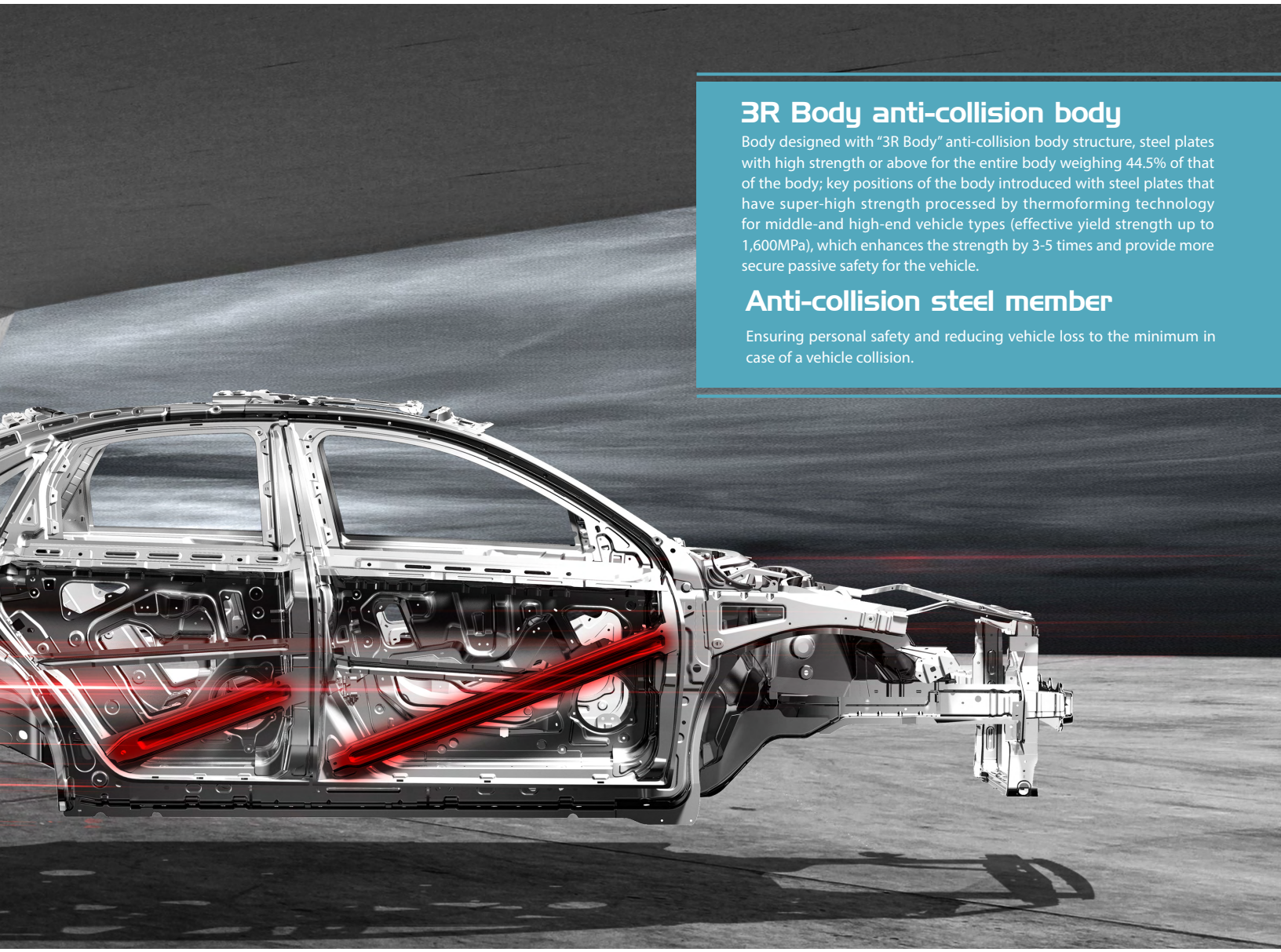


TPMS

(Tire Pressure Monitoring System)

Capable of monitoring real-time rotational speeds of the wheels; in case of insufficient or low air pressure of any of the wheels, the tire symbol at corresponding location of the dashboard will flicker and prompt tire pressure insufficiency to make you discover the problem in time, so as to avoid accidents.

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3R Body anti-collision body

Body designed with "3R Body" anti-collision body structure, steel plates with high strength or above for the entire body weighing 44.5% of that of the body; key positions of the body introduced with steel plates that have super-high strength processed by thermoforming technology for middle-and high-end vehicle types (effective yield strength up to 1,600MPa), which enhances the strength by 3-5 times and provide more secure passive safety for the vehicle.

Anti-collision steel member

Ensuring personal safety and reducing vehicle loss to the minimum in case of a vehicle collision.

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Six-in-one airbag

The front seats configured with dual airbags, side airbags and through-type curtain airbags. After a vehicle accident occurs inevitably, the airbags can ensure passenger safety as far as practicable, thus providing comprehensive safety guarantee for the passengers.



Pretensioner safety belt

As soon as a vehicle collision occurs, before the passengers move forward, the pretensioner will pull up the belts and fasten the driver and the passengers to their seats immediately, which decreases body displacement upon vehicle collision, reduces passenger injury and thus protect passenger safety effectively.

Safety belt "not-fastened" prompt

In case of safety belt not fastened, the cursor of dashboard will be highlighted and alarm sound emitted continuously to prompt the driver and the passengers, which monitors the status of safety driving at anytime.

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Child seat ISO FIX device

Configured with two sets of ISO FIX child safety seat interfaces and child restraint system that are used with safety belts, which can reduce injuries to children in case of vehicle accidents like collision, so as to ensure children safety in the vehicle.



Built-in anti-pinch electric sunroof

High-end and luxurious large dimensions, bringing superexcellent daylighting effects and vast vision, which not only guarantees entire vehicle beauty, but also reduces wind noise under high-speed driving, thus bringing more comfortable and relaxing experience for your driving.



Emergency braking turn lamp

When the braking system detects that the vehicle speed is reducing drastically, front and rear warning lights will automatically flicker, which can shorten the driver's reaction time by 0.2s, so that other drivers behind the vehicle can more easily see the difference between normal braking and emergency braking and then take anti-collision measurements, thus reducing the probability of rear-end collision to the utmost extent and preventing such accident for you.



Engine electronic immobilizer

When inserting the key to the ignition switch lock core and rotate it to the position "ON", the electronic immobilizer ECU communicates with the key via radiofrequency. If the key is confirmed to be conforming, the immobilizer ECU will conduct password verification with the engine ECU. If the password is verified to be correct, the engine will be permitted to start up. Thus, even if someone forces the car and connect the circuits, he/she still can't start up the vehicle, which greatly reduces the possibility of vehicle stealing.

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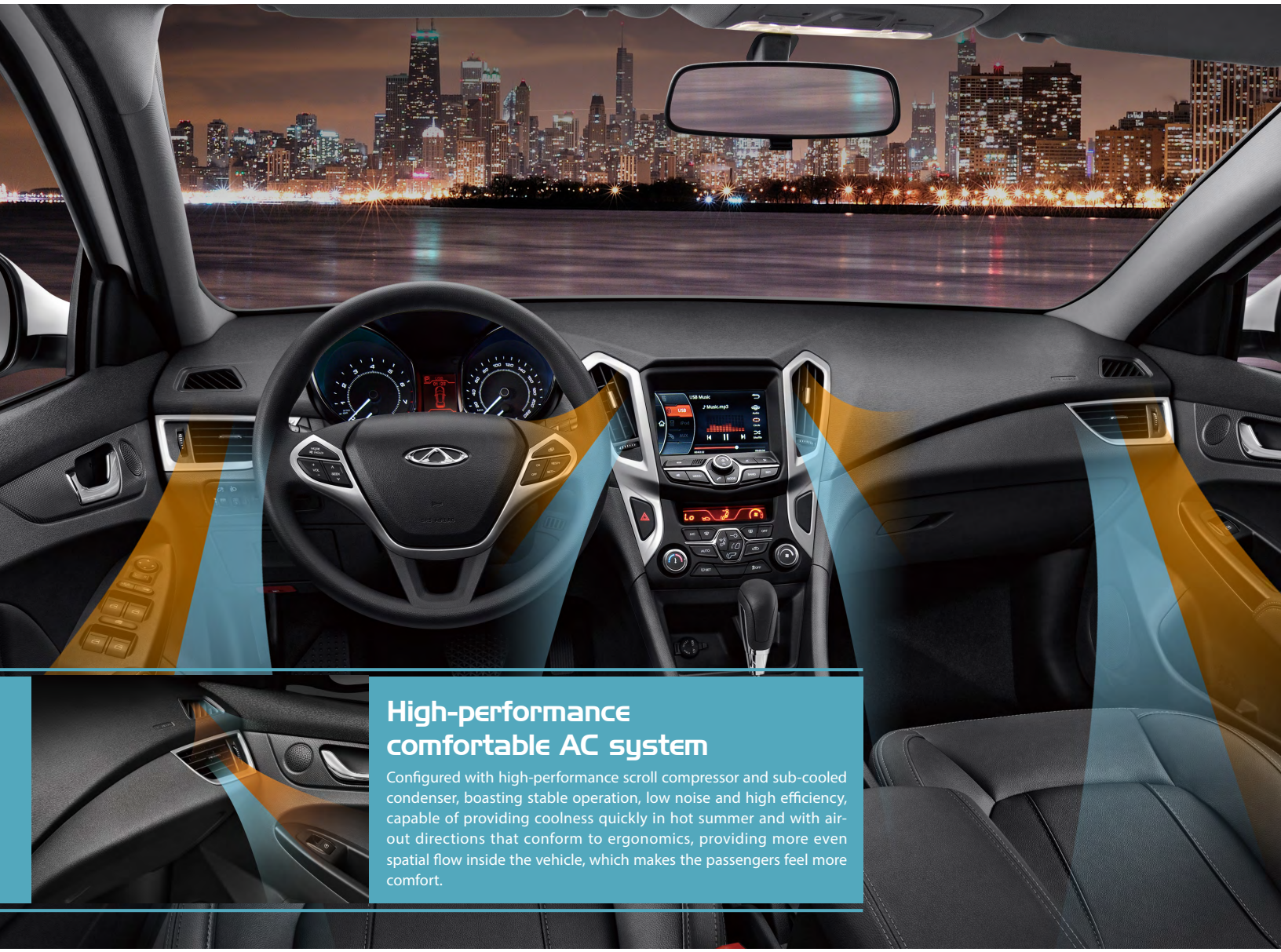


Humanistic configuration

Home design pleasure anytime

No matter hues, space and materials, or the design of seat, M16 clarifies the trend to vehicle comfort. The vehicle boasts low odor, low diffusion and the part odor diffusion reaches European Standard (VDA). Odor ≤ level 3.5, TVOC ≤ 50ugC/g, benzenes and aldehydes and ketones meet related index requirements of GB/T27630, which realizes more safe and environment-friendly driving, creates strong home atmosphere and enables your driving with more warm comfort.

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High-performance comfortable AC system

Configured with high-performance scroll compressor and sub-cooled condenser, boasting stable operation, low noise and high efficiency, capable of providing coolness quickly in hot summer and with air-out directions that conform to ergonomics, providing more even spatial flow inside the vehicle, which makes the passengers feel more comfort.

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360-degree intelligent driving entertainment information system

Push-to-connect of Global Positioning System (GPS) and wireless communication technology

Providing the driver with 12 function services, including roadside assistance, vehicle remote diagnosis, turn-by-turn navigation, real-time traffic, speech recognition and control, etc., which provide 24h service every day throughout a year, thus enabling the vehicle owner to experience more colorful information entertainment services.

Standard 7-inch touch screen

Displaying colorful pictures, and supporting 4 mainstream connection modes, 5 audio formats like mp3 and wma, 13 video formats like avi & rmvb, 5 scientifically popular configurations like USB charge and IPOD, so as to provide you with enjoyment of fashion technology.

Full-range standard bluetooth

Realizing wireless music transmission and hands-free call functions by connection of bluetooth and mobile phone, and assuming clear tone quality, through which the vehicle owner can enjoy heavenly music and the hidden danger in handheld call during driving can be eliminated.

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HD technology optimization+vehicle sound debugging

Professional HD technology optimization+vehicle sound debugging technology from America, which comprehensively improves high-quality sound effects, brings high-quality music feast, and create immersive 3D audio effects.





Glove box multi-function externally-connected audio interface

Four externally connected audio interfaces meeting various usage requirements and lying in the glove box, which shows tidiness and beauty as well as storage convenience; unique IPOD interface supporting all iPod music play functions of Apple products, which satisfies the current application requirement of scientifically popular mobile phones.

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Passive entry and one button auto power-up

High intelligence and high safety not only facilitating manipulation, but also enabling the vehicle owner to enjoy scientific charm of unique power-up operation as well as convenient and superior traveling.



Atmosphere lamp

Not only facilitating driving at night, but also creating interior atmosphere, showing Chery's aesthetic taste for fashion as well as science and technology.

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Visualized image reverse radar

With high-performance ultrasonic sensor and wide-angle design, able to detect obstructions within 1.5m, reduce detection blind areas and angles, prompt the distance to the obstruction with various voices, also, capable of displaying specific location of the obstruction behind the vehicle, thus facilitating the driver's parking and bringing more convenience and safety for parking and reversing.

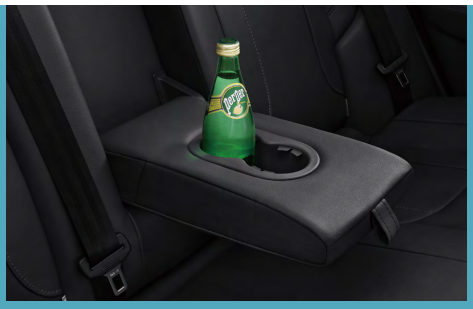
Rearview dynamic reverse imaging system

Supporting static and dynamic reverse auxiliary line function, where dynamic auxiliary lines present real-time movement with the rotation of the steering wheel, which fully enhances convenience and safety of reversing.

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30 storing spaces

30 storing spaces for the vehicle in total, for your convenient object storage anywhere at any time. The left side of the driver's seat added with card slot for card storage; rear seat armrest saucers vertically designed, which can provide comfortable placement of water cups and arms; cup-like removable ashtray arranged with large capacity, convenient washing, comfortable and considerate design, more practicability and humanity.

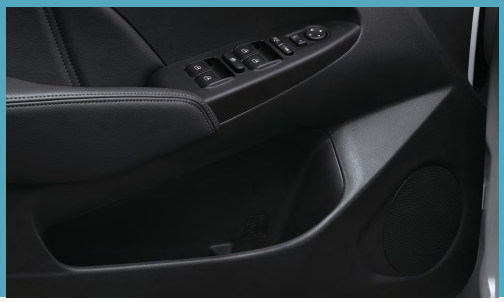












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Configurations

Powertrain	1.6DVVT-MT	1.6DVVT-CVT
Basic parameters		
LxWxH (mm)	4652×1825×1483	
Wheelbase (mm)	2700	
Tread (front/rear) (mm)	1550/1540	
Curb weight (kg)	1350	1395
Truck capacity (L)	455	
Fuel tank capacity (L)	50	
Min. ground clearance (mm)	127	
Chassis		
Body structure	Integral	
Drive mode	Front-engine Front--wheel-drive	
Suspension type (front/rear)	MacPherson/Multilink	
Wheel brake		
Brake type (front/rear)	Vented disc/disc	
Parking brake type	Hand brake	
Tyre specification (front/rear)	205/55R16	
Spare tyre specificatio	195/65R15	
Power-assisted steering		
Steering type	Mechanical hydraulic steering	
Engine		
Model	ACTECO-SQRE4G16	
Type	Inline 4-cylinder DOHC 16V multi-point EFI gasoline engine (Dual VVT)	
Displacement cc	1598	
Max. power kW/rpm	93/6150	
Max. torque N.m/rpm	160/3900	
Compression ratio	11	
Max. speed km/h	185	180
Fuel consumption at comprehensive operating conditions L/100Km	7.3	7.6
Emission	EU4, EU5+	
Transmission		
Transmission type	MT	CVT

Body color


Chery White


Platinum grey


Ink black


Dakar brown


Nasdaq Silver


Flame red

Interior



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CHERY

Chery Automobile Co., Ltd

Address: No 8, Changchun Road, Economic and Technological Development Zone,
Wuhu, Anhui Province, P.R. China Zip Code: 241009
Website: www.cheryinternational.com

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