

June. 25, 2013



Drive a new connected eco-system

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Content



- **Drivers' point of view**
- Qoros' thinking on Connected Cars and its business model
- Imperatives for future development

Driving Focus

There are too many pedestrians, bikes and vehicles on the street. New drivers don't want to be distracted from insignificant phone calls, or unrelated information.

A photograph of a crowded street in Shanghai. In the foreground, several people are riding motorcycles and bicycles. A man in a white shirt is riding a silver scooter on the left, while another man in a white shirt and glasses is riding a blue bicycle in the center. To the right, a man in a white t-shirt is riding a silver scooter. In the background, a large black truck is visible, and the street is lined with buildings and various signs, including one for '伴家猫' (Bàn Jiā Māo). The overall scene depicts a dense and busy urban environment.

Ms. Tan:" When I go to some unfamiliar place, I have to use my navigator. There are many one-way streets in Shanghai."

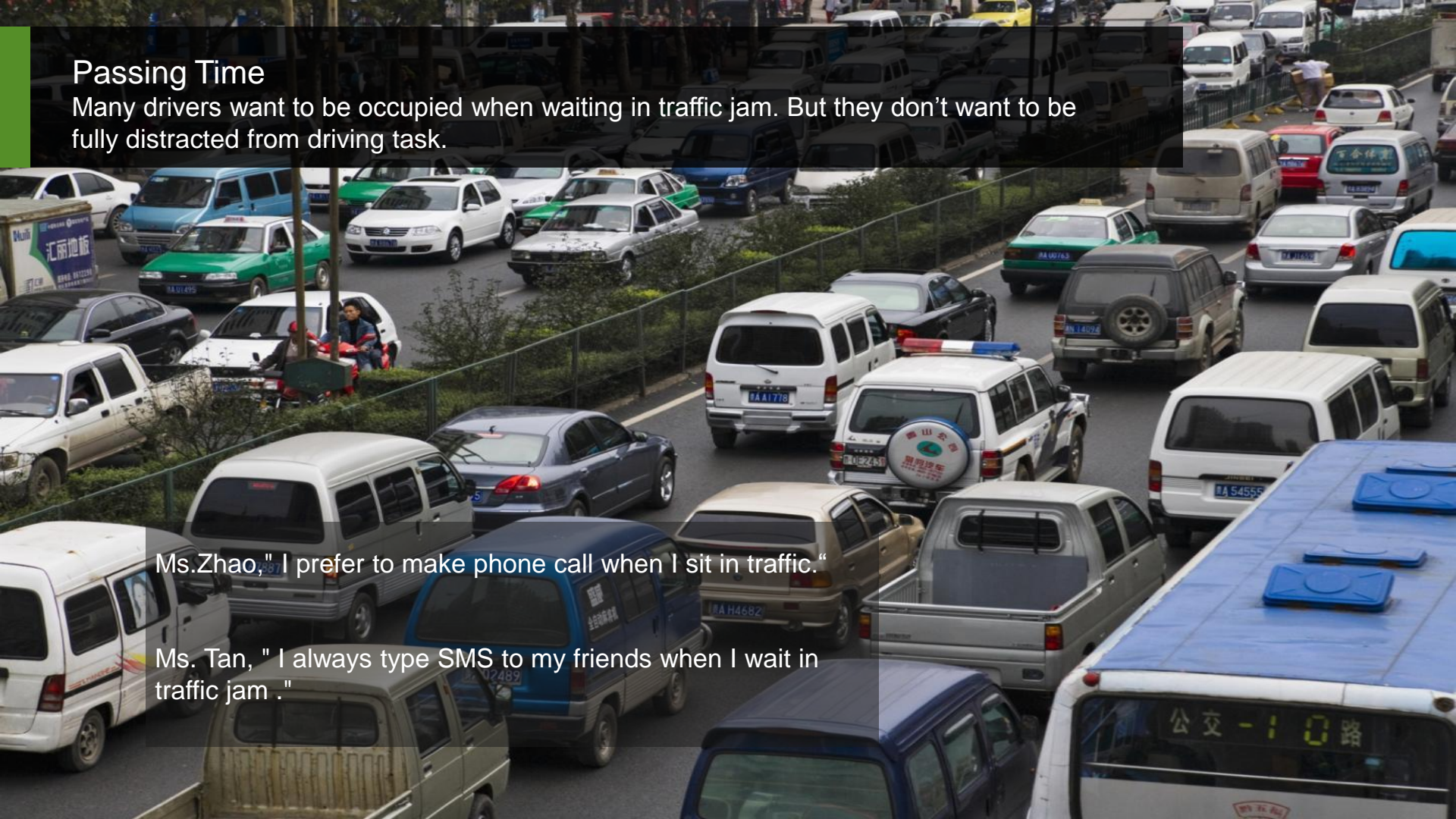
Ms. Zhao:"There are many bikes running wild on the street and people make me nervous on my ride."

Passing Time

Many drivers want to be occupied when waiting in traffic jam. But they don't want to be fully distracted from driving task.

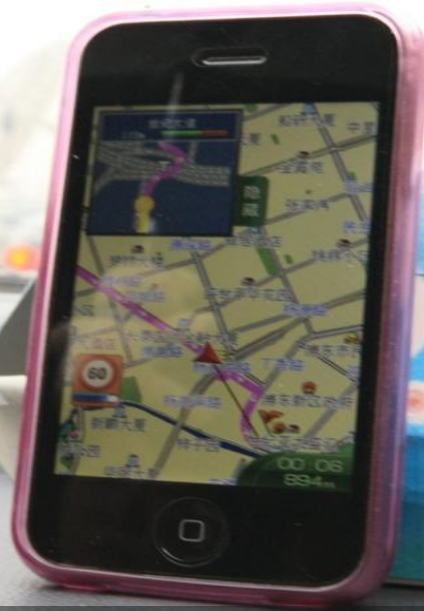
Ms.Zhao," I prefer to make phone call when I sit in traffic."

Ms. Tan, " I always type SMS to my friends when I wait in traffic jam ."



Ecosystem Expectation

Drivers are already using technology outside the car. As these devices arrive into the car ecosystem, they expect the same choices of services and availability of content.



Mr. Yao:" I like connecting my iPod to my car system which I could easily listen to my favorite music."

So...

- **Driving is stressful**, interaction with information needs to be hassle free and reliable.
- **Driving can be boring**, and an **ideal opportunity** for consumption of digital content and communication.
- There are many alternatives. Customers are willing to pay only for quality and convenience.

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Qoros Founding Principle



The world doesn't need another car company.
BUT IT DOES NEED A DIFFERENT ONE.



Welcome to Qoros



QOROS
观致汽车

- A company not satisfied with the status quo.
- A company built from the ground up to take on a new approach.
- A company with a single vision to provide our drivers with more of what they need and less of what they don't.
- A company with determination and belief to create an overall better driving experience ...and beyond.

Qoros view on HMI and connected cars



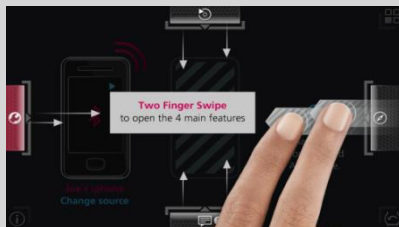
Inside the car,

- Integrated
- Less is more
- Targeted services & info
- High-value & contextual info

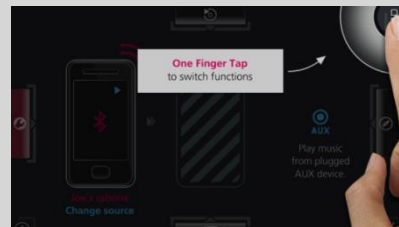
Qoros HMI_ Intuitive gesture-based design



8 inch capacitive touch screen with simple gesture control replacing buttons



Fast handling of the main areas
Two finger swipe to open the four main areas.



Switch between features
Tap on upper right corner to switch features



Simple swipe to control
One finger swipe will trigger contextual actions



Tap to show operational functions
Tap on interactive elements to open functions

To ensure interacting with information in the car is stress free...

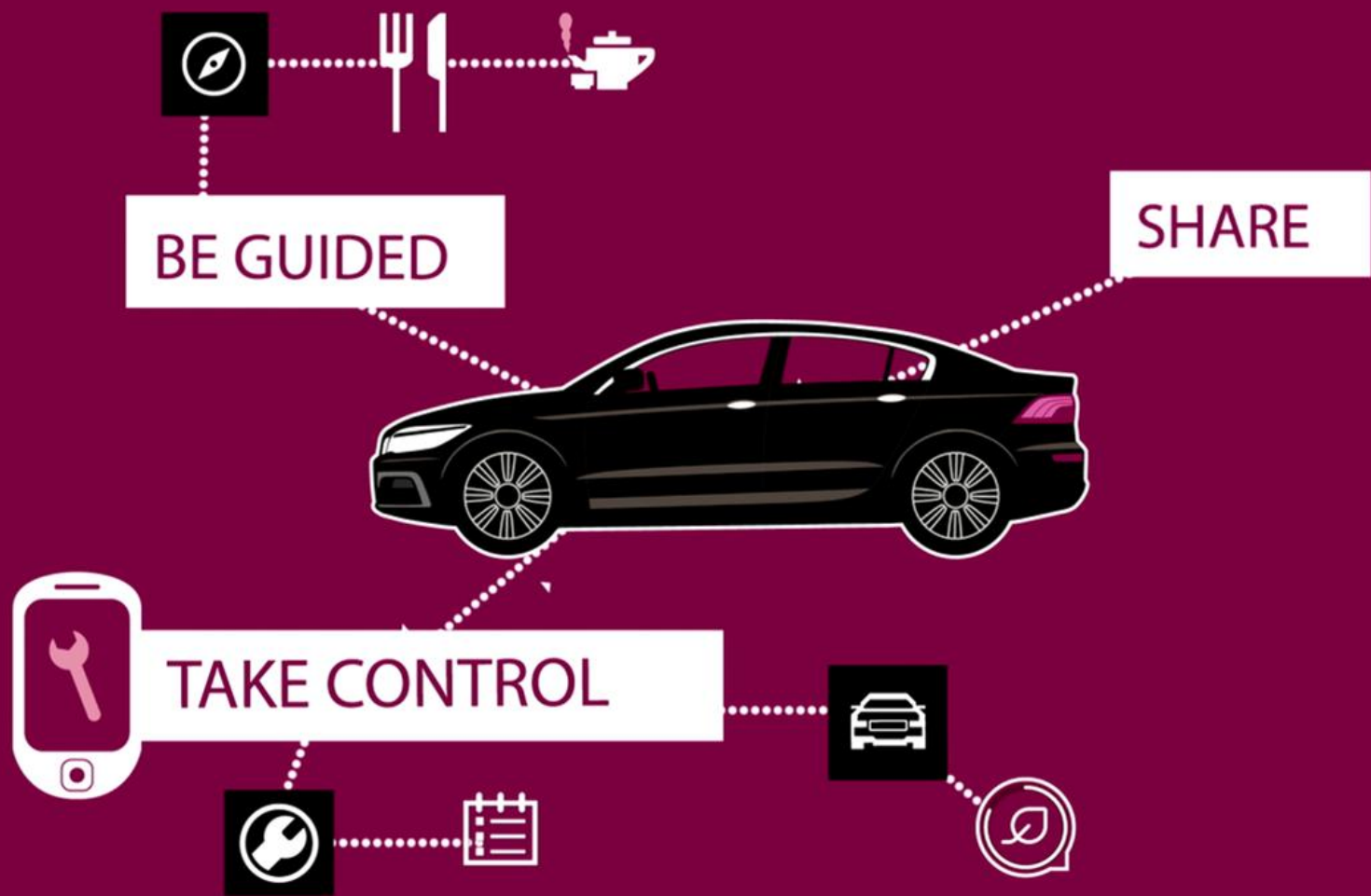
- **Universal gestures** for all critical actions that don't require looking at the screen.
- **One step** access to any of the key areas (navigation, entertainment,...)
- **Simple and contextual** information.

Digital Eco-system_QorosQloud



QorosQloud connects the people, the car, and the digital world. Wide range of infotainment enables the best screen/devices for each occasion.

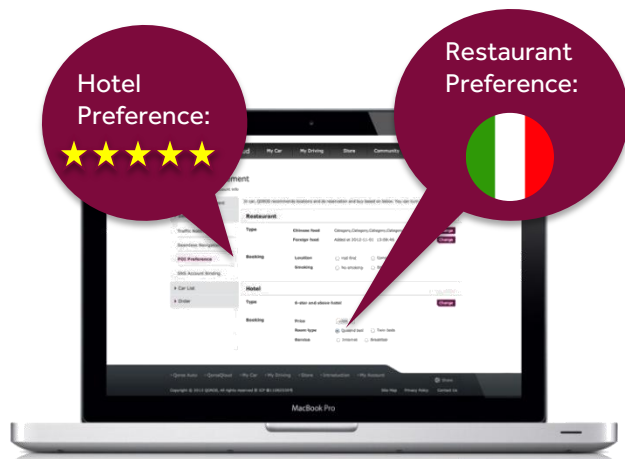
Hence it allows the drivers to **be guided, to be in control and to share** their driving experiences.



QorosQloud_Cloud-enhanced Navigation



QorosQloud_Personalized and Relevant.



Preference Setting:

Preset the preference for the POIs you're really interested in.



Smart POI:

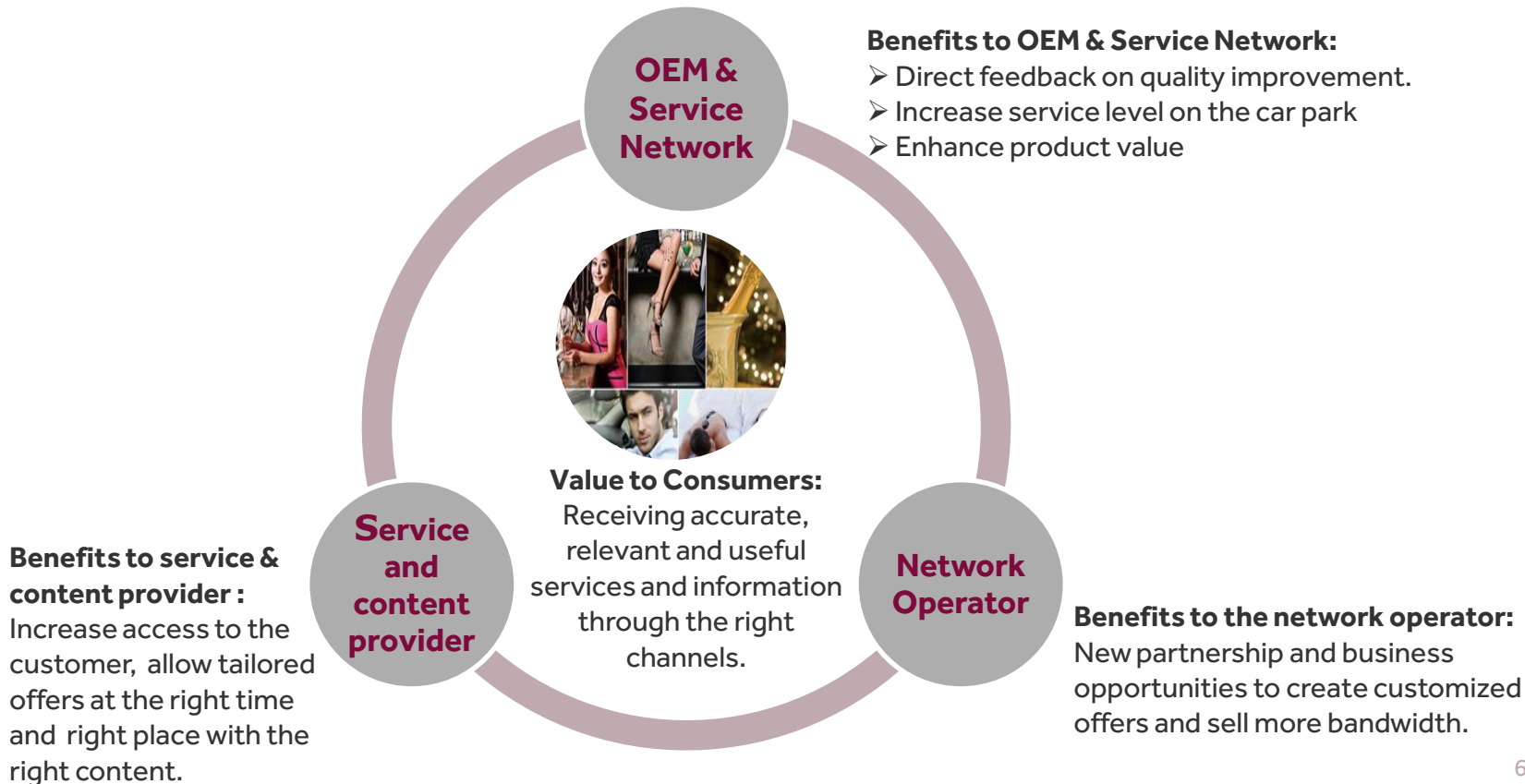
Only POI matches your preference will show up when you need it.



Socializing:

You can also share POI, your location, and comment on the POI on your social network.

Digital Eco-system brings significant advantages across the whole value chain.



So...

- **Make it simple, contextual and prioritized**
- The journey is more important than the car, **connected journey**, not only a connected car
- Consider broader value chain benefits and align incentives

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Imperatives for future development



Broaden

Increase participation of content and service providers to create a truly connected city. Support the creation of platforms



Simplify

Removal of the barriers to customer adoption, such as easy payment processing and hybrid tethering.



Monetize

Create a win-win business model with long-term benefit to all parties.



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Q&A