



Since 2000

Shanghai Famous Brand

Shanghai Launch Automotive Technology Co., Ltd.

Launch Design 832954 (Industry First)
MIIT: National Industrial Design Center (Industry First)
Top Runner in China Transportation R&D Field

www.launchdesign.com.cn

Stock Code 832954
National Industrial Design Center

Ashley Liu

刘梦瑶

Sales Manager



Shanghai • Chongqing • **Tianjin** • Nanchang • Changshu • Baoding • Changzhou • Shenzhen
Hong Kong • Shenyang • Chengdu • Guiyang • Liuzhou • Zhuzhou • Ji'nan • Barcelona

Shanghai Launch Automotive Technology Co., Ltd. (The North)

Add: Building 4, No.1881, Jiuting Zhen Lai Yin Road, Songjiang District, Shanghai 201615, P.R.China

Tel: 0092-3135698660 Mob: 0086-17306342009

E-mail: liu_mengyao_bj@launchdesign.com.cn

Enterprise Introduction



- Launch was founded in the Year of the Dragon in 2000 and is one of the first independent automotive R&D organizations in China.
- Launch has 4 domestic bases, 33 subsidiaries, and multiple overseas branches.
- Launch possesses turnkey R&D capabilities for complete vehicles, including styling, body, chassis, performance analysis, E powertrain system, prototyping, and validation, etc.
- Over 400 successfully launched models spanning new energy vehicles, traditional passenger cars, and commercial vehicles.
- Over 30 models under development each year.

Milestones >>

2002

Launch became the 1st batch of nominated vehicle design supplier of GWM and Geely.



GWM



吉利汽车
GEELY AUTO

2016

Industry First
“National Industrial Design Center”



2023

LS Auto
Complete Vehicle ODM Factory



2025

Toyota bZ3X
First electric global model of Toyota.



BYD F3
The Industry's First Successful Complete Vehicle Turnkey Case

2004



VinFast VF34
Help Vietnam build a modern EV industry from scratch, realizing the dream of building national cars.

2021



Renault Twingo E-Tech
Becomes the first Chinese company to provide complete vehicles turnkey R&D services to European OEMs.

2024

Advantages >>



Styling Design

**N+1 Styling Centers
at home and abroad**

- Turin Styling Center, Italy
- Shanghai Styling Center, China
- Wuxi Styling Center, China
- Tianjin Styling Center, China
- Hangzhou Styling Center, China
- Chongqing, Wuhan, Changsha, etc

Complete Vehicle Turnkey

Industry-Leading Efficiency

Breakthrough achievements of drastically reducing vehicle development time from 40 months to under 20 months. Some projects have even set an industry-leading record of 15 months for complete development, achieving the impossible “China Speed.”

Full Supply Chain Integration

**Launch's Characteristic
Vehicle Supply Chain System**

Launch maintains long-term strategic partnerships with hundreds of top-tier automakers globally, possessing a comprehensive supply chain system spanning EVs, ICEs, trucks, commercial vehicles, and other sectors.

Shanghai Launch--New Headquarter >>
(13,600 m²)





Tianjin Launch--North China R&D Base >>>
(12,000m²)



Wuxi Launch--East China Styling Center >>>
(39,000 m²)



Hangzhou Launch >>
(3,500 m²)



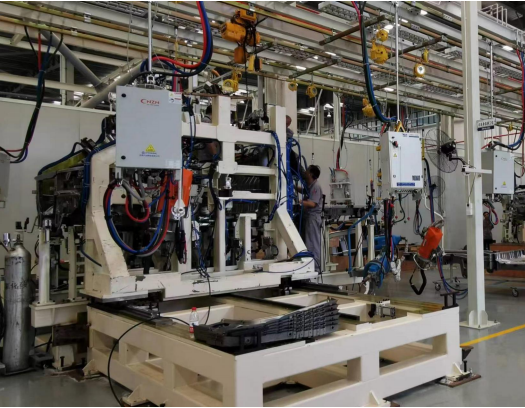
Nanchang Launch >>>
(3,300 m²)



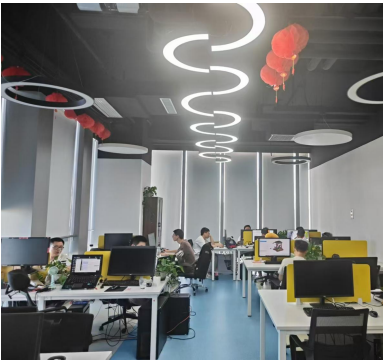
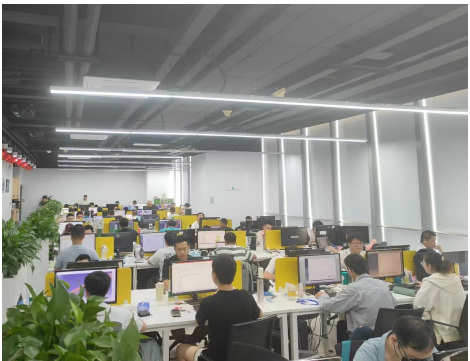
Zhuzhou Launch >>
(4,400 m²)



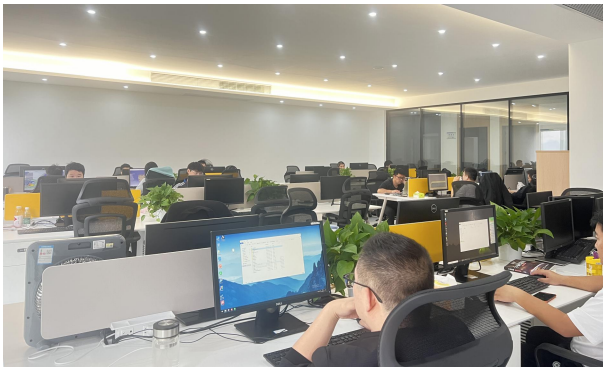
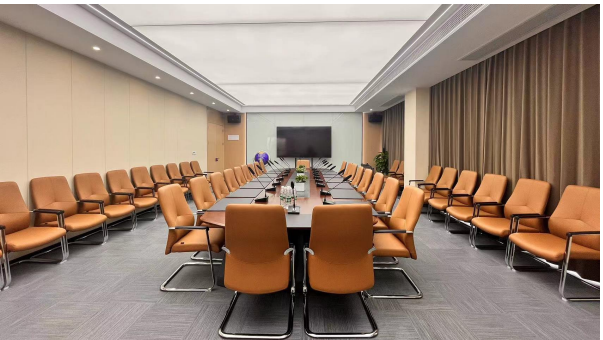
Jiaxing Launch >>
(8,000 m²)



Wuhan Launch >>
(3,200 m²)



Chongqing Launch >>
(3200 m²)



Guangzhou Launch >>>
(2,000 m²)



Jingdezhen City LS Auto ODM Factory >>>
(50,000 m²)





Launch Team Intro >>



**R&D network covers
China's major automotive
industrial cities.**

3,000+ full-time employees
33 subsidiaries nationwide
Over 200 employees with 10 years+ of service

Service Sectors >>

Core business + “Four Wheels”

Automotive Intelligent Electronics R & D

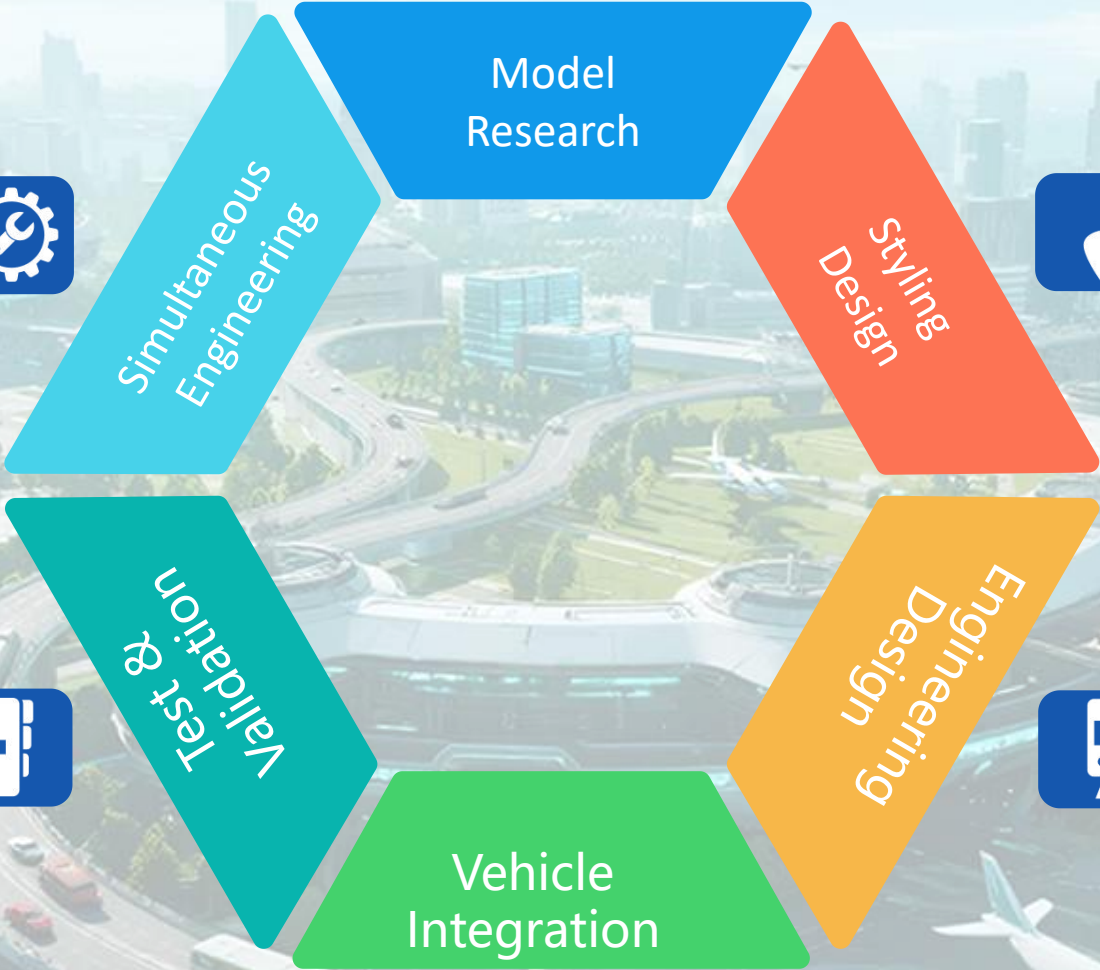


Aircraft Design



Rail Transit Design

Medical Devices Design



Complete Vehicle Turnkey R&D >> Overview

Launch possesses comprehensive dedicated equipment for complete vehicle R&D:

German ATOS optical scanning systems; French ROMER flexible laser measurement systems; Italian CMS five-axis machining centers; eight dual-column CMM measurement platforms; a full suite of clay modeling equipment for complete vehicles; and specialized equipment for package verification.



Product Planning Styling



Engineering



VI



SE



Prototype
Trial Production

Product Planning: Market research, platform planning, product definition, benchmarking

Styling: Creative design, CAS surface, clay model, A-surface, validation model

Engineering: Package, Body, Int&Ext, Chassis, EE, E Powertrain, EEA

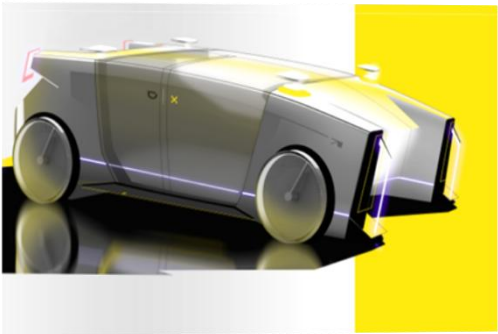
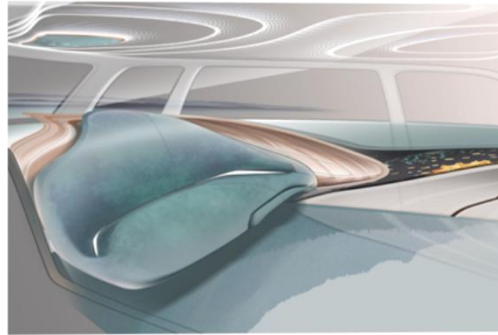
Vehicle Integration: Attributes Management, Safety, Handling and Stability, CFD, NVH, and other simulation and Modeling

Simultaneous Engineering: Dimension engineering, process analysis, production planning

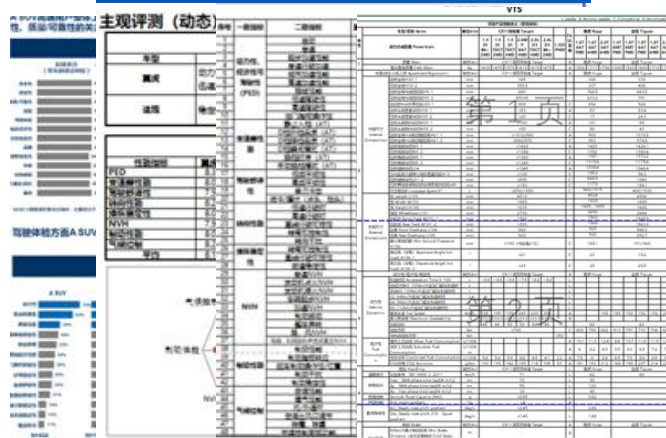
Trial Production: Mule car, test prototypes, RP parts, show car, batch production



Complete Vehicle Turnkey R&D >>> Vehicle Int. & Ext. Styling Design



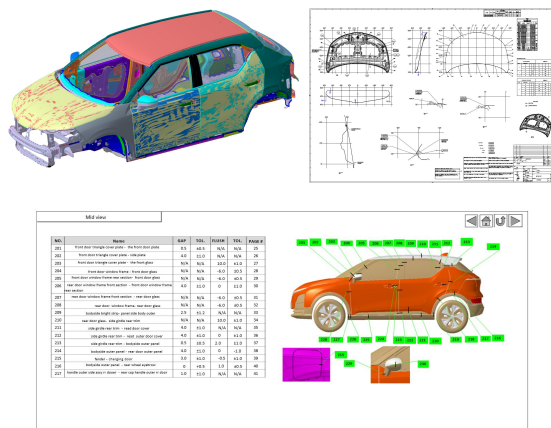
Integration/Attributes Management



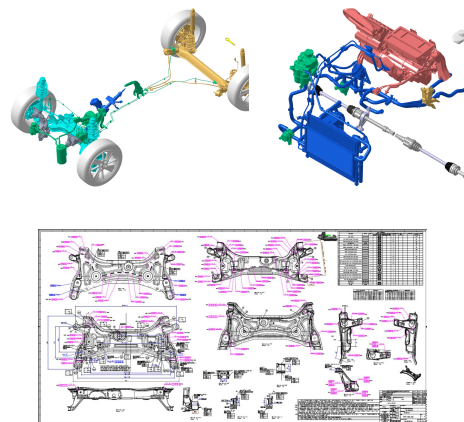
Ext. & Int.



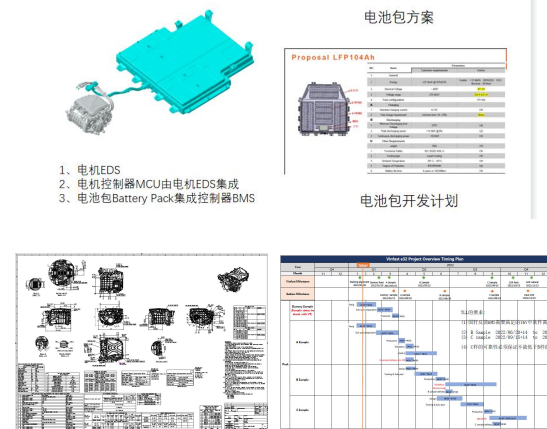
Body



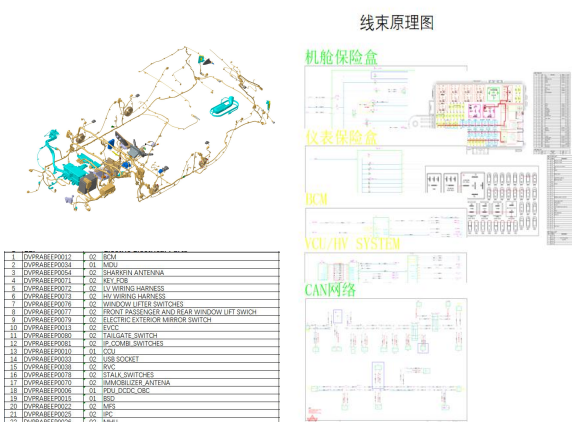
Chassis



E Powertrain

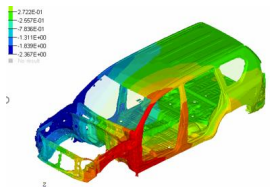


EE

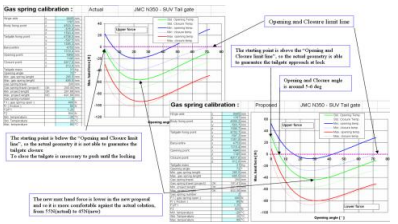


Complete Vehicle Turnkey R&D >>> Vehicle Simulation

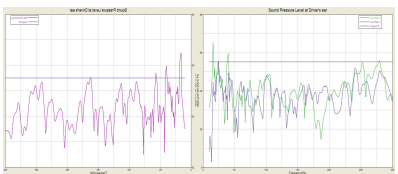
Bending & Torsional
Stiffness



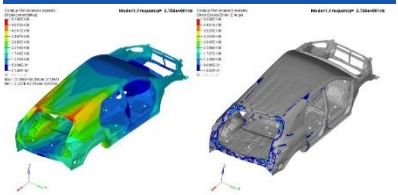
Dynamics



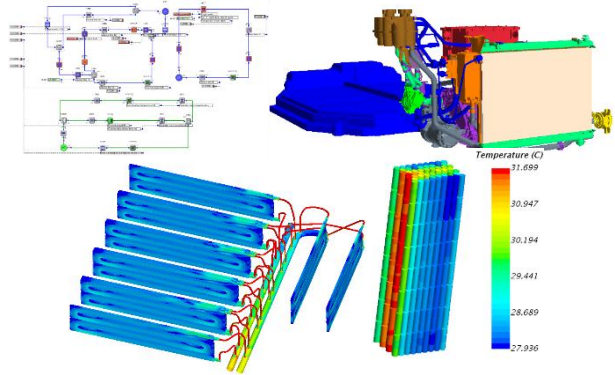
Frequency Response



Model Analysis



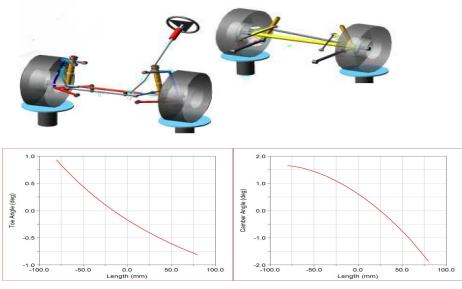
Thermodynamics



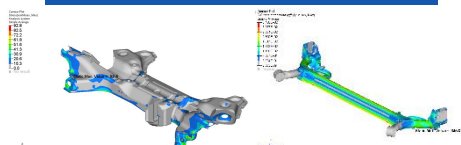
Collision Analysis &
Comparison



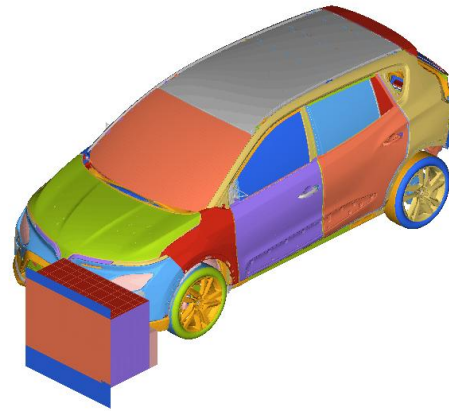
Kinematics



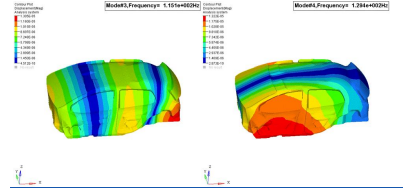
Strength



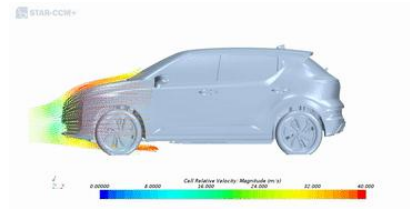
Time = 0.000000



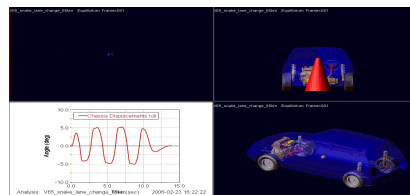
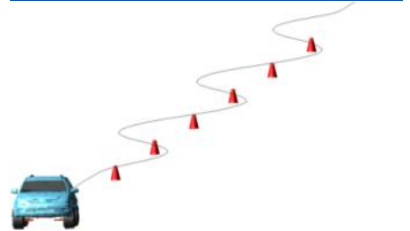
NVH



CFD



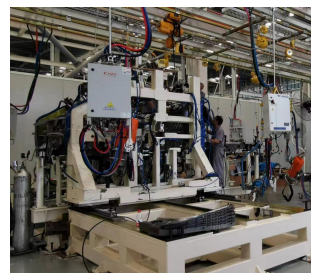
Handling & Stability



Vehicle Trial Production

Vehicle Test Plan

Test Report



Information of testing										Actual test start time	
No. (序)	Build phase (阶段)	Vehicle number (车型)	Report No.	Qualitative evaluation (定性评价)	Test item (测试项目)	Test Content (测试内容)	Test Standard (测试标准)	Test Progress (测试进度)	Technical docking person (对接人)	Location (地点)	Status (状态)
1	Male	Male		Riding Handling	Vehicle Dynamics	Chassis tuning	NA	100%	Yuan jiang	Yanchen	Finished
2	Male	Male		Riding Handling	Vehicle Dynamics	ESC calibration	Supplier	100%	Yuan jiang	Yanchen	Finished
3	Male	Male		Brake	Calibration	ESC calibration	Supplier	100%	Chen dongliu	Yanchen	Finished
4	Male	Male		Brake	Vehicle Dynamics	RIDA	TLL standard	100%	Wang qiang	Kanyang	Finished
5	Male	Male		Brake	Vehicle Dynamics	Brake subject performance	GB 12676	100%	Yuan jiang	Yanchen	Finished
6	Male	Male		Brake	Vehicle Dynamics	Brake objective performance	GB 12676	100%	Yuan jiang	Yanchen	Finished
8	Male	Male		Brake	Vehicle Dynamics	Handle brake performance test	GB 12676	100%	Yuan jiang	Yanchen	Finished
				Brake	Vehicle Dynamics	Tire impact test	TLL standard	100%	Yuan jiang	Yanchen	Finished
				EPI							
				Riding Handling	Vehicle Dynamics	Chassis tuning	NA	100%	Yuan jiang	Yan	Finished
1	EPI-18	2_V02		Riding Handling	Vehicle Dynamics	Riding/Handling test	GB/T 6323	100%	Yuan jiang	Chong	Finished
				Riding Handling	Vehicle Dynamics	Riding/Handling test	GB/T 6323	100%	Yuan jiang	Chong	Finished
2	EPI-24	2_V02a.5a.2		Performance and	Calibration	VCU calibration (NEW EDS)	Supplier	100%	Yuan jiang	Australia	In the process
				Brake	TPMS	TPMS verification	NA	100%	Chen dongliu	Yanchen	Finished
3	EPI-18	2_V02		ADAS	ADAS	ADAS Calibration	Supplier	100%	Yin Jiaxu	Wu han	Finished
4	EPI-48	2_V02.5a.2		Durability	Durability	Durability in all test	TLL standard	100%	Wang qiang	Shang	Finished
5	EPI-54	2_V02.5a.3		Durability	Durability	Durability	TLL standard	100%	Wang qiang	Chong	Finished
6	EPI-54	2_V02.5a.3		Durability	Durability	SOH calibration (Tracking	NA	100%	Wang qiang	Chong	Finished
7	EPI-66	2_V02.5a.3		EE Function	Calibration	BCM Calibration	Supplier	100%	Ma Jianbo	he fei	Finished
8	EPI-66	2_V02.5a.3		PT Performance and	Calibration	VCU calibration (NEW EDS)	Supplier	100%	liuzhangyuan	tian jin	Finished
9	EPI-78	2_V02.5a.3		Brake	Calibration and	Calibration and	Supplier	100%	Chen dongliu	Yan	Finished
10	EPI-78	2_V02.5a.3		Riding Handling	Chassis	Mounting Joints	Supplier	100%	Yuan jiang	Yanchen	Finished

5	EPI	EPI-5#	10_Viol2.185	Use Function	FMS 572	Flash + functional + MM +	Supplier	100%	Finish	zu zhang	Shang	finish
6	PTD	PTD-33#	10_C85	Safety	ACU calibration	pre-ASAN NCP CHIU SEAT	ASAN NCP	100%	Finish	Tony	Malaysia	finish
	PTD	PTD-33#	10_S88	Safety	ACU calibration	pre-ASAN NCP Seatbelt	ASAN NCP	100%	Finish	Tony	Malaysia	finish
	PTD	PTD-33#	11_B07	Safety	ACU calibration	pre-ASAN NCP Bst	ASAN NCP	100%	Finish	Tony	Malaysia	finish
7	PTD	PTD-2#		Safety	ACU calibration	15km/h Full Frontal	No dummies	100%	Finish	Lei Xianghui	jin Zhou	finish
	PTD	PTD-2#		Safety	ACU calibration	15km/h side MDB RHS	No dummies	100%	Finish	Lei Xianghui	jin Zhou	finish
	PTD	PTD-2#		Safety	ACU calibration	50 km/h MDB	GB/T 31498 /	100%	Finish	Lei Xianghui	jin Zhou	finish
8	PTD	PTD-3#		Safety	ACU calibration	25 km/h side MDB	GB/T 31498 /	100%	Finish	Lei Xianghui	jin Zhou	finish
	PTD	PTD-3#		Safety	ACU calibration	20km/h MDR	No dummies	100%	Finish	Lei Xianghui	jin Zhou	finish
9	PTD	PTD-4#		Safety	ACU calibration	32km/h side pole	GB/T 31498 /	100%	Finish	Lei Xianghui	jin Zhou	finish
	PTD	PTD-5#		Safety	ACU calibration	25 km/h Full Frontal	GB/T 31498 /	100%	Finish	Lei Xianghui	zhejiang	finish
	PTD	PTD-5#		Safety	ACU calibration	35 km/h RMB	GB/T 31498 /	100%	Finish	Lei Xianghui	zhejiang	finish
11	PTD	PTD-6#		Safety	ACU calibration	32 km/h Oblique Frontal	GB/T 31498 /	100%	Finish	Lei Xianghui	zhejiang	finish
	PTD	PTD-7#		Safety	ACU calibration	50 km/h Full Frontal Impact	GB/T 31498 /	100%	Finish	Lei Xianghui	zhejiang	finish
13	PTD	PTD-8#		Safety	ACU calibration	32 km/h Frontal Under-ride	GB/T 31498 /	100%	Finish	Lei Xianghui	zhejiang	finish
	PTD	PTD-8#		Safety	ACU calibration	64 km/h 40% Offset Frontal	GB/T 31498 /	100%	Finish	Lei Xianghui	zhejiang	finish
15	PTD	PTD-		Safety	ACU calibration	50 km/h side MDB using ESI	GB/T 31498 /	100%	Finish	Lei Xianghui	zhejiang	finish
16	PTD	PTD-		Safety	ACU calibration	32 km/h side pole LHS (with	GB/T 31498 /	100%	Finish	Lei Xianghui	zhejiang	finish
	PTD	PTD-12#		Safety	ACU calibration	50 km/h Full Frontal Impact	GB/T 31498 /	100%	Finish	Lei Xianghui	zhejiang	finish
18	PTD	PTD-		Safety	ACU calibration	50 km/h Frontal Car-to-nale	GB/T 31498 /	100%	Finish	Xiaohebin	lin Zhou	finish

1)	P10-	P10-	Safety	Safety	Airbag static deployment test	Supplier	100%	Lei Xiangshu	Ning bo	To be notified
1)	IS	IS-1#	Safety	ACU calibration	15km/h Full Frontal	No dummies	100%	Lei Xiangshu	Ning bo	To be notified
1)	IS	IS-1#	Safety	ACU calibration	15km/h side MDR RHS	No dummies	100%	Lei Xiangshu	Ning bo	To be notified
1)	IS	IS-1#	Safety	ACU calibration	50 km/h RMB	GB/T 31498 /	100%	Lei Xiangshu	Ning bo	To be notified
2)	IS	IS-2#	Safety	ACU calibration	25 km/h side MDR	GB/T 31498 /	100%	Lei Xiangshu	Tian jin	To be notified
2)	IS	IS-2#	Safety	ACU calibration	20km/h RMB	No dummies	100%	Lei Xiangshu	Tian jin	To be notified
3)	IS	IS-3#	Safety	ACU calibration	25 km/h Full frontal	GB/T 31498 /	100%	Lei Xiangshu	Ning bo	To be notified
3)	IS	IS-3#	Safety	ACU calibration	35 km/h RMB	GB/T 31498 /	100%	Lei Xiangshu	Ning bo	To be notified
4)	IS	IS-4#	Safety	ACU calibration	32 km/h Front Car-to-pole	GB/T 31498 /	100%	Lei Xiangshu	Ning bo	To be notified
4)	IS	IS-5#	Safety	ACU calibration	32 km/h 30deg Oblique Frontal	GB/T 31498 /	100%	Lei Xiangshu	Ning bo	To be notified
5)	IS	IS-6#	Safety	ACU calibration	50 km/h Full Frontal Impact	GB/T 31498 /	100%	Lei Xiangshu	Tian jin	To be notified
7)	IS	IS-7#	Safety	ACU calibration	32 km/h Full Frontal Under-ride	GB/T 31498 /	100%	Lei Xiangshu	Ning bo	To be notified
8)	IS	IS-8#	Safety	ACU calibration	Misuse events	GB/T 31498 /	100%	Lei Xiangshu	Jin Zhou	To be notified
9)	IS	IS-9#	Safety	ACU calibration	50 km/h Full Frontal with ESII	GB/T 31498 /	100%	Lei Xiangshu	Tian jin	To be notified
10)	IS	IS-10#	Safety	ACU calibration	32 km/h side pole IHS (with	GB/T 31498 /	100%	Lei Xiangshu	Tian jin	To be notified
11)	IS	IS-11#	Safety	ACU calibration	64 km/h 40% Offset Frontal	100%	100%	Lei Xiangshu	Tian jin	To be notified
16)	IS	IS-16#	NVH	NVH	Road noise	TLL standard-	100%	yury	Vietnam	To be notified
16)	IS	IS-16#	NVH	NVH	road noise test and tuning	TLL standard-	100%	yury	Vietnam	To be notified
			Environmental - Recycling - Emission	Vehicle Interior Air Quality	GB/T 27630-2011		Not Start	Wang qiang	Tianjin	To be notified
	SOP		Environmental - Recycling - Emission	车内空气质量	车内空气质量					



中国认证
CHINA VERIFICATION

Serial No. _____
Date _____
Lab _____

证书编号: _____
日期: _____
实验室: _____

Vehicle Performance Test Report

Vehicle & Equipment
1. Vehicle Make, Model, Year, and VIN
2. Equipment Make, Model, Year, and VIN

车型: _____
设备: _____

Vehicle Performance Test Report
车辆性能测试验证报告

Test Category: _____
测试类别: _____

Product Name: _____
产品名称: _____

Product No. / Part No. / S/N: _____
产品编号 / 零件编号 / 序列号: _____

Test Category: _____
测试类别: _____

Test Category: _____
测试类别: _____

检测报告
TEST REPORT

Test Category: _____
测试类别: _____

Product Name: _____
产品名称: _____

Product No. / Part No. / S/N: _____
产品编号 / 零件编号 / 序列号: _____

Test Category: _____
测试类别: _____

Test Category: _____
测试类别: _____

Test Category: _____
测试类别: _____

Test Category: _____
测试类别: _____

Test Category: _____
测试类别: _____

Vehicle Performance Test Report
Vehicle Performance Vibration Verification Report

Vehicle & Equipment
1. Vehicle Make, Model, Year, and VIN
2. Equipment Make, Model, Year, and VIN

车型: _____
设备: _____

Vehicle Performance Test Report
车辆性能测试验证报告

Test Category: _____
测试类别: _____

Test Category: _____
测试类别: _____

Test Category: _____
测试类别: _____

Vehicle Performance Test Report
Vehicle Performance Vibration Verification Report

Vehicle & Equipment
1. Vehicle Make, Model, Year, and VIN
2. Equipment Make, Model, Year, and VIN

车型: _____
设备: _____

Vehicle Performance Test Report
车辆性能测试验证报告

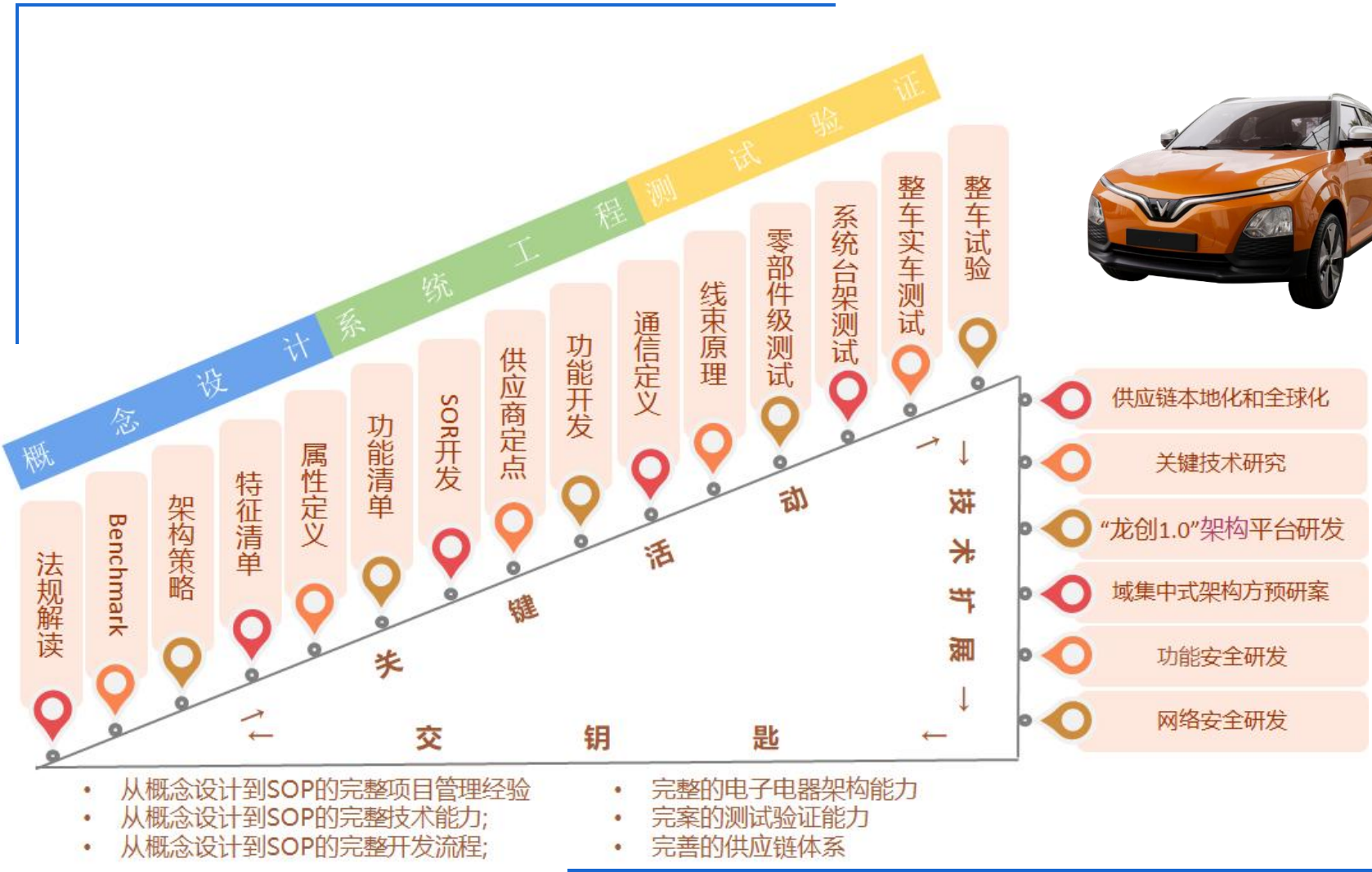
Part of Test Items

02. VF5- Operating performance test report.docx
03. VF632 KC Test report.pdf
05. IPTMS Calibration report of Rollen VF632 project.pdf
06. Corner radar test report.xlsx
07. VF5-24 channel bend durability test report
08. VF5-2E-EP1-54 Vehicle General durability
09. VF632 VF5 PS Calibration Report.pdf
10. VF632-Mounting tunnel comparison test report
11. Weight centroid measurement report
12. Brake Test Report - Final Edition (EP2)-1
13. VF5 EP7 Main-Machine Evaluation Report
15. EP Phase VF5 Wind Tunnel Test Report
16. VF5_NEDC_ran_Ext_standard_Report
17. water management test report_202303
18. VF632 vehicle misusset test report
19. Door stiffness Test Notice of results.pdf
21. VF5 Electric vehicle safety requirements test report
22. VF5 project BIW mode test report .pdf
23. BIW stiffness test report of VF5 project
24. Door slam test report -edition.pdf
25. VF6-32 EP3-1Vehicle General durability
26. VF6-32 EP3-2Vehicle Structure Durability EMC Test Report - Final edition
30. Subjective evaluation report-EP9-15
33. VF632 FR5-571 Testing Report 202210
33. VF632 FR5-572 Testing Report 202211
34. BM5 Functional safety calibration report
35. VF5-EP3-3-IPC Calibration Test report.xlsx
05. VF5 Electric vehicle safety requirements test report HD22156A-PT025.pdf
05. PTO Phase VF5 Wind Tunnel Test Report - English version.pdf
04. VF5 PS Test Report (PT0-304).pdf
05. Subjective evaluation report-PT0-303docx
06. VF632 PT0-15V suspension three states comparative test report.pdf
07. Winding Test Report (PT0-244).pdf
08. Brake Test Report (PT0-244) pptx
08. VF632 FR5-574 Testing Report 20230201 pptx
11. VF5 Dynamic tests test report 20230306.xlsx
11. VF6-32 PT0-20Vehicle Structure Durability Test report
12. VF632 ADAS functional verification report 20230418.pdf
12. VF632 Vehicle Safety Balance Test Report (VF632 FR5-574)
18. VF632 Vehicle Safety Current Test Report (VF632 FR5-574)
18. VF632 Vehicle Safety Current Test Report (VF632 FR5-574)
19. VF632 wire grounding test report 线束接地测试报告HD22156A_LV05.pdf
22. Refrigerant filling test report
23. Thermal Balance Snow and Test Changing Tests report.pdf
24. Thermal Balance Snow and Test Changing Tests report.pdf
25. Cabin Heating and Defrost Test report
27. Cabin Cooling Management Test report.pdf
27. Cabin Cooling Test report 20230424.pdf
30. SBR Assessment Report_VINMA5 VF547033.pdf
31. SBR ASSESSMENT REPORT_VINMA5 VF547033.pdf
33. CR5 Installation Assessment Report_VINMA5 VF547033.pdf
34. VF6-2020-11 Vehicle General safety requirements test report
35. Huangshan Mountain Road Test Report (Brake verification).pdf

Complete Vehicle Turnkey R&D >>> Vehicle EE Architecture

We provide **TURNKEY** intelligent solutions for electric vehicles

- VF32_Matrix_EP1_V2.0.0_20220714
- VF32_Matrix_FRS3_v3.0.0_20220926
- VF32_02.1 Smart Key and LockingUnlocking-V01.1.pptx
- VF32_02.2 Turnin; 01_EMC
- VF32_02.3.1_Select 02_HV safety
- VF32_02.4 Owner; 03_LV Safety
- VF32_03.0 Chargir 04_Charging Testing
- VF32_03.1 Charge 05_Fault Injection
- VF32_03.2 Fast ani 06_Dynamic testing
- VF32_03.3 Indicatr 07_Passive Safety - EE topic
- 08_Thermal management
- 2D drawing
- 3D
- CAN VF32_SOR_BIN_2022_0001_HVAC UNIT.xlsx
- CTS VF32_SOR_EEP_2022_0001_WINDOW LIFTER SWITCHES_v2.0.xlsx
- DFME VF32_SOR_EEP_2022_0002_FRONT PASSENGER AND REAR WINDOW LIFT SWICH_v2.0.xlsx
- DV ref VF32 VFDSABBAT0001_V1_1_VF32_BMS_spec_book_20221025.pdf
- ECR VF32 VFDSABEEP0003_V2_2_VF32_VCU_spec_book_20230325.pdf
- ICD VF32 VFDSABEEP0006_V1_6_VF32_PDU_spec_book_20220919_.pdf
- KPC VF32 VFDSABEEP0010_V0_5_7_VF32_CCU_spec_book.pdf
- software VF32 VFDSABEEP0011_V2_1_VF32_Airbag_Control_Unit_spec_book_221018.pdf
- SOR VF32 VFDSABEEP0012_V2_0_2_VF32_BCM_spec_book_20221012.pdf
- VF32 VFDSABEEP0013_V2_0_VF32_EVCC_spec_book_1105.pdf
- VF32 VFDSABEEP0015_V2_1_VF32_BSD_spec_book_1115.pdf
- VF32 VFDSABEEP0016_V1_7_VF32_XGW_spec_book_20220921.pdf



BYD

比亚迪汽车

Yuan Plus/Atto3

- Styling CAS & A Surface
- Complete Vehicle Engineering Development



(Overseas Ver. Price: \$19,800)





BYD New Seal 06 DM-i

- Body Int. & Ext. Engineering Development
- EE Engineering Development





Bao 5

- Body Int. & Ext. Engineering Development
- EE Engineering Development





BYD SHARK

- EE Engineering Development





Twingo E-Tech

Complete Vehicle Full

Process Turnkey

- Vehicle R&D

✎ The complete vehicle was developed in just **21 months**, with a target price of around €20,000.

✎ Debuting at the 2024 Paris Auto Show, with plans for an overseas launch in 2026.



AVATR
阿维塔

AVATR 06

- Complete Vehicle
Engineering Developmen



AVATR
阿维塔

AVATR 07

- Complete Vehicle
Engineering Development



AVATR
阿维塔

AVATR 12

- Complete Vehicle
Engineering Development





VINFAST

VF 34

Complete Vehicle Full
Process Turnkey Service

- Vehicle R&D
- Supply Chain Export

✦ For the first time, China has provided **Turnkey Service** for Southeast Asian countries

✦ Vietnam National project

✦ Over 40,000 pre-orders

Picture: Vietnamese President
visiting the factory ●





VF 5

Complete Vehicle Full
Process Turnkey Service

- Vehicle R&D
- Supply Chain Export





VINFAST

VF 3

**Complete Vehicle Full
Process Turnkey Service**

- Vehicle R&D
- Supply Chain Export

📈 Over 40,000 pre-orders





VINFAST

Limo Green

Complete Vehicle Full
Process Turnkey Service

- Vehicle R&D
- Supply Chain Export



EV Cases



VINFAST

EC Van

Complete Vehicle Full
Process Turnkey Service

- Vehicle R&D
- Supply Chain Export



EV Cases



VINFAST

8M EBUS

Complete Vehicle Full
Process Turnkey Service

- Vehicle R&D
- Supply Chain Export





Tesla New Model 3

Tesla's first Chinese
vehicle design service provider

- Int. Engineering Development
- CAD Onsite Support





滴滴出行

Didi D1

First customized online-taxi
car worldwide

- Styling CAS & A Surface
 - Complete Vehicle
- Engineering Development





X PENG MONA M03

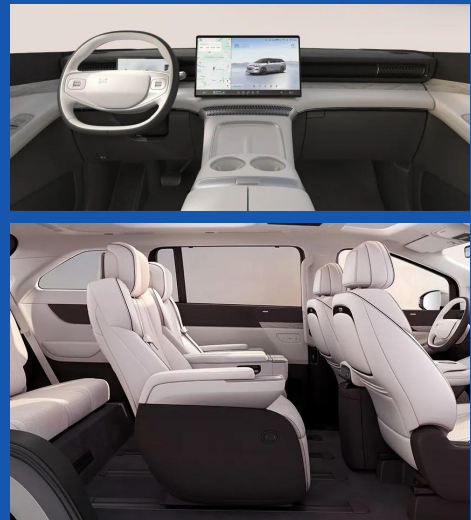
- Body Int & Ext trim
engineering development





X PENG X9

- Int. & Ext. Engineering Development





X PENG P7

- Upper Body Engineering Development





Toyota bZ3X

- Complete Vehicle
Engineering Development





smart

Smart #1

- Upper Body Engineering Development





Haval H6

Red Label, Blue Label

- Complete Vehicle Engineering Development





Haval H9

- Complete Vehicle Styling
- Clay Model
- Complete Vehicle Engineering Development
- Technical Support for Trial Production



LYNK & CO

Lynk & Co 06

- Body & Int. Engineering Development



SUV Cases



FORTHING
东风风行

FORTHING
T5 EVO

(Italian Sale Price €33,800)

- Styling Design(Facelift)





Citroën New C3-XR

- Complete Vehicle Styling
- Clay Model
- Ext. & Int. Engineering Development
- Tooling
- Technical Support for Production



SUV Cases



长安汽车
CHANGAN

CHANGAN CS55

- Complete Vehicle
Engineering Development





Ford Equator

- Complete Vehicle Engineering Development
- Prototypes Making





Windrose

World's Lowest Wind
Resistance for Heavy Duty
Trucks--0.2755

- Complete Vehicle Styling
- Complete Vehicle
Engineering Development
- Prototypes Making





DEEP WAY

Deep Way

- Creative Design Refinement
- Styling CAS & A Surface
- Clay Model
- Cab Engineering Development
- Prototypes Making



FOTONDAIMLER
AUTOMOTIVE
福田戴姆勒汽车

OMNIUM GALAXY 7

- Cab Styling Design
- Cab Engineering Development



FOTONDAIMLER
AUTOMOTIVE
福田戴姆勒汽车

Galaxy Truck

- Complete Vehicle Styling
- Cab Engineering Development
- Technical Support for SOP





Howo MAX

- Styling Rendering
- Styling CAS & A Surface
- Clay Model
- Ergonomics & Homologation Check





Geely Xingzhi

Best Selling Light Duty Electric
Truck in Current Chinese Market

- Ext. & Int. Styling Design





SINGAUTO S1

MPV-Refrigerator Car

- Complete Vehicle
- Turnkey R&D





Foton Mars 7、9

- Ext. Styling Design
- Body Int.& Ext.

Engineering Development

- SE Analysis



Pickup Cases



长安汽车
CHANGAN

Changan LanTuoZhe

- Complete Vehicle Styling
- Clay Model
- Complete Vehicle Engineering Development





Peugeot Landtrek

- Complete Vehicle Styling
- Clay Model
- Complete Vehicle Engineering Development





JMC Da Dao

- Complete Vehicle Styling
- Complete Vehicle Engineering Development
- Prototypes Making
- Technical Support of Production



STAR SKY

MARK T

- Complete Vehicle R&D





Camry Brand New 9th Generation

- Body Int. & Ext. Engineering Development
- EE Engineering Development





ALLION

- Styling CAS & A Surface
- Clay Model
- RP Parts Making





Alibaba DAMO Xiao Manlu

- Complete Vehicle Styling
- Complete Vehicle Engineering Development
- Prototypes Making





滴滴出行

Didi Driveless Vehicle 2.0

- Autonomous Driving Cap's mounting structure and decorative cover design.
- Matching autonomous driving system and chassis by wire system.
- Integrated Autonomous Driving Cap onto 90 vehicles, achieving L4 degree autonomous driving.
- Prototypes Making



美团

Meituan Magic Pocket 2.0

- Complete Vehicle Styling
- Complete Vehicle
Engineering Development
- Prototypes Making



VERTAXI
御风未来

Matrix 1 eVTOL Aircraft

Maximum load: 500kg
5 seats

- Intelligent Cabin Int.
Design
- Prototypes Making





航空事业部



Honda Business Jet

For the first time, Chinese company doing core development for Honda's product

- Int. Styling Design
 - Engineering Development
- (Unit price: \$ 4 million+)





中国航空工业集团有限公司
AVIATION INDUSTRY CORPORATION OF CHINA, LTD.

AC300 Helicopter

- Ext. & Int. Styling Design
- Styling CAS & A Surface
- Ergonomic Analysis





Sunward SA70L

- Interior Facelift
- Styling Rendering
- Styling CAS & A Surface
- Trim Parts Engineering
- Package & Ergonomics Analysis
- RP Parts Making



● Sunward SA70L Parachute



● Sunward SA70LIP

Launch Self-developed
Products



LEV-01

- Complete Vehicle R&D
- Supply Chain Export Service
- Launch owns full IP



Launch Self-developed
Products



LEV-03

- Complete Vehicle R&D
- Supply Chain Export Service
- Launch owns full IP



Launch Self-developed
Products



LEV-05

- Complete Vehicle R&D
- Supply Chain Export Service
- Launch owns full IP



Launch Self-developed
Products



LEV-07

- Complete Vehicle R&D
- Supply Chain Export Service
- Launch owns full IP



Partners

HYDRON



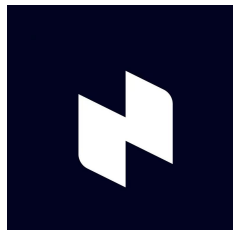
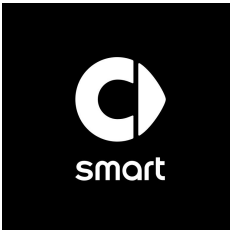
NEOLIX
新石器无人车



FOTON DAIMLER
AUTOMOTIVE
福田戴姆勒汽车



BYD
比亚迪汽车



Listed in no
particular order

BYD Serial



GEELY Serial



GWM Serial



CHANGAN Serial



VINFAST Serial

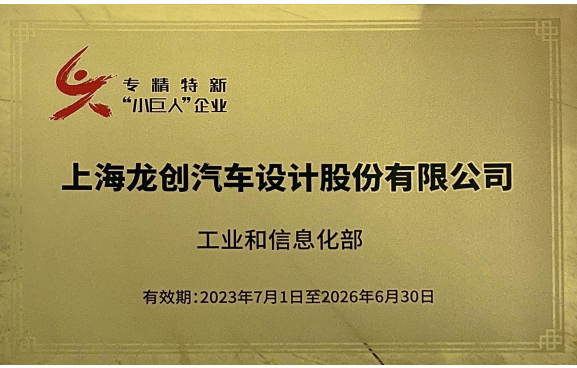
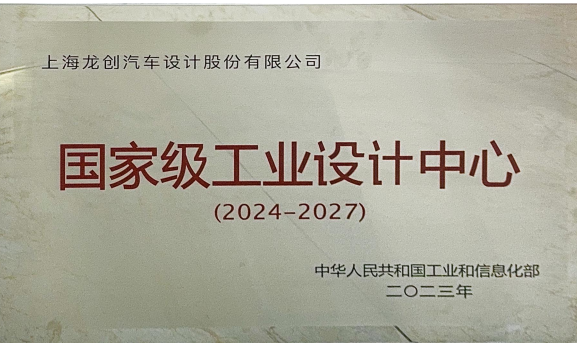


Honors >>

Launch is the first independent automotive design company in China to be recognized as a ‘National Industrial Design Centre’ by Chinese Ministry of Industry and Information Technology.

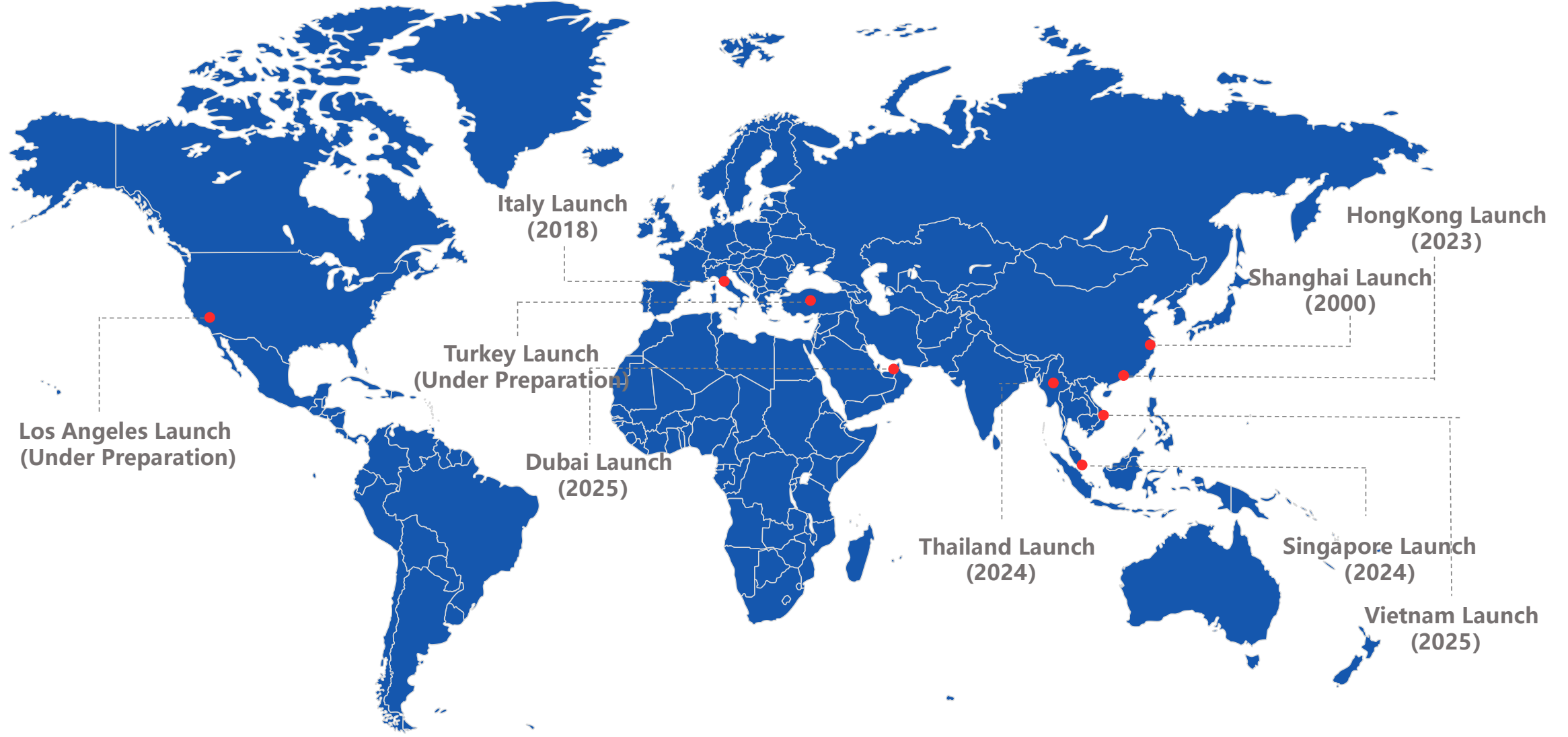


- ★ New Little Giant Enterprise
- ★ National High-tech Enterprise
- ★ National Industrial Design Center
- ★ Experts of Ten Thousand Talents
- ★ 70 influential figures in China’s industry
- ★ Leading Innovation Enterprise
- ★ Shanghai Enterprise Technology Center
- ★ Shanghai District Quality Gold Award
- ★ Shanghai Famous Brand
- ★ “Shanghai Design 100+”Gold Award



Global Layout >>

Plans to establish 20 new overseas subsidiaries, achieving a strategic presence in key countries across six continents to become a leading international automotive design brand.





Thank You!

Shanghai Launch Automotive Technology Co., Ltd.

Contact us:

Add: #4 Building, No 1881, Laiyin Road, Songjiang
District, Shanghai

Post code: 201615

Tel: +86 21-67649080

Fax: +86 21-67649079

专注 · 成就 · 梦想



LAUNCH DESIGN

Product catalogs

Frontrunner Transportation Design

2000
Business
formation



400+
Vehicle
models



100+
patents



200+
cooperative
partners



Company Profile

LAUNCH was founded in 2000, and is one of the first independent automobile R & D organizations in China. LAUNCH has 4 national bases, 33 subsidiaries, one European styling design center, and a Singapore intelligent connected technology center. LAUNCH is capable of providing services in styling, body, chassis, and powertrain development, performance analysis, prototype manufacturing, verification and complete vehicle turnkey projects. Over 400 models have been launched to the market, including traditional passenger and commercial vehicles, and new-energy vehicles. Over 30 vehicle development projects per year.

LEV 01



Basic information	LEV01		
Energy type	BEV	BEV	BEV
NEDC (km)	400+	500+	600+
Fast charging	0.5 h	0.6 h	0.8 h
Slow charging	8 h	8.5 h	9 h
Length * width * height (mm)	4640*1870*1655		
Wheelbase (mm)	2760		
Door	5		
Seat	5		
Maximum speed (km/h)	160		
Battery capacity (kWh)	52.2	63.2	75
Battery type	LiFePo		
Curb weight (kg)	1830	1880	1950
Price (\$)	18500	19500	20500



Color display



LEV 03



Basic information	LEV03	
Energy type	BEV	REEV
NEDC (km)	500/600	1000+
Fast charging	0.5 h	0.3h
Slow charging	9 h	5h
Length * width * height (mm)	4790*1890*1680	
Wheelbase (mm)	2860	
Door	5	
Seat	5	
Maximum speed (km/h)	160	
Battery capacity (kWh)	63.2	27.54
Battery type	LiFePo	LiFePo
Curb weight(kg)	1900	1900
Price (\$)	22000	20500



LEV 05



Basic information	LEV 05
Energy type	BEV
NEDC (km)	400
Fast charging	0.5 h
Slow charging	7.5 h
Length * width * height (mm)	4150*1770*1570
Wheelbase (mm)	2650
Door	5
Seat	5
Maximum speed (km/h)	150
Battery capacity (kWh)	45
Battery type	Ternary lithium
Curb weight (kg)	1450
Price(\$)	15000

Design renderings



LEV 07



Basic information	LEV 07
Energy type	BEV
NEDC (km)	150/250
Fast charging	-
Slow charging	7 h
Length * width * height (mm)	2810*1496*1565
Wheelbase (mm)	1920
Door	2
Seat	2
Maximum speed (km/h)	80
Battery capacity (kWh)	12
Battery type	LiFePo
Curb weight (kg)	523
Price(\$)	7000

Design renderings



MEV-A2



Basic information	MEV-A2
Energy type	BEV
CLTC (km)	400
Fast charging	0.5 h
Slow charging	6 h
Length * width *height (mm)	3900*1675*1600
Wheelbase (mm)	2445
Door	4
Seat	5
Maximum speed (km/h)	120
Battery capacity (kWh)	42
Battery type	LiFePo
Ground clearance @ curb (mm)	200
FOB cost (\$)	9849

MEV-A2



Basic information	MEV-A2	MEV-A2
Energy type	BEV	BEV
CLTC (km)	300	300
Fast charging	0.8 h	1.6 h
Slow charging	4.5h	-
Length * width *height (mm)	3900*1675*1600	3900*1675*1600
Wheelbase (mm)	2445	2445
Door	4	4
Seat	5	5
Maximum speed (km/h)	120	120
Battery capacity (kWh)	31	31
Battery type	LiFePo	LiFePo
Ground clearance @ curb (mm)	200	200
FOB cost (\$)	8798	8457

MEV-A2



Basic information	MEV-A2
Energy type	PHEV
CLTC (km)	500+
Fast charging	-
Slow charging	2 h
Length * width *height (mm)	3900*1675*1600
Wheelbase (mm)	2445
Door	4
Seat	5
Maximum speed (km/h)	120
Battery capacity (kWh)	10
Battery type	LiFePo
Ground clearance @ curb (mm)	200
FOB cost (\$)	7956

MEV-A2



Basic information	MEV-A2
Energy type	REEV
CLTC (km)	500+
Fast charging	-
Slow charging	2.5 h
Length * width *height (mm)	3900*1675*1600
Wheelbase (mm)	2445
Door	4
Seat	5
Maximum speed (km/h)	100
Battery capacity (kWh)	17.2
Battery type	LiFePo
Ground clearance @ curb (mm)	200
FOB cost (\$)	7906

Design renderings



VAN



Basic information	MGreen (FOTON Battery)	
Energy type	BEV	BEV
NEDC (km)	350	335
Fast charging	0.5 h	0.5 h
Slow charging	8h	8h
Length * width * height (mm)	5300*1810*1960	5300*1810*2160
Wheelbase (mm)	3400	3400
Door	4	4
Seat	15	15
Maximum speed (km/h)	100	100
Battery capacity (kWh)	50	50
Battery type	LiFePo	LiFePo
Price(\$)	18000	19400

VAN



Basic information	MGreen (CATL Battery)			
	BEV	BEV	BEV	BEV
Energy type	BEV	BEV	BEV	BEV
NEDC (km)	350	430	335	415
Fast charging	0.5 h	0.5 h	0.5 h	0.5 h
Slow charging	8h	11h	8h	11h
Length * width * height (mm)	5300*1810*1960	5300*1810*1960	5300*1810*2160	5300*1810*2160
Wheelbase (mm)	3400	3400	3400	3400
Door	4	4	4	4
Seat	15	15	15	15
Maximum speed (km/h)	100	100	100	100
Battery capacity (kWh)	50	66.7	50	66.7
Battery type	LiFePo	LiFePo	LiFePo	LiFePo
Price(\$)	19400	21500	20800	23200



Remark

1.This price is only the battery-free price

2.This does not include other charges such as certification fees, full package service fees, and battery matching development fees.

Basic information	ZN A1	ZN A2
Energy type	EV	
NEDC (km)	350	400
Drive type	6X4	
Curb weight	11.15t	12.11t
Length * width * height (mm)	7413×2550×3570	
Wheelbase (mm)	3825+1350	3825+1400
Motor rated power(kw)	120/240 Dual motor	
Motor max power(kw)	240/390kw Dual motor	
Leaf spring	Fr 3/Re 5	Fr 9/Re 10
Tire	12.00R20-18PR	
Carrier/frame	Heavy-duty type 90T/300×80× (8+6)	Ultra-heavy-duty 120t/300*80*(8+6) through double, local four-layer (8+6+10+8 at the rear suspension area)
Battery capacity (kWh)	452	603

	Vehicle type	< 50	50-100	> 100
Price(\$)(Witho ut battery pack	ZNA1	\$51,831	\$51,409	\$50,986
	ZNA2	\$54,648	\$54,225	\$53,803

Design renderings

Simple and Stylish Full of Elegance

Sleek, Simple Design
Fading Diamond Pattern
Low-drag Front Mask
Great Sense of Technological Power



Advanced Lighting Eye-Catching and Exceptional

Full LED lighting system / Automatic Headlights
Sequential Dynamic Turn Signals / Matrix Panel
Long-Life LED Modules / 314 LED emitters with a
lifespan of up to 20,000 Hours
60% lower energy consumption compared to
standard halogen lights



Ultra-long and wide coverage illumination
Lowbeam illumination width >30m
high-beam illumination distance >300m / Luminous flux >1000lm
/ Illumination range increased by 30% / All models
come with turn-assist fog lights / Cornering
illumination range increased by 30%/Safer driving at night



Electric powered heatable side-view mirrors

Driving Warning System

Auto. Wiper

Auto. Up/Down

LCD Screen

Column Shifter

Auto. A/C with Fresh Air Filtration

Cruise Control

Auto. Headlights