

OMODA 5 line-up for UK buyers unveiled

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OMODA launched in UK with petrol-powered and electric OMODA 5 models...

They tell us:

(All words and photographs from OMODA).



- *OMODA celebrates official UK launch at London ceremony as first shipment of customer vehicles arrive*
- *OMODA 5 crossover SUV priced from just £25,235; all-electric OMODA E5 on sale from £33,055. PCP packages available from just £299 per month*
- *Five-star EuroNCAP safety rating and a seven-year / 100,000-mile manufacturer's warranty as standard*

New car brand OMODA has announced UK pricing and specifications for its two debut models: the petrol-powered OMODA 5 and all-electric OMODA E5 crossover SUVs. Both offer customers a striking, modern design, with efficient powertrains and premium-grade interiors featuring a suite of luxury technologies, all at an accessible price point.

The brand, a subsidiary of Chery International, China's number one vehicle exporter, was officially launched in the UK at a ceremony held in London's Docklands on 29 August. The event was attended by VIP guests and dealers from across the 60-strong network of franchised retailer sites, which are dual branded with JAECOO.

The launch coincides with the arrival of the first shipment of UK-specification OMODA 5 and E5 models at ABP Port of Southampton. The vehicles arrived aboard the Cosco shipping vessel Liao He Kou, one of the world's largest and greenest Roll-on/Roll-off (RoRo) vessels, which was on its maiden voyage to Europe.

Chen Chun Qing, Executive Vice President Chery International, said: "This is a landmark week for OMODA, as it marks the official start of our journey in a key market for the brand. OMODA is at the forefront of a new era of intelligent and new energy technology products and is already making an impact across Europe, even outselling established brands in some markets. We are building a futuristic brand for customers, with highly specified, premium models available at a competitive price."

Victor Zhang (pictured below at the launch), Country Director OMODA & JAECOO UK, added: "We have arrived in the UK fully prepared with a large network of experienced franchised retailers, backed by the most comprehensive aftermarket and customer support



services, to deliver an exemplary ownership experience for our customers. The first OMODA vehicles have landed, and we look forward to seeing them on UK roads very soon.”



Premium luxury at an accessible price

Available from just £25,235, the OMODA 5 features 1.6-litre turbocharged four-cylinder petrol engine that produces 183 bhp (186 PS) and 270 Nm (199 lb/ft) of torque. This powertrain enables the OMODA 5 to accelerate from 0 - 62 mph in 7.9 seconds and reach a top speed of 128 mph. Drive is sent to the front wheels via a 7-speed dual-clutch transmission (DCT).

Priced from £33,055, the all-electric OMODA E5 is powered by a 150 kW (204 bhp) electric



motor and a 61 kWh 'blade' battery that comes with an eight-year warranty. Thanks to aerodynamic design optimisation and smart charging technology, the OMODA E5 offers a WLTP range of 257 miles and can charge up to 80 kW, with a 30-80% top-up possible in just 28 minutes. The E5 can accelerate from 0 - 62 mph in 7.6 seconds while producing 340 Nm (251 lb.ft) of torque.

The E5 can power external devices such as kettles, cookers and fridges, thanks to the battery's vehicle-to-load (V2L) capability, making this crossover SUV ideal for camping and other outdoor activities.

UK OMODA 5 and E5 models are available in two highly specified trim levels - Comfort and Noble, with the higher spec models competitively priced from £27,035 for the OMODA 5, and £34,555 for the OMODA E5.

Competitive finance

For those customers who prefer to buy using finance, OMODA has created a range of highly competitive finance packages, combining the vehicles' excellent specifications with offers that major on value-for-money.

Customers can take ownership of the OMODA 5 Comfort for just £299 per month over a four-year term at 5.9% APR after a £4,400 deposit. For just £30 a month more - and with the same deposit, customers can benefit from more than £2,000 worth of additional equipment, by upgrading to the Noble trim.

The OMODA E5 Comfort is available interest-free for just £299 per month over a four-year term following a £6,400 deposit. For an extra £20 a month, with the same deposit, customers can again benefit from more than £2,000 worth of additional equipment when choosing the Noble variant.



Fully equipped specifications

Despite OMODA 5 and OMODA E5 models being so competitively priced, each comes fully equipped with luxury levels of technology and equipment for a premium ownership experience.

All models feature 18" alloy wheels and LED front and rear lights with sequential indicators. Noble variants add red brake calipers and a power sunroof for added style and ventilation, while a two-tone paint scheme and 19" alloy wheels are available as an optional extra on the OMODA 5.

Inside, occupants can travel in complete comfort. All models also feature a heated, synthetic leather multi-function steering wheel, six-way power adjusted driver's seat and integrated headrests as standard. Noble variants add synthetic leather sports seats with four-way adjustment for the front passenger.

In the OMODA E5, a 12.25-inch, high-definition instrument cluster displays essential driving information - including a market-leading navigation system which uses mapping from HERE - while a second 12.25-inch touchscreen at the top of the centre console offers fast, intuitive control of the infotainment system. The OMODA 5 accesses the same information via non-curved dual 10.25-inch screens. Both models make use of natural voice control so drivers can easily select key functions.

The infotainment system runs on a cutting-edge software platform featuring Qualcomm's 8155 'Snapdragon' chip. With its powerful 7nm processor, it offers rapid responsiveness to user inputs and the OMODA E5 also supports 4G connectivity, a Wi-Fi hotspot and seamless over-the-air software updates for continuous enhancements.

All OMODA 5 models and the OMODA E5 Noble feature an eight-speaker Sony audio system. Wireless Apple CarPlay® and wireless Android Auto™ are standard on all trims, as is a 50W wireless charger conveniently positioned in the centre console. An integrated cooling element always ensures reliable and fast charging, while both Type A and Type C



charging ports are also included. Noble models add multi-coloured ambient lighting in the front which can be set to react to music, or fixed in a chosen colour.

OMODA E5 users can use the OMODA app to access standard convenience features including keyless start, front and rear parking sensors, adaptive cruise control (ACC), remote start, open the windows and operate the heating, ventilation and air conditioning (HVAC) systems.

A choice of three driving modes - Eco, Comfort and Sport - enables drivers to tailor the driving experience to their preference. Those choosing Noble variants will benefit from a 360-degree surround view camera, heated front seats, a powered tailgate, two-zone air conditioning and a PM2.5 particulate filter to remove particulates from inside the cabin..

Included as standard in the suite of advanced safety systems are Traffic Jam Assist, Lane Change Assist, Lane Departure Warning and Prevention, Blind Spot Detection, Forward Collision Warning, Autonomous Emergency Braking, Rear Cross Traffic Brake, and Door Open Warning. Enhancing the high levels of protection provided by the OMODA's high-strength body structure is a complement of 11 airbags, including a centre airbag to mitigate the effect of any collision between the driver and front seat passenger.

Both OMODA 5 and OMODA E5 models, which are engineered for European roads, have been awarded a five-star EuroNCAP safety rating and come with a seven-year / 100,000-mile manufacturer's warranty as standard.

To learn more about OMODA, please visit a local dealer or: omodaauto.co.uk

*Fuel economy and emissions: driving range standards are calculated using the World Harmonised Light Vehicle Test Procedure (WLTP). Figures refer to the low value.

About the dual-brand OMODA & JAECOO

OMODA is committed to design, intelligence and sustainable responsibility, bringing



cutting-edge design and futuristic technology to young Generation Z users, offering them stylish vehicles ahead of their time.

In the name OMODA, the “O” stands for life and vitality, a symbol of the essential element of life, oxygen. “MODA” is derived from modern fashion trends, while representing a new global focus on a sustainable lifestyle, an embodiment of ecological greenery and avant-garde style.

OMODA is dedicated to embracing global consumers and creating a forward-looking brand for a spirited new generation of car buyers. This attitude is embodied in OMODA’s first model to arrive in the UK, the OMODA 5.

A brand-new off-road brand arriving in Europe for the first time, the name JAECOO is inspired by a fusion of “Jäger” (meaning “hunter”) and “cool.” This melding of cultures captures both off-road and urban environments.

With more than a decade of experience gained from a joint venture with the world’s most established off-road manufacturer, JAECOO was created to be “from classic, beyond classic”, dedicated to innovation, taking on the urban off-road environment with exceptional performance, world-class safety features and forward-thinking, intelligent technologies. JAECOO blends the experience and craftsmanship of teams from across the world, with the aim of establishing a new standard for urban off-roaders.

Combined, OMODA & JAECOO is the fastest growing global automotive brand, with over 220,000 cumulative sales to date. It is part of Chery Holding Group, which made its debut in the 2024 Fortune Global 500, entering the list in 385th position with a revenue of \$39.1 billion.