

OMODA 5 获全球 5000 万粉丝点赞

OMODA 5 Won 50 Million Likes from Global Fans

今年 11 月，中国广州车展，奇瑞发布全新一代设计理念 ART IN MOTION 的首款车型 OMODA 5。引发了全球媒体的极大关注，俄罗斯、以色列、土耳其、巴西、墨西哥等 40 多个国家的近 200 家主流媒体进行了报道，纷纷对 OMODA 5 极富未来感的全新设计理念给予了肯定，吸引了近 5000 万受众的关注。在 Facebook 等社交媒体上，全球奇瑞粉丝也表达了对这款车型上市的热切期待，累计互动量近 10 万。

In November, Chery released OMODA 5, the first model featuring its new generation of design concept, ART IN MOTION, at Auto Guangzhou in China. OMODA 5 has attracted a great deal of attention from global media. Nearly 200 mainstream automotive media in more than 40 countries, including Russia, Israel, Turkey, Brazil and Mexico, reported on OMODA 5 and highly recognized Chery's state-of-the-art design of the futuristic OMODA 5, which attracted 50 million people' s attentions. Chery fans around the world also expressed their eagerness for the launch of the model on Facebook and other social media, with a total of nearly 100,000 interactions so far.



全新设计理念 ART IN MOTION ,成就了 OMODA 5 富有冲击力的动感外型 ,无边界前脸、钻石矩阵式格栅、充满力量的线条以及双层渐进式尾翼 , 营造出前卫时尚的艺术感。OMODA 5 独特的造型设计 , 收获了众多媒体的高度评价 , 纷纷表示其未来主义设计理念令人印象深刻 , 非常有吸引力和竞争力 , 代表了中国最高的技术水准 , 精准把握了潮流青年群体的喜好。与此同时 , OMODA 5 兼容汽油动力和新能源动力系统的配置 , 也让媒体表现出了极大的兴趣 , 期待 2022 年 OMODA 5 能够全球陆续上市 , 并表示将持续关注其全球市场表现。

The groundbreaking design concept of ART IN MOTION gives birth to OMODA 5's galvanizing dynamic appearance, boundaryless front view, diamond matrix grille design, sporty lines and a double-layer integrated spoiler, gleaming with avant-garde artistry. OMODA 5's unique design has been highly praised by multimedia, commending that its futuristic design concept is impressive, attractive and competitive, representing the highest technical level in China and accurately

grasping the preferences of trendy young people. At the same time, OMODA 5's power system configuration means that it can be powered by both gas and new energy, attracting great interest from the media. Many expressed their excitement about the OMODA 5's launch in 2022, and stated that they would continue to follow up its performance in the global market.



在 Facebook、Instagram 等社交媒体上，OMODA 5 车型图片一经公布，就引发了网友们对未来座驾的广泛探讨，纷纷表达了对这款车型上市的热切期待。OMODA 5 的潮酷造型征服了俄罗斯、墨西哥、南非等国的网友；有巴西网友表示，其全新设计让他们对奇瑞品牌有了不同的认识，并感叹中国品牌汽车的快速发展；土耳其、智利、意大利、巴基斯坦的网友，则希望 OMODA 5 能够尽快在当地上市；不少马来西亚网友认为，OMODA 5 在众多汽车品牌中具有极强的竞争力，相信能够吸引东南亚消费者的关注。

On social media such as Facebook and Instagram, the release of images of OMODA 5 triggered a wide range of discussions about the futuristic car and initiated expectations for this model. OMODA 5's cool styling has won over netizens from Russia, Mexico and South Africa. Some Brazilian netizens said that the new design

impelled them to look at Chery in a fresh way and that the rapid development of Chinese brand cars really amazed them. Netizens from Turkey, Chile, Italy and Pakistan, on the other hand, hoped that OMODA 5 could be launched in their countries as soon as possible. Many Malaysian netizens reckoned that OMODA 5 had a strong competitiveness among a wide range of car brands, and they believed that it could attract the attention of consumers in Southeast Asia.

按奇瑞规划，2022年起，OMODA5将陆续登陆亚洲、南美、澳洲、非洲、欧洲等国家和地区，为全球消费者带来与众不同的未来驾控体验。

According to Chery's plan, from 2022, OMODA 5 will be launched in Asia, South America, Australia, Africa, Europe and other countries and regions, bringing unique future driving experience to global consumers.