

Five stars each for GWM's Ora Funky Cat and Wey Coffee 01

Euro-NCAP-Crashtest: Chinese newcomers make third place in the 2022 overall rating

Munich, 19th September, 2022: Great Wall Motor (GWM) demonstrates that it can produce cars that match the best that Europe has to offer: ORA Funky Cat and WEY Coffee 01, both sub-brands under the umbrella of GWM, received five stars each. That is the highest rating in the latest round of Euro NCAP crash tests.

„Chinese manufacturers have tried to take on the European market before and have, in the past, met with mixed fortunes in safety ratings. Following in the footsteps of NIO, Lynk & Co and MG, our two models now have managed to outperform in the Euro NCAP crash test,“ says Johnson Qiang, Vice President of GWM Europe.

Safety for consumers and businesses

Euro NCAP has created the five-star safety rating system to help consumers and businesses compare vehicles more easily and to help them identify the safest choice for their needs. The safety rating is determined from a series of vehicle tests. They represent, in a simplified way, important real-life accident scenarios that could result in injured or killed car occupants or other road users.

Commenting on the outstanding score, Matthew Avery, Chief Research Strategy Officer for NCAP partner Thatcham, says: “The ORA Funky Cat and Wey Coffee 01 were both impressive in terms of the protection offered to occupants should an accident occur. This is comforting news for those who were concerned that an influx of new market entrants from China might bring the safety standard down.”

The GWM new electric hatchback Ora Funky Cat received an adult occupant protection rating of 92 per cent, a child occupant protection rating of 83 per cent, a vulnerable road user protection rating of 74 per cent, and a safety assist rating of 93 per cent.

At the same time, the WEY Coffee 01 achieved 91 per cent and 87 per cent in the Adult and Child Occupant categories respectively. For the Vulnerable Road Users segment, it scored 79 per cent, while it bagged 94 per cent in the Safety Assist class.

Chinese-Swiss partnership for European market launch

GWM will be presenting the two cars during the Paris Motor Show 2022 in October along with another new luxurious WEY SUV Plug-in-Hybrid model.

A new partnership between GWM and the Emil Frey Group from Switzerland will bring the Ora Funky Cat and the WEY Coffee 01 very soon to the European market. Emil Frey will bring in the expertise for import, distribution, logistics and aftersales of the GWM ORA brand and support new formats for the marketing of the WEY brand. The joint marketing of the two brands GWM ORA and WEY by the two partners will initially begin with the market launch in Germany planned for the fourth quarter of 2022.

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About Great Wall Motor (GWM)

Great Wall Motor Co., Ltd. is an international multi brand automotive manufacturer based in China. It was founded in 1984. In 2020, the enterprise belonged to the 15 most innovative OEMs in the Connected Car Innovation Index of the Center of Automotive Management (CAM). GWM holds more than 100 subsidiaries and employs a workforce exceeding 60,000. The company operates with 500 networks in more than 60 countries and has sold more than 700,000 vehicles outside its home market. GWM is present in Russia, South Africa, Australia, Central and South America, South Asia, the Middle East and Africa.

About WEY

WEY was founded in 2016 and is the premium SUV brand of Great Wall Motor. It represents luxury in combination with leading technology and is named after Jack Wey, founder and President of the brand. GWM's WEY was developed incorporating the highest standards of global premium brands by a global team of 1600 designers and researchers. The city of Baoding is the centre of WEY's research and design network, a network spanning seven countries and ten regions, covering Europe, North America, Asia and also incorporating Japan, the US, Germany, Austria and India. The company combines the car brands Haval, WEY, GWM ORA, GWM Pickup and TANK under one roof and covers three important product segments with traditional as well as alternative driving technologies: SUVs, passenger cars and Pickup trucks. In order to offer its high quality standards, GWM entered strategic partnerships with well-known suppliers such as Continental, Bosch, Webasto, BorgWarner, ZF and Hella.

About ORA

ORA is the innovative and fashionable "Pure Electric Brand" of the Chinese automotive manufacturer Great Wall Motor (GWM). It features a new, fresh approach to the European market for electric mobility. GWM ORA offers more than just cars: GWM ORA represents fashion, lifestyle, design, pop culture as well as urban culture, sharing and the joie de vivre of young, creative and progressive people. The maxim of GWM ORA is its "User centricity" – it was developed from the outset in collaboration with those who will drive the cars. The young brand is an expression of both individual personality and a distinctive way of looking at the world. It conveys the message of a creative urban lifestyle, to which the car is closely linked. GWM ORA's parent company GWM is an industry leader when it comes to designing intelligent networks and is also a pioneer in the research and development of key technologies like 5G, Autopilot and V2X.