



FREEDOM TO EXPLORE

REACH YOUR DREAM WITH PASSION



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VOYAGER OF ELECTRIC MOBILITY



# About Us

VOYAH is a premium intelligent EV brand established in 2018 and the luxury division of Chinese auto-manufacturer-Dongfeng Motor Corporation (Fortune 500). Built on a glorious heritage and drawing technologies and resources from Dongfeng’s more than 53 years’ experience in auto manufacturing, VOYAH aims to be a bellwether in the field of premium passenger NEVs. With enterprising, progressive explorers in mind, VOYAH guarantees people’s freedom to explore with unique safety technologies.

VOYAH is committed to providing premium intelligent NEV experience and contributing to our users’ quality modern life. Positioned as Voyager of Electric Mobility, We set our mission as “Drive Your Dreams and Empower a Better Life”.



# FUTURE BUILT ON HERITAGE

53 Years  
Automobile  
Manufacturing History

85<sup>th</sup>  
Fortune 500

22 Years  
New Energy R&D

∞  
Global Partners

Data in 2022

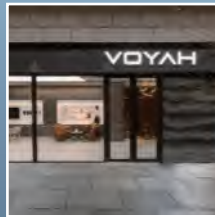


# Milestones

This is how VOYAH has gone from a blueprint into a car since the brand launch in July 2020.

From the VOYAH brand strategy conference in July 2020 to the release of VOYAH FREE in December 2020,  
From the pre-sale of VOYAH FREE in March 2021 to the official launch of VOYAH FREE in June 2021,  
We have created and embodied our "VOYAH Speed" and "VOYAH Mode".  
This is how VOYAH unfolds a tale of strength and creativity.

2020



07.17

VOYAH brand and logo launched

07.29

Brand strategy & iLand launched

09.26

iFree and ESSA unveiled at Auto Beijing 2020

12.18

VOYAH FREE debuted

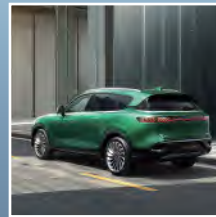
03.27

Six VOYAH Spaces opened in five cities

06.19

VOYAH FREE launched

2022



07.13

VOYAH FREE engaged in uninhabited land

10.16

VOYAH Night

10.31

VOYAH FREE EV launched

11.19

VOYAH DREAM debuted at Auto Guangzhou 2021

05.07

VOYAH DREAM launched

06.11

First overseas VOYAH Space opened in Norway

DRIVE YOUR DREAMS  
EMPOWER A BETTER LIFE

Hello world, I am VOYAH  
I yearn for the breeze in the valley  
And for the spotless blue sea  
For a cleaner tomorrow  
And for the beauty in greater diversity





Brand Position

FREEDOM TO EXPLORE REACH YOUR DREAM WITH PASSION

VOYAGER OF  
ELECTRIC MOBILITY

A pure soul  
Is born free  
There will be a moment  
Of ignition  
Lit up with passion  
It travels fearlessly  
Into a dream world  
There will be a moment  
Of freedom  
Of infinity  
The future is within our reach  
We can imagine it  
Feel it  
And change it  
This is the voyage to freedom  
This is VOYAH

FREEDOM TO EXPLORE REACH YOUR DREAM WITH PASSION



Brand Slogan

FREEDOM TO EXPLORE REACH YOUR DREAM WITH PASSION

FREEDOM TO EXPLORE  
REACH YOUR DREAM WITH PASSION

We share with you our drive, creativity and freedom to explore  
We provide you with experiences that empower life



岚图

The brand’s Chinese name “岚图” is homophonic with “蓝图” (/lán tú/, "blueprint")  
Which denotes good planning and prospects – for a future.

VOYAH

Root in Voyage, All about exploring  
A wonderful journey blending technology and nature



The brand logo of VOYAH is inspired by the idea of 鲲鹏 [kūn péng] – Roc, an enormous bird of prey, featured in a popular Chinese myth “鲲鹏展翅 [kūn péng zhǎn chì]” which depicts a picture of the mythical Roc spreading its two wings and soaring high. The free, dynamic outline of the logo suggests a rising brand and its vitality in pursuing clean energy, creative technology and progress. The enormous bird symbolises the strength of VOYAH and its great vision and blueprint for innovation and future.



LIGHT

淡 (/dàn/)

QUIET

静 (/jìng/)

ELEGANT

雅 (/yǎ/)



PROGRESSIVE

Our customers are ambitious and go-ahead aggressives, daring for new ways of doing things and endeavouring to make them successful

OPEN-MINDED

Our customers are open-minded and embrace new things and differences - social changes and technological progress, including NEVs

EXPLORERS

Our customers pursue quality life and quality trip, and are committed to joie de vivre and the freedom to explore



VOYAH /LAND













# Brand Honours and Awards



VOYAH logo winning Gold Award for Best visual identity at TRANSFORM AWARDS ASIA 2020, an annual global branding event

## TRANSFORM AWARDS ASIA 2020

### Gold Award for Best visual identity

The logo is inspired by the idea of 鲲鹏 [kūn péng] – Roc, an enormous bird, from a Chinese myth and shows an image of the mythical Roc spreading its two wings, which symbolise strength and creativity



岚图品牌荣获最具潜力新品牌发展大奖



With the innovation, easy-to-use functions, and warm human-machine interaction, VOYAH's HMI design won the 2022 iF Design Award.

## IF DESIGN AWARD 2022





## VOYAH Showroom

We provide customer-centred, consistent, efficient and warm services  
for our clients

## Our Sales and Service Culture

We practice a dynamic sales and service culture with a humble,  
positive attitude and team spirit

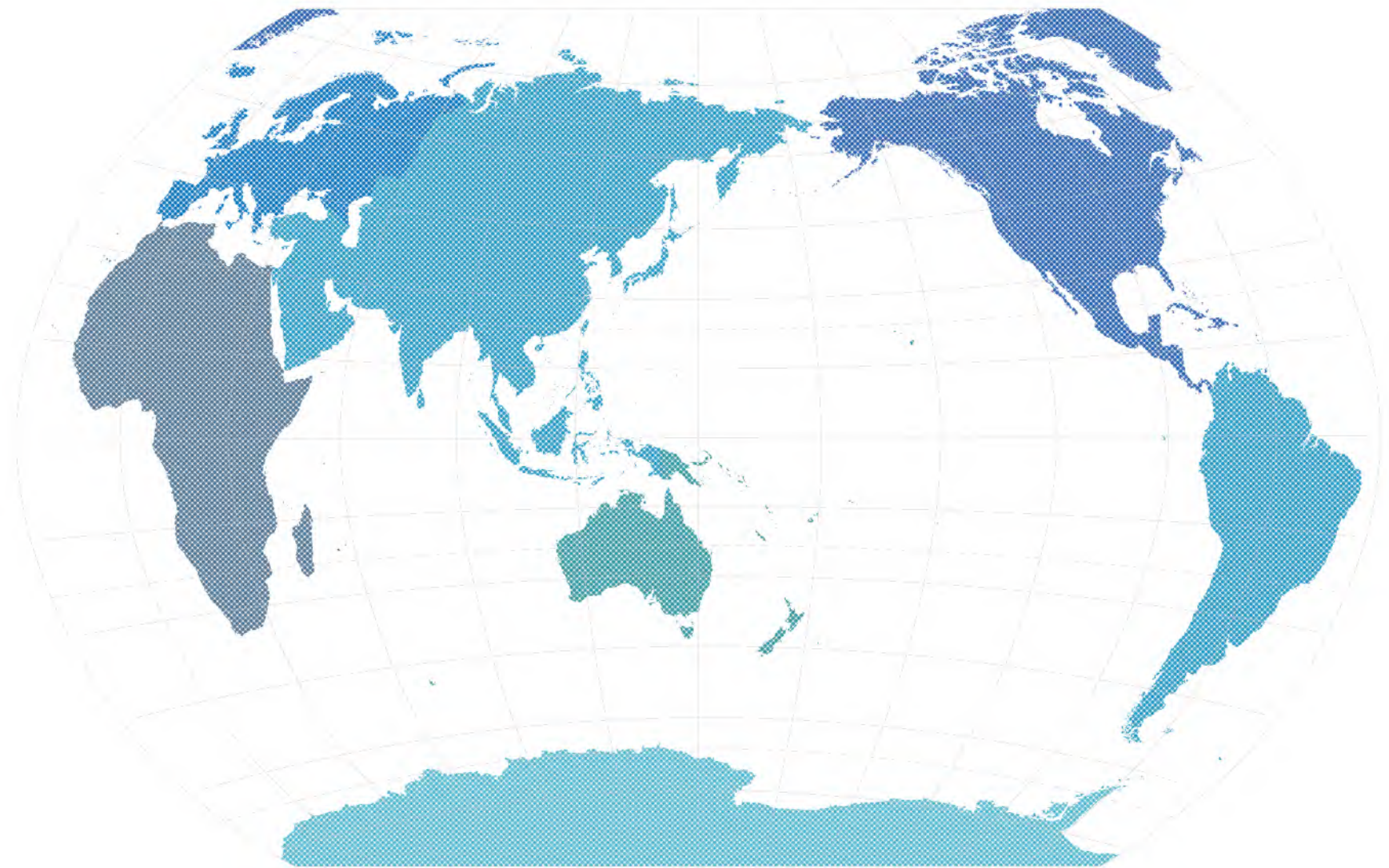




## Situated in Norway, the first VOYAH Showroom overseas is a fusion of oriental aesthetics and pioneering technology.

The VOYAH showroom is an embodiment of the brand concept of “LIGHT, QUIET and ELEGANT”. The design draws from the nature, culture, lifestyle and unique aurora scenes in northern Europe, and incorporates Chinese cultural elements such as stone carvings, tea art, and pine trees. Here, oriental aesthetics integrate with pioneer technology to create a warm technological space and satisfy the user’s needs for brand experience, car experiencing/purchasing, and car services.





In 2022, VOYAH will set up sales outlets and service sites around the world

80+	24+	130+	60+
VOYAH Showrooms	Delivery Centres	VOYAH Pop-up	Body shops

More VOYAH Showrooms opening soon...



# VOYAH FREE

Intelligent Electric SUV with Premium Performance

0-100km/h acceleration in 4.4s

20 intelligent driving assistance features

50+ premium features, including night vision system, air suspension and Dynaudio

## FREEDOM TO EXPLORE

REACH YOUR DREAM WITH PASSION



\*Some features may not be available in this market. Exterior and interior colours are for reference only. Please refer to a local dealer for details.



# High-Quality

- Design
- Driving Control
- Comfort

# Intelligent Security

- EIC System (motor/battery/electric control)
- Intelligent System
- Car Body
- Environment and User Friendly



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## Electric Smart Secure Architecture (ESSA)

Innate Intelligence | Guaranteed Safety | Convenient Handling | Ultimate Comfort

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## High-quality Design

Logo-patterned, wing-shaped through light cluster

Yacht-style body and surrounding cockpit

Aerodynamic design



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## High-quality Driving Control

- 0-100km/h acceleration in 4.4s
- 200km/h Max. speed
- 360kW/720N·m peak power/maximum torque

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## High-quality Comfort

Smart dimmable panoramic roof

World-first liftable one-piece triplex screen

Air suspension with 100mm lifting adjustment

Seat massage, ventilation and heating

Dynaudio HIFI sound system

Quiet cabin



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# Intelligent EIC System (motor/battery/electric control)

Certified for smoke-proof, fire-proof, explosion-proof,  
and water-proof capabilities in wet collision test



Propetary “3-D wall” insulation technology and innovative “Amber” battery safety systems

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## Intelligent Safety System

- 20 Intelligent driving assistance system as standard
- Intelligent active night vision system (NVS)
- Visual automatic parking system
- Stereoscopic Driver Monitoring System (DMS)

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# Car Body

Smart manufacture

C-NCAP five-star safety rating 2022

World's first 2000MPa door beam with aluminum-silicon coating

World's first thermoformed TRB+Patch composite structure A-pillar



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## Environment and User Friendly

V-Care eco-friendly cabin:

OKEO-TEX certified materials / Water-soluble mixed paint)

Intelligent air flow system:

PM 2.5 filtration / Intelligent Air Quality System (IAQS) / Fragrance diffuser / Coconut shell activated carbon filter /

AC auto-cleaning / All-round air detection sensor

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# FREEDOM TO EXPLORE

Life is about a relentless and beautiful yearning for freedom

Life is a joyful voyage

Start your life blueprint with VOYAH

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VOYAH

FREE

Intelligent Electric SUV with Premium Performance

(Europe)

50+ premium features

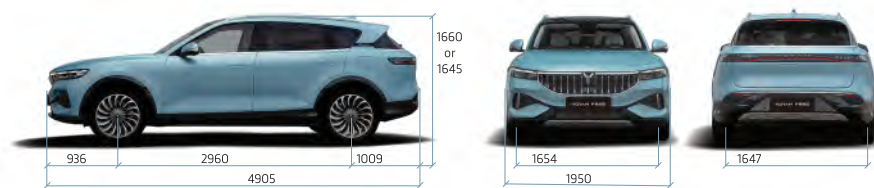
Specifications

Dimensions		Electric	
Length (mm)	4905	Motor power （kW）	360 (Front 160kW; Rear 200kW)
Width (mm)	1950	Max torque （N·m）	720
Height (mm)	1645	Battery type	Ternary lithium
Wheel base (mm)	2960	Battery capacity kWh (net)	106 (100)
Seats	5		
Cd value	0.28		
Weights		Consumption (WLTP)	
Weight (kg)	2340	All-electric range (WLTP, combined)	500 (WLTP)
Max total weight (kg)	2945	*The range varies from vehicle patterns, driving conditions etc.	
Roof load (kg)	75	Power transmission	
		Drive	4WD
		Gearbox	Single gear

'S' means Standard, 'O' means Optional.

Specifications

Steering wheel and controls		Volume	
Multifunction leather steering wheel	S	Trunk luggage volume (L)	560-1320
Swing radius	5.75	Front storage compartment	72
Suspension system		Performance	
Front axle	Double arm independent suspension	Max. speed	200
Rear axle	MultiLink	0-100km/h (s)	4.4
Permitted trailer weight		Charging equipment	
Without brakes	750kg	Onboard charger of up to 11kW (AC)	S
At 12% increase	2000kg	DC fast charge	S
At 8% increase	2000kg		



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Specifications

Comfort		Infotainment <small>*Contingent on services provided by local network operators</small>	
2-zone comfort climate control	S	Digital instrument cluster for flexible and	
A/C auto clean	S	customized display of information relevant to the driver	S
Automatic anti fogging	S	12.3"+12.3"+12.3" lifting screen	S
Glove box cooling	S	Online navigation	S
Comfort parking A/C	S	Online music	S
Battery pre-heating	S	DAB + radio	S
Keyless entry	S	Smartphone interface	S
Automatic hidden door handles	S	5G network	S
Power tailgate	S	Onboard WiFi	S
Remote control key	S	Connect package data module (europe)	S
		USB connection with charging function in the rear seat	S (2 USB sockets)
		Mobilephone wireness charge	S
		Scenario package: (party)	S
		Scenario package: (baby care)	S

\*S' means Standard, 'O' means Optional.

Specifications

Assistant systems	
Driving pattern <small>(Comfort, Economic, Normal, Sport, Off-road, Customisation)</small>	S
Blind spot detection	S
360° surrounding camera	S
Auto parking assistant	S
Night vision assistant	S
Adaptive cruise control with speed limiter (ACC)	S
Lane departure warning (LDW)	S
Lane centering control	S
Lane keep assistant	S
Traffic jam assistant (TJA)	S
Hightway assistant (HWA)	S
Intelligent cruise control (ICC)	S
Transparent chassis	S
Rear cross traffic warning	S
Front vehicle start reminder	S
Door open warning	S
Technology and safety	
Digital video recorder	S
Driver gesture recognition	S
Driver safety monitoring	S
Second row monitoring by camera	S
Electric sound at low speed	S
8 speakers	S

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Specifications

Wheels and tyre

Turbo style	S
Five radiation style	O (after service)
Tyre	255/45 R20
Tools and jack	S
Tyre pressure display	S

Headlights

LED headlights	S
LED headlights with preparation for several lighting functions	S

Exterior design

Aerodynamic tail fins	S
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Interior design

Control keys in matt black	S
Entry moldings with aluminum panels at the front and rear, with lights	S
Ambient light	S

Roof systems and glass

Privacy glass (dark panes)	S
Sunshades with make-up mirror, with light	S
Heat insulating glass	S
Windscreen with noise-reducing glass	S
Noise-reducing glass on the side windows	S
Panorama roof	S
Adaptive wipers	S

Specifications

Seats

Driver seat 12-way adjustment	S
Driver seat memory	S
Driver seat heating and ventilation	S
Driver seat massage	S
Driver seat sleeping headrest	S
Passenger seat 12-way adjustment	S
Passenger seat heating and ventilation	S
Passenger seat massage	S
Sleeping headrest	S
Rear seats 4\6 segmentation, backrest put down manually	S
Rear seats 2 ISOFIX slots	S
Rear seats headrests (3)	S
Rear center armrest	S

Option Package

IAQS (In-vehicle air quality system)	<input type="radio"/>
PM2.5 monitoring system	<input type="radio"/>
Fresh air system with fragrance diffuser	<input type="radio"/>
Dimmable panorama roof (0-100% transparency)	<input type="radio"/>
10 speakers	<input type="radio"/>
Dynaudio system (HiFi, 10 speakers)	<input type="radio"/>

Towing Capacity

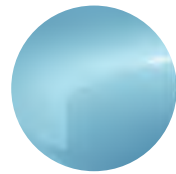
Towing bar (for towing traction)	<input type="radio"/>
Towing bar electric connector	<input type="radio"/>

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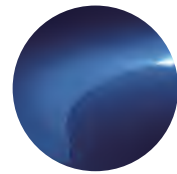
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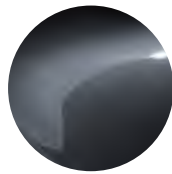
## Colors / Wheels / Cockpit



Cloud Blue



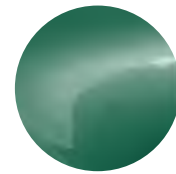
Sky Blue



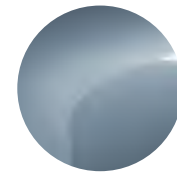
Star Night



Snow White



Dark Green



Cloud Grey



20-inch turbo-style alloy wheels  
with Pirelli tyres



Light Brown



Beige Red



Dark Blue

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DONGFENG Motor Company  
<http://www.dongfeng-global.com/>  
Oct 2022 Version

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