



BAIC'S BJ40 — READY FOR ADVENTURE

EYE-CATCHING DESIGN WITH STRONG BODY, UNIQUE SPORTS APPEARANCE

KUWAIT: When China launched its automobile industry way back in the 1990s, people were skeptic about those automobiles. But a decade later, international companies started flocking to China to build their own factories there or sign contracts with Chinese giants to completely or partially manufacture their vehicles.

Over the last three years these groups proved their competitiveness in manufacturing for others. Today, they decided to manufacture their own brand vehicles and they are now roaming the streets across the world with absolute confidence, great performance and unlimited factory support.

Recently, the Better And Ingenious Choice (BAIC) Company, one of the behemoth Chinese groups specialized in automobile industries, unveiled its BJ40 with its eye-catching design that attracts beholders for a closer look.

BJ40's exterior design implies its readiness for adventure with its fashionable streamline and ground clearance that is perfect for off-road and watery terrains.

From the front, BJ40 has height-adjustable halogen headlights for better vision with a uniquely designed front grill, long hood, black protection shields on both lower sides of the body, which give it a unique sports appearance.

Mechanically, BJ40 has a four cylinder, 2.4 liter, 143 horse power and 217 N/M rotation power engine and a five-speed manual transmission and a maximum speed of 190 kph.

BJ40 is characterized by flexible body arrangement as the roof, doors and windshields are easily detachable. It is designed to match many extra accessories such as front overhead lights, windshield LED lights, stone tires, front support, side steps and unique matte colors.

BJ40 has Strong Separate Frame Construction: the BJ40 boasts separate frame construction, which increases the body frame stability by 40 percent. The cross section of its frame is 138x60mm, so that BJ40 is able to withstand extreme torque.

Safe and Reliable: A standard configuration of ultra-high anti-roll frame in the front

and rear constitutes a natural barrier to ensure passengers' safety. The anti-compressive stiffness on the roof is very high.

The BJ40 is manufactured to meet military requirements, tested to military vehicle standards and comparable to a military vehicle. It is also equipped with Off-Road Survival Information System: The dashboard shows such information as gradient, direction, altitude and atmospheric pressure.

Practically speaking, BJ40 also has spacious trunk space and rear seats can be adjusted according to use and need and when folded, they provide up to 600 liter storage space.

In addition, BJ40 has so many other features such as front and rear A/C, smart screen with detailed information about journey, fuel consumption, gradient, direction, altitude and atmospheric pressure. It is also equipped with GPS and DVD, cup holders near the air vents, panoramic reversing radar, powered foldable side mirrors and overhead stereo system.

Safety-wise, BJ40 is equipped with ABS, EBD, Crash Sensor Activating Central locking Release, Engine immobilizer with alarm, ISOFIX, front airbags for driver and front seat passenger, reverse sensor, anti-theft alarm system and anti-roll cage. It is a multi-purpose vehicle equipped with unlimited potentials.

BAIC has contracts with major international automobile manufacturers like Mercedes, Hyundai, Suzuki and Saab. It owns automobile and spare part factories in many countries worldwide like Russia, Holland and Kenya and has exported its products to over 80 countries worldwide. BAIC is keen on using SAAB technology in automobile industries, that is efficiency, quality, effectiveness and high precision. BAIC managed to expand within and outside the Chinese markets, in South East Asia, Central Asia, the Middle East, South, north, East and West Africa in addition to Southern America. BAIC recently started operating in local market through a partnership with The First Trading Company, a subsidiary of Mutawa and Alkazi group, the exclusive agent of BAIC in Kuwait.



KUWAIT: BJ40 with its eye-catching design attracts beholders for a closer look.