胖头俞 Jimmy Yu

always YOUNG

2018“云+未来”峰会汽车分论坛

always YOUNG

历经千年

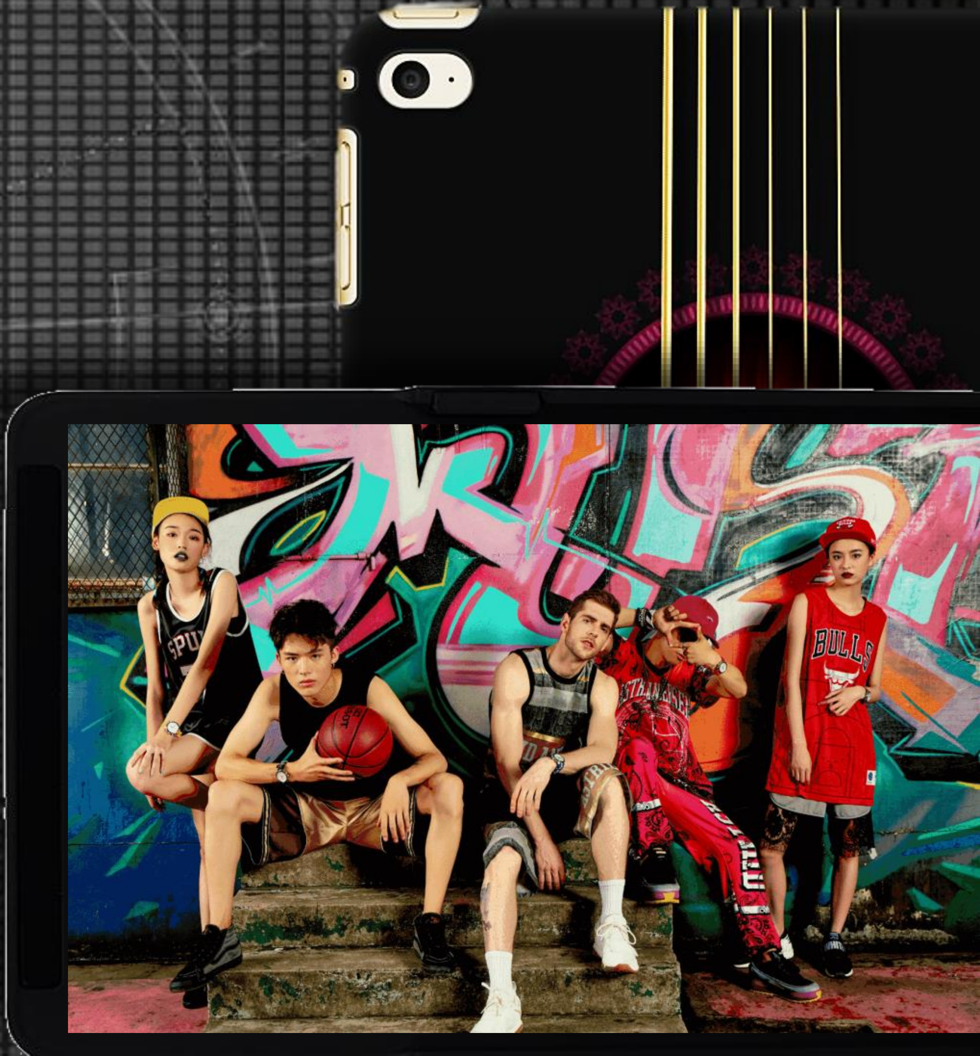
广州

走过百年

MG

always YOUNG

未来本就属于年轻人，
他们才是创造者，
我们一切的努力，
只是帮他们提速。



上汽“新四化”

电动化、智能网联化、共享化、国际化

为中国人造世界的车，为年轻人造更爽快的驾乘体验。

名爵always YOUNG

赛道基因、时代基因、感性力设计基因

always YOUNG

本能弧

As the young generation has grown up and become the main consumption, brand marketing development direction of one of the most important is to think about how to seize the heart of this group of young people, so companies have to themselves labeled as "young", as if this year is not "younger" labels are embarrassed to say oneself is the branding.

脑回路

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震荡波

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always YOUNG

年轻的本能弧，无需纠结，感同身受。

Intelligent vehicle is a collection of environment perception, planning and decision-making, multi-scale auxiliary driving, and other functions in an integrated system, it focus on the computer and modern sensing, information fusion, communication, artificial intelligence and automatic control technology, is a typical combination of new and high technology. At present, the research on intelligent vehicles mainly focuses on improving the safety and comfort of automobiles and providing excellent human-car interaction interface. In recent years, intelligent vehicle has become the world's vehicle engineering research in the field of hot spots and momentum to the growth of automobile industry, many developed countries have to include it in their focus on the development of intelligent transportation system.

always YOUNG

MG X-motion Concept

奔跑的荷尔蒙，超前满足年轻本能

第一款采用纯形面设计的SUV，
第一款采用光影肩线的SUV。

年轻的脑回路，
以芯换心，心心相印。

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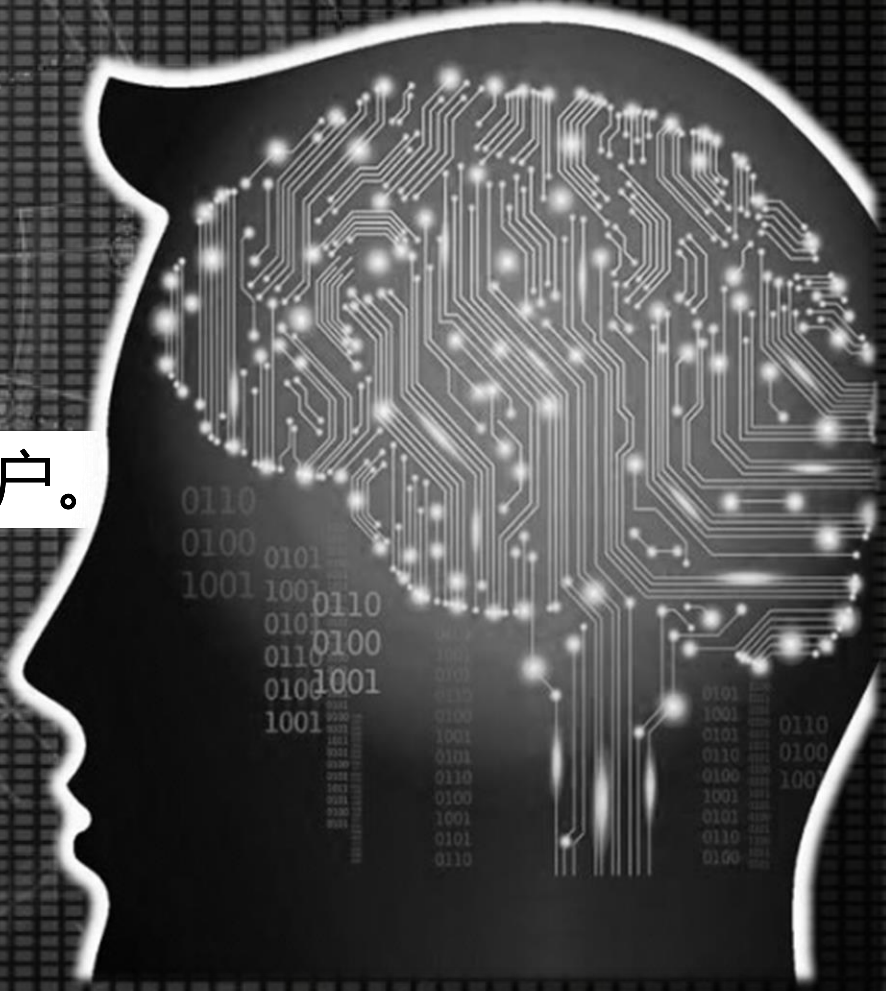
脑力链接的新品类

自带大脑、登陆探索
互联智行、无限迭代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基于大数据的极致互联体验，让汽车越用越懂用户。

年轻的震荡波，
花开遍地，全线推进。

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线下厚积，线上薄发
场景体验形成共振

500+
经销商

MG Carffe

商圈
体验中心

名爵
体验官

Trophy League
驾控营

爵战系列

全新名爵6 豪华互联网性能座驾

当红主爵，
每个月超过1万的年轻人成为车主

爵战系列　潮玩轰趴　利物浦足球之夜

Trophy League驾控营　冠军车手的魔鬼训练

第70届MGLive！英国银石赛道即将举行

名爵6新能源 轿跑新感爵

30天3000+，20万级新能源订单增速最快

名爵体验官　72小时超长深度试驾

Since 1924
Me & My MG
STAY TUNED
SINCE 1924
MG PILOT
MG E-DRIVE
1.5L
Remote Control
Plug-in
705Km
622Nm
Performance
4-Door Coupe
Internet Auto
228Ps
名爵

always YOUNG

名爵ZS 年轻人标配的首台互联网SUV

年轻人喜爱的潮流生活方式

网红店白皮书—名爵ZS 50城探秘之旅

美食打卡　互联网最in体验

青岛 QINDAO
北京 BEIJING
杭州 HANGZHOU
天津 TIANJIN
上海 SHANGHAI
大连 DALIAN
南京 NANJING
佛山 FOSHAN
always YOUNG
成都 CHENGDU
网红店白皮书
50 名爵ZS 城探秘之旅
合肥 HEFEI
重庆 CHONGQING
秦皇岛 QINGHUANGDAO
厦门 XIAMEN
广州 GUANGZHOU
昆明 KUNMING
名爵ZS×中国城市 Hot shop compilation MG ZS 50 city discovery trip (First Round)

名爵互联网汽车

160,000

全球互联网汽车销量最大的国际品牌

名爵品牌

117% ↑

2018年1季度

always YOUNG

为每一个时代的年轻人造梦想之车

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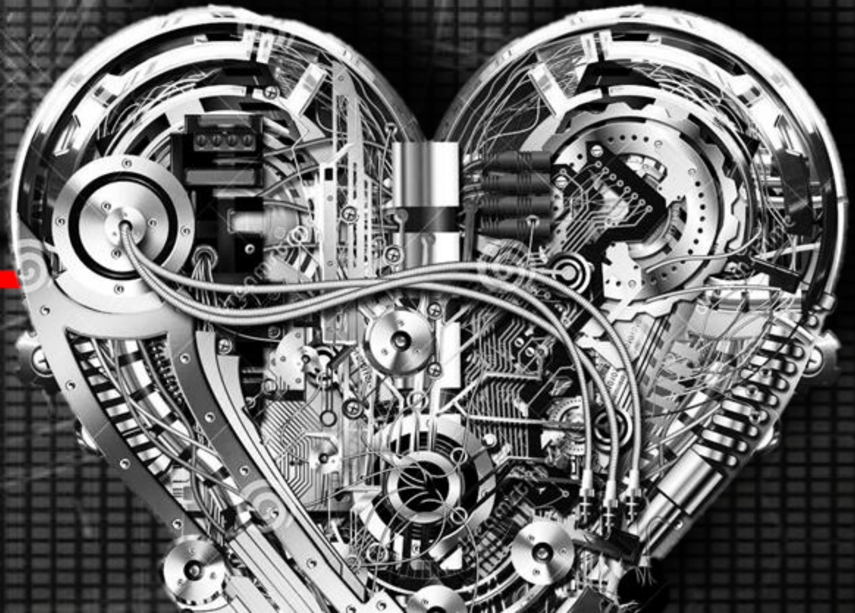

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YOUNG