

Disruptive Innovation Brought by Letv Super Car

2015.7

In 1885, Karl Friedrich Benz invented the first three-wheel
Motorwagen of the world

An endeavor lasting through a century forged
Benz' s glory today

They made a car that reached the extreme

But now,

Will a single car satisfy you ?

Congestion, Smog with PM 2.5, Road rage, Accident, Incompetence of in-car system.....

Travelling is just the most basic function of cars.

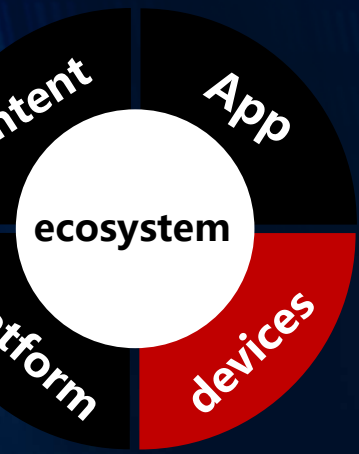
The **Experience** of the car is today's focus

Third space, Zero-emission, Car sharing, In-car entertainment, Automatic drive, Remote control, Mobile payment...

Letv Super Car – I'm more than a car. I'm

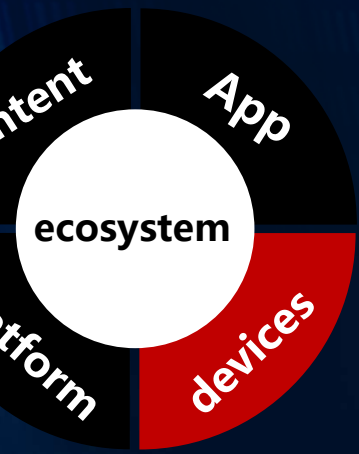
A completely connected and
intelligent electric vehicle ecosystem

“Platform + Content + Application + Devices”



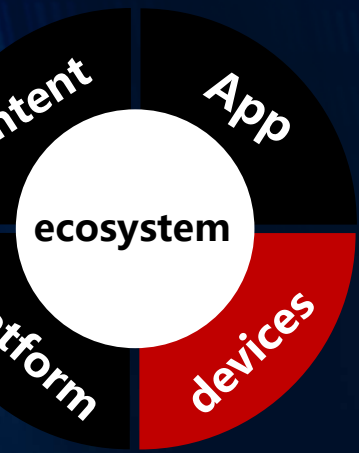
Letv Super Car will be a world-beating "luxury" mobile device

Connected, Intelligent, Cool, Eelectric



Connected

The world's fastest and most stable network connection in a fast-running car.

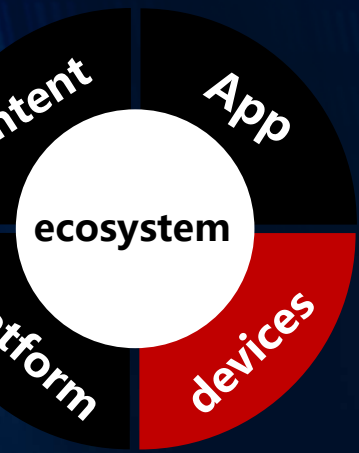


Intelligent

Sense · Recognize · Execute

From semi-automatic driving to fully automatic driving;

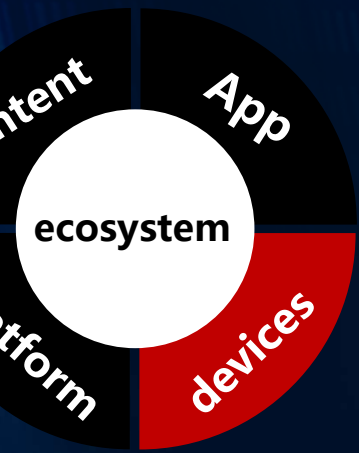
A virtual personal assistant with AI



Cool

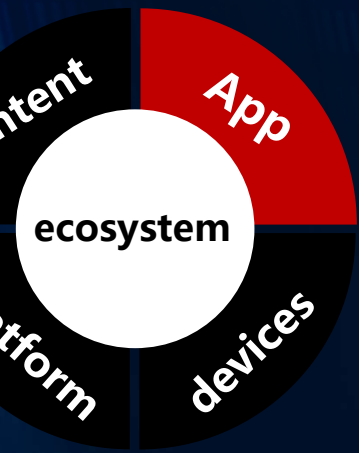


Mind-blowing
appearance is a must!



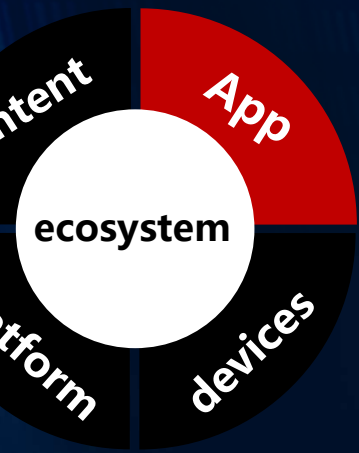
Electric

No more anxiety concerning distance per charge
Empowered with Internet-based solution



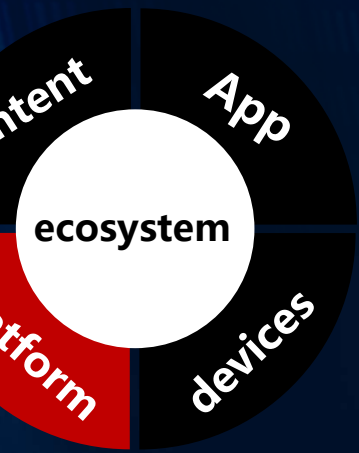
Listen or See

I decide what I see and what I hear.
I can't leave my car when arrived. Still thinking about her at home.



Break the fortress !

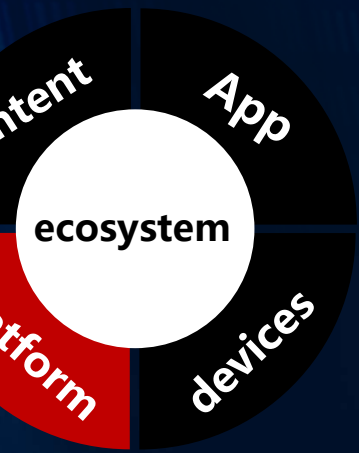
A vehicle open platform
bringing all the creative applications together



Cloud

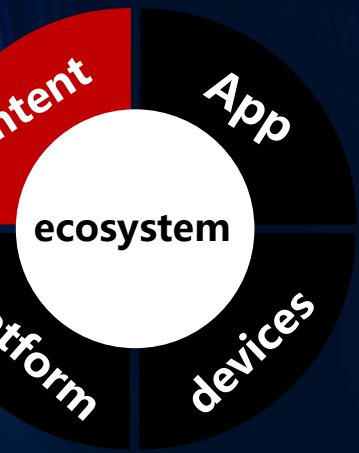
Le Cloud is built all over the world

Mass data being transferred to every running
car in the blink of an eye



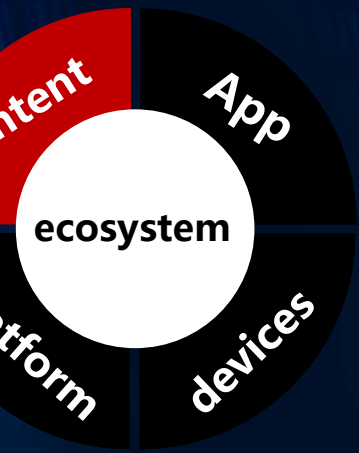
Share

Car sharing platform only for EVs



Completeness

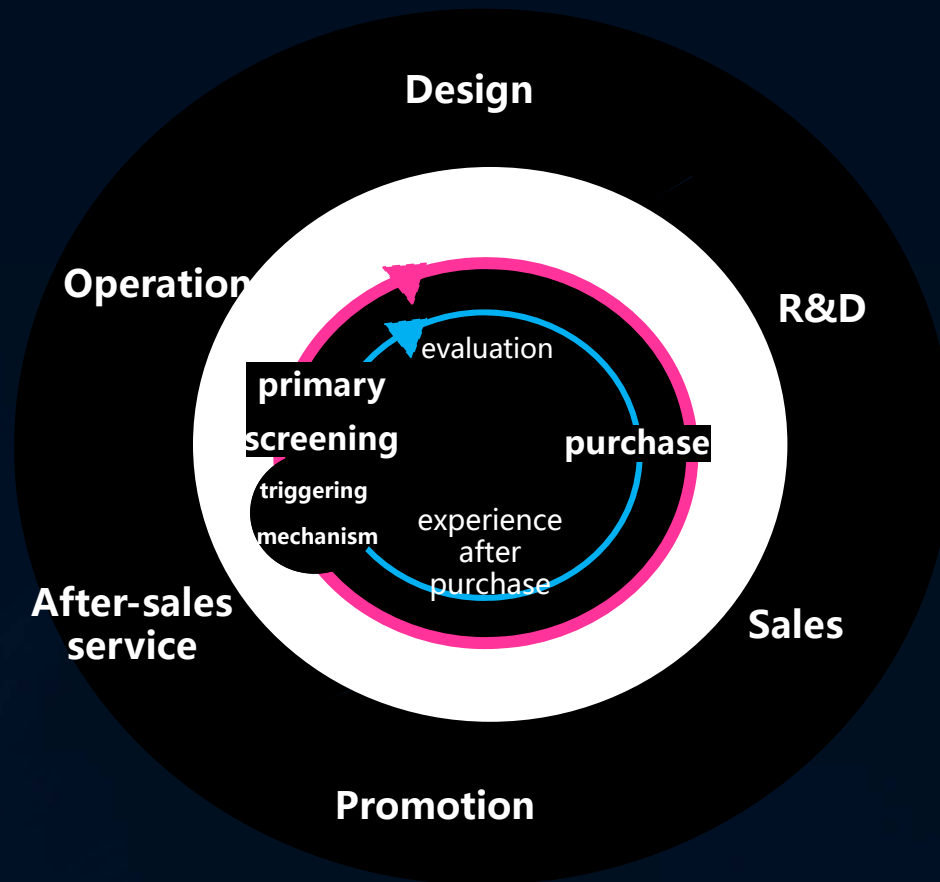
The World's most complete Chinese entertainment content: movies, video, radio, sports and music, etc.



Service

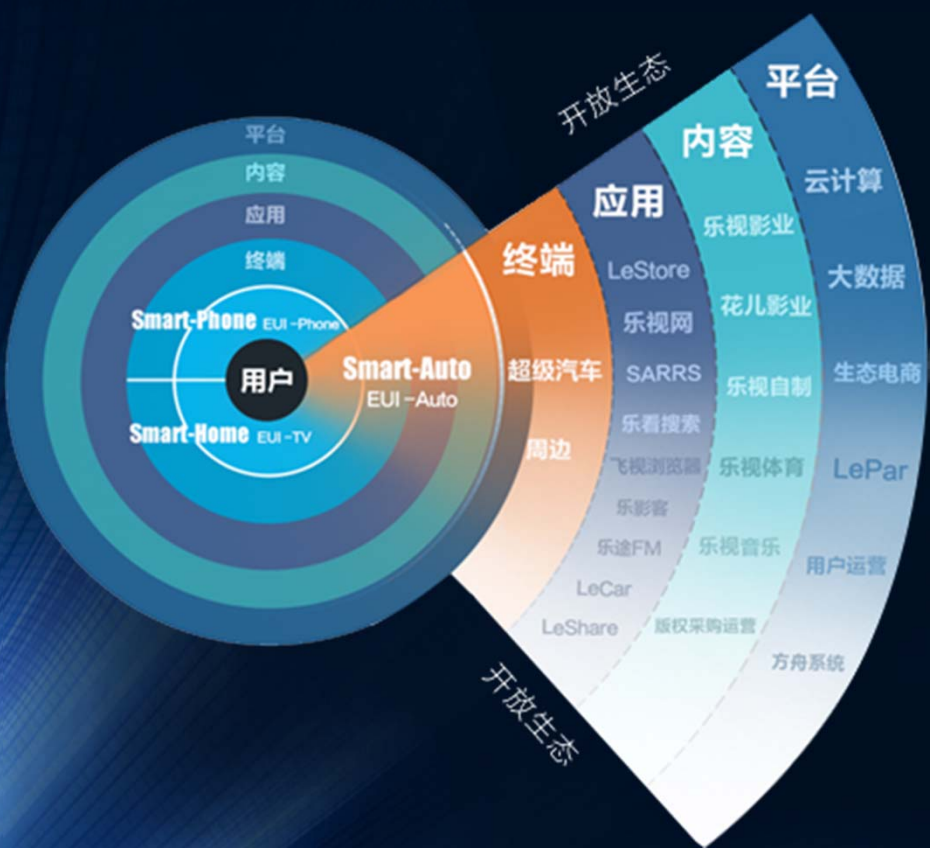
In this Era, the service pattern is no longer
"customer to service" but "service to customer"

How to drive innovation ?



We live CP2C :
Crowd participation, Crowd R&D, Crowd adoption, Crowd marketing

Welcome to innovation



Smart Phone App + Car-kit,

Public beta in May

Welcome to join us and make your Super Car.

car.letv.com

Thanks !