



# DX7 PRODUCT PROFILE

東南 DX7  
智領都市豪華 SUV





**PART 1**

**marketing**



**PART 2**

**product**



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PART 1

# Marketing

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**1. marketing analysis**

**2. DX7 position**



# 1. Marketing Analysis

competitive products focused :

- I DX7, 2700mm wheel base , marches towards midsize car market.
- I Considering from the close entry price, wheel base and market share, we sum up some of the competitive products as below:

benchmarking competitive product:

Haval H6



core competitive product :

Changan CS75



# 1. Marketing Analysis

competitive products focused :

major competitive products :

Pentium X80



DongFeng FengShenAX7



Chery Tiggo5



BYD S6



subordinate competitive product:

# 1. Marketing Analysis

competitive products focused :

subordinate  
competitive  
products:



GAC Trumpchi GS4



Venucia T70



JAC S5

## 2. DX7 position



**face to the opportunity:**

**Market demand:the market potential for A-Class City SUV is remarkeable.**

## 2. DX7 position



**Dedicated to creating**

**SEM'S first Intelligent City Luxury SUV** with global fashion shape, international building cars quality and surpassing the same level market .

## 2. DX7 position

### All-Around Safety

- | C-NCAP five star safety design standard,super high strength cage body structure
- | positive safety system(ESC/ROP/HDC/HSA )
- | BSW
- | LED daytime running lamp+AFS

### Super Configuration

- | APA automatic parking system
- | AVM All-around View Monitor
- | voice recognition system

### Fashion Design

- | designed by global famous design company ---Pininfarina
- | Pininfarina sport esthetics
- | EAGLE fairshape design



### Excellent Control

- | 1.5 Turbo
- | 2.0 Turbo
- | high ground clearance,excellent vehicle passibility
- | wide tread design
- | 18inches dual color alloy wheel rim
- | super efficient fuel-consumption

### Comfortable Enjoyment

- | 1900mm which is the widest body in the same level vehicles
- | 2700mm wheelbase
- | 8inches LCD color screen
- | dual luxury leather seats
- | EPB
- | intelligent electric tail gate
- | one button open panoramic sunroof
- | A/C

### International Quality

- | international standard NVH tech
- | Mitsubishi engine

PART 2

# Product

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six sides introduction





global famous automotive design company——**Pininfarina**

Known for designing Ferrari, Pininfarina, of which headquarter locates in Turin, Italian, is specialized in designing expensive sports car which makes it as the index of tide everytime it lauches its new work.





### technology equipment : eagle winds sport front face

- | chroming SEM logo
- | highlight black piano bakes lacquer air-inlet grille
- | super size descending-grille

### advantage :

- üatmospheric design、
- ülarge quantity air inlet allowance、
- üheat dissipation of engine improvement



## technology equipment : rainfall sensor boneless wiper

- | rainfall sensor:the amount of liquid detected dictates the speed of the wiper.
- | boneless wiper:applying with the innovative technology of synthetic rubber.

### advantage:

- üexcellent effect of **scrape**
- ülong service life

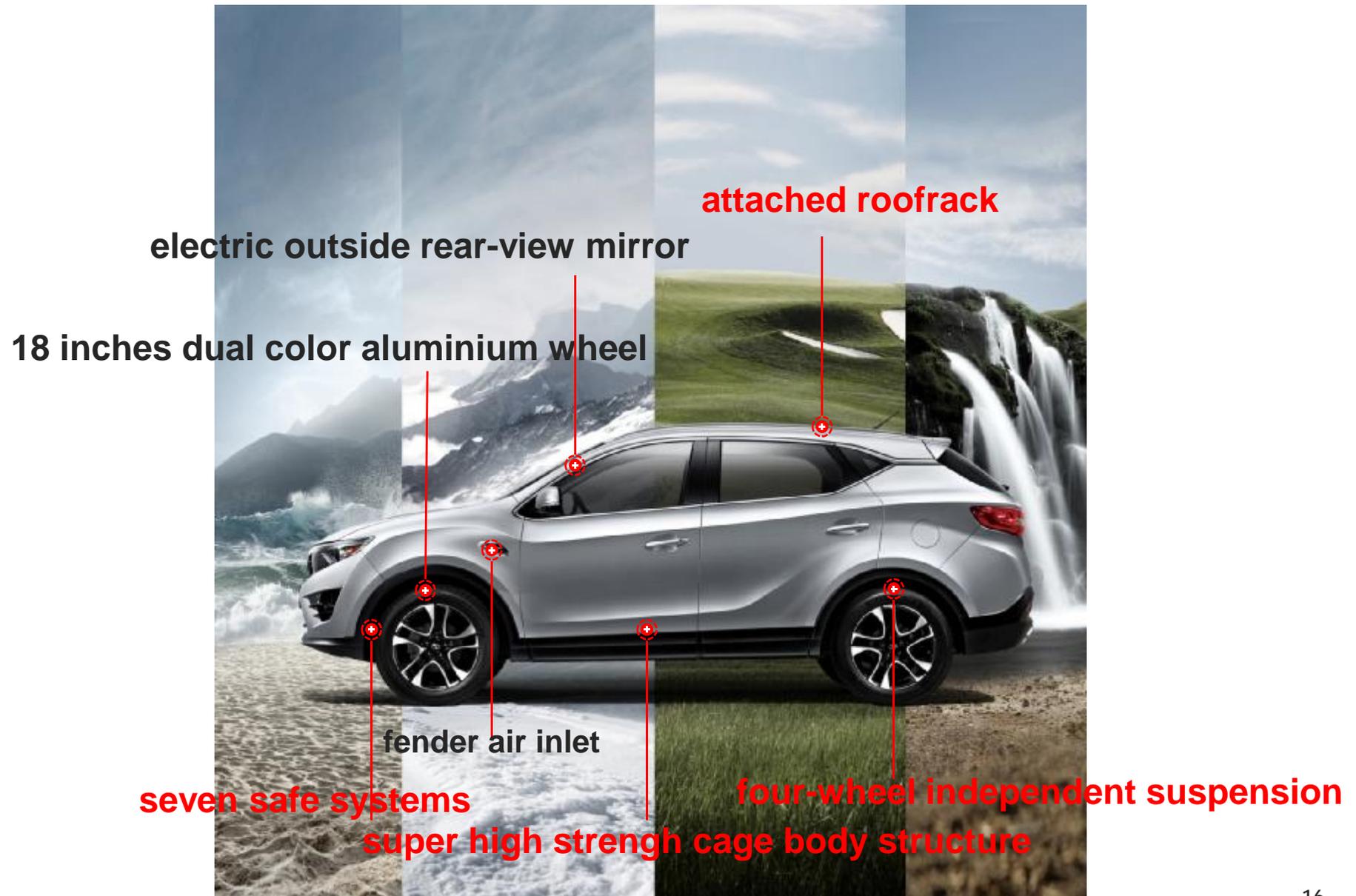


**side of vehicle**

**excellent safety**

1. super high strength cage body structure
2. seven safe systems
3. four-wheel independent suspension
4. attached roofrack
5. fender air inlet
6. electric outside rear-view mirror
7. 18 inches dual color aluminium wheel





# Seven Safe Systems

- ① **ABS**     Anti Lock Braking System
- ② **EBD**     Electronic Brake Force Distribution
- ③ **TCS**     Traction Control System
- ④ **HBA**     Hydraulic Brake Assist
- ⑤ **DCS**     Distributed Control System
- ⑥ **ESC**     Electronic Stability Control
- ⑦ **ROP**     prevent rollover protection system



## electric adjusted outside rearview mirror

### I electric adjusted outside rearview mirror

- ü side turn signal lamp
- ü side camera
- ü electric heating
- ü power folding:one button control,outside rearview automatically folding



back side

practical space

1. intelligent electric tail gate
2. practical trunk space
3. 14 radars
4. LED wings-design tail lamp
5. high side stop lamp
6. rear windshield wiper
7. trunk power source
8. stainless steel sport dual exhaust pipe







## practical trunk space

- | rear seats 4:6 folding down flat
- | trunk space:456L
- | rear seats folding down flat:1180L



## 14 radars around the whole vehicle

- | 8 red spots represent 8 ultrasonic sensors which make up parking and reverse parking radar system ( PBS )
- | 4 yellow spots represent 4 ultrasonic sensors which assist automatically parking. ( APA )
- | 2 green blocks represent 2 24GHz microwave radar which make up blind area warning system ( BSW )



## trunk power source

- | 12V 120W trunk power source

## six sides introduction



**stainless steel sport dual exhaust pipe**

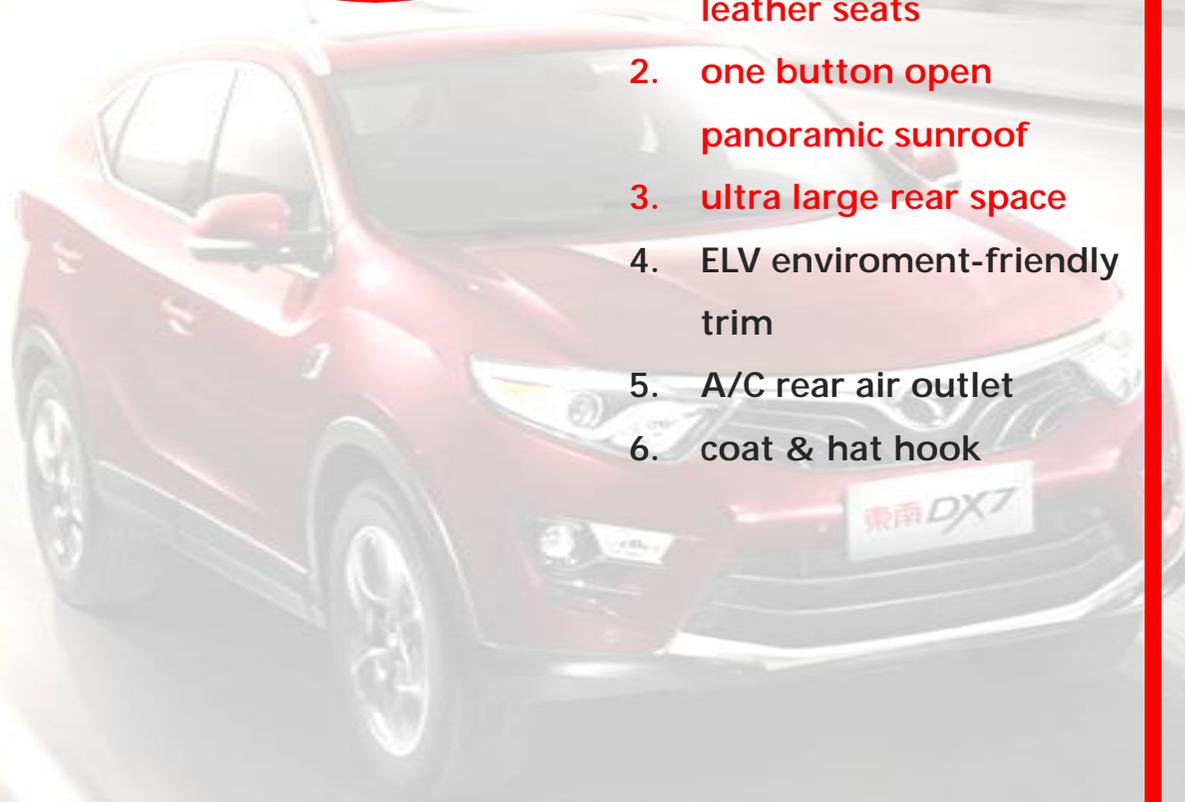
- | highlight, stainless, acid proof



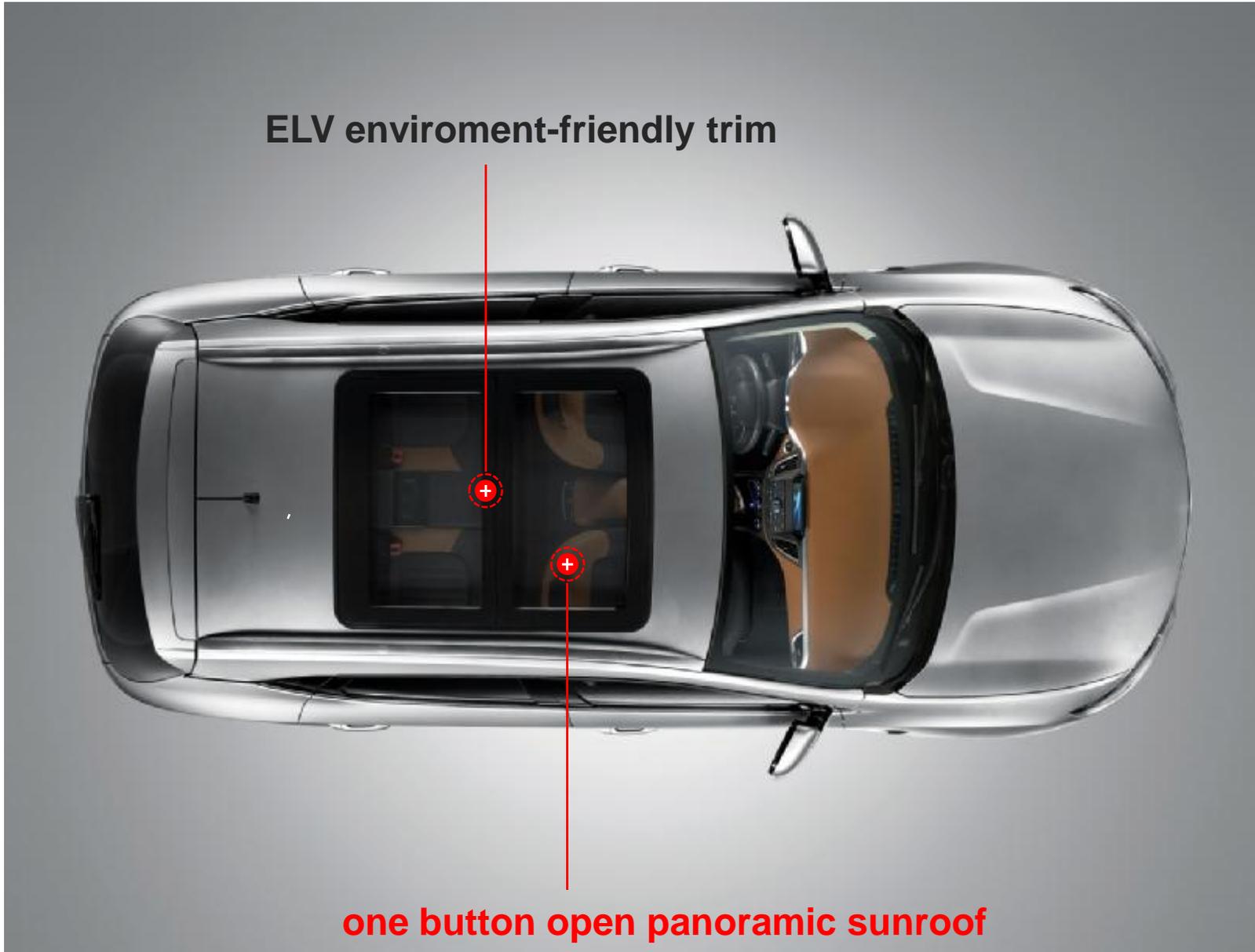
## vehicle rear seat

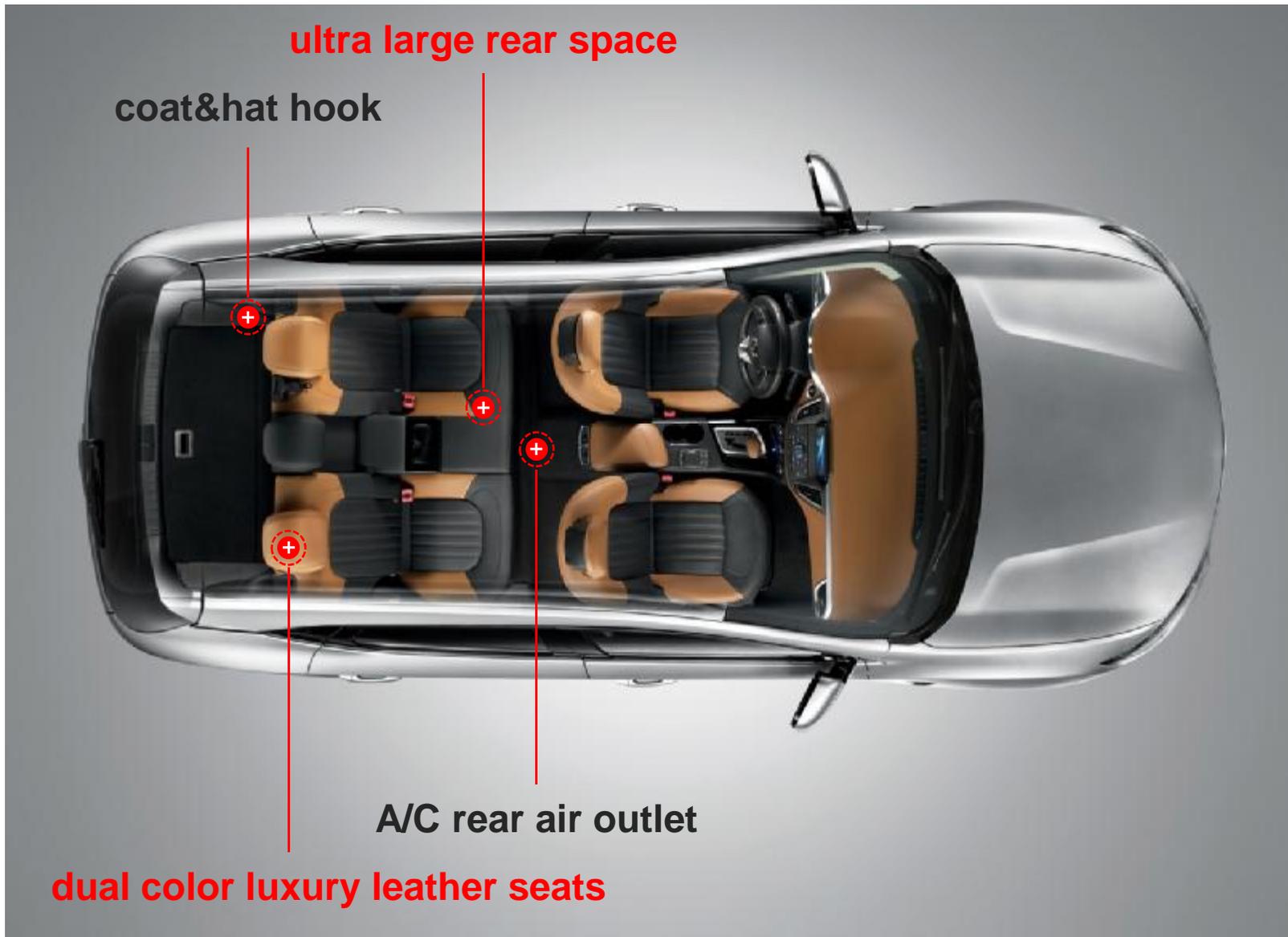
comfortable ride

1. dual color luxury leather seats
2. one button open panoramic sunroof
3. ultra large rear space
4. ELV environment-friendly trim
5. A/C rear air outlet
6. coat & hat hook



ELV enviroment-friendly trim







## dual color luxury leather seats

- | dual color double stitches design
- | driver's seat:
  - ü 6 directions electric adjustable operation;
  - ü seat raising / descending adjustable ;
  - ü seat laying flat ;
  - ü seat backrest angle adjustable
- | seat electric heating function(optional):the left button for starting heating driver's seat and the right one is for the front passenger's seat.
- | **front seats laying flat :front seats can be laid at the same level of the rear seats**



# six sides introduction



**one button to open the panoramic sunroof**

lighting area: **0.97m<sup>2</sup>**

- | allowing opening area: **0.45m<sup>2</sup>**
- | sunroof with anti-pinch

item	DX7	Haval H6	Changan CS75
allowing opening area	<b>0.45m<sup>2</sup></b>	0.22m <sup>2</sup>	0.21m <sup>2</sup>
lighting area	<b>0.97m<sup>2</sup></b>	0.22m <sup>2</sup>	0.21m <sup>2</sup>



### A/C rear air outlet

- | rear area equipped with A/C air outlet
- | improve the cooling rate above 37%



## Engine Room



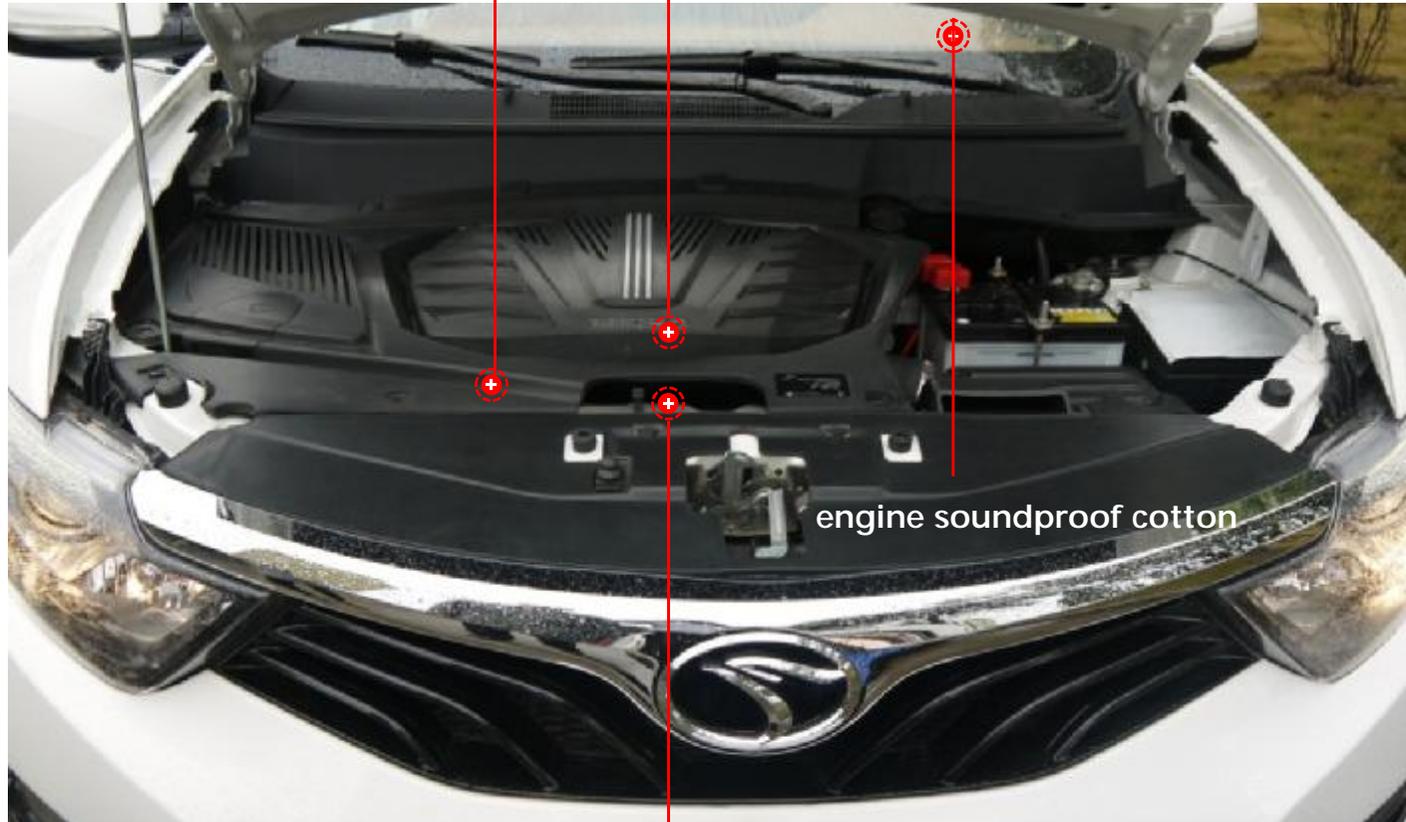
reliable quality

1. 1.5 Turbo high-efficient power system
2. 2.0 Turbo strong power system
3. IMMO
4. engine soundproof cotton



2.0 Turbo strong power system

IMMO



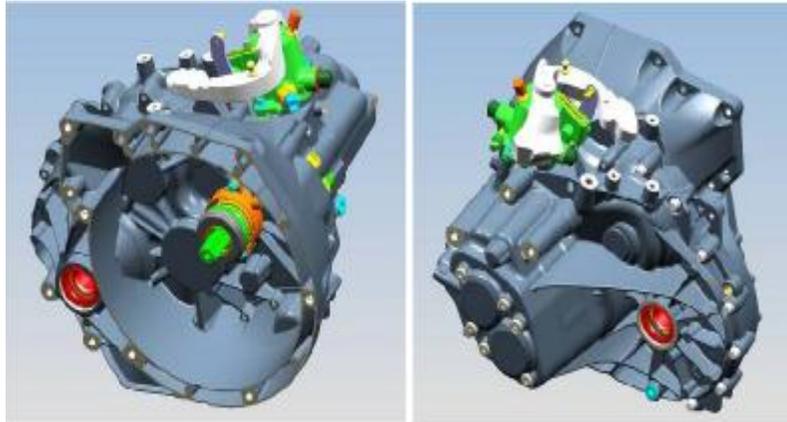
1.5 Turbo high efficient power system



## 1.5 Turbo high efficient power system

- I **MITSUBISHI NEW GENERATION ALUMINUM 4A91T MIVEC TURBO ENGINE 1.5T**
- ü Max. power: 115 kW/5600rpm
- ü Max. torque: 215 Nm/2000-4500rpm
- ü Turbocharging: 1800rpm
- ü aluminum engine

item	SEM DX7	Haval H6
engine type	Mitsubishi 4A91T	Great Wall 4G15B
displacement (cc)	1.5T	1.5T
power ( kw)	<b>115</b> /5600	110/5600
torque (Nm)	215/2000-4500	210/2200-4500
curb weight( kg)	1485-1540	1541-1588



## 1.5 Turbo high efficient power system

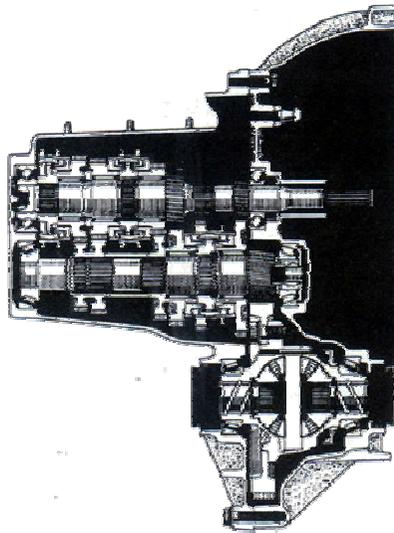
- | German Getrag 6MT transmission:
  - ü Max Torque:285Nm
  - ü 95% transmission efficiency
- | HYUNDAI 5AT transmission:
  - ü original installation imported HYUNDAI 5AT transmission
  - ü HYUNDAI 5AT transmission is used in Rohens,Hyundai,kia with good and stable quality.
- | high power, low oil consumption





## 2.0 Turbo strong power system

- | **Mitsubishi 4G63T 2.0T**
- ü Max. power: 143kW/5500rpm
- ü Max. torque: 265Nm/2800-4400rpm
- | **Aisin 5MT transmission**
- ü Japan Aisin is used in many models, like Toyota, Mitsubishi and so on.
- | **strong power, perfect performance**

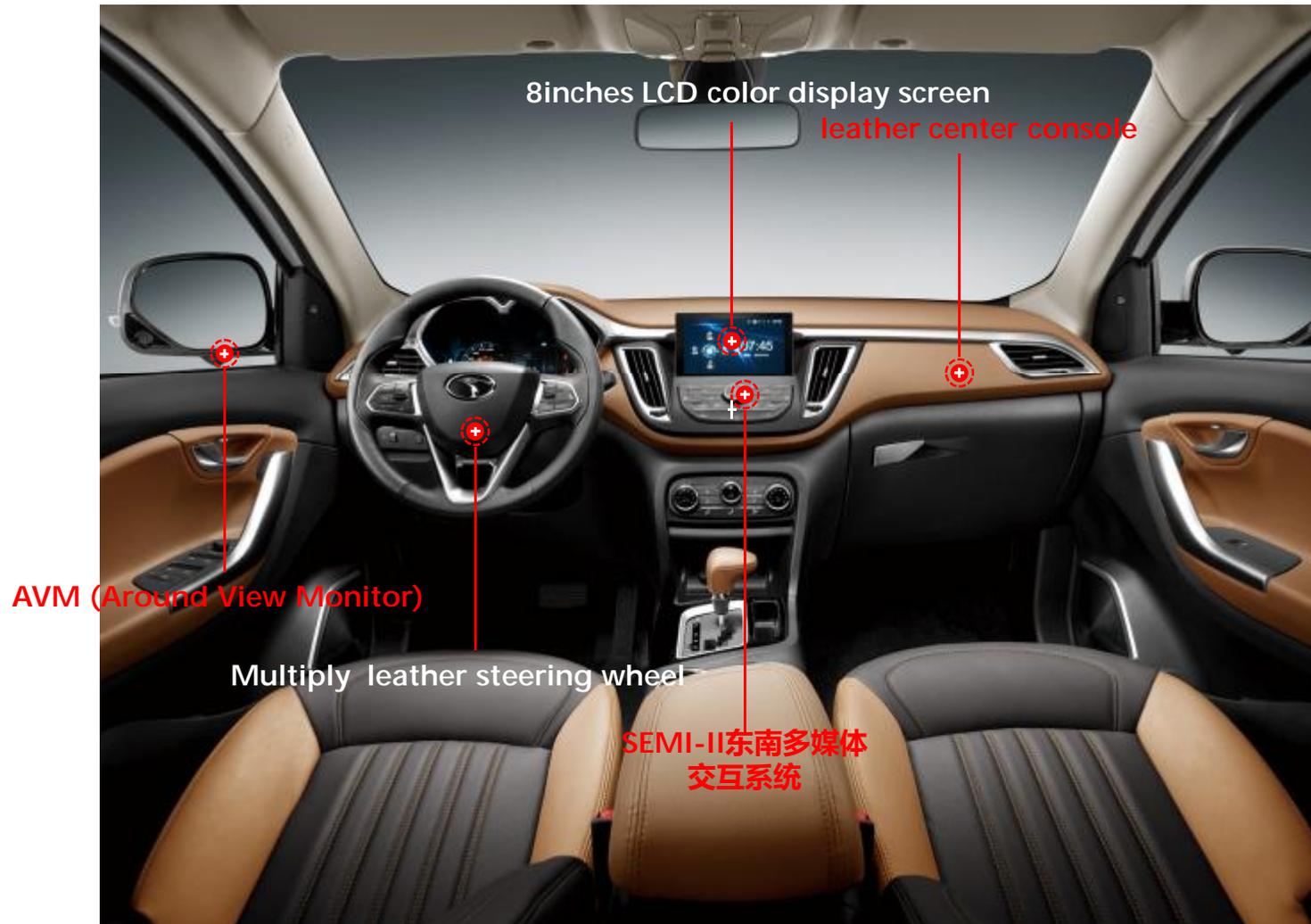




## Driving Cab

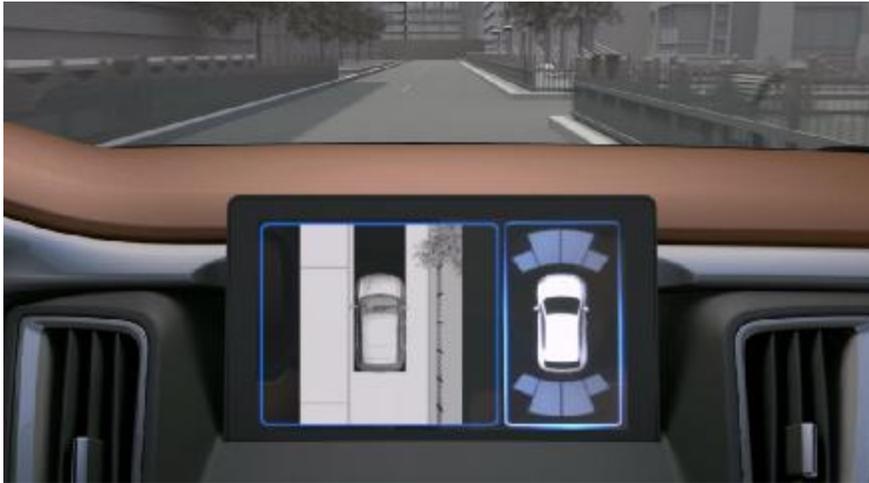
### intelligent technology

1. Leather center console
2. AVM (Around View Monitor)
3. APA (Automatic Parking Assistance)
4. EPS(electric power steering)
5. Intelligent keyless entry+one button starting
6. multiply leather steering wheel
7. atmosphere light
8. cruise control system&speed limited function
9. Belt with pre-tensioners
10. SIDE VIEW real time assist
11. 8inch LCD color display screen



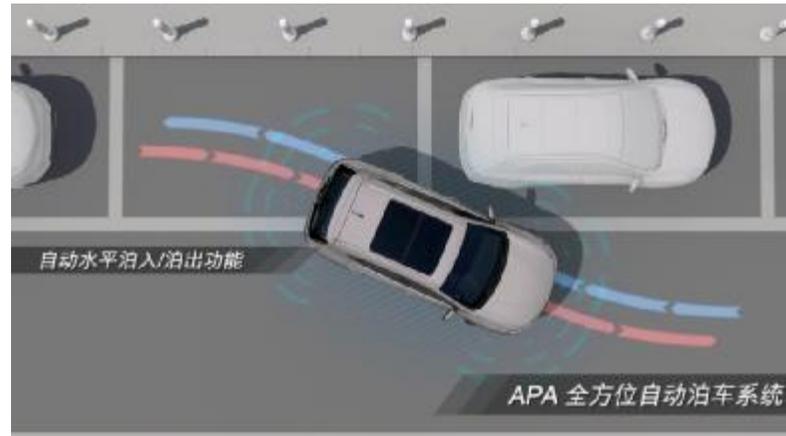


## six sides introduction



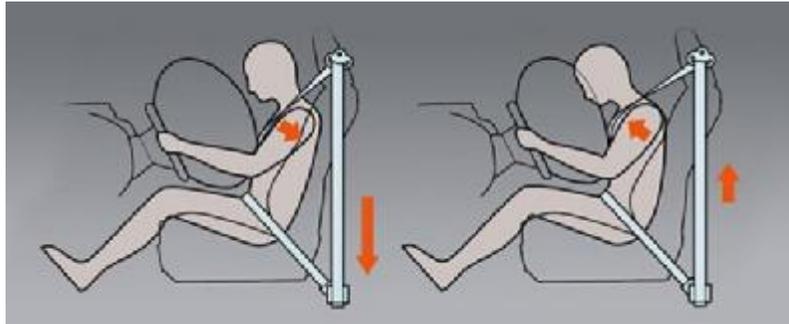
### AVM(Around View Monitor)

- | **the left side mirror:1 camera; the right side mirror: 1 camera; tailgate: 1 camera; ( working with the radars)**
- | providing with 3 sides'view(left, right and back ), as well as the front and back distance
- | AVM works only at the speed of 20km/h



## APA(Automatic Parking Assistance)

- | Driver only needs to control the speed and gears.



## Belt with pre-tensioners

- Pre-tensioners: It will be triggered to keep the driver and passenger away from hurtling towards front when the air bag ECU detects the collision in the front side.

position	belt type	remark
driver	belt's height adjustable	sound + indicator light reminders
front passenger	belt's height adjustable	sound + indicator light reminders
rear passenger	three point belt	

## Shape conclusion:

- I SEM DX7, showing the “fluent power” with the dynamic fashion, is elaborately designed by Pininfarina, the global famous auto design company, equipped with the unique panoramic sunroof which makes your car super high-looking and head turned.

## Control conclusion:

- I With EPS,DX7 performs lighter when it is at the low speed and stable when it is at the high speed. Four wheel independent suspension matches with the minimum ground clearance of 200mm,which **providing the comfortable driving enjoyment as well as perfect passing ability.**

## Configuration conclusion:

- I DX7 is equipped with luxury technological equipment(**Auto Hold , intelligent power tail gate , BSW, Side View , APA and so on**) ,which definitely making it worth to your money!



# 2.0T sport model different configurations

## 2.0T sport model different configurations



**" S " tags on the tailstock**



**black roofrack**



**red brake caliper**