

BTS NÉGOCIATION ET DIGITALISATION DE LA RELATION CLIENTS

ANGLAIS OBLIGATOIRE

SESSION 2023

MISE EN SITUATION 18 : CITROËN AMI 100

CITROËN AMI 100% ELECTRIC



£7,695

- The new urban mobility solution
 - 100% all-electric, 0% Co2
 - WLTP* range of up to 45 miles and a top speed of 28 mph
 - Ultra-compact length, 2.41m and super-tight turning circle of 7.2m
 - Every vehicle part on the Ami is 100% recyclable (battery which is 85% recyclable)
- Charging Ami : - built-in charging cable behind the passenger door.
- full charge in just three hours.
 - Two spacious seats,
 - Quiet and responsive
 - Spacious, space for luggage and features a near-360 degrees of glass coverage.

□ **NO LICENCE:** accessible from 14 years old in France (16 years old on average in European countries). With or without a driving licence, *Ami* is for everyone.

height	1.52m
width	1.39m
length	2.41m

ELECTRIC MOTOR
6 kW

WEIGHT
471 kg including battery

TURNING CIRCLE BETWEEN KERBS
7.2 metres

Situation

You work for Great Wall Motors. They want to distribute the ORA R1. You have an appointment with a distributor. Prepare arguments to convince him/her to sign a deal with you.

Use the following hints:

- Target market
- Advantages
- Price.

*WLPT = Worldwide harmonized Light vehicles Test Procedure