

Seconde partie de l'épreuve**ORA R1**

Ora stands for 'open, reliable and alternative'.

The car is modular; the ME system lets you swap in and out components, such as the motor, battery and electronic controls.

The construction also enables it to be both lightweight and longer-lasting.

The four-door Ora R1 has a 350-kilometer range and a 35kWh battery.

It comes with a top speed of 100 kilometers per hour.

It also is packed full of artificial intelligence, including the ability to wake the entire car up by simply saying, "Hello, Ora".

Base Price in China: from 69,800 RMB (which is around US\$8,600 or 31,500 AED)

Key features: Power Windows, Airbags, ABS, Central Locking, Fog Lamps view all

Launch date: July 2021

www.esquireme.com

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.