




PREFACE

PERFECTED PRESENCE



شركة الوعلان للتجارة
WALLAN TRADING COMPANY

The background of the entire page is a conceptual image. It features a large, dark, dome-like structure on the right side, which has a bright red, glowing line curving along its top edge. The structure appears to be made of a fine grid or mesh. Below the dome, there's a series of concentric, curved lines on the ground, suggesting a road or a path leading towards the building. The sky is a mix of soft pinks, oranges, and blues, with scattered, wispy clouds. The overall mood is serene yet futuristic.

Step into a world where every curve and line transcends the ordinary to unveil the unparalleled.

Introducing Preface – an automotive masterpiece meticulously crafted to embody perfection at every turn.

With an unwavering commitment to excellence, Preface emerges from a relentless pursuit of precision, where the fusion of design, technology, and power redefines the very essence of comfort and innovation.

From its engineering marvels to its aesthetic beauty, Preface stands as a testament to what it means to set new benchmarks in the segment. Driving it doesn't just set you on a path of discovery; it ensures you stand out as a beacon of distinction and elegance.

Perfection isn't just an aspiration for the Preface; it's the very foundation upon which it has been built, ensuring that your presence isn't just noticed, but remembered.



REDEFINING THE SEGMENT
IN A BOLD NEW DIRECTION



COMMAND THE ROAD WITH
UNPARALLELED STABILITY AND SPACE

Largest car size, widest car body, longest wheelbase

PERFORMANCE MEETS SOPHISTICATION

Crafted for those who seek the extraordinary, every element of this car is a testament to the relentless pursuit of perfection, where every detail is curated with precision and passion.

From its heart-pounding performance to its breathtaking aesthetics, Preface is designed not just to meet but to exceed the desires of the discerning driver.



Masterpiece of aerodynamic engineering
Biggest-in-class 1618mm front and rear tread



A visage of bold sophistication
A majestic bold grille with exquisite details



Merging safety with elegance
Class-leading full LED run-through taillight



Enhanced performance with distinctive aesthetic
Quad exhaust pipes

FLAWLESS AND EXQUISITE INTERIORS

Step inside Preface and discover an interior that speaks volumes of sophistication and meticulous craftsmanship.

Every touchpoint within its cabin has been perfected to a tee, blending comfort with functionality in a space designed to transcend expectations.



Immerse yourself in an oasis of luxury

Biggest-in-class 4825mm car body



Engage with clarity

13.2" largest-in-class 2K high-res infotainment display



Effortless ignition and adaptive visibility

Column shifter



Experience the symphony of the road

Harman™ infinity deluxe headrest audio system



Connection with no interruption
Wireless charging dock



Unparalleled adjustment and support
6-way power driver seat with 4 way lumbar support



Convenience within reach
Power windows



Bask in the expanse of the sky
Class-leading 0.5m² panoramic sunroof



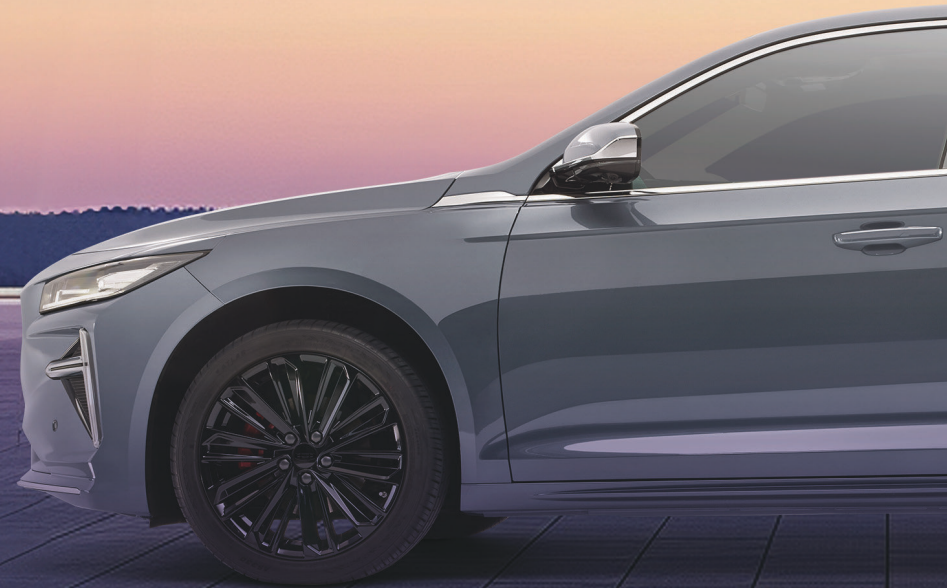
Functionality at your fingertips
Convenient and intuitive user interface



Breathe in purity
CN95 cabin air filter



Comfort in every climate
Front row ventilation



PIONEERING PERFECTION IN EVERY DIMENSION

POWER

Drive-E 2.0TD engine

Best and only one in its class
(Ward's top 10 engines)

7-speed DCT transmission

World's top 10

215hp max. power

Strongest in its class

325Nm max. torque

Highest in its class

6.9s acceleration (0-100km/h)

Fastest in its class

98% transmission efficiency

Highest in its class

SAFETY

L2 ADAS intelligent driving assistance system

Class leading in its segment

Front 2/rear 4 parking radars

Largest number in its class

72.98% proportion of high strength steel

Highest in its class

35.9m/100 km braking range

Shortest in its class

540° panoramic image and transparent chassis

Unique in its class

CN95 cabin air filter

Unique in its class



COMFORT

4825mm car body
Biggest in its class

2800mm wheelbase
Longest in its class

1880mm width
Widest in its class

70mm rear floor height
Lowest in its class

948mm rear head space
Largest in its class

1132mm trunk depth
Industry-leading in its segment

TECHNOLOGY

Qualcomm Snapdragon 8155 chip
Best in its class

13.2" HD infotainment screen
Biggest in its class

4 USB ports (Type-C×3/-A×1)
Largest number in its class

**Harman™ Infinity deluxe headrest
audio system**
Unique in its class

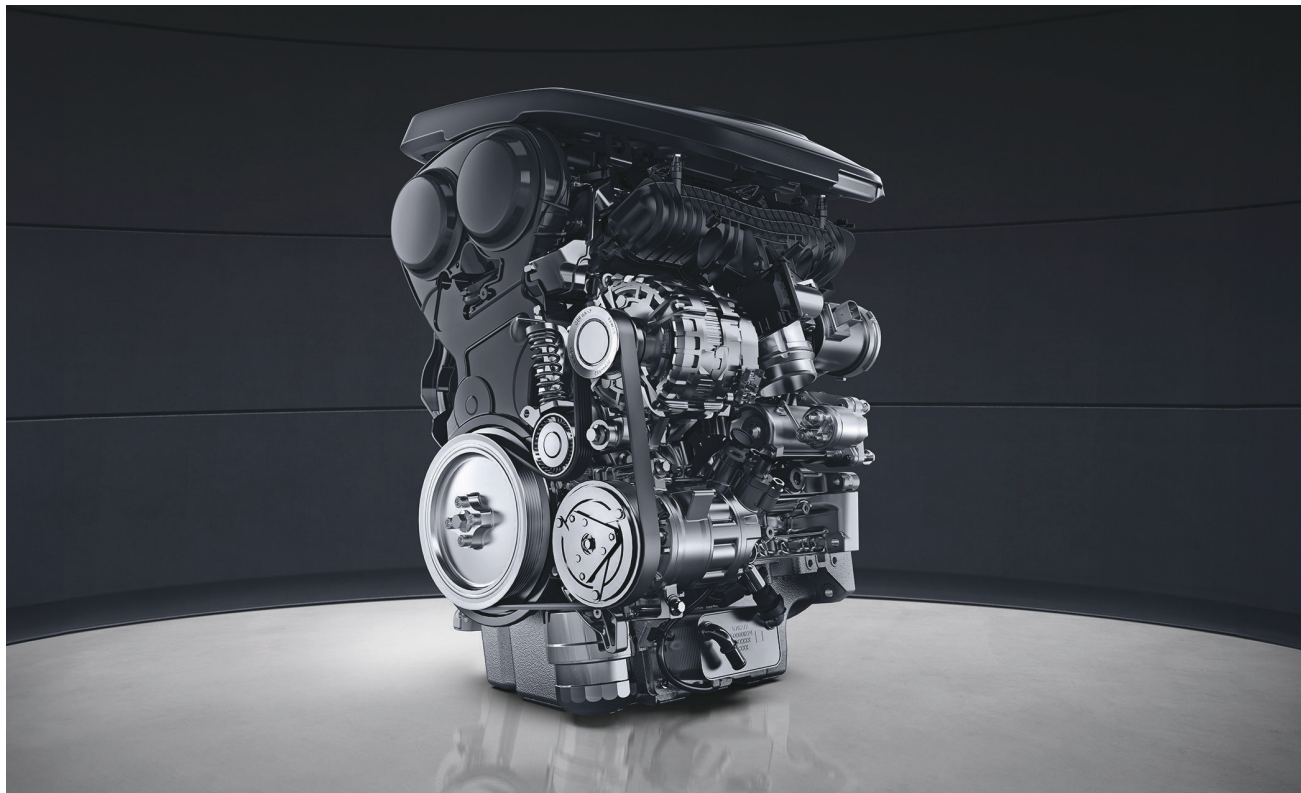
10.2" LCD instrument cluster
Cleanest in its class



ENGINEERING EXCELLENCE PERFECTED

Venture beneath the surface of Preface to uncover the heart and frame that propel this marvel of automotive engineering.

Built with a visionary approach to performance and durability, every aspect of its chassis and engine is a testament to the ethos of perfected presence, redefining the segment with groundbreaking innovation.



Feel the pulse of the road with power

- Drive-E 2.0TD engine (Ward's top 10 engines) + 7-speed DCT transmission
- Strongest engine in its class (215hp max. power)
- Fastest in its class (0-100 km/h in 6.9s)
- Highest-in-class 325Nm max. torque



World-class Compact Modular Architecture (CMA) platform

- Four genes: safety, performance, quality and intelligence
- Class-leading torsional rigidity of 29,000 Nm/deg
- Shortest braking distance in its class at (35.9m for a speed of 100km/h)
- Epitome of handling and driving manipulation



Built with the resilience to protect

Highest-in-class proportion of high strength steel - 72.98%

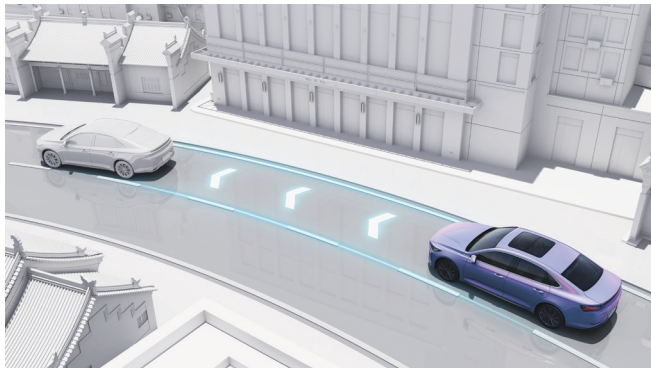
CRAFTING PERFECTION IN SAFETY AND INNOVATION

In an era where technology and safety converge to redefine the driving experience, we introduce perfected advancements that not only enhance the journey but also ensure unparalleled protection for every passenger.

Preface is equipped with cutting-edge features that blend seamlessly with its luxurious design, embodying a cocoon of safety without compromising on performance.

Intuitive assistance to elevate your drive

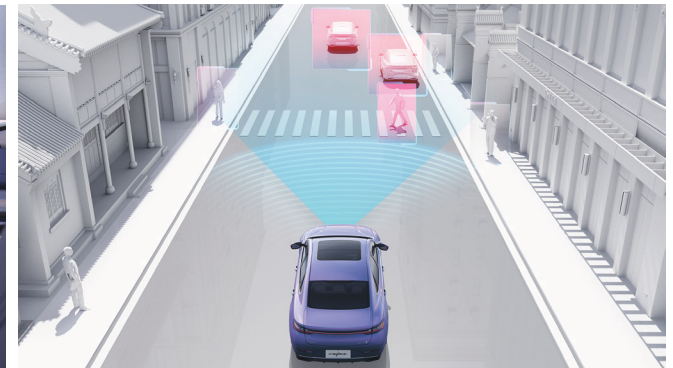
Class-leading L2 ADAS Intelligent Driver Assistance System



Full speed adaptive cruise



540° transparent chassis

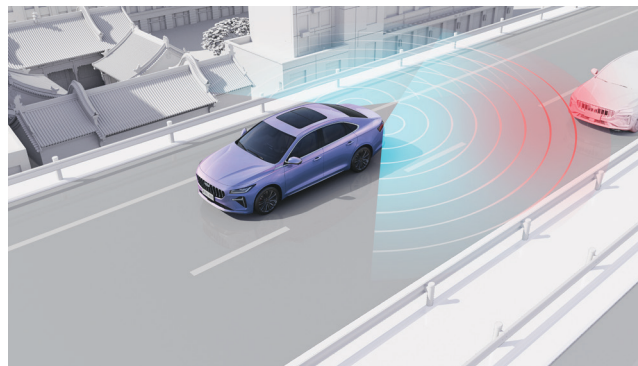


Automatic emergency braking

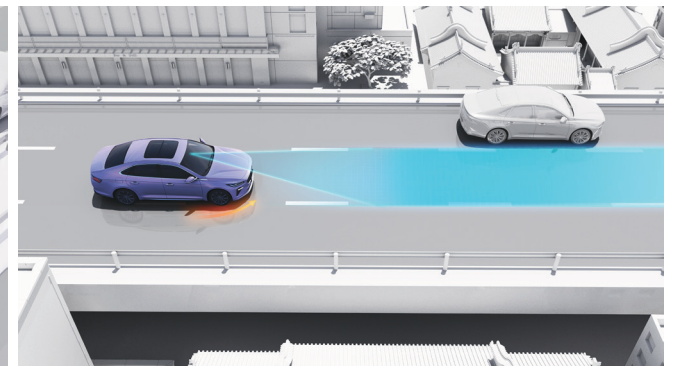
Navigate with confidence



Largest number-in-class front 2/rear 4 parking radars



Lane departure warning



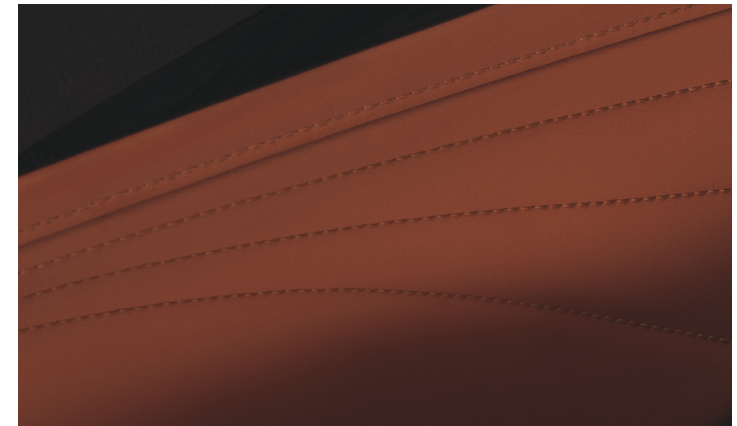
Lane keeping assist



METICULOUS CRAFTSMANSHIP

Dive into the heart of Preface, where every detail harmonises to create an environment that is as visually stunning as it is comfortable.

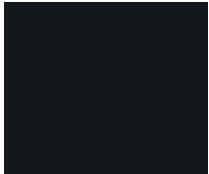
The fusion of exquisite interiors, thoughtful colour selection, and unparalleled dimensions of creates a vehicle that doesn't just occupy space but commands it, making every journey a testament to the relentless pursuit of perfection.



Elegant camel brown coloured interiors
Perforated PVC leather seating surface

BODY COLOURS

Night Black



Gunmetal Grey



Cadet Grey



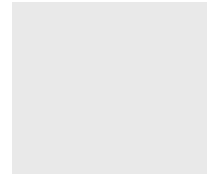
Davy's Purple



Ebony Green



Platinum White



DIMENSIONS

Five largest parameters in its class

Length. Width. Wheelbase. Tread. Aspect Ratio.



Wheelbase: 2800 MM

Length: 4825 MM



Width: 1880 MM

Tread: 1618 MM

Height:
1469 MM



SPECIFICATIONS	GL	GF
DIMENSIONS		
Length × Width × Height (mm)	4,825 × 1,880 × 1,469	
Wheelbase (mm)	2800	
MECHANICAL		
Engine Type	2.0L Turbo Charged, 4-Cylinder, in-line	
Transmission Type	7DCT	
Max. Power (kW/rpm)	160/5,500	
Max. Torque (N•m/rpm)	325/1,800-4,500	
100-0 km/h Acceleration (s)	6.9	
Fuel Economy Combined (L/100km)	6.79	
EXTERIOR		
Automatic On/Off LED Headlights with Follow-me Home Lighting	●	●
ALL Solar-absorbing Windows	●	●
Panoramic Power Sunroof with Power Sunshade	●	●
Exterior Power-folding Mirrors	—	●
Hands-free Trunk Liftgate Open	●	●
Red-Paited Braking Calipers	—	●
Dual Exhaust Pipes on Two Sides	●	●
45/225 R18 All-season Tires	—	●
INTERIOR		
Perforated PVC Leather Seating Surface	—	●
6-way Power Adjustable Driver Seat	●	●
Driver Seat with 4-way Power Adjustable Lumbar Control	—	●
4-way Power Front-passenger Seat	—	●
Ventilated Front Seats	—	●
SAFETY		
ABS+EBD+BA+TCS+HAC	●	●
Frontal Airbags for Driver and Front Passenger	●	●
Seat-mounted Side Airbags for Driver and Front Passenger	●	●
Curtain Airbags	—	●
Rear Parking Sensors	●	●
Front Parking Sensors	●	●
Topview Surround Vision with Transparent Chassis Monitoring	●	●
L2 Auto Driver Assistant System	—	●
Full Speed Range Adaptive Cruise Control (FSRA)	—	●
Automatic Emergency Braking (AEB)	—	●
Lane Departure Warning (LDW)	—	●
Lane Keeping Assist (LKA)	—	●
Emergency Lane Keeping Assist (ELKA)	—	●
Highway Assist (HWA)	—	●
Intelligent High Beam Control (IHBC)	—	●
INFOTAINMENT		
10.2" Instrument Cluster-LCD Display	●	●
8-speaker Audio System	●	—
HARMAN™ Infinity 12-Speaker Luxury Audio System (including 2 Headrest Speakers)	—	●
13.2" HD Touch-screen Display	●	●
Qualcomm™ Snapdragon 8155 Chip	●	●

● Standard — Not Available



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