

 **CHERY**
CHINA'S **NO.1** AUTOMOBILE EXPORTER



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 **CHERY**

MAE | MASTER AUTO
ENGINEERING
PVT. LTD.

PAKISTAN'S ONLY E – SEGMENT LUXURY SUV

TIGGO9 **PHEV**



CSH CHERY SUPER HYBRID TECHNOLOGY



Chery is a global automobile brand and one of the world's fastest-growing auto manufacturers. With a strong presence in the UAE, Saudi Arabia, Australia, Turkey, and the UK, Chery continues to expand globally.

Driven by innovation and commitment to safety, Chery continues to earn customer trust worldwide.

- No. 1 Automobile Exporter of China for 23 consecutive years

- In over 120+ Countries

- Global user base of over 18.5 million users

- One of the Fastest-Growing Automobile Company

- Global 5-Star Safety NCAP Rating



- Fortune Global 500 Excellence



MASTER AUTO ENGINEERING | MASTER GROUP OF COMPANIES

Master Auto Engineering (MAE) is a part of the Master Group of Industries, one of Pakistan's largest and most trusted conglomerates, with over 60 years of excellence across diverse sectors.

With a 40-year legacy in the automotive industry, Master Group of Industries has consistently driven progress through precision, quality, and innovation.

Built on this foundation of experience and trust, MAE stands at the forefront of Pakistan's automotive evolution, introducing Chery, one of the world's fastest-growing automakers, to redefine mobility for a new generation.

With a clear mission to bring New Energy Vehicles (NEVs) and sustainable technology to Pakistan, MAE is committed to advancing the nation's automotive landscape by blending global innovation with local expertise to create a smarter, cleaner, and more connected future on the road.

15 COMPANIES

Textile, Foam, Bedding, Energy,
Automotive Assembling, Manufacturing

16 BUSINESS FACILITIES

8 across Sindh and
8 across Punjab

18,000+ EMPLOYEES

Highly Qualified Labour,
Foreign Qualified Management

GOLDEN RATIO DESIGN



The proportions of the body follow the world's classic **golden ratio (1.618)** design philosophy, to achieve visual harmony and artistic beauty.

WIDEST WIDTH WITH AN EXTENSIVE WHEELBASE



Tiggo 9 makes a statement before it moves. With a commanding **1925 mm width** and an extensive **2800 mm wheelbase**, Tiggo 9 blends authority with aesthetic sophistication.

A STATEMENT OF ELEVATED LIVING

More than a vehicle, Tiggo 9 reflects a lifestyle defined by refinement, confidence, and purpose.



PREMIUM COMFORT - CLOUD SUSPENSION

With flagship comfort delivered through **Cloud Suspension**, Tiggo 9 transforms every drive into a statement of premium lifestyle and intent.



DIAMOND – EMBEDDED GRILLE WITH MATRIX LEDs



The **diamond-embedded grille**, sculpted with a stereoscopic diamond pattern, creates a striking yet refined first impression. Accented by delicately crafted **LEDs & DRLs**, the front profile reflects precision, depth, and modern elegance, a design that commands attention through detail.

| BOLD IN SIZE, GRACEFUL IN DESIGN



Tiggo 9 is designed with a bold bionic silhouette and a commanding, expansive stance. Its **dual-waistline** design seamlessly blends a powerful sculptural presence with the fluid grace of aesthetic sophistication.

| 20" MULTI SPOKE RIMS



Elevating its profile are **20" multi-spoke alloy rims** with **concealed hub design**, crafted for timeless aesthetics. This sophisticated aluminum setup makes a powerful visual statement of precision and performance.

ILLUMINATED ARTISTRY - INFINITY TAIL LAMPS



The rear profile is defined by full width infinity tail lamps that produce a striking **three-dimensional** effect. This infinite light signature features a **ceremonial welcome sequence**, transforming every arrival and departure into a curated event.



WORLD'S BEST **PHEV** TECHNOLOGY

FIFTH-GENERATION HYBRID ELEVATED PERFORMANCE

The Plug-in Hybrid system is built on three advanced components:

DEDICATED HYBRID TRANSMISSION (DHT)

Engineered for 98.6% efficiency, the DHT delivers seamless shifts and rapid response for powerful, confident performance.



DEDICATED HYBRID ENGINE (DHE)

Powered by a 1.5 TGDI turbo engine with 44.5% thermal efficiency, it delivers strong performance with 16.6 km/L efficiency.



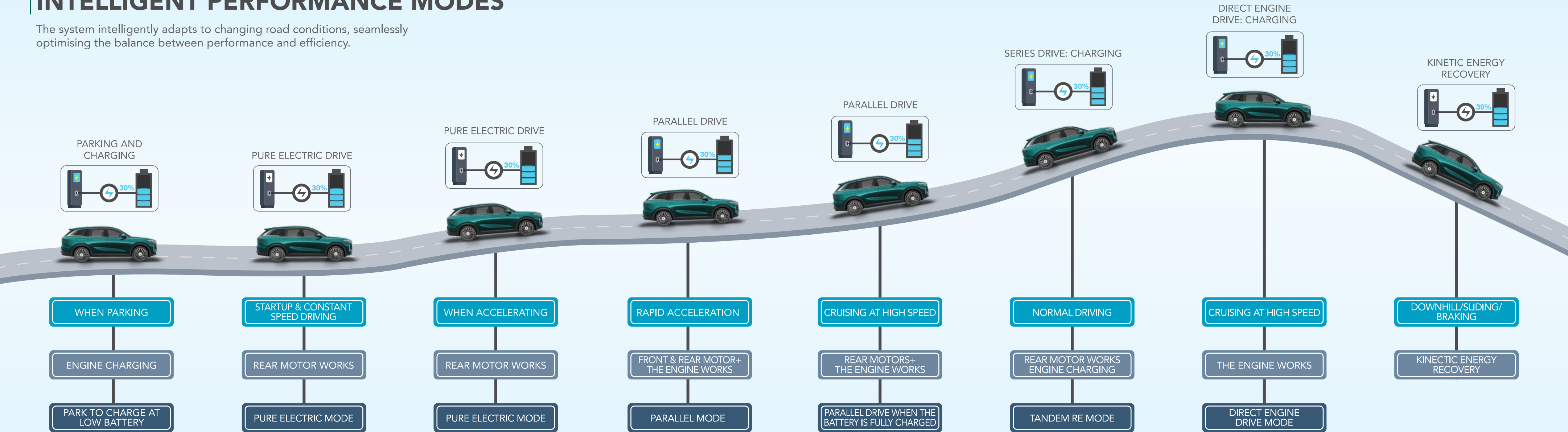
DEDICATED HYBRID BATTERY (DHB)

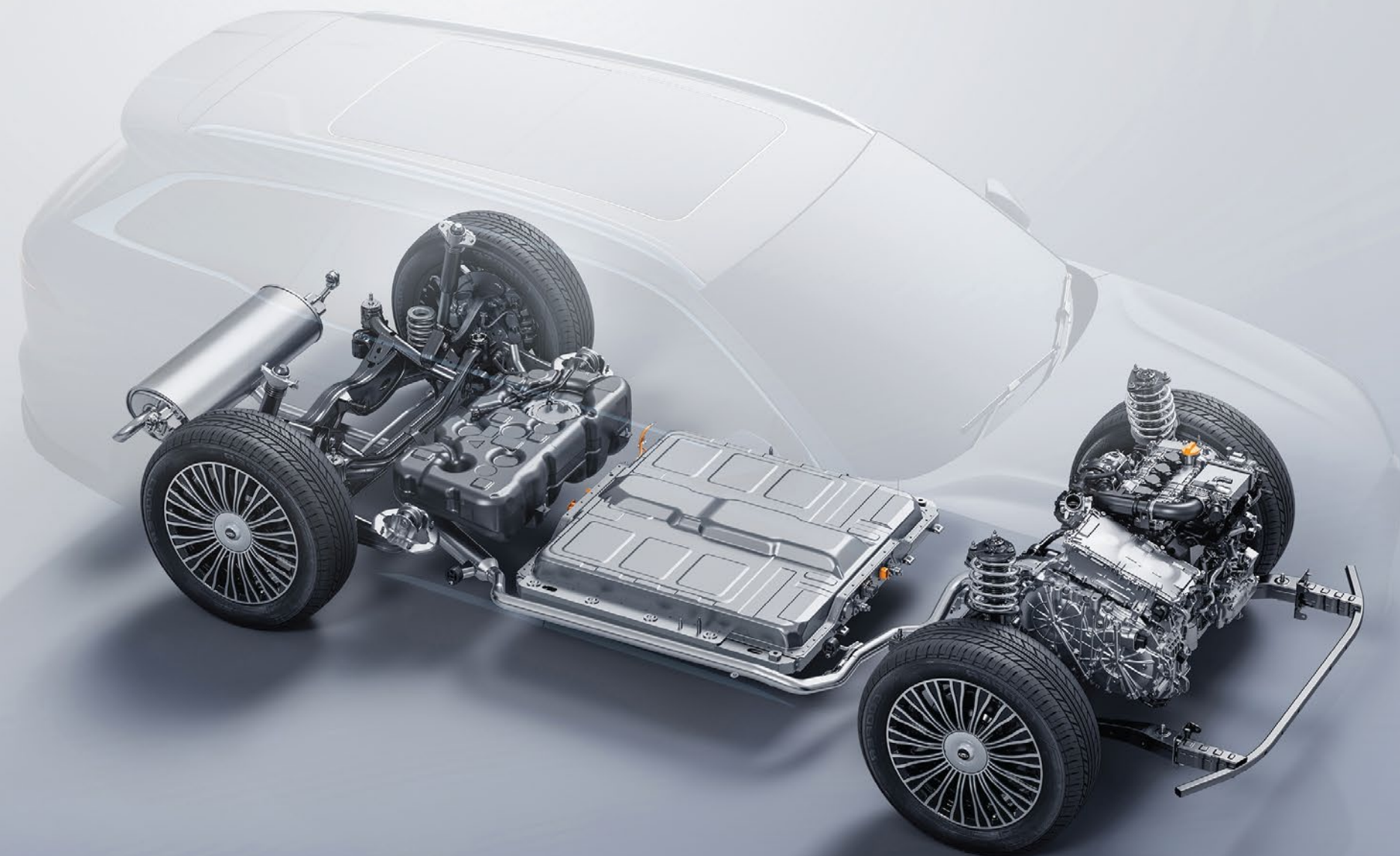
Class-leading pure EV range of 90–170 km, rigorously saltwater-tested and fully dust and water-resistant IP68 rating for uncompromised safety.



INTELLIGENT PERFORMANCE MODES

The system intelligently adapts to changing road conditions, seamlessly optimising the balance between performance and efficiency.





PERFORMANCE WITHOUT COMPROMISE

The Tiggo 9 features a fifth-generation **1.5T** engine (H4J15), paired with a **3-speed** dedicated hybrid transmission and **triple** motor setup. Powered by a **34.46 kWh CATL** lithium iron phosphate battery (IP68 rating).

UP TO
170 Km
PURE EV RANGE

UP TO
1400 Km
COMPREHENSIVE
COMBINED RANGE

610 hp
SYSTEM
COMPREHENSIVE
POWER

920 Nm
SYSTEM
COMPREHENSIVE
TORQUE

5.4 Sec
0 -100 Km/h
ACCELERATION

ULTRA LARGE 15.6" CENTER SCREEN WITH W-HUD



Master the road with an expansive Head-Up Display and a flagship **15.6"** infotainment screen. Driven by the **Snapdragon 8155** qualcomm processor, the Tiggo 9 ensures rapid and a seamless, lag-free interface for a truly superior journey.

MULTI COLOR AMBIENT LIGHTS

This sophisticated environment is further elevated by **64-colour** multi-ambient lighting, allowing you to curate the cabin's atmosphere to match your mood or the city lights outside.



WIRELESS CHARGING

Tiggo 9 features a high-speed **50W** wireless charging pad with integrated cooling to ensure your devices remain powered and protected.

This interface also provides immediate access to six driving modes: **ECO NORMAL SPORT SAND OFF-ROAD SNOW** to adapt its performance to any terrain or preference.



PREMIUM 14 SONY SPEAKERS

This sophisticated layout features 14 Sony precision-engineered speakers enhanced by 8 distinct listening modes, creating an immersive, high-fidelity moving sound theater.



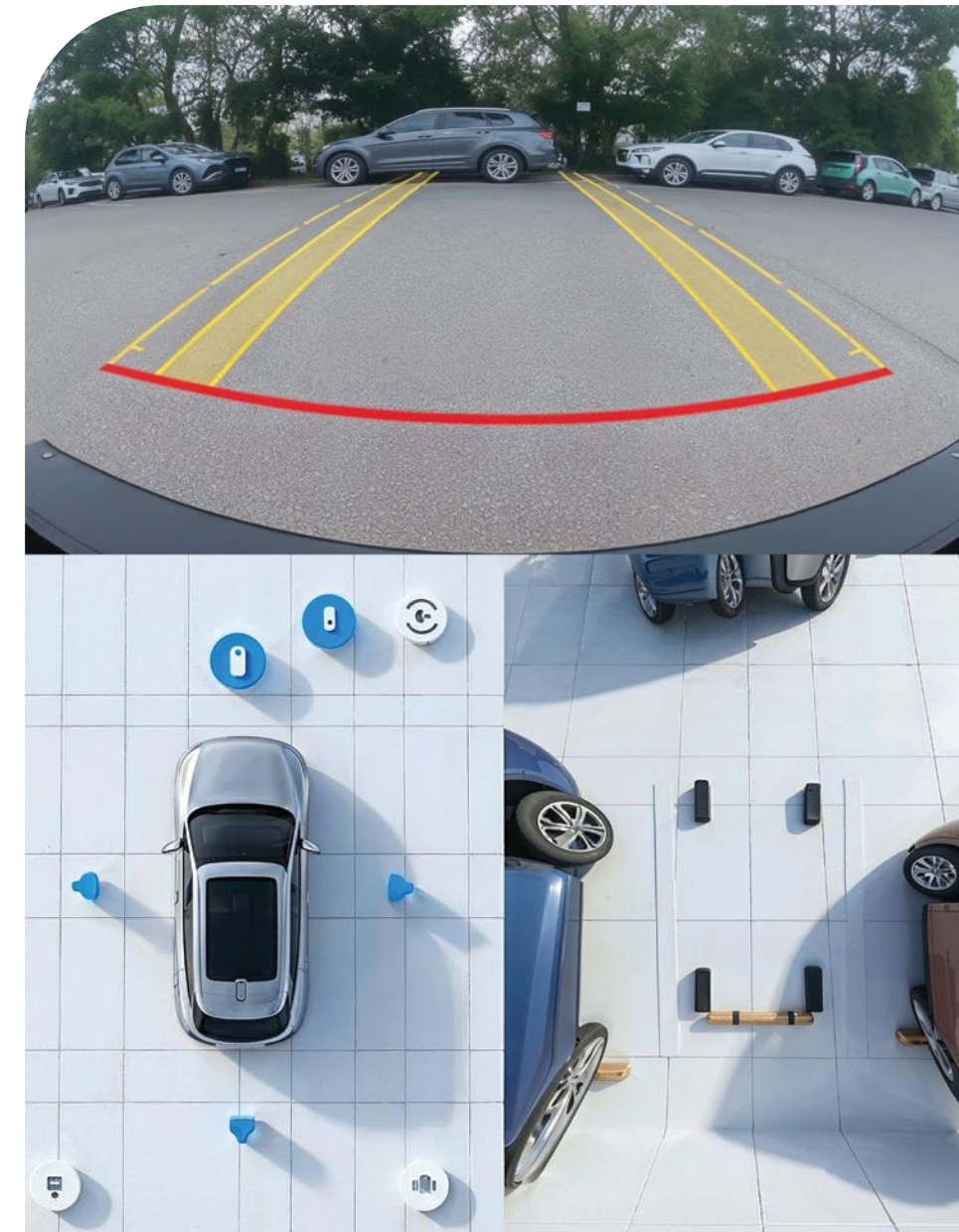
A SHARED FIRST CLASS EXPERIENCE

The Tiggo 9 transforms every journey into a private retreat. It features welcoming, memory seat with front-row **heated, ventilated,** and **massage** functions, while the second row offers **heated** and **ventilated** seats.



540° CLEAR VISION

Complete high definition view of the surroundings, including a **"transparent chassis"** function that reveals the terrain directly beneath the vehicle.



VEHICLE TO LOAD (V2L)

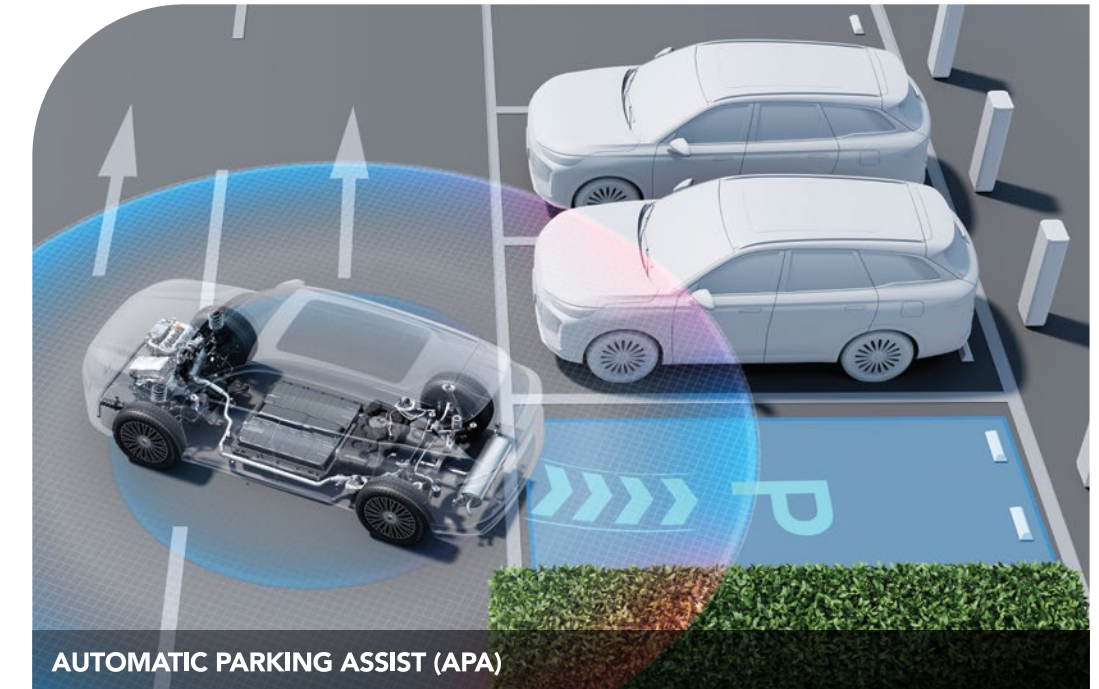
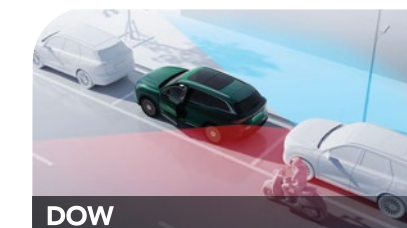


The Tiggo 9 empowers the executive lifestyle with a sophisticated **6.6 kW Vehicle to Load (V2L)**, transforming your flagship SUV into a mobile energy hub.

This advanced capability provides high wattage power for external devices, allowing you to seamlessly transition from the boardroom to a outdoor retreat.

L2+ CHERY DRIVER ASSIST

Beyond its proactive systems, the Tiggo 9 is engineered with L2 + ADAS features to ensure the well-being of all occupants, ensuring complete peace of mind.



- ABS Anti-lock Braking System
- EBD Electronic Brake Force Distribution
- BAS Brake Assist System
- BOS Brake Priority System
- ESP Electronic Stability Program
- TCS Traction Control System
- EBA Emergency Brake Assist
- HAC Hill-Up Assist Control
- HDC Hill-Down Assist Control
- Cruise control
- ACC Adaptive Cruise Control
- AEB Automatic Emergency Braking
- LDW Lane Departure Warning

- TJA Traffic Jam Assist
- ICA Integrated Cruise Assist
- FCW Forward Collision Warning
- BSD Blind Spot Detection
- LDP Lane Departure Prevention
- LCA Lane Change Assist
- RCW Rear-end Collision Warning
- DOW Door Opening Warning
- ELK Emergency Lane Keeping
- RCTA Rear Cross Traffic Alert
- APA Automatic Parking Assist
- IHC Intelligent High Beam Control

PAKISTAN'S SAFEST SUV - 10 AIRBAGS



Class leading with a **10-Airbag** (dual-front airbags, front-side airbags, side curtain airbags, second row side airbags, driver knee airbag, distal balloon airbag) system, the Tiggo 9 offers an uncompromising protective barrier that surrounds every occupant with flag-ship level security.

EXPANSIVE UTILITY LUXURY OF SPACE



The Tiggo 9 redefines versatility within its meticulously crafted interior. With the 2nd and 3rd rows seamlessly folded, the cabin reveals a cavernous **2065 L** of cargo capacity, ensuring that every venture is supported by ample room for equipment or travel essentials.

WE HAVE GOT YOU COVERED

An elevated customer experience that moves with you, at every stage of ownership, is what we are trained to do.

With a dealership network across Pakistan, our dedicated and professional service team is always ready to provide you with the service your automobile needs.



WARRANTY THAT INSPIRES CONFIDENCE

STANDARD WARRANTY*

6 YEARS

OR 150,000KM

BATTERY WARRANTY*

8 YEARS

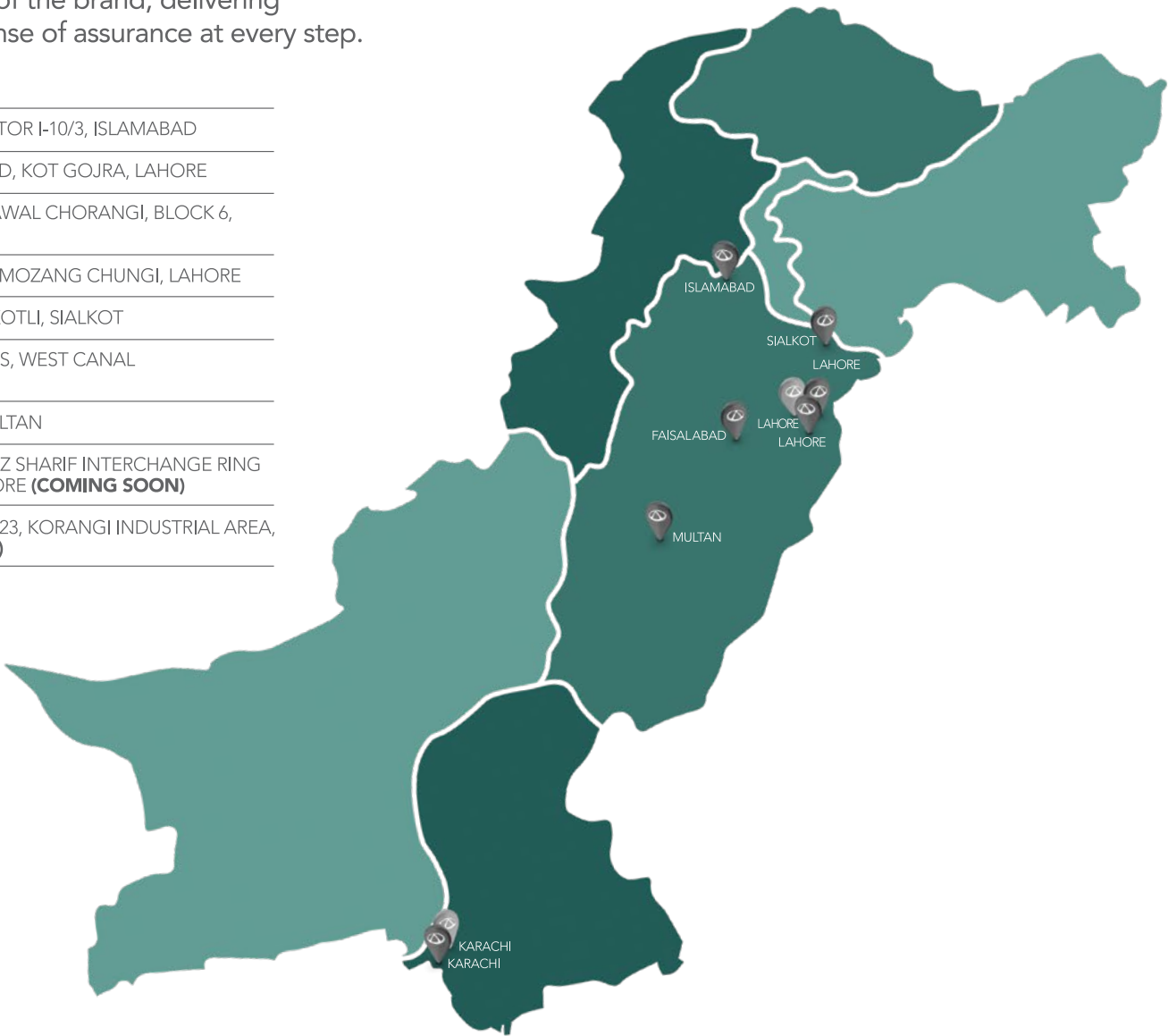
OR 160,000KM

HELLO CHERY

35 DEALERSHIP ACROSS PAKISTAN

Every Chery dealership is crafted as an extension of the brand, delivering elevated service, personalised attention, and a sense of assurance at every step.

ISLAMABAD	CHERY METROPOLIS	P-178 KORANG ROAD, SECTOR I-10/3, ISLAMABAD
LAHORE	CHERY FORTUNE	17-KM, MAIN MULTAN ROAD, KOT GOJRA, LAHORE
KARACHI	CHERY SEAVIEW	SHOP NO. 8/G, COM 3 BILAWAL CHORANGI, BLOCK 6, CLIFTON, KARACHI
LAHORE	CHERY RAVI	32 MAIN JAIL ROAD, NEAR MOZANG CHUNGI, LAHORE
SIALKOT	CHERY STALLION	1KM DASKA ROAD, PAKKI KOTLI, SIALKOT
FAISALABAD	CHERY CANAL	ABDULLAH PUR UNDERPASS, WEST CANAL ROAD, FAISALABAD
MULTAN	CHERY CITY OF SAINTS	348-KHANEWAL ROAD, MULTAN
LAHORE	CHERY DEFENCE	JAMMU STOP NEAR NAWAZ SHARIF INTERCHANGE RING ROAD, DHA PHASE 5, LAHORE (COMING SOON)
KARACHI	CHERY SOUTH	PLOT NO. 18, SECTOR NO. 23, KORANGI INDUSTRIAL AREA, KARACHI (COMING SOON)



STARY PEARL WHITE



MIDNIGHT BLACK



COSMIC SILVER



CRIMSON RED



LUNAR WHITE



AZURE BLUE



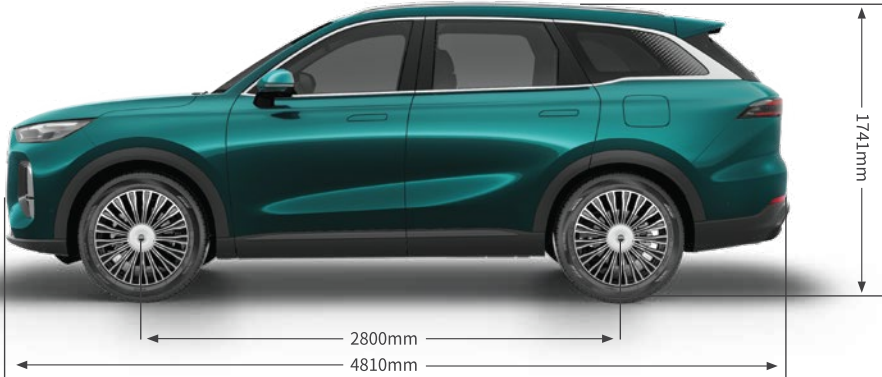
TITNIUM GRAY



AURORA GREEN



VEHICLE SPECIFICATIONS



Model	Tiggo 9 Premium (AWD)
Dimensions - L x W x H (mm)	4810 x 1925 x 1741
Wheelbase (mm)	2800
Ground Clearance (Load/unload)(mm)	147/183
Engine Performance	
Engine (H4J15)	1.5TGDI
Displacement (cc)	1499
System Comprehensive Power (KW/hp)	455/610
System Comprehensive Torque (N.m)	920
Combine Comprehensive Range	Up to 1400 km (NEDC)
Pure Electric Range	170 km (NEDC)
0-100 Acceleration time (sec)	5.4
Battery Capacity (kWh)	34.46
Motors	3
Fuel Tank Capacity (L)	70
Power Transmission	
Transmission type	3-DHT
Emission standard	Euro 6B
Driving modes with memory	Six (Eco, Normal, Sport, Snow, Sand, Off-road)
Drive type	AWD
Steering and Suspension	
Electric Power Steering (EPS)	Equipped
Front Suspension	McPherson suspension
Rear Suspension	H-arm suspension (cloud suspension)
Tire and Braking System	
EPB electronic parking brake	Equipped
Autohold	Equipped
Rim size	20" Aluminium Alloy rims
Tyre size with brand	245/50 R20 (Cooper)
Safety	
Force limited, Pretension, Height adjustable seatbelt (D+P)	Equipped
Seat belt not fastened alarm (D+P+ 2nd Row)	Equipped



Model	Tiggo 9 Premium (AWD)
Dual front airbags	Equipped
Front side airbags	Equipped
Side curtain airbags	Equipped
Second row side airbags	Equipped
Driver knee airbag	Equipped
Distal balloon airbag	Equipped
ISOFIX interface	Equipped
Electronic engine immobilizer	Equipped
Vehicle anti-theft alarm	Equipped
Driver Assistance	
Reversing image (with dynamic auxiliary lines)	Equipped
540° vision (transparent chassis)	Equipped
Radar (Front + Rear + Side)	Equipped
ABS + EBD + BAS + BOS + ESP + TCS + EBA + HAC + HDC + ELK	Equipped
TPMS Tire Pressure Monitoring System	Equipped
Central door lock	Equipped
ACC Adaptive Cruise Control	Equipped
ICA Integrated Cruise Assist	Equipped
Speed limit reminder	Equipped
AEB Automatic Emergency Braking	Equipped
LDW Lane Departure Warning	Equipped
LDP Lane Departure Prevention	Equipped
LCA Lane Change Assist	Equipped
TJA Traffic Jam Assist	Equipped
FCW Forward Collision Warning	Equipped
BSD Blind Spot Detection	Equipped
RCW Rear-end Collision Warning	Equipped
DOW Door Opening Warning	Equipped
RCTA Rear Cross Traffic Alert	Equipped
APA Automatic Parking Assist	Equipped
DMS Driver Monitoring System	Equipped
IHC Intelligent High Beam Control	Equipped

Model	Tiggo 9 Premium (AWD)
Lighting	
LED headlights	Equipped
Automatic Headlights	Equipped
LED Daytime Running Lights (DRL)	Equipped
LED Taillight with ceremonial effect	Equipped
Dynamic turn signals (Front & Rear)	Equipped
Rear fog lamps	Equipped
Interior - Luxury	
64 Multi-color ambient lighting	Equipped
Leather Steering wheel	Equipped
Multi-function steering wheel	Equipped
Seat fabric	Leather
Driver's seat electric adjustment 6-way	Equipped
Driver seat memory	Equipped
Driver's seat with welcome function	Equipped
Driver's seat lumbar support 4-way	Equipped
Driver seat heating	Equipped (seat cushion + backrest)
Driver seat ventilation	Equipped (seat cushion + backrest)
Driver seat back massage	Equipped
Passenger seat electric 6-way	Equipped
Passenger seat with boss key	Equipped
Passenger seat heating	Equipped (seat cushion + backrest)
Passenger seat ventilation	Equipped (seat cushion + backrest)
Passenger seat back massage	Equipped
Second row seats manually adjustable	Equipped
Second row seat backrest 60:40 split	Equipped
Second row seats with three headrests	Equipped
Second row seat cushion 60:40 split	Equipped
Second row seats heating	Equipped (seat cushion + backrest)
Second row seats ventilation	Equipped (seat cushion + backrest)
The third row of seats can be folded flat manually	Equipped
Third row seats 50:50 points	Equipped
Third row independent headrests	Equipped
(Driver, Passenger) sun visor with vanity mirror + Light	Equipped (retractable extended visor)
Electric 4-way steering wheel adjustment	Equipped
Steering wheel electric heating	Equipped
Glove box with damping	Equipped (with lighting)
Comfort and Convenience	
Dual-zone automatic air conditioning	Equipped (with outdoor temperature display)
PM0.3 ultra-high efficiency air conditioning filter	Equipped
Air conditioning automatic defogging	Equipped
Negative ion air purification	Equipped
Second row of air outlet	Equipped (Blow on face + blow on feet)
Second row air conditioning control panel	Equipped
Third row of air outlet	Equipped
Third row independent air conditioning	Equipped
Remote control key	Equipped
Induction electric tailgate (key induction)	Equipped
Four-door windows one-touch up (with anti-pinch function)	Equipped

Model	Tiggo 9 Premium (AWD)
Silent glass	Equipped (front windshield + front row)
All Transparent Glasses	Equipped
Panoramic sunroof	Equipped
Electric sunroof shade	Equipped (100% shading)
Electric adjustment of exterior mirrors	Equipped
External rearview mirror with integrated turn signal	Equipped
Electric folding heated exterior mirrors + autofold + floor lamp	Equipped
Exterior mirror position memory	Equipped
External rearview mirror automatically folds down when reversing	Equipped
Automatic anti-glare interior rearview mirror	Equipped
Rain sensor wipers	Equipped
Infotainment	
LCD meter Cluster screen size	10.25"
Infotainment display screen size	15.6"
Bluetooth + Radio + Lion Smart cloud system	Equipped
W-HUD Virtual Reality Head-Up Display	Equipped
Smart Voice Assistant	Equipped
Snapdragon Qualcomm 8155 chip	Equipped
Mobile phone mapping function	Equipped (Android auto + Apple Carplay)
14 Sony Speakers	Equipped (Including Headrest Speaker)
Others Functions	
Vehicle to Load - V2L (KW)	6.6
Wireless charging for mobile phones (50 W)	Equipped (fast charging + with ventilation and cooling function)
Front Row: Two USB ports, Second Row : Two USB Ports	Equipped Front (A+C), Second Row (A+C)
Seating capacity	7
Automatic locking while driving	Equipped (collision requires unlocking)
Front center armrest with cooling/heating	Equipped (to store 2 coffee cups at the same time)
Rear center armrest	Equipped (to store 2 coffee cups at the same time)
Second row reading lights	Equipped
Third row reading lights	Equipped
Illuminated front door sills	Equipped
Second row Privacy curtains	Equipped
PAB Passenger Airbag switch	Equipped
Trailer hook	Equipped
CCS2 charging port (For DC charging)	Equipped (Upto 71 KW)
Qibla Compass	Equipped
Portable Charging Gun (type-G)	Equipped
Tire sealant	Equipped

DISCLAIMER

- Specifications, features, variants, performance, range, and charging figures are based on controlled testing and estimates; actual results may vary due to driving conditions, climate, electricity load, charger type, and other external factors.
- Vehicle variants, features, and options shown may not be available in Pakistan, and Master Auto Engineering (Pvt.) Ltd. reserves the right to change specifications and offerings without prior notice.
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