

Creating a metaverse for automobile

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Changan Automobile

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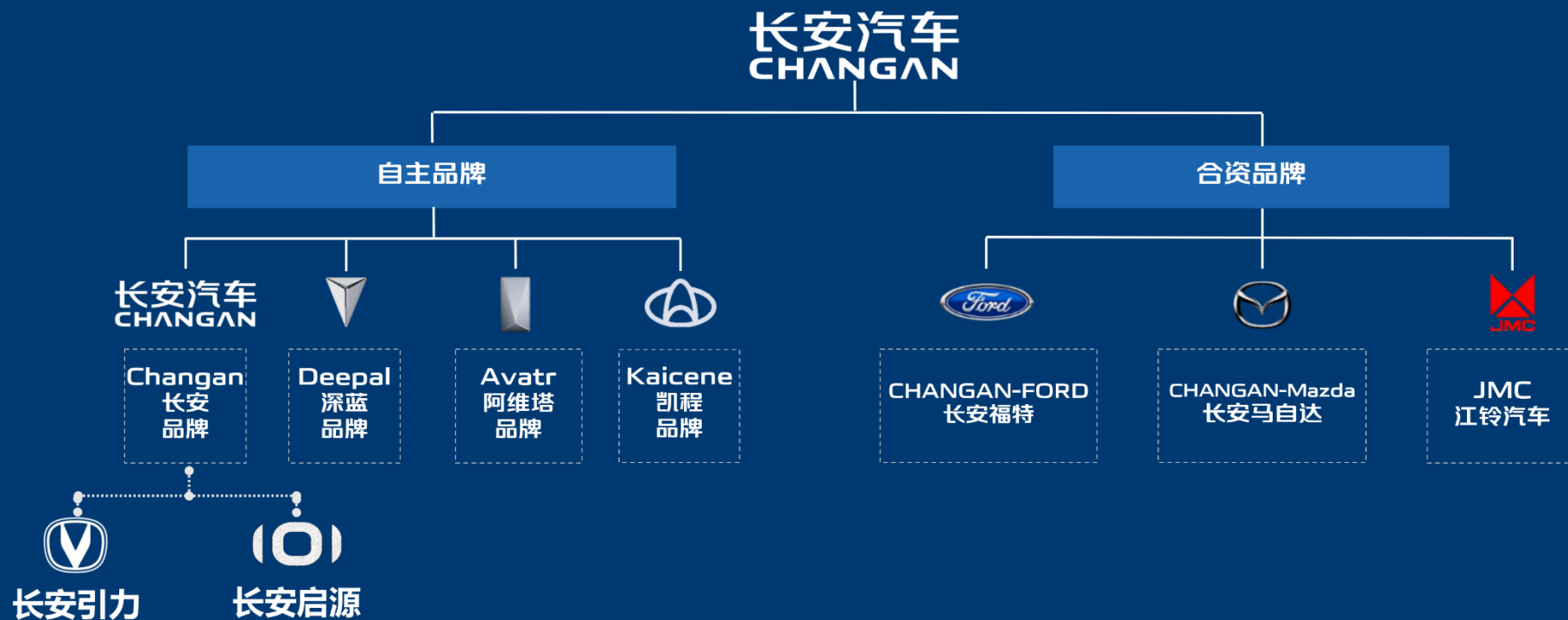
Shanghai, China

Welcome To CHANGAN

BASIC INFORMATION OF CHANGAN

Diversified brands: Changan, Deepal (Shenlan), AVATR, Changan Ford, Changan Mazda, JMC, etc.

Rich product line-up: Models covering passenger vehicles, pick-ups and light-duty commercials.



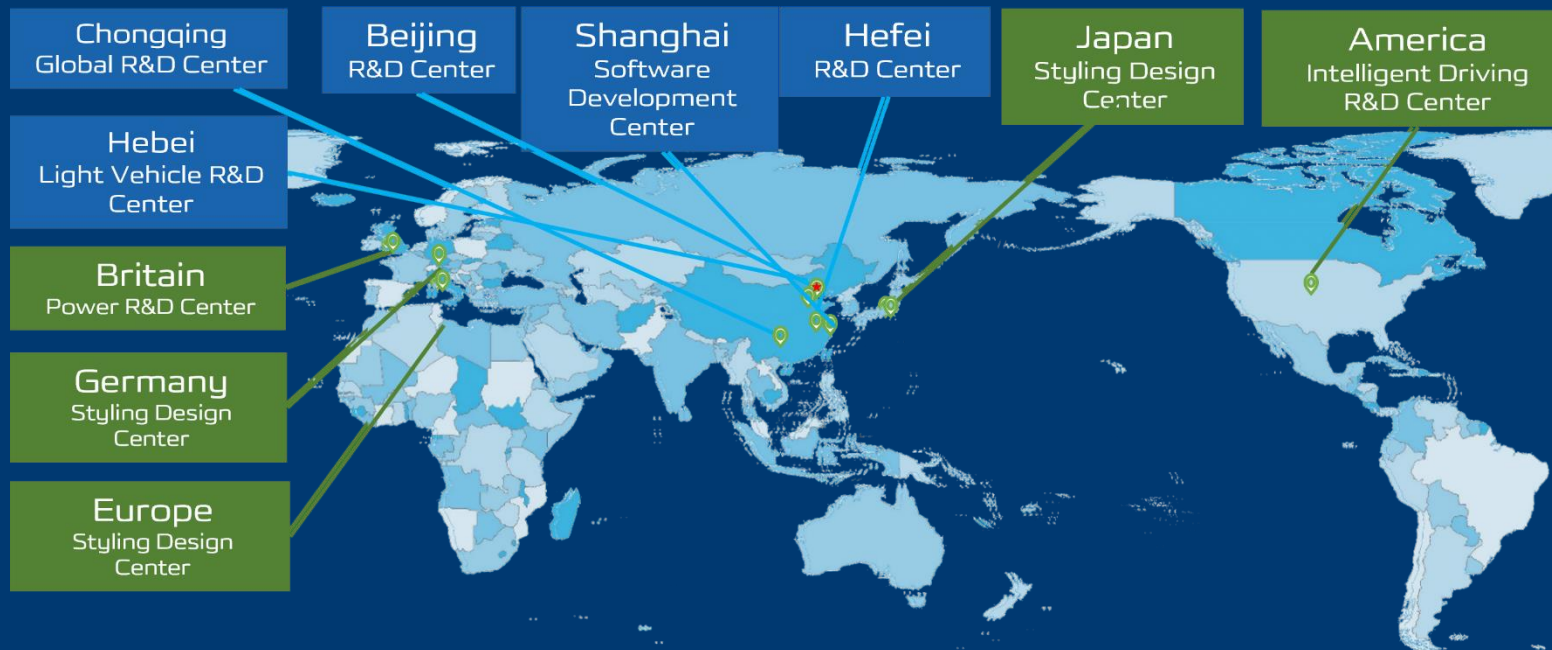
GLOBAL R&D LAYOUT

Global R&D network of “six countries and ten centers” .

16 technology research & product development centers, 17 tech companies.

A R&D team of 17,000 people from 30 countries (over 13,000 R&D staff).

In-house R&D capabilities for vehicle, chassis, engine, transmission, etc.



Six countries
and
ten centers

LEADING REPRESENTATIVE OF CHINESE BRANDS

The cumulative sales of Chinese brands under Changan exceeded 24.19 million units.

TOP 1 in China's intelligent car index ranking for three consecutive years.

TOP 1 Chinese brand in the J.D. Power China Initial Quality Study (IQS) for two consecutive years。



Metaverse meets Automobile

Hot Techs of metaverse

Various techs play different roles and jointly promote the innovation and development of the metaverse.

5G and cloud computing

(Computing power and connectivity)



Blockchain

(Architecture)



Digital twins

(Infrastructure and development tools)



Artificial intelligence

(New portals and content production)



VR/AR/XR

(Immersive tools)



'Glimpse' on Metaverse

In entertainment scenarios, metaverse is developing rapidly and playing a positive role.

In industrial scenarios, metaverse has not yet formed a mature ecology of development and applications.

Entertainment metaverse (2C)



VR/AR and digital people application

- ✓ **Enhance experience:** Immersive experience (VR)
- ✓ **Drive engagement:** Enhancing interaction (AR)
- ✓ **Improve benefit:** Digital person for service/performance
- ✓ **Shared outreach:** Access to remote education

Industrial metaverse (2B)



Digital twins and intelligent application

- ✓ **Enhanced collaboration:** Collaborative office / R&D
- ✓ **Improve efficiency:** Remote operation/intelligent manufacturing
- ✓ **Optimize production:** Digital people for service /performance

Automotive metaverse

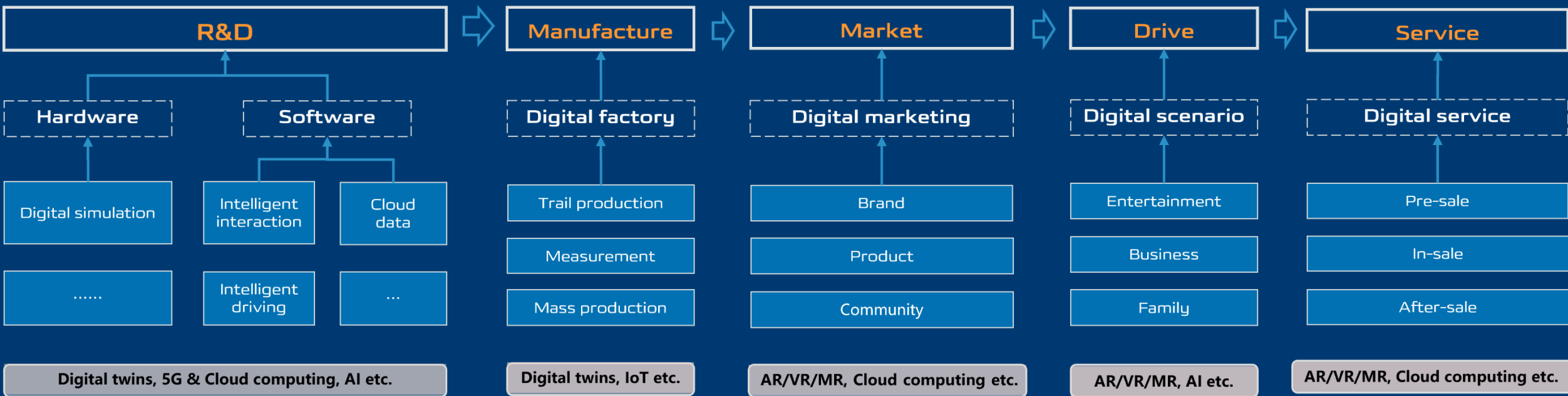
- **Registered trademarks**
- **Changan Auchan & Tencent:** the first metaverse digital collection in the industry
- **Changan Auchan Z6:** three metaverse avatars (Navigator Xiao Ou, digital twin image, and the auto-robot Auchan Z6)
- **Changan Auto:** the first 'digital employee' in the industry



Automotive metaverse

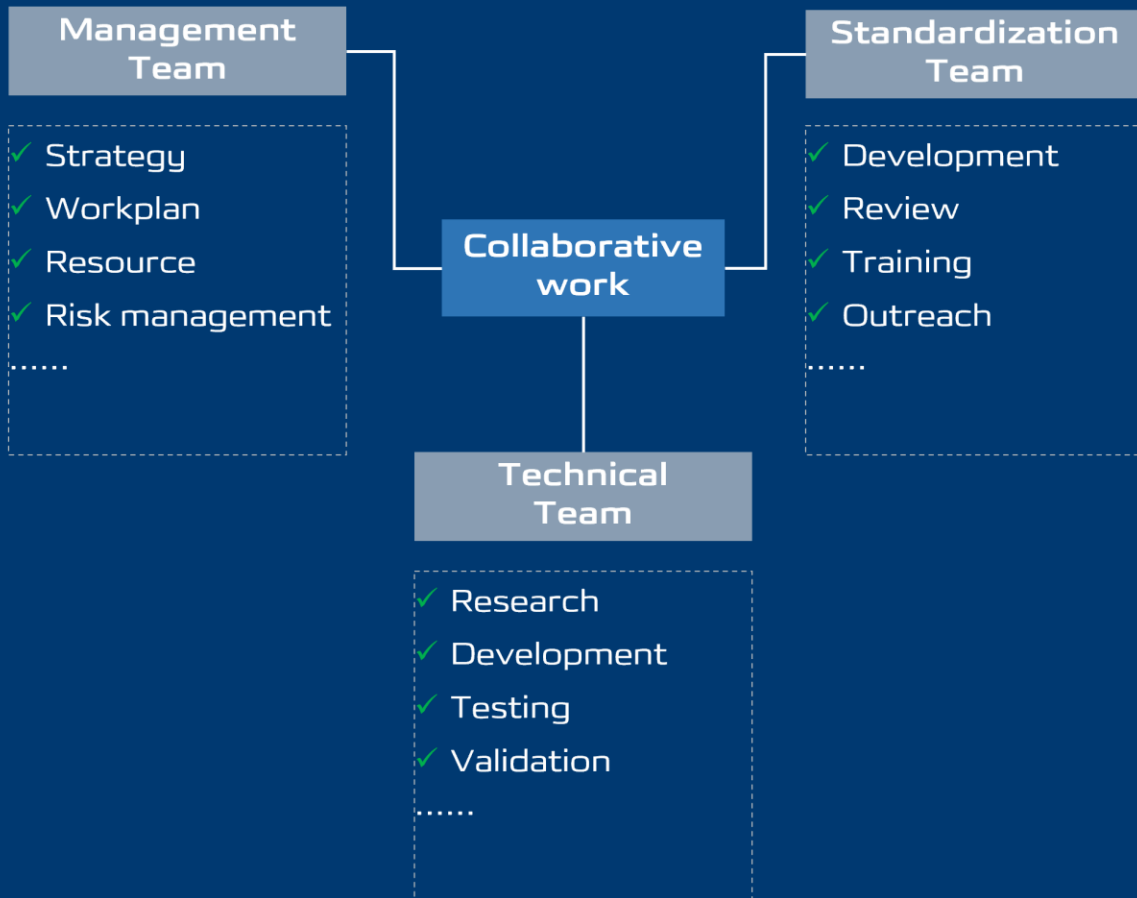
Flow: **R&D** - **Manufacture** - **Market** - **Drive** - **Service**

Techs: 5G, Cloud computing, Digital twin, AI, VR/AR /XR etc.

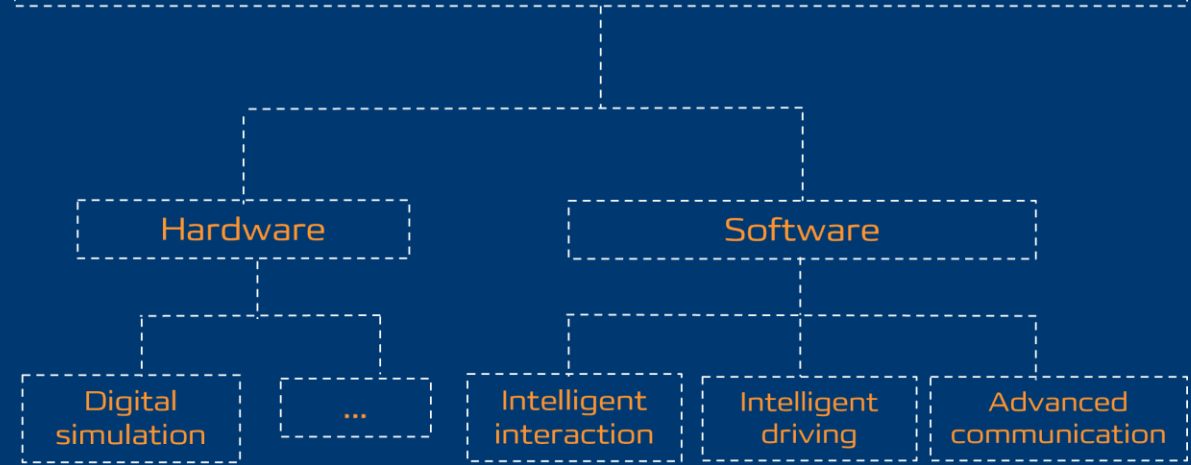


Way to Metaverse

Management + Technology + Standardization



Application scenarios of metaverse in automobile



Expert Team



长安汽车
CHANGAN

TECH CHANGAN INTELLIGENT PARTNER

科技长安 智慧伙伴



THANKS FOR YOUR ATTENTION

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