

# Chery bears more fruit



Picture: KATE FREESTONE

THE Chery J3 is now on sale in Australia.

This classy 1.6 litre five-door hatchback has features including leather seats, air-conditioning, power windows, MP3 compatible six-speaker stereo, power mirrors, automatic headlights and wipers, reversing sensors, alloy wheels and remote keyless entry.

The J3's 1.6 litre engine boasts 87kW power and 147Nm of torque, while safety features include ABS, EBD, six airbags and front seatbelt pre-tensioners.

Chery is China's largest and most diverse independent vehicle manufacturer.

It has five car assembly lines, two engine plants and one transmission plant that combined produced over 680,000 cars in 2010.

Chery has been the biggest seller among the independent Chinese car brands for nine years in a row.

Over the last three years, Chery has ranked among the top 10 of all China-based car companies and has been the biggest selling brand behind Volkswagen, General Motors, Toyota and Hyundai.

Chinese car manufacturers have been engaged in a truly staggering rate of expansion in recent years.

Vehicle sales in China soared by 32 per cent to 18.06 million units in 2010, according to data released by the China Association of Automobile Manufacturers. That is more than the number of new vehicles sold in the US

and Japan combined, markets that are traditionally numbers one and two in the world by volume.

Chery accounts for over 40 per cent of vehicles sold out of China in 2010.

Total exports of Chery vehicles now amount to almost 500,000 units with cars and components sold into some 80 countries.

Chery invested more than \$350 million in research and development and safety testing facilities in 2010, an amount approaching 5 per cent of total revenue.

Chery is based near the city of Wuhu in Anhui province in eastern China, and their headquarters encompasses the largest automotive laboratory in Asia.

Chery is actively researching alternative fuels and last year signed a memorandum of understanding with global electric vehicle infrastructure provider Better Place to collaborate on technology for electric vehicles with switchable batteries.

Chery's left-hand drive range has a number of electric and hybrid vehicles with the company's significant research and development investment aimed squarely at keeping it at the forefront of green car development.

Of its 25,000 staff, Chery employs 5000 engineers in research and development.

Retail price for the Chery J3 is \$14,990 drive away and is available in Darwin at Hidden Valley Ford on the Stuart Highway.



Hyundai i30

## Sculpted design to thrill

THE i30 was the car that announced to the world that Hyundai had "made it". The design, ride and build quality were a quantum leap over previous models and saw a surge of buyers heading to Hyundai showrooms.

Now it's take two, with the second-generation i30 launched in Frankfurt this week ahead of a global rollout in 2012. Hyundai says the new i30 is the next evolution of

the company's "fluidic sculpture" design and its been benchmarked against cars such as the Mazda3 and Volkswagen Golf for performance and quality.

The vehicle will go on sale in Europe with a choice of two petrol and two diesel engines, six-speed manual and automatic transmissions and CO2 emissions as low as 100g/km.

The i30 also launches into a

growing market — Hyundai says the C segment it competes in is expected to grow by seven per cent over the next three years.

The interior boasts a seven-inch touch screen, dual-zone climate control airconditioning and improved feel in the plastics.

The vehicle is larger than the original i30 at 4.3m long, 1.78m wide and 1.47m tall. Cargo capacity is 378 litres, up 10 per cent.



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