



AVATR 11
The Futuristic
Luxury SUV



AVATR SIAM PARAGON

AVATR RAMA 3

AVATR VIBHAVADI

AVATR KANCHANAPHISEK

AVATR CHIANG MAI

AVATR HAT YAI

AVATR PHUKET



World-Leading CATL battery

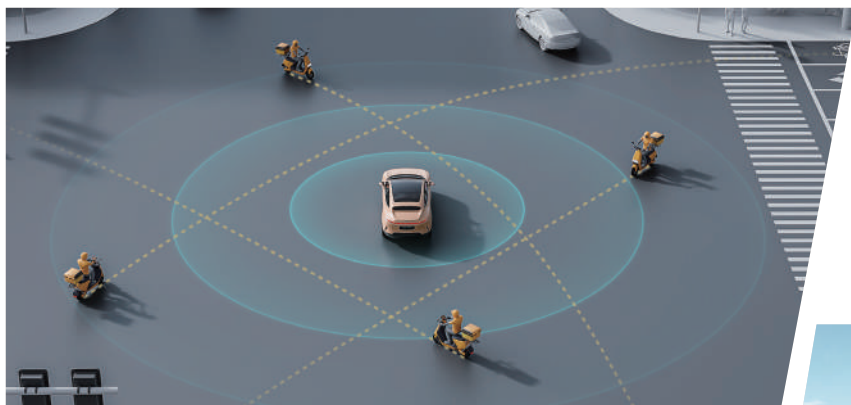
680 km
max. NEDC range

800 V
high-voltage platform

30% - 80%
15 minutes

Intelligent Safety

Driving assist Active safety



Awareness from every angle,
confidence in every drive

with alert function FCW
(Forward Collision Warning),
LDW (Lane Departure Warning)
and RCW (Rear Collision Warning)

Lane Centering Control (LCC)

Keeps you perfectly centered for a stress-free drive.



User Directed Lane Change (UDLC)

Simply indicate, and the car changes lanes smoothly
and safely for you





FUTURISTIC DESIGN

Be bold and confident. We are going to be a leader, rather than a follower.
🏆 RedDot Design Winner 2024

World-Class Supercar Body Proportions

0.61
Golden ratio of axle length

1.23
Extremely dynamic
aspect ratio

0.481
Extremely dynamic
Tire height ratio



Disc-Wing Style Front Face
A bold and refined design inspired by the future



F-Shape LED Headlamp
108 LEDs with dynamic welcome and farewell lighting,



Floating Body Design
Black body skirt, creating a floating sense



Extraordinary Spacecraft Rear Design
Sleek rear pillars and flowing window lines evoke a spacecraft silhouette.

SPECIFICATION

Model	Standard Range	Long Range	Royal Edition
Dimension			
Length x Width x Height (mm)	4,880 x 1,970 x 1,601		
Wheelbase (mm)	2,975		
Front Wheel Track (mm)	1,678 / 1,678		
Ground Clearance (mm)	170		
Wheel	21-inch alloy wheels	22-inch alloy wheels	
Tire Size	265/45 R21	265/40 R22	
Number of Seats	5		4
Curb Weight (kg)	2,180	2,260	2,425
Performance			
Motor Type	Permanent Magnet Synchronous Motor		Asynchronous AC Motor Permanent Magnet Synchronous Motor
Electric Motor Power (kW) / (PS)	230 / 313		Front motor 165/224 Rear Motor 230/313
Electric Motor Torque (N·m)	370		641
Electric Driving Range: NEDC (km)	575	680	630
Drivetrain	Rear-wheel Drive (RWD)		All-Wheel Drive
Battery Type	Ternary Lithium (NCM)		
Total Battery Capacity (kWh)	90.38	116.79	
0-100km/h Acceleration Time (s)	6.6	6.9	4.8
Top Speed (km/h)	200		
Charging Information			
Maximum AC Charging (kW)	11		
Maximum DC Charging (kW)	240		
DC charging time 30-80%((min) (240kW)	15	25	
Vehicle to Load (V2L) System	•		
Smart Regenerative Braking System	•		
Chassis system			
Electric Power Steering (EPS)	•		
Minimum Turning Radius (m)	6.15		
Double Wishbone Front Suspension	•		
Five-link Rear Suspension	•		
Front Brake	Ventilated Disc		
Rear Brake	Ventilated Disc		
Brembo Brake Caliper	-	Yellow Brembo	Red Brembo
Magnetorheological (MR) Suspension	-		•
Exterior			
LED Daytime Running Lights	•		
LED Auto On/Off Headlights	•		
Height Adjustable Headlights	•		
LED Star Ring Taillights	•		
Rear Fog Lights	•		
Anti-UV Panoramic Sunroof	•		
Frameless Door Windows	•		
Soft-close Doors	•	-	
Automatic Doors	-	•	
Double Soundproof Front Windshield	•		
Auto Front Windshield Defogging System	•		
Hidden Electronic Door Handles	•		
Electric Trunk with Anti-pinch Function	•		
Electric Adjustable and Foldable Side Door Mirrors	•		
Heated Side Door Mirrors System	•		
Side Door Mirrors Position Memory	•		
Auto Folding Side Door Mirrors when Lock	•		
Auto Tilt Down Side Door Mirrors when Reverse	•		
Doorsill Courtesy Lights	•		
Electric Charging Port Cover	•		
Rain Sensor	•		
Front Boneless Wipers	•		
Electric Spoiler	•		
Front Trunk	•		

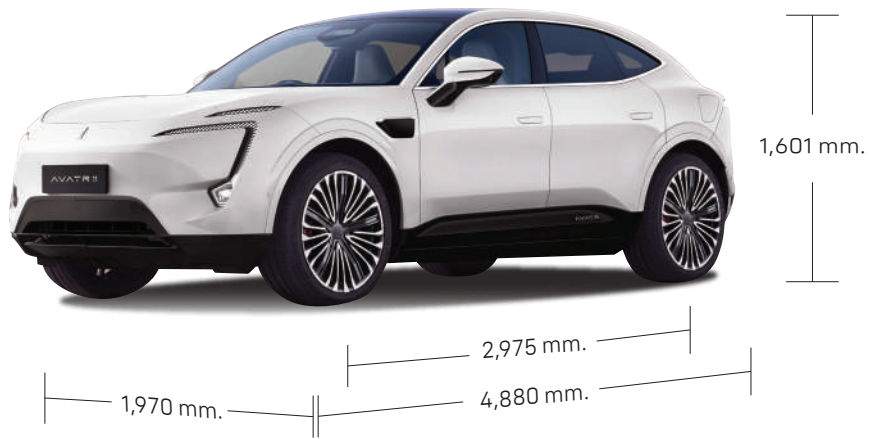
SPECIFICATION

Model	Standard Range	Long Range	Royal Edition
Interior			
Suede Roof Lining		•	
Multi-function Steering Wheel		•	
4-Way Power Adjustment Steering Wheel with Position Memory and Easy Entry & Exit		•	
Camera Streaming Rear-view Mirror		•	
One-touch 4 Door Windows Up-down with Anti-pinch Function		•	
Seat material	NAPPA Leather with Antibacterial Coating		Top-grain semi-aniline leather (containing bacteriostat material)
10-way Power Adjustment Driver and Front Passenger Seat with 4-way Power Adjustment Lumbar Support		•	
Driver and Front Passenger Zero Gravity Seat		•	
Driver and Front Passenger Seat Position Memory with Easy Entry & Exit		•	
Ventilated Seat		Front and Rear Seat	
Heated Seat	Front Seat		Front and Rear Seat
Massage Seat	Front Seat		Front and Rear Seat
60:40 Foldable Rear Seat		•	
LED Reading Lights		•	
Power Open Glove Box		•	
2 Positions 12V Power Supply		Front : 1 Position/Rear : 1 Position	
3 Positions USB Port		Front : Type-A 1 Position, Type-C 1 Position Rear : Type-C 1 Position	
Air Conditioning System			
Dual-zone Auto A/C		•	
Rear A/C Vents		•	
PM2.5 Filter		•	
Interior PM2.5 Monitoring System		•	
Intelligent Ion Generator Air Purifier		•	
Perfume	-		•
Intelligent Driving Assistance System			
Auto Parking Assist (APA)		•	
Remote Parking Assist (RPA)		•	
Remote Smart Ingress and Outgress (RSIO)		•	
Reverse Auto Driving System (RADS)		•	
Adaptive Cruise Control (ACC) with Stop & Go		•	
Integrated Adaptive Cruise Control (IACC)	Traffic Jam Assist (TJA)	•	
	Lane Centering Control (LCC)	•	
	Lane Deviation Control (LDC)	•	
User Directed Lane Change (UDLC)		•	
Forward Collision Warning (FCW)		•	
Front Cross Traffic Alert (FCTA)		•	
Front Cross Traffic Braking (FCTB)		•	
Automatic Emergency Braking (AEB)		•	
Lane Departure Warning (LDW)		•	
Lane Keep Assist (LKA)		•	
Lane Change Assist (LCA)		•	
Emergency Lane Keeping (ELK)		•	
Rear Collision Warning (RCW)		•	
Rear Cross Traffic Alert (RCTA)		•	
Rear Cross Traffic Braking (RCTB)		•	
Safe Exit Warning (SEW)		•	
Blind Spot Detection (BSD)		•	
Traffic Sign Recognition (TSR)		•	
High Beam Assist (HMA)		•	
Intelligent Cabin			
Drive Mode Selection (Eco, Comfort, Sport, Customize)		•	
10.25 Inches LCD Meter		•	
15.6 Inches Touchscreen		•	
10.25 Inches Front Passenger Touchscreen		•	
Bluetooth Phone Connectivity		•	
Meridian 25 Premium Speakers		•	

SPECIFICATION

Model	Standard Range	Long Range	Royal Edition
Speed Adaptive Sound Adjustment		•	
Active Sound Enhancement (ASE)		•	
Intelligent Welcome Light		•	
LED Interior Emotional Vortex Multi-color Dynamic Ambient Light		•	
Scenario Modes Selection System		•	
50W Wireless Charger	1 Position		2 Positions
Digital Key		•	
Smart Key		•	
Online Navigation		•	
Online Music		•	
4 Zones Voice Control (Thai & English)		•	
Mobile Application Remote Control		•	
Over The Air (OTA)		•	
WIFI & Hotspot		•	
Safety Features			
Front Airbags		•	
Front Side Airbags		•	
Side Curtain Airbags		•	
Brake Assist System (BA)		•	
Anti-lock Brake System (ABS)		•	
Electronic Brake Force Distribution System (EBD)		•	
Electronic Stability Program (ESP)		•	
Traction Control System (TCS)		•	
Hill Hold Control (HHC)		•	
Hill Descent Control (HDC)		•	
Front Height Adjustable Seat Belts		•	
Front and Rear Pre-tensioner and Force-limiter Seat Belts		•	
Front and Rear Seat Belt Reminder		•	
Child Safety Lock (Electronic)		•	
Electric Parking Brake with Auto Hold Function		•	
3D 360° Around View Camera with Transparent Chassis		•	
360° Drive Video Recorder		•	
Tire Pressure Monitoring System (TPMS)		•	
Parking Sensor		•	
Rollover Mitigation System (ROM)		Front 6 / Rear 6	
Anti-theft Alarm System		•	
Acoustic Vehicle Alerting System (AVAS)		•	
ISOFIX and Child Anchor		•	
Tire Repair Kit (TRK)		•	

Dimension



Wheel



21-inch alloy wheels
Standard Range



22-inch alloy wheels
Long Range



22-inch Seven-spoke
Starburst Forged Wheels
Royal Edition

Interior

Standard Range



Nappa Black

Long Range



Nappa Black



Nappa Red



Nappa Grey

Royal Edition



White/Red

Exterior

Standard Range



Glossy White



Glossy Grey



Glossy Black

Long Range



Liquid Caramel



Aqua Green



Matte White



Matte Grey



Glossy Black

Royal Edition



Dual-Tone
(AVATR grey/black)





AVATR 11 ROYAL EDITION

LUXURY REDEFINED



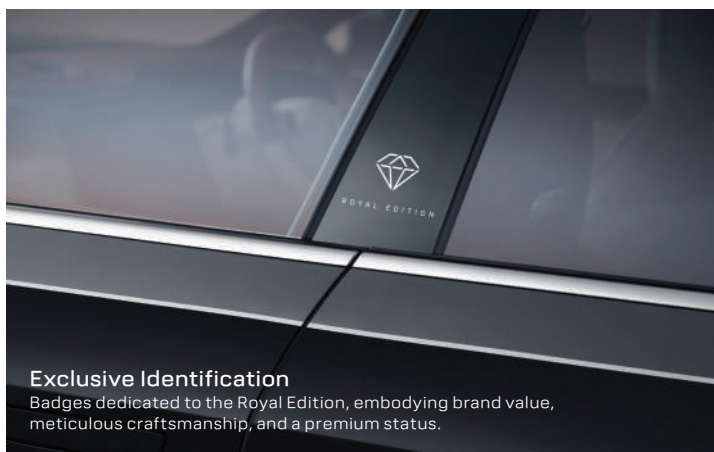
Customized Bi-Color
The elegant fusion of Glossy Black and Glossy Grey creates a unique Dual Tone finish, reflecting both depth and sophistication.



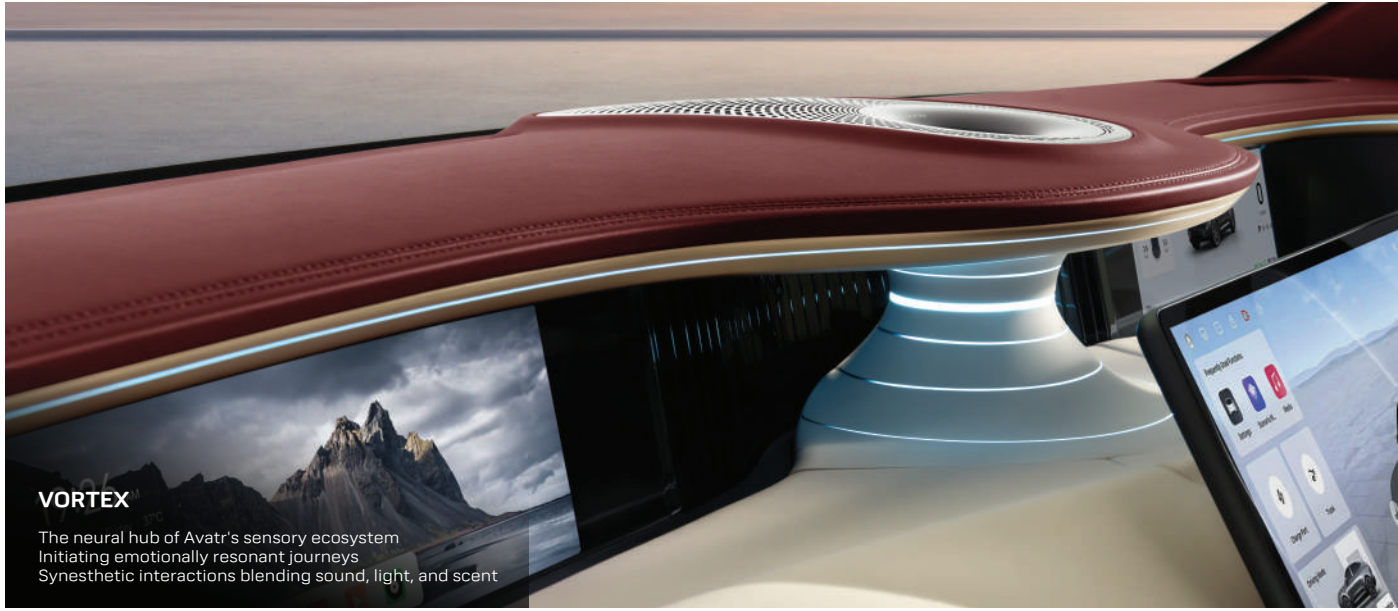
Silver Starline Beltline
A meticulously crafted waistline, showcasing graceful proportions and dynamic design ingenuity.



Seven-spoke Starburst Forged
Exclusive designed for Royal Edition



Exclusive Identification
Badges dedicated to the Royal Edition, embodying brand value, meticulous craftsmanship, and a premium status.



VORTEX

The neural hub of Avatr's sensory ecosystem
Initiating emotionally resonant journeys
Synesthetic interactions blending sound, light, and scent

LUXURY EXPERIENCE

Intelligent Connection, Extreme Comfort, Immersive Enjoyment.

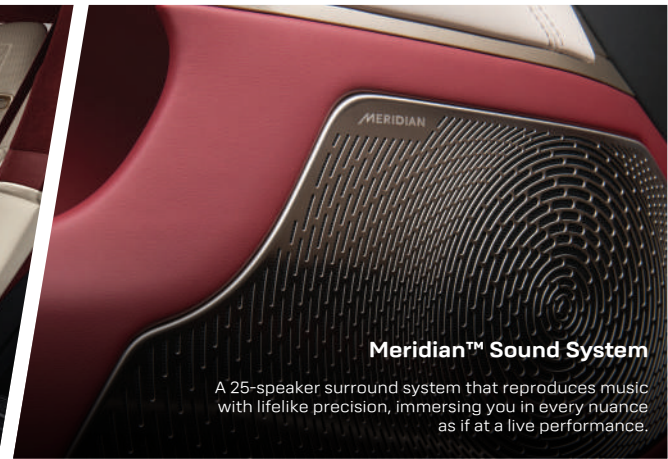
256 Color
Ambient Lighting

25
Speakers Meridian



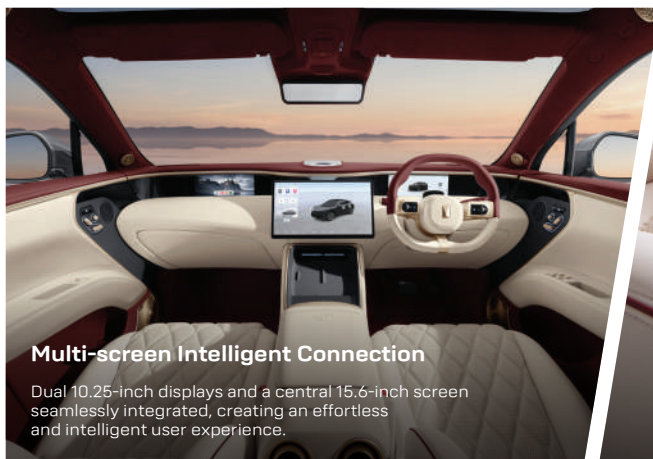
Zero-Gravity Seats

Front seats designed with advanced ergonomics, delivering a weightless comfort experience. Equipped with multi-way electric adjustment, ventilation, and massage functions for ultimate relaxation.



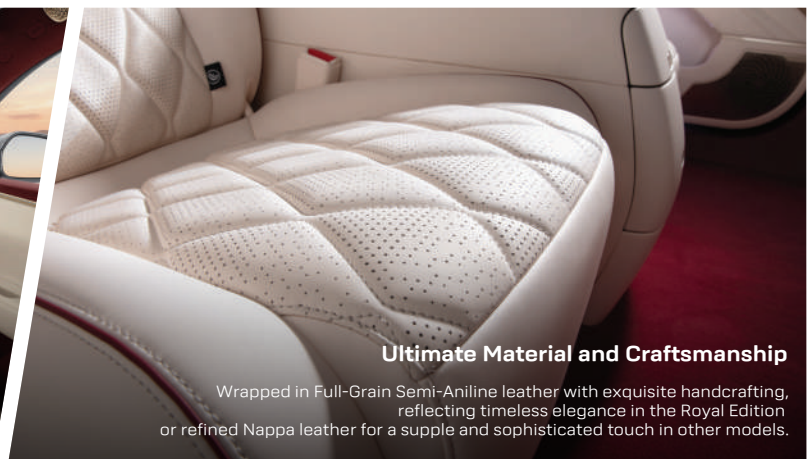
Meridian™ Sound System

A 25-speaker surround system that reproduces music with lifelike precision, immersing you in every nuance as if at a live performance.



Multi-screen Intelligent Connection

Dual 10.25-inch displays and a central 15.6-inch screen seamlessly integrated, creating an effortless and intelligent user experience.



Ultimate Material and Craftsmanship

Wrapped in Full-Grain Semi-Aniline leather with exquisite handcrafting, reflecting timeless elegance in the Royal Edition or refined Nappa leather for a supple and sophisticated touch in other models.



AVATR

NEW ERA NEW LUXURY