MARKETING BULLETIN NO: 20261116

SUBJECT: ALL NEW HAVAL JOLION MAX LAUNCH



Dear Dealer Partners,

It's time to take the JOL to the MAX!

We are excited to introduce the **All-New HAVAL Jolion Max**, the latest addition to a vehicle range that continues to make its mark in the South African market.

As GWM's best-selling vehicle range, the HAVAL Jolion has played a key role in driving our success. The arrival of the Jolion Max further strengthens this winning line-up, bringing even more style, technology, and attitude to a range that customers already know and love.

BUILT AROUND EVERYDAY LIFE

The All-New HAVAL Jolion Max is available in three powertrain options: Petrol, Hybrid and Plug-in Hybrid (PHEV), giving customers the freedom to choose the drive that best suits their lifestyle.

For full specifications and further details, please refer to the official spec sheet.

POWERTRAIN LINE-UP

SPECIFICATION	ICE	HEV	PHEV
GRADE	PREMIUM SUPER LUXURY ULTRA LUXURY	PREMIUM	SUPER LUXURY
DRIVETRAIN	FWD	FWD	FWD
ENGINE POWER	105 kW	110 kW	110 kW
ENGINE TORQUE	210 Nm	240 Nm	240 Nm
COMBINED POWER	—	164 kW	240 kW
COMBINED TORQUE	—	518 Nm	513 Nm
BATTERY	—	1.09 kWh	18 kWh
PURE EV RANGE	—	—	115 km

KEY PRODUCT HIGHLIGHTS

SPACIOUS & FAMILY-FRIENDLY

Up to 490 L of boot space, expandable to 1,175 L; 60:40 split rear seats and 29 practical storage spaces.

SMART INFOTAINMENT

14.6-inch touchscreen and 10.25-inch digital instrument cluster. Wireless Apple CarPlay and Android Auto are standard across the range.

INTELLIGENT VOICE CONTROL

Standard “Hello GWM” offline voice command supports 16 vehicle functions without internet connection.

PREMIUM COMFORT

Available panoramic sunroof, electric tailgate, 50 W wireless charging, heated front seats and head-up display, depending on derivative.

DISTINCTIVE SUV STYLING

Signature Swooping Wing front design, LED lighting, and available 18- or 19-inch alloy wheels.

ADVANCED SAFETY

Six airbags, 360-degree panoramic camera with transparent-chassis functionality, plus available advanced driver assistance features.

EVERYDAY VERSATILITY

188 mm ground clearance, four driving modes and available Vehicle-to-Load (V2L) functionality on the PHEV.

A RANGE THAT FITS YOUR CUSTOMER

Help customers choose the powertrain and specification that best suits their lifestyle.

EXTERIOR & DESIGN

Distinctive details considered and a choice of finishes that give Jolion Max a confident presence.

EXTERIOR COLOURS



HAMILTON WHITE



AYERS GREY



SUN BLACK

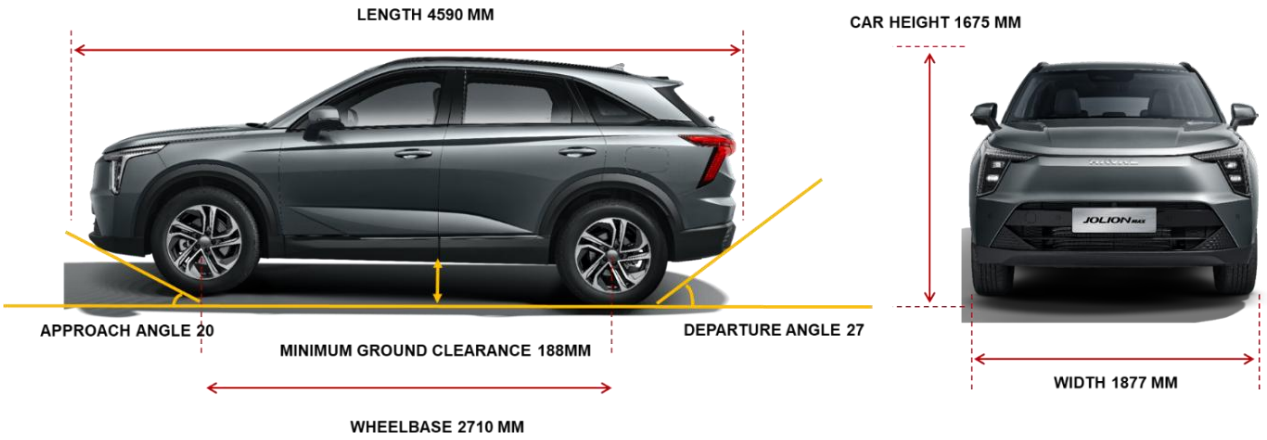
POWERTRAIN-SPECIFIC FRONT GRILLE

Two distinctive grille designs differentiate the powertrains.





DIMENSIONS



PRICING

Herewith the official pricing for the HAVAL Jolion Max, competitively positioned to strengthen our offering in the highly competitive segment.

DERIVATIVE	RETAIL PRICE
JOLION MAX 1.5T PREMIUM DCT	R429 900
JOLION MAX 1.5T SUPER LUXURY DCT	R459 900
JOLION MAX 1.5T ULTRA LUXURY DCT	R494 900
JOLION MAX 1.5T HEV PREMIUM DHT	R469 900
JOLION MAX 1.5T PHEV SUPER LUXURY DHT	R599 900

Please ensure every team is familiar with the pricing and product offering so they can confidently engage prospective customers.

JOL ON MAX – THE NEXT LEVEL OF JOL!

Building on the energy and personality of our successful **"IT'S A JOL"** campaign, our new campaign tagline, **"JOL ON MAX"**, takes this familiar and playful brand territory to the next level. The campaign celebrates everything the Jolion Max brings to the range, encouraging customers to take their everyday JOL experience to the MAX!

MEDIA LAUNCH & VEHICLE TEST DRIVE

17–18 NOVEMBER 2026

Gauteng

CAMPAIGN ROLLOUT

Radio · Digital · Social media · Billboard · Third-party media channels

Dealer partners are encouraged to get behind the campaign, use the strength and popularity of the Jolion range, and build excitement around this new addition. Let's engage customers, drive showroom traffic, and showcase everything the All-New HAVAL Jolion Max has to offer.

OFFICIAL HASHTAGS:

#HAVALJOLIONMAX

#JOLONMAX

BRING THE EXPERIENCE TO LIFE

MAKE EVERY HANDOVER A MOMENT WORTH SHARING!

With the first handovers underway, let's capture the excitement as customers take delivery of their All-New HAVAL Jolion Max. From showroom celebrations to those first moments behind the wheel, share the smiles, reactions, and memorable moments of welcoming customers to the Jolion Max family.

- Capture the moment: Take high-quality photos and videos of your first customer handovers.
- Share the excitement: Post on your dealership's social media platforms and tag GWM South Africa.

TAKE THE JOLION MAX EXPERIENCE BEYOND THE SHOWROOM!

Let's get the All-New HAVAL Jolion Max out there and where it belongs — in the spotlight! As part of the launch strategy in Q4, dealers may claim up to R50,000 for mall display activations in support of the launch.

TO PROCESS A CLAIM

Submit the required supporting documentation via GDMC: proof of payment, valid invoices, photographs of the completed activation, and any other documentation as required.

SALES SOCIAL MEDIA INCENTIVE

Throughout Q4, dealerships and sales executives are encouraged to create engaging, authentic GWM content for TikTok, Facebook and Instagram to build awareness and engagement for the All-New HAVAL Jolion Max. The Top 5-performing dealerships and/or Top 5-performing Sales Executives will each stand a chance to win a R5000 Takealot voucher.

Entries will be assessed based on reach, engagement, creativity, and alignment with the Jolion Max brand positioning. All entries must comply with GWM brand guidelines. It is important to tag **@gwmsouthafrica** and use the hashtags.

Winners will be announced in **January 2027.** Full competition terms and conditions apply.

LAUNCH ASSETS ON QUICKPIC

All marketing assets will be uploaded to QuickPic. Available assets will include:

• **BROCHURE & SPEC SHEETS**	• **DEALER POINT-OF-SALE**
• **DIGITAL & SOCIAL TEMPLATES**	• **IMAGES**

We encourage every dealership to capitalise on the excitement and amplify the campaign's impact across your respective regions.

Best regards,

GWM South Africa Marketing Team