

AVATR 11

ROYAL EDITION

LUXURY IS NOT SOMETHING YOU SEE.
IT IS SOMETHING YOU EXPERIENCE.

INSPIRED BY
THE LONDON OPERA HOUSE



ACT I
THE ARRIVAL

EVERY GREAT OPERA PERFORMANCE BEGINS WITH AN ARRIVAL.

The city fades.
The lights soften.
And for a moment, nothing exists
but what comes next

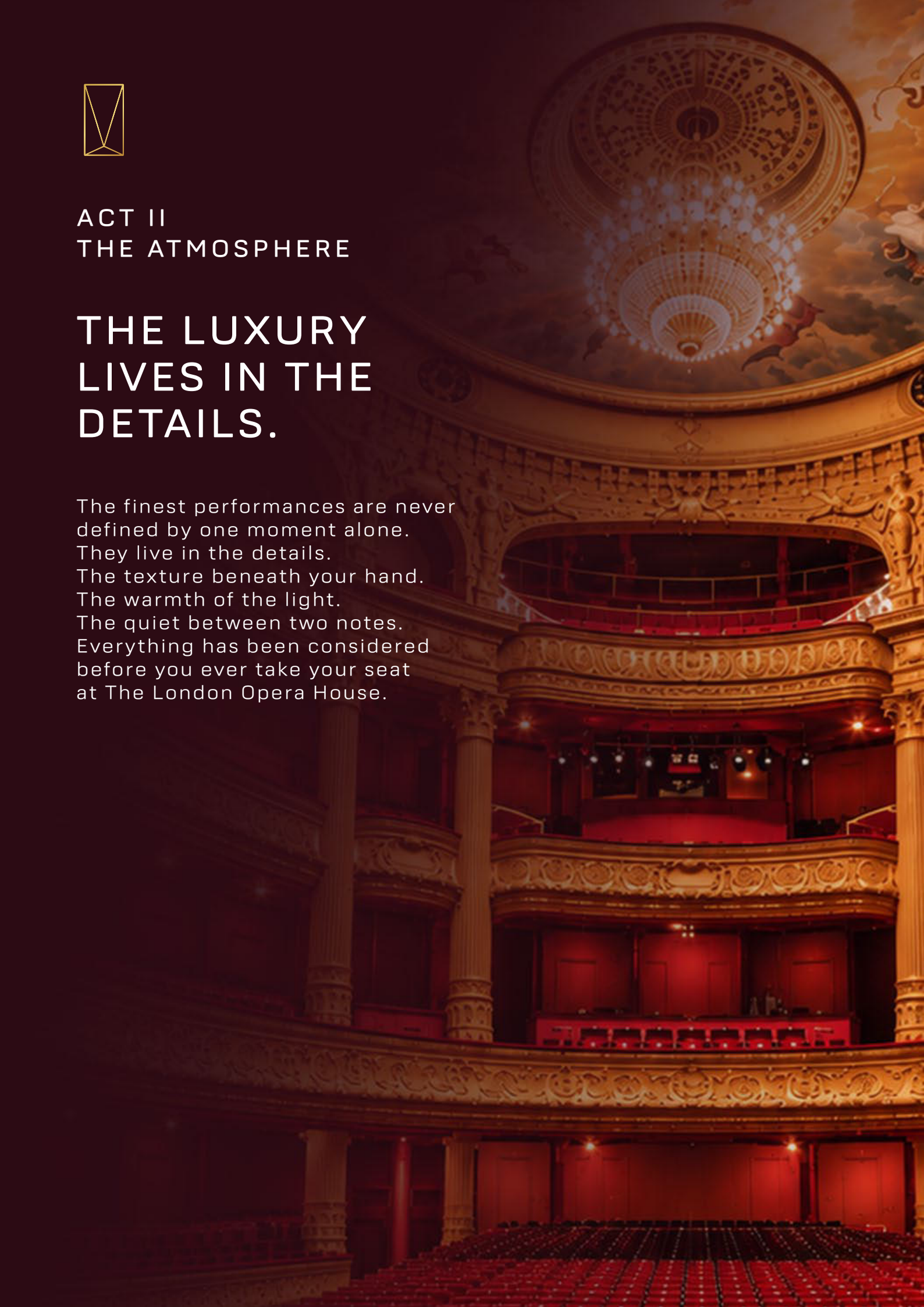




ACT II
THE ATMOSPHERE

THE LUXURY LIVES IN THE DETAILS.

The finest performances are never defined by one moment alone. They live in the details. The texture beneath your hand. The warmth of the light. The quiet between two notes. Everything has been considered before you ever take your seat at The London Opera House.

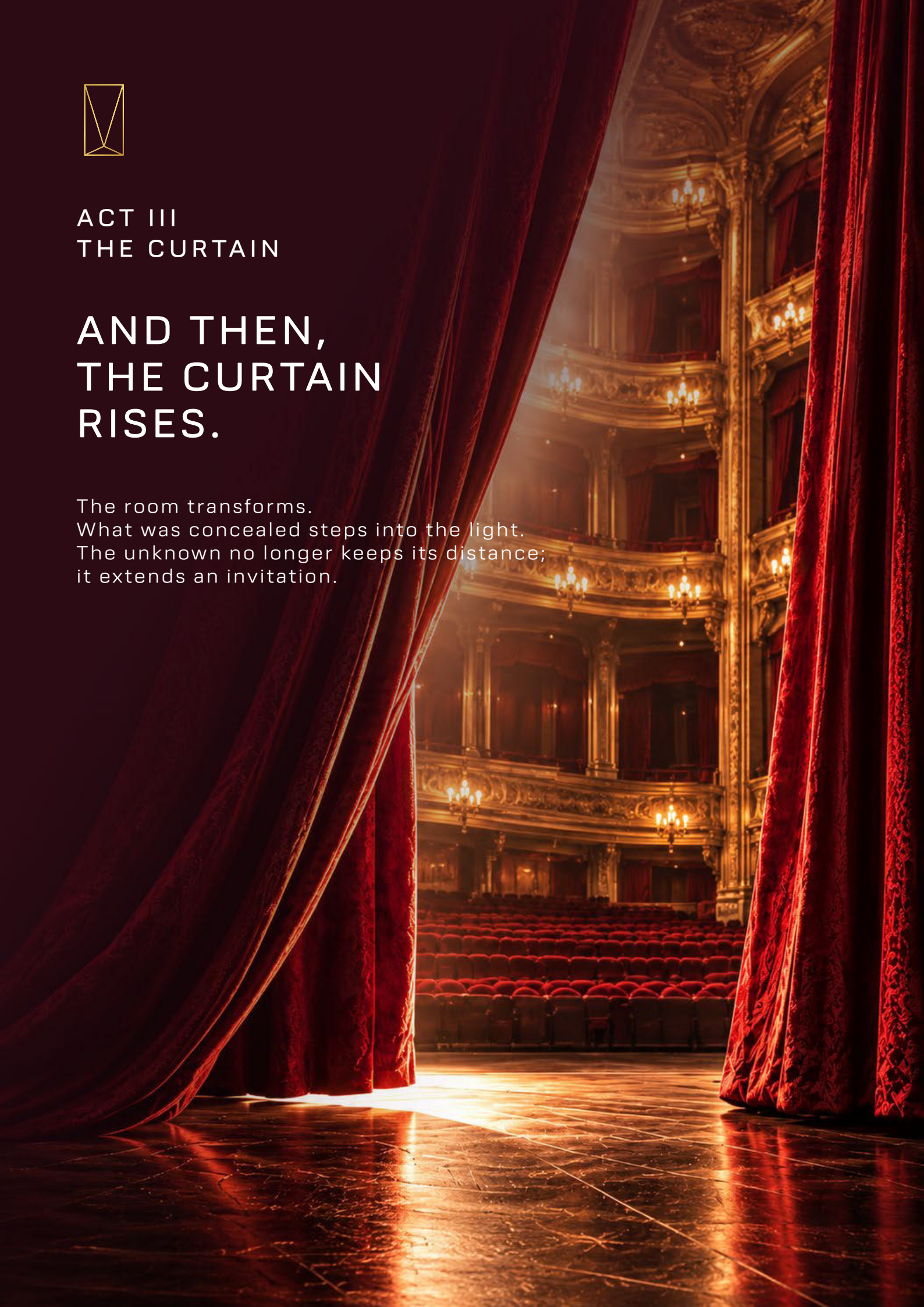




ACT III
THE CURTAIN

AND THEN, THE CURTAIN RISES.

The room transforms.
What was concealed steps into the light.
The unknown no longer keeps its distance;
it extends an invitation.





ACT IV
THE PERFORMANCE

EVERY MOVEMENT HAS A PURPOSE

Each gesture carries intention.
Each transition finds its rhythm.
Each note arrives already knowing
the one that follows.
Nothing is left to chance.
This is choreography.





ACT V
THE REVEAL

THE STAGE IS SET

All that was imagined,
all that was awaited,
now stands within reach.



INTRODUCING

AVATR

AVATR is an emotive luxury mobility brand founded in 2018 to explore future-leading, user-centric mobility technologies. It combines forward-thinking design and heartfelt technology to create emotive travel experiences.



AVATR

THREE TITANS, ONE VISION

Three Partners, Three Forms Of Mastery, Each Visible In A Different Way.

CHANGAN



CATL

A New Generation Intelligent Electric Vehicle Technology Platform

Every AVATR vehicle is jointly developed by Changan, Huawei and CATL, integrating the strength of each in vehicle R&D, intelligent automotive technologies and next generation power systems

TWO COUNTRIES, THREE LOCATIONS, GLOBAL LAYOUT

CHONGQING

Global Auto Planning, R&D
and Manufacturing

SHANGHAI

Global Brand and Software
Development Center

MUNICH

Global Design Center

CORE VALUES

LEADING DESIGN

Driven by authentic futuristic
aesthetic design

**ADVANCED
INTELLIGENCE**

Create globally leading
intelligent technology

USER CENTRICITY

Build a luxurious car
owning lifestyle experience

AVATR

DESIGN PHILOSOPHY

EMOTIVE

LUXURY

AVATR Design follows the philosophy of bold confidence, new intelligence and vibrant individuality and is based on a holistic user experience: outside pure and solid, inside warm and caring. Balancing contrasts and humanized aesthetics create a sense of oneness between product and user. The result is an emotional intelligent companion.

SENSE OF THE FUTURE



Red Dot Design Award
AVATR 11 / 12



IDA & iF Design Award
AVATR 07



AVATR

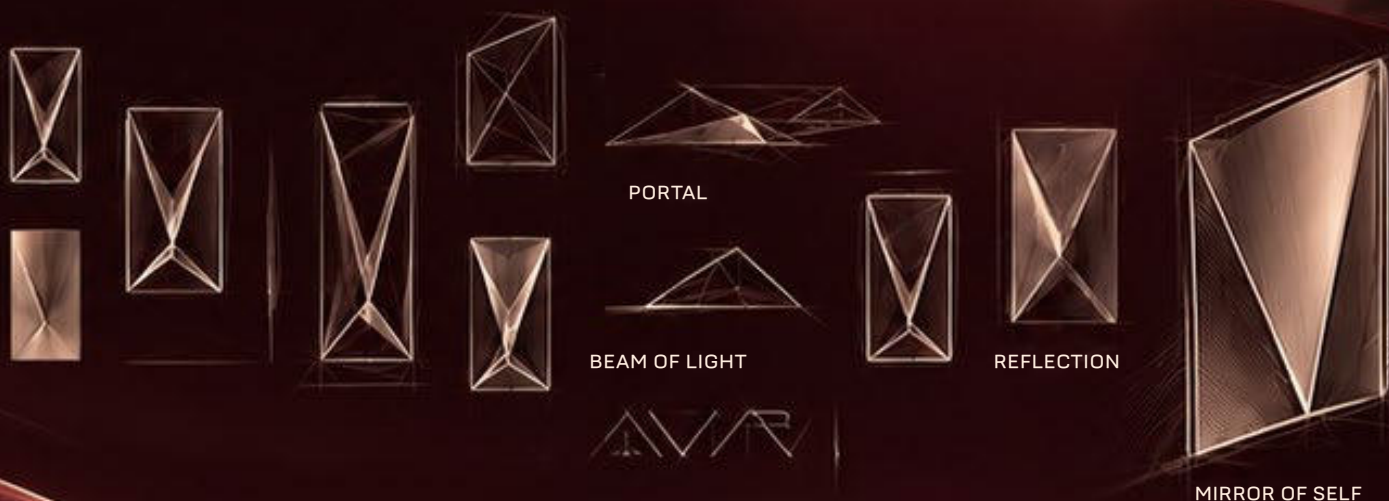
LOGO PHILOSOPHY

The AVATR logo is more than a symbol. It is a mirror, an abstract form with infinite reflections, designed to evolve with the individual.

A singular line folding into itself evokes a "human silhouette," a "portal," or a "beam of light." It reflects AVATR's philosophy of intelligent, emotional, and expressive mobility, embodying duality – East and West, stillness and motion, form and intuition.

It is a "mirror of self," representing identity, transformation, and interpretation

This is not a badge.
It is a belief.
It is a portal to what you become.



AVATR

NAME PHILOSOPHY

AVATR is inspired by the ancient Sanskrit word "avatar", meaning embodiment. At AVATR, the word becomes "your most emotional intelligent companion".

THE MIND BEHIND THE DESIGN

Mr. Nader Faghihzadeh,
AVATR Chief Design Officer

Mr. Nader Faghihzadeh leads AVATR's Munich design center, which works through design competencies in Exterior, Interior, CMF and UX/UI Design to create coherent solutions for high-end mobility.

He spent more than 20 years shaping design at European luxury brands where he contributed to several celebrated flagships, concepts and sport models; designs recognized for both their originality and their market success.



INTRODUCING

AVATR 11

ROYAL EDITION

FUTURE AESTHETICS. TIMELESS PROPORTIONS

Where Proportion Becomes Presence. Built around the Golden Ratio, the AVATR 11 Royal Edition achieves a natural harmony between every line, surface and proportion – creating the poised, sculpted presence of a true flagship.



AVATR 11
ROYAL EDITION

DISTINCTIVE BY DESIGN.

Where Simplicity Creates Presence.

UFO INSPIRED
DISC-WING FRONT FASCIA.



AVATR 11

ROYAL EDITION

THE ROYAL SIGNATURE

Dual-Tone Royal Treatment and Exclusive Detailing

A bespoke two-tone finish pairing soft glossy black with noble glossy grey, complimented by silver window trim and Royal Edition badging that completes its signature identity.



Silver Starline Beltline

A precisely crafted, uninterrupted hand-painted line inspired by the coachlines of the world's most exclusive marques.

AVATR 11
ROYAL EDITION

FUTURISTIC DESIGN

Spacecraft Inspired Rear Design

Speed-Adaptive
Spoiler



Boat Tail Rear Design

AVATR 11

ROYAL EDITION

A WELCOME THAT FEELS PERSONAL

Electric Sensing Doors

Intelligent welcome lighting sets the mood as you approach, while the driver door opens automatically upon unlocking – making every entry feel effortless, intuitive and considered.



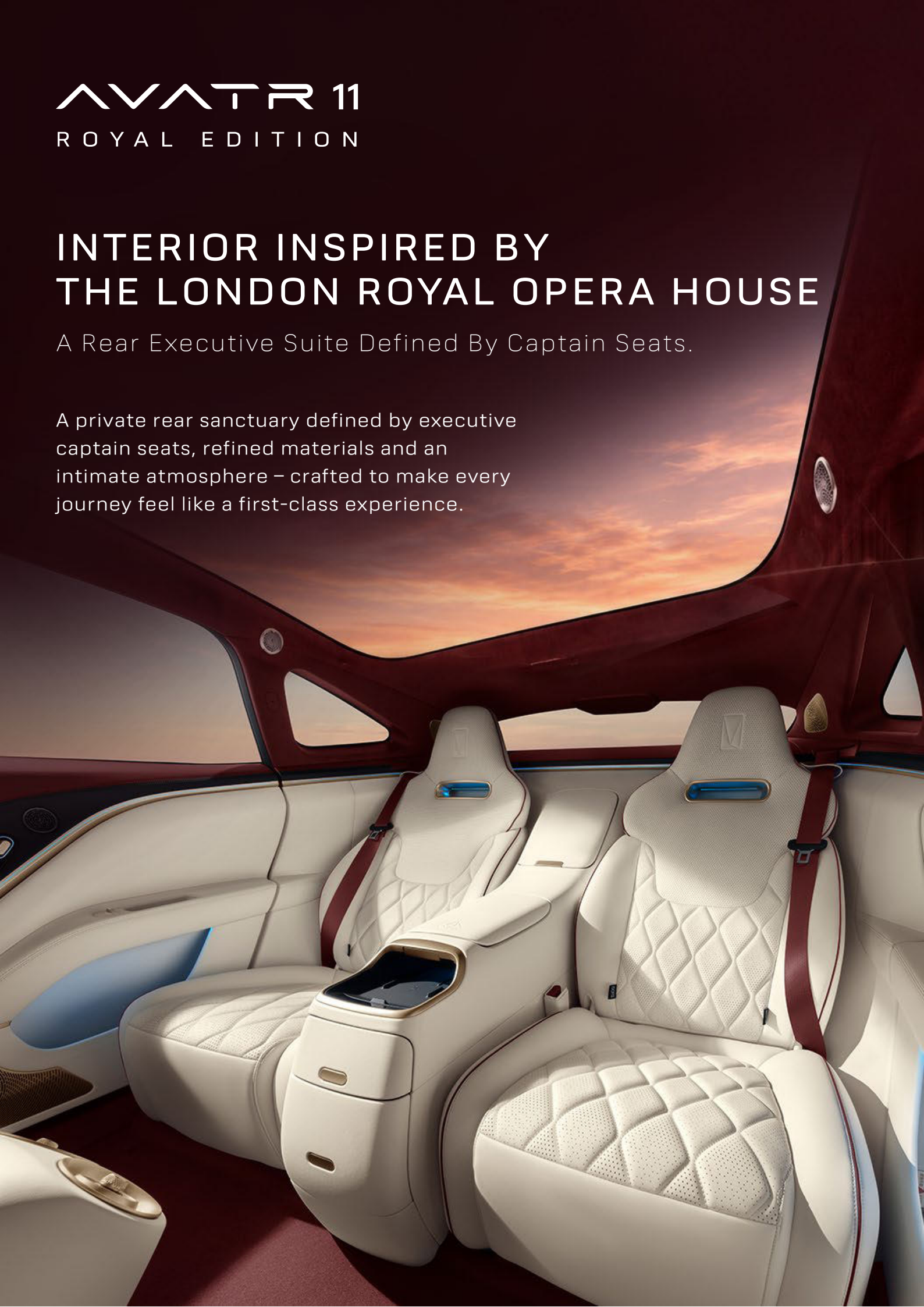
AVATR 11

ROYAL EDITION

INTERIOR INSPIRED BY THE LONDON ROYAL OPERA HOUSE

A Rear Executive Suite Defined By Captain Seats.

A private rear sanctuary defined by executive captain seats, refined materials and an intimate atmosphere – crafted to make every journey feel like a first-class experience.



AVATR 11

ROYAL EDITION

FOUR SEATS, ONE PRIVATE WORLD

The Symmetrical Cabin Architecture Creates A Sense of Shared Luxury.

The Rose-White interior pairs semi-aniline seats with Merlot-red microfibre suede and subtle unsaturated gold accents, creating a warm, refined atmosphere inspired by a blooming rose. Every seat is a private box, made for you to lean back and be carried away.



**FRONT DUAL
ZERO-GRAVITY SEATS**
with 14 way adjustment



10 INTERLAYERS
For supreme comfort



**SEMI-ANILINE
LEATHER**
with anti bacterial
coating



3 LEVELS
Heating/Ventilation



3 LEVELS + 5 MODES
Spa 8-point massage



**REAR-SEAT
ELECTRICALLY ADJUSTABLE
BACKREST**

AVATR 11

ROYAL EDITION

A SANCTUARY OF SILENCE

The cabin's acoustic refinement, paired with sound dampening tires, delivers exceptional cabin quietness.

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

VORTEX. EMOTIONAL AMBIENCE.

Where Light, Scent And Atmosphere Move As One.

256-Colour Dynamic Lighting

Intelligent In-Car Fragrance System



OXYGEN
MIST



ZEN
INCENSE



FRESH
SPRING TEA



PINK
DAISY



ORCHID
DEW



STELLAR
GARDEN

Available in subtle or intense concentrations, with allergen-free ingredients certified by ALLERGEN, FRA, and MSDS.

AVATR 11
ROYAL EDITION

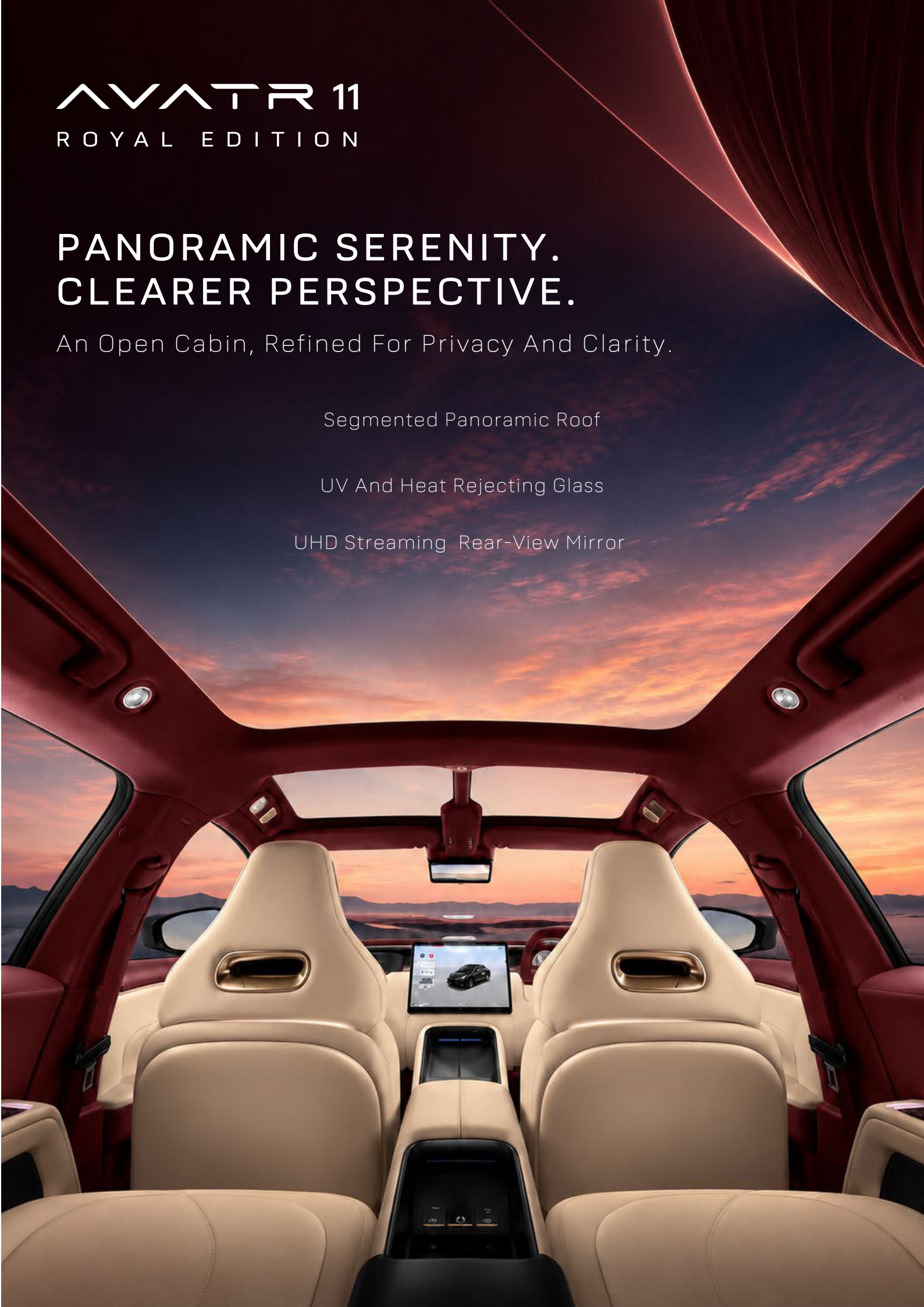
PANORAMIC SERENITY. CLEARER PERSPECTIVE.

An Open Cabin, Refined For Privacy And Clarity.

Segmented Panoramic Roof

UV And Heat Rejecting Glass

UHD Streaming Rear-View Mirror



AVATR 11

ROYAL EDITION

POWER, COMPOSED

Many electric vehicles are fast once, the Royal Edition is fast whenever it is asked.



4.8
seconds
0-100 km/h

395 kW/641 Nm
Power output

**Dual Motor
AWD**

116.79 kWh
Battery capacity

630 km
NEDC range



ADVANCED EV ARCHITECTURE

800V silicon-carbide EV architecture supports fast charging that reaches 80% from 30% in 25 mins via 240kW DC fast charging, while offering consistent performance across 10 consecutive launch controls.

AVATR 11

ROYAL EDITION

WORLD-CLASS CHASSIS & SUSPENSION.

Precision Beneath You. Serenity Around You.

World-class chassis with adaptive magnetorheological dampers making up to 1,000 adjustments per second for a ride that feels effortlessly smooth, composed and controlled.

SUPERIOR HANDLING

Advanced Braking System

The Royal Edition features a brake-by-wire system shared with high-performance sports cars, combines Brembo Brakes with four-piston fixed calipers, and large diameter ventilated discs, that allows it to achieve benchmark braking performance and superior heat resistance.

22" Royal Edition Forged Wheels

22-inch heptagram starburst forged wheels. Forging rather than spinning makes each wheel 1.5 to 2.5 kg lighter while improving mechanical performance by 20 to 35 per cent. Less unsprung mass means more precise wheel control, improving ride quality and steering response together.



AVATR 11

ROYAL EDITION

THE INTELLIGENT CABIN

Technology That Understands You

Four-zone Voice Control

Seamless multi-screen interaction with AVATR Link app

Wireless Apple Carplay & Android Auto



REMOTE VEHICLE CONTROL

Your Vehicle,
Always Within Reach.

The AVATR App lets you remotely check, access and prepare your vehicle – from locking and unlocking to climate, seat comfort, charging and vehicle location – so it's ready when you are.

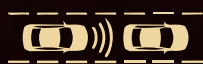


AVATR 11
ROYAL EDITION

INTELLIGENCE THAT LOOKS AHEAD



INTELLIGENT DRIVING ASSISTANCE



Adaptive Cruise Control:
(ACC, IACC)



Lane Assistance:
(LCC, LDW, LCA, UDLC)

INTELLIGENT PARKING ASSISTANCE



AUTOMATIC & REMOTE PARKING



RSIO



REVERSE AUTO DRIVING

360° ACTIVE SAFETY

1

FORWARD

Collision, braking, distance & traffic awareness (FCW, AEB, FAB, Safe Distance Warning, FCTA, FCTB, TSR)

2

LATERAL

Lane keeping, blind-spot & safe-exit assistance (LDW, LKA, ELK, BSD, LCA, SEW)

3

REAR

Collision & cross-traffic detection and braking (RCW, RCTA, RCTB)

AVATR 11
ROYAL EDITION

BATTERY & OCCUPANT SAFETY

ENGINEERED FOR A SAFER TOMORROW



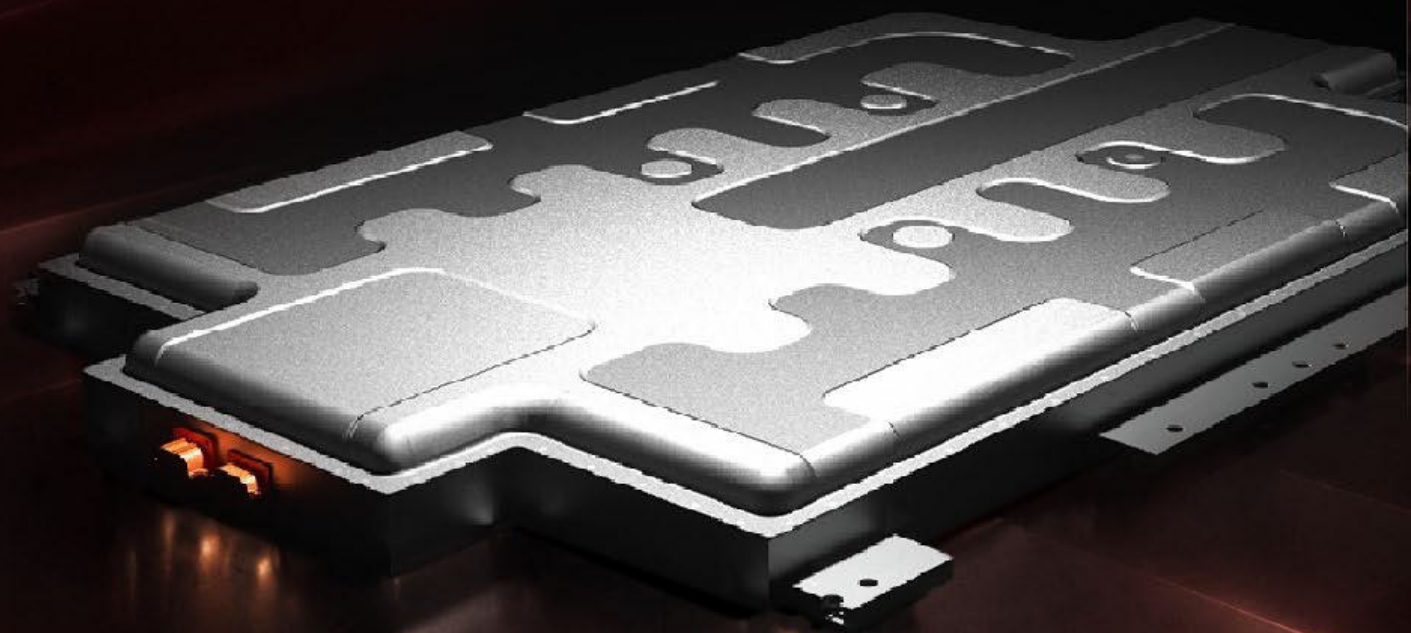
ADVANCED BATTERY PROTECTION

An 800V battery architecture, continuous monitoring and IP68 protection provide robust protection and peace of mind.



OCCUPANT PROTECTION

Six airbags provide comprehensive protection for passengers in the event of a collision.



HEALTHY AND SAFE CABIN

Equipped with PM2.5 sensor to automatically turn on A/C purification and a CN95 A/C filter element to effectively filter harmful substances.

SPECIFICATION

Model		AVATR 11 Royal Edition	
Dimensions			
Length x Width x Height (mm)		4,880 x 1,970 x 1,601	
Wheelbase (mm)		2,975	
Number of Seats		4	
Curb Weight (kg)		2,425	
Min. Ground Clearance (Full-Load)(mm)		155	
Performance			
Drive Type		All-wheel Drive (AWD)	
Electric Driving Range: NEDC (km)		630	
0-100km/h Acceleration Time (s)		4.8	
No. of Drive Motors		Dual	
Motor Type		Front: Asynchronous AC Motor Rear: Permanent Magnet Synchronous Motor	
Drive Modes		Eco / Comfort / Sport / Custom	
Maximum Speed (km/h)		200	
Powertrain			
Powertrain Type		Battery Electric (BEV)	
EV Architecture		Full-stack 800V SiC Platform	
Battery Type		Ternary Lithium (NCM)	
Total Battery Capacity (kWh)		116.79	
Electric Motor Power (Kw) Front / Rear		165 / 230	
Electric Motor Torque (N.m) Front / Rear		291 / 350	
Maximum Total Output Power (kW / HP)		395 / 529	
Maximum Total Output Torque (N.m)		641	
Maximum Supported DC Charging Power (kW)		240	
Maximum Supported AC Charging Power (kW)		11	
DC Fast Charging 30-80% SOC ¹ (min)		25	
Battery Pre-Heating		●	
V2L Power Output ² (kW)		3.3	
Chassis System			
Suspension Type		Front Double Wishbone Suspension Rear Multi-Link Suspension	
Continuous Damping Control (CDC)		Magnetorheological Dampers	
Brake Type		Ventilated Disc	
Brake Caliper Type		Fixed / Floating (Red Brembo)	
Wheel & Tires	265/40 R22 tyres with 22" Seven-Spoke Starburst Forged Wheels	●	
Safety Configuration			
Front Airbags		Driver + Passenger	
Front Side Airbags		Driver + Passenger	
Side Curtain Airbags		●	
Seat-Belts	Front Seats	3-point ELR x 2 + Pre-Tensioner + Force-Limiter with Reminder (Visual + Sound)	
	Rear Seats	3-point ELR x 2 + Pre-Tensioner + Force-Limiter with Reminder (Visual + Sound)	
	Rear-Center Seat	—	
Auto Speed Door Lock		●	
Anti-Theft System		●	
Anti-lock Brake System (ABS) with Brake Assist (BA)		●	
Electronic Brake Force Distribution System (EBD)		●	
Electronic Stability Program (ESP)		●	
Traction Control System (TCS)		●	
Hill Hold Control (HHC)		●	
Hill Descent Control (HDC)		●	
Dynamic Brake Function (DBF)		●	

Model		AVATR 11 Royal Edition	
Rollover Mitigation System (ROM)		●	
Electronic Parking Brake (EPB)		●	
Autohold Without push-button switch		●	
Tire Pressure Monitoring System (TPMS)		●	
Acoustic Vehicle Alerting System		●	
Child Safety Lock (Electronic)		●	
Exterior			
LED Daytime Running Lights		●	
Dynamic Welcome & See-off Lighting		●	
Headlight	Type	AVATR Signature LED	
	Height Adjust	Manual	
	System	Smart (Auto Operate & Delayed-Off)	
	Auto High / Low Beam	●	
	Off on Lock	●	
LED Turn Signal Lamp		●	
LED Rear Combination Lamp		(Star-Ring Tail Lamp)	
LED Rear Fog Lamp		●	
Tow Hook (Front & Rear)		●	
Speed Adaptive Rear Spoiler		●	
Electric Tailgate With Anti-Pinch Function		●	
Large Capacity Front Trunk		●	
Trunk Sill Scuff Guard		Metal	
Frameless Doors		●	
Intelligent Sensing Automatic Doors with Soft Close		●	
Automatic Concealed Door Handles		●	
Window Trim		Silver	
Anti-UV & Heat-Rejecting Panoramic Glass Roof		●	
Laminated Sound Insulating Front Windshield		●	
Rain-sensing Front Wipers		●	
Rear Door & Rear Windshield Privacy Glass		●	
Electric Adjustable Exterior Mirrors With Memory		●	
Exterior Mirror Reverse Tilt Assist With Auto-Folding, Heating & Defogging		●	
Electric Charging Port Cover		●	
Interior			
AVATR Welcome light (Door Puddle Light)		●	
Driver & Front Passenger Footwell Illumination		●	
Doorsill Scuff Plate with Illuminated logo		●	
Trunk Lights (Front & Rear Trunk)		●	
Surround Ambient Lighting		Dynamic 256 Colours + Adj. Brightness + Selectable Welcome/Farewell Modes+ Flowing Effect + Voice Interaction + Responds to Music	
Steering	Material	NAPPA Leather With Antibacterial Coating	
	Adjustment	4-Direction Electric Adjustment with Memory & Easy Entry and Exit	
	Hands-off detection (HOD)	●	
	Type	EPS Servotronic with User-Adjustment	
Steering Column Gear Shift		●	
Glove Box with Illumination & Smart Lock/Unlock		●	
Sun Visor		Driver + Passenger + Mirror W/Ring Light	
50w Smartphone Wireless Charging		2 (Front + Rear)	
12 V Power Supply		2 (Front Row & Rear Trunk)	

SPECIFICATION

Model	AVATR 11 Royal Edition
USB Ports	Front: Type-A 1 (7.5w + Data), Type-C: 1 (18w) Rear: Type-C 1 (18w)
Camera Streaming Rear-View Mirror	●
Microfiber Suede Roof Lining	●
Active Sound Design System	●
LED Reading Lights (Front & Rear)	●
Seat System	
Seat Material	Semi-Aniline Leather with Antibacterial Coating
Front Seats with Electric Adjustment	14 directions (Seat + Leg-Rest + Lumbar)
Seat Tablet Holder Port	●
Dual Front Zero-Gravity Seats (One-touch)	●
Front Seats Memory	●
Front Seat Easy Entry & Exit	●
Seat Heating (3-Levels)	Front and Rear Seats
Seat Ventilation (3-Levels)	Front and Rear Seats
Seat Massage (3-Levels, 5-Modes)	Front and Rear Seats
Rear Seats Layout	Captain Seats (2-seats)
Rear Seats Backrest Adjustment	Electric
Rear Center Island with Touch Controls	●
Back Storage Pocket	●
ISOFIX Child Safety Seat Interface	●
Air Conditioning System	
Dual Zone Automatic Air Conditioning System	●
Front Windshield Auto Defrosting	●
Front Concealed Electric AC Vents	●
Rear AC Vents	●
Intelligent Fragrance System	●
PM 2.5 Monitoring System	●
Air Quality Control System	●
Intelligent Ion Generator Air Purifier	●
Audio System	
Sound System	Meridian Luxury Audio System with 7.1.4 Channels
Speakers	25
Features	Sound Effects: RE-Q, Digital Precision, Horizon, Perfect Balance, True time, Intelli-Q
Driver Headrest Speakers	●
Power Amplifier	1 (2,016W)
Intelligent Cabin System	
10.25 Inch LCD Instrument Cluster	●
15.6 Inch Intelligent Central Touchscreen	●
10.25 Inch Front Passenger Touchscreen	●
Infotainment Inputs / Features	Multi-Screen Interaction (Central + Front Passenger + AVATR Link App), Wireless Apple Carplay & Android Auto, Intelligent 4-Zone Voice Interaction & Control, Online Navigation, USB, Spotify, Radio, Bluetooth, WiFi Hotspot, In-Car App Mall & Touch Gesture Control
Intelligent Scenario Modes	●
APP Remote Vehicle Control	●
Smartphone Bluetooth Key	●
Driving Video Recorder (DVR)	●
OTA Online Upgrade	●
Intelligent Driving Safety and Assistance	
Milimeter-Wave Radar	5
Ultrasonic Radar	12

Model	AVATR 11 Royal Edition
Exterior HD Camera	5
Forward Collision Warning (FCW)	●
Safe Distance Warning	●
Automatic Emergency Braking (AEB)	●
Front Cross Traffic Alert (FCTA)	●
Front Cross Traffic Braking (FCTB)	●
Rear Collision Warning (RCW)	●
Rear Cross Traffic Alert (RCTA)	●
Rear Cross Traffic Braking (RCTB)	●
Door Opening Warning (DOW)	●
Lane Departure Warning (LDW)	●
Lane Keeping Assist (LKA) with Emergency Lane Keep Assist (ELK)	●
Traffic Sign Recognition (TSR)	●
Blind Spot Detection (BSD)	●
Intelligent Pilot System	
Adaptive Cruise Control (ACC)	Cruise control, vehicle-following control, and stop-and-go control
Integrated Adaptive Cruise Control (IACC)	Lane Centering Control (LCC), Lane Departure Assist (LDA)
Lane Change Assist (LCA)	●
Reverse Auto Driving System (RADS)	●
User Directed Lane Change (UDLC)	●
Intelligent Parking Assist System	
360° HD Panoramic View	●
Transparent Chassis	●
Automatic Parking Assistance (APA)	●
Remote Smart Ingress and Outgress (RSIO)	●
Remote Parking Assist (RPA)	●

Wheel
Royal Edition



22-Inch Seven-spoke
Starburst Forged Wheels

Interior
Royal Edition



Merlot Red
and
Rose-White

Exterior
Royal Edition



Dual-Tone

DIMENSION



1. At 240kW DC Fast Charging. Data is based on announced or engineering development simulation values, which may be affected by weather, road condition, battery SOC, load, tire and other test factors, and is used for reference only.

2. V2L accessory plug can be purchased separately at dealership.



Visit your nearest Avatr Auto Outlet for Quality Sales, Service or Genuine Parts.

KARACHI

AVATR KARACHI MOTORS

LAHORE

AVATR LAHORE MOTORS

ISLAMABAD

AVATR ISLAMABAD MOTORS

AVATR CARES

Avatr believes in quality products that deliver superior peace of mind. That's why the Avatr 11 Royal Edition comes with an 8-year/240,000 KM battery warranty.



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NEW ERA NEW LUXURY