

GRAND AVENUE



WHERE INTELLIGENCE MEETS UNYIELDING TOUGHNESS

Grand Avenue, JMC All New mid-sized pickup, embodies a perfect fusion of intelligence and unyielding toughness, designed to empower you to conquer whatever lies ahead on your journey. Whether it's your next work assignment, a thrilling recreational outing, or your grandest adventure yet, the Grand Avenue stands ready. As JMC's most capable and versatile pickup ever, it's here to help you embrace the Grand Avenue lifestyle, on your terms.



GRAND AVENUE

POWER & CAPABILITY

Conquer Any Terrain with Confidence

The all-new JMC Grand Avenue is your passport to conquering any terrain and reaching your destination, no matter how challenging the road ahead may be. Just like you, it thrives on taking on every challenge head-on. A steadfast and unwavering companion with the determination to match your own drive.

ZF 8-SPEED AUTOMATIC WITH SELECTSHIFT

Paired with ZF 8-speed automatic gearbox, ensures smooth shifting and the power is always at your command



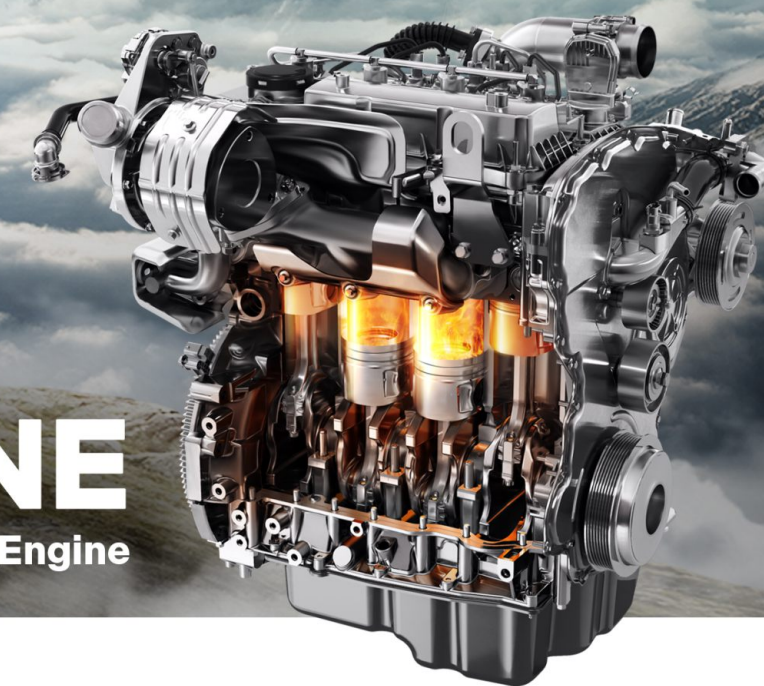
MAGNA 6-SPEED MANUAL

Magna 6-speed manual transmission a global volume exceeding 10 million units delivering smoother shifting and improved fuel efficiency.



ENGINE

PUMA 2.3L Turbo Diesel Engine



5th Generation PUMA, global well-known engine, high brand awareness.

Powerful acceleration 0-100km/h of 12.03s

Low rpm torque of 260Nm at 1000rpm, extremely smooth gearshift and extremely fast start response

Top three Ford global quality ratings for three consecutive years

Drive Modes: BorgWarner 4WD System

In 4L mode, the front and rear output torque is 1:1, more capable of getting out of trouble.

In 4L mode, the torque can be amplified 2.48 times, which can meet various off-road needs.

Fuel consumption as low as 7.8L per 100km



EXTERIOR DESIGN

Powerful Presence, Exceptional Convenience

JMC Grand Avenue boasts a robust and imposing overall appearance.



LED daytime running lights and square-shaped LED clearance lights, showcasing the rugged, commanding, and powerful aesthetics of pickup.



Square wheel arches



Robust **15cm** wide side steps



Rear doors' **75°** wide opening angle, make getting in and out of the vehicle more convenient.



Cargo box lighting optional, to facilitate nighttime loading and unloading.



Rear Box Side Step optional, creating a strong, stable way to access everything in the cargo box.

Off-road Capability, approach angle of 30°, departure angle of 26°, minimum ground clearance of 235mm, and maximum wading depth of 800mm.

Industry-leading minimum turning radius of 6 meters, making it easy to maneuver. Excellent NVH performance, undergone wind tunnel testing, perfect aerodynamic design with a drag coefficient of only 0.38.





INTERIOR DESIGN

Elevate Your Drive with Innovative Comfort and Convenience

Two interior trims—North Star Black& City Grey + William Grey(Optional dual color).
Newly designed multifunctional steering wheel, allowing you to control cruise speed, music, and radio settings.



ONE-BUTTON START
Keyless entry and one-touch start



10-INCH TOUCHSCREEN
with optional integrated Apple CarPlay and Android Auto



USB+SOCKET
Two USB ports and one 12V power socket in the front row



STORAGE SPACE DESIGN
Storage space under the gearshift lever, larger and more convenient storage space.



THE HIDDEN AIR CONDITIONING VENTS
The hidden air conditioning vents, a futuristic design that runs across the entire center console

SIDE ARMREST
Front passenger side armrest, providing both aesthetics and practicality.

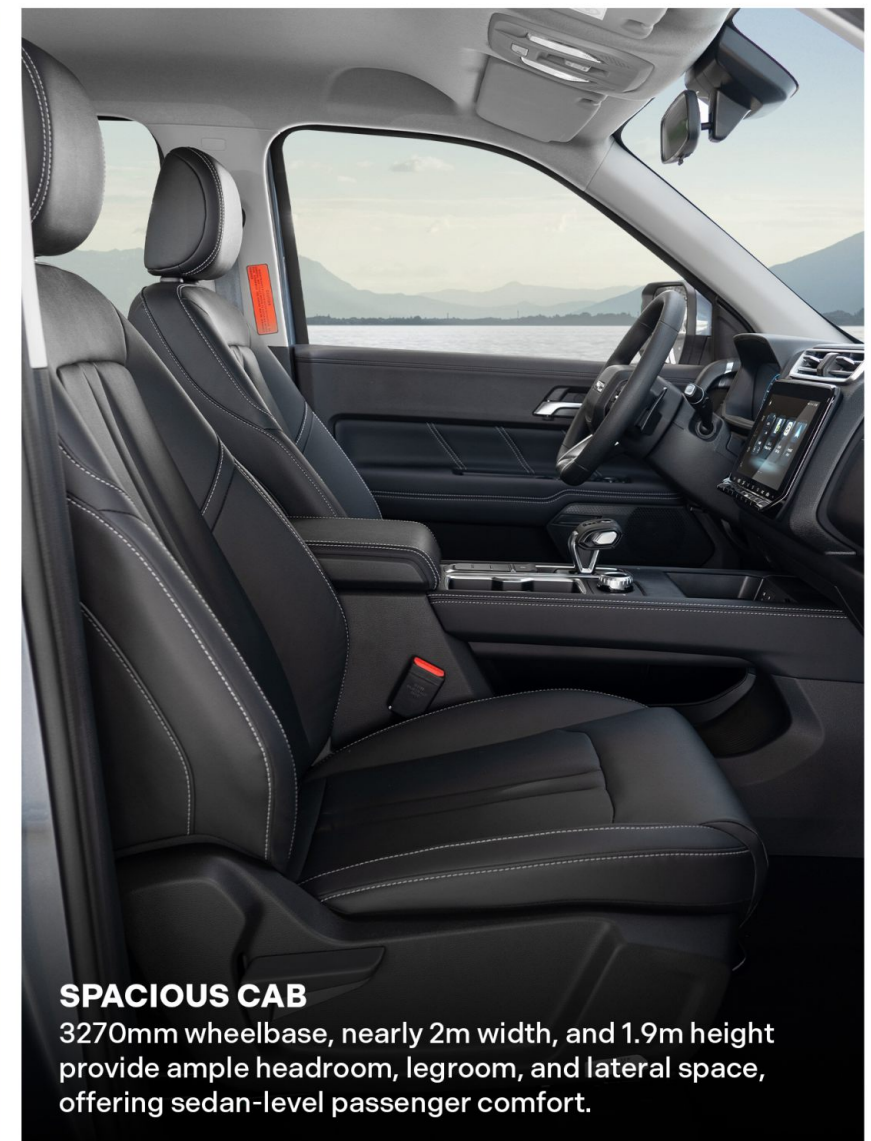


REAR ROW COMFORT DESIGN
backrest angle of 25°, further enhances the riding comfort

VERSATILITY

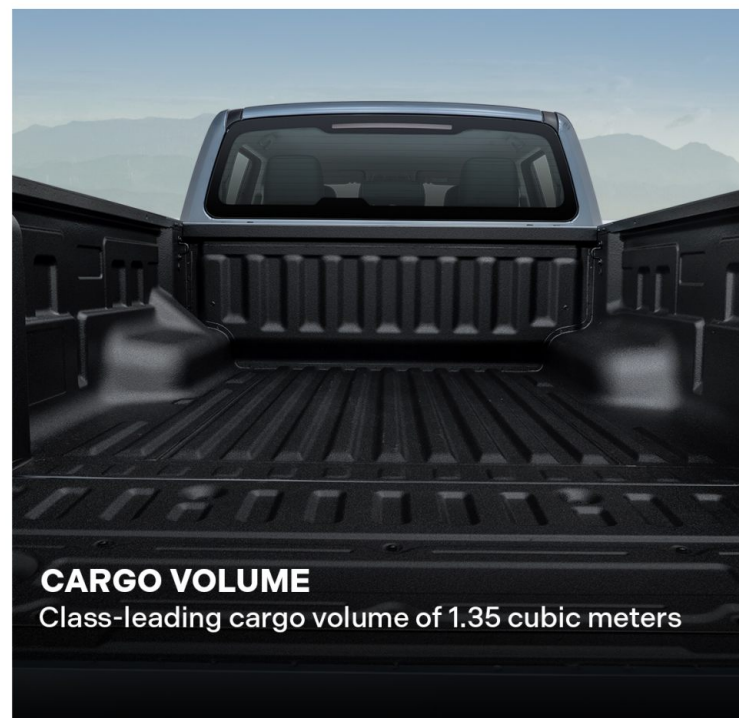
Unlock Adventure with Unrivalled Comfort and Versatility

Packed with an array of exciting features, it's designed to fuel your passion for adventure and enable you to pursue all your desires. Whatever the next chapter holds, trust the Grand Avenue for unbeatable functionality and versatility.



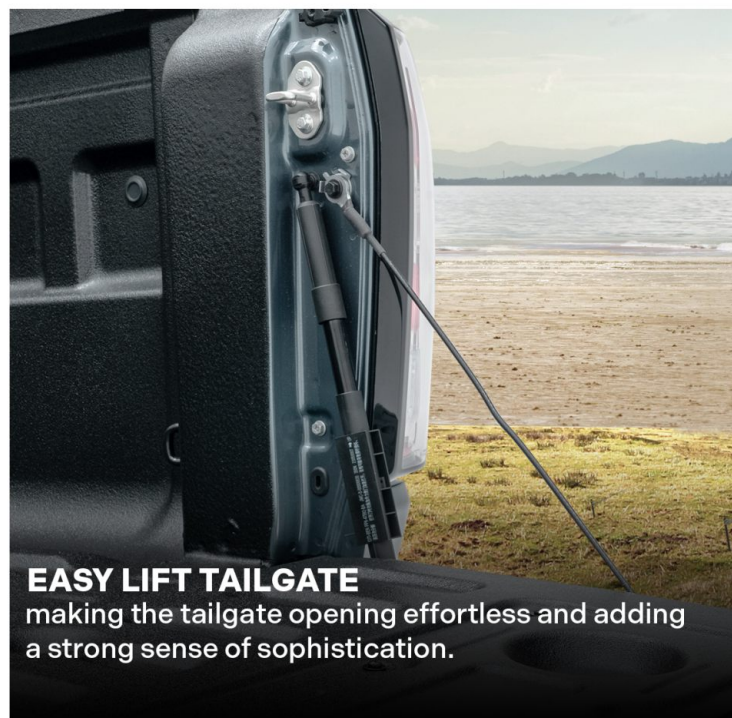
SPACIOUS CAB

3270mm wheelbase, nearly 2m width, and 1.9m height provide ample headroom, legroom, and lateral space, offering sedan-level passenger comfort.



CARGO VOLUME

Class-leading cargo volume of 1.35 cubic meters



EASY LIFT TAILGATE

making the tailgate opening effortless and adding a strong sense of sophistication.



SPRAY-IN BEDLINER

Making the cargo space not only high-end and attractive but also durable



EXTRA STORAGE

second-row with under-seat rear cargo bins optimized to make it easy to stash stuff. New fold-flat rear seatbacks help with loading and moving large objects.



Bosch ESP



Dual airbags + side airbags



Rear parking radars and a camera for easy and safe reversing.



Front fog lights and two front radar sensors.

SAFETY

Safety and Reliability Redefined

Your safety and peace of mind always come first. Our all-new Grand Avenue is equipped with cutting-edge safety features to ensure your journeys, whether on or off-road, are filled with confidence and security.



LARGE VENTILATED BRAKE DISCS

with a front disc diameter of 334mm and a rear disc diameter of **337mm**, achieving an industry-leading braking distance of under 41 meters from **100km/h** to 0km/h.



PRESSURE MONITORING

Independent tire pressure monitoring system, to ensure comprehensive driving safety.



CABIN BODY

High strength and corrosion resistant body, cabin body with a high-strength steel content of **65%**. The entire exterior is covered with **100%** galvanized plates, ensuring exceptional anti-corrosion performance.



CHASSIS

High strength and corrosion resistant chassis. The longitudinal beam's section thickness is **182.3mm**, with a chassis carrying capacity of **3.2T**. It boasts an exceptional towing capability of **3.5T**. The chassis has undergone a 1008-hour salt spray test, got strong corrosion resistance.

VARIANTS	4X2 MT	4X4 MT	4X2 MT	4X4 MT	4X2 MT	4X4 MT	4X2 AT	4X4 AT	4X4 AT	4X2 AT	4X4 AT
EXTERIOR FEATURES											
Bumper (Front)	●	●	●	●	●	●	●	●	●	●	●
Bumper (Rear)	●	●	●	●	●	●	●	●	●	●	●
Auto-Sensing Headlamps	-	-	-	-	-	-	●	●	●	●	●
LED Side Mirror Turning Lights	●	●	●	●	●	●	●	●	●	●	●
LED Daytime Running Lights	●	●	●	●	●	●	●	●	●	●	●
Headlamp Delay Off	●	●	●	●	●	●	●	●	●	●	●
High Mounted Stop Lamp	●	●	●	●	●	●	●	●	●	●	●
Front Fog Lamps	●	●	●	●	●	●	●	●	●	●	●
Rear Fog Lamps	●	●	●	●	-	-	●	●	●	-	-
Fog Lamps Turning Assist	●	●	●	●	●	●	●	●	●	●	●
Power Adjustable Side Mirror	●	●	●	●	●	●	●	●	●	●	●
Rain-Sensing Wipers	-	-	-	-	-	-	●	●	●	●	●
Bedliner	○	○	○	○	●	●	○	○	●	●	●
Sunroof	○	○	○	○	○	○	○	○	○	○	○
Roof Rails	○	○	○	○	○	○	○	○	○	○	○
Side Steps	○	○	○	○	●	●	○	○	●	●	●
Front Recovery Hooks	●	●	●	●	●	●	●	●	●	●	●
Rear Recovery Hooks	-	●	-	●	-	●	-	●	●	-	●
Hood Air Struts	●	●	●	●	●	●	●	●	●	●	●
Easy Lift Tailgate / Tailgate Assist	●	●	●	●	●	●	●	●	●	●	●
Skid Plate	●	●	●	●	●	●	●	●	●	●	●
Rear Step Bumper	○	○	○	○	○	○	○	○	○	○	○
Rear Privacy Windows	-	-	-	-	○	○	-	-	-	○	○
ADVANCE SAFETY											
Cruise Control	●	●	●	●	●	●	●	●	●	●	●
Collision Auto-Unlock	●	●	●	●	●	●	●	●	●	●	●
Second Collision Brake / Post Collision Brake	-	-	-	-	-	-	●	●	●	●	●
Automatic Door Return	●	●	●	●	●	●	●	●	●	●	●
ACTIVE SAFETY											
Anti-lock Braking System (ABS)	●	●	●	●	●	●	●	●	●	●	●
Electronic Brake-force Distribution (EBD)	●	●	●	●	●	●	●	●	●	●	●
Electronic Stability Control (ESC/ESP)	○	○	●	●	●	●	●	●	●	●	●
Brake Assist (BA)	○	○	●	●	●	●	●	●	●	●	●
Traction Control System (TCS)	○	○	●	●	●	●	●	●	●	●	●
Hill Launch Assist(HLA)	○	○	●	●	●	●	●	●	●	●	●
Hill Descent Control (HDC)	○	○	●	●	●	●	●	●	●	●	●
Rollover Mitigation (ROM/RMI)	●	●	●	●	●	●	●	●	●	●	●
Parking Sensors (Front /Rear)	●	●	●	●	●	●	●	●	●	●	●
Reverse Camera	○	○	○	○	●	●	●	●	●	●	●
Reversing Distance Display	●	●	●	●	●	●	●	●	●	●	●
Tire Pressure Monitoring System(TPMS)	○	○	○	○	○	○	●	●	●	●	●
PASSIVE SAFETY											
Driver SRS Airbag	●	●	●	●	●	●	●	●	●	●	●
Passenger SRS Airbag	○	○	○	○	●	●	○	○	●	●	●
Side SRS Airbags	-	-	-	-	○	○	-	-	●	●	●
Front 3-Point Seatbelts x2	●	●	●	●	●	●	●	●	●	●	●
Rear 3-Point Seatbelts x3 With Center Headrest	○	○	○	○	●	●	○	○	○	●	●
Rear 3-Point Seatbelts x2 With Center 2-Point Seatbelt	●	●	●	●	○	○	●	●	●	○	○
ISOFIX	●	●	●	●	●	●	●	●	●	●	●
Driver Seatbelt Reminder	●	●	●	●	●	●	●	●	●	●	●
Driver Seatbelt Indicator	●	●	●	●	●	●	●	●	●	●	●
SECURITY SAFETY											
Remote Central Locking	●	●	●	●	●	●	●	●	●	●	●
Immobilizer	●	●	●	●	●	●	●	●	●	●	●
Vehicle Finding	●	●	●	●	●	●	●	●	●	●	●
Door Unlocking Beep	●	●	●	●	●	●	●	●	●	●	●
Automatic Locking (15km/h)	●	●	●	●	●	●	●	●	●	●	●
Child Safety Locks	●	●	●	●	●	●	●	●	●	●	●

●Std ○Optional - N/A



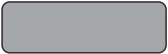
Elegant White
(Plain Paint)



Engineering Yellow
(Plain Paint)



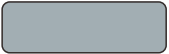
Sandy Brown
(Metallic Paint)



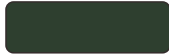
Aurora Silver/Shining Silver
(Metallic Paint)



Silver Sand Black
(Metallic Paint)



Cosmic Gray
(Metallic Paint)



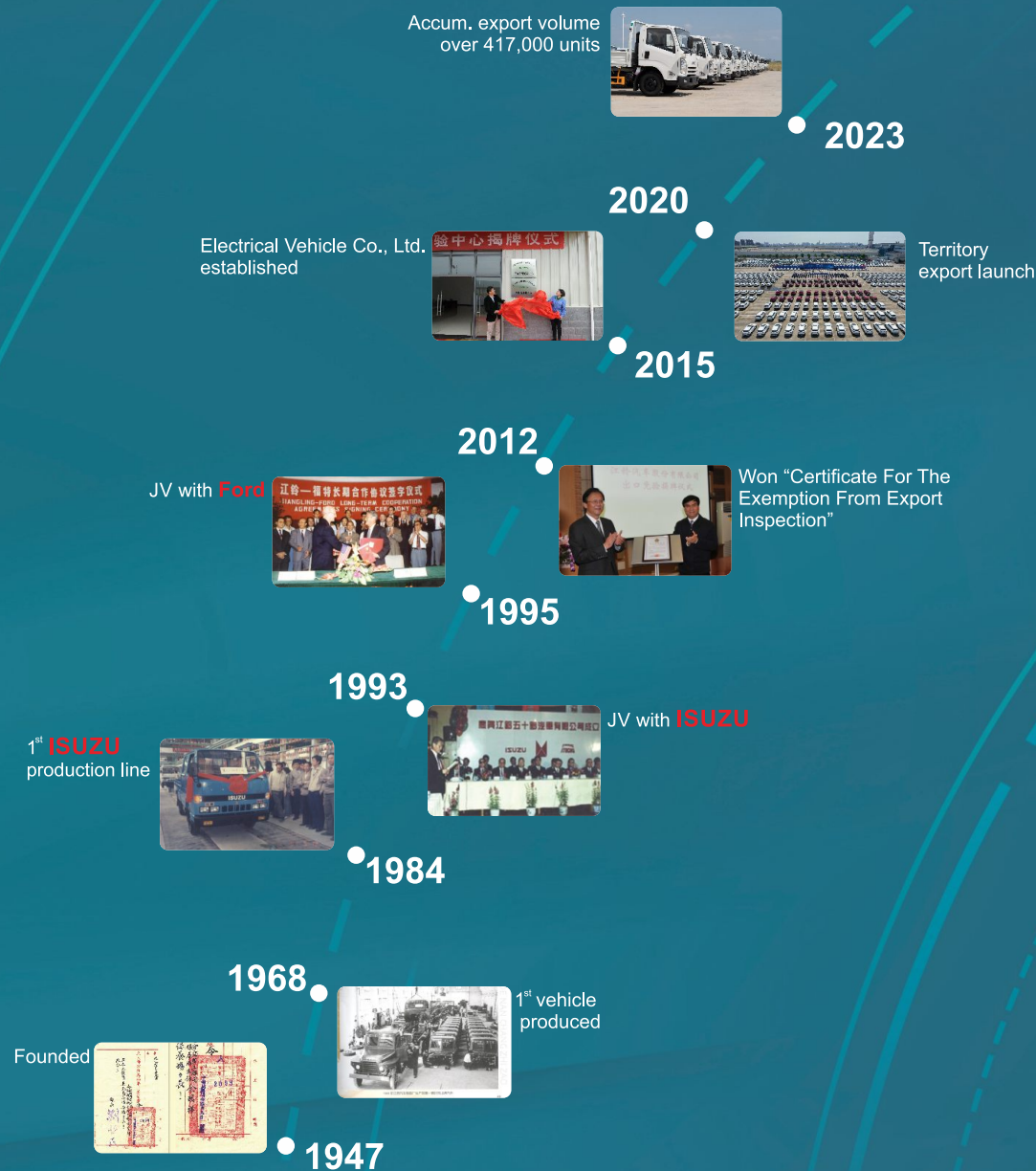
Mica Green
(Metallic Paint)



Pearl White
(Metallic Paint)

JMCG Facts

- The only commercial vehicle company establishing joint-ventures with 2 of Fortune Global 500 enterprises in China (Ford, ISUZU)
- Over 5 decades of experience in manufacturing vehicles



World-class supplier



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2 Million KM Road Test

Harsh Road Test

GQIP

Ford Global Quality Improvement Process

GPDS

Ford Global Product Development System

