



# EV ELECTRA



**POC**  
**2025**

Where Innovation Drives, Adventure Thrives!



## **SPORTY AESTHETICS WITH REFINED ELEGANCE**



### **The All New EV ELECTRA ROC SUV**

Designed to exude confidence and agility, the ROC features a sporty exterior that emphasizes its athleticism while retaining an air of sophistication. From its sculpted hood to its aerodynamic silhouette, every aspect of the design is crafted to enhance both form and function. Underneath its striking exterior, boasts cutting-edge electric powertrain technology, delivering exhilarating performance and zero-emission driving. With instant torque and seamless acceleration, it effortlessly surges ahead, making every journey a thrilling experience.



SCULPTED BY WIND, DESIGNED FOR ADVENTURE...  
YOUR JOURNEY, REDEFINED.

0.268  
DRAG COEFFICIENT

H 1656 mm



WB 2760 mm

L 4640 mm

W 1870 mm



### *APPEARANCE.*

ROC boasts a sleek, modern design that harmonizes elegance with sporty contours. Its spacious interior & large trunk strike a perfect balance of luxury and practicality. With a timeless and bold exterior, ROC embodies innovation with a touch of refined beauty on the road.

### *PERFORMANCE.*

ROC epitomizes peak performance, seamlessly blending power and precision. With the powerful four-wheel drive system delivers a dynamic driving experience. Regeneration braking enhances efficiency, making every journey spirited and eco-conscious. ROC redefines the driving standard.

### *VALUE.*

ROC is not just a SUV; it's a testament to exceptional value. Combining cutting-edge performance, innovative features, and a sophisticated design, ROC offers a driving experience that transcends mere transportation. Its commitment to efficiency, spacious interior, and advanced technology make it a wise investment for those who seek both luxury and practicality.





**SPORTY PERSONALITY**



**RUN TOWARDS TOMORROW**



Designed with an aerodynamic edge for seamless performance.  
Safety takes center stage as the entire car meets the stringent NCAP 5-star standard. Experience the perfect fusion of sleek design  
and top-tier safety in every drive.



## The Headlights

Featuring discreet, low-profile DRL and powerful LED headlights, the ROC offers a subtle yet sophisticated illumination. The welcome light show adds a touch of grandeur, exemplifying the fusion of understated elegance and innovative design.



## The Taillights

The ROC's full LED taillights redefine automotive lighting, blending style and safety in a luminous masterpiece that illuminates the road with precision and sophistication.







## CONFIGURING SINGLE



### ASSISTANCE

Front / Rear Parking Sensor  
Driving Assistance Image  
3 Driving Mode  
(Sport/Economy/Standard)  
Hill-start Assist Control  
CONFIGURING SINGLE  
Auto Hold  
Braking Energy Recovery System

### EXPERIENCE

Steering Wheel Position Adjustment  
LCD Instrument Panel  
Central control color screen (TFT)  
Navigation traffic information  
display  
Seat Comfort Functions (Electric  
waist support  
& Ventilate & Heat)

### SAFETY

Electronic Brake Force Distribution  
(EBD/CBC)  
EBrake Assist (EBA/BAS/BA, etc.)  
Traction Control (ASR/TCS/TRC etc.)  
AVAS  
EDR  
Remote Key  
PEPS-Start & Access

### OPTIONAL PACKAGE

360 - degree Panoramic Image  
Ext Rearview Mirror Electric Folding  
Automatic Folding after locking the Car  
Driver and co pilot Vanity Mirror+ Lighting  
leather (or PVC) seats  
Driver Seat memory function (welcome guests)  
Driver Seat electric waist support & ventilate & heat  
SAB&CAB  
TMPS

### IOV&4G

OTA  
WIFI  
SDS  
Reverse Charging  
LDWS&LKAS&LCC  
TSR  
AEB  
FCW  
Full Speed Range Adaptive Cruise Control

### ADAS L2

DOW  
RCW  
BSD  
Alco lock interface  
DFMS  
APA  
Car Air Purifier



## COMFORT CONSIDERATIONS



### PASSENGER EXPERIENCE

- Adjustable Rear Headrest
- Central Armrest with Cup Holder
- One-piece Seat Cushion
- Multicolor Ambient Light
- Reading Lamp
- Trunk Lamp

### CONSOLE

- Electric Shift (EKS)
- Multimedia/Charging port
- Wireless Charging
- 2 Portable USB/Type-C

Step inside the EV Electra ROC and enter a realm of unparalleled sophistication and innovation. Designed with the modern driver in mind, the interior seamlessly merges cutting-edge technology with supreme comfort, ensuring every journey is both exhilarating and secure.

At the heart of the cockpit lies a revolutionary multi-screen interaction system, where drivers can effortlessly control various vehicle functions with intuitive ease. From navigation to entertainment, the interface provides seamless access to a world of information and entertainment at your fingertips.

Integrated within this advanced system is a Driver Monitoring System (DMS), constantly monitoring the driver's attentiveness and ensuring maximum safety on the road.

Combined with the Advanced Driver Assistance Systems (ADAS), the ROC offers an extra layer of protection, assisting drivers in navigating traffic and avoiding potential hazards.

But safety doesn't stop there. The EV Electra ROC is equipped with an Alco lock system, designed to detect alcohol levels in the driver's breath and prevent impaired driving. With this feature, the ROC prioritizes not just your convenience, but the safety of all road users.

From its multi-screen interaction to integrated safety features like DMS, ADAS, and Alco lock, the EV Electra ROC redefines the driving experience, ensuring strong driving safety while providing the utmost comfort and convenience for every journey.





## MULTICOLOR AMBIENT LIGHT

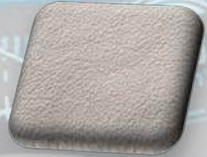




## LEATHER COLORS



STEEL



MIST



BEIGE ROYAL



BLACK



BALTIC BLUE



FLAME



COFFEE



COLA

## STITCHING TYPES



## UPHOLSTERY SELECTION.

A variety of different leather colors and stitching types that suites all tastes.





**REVOLUTIONIZE. OPTIMIZE. CONQUER**  
**EV ELECTRA ROC - Performances**



340

Maximum POWER (kw)

204

E-MOTOR (ps)

640

Maximum Torque (N·m)

↘  
ABOVE

600+

KM RANGE

4.3

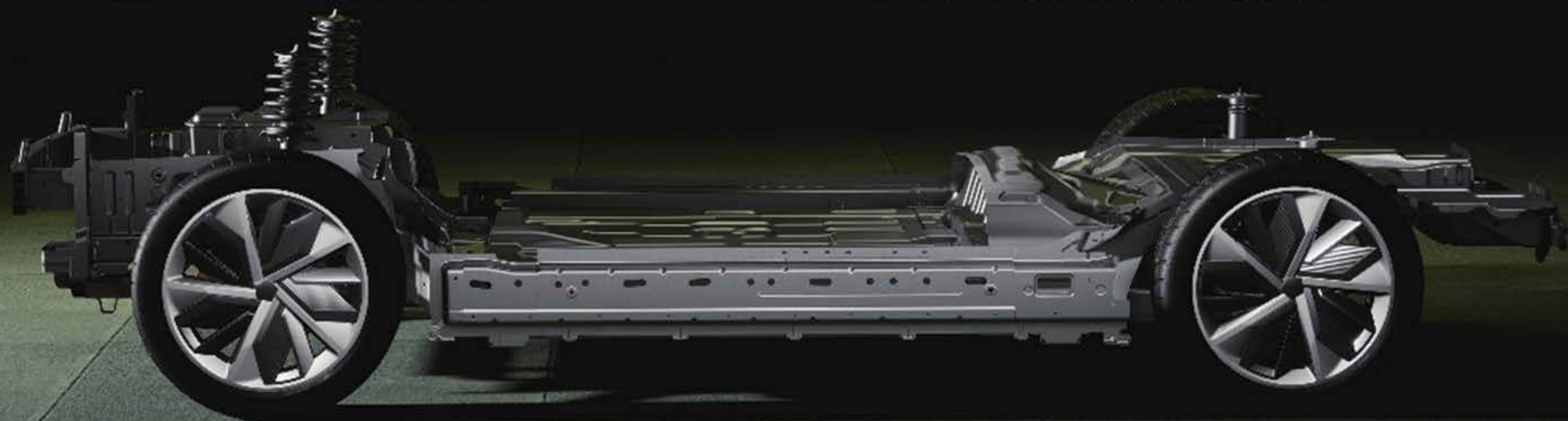
SECS 0-100KM/H

0.5

Fast Charge Time (h)

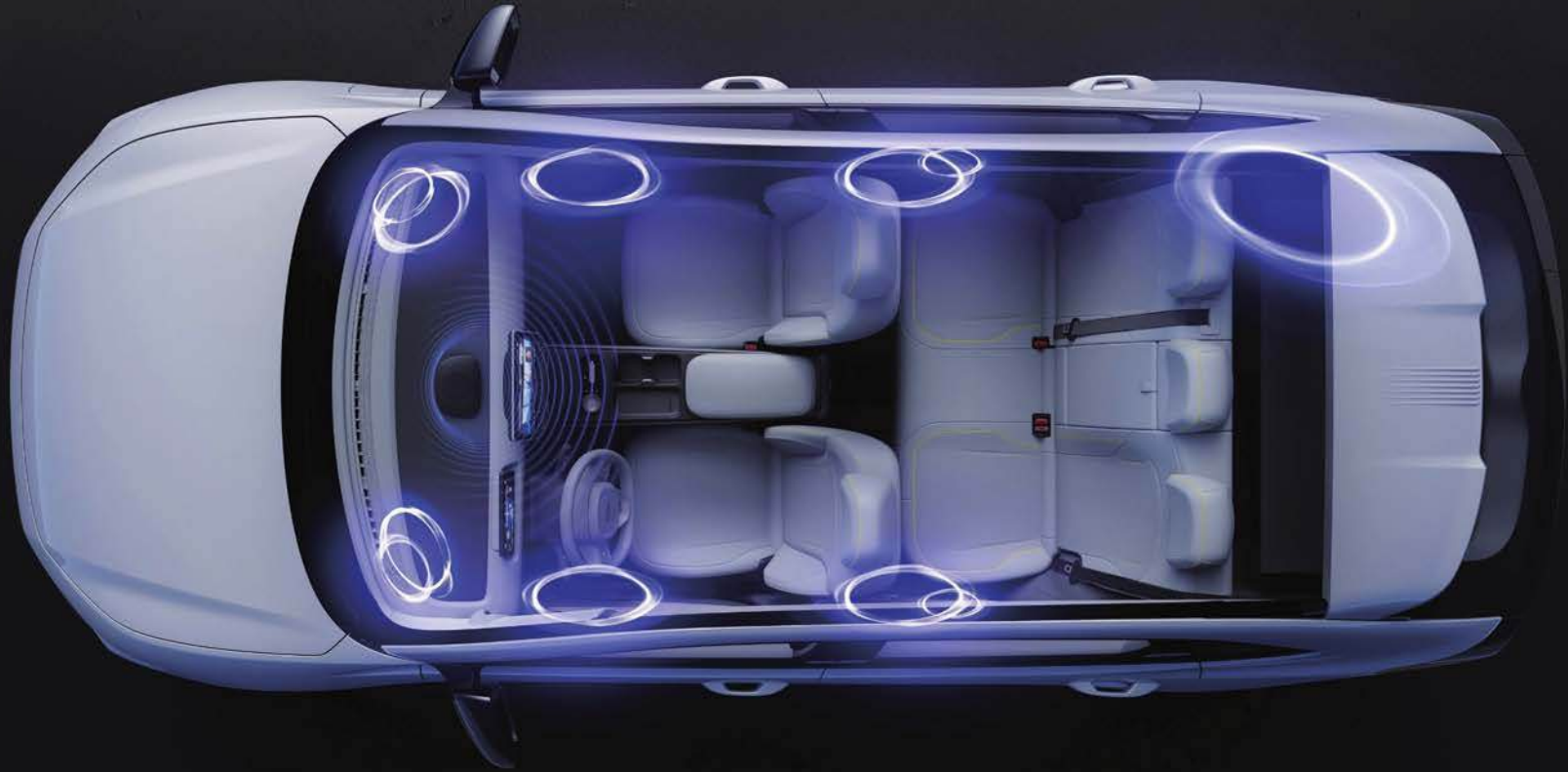
HIGHCOST-EFFECTIVE  
ELECTRIC SYSTEM

2 DRIVING MOTORS  
4-WHEEL DRIVE FOR DELUXE EDITION





# THEATER EXPERIANCE



**10** Professional Grade Speakers  
Speaker is a masterpiece of audio engineering, with its built-in Digital Signal Processor (DSP) optimizing the audio output to ensure clarity and balance at any volume.

**P**anoramic Sound Layout  
Speakers are designed taking into account the vehicle's special acoustic environment, ensuring each seat can enjoy the best listening experience through directional audio technology.





## UNIQUE ACOUSTIC CHIP TECHNOLOGY

### SAME EXPERIENCE EVERYWHERE

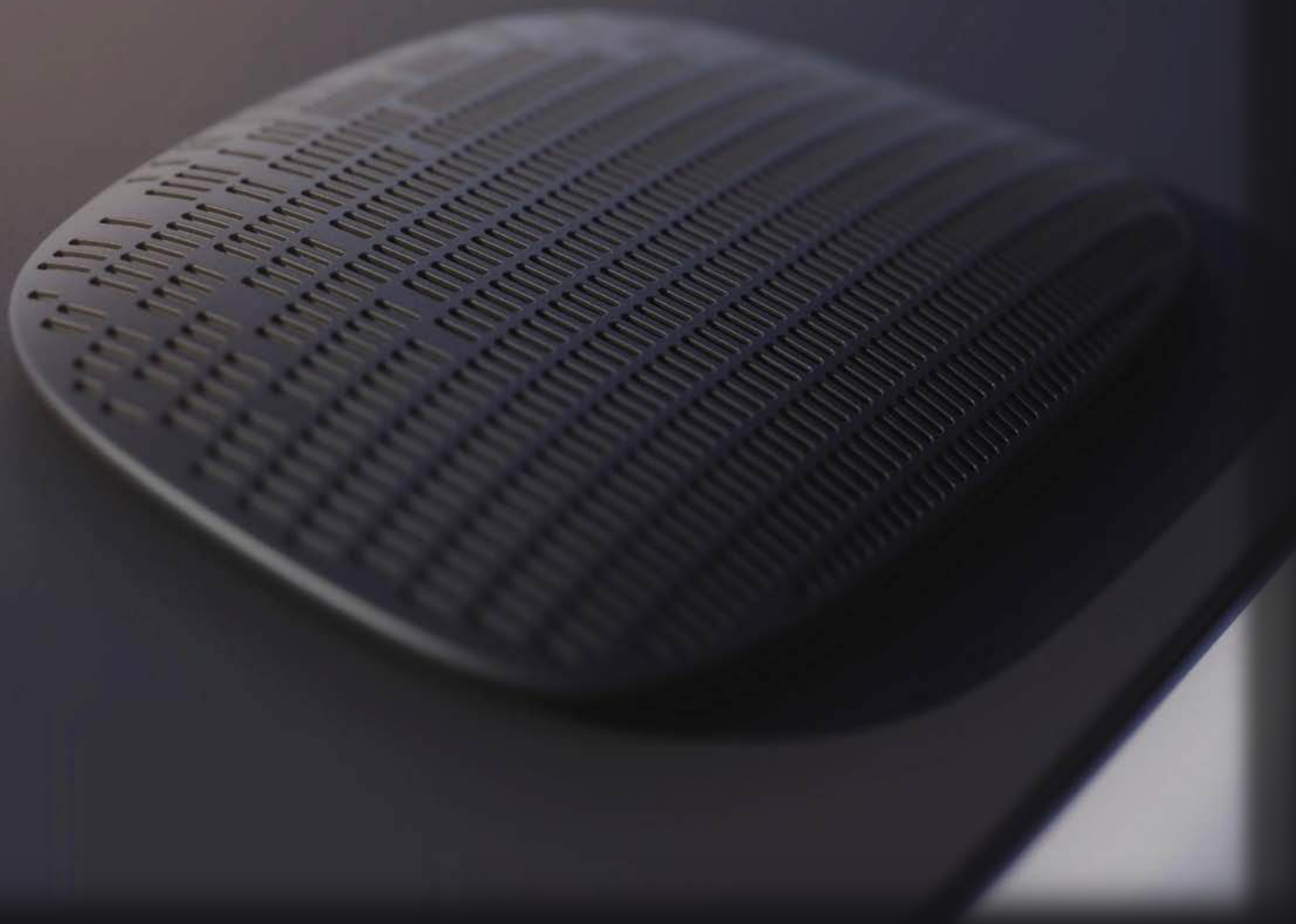
Based on VBAP technology, everyone in the car will be in the position of the 'sweet point' of sound, enjoying 3D sound.

### HIGH RESTORATION OF PERFORMANCE

Encode different levels of the overall sound field, and then decode the sound field according to the layout of speakers to restore performance-level sound filed effects.

### UNIFORM SOUND EFFECT

Machine learning helps speakers in different locations in the car eliminate phase differences between each other, thereby perfectly polishing the sound.





# LEVEL 2 AUTONOMY

With advanced Level 2 autonomy technology, this vehicle offers a glimpse into the future of driving. Seamlessly blending convenience and control, the ROC empowers drivers with features like adaptive cruise control, lane-keeping assistance, and automated parking. Whether cruising on the open road or navigating busy city streets, the ROC enhances safety and peace of mind. Its intelligent systems monitor the surrounding environment, providing assistance when needed while still putting the driver firmly in command. Experience a new level of driving freedom with the ROC and its Level 2 autonomy, where every journey is smoother, safer, and more enjoyable.





# STURDY LIGHT FRAME

Meticulously crafted to provide maximum protection without sacrificing agility, our design philosophy emphasizes strength and safety without adding unnecessary weight. Say goodbye to compromise and hello to a new era of driving, where a strong and safe lightweight body is not just a possibility, but a reality.



31000

Torsional Stiffness (N·m/°)

5 stars

Europe NCAP Testing

# EXTERIOR COLORS



# EXTERIOR COLORS



**MOON WHITE**



**STELLAR BLACK**



**OASIS GREEN**



**NATRON RED**



**LEMON YELLOW**

EV Electra offers a selection of different basic colors for your ROC SUV. Customization is subject to approval and additional charges.



## EV ELECTRA

LEBANON HEADQUARTERS  
Khalde Highway, SAYDET KHALDE Exit,  
EV ELECTRA Building Khalde



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