

Lafa 5





PURITY

Built on Leap (challenge)



PROGRESS

Design products that people aspire to own.



JOYFUL

Deliver a delightful experience.

Defining the Dream Car for the New Generation

Lafa5—an acronym for Lifestyle, Attitude, Freedom, and Art—is the Dream Car for the new generation. With a design DNA defined by three core principles—Purity, Aspiration, Joyful—it transforms the car from a mere tool of transportation into an expression of individuality, giving happiness a tangible form through design. This vehicle integrates stunning aesthetics, agile handling, intelligent experiences, and class-leading quality to resonate with young users, delivering the emotional connection of "Driving for Your Own Joy." It adopts a minimalist and restrained design language, eliminating all superfluous lines to reveal a pure expression of speed and vitality. Every design detail stems from deep insight into and a direct response to the real needs of our users.



● lightning Yellow

Exterior Design: Dynamic Purity

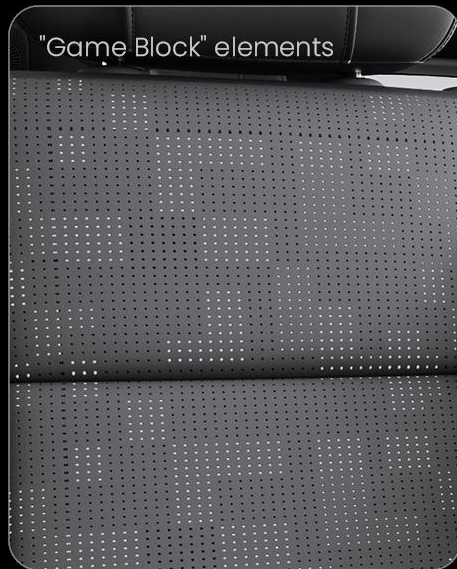
- The Lafa5 continues the core concept of "Tech & Nature Aesthetics 2.0," featuring a wide-body rear and, at 1880mm, the widest body in its class. Visually, this creates the impression of a powerful, athletic, and poised-for-action coupe.
- The forward-raked A-pillar, short front and rear overhangs, and a continuous feature line combine to create a sharp, diving posture. Its sculpted surfaces transition smoothly, echoing the tension of a racetrack's curves and showcasing a dynamic rhythm.
- The three-segment headlights carry on the family design language, using sharp, clean light strips to create a distinctive look that inherits the brand's pure design DNA.
- An integrated hood pushes the boundaries of design. To achieve the effect of a seamless light bar running between the hood and headlights, we collaborated with our engineering team to develop a hood—a rarity in the industry—that integrates a full-width light bar while still meeting safety and crash standards, challenging the technical limits of a low-slung profile.
- The Lafa5 boasts 16 systematic drag-reduction designs. These include a wind-slicing front lip (reducing drag by 0.9%), an aerodynamic hood (cutting drag by 0.6% and extending range by 0.9 km), air-guiding side fins (reducing drag by 2.9% and extending range by 4.7 km), and active grille shutters (reducing drag by 4.7% and extending range by 7.5 km). This integration achieves a seamless optimization of both aesthetics and performance.
- Six distinctive body colors, each corresponding to a different mood and lifestyle, allow for more dynamic personal expression. The "Lightning Speed" combination serves as the visual centerpiece: Lightning Yellow is fierce and sharp, interpreting explosive energy and sporting passion, while Shadow Gray captures the essence of riding the wind, evoking the narrative feeling of twilight when day and night converge.



Cloud-velvet leather



"Game Block" elements



Interior Design: Intelligent Co-creation

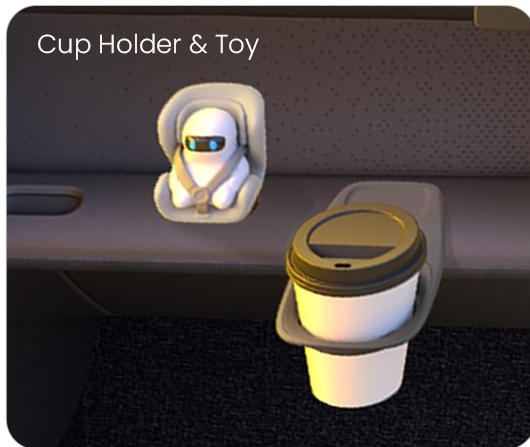
- The cockpit of the Lafa5 continues the clean, pure aesthetic of the exterior. With "Dynamic Geometry" as its key theme, it creates an immersive space that embodies a futuristic feel and a personalized lifestyle attitude.
- The signature "Inspiration Loop" extends as if floating from the main dashboard. Users can mount a phone, GoPro, or tablet anywhere along the loop, and can also attach custom accessories like small trays, cup holders, or hooks, enabling true personalized co-creation.
- The interior utilizes a digital design methodology, using Lamé curves with $N=3$ to define its arcs and rounded corners. From contour to cross-section, every surface is precisely calculated to give the interior a rounded, organic, and life-like visual experience.
- The seat perforations incorporate a "Gaming Blocks" element, using a topological algorithm to generate a dynamic array of perforations that transforms a childhood game into modern aesthetics.
- Cloud-soft textured leather, a crystal-inlaid button panel, a bridge-style center console, and generously enveloping seats work together to create a luxurious atmosphere with a sense of warmth.

Large-area soft packaging



OEKO
TEX®

OEKO-TEX
Standard 100



Cup Holder & Toy



Tray Table & GoPro

Highly playable Inspiration IP Ring: Where Fun Follows

Fun is in Lafa5's DNA. The "Highly playable Inspiration IP Ring" is the car's design signature and a versatile accessory hub for users. It appears to cleverly float out from the main console, and its suspended ring design gives it both a futuristic feel and everyday practicality. Anywhere along the Loop, users can mount electronic devices like a smartphone or GoPro. For the front passenger, the Loop features integrated ports for quickly snapping in custom accessories, such as a tray table, cup holder, or buckles.



Functional Innovation: Human-Centric Experience

Within the constraints of an A-segment size, the Lafa5 achieves a perfect balance between posture and space through millimeter-level proportional adjustments. By meticulously adjusting the C-point, we balanced interior space with the car's diving stance. Simultaneously, the C-pillar quarter window was slightly elongated to optimize the glass area, making the cabin feel airy and comfortable. Thoughtful details are provided, such as a 320L trunk with a power liftgate, a sunroof with a physical sunshade, and a dedicated rear-seat tissue box, ensuring that every daily action of the user is considered. The seats feature a class-leading contact area of 2520cm², combined with an ergonomic backrest design to deliver both long-distance comfort and a secure, enveloped feeling. Furthermore, the overall user interface of the Lafa5 follows the "Dynamic Geometry" logic, making the function layout self-explanatory and the operation naturally intuitive. This provides users with a doubly joyful experience, both visually and operationally.



● Metallic Black

Design Returns to Sustainability

The entire vehicle's aerodynamic optimization balances efficiency and aesthetics, resulting in lower energy consumption and extended range. The modular design concept not only reduces production waste but also allows users to extend the product's lifespan by replacing components. The interior features eco-friendly leather certified by OEKO-TEX Standard 100 Class I, ensuring no harmful residues, providing the safest contact experience for both users and the environment. The Lafa5 redefines young people's attitude towards environmental protection through design—emphasizing individuality while upholding social responsibility, allowing design to extend into sustainability.

