



东风SHINE Dongfeng SHINE



Note: 本资料展示内容仅供参考，具体产品信息以当地经销商实车为准。
Note: The content displayed in this document is for reference only,
and specific product information is subject to the actual vehicle of the local dealer

SHINE产品定位



运动的、舒适的、充满激情的全新轿跑

自成光芒 (SELF-SHINE)

以动感炫酷的设计、激情澎湃的驾控、领先舒适的享受给用户带来非凡极致的体验

闪耀造型 Shine Styling

炫酷造型，引领潮流

赛道级空气动力学流线车身设计

炫彩电竞双环抱座舱设计

炫酷新潮黄黑内饰

闪耀驾控 Shine Driving

澎湃动力，激情驾控

CTCC冠军底盘调校

马赫动力1.5T+6DCT黄金动力

马赫动力1.5L+6DCT高效动力

闪耀体验 Shine Feeling

同级领先，极致体验

运动一体化全皮座椅、双拼撞色设计

同级别领先540全景影像+BSD/DOW/IDAS

智能辅助驾驶系统

SHINE Product Positioning



Sport, comfortable, passionate new coupe

SELF-SHINE

Dynamic cool design, surging driving and leading comfortable enjoyment bring extraordinary peak feeling to users

Shine Styling

Cool Styling, Trend Pacemaker

Track-class aerodynamic streamlined body design
Colorful e-sport double-surround cockpit design
Cool stylish yellow-black interior

Shine Driving

Surging Power, Passionate Driving

CTCC champion chassis tuning
Mach Power 1.5T+6DCT golden power
Mach Power 1.5L+6DCT efficient power

Shine Feeling

Class-leading, Peak-feeling

Integrated sport all-leather seats, two-color contrast design
Class-leading 540 panoramic image +
BSD/DOW/IDAS intelligent driver assist system

TA定义

敢于挑战常规与平庸
不给未来生活设限
有自我进化的能动性

不沉溺于工作之中
工作之外尽情享受生活
在进取之中感受舒适生活的乐趣

积极探索勇敢尝新
彰显自己的独特品味
用独立思考力和无限创造力博出一片新天地

TA是：突破自我，进取舒享，领创潮流的——
潮流精英

TA Definition

Challenge convention and mediocrity
Never set limits for future life
Have initiative of self evolution

Never indulge in work
Enjoy life outside of work to the fullest
Experience joy of comfortable life in progress

Conduct active explorations and brave attempts
Show off your unique taste
Create a new world with independent thinking and infinite creativity

TA is: self-breakthrough, aggressive, trend-setting---

Trend Pacemaker

产品金字塔



产品定位

运动的、舒适的、充满激情的全新轿跑

传播概念

自成光芒

TA

潮流精英

调性

年轻的，自信的，自由的，高科技的

产品证言

以动感炫酷的设计、激情澎湃的驾控、领先舒适的享受
给用户带来非凡极致的体验

卖点

USP1
闪耀造型

炫酷造型，引领潮流

赛道级空气动力学流线车身设计
炫彩电竞双环抱座舱设计
炫酷新潮黄黑内饰

USP2
闪耀驾控

澎湃动力，激情驾控

CTCC冠军底盘调校
马赫动力1.5T+6DCT黄金动力
马赫动力1.5L+6DCT高效动力

USP3
闪耀体验

同级领先，极致体验

运动一体化全皮座椅、双拼撞色设计
同级别领先540全景影像
+BSD/DOW/IDAS智能辅助驾驶系统

Product Pyramid

Product
Positioning

Concept
Propagation

TA

Characteristics

Product Slogan

Selling Points

Sport, comfortable, passionate new coupe

SELF-SHINE

Trend Pacemaker

YOUTHFUL, CONFIDENT, FREE, HI-TECH

Dynamic cool design, surging driving and leading comfortable enjoyment
bring extraordinary peak feeling to users

USP1
Shine Styling

Cool Styling, Trend Pacemaker
Track-class aerodynamic streamlined body design
Colorful e-sport double-surround cockpit design
Cool stylish yellow-black interior

USP2
Shine Driving

Surging Power, Passionate Driving
CTCC champion chassis tuning
Mach Power 1.5T+6DCT golden power
Mach Power 1.5L+6DCT efficient power

USP3
Shine Feeling

Class-leading, Peak Feeling
Integrated sport all-leather seats, two-color contrast design
Class-leading 540 panoramic image + BSD/DOW/IDAS intelligent driver assist system



产品篇
PRODUCTS
— PART ONE —

- Shine Styling
- Shine Driving
- Shine Feeling

Shine Styling



SHINE 拥有赛道级空气动力学流线车身及炫彩电竞双环抱座舱设计，处处细节都体现出其赛道基因，表现出其无以伦比的运动属性。

SHINE has track-class aerodynamic streamlined body and colorful e-sport double-surround cockpit design, which reflect its track genes in every detail and show its unparalleled sport attributes.

赛道级空气动力学流线车身设计 Track-class Aerodynamic Streamlined Body Design



“流光之迹 线条” “Track of Flowing Light Lines”

所有优美的线条都是自由、流畅的
All beautiful lines are free and smooth

“风刃雕刻 曲线” “Carving of Wind Blade Curve”

车身线条的设计上犹如强劲的风暴袭过雕刻而成，如同剑刃一般犀利流畅
The body lines seem to be carved by storm, sharp and smooth like sword blade.



Shine Styling

炫彩电竞双环抱座舱设计

Colorful e-sport double-surround cockpit design

游戏手柄式多功能方向盘

Game controller type multi-function steering wheel

7吋液晶组合仪表

7-inch LCD dashboard

电竞机甲出风口

E-sport mecha exhaust vent

主副仪表台采用阶梯式跃层设计，让仪表台更加轻盈立体，呈现出空间悬浮感。

The primary and secondary dashboards adopt a stepped duplex design, making dashboards more lightweight and three-dimensional, presenting a sense of spatial suspension.

超大内舱主控屏 超越同级的13吋触控屏

Oversized inner cabin master control panel class-leading 13-inch touch screen

“全新座舱设计，让电竞机甲运动基因随处可见”

“New cockpit design highlights e-sport mecha sport genes in each detail”

融入电竞机甲设计元素，将运动风格从外延伸到车内
Fuse with e-sport mecha design elements, and extend sport style from outside to inside.

Shine Styling

炫彩内饰造型-炫酷新潮黄黑内饰

Colorful interior styling - cool

靓丽黄与碳纤维黑交相辉映

Mutual set-off of vital orange and carbon fiber black



Shine Driving



SHINE 自诞生之日起就是为了成为最令人兴奋的轿车而设计。得益于东风的马赫动力，SHINE的性能表现十分出色，同时，基于CTCC冠军底盘调校，让你更好的享受驾驶乐趣。SHINE has been designed since its inception to be the most exciting sedan. Dongfeng's Mach Power brings SHINE well-performance. Moreover, CTCC champion chassis tuning brings you the better driving fun.

Shine Driving

源于赛道，冠军赛车基因

Originating from track, champion racing vehicle genes

CTCC-双冠加冕

参赛用车极为接近量产车型

考验操控性能和调校功底

CTCC - Dual Champions

The vehicles for racing are close to mass-produced vehicle models

Test maneuverability and tuning skill

赛道-检验车辆性能和技术储备的最高殿堂

Track - the best place for verifying vehicle performance and technical reserves



2019年

斩获**5冠4季2亚**的优异成绩

2019

5 firsts 2 seconds 4 thirds

2020年

一举以**9冠11亚10季**的优异成绩，斩获**年度总冠军**

2020

9 firsts 11 seconds 10 thirds, annual champion

2021年

收割**13冠5亚4季**的优异成绩，蝉联**年度总冠军**

2021

13 firsts 5 seconds 4 thirds, annual champion

Shine Driving

赛道级驾控-CTCC冠军底盘调校

Track-class driving - CTCC champion
chassis tuning

动力总成布置比上一代车型降低40mm
整车重心降低25mm

Lower powertrain layout by 40mm than that of the previous vehicle models.
Lower center of gravity of vehicle by 25mm



Center of gravity of vehicle

整车重心

降低40mm

Lower 40mm

Powertrain

动力总成

降低25mm

Lower 25mm

前悬架麦弗逊式**独立悬架**，后悬架**扭力梁式半独立悬架**

Front suspension MacPherson type **independent suspension**, rear suspension **torsion beam type semi-independent suspension**

冷弯封闭变截面后桥管梁，结构强度高，提升操控性和可靠性

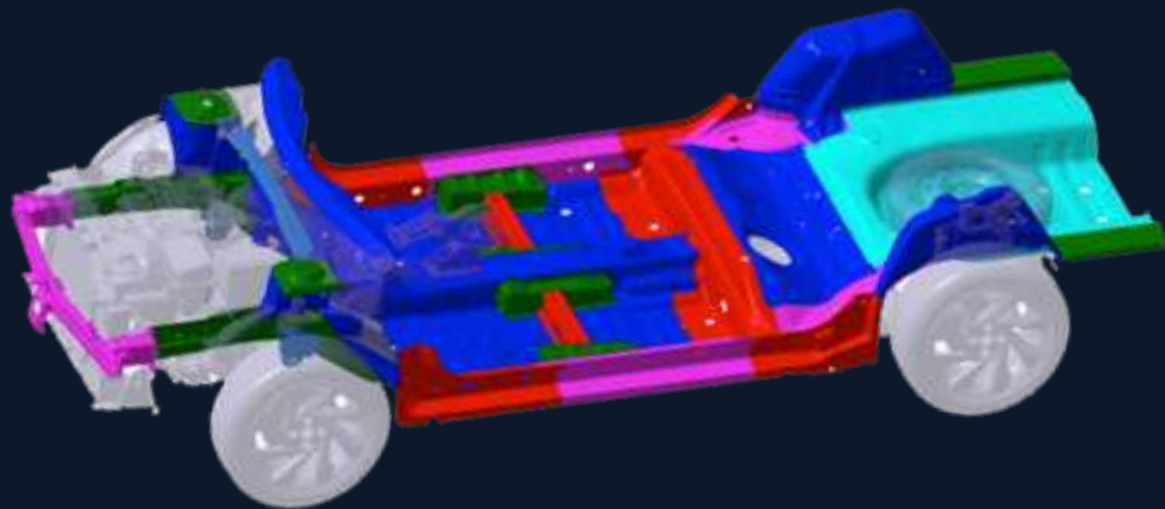
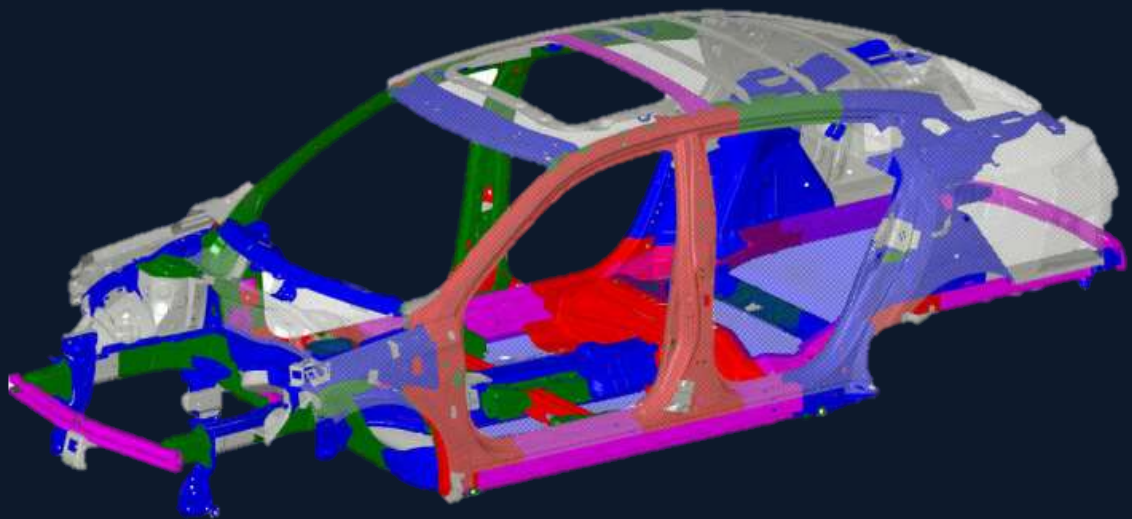
Cold-formed closed variable cross-section rear axle tube beam, with high structure strength, improving maneuverability and reliability.

高刚性车身

欧洲高刚性车身结构高强度钢比例82%

CMP平台继承了欧洲高刚性车身结构基因，广泛采用最高1500MPa等热成型板，占平台骨架零件比例**82%**。

(同级车高强度钢约960-1200MPa，零件占比约40%-70%)



■ 热成型PHS(1000~1500 Mpa)

■ 超高强钢UHSS(700~1000 Mpa)

■ 先进高强钢AHSS(300~680 Mpa)

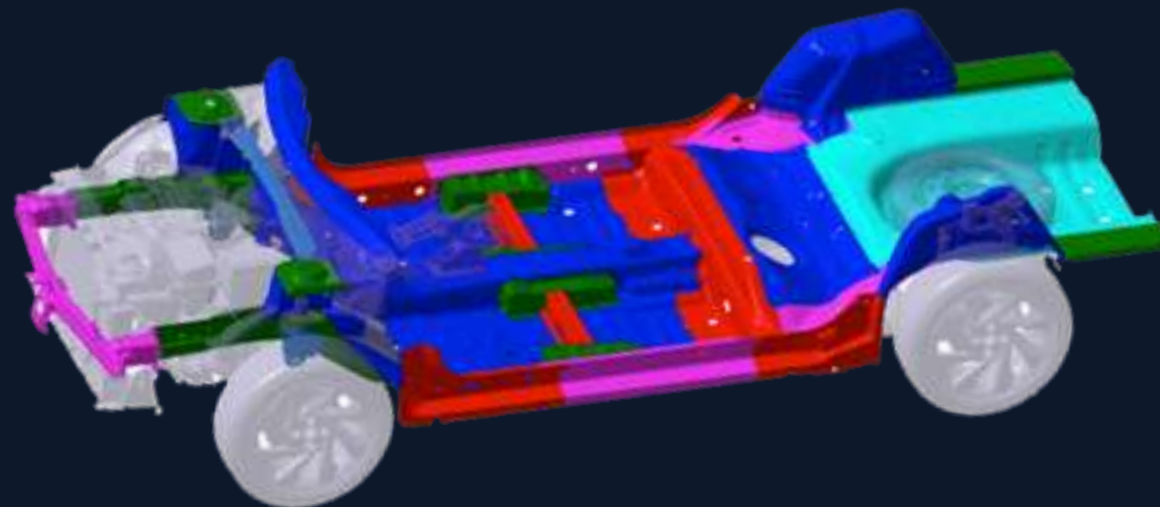
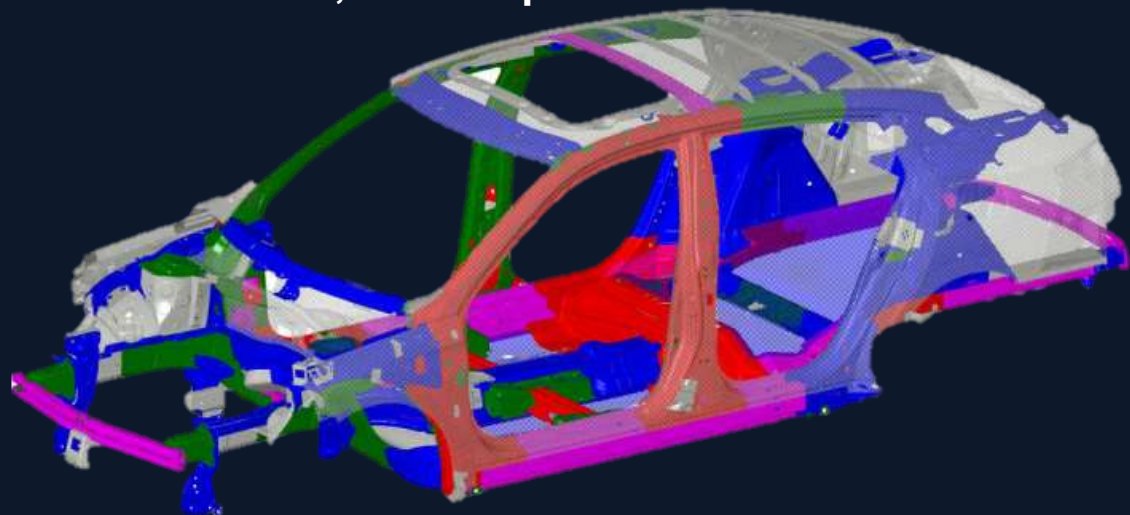
■ 高强钢HSS(200~260 Mpa)

■ 软钢板LSS(180 Mpa)

High-stiffness body

Proportion of high-strength steel in European high-stiffness body structure is 82%

CMP platform inherits European high-stiffness body structure gene, and adopts thermal-forming plate up to 1500MPa; parts account for 82% of platform skeleton. (In its class, the strength of high-strength steel is about 960-1200MPa, and the parts account for about 40%-70%).



- Thermal-forming PHS_(1000~1500 Mpa)
- Advanced high-strength steel AHSS_(300~680 Mpa)
- Mild steel plate LSS_(180 Mpa)
- Ultra-high-strength steel UHSS_(700~1000 Mpa)
- High-strength steel HSS_(200~260 Mpa)

Shine Driving

奕炫马赫版动力组合

马赫动力1.5T动力总成

马赫动力1.5T



6DCT



最大功率 **145kW**，最大扭矩 **300N·m**
双十佳黄金动力组合，输出效率高

马赫动力1.5L自吸动力总成

马赫动力1.5L



6DCT



最大功率 **92kW**，最大扭矩 **158N·m**
高效动力，最佳平衡动力与油耗



2020、2021年度
“中国心”十佳发动机



2020、2021年度《中国汽车风
云盛典》“评委会年度特别奖”



2020年度中汽研“能效
之星”认证



2020年度第十七届人民之
选匠心奖



2021年度CTCC年度总
冠军

Shine Driving

YIXUAN Mach Version Power Combination

Mach Power 1.5T Powertrain

Mach Power 1.5T



6DCT



Maximum power **145kW**, maximum torque **300N·m**
Double Top Ten golden power combination, with high output efficiency

Mach Power 1.5L Self-priming Powertrain

Mach Power 1.5L



6DCT



Maximum power **92kW**, maximum torque **158N·m**
Efficient power, the best balanced power and fuel consumption



2020/2021
"China Core" Ten Best Engines



2020/2021 China Automotive Grand
Ceremony "Jury Annual Special
Award"



2020 CATARC "Energy
Efficiency Star"
Certification



2020 People's Choice
Craftsmanship Award



2021 CTCC Annual
Champion

Shine Feeling



SHINE 搭载出色的智能辅助驾驶系统，匹配13吋高清大屏、540全景影像、车机互联投屏、手机无线充电等配置一应俱全，给你带来无以伦比的舒适体验。

SHINE is equipped with an excellent intelligent driver assist system, and configured with a 13-inch HD screen, 540 panoramic image, OBU interconnected projection screen, mobile wireless charging, etc., providing you with unparalleled comfort feeling.

Shine Feeling

智能辅助驾驶系统

全车共有**10颗** 探头:

○ 超声波雷达*4

📹 全景摄像头*4

⦿ 毫米波雷达*2

全车安全感知系统,
提供360无死角监测

全景摄像头*4
探测最大角度:
180°
探测最大距离:
10m

毫米波雷达*2
探测最大角度:
160°
探测最大距离:
80m

超声波雷达*4
探测角度: 120°,
探测距离: 2.5m

DOW

智能开门预警系统

RCTA

后方车辆穿行智能预警系统

BSD

智能盲区监测系统




540°

高清540°影像

ShineFeeling

Intelligent Driver Assist System (IDAS)

10 probes:

-  Ultrasonic radar*4
-  Panoramic camera*4
-  Millimeter wave radar*2

The vehicle safety sensing system provides 360° dead angle monitoring



Millimeter wave radar*2
Maximum detection angle: 160°
Maximum detection range: 80m

Ultrasonic radar*4
Detection angle: 120°
Detection range: 2.5m

Panoramic camera*4
Maximum detection angle: 180°
Maximum detection range: 10m

DOW

Intelligent DOW

RCTA

Rear Cross Traffic Alert (RCTA)

BSD

Intelligent Blind Spot Detection (BSD)

540°

HD 540° panoramic image



Shine Feeling

13吋超大中控屏

- 采用同级唯一的13英寸中控大屏设计，科技感和豪华感爆棚
 - 同级别较高分辨率**1920*720**，支持多点触控；
 - SC60八核CPU+3G内存+32G存储
 - 全新的卡片式UI设计**，简约时尚；
 - 使用的全贴合触屏设计，优秀的显示及触控效果，息屏一体黑效果很好；
 - 搭载了**亿连车机投屏功能**，适应**50+海外应用**，**15+国际语言**；
- 功能升级：边框两侧增加触摸按键，凸显大屏的显示视角**



13-inch oversized central control screen

- The only 13-inch oversized central control screen in its class, **with sense of technology and sense of luxury**
- Class-leading **1920*720** higher resolution, supporting multi-touch;
- SC60 octa-core CPU + 3G memory + 32G storage
- New card style UI design**, simple and fashionable;
- Fully-fitted touch screen design, with excellent display and touch effects, and good AOD Integrated Black Panel effect;
- EasyConnection OBU projection screen function**, with **50+ overseas applications** and **15+ international languages**;
- function upgrade: **add touch buttons on both sides of the frame to highlight viewing angle of the screen**

运动化一体式电竞赛车椅

腿部、腰部、背部、肩部均采用了全贴合承托式设计
座椅头枕一体化设计，让驾趣更持久。

A fully-fitted and supportive design is adopted for legs, waists, backs and shoulders.
Seat and headrest integrated design makes the driving fun more lasting.

打孔皮质座椅
Punched leather seats

超跑式座椅头枕一体式座椅
Supercar-style seat and
headrest integrated seat

麂皮靠背
Suede leather backrest

全新座椅设计，融入超跑设计元素，提供运动包裹感
New seat design, fusing with supercar design elements,
and providing comprehensive coverage.

Thanks



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