GRAND AVENUE

JMC

DIESEL

JMC
JMC Motors

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.

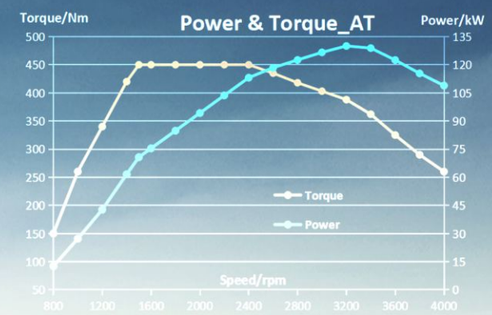
GRAND AVENUE

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.





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.



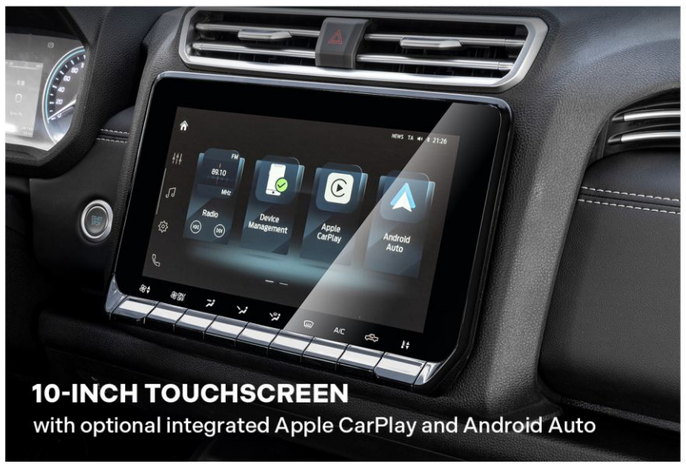
INTERIOR DESIGN

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



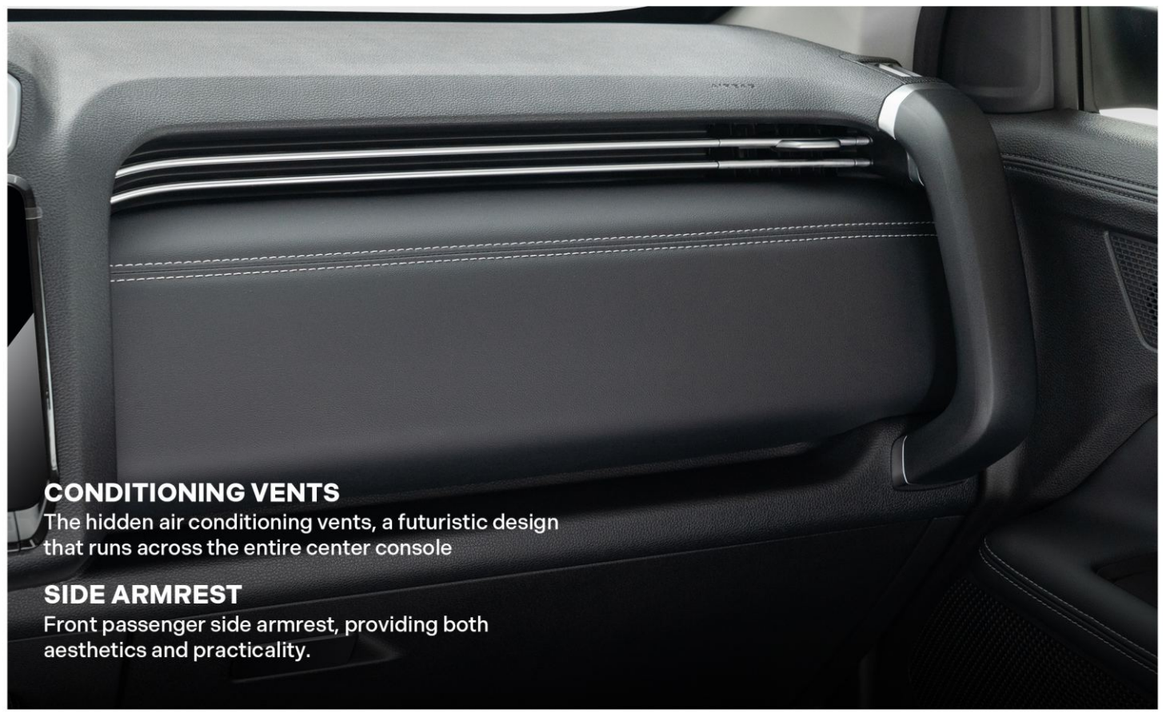
10-INCH TOUCHSCREEN
with optional integrated Apple CarPlay and Android Auto



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

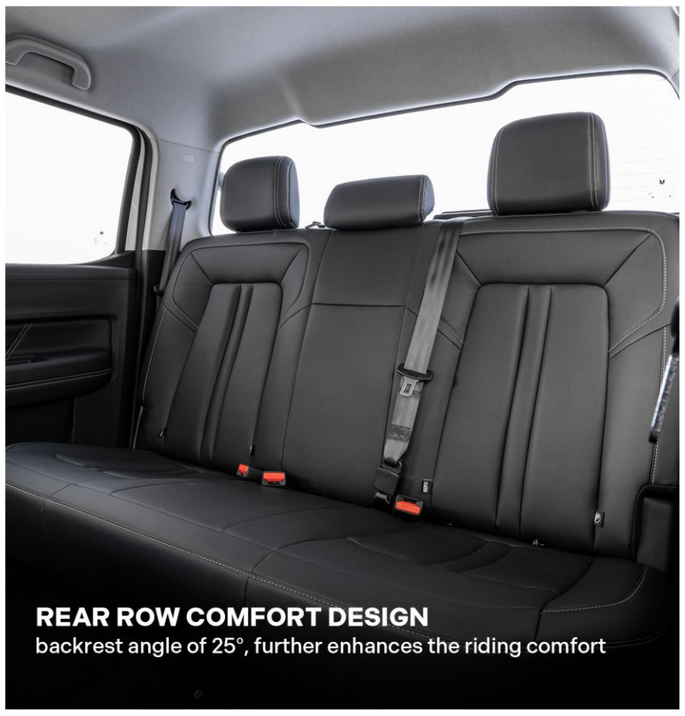


STORAGE DESIGN
Storage space under the gearshift lever, larger and more convenient storage space.



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.



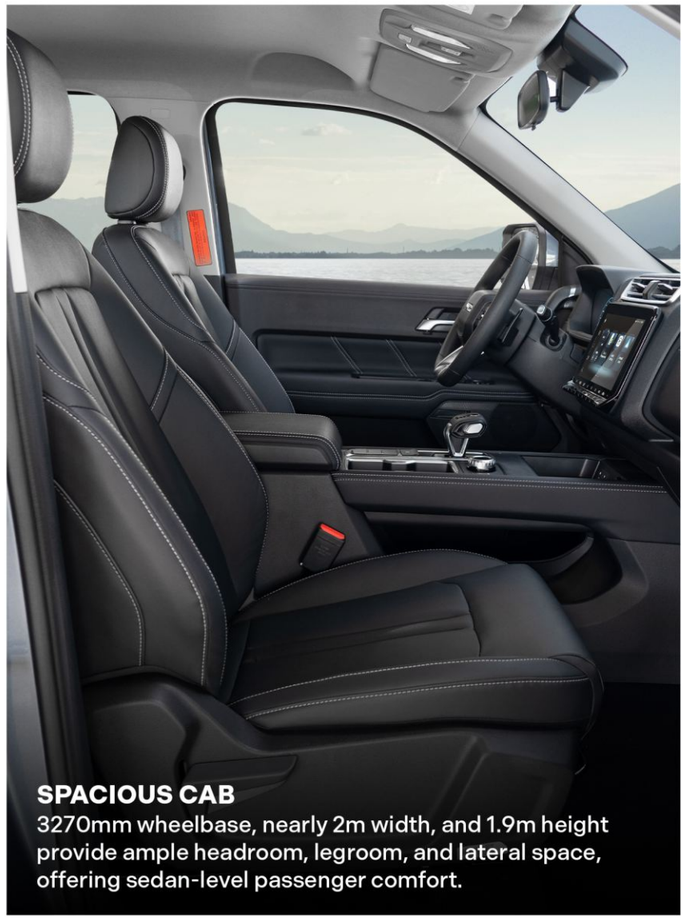
REAR ROW COMFORT DESIGN
backrest angle of 25°, further enhances the riding comfort

VERSATILITY

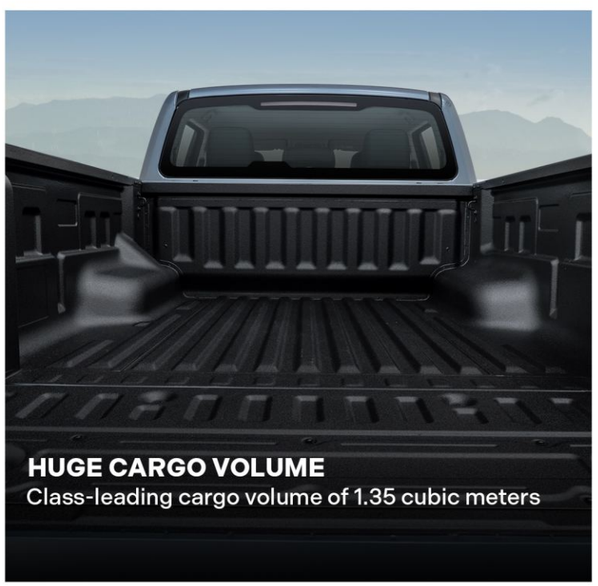
Unlock Adventure with Unrivaled Comfort and Versatility

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.

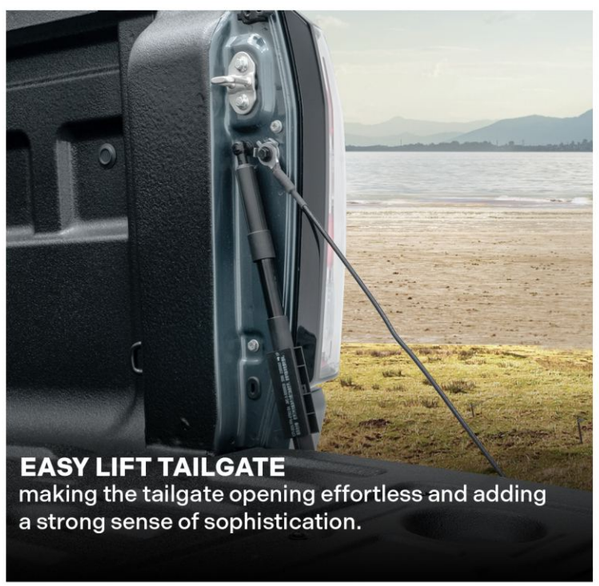




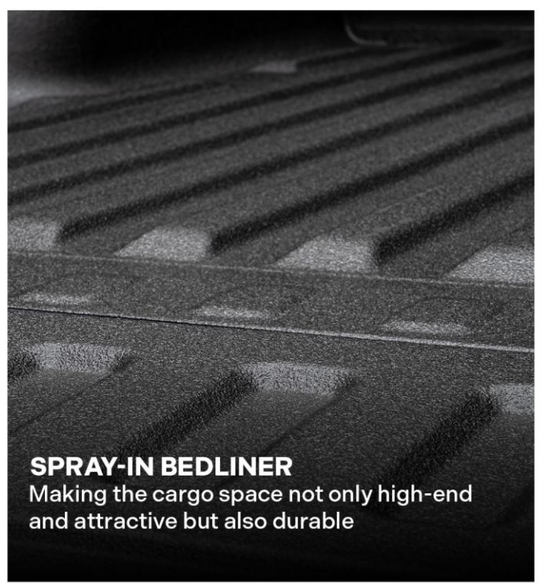
SPACIOUS CAB
3270mm wheelbase, nearly 2m width, and 1.9m height provide ample headroom, legroom, and lateral space, offering sedan-level passenger comfort.



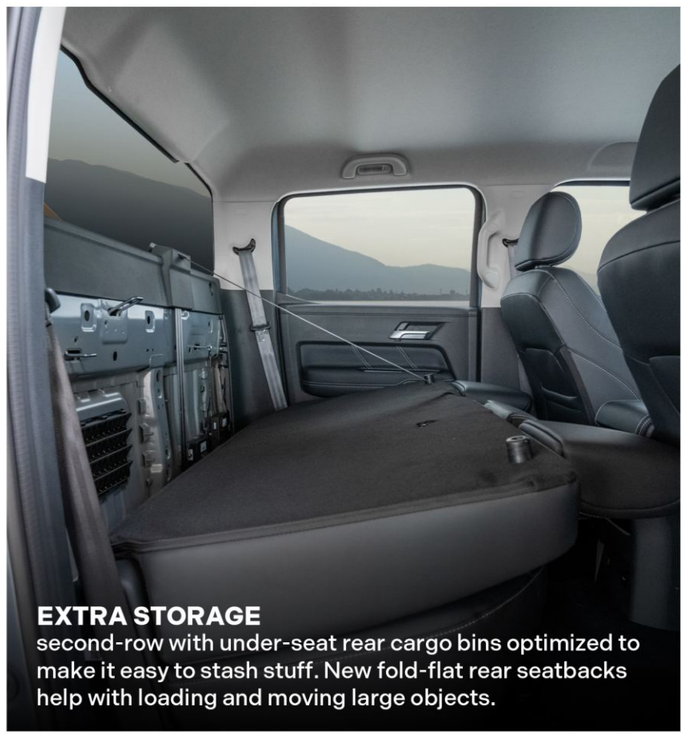
HUGE CARGO VOLUME
Class-leading cargo volume of 1.35 cubic meters



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.

JMC Grand Avenue	MT	MT	AT	AT
	4X2	4X4	4X2	4X4
Basic				
Emission	Euro V			
Engine	JX4D23 PUMA			
Body Size	5450*1935*1872			
Cargo Size	1544×1532×540			
Wheelbase	3270			
Displacement(L)	2.3			
Max Power(kW/rpm)	130(177)/3200			
Max Torque(N·m/rpm)	400/1400-2800		450/1500-2400	
Oil Tank （L)	80			
Transmission	MAGNA 6-Speed Manual		ZF 8AT with SelectShift	
Chassis				
Front Suspension	Double wishbone coil spring independent suspension			
Rear Suspension	Steel plate spring non-independent suspension			
Steering System	Rack and pinion type, collapsed steering column			
Part Time 4WD	/	●	/	●
Hydraulic power steering	●	●	●	●
Brake				
Front disc&Rear disc Brake	●	●	●	●
265/65 R17	●	●	●	●
Safety/Exterior/Interior				
ESP/ABS/HAC/HDC/TCS	●	●	●	●
Automatic collision unlock function	●	●	●	●
RMI	●	●	●	●
Secondary collision mitigation(SCM)	/	/	/	●
Automatic return function	●	●	●	●
Driver Three-point Safety Belt	●	●	●	●
Co-pilot Three-point Safety Belt	●	●	●	●
ISOFIX	●	●	●	●
Three-point seat belt left and right, two-point seat belt in the middle	●	●	●	●
Driver's seat belt not fastened reminder	●	●	●	●
Driver's seat belt indicator	●	●	●	●
Reminder of door not closed	●	●	●	●
TPMS	●	●	●	●
Driver Airbag	●	●	●	●
Co-pilot Airbag	●	●	●	●
Side Airbag	/	/	/	●
120km/h speeding alarm	●	●	●	●
Automatic running lock (15km lock)	●	●	●	●
Child Lock	●	●	●	●
Autohold	/	/	●	●
Rear axle mechanical differential lock	O	●	O	●
Cruise Control	●	●	●	●
Hand brake release sound reminder	●	●	●	●
Mechanical handbrake	●	●	/	/
Reverse Redar	●	●	●	●
Reverse Camera	O	O	●	●
Reverse distance display	●	●	●	●
Car search function	●	●	●	●
Keyless enter & One-button start	●	●	●	●
Remote Central Locking	●	●	●	●
Engine Immobilizer	●	●	●	●
Front Bumper	●	●	●	●
Rear Bumper	●	●	●	●
Aluminium alloy wheel hub	●	●	●	●
Steel wheel hub spare tire	●	●	●	●
Same color outside handle	●	●	●	●
Chrome-plated inner handle	●	●	●	●
Side Pedal	O	O	●	●
Front tow coupler	●	●	●	●
Front USB	●	●	●	●
Rear 12V	●	●	●	●
Adjustable Steeringwheel (2 direction)	●	●	●	●
Steering wheel shift paddles	/	/	●	●
Passenger foldable armrest	●	●	●	●
Rear foldable armrest	●	●	●	●
Central glove box	●	●	●	●
Flocking carpet	●	●	●	●
3.5inch Instrument Panel	●	●	●	●

JMC Grand Avenue	MT 4X2	MT 4X4	AT 4X2	AT 4X4
Seat				
Leather Seat	O	O	O	O
Fabric Seat	●	●	●	●
Driver Seats 6 -Way Electric Adjustable	/	/	●	●
Driver Seats 4 -Way Manual Adjustable	●	●	/	/
Co-driver Seats 4 -Way Manual Adjustable	●	●	●	●
Headrest height adjustable	●	●	●	●
Reversible rear seat	●	●	●	●
Entertainment				
Radio	●	●	●	●
4 Speakers	●	●	●	●
Bluetooth	●	●	●	●
Front USB	●	●	●	●
Carplay&Android-auto	O	O	O	O
10inch MP5	●	●	●	●
Light				
Headlights not turned off reminder	●	●	●	●
LED rearview mirror turning light	●	●	●	●
LED daytime running light	●	●	●	●
Automatic induction headlights	/	/	●	●
LED Lamp	/	/	●	●
Headlight dalay off	●	●	●	●
High brake light	●	●	●	●
Front Fog light	●	●	●	●
Rear fog light	●	●	●	●
Fog light steering assist	●	●	●	●
Reading Light	/	/	●	●
Halogen front overhead light	●	●	●	●
Window/Mirror				
Electric window	●	●	●	●
Electric rear mirror	●	●	●	●
Boneless wiper	●	●	●	●
Sensor wiper	/	/	●	●
Remote window opening (lifting and lowering)	●	●	●	●
Manual anti-glare inner rearview mirror	●	●	●	●
Defrosting	●	●	●	●
AC				
Electric AC	●	●	●	●
Second row of foot AC outlet	●	●	●	●
Second row of face AC outlet	/	/	/	●
Pollen and PM2.5 filtration	●	●	●	●
Color				
Monochrome metallic paint	●	●	●	●
Cargo				
Bedliner	●	●	●	●
Cargo car rope hook	●	●	●	●
Steel pipe rack	●	●	●	●
Square box	●	●	●	●

●Std ○Optional - N/A



Wild Red (Metallic Paint)

Engineering Yellow (Plain Paint)

Sandy Brown (Metallic Paint)

Aurora Silver/Shining Silver (Metallic Paint)

Silver Sand Black (Metallic Paint)

Cosmic Grey (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

2023
Accum. export volume over 417,000 units



2020
Territory export launch



2015
Electrical Vehicle Co., Ltd. established



2012
Won “Certificate For The Exemption From Export Inspection”



1995
JV with Ford



1993
JV with ISUZU



1984
1st ISUZU production line



1968
1st vehicle produced



1947
Founded



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CV

No.1 Light bus share
No.1 Ambulance share
Top 2 Pickup share
Top 5 Light truck share

World-class supplier

BOSCH · ThyssenKrupp · Continental · DENSO · SCHAEFFLER · ZF · COOPERTIRES · faurecia · Johnson Controls · Valeo · MAHLE · Visteon · BORG WARNER · GOODYEAR · MAGNA · Honeywell · LEAR CORPORATION · TENNECO

480+
GLOBAL SUPPLIERS

2 Million KM Road Test
Harsh Road Test

GQIP
Ford Global Quality Improvement Process

GPDS
Ford Global Product Development System



- Exported to 110 countries and regions
- UN authorized supplier