

GRAND AVENUE



A NEW BENCHMARK IN MID-SIZE PICKUPS

Introducing the JMC Grand Avenue — JMC's brand-new generation of premium pickups. Built on a world-class platform, Grand Avenue redefines the mid-size pickup segment with advanced engineering, innovative technology, and uncompromised versatility.



GRAND AVENUE

WHERE INTELLIGENCE MEETS UNYIELDING TOUGHNESS

PURE, SIMPLE & CLEAN DESIGN AESTHETIC

With a robust all new appearance, the Grand Avenue boasts significantly larger dimensions compared to traditional mid-size pickups, embodies a perfect fusion of intelligence and unyielding toughness, designed to empower you to conquer whatever lies ahead on your journey.

HIGH-END VERSION ONLY

- Automatic rain-sensing wipers • Greatly enhancing driving convenience and safety
- Automatic headlights • Greatly enhancing driving convenience and safety



PERFECT AERODYNAMIC DESIGN

Undergone wind tunnel testing, with a drag coefficient of only 0.38



15CM WIDE SIDE STEPS



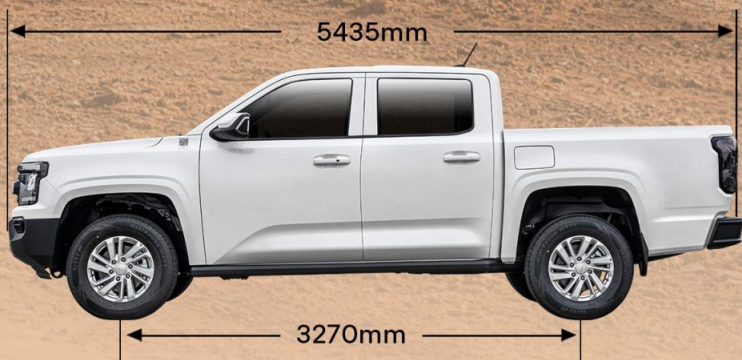
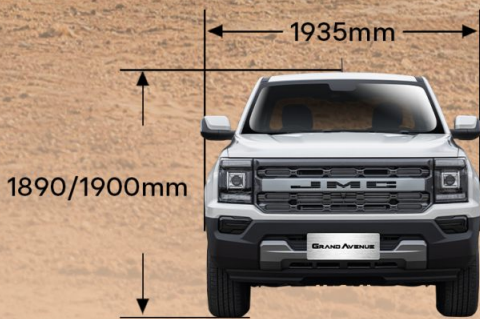
REAR DOORS 75° WIDE OPENING ANGLE

Make getting in and out of the vehicle more convenient



LED DAYTIME

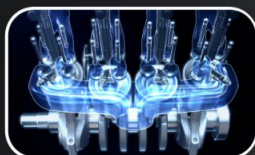
LED daytime running lights & square-shaped LED clearance lights
Showcasing the rugged, commanding, and powerful aesthetics of pickup



POWER & CAPABILITY

Confidence originated from a strong heart

- The NB25 2.5-liter Turbo Diesel Engine from JMC's All New Wild Diesel Power platform not only just strong, but also reliable.
- Built with JMC's 40 years of independent engine R&D experience and developed as an all-new platform. The low-rpm, high-torque characteristic of NB25 effectively improves the vehicle climbing and accelerating ability, while also extending engine lifespan.
- Innovative features include China's first mirror-symmetrical integrated intake manifold(X-Mirror), ensuring balanced airflow across all cylinders.



X-MIRROR EFFICIENT CLEAN COMBUSTION SYSTEM

China's first mirror-symmetrical intake manifold design, ensuring balanced and sufficient intake for each cylinder, greatly improving combustion efficiency achieving the highest thermal efficiency in its class--45.2%.



BOSCH CO-DEVELOPED FIE HIGH-PRESSURE COMMON RAIL INJECTION SYSTEM

reinforced injectors, pump, rail and other core components. with injection pressure up to 2000 bar and higher injection frequency , allowing more complete combustion



SMART PRECISION CONTROL SYSTEM

Garrett Variable Geometry Turbocharger (VGT)+Full-MAP variable oil pump+Dual-circuit cooling temperature control system keeping the engine at the optimal operating conditions at all times, achieving 30% torque increase within the first 2 seconds of launch and a fuel consumption as low as 6.9 L/100 km (MT version: 6.9-7.3 L/100 km; AT version: 7.2-7.6 L/100 km)

GERMAN ZF 8-SPEED AUTOMATIC TRANSMISSION

Offers high reliability, smooth gear shifting, and rapid responses. Its rapid and precise hydraulic pressure control, wide gear ratio range, and more gears provide better fuel economy for customers. Paddle shifter standard.

MAGNA 6MT MANUAL TRANSMISSION

Produced on the same platform as the Ford MT82 gearbox, weighing only 53kg. Its first and second gears use triple-cone synchronizers, resulting in higher efficiency, and it also comes with a reverse gear synchronizer, ensuring smooth gear shifts without grinding.



NB25 2.5-LITER TURBO DIESEL ENGINE

155 kW
Maximum power

10.4S
(0 to 100 km/h under full load)

500 N·m
peak torque
(1500-2400 RPM)

6.9 L/100 km
fuel consumption

350 N·m
low-rpm torque
(1000 RPM)

NB25 RELIABILITY SAFEGUARDS



HT300 MATERIAL CYLINDER BLOCK

made from HT300-grade gray cast iron, withstands 300MPa of pressure



FEDERAL-MOGUL PISTON SYSTEM

High-strength aluminum alloy piston capable of withstanding temperatures up to 380°prolonging engine lifecycle and enhancing reliability



ENGINE RELIABILITY TEST

48,000 hours of durability testing—equivalent to 5.76 million kilometers
1202 hours of full-throttle endurance tests
1,111 hours of endurance testing under simulated conditions using biodiesel and high-sulfur diesel, ensuring long-term reliability
As a result, the NB25 engine boasts an exceptional B10 lifespan of 1,000,000 km.



NB25 High-Power version is selected for Ford Motor Company global diesel engine portfolio



EASY CHARGING

Two USB ports (one Type-C and one Type-A) and one 12V power socket in the front row.



ELECTRONIC GEAR LEVER

Automatic transmission models feature an electronic gear lever, There is also a large storage space beneath the gear lever.



Keyless entry and push-button star

HIDDEN AIR CONDITIONING VENTS

A futuristic design that runs across the entire center console.
Automatic Climate Control with PM2.5 filtration
All AT models standard.

INTERIOR

Elevate Your Driving experience with Innovative Comfort and Convenience

Entering the cabin of the Grand Avenue, the interior design rivals that of luxury SUVs with various humanistic design and functional configurations.

INTERIOR COLOR

In addition to the all-black interior, a dual-tone option (William Grey + Canberra Beige) is also available.

AMPLE STORAGE SPACE

With dedicated spaces for keys, phones, water bottles, beverages, and small bags. The glove box has a large storage space of 6.5L.



12.3INCH TOUCHSCREEN

With integrated Apple CarPlay and Android Auto, the screen angle can be adjusted according to the user's different habits(can be flipped left and right 12°).

REAR PARKING RADARS AND A CAMERA

For easy and safe reversing.
360° panoramic view system & 540° transparent chassis view
Four cameras capture and stitch images, achieving a transparent effect under the vehicle. (high-end version)



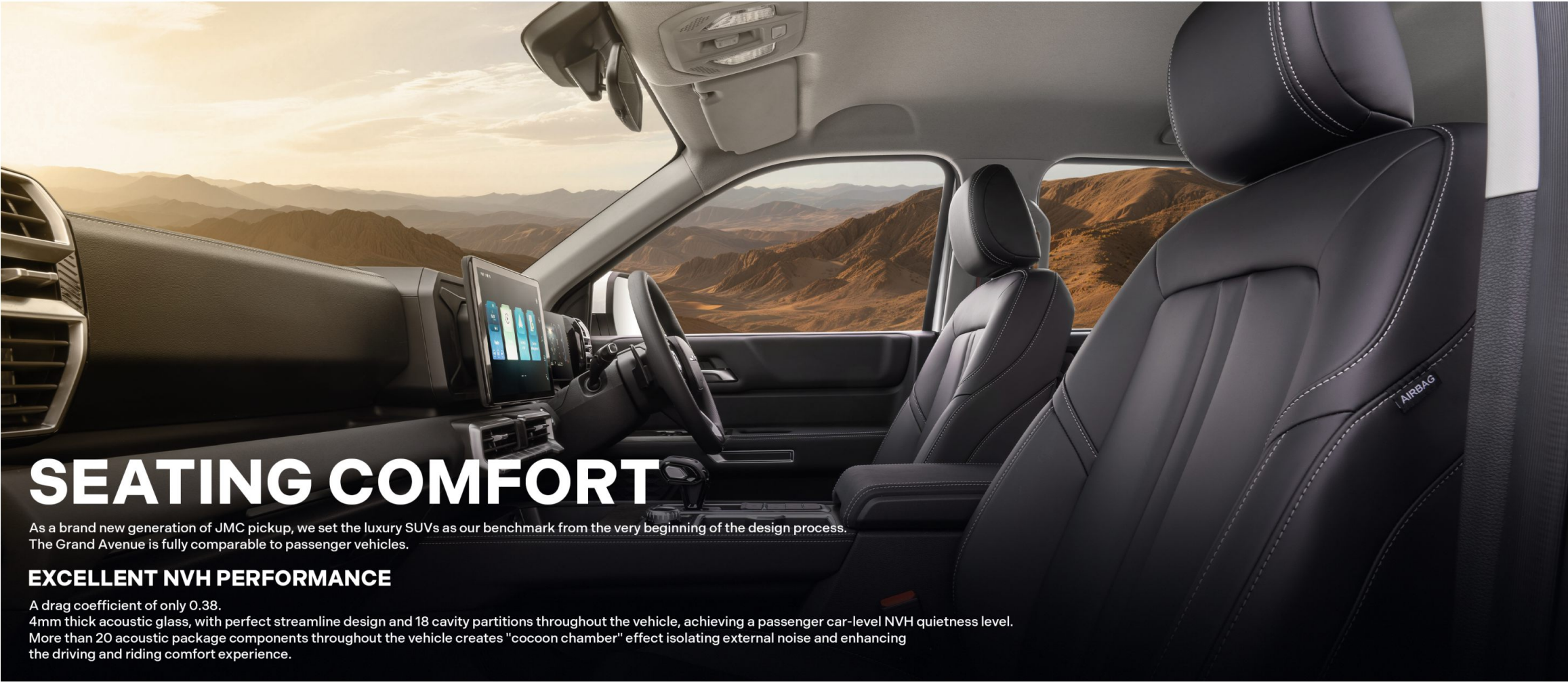
12.3-INCH FULL LCD INSTRUMENT CLUSTER (OPTIONAL)

Brings a great sense of technology, with a variety of driving style interfaces to choose from.



LEATHER-WRAPPED MULTIFUNCTIONAL STEERING WHEEL

Multifunction steering wheel can control functions such as cruise control or ACC, music, and radio switching.



SEATING COMFORT

As a brand new generation of JMC pickup, we set the luxury SUVs as our benchmark from the very beginning of the design process. The Grand Avenue is fully comparable to passenger vehicles.

EXCELLENT NVH PERFORMANCE

A drag coefficient of only 0.38. 4mm thick acoustic glass, with perfect streamline design and 18 cavity partitions throughout the vehicle, achieving a passenger car-level NVH quietness level. More than 20 acoustic package components throughout the vehicle creates "cocoon chamber" effect isolating external noise and enhancing the driving and riding comfort experience.



ELECTRIC SUNROOF OPTIONAL

A sunroof is also available as an option on certain versions.



ONE-TOUCH POWER WINDOWS & ANTI-PINCH FUNCTION



BEST-IN-CLASS INTERIOR SPACE

Over 865mm of rear legroom



EASY CHARGING

A 12V power socket for rear passenger, showing thoughtfulness for their charging needs.



REAR AIR VENTS

Ensuring rear passengers stay cool and comfortable (All AT models).

REAR ROW COMFORT

Backrest angle of 25°, allowing for a more comfortable seating posture and reducing fatigue, providing an SUV-level seating experience. The rear seat cushion is up to 500mm long, providing more support for the legs and a more comfortable seating experience.

HIGH-QUALITY ADJUSTABLE LEATHER SEATS

6- way power-adjustable driver's seat and a 4-way power-adjustable passenger seat. On certain versions equipped with heated seat. The seat cushion can be flipped up in a 4/6 split configuration, and the rear seatback can be folded down, allowing for a change in spatial layout.

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.



APPROACH ANGLE 30°
DEPARTURE ANGLE 26°

MINIMUM GROUND CLEARANCE

235mm(R17 Tire) 245mm(R18 Tire)



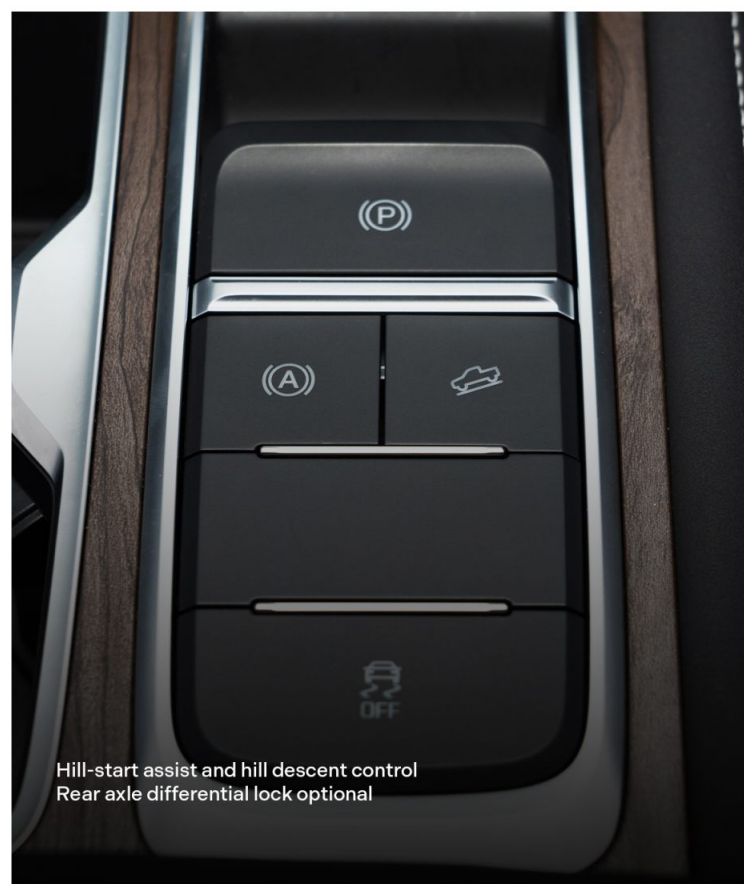
265/65 R17 tires with aluminum alloy wheels
(some versions come with all-terrain tires)



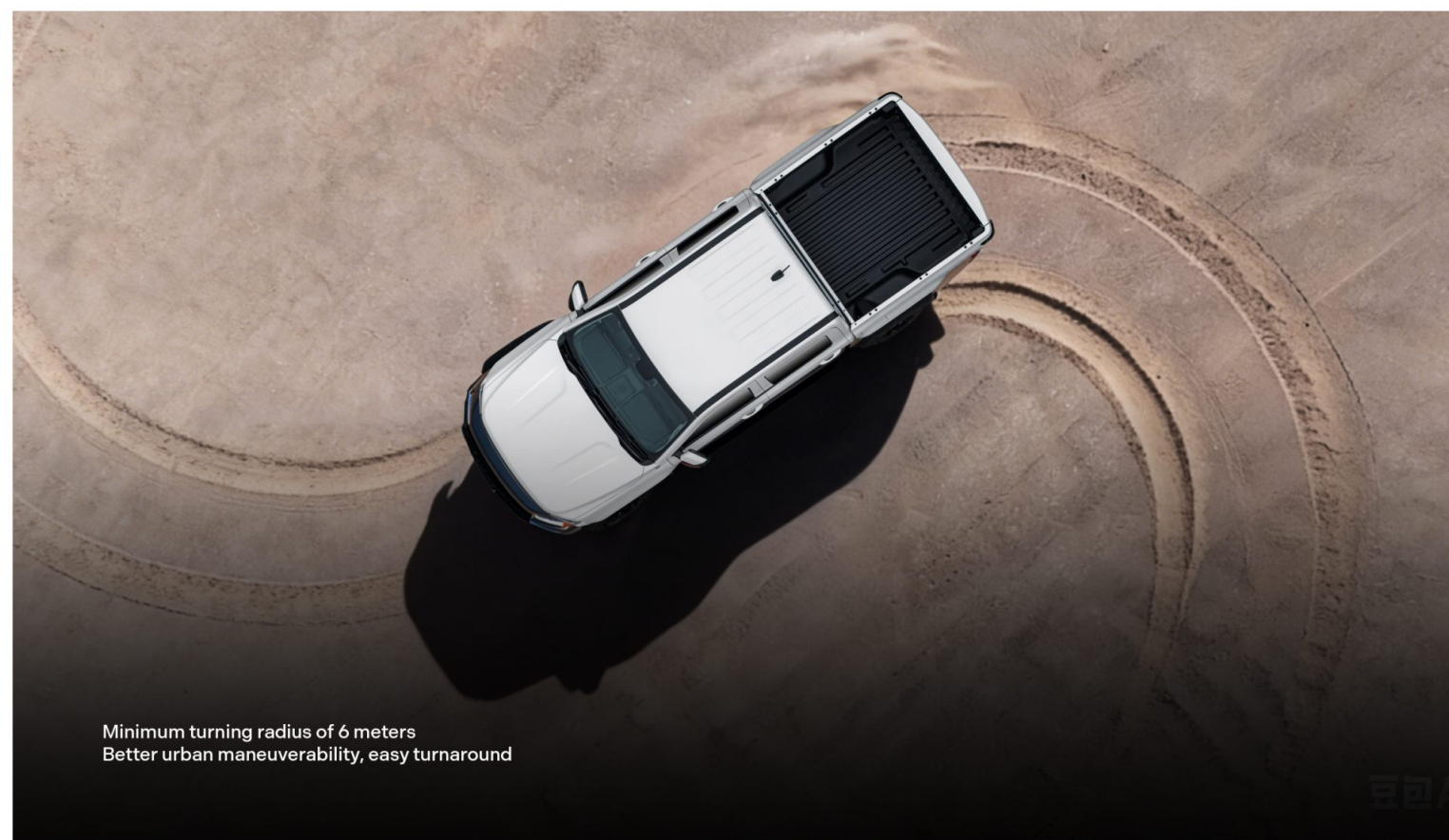
Maximum wading depth 800mm



BorgWarner four-wheel-drive system and features 4H and 4L modes
In 4L mode, the torque can be amplified 2.48 times.



Hill-start assist and hill descent control
Rear axle differential lock optional



Minimum turning radius of 6 meters
Better urban maneuverability, easy turnaround



CARGO BED PAYLOAD CAPACITY

As a strong pickup, the Grand Avenue is also excellent in the cargo area which is spacious and durable.

INTERIOR DIMENSIONS OF THE CARGO

1546mm in length / 1595mm in width / 546mm in height / 1.35 cubic meters class leading cargo volume
The biggest cargo of all standard crew cab pickup

820MM CARGO BED HEIGHT

making it easier to load and unload goods

STRONG CARGO BED TAILGATE

With over 2500N load-bearing capacity and power-assisted slow-down struts is optional which makes closing the door easier

TAILGATE TELESCOPIC STEP OPTIONAL

convenient for users to get in and out of the cargo bed

HIGH STRENGTH CHASSIS

The longitudinal beam's section thickness is 182.3mm, No.1 in the Chinese industry, with an exceptional towing capability of 3.5T, the loading capacity can reach 1.1T.



100% GALVANIZED PLATES EXTERIOR

The entire exterior is covered with 100% galvanized plates, ensuring exceptional anti-corrosion performance.



CORROSION RESISTANT TEST

1008-hour salt spray test, strong corrosion resistance

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.



BOSCH ESP



TIRE PRESSURE MONITORING

To ensure comprehensive driving safety.



SIX AIRBAGS

Providing comprehensive protection (high-end model).



65%, HIGH-STRENGTH STEEL BODY



FRONT CRASH BEAM

Roll-forming technology and 1300MPa ultra-high-strength martensitic steel



SIDE BEAM

Roll-forming technology and 1180MPa ultra-high-strength dual-phase steel



VENTILATED BRAKE DISCS

with a front disc diameter of 334mm and a rear disc diameter of 337mm which helped Grand Avenue achieve an industry-leading braking distance- less than 41 meters from 100km/h to 0km/h.



SAFETY



ADAS(ADVANCED DRIVER ASSISTANCE SYSTEMS)

As JMC's premium pickup, The Grand Avenue top-spec version features L2 assisted driving features.



ACC (ADAPTIVE CRUISE CONTROL)

Avoids frequent canceling and setting of cruise control, suitable for more road conditions



FCW(FORWARD COLLISION WARNING SYSTEM)

Monitor all obstacles in front of you at all times, determine the distance, position and speed between the vehicle and the obstacle to monitor and warn the driver's blind spot.



AEB(AUTONOMOUS EMERGENCY BRAKING)

The system can significantly reduce the speed of the vehicle before collision with an obstacle, reducing the intensity of the impact and significantly shortening the reaction time, avoiding a crash or reducing the severity of the impact.



LANE ASSIST SYSTEMS (LDW+LKA)

If the vehicle deviates from the center of the lane, the system will automatically apply steering assist to bring the vehicle back to the centerline of the lane to ensure safe driving.



VARIANTS	4X2 MT GL	4X4 MT GL	4X2 AT GL	4X4 AT GL	4X2 AT LX	4X4 AT LX	4X2 AT SLX	4X4 AT SLX	4X4 MT LX	4X4 AT LX	4X4 AT LX	4X4 AT SLX	
ENGINE&TRANSMISSION													
Emission level	Euro II								Euro IV		Euro V		
Type	NB25C2L								NB25C4L		NB25C5L		
Displacement(cc)							2498						
Max Power(KW(Ps)@rpm)	155(211)@3200												
Max Torque(Nm@rpm)	430@1400-2800			500@1500-2400						430@1400-2800		500@1500-2400	
Fuel Supply System	Commonrail Direct Injection												
Transmission Type	Magna 6MT(6MTI380)			ZF 8AT(8HP50)						Magna 6MT(6MTI380)		ZF 8AT(8HP50)	
CHASSIS&SUSPENSION													
Steering System	HPS			EPS						HPS		EPS	
Front Suspension	Double Wishbone with Coil Spring												
Rear Suspension	Leaf Spring												
Approach/Departure Angle	30°/26°												
Part-Time 4WD	-	●	-	●	-	●	-	●	●	●	●	●	
Rear Differential Lock	-	○	-	○	-	○	-	○	○	○	●	●	
Four-Wheel Disc Brakes	●	●	●	●	●	●	●	●	●	●	●	●	
Tyres & Rims: 265/65 R17, Alloy	●	●	●	●	●	●	-	-	●	●	●	-	
Tyres & Rims: 265/65 R18, Alloy	-	-	○	○	○	○	●	●	-	-	○	●	
All-Terrain Tyres	-	-	○	○	○	○	●	●	●	●	○	●	
Full Size Spare Tire, Steel	●	●	●	●	●	●	●	●	●	●	●	●	
MEASUREMENTS													
Overall Size(mm)	5450*1935*1890/1900												
Wheelbase(mm)	3270												
Front/Rear Track(mm)	1620/1620												
Minimum Ground Clearance(mm)	235/245												
Cargo Bed Size(mm)	1546×1595×546												
Kerb Weight(kg)	1970	2085	2015	2125	1985	2095	2050	2160	2135	2125	2105	2140	
Gross Weight(kg)	2885	3000	2930	3040	2900	3010	2965	3075	3050	3040	3020	3055	
Payload(kg)	870												
Fuel Tank Capacity(L)	80												
EXTERIOR FEATURES													
Bumper (Front)	●	●	●	●	●	●	●	●	●	●	●	●	
Bumper (Rear)	●	●	●	●	●	●	●	●	●	●	●	●	
Auto-Sensing Headlamps	-	-	-	-	●	●	●	●	-	-	●	●	
LED Headlamps	○	○	-	-	●	●	●	●	-	-	○	●	
LED Side Mirror Turning Lights	●	●	●	●	●	●	●	●	●	●	●	●	
LED Daytime Running Lights	●	●	●	●	●	●	●	●	●	●	●	●	
Headlamp Delay Off	●	●	●	●	●	●	●	●	●	●	●	●	
High Mounted Stop Lamp	●	●	●	●	●	●	●	●	●	●	●	●	
Front Fog Lamps	●	●	●	●	●	●	●	●	-	-	●	●	
Rear Fog Lamps	●	●	●	●	●	●	●	●	●	●	-	-	
Power Adjustable Side Mirror	●	●	●	●	●	●	●	●	●	●	●	●	
Power Folding Side Mirror	-	-	-	-	●	●	●	●	-	●	●	●	
Heated Side Mirror	-	-	-	-	-	-	●	●	-	-	-	-	
Rain-Sensing Wipers	-	-	-	-	●	●	●	●	-	-	●	●	
Spray-In Bedliner	●	●	●	●	●	●	●	●	●	●	●	●	
Sunroof	-	-	-	-	-	-	-	○	○	-	-	-	
Side Steps	●	●	●	●	●	●	●	●	●	●	●	●	
Front Tow Hook	●	●	●	●	●	●	●	●	●	●	●	●	
Easy Lift Tailgate / Tailgate Assist	●	●	●	●	●	●	●	●	●	●	●	●	
Skid Plate	●	●	●	●	●	●	●	●	●	●	●	●	
Sport Bar/Roll Bar	-	-	-	-	●	●	-	-	-	-	-	-	
Tailgate Telescopic Step	○	○	○	○	○	○	●	●	○	○	○	●	
INTERIOR FEATURES													
Keyless Entry With Push Start Button	●	●	●	●	●	●	●	●	●	●	●	●	
12" Rotating Multi Touchscreen Display	●	●	●	●	●	●	●	●	●	●	●	●	
Apple Carplay&Android Auto	●	●	●	●	●	●	●	●	●	●	●	●	
Bluetooth	●	●	●	●	●	●	●	●	●	●	●	●	
Radio	●	●	●	●	●	●	●	●	●	●	●	●	
4 Speakers	●	●	●	●	●	●	-	-	●	●	●	-	
6 Speakers	-	-	-	-	-	-	●	●	-	-	-	●	
Front USB Charging Port (1 Type A+1 Type C)	●	●	●	●	●	●	●	●	●	●	●	●	
Rear USB Charging Port(1 Type A)	-	-	●	●	●	●	●	●	-	●	●	●	
Wireless Charging	-	-	-	-	-	-	●	●	-	-	-	●	
Front & Rear 12V Power Port	●	●	●	●	●	●	●	●	●	●	●	●	
Automatic Climate Control With PM2.5 Filtration	●	●	●	●	●	●	●	●	●	●	●	●	
Rear Air Conditioning Vents	-	-	●	●	●	●	●	●	-	●	●	●	
Front Sun Visors with Vanity Mirrors	●	●	●	●	●	●	●	●	●	●	●	●	
7" LCD Multi Information Display Instrument Cluster	●	●	●	●	●	●	-	-	●	●	●	-	
12.3" LCD Multi Information Display Instrument Cluster	-	-	-	-	-	-	●	●	-	-	-	●	
Multifunctional Steering Wheel	●	●	●	●	●	●	●	●	●	●	●	●	
2-Way Adjustable Steering Wheel	●	●	●	●	●	●	●	●	●	●	●	●	

Variants	4x2 MT GL	4x4 MT GL	4x2 AT GL	4x4 AT GL	4x2 AT LX	4x4 AT LX	4x2 AT SLX	4x4 AT SLX	4x4 MT LX	4x4 AT LX	4x4 AT LX	4x4 AT SLX
Interior Features												
Leather Steering Wheel	-	-	-	-	○	○	●	●	-	-	-	●
Shift Paddle	-	-	●	●	●	●	●	●	-	●	●	●
Mechanical Park Brake	●	●	-	-	-	-	-	-	●	-	-	-
Electrical Park Brake With Auto Hold	-	-	●	●	●	●	●	●	-	●	●	●
Auto-Dimming Interior Mirror	-	-	-	-	-	-	●	●	-	-	-	-
Power Windows	●	●	●	●	●	●	●	●	●	●	●	●
One-Touch Up / Down Power Windows	-	-	●	●	●	●	●	●	●	●	●	●
Window Anti-Pinch	-	-	●	●	●	●	●	●	●	●	●	●
Remote Window Lifting	●	●	●	●	●	●	●	●	●	●	●	●
Rear Window Defogger	-	-	-	-	-	-	-	-	-	-	●	●
Front Dome Light	●	●	●	●	●	●	●	●	●	●	●	●
Rear Dome Light	-	-	●	●	-	-	●	●	●	●	●	●
Black Interior Trim	●	●	●	●	●	●	●	●	●	●	●	●
Fabric Seats	-	-	○	○	-	-	○	○	-	-	●	-
Leather Seats	●	●	●	●	●	●	●	●	●	●	-	●
6-Way Manual Adjustable Driver Seat	●	●	●	●	-	-	-	-	●	●	●	-
6-Way Power Adjustable Driver Seat	-	-	-	-	●	●	●	●	-	-	-	●
4-Way Manual Adjustable	●	●	●	●	-	-	-	-	●	●	●	●
Front Passenger Seat												
4-Way Power Adjustable	-	-	-	-	●	●	●	●	-	-	-	-
Front Passenger Seat												
Driver&Passenger Seat Heating	-	-	-	-	-	-	●	●	-	-	-	-
Adjustable Headrest Height	●	●	●	●	●	●	●	●	●	●	●	●
40/60 Lifiable Rear Seat Cushion	●	●	●	●	●	●	●	●	●	●	●	●
Foldable Rear Seatback	●	●	●	●	●	●	●	●	●	●	●	●
Pillar Grab Handles – Front	●	●	●	●	●	●	●	●	●	●	●	●
Passenger & Rear												
Overhead Foldable	●	●	●	●	●	●	●	●	●	●	●	●
Handgrips – Front Passenger & Rear												
SAFETY												
Advance												
Cruise Control	●	●	●	●	●	●	●	●	●	●	●	●
Drive Mode Selection (Eco/Normal/Sport)	-	-	●	●	-	-	●	●	-	●	-	●
Adaptive Cruise Control(ACC)	-	-	-	-	-	-	●	●	-	-	-	●
Autonomous Emergency Braking(AEB)	-	-	-	-	-	-	●	●	-	-	-	●
Lane Keeping Assist(LKA)	-	-	-	-	-	-	●	●	-	-	-	●
Active												
Anti-lock Braking System (ABS)	●	●	●	●	●	●	●	●	●	●	●	●
Electronic Stability Control (ESC/ESP)	-	-	●	●	●	●	●	●	●	●	●	●
Hill Launch Assist(HLA)	-	-	●	●	●	●	●	●	●	●	●	●
Hill Descent Control (HDC)	-	-	●	●	●	●	●	●	●	●	●	●
Parking Sensors	●	●	●	●	●	●	●	●	●	●	●	●
Reverse Camera	●	●	●	●	●	●	●	●	●	●	●	●
Reversing Distance Display	●	●	●	●	●	●	●	●	●	●	●	●
Tire Pressure Monitoring System(TPMS)	●	●	●	●	●	●	●	●	●	●	●	●
360° Panoramic Image & Transparent Chassis	-	-	-	-	-	-	●	●	-	-	-	○
Passive												
Driver SRS Airbag	●	●	●	●	●	●	●	●	●	●	●	●
Passenger SRS Airbag	○	○	●	●	●	●	●	●	●	●	●	●
Side SRS Airbags	-	-	●	●	-	-	●	●	●	●	-	●
Side SRS Aircurtains	-	-	-	-	-	-	●	●	-	-	-	●
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	●	●	●	●	●	●	●	●	●	●	●	●
Security												
Remote Central Locking	●	●	●	●	●	●	●	●	●	●	●	●
Vehicle Start Anti-Theft System	●	●	●	●	●	●	●	●	●	●	●	●
Electronic Steering Column Lock	●	●	●	●	●	●	●	●	●	●	●	●
Automatic Locking (15km/h)	●	●	●	●	●	●	●	●	●	●	●	●
Child Safety Locks	●	●	●	●	●	●	●	●	●	●	●	●

●Std ○Optional - N/A

Elegant White (Solid)

Engineering Yellow (Solid)

Deep Ocean Blue (Metallic)

Aurora Silver/Shining Silver (Metallic)

Silver Sand Black (Metallic)

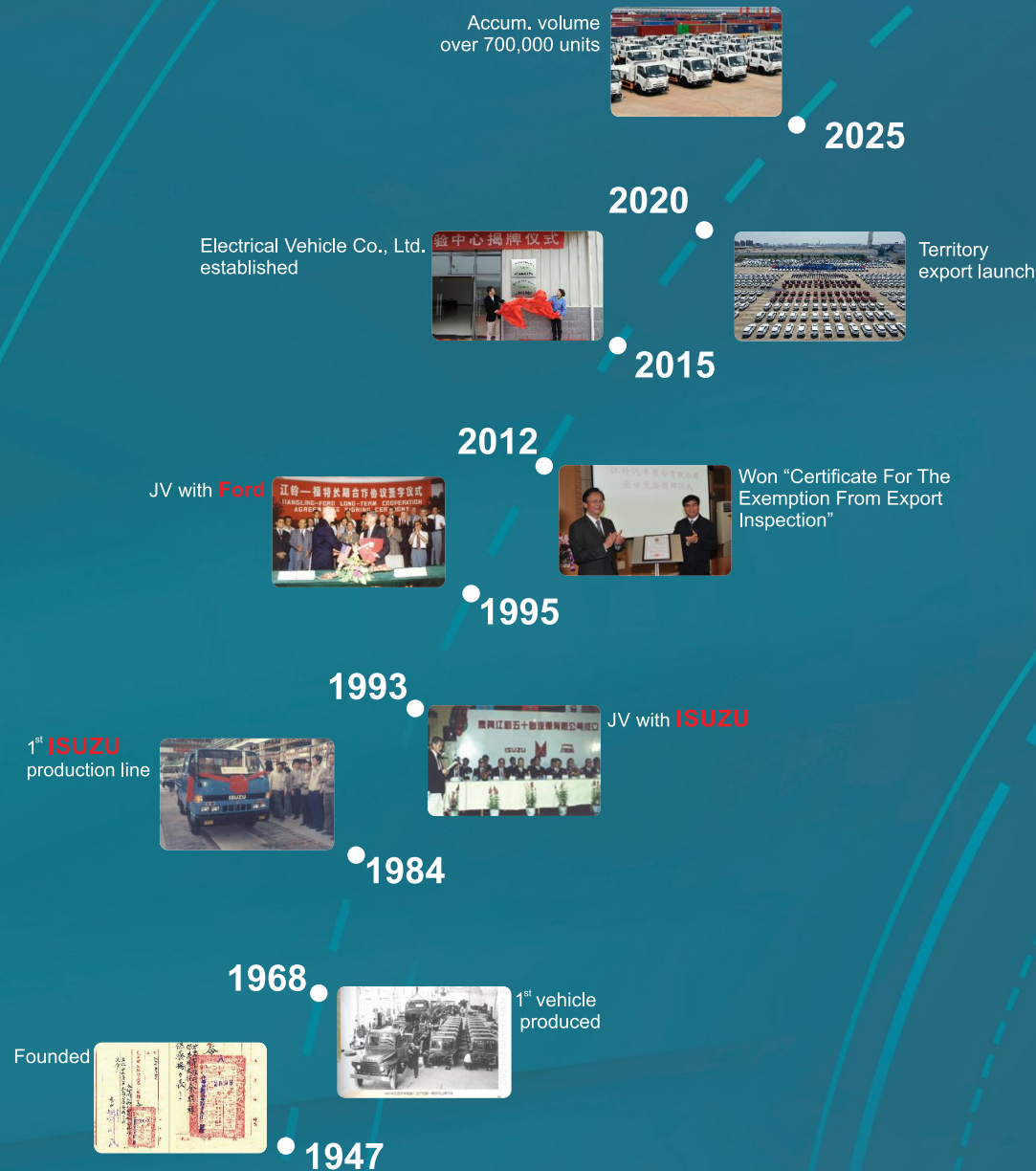
Cosmic Grey (Metallic)

Mica Green (Metallic)

Pearl White (Metallic)

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

