

AUTO MOBILITY
IREON

The New Horizon of E-Commercial Mobility



AUTO MOBILITY
IREON

www.ireon.net

IREON Opens New Era of Electric Vehicle

IREON opens a new era of the E-Commercial Mobility in Korea.

Mareum Design had dedicated 5 years of time and passion, challenging to make the perfect electric truck fit for Korea. Professionals put utmost effort from research, planning, design, engineering, and development. Witness the urban electric truck customized for Korea that will set the standards of EVs.





Beyond the Best!

IREON is an eco-friendly electric truck customized for urban driving. Due to its low initial purchase price and maintenance cost, it can be used for various purposes such as low-cost startups, delivery services, corporate cars, and follow-up services.

SOHO Business

We can help you satisfy your customers and improve profitability. Run a low-cost food truck or open a new cafe with IREON IR3/IR5.

Urban Logistics

Enjoy the low maintenance cost and provide fast delivery services with IREON IR5 that can load up to 1 ton.

General Utilities

IREON IR3/IR5 are the versatile electric trucks for various business such as laundries, flower shops, and restaurants.



Dynamic Exterior & Design

Powerful and dynamic design. Efficiency and practicality for urban driving. IREON is the perfect fit to become the pioneer of the new era of electric trucks.



LED Headlamps

The sophisticated three-dimensional LED headlamps complete the front signature look of IREON.

Wide Cargo Spaces

It provides practicality and convenience by providing wide cargo space of 1,000kg.





Efficient Interior & Convenience

IREON is designed putting drivers' comfort as the no. 1 priority. IREON features A/C, dial gear, and abundant storage spaces. In IREON with roomy space and convenient gears, feel the joy of driving once again.



Designed for Comfortable Driving

Ceaseless operation from the steering wheel, push to start button, and smooth dial gear. Drivers can handily operate everything while driving.



Non-slip Pads for Mobile Phones

In the middle of the dashboard, two non-slip pads have been installed for mobile phones to help you focus on driving.



Various Storage Spaces

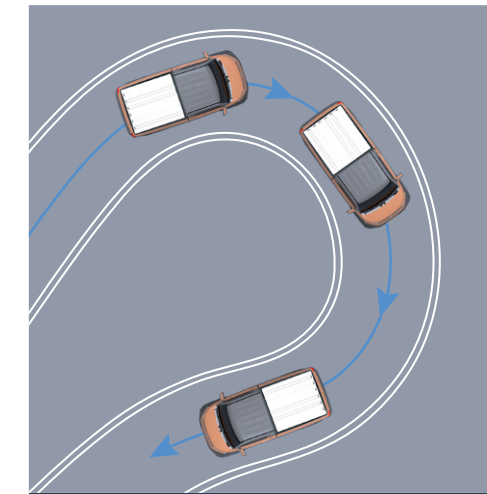
To make the most of its space, IREON has various practical storages such as central cup holders.



Intensive Safety

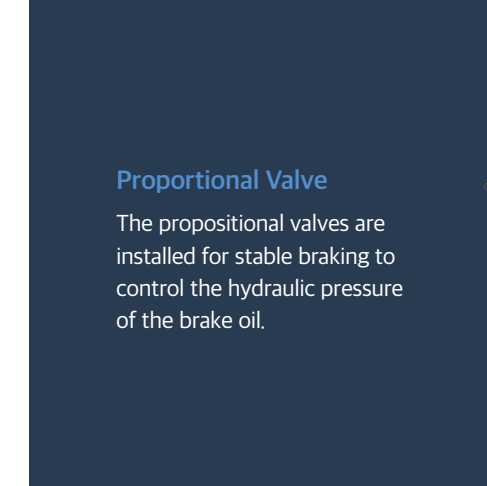
With IREON's safety functions, you can enjoy safe yet powerful driving. Multiple functions have been installed for driver's convenience and safety such as BBS and EPS for strong braking power and light but fast steering. It also has rear detection sensors and a rapid charging system. A little more convenient! A little safer! Experience IREON, the specialized EV for drivers.

The New Horizon of E-Commercial Mobility



EPS(Electric Power Steering System)

EPS helps secure driver's safety and driving with light and rapid steering.



Proportional Valve

The propositional valves are installed for stable braking to control the hydraulic pressure of the brake oil.



BBS(Boost Brake System)

With vacuum boosters, brake pedals help amplify the pressing power for master cylinders to secure safer braking force.

Driving Performance

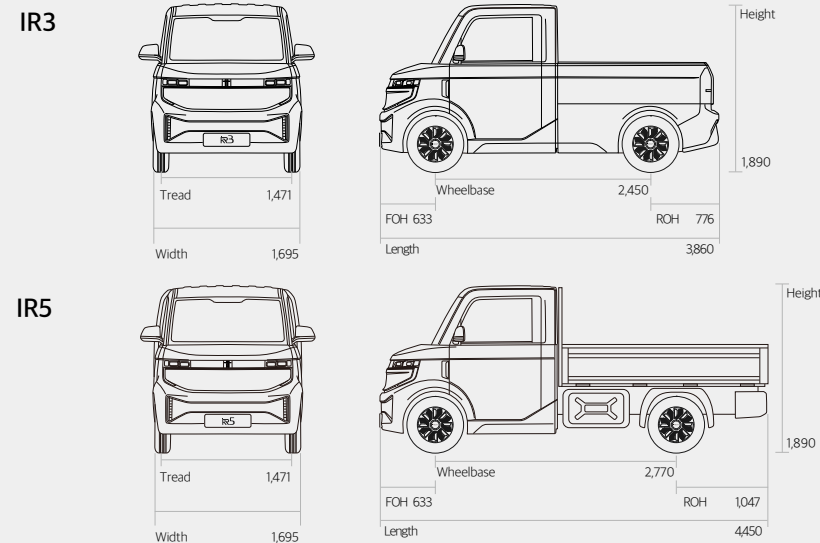
SPECIFICATIONS

Category	IR3		IR5	
	E-Pickup		E-Light Truck	
Length	3,860 mm		4,450 mm	
Width	1,695 mm		1,695 mm	
Height	1,890 mm		1,890 mm	
Wheelbase	2,450 mm		2,770 mm	
Maximum Speed	120 km		120 km	
Battery Capacity	LFP	30 kWh	30 kWh	
	Lithium-Ion	55 kWh	55 kWh	
Driving Distance on a Single Charge	LFP	180 km	150 km	
	Lithium-Ion	300 km	250 km	
Motor	Maximum Output	80 kW	80 kW	
	Maximum Torque	260 Nm	260 Nm	
Loadbox Size (Internal Standard)	1,600 mm X 1,300 mm X 477 mm		2,319 mm X 1,615 mm X 451 mm	
Carrying Capacity	0.5 ton		1 ton	
Tire Size	175 / 75 / R14		175 / 75 / R14	
Number of Passengers	Two Persons		Two Persons	
Curb Weight	1,700kg		1,900kg	
Gross Vehicle Weight	2,200kg		2,900kg	
Battery Charging Time	1.5 Hours (Rapid) / 6 Hours (Slow)		1.5 Hours (Rapid) / 6 Hours (Slow)	

MAIN FUNCTIONS

Category	Items
Exterior	Headlamps / Auxiliary Brake Lamps / Turn Signal Lamps / Side Mirrors
Interior	Sun Visors (Driver's Seat, Passenger Seat) / Digital Cluster / Center Cup Holders / Glove Box of Passenger Seat / Door Trim / Dial Gear
Safety features	Vacuum Booster / BBS(Boost Brake System) / EPS(Electric Power Steering System) / Proportional Valve / ABS(Anti-lock Brake System) / Rear Detection Sensor / TPMS(Tire Pressure Monitoring System) / ESC(Electronic Stability Control)
Multimedia & convenience	Power Windows / Power Doorlock / Air Conditioner / Heater / Twitter Speaker / USB

DIMENSIONS (unit : mm)



*The photographs, specifications, dimensions and colors in the catalog are for reference only and may be different from the actual launch vehicles.

COLORS

Neutral Gray

Urban Orange

Marketing & After Service

MARKETING SLOGAN:

“Think Big, Start Small, Scale Fast”



MARKETING PLAN

- Combine the vehicle with O2O platform-based mobile applications for sharing vehicles (Taxi / Logistics / Car Sharing / Battery Replacement)
- Strengthen 4P strategies: Best Products / Prices / Places / Promotions
- Sales via omni channels: Multiple channels including dealers (incl. distributors) and in-person channels (Markets / Regions)
- B2B: Target O2O platform companies to expand sales
- Overseas export sales partner: Cooperate with professional companies such as Youngsan Glonet

*Overseas marketing & sales are promoted according to the characteristics of export regions (incl. local joint production / sales)



We are in cooperation with Korea Electric Vehicle Cooperation.

NEW MAINTENANCE PARADIGM OF E-COMMERCIAL MOBILITY

Customer-Focused Lifestyle



*Professional maintenance partners

SERVICE POLICY



*The service policy of this catalog is continuously being improved and will be introduced to customers with an improved service policy after its official launch.

IREON CI & EMBLEM

CI

IREON
AUTO MOBILITY

- IR** Iron is the main material composing the chassis of the vehicle. IR represents the encounter between iron and skillful man. IR also represents IREON's future-oriented design, strong power, and strength.
- E** As an abbreviation for electricity, E also represents a new era of the mobility industry. E represents the two "e"s from new era of e-mobility.
- ON** ON symbolizes the English preposition and the electric battery iON that generates energy with electric power.

EMBLEM



An emblem that describes a future-oriented IREON's vision with a motif of the arms put between the I shapes (represents human).

It represents futuristic win-win cooperation based on the trust between business partners and the company's employees. It represents the hope and success of IREON, growing together with the customers.

mareum

Specializing in Automobile Design

Since its establishment by the product designers from Hyundai Motor Company in January 2000, Mareum Design is the Korea's first generation contractor for Korean car designs. Mareum Design takes charge in the entire process of car making including planning, design development, concept design, and brand image making. At the early stage, Mareum Design conducted 70-80% of outsourcing development as a main contractor for Hyundai Motor Company and KIA Corporation. Based on its experience and know-how in the car design field, it successfully designed China's largest car company Geely's EC718 that had a record annual sales of 300,000. Beyond Korea, Mareum Design has established a strong trust and a network with global customers from China, Japan, U.S., and India. It will continue to grow as a sustainable company that satisfies customers with its outstanding designs.



MAREUM PARTNERS

DOMESTIC



OVERSEAS

