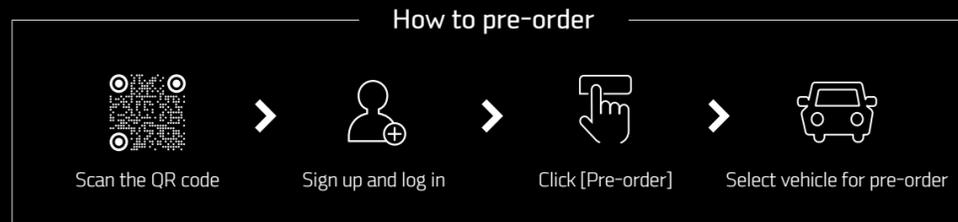




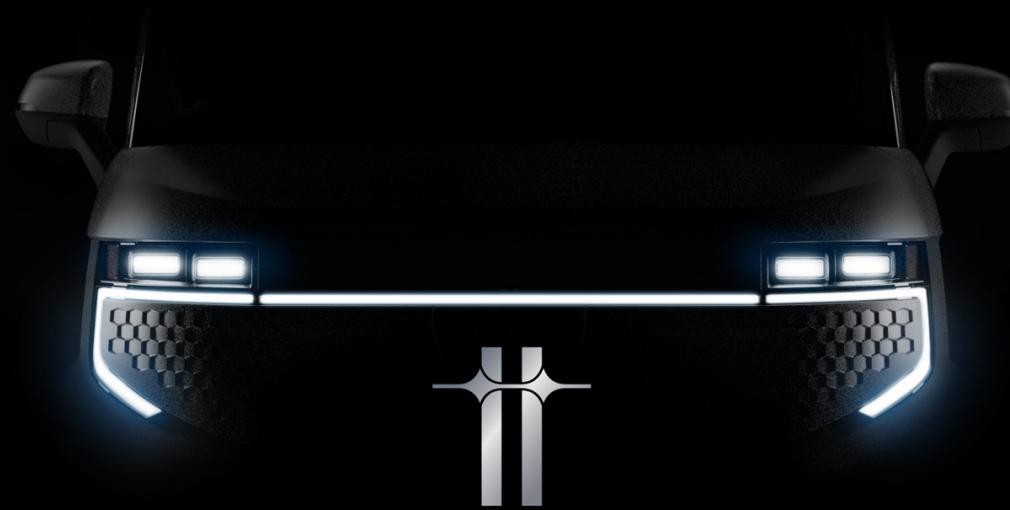
ireon.net



Pre-order IR3 and IR5
before anyone else!



PERFECT FIT.
YOUR ELECTRIC MOVE.



IREON has taken part in automobile design and development projects in and out of Korea for the past three decades and has been recognized for its skills and expertise, performing every single step of vehicle development, ranging from planning to concept design, architecture and brand image creation. As the subsidiary of EGTRONICS, a leading green technology company, IREON plans to launch IR3 and IR5, the Korean-model commercial EVs, by Q1 2025 with the goal of domestic production in the second half of 2026. By strengthening our model portfolio, we will grow into a specialized automobile company that meets the diverse expectations and needs of domestic and overseas customers.

- IR** Iron is the main material composing the chassis of the vehicle. IR represents IREON's future-oriented design, strong power and strength.
- E** As an abbreviation for electricity, E represents the bright future of mobility that leads to the new horizon of commercial EVs.
- ON** ON symbolizes the English preposition and the electric battery that generates energy with electric power.



An emblem that describes a future-oriented IREON's vision with a motif of the arms put between the I shapes (represent human). It embodies mutual growth and cooperation in the future based on the trust with business partners as well as between the company's employees, ultimately expressing the prospect of hope and success achieved by taking the road with IREON consumers.

IREON OPENS NEW ERA OF ELECTRIC VEHICLE

IREON's name encapsulates the vision for a bright future.
IREON, the first mover that leads the EV market by making bold challenges with
passion to showcase the brand-new Korean-version EVs, presents the new
standard of urban electric trucks optimized for the domestic environment.



250 km

Driving distance on a single charge (IR5)

300 km

Driving distance on a single charge (IR3)

1.0T

Loading capacity (IR5)

0.5T

Loading capacity (IR3)

110 km/h

Max. speed

55 kW

Motor rated output

272 Nm

Max. motor torque

56 kWh

Battery capacity



EVOLUTION OF COMMERCIAL e-MOBILITY

The development of bonnet frame goes beyond the issue of regulatory compliance and is at the core of ensuring the safety of passengers in case of frontal collision. The bonnet frame of IR3/IR5, equipped with LED headlamp and the signature charging indicator with position lamp, is an innovative technology of IREON, the leader in commercial EV market.

Bonnet Frame



IP center garnish & gray interior design



Sufficient loading space



Driver's seat airbag



Double-dock for mobile phones (wireless charging supported)



HDC(hill descent control)

SPACE & SAFETY

Experience the interior features and design customized to the driver's convenience and taste and the safe driving performance of IREON with IR3/IR5.

DRIVING PERFORMANCE

Dimensions (Unit : mm)

IR3



IR5



Specifications

	IR3	IR5
Category	E-Pickup	E-Light Truck
Max. speed	110 km/h	110 km/h
Battery capacity	LFP 56 kWh	56 kWh
Driving distance on a single charge	300 km	250 km
Motor	Rated output	55 kW
	Max. torque	272 Nm
Loadbox size (interior measurement)	1,759 mm X 1,373 mm X 423 mm	2,384 mm X 1,564 mm X 450 mm
Loading capacity	0.5 ton	1 ton
Tire size	185/R14LT-8PR	185/R14LT-8PR
Passengers	2	2
Vehicle weight	1,500 kg	1,700 kg
Gross vehicle weight	2,150 kg	2,850 kg
Battery charging time	High speed : 1 hr / Low speed : 8 hrs	High speed : 1 hr / Low speed : 8 hrs

* High-speed charging time (1 hour) is based on the state of charge (SOC) of 80%.

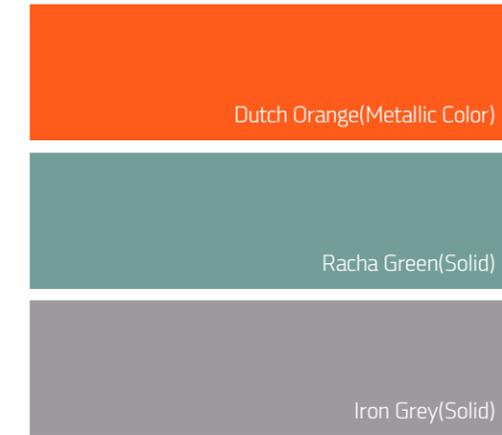
Main functions

Category	Items
Exterior	Side-view mirror (hot wire, electronic shafting and adjustment, turn signals) / Charging port (AC/DC combo) / Headlamps (LED, daytime running lamps) / Charging indicator and position lamps / Toolbox / Wheel cap and cover / Tires (185, R14) / Rear fog lamps / EV-exclusive emblem
Interior	Full LCD cluster / Central cup holder / Passenger's seat glove box / Door trim / Rotary gear shift dial / IP central garnish / Double-dock for mobile phones (wireless charging supported)
Performance	Lithium iron phosphate battery (56 kWh) / Driving motor (55 kW) / Regenerative braking system / Battery heating system / Decelerator / OBD Connector (self-diagnosis feature) / Slow-speed and high-speed charging
Safety specifications	Driver's seat airbag / ESC (electronic stability control) / HDC (hill descent control) / ESS (emergency stop signal) / Virtual engine sound (pedestrian protection) / Reverse gear alarm generator / Rear camera / Rear parking sensors / TPMS / First-aid kit for tires
Convenience and multi-feature specifications	Heated sheets for driver's seat / Power windows / Power door locks / Automatic air conditioner/heater / Tweeters / Central seat bag console box / Electric power steering / Wheel remote control switches / Bluetooth / Hands-free feature / Button push start and smart key / Power outlet / USB connection (C-type)

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

Colors

IR3



IR5



MARKETING & SERVICE

Brand Marketing Slogan "Think Big, Start Small, Scale Fast"

Product Strategy



Pricing Strategy



Distribution Strategy



Promotion Strategy



The New Maintenance Paradigm for Commercial e-Mobility & Customer-Oriented Lifestyle

2Way System

Visiting service

Warehousing maintenance service

- One-time free checkup service
- Visiting on-site checkup service (charged) (Vehicle maintenance / Checkup / Exchange service)

- Warranty and normal maintenance services (Vehicle performance checkup / Diagnostics / Repair)
- Operates nationwide collaborative maintenance network
- Normal / Accident parts sale (including consumables)

Service Guidance

One-time free checkup service
(Guidance on vehicle checkup, consumable replacement intervals and warehousing maintenance)

Warranty



2 years / 40,000 km

Body and other parts
(Consumable parts excluded)

5 years / 100,000 km

Parts for EVs
(Main power battery and power transmitter included)

* Details regarding the warranty will be delivered at the point of vehicle release. Please refer to the website for more details.