



启辰晨风 聆风血统

VENUCIA The Leaf descent

文/阿茵 Article/Yin

关键字东风日产为启辰晨风电动汽车在黄浦江畔举行上市发布仪式，9月10日晚全球销量最大的电动汽车日产聆风，终于以在华再设计并生产的形式登陆中国、开始销售。

按聆风血统再开发

晨风的前辈是日产聆风，聆风是当前全球最畅销电动汽车，已经售出13万辆，占电动汽车总保有量大约一半。四年前启辰品牌成立时，东风日产就酝酿引入聆风。东风日产综合中国市场的道路情况、消费者习惯和纯电动汽车的政策法规等因素，在日产这一专属电动汽车平台基础上再开发，推出了启辰晨风。

最终呈现在中国消费者面前的晨风，与聆风非常近似。晨风的外形，长宽高为2267毫米×1771毫米×1549毫米，比聆风长22毫米，宽和高与聆风相差1毫米。设计风格和样式大体一致，略有差别。晨风的动力系统与聆风基本一致，由高效能锰酸锂电池、同步永磁电机以及电控系统构成，动力表现堪比3.5L汽油车：0-50km/h加速时间仅需4.4秒，最高时速可以达到144km/h，续航里程达到175公里。

Dongfeng Nissan has held a release ceremony for Venucia in Huangpu River, in the evening of September 10, biggest world sales of Nissan Leaf electric vehicle, finally to design and manufacture in China and begin to launch and sell in China.

Redevelop according to the Leaf pedigree

The predecessor of Chenfeng is Nissan Leaf, Leaf is the world's best selling electric vehicle, has sold 130000 vehicles, account for about half of total electric vehicle ownership. Venucia brand was set up in four years ago, Dongfeng Nissan was considering to introduce Leaf. Dongfeng Nissan comprehensive Chinese market road conditions, consumer habits and policies and regulations of the pure electric vehicles, in the exclusive Nissan EV platform on the basis of development, introduced Venucia Chenfeng.

Chenfeng has finally appeared in front of Chinese consumers, It is very similar with Leaf. The shape of the Chenfeng, length, width and height are 2267 mm * 1771 mm * 1771 mm, 22 mm longer than Leaf, 1mm width and height than Leaf. Design style and the broadly style are slightly different. Power system of Chenfeng is almost the same with Leaf, the highly effective manganese acid lithium batteries,



中国人每天行驶距离大概不超过50公里，电动汽车的续航里程在150公里是成本与里程的平衡点。实际续航里程175公里，一晚上充电，能跑三四天。

启辰晨风有三款不同配置车型，在尺寸、动力系统、行驶机构等方面一样，只是领风版(3.6kW)，领风版(6.6kW)和领航版(6.6kW)的充电功率和配置不同。3.6kW和6.6kW意味着此车型的车载充电器和充电包是3.6kW或6.6kW。6.6kW充电设备能让充满电时间缩短至4小时。配置基本相同，智能遥控钥匙、车辆一键启动、车身稳定控制系统、上坡辅助、前排双气囊、侧气囊等是标配，但领航版采用真皮座椅、钢琴漆面中控台、5英寸高保真音响播放系统、可伸缩调节真皮方向盘等等，比领风版更为高端。

首推保值回购承诺

很多消费者对电动车还有好多顾虑，东风日产为晨风量身定制了一套专属服务。其中突出的一项，是保值回购服务。一辆燃油车花15万买来，5年后的残值也就是3-4万。启辰晨风不会低于5.5万元。5年后电动车的动力电池还有7-8成容量，可以再利用。聆风的动力电池可以用作家庭备用电源，够用两三天。

晨风这整套专属服务名为“e享无忧”体系，包括购车无忧（金融、专属保险）；充电无忧（送1万元充电设施补贴，上门安装专属充电桩APP）；出行无忧（如需长途旅行，可到专营店换一台燃油车代步）；乐享无忧（提供6个月/10000公里维修保养、5年/100000公里保修）；以及保值回购。

此前的电动汽车宣导期，晨风曾让政府、出租车公司试用，积攒了500万公里里程经验，也通过出租车等让50万用户体会了电动汽车，并收集了反馈意见。

市场看好供不应求

目前生产的量不大，销量受限于产能。大连今年订了

permanent magnet synchronous motor and electric control system structure, the dynamic performance comparable to 3.5 L petrol cars: 0 to 50 km/h speed time just 4.4 seconds, top speed can reach 144 km/h, the endurance driving range is 175 km.

The Chinese people walking distance is no more than about 50 kilometers a day, the endurance driving range of electric vehicles for 150 km is the balance for cost and mileage. The actual endurance driving range is 175 km, and can drive for three or four days by charging for one night.

Venucia Chenfeng has three different configuration models, in terms of size, power system, travel agencies, but the configuration are different from leading version (3.6 kW), leading version (6.6 kW) and the pilot version (6.6 kW). 3.6 kW and 6.6 kW means that the car charger and package of this model are 3.6 kW and 6.6 kW. 6.6 kW charging equipment can make a full charge time reduce to 4 hours. Have the same configuration, intelligent remote control key, a key launch vehicle, vehicle stability control system, hill auxiliary, dual airbags in the front and side airbags are standard, but the pilot version with leather seats, instrument panel, 5 inches high assurance of piano lacquer face audio broadcast system, scalable adjusting leather steering wheel, and so on, more high-end than leading version.

The first value of the buyback commitment

Many consumers have a lot of concerns for electric vehicle, Dongfeng Nissan has set and exclusive service for Chenfeng. One of the outstanding item is the value of the buyback service. Buying a fuel car costs 150000, the salvage value is 3-40000 yuan after five years later. Venucia Chenfeng is not less than 55000 yuan. Five years later electric power battery still in 7-80% electricity capacity, can be recycled. The power battery of Leaf can be the backup power for a family, which can be used for two or three days.

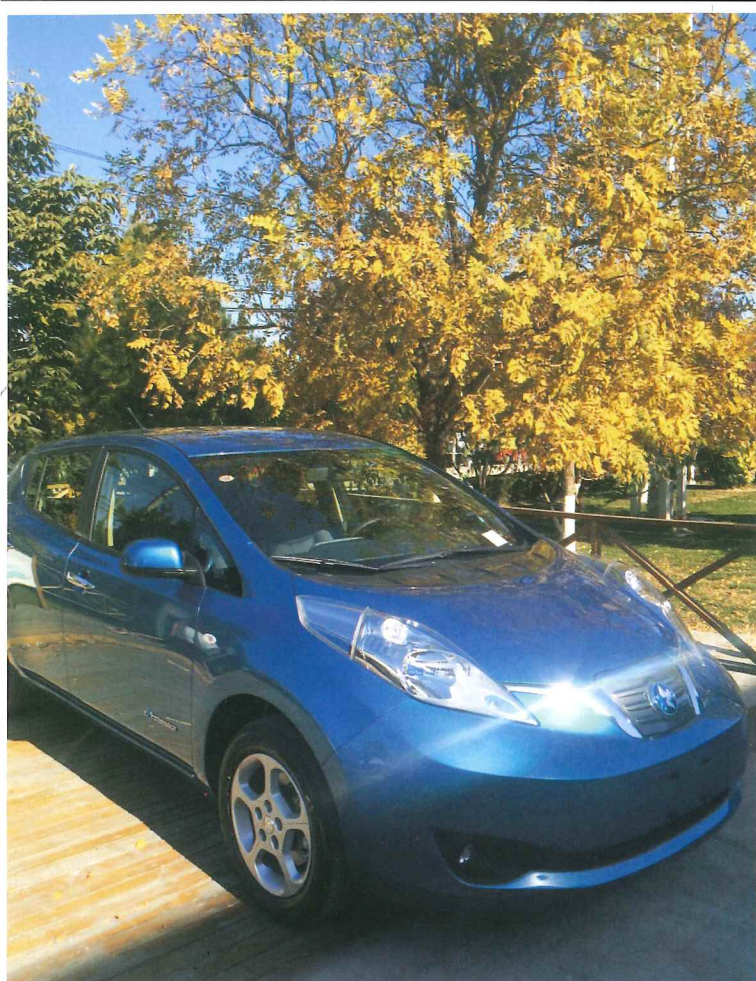
This exclusive service of Chenfeng called "e enjoy worry-free" system, including easy buying car (financial, exclusive insurance); easy charging (to send 10000 yuan charging infrastructure subsidies, exclusive charging pile and installed APP); Easy Traveling (if you want to travel long distance, can change to a fuel car); easy Enjoy (provide 6 months / 10000 km maintenance, 5 years warranty / 100000 km). And the value of buy-back.

At the previous promotion period of electric vehicle, Chenfeng has made the government, taxi companies to try and accumulate the experience of 5 million km driving range, and let 500000 users can experience such an electric vehicle, and collect the feedback.

The market is in short supply

Production quantity is not big at present, sales of limited capacity. Dalian had booked 1000 cars this year, only get to around 200 cars. Annual sales will be more than 50000 vehicles in 2018.





1000合，只能给200合左右。2018年的年销量将超过5万辆。

其价格分为三档：领风版(配3.6kW充电方案)为26.78万元；领风版(配6.6kW充电方案)为27.28万元；领航版(配6.6kW充电方案)为28.18万元。

晨风已经进入全国的免购置税新能源汽车目录，在上海可以获得地方4万元补贴。

上半年，中国新能源汽车产销2.5万左右，纯电动乘用车的私人消费并不多。此前的纯电动汽车消费低迷，关键是没有过硬的产品。

【附录】启辰晨风参数表



Its price is divided into three levels: leading version (with 3.6 kW charging scheme) is 267800 yuan; leading version (with 6.6 kW charging scheme) is 272800 yuan; Pilot version (with 6.6 kW charging scheme) is 281800 yuan.

Chenfeng has entered the national tax free new energy automobile catalogue, where can get 40000 yuan subsidies in Shanghai.

China's new energy automobile production and sales in the first half of 25000, private consumption is not much of pure electric passenger cars. Downturn after the pure electric automobile consumption, the key is not excellent product.

(Enclosed) The parameters of Venucia Chenfeng

表1

启辰晨风	领风版 (3.6K)	领风版 (6.6K)	领航版 (6.6K)
车身尺寸及质量			
长×宽×高 (mm)	4467×1771×1549		
轴距 (mm)	2700		
前/后轮距 (mm)	1540/1535		
整备质量 (kg)	1494		
行李箱容积 (L)	370 (VDA)		
动力系统			
电机类型	永磁同步电动机		
电池类型	薄片型高效能锰酸锂锂离子电池		
驱动形式	电机前置，前轮驱动		
变速箱形式	单级减速器		
最大功率 (kw/r/min)	80/(3008-10000)		
最大扭矩 (Nm/r/min)	254/(0-3008)		
百公里耗电 (度)	14.6		
电池容量 (kwh)	24		
最高时速 (km/h)	144		
0-50km/h 加速时间 (s)	4.4		
综合工况续航里程 (km)	充满电可行驶约175公里		
行驶机构			
悬挂系统 (前)	带稳定杆麦弗逊式独立悬架		
悬挂系统 (后)	带稳定杆扭力梁式悬架		
制动系统 (前/后)	通风盘式/通风盘式		
轮胎规格	205/55R16		
轮辋	钢	钢	铝合金
最小离地间隙 (mm)	131		
最小转弯直径 (m)	10.4		
E-ECO 绿色科技			
DTE 续航里程显示仪	●	●	●
能量输出、回收显示仪	●	●	●
能量再生协调制动系统	●	●	●
VSP	●	●	●
定时充电系统	●	●	●
定时预启动智能空调 (花粉过滤)	●	●	●
空气流向控制前大灯	●	●	●
气流分离 LED 锐利后组合尾灯	●	●	●
低风阻设计天线	●	●	●
尾翼 (降风阻)	●	●	●
方向盘/后视镜/座椅加热	-	-	●
环保可回收织物座椅	●	●	-
环保可回收真皮座椅	-	-	●
驾驶员手动6向座椅调节	●	●	●
副驾驶座手动4向座椅调节	●	●	●

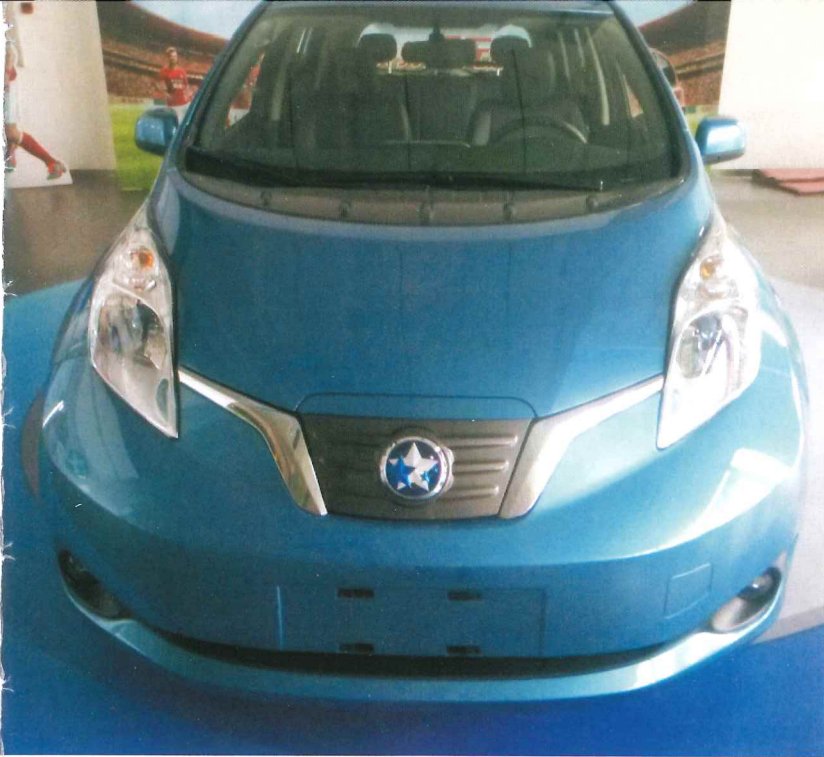


表2

6/4分割可翻到后排座椅	●	●	●
E-DRIVE 驾享体验			
钢琴漆面中控台	-	-	●
智能遥控钥匙	●	●	●
车辆一键启动	●	●	●
滑盖式电子换挡器	●	●	●
数字时速表	●	●	●
ECO 模式	●	●	●
电池状态显示仪	●	●	●
电池温度显示仪	●	●	●
行车电脑	●	●	●
户外温度显示	●	●	●
充电状态显示	●	●	●
驾驶席中控锁/充电口/后门一键开启	●	●	●
3.6KW 车载充电器/充电包	●	-	-
6.6KW 车载充电器/充电包	-	●	●
电池加热包	选装	选装	选装
前大灯延迟关闭 (Follow me home)	●	●	●
音响/蓝牙/手机免提控制键	-	-	●
LED 地图灯	●	●	●
车内/行李箱照明灯	●	●	●
单碟 CD 高保真音响播放系统 (带 AM/FM/AUX 功能)	● (4扬声器)	● (4扬声器)	-
5 英寸高保真音响播放系统 (带 CD/AM/FM/AUX/MP3/USB/i-Pod 功能)	-	-	● (6扬声器)
12V 电源输出接口	●	●	●
E-PLATFORM 安全可靠			
慢充/快充接口	●	●	●
ZONE BODY	●	●	●

表3

多骨架高刚性车身	●	●	●
ABS+EBD	●	●	●
VDC/HAS 上坡辅助系统	●	●	●
前排双辅助安全气囊	●	●	●
前排侧辅助安全气囊	●	●	●
大型帘带式辅助安全气囊	●	●	●
高穿透力前/后雾灯	●	●	●
多级间歇式前雨刮器/间歇式后雨刮器 (带清洗装置)	●	●	●
可伸缩调节真皮方向盘	-	-	●
车速感应式电子助力转向系统	●	●	●
停车制动系统 (脚式制动)	●	●	●
可溃缩式制动踏板	●	●	●
电动折叠后视镜	-	-	●
倒车影像	-	-	●
电动门窗	●	●	●
三点式预张紧安全带 (前排高度可调、未系提醒)	●	●	●
ISO-FIX (儿童安全座椅固定装置)	●	●	●
后窗除霜装置 (带定时功能)	●	●	●
LED 高位刹车灯	●	●	●

微型电动汽车也娇娆——雷丁D50解

Mini electric vehicle enchantingly beautiful, too —— The interpretation of Reading D50



微型电动车长期给人留下的不雅形象，如今被雷丁D50的娇娆身段一扫而光。从生产工艺到驾乘感受，它所表现的水平几乎与一部同价位的汽油车不相上下。

生产工艺是否达标？

目前，微型电动汽车的生产国家没有一个统一的标准。但是，没有粗糙烂制的产品充斥着市场。国人不是傻子，产品如果真有问题，人家是不买的。年销量几十万这个数据不是破烂货可以做到的。

山东雷丁微型电动车的生产车间整洁有序，各种自动化机械作业，现代化生产技术，从冲压、焊装、涂装、总装到整车测试，几乎

文/ 阿惠 Article /hui

Mini electric vehicle had made an indecent image for a long time, and now is figuring out by the enchantingly beautiful image of Reading D50. From the production process to the driving experience, the level of its performance is almost equal with a price of gasoline vehicle.

Production workmanship still reach to standard?

At present, the tiny electric vehicle production countries do not have a unified standard. However, there are no rough bad products be inundated with market system. Nationality is not a fool, if there is a problem with the product, people would not buy it.



与目前一些小型汽车的生产线完全一致。

山东省潍坊市是雷丁D50“出生”的地方。雷丁的生产线、生产车间管理相当严格。像逛公园那样走在这里是不允许的，行人需要乖乖地在白线内行走，避免和生产车辆发生刚蹭。

整装车间采用目前比较主流的半自动化生产流水线，将焊装完成的车壳送到工人手中，再由人工将门板、中控、电池、电机、座椅等部件一一安装到车身上。

装配完成后，出厂前将经过6道检测工序，以保证车辆的地盘、制动、灯光、防水等性能。

微型电动车安不安全？

安全，对于任何车都不是绝对的。一台性能再优异的车，配上一个整天拿命在开车的司机，那么它肯定称不上是安全的。雷丁D50最高车速40km/h的电动汽车只有被超的份儿。只要在公路的最右侧行驶，注意避让行人、自行车和后方闪着大灯要超的私家车就可以了。

目前，微型电动汽车多数采用前盘后鼓的制动形式，介于成本问题，也多不具备能量回收装置。这一点反而增

Shandong is clean and orderly, all kinds of automation machinery operation, modern production technology, from the stamping, welding, painting, assembly to the vehicle test, almost exactly the same as that of the small car production line.

Weifang city of Shandong province is the "born" place of Reading D50. Reading's

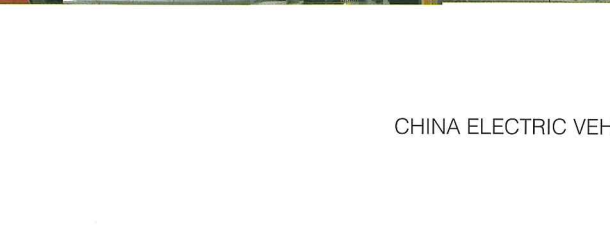
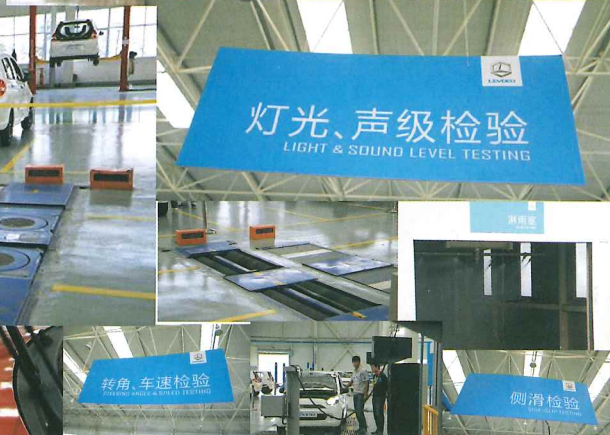
production line, production workshop management is quite strict. It is not allowed here like walking in the park, pedestrians need to walk on the white line, avoid to incident with the products.

Monolithic workshop now adopt more mainstream semi-automatic production lines, deliver the complete the car shell welding to the workers, and then by artificial installed the door plank, central control, battery, motor, such as seats to the vehicle body

After assembly, it will go for six testing procedures before exit factory, to ensure that the vehicle's turf, such as brake, light, waterproof performance.

Micro electric vehicle is safe or not ?

Security, it is not absolute for any car. A more excellent performance car, deserve to go up a life in all day driver, so it must not be safe. The top speed is 40 km/h of Reading D50 electric





强了制动系统的表现，刹车前段的减速效果就非常明显，深踩则可以在几米内完全停住，给人的感觉还是比较安心的。

雷丁D50到底怎么样？

雷丁D50没有ABS，没有安全气囊，没有大屏导航，没有自动泊车。但是它电动汽车身份和最高180KM的续航里程完全可以对得起2.98万这个价格。每公里不到1毛钱的成本，你还要要求它什么呢？雷丁D50可以说是一辆合格的微型电动汽车，不算好也绝对不坏！

vehicle is supered. As long as running on right side of the road, pay attention to avoid pedestrians, bicycles and rear flashing headlights to super cars. Most of the micro electric vehicle uses the front coil rear drum brake form, between the cost issue, also do not have more energy recovery device. Instead, it enhance the performance of the braking system, brake slowing effect is very obvious, deep step within a few meters a full stop, the feeling is more comfortable.

What exactly of Reading D50 ?

Reading D50 without ABS, no airbags, no domestic navigation, there is no automatic parking. But its electric vehicle identity and up to 180 km range can live up to the price of 29800 yuan. The cost of less than 1 yuan per kilometer, what do you want to request it? Reading D50 can be said to be a qualified tiny electric car, not good also not bad!

雷丁D50的外观与目前多数微型电动汽车的路数一致，夸张的前脸和整体比较圆润的造型是它们共同的特征。雷丁电动汽车的漆面工艺比其他电动汽车要好很多，可以比肩在售的很多汽车品牌。

雷丁D50的内饰风格给人的第一眼感觉很时尚，黑色内饰+哑光灰饰板的风格显得年轻前卫，做工比较细致。

雷丁D50有需要吐槽的地方，也有值得点赞的地方。为了给用户更好的体验，雷丁在内饰设计上还需要努力。

看到成百上千的工人为微型电动汽车而辛勤工作，更有成千上万的人对微型电动汽车抱有兴趣。这，就够了。

电动车亲民才是硬道理，从雷丁D50的身影不难看出，所有微型电动车企业都在努力向上，期待获得一个“合法”身份。

The appearance of Reading D50 is in line with the most mini electric vehicles, exaggerate front face and the whole more fruity modelling is their common characteristic. The paint process of Reading electric vehicle is much better than other electric vehicles, can be compared with other sold car brands.

The first glance of Reading D50 interior style is fashionable, black interior + matte grey plaques looks young and avant-garde, workmanship is more meticulous.

There is nitpick also has worthy of praise for Reading D50. In order to give a better experience to the user, the interior design of Reading also need to work on.

Hundred thousands of workers who work hard for the mini electric vehicles, thousands of people are interested in micro electric vehicles. That is enough.

Electric cars populist is the hard truth, it is not difficult to see the image of Reading D50, all the micro electric vehicle companies are striving up, looking forward to get a "legitimate" identity.

