

say hello to firefly



pricelist • september 2025

specifications

dimensions

Length	4.003mm
Width (with mirrors folded)	1.885mm
Width (with mirrors out)	2.013mm
Height	1.557mm
Wheelbase	2.615mm
Front Track	1.553mm
Rear Track	1.540mm
Turning Circle	9.4m

off road dimensions

Ground Clearance (Unladen, Curb Weight)	170mm
Ground Clearance (Laden, Gross Vehicle Weight)	145mm
Maximum Wading Depth	350mm
Approach Angle	19.2 °
Breakover Angle	13.7 °
Departure Angle	23.1 °

weights

	select	comfort
Curb Weight	1,467kg	1,492kg
Gross Vehicle Weight	1,858kg	1,875kg

speci-
fications

specifications

vehicle performance

0-100 km/h acceleration

8.1s

top speed

150 km/h

Rear E-Motor

Electric Drive System

Permanent Magnet with IGBT Power Module

Kilowatt Power

105 kW

Torque

200 Nm

Drag Coefficient

0.287

Braking Distance (100-0 km/h)

35,65 m

Eco Mode

Comfort Mode

Sport Mode

● Standard

charging and range

Battery Net Capacity

41.2 kWh

External Discharge (V2L)

(3.6kW)

AC Charge Power (Max)

11kW, 3 Phase On-Board Charger

DC Charger Power (Max)

100 kW

DC Fast-Charge Time (10-80%)

29 min

Efficiency

14.5-15.2 kWh/100km*

WLTP Combined Range

320-330km*

specifications

chassis

Body & Chassis Construction	Ultra High Strength Steel
Weight Distribution (Front to Rear Axel)	50 – 50 ratio
Mac-Pherson Front Suspension	●
Five-Link Rear Suspension	●
Electric Power Steering (EPS)	●
Single Piston Floating Front Brake Calipers	(285mm)
Single Piston Floating Rear Brake Calipers	●
Front Ventilated & Rear Solid Disc Brakes	●
Silver Calipers	●
Intelligent Smooth Stop (ISS)	●
Electric Parking Brake (EPB) & Autohold	●
Auto Regenerative Braking System	●
One Pedal Drive	●

exterior features

	select	comfort
Signature Oval Exterior Theme	●	●
Harmonized AD sensing Design	●	●
Recycled Plastic Exterior Panels	●	●
Recycled Plastic Exterior Panels in Magma Black	●	●
Black Roof	●	●
C-Pillar Dynamic Hoop	●	●
firefly illuminated Logo	●	●
firefly Trio Lights	●	●
Daytime Running Lights	●	●
Dual-Beam LED Headlights	●	●
Auto High Beams	●	●
High-Mounted Stop Lights	●	●
Anti-UV & Heat-Insulating Panoramic Glass Roof		●
Panoramic Galls Roof Window Size		1.17m²
Laminated Acoustic Front Windshield	●	●
Flush Door Handles	●	●
Powered Heated Side Mirrors	●	●
Auto-Folding Side Mirrors		●
Automatic Rain-Sensing Windshield Wipers Power	●	●
Power Tailgate		●

specifications

interior dimensions

Cabin Length	1,768mm
Cabin Width (Front)	1,425mm
Cabin Width (Rear)	1,425mm
Front Passenger Headroom	1,005mm
Rear Passenger Headroom	960mm
Front Passenger Legroom	1,040mm
Rear Passenger Legroom	893mm
Trunk Door Open Headroom	1,862mm
Trunk Door Open Height	2,034mm
Load Space Access Height	780mm
Load Space Height	505mm
Load Space Length (Seats Up)	741mm
Load Space Height	505mm
Load Space Length (Seats up)	741mm
Load Space Length (Seats folded)	1,530mm
Load Space Width	1,046mm
Load Space Capacity (All Seats up)	496L (Frunk: 92, Trunk: 404)
Load Space Capacity (Rear Seats folded)	1,345L (Frunk: 92, Trunk: 1,253)

interior features

	select	comfort
Antibacterial and Stain-Resistant Interior Treatment	●	●
Fabric / Vegan Leather Interior	●	
Microfiber / Vegan Leather Interior		●
Metallic Finish	●	●
Extra-Large Illuminated Vanity Mirror	●	●
Frameless Interior Mirror		●
LED Reading Lights	●	●
256-color Ambient Lighting	●	●
First Row Passenger Underseat Storage	●	
Second Row Passenger Underseat Storage	●	●
Center Console Open Storage	●	●
Glove Box	●	●
Door Panel Storage	●	●
Trunk Cover	●	●
Cargo Hooks 2x Frunk, 1x Trunk	●	●
1 st Row Wireless Charging Pad		●
USB Type C-Port (18W)	●	2x ●
USB Type C Port (60W) with Data Transfer	●	●
12V Power Socket	●	●
ISOFIX 2x (Rear)	●	●

specifications

climate control

	select	comfort
Automatic Climate Control	●	●
Smart Invisible Air Vents	●	●
Smart Fragrance System		●

seating

Seats	5	5
Front Independent Headrests	●	●
6-Way Manual Front Driver Seat with 4-Way Manual Front Passenger Seat	●	
10-Way Powered Front Driver Seat with 8-Way Powered Front Passenger Seat		●
2-Way 2 nd Row Headrests	●	●
Front Seat and Steering Wheel Heating	●	●
Front Seat Ventilation		●
Front Seat Massage		●
Front Seat Air Cushion		2x ●
Split-Folding 2 nd Row Seats (40:60)	●	●

smart cockpit

firefly Smart System - aster	●
Firmware Over-the-Air (FOTA)	●
Software Over-the Air (SOTA)	●
Wireless Apple Carplay	●
Wireless Android Auto (available after launch via FOTA)	●
LUMO Smart Assistant	●
6.0” Digital Instrument Cluster	●
13.2” RETINA Center Display	●
7.1 Immersive Sound System (14 Speakers, 640W)	●
Dolby Atmos	●
DAB/Online DAB	●
Wi-Fi 5.0	●
Bluetooth 5.2	●
Digital Key	●
NFC Key Card	●
firefly eCall	●

specifications

assisted intelligent hardware driving system

firefly Super Sensing with 21 High-Performance Sensing Units:		●
8 MP High-Resolution Camera	1x	●
2 MP High-Resolution Cameras	5x	●
Advanced Driver Monitoring System	1x	●
Millimeter-Wave Radar	1x	●
Ultrasonic Sensors	12x	●
Reversing Camera	1x	●
firefly Super Computing (Horizon Journey 5 Processor with 128 TOPS & Qualcomm 8155 Chipset)		●

safety and assisted driving features

Front Autonomous Emergency Braking (F-AEB)	●
Rear Autonomous Emergency Braking (R-AEB)	●
Emergency Active Stop (EAS)	●
Forward Collision Warning (FCW)	●
Reverse Collision Warning (REC)	●
Blind Spot Camera (BSC)	●
Blind Spot Detection (BSD)	●
Lane Change Alert (LCA)	●
Lane Departure Warning (LDW)	●
Lane Keeping Assist (LKA)	●
Emergency Lane Keeping (ELK)	●
Adaptive Cruise Control (ACC)	●
Smart Speed Assist (SSA)	●
Driver Monitoring System (DMS)	●
Dynamic Environment Simulation Display (ESD)	●
Go Notifier (GNF)	●
Advanced Parking Assist (APA)	●
Side Distance Indication System (SDIS)	●
Door Open Warning (DOW)	●
Digital Rear View Mirror Camera (DRM)	●

speci-
fications



safety features

Anti Collision Beams	●
Advanced Battery Management System	●
Seatbelt Pre-Tension	●
Front Airbags	●
Front Side Airbags	●
Side Curtain Airbags	●
Front Center Airbag	●
Front & Rear Parking Sensors	●
Tire Pressure Monitoring System (TPMS)	●
Power Child Locks	●
Child Presence Detection (CPD)	●
Anti-Theft Alarm System	●
Anti-Lock Braking System (ABS) Electronic	●
Brake-Force Distribution (EBD)	●
Traction Control System (TCS)	●
Electronic Stability Control (ESC)	●
Emergency Brake Assist (EBA)	●

choose your version



select

31.900 €

.....

list price (gross)



comfort

33.900 €

.....

list price (gross)

- in addition
to select

- 18" 10-Spoke Alloy Wheels
 - Panoramic Sunroof
 - Illuminated firefly Logo
 - Power Tailgate
 - Microfiber Interior
 - Front Seat Ventilation
- Front Seat Massage
 - Electric Seats & Lumbar Support
 - Frameless Interior Mirror
 - 50W Wireless Charger
 - Smart Fragrance System
 - 1x 18W Rear USB-C

choose your
exterior color



lavender

standard

marble



600€

list price (gross)

sand



600€

list price (gross)

graphite



600€

list price (gross)

lava stone



600€

list price (gross)

choose your wheels

18"

select

18" 6-Spoke



comfort

18" 10-Spoke

18"

choose your interior theme

select

0 €

list price (gross)

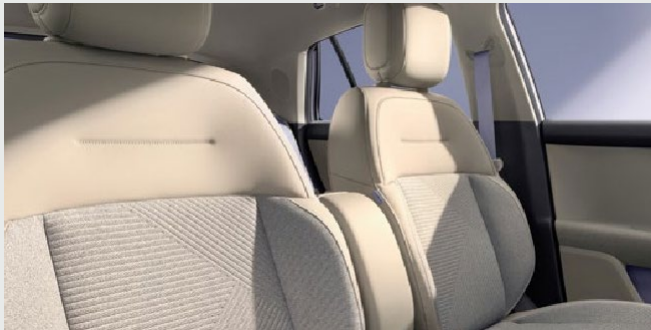
1

fabric / vegan leather
obsidian with obsidian headliner



2

fabric / vegan leather
travertine with travertine headliner



comfort

2.000 €

list price (gross)

1

microfiber / vegan leather
obsidian with travertine headliner



2

microfiber / vegan leather
travertine with travertine headliner



FIREFLY

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