



MERCHANDISE BROCHURE

2026 ISSUE 4

FOR EUROPE

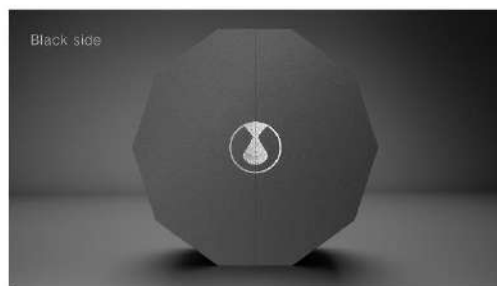
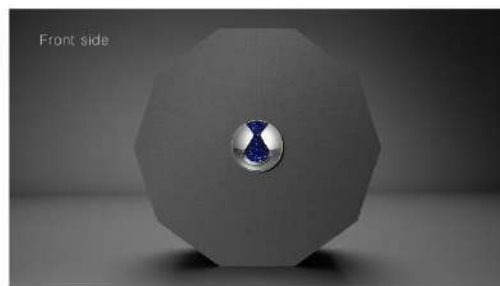




GIFT BOX

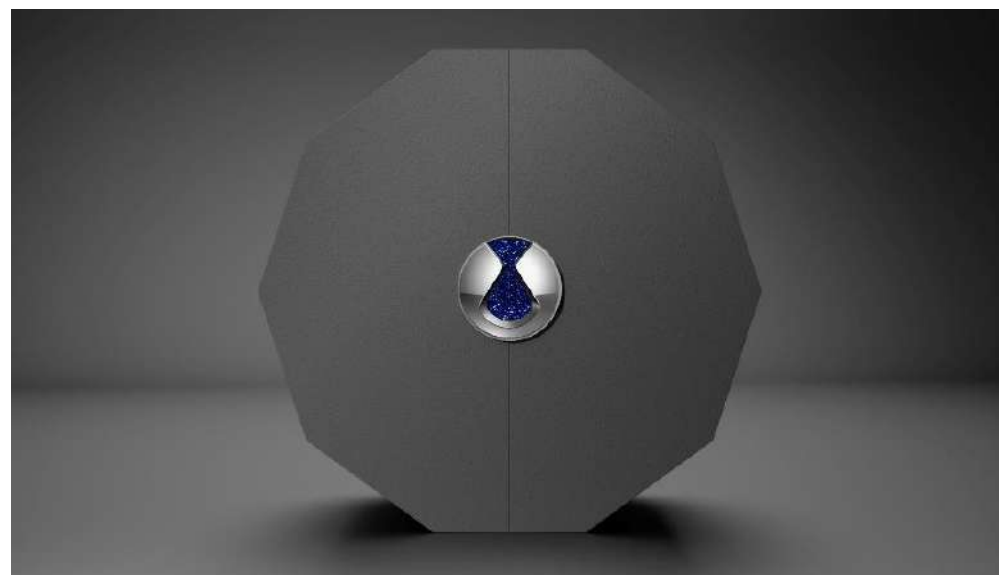
交车礼盒

Material Code:19952782-00(欧美)



The octagonal structure breaks away from convention, revealing a sense of refinement through geometric order. The deliberate act of “unlocking” the badge to open the box instills a sense of ritual and exclusivity in the unboxing experience, reinforcing the expectation of a premium encounter. The round badge on the front and the silver-stamped Denza logo on the back create dialogue of contrast—one prominent, one subtle—forming a cohesive brand narrative across the black box. The combination of black, silver, and blue, along with the interplay of specialty paper, metal and velvet textures, comes together to create a high-end gift box that embodies both sophisticated elegance and a memorable unboxing experience.

八角形的结构打破常规,在几何秩序中透出精致感。主动“解锁”徽章开启礼盒,这一动作赋予开箱过程的仪式感与专属感,强化“高端体验”的心理预期。正面圆形徽章、背面烫银 Denza Logo,形成“一明一暗、主一次”的呼应关系,在黑色盒身形成连贯的品牌语言。黑、银蓝的色彩组合与特种纸、金属、绒面的材质搭配,共同构建出一款兼具稳重气质与开箱体验的高端礼盒。



*CE certification not applicable, CE mark not required.

*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

DENZA CO-BRANDED DEVIALET GEMINI II

腾势 X 帝瓦雷联名双子星耳机

Material Code: 19526361-00

All DENZA models feature Devialet audio. This product is co-created in exclusive partnership with the renowned French luxury audio brand Devialet.

Design: Centered on Devialet's iconic acoustic aesthetics. Matte finish exudes luxury and precision.

Material: Crafted from aerospace-grade aluminum alloy and high-density composite materials.

腾势全系搭载帝瓦雷音响，
并深度联名法国知名奢华音响品牌帝瓦雷合作打造此款产品
设计：以帝瓦雷标志性声学美学为设计内核，哑光质感表面尽显奢华精密
材质：采用航空级铝合金与高密度复合材质打造，



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DENZA PEN

签字笔

Material Code: 20632384-00

DENZA Business Signature Pen. Solid metal construction with sleek engraved design, matching DENZA Blue. Ideal for daily office writing.

腾势商务签字笔，采用纯金属材质，搭配拉花设计风格简约，与腾势蓝相呼应，既适合日常办公书写



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MAGNETIC BROOCH

磁性胸针

Material Code: 18881232-00 / 18881233-00

Alloy electroplated silver with enamel color process

Strong magnetic snap closure, not easy to fall off

Exquisite packaging box

The logo interior is embellished with blue glitter, creating a star-like sparkling effect. It is further presented in a gunmetal round box specially designed for crystal accessories, enhancing the overall sense of sophistication.

搪瓷着色工艺，镀银合金强力磁性按扣闭合，不易脱落精致的包装盒
Logo 内部点缀了蓝色闪片，星光般的璀璨效果，再配上水晶专用的枪灰色圆盒，增加精致感



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GIFT BAGS 01

环保礼袋

 Presale

Expected launch:October

The exquisite dual-color gift bag specially designed for DENZA integrates simple aesthetics with brand elements, enhancing the experience for every customer.

专为腾势设计的精美双色礼品袋，将简约美学与品牌元素完美融合，提升每一次客户体验。



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GIFT BAGS 02

环保礼袋

Material Code: 21063159-00

Size: 35x26cm

The gift paper bag featuring the Manchester × DENZA collaboration theme has a clear and bright picture. The sturdy bag shape is also suitable for use in business scenarios such as gift packaging and peripheral loading.

尺寸: 35x26cm

曼城 × 腾势联名主题的手提纸质礼品袋，画面清晰鲜亮，硬挺的袋型也适配礼品包装、周边装载等商务场景

MANCHESTER CITY × BYD



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PROJECTION STRAIGHT UMBRELLA

投影长柄伞

Material Code:

21239216-00-橙色 

21239215-00-蓝色 

A tech-savvy long-handled umbrella, which not only fulfills the basic functions of providing shade and protection from rain in daily life, but also enhances the brand identity through technological elements such as water display and projection.

长柄设计尽显优雅气质，丝滑伞布搭配可靠十骨架伞身为您保驾护航；同时创新工艺，增加遇水显形DENZA LOGO及黑科技投影技术，尽显腾势品牌高科技。



科技水显logo
Water-Reveal logo technology



DENZA logo 投影灯
DENZA logo projector light



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ICY NECK-MOUNTED FAN

冰敷挂脖风扇

Material Code: 20940987-00

U-shaped bladeless neck design, hands-free. Metal cooling pads on both sides with large grille vents, multi-angle airflow. Ideal for outdoor and in-car use.

采用贴合颈部的 U 型无叶设计，解放双手；两侧带有金属冰敷片及大面积格栅出风口，支持多角度送风；适合户外出行、车内使用等场景。



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POWER BANK

充电宝

Material Code: 20639516-00

All-metal body with smooth touch, ultra-thin and compact. One-snap charging with fast charge support. Airline-approved for safe carry-on.
Dimensions: 103.7*68*7.95mm
Battery capacity: 5000mAh/3.7V/18.5Wh

全金属机身，手感丝滑，轻薄小巧，一贴即充，支持快充。
符合国际航空运输标准，可安心携带上飞机。
尺寸：103.7*68*7.95mm
电池能量：5000mAh/3.7V/18.5Wh



Charging cable cleverly transformed into a handle

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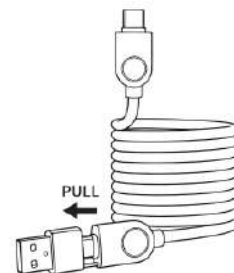
FAST CHARGING CABLE

快充数据线 (120W) (3-IN-1)

Material Code: 21043008-00

1. Cable in DENZA Blue highlights brand identity. Innovative magnetic design enables self-coiling, self-attracting and self-storing.
2. Combining Type-A, Type-C, and Lightning ports to create four possible connection types (e.g., C-to-C, A-to-C, etc.) — one cable is all you need
3. Supports 120W fast charging

1. 线体采用腾势蓝彰显品牌色，创意磁吸设计能够做到自卷、自吸、自收纳
2. Type-A, Type-c, Lightning，组成四种不同连接方式，一根线搞定所有
3. 支持120W快充



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JADE BRACELET

玉石手环

🕒 Presale

Expected launch: October

This unique denza bracelet combines the purity of natural jade with the artistry of hand weaving. The jade features the Tangsheng logo, It embodies the new Chinese minimalist luxury style, being understated and not overly showy, offering both recognition and commemorative value. It is suitable for daily wear and can also be used as a gift.

这款独特的denza手链将天然玉石的纯净与手工编织艺术完美结合，玉石上是腾势标志符号，新中式轻奢风，低调不张扬，兼具辨识度与纪念意义，既适合日常佩戴，也可作为礼品。



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FEDORA HAT

礼帽

Material Code:
20941665-00 (复古英伦草帽)
20941666-00 (平顶礼帽)

Men’s style: Dark brown / Light beige white: The classic Panama hat style with a wide brim and a stylish crown; embellished with a belt and featuring the metal “DENZA” logo. The overall design is simple yet with a touch of texture, Cowboy meets gentleman

Women's style: The hat body is surrounded by a white decorative band with the blue "DENZA" logo printed on it. The brand logo is clear, the style is refreshing and elegant, and it is very suitable for outdoor use in summer.

男款：深棕 / 浅米白：经典的巴拿马礼帽版型，帽檐较宽，帽冠有型；皮带点缀，还带有金属 DENZA LOGO，整体简约又有质感，兼具牛仔风格和绅士风度。

女款：帽身环绕一条印有蓝色“DENZA”字样的白色饰带，品牌标识清晰，风格清爽大气，很适合夏季户外佩戴。



Men



Women

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BASEBALL CAP

棒球帽

Material Code: 18656576-00

Classic style with 3D embroidered DENZA logo for strong brand presence. Ideal for marketing events, outdoor use and corporate gifting.

经典款型, DENZA LOGO 采用3D立体刺绣工艺, 品牌突出 可用于市场活动及户外, 或作为商业活动礼品赠送。



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BASEBALL CAP

DENZA Z 棒球帽

Material Code: 21043009-00

Material: Polyester

Size: One size fits all (Head circumference: 57-62cm)

Vibrant orange (DENZA Z official campaign color) with white 'Z' logo on front (matches model name). White brim trim and small logo on right brim.

Energetic sporty style.

材质：聚酯纤维

规格：均码(适用头围57-62cm)

主体为亮眼的橙色，与DENZA Z广宣色同色，正面是白色的“Z”形标识与车型命名一致，帽檐边缘带有白色线条装饰，右侧帽檐也印有小字标识，风格更具活力。



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DENZA Z POLO SHIRT

DENZA Z POLO 衫

Material Code:

21281735-00 (XS)
21088960-00 (S)
21088963-00 (M)
21088962-00 (L)
21088961-00 (XL)
21281733-00 (2XL)
21281734-00 (3XL)
21281736-00 (4XL)



Vibrant orange (DENZA Z official campaign color) with white 'Z' logo on front matching the model name. Enhances DENZA brand identity.

Perfect for brand merchandise and daily wear, highly practical.

主体为亮眼的橙色，与DENZA Z广宣色同色，正面是白色的“Z”形标识与车型命名一致，强化了腾势品牌元素，适合作为品牌文化衫，也适合个人日常穿着，实用性强

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POLO SHIRT

Polo衫

Material Code:

Yellow : 21203268-00(XS)、21088957-00 (S)、21088958-00 (M)、21088956-00 (L)、21088959-00 (XL) , 21203269-00(2XL), 21203271-00 (3XL), 21203270-00(4XL),
Green : 21203259-00(XS)、21088944-00 (S)、21088945-00 (M)、21088946-00 (L)、21088947-00 (XL) , 21203256-00(2XL), 21203257-00(3XL), 21203258-00(4XL),
Light Green : 21203263-00(XS)、21088949-00 (S)、21088951-00 (M)、21088948-00 (L)、21088950-00 (XL) ,21203260-00(2XL), 21203261-00(3XL), 21203262-00(4XL),,
Blue : 21203267-00(XS)、21088952-00 (S)、21088955-00 (M)、21088953-00 (L)、21088954-00 (XL) ,21203264-00(2XL), 21203265-00(3XL), 21203266-00(4XL),

Material: 88.7% cotton + 11.3% spandex

LOGO: High-density embroidery

Colors: Four colors matching model campaign and brand colors, highlighting DENZA brand identity.

Material: Soft and smooth handfeel with excellent drape and premium matte finish.

Design: Minimalist design, easy to match. Perfect for daily outings and business occasions.

材料：88.7%棉+11.3%氨纶

LOGO：3D立体刺绣LOGO

颜色：四款颜色搭配车型广告色及品牌色，突出腾势品牌形象，

材质：手感感柔软细腻，垂坠感十足，自带高级哑光质感。

设计：简约设计不挑搭配，日常出行，商务工作轻松驾驭



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METAL BOTTLE

保温杯

Material Code:

21081135-00 (520: 橙色)	21088418-00 (380: 橙色)
21088420-00 (520: 蓝色)	21088417-00: (380: 腾势蓝)
21088419-00 (520: 浅蓝色)	21088416-00 (380: 浅蓝色)

Crafted from double-layer stainless steel, this bottle features a minimalist design with a satisfying heft in hand, highlighting its light-luxury texture. The multi-tonal leather accents echo the vehicle's body colors, reflecting DENZA's premium positioning. Available in multiple capacities to suit different users and usage scenarios.

双层不锈钢金属材质，极简设计搭配有重量手感的瓶身，凸显轻奢质感，瓶身配多色皮质装饰呼应车身颜色，体现腾势的高端感。不同容量，适配不同人群及应用场景。



520ml

380ml

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Z9GT 4-IN-1 NOTEBOOK SET

Z9GT 四合一笔记本套装

Material Code: 20940988-00

Featuring Z9GT's design on the cover, this notebook uses eco-friendly silky fabric for a premium feel. Its 100g thick paper prevents ink bleeding and offers mild hues gentle on eyes. Compact and portable, the 4-piece gift set boasts an oil-painting aesthetic, perfect for business gifting and personal collection.

以Z9GT车型的外观造型作为封面，采用环保面料，手感丝滑，彰显质感；100g加厚书纸，不易洇墨，色彩温和，长期书写不刺眼，可以让您纵享书写乐趣。笔记本设计小巧便携，4本礼盒套装如油画呈现，即可作为商业活动礼品赠送亦可个人收藏。



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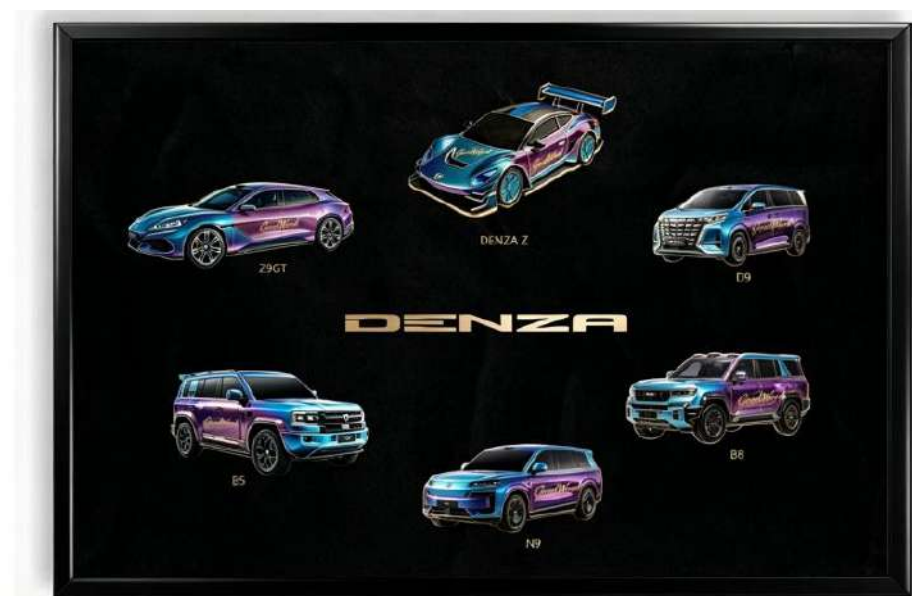
FRIGE MAGENT SET

冰箱贴套装

Material Code: 21043004-00

The set includes Z9GT、DENZA Z、D9、B8、N8 & B5 6 refrigerator stickers for various models. Adopted with colorful gradient coloring technology, accompanied by a black aluminum frame. They can be used as refrigerator stickers or displayed as decorative items, offering both practicality and collectibility.

套装包含Z9GT、DENZA Z、D9、B8、N8 & B5 6 款车型冰箱贴，采用炫彩工艺着色，搭配黑色铝合金相框，既能作为冰箱贴使用，也能作为摆件展示，兼具实用性与收藏性



24x33cm



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65W GaN FAST CHARGER

65W氮化镓B5车身同色充电器

 Presale

Expected launch : November

- Mecha-style design matches B5's versatile use cases. Gilded accents in B5's official campaign paint color.
- 65W GaN Fast Wall Charger, your one-stop solution for efficient and versatile charging.
- 机甲风格设计与B5多变应用场景一致，鎏金设计与B5广告色同漆
- 65W 氮化镓快充充电器，高效全能充电一站式解决方案



BAO5



B5



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MOUSE

B5/BAO5车身同色鼠标

 Presale

Expected launch : November

- Skeletal Frame Design With Magnesium Alloy. The unique cutaway design keeps your hand cool when the action heats up.
- Ambidextrous Layout.
- With the high-precision PAW3395 sensor. Experience the freedom of flawless mouse tracking, no matter your game or playing style.

- 鎏金设计呼应B5品牌色，镁合金镂空骨架结构设计便于有效散热、保持手部干爽
- 左右手通用造型
- 搭载旗舰级 PAW3395 高精度传感器，每一瞄准镜操作都精准像素级定位。追踪定位稳定无偏差，适配各类游戏与操作习惯，操控随心所欲。



BAO5



B5

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VACUUM CLEANER

车载吸尘器

Material Code: 21123678-00

Design

Minimalist design meets all-metal body. Compact yet powerful, featuring DENZA Blue accents.

6000mAh Long-Lasting Battery Life

Supports up to 30 minutes of continuous strong suction; equipped with 16kPa super powerful suction power,effortlessly meeting all cleaning needs for both household and car interior scenarios.

Extra-Large Dust Cup

Boasts a 200ML large capacity with one-touch dust emptying for easy and hygienic cleaning. Adopts a blow-and-suction integrated dual-function design, professionally fitted with a dedicated air nozzle specially customized for BYD vehicle mattresses.

设计

简约设计与金属机身相结合，体型小巧，功能强大，并在机身体现腾势蓝

6000mAh长续航

畅吸30分钟；16kPa超大吸力，轻松应对家庭和车载环境

超大尘仓

200ML容量，一键倒尘；吹吸一体设计，配备比亚迪床垫专用气嘴



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TIE GIFT SET

领带礼盒

Material Code: 20941668-00

Crafted from 100% fine mulberry silk, it boasts elegant luminous lines. The refined jacquard weave presents DENZA logo monogram on the signature blue background, a one-of-a-kind exclusive accessory for the brand.

甄选100%优质桑蚕丝，符合腾势优雅的光感线条设计，同时采用精细提花工艺，将腾势logo转化的老花底纹，绣于腾势蓝底色领带，打造独一无二的品牌专属配饰。



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DENZA JACKET

腾势夹克

Material Code:

21203255-00 (XS)
21088942-00 (S)
21088941-00 (M)
21088940-00 (L)
21088943-00 (XL)
21203252-00 (2XL)
21203253-00 (3XL)
21203254-00 (4XL)

Classic fitted bomber jacket. Fabric: 63% cotton, eco-friendly dyed. Features ribbed baseball collar, custom YKK/SBS zippers, ribbed hem & cuffs, two snap waist pockets. Left chest with high-quality embroidered logo.

经典款飞行员夹克，造型修身挺括；采用含棉度高达63%的面料，生态环保染色；罗纹棒球领，使用定制YKK/SBS拉链；罗纹下摆+袖口，正面腰部两个按扣式口袋，胸前左侧刺绣logo



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U-SHAPED HEADREST

U型枕

 Presale

Expected launch: October

2-in-1 inflatable U-pillow with soft skin-friendly fabric. Built-in pump enables fast inflation and one-button deflation. It has a built-in cooling blanket that can be stored and taken out conveniently, perfect for long trips by car, train or plane.

两用式充气U型枕，材质柔亲肤，自带气泵可快速充气，一键放气，同时内置空调被，可从U形枕里面收纳、取用，适用于汽车火车飞机等长途旅行。



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CANVAS TOTE BAG

帆布袋

Material Code: 20941667-00

Size: 50.5 Upper L / 32 Base L X 16.5W X 35.5H cm
Material: 12oz natural cotton main fabric with clear lining, paired with dark blue cotton accents.Matches DENZA brand color.
Perfect for daily commutes and casual outings.
Design: 3D embroidered LOGO. One-piece design by renowned French designer. Color-blocking for stylish appeal.
All textile surfaces are treated with waterproof finish.

尺寸：袋口宽50.5 / 底宽32 X 厚16.5 X 高35.5 厘米
材质：12盎司棉质自然色带透明衬里主料，搭配深蓝棉质配料呼应腾势品牌色，适配日常通勤、休闲出行等多种场景
设计：LOGO 3D立体刺绣设计，包体采用法国知名设计师包型一体设计方案，撞色搭配更显时尚风范。
各面纺织材料采用防水工艺



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GOLF SERIES

高尔夫系列

 Presale

Expected launch: December

DENZA has partnered with Callaway Golf, one of the world's leading manufacturers of golf equipment, to deliver exceptional products and cutting-edge technology, allowing golfers to enjoy the sport and create an ideal golf lifestyle.

Products include: ELYTE Driver, Ai ONE SEVEN DB Putter, OPUS SP Wedge, CHROME TOUR 24 Golf Ball, Golf Bag.

腾势联合全球大型高尔夫球具制造商之一Callaway Golf, 用出色的产品和尖端科技, 让球友能享受高尔夫运动的乐趣, 打造理想的高尔夫生活。

产品包括:

ELYTE 钛雳 发球木、Ai ONE SEVEN DB 推杆、OPUS SP 挖起杆、CHROME TOUR 24 高尔夫球、球包



*CE certification not applicable, CE mark not required.

*The inventory changes in real time. If you have any demands, please place your order as soon as possible.

GOLF SERIES

便携高尔夫球包

Material Code: 20941664-00

A golf travel accessory that combines practicality with brand identity
Includes 2 golf balls.

兼具实用性与品牌调性的高尔夫随身配件
内含两颗高尔夫球



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COFFEE LATTE ART PRINTER

咖啡拉花机

Material Code: 20337799-00

Bluetooth connectivity for instant photo transfer. One-touch coffee latte art creation. Elevates brand image and delivers exclusive personalized customer experience.

支持蓝牙连接随拍随传，一键制作咖啡拉花，提升品牌档次，给客户专属定制体验。



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DISPOSABLE PRODUCTS

一次性用品

 Presale

Expected launch: October

创新使用老花纹替代DENZA LOGO更具巧思创意，体现腾势独道简约设计风格

- Single-use paper cup (350ml)
- Small paper cup (100ml)
- Transparent beverage cup
- Baking paperPaper lunch box
- Paper lunch box

- 一次性纸杯350ml
- 小纸杯100ml



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ITALIAN ESPRESSO CUP

意式浓缩咖啡杯

 Presale

Expected launch: October

Espresso Cup & Saucer Set Made of high-bone china with fine and smooth porcelain texture. Adopts double-spray glaze craft to create deep navy-blue finish. Gold trims on cup rim and saucer are hand-painted. Compact size perfectly fits espresso, helping retain coffee aroma and temperature. Comfortable grip for daily coffee tasting. Luxurious design for home use, display or premium branded gifts.

这款意式浓缩杯碟套装，选用高骨瓷材质，瓷质细腻通透。采用二次喷色釉工艺，杯身呈现浓郁深邃的藏蓝色；杯口与碟面为手工彩绘金边，线条精致华贵。小巧容量适配意式浓缩，聚香锁温，杯握手感舒适，适合品鉴咖啡，兼具轻奢质感，可用于日常使用、展厅陈设或是品牌伴手礼。



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DENZA BEAUTY POUCH

腾势手提包

🕒 Presale

Expected launch: October



The Tengshi Luxury Compact Handbag ingeniously incorporates the brand logo elements into the bag body. The brand's blue color is contrasted with silver and gold, creating a sophisticated satin texture. On both sides, there are flowing tassels as hanging decorations, enhancing the national style atmosphere. At the front of the bag, a golden Tengshi logo is embedded, strengthening brand recognition. It is small and exquisite, suitable for carrying by hand or being held, and can be used in various scenarios such as formal events, commuting, and travel.

腾势轻奢手提包，巧妙把品牌logo元素设计成包身，品牌蓝色与银色、金色撞色，高级缎面质感的材质，两侧垂坠流苏吊饰，增加国风氛围感，同时包身正面镶嵌腾势金色 LOGO，强化品牌识别，小巧精致，可手挽、手提，适配晚宴、通勤、出行多场景。



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INSULATED TUMBLER

车载水杯

 Presale

Expected launch: October

- 1.Large-capacity insulation: Stainless-steel body delivers long-lasting cold & heat retention, keeping drinks at ideal temperature all day.
- 2.Dual-lid drinking system: Dual-use for straw and direct sip. One-touch flip-top lid with leak-proof seal, safe for carrying in bags.
- 3.Ergonomic handle: Integrated wide handle for comfortable, steady grip even with full volume.
- 4.Metallic shimmer finish: Premium glitter metallic coating, scratch-resistant with high-end visual appeal.
- 5.Car-friendly shape: Base fits most vehicle cup holders, ideal for office, road trips and outdoor activities.

- 1.大容量保温保冷：不锈钢杯身，长效锁温，冷饮持久冰爽、热饮不易降温，满足全天饮水需求。
- 2.双饮翻盖设计：直饮 + 吸管双模式，一键开合翻盖，密封防漏，通勤出行放包里不怕洒漏。
- 3.人体工学把手：加宽一体式手柄，握持省力，拿取大杯身也顺手。
- 4.金属珠光质感：闪粉金属烤漆外壳，色泽高级耐磨，颜值辨识度高。
- 5.车载友好杯型：杯底适配多数车载杯架，办公、自驾、户外都适用。



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NOTEBOOK

笔记本

🕒 Presale

Expected launch: October

The DENZA customized business notebook features a cover made of changing color PU fabric. It has a smooth and delicate touch, is resistant to wear and scratch, and does not leave fingerprints. It boasts outstanding business quality. It is equipped with a detachable exclusive perforated Tangshi logo pen sleeve, paired with the metal DENZA logo. The brand recognition is prominent, and it can store writing pens, making it convenient to use. It is suitable for customer gifts, car owners' souvenirs, etc.

DENZA 定制商务笔记本，甄选变色 PU 面料作为封面，触感温润细腻，耐磨抗刮、不易留存指纹，商务质感出众。配备可拆卸专属镂空腾势标识笔套，搭配金属DENZA标志，品牌辨识度突出，可收纳书写笔，取用便捷。适用于客户礼赠、车主伴手礼等。



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CHRISTMAS GIFT BOX

圣诞礼盒

🕒 Presale

Expected launch: October

DENZA Luxury Christmas Gift Box, delicate leather key cover, using the same leather as the interior of the car, glittering diamond keychain, dazzling and exquisite, smoothly undulating dynamic wallet. Through details, it interprets the Tengshi style of luxury. The best choice for Christmas gifts.

腾势轻奢圣诞礼盒，细腻的真皮钥匙套，选用与车内饰同源皮质，闪钻钥匙扣，璀璨精致、流畅起伏的动感卡包，以细节，诠释腾势式豪华，圣诞赠礼优选。



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THANKS

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