

Chery hits 3,000 owners in Singapore in 904 days, the fastest for a Chinese car brand

Description

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Chery, the parent brand of Omoda Jaecoo and iCAUR, has crossed **3,000 owners in Singapore** in just 904 days, making it the fastest Chinese car brand to reach the milestone here, based on LTA registration data. Vertex Automobile, the sole distributor of both brands, welcomed its 3,000th owner on 16 November 2026.



Vertex Automobile marks its 3,000th owner at the Ubi showroom. Image: Vertex Automobile

Fast growth, worldwide and in Singapore

The 904 days are counted from the official launch of each brand. Globally, Omoda Jaecoo is the fastest brand to reach one million owners, doing so in three years. Closer to home, Chery has climbed 10 places among authorised dealer brands, from 16th in 2025 to 6th in 2026, with registrations up 297.6 per cent. It is also Singaporeâ??s third best-selling EV brand.

The line-up behind the numbers is broad: the Omoda E5, the pet-friendly Jaecoo 5, the best-selling Jaecoo 6, the long-range Jaecoo 7, the seven-seat Jaecoo 8 flagship and the newly launched iCAUR V23 electric SUV. We covered the Jaecoo 5 BEV and Jaecoo 8 Super Hybrid debut earlier this year, and the iCAUR V23 range challenge for those weighing up real-world range. Owners are served from showrooms at One Commonwealth and Ubi, with a dedicated service centre at Ubi.

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The 3,000th owner is welcomed on stage. Image: Vertex Automobile

â??Reaching 3,000 owners in just 904 days shows the trust Singaporeans have placed in us,â?• said Ms Sng Khai Hing, Executive Director of Vertex Automobile. â??Every one of our 3,000 owners took a chance on us, and that is something we never take for granted.â?•

Kampung Weekends back local businesses

To say thank you, Vertex is hosting Kampung Weekends at its One Commonwealth and Ubi showrooms every weekend in November, putting homegrown F&B brands in front of showroom visitors. Smoked meats, desserts, matcha and ice cream feature across the month.

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The Kampung Weekends launch party at the showroom. Image: Vertex Automobile

- Sat 7 Nov: The Smok Haus
- Sun 8 Nov: Berrybar
- Sat 14 and Sun 15 Nov: Rollney Singapore
- Sat 21 Nov: Matcha Sis

- Sun 22 Nov: Moof Bar
- Sat 28 Nov: Kooks Creamery and Arcade Studios
- Sun 29 Nov: Kooks Creamery

Still to come are the final weekends of the month, so there is time to drop by if you are shopping around. â??As an SME ourselves, we know what that support means,â?• Ms Sng added.

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Visitors at the showroom during the celebration. Image: Vertex Automobile

A Slacsatu mural at the front door

Supporting local goes beyond food. Vertex commissioned Slacsatu, a pioneer of Singaporeâ??s graffiti scene and founder of the ZincNiteCrew, to paint a wall at the entrance of its building. Self-taught and painting since 1998, he has created more than 70 murals across the island, from Kampong Gelam to Chinatown, and his style blends graffiti energy with batik-inspired swirls of colour.



Slacsatu's mural at the entrance of the Ubi building. Image: Vertex Automobile

i-Home CafÃ© opens at the Ubi service centre

The other highlight is i-Home CafÃ© at Vertexâ??s service centre at 3 Ubi Road 4, built around owner loyalty. Many owners already return to Ubi for servicing or to charge up with 40 per cent off through Vertexâ??s partnership with Charge+, and the cafÃ© gives them somewhere better than a typical service lounge to wait, work or unwind.

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Inside i-Home Cafe at 3 Ubi Road 4. Image: Vertex Automobile

Omoda Jaecoo and iCAUR owners get 30 per cent off the cafÃ© menu, and walk-in visitors are welcome to browse the Ubi showroom while they are there.



The i-Home Cafe counter. Image: Vertex Automobile



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The ribbon is cut to open i-Home Cafe. Image: Vertex Automobile

Our take

Reaching 3,000 registrations this quickly is a notable result for a brand that was unfamiliar to most Singapore drivers a few years ago. The community angle, from local F&B stalls to a local muralist, is a thoughtful way to mark it, and the owner-focused cafÃ© suggests Vertex is thinking about what happens after the handover.



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Ms Sng Khai Hing delivers the opening speech. Image: Vertex Automobile



Guests at i-Home Cafe. Image: Vertex Automobile



Guests gather for the i-Home Cafe opening. Image: Vertex Automobile



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A Jaecoo 6 dressed up for the 3,000-owner milestone. Image: Vertex Automobile

For more on Vertex Automobile and its showrooms, visit the Omoda Jaecoo and iCAUR showrooms at One Commonwealth or 3 Ubi Road 4.

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