

General Motors adopts new badge for the EV age

American automaker General Motors (GM) is changing their badge to better represent their comment to electric vehicles.

As part of its "Everything In" initiative new design seeks to embody an electrified future while retaining the company's familiar button design.

In a press release, GM said the logo "evokes the clean skies of a zero-emissions future" while also pointing to their new Ultia EV platform, represented by the logo's underlined, lower-case m.



"There are moments in history when everything changes," said Deborah Wahl, GM Global Chief Marketing Officer. "We believe such a point is upon us for the mass adoption of electric vehicles. Unlike ever before, we have the solutions, capability, technology, and scale to put everyone in an EV. Our new brand identity and campaign are designed to reflect this."

With this initiative, GM hopes to bring a new generation of car buyers to the brand, focusing on the company's EV development. The company plans to launch 30 new electric vehicles by the end of 2025, through its various in-house marques.

NEW CARS THIS WEEK

Jeep glows up the Cherokee, NIO rolls out flagship sedan



The long-awaited refresh of the Jeep Grand Cherokee is finally here, and it's a big boy. The new Grand Cherokee L a massive 204.9 inches long with features styling taken straight from the beautiful 2020 Grand Wagoneer Concept. The interior is completely new and quite luxurious, with the high-end Summit Reserve trim featuring hand-wrapped Palermo leather and open-pore waxed walnut wood. The trim also swaps the 8.4 inches center touchscreen with and a 10.1 inch UConnect 5 infotainment system, while the seats get 6-way power-adjustability. Power-wise, the base 3.6 liter V6 is adequate, but the top end versions get the 5.7 liter Hemi V8 making 357 HP and 390 lb-ft of torque. Being a Jeep, the car offers a solid 8.3 inches of ground clearance, with a 30.1-degree approach angle in the most aggressive off-road setting. Cool.



Form a classic to a newcomer, the Chinese EV car company NIO finally got around to showing off their new flagship sedan. NIO ET7 is the eclectic luxury sedan that has all the bells and whistles you would expect from a new electric car. The interior of the car is luxurious with features such as panoramic sunroof, hidden air vents, 23 speakers, 10.2" instrument cluster, and a 12.8" center display. Power comes from two electric motors generating 644 HP and 627 lb-ft of torque with a 0-100 of 3.9 seconds. Nio is offering two types of battery for the new vehicle, one 70 kWh and 100 kWh battery. A 150 kWh battery option is also on its way, which will give the car an estimated range of a massive 1000 km. In addition to this, NIO intended to fit all cars with their NIO Aquila sensor suit based NIO Autonomous Driving system.

EDITOR'S NOTE

Piracy, not even once

Right when I started to write this note in the last moment (as always), I realised that I can find nothing common that connects the stories in this issue to a common thread (as if I could do that in every other instance where I had to write the note). Every story has something new to say. We explore the flipside of piracy in the gaming industry, even though we don't encourage it in any way. There are career tips on negotiation and the prospects of telehealth along with our all-things-tech-and-automobile. In the pop-culture section, we talk about a show that we think is relevant and more important in times like now than ever. You'll see why, once you read.

-Nahaly Nafisa Khan, Sub-editor

Sony to introduce new 360 Reality Audio speakers

Sony is bringing two 360 Reality Audio speaker to the market

The speakers, named SRS-RA5000 and SRS-RA3000 respectively, will be able to beams noise in all directions to create "ambient room-filling sound". Although Sony has been relatively tight-lipped about their details, Sony's UK website has already posted full details for both models.

Of the models, the more expensive £500 RA5000 houses seven total drivers, three up firing, three side-firing, and a center-

mounted woofer. While the £280 RA3000 has five, two tweeters, two passive radiators, and a single full-range driver.

Both speakers offer a range of wireless connectivity and voice commands through Google Assistant or Alexa. Users can also use Sony's Music Center app to control music and equalizers. The company claims speakers will also be able to adjust volume automatically if songs vary in loudness from track to track.

Both speakers are set to arrive on market in February 2021.



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Epic acquires game development tools Rad Game Tools

Elon Musk is now world's wealthiest person with \$185 billion valuation



Twitter and other social media bans President Trump

Hyundai reportedly in talks with Apple to produce an electric vehicle



Roku acquires rights to all of Quibi's programs