



General Go-to-Market product marketing strategy

Lenovo

Focus



Moto z² Play

+ MODS story

34 990 RUB

Focus



Moto X

29 990 RUB



Moto G5S Plus

21 990 RUB



Moto G5S

16 990 RUB



Moto E Plus

13 990 RUB



Moto E

9 990 RUB



Moto C Plus

8 490 RUB



Moto C

6 490 RUB 4G
4 990 RUB 3G

Focus

Z

UNLIMITED
POSSIBILITIES

X

UNLIMITED
PERFECTION

g

UNLIMITED
PREMIUM

e

UNLIMITED
VALUE

C

UNLIMITED
ESSENTIALS



Moto C (3G/4G)

MTK6580m (3G) / MTK6737 (LTE)
5"FWVGA DISPLAY
5MP + 2MP CAMS
FRONT & BACK FLASH
1GB+8GB MEMORY
2300mAh BATTERY
Android N
4 990 RUB 3G / 6 490 RUB 4G



Lenovo

Z

UNLIMITED
POSSIBILITIES

X

UNLIMITED
PERFECTION

g

UNLIMITED
PREMIUM

e

UNLIMITED
VALUE

C

UNLIMITED
ESSENTIALS



Moto C Plus

MTK6737, LTE
5"HD DISPLAY
8MP + 2MP CAMS
FRONT & BACK FLASH
1GB+16GB MEMORY
4000mAh BATTERY
Android N
8 490 RUB



Lenovo

Z

UNLIMITED
POSSIBILITIES

X

UNLIMITED
PERFECTION

g

UNLIMITED
PREMIUM

e

UNLIMITED
VALUE

C

UNLIMITED
ESSENTIALS



Moto E

MTK6737, LTE
 5"HD, 2.5D GLASS
 2800mAh BATTERY
 8MP + 5MP CAMS
 FRONT & BACK FLASH
 2GB+16GB
 8.9MM. METAL BODY, FPS
 MOTO FEATURES LIGHT

9 990 RUB



Lenovo

Z

UNLIMITED
POSSIBILITIES

X

UNLIMITED
PERFECTION

g

UNLIMITED
PREMIUM

e

UNLIMITED
VALUE

C

UNLIMITED
ESSENTIALS



Moto E Plus

Lenovo

MTK6737, LTE
5.5" HD
5000mAh BATTERY, FAST CHARGE
13MP + 5MP CAMS
FRONT & BACK FLASH
3GB+16GB
9.9MM. METAL BODY, FPS
MOTO FEATURES LIGHT
9 990 RUB



Z

UNLIMITED
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