



motoe⁴

design savvy. budget friendly.



Sell it in 30

The new Moto E⁴ features a **vibrant 5" HD screen** designed to fit right in your hand. With its **water-repellent coating**, spills, splashes or a little rain won't get in your way¹. The **quad-core processor** and **4G LTE speed** let you surf and stream without waiting. And the **battery lasts all day** so you won't have to worry about charging². You'll **stay up to date with Android™ 7.1.1**, an updated version of the world's **most popular operating system**. Plus, take beautifully **sharp photos and selfies** even in low light, with the **8MP rear camera** or the **5MP selfie cam** with an **LED flash**. Moto E⁴. **Everything's just right.**



5" HD display. Bring photos, videos, and games to life on a vivid HD display.



Water-repellent coating¹. The phone is protected inside and out so spills, splashes, or a little rain won't get in your way.



All-day quad-core performance
Do more, faster with a quad-core processor, 4G speed, and a battery that lasts all day.



Android™ 7.1.1, Nougat. Enjoy an updated version of the world's most popular operating system.



Advanced cameras. Capture the moment day or night thanks to the 8 MP rear camera with LED flash. Or take a selfie with the 5MP camera and its own selfie flash (camera mode) or light (video mode).

Different is better

Lenovo™

SAY

SHOW



Bring photos, videos, and games to life on a vivid HD display.

Display with colorful photos or websites, thinness of phone, then hand phone to the customer.



The phone is protected inside and out so spills, splashes, or a little rain won't get in your way.

Spray phone with water and wipe it off.



Watch videos, play games and more without having to wait with the quad-core processor and 4G LTE speed. And the battery lasts all day so you won't have to worry about charging².

Stream a video, browse the web, use Maps app.



Stay up to date with Android™ 7.1.1 Nougat, an updated version of the world's most popular operating system.

Clean, smooth UI and app tray.



Capture important moments with the 8MP rear camera and 5 MP front camera and the selfie flash (camera mode) or light (video mode).

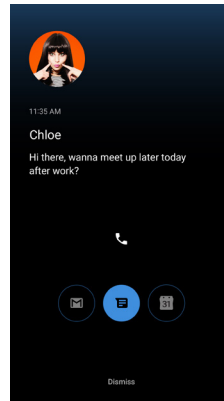
Take a photo with rear camera, then take a photo with the front camera. Point out the selfie flash/light and show how to switch between them when taking a selfie. Take a video and show how to turn the light on and off.

Target Customer



- Researches options before buying
- Thinks electronics makes life easier
- Price-sensitive users, but won't buy the cheapest brand

Moto Display



Moto Display gives you a quick preview of notifications and updates, so you can see what's going on without unlocking your phone. Just give it a nudge to see what's new.

Additional Training



Scan the code to download our training app for the latest updates, or visit:

<http://motoinsiders.com>

Specifications

- Qualcomm® Snapdragon™ 427 1.4 GHz
- 5" HD display
- Android™ 7.1.1, Nougat
- 8MP autofocus rear camera with LED flash
- 5MP fixed focus front camera with selfie flash/light
- 2GB of RAM
- 16GB user storage³
- Supports up to 128GB microSD card³
- 2800mAh replaceable battery

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¹ Advanced nanocoating technology creates a water-repellent barrier to help protect against moderate exposure to water such as accidental spills, splashes, or light rain. Not designed to be submerged in water, or exposed to pressurized water, or other liquids. Not waterproof.

² All battery life claims are approximate and based on an average user profile that includes both usage and standby. Actual battery

performance will vary and depends on signal strength, network configuration, features selected, and voice, data, operating temperature and other application usage patterns.

³ Actual available capacity of user storage and internal memory is less because the operating system, software and other functions which utilize part of this capacity. The available capacity may change with software updates. microSD card sold separately. Content with DRM restrictions may not be able to be moved to the card.