

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation
March 2013



全球鷹
GLEAGLE

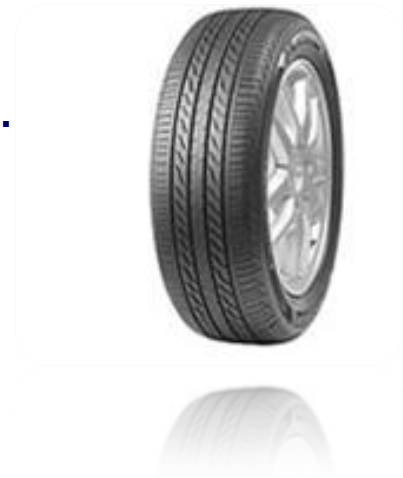


帝豪
EMGRAND



英伦汽车
Englon Automobile

- ✓ **Completion of a major reshuffle of brands and distribution channels, creating three new brands, marketing Geely's products through a total of 1,000 shops in China.**
- ✓ **Successful development of key technologies: 5 product platforms, engines, manual and automatic transmissions.**
- ✓ **Building 9 production plants in China with total initial annual capacity of 600,000 units per shift.**
- ✓ **Maintaining its 4-5% market share in China's sedan market.**
- ✓ **Selling 100,000 vehicles a year to oversea markets.**
- ✓ **Access to valuable resources and expertise through strategic alliance with major international auto parts suppliers and acquisitions**



Year started:	1998
Total workforce:	17,695 (on 30/6/2012)
Manufacturing facilities:	9 car plants in China
Products:	12 major sedan models under 5 platforms
Distribution network:	973 dealers in China, 46 sales agents, 348 2nd-tier shops in 49 oversea countries
2012 sales volume:	483,483 units (22% 5-year CAGR)
2011 revenues:	US\$3.3 billion
Market Capitalization:	US\$4.9 billion (at 15 Feb. 2013)



- ❖ **Management-owned, market-driven**
- ❖ **Cost effective supply chain**
- ❖ **Professional management team**
- ❖ **Abundant intellectual resources**
- ❖ **A vertically integrated operation**
- ❖ **Experience and track-record in China**



**Geely
JL3G10CVVT
Petrol Engine**

- ❖ **Expansion of Sales Volume**
(Geographically & broadening product line)
- ❖ **New Product Development Focus**
(42 new models in 5 years)
- ❖ **Technology Focus**
(Focus on power-train technologies)
- ❖ **Expansion of Production Capacity**
(New plants, upgrading & contract manufacturing)
- ❖ **Focus on Quality, Services, Customer Satisfaction**
- ❖ **Expansion through M&As & Strategic Alliances**



- ❖ **Product Strategy** - upgraded and wider product range
- ❖ **Technology Strategy** - direct injection, turbocharger, light weight, AT gearboxes, CNCAP 4-star or above, BMBS
- ❖ **Electrification Strategy** - development of core technologies, partnership to speed up product offerings
- ❖ **Export Strategy** – focus on developing countries, localization in major export markets
- ❖ **Brand Strategy** – multi-brand through upgraded products and advanced technologies to support wider product range and to achieve better customer satisfaction



1998 - 2007	2007 - 2010	2011 onwards
<ul style="list-style-type: none"> • Market share • Fast Growth 	<ul style="list-style-type: none"> • Multi-brand • Platform Strategy 	<ul style="list-style-type: none"> • Globalization • Sustainable Growth • Brand Management





Brand	Models	2012 sales vol.	No. of dealers (6/2012)
GLEagle	Geely Panda GX2 Free Cruiser Vision GC7 GX7	176,076	326
Emgrand	EC7 EC7-RV EC8	155,334	273
Englon	Kingkong SC7 SC5-RV SX7	152,073	374



全球鹰
GLEAGLE



Free Cruiser



Vision



GX2



GC7



GX7



帝豪
EMGRAND



EC7



EC7-RV



EC8



英伦汽车
Englon Automobile



SC3



SC5-RV



SC6



SC7



SX7



英伦汽车
Englon Automobile

Engine size:	1.3L (5M/T)
Dimension:	4267/1680/1440
Wheelbase:	2434
Maximum output:	63Kw/6000rpm (1.3L)
Retail prices:	RMB40,800-47,800





英伦汽车
Englon Automobile

Engine size:	1.5L (5M/T)
Dimension:	4342/1692/1435
Wheelbase:	2502
Maximum output:	75Kw/5800rpm (1.5L)
Retail prices:	RMB53,800-60,800



搜狐汽车
auto.sohu.com



帝豪
EMGRAND

Engine:	2.0L, 2.4L GeTec Engine
Transmissions:	5MT, 6MT, DSI 6AT
Dimension:	4905/1830/1495
Wheelbase:	2805
Retail prices:	RMB99,800-209,800





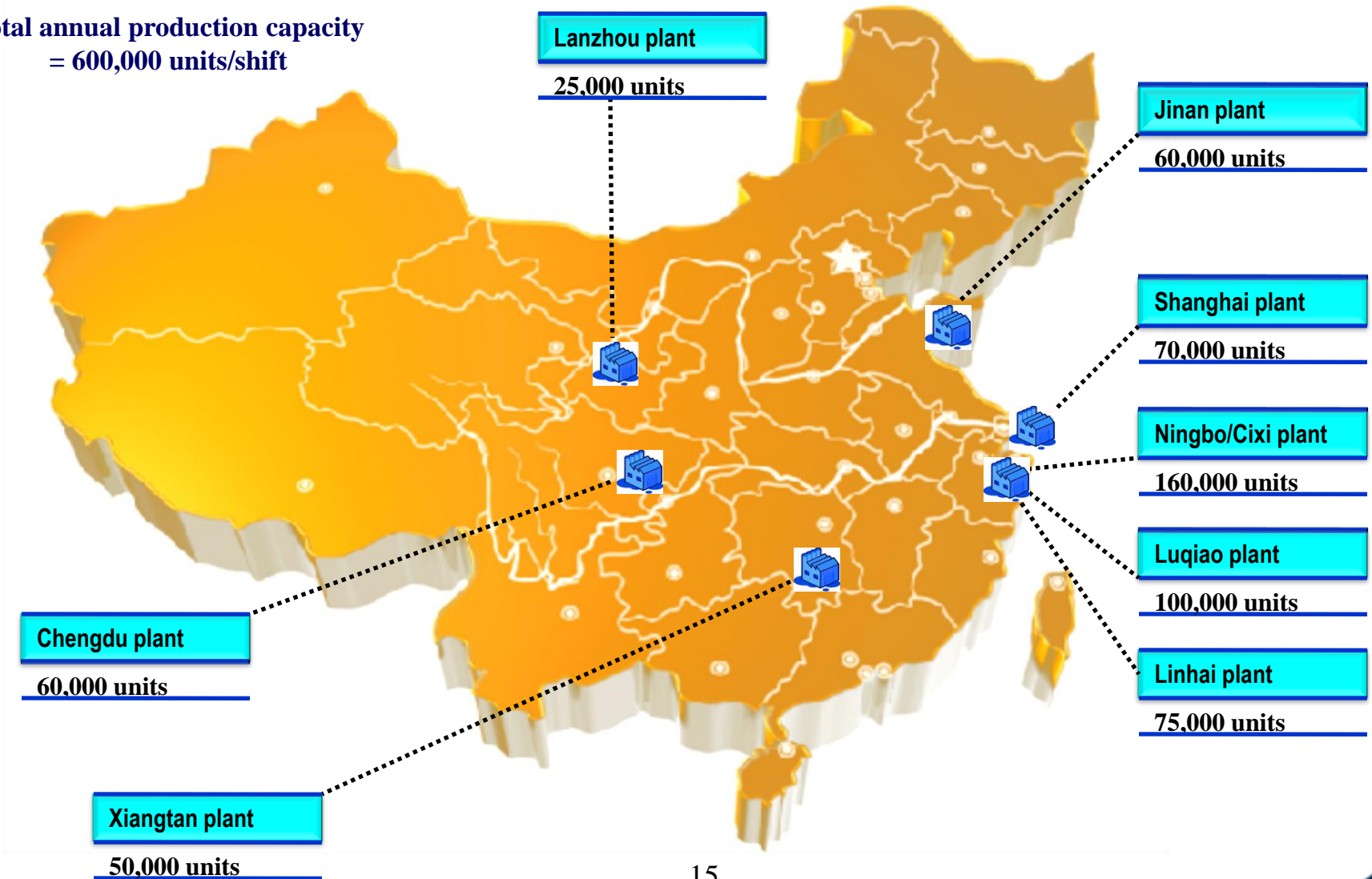
英伦汽车
Englon Automobile

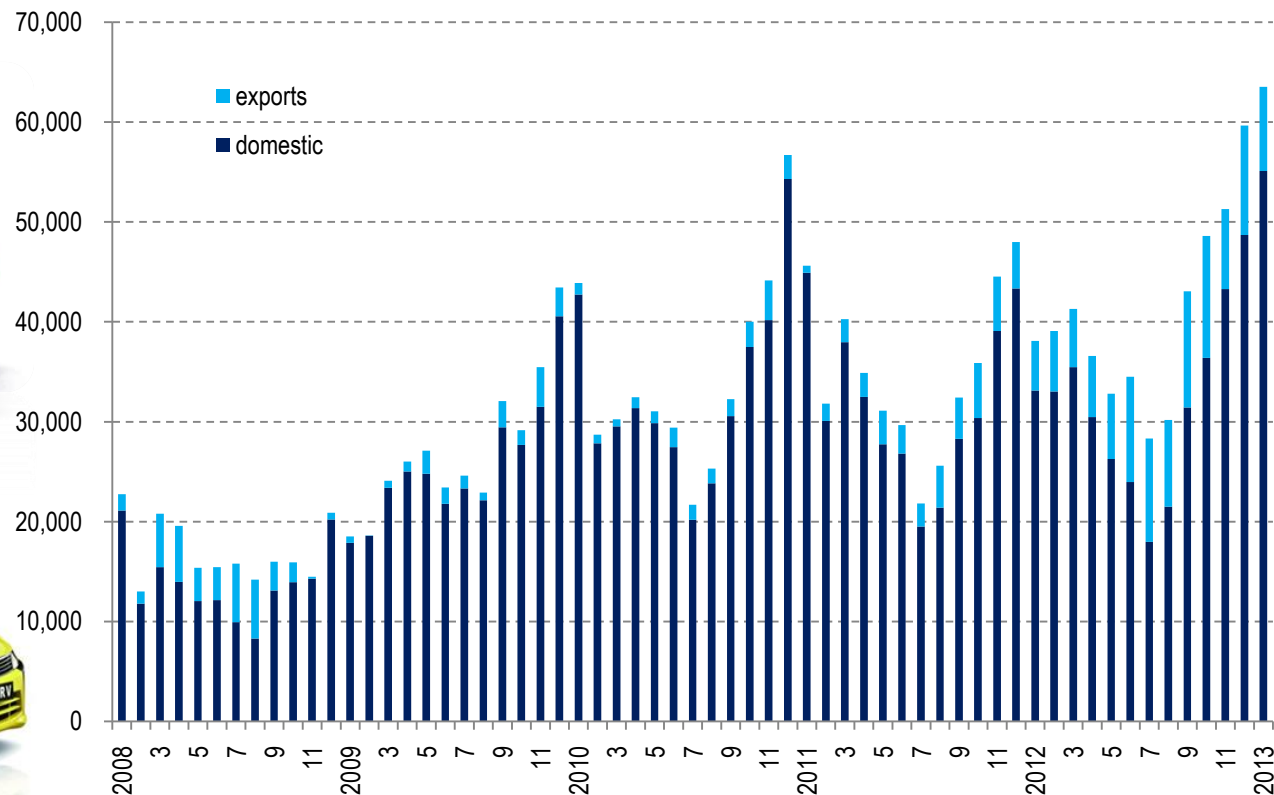
Engine size: 1.8L, 2.0L, 2.4L
Transmissions: 5MT, 6AT
Dimension: 4553/1833/1673
Wheelbase: 2661
Maximum output: 119kw/5700rpm (2.4L)





**Total annual production capacity
= 600,000 units/shift**





2012 sales volume:

+15% to 483,483 units

2013 sales target:

+16% to 560,000 units

Year	Test	Models	Ratings
2009	C-NCAP	Geely Panda	5 star (45.3 pts)
2010	C-NCAP	Emgrand EC7	5 star (46.8 pts)
2011	Euro-NCAP	Emgrand EC7	4 star
2011	C-NCAP	Emgrand EC8	5 star (49.6 pts)
2012	C-NCAP	GLEagle GX7	5+star (50.3 pts)





J.D.Power Asia Pacific 2012 China Customer Service Index (CSI) StudySM

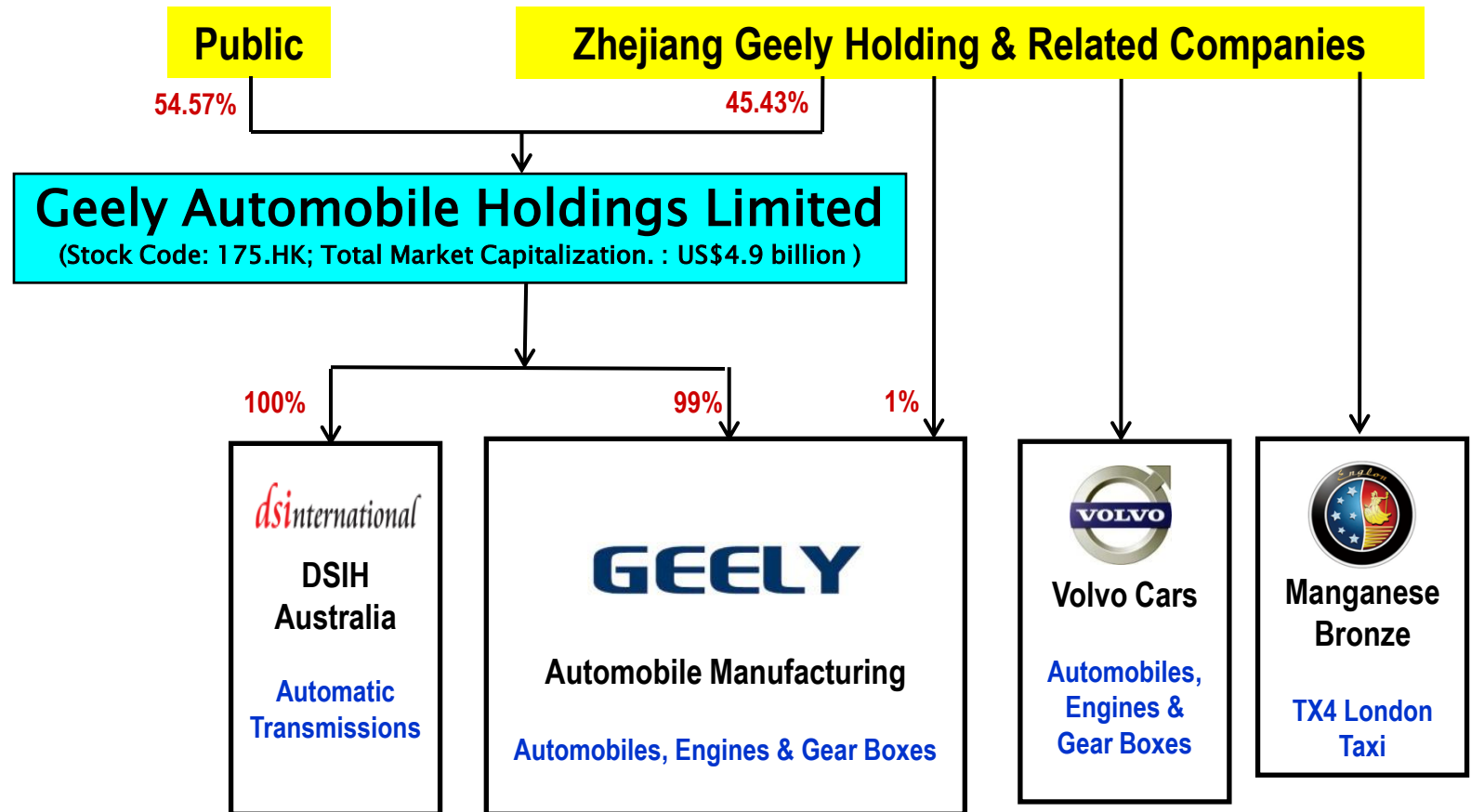
Brand	Points#	Overall Rank [^]	Sector Rank [*]
GLEagle	865	12	1
Englon	861	14	2
Emgrand	850	17	4
Industry Average	832		

based on a 1,000-point scale

[^] a total of 68 passenger vehicle brands were examined

^{*} ranking amongst indigenous brands in China

Source: J.D.Power Asia Pacific 2012 China Consumer Service Index (CSI) StudySM





Safe

Environmental Friendly

Energy Efficient



corporate website: www.geelyauto.com.hk

Note: Sources of all data contained in this presentation are from Geely Automobile Holdings, except specified otherwise.

Important Notice:

The information contained herein is meant for presentation purposes only and may not be used and relied upon by any other party. It is not to be taken in substitution for the exercise of judgement. You shall be solely responsible for making your own independent investigation of the merits of the discussions mentioned in this presentation. Geely Automobile Holdings Limited does not make any representations, warranty or guarantee as to the accuracy, completeness or correctness of the contents contained herein. The reproduction and/or dissemination of the contents herein is prohibited without our prior approval. Geely Automobile Holdings Limited and its officers, directors and employees accept no liability whatsoever for any direct or consequential loss howsoever arising from any use of this presentation or further communication given in relation to this presentation or its contents or otherwise arising in connection therewith.