

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

November 2012



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 3-4% 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
2011 sales volume:	421,611 units (21% 5-year CAGR)
2011 revenues:	US\$3.3 billion
Market Capitalization:	US\$3.4 billion (at 5 Nov. 2012)



- ❖ **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** – launch of high-end brand through upgraded products, advanced technologies and cooperation with Volvo Cars



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	1H/2012 sales vol.	No. of dealers (6/2012)
GLEagle	Geely Panda GX2 Free Cruiser Vision GC7 GX7	80,234	326
Emgrand	EC7 EC7-RV EC8	69,447	273
Englon	Kingkong SC7 SC5-RV	72,710	374





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Free Cruiser



Vision



GX2



GC7



GX7



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EC7



EC7-RV



EC8



英伦汽车
Englon Automobile



Kingkong



SC5-RV



SC7



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Engine size:	1.8L CVVT, DVVT (5MT, DSI 6AT)
Dimension:	4547/1734/1470
Wheelbase:	2600
Engine:	JL-4G18 (1.8L) JLalpha-4G18 (1.8L)
Retail prices:	RMB67,000-90,000





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GLEAGLE

Engine size: 1.8L, 2.0L, 2.4L
Transmissions: 6AT, 5MT
Dimension: 4700/1855/1720
Wheelbase: 2660
Maximum output: 102Kw/6200rpm (1.8L)
Engine: JLalpha-4G18 (1.8L)
Retail prices: RMB92,900-129,900





英伦汽车
Englon Automobile

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





帝豪EX8

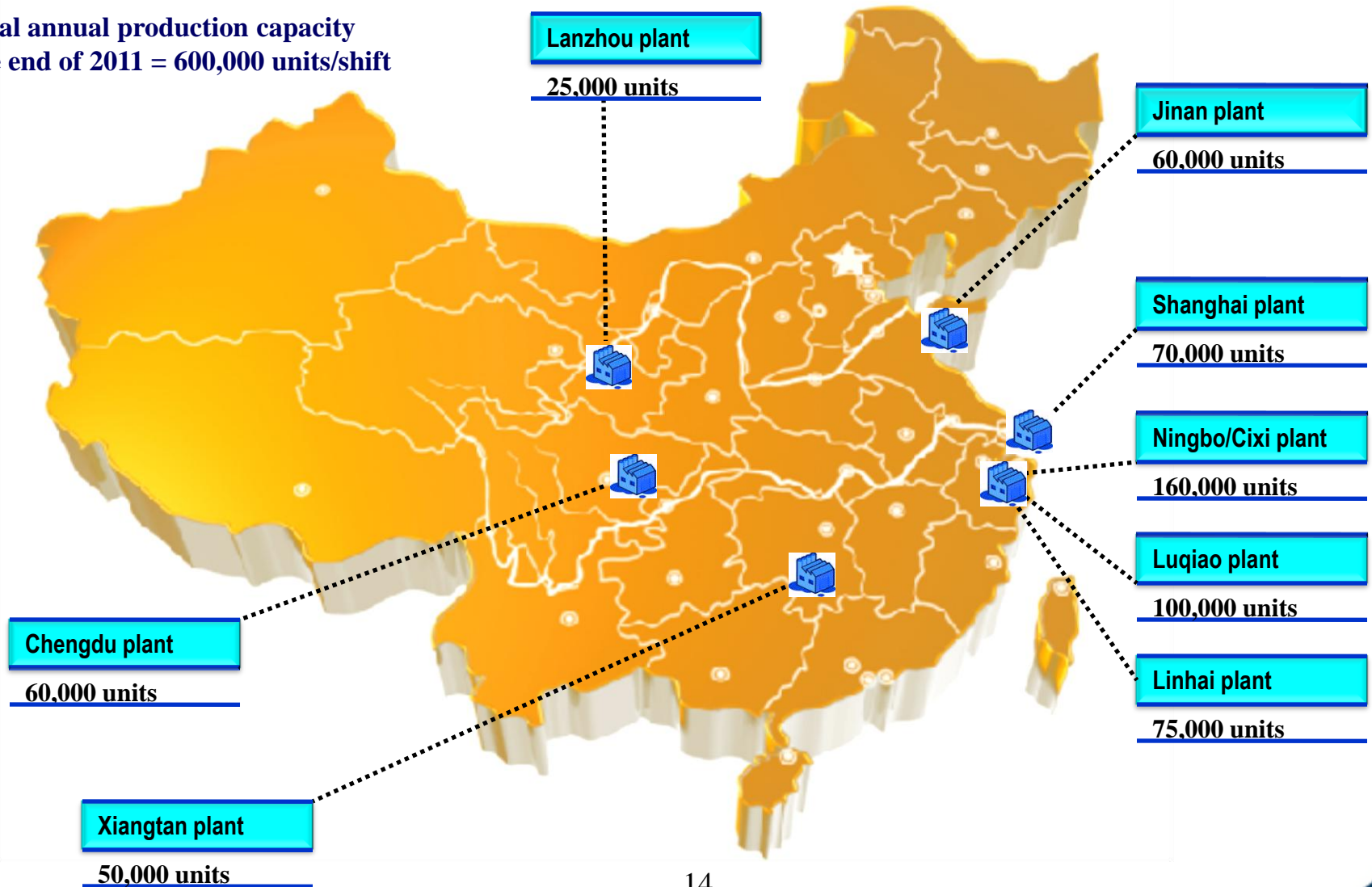


英伦SC6

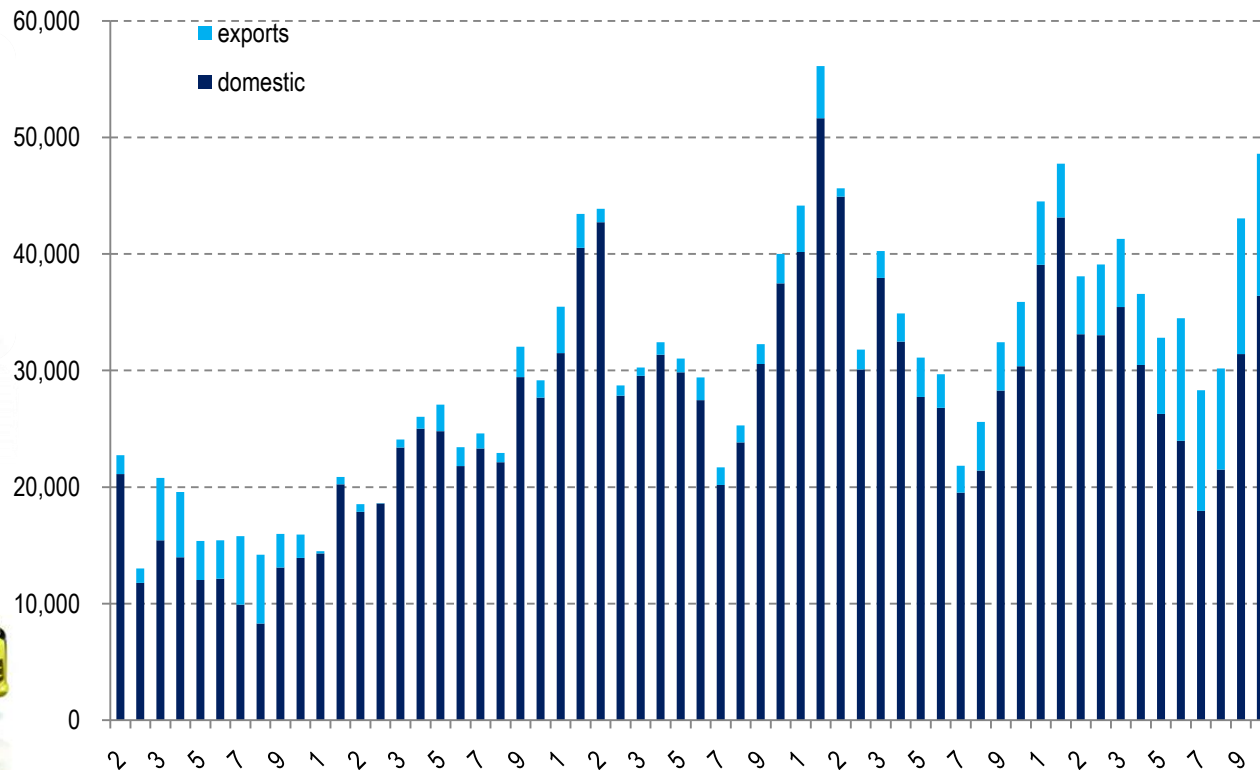


帝豪EV8

Total annual production capacity
By the end of 2011 = 600,000 units/shift



Monthly Sales Volume



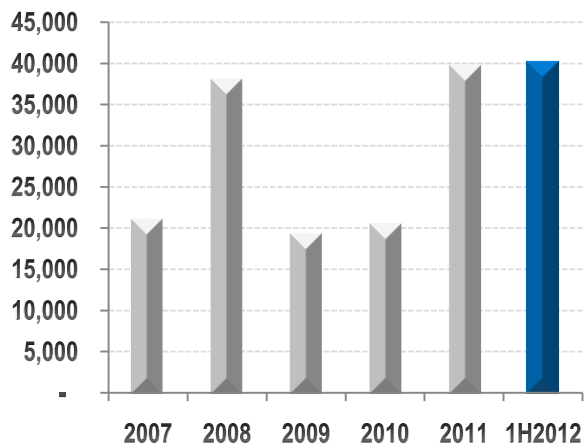
2011 sales volume:

+1% to 421,611 units

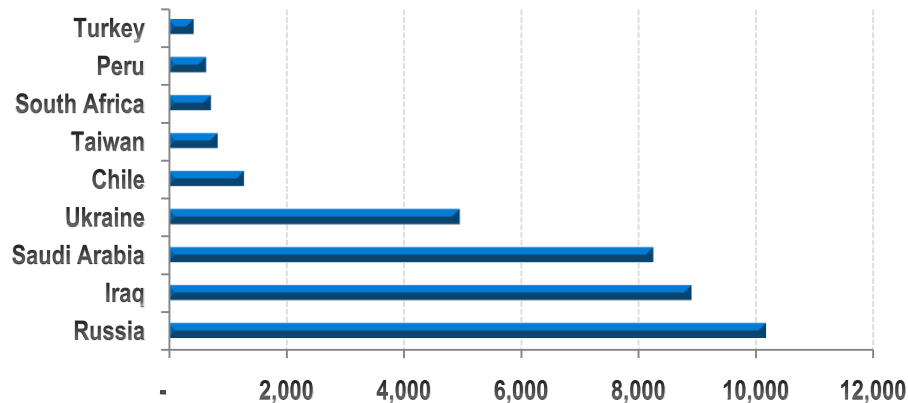
2012 sales target:

+9% to 460,000 units

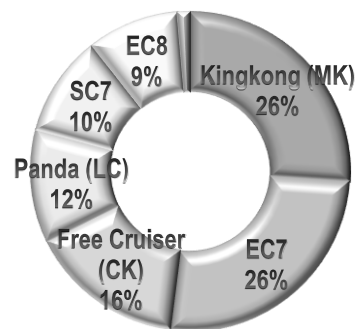
Export Sales Volume (units)



Top Export Destinations (1H2012, units)



Top Export Models (1H2012)



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**

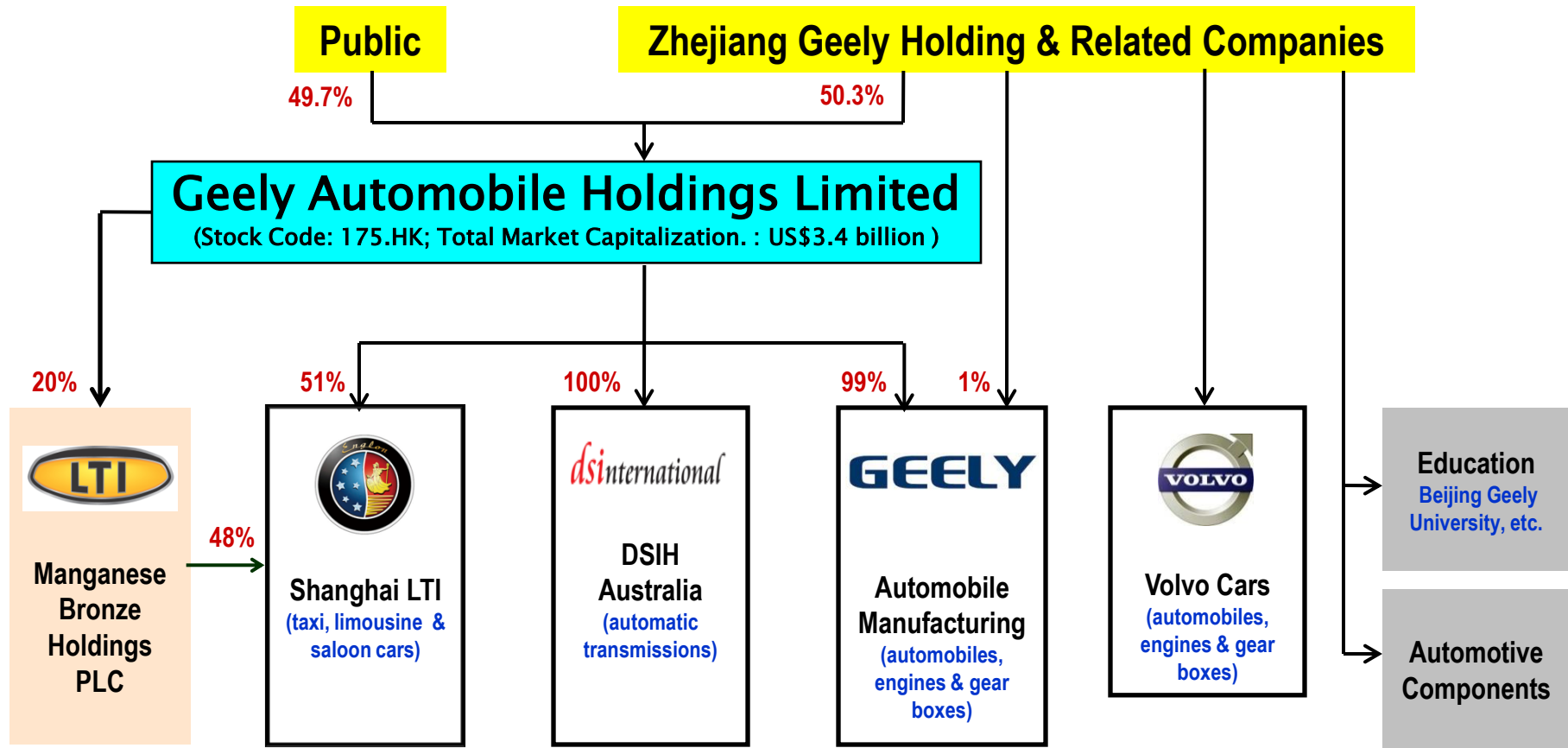
Brand	Points#	Overall Rank [^]	Sector Rank [*]
GLEagle	865	12	1
Englon	861	14	2
Emgrand	850	17	4
Industry Average	832		

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.

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