

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





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Free Cruiser



Vision



GX2



GC7



GX7



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EC7



EC7-RV



EC8



英伦汽车
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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





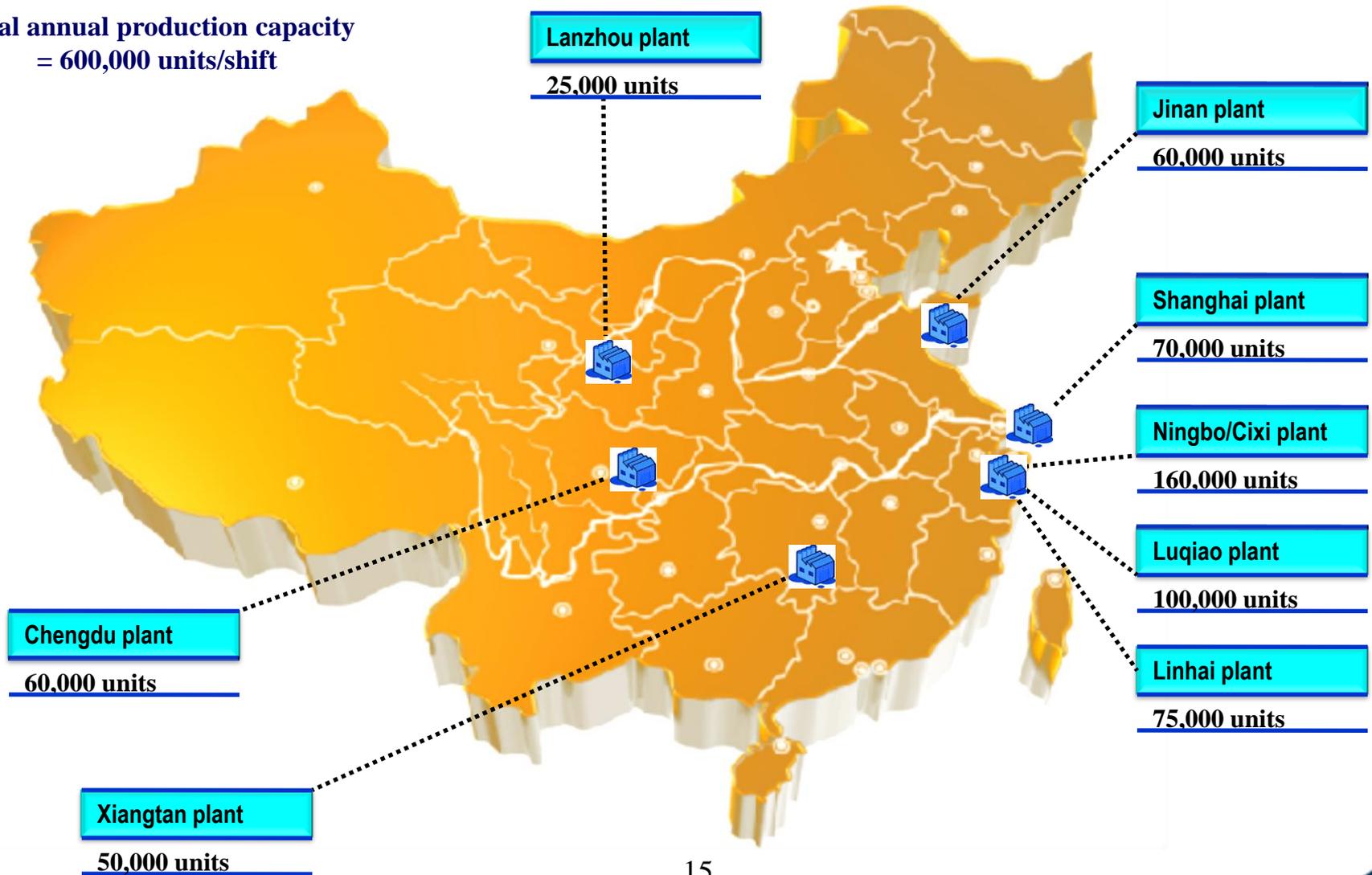
英伦汽车
Englon Automobile

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

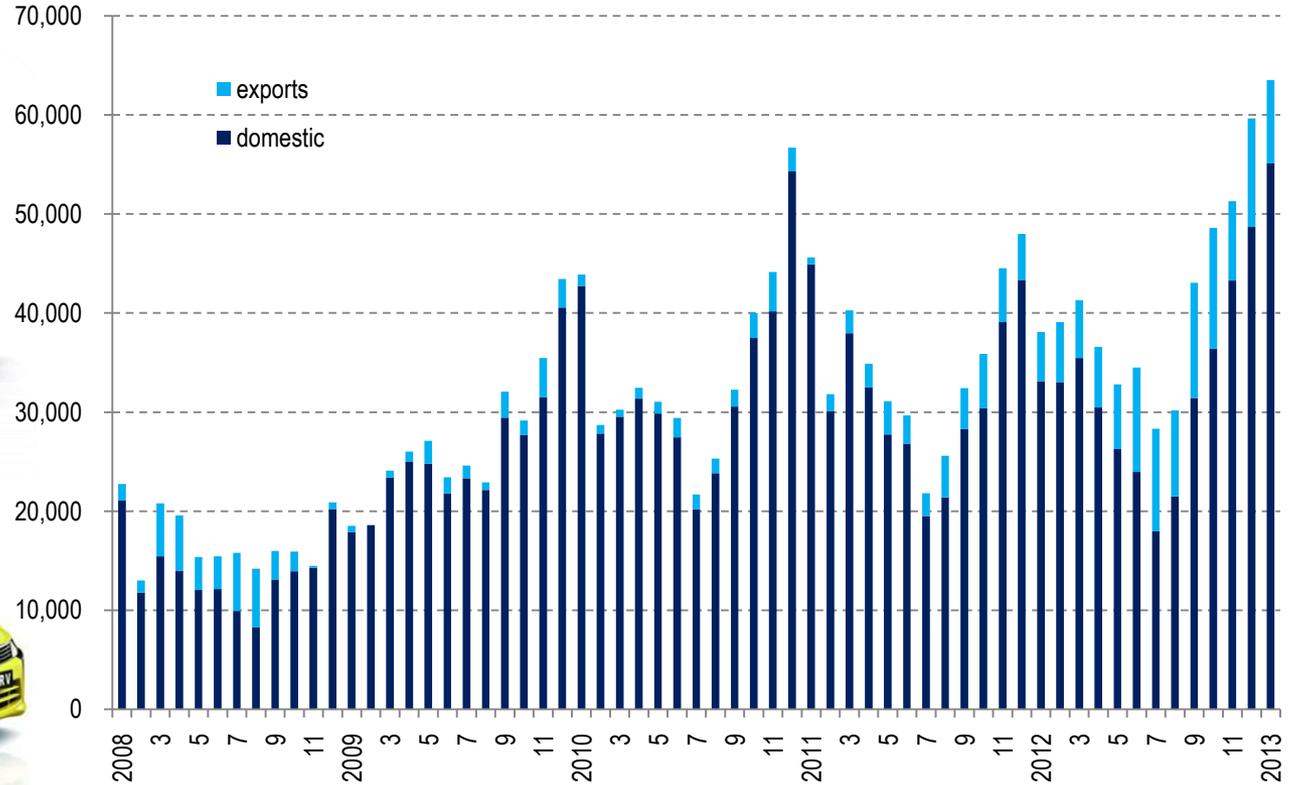




Total annual production capacity
= 600,000 units/shift



Monthly Sales Volume



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**

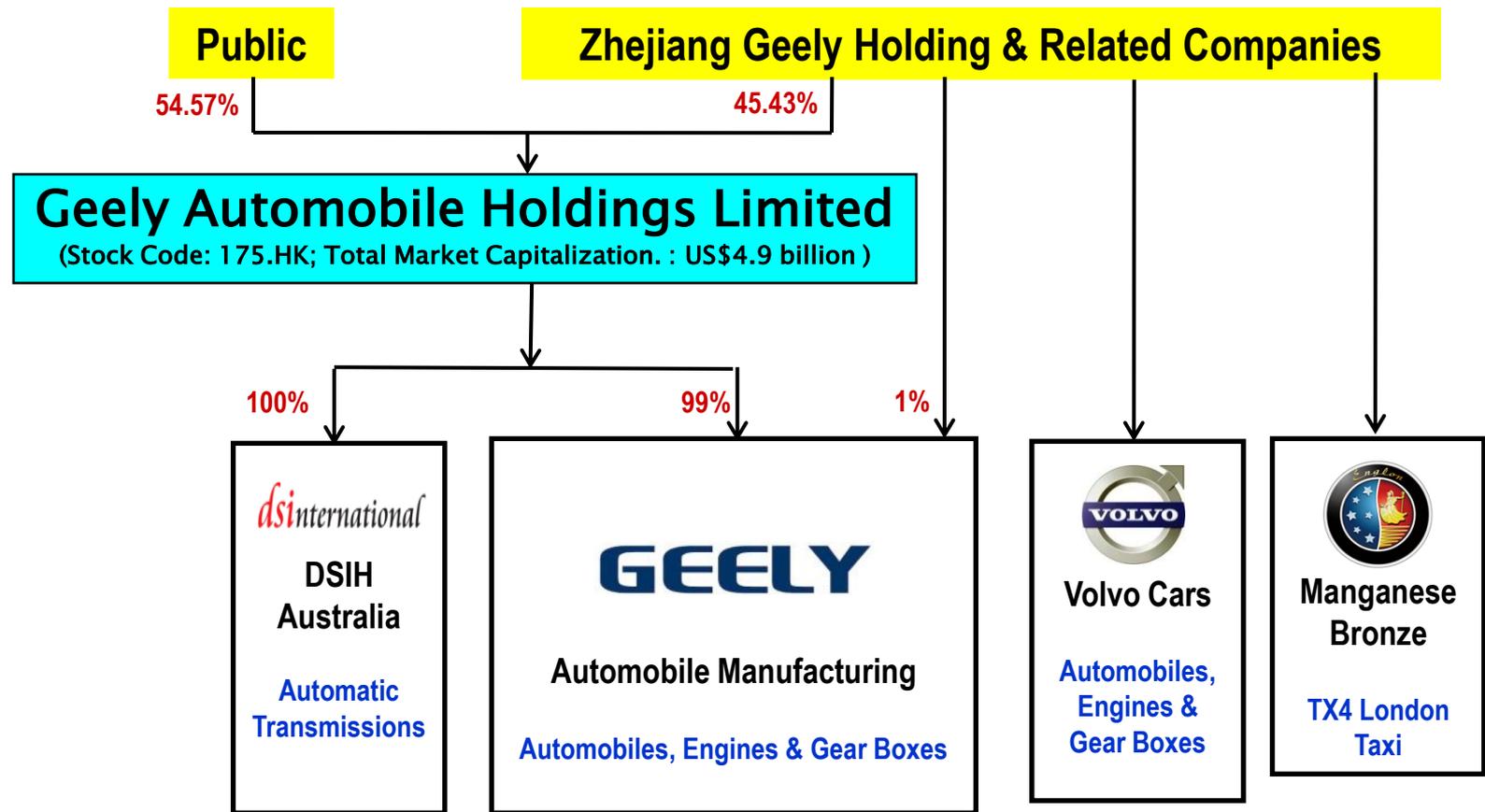
Brand	Points#	Overall Rank [^]	Sector Rank [*]
GLEagle	865	12	1
Englon	861	14	2
Emgrand	850	17	4
Industry Average	832		

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.

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