



中欧合作机制

China-EU Cooperation Mechanism

创 新 • 智 联 • 发 展

*Innovation • Intelligent Network •
Development*

--上汽通用五菱汽车股份有限公司
--SAIC GM Wuling Automobile Company Limited

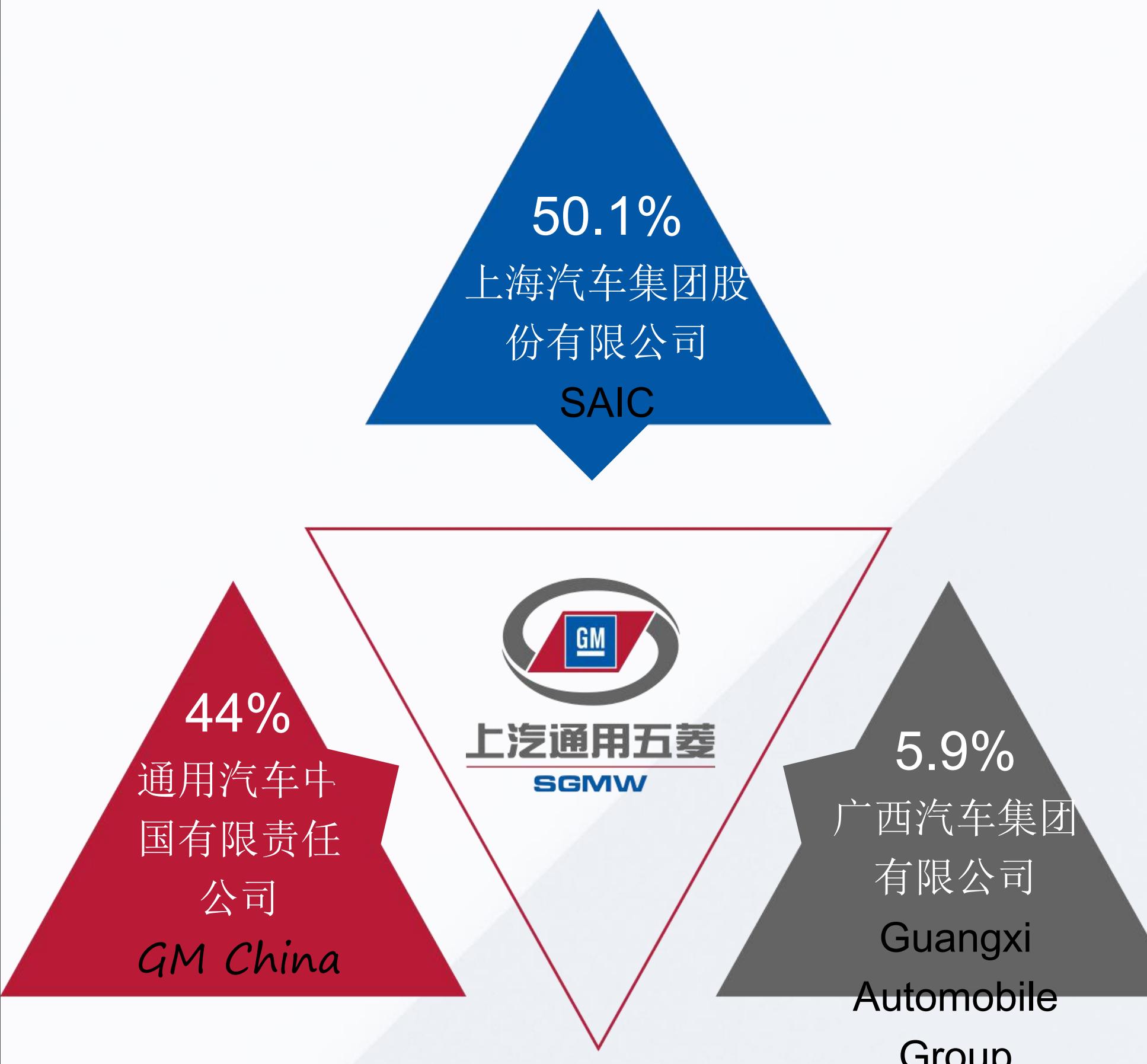


企业概况

Enterprise Briefing

上汽通用五菱—“中中外”合资

SGMW-“Sino-Sino-Foreign” 3-partnership Joint Venture Joint Venture



www.sgmw.com.cn

宗旨

Vision

成为微小型汽车领域国内领先、国际上有竞争力的汽车公司
To be the best company in mini and small car industry in China and a strong competitor globally

使命

Mission

集合三方资源，突出低成本、高价值的优势，形成SGMW特有的核心竞争力，去实现股东、客户和员工的期望
Congregate resources of three partners and promote the advantage of Low Cost, High Value. Establish SGMW's unique competitiveness to realize the expectation of shareholders, customers and employees

企业精神

Spirit

艰苦创业，自强不息

Perseverance with a Pioneering Spirit

价值观

客户满意、团队合作、学习创新、诚实守信、高效务实

Customer Satisfaction, Teamwork, Learning and Innovation, Integrity, High Efficiency and Performance

公司发展历程

Milestones



1966年1月 January
1966
柳州拖拉机厂成立
Establishment of Liuzhou Tractor Plant



1985年5月 May 1985
柳州微型汽车厂成立
Establishment of Liuzhou Mini Vehicle Factory



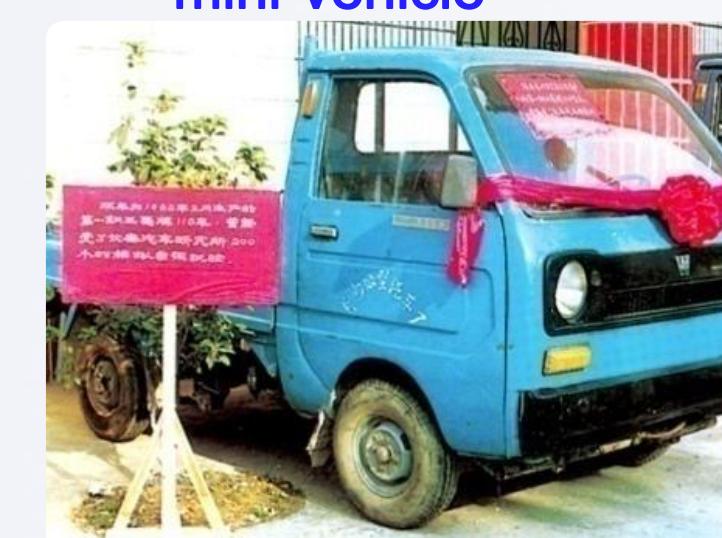
2002年11月 November
2002
上汽通用五菱汽车股份有限公司成立
Establishment of SGMW



2007年9月 September
2007
柳工发动机工厂正式投产
SGMW Liuzhou Engine Plant SOP



1958年7月 July
1958
柳州动力机械厂成立
Establishment of Liuzhou Power Machining Plant



1982年1月 January
1982
成功第一台微型车
Successful launch of the 1st trial mini-vehicle



2001年7月 July
1958
菱汽车股份有限公司成立
Establishment of SAIC Wuling Automobile Co., Ltd.



2005年6月 June
2005
公司挂牌成立
Establishment of Qingdao Branch



2009年12月 December
2009
第100万辆汽车下线
SGMW Annual 1 Millionth Vehicle Off

公司发展历程

Milestones



2012年11月 November
2012周年暨宝骏基地投产
The Tenth Anniversary & Baojun Base SOP Ceremony

2014年12月 December
重庆分公司竣工投产
Chongqing Branch SOP

2015年12月 December
2015为国内首家年产销突破200万辆的车企
SGMW: First Auto Maker in China Reaching 2 M Sales Mark

2017年7月 July 2017
公司首款新能源汽车宝骏E100上市
SGMW First NEV Baojun E100 Launched

2010年7月 July
2010 宝骏品牌发布
Baojun Brand Launched

2013年11月 November
2013 十万辆整车下线
SGMW Ten Millionth Vehicle Offline Celebration

2015年8月 August
2015 宝骏二期整车工厂竣工投产暨新能源汽车基地建设启动
Baojun Phase II Vehicle Plant SOP and New Energy Vehicle Plant Start of Construction

2017年7月 July
2017 上汽通用五菱印尼汽车有限公司建成投产
PT SGMW MOTOR INDONESIA completed construction and SOP

2019年4月 April 2019
新宝骏品牌发布，宝骏RS-5上市
New Baojun launch, Baojun RS-launch



企业布局 Enterprise Layout

企业拥有五大生产基地，形成跨洋出海、南北联动、东西呼应的生产格局。

There are five major production bases, forming a production pattern with characteristic of trans-ocean, north-south linkage, and east-west echo.

增加整车和发动机产能
突出海外产能---规划
答复目前没有统一的对外口径，建议模糊描述
一下具备200万生产能力，多出来的算加班。



重庆基地 Chongqing Base



青岛分公司 Qingdao Branch



柳州河西总部



柳州宝骏基地 Liuzhou Baojun Base



印尼公司 PT SGMW MOTOR INDONESIA

企业经营情况 Enterprise Performance

企业连续**13**年保持国内单一车企销量冠军、总销量突破**2000万辆**

连续**3**年销售收入突破**千亿元**，排名广西工业企业第一

2018年，企业利税总额突破81亿元，累计利税超过1000亿元

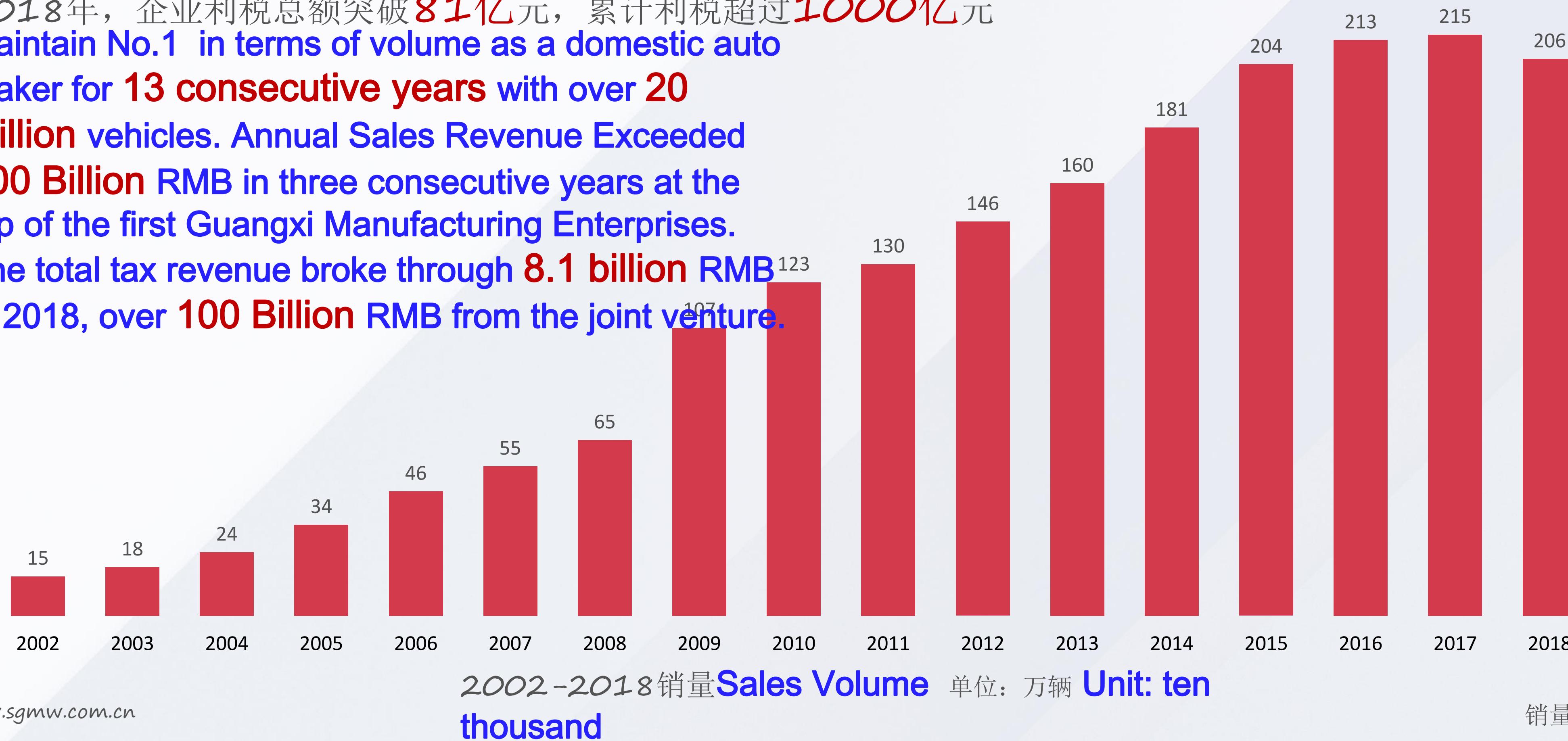
Maintain No.1 in terms of volume as a domestic auto

maker for 13 consecutive years with over 20

million vehicles. Annual Sales Revenue Exceeded

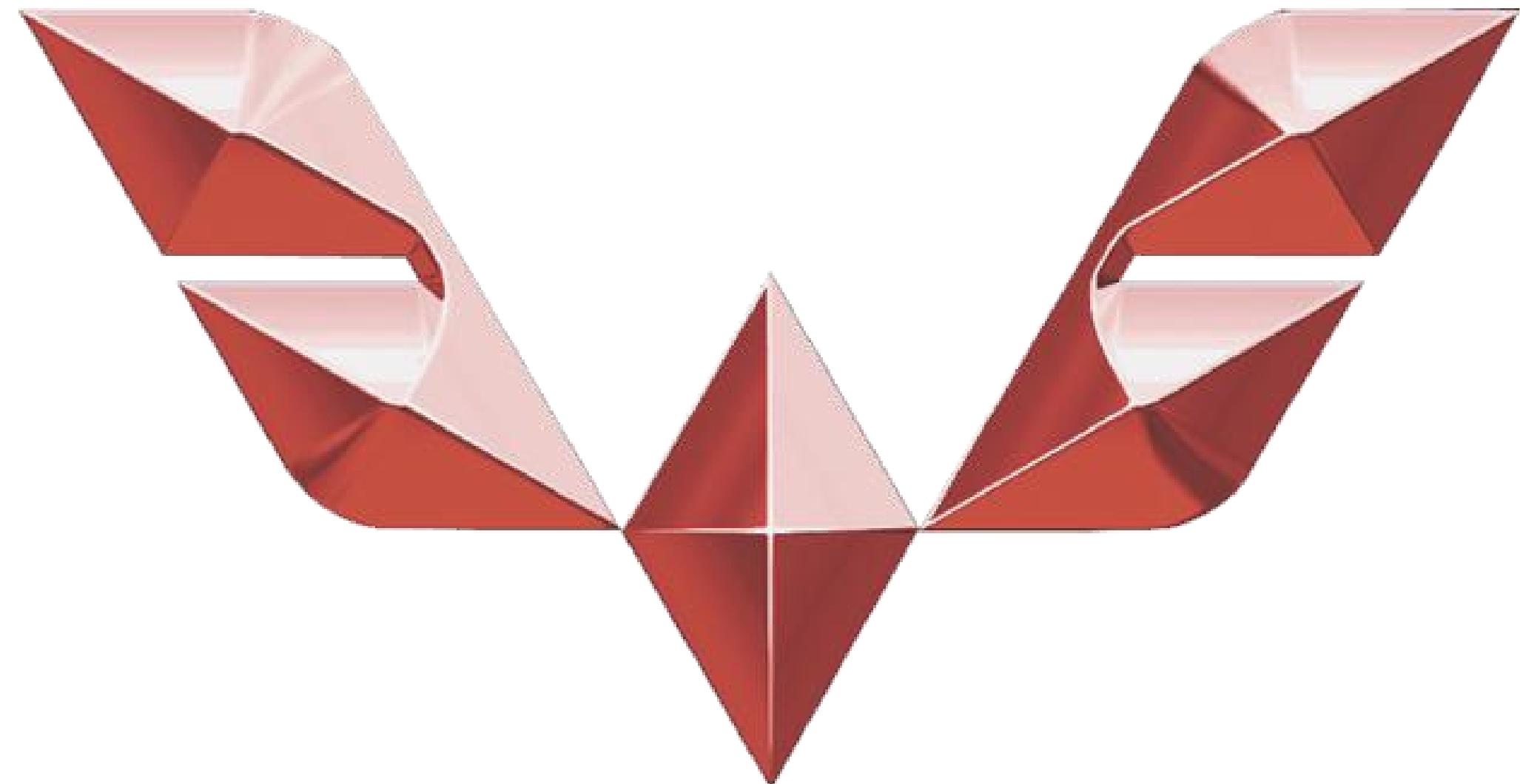
100 Billion RMB in three consecutive years at the top of the first Guangxi Manufacturing Enterprises.

The total tax revenue broke through 8.1 billion RMB in 2018, over 100 Billion RMB from the joint venture.



五菱品牌『为美好奋斗』

Wuling Brand 『Fighting for a beautiful life』



诞生于**1985年** Build in 1985

中国驰名商标 Top China Brand

在国内拥有极高的知名度 with a great
reputation in domestic

聚焦中国最广大的百姓群体 Focus on
China's largest population

助力奋斗路上的人们 去追求更美好的生活
Helping people struggling for a better life

五菱品牌『为美好奋斗』

Wuling Brand 『Fighting for a beautiful life』



五菱之光：开创了国内“安全微面”的先河；

历史累计销量突破**536万辆**；

被福布斯评为“地球上**最重要**的一款车”。

*Wuling Zhiguang: Created domestic Safty minivan
 Innovation with the cumulative sales volume of 5.36 units.
 Ranked by Forbes as "the most important car on earth"*



五菱荣光：开辟了“大微客”新细分市场；

历史累计销量突破**481万辆**。

*Wuling Rongguang: created a new Big Minivan
 Segment Market. History cumulative sales volume
 broke through 4.81 million units.*



五菱宏光：开辟了“紧凑型商务车”新细分市场；

历史累计销量突破**427万辆**。

*Wuling Hongguang: Created a New Compact MPV
 Segment. It was sold cumulatively more than 4.27 million
 vehicles in previous years.*

BIGGEST: WHO'S ON TOP IN SALES, PROFITS, ASSETS AND MARKET VALUE

MAY 10, 2010 | WWW.FORBES.COM

Forbes

THE MOST IMPORTANT CAR ON EARTH



CAN CHINA'S WULING SUNSHINE SAVE GM?

宝骏品牌『创造出行新生活』

Baojun Brand 『Creating for a new life for trip』

诞生于**2010年** Build in 2010

中国驰名商标 Top China Brand

以可靠的品质和实用的大空间

赢得**400万**用户的青睐 Won 4 million
people's favor based on reliable quality
and big space

2019年4月11日 April 11 2019

正式启用全新**钻石标** Adopted

New diamond logo

开启智能网联新时代 Starting intelligence
network age



宝骏品牌『创造出行新生活』 Baojun Brand 『Creating for a new life for trip』

SUV



新宝骏RS-5
New Baojun RS-5

CAR



宝骏310
Baojun 310

MPV



宝骏730
Baojun 730



宝骏530
Baojun 530



宝骏510
Baojun 510

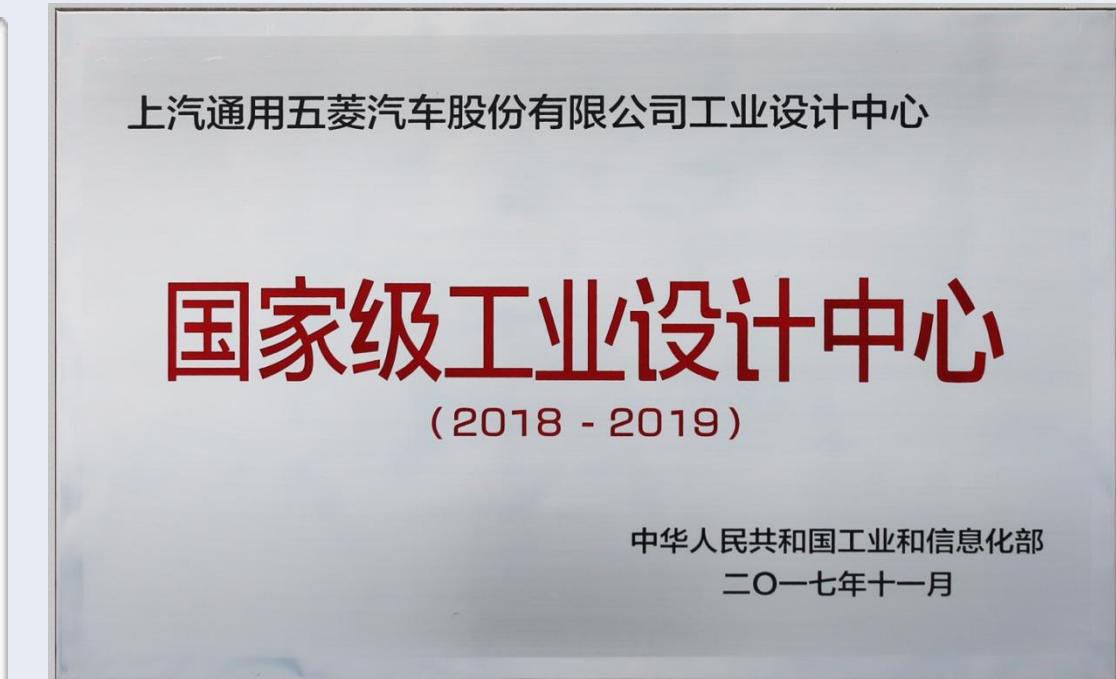
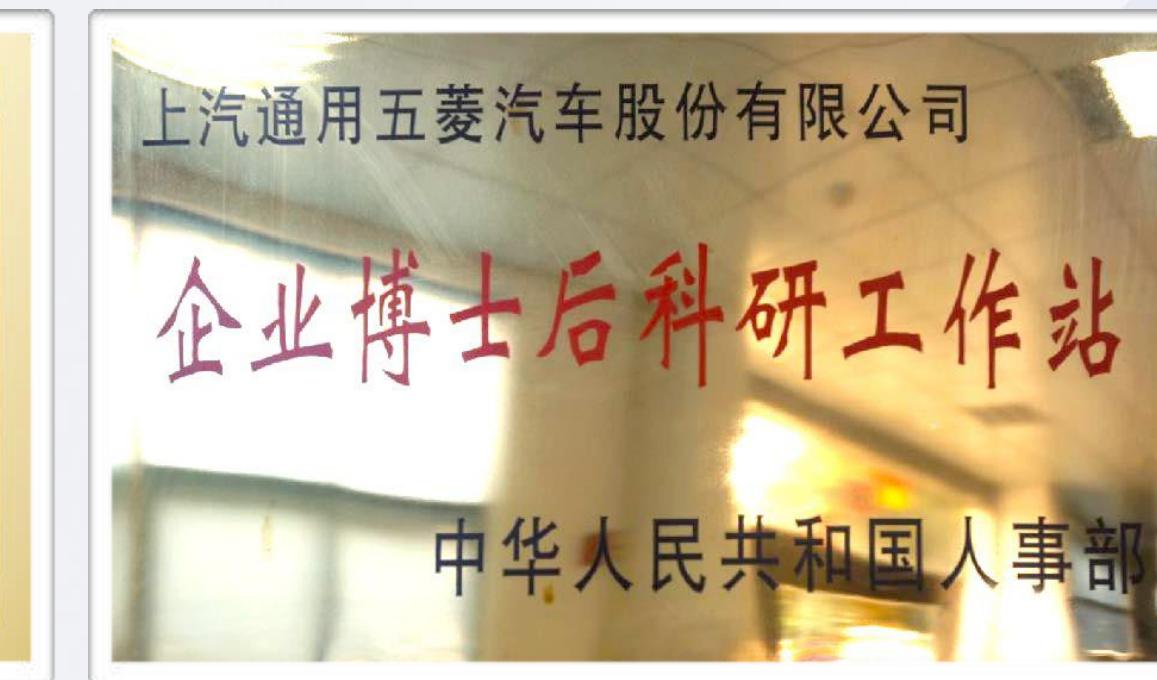


宝骏310W
Baojun 310



宝骏360
Baojun 360

研发实力 R&D Ability



技术中心 由柳州总部、上海前瞻设计中心、海外工程中心组成，拥有 **4000** 余 研发人
员，含博士 **109** 人、硕士 **823** 人、外籍专家 **129** 人。
2018 年公司研发投入超 **30** 亿元。

TDC is composed of liuzhou headquarters, Shanghai prospective design center and overseas engineering center, with over 4000 R&D personnel, including 109 doctors, 823 masters and 129 foreign experts. SGMW invested over 3 billion RMB in research in 2018.

研发实力 R&D Ability

研发与实验认证中心 投资40亿元、占地2000亩、14个 国际/国内先进整车及零部件实验室

Research and experimental certification center invested 4 billion RMB, squared 1,333,333 m², with 14 International/domestic advanced vehicle and parts laboratories.



试车跑道鸟瞰图 Aerial view of test runway



NVH试验室
NVH laboratory



新能源试验室
New energy laboratory



动力总成试验室
PT laboratory



环境模拟试验室
Environmental simulation laboratory

研发实力 R&D Ability

企业积极参与汽车国家法规标准制定，成为国内第一家汽车知识产权由“缴”到“收”的企业。

Enterprises actively participated in the formulation of national automobile laws and standards, and become the first domestic automobile enterprises from "pay" to "receive" intellectual property rights.



上汽通用五菱——通用埃及技术许可协议及工程服务协议签署 **TLA and TSA signed between SGMW and GM Egypt**

www.sgmw.com.cn



“中国微车加速外噪提案”在联合国世界车辆法规协调论坛大会投票通过，第一次在最具权威的UN/ECE法规（联合国欧洲经济委员会汽车法规）中融入中国标准 **The "Chinese microcar acceleration and external noise proposal" was voted at the United Nations world vehicle code coordination BBS conference, initially incorporating Chinese standards into the most authoritative UN/ECE regulations (United Nations economic commission for Europe automobile regulations)**

"Chinese microcar acceleration and external noise proposal" was voted at the United Nations world vehicle code coordination BBS conference, initially incorporating Chinese standards into the most authoritative UN/ECE regulations (United Nations economic commission for Europe automobile regulations)



与中国汽车研究中心联合牵头成立“中国东盟汽车标准法规研究中心”

Establishing China-ASEAN Automobile standard and regulation research center



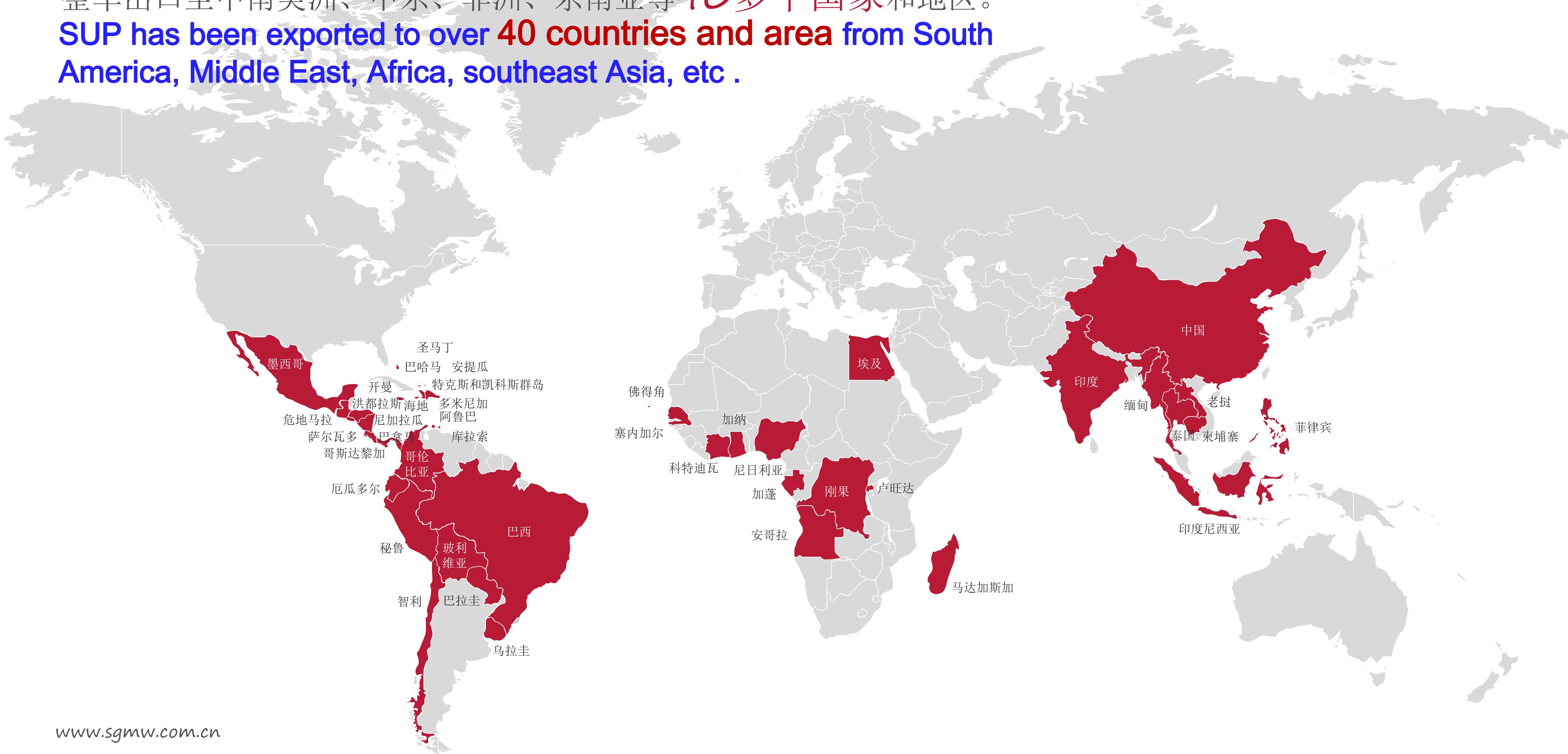
走出去&引进来

Go-out & Bring-in

海外业务 Overseas Business

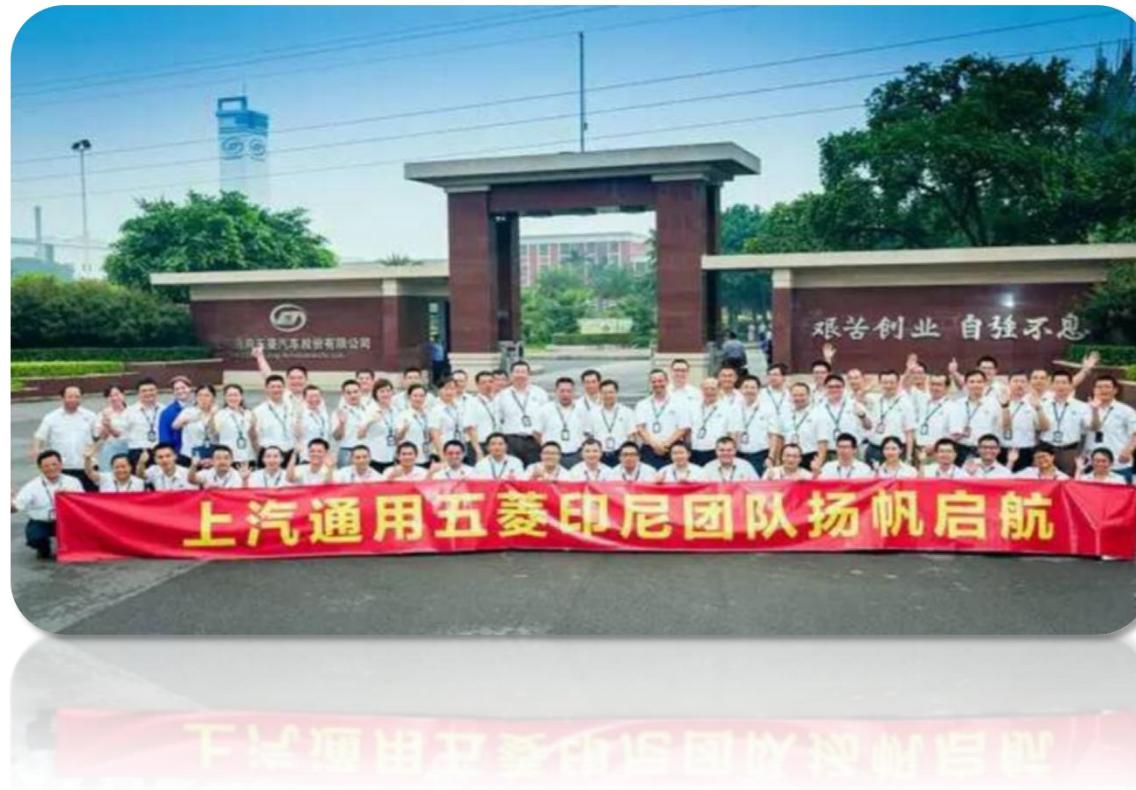
整车出口至中南美洲、中东、非洲、东南亚等**40多个国家和地区**。

SUP has been exported to over 40 countries and area from South America, Middle East, Africa, southeast Asia, etc .



海外业务 Overseas Business

为响应国家“一带一路”号召，上汽通用五菱和上汽集团在印尼投资**7亿**美金，成立印尼子公司，建设占地面积**30公顷**的主机厂和**30公顷**的零部件园区。公司在印尼市场已经建成**95家**销售网点。五菱Cortez、Confero、Almaz获得印尼消费者的喜爱。



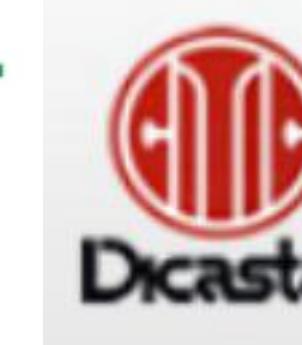
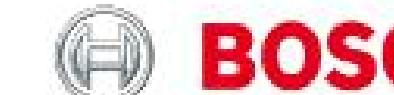
In response to the national *the Belt and Road* Initiative, SGMW and SAIC invested USD700 million in Indonesia to set up an Indonesian subsidiary, and built the vehicle plant covering an area of 30 hectares and the spare parts squared 30 hectares. The company has built 95 sales outlets in the Indonesian market. Wuling Cortez, Confero and Almaz have been well received by Indonesian consumers.

本地化贡献 Localization Contribution

公司不断推动全产业链协同发展，引进国际知名供应商，2018年本地化率超过**55%**，高端产业集群效应凸

显，每年直接或间接解决就业人数超**20万人**。

The company has been promoting the coordinated development of the whole industrial chain, and introduced internationally renowned suppliers. In 2018, the localization rate exceeded 55%. And the high-end industrial cluster effect is prominent. Every year, more than 200,000 people are employed directly or indirectly.





新能源汽车 & 智能网联

New Energy Automobiles &

Intelligent Network

宝骏E200与E100 Baojun E200 and E100



城市出行 新物种

New way of urban travel



宝骏E100 Baojun E100

| 内容 item | 参数 parameter |
|----------------------|---|
| 长L*宽W*高H | 2488*1506*1670 |
| 整备质量Weight | 750kg |
| 公告里程Mileage | 155km |
| 最高车速Highest speed | 100km/h |
| 电池类型Battery type | 三元锂电The ternary lithium electricity |
| 电池质保Battery warranty | 8年12万公里 120 thousands of kilo miles in 8 years |

宝骏E200 Baojun E200

| 内容 item | 参数 parameter |
|----------------------|---|
| 长L*宽W*高H | 2497*1526*1616 |
| 整备质量Weight | 830kg |
| 公告里程Mileage | 210km |
| 最高车速Highest speed | 100km/h |
| 电池类型Battery type | 三元锂电The ternary lithium electricity |
| 电池质保Battery warranty | 8年12万公里 120 thousands of kilo miles in 8 years |

产品特点 Product Feature

Feature 1:Smart City smart traffic platform

**特点一：智能
城市智能交通平台**



特点三：方便
无需扩容就能走进普通小区

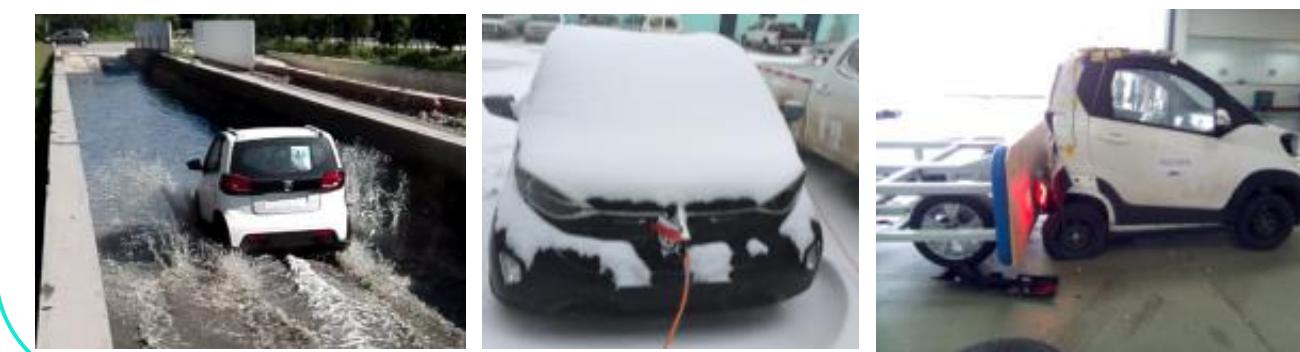
充电功率



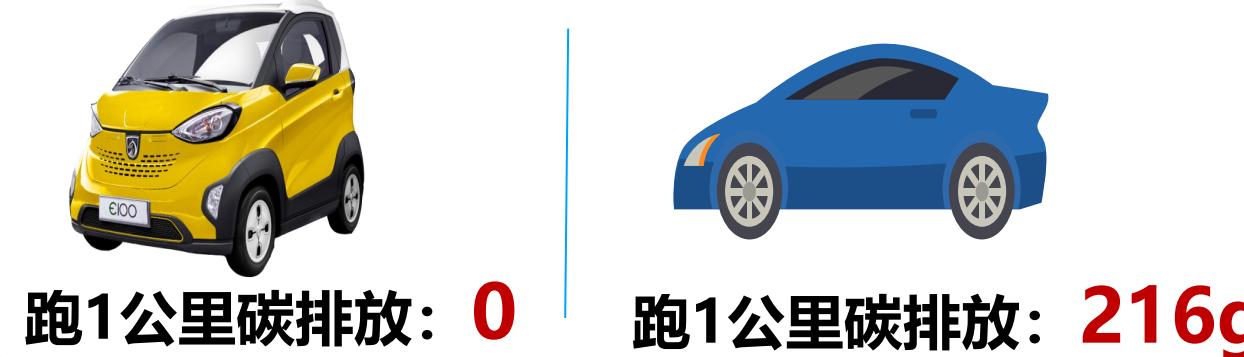
Feature 3:Convience
To be able to used in normal blocks
without expanding voltage capacity

Feature 2:Safty Qualified all 587 electric automobiles regulation

特点二：安全
满足所有587项纯电动汽车法规



特点四：环保
行驶过程碳排放0



Feature 4: pro-environment
0 carbon emission during running

特点五：经济
1公里仅需5分钱

跑1公里花费:
0.05元

VS

跑1公里花费:
0.5元

注：1升油碳排放2700g

Feature 5: economy
Costed 5 cent RMB for one km

绿色环保 *Green and Environmental Protection*

截至目前，宝骏新能源汽车累计行驶里程达**3.438亿**公里，相当于节约燃油**2751万**升，减少二氧化碳排放约**4264万**公斤，相当于种植了约**233万**颗树。

【注：节约1升汽油等于减排2.3千克二氧化碳，1棵成年大树1年能吸收的二氧化碳为18.3千克，按传统车百公里油耗8升计算。<同时按照中汽中心碳排放计算方法扣除发点产生的碳排放，E100百公里电耗10度，碳排放60克/公里。>】
So far, Baojun new energy vehicles have covered 343.8 million kilometers, equivalent to saving 27.51 million liters of fuel, reducing carbon dioxide emissions by 42.64 million kilograms, equivalent to planting about 2.33 million trees.



智能网联化 Intelligent Network

企业联合华为、驭势科技等国内知名打造全球首条在开放道路同时具备辅助驾驶、远程驾驶、自动驾驶、V2X、5G通讯先进技术的示范区，并将先进技术应用在未来产品中。

The enterprise, together with Huawei, Yisu technology and other domestic well-known enterprises, will build the world's first demonstration area with advanced technologies of assisted driving, remote driving, autonomous driving, V2X and 5G communication on open roads, and apply the advanced technologies into future products.



THANK
S!