Great Wall Motor Chongqing Smart Factory Completion and P Series New Pickup Rollout Ceremony

On August 30th, Great Wall Motor's Chongqing Smart Factory Completion and P Series New Pickup Rollout Ceremony was held in Yongchuan District, Chongqing. Zhang Guo, Deputy Secretary and District Chief of Yongchuan District Committee of Chongqing Municipality, Wei Jianjun, Chairman of Great Wall Motor and other leaders witnessed this historic moment together with hundreds of medias and dealer representatives from all over the country.



Group photo for the completion of Great Wall Motor Yongchuan Factory in Chongqing

Great Wall Motor's Chongqing Factory is the fifth full-processfull process vehicle manufacturing base of Great Wall Motor in the world and the first in South of China. It is also a smart factory built by Great Wall Motor. Its completion and the rollout of P Series New Pickup, a global passenger pickup, is an important measure for Great Wall Motor to actively participate in and integrate into the "Belt and Road" construction and drive the regional economic development. It also expands the "9+5" global production system of Great Wall Motor and opens a new chapter of globalization strategy.



Top view of Great Wall Motor Chongqing Smart Factory

Building a global smart factory, starting the era of passenger pickup

Located in Yongchuan District, Chongqing, Great Wall Motor Chongqing Smart Factory has a planned

capacity of 160,000 vehicles with a total investment of 4.5 billion yuan and a construction area of 366,000 square meters, covering an area of 708,000 square meters. It took just 14 months from commencement of construction to commissioning, setting a new record for the automotive industry. The factory has the major workshops including stamping, welding, painting and final assembly workshop, interior and exterior decoration, seat, chassis and other parts workshop, vehicle storage warehouse, test track and other ancillary projects. It mainly produces “P” series pickup, HAVAL SUV and other models, and will extend to the new energy vehicles.



At the Launch Ceremony, Meng Shujie, General Manager of Chongqing Branch of Great Wall Motor, expressed that Great Wall Motor will build Chongqing Factory into a class leading smart factory in China and even the world with the concept of “green and environmental, lean and efficient”, creating a role model for intelligent upgrading of “Made in China”.



Meng Shujie, General Manager of Chongqing Branch of Great Wall Motor

Based on this concept, Great Wall Motor Chongqing Factory has established a smart industrial park and built a real smart factory through a smart information system that integrates research, production, supply,

marketing, talents, finance and materials, and thus fundamentally realized intelligent manufacturing and intelligent operation management.

In terms of intelligent manufacturing, the factory is class leading in automation. The welding workshop has 98 Fanuc robots with 100% automation rate. The painting workshop has 46 gumming and spraying robots. The stamping workshop has two large automatic high-speed stamping continuous production lines, with the functions of ADC and ATC. The final assembly workshop has the SPS+AGV automatic delivery system with 70% automatic on-line rate. Meanwhile, with APS system, MES system and other systems, the factory realizes production planning coordination, creative process control, quality management, equipment management, supply chain coordination, information collection and equipment integration.



Interior view of Great Wall Motor Chongqing Smart Factory

In terms of intelligent operation management, the factory realizes a series of intelligent logistics management such as internal and external logistics management, logistics quality management, distribution management and order-driven warehouse management with WMS and LES. Moreover, EAS platform and virtual cloud system are adopted to realize intelligent digital operation management of e-procurement, human resources, driving point, office automation, asset management and staff self-service platform.



Fanuc robots in the welding workshop

At the same time, in terms of environmental protection, Chongqing Smart Factory adopts treatment of VOC emission, COD emission and amine-chlorine emission in parallel to meet the emission requirements in an all-round way and truly realize green environmental protection.



Workshop of Great Wall Motor Chongqing Smart Factory

Thanks to the advanced production concept and "intelligent manufacturing" technology, The Global P Series New passenger pickupproduced by Chongqing Smart Factory, is safer, lighter, more comfortable and extensible. It is also characterized with “Five-Modernization New Ecology”, namely car-like, intelligent, connected, customized and clean-fueled.



Global P Series New passenger pickup

At present, Great Wall Pickup has proposed the“1-2-3” Strategy, that is, to maintain the absolute 1st place in domestic and export sales; to achieve annual sales of 200,000 units by 2020; and to achieve cumulative global sales of 3 million units by 2025. In fact, “P”series pickup is not only the important support for the globalization strategy of Great Wall Pickup, but also the milestone of the Chinese pickup industry. With the launch of “P”series pickup, Great Wall Pickup will compete with international mainstream pickup brands, then reshape the map in the global pickup market, and finally achieve its vision to become one of the“global top 3 pickup brands”.



Zhang Jiaming, General Manager of Pickup Brand of Great Wall Motor Company Limited



Global P Series New passenger pickup

Integrating regional advantages and accelerating the globalization strategy

During the event, Meng Shujie, on behalf of Great Wall Motor, handed over the key of the first “P” that produced by Chongqing Smart Factory to District Chief Zhang Guo, expressing Great Wall Motor' gratitude to Yongchuan District People’s Government for its support for the factory, demonstrating Great Wall Motor' confidence and determination to boost the transformation of automobile industry in Chongqing.

"Yongchuan has always regarded Great Wall Motor as its family member and its enterprise development as a top priority in the district. I hope that Great Wall Motor will take the completion of Chongqing Factory as a new opportunity and starting point for cooperation with Chongqing and Yongchuan, further deepen cooperation in fields such as intelligent manufacturing, new energy vehicle and intelligent connected vehicle, and help Yongchuan play a greater role in the integrated development of Chengdu-Chongqing Urban Agglomeration,” said District Chief Zhang Guo.



Zhang Guo, District Chief of Yongchuan District People's Government, delivered a speech

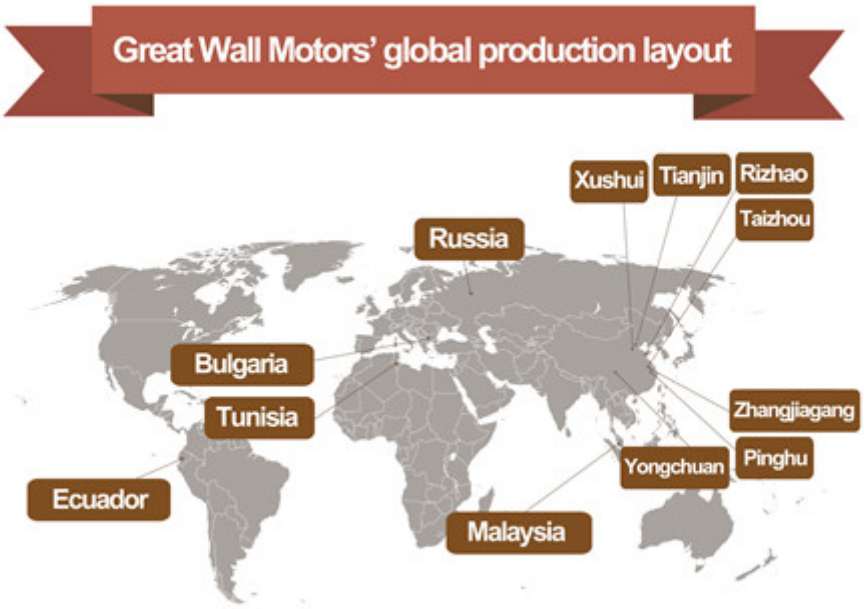
In fact, setting up Great Wall Motor Chongqing Smart Factory in Yongchuan is a key link of Great Wall Motor' globalization strategy, which also proves that advantages of Yongchuan cater for Great Wall Motor. Yongchuan has comprehensive three-dimensional transportation and logistics hub including highway, railway, waterway, air and rail. Moreover it has complete supporting facility in automotive industry and strong strength in automation industry. Meanwhile, Yongchuan is a highly livable city with sufficient land reserve and well-known vocational education resources. All these guarantee the sustainable development of Great Wall Motor in Yongchuan, Chongqing. In addition, during the promotion of the Great Wall Motor Chongqing Factory Project, Yongchuan government has given strong support and favorable resources to the project, such as "nanny-style" and "one-stop" ad-hoc services, and whole-process tracking services for project approval, land supply and element guarantee, ensuring the completion of the project at a faster pace.



Yongchuan Yangtze River Bridge

More importantly, Chongqing connects the "Belt and Road" and Yangtze River Economic Belt. Thus, setting

up a factory in Yongchuan not only brings Great Wall Motor closer to the terminal market, but also is an important measure for Great Wall Motor to actively participate in and integrate into the “Belt and Road” construction and drive the regional economic development. After the completion of the factory, its products may reach the Chengdu-Chongqing Economic Zone nearby. Eastward, it may follow the Yangtze River waterway to run through the Yangtze River Economic Belt. Southward, it may take advantage of the Pan-Asian Railway to cover the entire southeast Asian market. Westward, it may take advantage of the Chongqing-Xinjiang-Europe International Railway to radiate the vast northwest region and rejuvenate the “Silk Road”. It bears considerable significance to Great Wall Motor in its global expansion.



Global production layout of Great Wall Motor

As the fifth full-processfull-process vehicle manufacturing base of Great Wall Motor in the world, Chongqing Smart Factory is the latest achievement of Great Wall Motor’ global production layout after Baoding Factory, Xushui Factory, Tianjin Factory and Tula Factory in Russia. According to the plan, Great Wall Motor will build full-process vehicle manufacturing bases in Zhangjiagang, Jiangsu, Rizhao, Shandong, Pinghu, Zhejiang and Taizhou, Jiangsu. Together with 5 KD factories including Ecuador Factory, Malaysia Factory and Tunisia Factory along the “Belt and Road”, the above factories will form the “9+5” global production system, build the global production layout of Great Wall Motor and further support the globalization strategy of Great Wall Motor.



Global P Series New passenger pickup

In the future, with the release of the capacity of Great Wall Motor Chongqing Smart Factory and the further enrichment of the product series of “P” pickup, Great Wall Motor will take more rapid and steady steps towards globalization. With the strong strength of Made in China, Great Wall Motor will make more breakthroughs as a representative of Chinese automobile brands, and become another “business card” of Made in China.