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purpose only

2020年业绩 2020 Annual Results



2021年3月
Mar. 2021

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第一部分
Section 1

行业概况 Auto Industry Overview

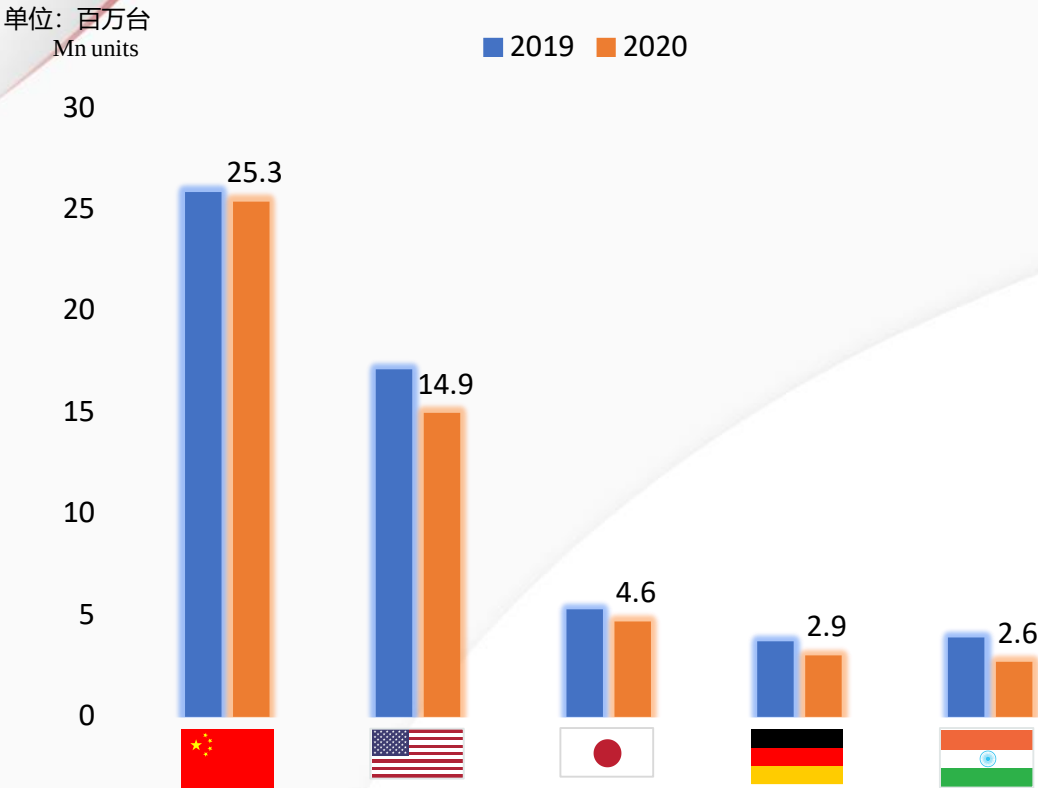


行业概况

Auto Industry Overview

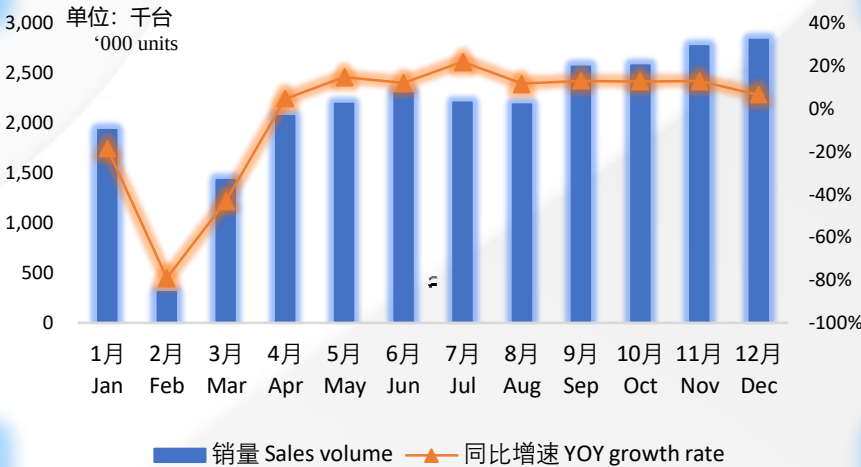


2019年及2020年全球销量前五国家
Top 5 countries in terms of global car sales in 2019 and 2020



数据来源：MarkLines/Source: MarkLines

2020年中国市场月度销量及增速
Monthly sales volume and growth rate in the Chinese market in 2020

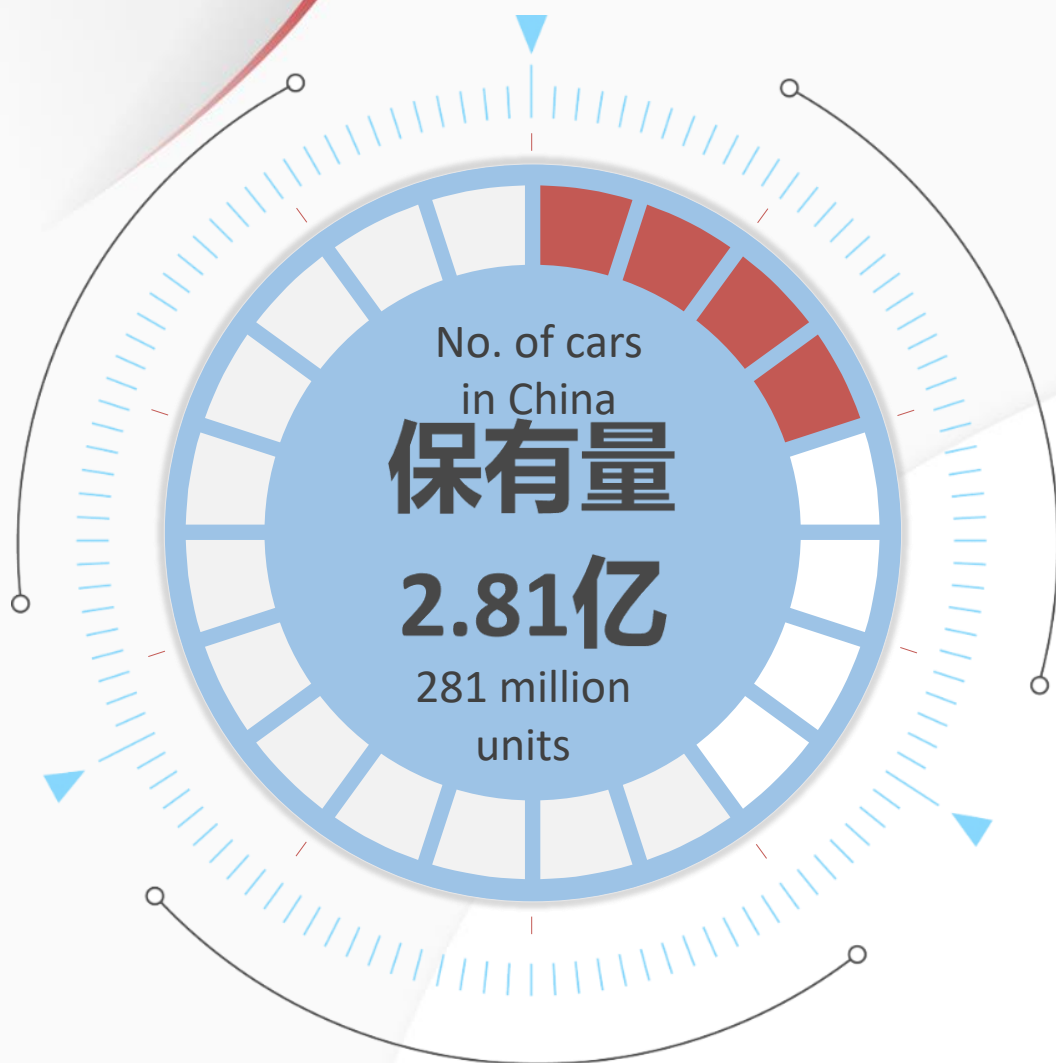


数据来源：中国汽车工业协会/Source: CAAM

受疫情影响，全球汽车市场均出现一定程度的萎缩。第一季度，中国汽车市场受疫情影响严重，同比下滑幅度较大；进入第二季度，中国市场复苏明显，疫情对中国汽车市场影响较小。

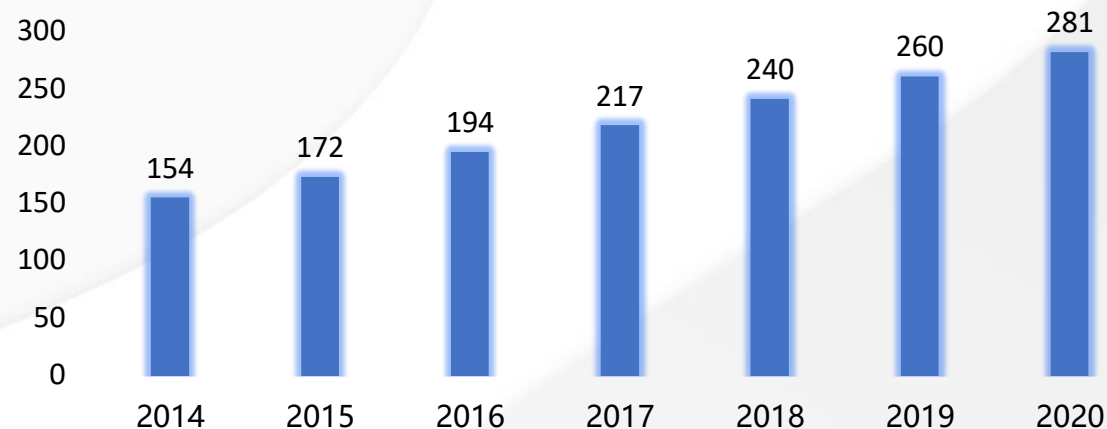
Affected by the pandemic, the global automobile market experienced a certain degree of contraction. During Q1, China's automobile market was severely affected by the pandemic, with a relatively large year-on-year decline. Entering Q2, the Chinese market recovered significantly, and the pandemic's impact on China's automobile market had been mitigated.

行业概况 Auto Industry Overview



中国汽车保有量
No. of cars in China

单位: 百万台
million units



数据来源: 公安部/ Source: Ministry of Public Security

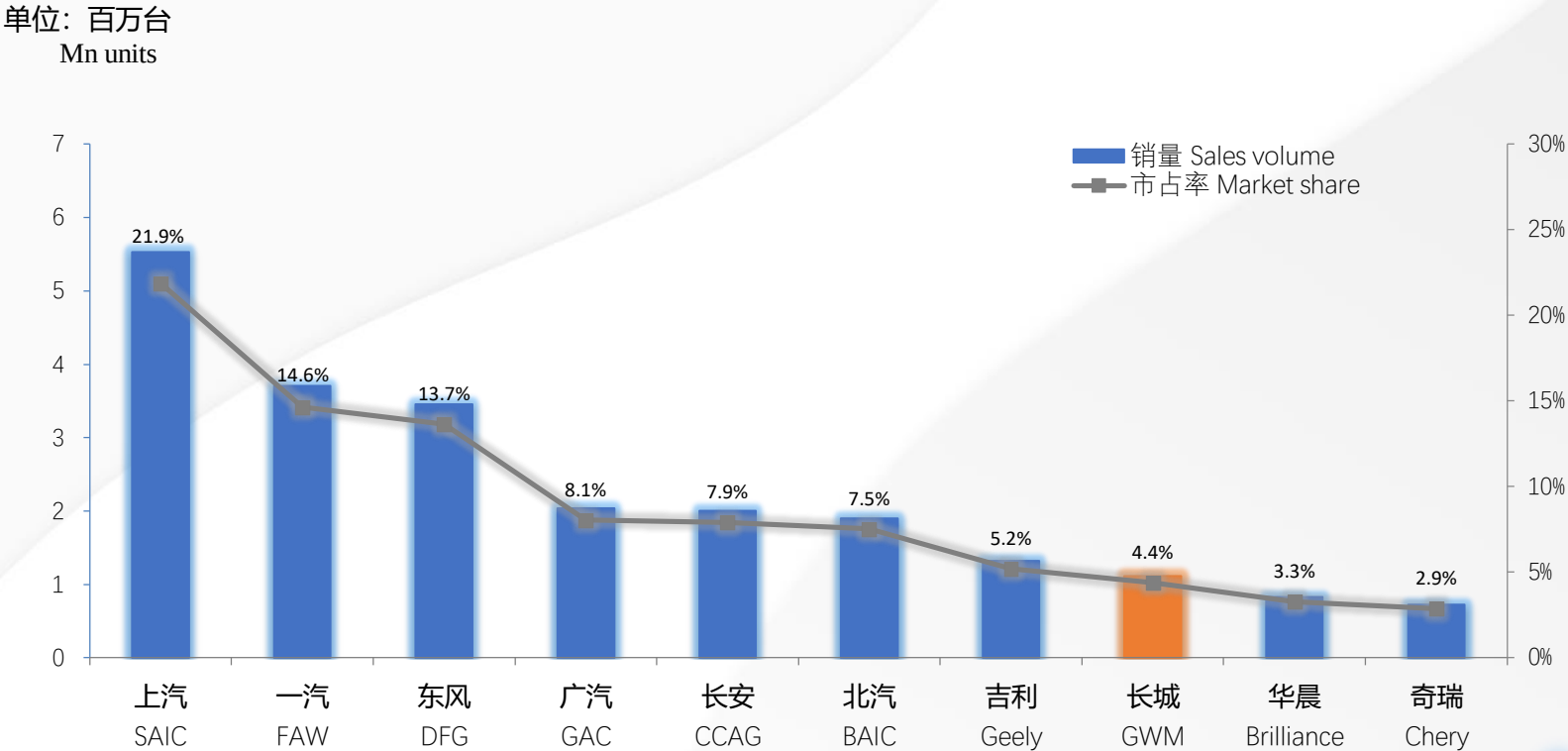
据公安部统计, 2020年全国汽车保有量2.81亿辆, 中国已超美国, 成为全球汽车保有量最大的国家, 但汽车千人保有量约为200辆/千人, 仍属于全球较低水平。

According to statistics from the Ministry of Public Security, the number of cars in China in 2020 reached 281 million units, surpassing that of the US and being among the largest in the world. That being said, car ownership per 1,000 people was still around 200 units, remaining at a relatively low level compared to the global average.

在新产品的带动下，公司2020年销量突破111万台，中国汽车市场排名第8，市场份额由4.1%提升至4.4%。相信伴随着公司新品持续推出，销量和市场份额有望持续提升。

Driven by new product launch, the Group's sales in 2020 exceeded 1.11 million units, ranking 8th in China's automobile market. The Group's market share has also risen from 4.1% to 4.4%. With the continued roll-out of new products, the Group's sales volume and market share are expected to continue to rise.

汽车行业销量前十
Top 10 auto makers in terms of sales volume



数据来源: 中国汽车工业协会/ Source: CAAM

行业概况
Auto Industry Overview



随着新平台新车型的投产，公司乘用车产品竞争力快速提升。在中国乘用车市场，公司2020年市场排名第8，市场份额由4.2%提升至4.4%。相信伴随着公司新品持续推出，销量和市场份额有望持续提升。

With the launch of new models produced on the Company's new technology platforms, the competitiveness of the Company's passenger vehicle ("PV") products has rapidly improved. The Company's market share has increased from 4.2% to 4.4%, ranking 8th in the PV market. With the Company's continuous launch of new products, sales volume and market share are expected to continue to rise.

乘用车销量前十企业
Top 10 auto makers in terms of PV sales volume



数据来源：中国汽车工业协会/Source: CAAM

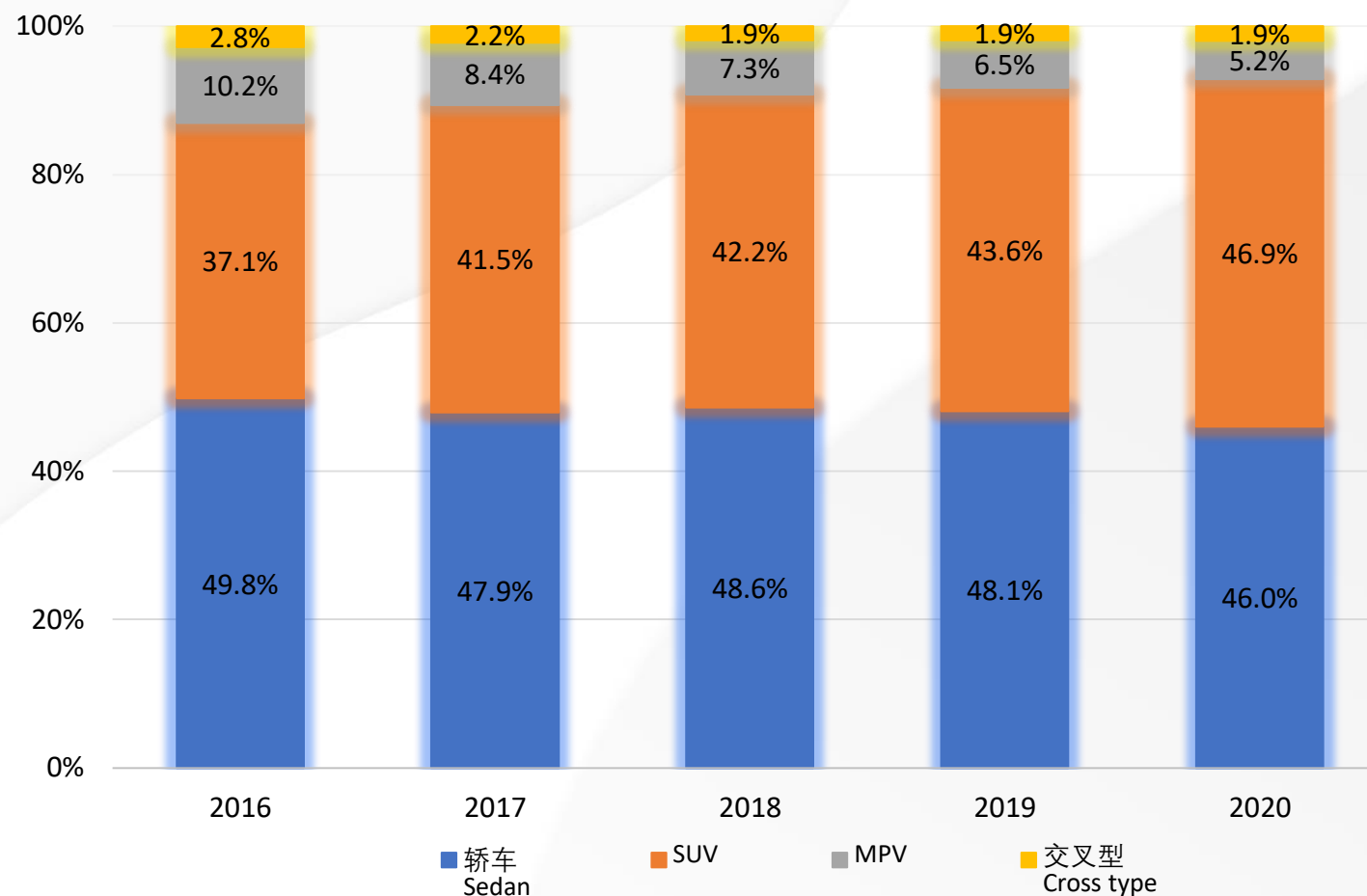
行业概况 Auto Industry Overview



由于SUV车型更符合当前中国的路况、基础设施水平以及人均汽车保有量，SUV占比稳步提升，已超越轿车，我们预计SUV占比将继续提升。

The sales of SUV as a percentage of PV sales have been rising steadily, surpassing that of sedans because SUV models are more suitable for the existing road conditions and infrastructure in China as well as for addressing the needs arising from the relatively low car ownership per capita in China. We expect that the proportion of SUV sales will continue to increase.

乘用车销售结构
PV sales by type



数据来源：中国汽车工业协会/Source: CAAM

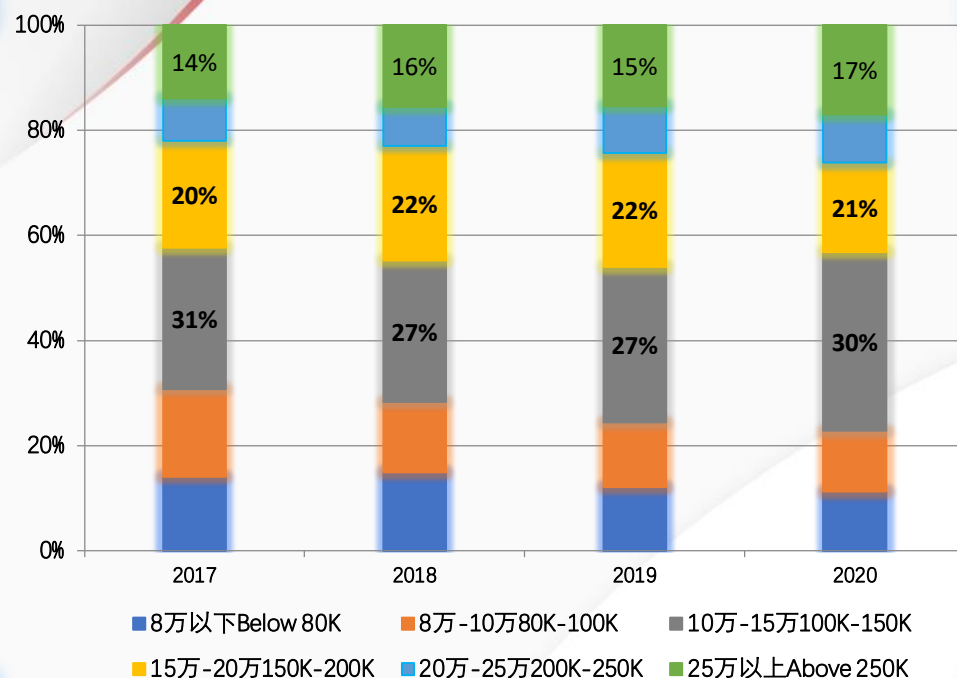
行业概况

Auto Industry Overview



不同价位SUV销量占比

SUV sales volume by price range

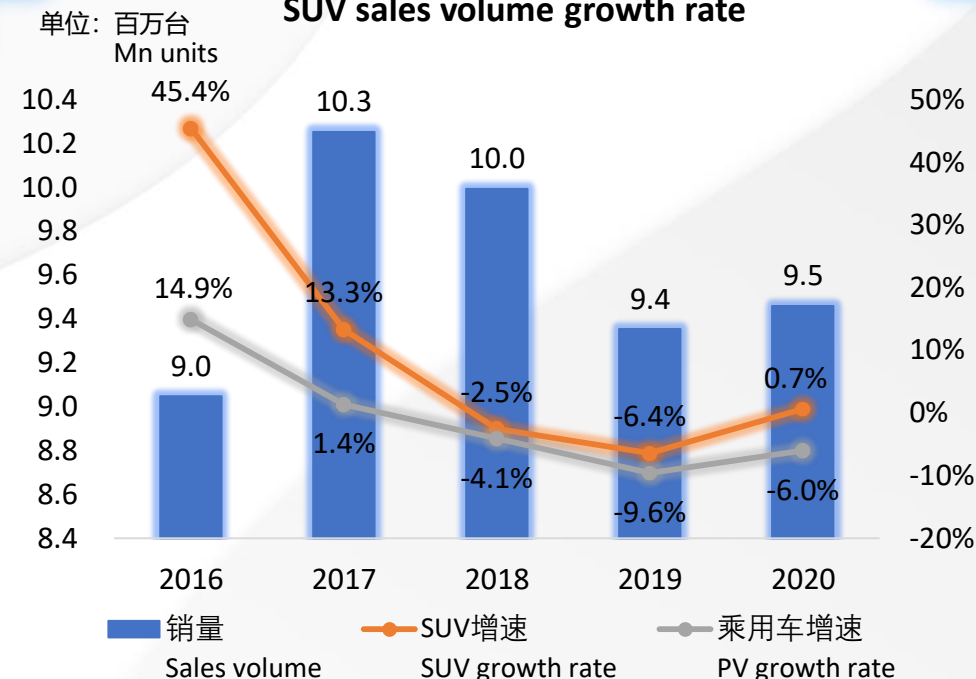


数据来源: 中国汽车工业协会/ Source: CAAM

虽受疫情的影响, 但10-15万元区间车型仍是消费主力, 25万元以上的高端车增速尤为明显。
Despite the impact of the pandemic, SUV models priced from RMB100,000 to RMB150,000 remained the major contributor to total SUV sales, while upmarket models priced above RMB250,000 witnessed a relatively large increase in sales contribution.

SUV销量增速

SUV sales volume growth rate



数据来源: 交强险/ Source: Insurance statistics

SUV车型已经率先实现同比转正, 乘用车整体复苏明显。
Sales of SUVs have already turned around and recorded a YOY positive growth, while the overall PV sales have made good progress in recovery.

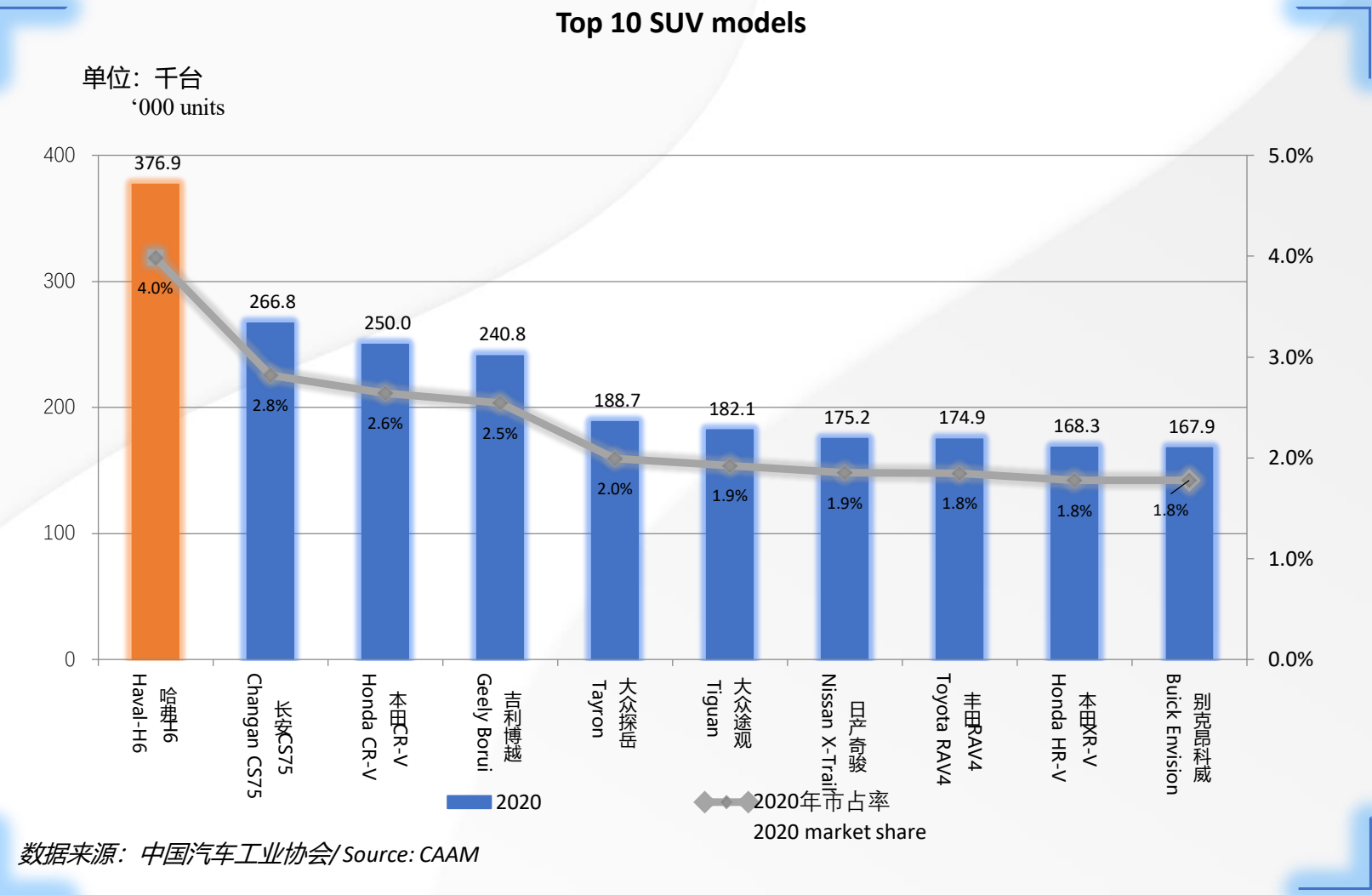
行业概况
Auto Industry Overview



哈弗H6以37.69万辆的成绩蝉联中国SUV市场冠军，车型市场占有率达4.0%。第三代哈弗H6焕新上市，新车集整车FOTA功能、全场景识别AEB紧急制动、全自动循迹倒车、最接近L3的自动驾驶等黑科技于一身，为消费者增添更多选择。

Haval H6 continued to rank first in China's SUV market with cumulative sales volume of 376,900 units and a market share of 4.0%. The third-generation of Haval H6 has had a facelift. The new version is equipped with FOTA, full-scenario automatic emergency braking (AEB), fully automated reversing assistance function and self-driving technology closest to L3, offering more choices to consumers.

SUV前十车型
Top 10 SUV models

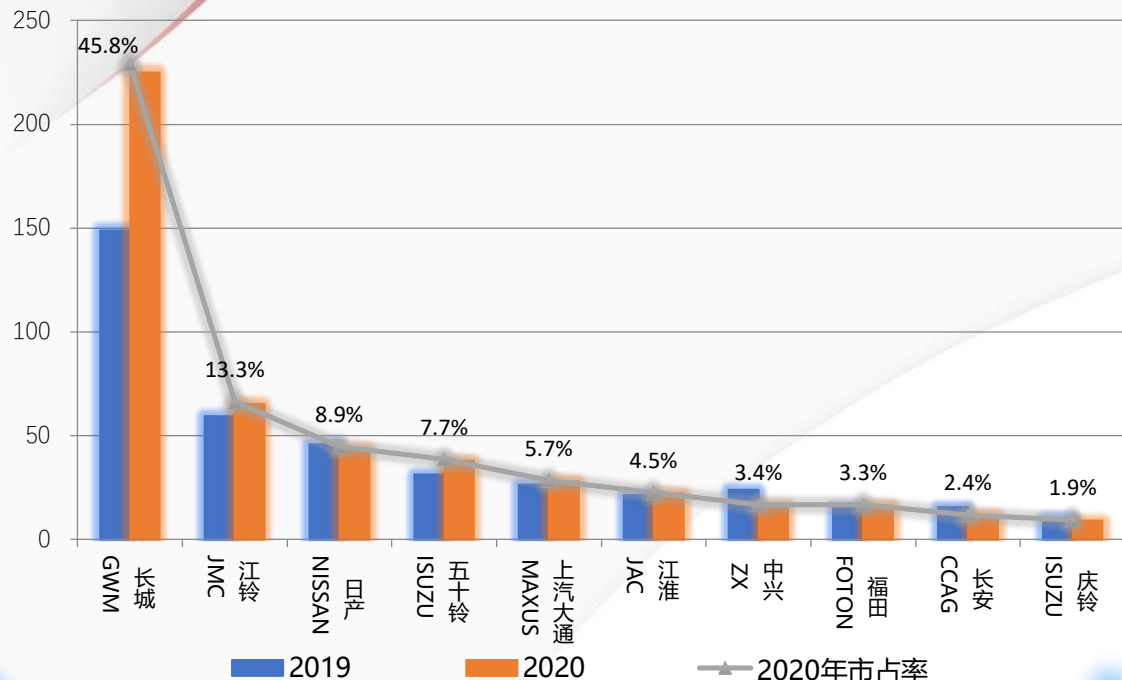


行业概况 Auto Industry Overview



皮卡前十企业 Top 10 pick-up truck makers

单位：千台
'000 units

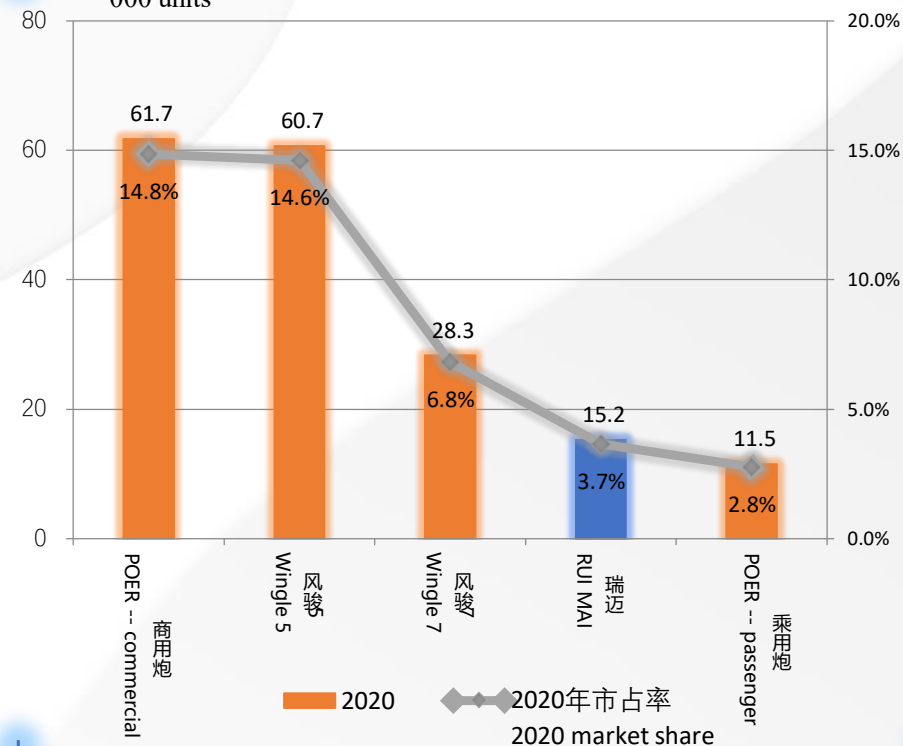


数据来源：中国汽车工业协会/Source: CAAM

龙头地位凸显，未来市场增长可期。
The Group's leading position is entrenched, and there is still room for market growth in future.

皮卡前五车型 Top 5 pick-up truck models

单位：千台
'000 units



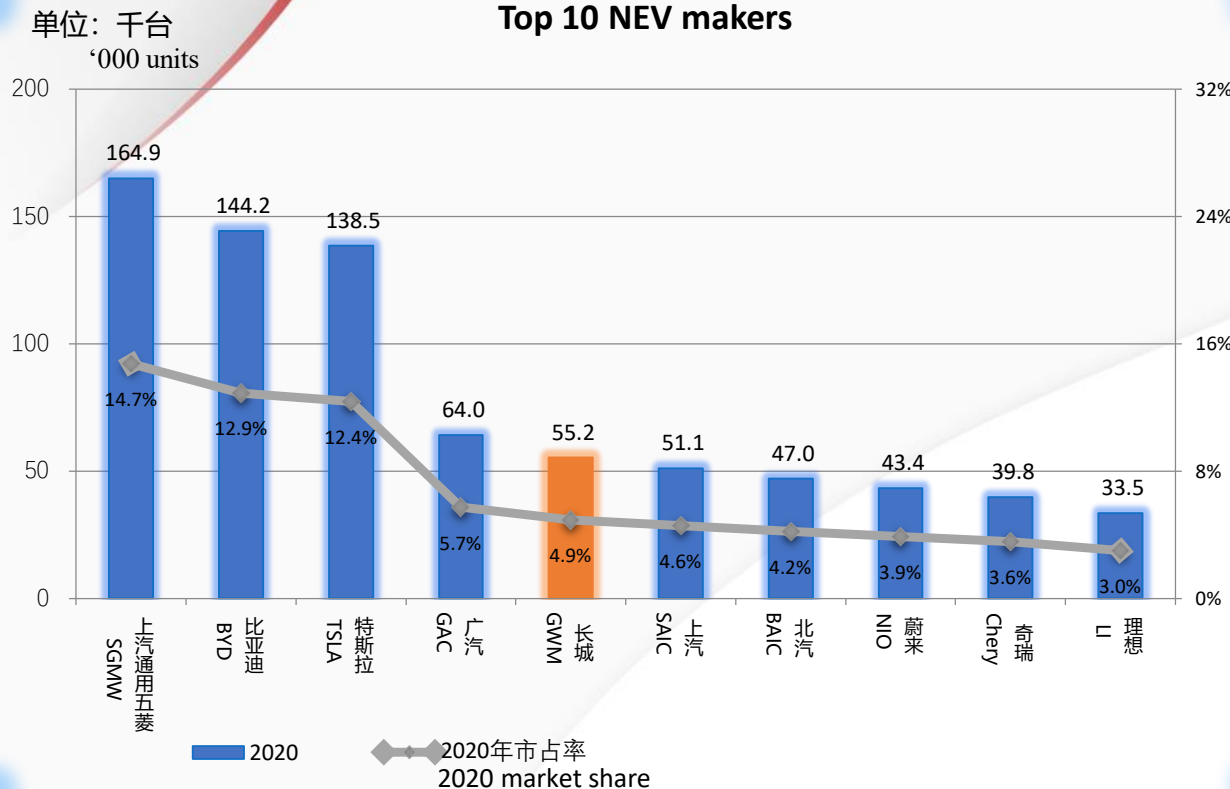
数据来源：保险数/Source: Insurance statistics

商用炮、风骏5、风骏7持续蝉联销量三甲。
Great Wall POER commercial pickup, Wingle 5 and Wingle 7 continued to take up the top 3 spots in sales volume.

行业概况 Auto Industry Overview



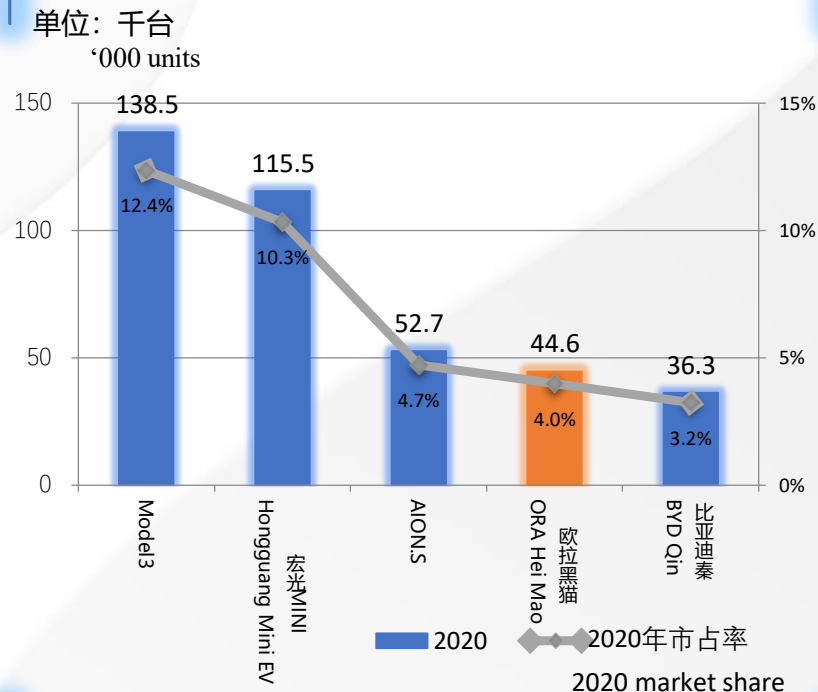
新能源乘用车前十企业 Top 10 NEV makers



数据来源：中国汽车工业协会/Source: CAAM

随着欧拉的持续放量，公司已占据新能源乘用车市场一席之地。
With continued launch of products under the ORA brand, the Company has established a solid position in the NEV market.

纯电动乘用车前五车型 Top 5 BEV models



数据来源：保险数/Source: Insurance statistics

欧拉黑猫全年累计销售4.5万辆，位列中国市场新能源车型第四名。
Ora Hei Mao yearly sales reached a total of 45,000 units, ranking 4th in China's NEV market.



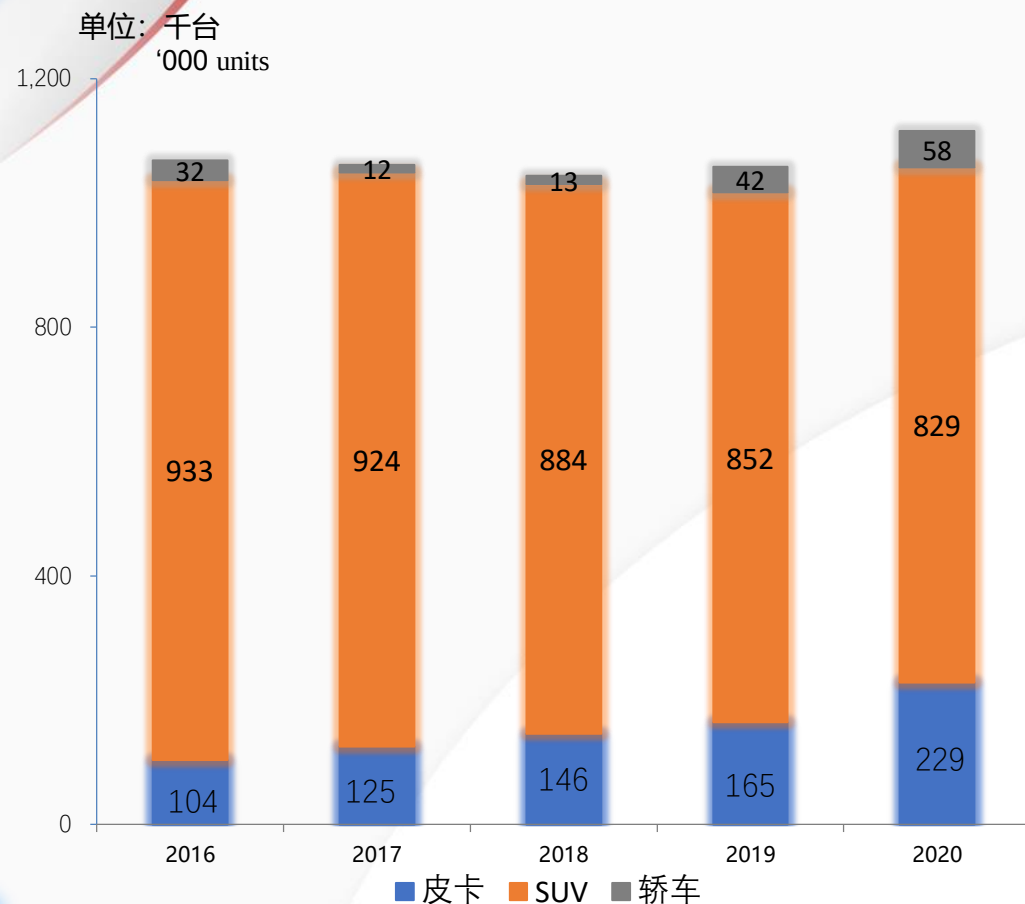
第二部分
Section 2

公司经营概况 Operations Review

公司经营概况 Operations Review



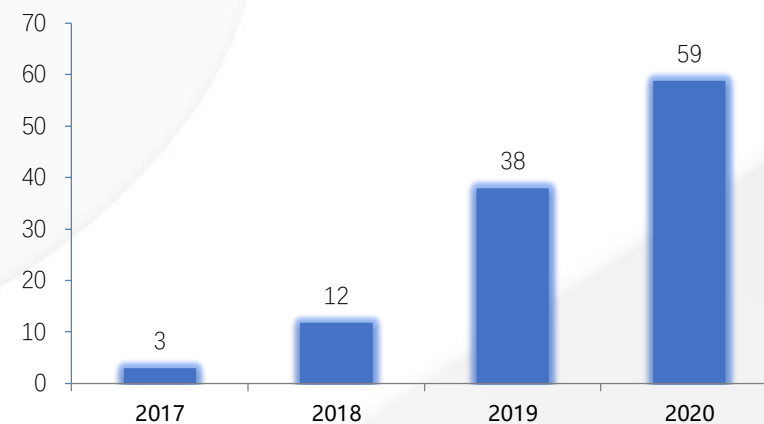
销量 Sales volume



数据来源: 公司年报/ Source: Annual Report

新能源汽车销量 NEV sales volume

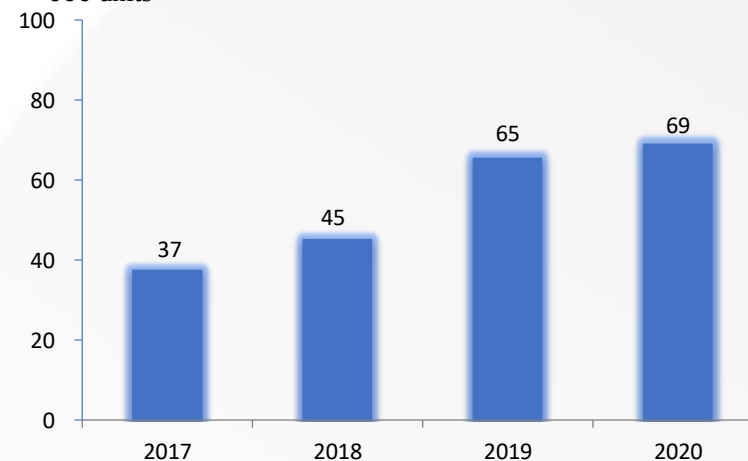
单位: 千台
'000 units



数据来源: 公司年报/ Source: Annual Report

出口销量 Export sales volume

单位: 千台
'000 units



数据来源: 公司年报/ Source: Annual Report

公司经营概况 Operations Review



企业文化焕新发布
Announced a new corporate culture



发布全新的咖啡智驾“331战略”
Announced GWM COFFEE Intelligent Driving's "331 Strategy"



向全球化科技出行公司转型
Transformation into a global technology-driven mobility company



全球首发“柠檬混动DHT”技术
“GWM LEMON HYBRID DHT” made world debut



收购通用汽车泰国罗勇工厂
Acquired General Motors' manufacturing plant in Rayong Province, Thailand



收购通用汽车印度塔里冈工厂
Announced to acquire General Motors' manufacturing plant in Talegaon, India

- 全球化
Globalisation
- 技术
Technology
- 变革
Reform



发布“柠檬、坦克、咖啡智能”三大技术品牌
Announced the three technology brands, dubbed “GWM LEMON”, “TANK WEY” and “GWM COFFEE Intelligence”



全新动力总成年内量产
Commenced the mass-production of the brand new powertrain during the year

公司经营概况 Operations Review



全球化研发 Global R&D

1st |  CHN

2nd |  USA

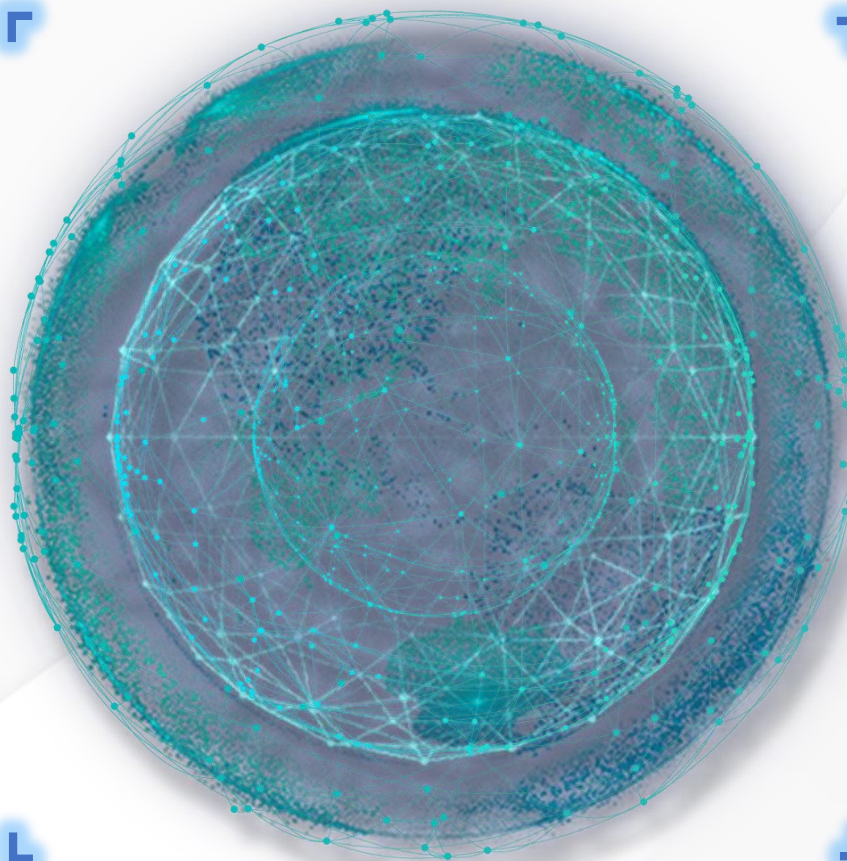
3rd |  GER

4th |  JPN

5th |  KOR

6th |  IND

7th |  AUT



全球化生产 Global production

1st |  CHN

2nd |  RUS

3rd |  THA

4th |  IND

5th |  TUR

6th |  MYS

7th |  BUL

8th |  EGY

全球化销售 Global sales

1st |  CHN

2nd |  RUS

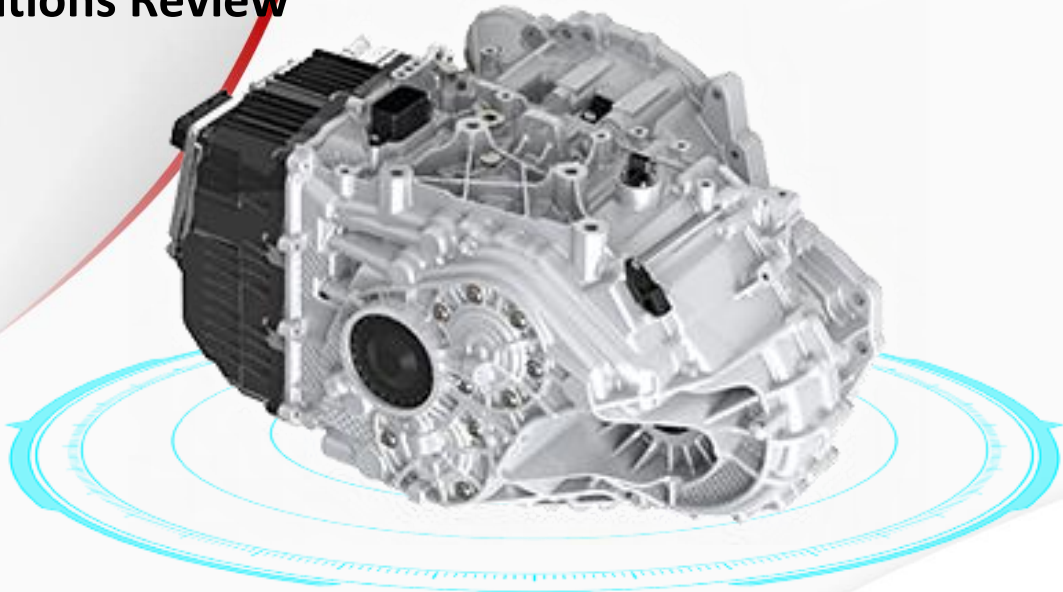
3rd |  RSA

4th |  SAU

5th |  CHI

6th |  EGY

...



变速器 Transmission	
7DCT	
9DCT	
9HDCT	
9AT	
9HAT	

精诚工科 Jingcheng Engineering	蜂巢易创 Honeycomb Yichuang	曼德 Mind	诺博汽车 Nuobo
• 底盘 Chassis • 控制臂 Control Arm • 压铸件 Die Casting • 模具 Mould Making • 自动化 Automation • 冲焊件 Stamping and Welding	• 发动机 Engine • 变速器 Transmission • 电驱动 Motor • 智能转向 Intelligent-Steering	• 线束 Cable • 车灯 Car Lights • 踏板 Pedal • 空调 Air Conditioning • 换挡器 Shifter • 冷却 Cooling	• 内饰 Interior Decoration • 外饰 Exterior Decoration • 座椅 Seats • 橡胶产品 Rubber Products

	截至2020.12.31止 As at 31 Dec 2020	截至2019.12.31止 As at 31 Dec 2019	截至2018.12.31止 As at 31 Dec 2018	变动 Change (%)
流动资产 Current assets	99,399	68,502	66,126	45.1
其中： Including:				
货币资金 Cash and bank balances	14,588	9,723	7,682	50.0
应收账款 Accounts receivable	3,936	3,193	3,343	23.3
应收款项融资 Receivables financing	52,985	31,446	31,884	68.5
非流动资产 Non-current assets	54,613	44,594	45,674	22.5
负债合计 Total liabilities	96,670	58,697	59,112	64.7
资产总值 Total assets	154,011	113,096	111,800	36.2
股东权益 Total shareholders' equity	57,342	54,399	52,688	5.4

	2020	2019	2018	变动 Change (%)
营业总收入 Total operating revenue	103,308	96,211	99,230	7.4
毛利 Gross profit	17,777	16,188	17,366	9.8
营业利润 Operating profit	5,752	4,777	6,232	20.4
归属于母公司股东的净利润 Net profit attributable to shareholders of the Company	5,362	4,497	5,207	19.2
基本每股收益 (元) Basic earnings per share (RMB)	0.59	0.49	0.57	20.4

	2020	2019	2018
经营活动产生的现金流量净额 Net cash flow from operating activities	5,181	13,972	19,698
投资活动产生的现金流量净额 Net cash flow from investing activities	-11,588	-15,802	-10,040
筹资活动产生的现金流量净额 Net cash flow from financing activities	11,368	3,944	-6,501
汇率变动对现金及现金等价物的影响 Effect of foreign exchange rate changes on cash and cash equivalents	-146	48	-386
现金及现金等价物净增加额 Net increase in cash and cash equivalents	4,814	2,163	2,771
期末现金及现金等价物余额 Cash and cash equivalents at the end of the period	13,591	8,777	6,615

第三部分
Section 3

新车型&新技术

New Models & New Technology

新车型 New Models



新车型
New Models

第三代哈弗H6

3rd generation Haval H6

领先

不止一代

Leading more than
one generation



新车型
New Models

哈弗大狗
Haval Da Gou

我的 潮玩
新旅伴

My trendy plaything

new companion



新车型
New Models

欧拉好猫
ORA Hao Mao

新世代

智美潮跑

New generation smart,
elegant and stylish



新车型
New Models

WEY 坦克 300

TANK 300

智能
Intelligent

豪华
Luxury

越野 SUV
Off-road SUV



新车型
New Models

哈弗初恋
Haval First Love

年轻人

的

第一台车

Young people's first car



新车型
New Models

WEY 摩卡
Mocha

智能
Intelligent
汽车人
Autobot



新技术

New technology

轻量化 + “全面安全”理念

70%高强度钢/“不等厚”钢板 (TRB)

“一体式”热冲压成型门环

“乘员安全” “行人安全” “车辆安全” 三大维度
满足NCAP五星/北美IIHS Good最高安全等级

高效燃油/混动/纯电动/氢能四种动力方案

4款高效燃油/3款混动专用发动机

2025年热效率可达51.5%

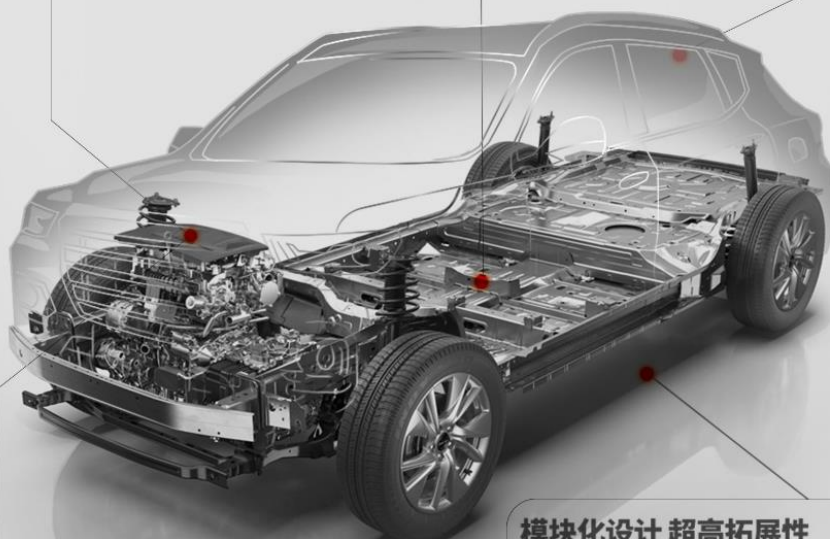
全球首款公开发布的9DCT变速器

全球至强FCEV动力/先进的BEV纯电动系统

2021年,第一代FCEV续航900KM 百公里加速8.9秒

2023年,第二代FCEV续航超1100KM 百公里加速4.56秒

BEV纯电动续航700KM 百公里加速可达4.4秒



全球首发混联DHT

节油率48~50% 纯电续航200KM

P2/P2+P4混动系统百公里加速可达4.3秒

模块化设计 超高拓展性

113个标准模块 438个基础模块

支持A0至D级SUV/轿车/MPV

轴距范围 2650mm-3005mm

车长范围 4200mm-5100mm

车宽范围 1830mm-1975mm

柠檬平台

GWM LEMON platform

高性能 High performance

提供全球领先的高效燃油动力、混合动力、纯电以及氢能源动力模式。

Cover 4 powertrain systems: internal combustion engine (ICE), hybrid, pure electric and hydrogen fuel cell.

高安全性 Safety first

从“乘员”、“行人”、“车辆”三个维度，建立“全面安全”理念。

A “3-dimensional perspective” safety system: passengers, pedestrians and vehicles, with an aim to address safety issues from different perspectives

高延展性 High scalability

可支持A0到D级不同级别，SUV、轿车、MPV不同品类的车型。

Support different types of vehicles from A0 to D class, SUV, sedan, and MPV.

轻量化 Lightweight

从设计、材料、结构、工艺全过程确保轻量化性能打造。

Ensure lightweight performance via design, material, structure, and process.

新技术 New technology

三种动力形式:高效燃油(ICE)/HEV/PHEV
包含2.0/3.0 GDIT两种排量的发动机
3.0 GDIT发动机功率260 Kw 扭矩500 Nm

多种悬架形式

前悬架:独立双叉臂

后悬架:双叉臂 五连杆整体桥 整体桥后悬架

配主动悬架系统 升降范围120mm

涉水深度965mm

中国首款纵置9AT变速器

涵盖常规/P2两种形式

扭矩容量750Nm



超强越野能力

三把差速锁

爬坡度100%

模块化设计 高延展性

105个标准模块 425个基础模块
支持B至D+级SUV/皮卡车型开发
轴距范围2750mm-3750mm
车长范围4600mm-5999mm
车宽范围1840mm-2200mm

全球最强越野动力

3.0GDIT+9AT P2系统

总功率380kW

总扭矩750Nm

坦克平台 GWM TANK platform

强悍动力 Powerful performance

涵盖ICE、PHEV、HEV三种动力形式，3.0GDIT+9AT P2系统，为坦克平台的极致越野提供了强劲的动力保障。

Cover 3 powertrain systems: ICE, PHEV, and HEV; the 3.0GDIT+9AT P2 system of the GWM TANK off-road car platform guarantees strong power.

高可靠性 High reliability

全面的越野配置，可靠的硬派智能四驱系统，越野性能参数领先于市场标杆，爬坡角度达到行业极限。

Feature comprehensive off-road configuration and reliable intelligent four-wheel drive system; off-road performance parameters are higher than the market benchmark; the maximum approach angle reaches industry's highest.

智能越野 Intelligent off-road

行业领先的地形自动识别技术，自动切换至最优驾驶模式，有效增强越野驾驶的安全性。

The industry-leading automatic terrain detection technology enables the vehicle to automatically switch to the optimal driving mode, effectively enhancing the safety of off-road driving.

咖啡智能
GWM COFFEE Intelligence

三智融合
Three intelligent features

首次提出了“双智融合”的研发理念，并升级成“三智融合”，从用户体验的视角将智能驾驶、智能座舱和智能服务三者合一。

First to introduce the R&D concept of “two intelligent features”; later improve to “three intelligent features”, which is the integration of intelligent driving, smart cabin and smart service to enhance user experience

智能化 Intelligentization

首次提出“交互+AI+生态”的智能化三大核心变量。

First to propose the three core intelligent elements: “interaction + AI + ecosystem”

长城汽车
面向未来出行的整车智能系统

咖啡智能

智能化 个性化 全球化 信息安全

咖啡智能是长城汽车整车智能化品牌，涵盖智能座舱、智能驾驶、全新电子电器架构；首次提出“双智融合”的研发理念，从用户体验的视角将智能驾驶和智能座舱合二为一；首次提出了决定智能化程度的三大核心变量：交互+生态+AI。

可生长的移动多变空间
以多元化移动空间、端云一体计算平台、跨系统开放架构形成内核，带来多维、立体、沉浸式的极致用户体验。

面向未来的智能驾驶
L3级别的自动驾驶，采用可拓展架构，2021年开始不断迭代，未来将成长为L4甚至更高级别的自动驾驶。

冗余安全的智能电子电器架构
实现任意平台间借用，通过软件实现产品定义；成熟的OTA在线升级技术，保持用户随时随地的新鲜感；打通多个应用场景，为消费者带来更高效、更丰富、更多元的移动生活方式。

“双智融合”的智能座舱
行业首个“双智融合”研发理念，以多元化移动空间、端云一体计算平台、跨系统开放架构形成内核；围绕人、车、路、环境协同，车内360度加车外360度的720度无缝感知能力；借助端云一体远程感知技术，让单车融入城市大交通智能中。

高速互联+全面安全防护
应用千兆以太网通信技术，满足车载5G、V2X等互联应用场景需求；全面信息安全防护，首家获得中汽中心信息安全认证；采用模块化的域控制器架构设计，可覆盖不同品类、级别、风格车型。



新技术 New technology

混动DHT Hybrid DHT

快 Fast

强劲三擎/四擎动力系统，带来超强动力。

Powerful energy systems consisting of 2 or 3 electric motors plus one internal combustion engine; deliver strong performance

顺&静 Smooth & quiet

大容量高性能动力电池带来纯电般驾驶体验。

Large-capacity, high-performance power battery offers like-driving-a-pure-electric-car experience

省 Economy

全速域、全场景经济性。

Economical at all speed ranges and under different conditions.

一套DHT高集成度油电混动系统

“七合一” 高效能多模混动总成
高度集成 体积更小 重量更轻
易于整车搭载布置



两种 (HEV/PHEV) 动力形式

HEV
首款自主品牌双电机HEV架构
动力总成系统综合效率可达50%

PHEV
全球最长纯电续航里程
可搭载P4高性能电驱动桥



三种动力总成

系统总功率从140kW到320kW

丰富的动力族群可支撑不同级别车型的灵活搭配



快、顺、静、省

以用户为中心
以用户需求为出发点
以城市为主兼顾高速的典型用车场景

快
三擎/四擎强劲动力
EV模式 爬坡动力强劲 响应迅速 加速平顺
混联模式 燃油和纯电双重驱动 推背感更强
并联模式 动力更强劲 驾驶更安全
C级SUV PHEV车型百公里加速可达5.2S

顺&静
大容量高性能动力电池
带来纯电般驾驶体验

省
全速域、全场景、经济性

HEV
1.8kWh电池
电池容量提升30%

PHEV
45kWh电池
快充30分钟充电80%

HEV
A级SUV HEV车型百公里综合油耗低至4.6L

PHEV
纯电续航里程可达200km



咖啡智驾
COFFEE Intelligent Driving

6大冗余系统

6 redundant systems

打造全球首款真正的自动驾驶全冗余量产平台。
Establish the world's first platform for mass production of self-driving vehicles with redundant system

5层结构场景体系

Five-tier driving scenario system

深度结合动态环境、自然环境、静态环境，构建5层结构场景体系。

Establish a five-tier driving scenario system integrated with dynamic, natural and static environments

用户体验评价方法

User experience evaluation method

搭载量化式用户体验评价方法，有效降低用户“使用成本”达50%以上。

In-vehicle mechanism for quantifying and evaluating user experience through assessing “usage cost”, which effectively lowers user’s “usage cost” by over 50%

AIFEED功能 function

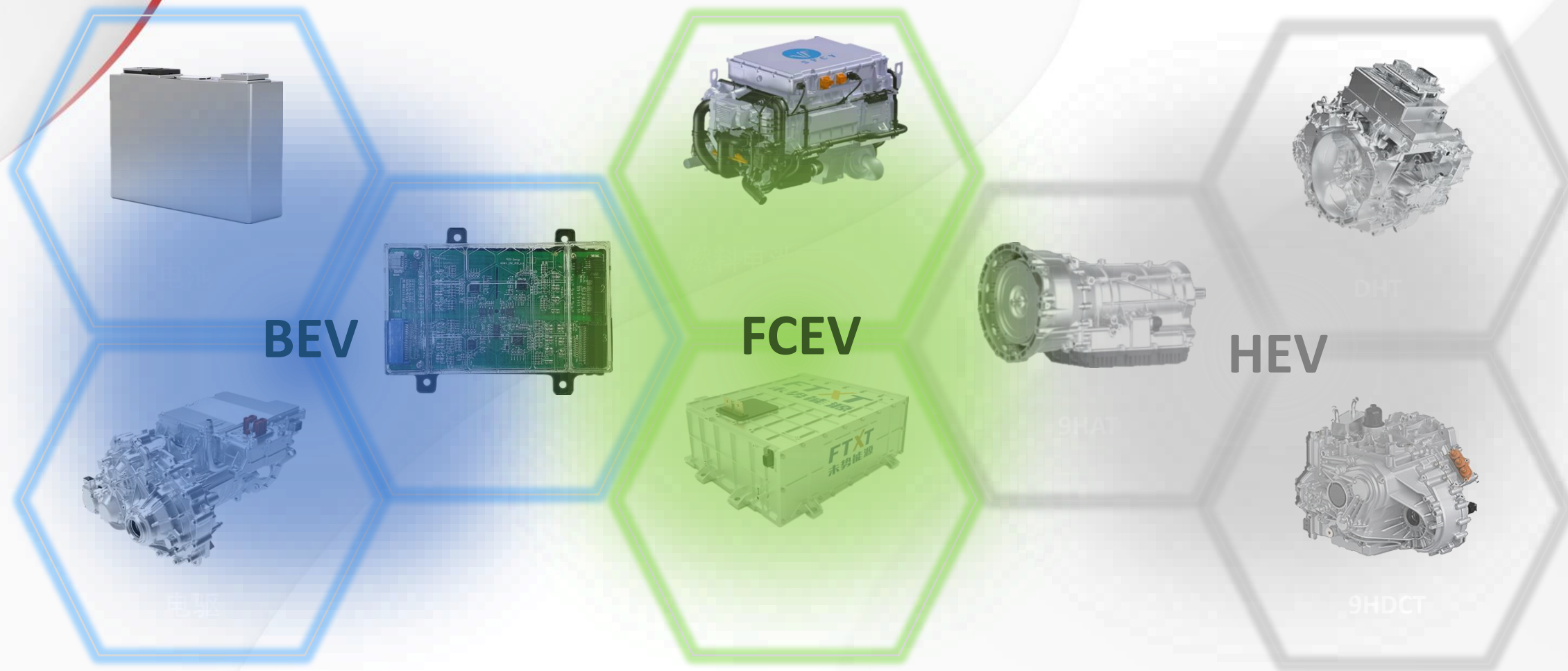
Deploy active learning and adapt to user’s driving habits and driving scenarios, identify and solve user’s pain points, as well as optimise driving strategy





第四部分
Section 4

新未来 New Future



新未来
New future

SoC
5G-V2X
T-BOX

AI Feed
六大冗余
Six redundant systems
HWP

RoboTaxi
UED
SaaS

DCU
FOTA
CAN



新未来
New future



HAVAL

中国SUV全球领导者



初恋
First Love



赤兔
Chitu



摩卡
Mocha



The background features a digital theme with binary code (0s and 1s) in shades of blue and green. Perspective lines converge towards the center, creating a sense of depth and movement.

问答环节

Q&A Session