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purpose only



2022 年度业绩

2022 Annual Results



2023年3月
Mar. 2023

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第一部分 Section 1

行业概况

Auto Industry Overview

行业概况——2022年全球销量前十国家

Auto Industry Overview – 2022 top 10 countries in terms of global car sales volume

单位：百万台
Unit: million



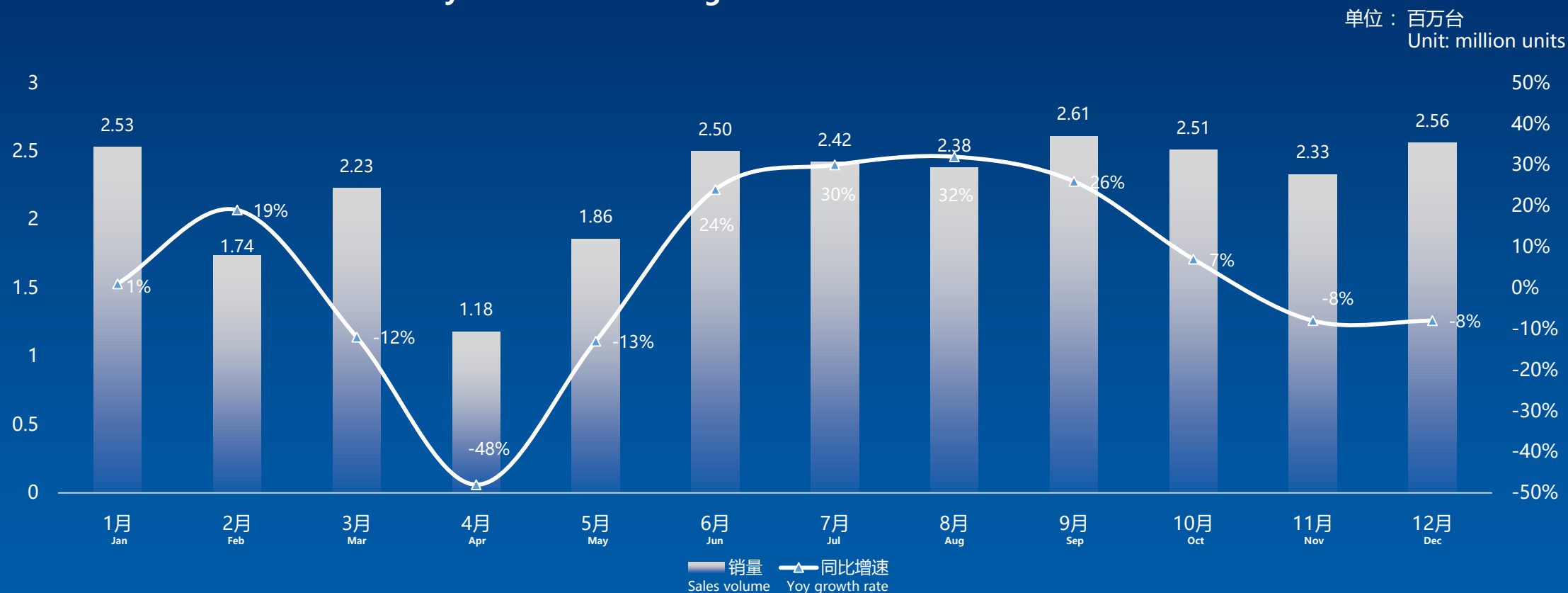
数据来源：MarkLines/ Source: MarkLines

行业概况——2022年中国市场月度销量及增速

Auto Industry Overview – 2022 China market's monthly sales volume and growth rate

2022年中国市场月度销量及增速

Monthly sales volume and growth rate in the China market in 2022



数据来源：中国汽车工业协会/ Source: CAAM

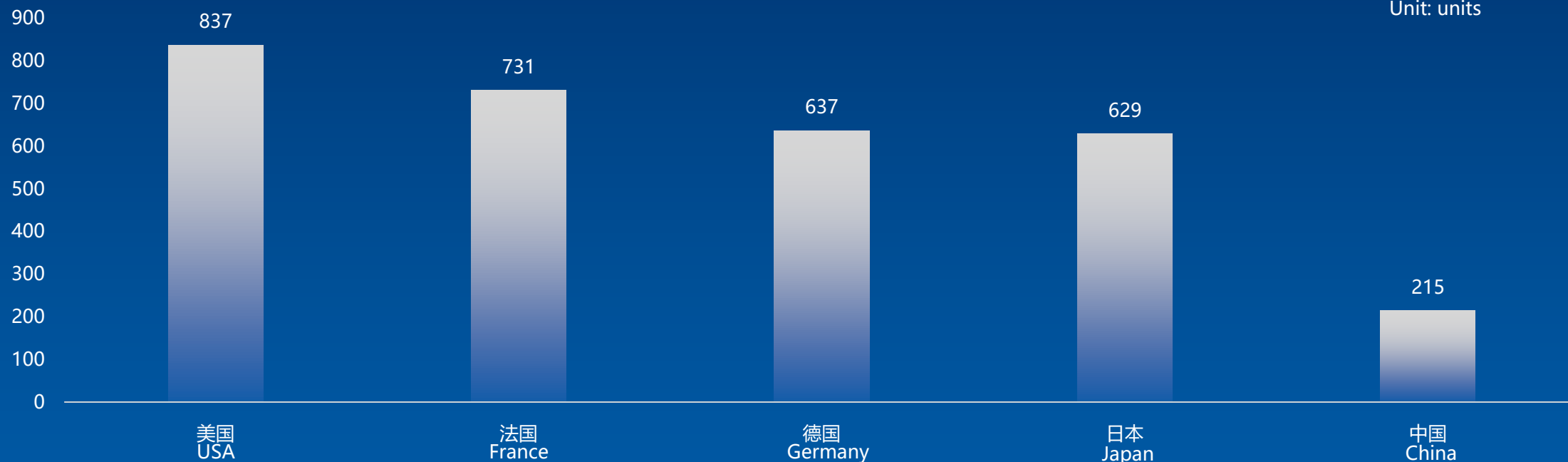
行业概况——中国汽车保有情况

Auto Industry Overview – No. of vehicles in China

2022年世界主要国家汽车每千人保有量

Number of cars per 1,000 people in major countries in 2022

单位：台
Unit: units



中国汽车保有量3.19亿，但千人保有量较其他国家差距巨大，中国汽车市场具有无限潜力。

China owned 319 million cars, but still lagged far behind other countries in the number of vehicles per 1,000 people.

There is still vast potential in the China's auto market.

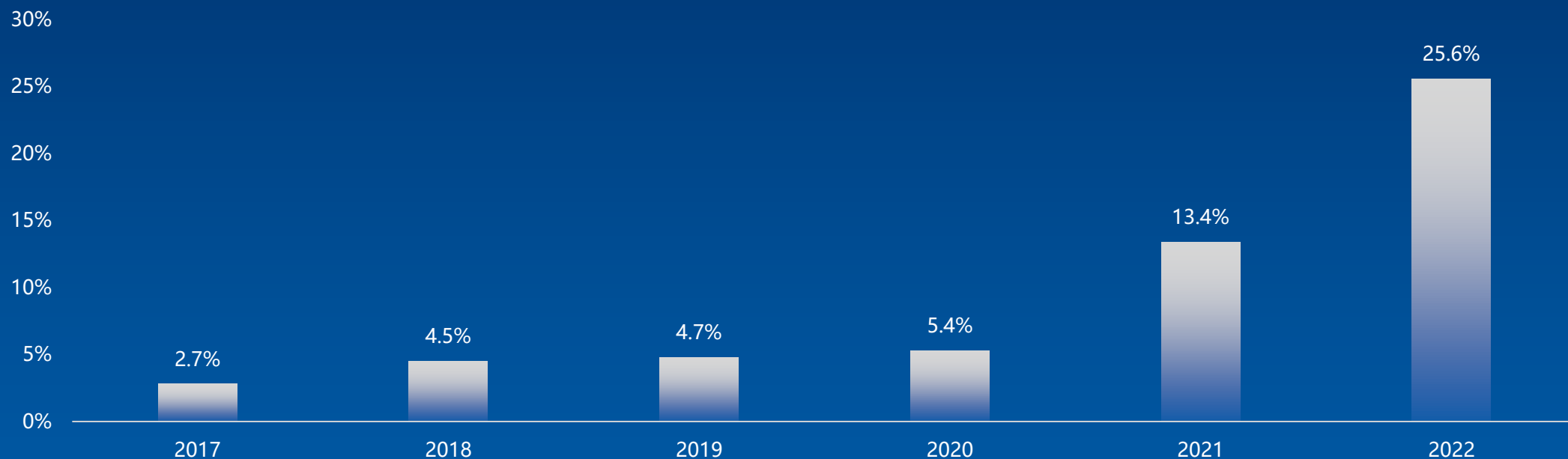
数据来源：MarkLines/ Source: MarkLines

行业概况——中国新能源汽车渗透率情况

Auto Industry Overview – New energy vehicle' s share of China' s auto market

近年中国新能源汽车渗透率

New energy vehicle' s share of China' s auto market in recent years



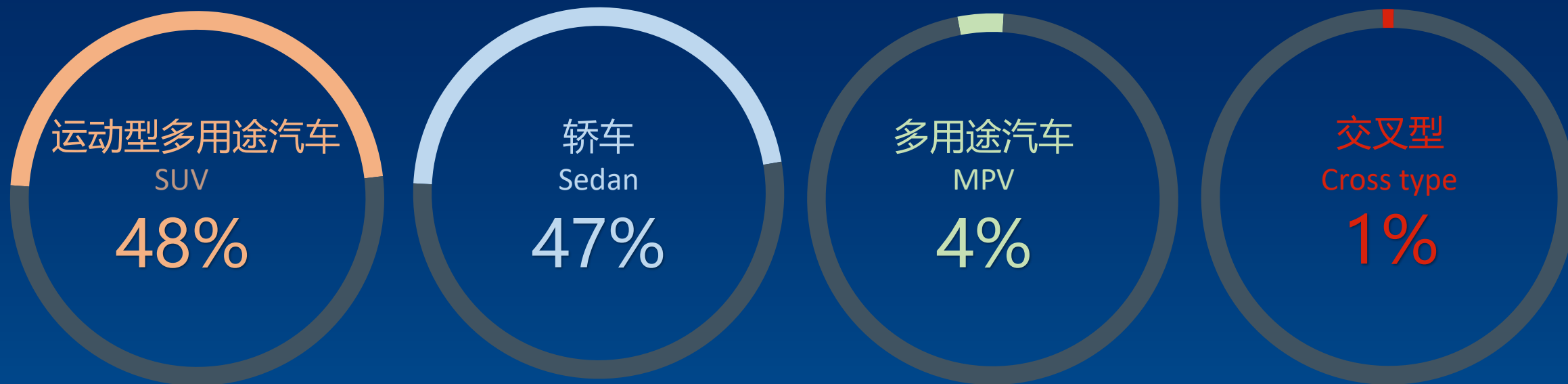
近几年内，新能源渗透率逐渐增高，行业增速较快，未来前景发展巨大。

In recent years, new energy vehicle' s share of the auto industry has been growing; this segment experienced rapid growth, with huge prospects for development .

数据来源：中国汽车工业协会/ Source: CAAM

行业概况——乘用车销售结构

Auto Industry Overview – Passenger vehicle (PV) sales by type



乘用车销售结构中，轿车与SUV并驾齐驱，其中SUV市场份额达到48%，由于消费升级、政策、空间优势的原因，SUV市场份额有望连续增长。

Among PV sales, SUV sales were on par with sedan's, with SUV market share reaching 48%. Owing to factors including consumption upgrade, policies and SUV's advantage in spaciousness, it is likely that the SUV market share will continue to grow.

数据来源：中国汽车工业协会/ Source: CAAM



第二部分 Section 2

公司经营概况 Operations Review

研发理念

R&D ideology

精准投入 追求行业领先

Targeted investment, pursue industry leadership

公司定位

Company's positioning

全球化智能科技公司

Global intelligent technology company

技术品牌

Technology brands

柠檬 坦克 咖啡智能

Ningmeng, TANK and COFFEE Intelligence

核心战略

Core strategies

用户运营模式

Customer-centric operating model

全面TO C

Connect with customers

商业模式

Business model

产品+软件+服务

Product+Software+Service

核心理念

Core value

以用户为中心

Customer orientation

组织机制

全面焕新

A brand new organizational mechanism

公司经营情况——研产销体系

Operations Review – R&D, production and sales



总部

Headquarters



全工艺整车生产基地

Fully integrated automobile manufacturing base



研发中心

R&D center



销售中心

Sales center

生产 Production

亚洲	中国	泰国
Asia	China	Thailand
美洲	巴西	
America	Brazil	
欧洲	俄罗斯	
Europe	Russia	

海外销售中心 Sales

欧洲	俄罗斯	
Europe	Russia	
美洲	巴西	
America	Brazil	
非洲	南非	
Africa	South Africa	
大洋洲	澳大利亚	新西兰
Oceania	Australia	New Zealand

研发 R&D

亚洲	中国	日本
Asia	China	Japan
	韩国	
	South Korea	
美洲	美国	加拿大
America	USA	Canada
欧洲	德国	奥地利
Europe	Germany	Austria



公司经营情况——2022年大事记

Operations Review – Significant events

获世界十佳变速器奖

Received "World Top 10 Transmissions" award

1月9日，长城汽车DHT系统荣获“2021年度世界十佳变速器”大奖。

On 9 January, GWM's DHT system received "2021 World Top 10 Transmissions" award.



获年度十佳发动机奖

Received "Top 10 engines" annual award

3月26日，长城汽车1.5T柠檬混动DHT系统摘得“中国心”2021年度十佳发动机奖。

On 26 March, GWM's 1.5T Ningmeng hybrid DHT system won "China's Heart" 2021 Top 10 Engines.



哈弗品牌新能源战略发布

Haval unveiled NEV strategy

8月22日，长城汽车哈弗品牌新能源战略发布会暨第三代哈弗H6超级混动DHT双子星耀世登场于水立方盛大举行。发布会上，长城汽车哈弗品牌宣告开启向新能源赛道全面转型。

On 22 August, GWM's Haval brand released its new energy strategy and unveiled the 3rd generation Haval H6 super hybrid DHT HEV and DHT PHEV at Beijing's Water Cube. At the event, GWM's Haval brand announced it would transform in the NEV direction.



长城汽车携魏牌、欧拉登陆2022巴黎车展

GWM presented WEY and ORA at 2022 Paris Motor Show

当地时间10月17日，长城汽车以“你好世界，你好巴黎！”为参展主题，携旗下魏牌摩卡PHEV（Coffee 01）、拿铁PHEV（Coffee 02），欧拉好猫、好猫GT、闪电猫等重磅新能源产品登陆2022巴黎车展。

On 17 October (Paris time), under the theme "HELLO WORLD, SALUT PARISI", GWM showcased WEY Mocha PHEV (Coffee 01), Latte PHEV (Coffee 02), ORA Funky / Good Cat, Funky / Good Cat GT, Lightning / Next ORA Cat and other NEV models at 2022 Paris Motor Show.



长城汽车新能源矩阵亮相第39届泰国车博会

GWM NEV product matrix showcased at 39th Thailand International Motor Expo

11月30日，长城汽车重磅登陆第39届泰国车博会，欧拉闪电猫、坦克500 HEV量产版首次亮相，50多个国家和地区经销商集团齐聚泰国车博会，震撼长城汽车展台。

On 30 November, GWM presented its latest models at the 39th Thailand International Motor Expo, with ORA Lightning Cat and TANK 500 HEV mass-produced version making their debut. Dealers from over 50 countries and regions gathered at the event and were attracted to GWM's NEV fleet.



长城汽车全面ToC战略再进阶

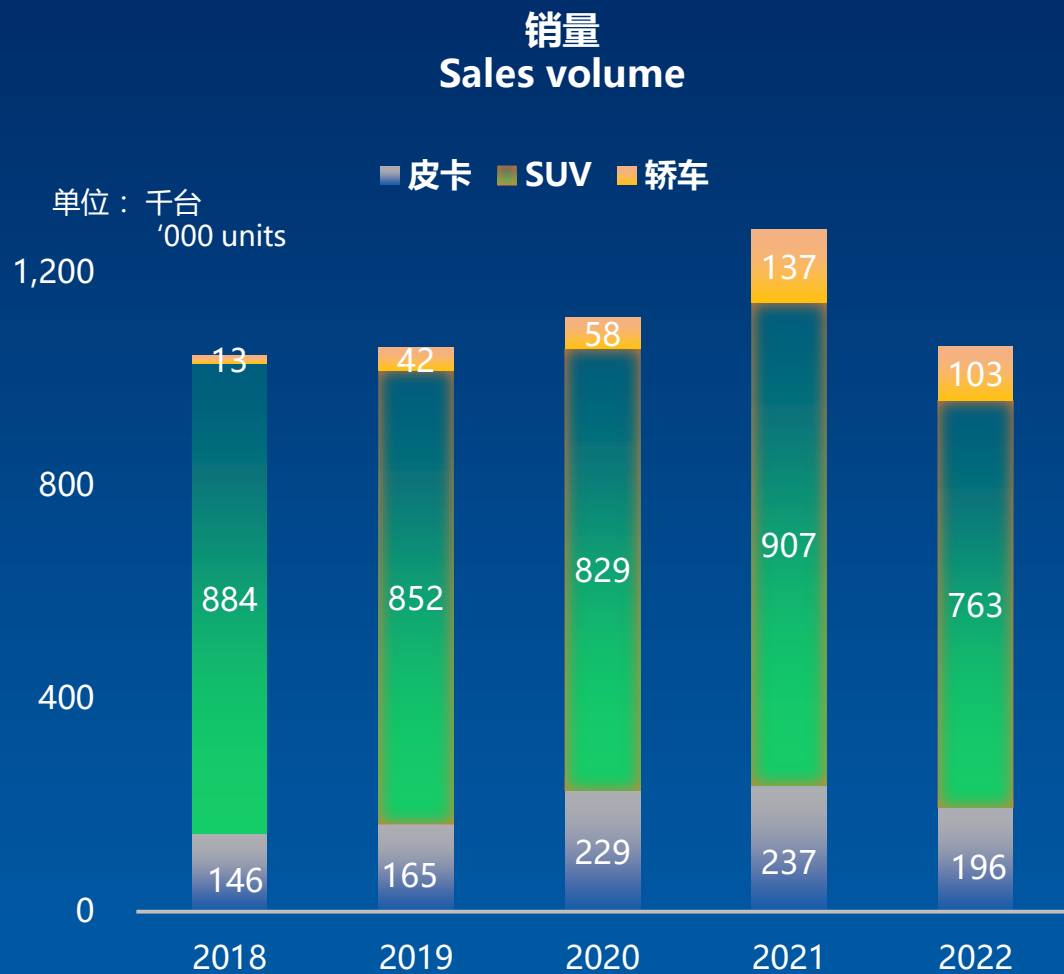
GWM further improved customer-focused strategy

12月3日，长城汽车召开高管用户面对面恳谈会，参与高管76名，参与用户174名，全面ToC开启新征程。

On 3 December, GWM held face-to-face meeting between senior managers and customers. 76 senior managers and 174 customers attended the meeting; a new journey of increased customer focus thus began.

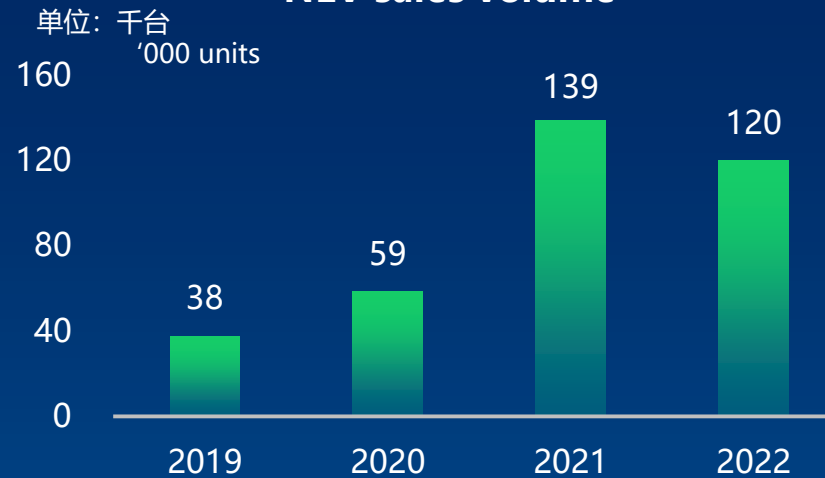
公司经营情况——销量情况

Operations Review – Sales volume



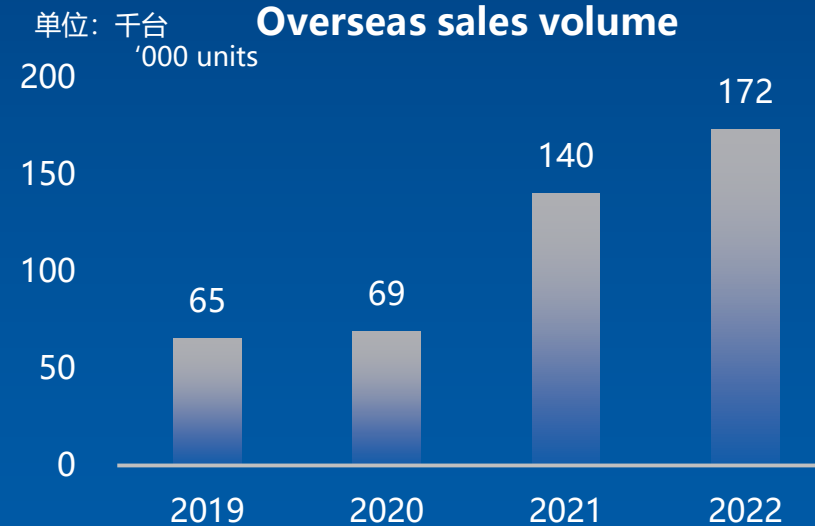
数据来源：公司年报/ Source: Company's Annual Report

新能源汽车销量 NEV sales volume



数据来源：公司年报/ Source: Company's Annual Report

海外销量 Overseas sales volume



数据来源：公司年报/ Source: Company's Annual Report

最新经营业绩

Latest operating results

2022年营收创历史新高

年销量连续7年破百万

2022 Operating revenue reached record high
Annual sales volume exceeded 1 million units for 7 consecutive years

2022年营业收入

2022 operating revenue

1,373.40 亿元
RMB137,340 million

销售新车

Sales of automobiles

106.17 万辆
1,061,745 units

2022年归母净利润

2022 net profit attributable to shareholders of the Company

82.66 亿元
RMB8,266 million

同比增长

YOY growth

22.90 %
22.90 %

海外市场

Overseas market

17.22 万辆
172,187 units

同比增长

YOY growth

23.09%
23.09 %



资产负债表Balance Sheet

单位：人民币百万元 RMB Mn

	截至2022.12.31止 As at 31 Dec 2022	截至2021.12.31止 As at 31 Dec 2021	截至2020.12.31止 As at 31 Dec 2020	变动 Change (%)
流动资产 Current assets	107,681	108,366	99,399	-0.6
其中： Including:				
货币资金 Cash and bank balances	35,773	33,048	14,588	8.2
应收账款 Accounts receivable	6,611	5,422	3,936	21.9
应收款项融资 Receivables financing	22,152	31,500	52,985	-29.7
非流动资产 Non-current assets	77,677	67,042	54,613	15.9
负债合计 Total liabilities	120,141	113,280	96,670	6.1
资产总值 Total assets	185,357	175,408	154,011	5.7
股东权益 Total shareholders' equity	65,216	62,128	57,342	5.0

利润表Income Statement

单位：人民币百万元 RMB Mn

	2022	2021	2020	变动 Change (%)
营业总收入 Total operating revenue	137,340	136,405	103,308	0.7
毛利 Gross profit	26,601	22,037	17,777	20.7
营业利润 Operating profit	7,967	6,369	5,752	25.1
归属于母公司股东的净利润 Net profit attributable to shareholders of the Company	8,266	6,726	5,362	22.9
基本每股收益(元) Basic earnings per share (RMB)	0.91	0.73	0.59	24.7

公司经营情况——财务信息

Operations Review – Financial information

现金流量表Cash Flow Statement

单位：人民币百万元 RMB Mn

	2022	2021	2020
经营活动产生的现金流量净额 Net cash flow from operating activities	12,311	35,316	5,181
投资活动产生的现金流量净额 Net cash flow from investing activities	-10,505	-11,175	-11,588
筹资活动产生的现金流量净额 Net cash flow from financing activities	-3,133	-9,632	11,368
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	317	-192	-146
现金及现金等价物净增加额 Net increase in cash and cash equivalents	-1,009	14,316	4,814
期末现金及现金等价物余额 Cash and cash equivalents at the end of the period	26,899	27,908	13,591

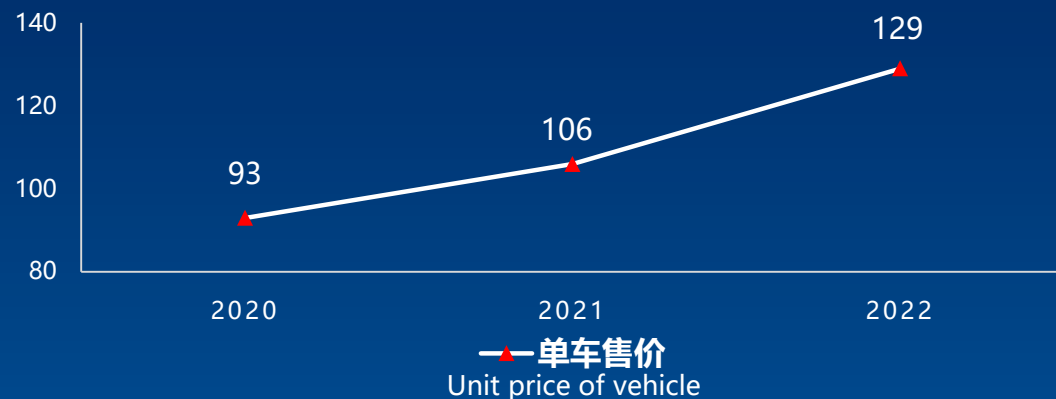
公司经营情况——业绩亮点

Operations Review – Results highlights

长城汽车近三年单车售价走势

单位：人民币 千元 Price movement of Great Wall Motor's single model in the past three years

Unit: RMB' 000

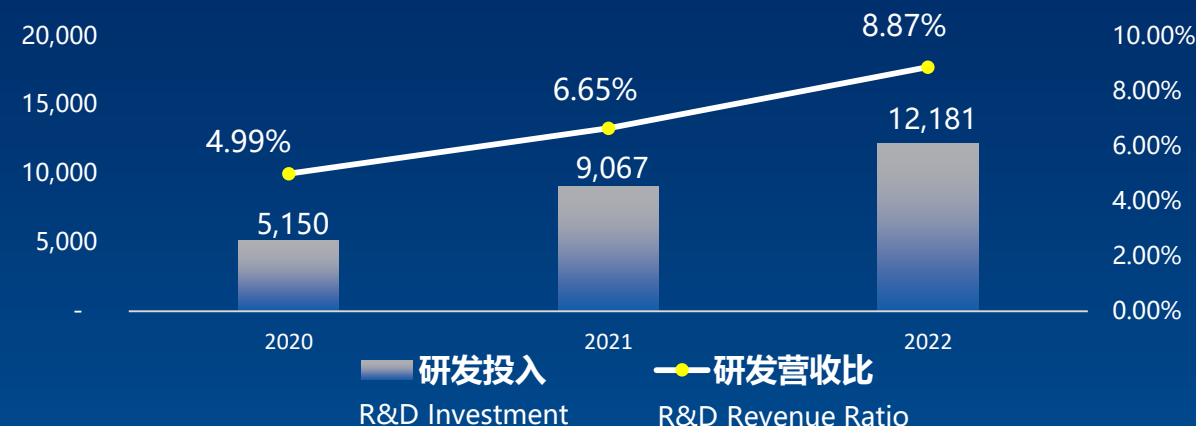


长城汽车近三年研发投入走势

单位：百万元

Unit: RMBmillion

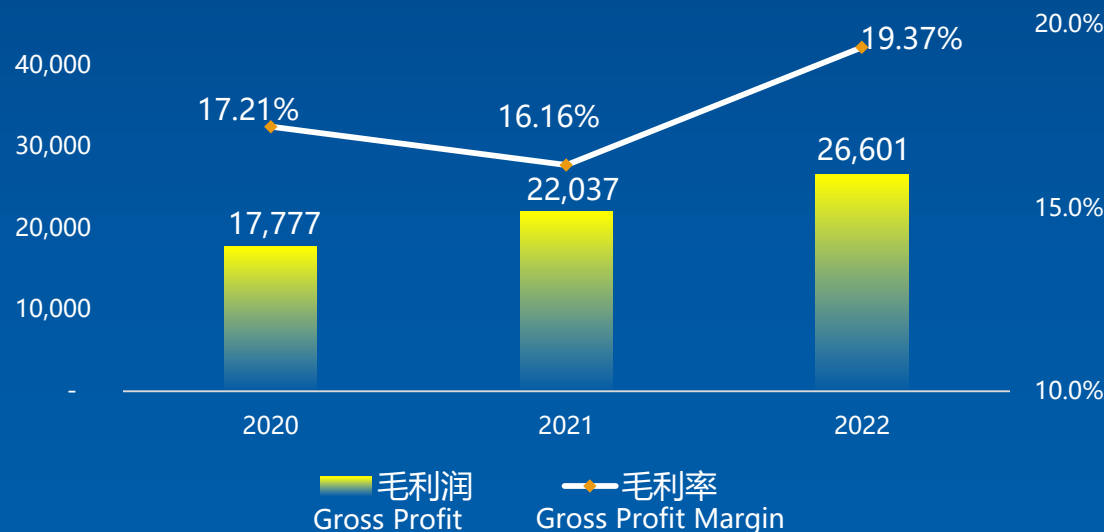
Great Wall Motor's R&D investment in the past three years



长城汽车近三年毛利润及毛利率

单位：百万元
Unit: RMBmillion

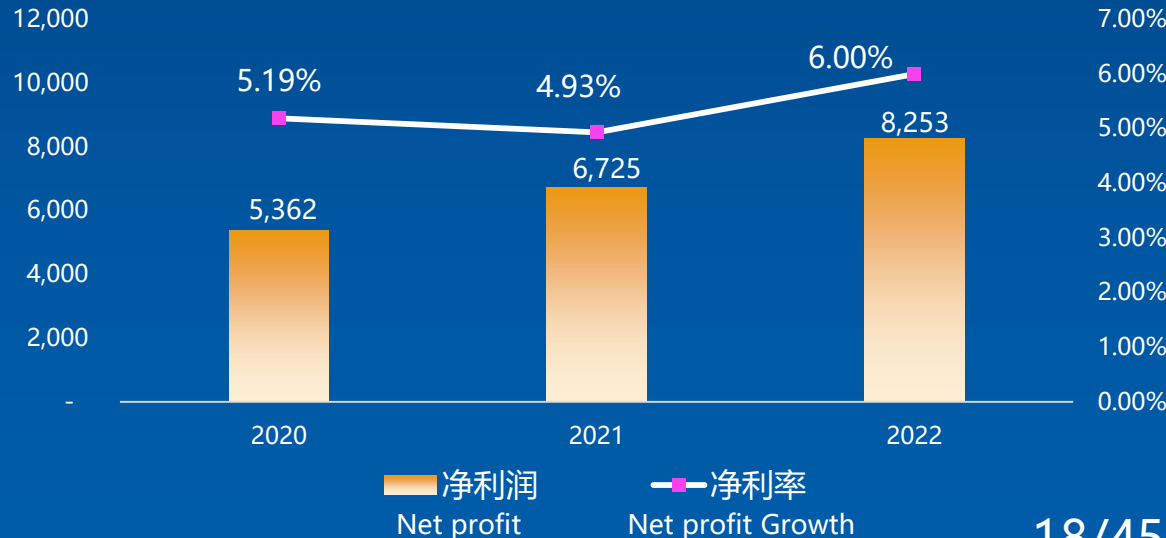
Gross profit and gross profit margin of Great Wall Motors in recent three years



长城汽车近三年净利润及净利率

单位：百万元
Unit: RMBmillion

Great Wall Motor's net profit and net profit margin in the past three years



四个坚定

Four “Perseverance”

坚定智能新能源战略定位

Persevere with intelligent, new energy strategic positioning

坚定全球化发展路线

Persevere with global development strategy

坚定造车本质

Persevere with car manufacturing

坚定以用户需求为中心

Persevere with user focus

四个主航道

Four “Major”

主品类

Major product category

主价格

Major price range

主级别

Major classification

主风格

Major style

长城汽车旗下五大品牌全面向“新”

GWM's five major brands "New Energy" focus

HAVAL





第三部分 Section 3

新车型 New Car Models

新车型——哈弗——枭龙MAX

New Car Models – Haval – Xiaolong Max

哈弗-枭龙MAX

Haval – Xiaolong Max



首搭全新混动架构Hi4

First to use the brand new Hi4 hybrid technology



L2+智能驾驶辅助系统

L2+ intelligent driving assistance system



全新咖啡智能座舱

New COFFEE Intelligence cockpit



舒阔大空间

Comfortable and spacious interior



新车型——哈弗——枭龙

New Car Models – Haval – Xiaolong

哈弗-枭龙

Haval – Xiaolong



更电感的驾控体验

Driving experience with inductance



两档结构全场景

Dual-clutch structure for all scenarios



省油省电更省钱

Low oil consumption and high electricity efficiency

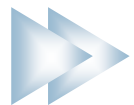


新车型——哈弗——H6-PHEV

New Car Models – Haval – H6-PHEV

哈弗-H6-PHEV

Haval-H6-PHEV



1.5T+2挡DHT黄金性能混动

1.5T + dual-clutch hybrid DHT technology



L2级智能辅助驾驶+多种动力模式

L2 intelligent driving assistance system + multiple power modes



护芯甲安全电池

"Core armor" safety battery



WLTC馈电油耗5.6L/100km

WLTC oil consumption of 5.6L/100km



新车型——哈弗——二代大狗-PHEV

New Car Models – Haval – The 2nd Generation DARGO- PHEV

哈弗-二代大狗-PHEV

Haval –The 2nd Generation DAEGO- PHEV



可城可野可电

Can adapt to both urban and light off-road conditions and run on battery



都市通勤智享无界

Urban driving, with various intelligent features



精致生活畅行无忧

Pursue an exquisite life with a car that you can drive at ease to anywhere



新车型——魏牌——蓝山

New Car Models – WEY – Lanshan

魏牌-蓝山

WEY – Lanshan



超强动力超长续航

Super power super long range



旗舰级舒适

Premium comfort



L2+高阶智驾

L2+ high-level intelligent driving



新车型——魏牌——拿铁-DHT-PHEV

New Car Models – WEY – Latte DHT-PHEV

魏牌-拿铁-DHT-PHEV

WEY- Latte DHT-PHEV



智能混联DHT技术

Intelligent hybrid DHT technology



HWA高速公路驾驶辅助

Highway Assist (HWA) system



高阶舒享智能座舱

Advanced and comfortable smart cockpit



新车型——魏牌——摩卡-DHT-PHEV

New Car Models – WEY – Mocha DHT-PHEV

魏牌-摩卡-DHT-PHEV

WEY- Mocha DHT-PHEV



同级领先的大五座超大空间

Leading five-seat large space



NOH智慧领航辅助驾驶

Navigation on HiPilot (NOH) system



204km超长纯电续航

WLTC 204 km of pure-electric range



新车型——欧拉——好猫GT

New Car Models – ORA – Good Cat GT

欧拉-好猫GT

ORA- Good Cat GT



纯电GT运动风

Battery electric GT, sporty look



精致智能舒适

Exquisite, intelligent and comfortable



野性澎湃动力

Wild and powerful



新车型——欧拉——闪电猫

New Car Models – ORA – Lightning Cat

欧拉-闪电猫

ORA – Lightning Cat



超强的感知架构

Super strong perception architecture



自研智能座舱平台

Self-developed smart cockpit platform



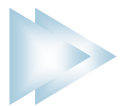
五重系统安全防护

Five safety approaches to enhance protection



新车型——欧拉——芭蕾猫 New Car Models – ORA – Ballet Cat

欧拉-芭蕾猫 ORA – Ballet Cat



优雅复新弧线美学
Elegant, retrotastic, curvy aesthetic design



女性专属设计
Designed exclusively for women



智能驾驶辅助系统
Intelligent assisted driving system



新车型——长城皮卡——山海炮

New Car Models – Great Wall Pickup – Shanhai Cannon

长城皮卡-山海炮

Great Wall Pickup – Shanhai Cannon



3.0T V6+9AT

3.0T V6+9AT powertrain system



皮卡后排座椅首创电动调节

Rear seats boasting electric adjustment



国内首创对开+平开后尾门

First pickup with double and vertical hinged tailgate in China



新车型——坦克——坦克500-PHEV

New Car Models – TANK – TANK 500-PHEV

坦克-坦克500-PHEV

TANK- TANK 500-PHEV



强劲顺滑的动力输出

Strong power output



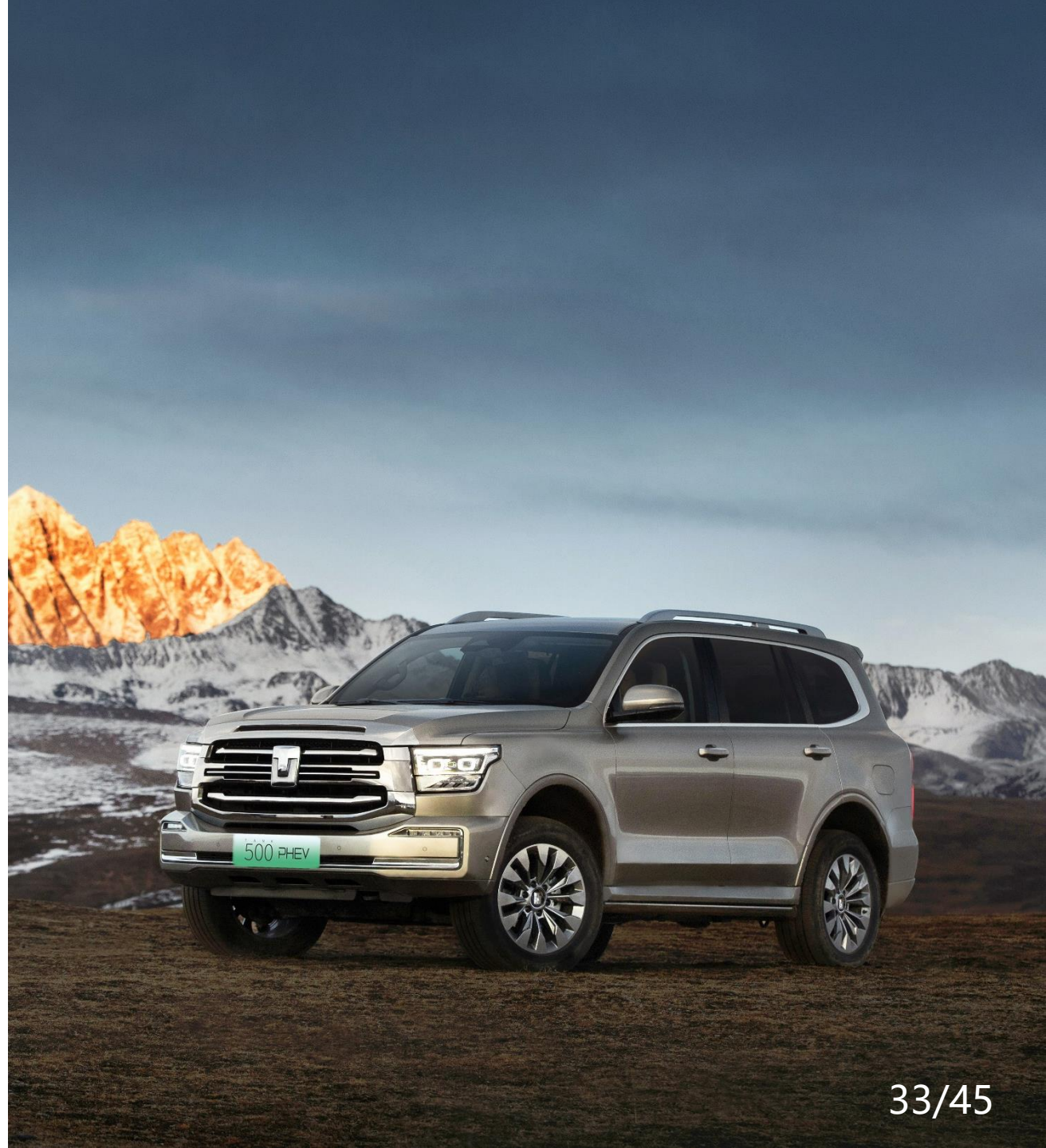
豪华奢享的百万级驾乘感受

Luxurious and comfortable driving experience



油电混动更经济更节能

A hybrid, economical and energy-saving SUV





第四部分 Section 4

科技长城 Great Wall Technology

科技长城——森林生态体系图

Great Wall Technology – Diagram of a forest-like ecological system

HAVAL



数据反哺 技术迭代
Data feedback and iteration

技术赋能 敏捷创新
Technological empowerment, agile innovation

咖啡智能

COFFEE Intelligence

以“智慧、智联、智驾”为开发导向
由感知智能步入认知智能
涵盖智能驾驶、智能座舱、智能服务
全新电子电器架构、智慧线控底盘等技术领域

Development oriented to
“Intelligence, intelligent connectivity,
intelligent driving”
From perception AI to cognition AI
Encompass intelligent driving, smart
cockpit, smart services
New EEA, smart chassis by wire and
other technologies

柠檬平台

Ningmeng platform

全球化高智能模块化技术平台
涵盖高效燃油、混动、纯电、氢燃料等
动力领域

Global intelligent modular
technology platform
Feature high fuel efficiency, hybrid,
battery electric, hydrogen fuel, etc

坦克平台

TANK platform

全球化智能专业越野平台
涵盖3.0T+9AT/9HAT、2.0T+9HAT等
自主研发动力总成系统

Global intelligent off-road specialist
platform
Comprise self-developed powertrain
systems including
3.0T+9AT/9HAT, 2.0T+9HAT, etc

前瞻布局 进化成长
Forward-looking planning, evolutionary development

自主可控 底层支撑
Self-development, controllable, strong foundation

毫末智行

Haomo.ai

智能驾驶
人工智能

Intelligent driving
AI



智能化

仙林智能

Xianlin Intelligence

智能座舱
前端UI及
交互设计
Smart cockpit,
front-end UI, and
interaction design

嘉峪智能

Jiayu Intelligence

智能座舱
软硬件开发
Smart cockpit,
software and hardware
development

诺博科技

Nobo Automotive Technology

智能座舱
软硬件开发
Smart cockpit,
software and hardware
development

蜂巢能源

Honeycomb Energy

汽车动力电池
材料、电芯、模组
PACK、BMS
Automotive power battery,
materials, batteries, modules,
PACK, BMS



新能源及动力

未势能源

Fxtt Energy

氢能
与燃料电池
Hydrogen energy
and fuel cell

蜂巢易创

Honeycomb Yichuang

动力传动
转向系统
Power transmission,
steering system

极电光能

UtmoLight

钙钛矿光伏
光电产品
Perovskite photovoltaics,
photoelectric products

诺博汽车

UtmoLight

汽车座舱
外装、橡胶
Automotive cockpit,
exterior, rubber

曼德电子

Mind Electronics

光电、热系统
电气系统
等产品
Photoelectric,
thermal management,
electrical system, etc

精工汽车

Jingcheng Engineering Automotive

底盘、车身
动力传动等
系统产品
Chassis, car body,
power transmission,
etc



整车制造

硬件架构

Hardware architecture

从感知硬件到计算平台
全域自研能力

From perception hardware to computing platform

数据智能体系

Data intelligence system

中国首个数据智能体系“雪湖”
中国自动驾驶行业最大的智算中心
“雪湖·绿洲”
全球首个自动驾驶认知大模型Drive
GPT

“Snow Lake”, China's first data intelligence system
“Snow Lake, Oasis”, the largest intelligent computing
center in China's autonomous driving industry
Drive GPT, world's first foundation model for
autonomous driving cognition

软件生态

Software ecology

底层软件、中间件、应用软件
全栈自研
中国首个可大规模量产落地的
城市NOH

Self-development of full stack from underlying
software to middleware and application software
China's first urban NOH that can be mass-produced

智能座舱:全栈软硬件自研能力

Smart cockpit: full stack software and hardware self-development capability



V3.5/V4高算力 座舱硬件平台

V3.5/V4 high computing power



Coffee OS座舱软件 操作系统

Coffee OS cockpit software operating system



多维立体交互

Multi-dimensional interaction



AI场景引擎

AI scene engine

可生长、可插拔的智慧底盘

Scalable, pluggable smart chassis



CTC



线控转向

Steer by wire



线控制动

Braking system by wire



一体化压铸铝车身技术

Integrated aluminium die-cast body technology



柠檬混动 DHT

Ningmeng hybrid DHT

全球率先推出
两挡双电机混联
全速域全场景性能效能优势

First in the world to apply
Two-speed dual-motor two-mode hybrid
High performance and efficiency for different driving
scenarios at all speeds

纵置P2

Vertical P2

自主研发3.0TV6发动机
同排量最高38%热效率
129kW高效电机
自主研发9HAT混动变速箱

Self-developed 3.0TV6 engine
Large displacement with the highest thermal efficiency of 38%
129kW efficient motor
Self-developed 9HAT hybrid transmission

Hi4

智能四驱电混技术
四驱等价平替两驱
四驱的享受 两驱的能耗
全工况效率最优
全场景驾驶无忧

Intelligent 4-wheel drive hybrid electric technology
2-wheel drive price, 4-wheel drive performance
2-wheel drive fuel efficiency, 4-wheel drive performance
High efficiency under all working conditions
Drive with ease in all road conditions

纯电安全

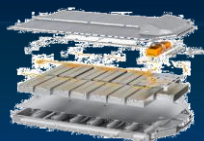
Battery electric safety

结构创新

Innovative structure

热失控防护安全

Thermal runaway protection



电池系统

Battery system

多化学体系

Various battery chemistries

磷酸铁锂、磷酸锰铁锂、三元、
无钴、钠离子、固态等

lithium iron phosphate, lithium manganese
iron phosphate, ternary, cobalt-free, sodium
ion, solid state, etc



极速充电

Extremely fast charging

大功率快充

High voltage fast charging

800V 4C快充

800V 4C fast charging



电驱动系统

Electric drive system

多功率版本

Different voltage selection

100 kW-220kW

系列化产品

100 kW-220kW
product series



控制策略

Control strategy

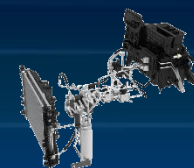
能量分配

Energy distribution

超低温热泵技术

智能AI能量管理

Ultra-low temperature heat pump technology
AI energy management



燃电系统

Gas power system

燃料电池发动机

Fuel cell engine

储氢系统

Hydrogen storage system

高压储氢气瓶

High pressure hydrogen tank

安全系统

Safety system

软件系统

Software system



第五部分 Section 5

公司ESG概况 Operations ESG Review

公司ESG概况——环境责任

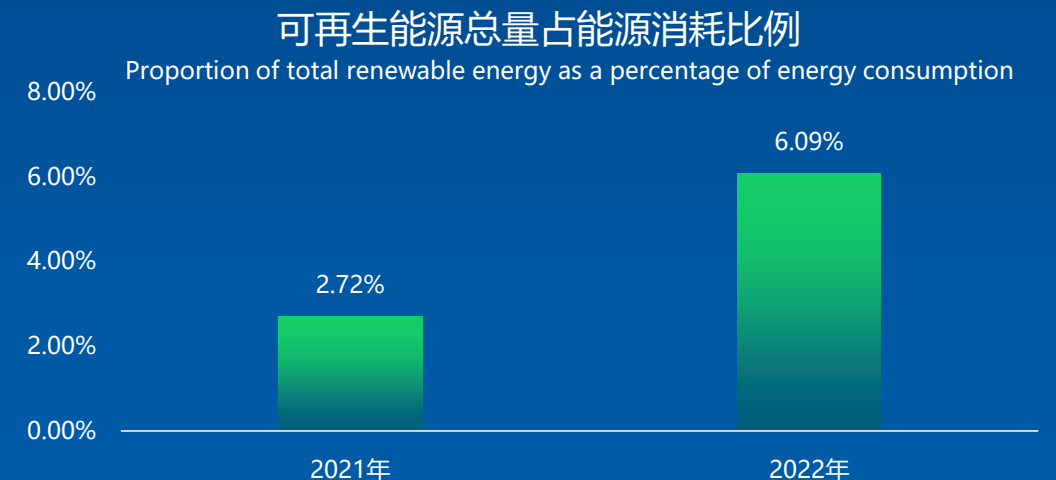
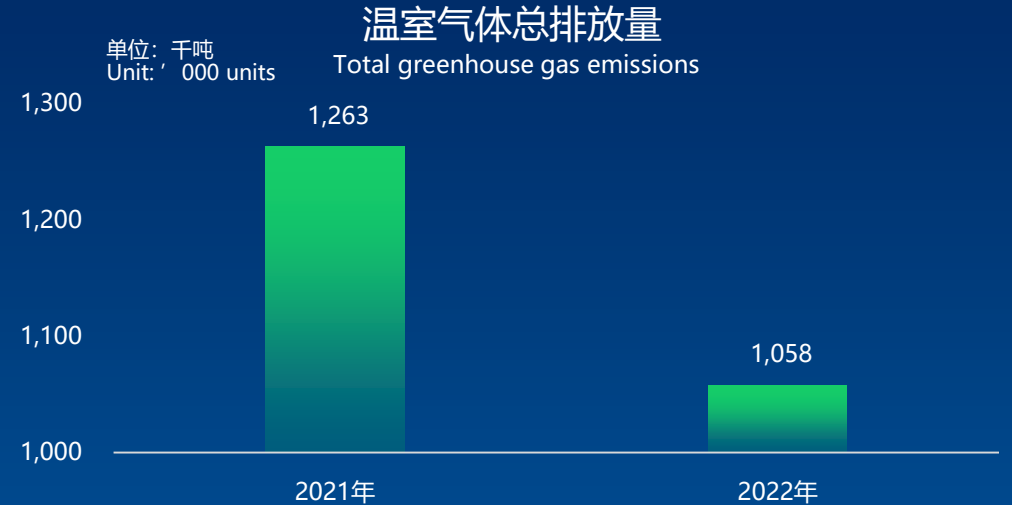
Operations ESG Overview – Environmental Responsibility

长城汽车高度重视国家3060碳达峰碳中和远景战略目标，并积极响应，2021年发布「2025战略」目标，加速企业低碳智能升级，公司设立了用水目标、能源使用目标、减废目标及碳排放目标：

- ①优化用水结构，通过水资源的阶梯利用、重复利用，提升综合利用效率
- ②持续推广可再生清洁能源的落地应用
- ③公司从源头、过程及末端全过程控制污染物排放，2025年涂装工艺VOCs单位面积产生量控制在35g/m²，达到国际清洁生产先进水平
- ④计划2045年全面实现碳中和

Great Wall Motor paid high regard and actively responded to the state's strategic goals of 3060 carbon peaking and carbon neutrality. In 2021, the Company announced its "2025 Strategies" objectives, including accelerating the Company's low carbon and intelligence upgrade. It set the targets for water and energy usage, as well as waste reduction and carbon emission:

- ① Optimized the sources of water used; improved the efficiency of comprehensive utilization through multiple-use water ladder and through recycling and re-use of water resources
- ② Continuously promote the implementation and application of renewable clean energy
- ③ The Company controlled emissions throughout the entire painting process, at the sources carried out whole process control over pollutant emissions at source, process and end. In 2025, the production of VOCs per unit area of the coating process will be controlled at 35g/m², reaching the advances in international cleaner production
- ④ Plans to achieve carbon neutrality by 2045



公司ESG概况——社会责任

Operations ESG Overview – Social Responsibility



经销商管理

Dealer's management

长城汽车以廉信创变共分享的核心价值观为指引，坚持以用户为中心，积极推进经销商培训赋能模式创新变革，围绕产品、技术、新店新人、胜任力、业务提升等，持续开展培训和辅导，帮助经销商树立用户思维，提升专业服务能力，构建用户信任。

Guided by its core values, namely anti-corruption, honesty, innovation, changes and sharing, GWM insists on user orientation. It has actively carried out dealers training empowerment programme to achieve innovation and changes. Focusing on products, technology, new stores, new recruits, competencies and business improvement, etc, GWM continues to conduct training and counselling to help dealers to develop customer mind-set, improve their ability to provide professional services and build customer trust.



供应商管理

Supplier's management

公司专门成立监察审计部，用以监管员工及供应商管理。在公司各个生产基地、各部门普遍张贴投诉告示牌，向社会公示监督电话、微信公众号、邮箱等，有效监督采购、招标等重点敏感环节，切实维护合作方利益。

The Company has set up a supervision and audit division to supervise the employees as well as managing the suppliers. A notice board is prepared in each of the Company's production base and department in case if there is any complaint. The telephone number, WeChat account, email address, etc. for those put under supervision will be posted publicly, to effectively supervise key sensitive issues such as procurement and tendering, to safeguard the interests of the co-partners.



社会公益

Social charity

长城汽车始终将践行社会责任作为企业发展过程的重要组成部分，并以升级的使命愿景“绿智潮玩嗨世界”为引领，促进企业与社会和谐发展。

Fulfilling social responsibility has always been an integral part of GWM's corporate development process. The Company has set "Enjoy Life Ecologically and Smartly" as its vision to promote the harmonious development of the Company and society.



回馈投资者

Investor returns

长城汽车坚持分红，以“真金白银”回馈投资者，提升投资者获得感。报告期内，长城汽车入选中国上市公司协会2021年度A股上市公司现金分红榜单丰厚回报榜及2021年度A股上市公司现金分红榜单真诚回报榜。

Fulfilling social responsibility has always been an integral part of GWM's corporate development process. The Company has set "Enjoy Life Ecologically and Smartly" as its vision to promote the harmonious development of the Company and society.



客户信息保护

Consumer data rights protection

长城汽车严格遵守国家法规要求，充分履行作为网络运营者应尽的数据保护义务，确保消费者的个人信息与隐私能得到充分的保护，用户的合法权益能够得到充分的保障。

GWM strictly complies with the requirements of national laws and regulations, fulfilling its data protection obligations as a network operator and ensuring consumers' personal data and privacy are being fully protected; users' legitimate rights and interests are safeguarded.

公司ESG概况——公司治理

Operations ESG Overview – Corporate Governance

合规风控 Compliance risk control

风险为向导 Risk as the guidance

合规为底线 Compliance as the bottom line

内控为抓手 Internal control as the starting point

雇佣 Recruitment

公司秉承全球化发展战略，各核心业务实施「一领域配置一专家」的人才结构模式，不断完善开放、公平的人才引入政策，打造多元融合的企业文化。

The Company adheres to globalization strategy; all core businesses implement "one specialist in one domain"; continues to fine-tune the open and fair talent recruitment policy and build a diversified and integrated corporate culture.



新一届管理团队 New management team



董事长
Chairman

魏建军
Wei Jian Jun



总裁
President

穆峰
Mu Feng



首席财务官
CFO

李红栓
Li Hong Shuan



首席制造官
CPO

孟树杰
Meng Shu Jie



首席技术官
CTO

王远力
Wang Yuan Li



首席增长官
CGO

李瑞峰
Li Rui Feng



首席供应链官
CSCO

赵国庆
Zhao Guo Qing



首席人力资源官
CHO

张苏杰
Zhang Su Jie



首席质量官
CQO

齐元波
Qi Yuan Bo

2022年，公司进行了董事变更，现董事会由7名董事构成，其中包括3名执行董事、1名非执行董事，3名独立非执行董事。各位董事的经历与背景各不相同，在企业管理、产品创新、资本运作方面有着丰富的经验，在提高公司治理水平、不断实现公司战略目标方面发挥着重要的作用。

In 2022, the Company had changed its directors. The current board of directors comprises 7 directors, including 3 executive directors, 1 non-executive director, and 3 independent non-executive directors. The directors possess different experiences and backgrounds, with extensive experience in corporate management, product innovation and capital operation. They play an important role in enhancing corporate governance and continuously achieving the Company's strategic goals.

问答环节

Q&A Session

