



长城汽车

2023 年度业绩

2023 Annual Results



2024年3月
Mar. 2024

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The Company's ESG Overview

第一部分

Section 1

行业概况

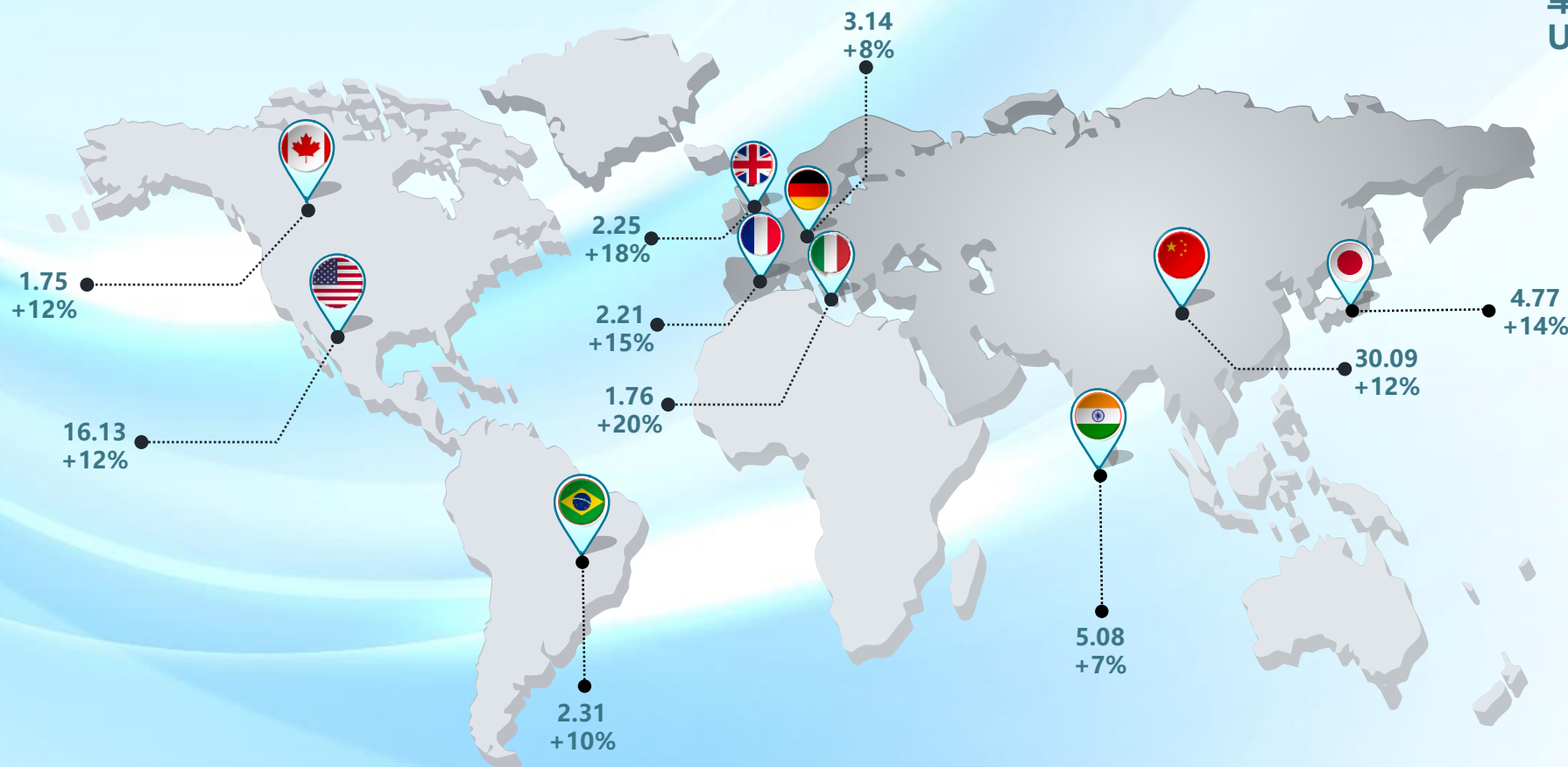
Industry Overview



行业概况——2023年全球销量前十国家

Industry Overview – 2023 Top 10 Countries in Global Car Sales Volume

单位：百万台
Unit: million units



数据来源: MarkLines/ Source: MarkLines

行业概况——2023年中国市场月度销量及增速

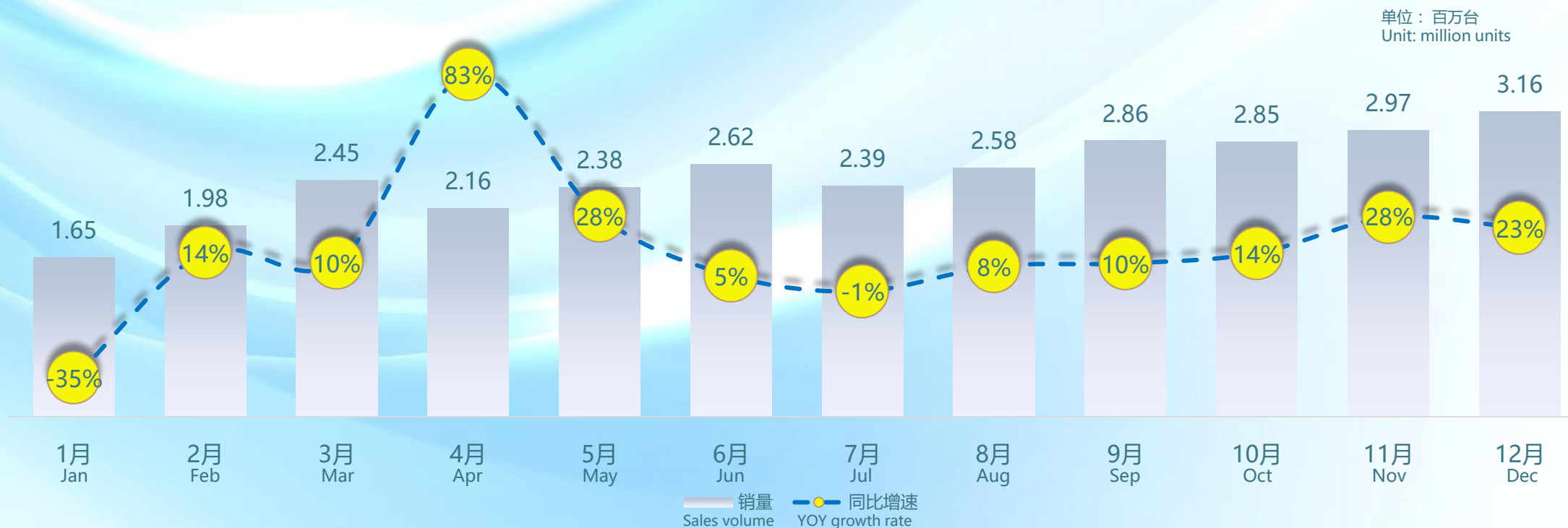
Industry Overview – 2023 Chinese Automotive Market Monthly Sales Volume and Growth Rate

年内疫情完全解封，车市**迎来回升**

The automotive market rebounded after all COVID restrictions were lifted during the year

分月度来看，2023年呈现淡季不淡，年底热销态势

From a monthly perspective, 2023 showed a situation where the low season was not quiet, and a booming sales trend towards the end of the year



数据来源：中国汽车工业协会 / Source: CAAM

行业概况——中国新能源汽车销量及渗透率情况

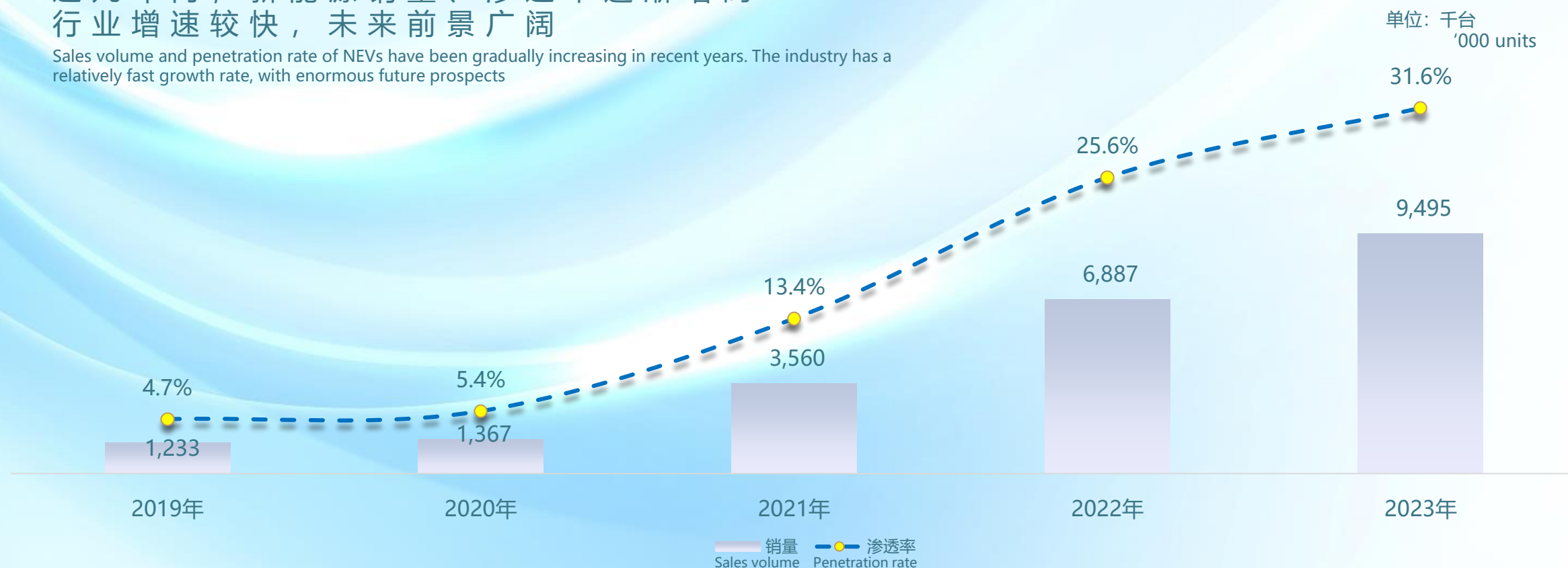
Industry Overview – Sales Volume and Penetration Rate of New Energy Vehicles in China

新能源销量、渗透率逐年递增

Sales volume and penetration rate of NEVs increased year by year

近几年内，新能源销量、渗透率逐渐增高
行业增速较快，未来前景广阔

Sales volume and penetration rate of NEVs have been gradually increasing in recent years. The industry has a relatively fast growth rate, with enormous future prospects



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

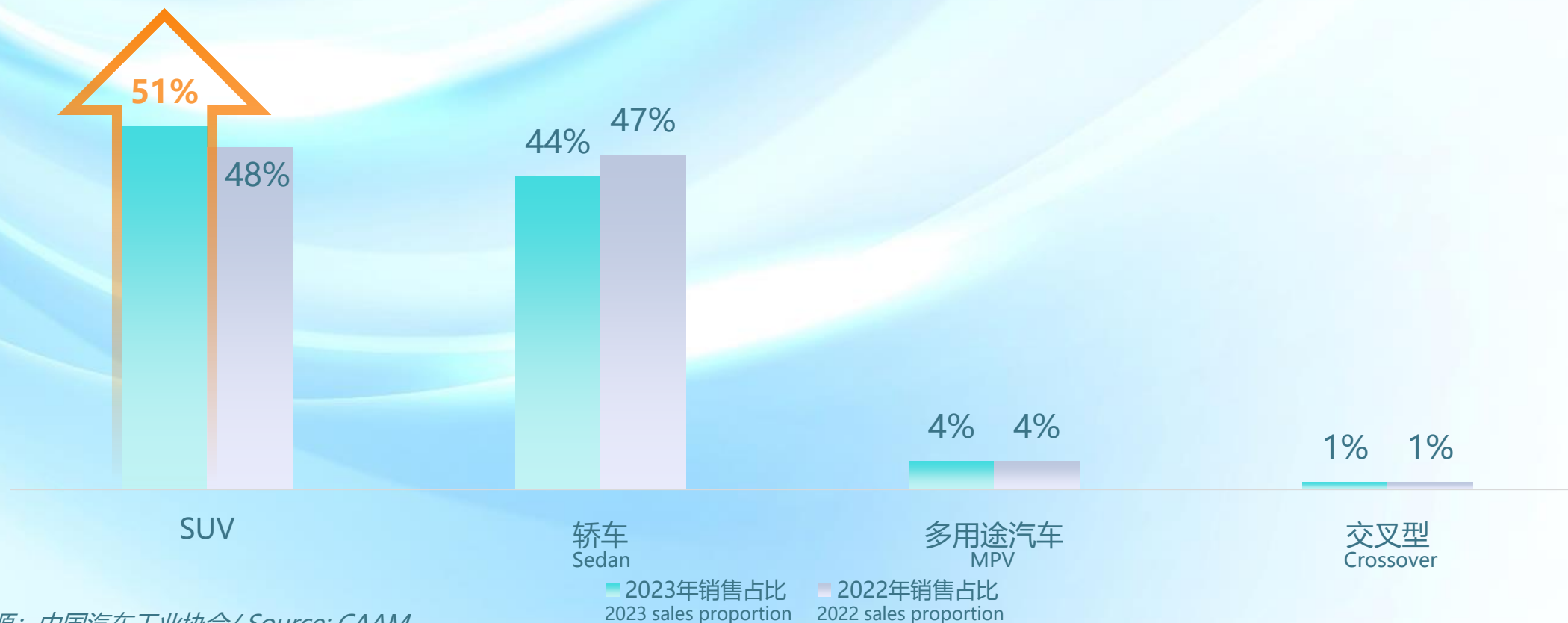
Industry Overview – Sales of Passenger Vehicles by Segment

2023年SUV市场份额达到**51%**，较去年同期上升**3个百分点**

SUV's market share in 2023 reached 51%, up by 3 percentage points YOY

由于通过性优良、空间优势，SUV市场份额有望连续增长

Owing to their excellent performance and spaciousness, SUVs are expected to witness continuous growth in market share



行业概况——越野SUV市场

Industry Overview – Off-road SUV market

市场规模 **持续攀升**
Market size continued to increase

越野SUV路况 **适应能力强**
Off-road SUVs are highly adaptable to road conditions

未来 **前景广阔**
Enormous future prospects

单位：千台
'000 units

越野SUV近三年销量
Off-road SUV sales volume in the past three years



数据来源：零售数/Source: Retail statistics

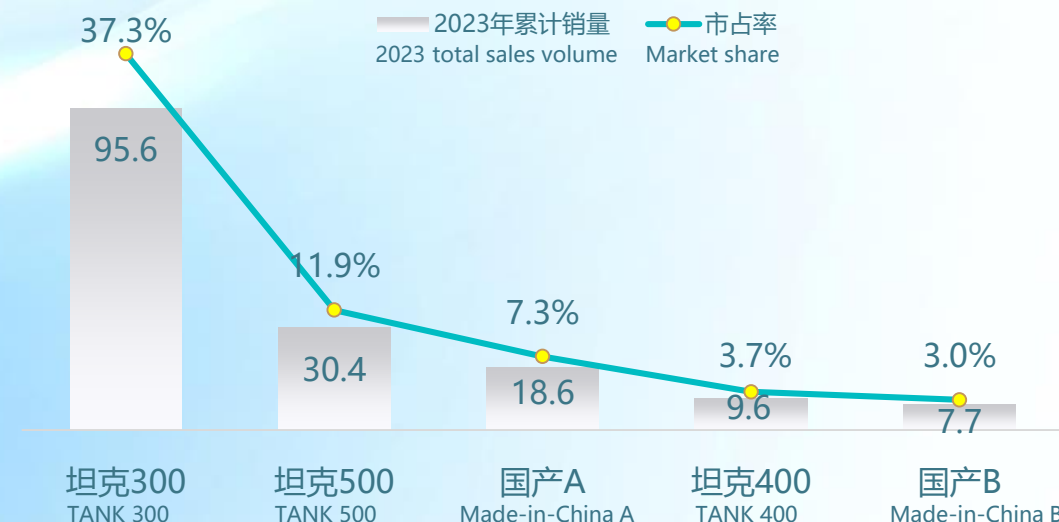
公司坦克品牌车型合计市占率达 **53%**
Vehicles under the TANK brand together have a market share of 53%

坦克品牌累计销量已突破 **37万** 辆
TANK's total sales volume has exceeded 370,000 units

连续 **36个月** 蝉联中国越野SUV销量第一
Continuing to rank first in sales volume in China's off-road SUV market for 36 consecutive months

单位：千台
'000 units

越野SUV销量前五车型
Top 5 Off-road SUV models in terms of sales volume



数据来源：零售数/Source: Retail statistics

行业概况——皮卡市场

Industry Overview – Pick-up truck market

皮卡市场格局稳定

Pick-up truck market structure remained stable

随着解禁范围扩大

With more cities easing pick-up truck restrictions, areas that allowed pick-up truck driving expanded

中国皮卡市场规模有望增长

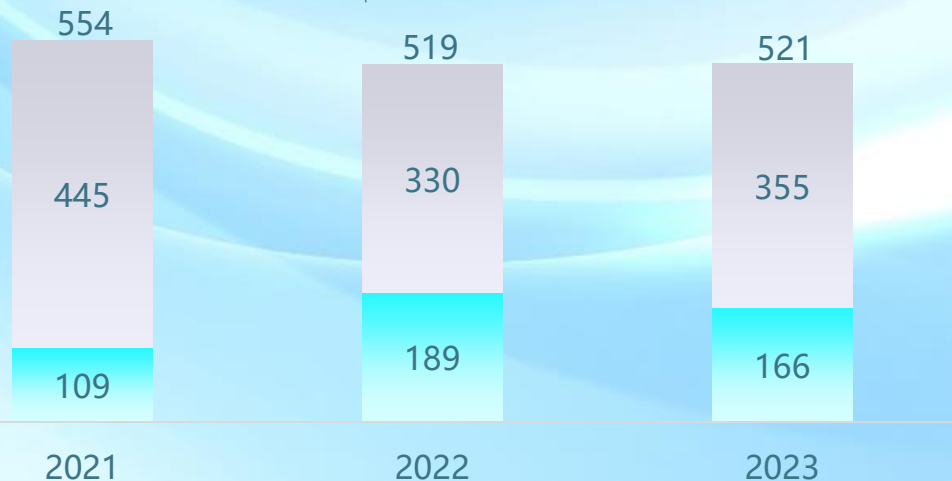
China's pick-up truck market size is expected to grow

单位：千台
'000 units

皮卡市场近三年销量

Pick-up truck market sales volume in the past 3 years

出口销量 国内销量
Export sales volume Domestic sales volume



数据来源：中国汽车工业协会/ Source: CAAM

长城皮卡占主导地位

Great Wall Pickup has a leading market position

蝉联单车型销量前三

Continued to rank among first three in individual model sales volume

长城皮卡2023年累计销量突破20万辆

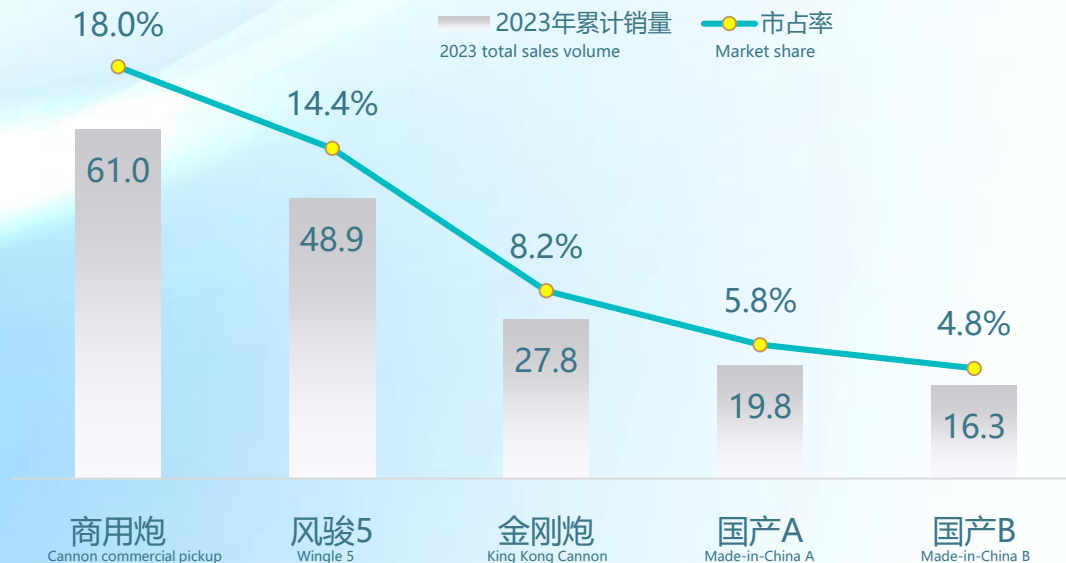
Great Wall Pickup 2023 cumulative sales volume surpassed 200,000 units

单位：千台
'000 units

皮卡销量前五车型

Top five pick-up models in terms of sales volume

2023年累计销量 市占率
2023 total sales volume Market share



数据来源：零售数/Source: Retail statistics

第二部分

Section 2

公司经营概况

Operation Overview



2023年是长城汽车全面发力之年

GWM was fully committed in 2023

智能新能源发力

Commitment to intelligent, new energy development

全面进行新能源布局

Holistic planning for new energy development

发布新能源产品最多车企

Car maker with the largest number of NEVs launched

混动技术多元化体系化

Diversified hybrid technology system

新能源乘用车销量翻倍

New energy passenger vehicle sales volume doubled

全球布局发力

Commitment to global expansion

中国车企出海第一梯队

Leading Chinese car maker in overseas expansion

年销量突破30万辆大关

Annual sales: over 300,000 units

全球累计销量超过140万辆

Cumulative global sales: over 1.4 million units

稳居中国出海车企第一梯队

Consolidate its leading position in overseas expansion among Chinese car makers

经营业绩发力

Commitment to improving business performance

销量、营收、利润高质量增长

Sales volume, revenue, profits rose substantially

销量、营收再提速

Rapid growth in sales volume, revenue

净利润超70亿元

Net profit: over RMB 7 billion

单车售价持续提升

Unit price per vehicle continued to rise

公司经营情况——大事记

Operation Overview – Significant events



长城汽车全新智能四驱电混技术Hi4正式发布

Official release of Hi4, a new intelligent 4WD electric hybrid technology

3月10日，在长城汽车智能新能源干货大会上，长城汽车正式发布了全新智能四驱电混技术Hi4

On 10 March, at the GWM intelligent and new energy insights summit, GWM officially unveiled Hi4, a new intelligent 4WD electric hybrid technology



长城汽车DHT及9AT荣获世界十佳评价

GWM DHT and 9AT Win World Top Ten

3月27日，长城汽车DHT荣获首届世界十佳混合系统，长城汽车9AT荣膺世界十佳变速器

On 27 March, GWM DHT was awarded the 1st World Top 10 Hybrid System, and GWM 9AT was awarded the World Top 10 Transmission



长城汽车董事长魏建军荣获“中国汽车工业饶斌奖”

Chairman Wei Jian Jun wins the "Rao Bin Medal of China Automobile Industry"

在第十届国际智能网联汽车技术年会上，长城汽车董事长魏建军荣获中国汽车工程学会颁发的“中国汽车工业饶斌奖”

Wei Jian Jun, Chairman of GWM, won the "Rao Bin Medal of China Automobile Industry" issued by the China Society of Automotive Engineers at the 10th CICV.



长城汽车获颁民营自主整车集团专利证书

GWM was awarded the patent certificate for private, independent automobile company

6月8日，长城控股荣获民营自主整车集团-专利授权量第一名、“民营企业专利公开量第一名”两项证书

On 8 June, Great Wall Holdings was awarded two certificates, namely "No. 1 in patent authorization" and "No. 1 in patent disclosure" of private, independent automobile company.



长城汽车2023海外投资者共创会成功举办

GWM 2023 overseas investor collaborative meeting was successfully held

10月24日-26日，以“坚持长期主义 拥抱国际化”为主题的长城汽车2023海外投资者共创会在中国保定成功举办

From 24 to 26 October, GWM 2023 overseas investor collaborative meeting was successfully held in Baoding, China under the theme of "adhering to a long-term strategic approach, embracing globalisation"



保定圆桌论坛达成提升新能源汽车环境测试水平倡议

Baoding Round Table Forum put forth the proposition of enhancing the environmental testing standards for NEVs

12月14日，长城汽车倡议关于“共同提升中国新能源汽车环境测试水平”的圆桌论坛在保定长城哈弗技术中心举行

GWM proposed a Round Table Forum on enhancing the environmental testing standards for NEVs in China, which was held at Great Wall Haval Technology Center in Baoding on 14 December

公司经营情况——全球化研产销体系

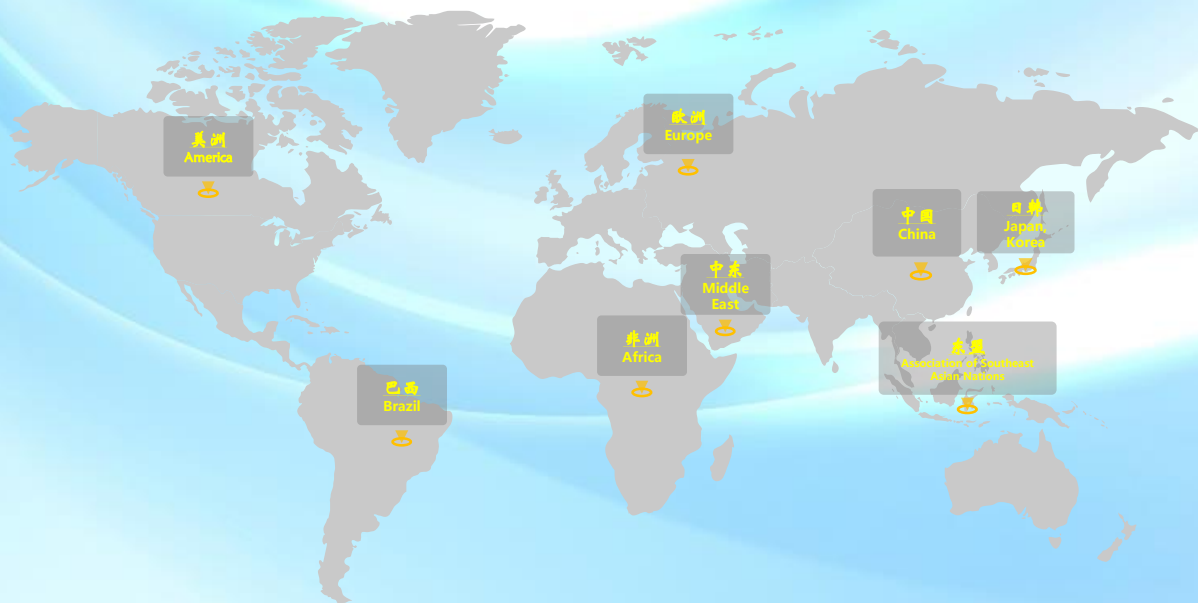
Operation Overview – Global R&D, production and sales network

智能新能源产品加速出海

Accelerate overseas expansion of intelligent, new energy products

围绕“整车制造+供应链体系”出海模式，长城汽车率先开辟生态出海新路线

With a global expansion model centering on “automobile manufacturing + supply chain system”, GWM led the way in pioneering an ecological approach to international expansion



▶ 13+N

在中国建立10大全工艺整车生产基地；在欧亚地区、泰国、巴西建立3个全工艺整车生产基地；在厄瓜多尔、巴基斯坦等地拥有多家KD工厂

Established 10 major fully-integrated automobile production bases in China; 3 fully-integrated automobile production bases in Euroasian region, Thailand and Brazil; and several KD factories in Ecuador, Pakistan and other locations

▶ 27

1997年，第一台长城皮卡—迪尔正式出口至中东，长城汽车已出海27年

In 1997, the first Great Wall pick-up truck – Deer – was exported to the Middle East. GWM has been going global for 27 years

▶ 170

足迹遍及欧洲、澳洲、非洲、中南美洲、东南亚和中东等170多个国家和地区

Its footprint spanned across over 170 countries and regions in Europe, Australia, Africa, Central and South America, Southeast Asia and Middle East

▶ 1000

已拥有超1000家海外渠道

Now possess over 1,000 overseas distribution channels

聚焦 “ONE GWM”

Focus on “ONE GWM”

主品类、主风格、主价格、主级别全球大单品策略

Main product category, main style, main pricing strategy and main market segment – global flagship products strategy

市场开拓

Market development

开辟墨西哥、越南、马达加斯加、香港和
澳门、阿曼、新加坡等新市场

Expand into new markets including Mexico, Vietnam, Madagascar,
Hong Kong and Macau, Oman and Singapore

海外工厂

Overseas factories

巴基斯坦3000辆哈弗H6 HEV

厄瓜多尔长城炮CKD下线投产

Pakistan: 3,000 units of Haval H6 HEV
Ecuador: Great Wall Cannon commenced production at CKD factory

产品热销

Products in high demand

重点在海外推广坦克300、坦克500、欧拉好猫车型，
抢占高价值及新能源市场

Focused on overseas promotion of TANK 300, TANK 500, ORA Good
Cat models, to seize high-value and new energy markets

开放活动

Open Event

通过“请进来，走出去”，邀请全球媒体与投资入、经销商参
与上海国际车展、投资人共创会，接待外国使节，广拓机遇

Through the slogan “Embrace the World, Go Global”, we invited global media,
investors, and dealers to participate in Auto Shanghai and Investors’ Co-creation
Conference. We also received foreign diplomats to explore opportunities

产品评测

Product Review

魏牌摩卡PHEV、欧拉好猫均在同级别车中以综合分
数排名第一的成绩成为Euro NCAP年度最佳车型

WEY Mocha PHEV and ORA Good Cat ranked first in overall scores in
their respective car segments, making them the best car models of the
year according to Euro NCAP

荣誉奖项

Honors and Awards

荣膺“2023 BrandZ中国全球化品牌50强”，位列
榜单第20，比2022年快速上升11个名次

Ranked 20th on the 2023 BrandZ Top 50 Chinese Global Brands’ list, a
sizable jump of 11 spots compared to 2022



公司经营情况——海外业绩

Operation Overview – Overseas performance

长城汽车2023年海外年度销量突破30万辆

GWM 2023 annual overseas sales surpassed 300,000 units

稳居中国出海车企第一梯队

Consolidated leading position in overseas expansion among Chinese car makers



年度销量**31.40**万辆

Annual sales: 314,000 units

同比增长**82.37**%

YOY growth of 82.37%

海外累计销量突破**140**万辆

Cumulative overseas sales surpassed 1.4 million units

坚持长期主义，以生态出海推动海外高质量发展

Insist on upholding a long-term strategic vision, drive overseas high-quality development through an ecological approach

深入布局高价值产品，统一品牌形象建设「一个长城」

Step up strategic efforts to establish strong presence and influence of high-value products, and unify brand image under "ONE GWM"

公司经营情况——品牌转型

Operation Overview – Brand transformation

HAVAL

全球 SUV 专家



WEY

魏牌新能源



新能源转型

New Energy Transformation



品牌形象焕新

Brand image refresh



产品矩阵焕新

Rejuvenate product matrix



技术实力焕新

Reinvigorate technological capabilities



用户体验焕新

Revitalize user experience

高端智能化转型

Transformation towards high-end intelligent solutions



品牌焕新跃升

Brand refresh and enhancement



品类价值跃升

Product category value enhancement



领先技术跃升

Advancement of leading technologies



用户圈层跃升

Elevation of customer segment

越野新能源转型

Off-road new energy transformation



技术实力进阶

Technological prowess enhancement



产品矩阵进阶

Product matrix enhancement



品牌价值进阶

Brand value enhancement



用户圈层进阶

Elevation of customer segment

公司经营情况——销量情况

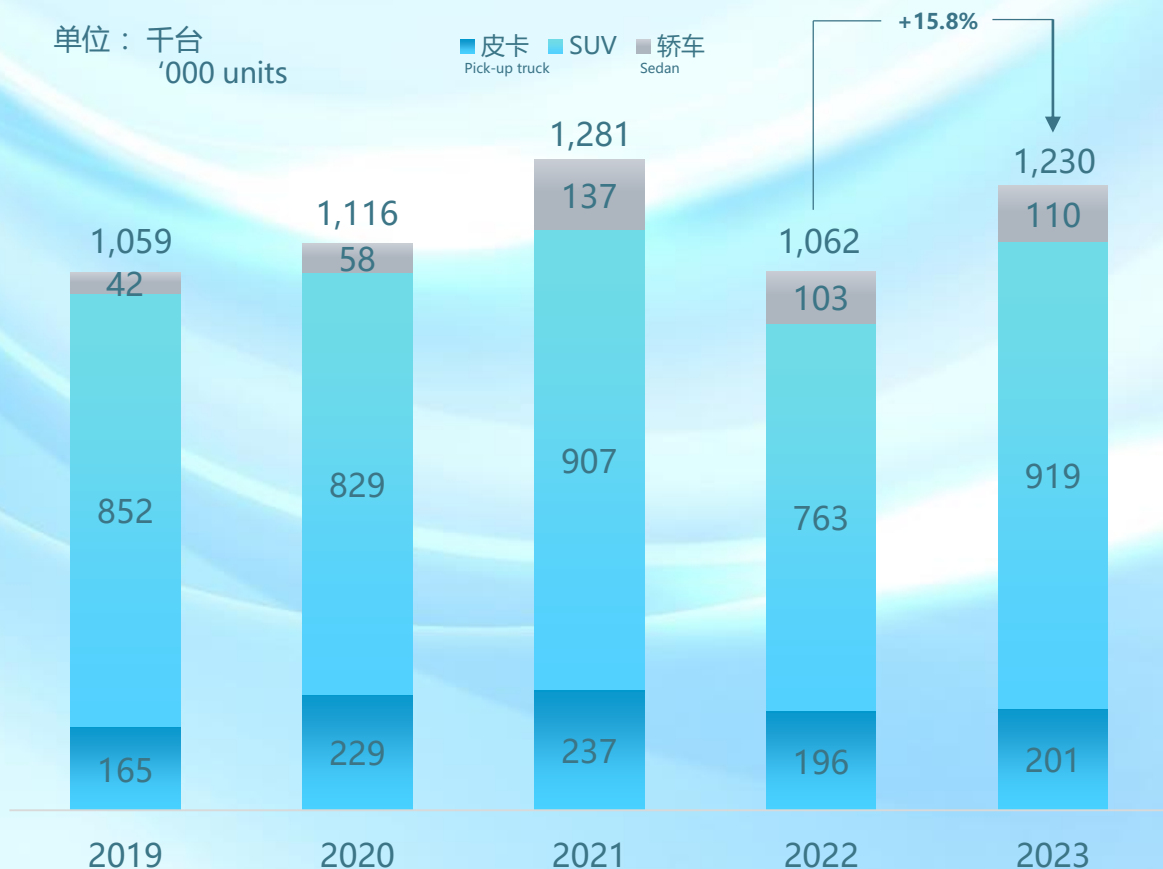
Operation Overview – Sales volume

销量

Sales volume

单位：千台
'000 units

■ 皮卡 ■ SUV ■ 轿车
Pick-up truck Sedan



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

新能源汽车销量及占总销量比

单位：千台
'000 units

■ 销量 ■ 占总销量比
Sales volume As a percentage of total sales



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

海外销量及占总销量比

单位：千台
'000 units

■ 销量 ■ 占总销量比
Sales volume As a percentage of total sales



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

公司经营情况——业绩亮点

Operation Overview – Results highlights

单位：人民币 千元
Unit：RMB' 000

单车售价
Unit price per vehicle



单位：百万元
Unit：RMB million

研发投入
R&D investment



单位：百万元
Unit：RMB million

扣非净利润及净利润
net profit before extraordinary items and net profit



单位：百万元
Unit：RMB million

经营活动产生现金流净额
Net cash flow from operating activities



公司经营情况——财务信息

Operation Overview – Financial information

资产负债表Balance Sheet

单位：人民币百万元 RMB Mn

	截至2023.12.31止 As at 31 Dec 2023	截至2022.12.31止 As at 31 Dec 2022	截至2021.12.31止 As at 31 Dec 2021	变动 Change (%)
流动资产 Current assets	118,584	107,681	108,366	10.1
其中： Including:				
货币资金 Cash and bank balances	38,337	35,773	33,048	7.2
应收账款 Accounts receivable	7,193	6,611	5,422	8.8
应收款项融资 Receivables financing	28,924	22,152	31,500	30.6
非流动资产 Non-current assets	82,686	77,677	67,042	6.5
负债合计 Total liabilities	132,762	120,141	113,280	10.5
资产总值 Total assets	201,270	185,357	175,408	8.6
股东权益 Total shareholders' equity	68,509	65,216	62,128	5.1

公司经营情况——财务信息

Operation Overview – Financial information

利润表Income Statement

单位：人民币百万元 RMB Mn

	2023	2022	2021	变动 Change (%)
营业总收入 Total operating revenue	173,212	137,340	136,405	26.1
毛利 Gross profit	32,439	26,601	22,037	21.9
营业利润 Operating profit	7,201	7,967	6,369	-9.6
归属于母公司股东的净利润 Net profit attributable to shareholders of the Company	7,022	8,266	6,726	-15.1
基本每股收益(元) Basic earnings per share (RMB)	0.82	0.91	0.73	-9.9

公司经营情况——财务信息

Operation Overview – Financial information

现金流量表Cash Flow Statement

单位：人民币百万元 RMB Mn

	2023	2022	2021
经营活动产生的现金流量净额 Net cash flow from operating activities	17,754	12,311	35,316
投资活动产生的现金流量净额 Net cash flow from investing activities	-10,451	-10,505	-11,175
筹资活动产生的现金流量净额 Net cash flow from financing activities	1,052	-3,133	-9,632
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	18	317	-192
现金及现金等价物净增加额 Net increase in cash and cash equivalents	8,374	-1,009	14,316
期末现金及现金等价物余额 Cash and cash equivalents at the end of the period	35,272	26,899	27,908

第三部分

Section 3

新车型

New Car Models



新车型——坦克——坦克 700-Hi4-T

New Car Models – TANK – TANK 700-Hi4-T



极致澎湃的动力性能3.0T Hi4-T

Unleash the ultimate power performance: 3.0T Hi4-T

极致安全的架构设计

Ultimate safety through advanced structural design

哈曼卡顿豪华音响系统

Harman Kardon high-end audio system

新车型——坦克——坦克 500-Hi4-T

New Car Models – TANK – TANK 500-Hi4-T



豪华奢享的百万级驾乘感受

Driving and in-car experience of a super luxury car

强劲顺滑的动力输出

Strong and smooth power output

油电混动更经济更节能

Hybrid power – more economical and energy saving

新车型——坦克——坦克 400-Hi4T

New Car Models – TANK – TANK 400-Hi4T



个性魅力的机甲设计美学

Aesthetic appeal of personalized mecha design

强劲可靠的越野超级混动

Powerful and reliable off-road hybrid

收放自如的旗舰级智慧空间

Flagship model with intelligent features, spacious and flexible cabin design

新车型——哈弗——猛龙

New Car Models – HAVAL – Fierce Dragon



Coffee OS

1.5T+Hi4+后桥电控差速锁

1.5T+Hi4+Rear axle electronic locking differential

Coffee Pilot

新车型——哈弗——二代大狗-PHEV

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



都市通勤智享无界

Provide urban commuter the joy of intelligent driving

精致生活畅行无忧

Worry-free driving

奔郊赴野纵情无惧

Good for off-roading

新车型——哈弗——枭龙MAX

New Car Models – HAVAL – Xiaolong Max



首搭全新混动架构Hi4

First to be equipped with the new hybrid architecture Hi4

全新咖啡智能座舱

New COFFEE intelligent cockpit

舒阔大空间

Comfortable and spacious

L2+ 智能驾驶辅助系统

L2+ intelligent assisted driving system

新车型——哈弗——H5

New Car Models – HAVAL – H5



2.0T汽/柴油+采埃孚8AT变速器

2.0T gas/diesel fuel+ ZF 8AT transmission

超长轴距3140mm

Super long wheelbase 3140mm

纯平两米大床

Trunk can be turned into a 2 meter bed

新车型——魏牌——高山

New Car Models – WEY – High Mountain



惬意舒享：细节处体贴入微 打造头等舱的舒适感

Cozy and comfortable: exquisite design, creating comfort like a first-class cabin

极致安全：高标准工艺 打造安全头等舱

Extreme safety: car body structure is designed to create a safe first-class cabin

百变空间：“5+3” 创新理念 更完美的MPV产品理念

Flexible space: “5+3” innovative ideas, designed with a perfected MPV concept

新车型——魏牌——蓝山

New Car Models – WEY – Blue Mountain



旗舰级舒适

Super comfortable

超强动力超长续航

Super powerful, with super long range

L2+ 高阶智驾

L2+ advanced intelligent driving

第四部分

Section 4

科技长城

Great Wall Technology



长城Hi4技术体系
Great Wall Hi4 technology system

Hi4序列 (智能四驱电混架构)
Hi4 Series (Intelligent 4WD hybrid architecture)

双电机前后轴分布
Dual motor (front and rear axes) power distribution

Hi4

两挡机电耦合单元

Two-speed electro-mechanical coupling unit

发动机
Engine

1.5L/1.5T



前电机
Front motor

70kW



后电机
Rear motor

150kW



性能、效能平衡

Performance and efficiency balance

多场景安全出行

Safe travel in different driving scenarios

紧凑型车

Compact car



哈弗枭龙MAX

Haval Xiaolong Max



哈弗猛龙

Haval Fierce Dragon

Hi4性能版

Hi4 Performance Edition

四挡机电耦合单元

Four-speed electro-mechanical coupling unit

发动机
Engine

1.5T



前电机
Front motor

80kW



后电机
Rear motor

135/150/220kW



极致性能

Exceptional performance

极致动力、极致节能、极致NVH、极致安全

Exceptional power, exceptional energy-saving, exceptional NVH, exceptional safety

中大型车

Medium to large-sized car



魏牌高山行政加长版

WEY High Mountain Extended Edition

Hi4-T序列 (越野超级混动架构)
Hi4-T Series (Off-road super hybrid architecture)

Hi4-T

纵置9HAT+机械四驱

Vertical 9HAT+mechanical 4WD

发动机
Engine

2.0T/3.0T



前电机
Front motor

120kW



极致越野性能

Ultimate Off-road Performance

专注极致越野体验

Focus on ultimate off-road experience

越野车型

Off-road models



坦克500 Hi4-T

TANK 500 Hi4-T



坦克400 Hi4-T

TANK 400 Hi4-T



坦克700 Hi4-T

TANK 700 Hi4-T



长城氢能技术体系
Great Wall Motor Hydrogen Technology System

氢电平台 (HE) : 商用车、乘用车燃料电池系统
Hydrogen energy platform (HE): fuel cell system for commercial and passenger vehicles



255kW商用车氢燃料电池发动机

255 kW commercial vehicle hydrogen fuel cell engine



110kW商用车氢燃料电池发动机

110 kW commercial vehicle hydrogen fuel cell engine



80kW商用车氢燃料电池发动机

80 kW commercial vehicle hydrogen fuel cell engine



100kW乘用车氢燃料电池发动机

100kW passenger vehicle hydrogen fuel cell engine

电堆平台 (HS) : 膜电极、电堆
Stack platform (HS): membrane electrode assembly and fuel cell stack



M07A膜电极

M07A membrane electrode assembly



G14燃料电池堆

G14 fuel cell stack



G16燃料电池堆

G16 fuel cell stack



G22燃料电池堆

G22 fuel cell stack



G30燃料电池堆

G30 fuel cell stack

储氢平台 (HP) : 储氢系统、部件
Hydrogen Storage Platform (HP): Hydrogen storage system, components



大容量车载液氢系统

Large-capacity onboard liquid hydrogen storage system



商用车平台车载储氢系统

Onboard hydrogen system for commercial vehicle platform



乘用车平台车载储氢系统

Onboard hydrogen system for passenger vehicle platform



70MPa IV型储氢气瓶

70MPa Type IV hydrogen storage tanks



70Mpa氢气减压阀

70MPa hydrogen pressure relief valve



70Mpa氢气瓶阀

70MPa hydrogen cylinder valve



如果科技全面开启商用车业务，推进商用车行业清洁智慧化发展，打造世界级重卡

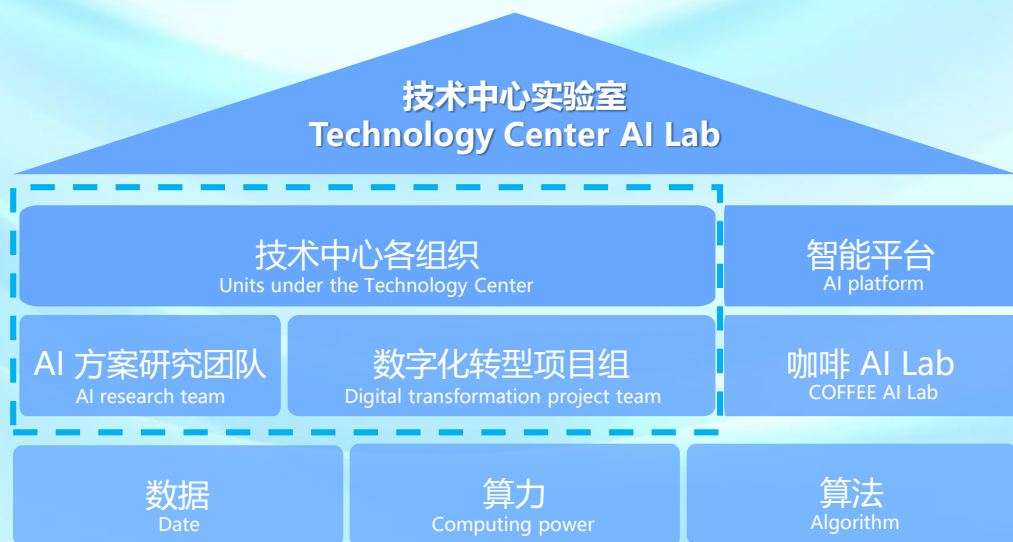
IF YOU Technology Co.,Ltd launched its commercial vehicle business, promoting clean and smart development in the commercial vehicle industry and creating world-class heavy-duty trucks

2023年，长城汽车成立智能化前沿组织——T.C.A.L (Technology Center AI Lab)

In 2023, Great Wall Motor established an advanced intelligent institution -- T.C.A.L. (Technology Center AI Lab)

首个汽车产业知识大模型“长城汽车知识大脑”，首个以AI大模型数据驱动的底层能力建设

The automotive industry's first knowledge-based large model, "GWM Knowledge Brain", being the first large model in the industry that utilizes AI and data-driven technology for fundamental capacity building



2023年，长城汽车成立智能化前沿组织—AI Lab，搭建首个汽车产业知识大模型“长城汽车知识大脑”，形成面向整车领域与研发领域的技术中台，完成行业首个以AI大模型数据驱动的底层能力建设，全面提升产品体验

In 2023, GWM established an advanced intelligent institution – AI Lab, which will build the automotive industry's first knowledge-based large model, "GWM Knowledge Brain", creating a technical middle platform that connects the entire vehicle domain with the research and development field. This middle platform will complete the fundamental capacity building driven by AI large model data, being the first in the industry, with the aim to enhance product experience in every aspect

咖啡智能，作为长城汽车整车智能化技术品牌，秉持“用户主义”理念

Coffee Intelligence, being GWM's automobile intelligent technology brand, adheres to the user-centric principle

着力为用户打造更安全、更实用、更具性价比的智能化出行体验，为整车提供全域智能化解决方案

Committed to creating a smarter travel experience that is safer, more practical, and offers better value for users, and providing comprehensive intelligent solutions for vehicles

Coffee Pilot 智慧行驶

Intelligent driving system

用户辅助驾驶
行驶里程突破

1 亿公里

User's assisted driving distance
exceeded 100 million km

整体搭载车型已超过

20 款

No. of car models equipped with this system
exceeded 20

数据智能学习时长超过

100 万小时

Duration of data-driven intelligent learning
exceeded 1 million hours

相当于绕地球2500圈

Equivalent to 2,500 times round the Earth



Coffee OS 智慧空间

Intelligent cockpit system



共进行OTA升级

26 次

26 OTA updates

涉及车型

18 款

18 car models involved



累计完成大版本OTA

3 次

A total of 3 major OTA updates delivered

新增优化功能

50 余项

Over 50 new enhanced features

语音唤醒速度提升

55.2%

Speed of activating voice command increased
by 55.2%

语音唤醒率提升

28.3%

Success rate of activating voice command
increased by 28.3%

系统流畅度提升

11%

System performance and responsiveness improved by 11%

“重感知，轻地图”，专注“数据、算力、算法”

Rely more on sensor-based information, and less on map data; focus on data collection and processing capabilities and algorithms

全场景NOA将于2024年正式量产上车，并逐步实现全国覆盖

All-scenario NOA will be officially mass-produced and installed in vehicles in 2024, and gradually expand its coverage nationwide

中国首个数据智能体系

China's first data intelligence system



感知、认知、标注、仿真、计算

Covering perception, cognition, annotation, simulation, and computation

国内行业领先的超算中心

China's industry-leading supercomputing center



浮点运算67亿亿次/秒
存储带宽2T/秒 通信带宽800G/秒

Achieving 670 PFLOPS of computing power, 2T/second storage, and 800G/second networking bandwidth

中国首个智能驾驶生成式大模型

China's first intelligent Drive GPT



1200亿预训练模型参数
亿级公里量产车驾驶数据训练

120 Billion pre-trained model parameters, training with data from billions of kilometers of manufactured vehicle driving

下一代智能座舱系统Coffee OS 3：打造“人-车-家”无缝衔接的智慧生活

The next-generation intelligent cockpit system, Coffee OS 3, aims to create a seamless integration of “people, vehicles and home” for a smart lifestyle

专属空间交互

Exclusive Spatial Interaction



语音 | 手势 | 视觉 | 头姿

Voice | Gesture | Vision | Head Pose

海量软件生态

Massive Software Resources



应用商城 | 小程序 | 手车互联

App Store | Applets | Phone-to-Car Connectivity

无界硬件连接

Connectivity of Things



消费电子 | 智能家居 | AIoT硬件

Consumer Electronics | Smart Home | AIoT Hardware

第五部分

Section 5

公司ESG概况

The Company' s ESG Overview



公司ESG概况——环境责任

The Company's ESG Overview – Environmental Responsibility

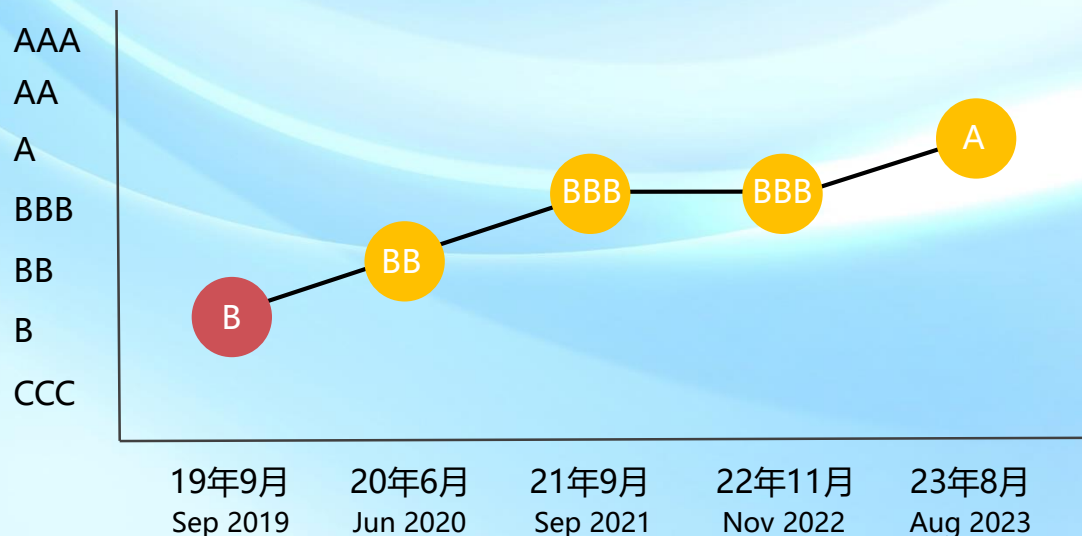
根据MSCI最新评级结果显示

长城汽车ESG评级自2019年以来呈现**逐年提升**趋势

2023年，公司评级由 **“BBB”** 提升为 **“A”**

According to MSCI's latest rating results, Great Wall Motor's ESG rating has been improving since 2019

In 2023, the Company's rating was upgraded from “BBB” to “A”



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

2023年公司取得如下成果：

GWM attached great importance to the state's 3060 carbon peak and carbon neutrality long-term strategic goals and actively responded to them. In 2023, the Company achieved the following results:

节能降碳

Energy saving, carbon reduction

整车基地温室气体排放强度较22年**降低2.2%**

Automobile production base greenhouse gas emission intensity reduced by 2.2% compared to 2022

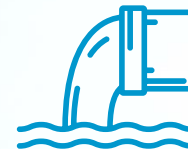


排放物治理

Emissions management

无害无价废弃较22年**减少960吨**

Harmless and worthless waste reduced by 960 tons compared to 2022



水资源

Water resources

整车基地一二级水表计量率达到**100%**

年节约用水**2,680吨**

The water metering rate of automobile production base reached 100% for primary and secondary water meters
Annual water saving 2,680 tons



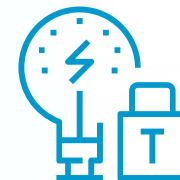
能源管理

Energy management

累计分布式光伏装机容量较22年**提升25.8%**

整车基地绿电较22年**提升4.5%**

The cumulative installed capacity of distributed photovoltaic systems increased by 25.8% compared to 2022
The proportion of green electricity in automobile production base increased by 4.5% compared to 2022



公司ESG概况——社会责任

The Company's ESG Overview – Social Responsibility



社会公益

Social charity

长城汽车以使命愿景“绿智潮玩嗨世界”为引领，投身慈善公益活动，用实际行动回馈社会。公司充分利用企业资源与平台优势，积极倡导员工广泛参与社会公益活动，带动用户共同承担社会责任，共建美好和谐社会

Guided by its vision “Enjoy Life Ecologically and Smartly”, GWM participated in charitable and public welfare activities and gave back to society through tangible actions. The Company fully utilised its corporate resources and platform advantages to actively promote employees’ participation in public welfare activities, and encouraged users to jointly undertake social responsibilities and build a better and harmonious 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，公司近五年平均分红率为（含回购）49.19%，公司于今年3月28日召开董事会，董事会提议每股分红0.30元，2023年合计分红25.63亿元人民币

GWM adheres to dividend distribution, rewarding investors with “cash” to enhance their sense of satisfaction through tangible financial benefits. The Company’s average dividend payout ratio over the past five years is 49.19% (including repurchases). At the board meeting held on 28 March 2024, the board proposed a dividend of RMB0.30 per share, with total dividends of RMB2,563 million for 2023



经销商管理

Dealer's management

长城汽车始终坚持绿色能源、创新发展，积极推进经销商培训赋能变革，以用户为中心，培养真正懂用户的高质量经销商人才。通过体系化的新人、产品、技术培训，帮助经销商树立用户思维，专业服务用户，构建用户信任，积极践行对社会、对用户的责任担当

Great Wall Motor insisted on adhering to green energy and innovative development, actively promoting the training of dealers to empower them to transform. With a customer-centric approach, the Group trained quality dealers to truly understand users. Through new hires onboarding and systematic training in products and skills, the Group helped dealers in developing a user-oriented mindset, providing professional services to users, thereby building trust with them, and actively fulfil responsibilities to society and customers



供应商管理

Supplier's management

供应链管理是本集团可持续发展的重要组成部分。我们持续健全供应商全生命周期管理，并将ESG纳入供应链风险识别及日常管理。以用户为中心，构建“全球化、敏捷稳健、高质价比”的供应链体系

Supply chain management is an integral part of the Group's sustainable development. We continue to optimise the full lifecycle management of our suppliers and incorporate ESG factors into supply chain risk identification and daily management. Adhering to customer orientation, we have established a “globalised, agile, robust and cost-effective” supply chain system



客户权益保护

Consumer data rights protection

长城汽车严格遵守国家法规要求，在客户投诉管理、应急服务保障、消费者信息保护等方面充分保证用户合法权益，想用户之所想，急用户之所急，回馈用户的支持和信赖

GWM strictly adheres to national regulatory requirements, fully ensuring the legitimate rights and interests of users in areas such as customer complaint management, emergency service guarantee, and consumer information protection. The Group strives to proactively anticipate and address customers’ needs and concerns, putting their interests at the forefront. The Group appreciates and reciprocate the support and trust of customers

公司ESG概况——公司治理

The Company's ESG Overview – Corporate Governance

合规风控 Compliance risk control

2023年公司组织开展全面合规风险识别
充分暴露风险项，并积极整改
有效防止了集团风险的发生

实现合规事件 “0” 发生

In 2023, the Company conducted a comprehensive compliance risk assessment to identify areas fully exposed to risks, and actively implemented corrective measures. All this effectively prevented the occurrence of risks within the Group, achieving zero incidents of non-compliance.

廉洁建设 Building an integrity culture

2023年公司重点识别腐败风险的领域和岗位
不断完善制度流程
通过教育、预防、打击

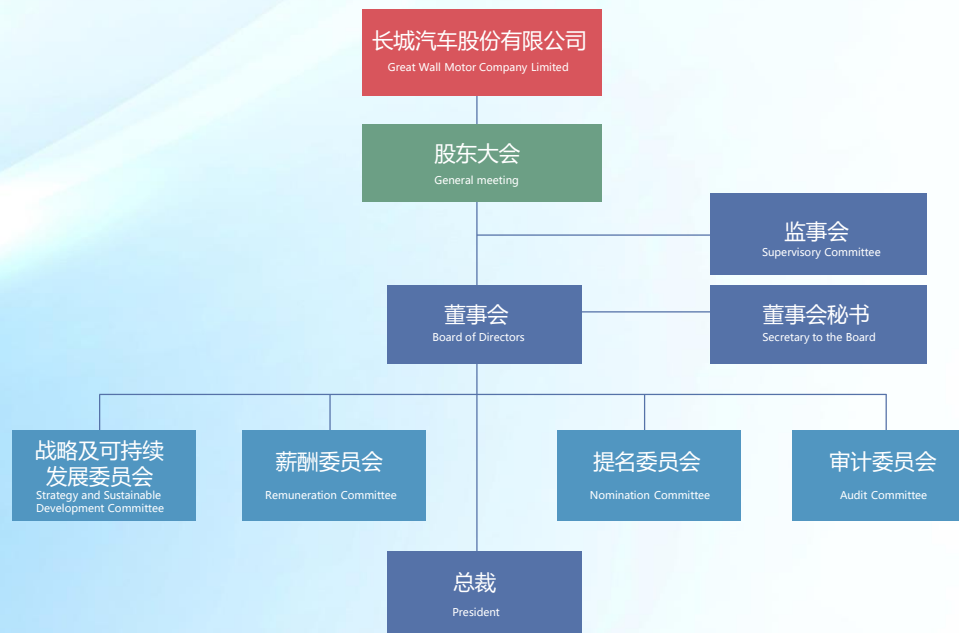
全面提升组织廉洁认知和腐败预防能力
促进战略目标实现

In 2023, the Company focused on identifying areas and positions with a high risk of corruption, and constantly improved the system and process. Through education, prevention and enforcement, the Company comprehensively enhanced its awareness of integrity and corruption prevention capabilities, which helped facilitate achieving of strategic goals.

公司治理架构 Corporate governance structure

目前，公司董事会下设战略及可持续发展委员会、审计委员会、提名委员会以及薪酬委员会四个专门委员会，助力提高公司董事会工作的效率和质量。

The Company now has four specialised committees under the Board: the Strategy and Sustainable Development Committee, the Audit Committee, the Nomination Committee and the Remuneration Committee. These committees contribute to enhancing the efficiency and quality of the Board's work.



The background is a futuristic, blue-toned digital environment. It features a grid floor that recedes into the distance, creating a sense of depth. Above the floor, there are glowing, curved architectural elements that resemble a stylized, futuristic ceiling or a series of floating platforms. The overall atmosphere is high-tech and digital.

问答环节

Q&A Session