



长城汽车

# 2024 中期业绩

## 2024 Interim Results



2024年8月  
Aug. 2024

# 声明Disclaimer

本介绍片由长城汽车股份有限公司（「公司」）编制，只作企业通讯和一般参考之用。公司无意在任何司法管辖区使用本介绍片作为出售和招揽他人购买公司任何证券的要约，或用作投资公司证券的决定基础。未经咨询专业意见的情况下，不得使用或依赖此等全部资料。本介绍纯属简报性质，并非完整地描述公司、公司业务、目前或过去的经营业绩或业务未来前景。公司不会为本介绍片发出任何明文或隐含的保证或声明。公司特此强调，不会对任何人使用或依赖本介绍片的任何资料（财务或其它资料）承担任何责任。

This presentation is prepared by Great Wall Motor Company Limited (the “Company” ) and is solely for the purpose of corporate communication and general reference only. The presentation is not intended as an offer to sell, or to solicit an offer to buy or form any basis of investment decision for any class of securities of the Company in any jurisdiction. All such information should not be used or relied on without professional advice. The presentation is a brief summary in nature and do not purport to be a complete description of the Company, its business, its current or historical operating results or its future prospects.

This presentation is provided without any warranty or representation of any kind, either expressed or implied. The Company specifically disclaims all responsibilities in respect of any use or reliance of any information, whether financial or otherwise, contained in this presentation.

# 目录

## CONTENTS

01 行业概况  
Industry Overview

02 公司经营概况  
Operations Review

03 新车型  
New Car Models

04 科技长城  
Great Wall Technology



# 第一部分

Section 1

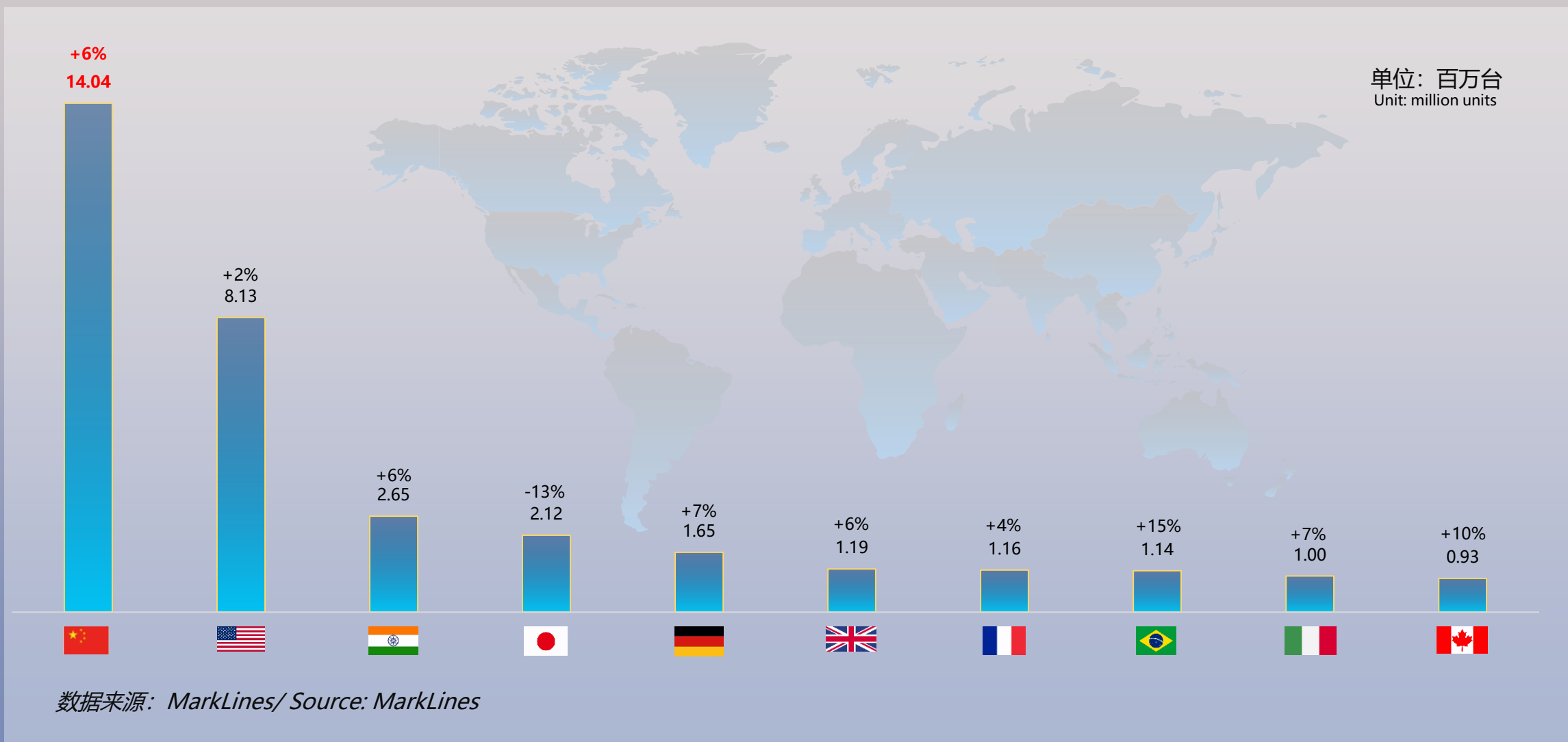
## 行业概况

Industry Overview



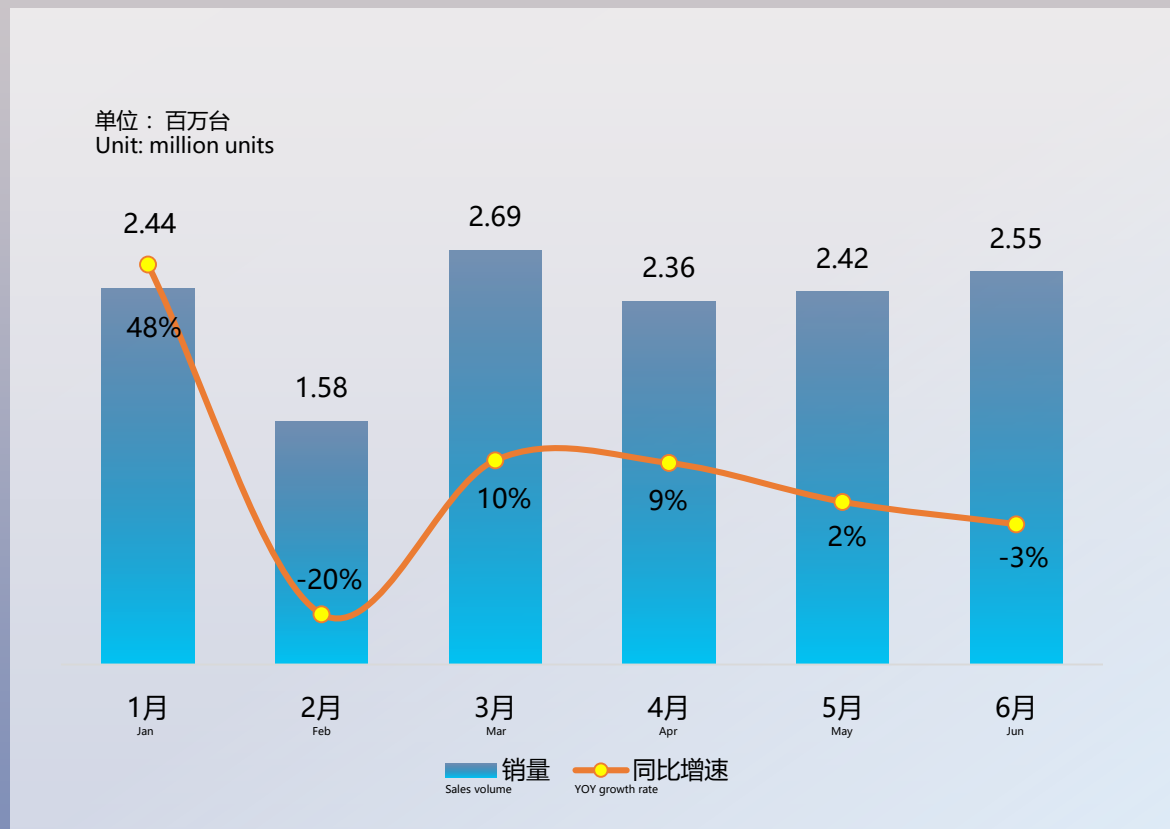
# 行业概况——2024年上半年全球销量前十国家

Industry Overview – 2024 H1 Top 10 Countries in Global Car Sales Volume



# 行业概况——2024年上半年中国市场月度销量及增速

## Industry Overview – 2024 H1 China Automobile Market Monthly Sales Volume and Growth Rate



### 年初高增长主要来自春节前的 车企冲量

The high growth at the beginning of the year was mainly due to car companies' push for high sales prior to the Chinese New Year

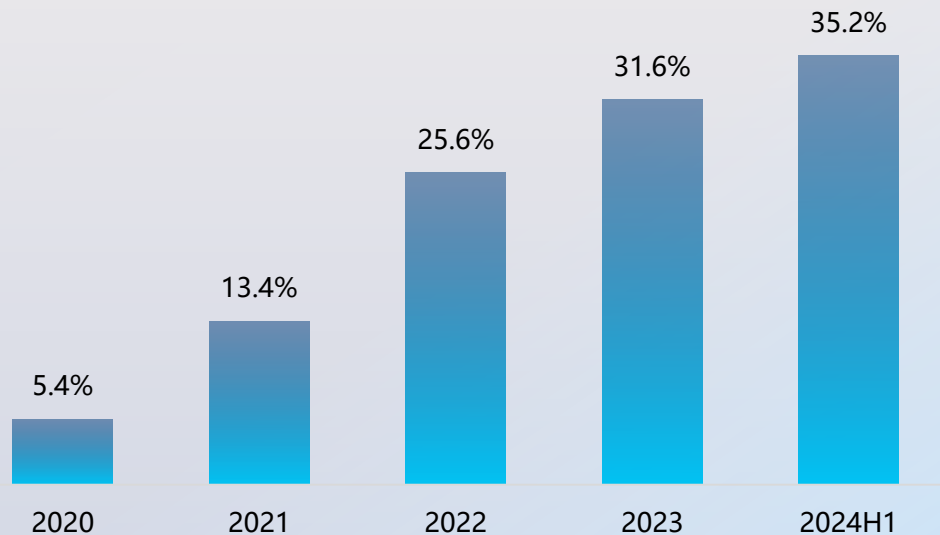
### 春节后价格战对需求端的刺激 效果在二季度逐渐减弱

The stimulating effect of the price war that occurred after the Chinese New Year on the demand side gradually weakened in the second quarter

数据来源：中国汽车工业协会/ Source: CAAM

## 行业概况——中国新能源汽车渗透率情况

### Industry Overview – Penetration Rate of New Energy Vehicles in China



新能源渗透率逐年递增

Penetration rate of NEVs increased year by year

近几年，新能源渗透率逐渐增高  
行业增速较快，未来前景广阔

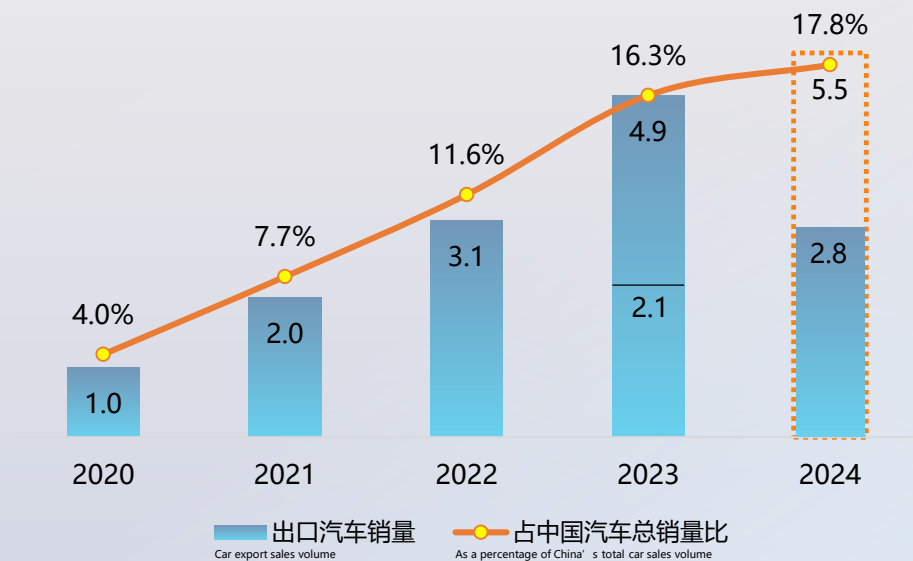
Penetration rate of NEVs has been gradually increasing in recent years. The industry has a relatively fast growth rate, with enormous future prospects

数据来源：中国汽车工业协会/ Source: CAAM

# 行业概况——中国汽车出口量情况

## Industry Overview – China Automobile Exports

单位：百万台  
Unit: million units



### 出口汽车销量持续攀升

Penetration rate of NEVs increased year by year

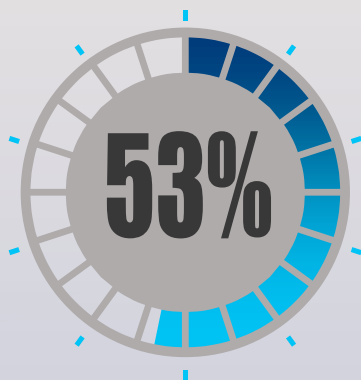
预计2024年全年出口销量将继续增长  
未来出口市场有风景亦有风浪

Export sales volume for the year 2024 is expected to continue to grow  
There will be both prospects and challenges for the export market in the future

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 – Passenger Vehicle Sales Composition



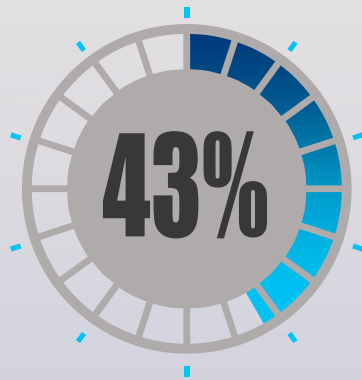
运动型多用途汽车

SUV

630.6 万辆

6,306,000 units

↑ 2.5%



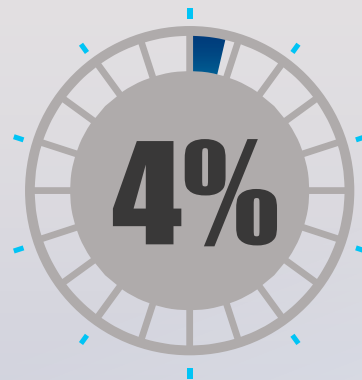
轿车

Sedan

509.6 万辆

5,096,000 units

↓ 1.9%



多用途汽车

MPV

45.6 万辆

456,000 units

↓ 0.5%



交叉型乘用车

Crossover

12.1 万辆

121,000 units

↓ 0.1%

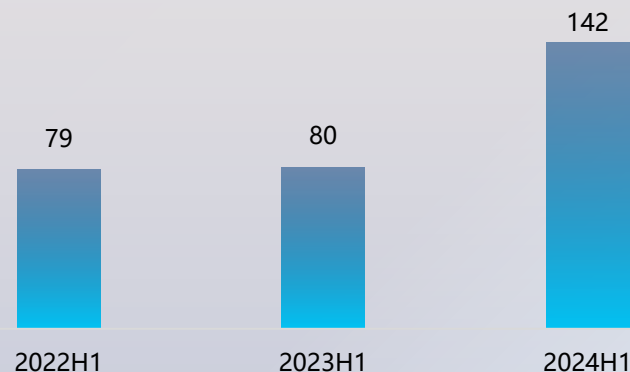
数据来源：中国汽车工业协会/ Source: CAAM

# 行业概况——越野SUV市场

## Industry Overview – Off-road SUV market

越野SUV近三年上半年销量  
Off-road SUV sales volume in the first half of the past 3 years

单位：千台  
'000 units



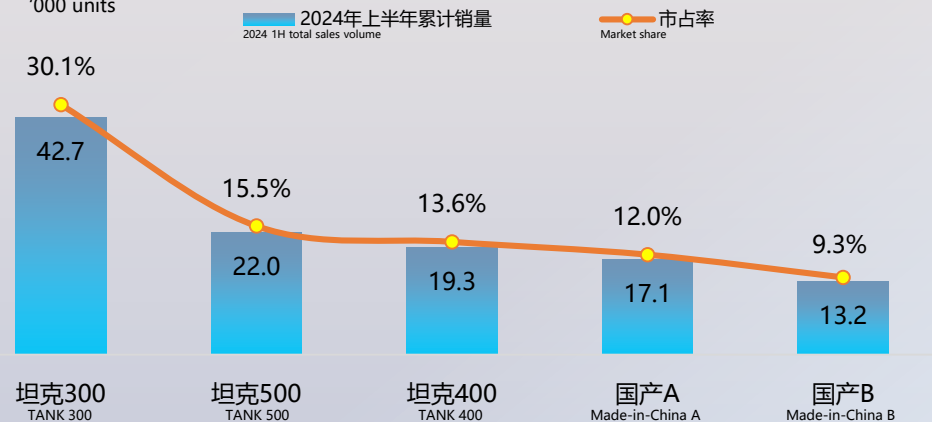
市场规模持续攀升  
越野SUV路况适应能力强  
未来前景广阔

Market size continued to increase  
Off-road SUVs are highly adaptable to road conditions  
Enormous future prospects

数据来源：零售数/Source: Retail statistics

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

单位：千台  
'000 units



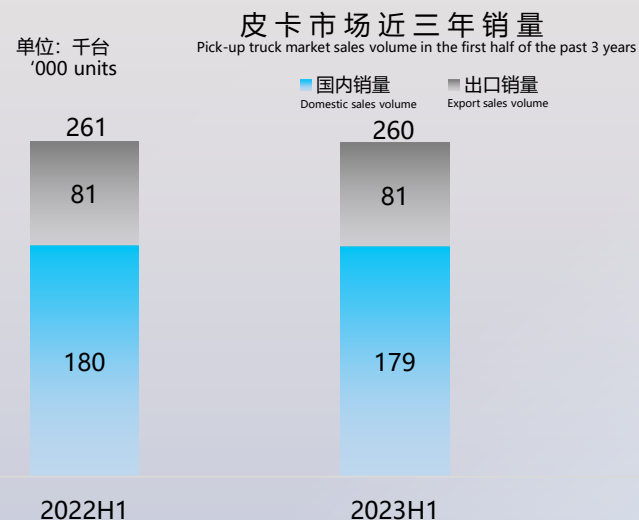
坦克品牌新能源车型市占率达67%  
坦克品牌国内累计销量已突破42万辆  
连续42个月蝉联中国越野SUV销量第一

The TANK brand accounted for 67% of the domestic off-road NEV market  
TANK's total sales volume has exceeded 420,000 units  
Continuing to rank first in sales volume in China's off-road SUV market for 42 consecutive months

注：数据截至2024年6月底且不包含进口越野车  
Note: Data up to the end of June 2024 and does not include imported off-road vehicles

# 行业概况——皮卡市场

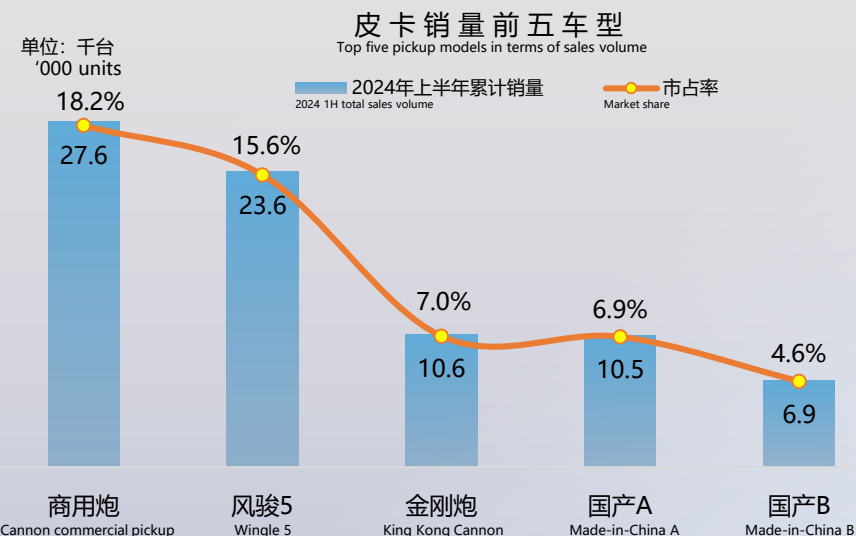
## Industry Overview – Pick-up truck market



皮卡市场格局稳定  
随着出口销量攀升  
皮卡市场规模有望增长

Pick-up truck market structure remained stable  
With rising export sales volume,  
Pick-up truck market size is expected to grow

数据来源: 中国汽车工业协会/ Source: CAAM



长城皮卡占主导地位  
蝉联单车型销量前三  
中国每卖出2台皮卡就有1台是长城

Great Wall Pickup has a leading market position  
Continued to rank among first three in individual sales volume  
One out of two pick-up trucks sold in China was Great Wall Motor's

数据来源: 零售数/Source: Retail statistics

## 第二部分

Section 2

# 公司经营概况

Operations Review



# 公司经营概况——坚定“长期主义”战略

Operations Review – Adhered to a Long-term Strategic Approach

构建具有长期价值的**体系力**

Build a systemic strength with long-term value

保持可穿越大周期的**洞察力**

Remain perceptive to navigate through the big cycles

拓展以技术为核心的**创新力**

Expand innovation capabilities with a technology-centred approach

智能新能源的长期主义

Long-term perspective in intelligent new energy

坚持智能新能源  
坚持科技向善

Committed to intelligent new energy development  
Committed to technology for good

经营理念的长期主义

Long-term perspective in business philosophy

坚持品类创新  
坚持品质造车  
坚持自我革新

Committed to product category innovation  
Committed to quality car production  
Committed to constant self-improvement and adaptation

全球化发展的长期主义

Long-term perspective in globalization development

坚持全球化  
坚持生态出海

Committed to globalization  
Committed to expanding ecosystems overseas

# 公司经营概况——大事记

## Operations Review – Significant Events



### 斩获第二届世界十佳混合动力系统殊荣

Received the Second World Top 10 Hybrid Power Systems Award

2024年1月，长城汽车Hi4-T斩获第二届世界十佳混合动力系统殊荣，以技术创新突破自主混动技术天花板，助推长城汽车新能源再创辉煌

In January 2024, GWM Hi4-T received the Second World Top 10 Hybrid Power Systems award, it breaks through the ceiling of self-owned hybrid technology with technological innovation, driving GWM's new energy to achieve new heights of success



### 全场景NOA：安全好用媲美“老司机”

All-scenario NOA: safe and easy to use, comparable to experienced driver

2024年4月，长城汽车首次通过直播方式，全面展示长城汽车无高精地图全场景NOA，完美通过保定超高难度复杂路况

In April 2024, GWM showed perfect navigation through highly challenging and complex road conditions in Baoding using its all-scenario NOA without high-precision maps via live streaming for the first time



### 长城灵魂摩托以缔造者之姿全球首秀

Great Wall Souo motorbike makes its global debut as a pioneer

2024年5月，在北京国际摩托车展览会上，长城灵魂品牌首款豪华旗舰旅行车搭载自主研发的全球唯一水平对置八缸发动机完成了全球首秀

In May 2024, at the Beijing International Motorcycle Exhibition, Great Wall SOUO brand's first luxury flagship tourer made its world debut, featuring the world's only flat-eight engine developed by the Company



### 专利公开量、授权量“三连冠”

Rank no. 1 in terms of patent disclosure and authorization for three consecutive years

2024年1月，在2023年全球汽车专利大数据平台榜单上，长城控股（包括长城汽车、长城控股旗下零部件等子公司）四项数据连续3年保持第一

In January 2024, on the 2023 Global Automotive Patent Big Data Platform Ranking, Great Wall Holdings (including GWM and subsidiaries under Great Wall Holdings responsible for components) maintained the top position for four data points for three consecutive years



### GWM国际经销商大会在北京举行

GWM Worldwide Distributors Conference held in Beijing

2024年4月，海外千名外商参加经销商大会，全方位感知长城汽车智能化、新能源的发展实力

In April 2024, around 1,000 overseas distributors attended the conference, learning about GWM's intelligent and new energy development capability



### 与华为签署“《协议》”携手共创开发生态

Signed agreement with Huawei to jointly create development ecosystem

2024年6月，长城汽车与华为签署《HUAWEI HiCar 集成开发合作协议》，标志着双方相关团队在技术方面的深度合作

In June, GWM and Huawei entered into "Huawei HiCar Integration Development Cooperation Agreement", signifying close technical collaboration between the related teams of both parties

# 公司经营概况——全球化研产销体系

Operations Review – 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，建立了10大全工艺整车生产基地  
在海外，建立了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 key fully integrated automobile manufacturing bases in China

### ▶ 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

### ▶ 27

1997年，第一台长城皮卡--迪尔正式出口至中东，今年，是长城汽车出海的第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

### ▶ 1300+

海外销售渠道超1300家

Over 1,300 overseas distribution channels

# 公司经营概况——海外业绩

## Operations Review – Overseas performance

### 长城汽车2024年上半年 海外销量达到20万辆

Great Wall Motor's 2024 1H overseas sales reached 200,000 units

### 稳居中国出海车企第一梯队

Consolidated leading position in overseas expansion among Chinese car makers

- 上半年销量**20万**辆，同比增长**62%**，创**历史新高**  
2024 1H sales: 200,000 units, 62% YOY growth, hitting a record high

- 单月销量达到**3.8万**辆，创**历史新高**  
One month's sales reached 38,000 units, hitting a record high

- 海外累计销量突破**160万**辆  
Cumulative overseas sales surpassed 1.6 million units

- ▶ 聚焦产能在地化、经营本土化、品牌跨文化和供应链安全化的“国际新四化”

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"



2024年1月，魏牌高山以高价值产品开拓中东豪华商务出行新市场

In January 2024, WEY High Mountain tapped into the new luxury commercial vehicle market in the Middle East with high-value products



2024年1月，长城汽车与马来西亚EPMB公司正式完成CKD组装合作签约

In January 2024, GWM and EPMB, a conglomerate in Malaysia, officially signed a CKD assembly cooperation contract



2024年2月，长城汽车坦克300在南非正式上市

In February 2024, Great Wall Motor's TANK 300 was officially launched in South Africa



2024年3月，坦克500和哈弗H6在印度尼西亚正式上市-

In March 2024, TANK 500 and Haval H6 were officially launched in Indonesia



2024年5月，坦克500获澳洲ANCAP五星安全评级

In May 2024, TANK 500 received a 5-star safety ranking from ANCAP in Australia



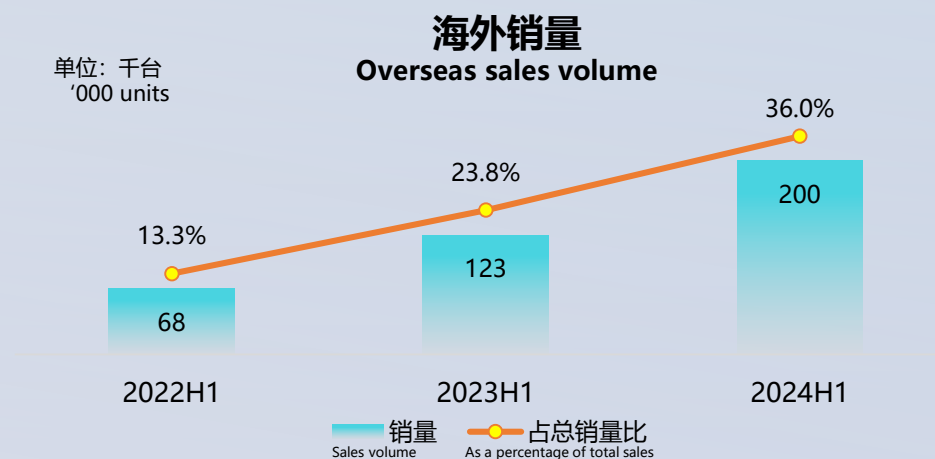
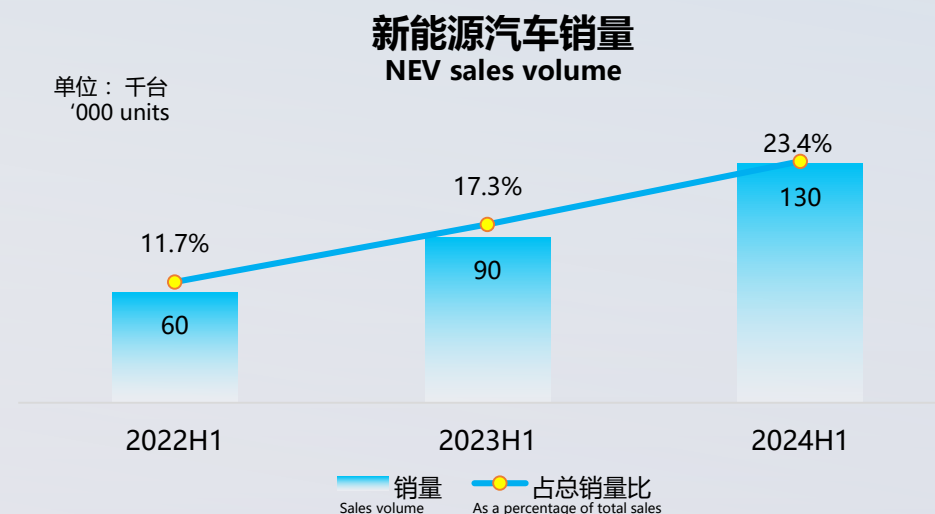
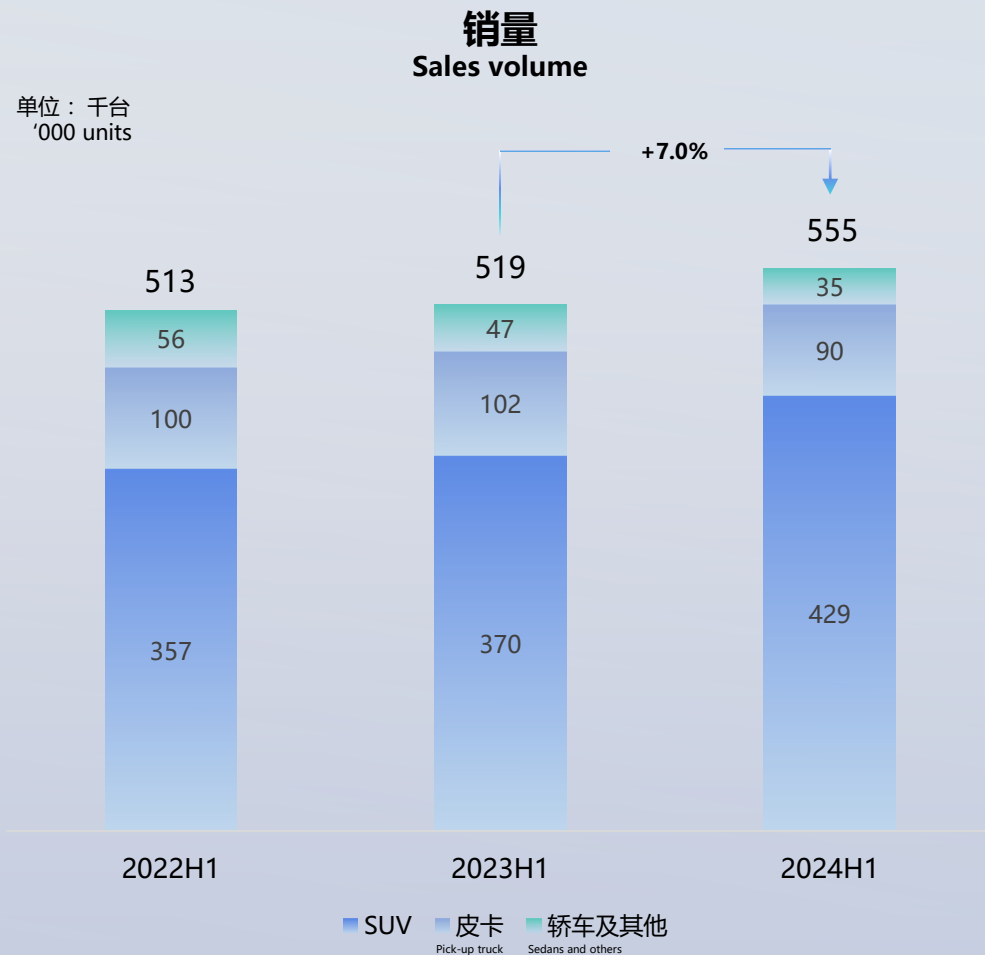
2024年6月，长城炮在墨西哥上市，持续拓展全球销售布局

The Company continued expanding its global sales presence by rolling out Great Wall Cannon in Mexico in June 2024

数据来源：公司半年报 / Source: Company's Interim Report

# 公司经营概况——销量情况

## Operations Review – Sales volume



数据来源：公司半年报 / Source: Company's Interim Report

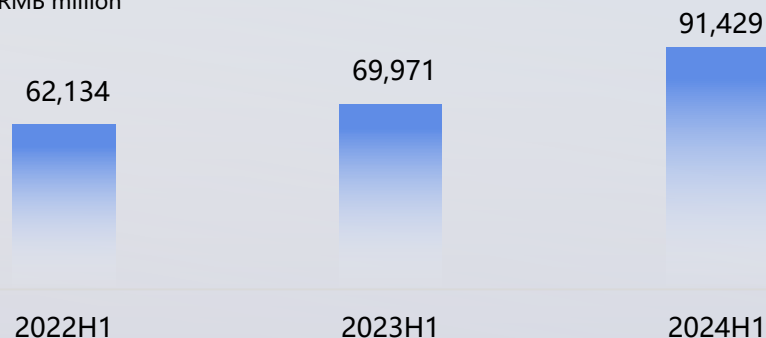
# 公司经营概况——业绩亮点

## Operations Review – Results highlights

### 长城汽车近三年上半年营业收入持续攀升

Continued increase in GWM's operating revenue in the first half of the past three years

单位：百万元  
Unit：RMB million



### 长城汽车近三年上半年单车售价持续提升

Continued increase in GWM's unit price per vehicle in the first half of the past three years

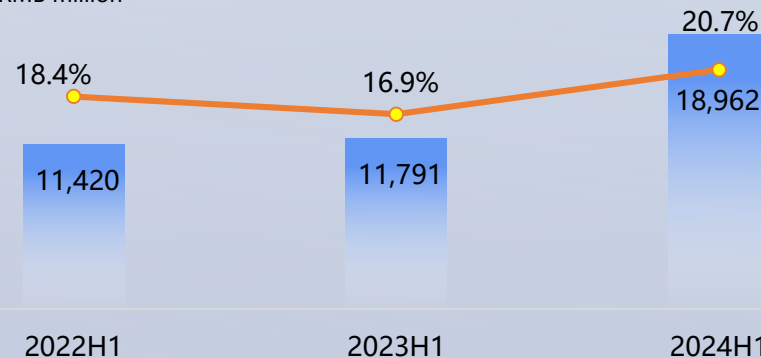
单位：人民币 千元  
Unit：RMB' 000



### 长城汽车近三年上半年毛利润持续走高

Continued increase in GWM's gross profit in the first half of the past three years

单位：百万元  
Unit：RMB million



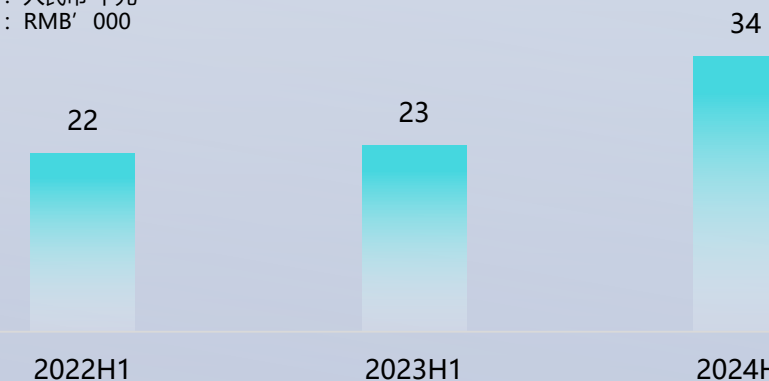
毛利  
gross profit

毛利率  
gross profit margin

### 长城汽车近三年上半年单车毛利润持续上涨

Continued increase in GWM's gross profit per vehicle in the first half of the past three years

单位：人民币 千元  
Unit：RMB' 000



资产负债表Balance Sheet

单位：人民币百万元 RMB Mn

|                                    | 截至2024.6.30止<br>As at<br>30 Jun 2024 | 截至2023.12.31止<br>As at<br>31 Dec 2023 | 截至2022.12.31止<br>As at<br>31 Dec 2022 | 变动<br>Change (%) |
|------------------------------------|--------------------------------------|---------------------------------------|---------------------------------------|------------------|
| 流动资产<br>Current assets             | 115,748                              | 118,584                               | 107,681                               | -2.4             |
| 其中：<br>Including:                  |                                      |                                       |                                       |                  |
| 货币资金<br>Cash and bank balances     | 39,537                               | 38,337                                | 35,773                                | 3.1              |
| 应收账款<br>Accounts receivable        | 6,789                                | 7,193                                 | 6,611                                 | -5.6             |
| 应收款项融资<br>Receivables financing    | 27,357                               | 28,924                                | 22,152                                | -5.4             |
| 非流动资产<br>Non-current assets        | 82,876                               | 82,686                                | 77,677                                | 0.2              |
| 负债合计<br>Total liabilities          | 124,689                              | 132,762                               | 120,141                               | -6.1             |
| 资产总值<br>Total assets               | 198,623                              | 201,270                               | 185,357                               | -1.3             |
| 股东权益<br>Total shareholders' equity | 73,935                               | 68,509                                | 65,216                                | 7.9              |

公司经营概况——财务信息

Industry Overview – Financial information

利润表Income Statement

单位：人民币百万元 RMB Mn

|                                                                        | 2024-H1 | 2023-H1 | 2023    | 变动<br>Change (%) |
|------------------------------------------------------------------------|---------|---------|---------|------------------|
| 营业总收入<br>Total operating revenue                                       | 91,429  | 69,971  | 173,212 | 30.7             |
| 毛利<br>Gross profit                                                     | 18,962  | 11,791  | 32,439  | 60.8             |
| 营业利润<br>Operating profit                                               | 8,134   | 1,225   | 7,201   | 563.8            |
| 归属于母公司股东的净利润<br>Net profit attributable to shareholders of the Company | 7,079   | 1,361   | 7,022   | 420.0            |
| 基本每股收益(元)<br>Basic earnings per share (RMB)                            | 0.83    | 0.16    | 0.82    | 418.8            |

公司经营概况——财务信息

Industry Overview – Financial information

现金流量表Cash Flow Statement

单位：人民币百万元 RMB Mn

|                                                                                          | 2024-H1 | 2023-H1 | 2023    |
|------------------------------------------------------------------------------------------|---------|---------|---------|
| 经营活动产生的现金流量净额<br>Net cash flow from operating activities                                 | 9,406   | -2,436  | 17,754  |
| 投资活动产生的现金流量净额<br>Net cash flow from investing activities                                 | -4,850  | -5,109  | -10,451 |
| 筹资活动产生的现金流量净额<br>Net cash flow from financing activities                                 | -4,398  | 6,380   | 1,052   |
| 汇率变动对现金及现金等价物的影响<br>Effect of foreign exchange rate changes on cash and cash equivalents | -122    | -19     | 18      |
| 现金及现金等价物净增加额<br>Net increase in cash and cash equivalents                                | 37      | -1,185  | 8,374   |
| 期末现金及现金等价物余额<br>Cash and cash equivalents at the end of the period                       | 35,309  | 25,713  | 35,272  |

## 第三部分

Section 3

## 新车型

New Car Models



# 新车型——魏牌——全新蓝山

New Car Models – WEY – New Blue Mountain



不依赖高精地图全场景NOA

做全家出行的“老司机”

Without high-precision maps, the all-scenario NOA



Coffee OS 3

好看、好用、好听、好玩、好聪明

visually appealing, user-friendly, excellent  
auditory experience, funny, intelligent



智能电混四驱Hi4+旗舰级动力底盘架构

Intelligent hybrid 4WD Hi4+ flagship-level  
powertrain chassis architecture



5156mm超大车身，3050mm超长轴距

满足全家多场景出行需求

5156mm super-large body, 3050mm super-long  
wheelbase

# 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

Unparalleled power performance, 3.0T Hi4-T



极致豪华舒适

Ultimate safety through  
advanced structural design



多模式全地形系统，适应全场景出行

Multi-mode all-terrain system, adapting  
to all travel scenarios



高标准架构设计 安心守护，安享无忧

High-standard architectural design: provides a sense of  
security so that you can relax and enjoy without worries

# 新车型——哈弗——新H6

## New Car Models – HAVAL – New H6



**国民神车**

Iconic people's car

**冠军基因**

DNA of a winner

**全球品质**

World-class quality



**1.5T+7DCT高效节能代步首选**

**2.0T+9DCT极致驾感澎湃出行**

1.5T+7DCT: the premier choice for highly efficient and energy-saving transportation

2.0T+9DCT: imbue every drive with a sense of unbridled power and control



**云感飞翼怀挡设计、云感舒适座椅**

Steering column-mounted shift stalk, spacious, cloud-like seats



**14.6英寸中控液晶屏**

14.6-inch central control LCD screen

**L2级驾驶辅助系统**

Level 2 driving assistance system

**9英寸W-HUD抬头显示**

9-inch wide head-up display

# 新车型——哈弗——新H9

## New Car Models – HAVAL – New H9



### 二排可纯平放倒，秒变大床房

Second-row seats fold flat in seconds for large bed configuration



### 超级静谧体验

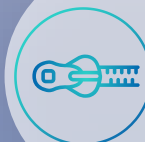
#### 前风挡+前面使用双层夹胶隔音玻璃

Super quiet in-cabin experience  
Windshield + front side windows with dual-laminated acoustic glass



### TOD智能四驱+Mlock机械锁止

TOD intelligent 4WD + Mlock mechanical locking



### 2.5吨牵引资质

#### 可选装拖车装置和拖车取电口

2.5-ton traction and towing rating  
Available tow hitch and trailer power outlet

# 新车型——灵魂摩托

New Car Models – SOUO Motorcycle



**8缸水平对置发动机，全球唯一的动力**  
The world's only flat-eight engine



**8档DCT自动变速器，史无前例的易驾体验**  
Eight-speed DCT automatic transmission, unprecedented easy driving experience



**8155智能车机系统，汽车规格的技术应用**  
8155 intelligent vehicle system, automotive-grade



**中国醒狮的设计语言，传统与科技的融合**  
Incorporating the design of the Chinese Awakening Lion, a fusion of tradition and technology

## 第四部分

Section 4

## 科技长城

Great Wall Technology



# 科技长城——新能源——混动

Great Wall Technology – New Energy – Hybrid

## 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



##### 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



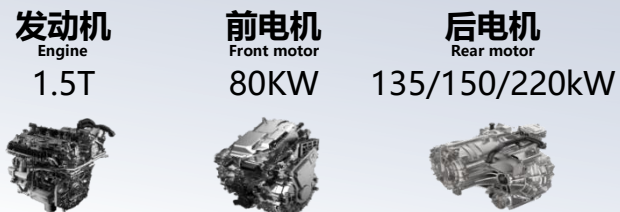
哈弗枭龙MAX  
Haval Xiaolong Max

哈弗猛龙  
Haval Fierce Dragon

哈弗二代大狗  
HAVAL second generation DARGO

#### Hi4性能版 Hi4 Performance Edition

##### 四挡机电耦合单元 Four-speed electro-mechanical coupling unit



##### 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



蓝山智驾版  
The WEY Blue Mountain Intelligent Driving Edition

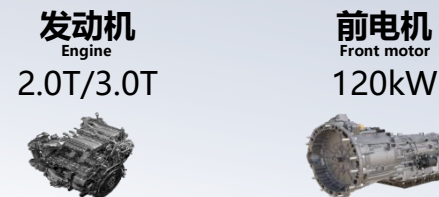
新摩卡  
New Mocha

魏牌高山行政加长版  
WEY High Mountain Executive 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



##### 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

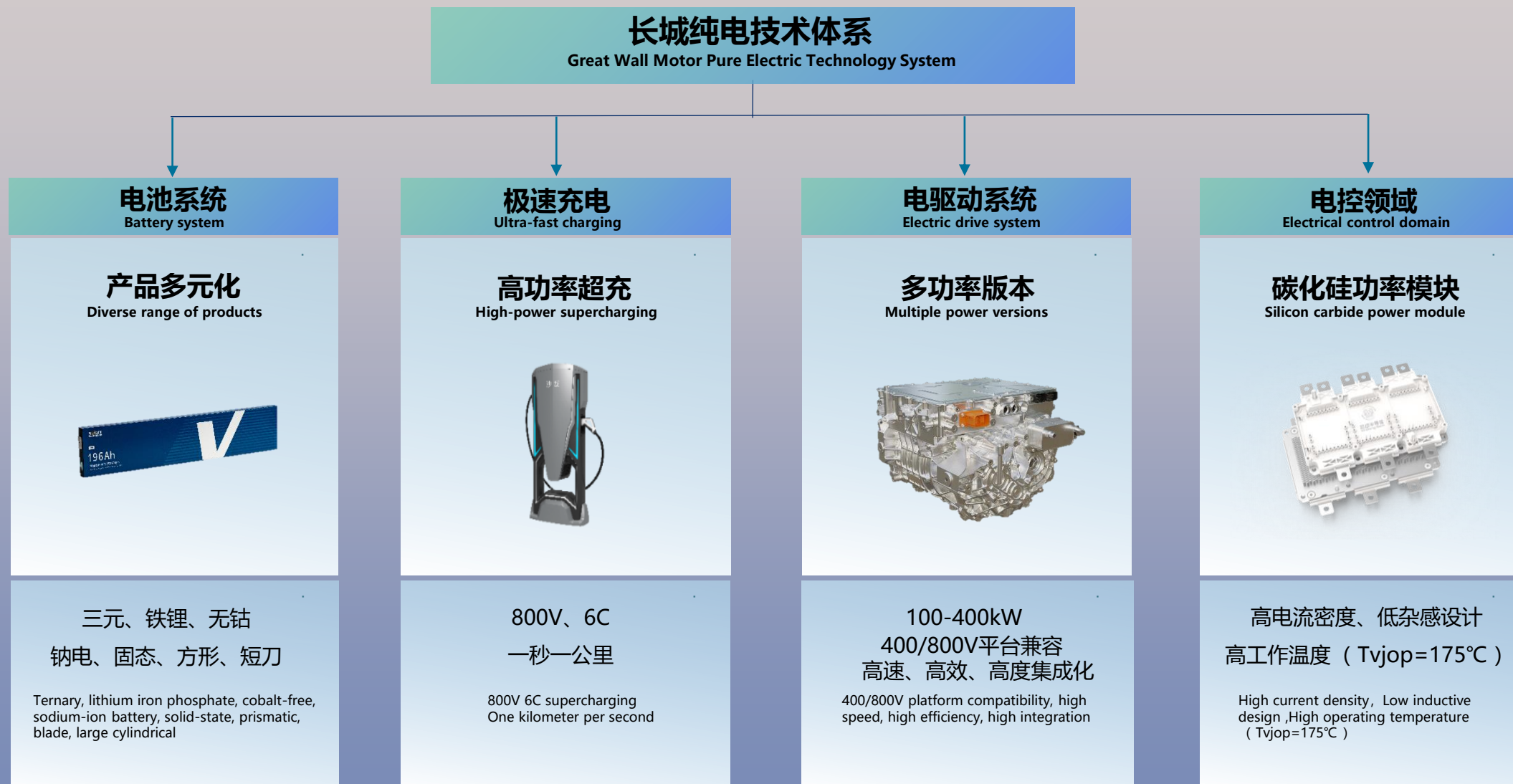


坦克300 Hi4-T  
TANK 300 Hi4-T

坦克400 Hi4-T  
TANK 400 Hi4-T

坦克500 Hi4-T  
TANK 500 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



170kW商用车氢燃料电池发动机  
170 kW commercial vehicle hydrogen fuel cell engine



120kW商用车氢燃料电池发动机  
120 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



100kW乘用车氢燃料电池发动机  
100 kW 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



第一代高性能膜电极  
First generation high-performance MEA



第二代高性能膜电极(在研)  
Second generation high-performance MEA(in the research phase)



G14燃料电池堆  
G14 fuel cell stack



G16燃料电池堆  
G16 fuel cell stack



G17燃料电池堆  
G17 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 liquid hydrogen storage system for vehicles



商用车平台车载储氢系统  
Hydrogen storage system for commercial vehicle platform



乘用车平台车载储氢系统  
Hydrogen storage system for passenger vehicle platform



液氢侧挂 (研发中)  
Side-mounted liquid hydrogen storage configurations (in the research phase)



70MPa IV型储氢气瓶  
70MPa IV-type hydrogen storage tank



70MPa氢气减压阀  
70MPa Hydrogen PRV



70MPa氢气瓶阀  
70MPa Hydrogen OTV



液氢电磁阀  
Liquid hydrogen solenoid valve



DRIVING&LINK

如果 驱动现在 链接未来

长城商用车重新定义高效运力标杆，全新一代正向研发的世界级重卡产品即将上市

GWM redefined the benchmark for efficient payload capacity of commercial vehicles; the all-new, next-generation world-class heavy-duty trucks developed through innovative R&D are set to hit the market soon

# Coffee Pilot Ultra

『无高精地图』  
Without high-precision maps

『全场景覆盖』  
All scenarios coverage

『点到点领航』  
Point-to-point navigation

## 四大用户价值

Four key user benefits

★ 有路就能开  
Go anywhere

★ 有位就能停  
Park anywhere

★ 驾感更拟人  
Human-like driving experience

★ 安全更放心  
Enhanced safety and reassurance

# 科技长城——智能化——智能驾驶——SEE模型

Great Wall Technology – Intelligentization – Intelligent Driving – SEE Model

## SEE诞生的目的 实现城市NOA阶段，在保障安全的前提下，提升智驾体验，高效处理复杂的城区Case

Purpose of creating SEE Achieve urban NOA that not only ensures safety, but also enhances the intelligent driving experience, while being able to efficiently handles complex urban cases



安全  
Safety



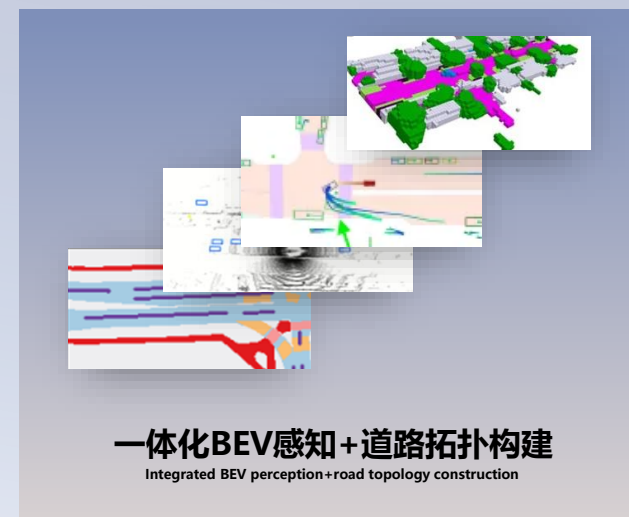
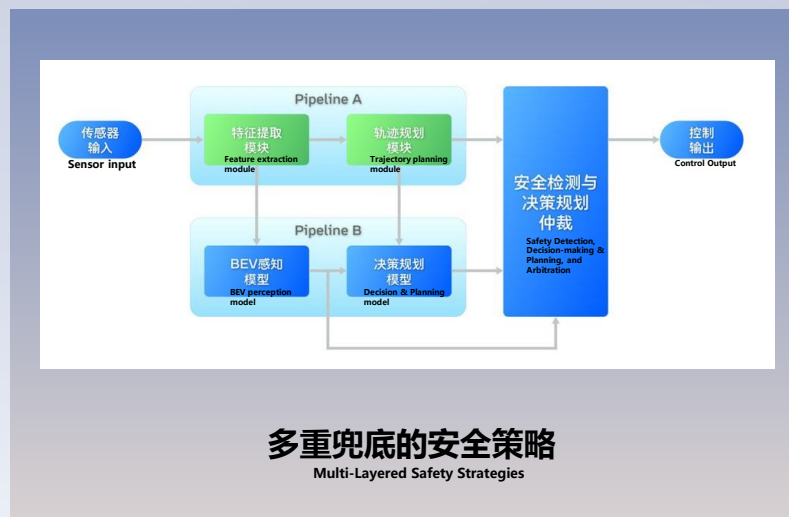
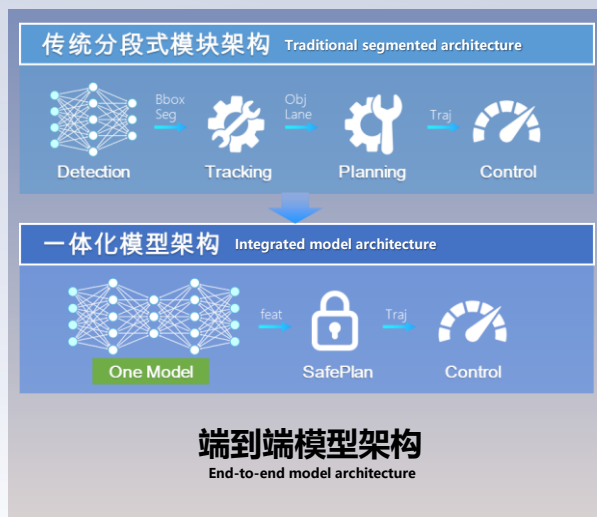
高效  
High-efficiency



体验  
Experience

## SEE关键技术设计 数据驱动代替规则算法，逐步向端到端演进

Key technology design for SEE Data-driven replacing rule-based algorithms, gradually evolving towards end-to-end

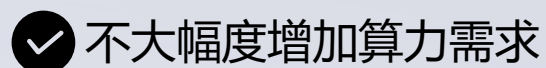


# 科技长城——智能化——智能驾驶——SEE模型在端到端技术的应用

Great Wall Technology – Intelligentization – Intelligent Driving – Application of the SEE model to end-to-end technologies

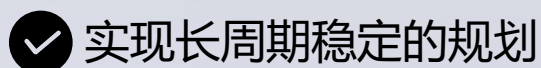
## SEE模型结合了模块化端到端和完全端到端的优点

The SEE model combines the advantages of Modular End-to-End and Fully End-to-End



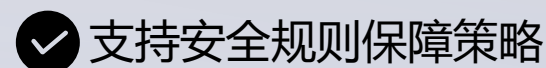
不大幅度增加算力需求

No significant increase in the requirement of computing power



实现长周期稳定的规划

Achieve long-term stable planning



支持安全规则保障策略

Support for security policy assurance strategies

### 分段式架构 Segmented architecture



### 端到端感知 End-to-end perception



### 模块化端到端 Modular End-to-End



### 完全端到端 Fully End-to-End



特征提取

Feature Extraction

轨迹模块

Trajectory Module

感知模块

Perception module

决策规控网络

Decision&Plan Network

安全检测与  
精细规划

Safe Check&Final Planning

# 科技长城——智能化——智能驾驶——数据

Great Wall Technology – Intelligentization – Intelligent Driving – Data

采样 **2亿KM** 里程

Collecting and using 200 million KM driving data

生成 **20** PBs有效数据

Generating 20 PBs of effective data

训练数据 **达数百万** Clips

Training dataset of several million clips

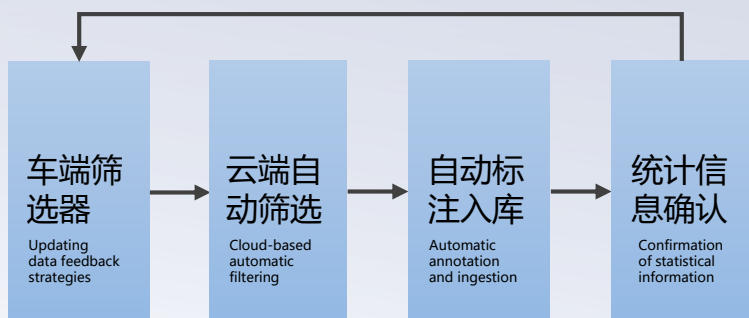


## 高价值数据回传

High-value data feedback

### 数据回传策略更新

Updating data feedback strategies



## 长期数据积累

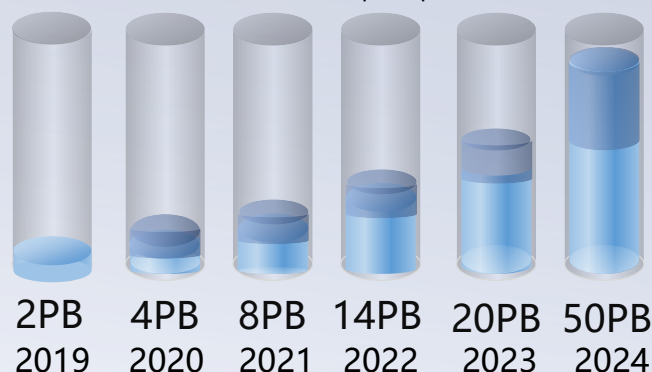
Long-term data accumulation

用户回传数据

User feedback data

专业数采数据

Data collected from professional data acquisition process



## 有效数据挖掘

Effective data mining

### 全量数据空间

Comprehensive data space

真实数据

Real data

仿真数据

Simulated data

### 场景数据

Scenario-based data

### 特征冗余数据

Redundant feature data

### 有效数据

Valid data

科技长城——智能化——智能驾驶——算力

Great Wall Technology – Intelligentization – Intelligent Driving – Computing Power

九州

Jiuzhou

行业领先的超算中心

Leading supercomputing center in the industry

超 1.64 EFLOPS算力  
Over 1.64 EFLOPS computing power

存储带宽 8 T/s  
8 T/s of storage bandwidth

网络传输 3.7 T/s  
3.7 T/s of network transmission

千万级 iops  
Tens of millions IOPS capacity

长城汽车智慧空间系统Coffee OS 3：面向体验的全新一代架构

Great Wall Motor's intelligent space system Coffee OS 3: the next generation experience-oriented architecture



### 新一代智慧空间系统Coffee OS 3：全球首个基于多桌面、多屏互动的AI智慧空间

The next-generation intelligent space system Coffee OS 3: the world's first AI-powered intelligent space system with multi-desktop and multi-screen interaction

#### Coffee Link 全栈手车互联

HUAWEI HiCar 4.0、ICCOA Carlink、DLNA<sup>®</sup>  
支持 200+ 机型、80+ 应用互联



#### Coffee AI Sound 智能音响系统

7.1.4 音响布局, 杜比全景声认证  
全场景、真沉浸、可生长的音响系统

INSPIRED BY GUSTAV  
Coffee·Ai | Dolby  
ATMOS

#### 全面打开生态

定制应用、应用商店、小程序、AIoT 硬件



#### 极致流畅的交互速度

2.64s 开机快速启动 153ms 操作灵敏性  
60FPS 刷新帧率 436ms 应用启动  
重新定义座舱系统流畅度新标准



#### Coffee Air Touch 微动手势交互

动手手腕, 轻松控制副驾、娱乐屏



## Coffee OS 3

长城汽车智慧空间系统

好看 | 好用 | 好玩 | 好听 | 好聪明



#### 长城黑体

车载定制字体  
相对旧系统字体阅读  
时长减少 30%  
动态阅读更易识别



#### 灵活选择的 多桌面体系



#### Coffee GPT 全能伙伴

全知全能, 博古通今  
懂车更懂你的 AI 伙伴



#### 立体声动态 转全景声

立体声输入, 全景声输出  
100% 内容支持  
声从四面八方来



#### Coffee SR-HUD 模拟现实抬头显示

车速档位、导航规划、还原世界尽收眼底



\*功能表现以实车搭载为准



问答环节

Q&A Session