

2025年中期业绩

2025 Interim Results



2025年8月
Aug. 2025

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科技长城

Great Wall Technology

A silver SUV is parked on a rocky shore, facing right. The background features a calm body of water and a range of rugged, brown mountains under a clear blue sky. The scene is brightly lit, suggesting a sunny day.

第一部分

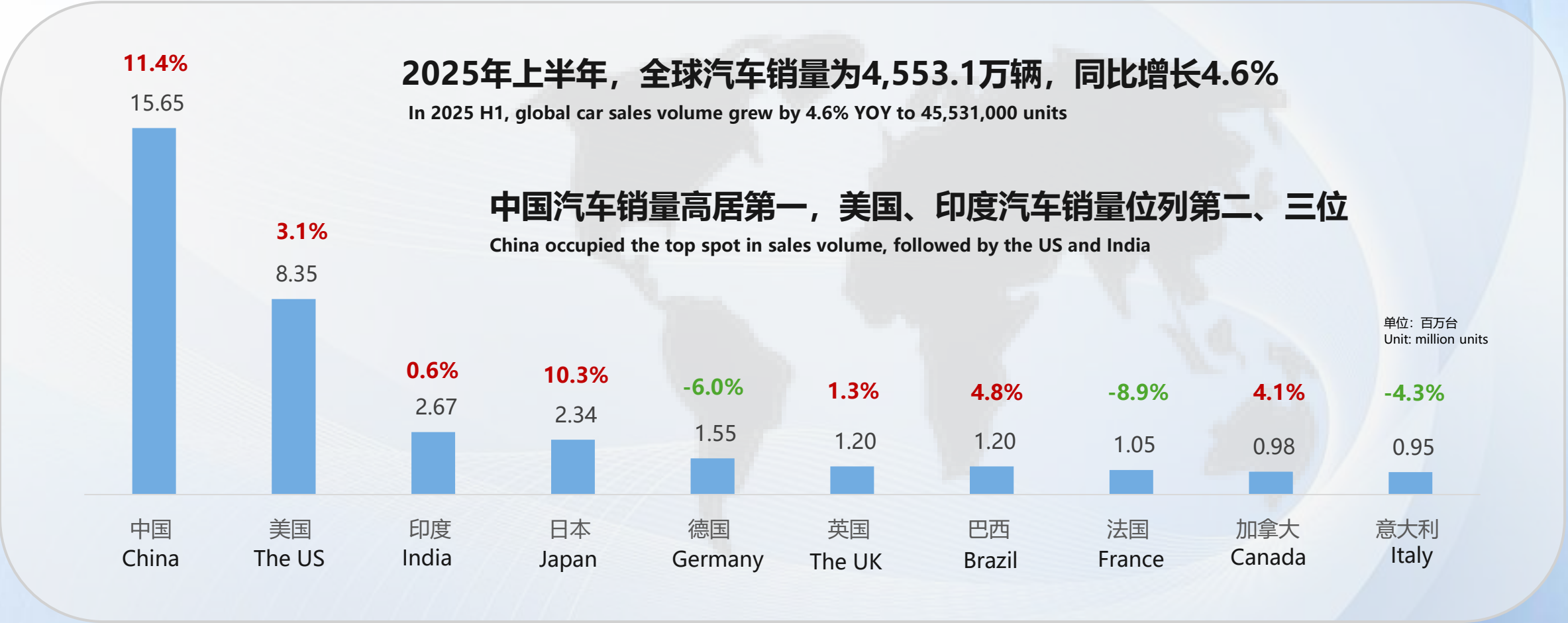
Section 1

行业概况

Industry Overview

行业概况——2025年上半年全球销量前十国家

Industry Overview——2025 H1 Top 10 Countries in Global Car Sales Volume



数据来源: MarkLines/ Source: MarkLines

行业概况——2025年上半年中国市场月度销量及增速

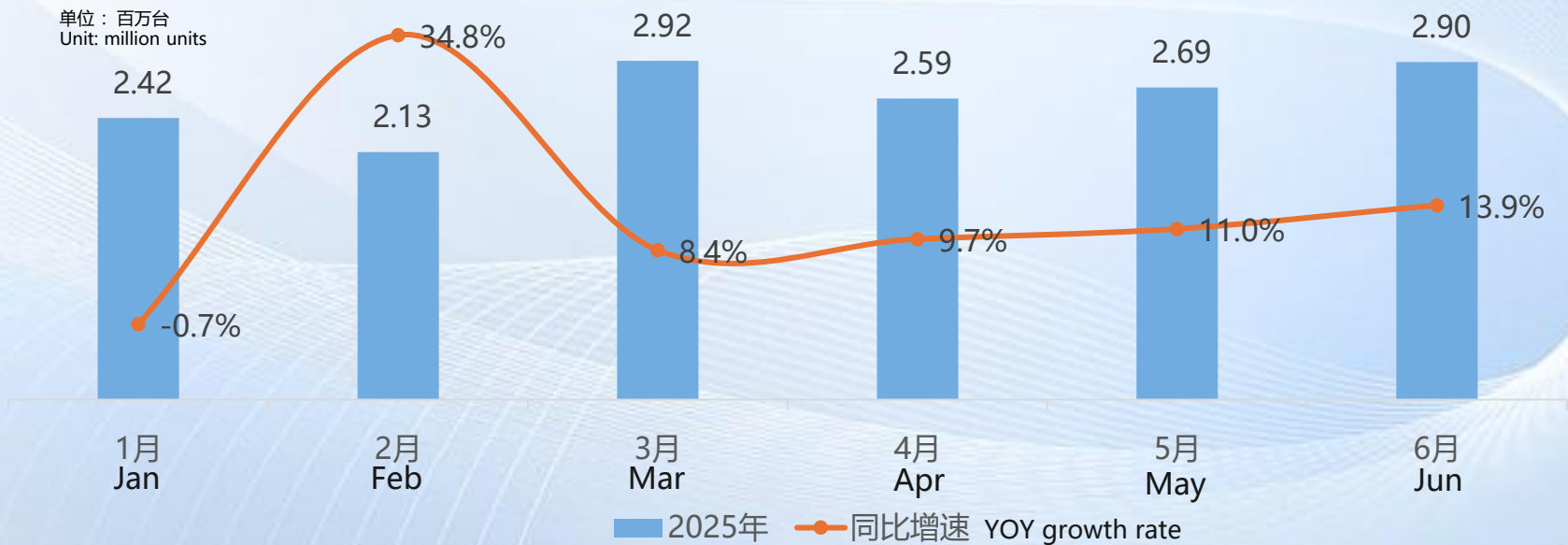
Industry Overview——2025 H1 China Automobile Market Monthly Sales Volume and Growth Rate

- ◆ 2025年上半年，以旧换新政策持续显效，内需市场改善，带动汽车市场销量整体增长，中国汽车市场销量达1,564.8万台，同比增长11.4%

In 2025 H1, the vehicle trade-in policy continued to be effective, with improved domestic market demand driving growth in China's auto market sales volume to 15,648,000 units, representing a 11.4% YOY growth

- ◆ 二季度以来月销量实现同比、环比双增长，2025年6月同比增长13.9%，环比增长8.1%

Since Q2, monthly sales volume saw both YOY and MoM growth; YOY growth and QOQ MoM growth in June 2025 stood at 13.9% and 8.1% respectively



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

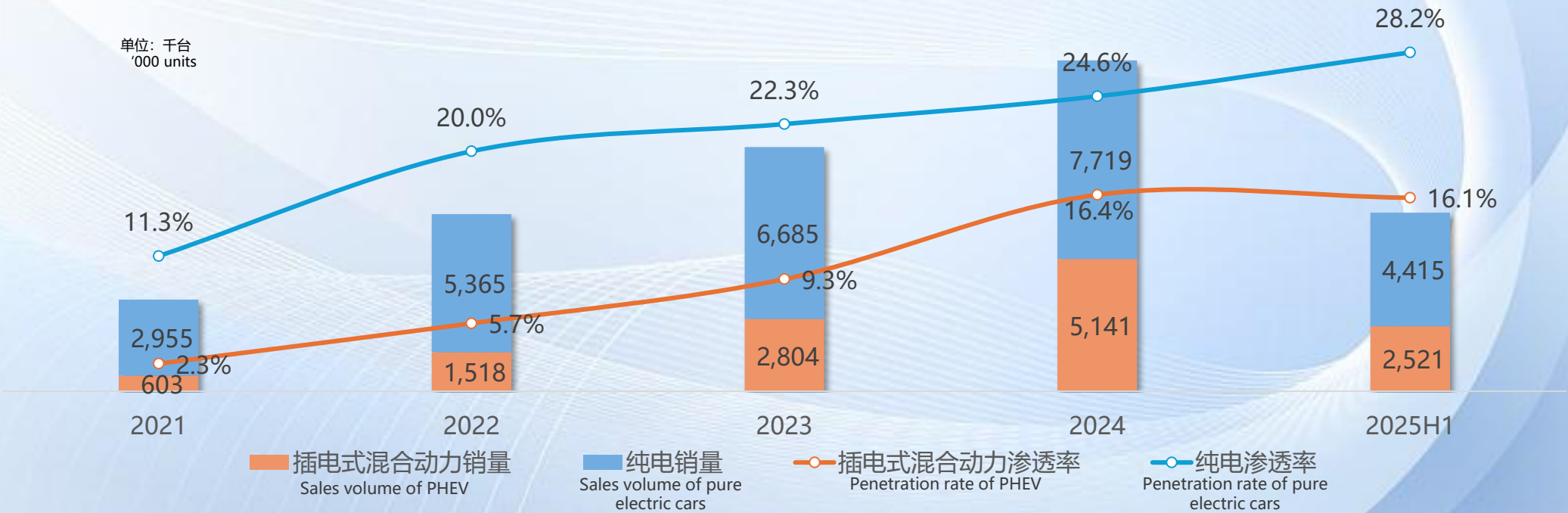
Industry Overview—— Penetration Rate of New Energy Vehicles in China

◆ 近年来，新能源汽车市场渗透率逐年提升，2025年上半年新能源市场渗透率为44.3%，提高3.4个百分点

Penetration rate of NEV increased year by year in recent years, 2025 H1 NEV market penetration rate reached 44.3%, up by 3.4 percentage points

◆ 上半年纯电渗透率增速进一步扩大至28.2%，20万以上插混渗透率稳步提升至23.4%

In H1, growth in penetration rate of pure electric cars further increased to 28.2%, penetration rate of PHEV priced above RMB200,000 steadily increased to 23.4%



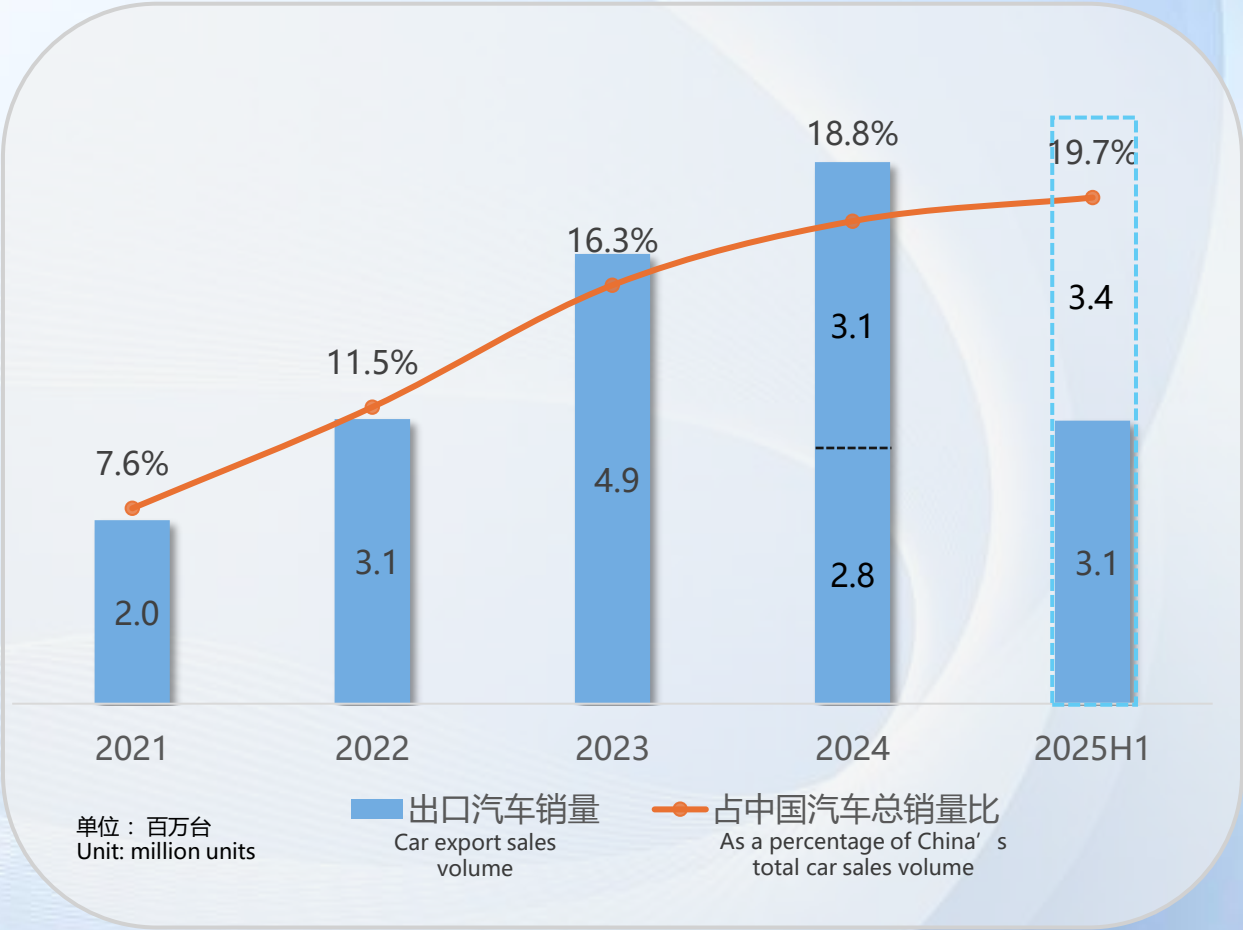
数据来源：中国汽车工业协会/ Source: CAAM

◆ 2025年上半年中国汽车出口汽车销量达308.2万台，占比持续攀升19.7%

In 2025 H1 China' s auto export volume reached 3,082,000 units; the proportion of vehicle exports continued to increase to 19.7%

◆ 预计2025年全年出口销量继续增长至651.2万台

2025 annual vehicle export volume is expected to continue to increase to 6,512,000 units



数据来源：中国汽车工业协会/ Source: CAAM

2025年上半年，MPV品类发展迅速，市场占有率同比提升0.4个百分点，SUV品类保持稳定，轿车品类持续下滑

In 2025 H1, the MPV segment grew rapidly, with market share increasing by 0.4 percentage point YOY; the SUV segment remained stable, while the sedan segment continued to decline



运动型多用途汽车
SUV

711.1万辆
7,111,000 units

↓ 0.1%



轿车
Sedan

566.7万辆
5,667,000 units

↓ 0.7%



多用途汽车
MPV

57.6万辆
576,000 units

↑ 0.4%



交叉型乘用车
Crossover

17.8万辆
178,000 units

↑ 0.3%

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

2025年上半年，国内越野SUV销量持续增长达18.0万台，同比增速有所下降至26.5%

In 2025 H1, domestic off-road SUV sales volume continued to increase to 180,000 units, the YOY growth decreased by 26.5%

国内越野SUV销量

Domestic off-road SUV sales volume



数据来源：零售数/Source: Retail statistics

国内越野SUV销量前五车型中，坦克品牌占据3位，坦克300稳居第一，市占率21.4%

Among the top 5 best-selling domestic off-road SUV models, the TANK brand occupied three spots, and TANK 300 remained at the top, with a market share of 21.4%

国内越野SUV销量前五车型

Top 5 domestic off-road SUV models in terms of sales volume





行业概况——皮卡市场

Industry Overview——Pick-up Truck Market

皮卡销量持续增长，2025年上半年皮卡销量31.4万台，其中出口销量进一步增长至15.8万台，同比增速30.2%

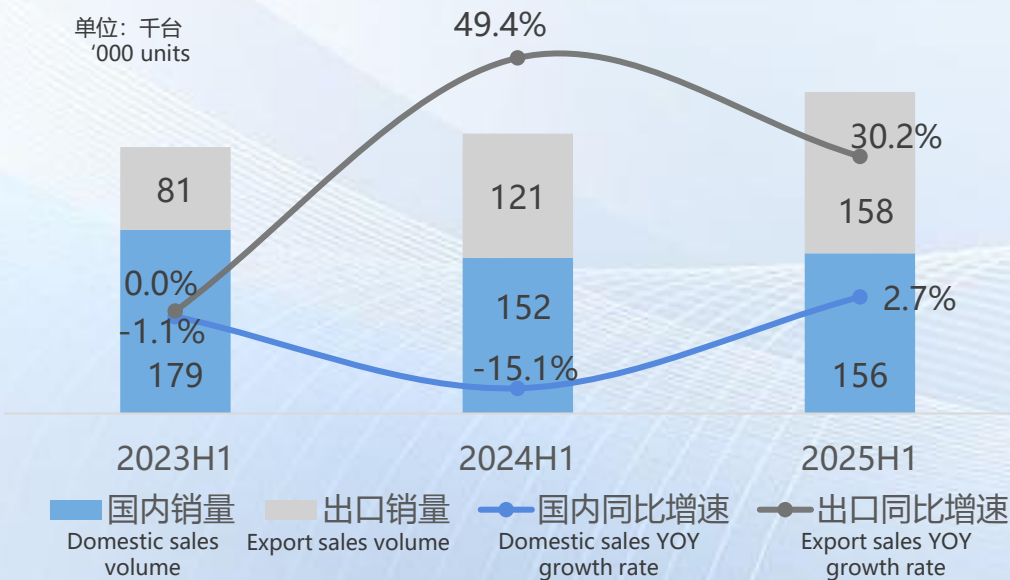
Pick-up truck sales volume continued to grow, In 2025 H1, pick-up truck sales volume reached 314,000 units, including export volume of 158,000, representing a YOY growth of 30.2%

长城皮卡车型稳居国内皮卡车型销量前三，市占率达44.7%

GWM pick-up truck models secured the top 3 spots in domestic pickup sales volume, with a market share of 44.7%

中国皮卡市场销量

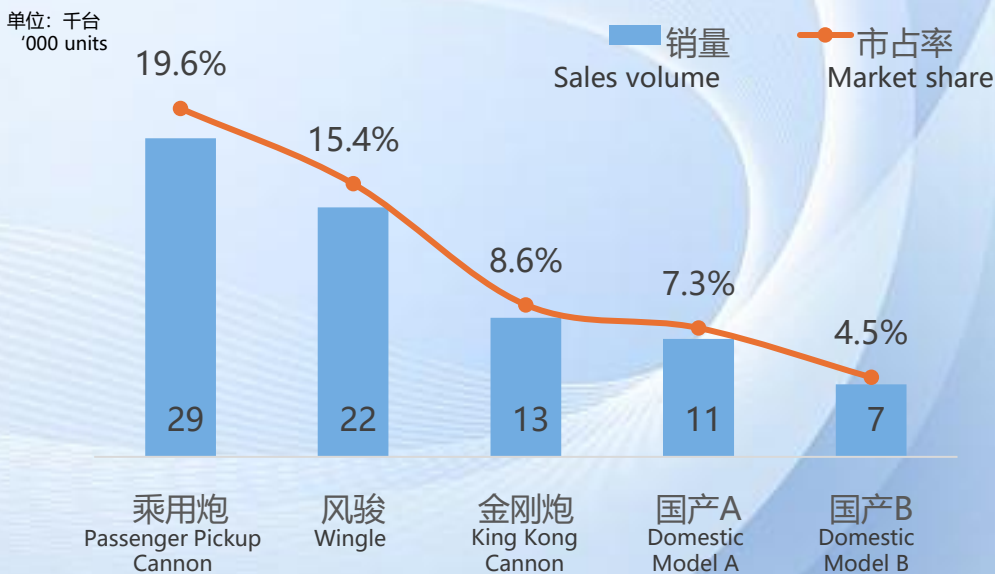
China pick-up truck market sales volume



数据来源：中国汽车工业协会/ Source: CAAM

国内皮卡2025年上半年销量前五车型

2025 H1 Top 5 domestic pick-up truck models in terms of sales volume



数据来源：零售数/Source: Retail statistics

第二部分

Section 2

公司经营概况

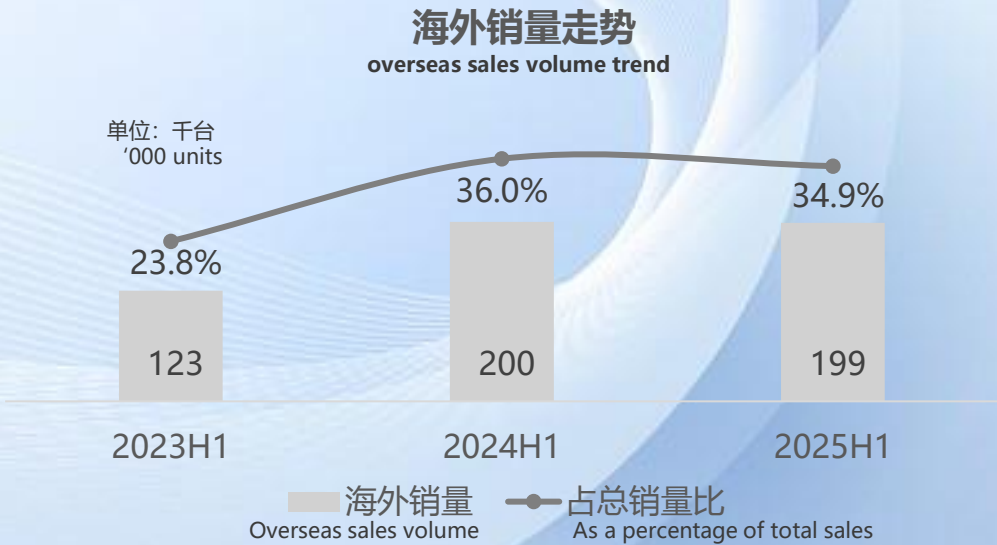
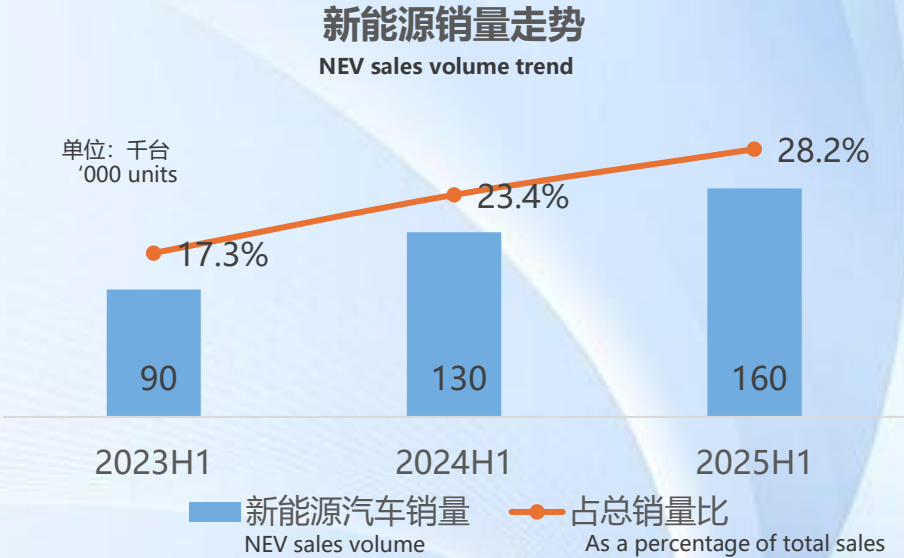
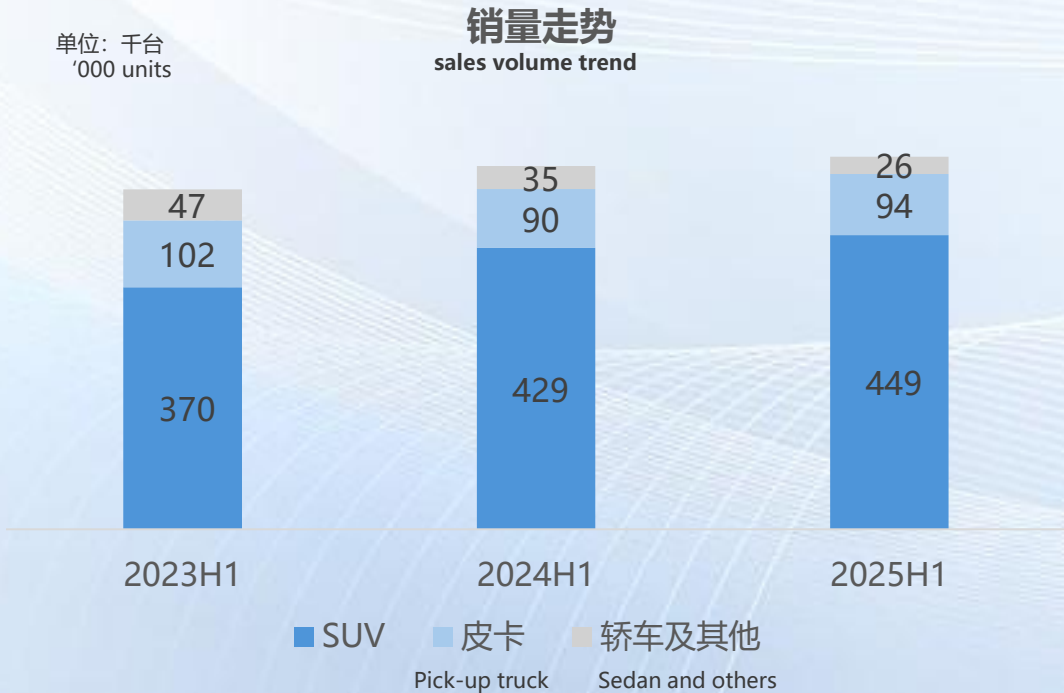
Operations Review

公司经营概况——销量情况

Operations Review——Sales Volume

报告期内，公司共实现新车销售56.9万台，同比增长3%，新能源销售16万台，占总销量的28.2%，海外销售19.9万台，占总销量的34.9%

During the Reporting Period, GWM' s new car sales volume increased by 3% YOY to 569,000 units; NEV sales reached 160,000 units, accounting for 28.2% of total sales volume; overseas sales amounted to 199,000 units, accounting for 34.9% of total sales volume

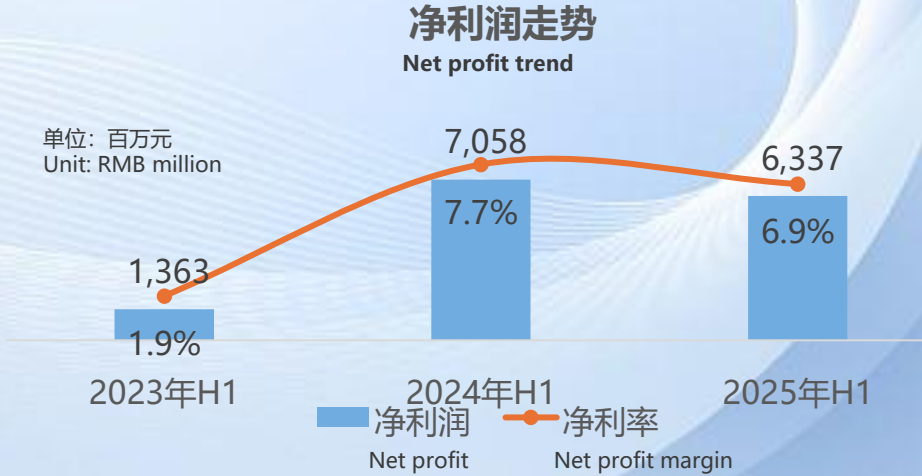
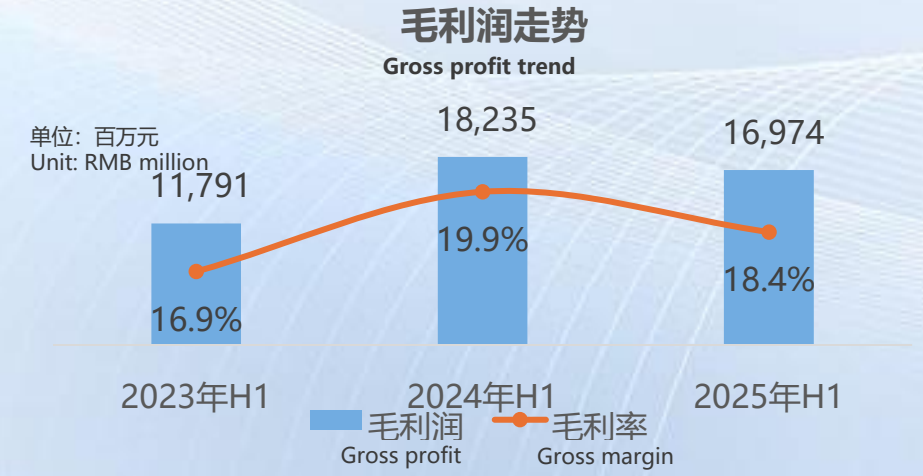


公司经营概况——业绩亮点

Operations Review——Results Highlights

报告期内，公司实现营业总收入923.35亿元，近三年呈持续增长态势；实现毛利169.74亿元，毛利率18.4%；实现净利润63.37亿元，净利率6.9%，均持续稳定在高位；单车收入达16.23万元

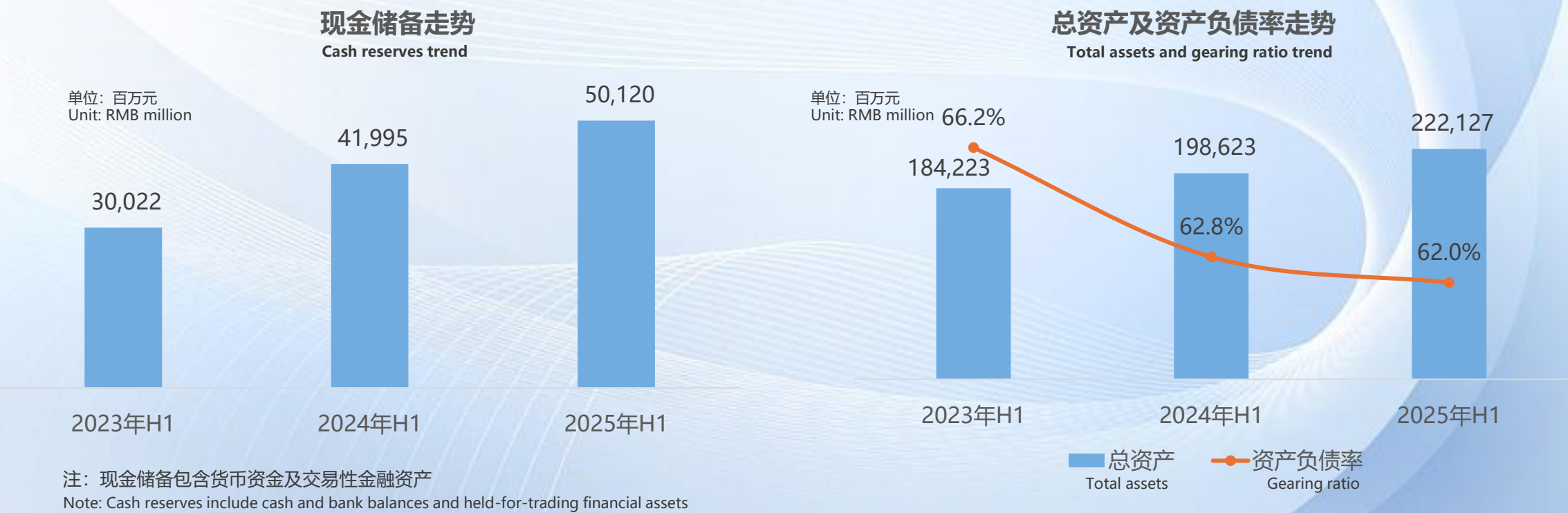
During the Reporting Period, the Company realized a total operating profit of RMB92,335 million, representing a consistent growth trend in the first half for the past three years; a gross profit of RMB16,974 million, gross margin of 18.4%; net profit of RMB6,337 million, net profit margin of 6.9%, which consistently remained at high levels; revenue per vehicle amounted to RMB162,300



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

截至2025年6月30日，公司现金储备（含理财） 501.20亿元，现金储备充足，具备持续的造血能力和抵御市场风险的能力，同期公司总资产2,221.27亿元，资产负债率降低至62.0%，企业经营质量持续向好

As at 30 June 2025, the Company’ s cash and cash equivalents (including wealth management products) amounted to RMB50,120 million, with sufficient cash reserves position , robust organic growth capabilities and the ability to withstand market volatility; the Company’ s total assets reached RMB222,127 million, with a gearing ratio of 62.0%, reflecting a continued improvement in the Company’ s operational quality



资产负债表Balance Sheet

单位：人民币百万元 RMB Mn

	截至2025.6.30止 As at 30 Jun 2025	截至2024.12.31止 As at 31 Dec 2024	截至2023.12.31止 As at 31 Dec 2023	变动 Change (%)
流动资产 Current assets	135,794	133,538	118,584	1.7
其中： Including:				
货币资金 Cash and bank balances	28,009	30,769	38,337	-9.0
应收账款 Accounts receivable	8,585	7,273	7,193	18.0
应收款项融资 Receivables financing	31,345	41,100	28,924	-23.7
非流动资产 Non-current assets	86,333	84,182	82,686	2.6
资产总值 Total assets	222,127	217,720	201,270	2.0
负债合计 Total liabilities	137,676	138,727	132,762	-0.8
股东权益 Total shareholders' equity	84,450	78,993	68,509	6.9

利润表Income Statement

单位：人民币百万元 RMB Mn

	2025H1	2024H1	2024	变动 Change (%)
营业总收入 Total operating revenue	92,335	91,428	202,195	1.0
毛利 Gross profit	16,974	18,235	39,449	-6.9
营业利润 Operating profit	6,862	8,106	13,921	-15.4
归属于母公司股东的净利润 Net profit attributable to shareholders of the Company	6,337	7,058	12,692	-10.2
基本每股收益(元) Basic earnings per share (RMB)	0.74	0.83	1.49	-10.8

现金流量表Cash Flow Statement

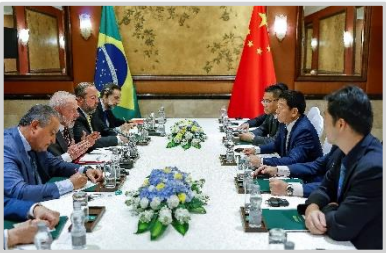
单位：人民币百万元 RMB Mn

	2025H1	2024H1	2024
经营活动产生的现金流量净额 Net cash flow from operating activities	9,215	9,357	27,783
投资活动产生的现金流量净额 Net cash flow from investing activities	-10,109	-4,939	-23,296
筹资活动产生的现金流量净额 Net cash flow from financing activities	-4,481	-4,256	-12,178
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	416	-122	-371
现金及现金等价物净增加额 Net increase in cash and cash equivalents	-4,959	40	-8,062
期末现金及现金等价物余额 Cash and cash equivalents at the end of the period	22,274	35,318	27,210



公司经营概况——大事记

Operations Review——Significant Events



巴西总统会见长城汽车董事长

Brazilian President met with GWM Chairman

5月，巴西总统卢拉会见了长城汽车董事长魏建军，双方就长城汽车在巴西投资布局项目进行了深入交流，就长城汽车在巴西的进一步发展达成共识。

In May, Brazilian President Lula da Silva met with GWM Chairman Wei Jian Jun. The two sides held in-depth discussions on GWM's investing and deployment projects in Brazil, and reached a consensus on GWM's further development in Brazil.



长城汽车巴西工厂竣工投产

GWM's plant in Brazil completed construction and commenced production

8月，长城汽车巴西工厂正式竣工投产，巴西总统卢拉、副总统阿尔克明、中国驻巴西大使祝青桥、巴西劳工部部长等政要出席见证。

In August, Brazilian President Lula da Silva, Vice President Geraldo Alckmin, Chinese ambassador to Brazil Zhu Qingqiao and Minister of Labor and Employment of Brazil and other dignitaries witnessed the formal inauguration and commencement of operations of GWM factory in Brazil.

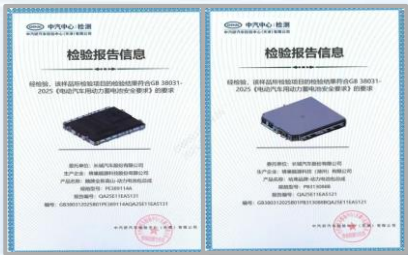


全新高山“首撞”实验在央视直播

All-new High-Mountain's "first crash" test was broadcast live on CCTV

4月，长城汽车在全新多角度碰撞试验室里首次公开魏牌全新高山碰撞试验，全新高山在60km/h高速侧撞下，A柱纹丝不动，电池包零起火，车门自动解锁。

In April, GWM publicly staged the crash test of WEY's all-new High-Mountain for the first time; the all-new High-Mountain underwent a high-speed side-impact test at 60 km/h in a state-of-the-art, multi-angle collision laboratory; the A-pillar remained completely intact and the battery pack did not catch fire, while the doors automatically unlocked.



长城汽车首批通过电池新国标检测

GWM was among the first car makers to pass the new national standard tests for batteries

5月，魏牌全新高山动力电池包总成、哈弗品牌动力电池包总成分别通过中汽研汽车检验中心检测，成为国内首批拿到电池检测证书的车企。

In May, the integrated power battery packs of WEY's all-new High-Mountain and the Haval brand have respectively passed the test by China Automotive Technology and Research Center, making them among the first domestic car makers to obtain the battery certification.



Hi4-G长城旗舰混动重卡正式亮相

Hi4-G GWM flagship hybrid heavy-duty truck made an official debut

6月，由物流企业、卡车司机与长城商用车共创研发的首款G系列混动重卡正式亮相，以硬核技术为干线物流带来全新解决方案，引起行业高度关注。

In June, co-created and developed by logistics industry representatives, truck drivers and GWM Commercial Vehicles, the first G-series hybrid heavy-duty trucks was officially launched. Its solid technology provides a whole new solution for line-haul logistics, attracting significant industry attention.



长城汽车环塔车队斩获环塔拉力赛多项冠军

GWM's teams secure multiple victories at Taklimakan Rally

5月，长城汽车哈弗、坦克、长城炮三大品牌参加T2量产组比赛，动力涵盖汽油、柴油、新能源。其中长城坦克Hi4车队斩获厂商队杯T2.E量产新能源组冠军。

In May, Haval, TANK, GWM Cannon—the three major brands under GWM—participated in the T2 mass production vehicle category, covering a range of powertrains from gasoline, diesel to new energy. GWM TANK Hi4 team won the Manufacturer's Cup in the T2.E mass production NEV category.

以“科技魏美好生活”的品牌主张，以智能化为核心驱动力，持续引领中国家庭高端出行体验

With a brand proposition of Technology for a Better WEY of Life and smart technology as its main driving force, WEY continued to set the standard for premium travel experiences for households across China



报告期内，魏牌累计销售32,369台，同比劲增60.3%，6月交付量突破万台，以“高山+蓝山”构成的“大六/七座双旗舰”产品矩阵，精准满足家庭用户对智能、空间与性能的多元化需求；

During the Reporting Period, WEY' s cumulative sales volume increased significantly by 60.3% YOY to 32,369 units, and vehicle deliveries surpassed 10,000 units in June. Leveraging the product matrix composed of its two flagship car models – 6-seat/7-seat High Mountain and Blue Mountain, WEY has precisely met the diverse needs of family users for intelligence, space and performance

全动力超级平台，巩固高端新能
源领军地位

Multi-energy super platform to solidify its leadership in premium NEV segment

下一代

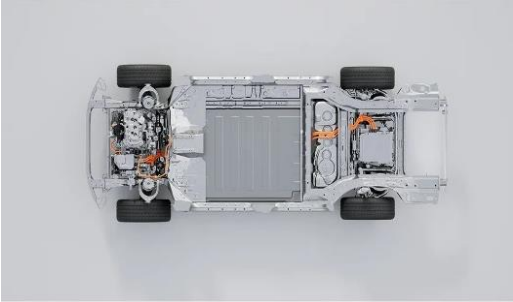
Next-generation

全动力超级平台

Multi-energy super platform

为旗舰而生

for flagship products



5月发布下一代全动力智能超级平台，兼容5种动力形式，配备双4s级2.0T混动系统、800V混联架构及6C极速充电技术，混动纯电续航超400km，并搭载ASL整车智能体和VLA大模型。

Announced in May the next-generation multi-energy intelligent super platform, which is compatible with five powertrain types. This new architecture features a dual 2.0T hybrid system capable of 0-100 km/h acceleration in just four seconds, with 800V series-parallel architecture and 6C ultra-fast charging technology, delivering a pure-electric range of over 400 km in hybrid mode. The platform also incorporates the ASL smart vehicle system and VLA large model.

全面拥抱智能化战略，创新品类布局，抢占高端智能新能源心智认知

Fully embrace intelligentization strategy, innovate product portfolio deployment and capture the mindshare of the high-end smart NEV market

充分布局SUV、MPV品类产品线

Implement a comprehensive product lineup strategy for the SUV and MPV categories



2025年魏牌在SUV、MPV品类充分布局25-50万元产品线，SUV布局蓝山、摩卡及中大型SUV旗舰产品系列，MPV布局高山7/8/9组合产品系列，并储备泛越野品类车型，以新品势能带动品牌、销量快速提升。

In 2025, WEY will fully deploy the product lines priced between RMB250,000 and RMB500,000 under the SUV and MPV categories. For SUV, WEY has expanded offerings under Blue Mountain, Mocha and mid-to-large sized SUV flagship product lineup. With respect to MPV, WEY has deployed High Mountain 7/8/9 product series, and built a strategic pipeline of universal off-road models, leveraging the momentum of new products to drive rapid brand and sales growth.

全新高山跻身30万级新能源MPV TOP3

All-new High Mountain among the top 3 in the RMB300,000-priced new energy MPV segment



- 全新高山系列凭借高山7/8/9组成三车矩阵，构建清晰家族化产品系列，高山8/9上市首月销量破6000台，跻身30万级新能源MPV TOP3。
- 7月蓝山达成第十万辆量产下线，进一步夯实高端品牌地位。
- Levering its product matrix comprising the three 7/8/9 series, the all-new High Mountain series has established a clearly defined family-style product lineup. High Mountain 8/9 saw its sales volume surpass 6,000 units in the first month after launch, and was among the top 3 in the RMB300,000-priced new energy MPV segment.
- In July, the 100,000th vehicle of Blue Mountain rolled off the production line, further consolidating its high-end brand positioning.

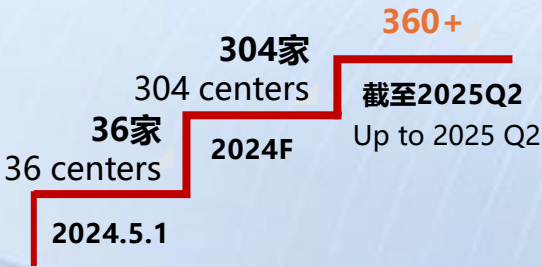
打造覆盖全球化的销售服务网络，上半年营销渠道模式以“直营+经销”双渠道为主，全面向“全触点用户直连”模式转型，加速推进数字化渠道建设

Establish a global sales and service network; in 2025 H1, the marketing channel was primarily based on a dual approach of “direct sales + dealerships”, fully shifting to an “omni-channel direct-to-user” model, accelerating the advancement of digital channel development

零售中心

Retail centers

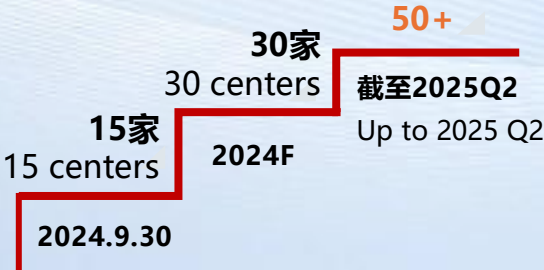
承担产品展示、销售转化及品牌形象塑造，直观传递品牌高端化、智能化的核心价值
Responsible for product display, sales conversion and brand image building, directly communicating the core values of the brand’s premium and intelligent positioning



交付中心

Delivery centers

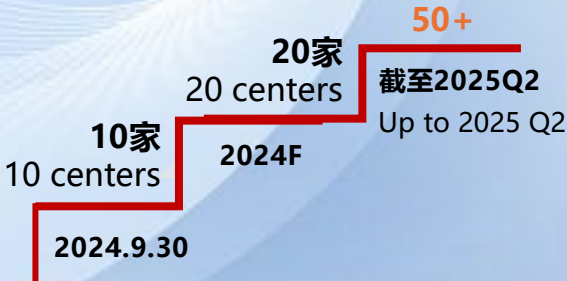
专注高效、精准、仪式感的车辆交付服务品质，强化用户对品牌高端调性的认知
Focused on efficient, precise and ceremonial vehicle deliveries to reinforce user’s perception of the brand’s premium identity



用户服务中心

Customer service centers

用户全生命周期价值的运营中枢，驱动用户忠诚度和品牌口碑双增长
Serve as the central hub for managing total customer lifetime value, driving growth in both customer loyalty and word-of-mouth advocacy





以“铁汉柔情”为品牌主张，开创中国越野新时代

With a brand proposition that combines toughness and soft-riding features, TANK has pioneered a new off-road era in China

全球销量突破70万辆

Global sales volume exceeded 700,000 units



报告期内，坦克累计销量104,129台，其中国内累计销量82,250台，海外累计销量21,879台，越野SUV市占率46.7%，连续54个月霸榜国内越野SUV市场第一，上市以来全球累计销量突破七十万辆。

During the Reporting Period, TANK’ s cumulative sales volume reached 104,129 units, including total domestic sales volume of 82,250 units and overseas sales volume of 21,879 units; off-road SUV market share stood at 46.7%; ranked first in the domestic off-road SUV market for 54 consecutive months; achieved a total global sales volume of over 700,000 units since product launch.

“四全” 战略革新产业逻辑

The “Four Comprehensive” strategies revolutionize the industry’ s traditional logic



全车型Full-Range lineup

车型布局从紧凑型到大型SUV全覆盖满足消费者对不同类型越野车的需求；

The model lineup offers comprehensive coverage, ranging from compact to full-size SUVs, meeting consumer demand for various types of off-road vehicles



全场景Full-Scenario coverage

覆盖兼顾城市通勤的泛越野场景，野外探险、沙漠雨林穿越甚至极限攀岩等高强度越野挑战；

Handles daily city driving as well as a wide range of off-road scenarios and high-intensity off-road challenges, including wilderness adventures, desert/ rainforest expeditions and extreme rock crawling



全动力Full-Powertrain matrix

实现2.0T燃油、2.4T柴油、3.0TV6全动力布局以及新能源架构Hi4-T/Z搭载；

The matrix features a complete powertrain portfolio including 2.0T gasoline, 2.4T diesel, 3.0T V6; alongside the new energy architectures Hi4-T and Hi4-Z



全球化Globalization

全球市场销售网络已成功布局澳大利亚、墨西哥、中东、东盟、南非等30+国家和地区。

A global sales and distribution network has been successfully established in over 30 countries and regions, including Australia, Mexico, the Middle East, ASEAN and South Africa.

坚持品牌价值向上，全面发力智能化，提升产品竞争力

Persevere with elevating brand value, fully accelerating intelligent technology development to enhance product competitiveness

全面发力智能化，各车型全面焕新

Fully accelerating intelligent technology development to gear up for a comprehensive refresh across the entire model lineup



“全场景智能豪华越野SUV”
智能辅助驾驶、智慧座舱，冰箱彩电大沙发

All-scenario intelligent luxury off-road SUV
Intelligent assisted driving, smart cockpit, fridge,
entertainment screen, large sofa

下半年全面发力智能化，提升产品竞争力，坦克500升级智舱智驾，补齐智能化竞争力，随后导入坦克400与坦克700，增补2.0T Hi4-Z动力同时智能化迭代、座舱升级。

In 2025 H2, fully accelerating intelligent technology development to enhance product competitiveness; TANK 500 upgraded with smart cockpit and intelligent assisted driving, rounding out its intelligent technology competitiveness; followed by the introduction of TANK 400 and TANK 700, adding 2.0T Hi4-Z powertrain option and featuring intelligent upgrades and an enhanced cockpit.

以技术实力持续夯实行业地位

Consistently solidify industry position through technological prowess



- 超强越野，达到军车的卓越性能，能在极端环境中可靠运行；
- 强越野，具备全场景、全地形适应能力；
- 泛越野，具备部分地形适应能力；
- 城市SUV，城市通勤用车，兼顾偶尔户外露营郊游的需求。
- Ultra off-road: boasts the superior performance of military vehicles, capable of reliable operation in extreme environments;
- Exceptional off-road: possesses full-scenario, all-terrain adaptability;
- Universal off-road: can adapt to some off-road terrains;
- Urban SUV: designed for city commuting, as well as accommodating occasional outdoor camping and excursions.

以“全球SUV专家”定位持续引领市场

Positioning as the “global SUV expert”, the Haval brand continued to lead the market

新能源全面发力，销量突破跃升

NEVs gain strong momentum, with sales leaping to new heights



报告期内，哈弗累计销售323,702台，同比增长8.9%，其中国内销量182,085台，同比增长19.2%，新能源占比26.3%，进一步提升10.4%；国内海外双核驱动，推动盈利结构优化，上市以来全球累计销量突破974万台。

During the Reporting Period, Haval’s cumulative sales volume rose by 8.9% YOY to 323,702 units, including domestic sales of 182,085 units, which rose by 19.2% YOY; the proportion of NEV further increased by 10.4% to 26.3%; Haval’s profitability improved, driven by the dual growth engines of domestic and overseas sales. The brand’s global sales volume surpassed 9.74 million units since its launch.

以硬核技术驱动科技平权，实现价值普惠

Leverage core technology to empower people, making its value accessible to all



以Hi4智能四驱电混技术、Coffee OS 3智能座舱系统及长城Coffee Pilot Plus智能辅助驾驶系统为核心技术支撑，覆盖城市型SUV、泛越野SUV、越野SUV三大品类，推动“技术普惠”与“科技平权”，实现用户价值与品牌势能双增长。

Supported by the core technology systems, namely Hi4 intelligent 4WD hybrid electric technology, Coffee OS 3 smart cockpit system and GWM Coffee Pilot Plus intelligent assisted driving system, Haval offered a product portfolio covering three main categories, namely urban SUVs, universal off-road SUVs and off-road SUVs. It promoted true technological inclusivity and accessible innovation and achieved dual growth in both user value and brand equity.

哈弗品牌坚持品类创新赋能品牌价值向上，以Hi4技术为驱动，打造爆款车型

Haval is committed to innovating new categories to elevate its brand value, develops blockbuster car models using Hi4 technology

燃油+新能源双赛道，聚焦大单品战略，驱动品牌突围

Competing in both fuel and new energy sectors, focused on a blockbuster product strategy to drive the brand to break through

枭龙MAX大单品

Blockbuster product: Xiaolong MAX



二代枭龙MAX
Hi4

二代枭龙MAX
燃油

Second-generation
Xiaolong MAX

Second-generation
Xiaolong MAX
Fuel

猛龙超级大单品

Super blockbuster product: Raptor



猛龙26款
Hi4+燃油

中型方盒子旗舰
Hi4

Raptor 2026 Edition
Hi4+Fuel

Midsize boxy
flagship

狗大单品

Blockbuster product: Dargo



大狗26款
燃油

二代大狗改款
燃油+Hi4

Dargo 2026 Edition
Fuel

Second-generation
Dargo Facelift
Fuel+Hi4

H6大单品

Blockbuster product: H6



H6经典版年款
燃油

新一代H6
燃油

H6 classic
model year
Fuel

New-generation H6
Fuel

- “燃油+新能源”双赛道并行，构建都市品类、泛越野、越野全品类产品矩阵；
- 聚焦大单品战略，产品效能最大化，精准锚定12-25万主流消费区间全维覆盖，实现哈弗新能源市占率和品牌溢价双向突破。
- 二代枭龙MAX凭借时尚造型+Hi4技术，精准市场定位；
- 猛龙凭借燃油+PHEV，保持月销破万，稳固新能源方盒子冠军地位，树立哈弗新能源“Hi4”标签。
- 二代哈弗H9在2025环塔拉力赛以量产车身份斩获T2.1组别冠军，提高客户认可度。
- Establish a full product matrix covering the urban, universal off-road and off-road segments to compete in both fuel and new energy sectors;
- Focus on a blockbuster product strategy and maximize its appeal by using different trim levels to cover the entire range of the RMB120,000-RMB250,000 mainstream consumer market, to achieve breakthrough in new energy market penetration and brand premium;
- Second-generation Xiaolong MAX boasts precise market positioning with its stylish design and Hi4 technology;
- Raptor, with fuel+PHEV, sustains a monthly sales volume of over 10,000 units, consolidates its leadership in new energy boxy segment and establishes a distinct identity for Haval new energy Hi4;
- As a mass-produced vehicle, second-generation Haval H9 claimed victory in the T2.1 category at the 2025 Taklimakan Rally, earning greater customer trust.

持续引领中国皮卡品类向高端化、智能化、全球化突破。

Continue to lead the advancement of China's pick-up truck sector in premiumization, intelligence and globalization

长城皮卡已连续27年销量第一

GWM Pickup has been the top-selling vehicle for 27 consecutive years



- 报告期内，皮卡累计销售93,649台，同比增长4%，国内终端市占率达44.7%，连续27年市占率第一，上市以来全球累计销量近280万台；
- 长城炮系列皮卡全球销售累计56个月销量过万，蝉联中国皮卡销量冠军。
- During the Reporting Period, the cumulative sales volume of pick-up trucks rose by 4% YOY to 93,649 units; domestic end-user market share reached 44.7% and continued to rank first for 27 consecutive years; its total global sales reached almost 2.8 million units since its launch;
- Pick-up trucks under the GWM Cannon series achieved monthly global sales of over 10,000 units for 56 consecutive months, and continued to rank the first in sales volume in China's pick-up truck market

树立中国皮卡安全新标杆

Establish a new safety benchmark for China's pick-up truck market



- 山海炮斩获澳洲A-NCAP五星安全评级；
- 山海炮荣膺中国C-NCAP五星安全评级；
- 山海炮是获得中保研C-IASI三项全优评分的皮卡。
- Shanhai Cannon received a 5-star safety rating from ANCAP;
- Shanhai Cannon was awarded a 5-star safety rating by C-NCAP;
- Shanhai Cannon earned all G (Superior) ratings from C-IASI in the three primary evaluations

欧拉聚焦小型和紧凑型纯电汽车 引领城市出行新方式

ORA focuses on small and compact pure electric vehicles, and pioneers new urban mobility solutions

以经典车型提振品牌整体势能，强化造型及品质优势，提升品牌溢价能力

Leverages iconic models to enhance brand momentum, and strengthens design and quality differentiation to augment brand premiumization



- 报告期内，欧拉围绕“造型、智能、安全”打造经典标签，累计销售14,576台，持续引领城市出行新方式。
- 2025款欧拉好猫、2025款欧拉好猫GT木兰版双车联袂上市，诠释好看、好用、好玩、好停、好聪明的产品价值。
- During the Reporting Period, ORA established a classic identity around styling, intelligence and safety. It sold a total of 14,576 units, continuing to pioneer new urban mobility solutions;
- 2025 ORA Good Cat and 2025 ORA Good Cat GT Mulan Edition made their debut, delivering the value through great looks, ease of use, entertainment, excellent acoustics and smart features.



- 2025年下半年，欧拉品牌将从品牌定位、产品矩阵等维度全面焕新，打造科技化、全球化、风格化的品牌形象，持续深化经典标签。
- 2025年下半年将至少推出一款全新车型。
- In 2025 H2, ORA will renew the brand from the ground up—from positioning to product matrix—to forge a technological, global and distinctive brand image, further strengthening its classic identity;
- In 2025 H2, ORA will launch at least one all-new model.

用创新科技打造极致产品体验，做豪华摩托车技术创新领导者

Leverage innovative technology to create exceptional product experiences and establish pioneering leadership in luxury motorcycle technology

核心技术DNA
Core technology DNA



水平对置发动机搭配多挡DCT，全球唯一水平对置八缸摩托车发动机，配合八挡DCT变速箱，驾控行云流水，动静之间显神妙

A flat-eight engine paired with a multi-gear DCT. The world's only flat-eight motorcycle engine, paired with an 8DCT transmission, delivering seamless, effortless control and an awe-inspiring presence, whether in motion or at rest.

自营渠道建设高速推进
Accelerate development of self-operated distribution channel



目前长城灵魂摩托已在华北、华东、西北地区实现渠道布局，下一阶段，将重点强化华南市场渗透。

GWM SOUO has established sales and distribution network in North China, East China, and the northwestern region. The next phase will focus on increasing its market penetration rate in South China.

用户文化搭建
Cultivating a user-centric culture



- 创始人魏建军与车主分享与摩托车的难忘回忆;
- 车友故事：骑出风采，传递温暖;
- 长城灵魂潮改计划：与车友共创改装灵感与设计思路。
- Founder Wei Jian Jun and riders shared their unforgettable memories with motorcycles;
- Riders' stories: Ride in style, Share the warmth;
- GWM SOUO Custom-built Project: working with riders to develop new modification concepts and designs.

打造全球顶级重卡品牌，重新定义中国高端重卡

Forge a world-class heavy-duty truck brand, redefine China's premium heavy-duty trucks

开启物流重卡节油新模式

Pioneer logistics fuel-saving solutions for heavy-duty trucks

打造国产高端重卡品牌

Establish a domestic premium heavy-duty truck brand



G1050混动重卡
干线高效运输

G1050 hybrid heavy-duty truck
High-efficient line-haul transportation



G970混动重卡
干线普货

G970 hybrid heavy-duty truck
Line-haul general freight



GE573纯电重卡
支线快递

GE573 pure-electric heavy-duty truck
Feeder express



未来更多可能

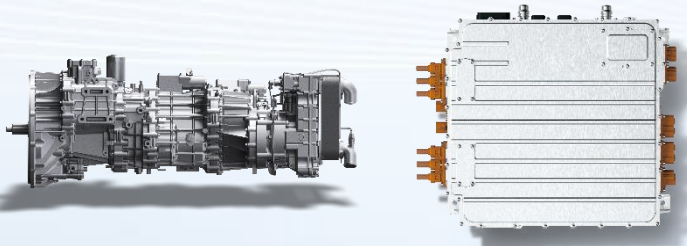
More models in the future

立足全球视野，以场景需求引领产品创新，聚焦混动、纯电、氢能等新能源技术，打造全新国产高端重卡品牌，以省油、省心、省力等价值，持续做客户的效率赋能者。

With a global vision, pioneer product innovation to meet demands for different scenarios; focus on new energy technology such as hybrid, pure electric, hydrogen energy, build a new domestic premium heavy-duty truck brand; committed to delivering value through fuel economy, reliability and effortless operation, continue to empower customers to achieve greater efficiency.

场景引领，科技为先

Driven by scenarios, powered by technology



- **双电机DHT混动专用变速器**，专为干线物流打造，多场景高效驱动，可根据路况智能切换至最经济模式；
- **自研动力域控制器**，硬件高效集成设计，高可靠、低延时，可满足全场景动力需求并高效OTA。
- Dual-motor DHT hybrid dedicated transmission for line-haul logistics transportation. Designed for multi-scenario efficiency, it can switch to the most efficient mode according to different road conditions;
- Featuring a self-developed powertrain domain controller and high-efficient hardware integrated design, it is highly reliable with low latency, and meets all-scenario power requirements, with efficient OTA updates.

有效降低物流运输成本

Effectively lower logistics transportation costs



长城Hi4-G重卡在平原高速油耗较传统柴油重卡降低3-4L，平原快递运输油耗低至19.9L/100km，山区冷链运输油耗降幅超30%，综合节油率达15%-25%，树立行业新标杆。

GWM Hi4-G heavy-duty trucks demonstrated a 3-4L reduction in fuel consumption on flat highways compared to conventional diesel trucks, with express logistics fuel consumption as low as 19.9L/100 km on flat terrain. For cold chain transport in the mountain environment, fuel consumption decreased by over 30%; achieve a comprehensive fuel savings rate of 15%-25%, thus setting a new benchmark for the industry.

智能新能源产品加速出海

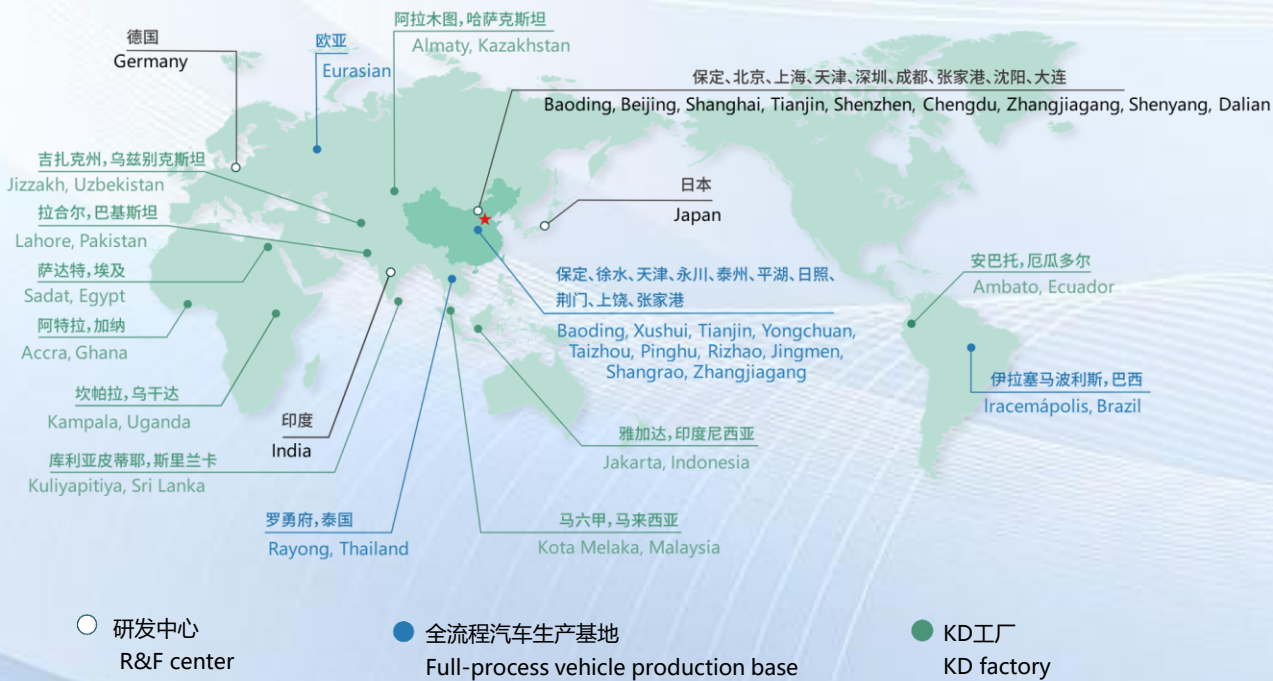
Accelerate overseas expansion of intelligent, new energy products

围绕“整车制造+供应链体系”，长城汽车率先开辟“生态出海”新路径

GWM led the way in pioneering an ecosystem globalization strategy centering on “automobile manufacturing + supply chain system”

长城汽车的全球生产和研发布局

GLOBAL PRODUCTION AND R&D LAYOUT OF GWM



10+3+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 full-process automobile manufacturing bases in China;
Established 3 full-process overseas automobile manufacturing bases;
Possess multiple KD factories in Ecuador, Pakistan and other locations.

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 more than 170 countries and regions in Europe, Australia, Africa, Central and South America, Southeast Asia and the Middle East.

28

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28年

In 1997, the first Great Wall pick-up truck-Deer was exported to the Middle East. This year is the 28th anniversary of GWM's going global

1400+

海外销售渠道超1400家

Over 1,400 overseas distribution channels

面向全球用户，致力于提供高品质产品和服务，以“ONE GWM”品牌战略为核心，加快全球布局

Catered to global users, GWM is committed to delivering high-quality products and services. Driven by “ONE GWM” brand strategy, GWM is accelerating its global footprint.

- 上半年海外累计销量198,693辆，其中，二季度环比增长超15%;
- In 2025 H1, total overseas sales volume amounted to 198,693 units; in Q2, increased by over 15% QOQ;
- 持续拓展海外市场，上半年陆续将坦克300、坦克500、哈弗大狗、长城炮等新车型导入拉美、东盟、中东以及澳新等地区。
- Continued to expand overseas markets; in H1, successively introduced new car models including TANK 300, TANK 500, Haval Dargo, GWM Cannon in Latin America, ASEAN, the Middle East, as well as Australia and New Zealand.



拉美市场Latin American markets

- 巴西工厂竣工投产，生态出海战略落子拉美
- 坦克300Hi4-T登陆巴西并开始交付;
- 长城皮卡问鼎智利皮卡新车畅销榜冠军;
- 在阿根廷焕新发布GWM品牌，欧拉好猫等车型同步上市;
- 2.4T长城炮在秘鲁上市。
- GWM’s factory in Brazil completed construction and commenced production; its ecosystem globalization strategy is set in motion in Latin America;
- TANK 300 Hi4-T marked its official debut in Brazil, with deliveries commenced;
- GWM Pickup ranked first in new pick-up truck sales in Chile;
- GWM brand has been relaunched in Argentina; simultaneously ORA Good Cat and other car models also made their debut;
- 2.4T GWM Cannon was launched in Peru.



东盟市场ASEAN markets

- 坦克500HEV在马来西亚上市;
- 坦克300柴油版在泰国上市。
- TANK 500 HEV was launched in Malaysia;
- TANK 300 diesel edition was introduced in Thailand.



中东/北非市场

The Middle East/ North Africa markets

- 哈弗大狗品类在沙特上市。
- Haval Dargo product series was launched in Saudi Arabia



澳新/南非市场

Australia and New Zealand/ South Africa markets

- 山海炮Hi4-T在澳大利亚上市。
- Shanhai Cannon Hi4-T was launched in Australia.



The image shows the interior of a modern car, likely a luxury SUV or sedan. The seats are upholstered in white leather with a subtle stitching pattern. The dashboard is a large, curved digital display showing a scenic landscape with mountains and water. The steering wheel is also visible, and the overall interior design is clean and minimalist. The text "第三部分" and "Section 3" is overlaid on the image, along with "New Car Models".

第三部分

Section 3

新车型

New Car Models

新车型——魏牌——全新高山系列

New Car Models——WEY——All-New High Mountain Series



高山美学

融汇科技之美，演绎东方自然美学

Design elegance

where technology meets eastern nature



超级智舱

行业第一梯队豪华智舱，诠释科技豪华真谛

Super smart cockpit

an industry-leading intelligent cockpit that redefines luxury through technology



全景智能辅助驾驶

行业第一梯队全景智能辅助驾驶，智能辅助驾驶科技普及者

All-scenario intelligent assisted driving

leading the industry in making advanced driver assistance accessible to everyone



超级Hi4性能版，智享全路况无忧

Super Hi4 Performance Edition, smart and worry-free driving in all road conditions



新车型——坦克——坦克500Hi4-Z

New Car Models——TANK——TANK 500 Hi4-Z

全场景智能豪华越野SUV

以越野基因为技术底色，将豪华与智能融入新产品

All-Scenario Intelligent Luxury Off-Road SUV

Built on an off-road technical DNA, the new model integrates luxury and intelligent technology



智能辅助驾驶

搭载Coffee Pilot Ultra长城汽车第三代智能辅助驾驶系统

Intelligent Assisted Driving

Equipped with Coffee Pilot Ultra, GWM' s third-generation intelligent assisted driving system



智慧座舱

Coffee OS 3长城汽车全栈自研的第三代智慧空间系统，增加冰箱、彩电等舒适配置

Smart Cockpit

Equipped with Coffee OS 3, GWM' s full-stack self-developed third-generation smart cockpit system, and features lifestyle amenities, including a fridge, an entertainment screen, etc





超级混动架构

纯电续航105km，综合功率达300kW，综合扭矩达750N·m；

Super Hybrid Architecture

Pure electric range of 105 km, a combined power output of 300 kW and a peak torque of 750 N·m



个性潮流造型

前脸采用“未来几何化”设计，“破圈”圆形头灯，“肌肉感”侧廓，凌厉车尾，整体方圆有度，造型设计极致经典；

Bold and Iconic Design

With a “geometric future” front end, distinctive circular headlights, powerful side contours and a sharp rear, the design is a perfectly proportioned ultimate classic



智能舒适体验

Coffee OS第三代智慧空间系统，搭载8155芯片
12.3英寸仪表+14.6英寸中控屏，NAPPA真皮座椅具备通风加热按摩功能，整车智能舒适性媲美同价位城市SUV

Smart and Comfortable Experience

Coffee OS third-generation smart cockpit system, equipped with 8155 chips
With 12.3” instrument cluster screen + 14.6” central control screen, NAPPA genuine leather seats with ventilation, heating and massage functions, the overall smart comfort experience is on par with similarly priced urban SUVs



新车型——哈弗——二代枭龙MAX

New Car Models——Haval——Second-Generation Xiaolong MAX



全新一代设计语言

律动自然美学设计，简约造型，质感跃升

A New-Generation Design Language

A design inspired by the rhythms of nature, featuring minimalist styling and a great leap in perceived quality



第二代Hi4智能四驱电混技术

性能增强与燃油经济性的完美结合，更省，更爽，更安全

Second-Generation Hi4 Intelligent 4WD Hybrid Electric Technology

Ultimate blend of greater performance and fuel economy means more savings, more excitement and more safety



越级的宽阔百变空间

B+级尺寸，C+级宽敞，满足每个新享法

Exceptionally Spacious Cabin

With midsize car dimensions and a cabin space of a premium vehicle, it offers a new way to enjoy the journey



首搭Coffee Pilot PLUS智驾

首搭Coffee OS3 AI智慧座舱

First to Install Coffee Pilot Plus Intelligent Driving System

First to Install Coffee OS3 AI Smart Cockpit System





新车型——欧拉——好猫

New Car Models——ORA——Good Cat



新颜值

复古兼运动前脸设计，经典套色车顶颜色，全新两幅方向盘

A Fresh New Look

Retro and sporty front end, classic two-tone roof and an all-new two-spoke steering wheel



新智联

coffeeOs3座舱系统，大尺寸高颜值的屏幕组合，
8大场景模式一键切换

New Intelligent Connectivity

Coffee OS 3 cockpit system, a stunning large display unit, one-touch access to 8 scenario modes



新智驾

超100种泊车场景，超10种静动态物体识别，垂直/斜列
划线车位最快30S一把泊车入位

New Intelligent Driving

Handles over 100 parking scenarios, identifies more than 10 types of static and dynamic objects, and can park into perpendicular or angled spaces in just 30 seconds, often in a single maneuver



新续航

续航提升至430km，低滚阻轮胎、IBC低拖滞卡钳、低
电耗高效率电桥

All-New Driving Range

The range has been increased to 430 km, achieved through low rolling-resistance tires, an IBC low-drag brake caliper and a high-efficiency electric drive axle with reduced energy



新车型——长城混动重卡G1050

New Car Models——GWM G1050 Hybrid Heavy-Duty Truck



综合最大马力1050ps

起步快、超车快、加速快，更无惧山脉起伏

Combined Maximum Output of 1050ps

Quick off the line, swift on overtake, powerful in acceleration, and effortless navigation of mountain roads



全球首创重卡超级智能混动系统Hi4-G

让每一个零件都省油

Hi4-G – World's First Heavy-Duty Super Intelligent Hybrid System

Every component contributes to fuel savings



媲美百万级豪车的驾驶体验

即踩即走，电液转向，蓝牙空悬，远程控车

Driving Experience On Par With Million-Dollar Luxury Vehicles

Instant acceleration, electro-hydraulic power steering, Bluetooth-connected air suspension, remote vehicle control



具备L2+级辅助驾驶功能

TSP大数据管理，高效OTA，管理更省心

Equipped with L2+ Intelligent Assisted Driving Capabilities

TSP big data management and efficient OTA updates for effortless vehicle management



BAIRD SLOO

第四部分

Section 4

科技长城

Great Wall Technology

科技长城——全动力智能超级平台

GWM Technology——Multi-Energy Intelligent Super Platform

推出全新全动力智能超级平台，兼容插混、纯电、氢能、混动及燃油五大动力形式，支持800V混联架构与6C超大电池组

Launched all-new multi-energy intelligent super platform, which is compatible with five powertrain types: plug-in hybrid, pure electric, hydrogen, hybrid and fuel, and supports 800V series-parallel architecture, with a high-capacity 6C-rated battery pack

全球唯一

兼容5大动力形式的超级平台

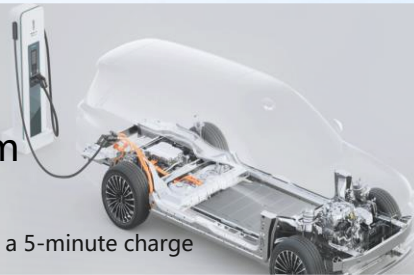
The world's only super platform compatible with five powertrain types



行业领先

混动6C电池
充电5分钟续200km

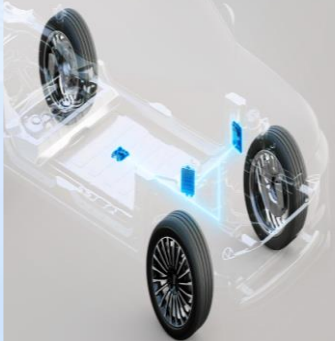
Industry-leading hybrid 6C-rated battery delivering 200-km range from a 5-minute charge



行业首发

ASL 整车智能体

Industry's first ASL smart vehicle system



行业最强

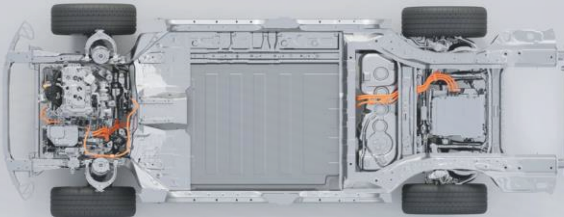
双4秒级2.0T混联系统

Industry's most powerful dual 2.0T series-parallel system



下一代 全动力 智能超级平台
为旗舰豪华而生

Next-generation multi-energy intelligent super platform for flagship luxury vehicles



行业领先

800V 混联架构

Industry-leading 800V series-parallel architecture



全球第一

超大混动电池组
纯电续航超 400km

The world-leading high-capacity hybrid battery pack delivering 400+ km pure-electric range



行业领先

VLA 大模型

Industry-leading VLA large model



科技长城——多条新能源技术路线并举

GWM Technology——Parallel development of multiple new energy technologies

基于“一车多动力策略”，提供新能源出行更优解决方案——更省、更远、更安全
Provides superior new energy mobility solutions—greater efficiency, longer range and enhanced safety—based on a “one vehicle with multiple powertrains” strategy

1

智能四驱电混架构-Hi4/Hi4性能版

Hi4/Hi4 Performance Edition—Intelligent 4WD Hybrid Electric Architecture

全工况效率最优，全场景驾驶无忧
Optimal efficiency in all driving conditions and worry-free driving in any scenario

三动力源
双轴分布
Three power sources distributed across two axles

iTVC智能扭矩矢量控制
iTVC intelligent torque vectoring control

多挡机电耦合单元
Multi-speed electromechanical coupling unit



哈弗猛龙
Haval Raptor



魏牌高山
WEY High Mountain

2

泛越野超级电混架构-Hi4-Z

Hi4-Z—Universal Off-Road Super Hybrid Electric Architecture

超长续航、超快充电、超高性能
Super long range, ultra-fast charging, exceptional performance

三挡功率分流+锁止装置
Three-speed power split + locking device

800V超充
200km+ 续航
800V ultra-fast charging
200km+ range

三擎联动
4s级加速性能
Triple power source coordination
enables 0-100 km/h acceleration in 4 seconds



坦克500 Hi4-Z
TANK 500 Hi4-Z

纯电：从三电研产供能力构建，到半导体技术核心价值链布局

Pure electric: From Building Capabilities in the R&D, Production and Supply of the Three Electric Systems, to Strategic Expansion Along the Core Semiconductor Value Chain.

➤ 电池：多元化布局
磷酸(锰)铁锂、无钴、三元、钠离子、固态等

Batteries: a diversified portfolio
Lithium (manganese) iron phosphate, cobalt-free, NMC battery, sodium-ion, solid-state, etc

➤ 电驱：多元化布局
130~150kw三合一；150kw、200~400kw

Electric drive systems: a diversified portfolio
130~150kw three-in-one; 150kw, 200~400kw

➤ 第三代功率半导体碳化硅

Third-generation silicon carbide power semiconductors

3

强越野超级混动架构-Hi4-T

Hi4-T—Powerful Off-Road Super Hybrid Architecture

全工况从容驾驭，全场景极致体验
Effortless driving in all conditions, exceptional experience for every scenario

最强动力
3.0T+9HAT
Unmatched power
3.0T+9HAT

三把硬锁
非解耦四驱
Three differential locks
Full-time 4WD

单轮最大扭矩
23800Nm
Maximum torque of
23800Nm per wheel



坦克700 Hi4-T
TANK 700 Hi4-T



山海炮 Hi4-T
Shanghai Cannon Hi4-T

4

重卡超级混动架构-Hi4-G

Hi4-G—Heavy-Duty Truck Super Hybrid Architecture

全工况效率最优，一车一场景一标定
Optimal efficiency in all driving conditions; one vehicle, one scenario, one calibration

全场景适配
All-scenario compatibility

三擎动力
千匹马力
Triple powertrain with 1,000 hp

九合一动力域控
9-in-1 powertrain domain controller



智卡6×4 Hi4-G
Intelligent heavy-duty truck
6x4 Hi4-G



智卡4×2 Hi4-G
Intelligent heavy-duty truck
4x2 Hi4-G

氢能：“制-储-运-加-应用”一体化产业链发展

Hydrogen: Integrated Industrial Chain Development Model Encompassing Production, Storage, Transportation, Refueling and Application.

➤ 燃料电池发动机
200+kw/110kw/100kw/80kw商用车氢燃料电池发动；G14/G16/燃料电池堆；M2膜电极

Fuel cell system
200+kw/110kw/100kw/80kw commercial vehicle hydrogen fuel cell system; G14/G16/ fuel cell stack; M2 membrane electrode assembly

➤ 储氢系统
70MPaIV型瓶；70MPa 瓶阀；70MPa 减压阀

Hydrogen storage system
70MPa type IV tank; 70MPa tank valve; 70MPa pressure regulator

➤ 氢能重卡

Hydrogen-powered heavy-duty truck

41/46

长城汽车 “VLA+世界模型” ——最懂你的驾驶伙伴

GWM “VLA+World Model” ——Your most understanding driving companion

更安全
Safer

更舒适
More Comfortable

更智能
More Intelligent

个性化
Personalized

更安心
Greater peace of mind

融合端到端
千万clip训练数据, MoE大参数
An end-to-end fused
massive MoE model trained on tens of
millions of CLIP-style image-text pairs

融合Diffusion Head
轨迹更拟人, 体感老司机
Integrating a Diffusion Head
generates more human-like trajectories,
delivering a driving experience that is
perceptibly smoother and more expert

语音操控驾驶
前方路口右转, 实时操控输入
Voice-activated driving
Turn right at the next intersection
through real-time voice command input

个性化驾驶场景记忆
通勤认准车位到车位全路段驾驶
Personal driving intelligence
memorizes regular routes and parking
preferences, enabling a seamless door-
to-door automated driving

实时反馈车况至舱内语音助手
乘客更安心
Real-time vehicle status is relayed
through the cockpit voice assistant,
providing passengers with greater
peace of mind

驾驶记忆
Driving memory

用户语音输入
User voice input

意图识别
Intent recognition

导航指令
Navigation command

直接控制
Direct control

座舱云端大模型
Cockpit cloud large model

传感器输入
Sensor input

自车状态输入
Ego-vehicle state input

2D 图像
2D image

BEV 特征
BEV features

3D Occ 空间
3D Occ space

空间智能
Spatial intelligence

Token
Align

VLA 3B MoE
(30亿参数, 驾驶专家场景调试)
3 billion parameters, driving expert scene debugging

轨迹动作
Trajectory action

CoT 推理
CoT reasoning

关键障碍物
- 检测
- Occ
Key obstacle
- Detection

场景理解
Scene
understanding

道路结构
- 车道线
- 红绿灯
- 拓扑
Road structure
Lane line/Traffic
lights/Topology

行为推理
Behavioral
reasoning

语音播报
(舱内模型)
Voice broadcast
(cabin model)

长城汽车智能辅助驾驶平台
GWM intelligent assisted driving platform

10万级

Models in the
RMB100,000 price
bracket

100TOPS左右
ADC1.5

无图高速NOA/记忆泊车HAVP/
主动安全

- 无图高速NOA，高性价比
- 自动紧急刹停AEB
- 跨层记忆泊车

Mapless highway NOA/ Home zone
automated valet parking (HAVP)/
active safety

- Mapless highway NOA, high
performance-to-price ratio
- Automatic Emergency Braking (AEB);
- Cross-layer memory parking.



二代枭龙MAX
Second-generation
Xiaolong MAX



哈弗猛龙PHEV 2026款
Haval Raptor PHEV
2026 Edition

20万级

Models in the
RMB200,000 price
bracket

200+TOPS
ADC3.0

无图城市NOA/记忆泊车HAVP/
主动安全

- 全国无图城市NOA
- 跨层记忆泊车，覆盖室内外停
车场
- 通用障碍物检测，记忆生成道
路拓扑

Mapless highway NOA/ Home zone
automated valet parking (HAVP)/
active safety

- Mapless city NOA throughout the
country
- Cross-layer memory parking, support
both indoor and outdoor parking;
- Universal obstacles detection, with
memory-based road topology
generation.



魏牌全新蓝山
WEY all-new
Blue Mountain



魏牌全新高山
WEY all-new
High Mountain



全新坦克500
all-new TANK500

30万级

Models in the
RMB300,000 price
bracket

700 TOPS
ADC4.0

无图城市NOA/点到点/记
忆泊车HAVP/主动安全

- 全国无图城市NOA，支
持点到点
- 跨层记忆泊车，
- 端到端+VLA大模型

Mapless city NOA/ end-to-end/ Home
zone automated valet parking (HAVP)/
active safety

- Mapless city NOA throughout the
country, support end-to-end driving;
- Cross-layer memory parking;
- End-to-end+VLA Model.



坦克
TANK



魏牌
WEY



哈弗
Haval



欧拉
ORA



皮卡
Pick-up



坦克
TANK



魏牌
WEY



欧拉
ORA

下一代AI原生座舱系统正加速研发，致力于提供全天候主动智能服务

Accelerate R&D of the next-generation AI-native cockpit system, to deliver 24*7 proactive, intelligent service



科技长城——智能化——智慧空间

GWM Technology——Intelligentization——Intelligent Cockpit

V3.5平台
V3.5 Platform

- 仪表屏/中控屏/HUD
 - Coffee OS 3
 - 高保真环绕声
 - DMS+OMS
- Instrument cluster screen/ center control screen/ HUD
 - Coffee OS 3
 - High-fidelity surround sound
 - DMS+OMS



魏牌 拿铁
WEY Latte



哈弗 枭龙MAX
Haval Xiaolong MAX



哈弗H6
Haval H6



哈弗 枭龙
Haval Xiaolong



哈弗 猛龙
Haval Raptor



哈弗 二代大狗
Haval second-generation Dargo



哈弗/皮卡/欧拉
Haval/Pick-up/ORA

V4/V5平台
V4/V5 Platform

- 12.3" 仪表屏/17.3" 中控屏/17.3" 副驾屏/17.3" 吸顶屏/29" SR-HUD/AR眼镜
 - 莱茵低蓝光、无闪频认证
 - Coffee OS 3+, 极致体验, 开放生态
 - 7.1.4全景声 智能语音 手车互联
 - AI端侧小模型
- 12.3" instrument cluster screen/ 17.3" center control screen/ 17.3" co-driver screen/29" SR-HUD/ AR glasses
 - TÜV Rheinland' s low blue light and flicker-free certifications
 - Coffee OS 3+, ultimate experience, open ecosystem
 - 7.1.4 surround sound, intelligent voice, smartphone-to-vehicle connectivity
 - AI on-device small model



魏牌全新蓝山
WEY all-new Blue Mountain



魏牌全新高山7/8/9
WEY all-new High Mountain7/8/9



全新坦克500
all-new TANK500



哈弗
Haval



欧拉
ORA

V6平台
V6 Platform

- 12.3 "仪表屏/中控屏+副驾超高清一体大屏/17.3" 吸顶屏/29 " SR-HUD/AR眼镜
 - 全车屏幕AI画质调优
 - 莱茵低蓝光、无闪频认证, 护眼认证
 - Coffee OS 4+, AI伙伴, 全场景主动服务, 多模态感知, 无界交互, 去中心化协同
 - 超豪华音响系统, 7.1.4全景声+, 全车独立音区
 - AI端侧大模型, 保证隐私, 本地快速响应
 - 端到端智能语音
- 12.3" instrument cluster screen/ central control screen + co-driver ultra-high definition all-in-one large display/ 17.3" overhead screen/ 29" SR-HUD/ AR glasses
 - AI image optimization for all in-vehicle screens
 - TÜV Rheinland' s low blue light, flicker-free, eye comfort certifications
 - Coffee OS 4+, AI partners, all-scenario active service, multimodal sensing, seamless interaction, peer-to-peer collaboration
 - Ultra-luxury sound system, 7.1.4 surround sound+, personalized in vehicle sound zones
 - AI on-device large model, ensuring privacy and quick response
 - End-to-end intelligent voice processing



坦克
TANK



魏牌
WEY



科技长城——全域智控的底盘升级

GWM Technology——Chassis upgrade with intelligent control across all domains

规划多种高竞争力技术及创新功能，实现从三维控制到四维控制新变革

A number of highly competitive technological and innovative functions under planning, to achieve a new transformation from 3D to 4D control

转向业务

Steer-by-Wire



- **R-EPS**: 24年量产，25年搭载长城DE30平台，销量快速增长；满足B级车、C级车、VAN车型和各种重度越野车型；自主开发软硬件，满足自动驾驶L3+级；
- **线控转向**：后轮转向25年下半年量产；线控转向已装车验证，26年量产；高度智能化，与自动驾驶系统无缝衔接。
- **R-EPS**: Mass-produced in 2024, installed in car models based on GWM DE30 platform in 2025, with sales volume growing rapidly; meet the requirements of B-segment and C-segment cars, vans and various heavy-duty off-road vehicles; with self-developed software and hardware, meeting Level 3+ autonomous driving requirements;
- **Steer-by-wire**: rear-wheel steering commences mass production in 2025 H2; vehicles installed with steer-by-wire have been tested; mass production is scheduled to commence in 2026; highly intelligent and features seamless integration with autonomous driving systems

智能底盘BU

Intelligent Chassis BU

制动业务

Brake-by-wire



- **1-BOX**: 基于长城越野及智驾，创新开发全地形、NOA特色功能；25年新增11款搭载车型，26年覆盖长城全系；
- **2-BOX**: 国际首家由iBooster控制实现智能制动，国内首发踏板感可调技术；可搭载山海炮、坦克等12款硬派越野车型；
- **EMB**: 国内首张EMB功能安全证书；支持L3-L5级自动驾驶；对应高端车型的下一代产品；预计年底完成量产，26年实现规模化量产。
- **1-BOX**: Leveraging its off-road and intelligent driving expertise, GWM has innovatively developed unique all-terrain and NOA features; will be equipped in 11 new car models in 2025, with full coverage across all GWM models by 2026
- **2-BOX**: First in the world in intelligent braking via iBooster control; first in China to launch adjustable pedal feel technology; can be installed in 12 rugged off-road vehicle models such as Shanhai Cannon, TANK, etc;
- **EMB**: Awarded the first functional safety certificate for EMB systems in China; support L3-L5 autonomous driving capabilities; next-generation products designed for high-end vehicles; expected to start mass production by the end of the year and achieve scaled mass production in 2026.

悬架业务

Adaptive Suspension System



- **EDC**: 25年大批量生产搭载DE30平台；
- **EAS**: 开发中，搭载坦克700完成各工况验证，25年8月匹配长城DE30平台量产；满足市场主流C、D级车型需求；
- **FASS**: 开发中，已完成技术预研，26年搭载长城高端车型实现量产应用。
- **EDC**: commence mass production for vehicles based on the DE30 platform in 2025;
- **EAS**: currently under development; validation on TANK 700 across all driving conditions has been completed; mass production integration with GWM DE30 platform is scheduled for August 2025; designed to meet the requirements of mainstream C-segment and D-segment vehicles;
- **FASS**: currently under development; completed technical feasibility study and is scheduled for mass-production and application in GWM's premium car models in 2026.

问答环节

Q&A Session