



长城汽车

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2026年中期业绩

2026 Interim Results



2026年8月
Aug. 2026

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第一部分

Section 1

行业概况

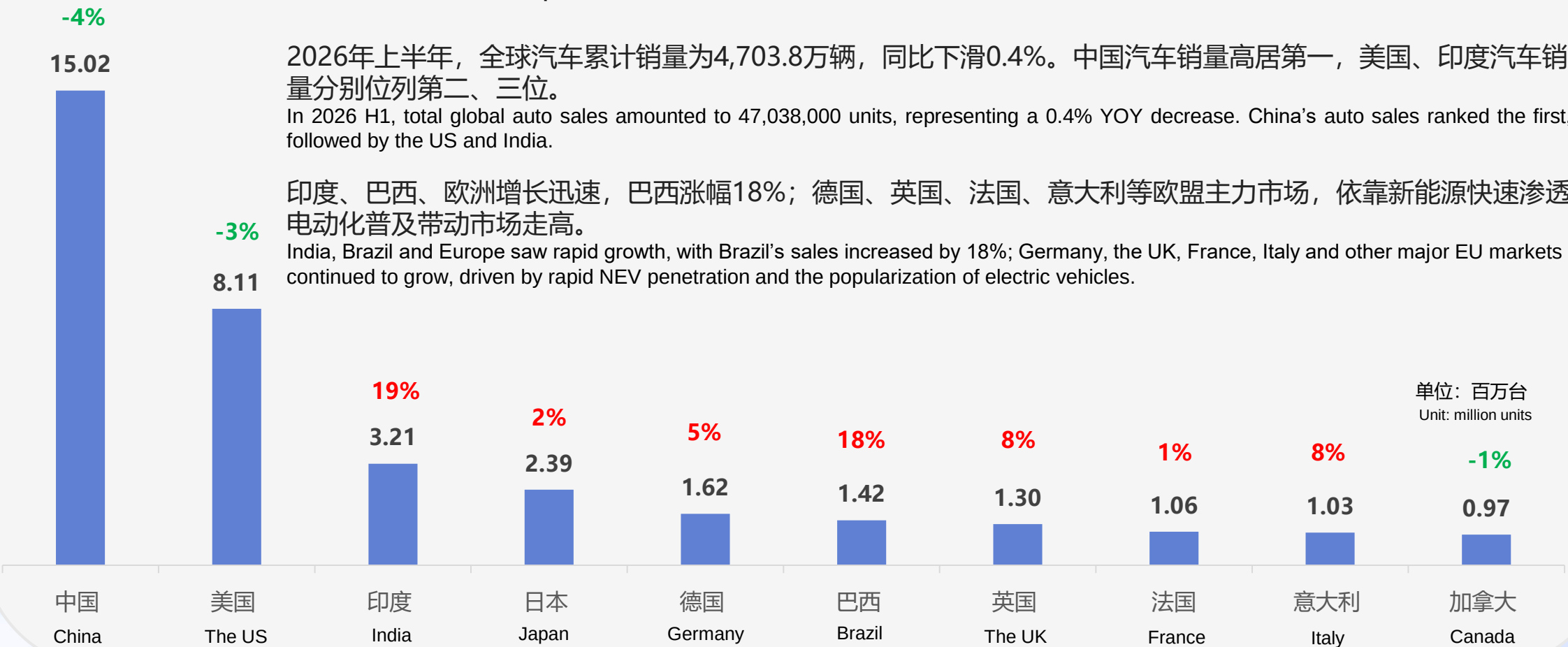
Industry Overview

行业概况——2026年上半年全球销量前十国家

Industry Overview——2026 H1 Top 10 Countries in Global Auto Sales Volume

2026年上半年全球汽车销量前十的国家及同比增速

2026 H1 Top 10 Countries in Global Auto Sales Volume and YOY Growth



数据来源: MarkLines/ Source: MarkLines

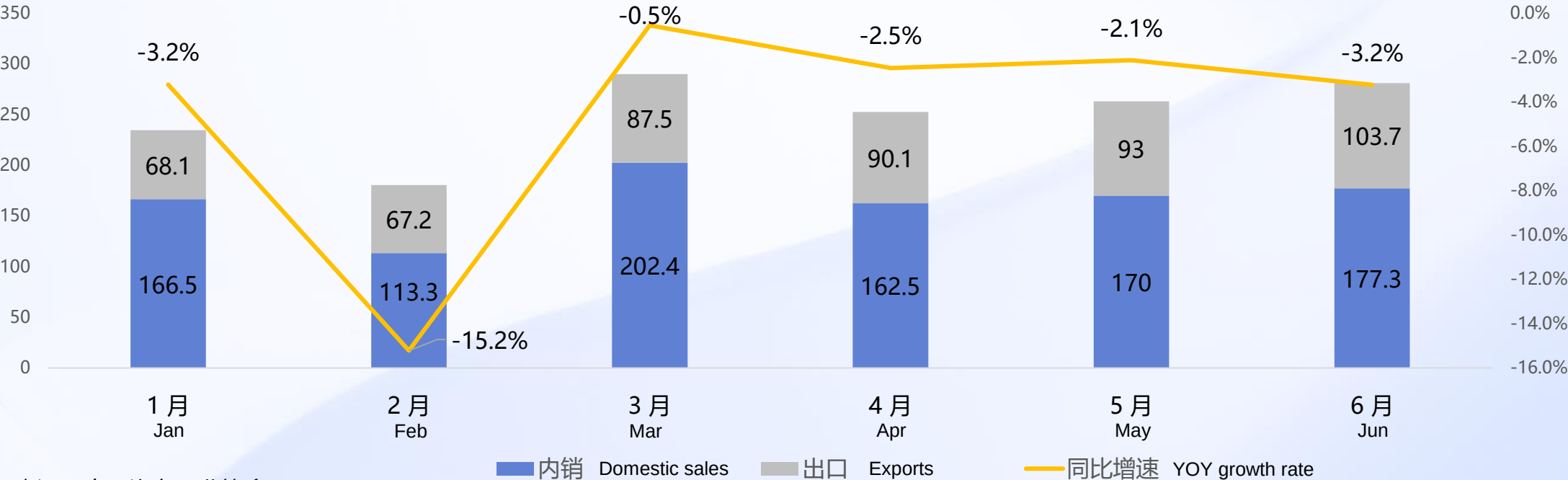
行业概况——2026年上半年中国市场月度销量及增速

Industry Overview——2026 H1 China Auto Market Monthly Sales Volume and Growth Rate

- ◆ 2026年上半年，国内汽车内需承压走弱，但汽车出口规模大幅攀升对冲行业压力，整体市场销量达到1,501.7万台，同比下降4.1%。
In 2026 H1, domestic auto demand was under pressure and weakened, but auto exports surged significantly, easing industry pressure. Overall market sales reached 15,017,000 units, representing a 4.1% YOY decrease.
- ◆ 进入二季度，市场走势边际企稳，月度销量同比跌幅维持窄幅波动。
Entering Q2, the market trend exhibited marginal stability, with monthly sales volume declining within a narrow range.

2026年上半年中国汽车市场月度销量及同比增速
In 2026 H1, China's auto market monthly sales volume and YOY growth

单位：万台
Unit: 10,000 units

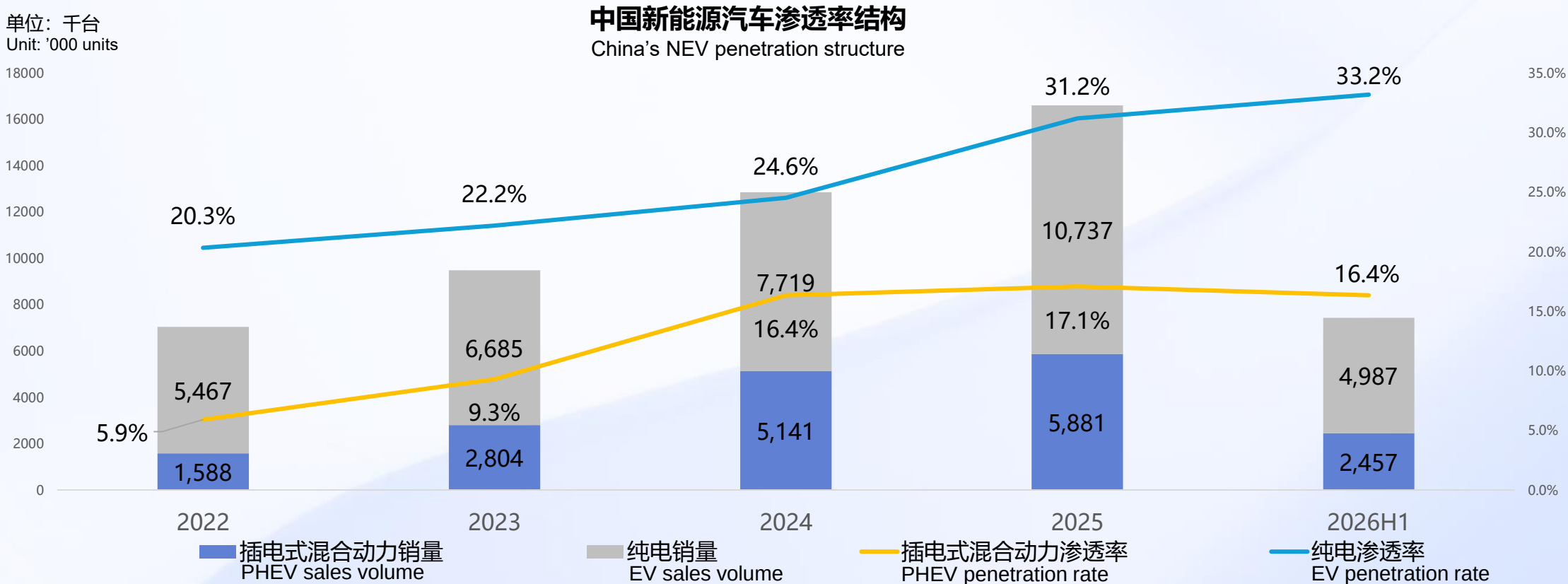


数据来源：中国汽车工业协会/ Source: CAAM

行业概况——中国新能源汽车渗透率情况

Industry Overview——China's NEV Penetration Rate

- ◆ 近年来，新能源汽车市场渗透率逐年提升，2026年上半年新能源市场渗透率为49.6%，同比提升5.3个百分点。
In recent years, the NEV market penetration rate has been accelerating over the years. In 2026 H1, the NEV market penetration rate was 49.6%, increasing by 5.3 percentage points YOY.
- ◆ 2026年上半年，纯电渗透率占比进一步扩大至33.2%，插电式混合动力渗透率微幅下滑至16.4%。
In 2026 H1, pure electric vehicle penetration rate further increased to 33.2%, while PHEV penetration rate slightly decreased to 16.4%.



中国汽车出口规模及结构变化

China's auto export volume and change in export structure

◆ 2026年上半年，中国汽车出口销量达509.6万辆，同比增长65.3%，占比持续攀升至33.9%。

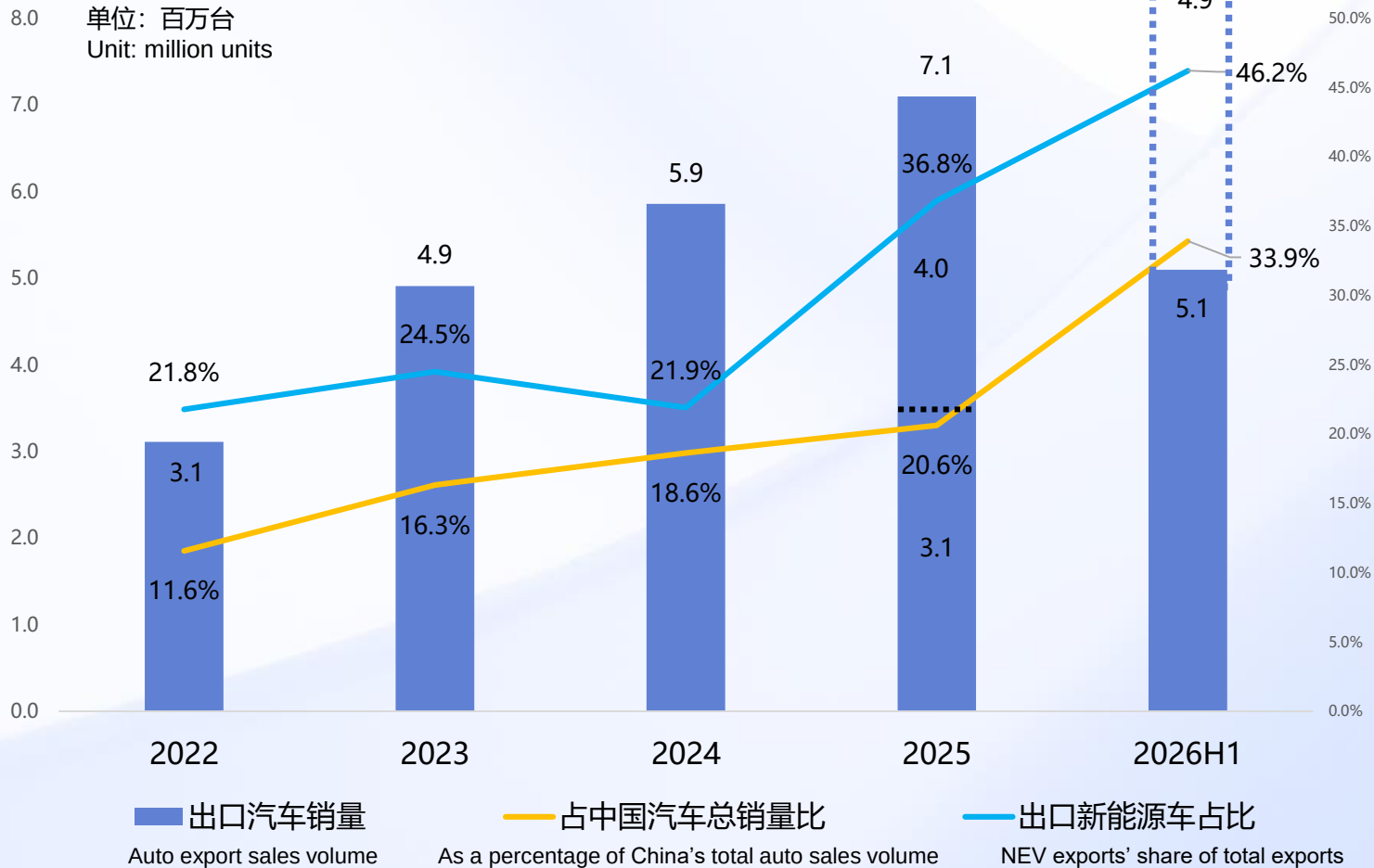
In 2026 H1, China's auto exports increased by 65.3% YOY to 5,096,000 units, and their share of total sales continued to rise to 33.9%.

◆ 因上半年出口大幅超预期，中汽协上调全年汽车出口目标至1,000万辆。

As H1 exports far exceeded expectations, CAAM has raised full-year auto export target to 10 million units.

◆ 2026年上半年，新能源汽车出口占比提升至46.2%。

In 2026 H1, NEV exports' share of total exports increased to 46.2%.



2026年上半年，SUV品类发展迅速，市占率同比提升8个百分点，轿车品类市占率同比下滑7.4个百分点，其余市场相对稳定。

In 2026 H1, the SUV segment grew rapidly, with its market share rising by 8% points YOY. The sedan market share dropped by 7.4 % points YOY, but all other market segments exhibited relatively stable performance.



运动型多用途汽车
SUV

770.6万辆
7,706,000 units

 8.0%



轿车
Sedan

438.9万辆
4,389,000 units

 7.4%



多用途汽车
MPV

48.9万辆
489,000 units

 0.4%



交叉型乘用车
Crossover

13.7万辆
137,000 units

 0.2%



行业概况——越野SUV市场

Industry Overview——Off-road SUV Market

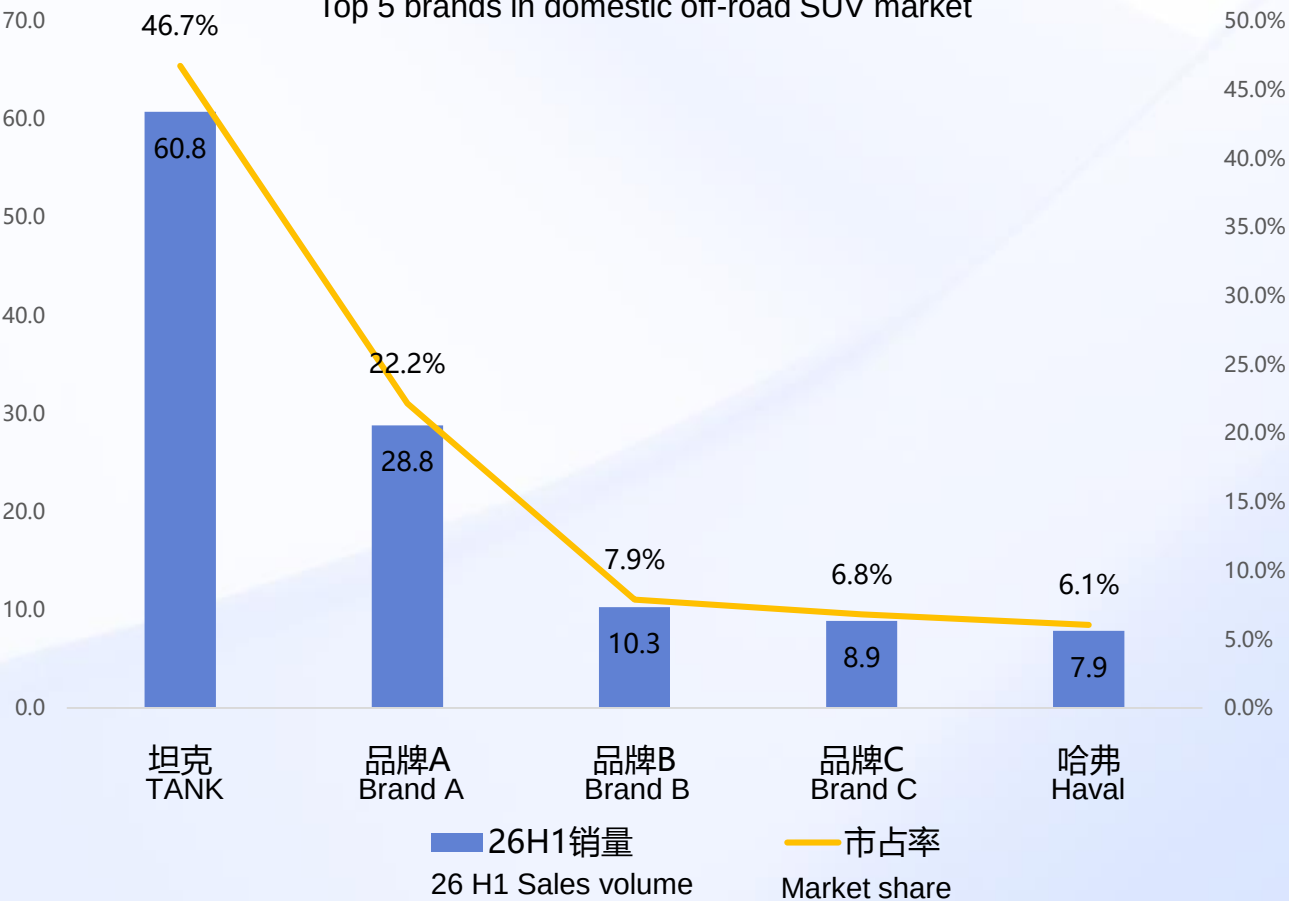
◆ 2026年上半年，越野SUV市场头部效应显著，坦克品牌以46.7%市占率位列第一，哈弗品牌位列第五，市占率为6.1%，双品牌共同深化细分市场优势。

In 2026 H1, off-road SUV market concentration became more obvious. TANK ranked first with a market share of 46.7%, Haval ranked the fifth, with a market share of 6.1%. The two brands together strengthened competitive edge in their respective market segment.

单位：千台
Unit: '000 units

国内越野SUV市场前五品牌

Top 5 brands in domestic off-road SUV market





行业概况——皮卡市场

Industry Overview——Pick-up Truck Market

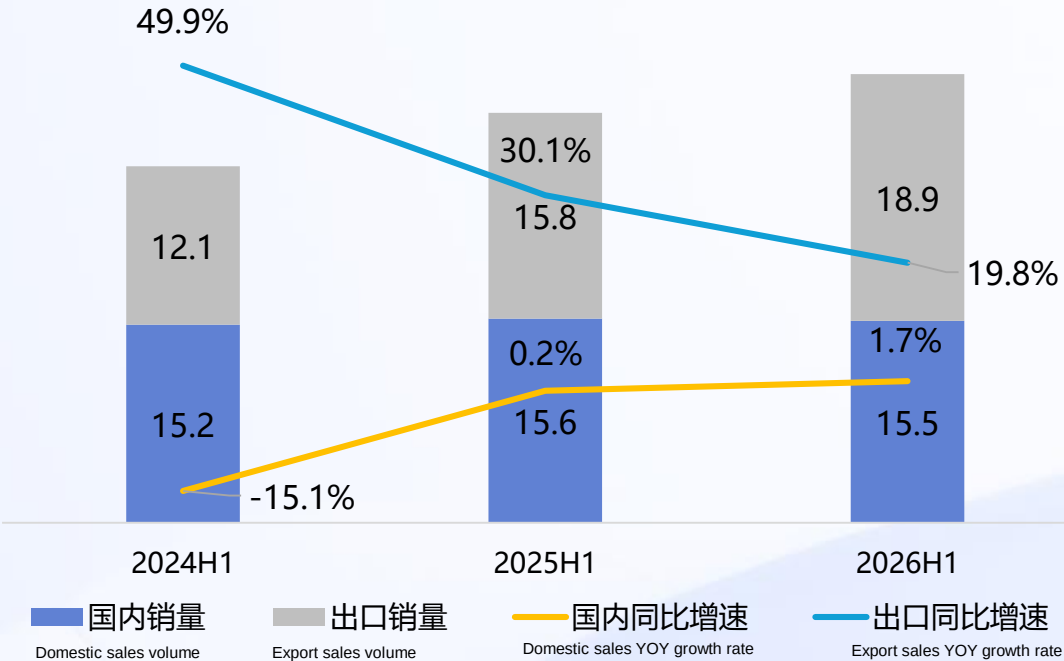


- ◆ 近年来，皮卡销量持续增长，2026年上半年皮卡销量34.3万台，同比增长9.4%，其中出口量超内销，达18.9万台，同比增速19.8%。
Sales volume of pickup trucks continued to increase in recent years. In 2026 H1, pickup truck sales rose by 9.4% YOY to 343,000 units, of which 189,000 units were exports, far exceeding domestic sales while sustaining a 19.8% YOY growth.
- ◆ 长城皮卡车型稳居国内皮卡车型销量前三，持续巩固细分市场头部竞争地位。
GWM Pickup models ranked among the top 3 in domestic pickup truck sales, continuing to solidify its leading position in this market segment.

单位：万台
Unit: 10,000 units

中国皮卡市场销量

Sales volume of China's pickup truck market

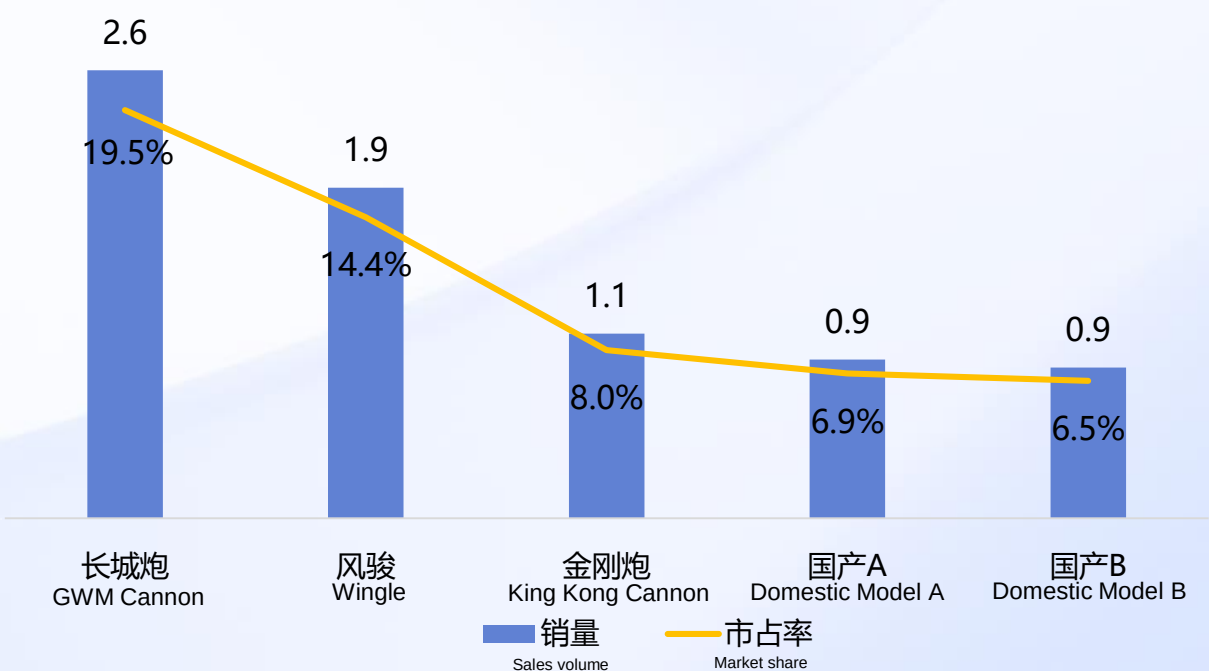


数据来源：中国汽车工业协会/ Source: CAAM

单位：万台
Unit: 10,000 units

国内皮卡2026年上半年销量前五车型

2026 H1 top 5 domestic pickup models in terms of sales volume



数据来源：保险数/ Source: Vehicle insurance data

第二部分

Section 2

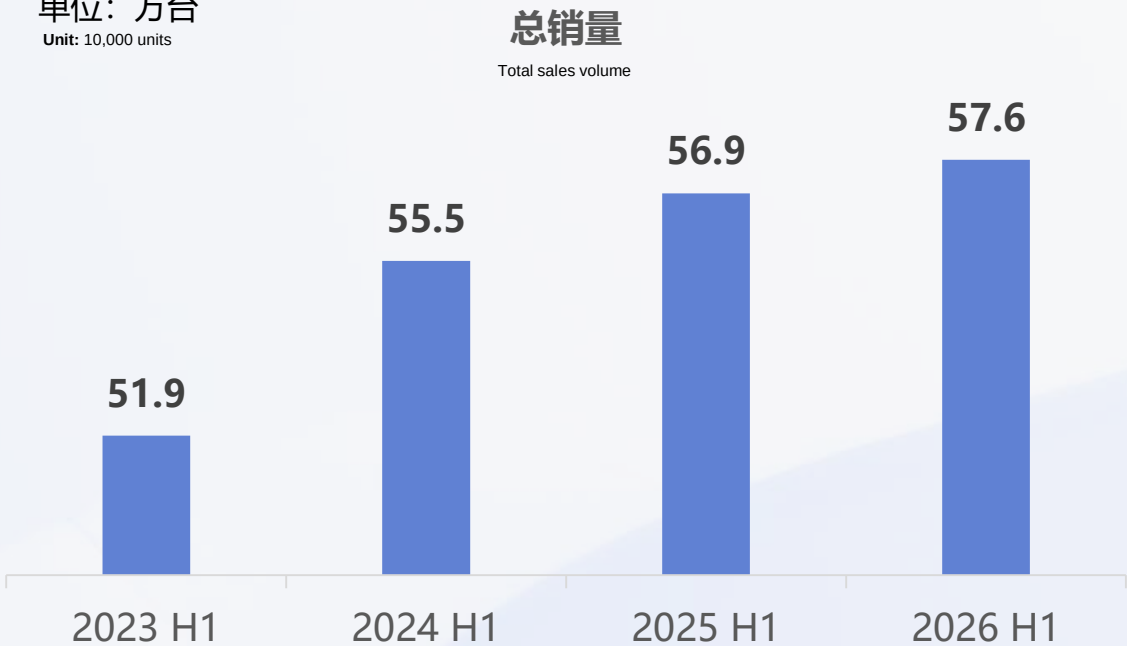
公司经营概况

Operations Review

2026年1-6月，长城汽车实现新车销量57.58万辆，同比增长1.22 %，销量规模稳步攀升。

In 2026 H1, Great Wall Motor's sales volume of new vehicles amounted to 575,800 units, representing a YOY increase of 1.22%. Sales volume continued to grow steadily.

单位：万台
Unit: 10,000 units



2026年1-6月，海外累计销售新车28.90万辆，同比增长45.46%，海外销量占比持续提升，成为重要增长引擎。

In 2026 H1, total overseas new vehicle sales volume amounted to 289,000 units, representing a YOY increase of 45.46%. The overseas sales proportion continued to rise, becoming a core growth engine.

单位：万台
Unit: 10,000 units





公司经营概况——业绩亮点

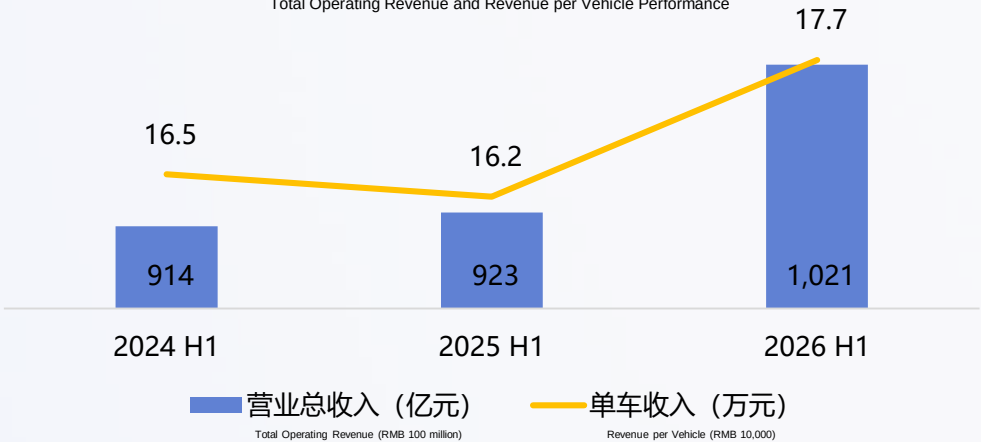
Operations Review——Results Highlights

上半年营业收入、单车收入创同期历史新高

In 2026 H1, operating revenue and revenue per vehicle reached record highs for the corresponding period

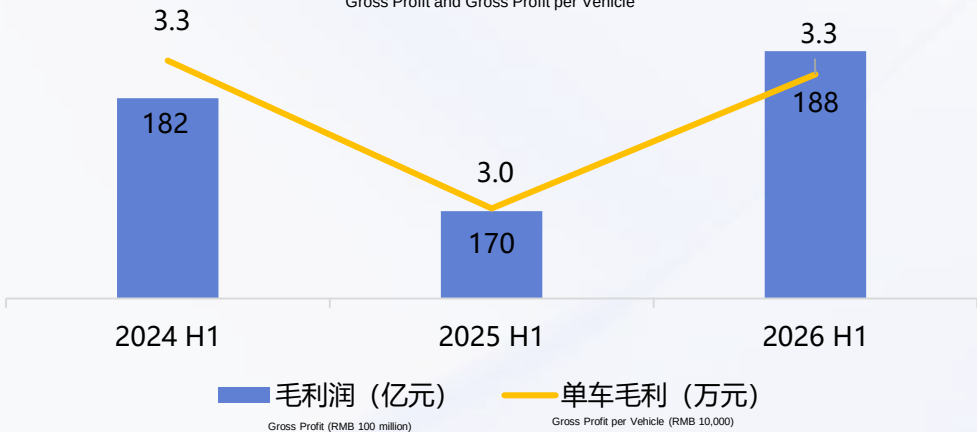
营业总收入与单车收入表现

Total Operating Revenue and Revenue per Vehicle Performance



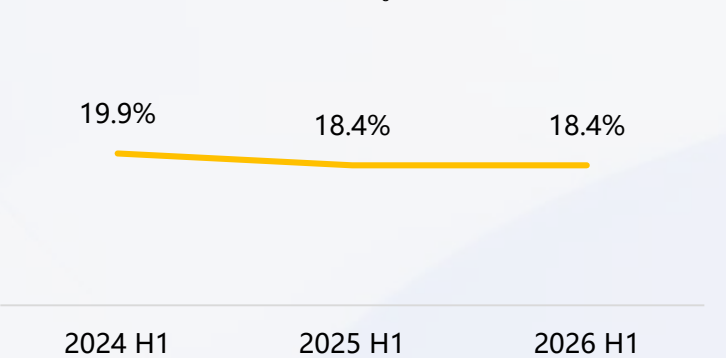
毛利润及单车毛利表现

Gross Profit and Gross Profit per Vehicle



毛利率

Gross Margin

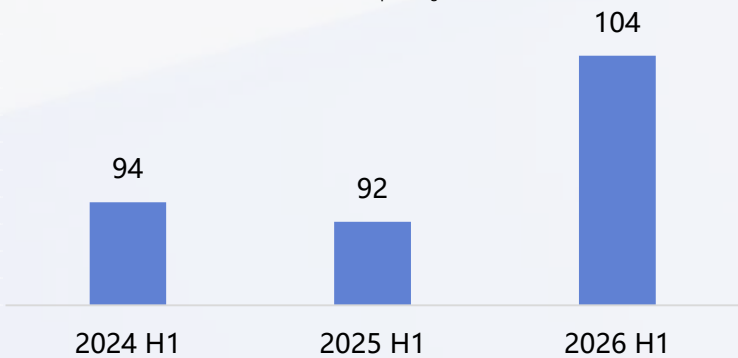


单位: 亿元

Unit: 100 million yuan

经营活动产生的现金流量净额

Net Cash Flow from Operating Activities

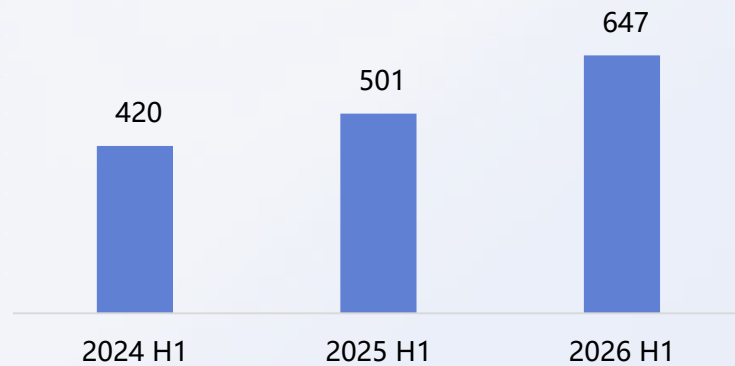


单位: 亿元

Unit: 100 million yuan

现金储备

Cash reserves



注: 包含货币资金和理财产品

Note: Including cash and bank balances and wealth management products



公司经营概况——业绩亮点——季度环比表现

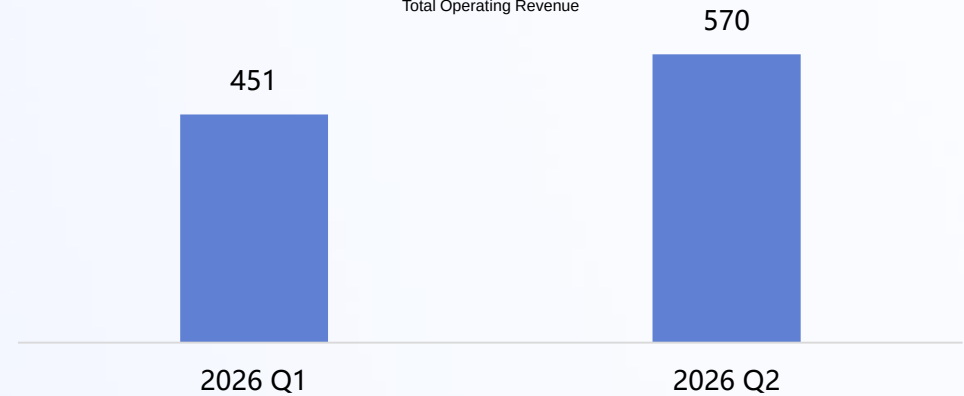
Operations Review——Results Highlights ——Quarter-on-Quarter (QoQ) Performance

多项指标刷新单季历史表现

Multiple metrics set new single-quarter records

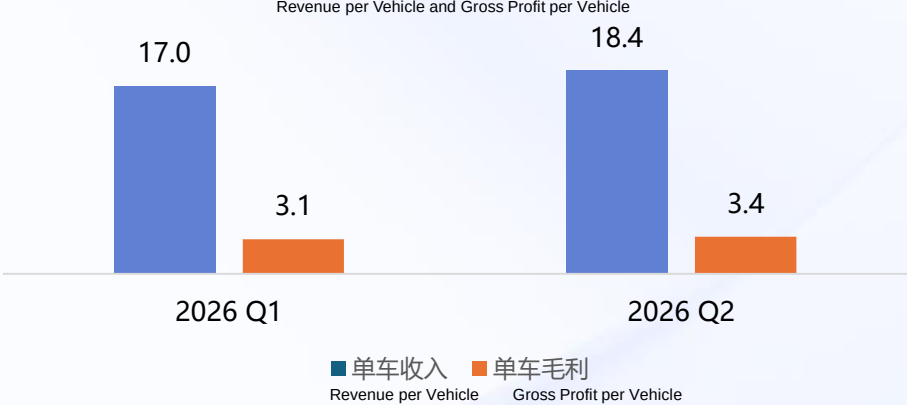
单位：亿元
Unit: RMB 100 million

营业总收入 Total Operating Revenue



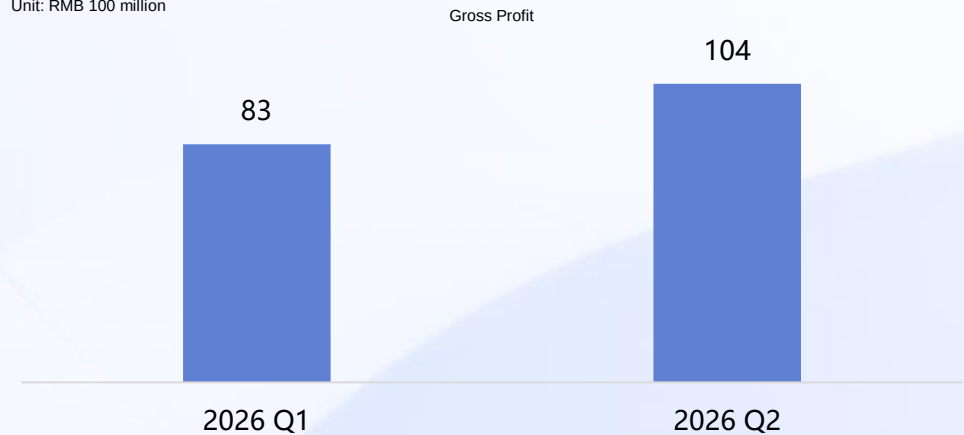
单位：万元
Unit: RMB 10,000

单车收入及单车毛利 Revenue per Vehicle and Gross Profit per Vehicle



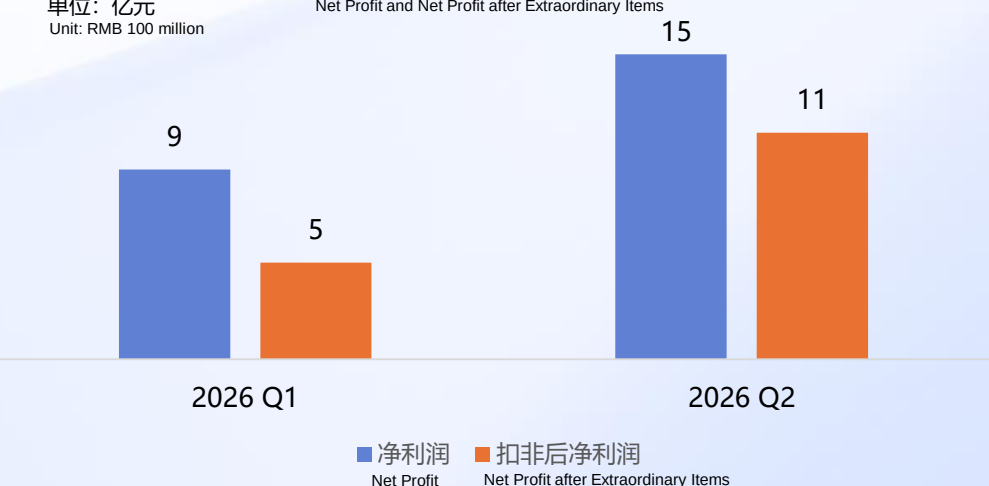
单位：亿元
Unit: RMB 100 million

毛利润 Gross Profit



单位：亿元
Unit: RMB 100 million

净利润及扣非后归母净利润 Net Profit and Net Profit after Extraordinary Items



资产负债表 Balance Sheet

单位：人民币百万元 RMB Mn

	截至2026.6.30止 As at 30 Jun 2026	截至2025.12.31止 As at 31 Dec 2025	截至2024.12.31止 As at 31 Dec 2024	变动 Change (%)
流动资产 Current assets	140,568	137,647	133,538	2.1
其中： Including:				
货币资金 Cash and bank balances	30,641	28,846	30,769	6.2
应收账款 Accounts receivable	9,253	9,599	7,273	-3.6
应收款项融资 Receivables financing	17,838	23,848	41,100	-25.2
非流动资产 Non-current assets	89,422	87,641	84,182	2.0
资产总值 Total assets	229,990	225,288	217,720	2.1
负债合计 Total liabilities	142,597	137,396	138,727	3.8
股东权益 Total shareholders' equity	87,393	87,892	78,993	-0.6

利润表 Income Statement

单位：人民币百万元 RMB Mn

	2026H1	2025H1	2025	变动 Change (%)
营业总收入 Total operating revenue	102,101	92,335	222,824	10.6
毛利 Gross profit	18,759	16,974	40,202	10.5
营业利润 Operating profit	3,221	6,862	11,534	-53.1
归属于母公司股东的净利润 Net profit attributable to shareholders of the Company	2,465	6,337	9,865	-61.1
基本每股收益(元) Basic earnings per share (RMB)	0.29	0.74	1.16	-60.8

现金流量表 Cash Flow Statement

单位：人民币百万元 RMB Mn

	2026H1	2025H1	2025
经营活动产生的现金流量净额 Net cash flow from operating activities	10,436	9,215	40,355
投资活动产生的现金流量净额 Net cash flow from investing activities	-4,636	-10,109	-29,154
筹资活动产生的现金流量净额 Net cash flow from financing activities	-3,304	-4,481	-13,445
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	-190	416	292
现金及现金等价物净增加额 Net increase in cash and cash equivalents	2,307	-4,959	-1,953
期末现金及现金等价物余额 Cash and cash equivalents at the end of the period	27,588	22,274	25,281



公司经营概况——大事记

Operations Review——Significant Events

归元平台全球首发

GWM ONE made its world debut

1月，归元平台全球首发，兼容五大动力，搭载原生AI与双VLA大模型，实现主被动安全深度融合，未来将布局柴油混动，完善全动力架构。

In January, GWM ONE made its world debut. The platform is compatible with five powertrain configurations and achieves deep integration of active and passive safety systems leveraging its AI-native capabilities and dual VLA large models. In future, it will expand into diesel hybrid powertrains to complete the full-powertrain structure.



欧拉5曼谷全球首秀

ORA 5 had its global premiere in Bangkok

2月，欧拉5在泰国曼谷全球首秀，彰显多动力优势和全球时尚精品实力。

In February, ORA 5 had its global premiere in Bangkok, Thailand, demonstrating its niches in offering multiple powertrain options and world-class styling and sophisticated craftsmanship.



千次整车质量评审会

1,000th vehicle quality review meeting

4月，长城汽车第1,000次整车质量评审会落地，坚持21年的评车机制首次对外开放，完整呈现质量评审全流程，彰显品质管控理念。

In April, GWM conducted the 1,000th vehicle quality review meeting. It insisted on opening the vehicle evaluation process to the public for the first time in 21 years, showcasing the entire vehicle quality evaluation process and demonstrating its quality management philosophy.



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PICK你的梦中情车



北京车展前后多款新车密集上市

New models were launched during the Beijing Auto Show

4月，全新坦克700、欧拉5燃油版与混动版陆续上市；5月，哈弗猛龙PLUS、魏牌V9X正式上市，产品矩阵持续完善。

In April, the all-new TANK 700, ORA 5 fuel version and hybrid version were successively launched; in May, Haval Raptor Plus and WEY V9X were officially launched, further enhancing the Group's product portfolio.

长城汽车环塔车队斩获多项冠军

GWM's team secured multiple championship titles at the Taklimakan Rally

6月，2026环塔长城车队包揽T2.E新能源、T2.1燃油、T2.3量产组厂商杯冠军，实现量产组“大满贯”。

In June, at the conclusion of the Taklimakan Rally, GWM's team won the T2.E new energy, T2.1 ICE, T2.3 Production Class Manufacturer's Cups, achieving a dominant clean sweep in the production class.

阿联酋落地旗舰展厅

Opened a flagship showroom in the UAE

6月，长城汽车海外最大旗舰展厅于阿联酋迪拜开业，彰显了品牌深耕中东高端市场的决心与信心。

In June, GWM's largest overseas flagship showroom was opened in Dubai, UAE, showcasing the Group's commitment and confidence in brand awareness cultivation in the high-end market in the Middle East.



锚定全球市场，深耕细分市场，打开增长新空间

Eyeing on the global market, deeply cultivating various market segments to open up new growth opportunities

海内外双核驱动，助力销量提升

Leveraging the dual growth engines – domestic and overseas markets – to drive sales volume



2026年上半年实现全球销量32.77万辆，其中海外销量20.54万辆，同比增长45.04%，推动盈利结构优化。

In 2026 H1, Haval achieved global sales of 327,700 units, of which overseas sales amounted to 205,400 units, up by 45.04% YOY, driving profit structure optimization.

深耕方盒子细分市场优势

Strengthen competitive edge in the boxy vehicle market segment



哈弗方盒子依托集团全球化体系及全域自研技术，建立竞争优势，狗品类、猛龙系列国内外双线热销，长城H10上市即爆款；Hi4-2.0、高阶智驾、智能座舱补齐硬派车型能耗与智能化短板，助力销量提升。

Haval boxy car model leverages the Group's global system and full-domain self-developed technology to build competitive advantage. The two product lines – Dargo series and Raptor series were enjoying robust sales at home and abroad. GWM H10 became an instant hit upon its debut. Hi4-2.0, advanced intelligent driving and smart cockpit bridged the gap in energy consumption and smart features for hardcore off-road models, resulting in sales volume upsurge.

深化品类创新，打造爆款车型

Deepen product category innovation to develop popular vehicle models



长城H10开辟方盒子新物种大六座市场，精准定位大家庭多座市场，上市即爆款，稳固新能源方盒子冠军地位。

GWM H10 started a new product category – large 6-seat boxy vehicles – precisely targeting the large-family multi-seat market. It became an instant hit upon its debut and secured a leading position in the new energy boxy vehicle segment.

坦克越野龙头地位稳固，高端化与全球化双线突破

TANK's leading position in the off-road segment remains solid, achieving breakthroughs in both high-end segment and global expansion

品牌价值持续提升，高端化成效显著

The upmarket positioning has delivered significant results, with continued enhancement in brand equity



2026年上半年，坦克品牌全球销量达9.02万辆，全新坦克700强化品牌高端形象，品牌溢价能力持续提升，依托麒麟荟高端用户平台开展圈层运营，实现从产品价值向圈层生活价值延伸。

In 2026 H1, TANK's global sales reached 90,200 units; the all-new TANK 700 strengthened the brand's upmarket image, and the brand's premium continued to enhance. Leveraging the Qilin Hui premium user platform to drive targeted community engagement, the brand moved beyond product value to deliver community-based lifestyle value.

国内越野SUV市场绝对领先

Absolute market leadership in the domestic off-road SUV segment



2026年上半年，坦克品牌国内销量5.58万辆，持续保持越野SUV市场领先地位。

In 2026 H1, TANK's domestic sales volume amounted to 55,800 units, continuing to maintain a leading position in the off-road SUV market.

凭借Hi4-T、Hi4-Z的技术优势，深化“全动力”布局，上半年坦克品牌国内新能源渗透率达到58.44%。

Leveraging Hi4-T, Hi4-Z technology advantage, strengthened "full-powertrain" presence. In 2026 H1, TANK's domestic NEV penetration rate reached 58.44%.

海外市场持续发力，全球布局拓展增量

Overseas markets continued to gain momentum, driving the brand's global expansion



截至2026年上半年，坦克品牌车型已销往全球30多个国家和地区，相继在澳洲、巴西、巴基斯坦等多国落地坦克300 Hi4-T、坦克500 Hi4-T等车型，上半年海外累计销售3.45万辆，同比增长57.64%。

Up to 2026 H1, vehicles under the TANK brand have been sold to over 30 countries and regions around the world. The Group rolled out TANK 300 Hi4-T and TANK 500 Hi4-T in Australia, Brazil, Pakistan and other countries. The cumulative overseas sales in 2026 H1 were 34,500 units, up by 57.64% YOY.

深化智能化战略，完善全品类矩阵，巩固高端智能新能源市场心智认知

Deepen intelligent strategy, optimize full-category portfolio, consolidate consumer mindshare and perception in the premium intelligent new energy market

坚持品牌向上战略

Insisted on brand premiumization strategy



魏牌上半年累计销售4.1万辆，同比增长27.5%。深耕25-50万高端新能源市场，构建「V9X全球AI旗舰 + 新款蓝山大六座SUV + 高山豪华MPV」产品阵营，依托自研智能体系与归元S平台，支撑品牌向上，布局全球高端市场。

In 2026 H1, WEY sold a total of 41,000 units, up by 27.5% YOY. Deepened its penetration in the RMB250,000-500,000 premium NEV segment; established a product lineup including V9X global AI flagship + new 6-seat Blue Mountain SUV + High Mountain luxury MPV; leveraged self-developed intelligent system and GWM ONE S platform to facilitate brand premiumization and to strengthen its global presence in the premium market segment.

完善高端产品矩阵

Complete the premium product portfolio



V9X、V8X依托归元S高端平台打造，精准覆盖高端商务、品质家庭等客群。

V9X, V8X was built on GWM ONE S premium platform, precisely targeting the high-end corporate and quality-conscious family customer segments.

高山上半年销量同比增长186.04%，登顶2026年1-6月新能源MPV销量冠军。

In 2026 H1, High Mountain sales volume surged by 186.04% YOY, making it the best-selling new energy MPV from January to June 2026

优化渠道布局

Optimizing sales channel network



上半年深耕一二线核心商圈，建设“销交一体店”实现即售即提。

In 2026 H1, WEY strengthened its presence in the first- and second-tier core cities, establishing one-stop sales-and-delivery stores to enable immediate pickup upon purchase

聚焦一线、新一线及核心省会城市打造品牌中心店，树立渠道形象与服务标杆，强力支撑魏牌高端化战略及用户豪华认知。

Focused on first-tier, new first-tier and key provincial capital cities, established the brand's flagship stores to set the benchmark for channel image and service excellence and to provide strong support for WEY premiumization strategy and the brand's luxury image among users

归元赋能，以全新车、全动力产品助力全球化经营

Empowered by GWM ONE, accelerating global operations with all-new models and full-powertrain products

品牌定位焕新，客群结构多元化

Brand repositioning to establish a diverse customer base



欧拉品牌上半年累计销售2.6万辆，同比增长75%。随着品牌定位升级，欧拉客群从单一女性为主，成功拓展了男性、家庭用户，用户结构更均衡，为新产品提供了更广泛的用户基盘。

Total sales volume of ORA for 2026 H1 amounted to 26,000 units, surging by 75% YOY. Following its brand repositioning, ORA has successfully expanded its customer base from being predominantly female to encompass male and family customers. A more balanced user composition provides a broader customer base for future new products.

全球化战略，构建品牌增长新引擎

Globalization strategy, building a new engine for brand growth

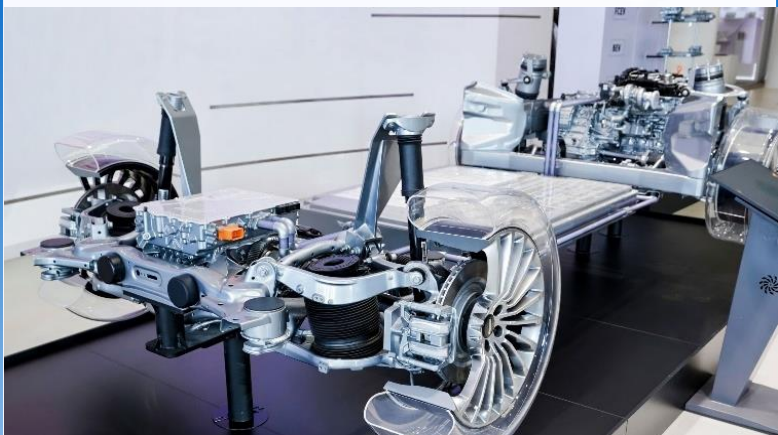


欧拉5面向全球市场完成BEV、HEV、ICE动力布局，成功切入多个区域市场，完成全球重点市场覆盖，实现销量突破性增长，构建品牌增长新引擎，后续将持续推出其他动力版本。

Targeting the global market, ORA 5 has completed its powertrain portfolio encompassing BEV, HEV, and ICE. It has successfully entered multiple regional markets and covered key global markets, realizing breakthrough sales growth and establishing a new engine for brand expansion. Additional powertrain variants will be rolled out constantly in the future.

归元平台赋能，实现价值突破

Empowered by GWM ONE, achieving value breakthroughs



欧拉5是归元平台首款量产落地车型，依托原生全动力架构，实现一车多动力的产品落地，带动销量提升；欧拉5 BEV车型上市后，夯实品牌科技标签，赋能后续产品价值升级。

ORA 5 is the first mass-produced model built on the GWM ONE platform that has been launched. Leveraging its native full-powertrain architecture, it delivers market-ready products with multiple powertrain options on a single vehicle platform, driving sales growth. The launch of the ORA 5 BEV model has firmly consolidated the brand's technological identity, empowering the value enhancement of subsequent products.



持续引领中国皮卡品类向高端化、智能化、全球化突破

Continuing to lead China's pickup segment in driving breakthroughs in premiumization, intelligent technology and globalization

长城皮卡已连续28年销量第一

GWM Pickup has maintained its leading position in sales volume for 28 consecutive years



长城皮卡上半年全球销售90,176辆，历史累计销售近300万辆，连续28年市占率第一。

GWM Pickup achieved global sales of 90,176 units in 2026 H1, with cumulative historical sales approaching 3 million units, ranking first in market share for 28 consecutive years.

上半年推出长城炮Hi4-T，完善新能源产品矩阵。

In 2026 H1, the GWM Cannon Hi4-T was launched, with continued optimization of new energy product portfolio.

多动力矩阵，拓宽海外市场版图

Multi-powertrain portfolio broadened overseas market footprint



长城皮卡1-6月累计出口34,162辆，同比增长27.5%。产品覆盖全球80余个国家及地区，在澳洲、南非、智利等高势能市场表现突出。面对海外市场差异化需求，长城炮搭建柴油、汽油、HEV、Hi4-T超混多动力矩阵，实现多动力全矩阵出海。

From January to June 2026, GWM Pickup exported 34,162 units, increasing by 27.5% YOY. Its products reached over 80 countries and regions worldwide, delivering outstanding performance in high-potential markets such as Australia, South Africa, and Chile. To address the differentiated demands of overseas markets, GWM Cannon offers multiple powertrain options, including diesel, gasoline, HEV, and the Hi4-T super hybrid, successfully driving global expansion with its comprehensive powertrain portfolio.

权威认证加持，提升全球认可度

Backed by authoritative certifications, enhancing global recognition



长城炮系列海外市场广受认可，屡获海内外专业奖项；山海炮拿下澳洲ANCAP、中国C-NCAP双五星及中保研三项全优安全评价，达成全球顶级安全水准；同时斩获澳洲、泰国多项权威媒体大奖，全球产品认可度持续提升。

The GWM Cannon series has gained widespread recognition in overseas markets, repeatedly winning professional awards at home and abroad. The Shanhai Cannon secured dual five-star safety ratings from Australia's ANCAP and China's C-NCAP, as well as top ratings across three major evaluation categories from C-IASI, achieving global top-tier safety standards. Simultaneously, it has received multiple prestigious media awards in Australia and Thailand, continuously elevating its global product recognition.



高端塑造品牌势能，出海开启全新布局

Premium positioning drives brand momentum, overseas expansion marks a new phase of development

品牌高端化释放势能

Brand premiumization unleashes momentum



2026年上半年，长城灵魂S2000家族持续完善产品矩阵，完成了巡航经典版的上市。目前，长城灵魂在售车型包括S2000旅行车和S2000巡航车两大品类、五个车型，平均售价达到20万元。

In 2026 H1, the GWM SOUO S2000 family continued to optimize its product mix, successfully completing the launch of the classic cruiser variant. At present, the models currently offered for sale by GWM SOUO included two main product types—the S2000 touring motorcycle and the S2000 cruiser motorcycle—covering five models, with the average selling price reaching RMB200,000.

加速海外渠道渗透

Accelerating overseas channel penetration



已在欧洲、中东、澳新等全球7个核心区域实现渠道布局，中东覆盖卡塔尔、阿联酋市场，并在欧洲、澳新等区域开展本地适应性测试和用户试驾体验，提升在海外市场的曝光率和销量。

SOUO has established a strategic sales network across seven key regions around the world, including Europe, the Middle East, Australia and New Zealand. In the Middle East, its coverage extends to the Qatari and UAE markets. Furthermore, it has conducted local adaptability testing and user test-drive events in Europe, Australia, New Zealand and other regions, continuously enhancing the brand exposure and sales volume in overseas markets.

渠道与文化共建，夯实用户品牌根基

Co-building sales network and brand's value to consolidate its customer brand recognition



围绕车主社群、用户本位、硬核产品三大维度开展文化建设，通过海南车主摩旅、北京车展用户彩绘C位展示、新疆独库公路媒体长途试驾，实测试证产品硬实力。

Built brand culture around three core dimensions: car owner community, user-centricity and hardcore products; through initiatives such as the Hainan owner motorcycle tours, center-stage displays of user-customized paintwork at the Beijing International Automotive Exhibition, and long-distance media test drives along the Duku Highway in Xinjiang, rigorously tested and validated the uncompromising product capabilities in real-world scenarios.

打造全球顶级重卡品牌，重新定义中国高端重卡，开启物流重卡节油新模式

Building a top-tier global heavy-duty truck brand, redefining China's high-end heavy-duty trucks, and pioneering a new paradigm of fuel efficiency for logistics heavy-duty trucks

产品矩阵丰富，多技术路线布局

Comprehensive product mix with a multi-technology roadmap



G1050混动重卡
干线高效运输
G1050 hybrid heavy truck
Efficient line-haul transport



G970混动重卡
干线普货
G970 hybrid heavy truck
Line-haul freight



GE573纯电重卡
支线快递
GE573 pure electric heavy truck
Feeder express



未来更多可能
More models in the future

依托4×2、6×4架构，布局纯电 / 混动 / 插混技术路线；10L/13L混动、573kW纯电车型已量产，大电量纯电、插混车型2026下半年—2027年初投放；产品适配多元货运场景。

Leveraging 4×2 and 6×4 drivetrain architectures, strategically deployed pure electric, hybrid, and plug-in hybrid technology pathways. The 10L/13L hybrid and 573kW pure electric models have commenced mass production, while high-capacity battery pure electric and plug-in hybrid models are scheduled for market launch between 2026 H2 and early 2027. These products are highly adaptable to diverse freight transport scenarios.

软硬协同创新，解锁重卡节油安全新方案

Software-hardware synergistic innovation unlocks new solutions for heavy-duty truck fuel efficiency and safety



惯性航线构建车-云深度协同能力，依托云端路况预判，车端动态优化，实现降油耗、防故障；护航系统联动ADAS 完成控制权无缝切换，平衡安全冗余与驾乘体验；今年6月，自研商用车九合一动力域控制器斩获行业奖项，核心零部件技术获得权威认可。

Inertial routing establishes deep vehicle-cloud synergistic capabilities. Relying on cloud-based road condition prediction and vehicle-end dynamic optimization, it achieves reduced fuel consumption and fault prevention; the safeguard system integrates with ADAS to complete seamless control handovers, effectively balancing safety redundancy with the driving experience. In June 2026, the in-house developed 9-in-1 powertrain domain controller for commercial vehicles won industry awards, demonstrating authoritative recognition of the core component technologies.

头部客户批量交付

Batch deliveries to leading customers



混动重卡实现行业首个百台交付，完成与顺丰、中通批量交付，推进快递快运混动商业化；在跨境、冷链、山区干线、港口集运等场景取得市场突破，持续扩大业务覆盖。

Hybrid heavy-duty trucks achieved the industry's first 100-unit delivery, completing batch deliveries to SF Express and ZTO Express, advancing the commercialization of hybrid vehicles in express and freight logistics; achieved market breakthroughs in scenarios such as cross-border transport, cold chain transport, mountain line-haul, and port container transport, continuously expanding business coverage.

以归元产品思维适配全球，全面践行生态出海

Guided by its “GWM ONE” product philosophy, fully advancing ecosystem globalization

面向全球用户，致力于提供高品质产品和服务，以“ONE GWM”品牌战略提升品牌认知和渠道运营效率，以全球化产品矩阵精准适配，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, the Company strengthened brand recognition and enhances channel efficiency, while accelerating its global market presence with a globally tailored product portfolio designed to meet diverse market demands

市场维度/ Market Dimension:

新进入波兰、奥地利等市场，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。

GWM newly entered markets such as Poland and Austria, with footprint spanning more than 170 countries and regions including Europe, Australia, Africa, Central and South America, Southeast Asia, and the Middle East.

品牌维度/ Brand Dimension:

ONE GWM战略，以母品牌为战略牵引，构建大众经济型与高端两大产品矩阵，多品牌协同覆盖全球各细分市场。

The “ONE GWM” strategy uses the master brand as the strategic anchor to build two major product portfolios—mass-market value and premium—while enabling multi-brand synergy to cover different market segments worldwide.

渠道维度/ Channel Dimension:

上半年海外新增店面近200家，渠道店面超1,600家。

In the first half of the year, there were nearly 200 new stores added, bringing the total channel store count to over 1,600.

产品维度/ Product Dimension:

向亚、欧、拉美、澳洲等市场投放坦克300、坦克500等多款车型，完善海外产品布局。坦克、哈弗H9等高价值车型占比提升，带动了海外业务整体盈利能力的提升。

Multiple models—including TANK 300 and TANK 500—have been launched in markets across Asia, Europe, Latin America, and Australia, further strengthening overseas product footprint. The share of high-value models such as TANK and Haval H9 has been increased, driving an overall improvement in the profitability of overseas business.

售后服务维度/ After-Sales Service Dimension:

从技术保障、服务运营、配件供应、数智赋能四大维度提高全球化服务质量。

Improve global service quality from four dimensions: technical support, service operations, parts supply, and digital-intelligent empowerment.

生态出海

Ecosystem globalization



公司经营概况——海外业绩

Operations Review——Overseas performance

依托归元理念，打造适配全球用户多样化需求的大单品，实现“一车多动力”的全球产品模式。

Leveraging the “GWM ONE” principle, developed products to meet diverse demands of global users; achieved a global product strategy offering “a single vehicle with multiple powertrain options”

上半年海外累计销量 **28.90 万辆**

In 2026 H1, total overseas sales volume amounted to 289,000 units;

同比增长

YOY growth

+45.46%

澳新/南非市场 (Australia & New Zealand / South Africa Markets)

- 3月，哈弗H6 AT1版本发布，经澳洲底盘调教专家调试后版本车辆。
- 4月，坦克300PHEV上市。同月，墨尔本车展，欧拉5亮相。
- March : The HAVAL H6 AT1 version was launched; the vehicle was tuned by Australian chassis calibration specialists.
- April : TANK 300 PHEV was launched. In the same month, the ORA 5 made its debut at the Melbourne Motor Show.

拉美市场 (Latin America Markets)

- 全新GWM ORA 5在巴西市场开局表现远超预期。
- 坦克300和哈弗H6 PHEV 弹性燃料版在巴西正式上市。
- The all-new GWM ORA 5 has significantly outperformed expectations in its initial market launch in Brazil.
- TANK 300 and HAVAL H6 PHEV flex-fuel versions have been officially launched in Brazil.

东盟市场 (ASEAN Markets)

- 欧拉5全球发布会在曼谷举行，以“一车多动力”的产品策略响应当地用户多元出行需求。
- The global launch event for ORA 5 was held in Bangkok, adopting the “a single vehicle with multiple powertrain options” product strategy to meet local users’ diverse mobility needs.
- 2026吉隆坡国际车展上，公司携全系产品登场，哈弗猛龙与ORA 5 HEV首次亮相马来西亚。
- At the 2026 Kuala Lumpur International Motor Show, the Company showcased its full product lineup, with Haval Raptor and ORA 5 HEV making their Malaysia debut.

中东/北非市场 (Middle East / North Africa Markets)

- 哈弗猛龙中东上市，提供提供兼顾都市与沙漠的全新出行选择
- Haval Raptor was launched in the Middle East, offering a new mobility option that balances urban driving and desert capability
- 长城汽车海外最大旗舰展厅于阿联酋迪拜开业。
- GWM opened its largest overseas flagship showroom in Dubai, UAE.

欧洲市场 (European Markets)

- 6月，欧拉5在西班牙、意大利等地上市，逐步完善欧洲市场布局。
- In June, ORA 5 was launched in Spain, Italy, etc., steadily expanding European market footprint.

第三部分

Section 3

新车型

New Car Models



新车型——坦克——全新坦克700

New Car Models ——TANK——All-New TANK 700



独一无二的东方力量美学设计

Unique aesthetic design of Oriental strength

原创的东方力量美学，外观内饰全面焕新。

Original Oriental strength design – fully renewed inside and out.



独一无二的大排量混合动力

Unique large displacement hybrid

搭载3.0T Hi4-T和2.0T Hi4-Z双动力，适配全域出行场景。

Offered dual powertrain options—the 3.0T Hi4-T and 2.0T Hi4-Z—to cover full-scenario mobility.



独一无二的奢享豪华体验

Unique luxurious premium experience

搭载具备VLA大模型的Coffee Pilot 4.0辅助驾驶系统和Coffee OS智能座舱，为用户提供点到点领航的出行体验。

Equipped with the Coffee Pilot 4.0 assisted driving system powered by the VLA large model and the Coffee OS intelligent cockpit, delivering a point-to-point navigation-on-autopilot mobility experience.



用户群体拓圈

Expanded user base

集“智能+豪华+越野”的全新品类SUV，切入高端中大型SUV赛道，覆盖传统豪华与新势力高端两大圈层用户。

A new SUV category integrating intelligence + luxury + off-road capability, tapping the premium mid-to-large SUV segment and covering both traditional luxury and next-generation premium NEV customer segments.





新车型——坦克——全新坦克300

New Car Models ——TANK——All-New TANK 300



方圆有度东方美学

Oriental aesthetics: squared and rounded in perfect harmony

秉承“方圆有度”设计哲学，三原色带来高饱和视觉张力，打造自由无界SUV造型表达。

Guided by the “Squared and Rounded in Perfect Harmony” design philosophy, the tri-color palette delivers high-saturation visual impact, creating a free-spirited, boundary-breaking design expression of the SUV



全栈智能交互体验

Full-stack intelligent interactive experience

搭载Coffee Pilot 3.0辅助驾驶和Coffee OS 3.0智能座舱，带来极致的舒适性体验。

Equipped with the Coffee Pilot 3.0 driving assistance system and the Coffee OS 3.0 intelligent cockpit, deliver an exceptionally comfortable experience.



多元全动力矩阵

Diverse Full-Powertrain Portfolio

首次搭载Hi4-Z超能混动架构，同步提供Hi4-T、汽油、柴油版本，形成完整动力选择。

For the first time, it features the H Hi4-Z super hybrid architecture, while also offering Hi4 T, gasoline, and diesel variants—delivering a complete range of powertrain options.



全场景自由越野能力

All-scenario off-road capability

标配4L、蠕行、坦克转弯，具备强脱困与救援能力；搭配40处拓展点位、2.5吨牵引、外放电及IoT拓展，一车覆盖多元户外场景。

Standard configurations with 4L, crawl control, and tank turn, delivering strong self-recovery and rescue capabilities; complemented by 40 additional mounting points, 2.5-ton towing capacity, V2L external power supply, and IoT expansion—one vehicle covering a wide range of outdoor scenarios.





新车型——哈弗——长城H10
New Car Models——HAVAL——GWM H10

外观造型实力

Exterior Styling Capability

百万级气场
方鼎美学、星钉大灯、飞棱尾灯

Million-yuan presence

Square-cauldron design aesthetic, star-studded headlamps, and flying-ridge taillamps

宽奢座舱空间

Spacious and luxurious cabin space

5138/5299*2050*1970mm
二排通道/三排坐姿同级领先

Second-row walk-through and third-row seating are among the best in its class.

硬核底盘性能

Hardcore chassis performance

超级智控底盘
全系标配四驱第二代Hi4

Super intelligent control chassis

Standard 4WD with 2nd-gen Hi4 on all models

优秀智能驾驶能力

Advanced intelligent driving capability

搭载Coffee Pilot 3辅助驾驶系统，
实现全场景NOA覆盖

Equipped with the Coffee Pilot 3 driving assistance system

Enables full-scenario NOA coverage

新物种
大六座方盒子SUV

New product category

Large 6-seat boxy SUV

MPV舒享+泛越野全场景+城市SUV智享

MPV comfort + versatile off-road full scenario + urban smart SUV





新车型——哈弗——猛龙PLUS

New Car Models——Haval——Raptor Plus

造型有棱角——方正空间

Bold, angular design —spacious boxy cabin

五座/七座双座舱布局

轴距2850mm，得房率超70%

Dual cabin layouts: 5-seat / 7-seat.

2850mm wheelbase; over 70% space utilization.

实用有棱角——舒享座舱

Practical with an edge — Comfort-Oriented Cabin

多功能座椅+冷暖双用冰箱

副驾门板无线充+副驾靠背小桌板

Multi-function seats + hot/cold dual-mode refrigerator.

Front passenger door-panel wireless charging + front passenger seatback folding tray table.

技术有棱角——四驱平权

Technology with an edge — AWD for all

Hi4智能四驱电混技术

电控减振器+轻越野巡航

Hi4 intelligent 4WD electric hybrid technology.

Electronically controlled dampers + light off-road cruise control.

科技有棱角——辅助驾驶

Technology with an edge — driving assistance

高速+城市双领域NOA

车位到车位领航辅助

Dual-domain NOA for highways and urban driving.

Parking-to-parking navigation-on-autopilot assistance.





新车型——魏牌——V9X

New Car Models——WEY——V9X

归元S首发旗舰车型

First flagship model built on GWM ONE S platform

搭载全球首创原生AI全动力平台，专为大型豪华车型量身打造。

Powered by the world's first AI-native full-powertrain automotive platform, purpose-built for large luxury vehicles.

东方造型美学实力

Oriental Design Aesthetics Strength

重檐庑殿顶前脸，悬浮立体车标，一眼点睛，环抱座舱，承袭东方人居意境。

The front fascia draws inspiration from the double-eave hip roof of traditional Chinese architecture, while the floating 3D emblem serves as a striking focal point, a wraparound cockpit that draws on the Oriental philosophy of living spaces.

奢享空间座舱实力

Premium luxury cabin with exceptional spaciousness

采用2+2+2六座均衡布局，超大车内空间，平等礼遇每一位乘员，拥有媲美高端MPV的宽适座舱体验。

Featuring a balanced 2+2+2 six-seat layout and an exceptionally spacious interior, it offers comfort for every occupant—delivering a spacious cabin experience comparable to high-end MPVs.

旗舰全域驾控实力

Flagship all-domain driving control strength

迭代进化超级Hi4全域混动系统，自研全套底盘核心三件套，三重智能控制策略，实现精准操控。

An evolved super Hi4 all-domain hybrid system, paired with a self-developed full set of three core chassis components and a triple-layer intelligent control strategy that delivers precise handling.





新车型——欧拉——欧拉5

New Car Models——ORA——ORA5

全球化产品理念

Global product philosophy

秉持“一车多动力、一车多姿态、一车多品类”开发思路，面向全球用户打造适配多场景的车型产品。

Adhered to the design concept of “multiple powertrain options, multiple driving modes and flexible configurations”, this model is tailored to adapt to multiple scenarios for global users.

越级智能配置实力

A class-above intelligent features and capabilities

搭载长城第三代智能辅助驾驶系统，突破同级配置壁垒，智驾能力领先。

Equipped with GWM's third-generation intelligent assisted driving system, breaking through same-segment feature limitations and delivering class-leading driver-assistance capability.

归元平台技术底座

GWN ONE platform technology foundation

依托归元平台底层架构赋能，实现BEV、HEV、ICE多动力版本同步落地。

Powered by the underlying GWN ONE platform architecture, enabling the parallel rollout of BEV, HEV, and ICE variants.

越级驾乘用户体验

A class-above driving and riding experience

兼顾智能便捷、颜值质感与实用舒适，面向城市年轻及家庭用户提供越级出行体验。

Balancing smart convenience, design appeal and perceived quality, and practical comfort, delivering an upgraded mobility experience for young urban users and families.



第四部分

Section 4

科技长城

GWM Technology



归元平台——四方共赢的产业新范式

GWM ONE platform——a new industry model where all four stakeholders win



企业端：极致降本增效

通过模块化设计与供应链协同，实现生产效率与成本控制的双重突破。

To corporation: Maximum cost reduction and efficiency improvement
Through modular design and supply-chain collaboration, achieving dual breakthroughs in manufacturing efficiency and cost control.



用户端：全维价值体验

全动力选择、智慧体验、用车成本优化

To user: a comprehensive value experience
Full powertrain options, intelligent user experience, and optimized vehicle operating costs.



行业端：重构造车逻辑

重塑造车逻辑，推动行业向软件定义 + 模块组合转型

To industry: Redefining the fundamental logic of vehicle manufacturing
Redefining the fundamental logic of vehicle manufacturing, driving the industry's transition toward software-defined and modular platform.



社会端：助力绿色发展

适配全球多元能源结构，助力碳中和发展

To society: Advancing green development
Adapting to the global diversified energy mix and contributing to carbon-neutral development.

01 动力革新

Powertrain Innovation

全球首个兼容五大动力的原生平台，支持100kWh大电池；新一代Hi4混动实现4秒级加速、400km+纯电续航，充电5分钟补能200km。

The world's first native platform compatible with five major powertrain types, supporting a 100 kWh high-capacity battery. The new-generation Hi4 hybrid delivers 4-second-class acceleration and 400 km+ pure-electric range, with 5 minutes of charging adding 200 km of range.

03 智能革新

Intelligent Innovation

依托Coffee EEA4.0、AI OS、双VLA大模型，打造原生AI智能体

Leveraging Coffee EEA 4.0, AI OS, and dual VLA large models, enabling a AI-native agent.

02 底层底气

Foundational Strength

依托森林生态体系，300+核心零部件自研自产，掌握底层技术定义权。

Leveraging the forest ecosystem, more than 300 core components are developed and manufactured independently, ensuring control over foundational technologies.

04 造车理念革新

Innovation in vehicle manufacturing

将整车拆解为300+标准硬件与2000+软件标签，实现可拆、可配、可进化，一套架构即可衍生多动力、多姿态车型。

By modularizing the vehicle into 300+ standardized hardware modules and 2,000+ software tags, it enables disassembly, configuration, and continuous evolution. A single architecture can therefore spawn models with multiple powertrains and multiple configurations.



科技长城——多条能源技术路线并举

GWM Technology——Parallel development of multiple energy technology pathways

森林生态，构建多能源技术新格局

Leveraging the forest ecosystem to forge a new landscape in multi-energy technology



01 纯电技术

Pure electric technology

多元电池与超充

覆盖三元、铁锂及固态电池体系，布局800V高压平台，实现6C超充，9分钟即可补能80%。

Diversified battery solutions and ultra-fast charging: Covering ternary (NMC), LFP, and solid-state battery chemistries, deploying an 800V high-voltage platform to support 6C ultra-fast charging, enabling an 80% charge in just 9 minutes.

高效三合一电驱

功率覆盖100-300kW，完美适配从家用代步到性能跑车的全品类车型需求。

High-efficiency three-in-one electric drive system: Power outputs spanning 100–300 kW, ideally suited to a comprehensive range of vehicle applications—from everyday family mobility to high-performance sports cars.

SiC碳化硅电控

应用第三代功率半导体技术，有效降低能耗，延长续航里程。

SiC silicon carbide electric control: Adopting third-generation power semiconductor technology to effectively reduce energy consumption and extend driving range.



02 混动技术

Hybrid technology

Hi4技术家族迭代升级，全新一代超级Hi4实现四大维度突破；Hi4-Z落地坦克多款车型，新一代油混Hi2搭载欧拉5，混动产品矩阵持续完善。

The Hi4 technology family has been iterated and upgraded, with the all-new Super Hi4 delivering comprehensive breakthroughs across four key dimensions. Hi4 Z has been deployed across multiple TANK models, while the next-generation hybrid system Hi2 has been introduced on the ORA 5—further strengthening the hybrid product portfolio.

Hi4 性能版

实现两驱价格、四驱体验，全工况效率最优。

Hi4 Performance Edition: Delivers the experience of 4WD at the price of 2WD, with optimal efficiency across all operating conditions.

Hi4-T

基于坦克平台的纵置并联混动架构，专为强越野打造。

It is a longitudinal parallel hybrid architecture built on the TANK platform, specifically engineered for hardcore off-road performance.

Hi4-Z

专为越野场景设计，提供超长纯电续航。

Designed specifically for off-road scenarios, with exceptionally long pure-electric range.

Hi4-G

专为重载、拖拽及工程作业场景打造。

Designed specifically for heavy loads, towing, and engineering work scenarios.



03 氢能技术

Hydrogen energy technology

高功率燃料电池系统

系统额定功率达120kW，平台化开发80-100kW系列产品，能量转化效率高，环境适应性强。

High-power fuel cell system
With a rated system output of up to 120 kW, the platform also supports modular development of 80–100 kW series products. It delivers high energy-conversion efficiency and strong environmental adaptability.

国际领先石墨板技术

采用厚度≤1.4mm的超薄石墨板，功率覆盖180-240kW，可满足重型商用车的大功率动力需求。

World-class graphite bipolar plate technology
Use ultra-thin graphite bipolar plates (≤ 1.4 mm), delivering power outputs from 180 to 240 kW, meeting the high-power demands of heavy-duty commercial vehicles.



04 燃油技术

Fuel technology

大排量核心技术突破

接连攻克3.0T柴油发动机、4.0T汽油发动机等技术难关，掌握高端燃油动力的核心技术壁垒。

Breakthroughs in large-displacement core technology: Successfully overcame key technical challenges in areas such as 3.0T diesel and 4.0T gasoline engines, holding the core technological moats in high-end ICE powertrains.

热效率与性能标杆

V8旗舰机型热效率达到同级领先水平，兼顾极致的动力输出与优异的燃油经济性。

Benchmark in thermal efficiency and performance: The thermal efficiency of the flagship V8 engine has reached a class-leading level, combining extreme power output with excellent fuel economy.

长城汽车智能辅助驾驶平台

Coffee Pilot 2

100TOPS左右

无图高速NOA/记忆泊车HPA/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.



猛龙PHEV
Raptor PHEV



二代枭龙MAX
Second-generation Xiaolong MAX

Coffee Pilot 3

200+TOPS

无图城市NOA/无人AVP/主动安全

- 全国无图城市NOA
- 跨层记忆泊车，覆盖市内外停车场
- 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.



全新高山
All-New High Mountain



长城H10
GWM H10



坦克400
TANK 400



坦克300
TANK 300



欧拉5
ORA 5



猛龙PLUS
Raptor Plus



坦克500
TANK 500

Coffee Pilot 4

700 TOPS

无图城市NOA/点到点/无人AVP/主动安全

- 全国无图城市NOA，支持点到点
- 跨层记忆泊车，无人AVP
- 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.



全新蓝山智能进阶版
All-New Blue Mountain Intelligent Advanced Edition



V9X



坦克700
TANK 700

锚定用户体验，实现从硬件升级、功能进阶到体验进化的完整升维

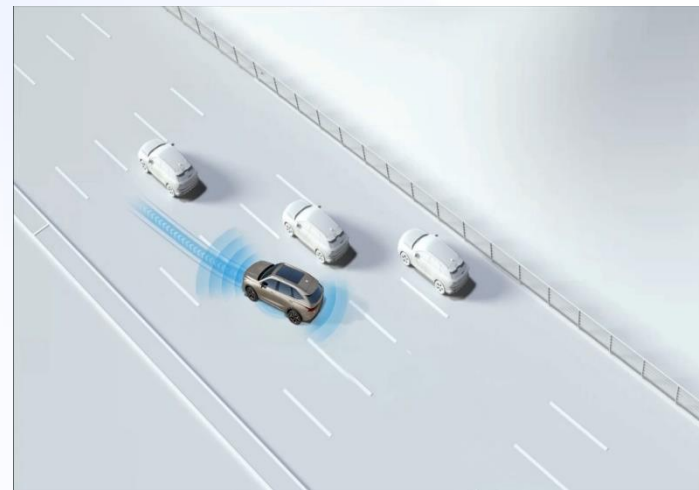
Eyeing on user experience, completing dimension lifting across the full spectrum — from hardware upgrade and functional advancements to experience evolution



◆ 实现智驾平权 Enable driving assistance democratization

长城汽车持续迭代Coffee Pilot 3系统，以“更低成本、更高性能”为核心原则，持续扩大车型覆盖范围，推动高阶智驾加速普惠。2026年上半年，Coffee Pilot 3已在欧拉5、猛龙PLUS等车型上实现规模化量产落地，让更多用户享受辅助驾驶带来的出行便利。

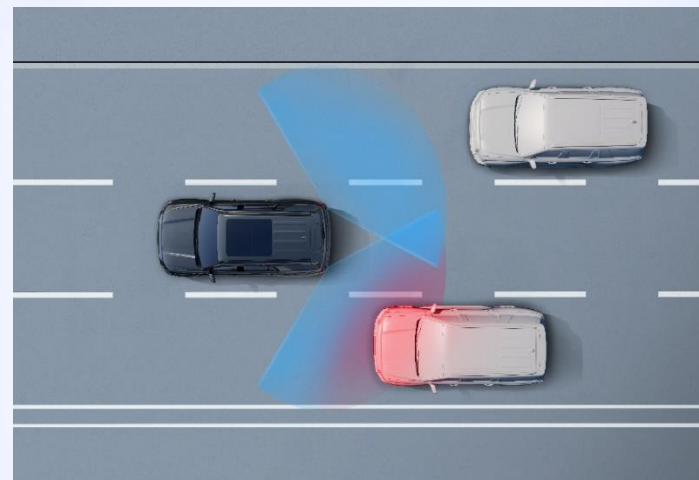
GWM continued to iterate the Coffee Pilot 3 system. By adhering to the core principles of “lower cost, higher performance”, it steadily expanded the coverage across different vehicle models and accelerate the promotion of mass-market adoption of advanced intelligent driving. In the first half of 2026, Coffee Pilot 3 reached mass production in ORA 5, Raptor Plus and other vehicle models, enabling a broader user base to benefit from the travel convenience offered by assisted driving.



◆ 攻坚前沿技术 Make breakthroughs in cutting-edge technologies

长城汽车推出Coffee Pilot 4全新一代辅助驾驶系统，为用户打造“听得懂、看得见、会思考、可信任”的智驾体验。目前该系统已搭载于2026款蓝山智能进阶版、全新坦克700、魏牌V9X等车型，后续还将逐步覆盖魏牌、坦克等高端产品线，为品牌向上突破筑牢技术底座。

GWM launched Coffee Pilot 4, a new-generation assisted driving system, delivering an intelligent driving experience that listens, sees, thinks and earns the trust of the users. The system has already been installed on models including the 2026 Blue Mountain Intelligent Advanced Edition, the all-new TANK 700, the WEY V9X and other vehicle models, and will be rolled out across premium models under the WEY and TANK brands, further strengthening the technology foundation underpinning brand premiumization.





长城汽车 “Coffee Pilot 4” – 最懂你的驾驶伙伴

GWM "Coffee Pilot 4" – The driving partner who understands you most



更安全

Safer

融合端到端
大量clip训练数据, MoE大参数

Integrate end-to-end
Massive clip training data and a large-parameter MoE model



更舒适

More Comfortable

融合Diffusion Head
轨迹更拟人, 体感老司机

Diffusion Head Integration
generates more human-like trajectories, delivering the feel of an experienced driver.



更智能

More Intelligence

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

Personalization

个性化驾驶场景记忆
通勤认准车位到车位全路段驾驶

Personalized driving scenario memory
memorizes regular routes, delivering a seamless door-to-door automated driving experience

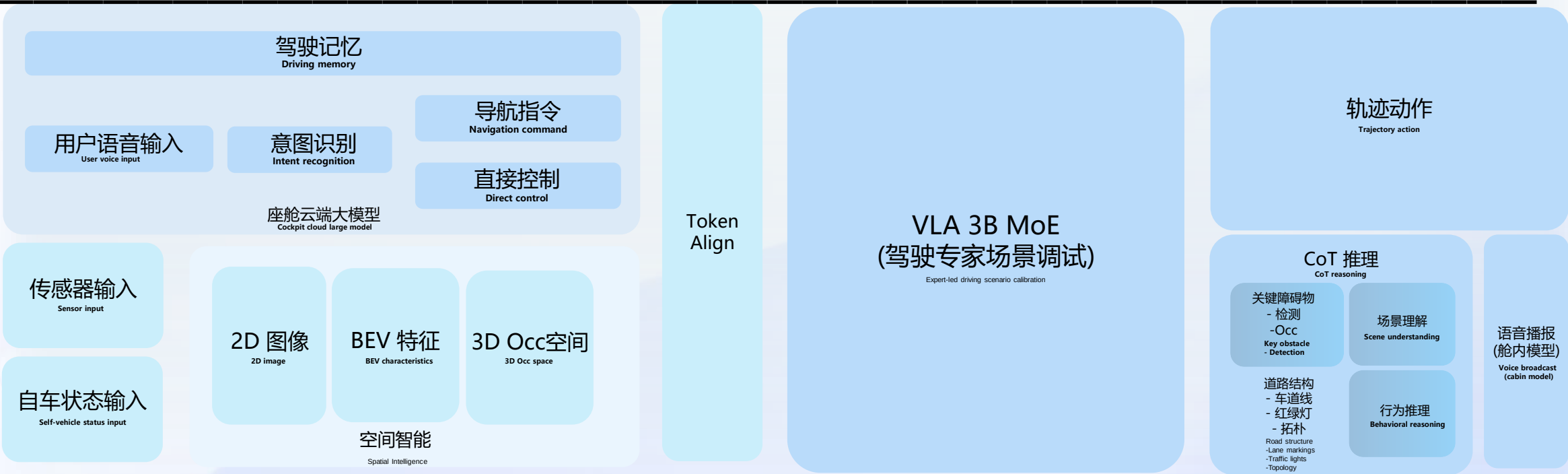


更安心

Peace of mind

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, giving passengers greater peace of mind



长城汽车智能座舱平台

GWM intelligent cockpit platform

Coffee OS 1&2

- 一机五屏
 - 内置集成VIMS
 - 内置集成AVM
 - 内置VSG
 - 自研Coffee OS
 - 自研GUX1.0/2.0生态
 - SoC: 高通8155
 - CPU: 105K DMIPS
 - GPU: 1100 GFLOPS
 - NPU (AI) : 3.4 TOPS
 - 内存: 16 GB
 - 存储: 64 GB
 - The system supports five screens
 - Built-in integrated VIMS
 - Built-in integrated AVM
 - Built-in VSG
 - Self-developed Coffee OS
 - Self-developed GUX1.0/2.0 ecosystem

Coffee OS 3

- 一机七屏
 - 空间交互
 - 视觉+语音多模态
 - 应用3D可视化升级
 - 多场景实时互动
 - 创新的第三空间
 - 自研Coffee OS 3
 - 全栈手车互联
 - 全面打开生态
 - SoC: 高通8295/8295P
 - CPU: 220K DMIPS
 - GPU: 3100 GFLOPS
 - NPU (AI) : 30/60 TOPS
 - 内存: 24 GB
 - 存储: 256 GB
 - SoC: Qualcomm 8295/8295P
 - Memory: 24 GB
 - Storage: 256 GB

Coffee AI OS 4

- Coffee Space Agent
 - 0层级AI UI 交互
 - 开放的AI生态
 - AI系统与组件
 - 主动式服务
 - SoC: 高通8797
 - CPU: 614K DMIPS
 - GPU: 8100 GFLOPS
 - NPU (AI) : 320 TOPS
 - 内存: 64 GB
 - SoC: Qualcomm 8797
 - Memory: 64G
- Zero-level AI UI interaction
 - Open AI ecosystem
 - AI-powered systems and components
 - Proactive services



2021年
魏牌摩卡搭载长城汽车全栈自研的
Coffee OS 智能座舱系统
行业首搭骁龙8155芯片，1芯5屏
为用户提供丰富的影音娱乐体验

WEY Mocha installed GWM's self-developed full-stack Coffee OS intelligent cockpit system



2024年
魏牌全新蓝山搭
载长城汽车全新
Coffee OS 3智
慧空间系统

WEY's all-new Blue Mountain installed GWM's all-new Coffee OS3 intelligent cockpit system.



2025年
应用车型不断扩大，
包括全新高山、二代哈弗枭
龙MAX、全新坦克400、坦
克500、欧拉5等战略车型，
为更多用户带“五好”智能
化体验。

Continuously expanding model applications, including strategic models such as the all-new High Mountain, second-generation Haval Xiaolong MAX, all-new TANK 400, TANK 500, and ORA 5, delivering the "Five Excellences" intelligent experience to more users.



2026年
下一代Coffee OS 4
将适配长城汽车旗下更多车型
深度打磨AI系统、AI生态与AI应用
为用户打造AI 原生智慧空间

Next-Generation Coffee OS 4 to be rolled out across more GWM models; intensified refining of the AI system, AI ecosystem, and AI applications creating an AI-native smart space for users



科技长城——智慧座舱

GWM Technology——Intelligent Cockpit

打造全栈自研的智能座舱系统

Developing a full-stack self-developed intelligent cockpit system



Coffee OS 3 迭代升级

Coffee OS 3 iterative upgrades

长城汽车始终以用户需求为核心，持续推进Coffee OS 3的迭代升级。最新的Coffee OS 3.4版本，可精准感知用户需求，输出主动、个性、专属的场景化服务，已搭载于魏牌V9X，后续将通过OTA推送至更多车型。

GWM consistently centers on user needs, continuously advancing the iterative upgrades of Coffee OS 3. The latest Coffee OS 3.4 version can accurately perceive user demands to deliver proactive, personalized, and exclusive scenario-based services. It is already equipped on the WEY V9X and will subsequently be rolled out to more models through OTA updates.



Coffee AI OS 4 原生智能座舱

Coffee AI OS 4 native intelligent cockpit

基于下一代超高算力座舱芯片，长城汽车正加快研发Coffee AI OS 4原生座舱系统，依托端云一体整车大脑Master-Agent架构，进一步深化AI技术的全场景渗透，结合用户习惯、环境变化与场景需求，将实现端云数据同步、闭环进化，为用户提供7×24小时全天候、全场景、全链路的主动式智能服务。

Powered by a next-generation, ultra-high computing power cockpit chip, GWM is accelerating the R&D of the Coffee AI OS 4 native cockpit system. Relying on the device-cloud integrated vehicle brain architecture "Master-Agent", it further deepens the all-scenario penetration of AI technology. By integrating user habits, environmental changes, and scenario demands, it will achieve device-cloud data synchronization and closed-loop evolution, providing users with 24/7 all-weather, full-scenario, and end-to-end proactive smart services.



长城汽车智慧空间系统Coffee AI OS 4：AI原生智能伙伴

GWM's intelligent cockpit system, Coffee OS 4: AI-native intelligent companion



科技长城——智能底盘

GWM Technology——Intelligent Chassis

聚焦转向、制动、悬架三大业务，软硬件全栈自研，通过线控化、域控化与AI算法深度融合，实现感知、决策、执行、协同与进化的全链路闭环，为高阶智能驾驶提供安全、精准、舒适的整车运动控制能力。打造高安全可靠的智能底盘执行系统，致力成为全球底盘领域顶级合作伙伴

Focusing on three core domains—steering, braking, and suspension, with full-stack self-development across both hardware and software. Through deep integration of by-wire systems, domain control, and AI algorithms, it enables a full-link closed loop spanning perception, decision-making, actuation, coordination, and continuous evolution, providing safe, precise, and comfortable vehicle motion control for advanced intelligent driving. Building a highly safe and reliable intelligent chassis actuation system, with the ambition to become a top-tier global partner in the chassis domain.

产品定位

先进底盘执行系统

Product Positioning

Advanced Chassis Actuation System

核心价值

快速响应 / 舒适平顺 / 安全可靠

Core Value

Fast response / Smooth and comfortable ride / Safe and reliable

业务覆盖

转向 + 制动 + 悬架

Business Coverage

Steering + Braking+ Suspension

工程能力

软硬件协同开发 + 系统集成

Engineering Capability

Hardware–software co-development + system integration

交付成果

覆盖全路况全场景，累计搭载超百万台

Delivery Achievements

Covering all road conditions and all scenarios, with cumulative installations exceeding one million units.

智能底盘产品布局

Intelligent Chassis Product Portfolio

围绕“转向、制动、悬架”三大核心业务，形成从传统电控执行器到线控化、主动化产品的连续谱系。
Built around three core domains—steering, braking, and suspension, forming a continuous portfolio ranging from traditional electronically controlled actuators to by-wire and active systems.

转向类 | Steering

Y向横向控制
Lateral (Y-axis) control

P-EPS

R-EPS

DP-EPS

RWS

SBW

制动类 | Braking

X向纵向控制
Longitudinal (X-axis) Control

1-Box

iBooster

ESC

EMB

EPB

悬架类 | Suspension

Z向垂向控制
Vertical (Z-axis) Control

CDC

EAS

FASS

平台能力及价值

Platform Capabilities & Value Proposition

从单一底盘产品供应，升级为“硬件执行器 + 控制软件 + 车型适配”的系统化交付能力。
Evolving from a single product supplier to a systematic delivery partner, offering integrated solutions that combine hardware actuators, control software, and model-specific adaptation.

线控化产品演进

Evolution of By-Wire Products

覆盖SbW、EMB、全主动悬架等下一代技术方向，推动X/Y/Z三向执行系统全面线控化。
Covering next-generation technologies such as SbW, EMB, and fully active suspension, driving the comprehensive by-wire evolution of X/Y/Z-axis actuation systems.

平台化组合交付

Platform-Based Portfolio Delivery

针对不同车型定位，提供转向、制动、悬架的差异化产品组合，兼顾性能、成本与开发周期。
Tailored to different vehicle positioning, offering differentiated combinations of steering, braking, and suspension solutions—balancing performance, cost, and development lead time.

全场景体验升级

All-Scenario Experience Upgrade

面向城市、高速、低附、越野、智驾等场景，提升安全冗余、舒适平顺与整车稳定性。
Across scenarios such as urban driving, highways, low-adhesion, off-road and intelligent driving scenarios, it enhances safety redundancy, ride comfort and smoothness, and overall vehicle stability.

自研与全球化支撑

Self-Development & Global Support

坚持全栈自研和核心技术自主，形成可持续迭代、可规模交付、可全球适配的产品能力。
Committed to full-stack self-development and ownership of core technologies, building capabilities that support continuous iteration, scalable delivery, and global adaptability.



长城汽车

CCTV. 诚信品牌
合 作 伙 伴

问答环节

Q&A Session