



CEVT

Creating something entirely new

Developing a new modular architecture for world-class cars

Gothenburg, January 2015

CEVT – China Euro Vehicle Technology



Founded: 2013

Location: Lindholmen, Gothenburg

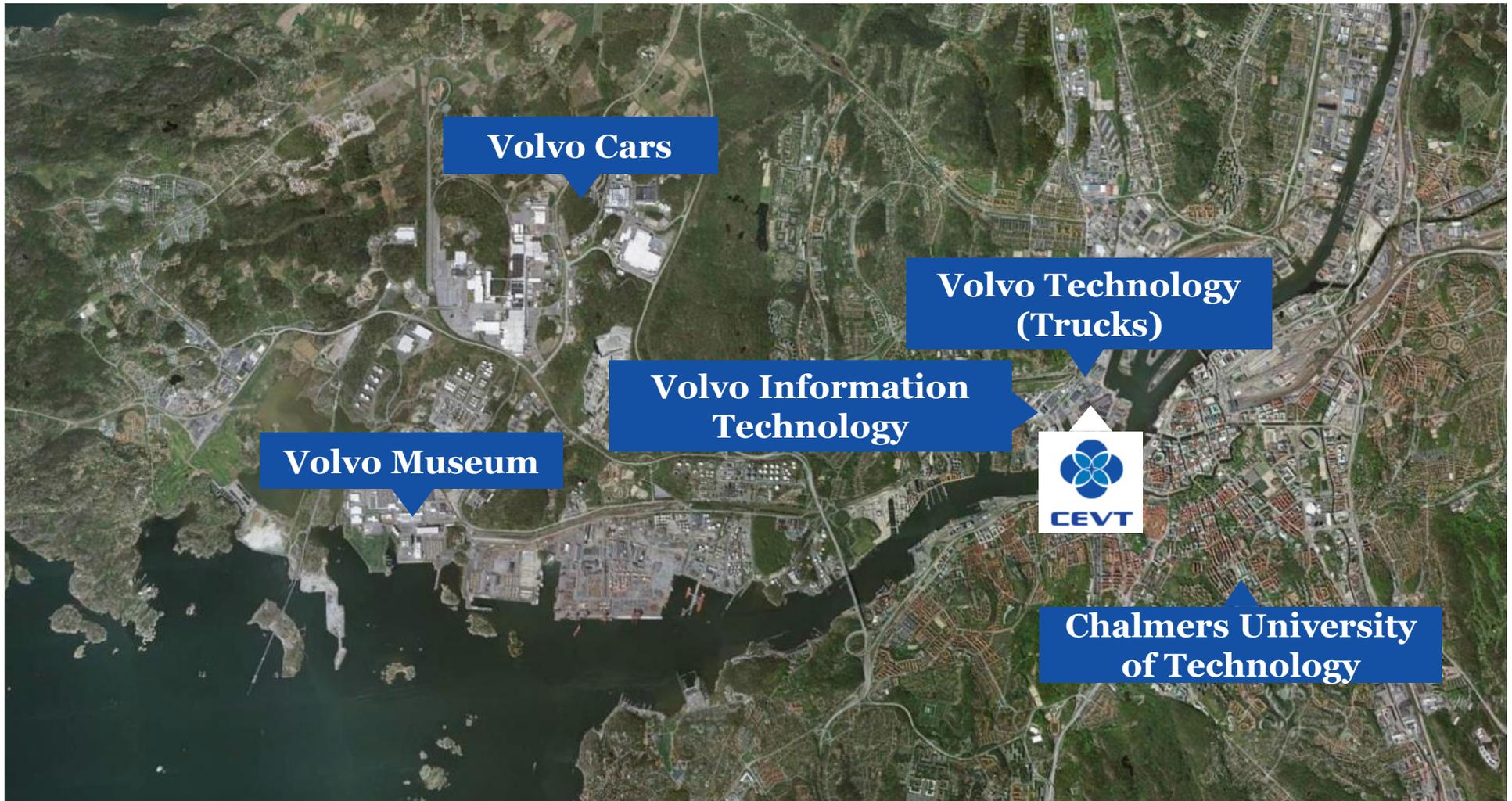
Employees: Around 300 full-time and 600 consultants and recruiting

Owner: Geely

Governance: Board of Directors with Geely Auto and Volvo Cars Representatives



Located in the heart of Sweden's automotive cluster



Cooperation between Geely Auto and Volvo Cars



Given the current economic situation worldwide and the highly competitive nature of the automotive industry, the synergy between Geely Auto and Volvo Cars is crucial for the build-up of competence and future success of both brands.



The foundation for Geely's future European operation



- Focus on developing new, modular architecture for world-class cars
Smart architecture, focused innovation and engineering
- Build a global performance organisation & culture
Active collaboration and talent management



The Vision

Strengthen competitiveness of Geely Auto and Volvo Cars through the development of world-class vehicle architectures and new technologies

Our Values

Accountability

We embrace our roles and responsibilities ensuring accountability across the whole organisation and take pride in always delivering on expectations. We have faith in the individual's ability and desire to take on responsibility resulting in a trusting working environment.

The CEVT team spirit

We reward those who share knowledge and make an effort to teach others. Our effective collaboration leverages on our open attitude and cultural diversity. We create an environment in which we support each other and collectively tackle challenges.

Can-do-attitude

We are confident and resourceful in identifying solutions. Challenges energize us and we seize the opportunities they may contain. As a learning organisation, we utilize the experience we gain and constantly expand our capacity to create great results.



Håkan Samuelsson
CEO Volvo Cars



Ran Zhang
Non-Executive Director of
Geely Auto



Conghui An (Chairman)
CEO Geely Group
Executive Director of Geely Auto



Carl-Peter Forster
Advisor to Chairman Li
Non-Executive Director of Geely Auto



Mats Fägerhag
CEO CEVT

Mr. An has served as the President of Zhejiang Geely Holding Group Company Limited (Geely Group) since December 29, 2011, and is now in charge of the Group's overall operations. Mr. An joined Geely Group in 1996. Since then, he has held various key positions in the Group, including Chief Engineering Officer and General Manager.

CEVT Management Team

Over 300 years of combined experience in the automotive industry



Karin Naremark
VP Human Resources



Gang Wei,
Deputy CEO



Mats Fägerhag,
CEO



Lars Lundin,
CFO



Kent Bovellan
VP Architecture



Jerker Andersson
VP Electrical



Staffan Gråsjö
VP Interior



Erik Grundberg
VP Exterior & Body

Previous work experience include:
Director of Body and Exterior Development at Saab Automobile,
Executive Director of Vehicle Systems at General Motors Europe Engineering,
Executive Director of Product Development at Saab Automobile,
Vice President of Technology, Innovation and Alliance within Product Strategy at Volvo Cars,
Executive Deputy President of Research and Development at Geely Holding Group.



Leif Jacobsson
VP Chassis & Safety Electronics



Kennet Petterson
VP Vehicle Integration



Dennis Lundgren
VP Transmission



Jan Glimne
VP Manufacturing Engineering

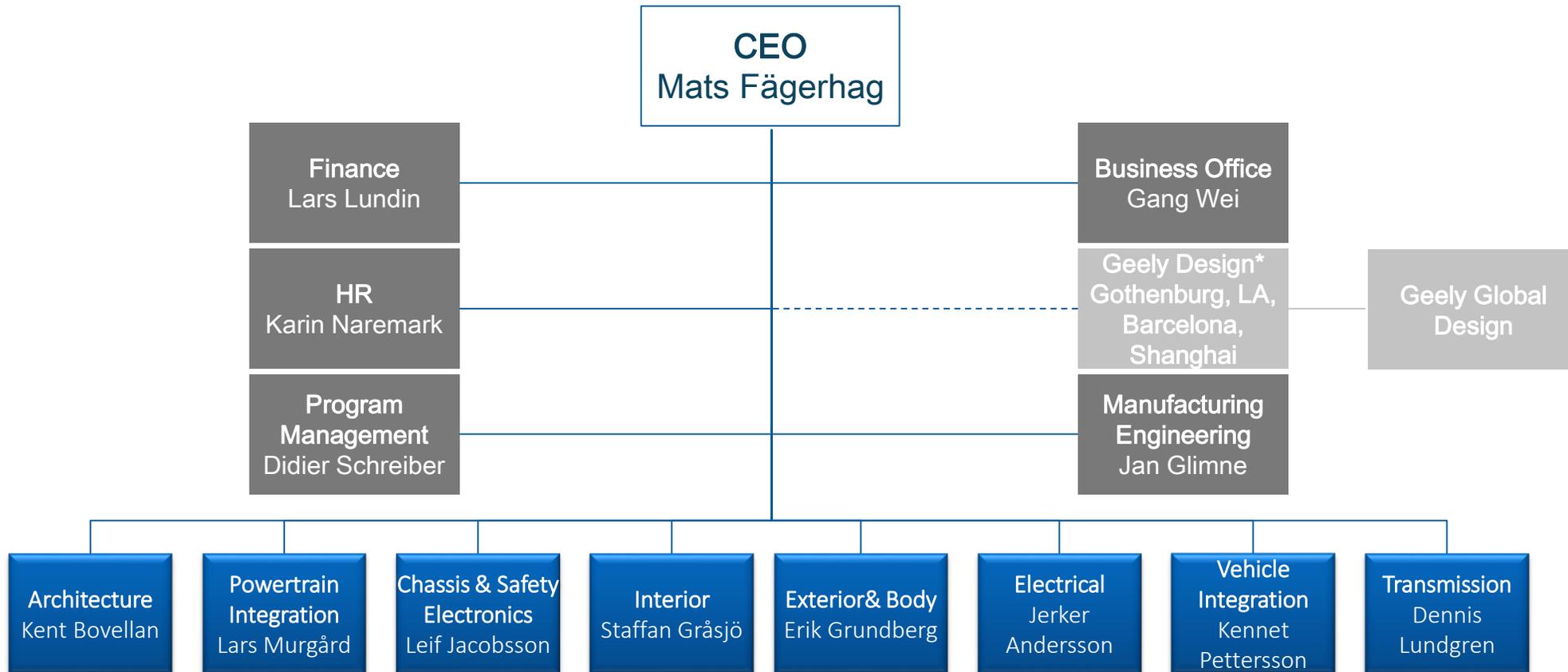


Didier Schreiber
VP Program Management



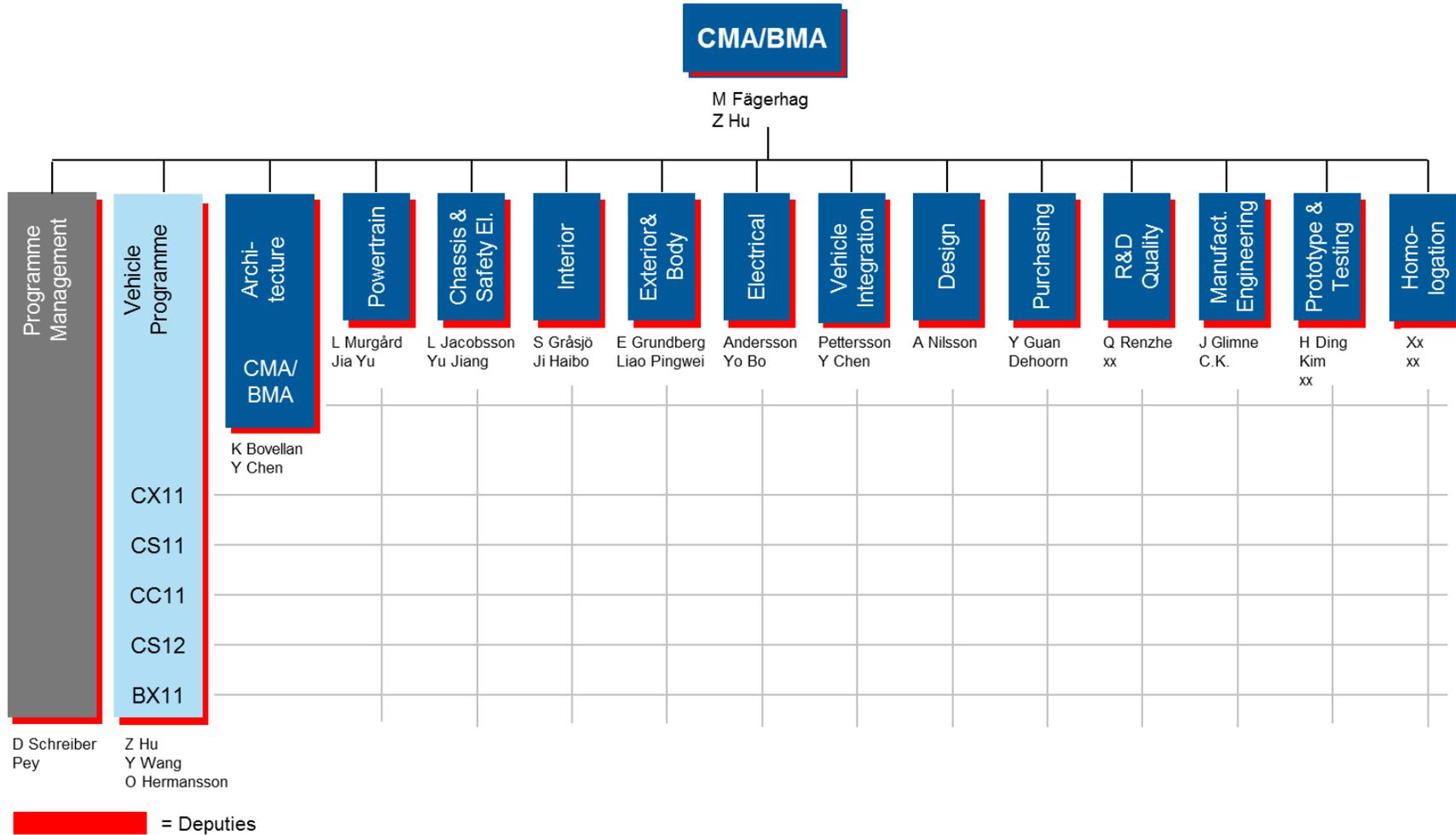
Lars Murgård
VP Powertrain Integration

CEVT Organisation Structure



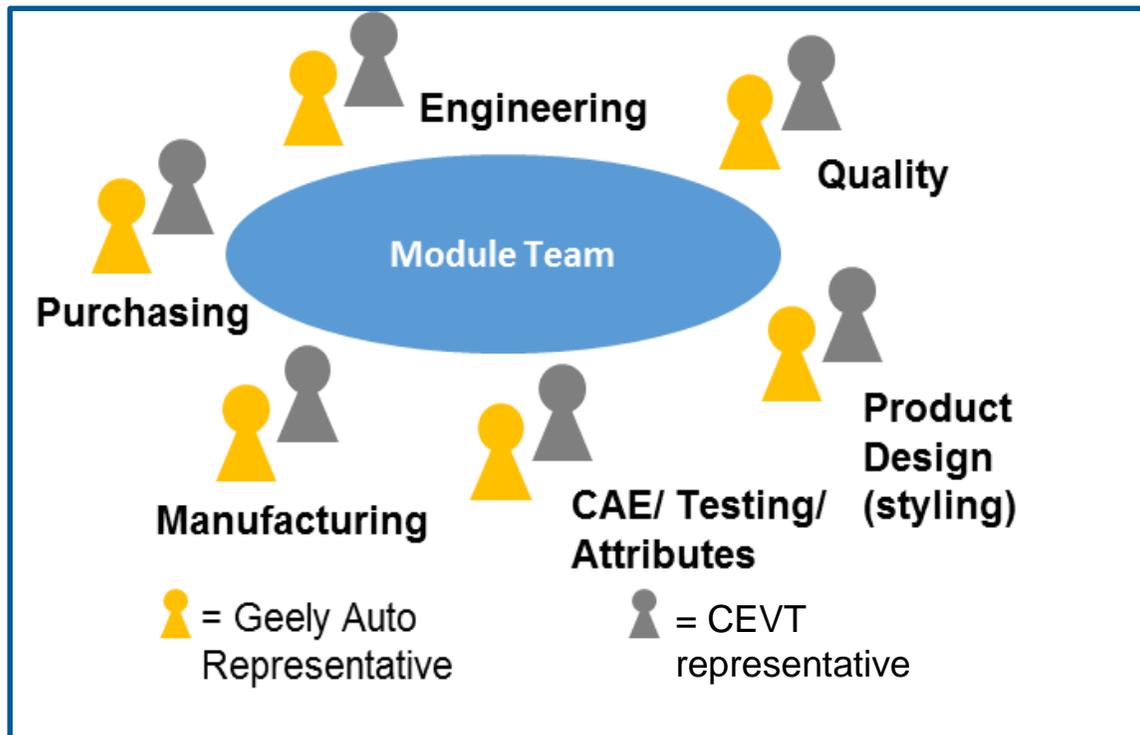
An integrated functional organization has been established with GRI for the CMA projects

Overall CMA/BMA project organization structure



Module Team Set-Up

The cross-functional module teams consisting of both Swedish and Chinese engineers hold a key role within the CMA organisation as these teams have release responsibility



Structure and responsibilities

- ◆ There are 6 Module Teams:
 - ◆ Powertrain Integration
 - ◆ Body & Exterior
 - ◆ Interior
 - ◆ Chassis & Safety Electronics
 - ◆ Electrical
 - ◆ Vehicle Intergration
- ◆ The Module Team is led by a Module Team Leader (capability-driven)
- ◆ The Module Teams are jointly responsible for delivering the module within the defined targets
- ◆ Work according standardized processes

CEVT's Four Areas of Expertise

- **Architecture development:**

Creating new modular architectures and key components for C-segment cars

- **Top hat development:**

Creating complete, customer focused vehicles based on the new architectures

- **Shared component development:**

Creating technical solutions applicable to both brands and customer profiles

- **Complete vehicle design:**

Creating beautifully designed vehicles that expands the customer segment



Key Role in other Geely Group projects

- 7DCT Development
- Electrification
- Joint Purchasing
- Joint Manufacturing
- Sales and Marketing European market
- Program Management
- Program Finance
- Quality



- Enables sharing of technology without jeopardizing brand integrity
- Volvo Cars and Geely Auto remain in full control of next generation C-segment cars
- Enables the capturing of current trends with shorter product cycles – shorter time to market
- Tailor-made solutions for both Geely Auto and Volvo Cars



The Same Architecture – Different Roles in the Market



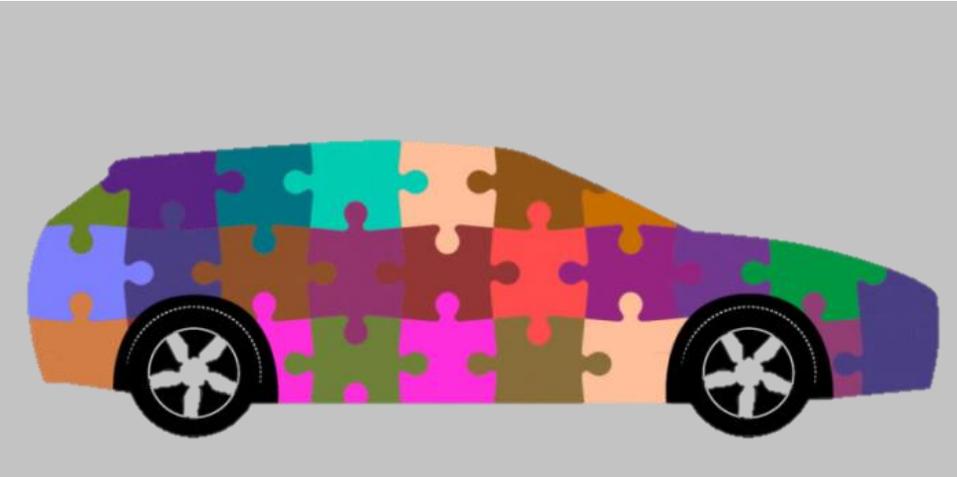
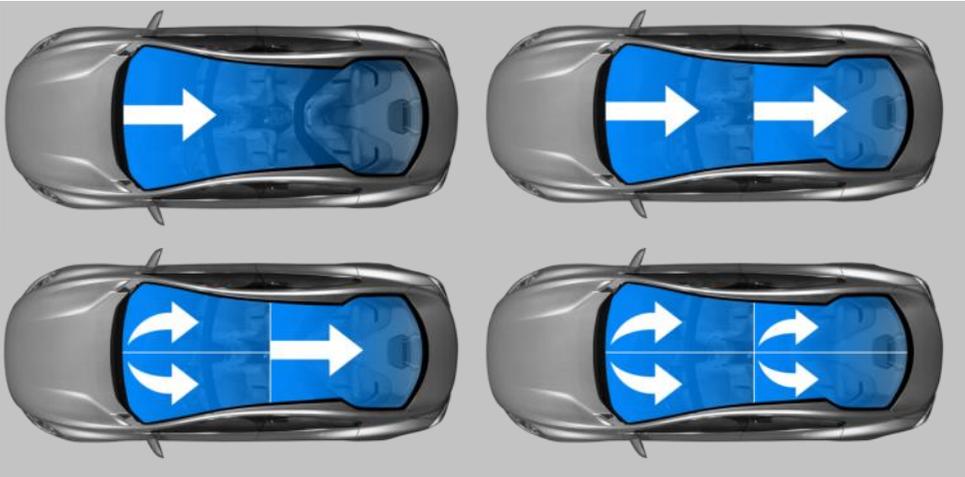
Premium brand that combines innovation and leadership in safety



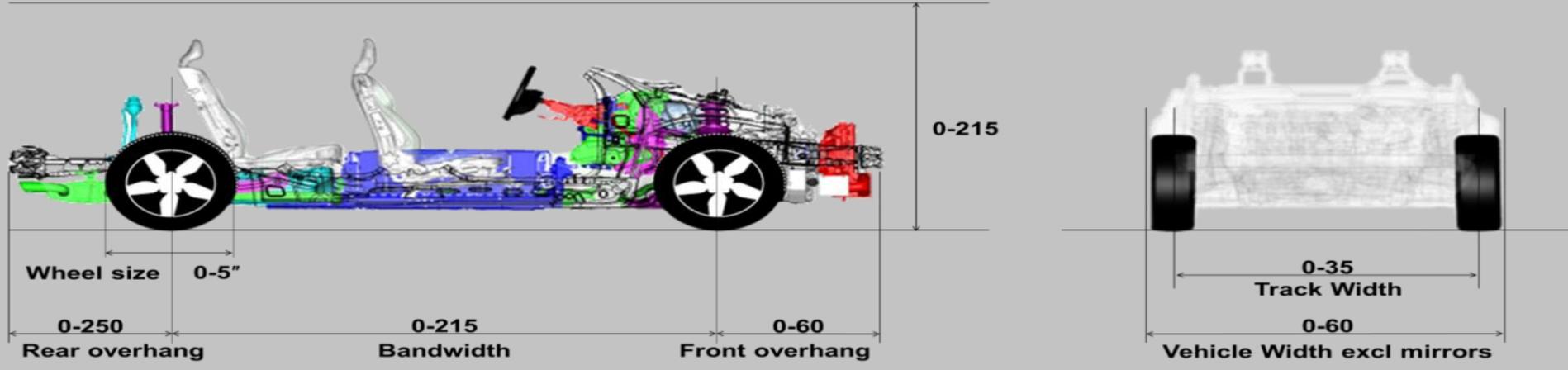
Volume manufacturer targeting multiple segments in China and international markets



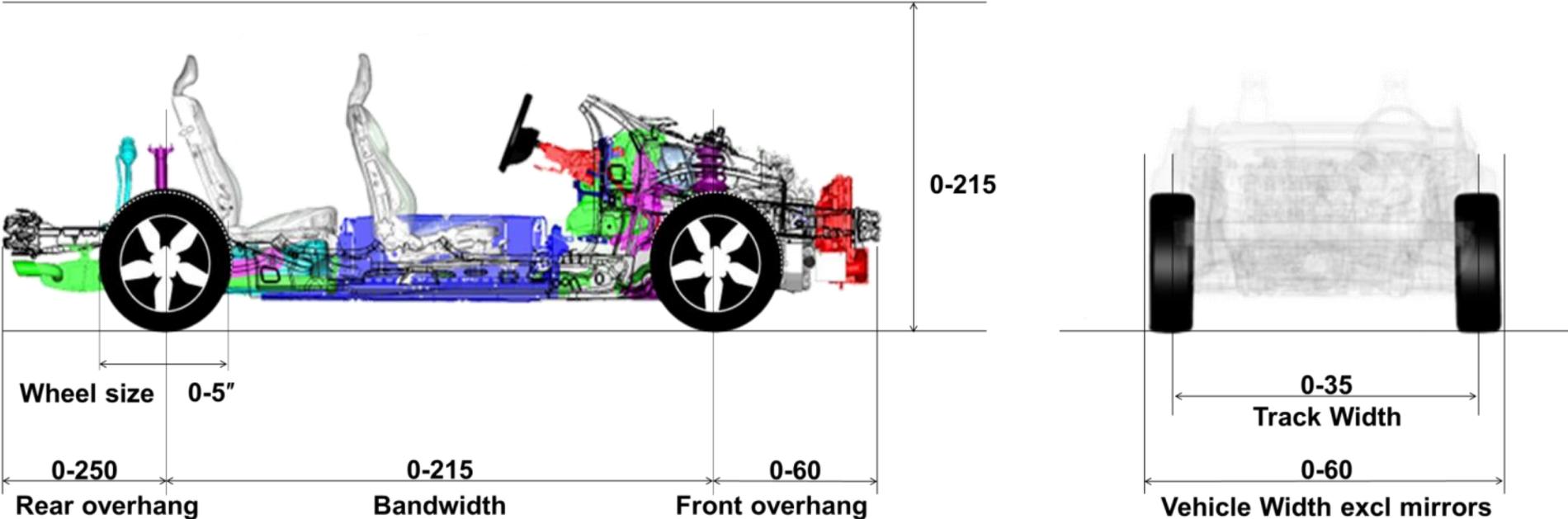
Modular Architecture



Main Dimensions – Bandwidth



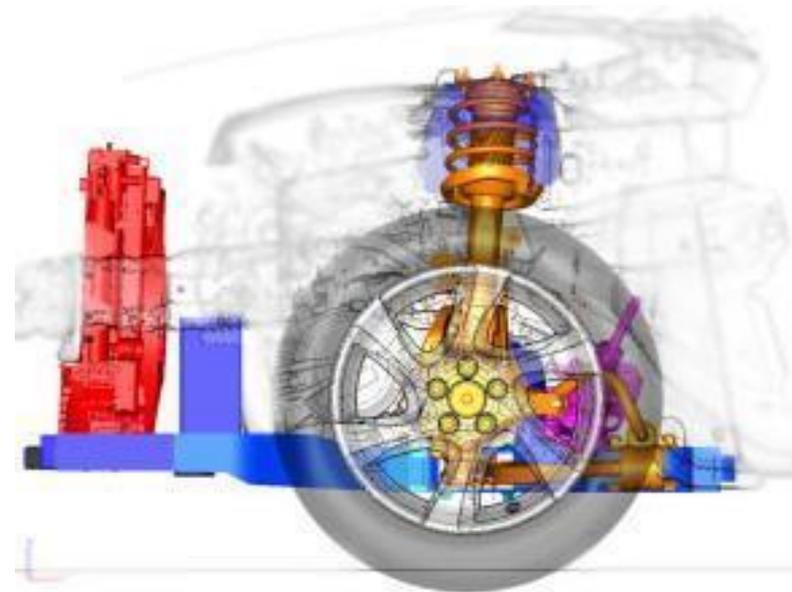
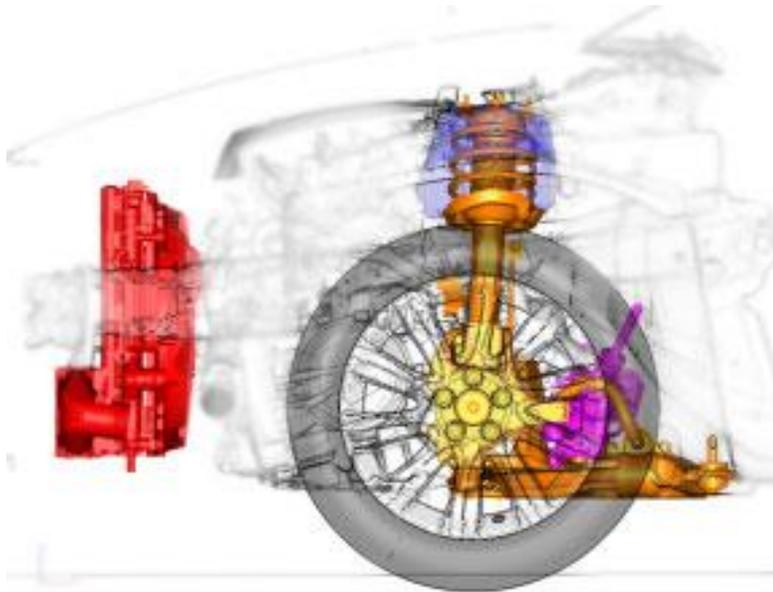
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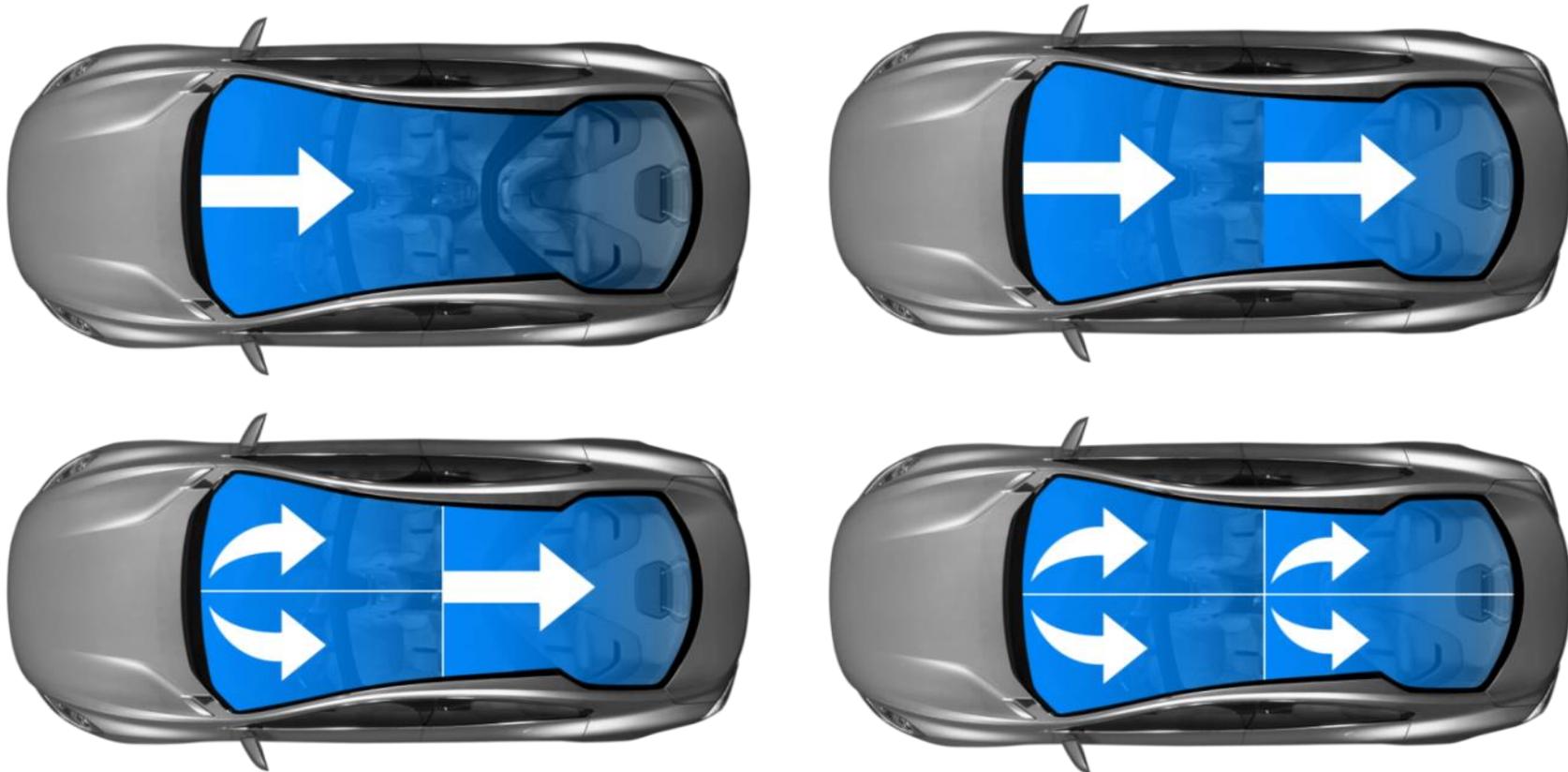
CMA - Example: Front end module

Modular architecture allows differences between brands:

- Structure
- Front suspension – comfort & handling
- Engine suspension – NVH



CMA - Example: Interior air quality



CEVT Receives the "Key to the Heart of Gothenburg"



Mats Fägerhag, receives "The key to the heart of Gothenburg" award
Photo: Göteborg Daily



Business Region Göteborgs annual Expat Christmas Event 2013
Photo: Göteborg Daily

Business Region Göteborg is granting an award every year to Foreign-owned companies that contributes to the Gothenburg region's economic growth, to a diversified economy and to a great number of new jobs created. In 2013 "The key to the heart of Gothenburg" award was handed out to CEVT during a ceremony.

CEVT Media Event, January 2014



Photo: sverigesradio.se



CEVT held a media event in January 2014, where representatives from Volvo Cars and Geely Holding Group were present as well as Swedish Minister for Enterprise Annie Lööf.

"It's an incredible feeling to be here. Swedish automotive industry is facing tough times, it's a tough global competition. But we are also involved in large investments, which is very gratifying." – Annie Lööf

Presentations at Project China 16 May, 2014



Royal Institute of Technology (KTH)



Stockholm School of Economics (SSE)

Project China was established in 2013 as a joint student project between the Student Association at Stockholm School of Economics and Royal Institute of Technology. It encourages further collaboration between Sweden and China, for students as well as businesses. The project has grown into the largest student project with an international focus in Sweden.

Presentation at Västsvenska Handelskammaren 13 May, 2014



Presentation at Västsvenska Handelskammaren



Gang Wei with Chairman Finn Johnsson

CEVT was invited to Västsvenska Handelskammaren on 13 May, 2014. Focus was on the inspiring opportunities facing Gothenburg and the Western Swedish region – “Boosting Gothenburg”. Gang Wei, Deputy CEO of CEVT, introduced the company and spoke about the automotive cluster in the area and the company’s role in it. Furthermore, he gave insight of the CEVT’s view on their future development in Gothenburg.



Thank you