

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

August 2014



www.geelyauto.com.hk

Sales Performance

Jan-July 2014

Overall: 207,420 units, -30% YoY
Domestic: 168,863 units -28% YoY
Exports: 38,447 units -39% YoY

Mid-Size Sedans
(EC7+GC7+SC7+Vision)

104,892 units -35% YoY



SUVs (GX7+SX7)

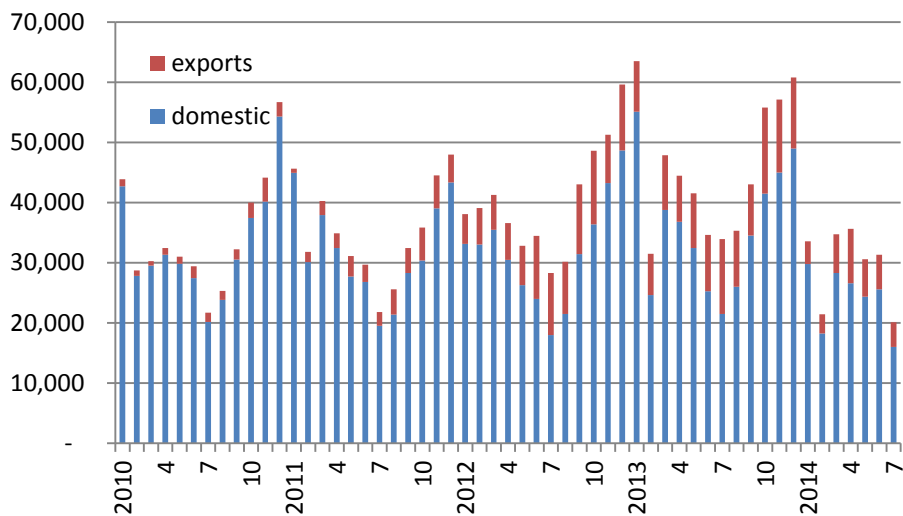
33,336 units +2% YoY



Sales Performance

Jan-July 2014

Monthly Sales Volume



KingKong

(35,110 units +24%YoY)



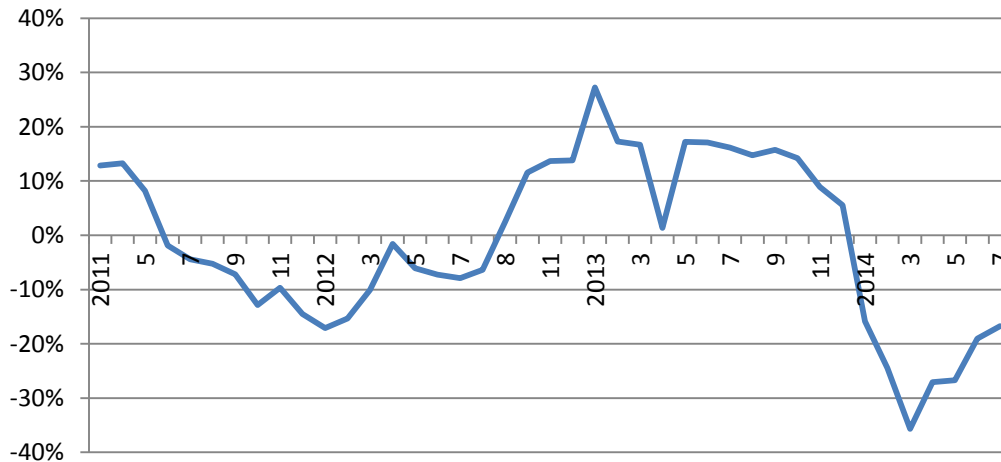
GC7

(10,749 units -6%YoY)

Domestic Market

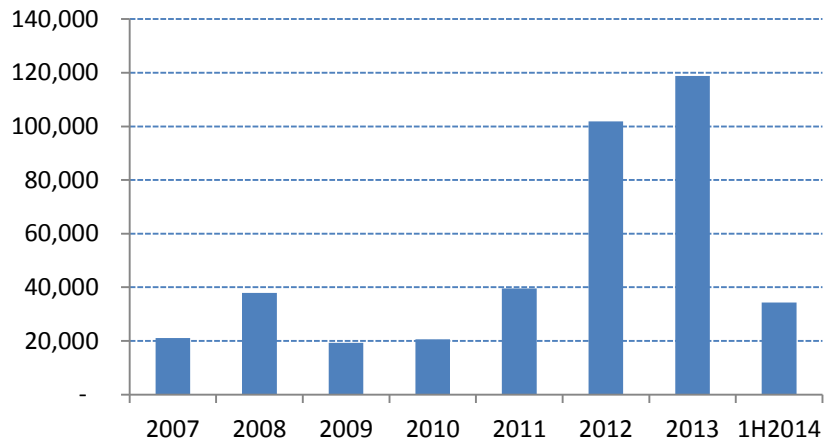
- Sales volume in China fell 28% in the first 7 months of 2014 due to the reshuffle of the sales and marketing system and the major model upgrading cycle, but started to recover since March 2014
- Sales volume in January 2014 was also affected by the Group's effort to cut dealer inventory ahead of major new model launches in 2014

Domestic Sales Volume (3MMA+/-%)

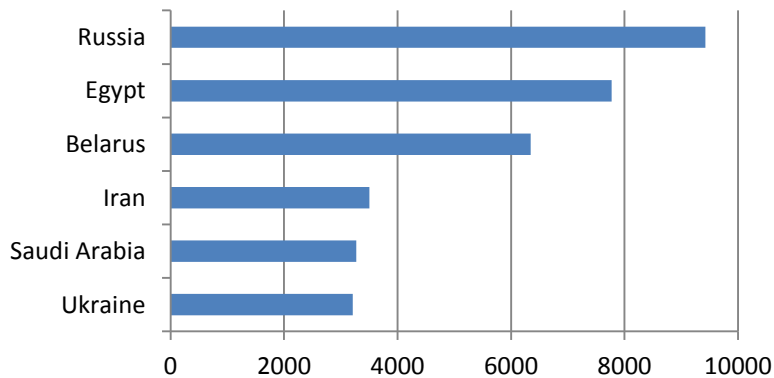


Exports

Export Sales Volume
(units)



Top Export Destinations
1H2014



Emgrand7 (EC7) is the most popular export model, accounting for about half of the total exports volume

Products – EC7

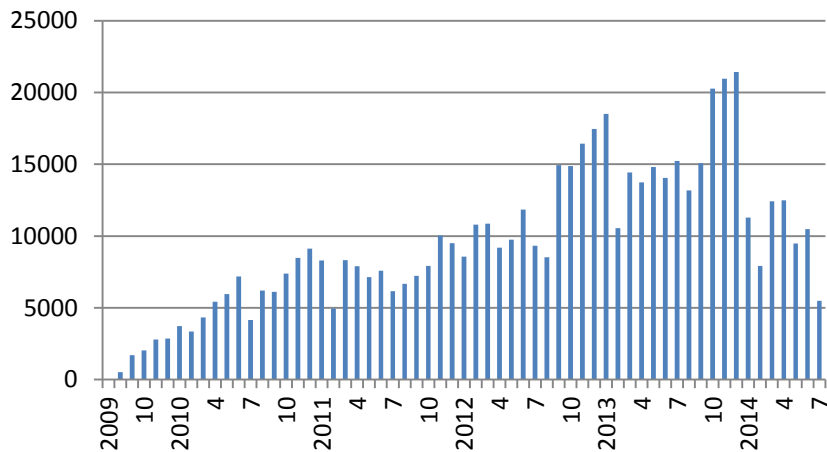
EC7 is the best-selling model, accounting for 34% of the total sales volume in the first 7 months of 2014.

The model is one of the top selling car models in China (18th), Ukraine (3rd), Egypt (3rd) and Saudi Arabia (26th) in 2013.



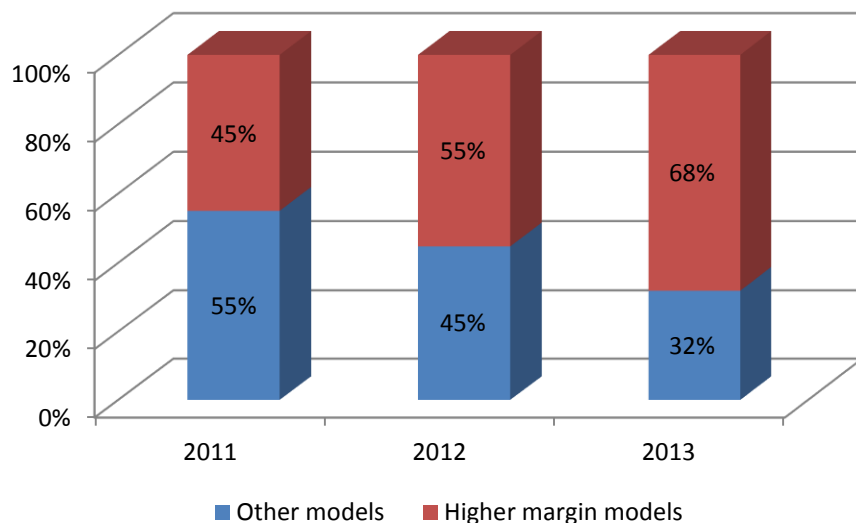
EC7
(Emgrand7)

Monthly Salse Volume of EC7



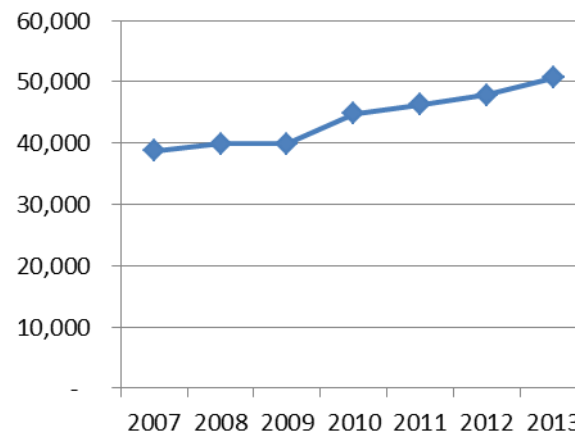
Engine:	1.5L, 1.8L petro engines
Transmissions:	5MT, CVT
Dimension:	4635/1789/1470
Wheelbase:	2650
Safety:	Euro-NCAP 4 star C-NCAP 5 star
Fuel efficiency:	6.0L/100km (1.5 MT) 7.2L/100km (1.8 MT)
MSRP:	RMB71,800-113,800

Product Mix Improvement



Higher margin models include EC7, SC7, GC7, Vision, GX7 and SX7

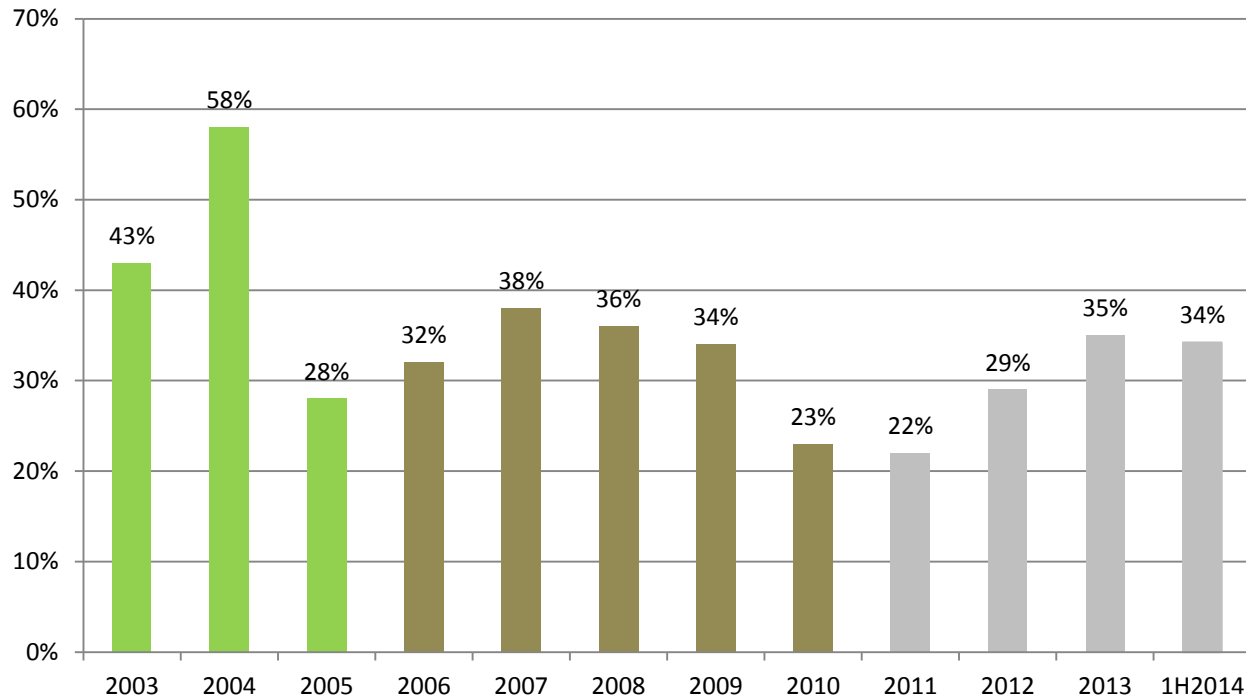
Average Selling Prices (RMB)



As a result of the success of EC7, higher margin models currently account for 67% of Geely's total sales volume, and ASP was up 31% over the last six years

Most Popular Models

(% of total sales volume)



Haoqing
1.0L, 1.3L
RMB30-43K



Free Cruiser
1.0L, 1.3L
RMB35-45K



EC7
1.5L, 1.8L
RMB72-114K

New Products – Xindihaio



2013 EC7



2014 Xindihaio

Engine:	1.5L, 1.8L petro engines
Transmissions:	5MT, CVT
Dimension:	4635/1789/1470
Wheelbase:	2650
Power:	80/6000(Kw/rpm) (1.5L) 98/6000(Kw/rpm) (1.8L)
Max. Torque:	140/4400 N.m/rpm (1.5L) 170/4400 N.m/rpm (1.8L)
Fuel efficiency:	6.0L/100km (1.5L) 7.2L/100km (1.8L)
MSRP:	RMB71,800-113,800

Engine:	1.3L Turbo engines; 1.5L petro engines
Transmissions:	6MT, CVT
Dimension:	4631/1789/1470
Wheelbase:	2650
Power:	98/5500(Kw/rpm) (1.3T)
Max. Torque:	185/2000-4500 N.m/rpm (1.3T)
Fuel Efficiency:	5.7L/100km (1.3T, 6MT) 5.9L/100km (1.3T, CVT)
MSRP:	RMB69,800-100,800

New Product - Xindihaio



- Enhanced safety & comfort
- New turbo engines with larger power & better fuel efficiency
- New 6-speed manual gearbox
- NVH noise cancellation technology
- Enhanced storage space
- Bosch's V9.0 ABS+EBD
- HHC (Hill Hold Control)
- ESC (Electronic Stability Control)
- G-Netlink infotainment system with voice control
- G-Link mobile connectivity system



New Products - SUVs



GX7



GX9

Engine:	1.8L, 2.0L, 2.4L petro engines
Transmissions:	5MT, 6AT
Dimension:	4541/1833/1700
Wheelbase:	2661
Safety:	C-NCAP 5 star+
Seat capacity:	5
MSRP:	RMB92,900-129,900

Engine:	2.4L petro, 2.0L diesel engines
Transmissions:	6MT, 6AT
Dimension:	4839/1884/1715
Wheelbase:	2800
Seat Capacity:	5 or 7

New Products – Sedans



EC8



GC9

Engine:	2.0L, 2.4L petro engines
Transmissions:	5MT, 6AT
Dimension:	4905/1830/1495
Wheelbase:	2805
Safety:	C-NCAP 5 star
MSRP:	RMB99,800-209,800

Engine:	1.8T, 3.5L petro engines
Transmissions:	6AT, 7DCT
Dimension:	4956/1860/1516
Wheelbase:	2850

New Products – Engines



JLB-4G15



JLB-4G13T

No. of cylinders:	4
Displacement:	1.498 L
Power	75/6000 KW/rpm
Max. Torque:	141/3800~4200 N.m/rpm
Emission:	Euro V

No. of cylinders:	4
Displacement:	1.299 L
Power	98/5500 KW/rpm
Max. Torque:	185/2000~4500 N.m/rpm
Emission:	Euro V



New Energy Vehicles



**JL7001BEV
(2013)**



**EC7-EV
(2014/2015)**

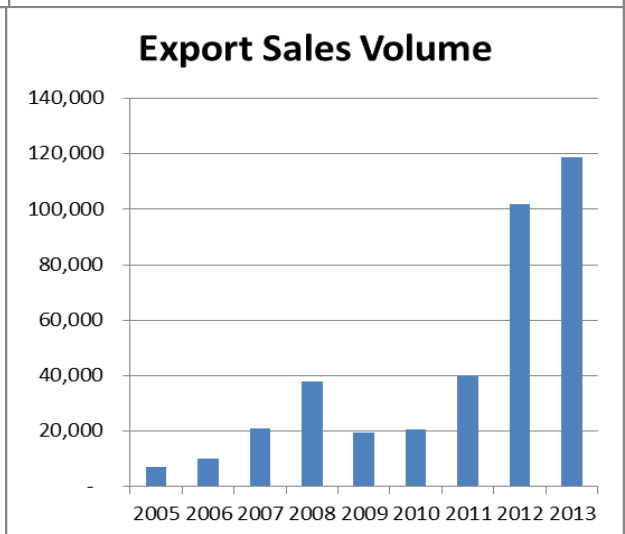
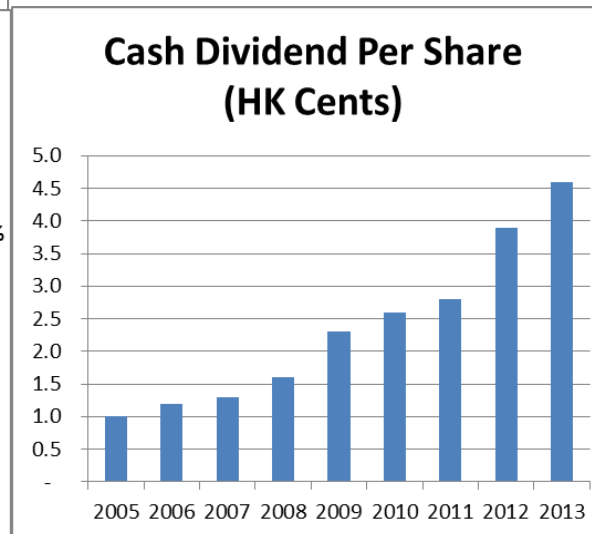
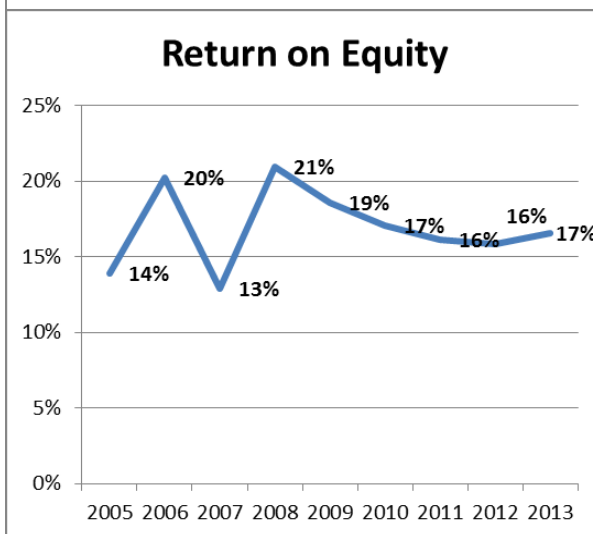
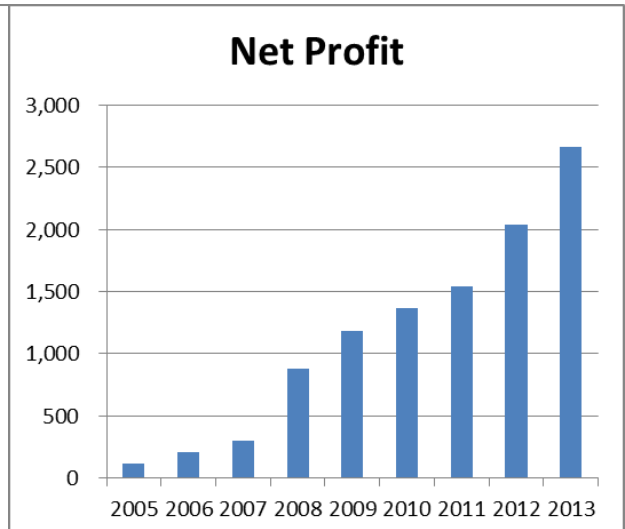
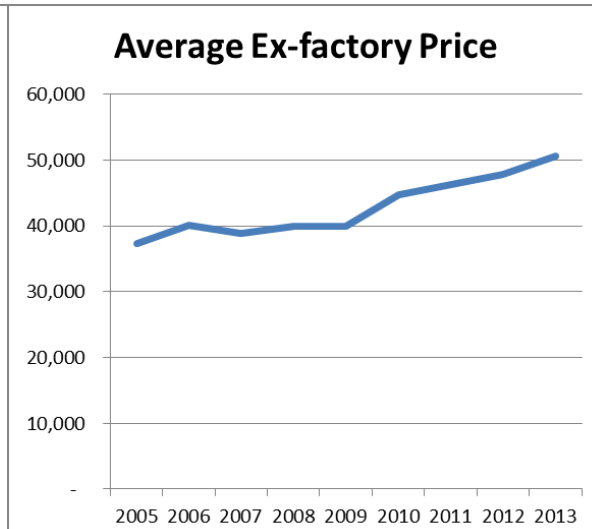
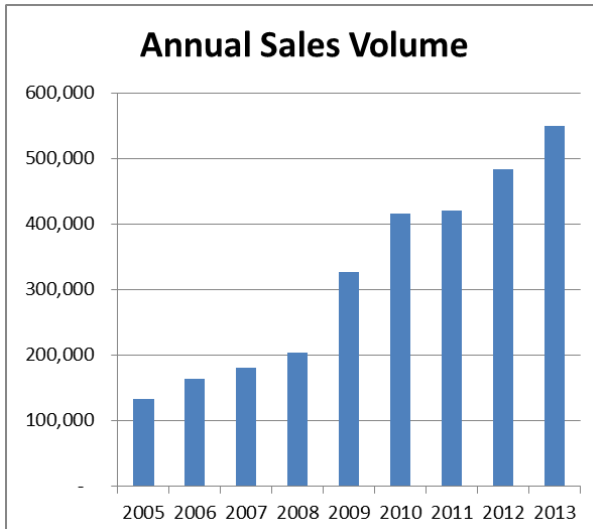


**EC7 Petro Hybrid
(2014/2015)**



**Emgrand Cross Plug-in Hybrid
(2015)**

Financial Performance



Strategy

Products	<ul style="list-style-type: none">• Platform and modular architecture;• Focus on powertrain technology;• In-house international design capabilities;• Joint product architecture with Volvo Car;• Gradual transition from hybrid to pure electric;• Partnership to speed up electrification offerings;• Strategic alliance to upgrade technologies
Services	<ul style="list-style-type: none">• 882 dealers in China;• 41 sales agents, 527 sales and service outlets in 41 oversea countries;• An independent servicing franchise chain in China;• Vehicle finance JV with BNP Paribas Personal Finance
Branding	<ul style="list-style-type: none">• Three-year transition period from three brands to single brand;• Single brand for export markets

Vehicle Safety

Year	Test	Models	Ratings
2009	C-NCAP	Geely Panda	5 star (45.3 pts)
2010	C-NCAP	Emgrand EC7	5 star (46.8 pts)
2011	Euro-NCAP	Emgrand EC7	4 star
2011	C-NCAP	Emgrand EC8	5 star (49.6 pts)
2012	C-NCAP	GLEagle GX7	5+star (50.3 pts)
2013	C-NCAP	Englon SC515	5 star (55.4 pts)



Customer Satisfaction



J.D.Power Asia Pacific 2014 China Customer Service Index (CSI) StudySM

Brand	Points#	Overall Rank	Sector Rank*
Geely	847	17	5
	(+8 YoY)		
Mass Market Average	824		

based on a 1,000-point scale and study of 67 passenger vehicle brands in China

* ranking amongst Chinese domestic brands

Source: J.D.Power Asia Pacific 2014 China Customer Service Index (CSI) StudySM

Geely Automobile In Figures

Year started:	1998
Total workforce:	18,138 (on 31/12/2013)
Manufacturing facilities:	8 car plants in China
Products:	16 major sedan models under 5 platforms
Distribution network:	882 dealers in China, 41 sales agents, 527 sales and service outlets in 41 oversea countries
2013 sales volume:	549,468 units (22% 5-year CAGR)
2013 revenues:	US\$4.6 billion
Market Capitalization:	US\$3.5 billion (at 7 August 2014)



Important Notice

The information contained herein is meant for presentation purposes only and may not be used and relied upon by any other party. It is not to be taken in substitution for the exercise of judgement. You shall be solely responsible for making your own independent investigation of the merits of the discussions mentioned in this presentation. Geely Automobile Holdings Limited does not make any representations, warranty or guarantee as to the accuracy, completeness or correctness of the contents contained herein. The reproduction and/or dissemination of the contents herein is prohibited without our prior approval. Geely Automobile Holdings Limited and its officers, directors and employees accept no liability whatsoever for any direct or consequential loss howsoever arising from any use of this presentation or further communication given in relation to this presentation or its contents or otherwise arising in connection therewith.

Note: Sources of all data contained in this presentation are from Geely Automobile Holdings Ltd., except specified otherwise.