

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

October 2014

www.geelyauto.com.hk

Sales Performance

Jan.-Sept. 2014

Overall: 274,115 units, -27% YoY
Domestic: 226,429 units -23% YoY
Exports: 47,576 units -41% YoY

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

140,809 units -33% YoY



SUVs (GX7+SX7)

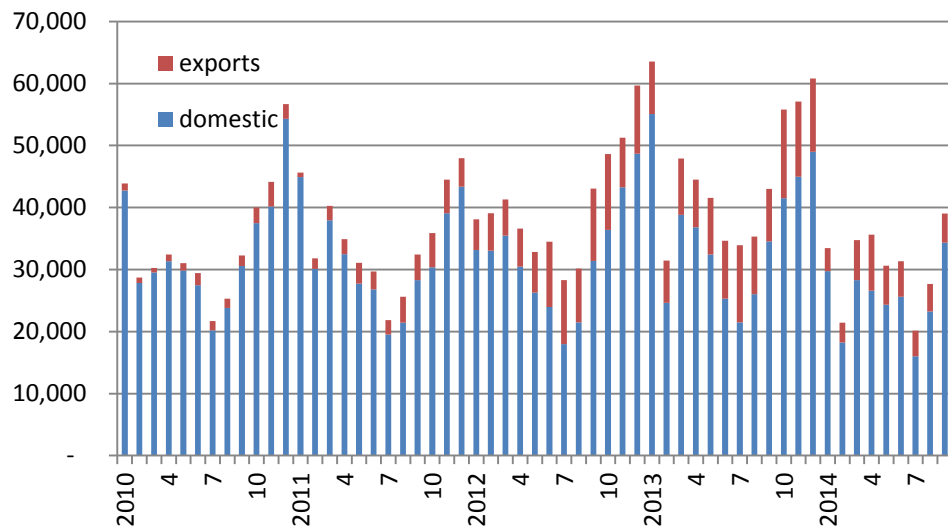
44,026 units +3% YoY



Sales Performance

Jan.-Sept. 2014

Monthly Sales Volume



KingKong

(46,810 units +36%YoY)



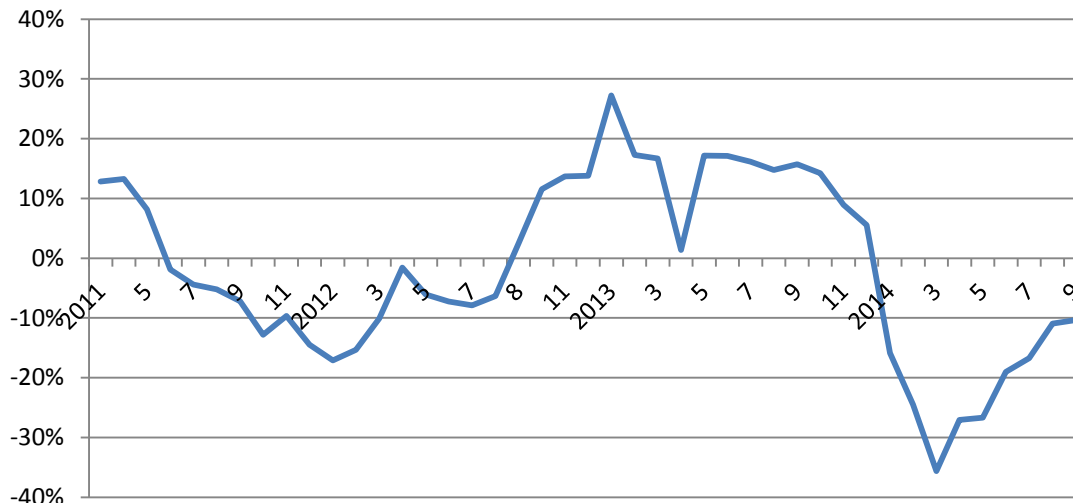
GC7

(11,818 units -34%YoY)

Domestic Market

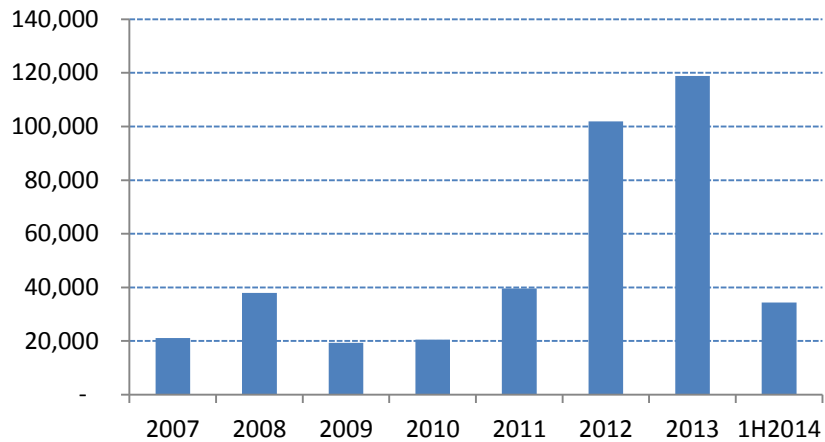
- Sales volume in China fell 23% in the first 9 months of 2014 due to the reshuffle of the sales and marketing system and the major model upgrading cycle, but started to recover since March 2014
- Sales volume in January 2014 was also affected by the Group's effort to cut dealer inventory ahead of major new model launches in 2014

Domestic Sales Volume (3MMA+/-%)

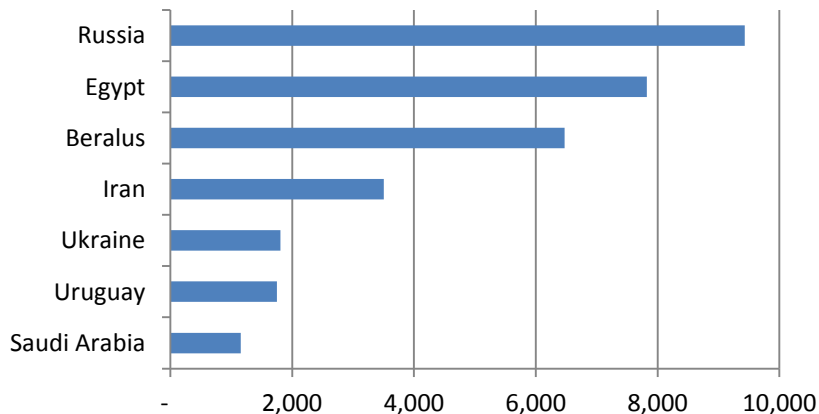


Exports

Export Sales Volume
(units)



Top Export Destinations
1H2014



Emgrand7 (EC7) is the most popular export model, accounting for 44% of the total exports volume in the first 9 months of 2014

Products – EC7

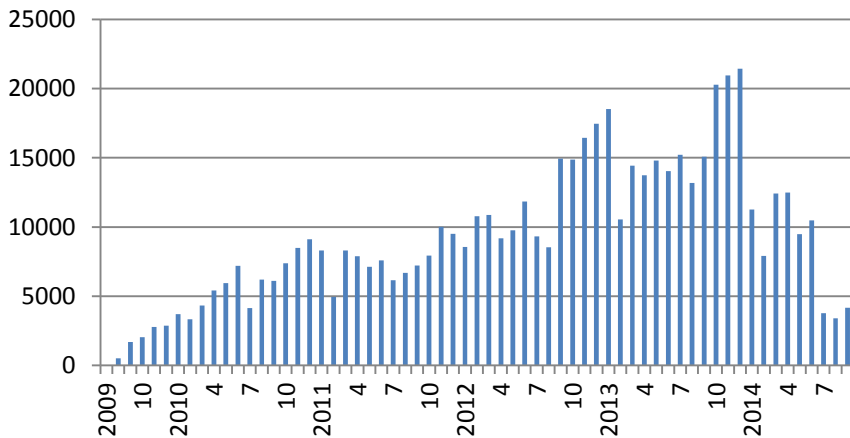
EC7 remains the best-selling model, accounting for 28% of the total sales volume in the first 9 months of 2014.

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



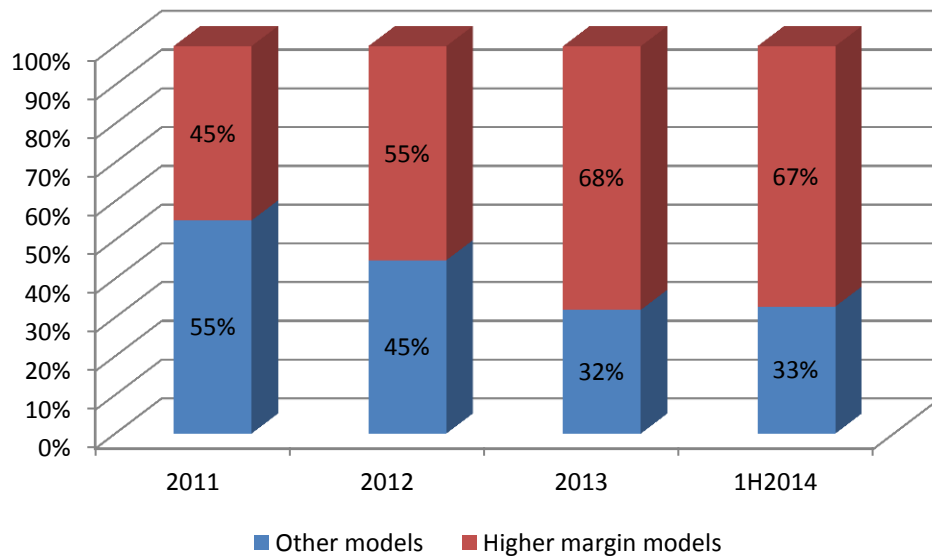
EC7
(Emgrand7)

Monthly Sales Volume of EC7



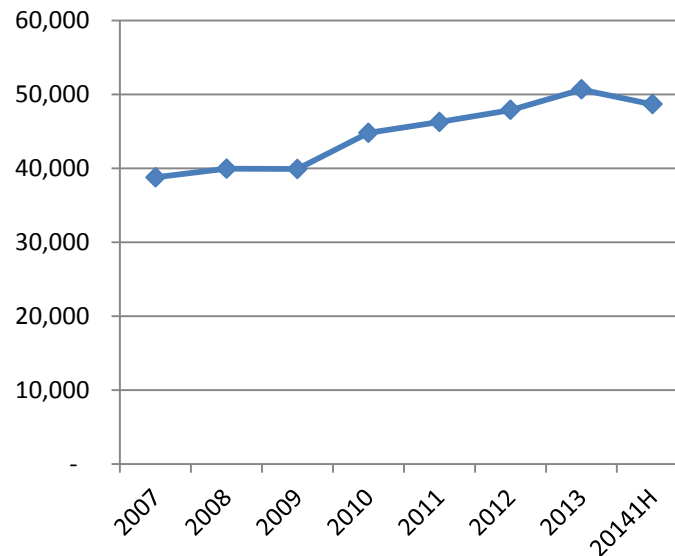
Engine:	1.5L, 1.8L petro engines
Transmissions:	5MT, CVT
Dimension:	4635/1789/1470
Wheelbase:	2650
Safety:	Euro-NCAP 4 star C-NCAP 5 star
Fuel efficiency:	6.0L/100km (1.5 MT) 7.2L/100km (1.8 MT)
MSRP:	RMB71,800-113,800

Product Mix Improvement



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

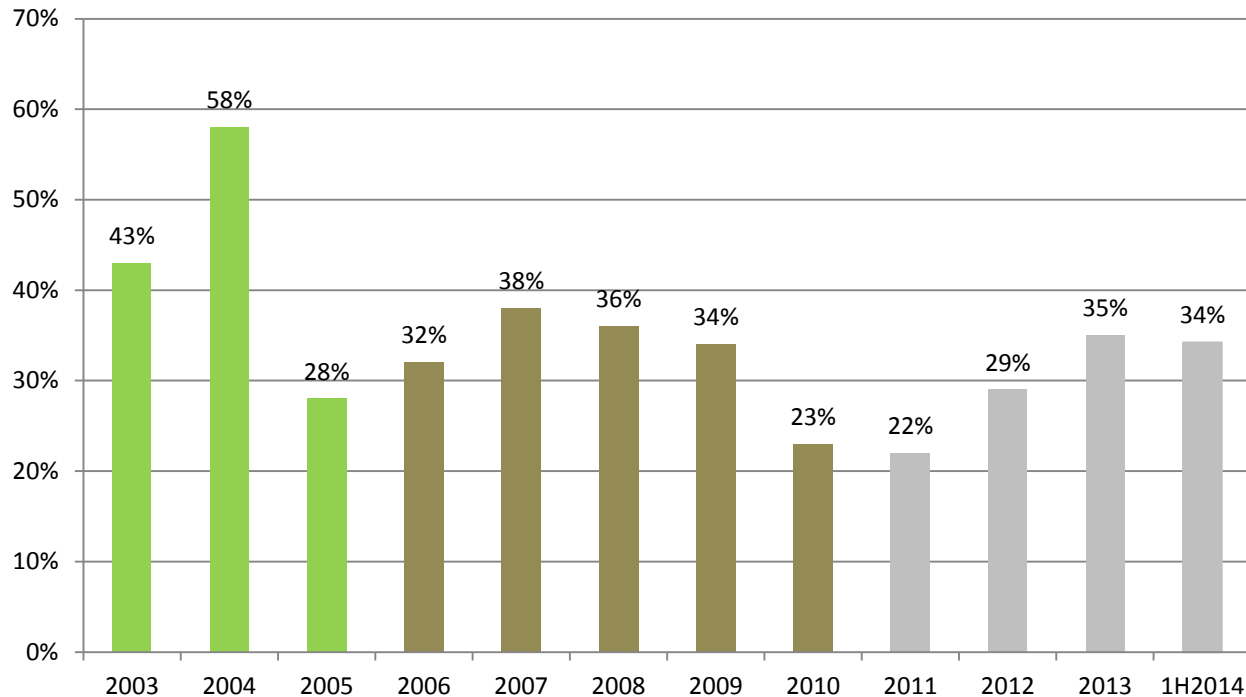
Average Selling Prices (RMB)



As a result of the success of EC7, higher margin models account for 67% of Geely's total sales volume in 1H2014, 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

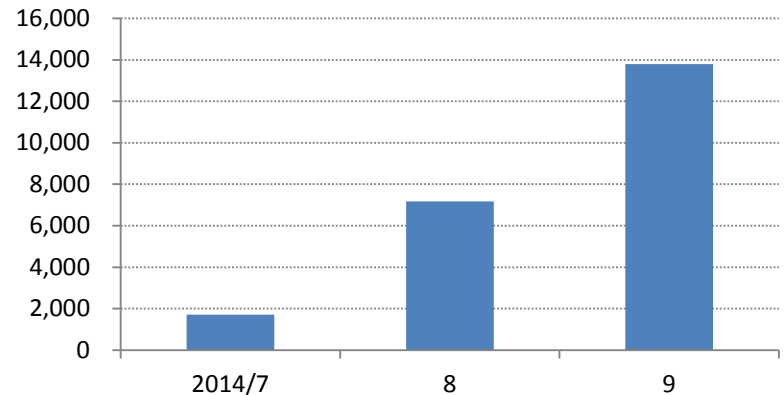
Engine:	1.5L, 1.8L petro engines
Transmissions:	5MT, CVT
Dimension:	4635/1789/1470
Wheelbase:	2650
Power:	80/6000(Kw/rpm) (1.5L) 98/6000(Kw/rpm) (1.8L)
Max. Torque:	140/4400 N.m/rpm (1.5L) 170/4400 N.m/rpm (1.8L)
Fuel efficiency:	6.0L/100km (1.5L) 7.2L/100km (1.8L)
MSRP:	RMB71,800-113,800

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



Monthly Sales Volume of 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:	1.8, 2.0, 2.4L petro.eng.
Transmissions:	5MT, 6AT
Dimension:	4541/1833/1700
Wheelbase:	2661
Power:	119/5700(Kw/rpm) (2.4L)
Max. Torque:	220/4000-4200 N.m/rpm
Safety:	C-NCAP 5 star+
Seat capacity:	5 passengers
MSRP:	RMB92,900-129,900

Engine:	2.4L petro engines
Transmissions:	5MT, 6AT
Dimension:	4844/1884/1762
Wheelbase:	2804
Power:	119/5700(Kw/rpm)
Max. Torque:	210/4000-4500 N.m/rpm
Seat Capacity:	7 passengers

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)**

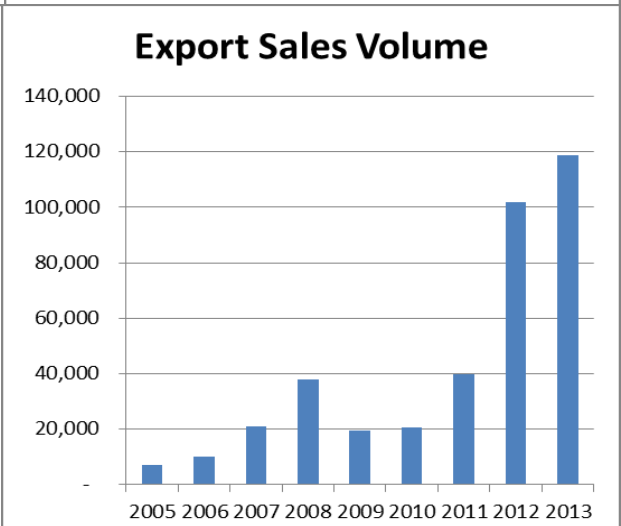
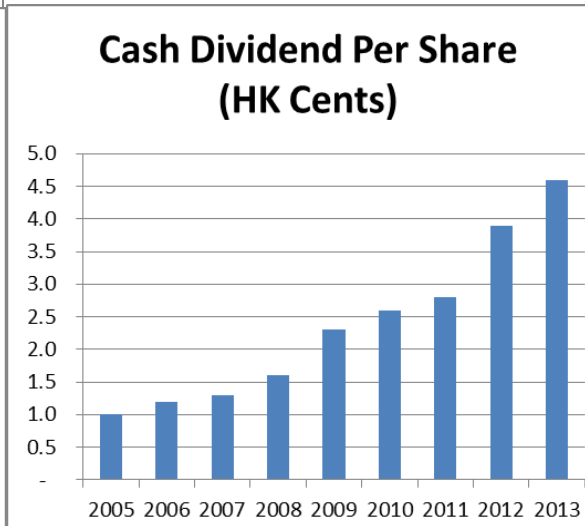
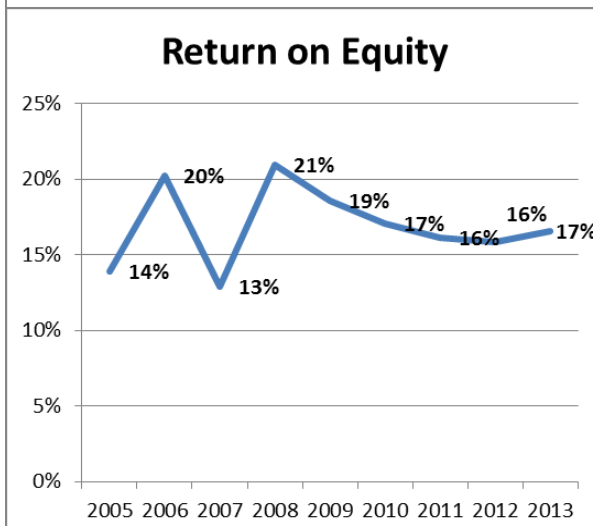
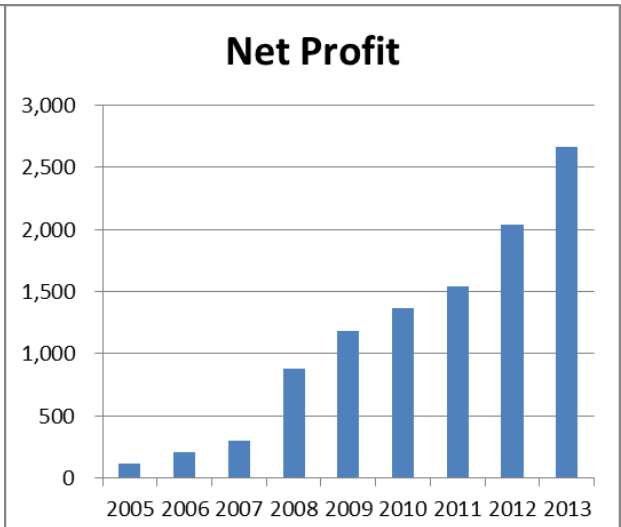
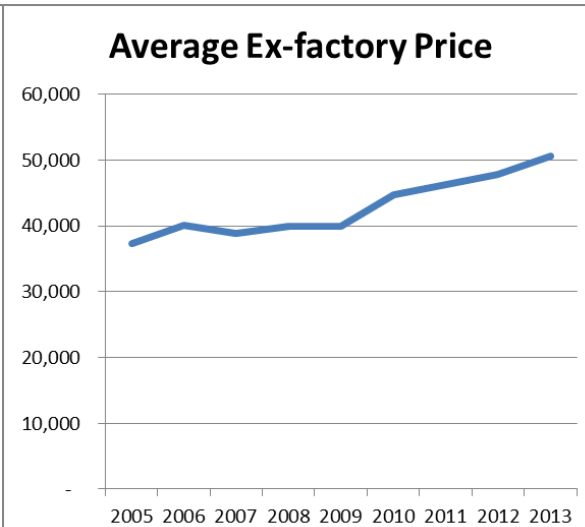
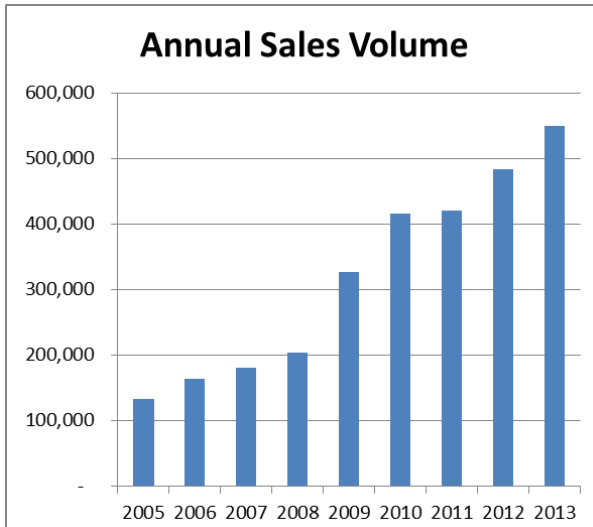


**EC7 Petro Hybrid
(2014/2015)**



**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">• 838 dealers in China;• 31 sales agents, 511 sales and service outlets in 31 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:	16,363 (on 30/6/2014)
Manufacturing facilities:	6 car plants in China
Products:	13 major sedan models under 5 platforms
Distribution network:	838 dealers in China, 31 sales agents, 511 sales and service outlets in 31 oversea countries
2013 sales volume:	549,468 units (22% 5-year CAGR)
2013 revenues:	US\$4.6 billion
Market Capitalization:	US\$3.9 billion (at 13 Oct. 2014)



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