

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

January 2015



www.geelyauto.com.hk

Sales Performance

Jan.-Dec. 2014

Overall: 417,851 units, -24% YoY
Domestic: 358,240 units -17% YoY
Exports: 59,611 units -50% YoY

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

229,445 units -26% YoY



SUVs (GX7+SX7+GX9)

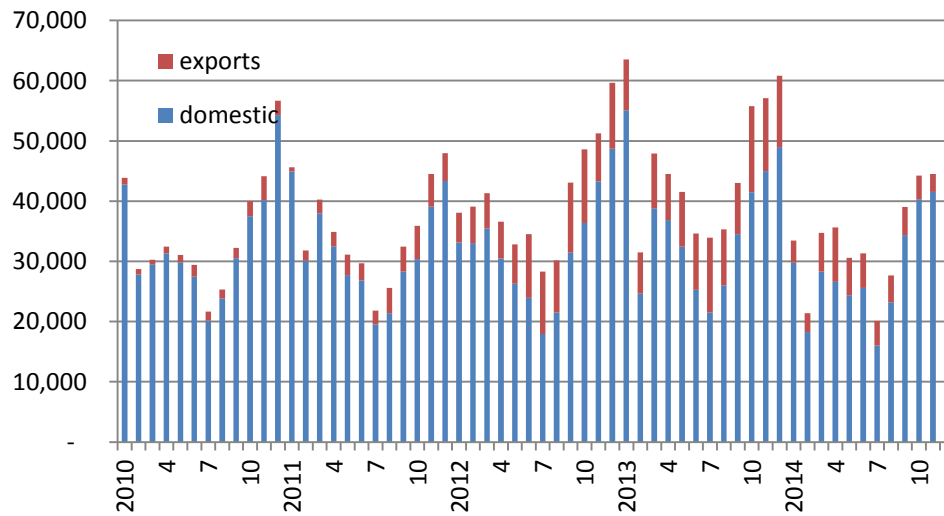
63,300 units -2% YoY



Sales Performance

Jan.-Dec. 2014

Monthly Sales Volume



KingKong

(70,250 units +37%YoY)



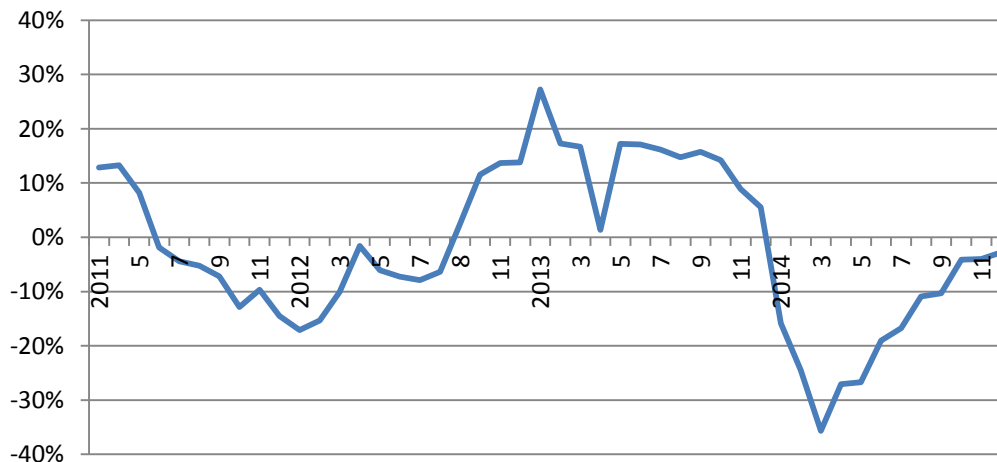
GC7

(13,184 units -63%YoY)

Domestic Market

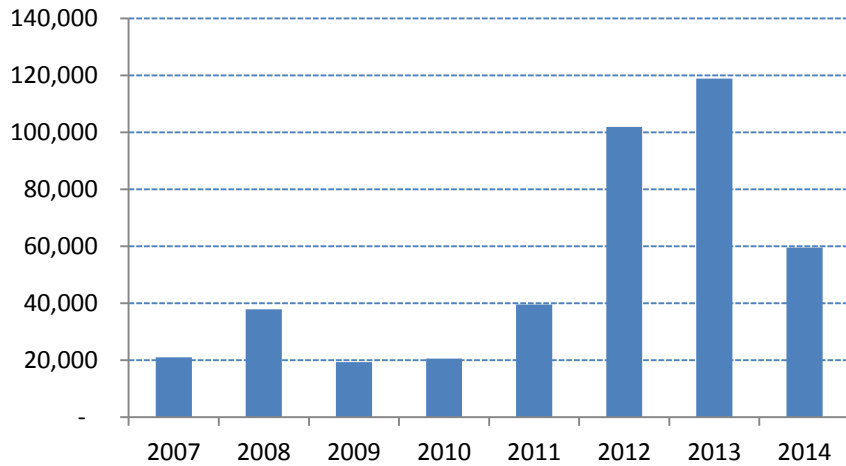
- Sales volume in China fell 17% in 2014 due to the reshuffle of the sales and marketing system and the major model upgrading cycle, but started to recover since mid-2014
- Sales volume in January 2014 was also affected by the Group's effort to cut dealer inventory ahead of major new model launches in 2014

Domestic Sales Volume (3MMA+/-%)

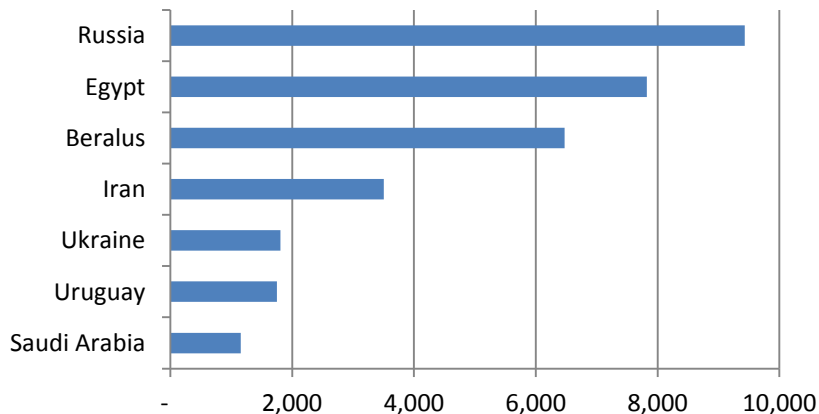


Exports

Export Sales Volume
(units)

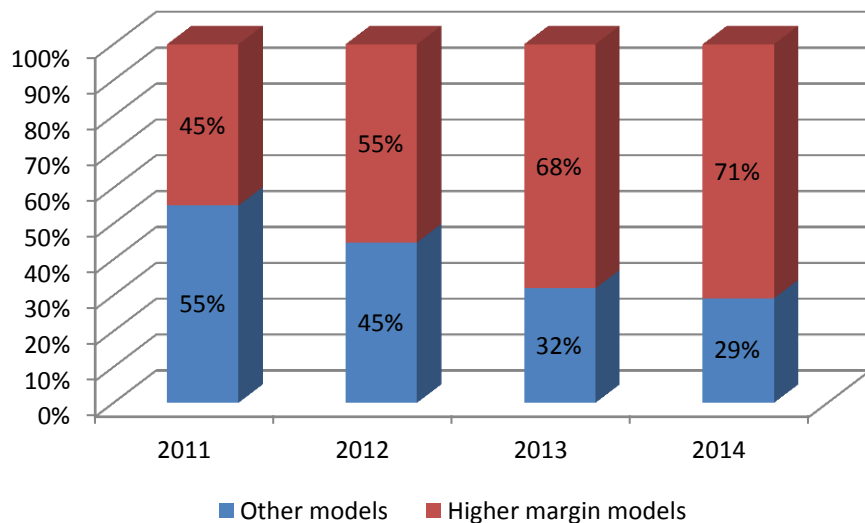


Top Export Destinations
1H2014



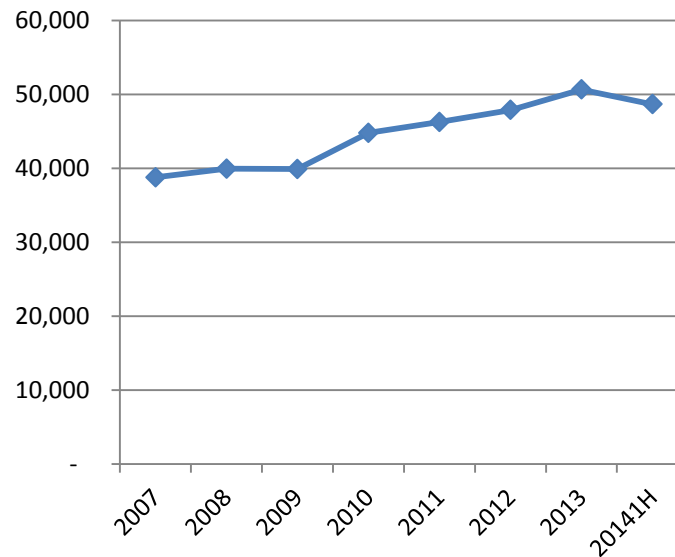
Emgrand7 (EC7) is the most popular export model, accounting for 45% of the total exports volume in 2014

Product Mix Improvement



Higher margin models include EC7, SC7, GC7, Vision, Xindihao, GX7, SX7 and GX9

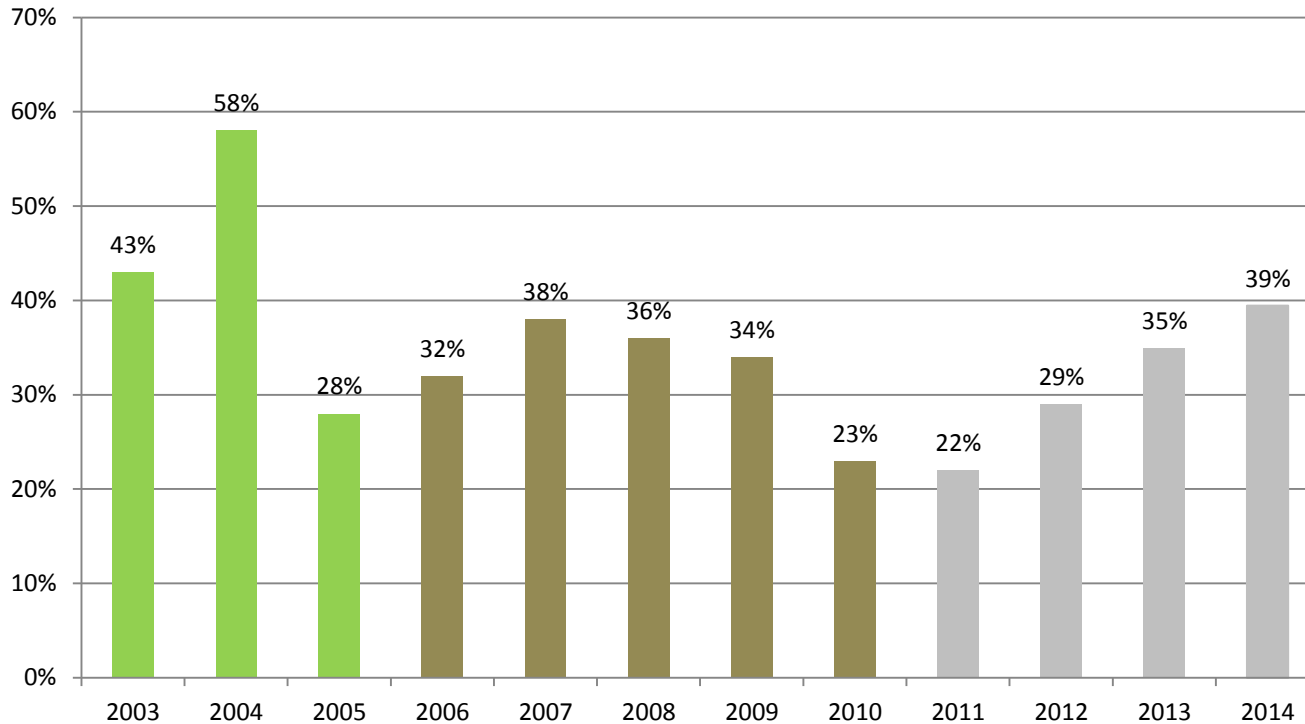
Average Selling Prices (RMB)



As a result of the success of Xindihao, higher margin models account for 71% of Geely's total sales volume in 2014, and ASP was up 30% 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/Xindihao
1.3T, 1.5L, 1.8L
RMB70-114K

New Products – Xindihaio



2013 EC7



2014 Xindihaio

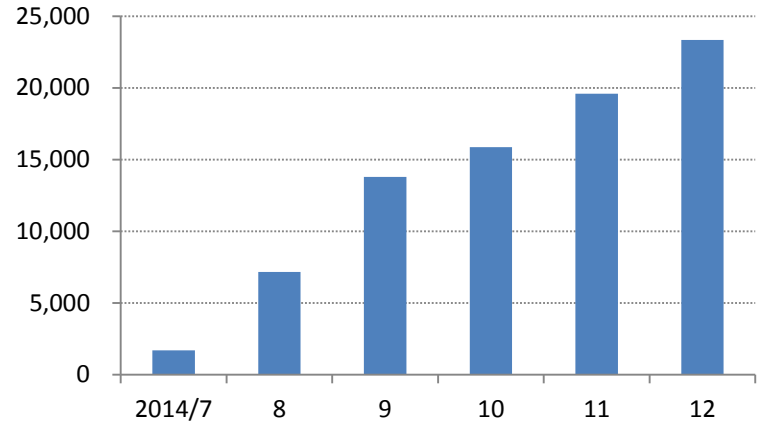
Engine:	1.5L, 1.8L petro engines
Transmissions:	5MT, CVT
Dimension:	4635/1789/1470
Wheelbase:	2650
Power:	80/6000(Kw/rpm) (1.5L) 98/6000(Kw/rpm) (1.8L)
Max. Torque:	140/4400 N.m/rpm (1.5L) 170/4400 N.m/rpm (1.8L)
Fuel efficiency:	6.0L/100km (1.5L) 7.2L/100km (1.8L)
MSRP:	RMB71,800-113,800

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



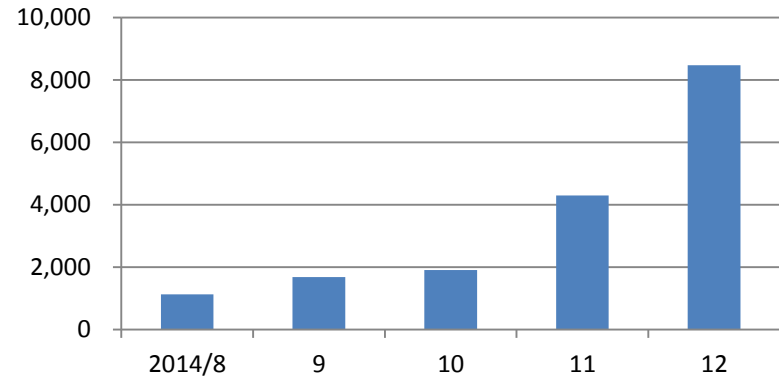
- Enhanced safety & comfort
- New turbo engines with larger power & better fuel efficiency
- New 6-speed manual gearbox
- NVH noise cancellation technology
- Enhanced storage space
- Bosch's V9.0 ABS+EBD
- HHC (Hill Hold Control)
- ESC (Electronic Stability Control)
- G-Netlink infotainment system with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



New Product – New Vision



Monthly Sales Volume of Vision



- **Enhanced safety & comfort**
- **More efficient turbo engines**
- **New 6-speed manual gearbox**
- **360° 3-sensor parking assist system**
- **PEPS (Passive Entry/Passive Start)**
- **NVH noise cancellation technology**
- **4 Wheel Disc Brakes**
- **Bosch's V9.0 ABS+EBD**
- **Enhanced storage space**
- **G-Link mobile connectivity system**



New Product – GC9



Engine:	1.8T, 3.5L V6 engines
Transmissions:	6AT
Dimension:	4956/1861/1513
Wheelbase:	2850
Power:	120Kw (1.8T) 180Kw (3.5L V6)
Max. Torque:	250/1500 N.m/rpm (1.8T) 326/4700 N.m/prm (3.5L)

- **New brand image, market positioning & design philosophy**
- **New 1.8T and 3.5L V6 engines**
- **Fastback & sporty design**
- **Top international suppliers**
- **New manufacturing facilities**
- **Harman Infinity@ Entertainment**
- **City Safety, ACC Cruising, PAS Parking, LDW Alert, HUD Display, EPB Brake & AQS Air Quality Control**



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) (2.4L)
Max. Torque:	210/4000-4500 N.m/rpm
Drive:	FW, RT4W Drive
Seat Capacity:	7 passengers
MSRP:	RMB122,900-152,900

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



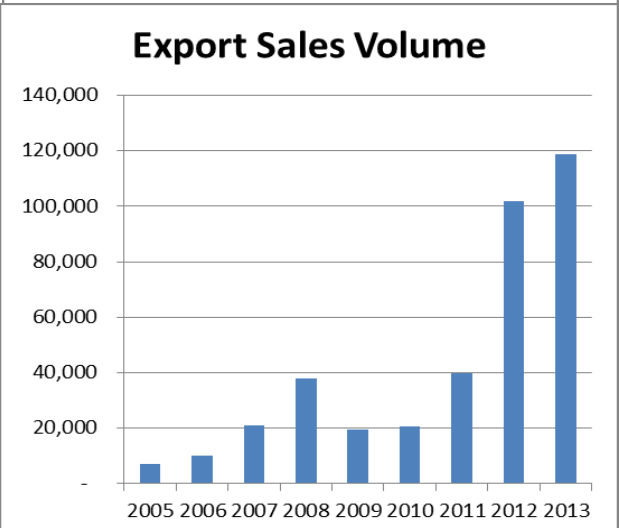
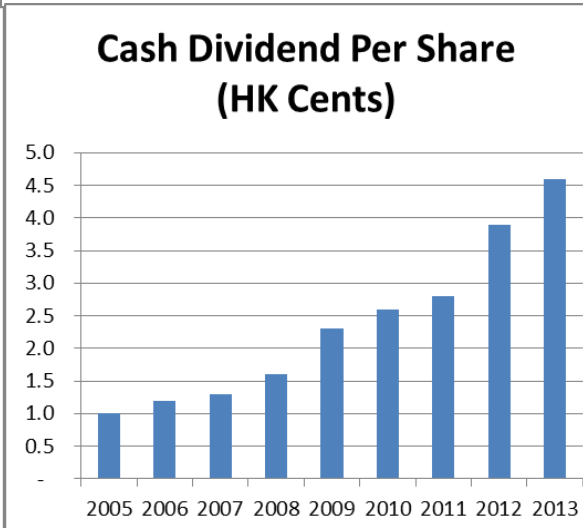
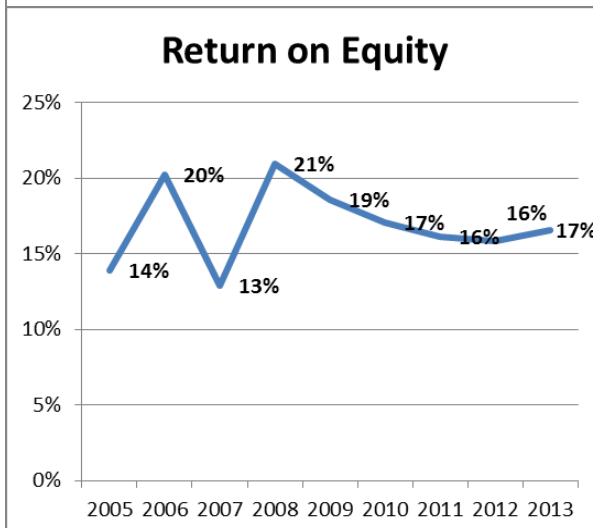
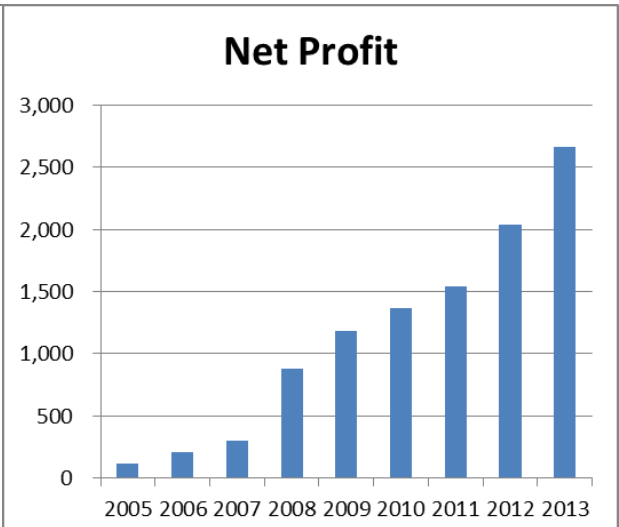
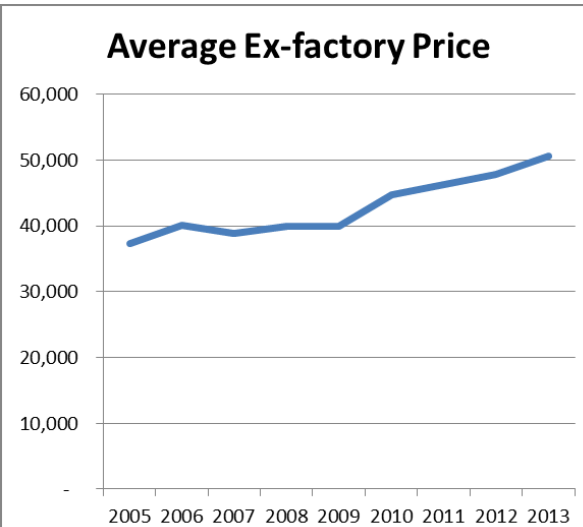
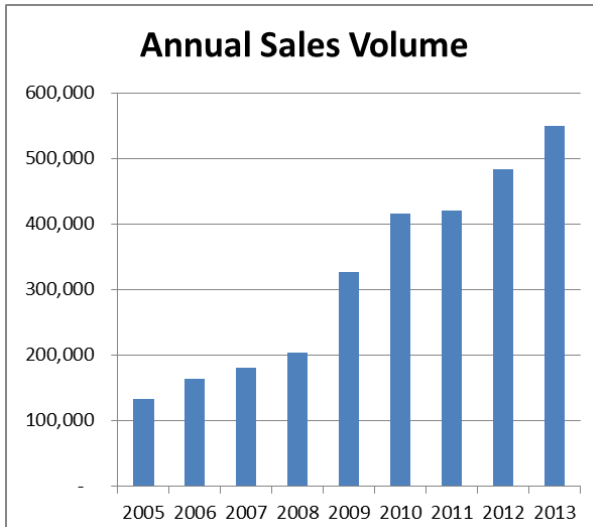
Other New Products

- **GC9 B-segment Sedans (March 2015)**
- **Emgrand Electric Vehicles (mid-2015)**
- **Emgrand SUVs (end 2015)**
- **Compact SUVs (end 2015)**
- **Emgrand Cross Vehicles (early 2016)**
- **Emgrand 4-door Sedans (early 2016)**

+ upgraded versions of SC7, GC7, Kingkong, Geely Panda



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">• 700+ 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

Customer Service 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

Vehicle Quality, Attractiveness, Dependability



J.D.Power Asia Pacific 2014 China
Initial Quality StudySM (IQS)
Automotive Performance, Execution & Layout (APEAL) StudySM
Vehicle Dependability StudySM (VDS)

Study	Segment	Model	Segment Rank
IQS#	Compact	Free Cruiser	3
APEAL*	Compact	Free Cruiser	1
VDS^	Compact	Geely Kingkong	1

based on evaluations from 21,311 owners of new vehicles purchased between October 2013 and June 2014, including 212 different models from 62 different brands;

* based on evaluations from 20,731 owners of new vehicles purchased between October 2013 and June 2014, including 212 different models from 62 different brands;

^ based on evaluations from 17,054 owners of vehicle purchased between June 2010 and August 2011, including 155 different models from 55 different brands

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:	700+ dealers in China, 31 sales agents, 511 sales and service outlets in 31 oversea countries
2014 sales volume:	417,851 units (5% 5-year CAGR)
2013 revenues:	US\$4.6 billion
Market Capitalization:	US\$3 billion (at 7 Jan. 2015)



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