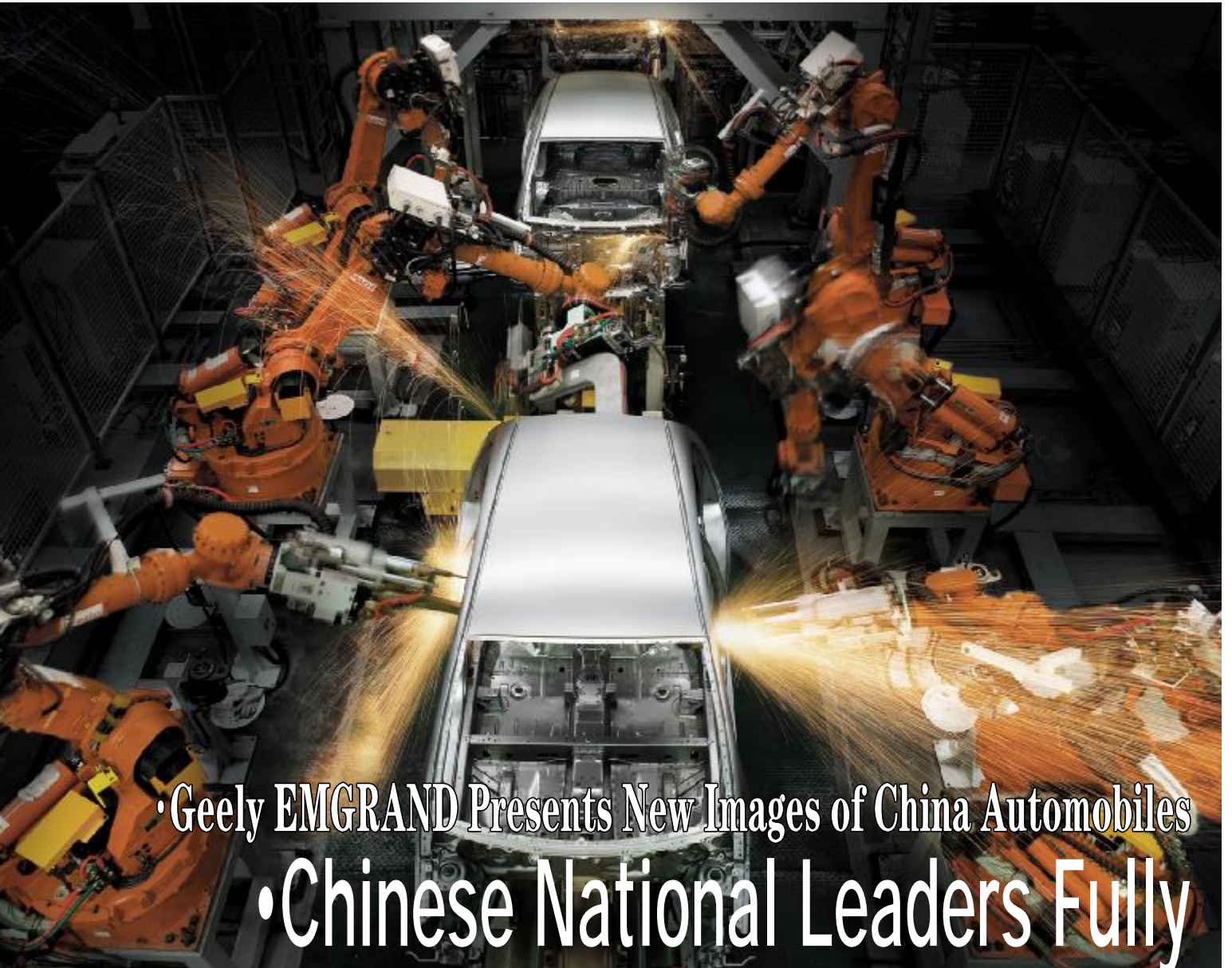


# GEELY

Initial Issue 2009-9  
English Edition

# REPORT

To Take an Independent Road and Witness an Innovative Career



• Geely EMGRAND Presents New Images of China Automobiles

• Chinese National Leaders Fully

# Acknowledge Development of Geely

• Geely Cars Shock Shanghai International  
Automobile Exhibit

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**Front Cover:** Japanese Nachi Welding Robot Full Automatic Welding Technology Adopted By Geely.

**Back Cover:** EC718, A High-Performance Medium-Grade Car With European Standards, Comes On Market.

# Make Geely All over the World

## Editorial Office

**A**s a flower cultivated in the reform and opening-outside soil of China, Zhejiang Geely Holding Group Co., Ltd. entered the car field in 1997 and made rapid development in only 10 years, with total capitals exceeding 14 billion Yuan. It has become an enterprise with "fastest development and best growth for 50-year development of the automobile industry in China". At present, Geely has established entire car and power assembly production bases in Linhai, Ningbo and Lujiao of Zhejiang Province, Shanghai City, Lanzhou of Gansu Province, Xiangtan of Hunan Province, Jinan of Shandong Province and Chengdu of Sichuan Province, with annual productive capacities exceeding 0.3 million entire cars and 0.4 million motors and transmissions.

As the leader of independent car brands of China, with continuous and independent innovations, Geely has formed its unique advantages by talent absorption and self-cultivation and developed a series of car brands with Chinese characters. At present, Geely has owned 5 brands and 30 models of entire car products, including Geely, Shanghai Huapu, Geely GE, Geely

EMGRAND and Shanghai Engion, which are widely sold to 30 countries all over the world and have the social reserves of more than 1.0million cars.

The education industry of Geely is also predominant in China. The Group has invested nearly a billion Yuan in establishment of Beijing Geely University, Hainan University Sanya College, Zhejiang Automotive Vocational and Technical College and Zhejiang Automotive Engineering Institute, with campus students more than 40 thousand. There are nearly ten thousand students graduated every year and working on different posts of the automobile industry and society. The establishment of "Geely-Tongji Automotive Engineering Institute" has opened a new mode of joint development and education between private enterprises and higher institutions in China.

Geely has stepped faster and faster towards internationalization. Holding the group concept to "Make Geely Cars All over the World", Geely sets its top goal of "2/3 of products for export". With ten years of hard struggle, Geely has expanded its overseas production bases year by year, including the comprehensive offices in Russia and Ukraine. At present, Geely cars has en-

joyed good reputations on overseas markets and established high enterprise brand images.

As a Chinese enterprise with grand dreams, Geely has portrayed a charming blueprint in its ten-year development planning: 15 series and 42 models of entire cars with both left and right steering wheels and meeting laws and customs of all countries, 8 series of motors and 7 series of manual and automatic transmissions using both gasoline and diesel and meeting relevant laws both at home and abroad, annual production of 2 million cars and export of 2/3 of products. At present, 12000 Geelymen, including thousands of foreign employees, are trying efforts to realize this goal.

To cooperate with international strategies of the group and make more foreign employees and friends timely know and understand Geely, after approved by the group leader, the "Geely Report" (English Edition) is officially established.

We hope this magazine may bring you comfort and happiness.

Let's taste "A Happy Life with Geely" together.



# Chinese National Leaders Fully Acknowledge Development of Geely

**O**n the morning of June 13, 2009, Wen Jiabao, member of the Standing Committee of the Political Bureau of the CPC Central Committee and Premier of the State Council who conducted investigations in Hunan Province, accompanied by Zhang Chunxian, Secretary of CPC Hunan Provincial Committee, and Li Yizhong, Minister of Ministry of Industry

and Information Technology, visited the Xiangtan Production Base of Geely Group and gave high praise and evaluation on independent innovation and rapid development of Geely.

Premier Wen said: "I wrote some words on a copy of material half a year ago. I said we would give publicity to Geely's innovative spirit because it is the innovative spirit that has enabled Geely to

develop itself and become strong. Although Geely is going ahead of its counterparts now, it has to make more effort. Completing ninety percent of your journey is still only half done.' You have covered ninety Li. You still have only ten Li left. But you should not relax your effort. You must continue to carry out reform and innovation and keep develop the safe, comfortable, inexpensive, energy- efficient and environ-



◀ Premier Wen Jiabao visits car production workshop of Geely.

▲ Group Photo of Premier Wen and First-Line Workers of Geely.

ment -friendly. It is the development orientation that I recommend to you." Premier Wen pointed out that Geely was a energetic enterprise filled with vitality, workers from Geely is very creative and technical people from Geely are taking the heavy task of research and development. You will continue to go ahead of your counterparts as long as you hold together for one heart and work hard together.

On the morning of July 10, Jia Qinglin, member of the Standing Committee of the Political Bureau of the CPC Central Committee and Chairman of the National Committee of the Chinese People's Political Consultative Conference, visited Xiangtan Production Base of Geely group and listened to

the report of Li Shufu, President of Geely Group, on strategic transformation and financial crisis settlement of Geely Group. Chairman Jia required Geely to provide products meeting demands at different consumption levels.

Before Jia's visit, on the afternoon of March 27, Zhang Dejiang, member of the Political Bureau of the CPC Central Committee and Vice Premier of the State Council, visited Luqiao Base of Geely Group. After examining the production line of Geely and listening to the report on Geely's growth under global financial crisis, Zhang said the automobile industry had hot competition and Geely should continue to make innovations and explore more markets to become stronger.



▲ Chairman Jia Qinglin visits production line of Geely accompanied by President Li Shufu.



▲ Vice Premier Zhang Dejiang listened to report on motor research and development of Geely.

# Geely Cars Shock Shanghai International Automobile Exhibit



**O**n the morning of April 20, 2009, at the Shanghai International Automobile Exhibit Geely Platform with an international style, 6 new models of Geely cars were presented to the world to win extensive praises for eye-striking platform and fashionable but traditional car models.

EC718/EC718-RV, a level-B family car with global standard, is equipped with 4G18/4G15CVVT motor independently developed by Geely and designed with GFSM, a new safety control theory of Geely. Geely has pledged that CNCA bump scores of all new car models must be

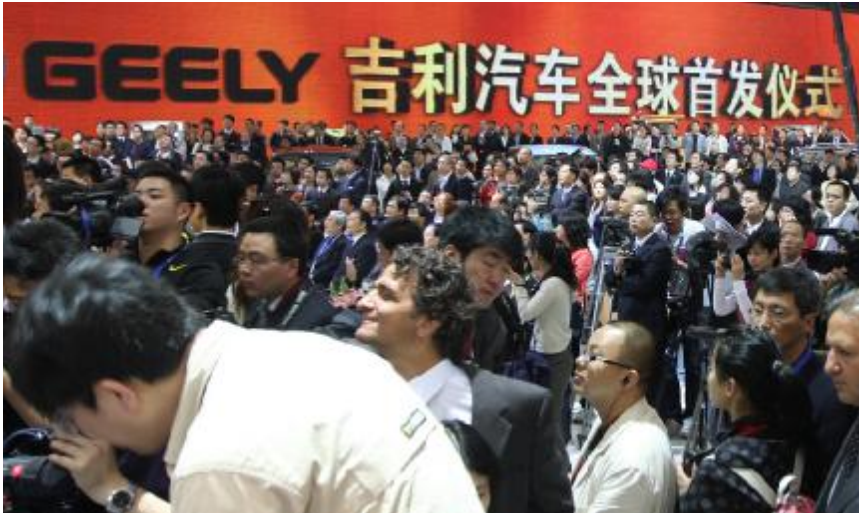
at least 4-star level and up to 5-star level.

GC515/GC515RV is a new generation of economical car. The GV5 series presented by Geely is developed and designed with international cooperation, with appearance designed by Giugiaro, an Italian designer famous all over the world and new GF-SM concept introduced on safety design. The volume of car back box is up to 400L, which may fully meet relevant demands of target customer groups. The GC5 series will become a leading model of Geely economical car in future.

EC285, the first level-C car of Geely, has fashionable and elegant appearance to improve the im-

▼ Global First Presentation Site of 6 New Car Models of Geely at Shanghai International Automobile Exhibit.





▲ Global First Presentation Site of New Car Models of Geely is Full of Audiences and Reporters.



▲ Giugiaro, a Famous Italian Car Designer, is excited for His Design Transformed into Substance.



◀ Guo Konghui, an Academician of China Engineering Academy, is Conducting Trial Drive in an Intelligent Concept Car of Geely.



◀ Shanghai En-gion TX4 has the first customer at Shanghai International Automobile Exhibit, and the CEO of Manganese Bronze Holdings presents a car model to Ding Lei.



◀ Top Level of Geely is talking with Overseas Dealers at Shanghai International Automobile Exhibit.

age of Geely to the level of main global vehicle manufacturing enterprise. As the first car model of Geely aiming at top level, luxury and fashion is incorporated into each detail. The car will be equipped with a large-discharge CVVT motor, 2.4D-CVVT, namely the so-called "dual-VVT" technology, which is independently developed by Geely.

GX718, the first urban SUV of Geely, is the only model among all domestic SUV with the same dimensions to provide the third row of seats, with 5 seats for adults and 2 seats for children.

Even when the global automobile market is still suffering from the financial crisis, Geely may not only effectively settle the adverse influences from the crisis but also keep stable and fast development. At the first quarter, Geely has successfully sold more than 60 thousand cars and realized 26% of the annual goal, constantly upgrading sales record of the enterprise. In 2008, the net profits of Geely cars were increased by 191%, ranking the first among automobile manufacturing enterprises all over the world.

▼ Geely GT Sports Car Is Predominant and Absorbs Many Audiences.





# Geely EMGRAND Represents New Images of Chinese

**O**n the morning of July 28, 2009, Geely EMGRAND brand was solemnly presented at Ningbo Production Base, and the first level-B series of EC718 under the EMGRAND brand also left the product line. It is a new brand of Geely following GE and Shanghai Engion

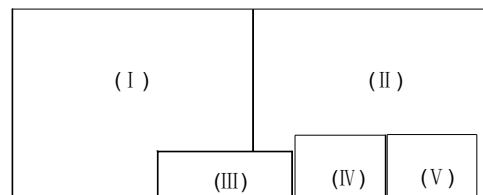
and also the first brand aiming at top and middle-level products among all domestic car brands developed independently. By then, all the three new brands of Geely after strategic transformation have been presented and officially put into productions.

The brand of EMGRAND presented by Geely is a top and middle-level product

with characters of "luxury, solidity and power" and the core value of "Chinese Wisdom & World Quality". The car symbol consists of three red gem patterns and three black gem patterns. It is selected all over the world with a prize of 3.6 million Yuan and enriched by Geelymen for nearly 2 years, fully displaying unique characters



# Automobiles



and core values of the brand and representing the "6-flag" spirit of Geely, namely, group, study, innovation, struggle, practice and improvement.

According to relevant planning, the EMGRAND brand will cover high and middle-level car, SUV, MPV and top-level Pickup, all of which are advanced in the

( I ).Executive President Yang Jian is starting the Last "Red Gem" On the Geely EMGRAND Brand Press.

( II ).Ningbo public security system purchases 20 Geely EMGRAND EC718 cars as police cars.

( III ).Geely EMGRAND EC7 series appear at Changchun Automobile Exhibit and attract many audiences.

( IV ).President Li Shufu is pressing the Last Button for EMGRAND EC Series Cars to Leave the Production Line.

( V ).VIP guests and vice executive An Conghui are cutting ribbon at the delivery ceremony for first delivery of EC 718.





modern domestic automobile industry and have strong competitive power on market, including EC825, the first level-C car, EV825, the first MPV car, EX825, the first luxury SUV car, EX925, the first large-scale field car, and ET925, the first luxury pickup which have been presented on the Shanghai International Automobile Exhibit recently. At present, some of these models are at key stages of research and development, and some are prepared for production and marketing in recent years.

On August 28, Geely EMGRAND was firstly on market in Jinan City, Shandong Province, China. As a top-grade car, the EC718 has been developed together with foreign famous designers for 3 years and in fully accordance with relevant European standards, highest technical specifications and strictest laws all over the world, actually becoming a "world car". A half of EMGRAND cars will be exported to European countries.

The EMGRAND cars will enter the market in the independent brand operation mode. By the end of August, there have been more than 200 dealers applying for EMBRAND brand admission with corresponding qualifications. There will be 80 independent 4S shops with new images at the end of this year.

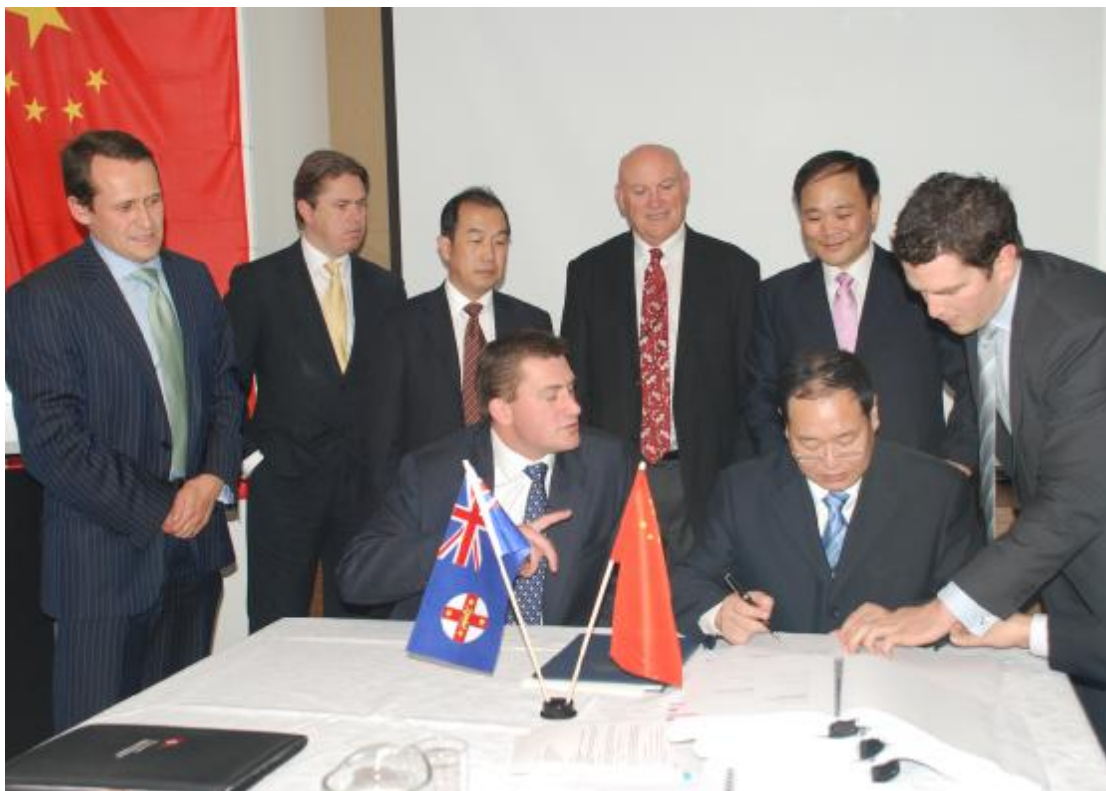
◀ Geely EMGRANDEC718 Assembly Examination Line.



▲ Geely EMGRANDEC718 is solemnly on market in Jinan City, Shandong Province, China.



▲ The reporter group visits Geely EMGRAND EC718 Production Line.



► Geely Group and DSI sign purchase agreement.

# Research Institute: "Hatching Apparatus" of Geely Cars

▼ Headquarter of Geely Automobile Research Institute in Linhai City, Zhejiang Province.



▼ A Scene of Geely Automobile Research Institute.



**G**eely Group has invested nearly a billion Yuan in establishment of Geely Automobile Research Institute, with the headquarter located in Linhai, the branch in Hangzhou, the Motor Research Institute and the Transmission Research Institute in Ningbo, the Electronic Appliance Research Institute in Luqiao, and the New-Energy, Mixed-Power and Electric Automobile and Classic Model R&D Center in Shanghai.

At present, the Institute has strong capacities in development of entire car, motor, transmission and automobile electronic appliance, and may produce 4-5 new models every year, including the 4G18CVVT motor developed independently with the power of 57.2kw, advanced in world and leading in China, the Z-series automatic transmission developed independently and industrialized, making up the blank of domestic automobile field and winning the only first prize of 2006' China Automobile Industry Scientific Progress Award, and the EPS developed independently, opening the field of domestic automobile electronic intelligent power-assisted steering system. In addition, the Institute has made large breakthroughs in BMBS tire burst safety control technology, new-energy automobile and other high-tech applications

Geely Group has purchased Australian Drivetrain Systems International (DSI) recently, which has advanced technologies and produces large-torque automatic transmissions in match of small-torque transmissions developed by Geely, effectively improving the technology of Geely automatic transmission to the world level.

At present, Geely has obtained 718 patents, including 70 invention patents and 26 international patents. It is authorized to establish a state-level enterprise technology center and a postdoctoral workstation and evaluated as the "High-Tech Research and Development Center" of Zhejiang Province.



▲ The TX4 series produced jointly by Chinese and British enterprises leave the production line in Shanghai, and guests sign their names on TX4 for memory.

▼ Oil-electricity mixed power car developed by Geely.



▼ Trucks picking 1.5L Yuanjing wait in queue at Yuanjing Production Base of Geely.



▼ BMBS technology receives wide praises from many main Medias upon issuance.



**B**eijing Geely University invested by Geely Group is located inside Beijing Changping Science and Technology Park and adjacent to the Olympic Village. It was established in 2000 and began to enroll full-time higher vocational students from 2001, with 5 rounds of graduates at present. The University occupies 106 hectares, with total building area of nearly 0.5million square meters, and has about 1000 teacher and employees and nearly 30,000 full-time campus students.

The university has 17 colleges such as Business College, Automobile College, Information Engineering College, News & Media College, Foreign Language College, Financial Security College, Modern Art College, Law College, Life Science & Technology College, Animation And Game College, Applied Psychology College, China National Song & Dance Ensemble Music And Dance College, Culture & Economics College, Yings Film & TV College, Euro-American International College, International

► The graduates of Beijing Geely University present an energy-saving and environmental-protective car developed independently to the University, and President Li Shufu takes group photos with the students.

▼ Overlook on Library of Geely University.



▲ American University President Group Visits Beijing Geely University.



▲ Beijing Geely University students attend the Beijing University Students Film Festival.

# Beijing Geely University: An Internatio





▲Mundell, winner of the Nobel Economics Prize and "father of Euro", gives lectures in Beijing Geely University.



▲ Opening Ceremony of the 7th Athlete Meeting of Beijing Geely University.



▲Football Match of Geely University.

Management College and Further Education College, 2 Research Institutes (Stations) such as Automobile Research Institute and Education Research Institute, and 1 Center of Overseas Chinese Language Teaching Center

At present, the University has formed many professional discipline groups with unique features and complementary advantages such as automobile technology, business and trade management, and culture industry, and over 100 new specialties (directions) suitable for market economy development, concerning 7 disciplines such as engineering, science, economics, management, law, literature and philosophy.

The University actively conducts international communication and cooperation, introduces advanced education resources abroad, and successively establishes long-term friendly cooperation with nearly 100 higher institutions in 17 countries and regions including the United States, the United Kingdom and Japan.

Since established, the University has made great efforts to transform "discipline education to technical application education", actively explored "311" and other new talent cultivation modes, and provided a large quantity of high-level applied talents with both ability and moral integrity suitable for socioeconomic development. In recent years, the first employment ratio of graduates from Beijing Geely University is always kept above 99%, and the second employment ratio is nearly 100%, ranking the top among all higher institutions in Beijing city.

# nalized New-Style University



# Humanized Nerve Management and Militarized Efficient Performance

## President Li Shufu Talks about Development Direction of Geely Enterprise Culture (Abstract)

A common concept of modern enterprise management is to take humanization as the basic precondition, with concrete contents including culture care, colleague fraternity, group cooperation, senior respect, child care, country loyalty, history esteem, national culture promotion, favorable tradition inheritance, willing to accept patriotic fervors from different countries, and mutual respect and help between different nationalities, customs and political backgrounds.

Under the condition of market economy, the enterprise is a group full of competition, and not to advance is to go bake. The enthusiasm of all persons must be mobilized in enterprise competitions, and all dedications and creations of employees must be inspired into group strength by an organic organizational structure, which is the other side of humanization. To fairly, equally and openly distribute benefits, posts, reputations, awards and punishments and differentiate working results and working abilities to make all grades obvious like athletes in arena is the so-called "nerve management". However, how can you timely, fairly, equally and openly differentiate athlete grades? Play rules and design control flows must be established, and managerial staffs must be trained. The so-called "humanized nerve management" is actually two aspects or two layers of humanized management, that is, to make each employee and cadre of Geely not only fully feel warmth of Geely family and true human care but also clearly realize stiffness and inhumanity of play rules, thereby guaranteeing all employees and cadres of Geely consciously follow, respect and maintain the rules.

Another common concept of modern enterprise management is to cultivate high-efficiency performance spirit and establish high-efficiency performance groups. The objective of a correct enterprise decision can not be realized until effectively performed by a performance group. Under the condition of market economy, enterprises compete against time and will be left



▲ "Source Power" is an employee innovation rationalized proposal activity and also an important incarnation of frontier spirit advocated by the Group.

► "Group, study, innovation, struggle, practice and improvement" are six flags flying in heart of each Geelyman.





◀ Geely employees give immediate relief donations for Wenchuan Disaster.



◀ Press Conference of Geely Group for Donation to Suffered Taiwan Compatriots and Enterprise Social Responsibilities.



◀ "To make Geely cars all over the world" is the best wish of Geely Group for the world.



◀ "Happy Life with Geely" is the core value concept of Geely.



◀ China Education Development Foundation Geely Education Subsidy Planning in Jia County of Shanxi Province for Education Assistance.



behind or even knocked out if incautiously. High-efficiency performance is the important guarantee to gain time. However, efficiency must be effective. Hurry efficiency may bring adverse results. Therefore, a high-efficiency performance group of Geely must be the one with military characters but not simple or nescient. The militarized high-efficiency performance firstly requires management performance groups must have strict management and performance styles and strong management and performance abilities. Our militarized high-efficiency performance culture is a presentable and law-abiding culture full of fighting power. All Geelymen must be militarized high-efficiency performers.

Full authorization, strict supervision, clear examination and transparent process are important contents of Geely enterprise culture and concrete creeds of enterprise operation and management. Each department, branch and workshop must have full authorization, strict supervision, clear examination and defined rewards and punishments. A virtual "hippodrome" must be established with fair, equal and opening play rules to conduct clear and competitive sunshine management.

▼ The enterprise mission of Geely is to "produce high-quality car with best safety, environmental protection and energy saving, and make Geely cars all over the world".





帝豪  
EMGRAND

开创新格局

# 欧洲标准高性能中级轿车

## EC718劲擎上市



### 稳·中·致胜

前瞻的欧洲标准与沉稳的中国审美至臻融合，尽显谐美性能。集世界技术工艺大成于一身，以安稳呵护诠释驰骋之美。帝豪EC718，稳健表现，成就人生胜境。



★外观星

Swordfish  
剑鱼腰线



★动力星

GeTec系列  
JLy-4318  
全铝发动机



★舒适星

2650mm  
黄金轴距



★智能星

CAN-BUS  
光纤总线控制



★安全星

全球首创  
EMBS制动  
监测与控制系统



★环保星

水性漆涂装



★品质星

先进的  
生产工艺

