



گ S

Contents

2012

2011

03 Ѡ ỷ Õ ٮ
Report Overview

05 Ự ̈Y Ψ
Addresses from Executives

10 يج ы
Honors and Awards

12 ŭ ˌ ẗ ك ̆ ŋ ́
About Dongfeng Motor Corporation

28 لم ‰ سي مي ┼ ə
DFM's Practices and Performance for Purpose
of Fulfilling Its Social Responsibility

80 2013ڀ
Outlook to Year 2013

82 Ѡ ỷ Ḥ قمي
Global Reporting Index

2010

2009

2008

ω ỷ Õ ヽ

Report Overview

ω ỷ ﻉ ſ Š ŝ2012 ﻲ 1 1 ﻫ 2012 ﻲ 12 31 ﻫ ŏ æẆ ∨ ﻰ ˋ II ﺽ ﺝ Š

ω ỷ Š ŝ¸ ï ك¸ ŋ ﷺ Pts ﻁ ₂ ï ŋ Й ‖ ŋ ﷺ ♭ ï Ō ĸ н º ŏ ω ỷ ȷ н ﺝ Ẇ Ꙍ ﺣ -¸ ï ك¸ ŋ ﷺ ®~-¸ ï ŋ ﷺ ®~- ŋ ﷺ ®~- ˚ ®

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ω ỷ ﺝ ƿ ﺽ ڈ ŝ V̀ ω ỷ ﻫ ȷ 2012 ﻲ Pts و ȷ ﺝ ƿ Ω ﺝ

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Addresses from Executives

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‰ Ő Ş ˚ ب ۱ ـ ل ‰ ¨E Ụ ¨E ₂ ŏ ¸ ˇ ـ ل ‰ ي ¨E ‰ Ş ˚ ـ خ ۱ ¨E ـ ل ‰ ħ
ŏ ķ ¨E Í ħ ـ ل õ ã

2012 is a crucial year to further implement the "12th Five-year" strategy. In that year, confronted by



Ã خي
ZHU FUSHOU

ï ك ñ ﷺ ⁱ ﺭ ~ s Ê ﷺ e
General Manager of Dongfeng Motor Corporation,
Deputy Secretary of CPC Committee

ⁱ ﺭ Ψ
Address by the General Manger

2012 پ ŏ ï ك ñ ﷺ ⁱ ŵ ژ ⅛ ħ : 300 ǐ Ⱪ ŏ ˈ ᵖ Ô ŏ ⁱ ħ : ㄱ ŏ ú ú Ã ˛ Ⱬ Ң ﻁ ت ˬ

: ˛ ɻ ŏ ت Ӈ ú ∨ ك Ä ɔ ﻧ Ę ᵘ Ӈ ï ñ ﷺ ᵛ ﺍ ɻ ˛ ŏ ñ ﷺ ˛ Ő ŏ ₅ Ȼ Ⱪ Ő ţ ﺥ ŏ → ٧ ﺗ Ⱪ ŏ → ᵖ ♭ ǐ ᵘ ŏ ɛ → ⁱ ǐ Ⱬ ŏ ñ ﷺ Ő ɻ ₁ c ķ ʉ ķ ä ˝ Ң ﺳ

ف ɻ ᵖ ﺭ Ő ŏ Ő ə ٩ ɛ ѽ ц ‘ ú ك ɻ ȯ Ớ ف ŏ ï ú ك Ɛ ɻ ف ﻣ ‰ ﻣ ŏ ă ḡ ķ ñ ﷺ : ㄱ Ő ᵖ ă ﺳ ﻣ ب ﺥ ą ơ ŏ ﺗ ز ` ı Æ ب ŏ ă ḡ ﺗ ñ ﷺ Ő ﺷ ﺛ ﻁ ţ ķ ⁱ ơ ŏ ą ᵖ ﺻ ˬ ~ ᵖ ˬ ˬ Ⱬ ﺷ ﺛ ﺷ ﺝ ɻ Ő ŏ ă ḡ ñ ŏ ﺗ ﺻ ˬ ú ∨ ﻳ ﺷ ر ŏ ﺍ ﷺ ï ﻝ ú ت گ ˬ ˬ ɻ ǐ Ő ﺷ ر → ﺍ ﺳ ﻣ ﻝ - ll ﺻ ® ơ ŏ ķ ä ﺥ ﻍ ﺷ ﺝ ˝ Y ﺭ ژ ﺥ ŏ → ᵖ ﻍ ⁱ ﺳ q ă Ę ﺗ ز ` ˝ Y ﺭ ﺗ ↑ ą ŏ ķ ä → ﻝ ũ ŏ ف Ő ɛ Ш ↑ ă ﺡ ũ ă ă ŏ ` ų Ő ﺷ ﺛ ķ ä ﺗ ₅ Ȼ Ӣ ў ~ ẩ ت ~ ﺵ ẩ ᵖ ﻫ ᵈ ŭ ~ : Í ○ ﺷ ﺭ ñ ﻝ ﺥ ↑ ą ŏ ₅ Ȼ ‘ ف ﻣ ‰ ﻣ ŏ ﺡ ﺥ ‡ ﻣ ‰

˛ ï ũ ŏ ﺛ ﻓ ţ ت ﺍ ŏ ˛ ï ╟ ы ‘ ﻣ ‰ ﻣ ف ɻ ơ ŏ ᴶ ﻳ ﻁ ∏ ǐ Ã ˝ Ã ˈ ☻ ﻫ ŏ ᴶ ú ∨ ﻁ ﻋ ﻍ ﻫ ŏ ᴶ ᴼ ķ ⁱ №Ő Ӣ ﻣ ‰ ﻝ ﻫ ﻫ ﻣ ‰ Ã ♥ ⅛ ᵎ ɋ ŏ ˝ H ą ˛ ï ﻣ ‰ ﻣ ﺷ ɻ Ő ķ ä ń

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In 2012, DFM's business scale remained 3 million vehicles, stably ranking second ve(l)Tj(i)Tj(o)Tj( )Tj0.9 0 Td(Tj0.9 0609 Td(s)Tj0.502Th(o)Tj( )Tj0.90.577 0 Td(n)Tj.0.0.0.0

يج ы

Honors and Awards









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China Machinery Industry Federation, China Association of Automobile Manufacturers: China Automobile Industry Top 30 Enterprises

ɵ ú ئه ɛ ǟ ‰ ~ ú ئه ɛ ǟ ‰ ں ┤ ‰ ج - 2012 پ E̱ ú ← ں ف ®

Chinese Association of Productivity Science, Chinese Association of Productivity Science Innovative Recommendation Committee: 2012 The Best Independent Innovation Enterprise of the Year

ɵ ú ى ¨E ˙ لا ه ‰ ص - طم ú Ḧ ٧ ى ¨E ٧ جم ڈ ¨E ƙ ₦ ® يج ˛ ω̃

The State Council Three Gorges Project Construction Committee: National Advanced Collective Providing Counterparts Assistance for Three Gorges Project Relocation

ɵ ṗ ꙗ ثم ت V ˛ ى ⁱ ¨E ٧ ɸ ص - : ثم ت V ˛ ى ⁱ ¨E ƙ β ® يج ˛ ω̃

Hubei Province Poverty Reduction Pilot Counties Work Leading Group: Advanced Collective Supporting the Province Poverty Reduction Pilot Counties

ɵ ¨Ḥ ف س ǟ ǎ ‰ ~ ¨Ḥ ف ↑ ‰ ~ ¨Ḥ س Ω ج ط - 2012 ¨Ḥ ɾ ف لا ®

Wuhan Enterprise Confederation, Wuhan Entrepreneurs Association, Wuhan Bureau of Statistics: 2012 a⊠

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About Dongfeng Motor Corporation



ت 1969 ڀ ڶ ڑ ٹ ك ڭ ڑ ڑ ڑ



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DFM Organization Structure

东风汽车公司

Dongfeng Motor Corporation

Dongfeng (Shiyan) Industrial Company
Other holding subsidiaries
Dongfeng Yueda Kia Co.,Ltd.
Hubei Dongfeng TV Culture Media Co.,Ltd.
Dongfeng Nanchong Automobile Co.,Ltd.
Dongfeng Yunnan Motor Co.,Ltd.
Dongfeng Checheng Logistics Co.,Ltd.
Dongfeng Chaoyang Siyi Co.,Ltd.
Dongfeng Chaoyang Diesel Engine Co.,Ltd.
Dongfeng Hongtai Holding Co., Ltd.
Dongfeng Motor Group Co.,Ltd.
Dongfeng Well-Off motor Co.,Ltd.
Dongfeng Yulong Motor Co.,Ltd.
Dongfeng Automobile Trading Company
Dongfeng Motor Corporation TV Station
(Donfeng TV Media Company)
DFM Xiangyang Management Department
DFM Shiyan Management Department
DFM Tm3304 Tm(0)Tj(D)Tj(o)Tj(n)Tj(f)Tj(e)Tj(n)Tj(g)Tj( )(p)Tj(a)Tj TTm04 Tm(q-(a)Tj(r)Tj(t)Tj(n)Tj(g)Tj( )Tj(L)71.301Tj(tt(TTm04 Tm)TjT-)T44j(f)Tj(eOTjTm)Tjh(TTm04 Tm)TjTj( )Tjh(e)Tj(n)Tj(g)Tj)Tj(o)Tj(m)Tj(p)Tj(a)T
tment
DFM

Dongfeng Motor (Wuhan)Bidding and Consultation Co., Ltd.
Dongfeng Nissan Auto Finance Co., Ltd.
Dongfeng Auto Financing Co., Ltd.
Honda Motor (China) Co., Ltd.
Dongfeng Honda Auto Parts Co., Ltd.
Dongfeng Electric Vehicle Co., Ltd.
Dongfeng Honda Engine Co., Ltd.
Dongfeng Nissan Automobile Co., Ltd.
Dongfeng Honda Automobile Co., Ltd.
Dongfeng Peugeot Citroen Automobile Co., Ltd.
Dongfeng Motor Co., Ltd.
China Dongfeng Motor Industry Import and Export Co., Ltd.
DFM Passenger Vehicle Co., Ltd.
DFM Technology Center
DFM Special Commercial Vehicle Co., Ltd.

2012, ť ك, ňٓ ٓ ٓ

Dongfeng Motor Corporation (DFM) is a state-owned enterprise supervised by the Assets Supervision and Administration Commission (Abbreviated as SASAC). DFM complies with the requirements of the CPC Central Committee and State Council on the central enterprises to build standard boards and sound corporate governance structure, takes the responsibility to implement state-owned assets, and sets up the board of directors of Dongfeng Motor Corporation with supervised and regulation of SASAC. The Board is made up of nine directors, including five outside directors, three inside directors and one employee director. The Board of Directors consists of Strategy and Investment Committee, Remuneration and Appraisal Committee, Nomination Committee, and Audit and Risk Management Committee.

DFM adopts the collective discussion decision-making system for significant issues, and constructs the collective decision-making mechanism of "ef" ainan ef"nnf "ef" ainan ef"nnf

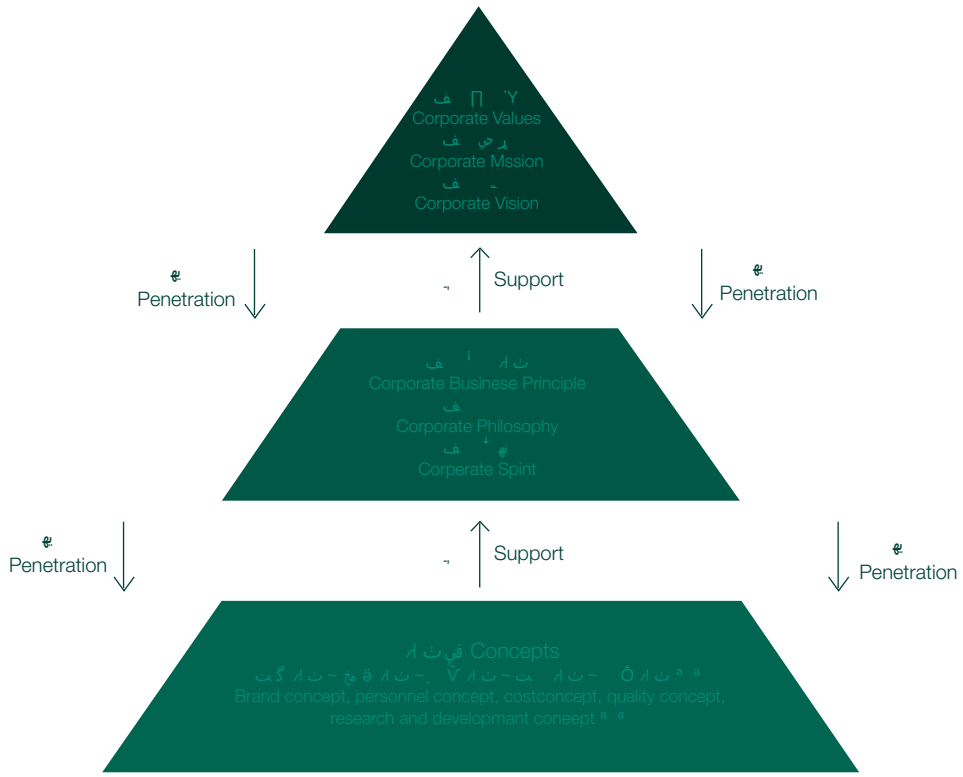
ⁱ ᵠ 40 پ ﻝ ﺳ ┼ Ő ŏ ̡ ẗ ȟ ﷺ ̥ ˡ ש ̡ ẗ

《东风汽车公司“十二五”企业文化建设指导意见》总体目标

ษ 2015 ي ŏ ˇ ﷺ ň Ố ơ ~ Ḳ ú ⅓ ă Ä ϟ Ắ ă ~ Ố ط ~
ف ˜Ọ ¨E¨H Ố ⱶ ň ﷺ ف ω ǔ · ω ~ ڭ Ḥ ω ~ ḥ ω ~ ⸸
ω ~ ä ω ~ گت ω ~ ں ω ~ ˜Ọ ω

The overall target set by Dongfeng Motor Corporation "Twelfth Five-year Plan" Corporate Culture Construction Guideline

Establishing the parent-subsidiary corporate culture by 2015 which should be consistent with the company's development strategy, in conformity with the pattern of international cooperation, diversity, and self-development, and compatible with the unity of the common development of the enterprise and staff by fostering the integrity culture, goal culture, team culture, elite culture, execution culture, brand culture, innovation culture, and harmony culture.



2012 ي ŏŋ ‰ ي ‰ ضجـ Ő Ä ¹ ³ ‰ ي ص ą Ω ώ § § - ثن ®
Ω ώ ´ŋ 2012 ي § 2016 ي Ōŏ ŋ سر ŋ ‰ ¹ ت طم ẍ ‰ ي ¨E ŵ ώ ŏ
Ḥ ¸ ï ŋ - ‰ ي ¨Y ⅄ ® ¨E ثشحم ⅄ ضجـ ¹ ¨A ي ◙

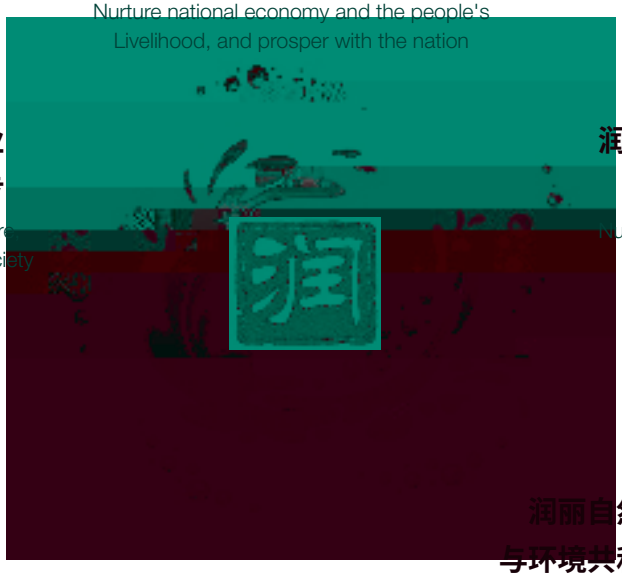
DFM released "Mid-term Action Plan for Social Responsibility-Nurturing Plan" (2012-2016) at Social Responsibility Conference in 2012, which was the first comprehensive system of social responsibility work planning, marking a new level of DFM'assofial eponsibility n"

润色国计民生
与国家共繁荣

Nurture national economy and the people's Livelihood, and prosper with the nation

润美公益事业
与社会共进步

Nurture Public welfare and adcance with society



润泽利益相关者
与之共成长

Nurture and grow with stakeholders

润丽自然
与环境共和谐

nurture the nature, and pursue

ﻣﻠ ﺗ ﻳﻮ ŋ ﻋﻠ - ﻋﻠ Ò ® Ó ﻟﻲ Ḥ

Strive to comprehen[illegible]

文化责任 Cultural Responsibility

ښw ω ڎ"HŐ
Nurture culture, and develop with civilization

ƯĘ ڸ ω ˝ٖQ مي ش ف ą ∏ ڸ مخ
گ

Launch the cultural programs of value with high cultural self-consciousness and sense of responsibility:

- í -¸ ẗ ®كٍ ں ᵖ كم
  "DFM" Auto Design Competition
- í -¸ ẗ щ ắ ᵖ ھئ ᵈ ŏ ₁ Ł ® گ
  "DFM Special Fund for College-Graduate Village Official" program
- í -ٖQ ¸ ẗ ®كٍ ŋ ڎ ω† ą
  "DFM Free Travel" Auto Cultural Activity for Citizens

٢ ڤ ڤ ڤ

• 组织机构
Organization Structure

[illegible]

At present, DFM has 27 social responsibility work institutions and 66 full-time and part-time employees, and has formed a social responsibility management system with great cooperation.

• 制度建设
System Construction

[illegible]

In 2012, DFM further improved and optimized the social responsibility management system, formulated and issued - Dongfeng Motor Corporation Social Responsibility Management Measures®and - Dongfeng Motor Corporation Donation Management Measures®, and revised - Work System of Information Submission of Dongfeng Motor Corporation Fulfilling Social Responsibilities®. Meanwhile, DFM implemented budget management of social responsibility, and reported its donation details to the SASAC each quarter.

لم ‰ سي مي ┼ ə

DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility



ť گت ∏ ⁺ ᵖ

DFM B a d Va e Ra g F e I d

2012پ12 ŏ ă گت ƌ ŏ ˜Ω ˛ ل Ω ŋ ˛ Interbrand ⁺ ˙ - 2012 ← ú گت ∏ گ ы ® ط ŏ ы β Ω بخي II ˛ ť ك ˛ گت ∏ 61.49 خ ڈ Ŋ ŏ ز و 50 لا ŏ گ ز ᵖ 27 ŏ ⁺ ك ˛ ᵖ

In December 2012, Interbrand, a comprehensive brand strategy consultant and design firm, announced "2012 China Best Brand Value Ranking List" in Beijing. On the list, DFM's automobile brand value reached 6.149 billion yuan, ranking 27th of the top 5



measures of Science and Technology Progress Award, strengthened the award for scientific and technological achievements such as car basic technology, core technology of key assembly and parts, which played a role of causing DFM's main research and development departments to attach importance, enhancing mastering automotive core technology and making efforts to enhance the capability of independent innovation.

In 2012, several units of DFM became national or provincial technical centers. 2 units including Dongfeng Chaoyang Diesel Co., Ltd. newly became a sub-center of state-certified enterprise technology center; 11 units including Dongfeng Automobile Co., Ltd. newly became Hubei enterprise technology centers. DFM's new "Energy-saving and New Energy Vehicles" laboratory was a national and lo



中国汽车工业科学技术奖

ʃ ╥ ŝ β´ ˛ ŭ ╒ ≠ ˛ ˘ Pts

Ò ʃ ╥ ŝ C10-08Ứ ˚ ă ˛ ˛ ε ˛ ~24 Ì ˛ ˛ Ḥ ˛ ˛ ε ˛ ˛ Ω ˜Ω̣

China Automobile Industry Science and Technology Award

First prize:Key Technology Innovations and Applications of New Generation of Military Vehicles

Second prize: Research and Development of C10-08 Cylinder Hybrid Flexible Production Line, Design and Application of 240,000 Passenger Vehicles Welding Flexible Production Line

湖北省科学技术奖

ʃ ╥ ŝ ˛ ą ä̈ ŭ ╒ ≠ ˛ ˛ ɔ Pts

Hubei Provincial Science and Technology First Prize

Key Technology Research and Application of SUV Power System

截至 2012 年底，公司拥有员工 51.5 万人，平均年龄 27 岁，90 后员工占比 22%，其中女性员工占比 41%，少数民族员工占比 12%。

公司坚持“以人为本、尊重差异、共同发展”的人力资源理念，为员工提供具有竞争力的薪酬福利、多元化的培训发展机会和安全健康的工作环境。

2012 年，公司员工培训总投入 3.8 亿元，人均培训时长 112 小时，培训覆盖率达 96%。

公司建立了完善的职业健康管理体系，2012 年未发生重大职业健康事故，员工体检覆盖率 100%。

公司高度重视员工的职业健康与安全，建立了覆盖全员的职业健康管理体系，定期开展职业病危害因素检测和评价，为接触职业病危害因素的岗位员工提供岗前、在岗和离岗职业健康检查。

2012 年，公司共发生轻伤事故 23 起，同比下降 18%；未发生死亡事故。公司组织开展安全生产月活动，覆盖员工 30 万人次。

公司积极参与社区公益事业，2012 年公益投入 1.2 亿元，志愿者服务时长 5 万小时，惠及社区居民 20 万人。

公司在“希望小学”项目基础上，2012 年新建 15 所乡村小学，资助贫困学生 3000 名，并为 200 名教师提供培训。

公司在灾害发生后第一时间启动应急响应，2012 年累计捐款捐物 6000 万元，组织员工志愿者 1.2 万人次参与救援和重建。

公司建立了供应商准入、评估和退出机制，2012 年对 1200 家供应商进行了可持续发展评估，评估覆盖率 85%。

公司要求供应商遵守《供应商行为准则》，2012 年因违反准则终止合作的供应商 37 家，占评估供应商的 3%。

公司通过“绿色采购”优先选择环保型供应商，2012 年绿色采购金额 45 亿元，占采购总额的 12%。

公司建立了客户投诉处理机制，2012 年处理客户投诉 8.6 万件，投诉处理满意率 92%，较上年提升 3 个百分点。

公司开展客户满意度调查，2012 年调查客户 5 万人，客户满意度得分 86 分，较上年提升 2 分。

公司通过“客户之声”平台收集客户意见和建议，2012 年收集有效建议 1.2 万条，采纳并实施 3000 余条。

公司建立了完善的信息安全管理体系，2012 年未发生重大信息安全事故，信息安全培训覆盖率 100%。

公司加强客户隐私保护，2012 年未发生客户隐私泄露事件，隐私保护投诉处理率 100%。

公司建立了数据分类分级管理制度，对客户数据实施加密存储和访问控制，2012 年数据安全投入 2.3 亿元。

公司积极参与行业标准制定，2012 年参与制定国家标准 5 项、行业标准 12 项，发布企业标准 8 项。

公司与高校、科研院所开展产学研合作，2012 年合作项目 45 个，联合培养研究生 120 名。

公司建立了知识产权管理体系，2012 年申请专利 1200 件，其中发明专利 450 件，授权专利 800 件。

公司建立了完善的反腐败制度体系，2012 年开展反腐败培训 5 万人次，覆盖全体员工。

公司设立了举报热线和邮箱，2012 年收到举报 320 件，经调查属实并处理 280 件，处理率 88%。

公司对违反反腐败规定的员工进行严肃处理，2012 年因腐败问题解除劳动合同 15 人，移送司法机关 3 人。

公司建立了完善的反洗钱制度体系，2012 年开展反洗钱培训 3 万人次，覆盖全体员工。

公司对大额交易和可疑交易进行监测和报告，2012 年报送大额交易报告 120 万笔，可疑交易报告 3.5 万笔。

公司建立了客户身份识别制度，2012 年对 5 万名客户进行了身份识别，识别率 100%。

公司建立了完善的反恐怖融资制度体系，2012 年开展反恐怖融资培训 2 万人次，覆盖全体员工。

公司对恐怖融资风险进行评估，2012 年评估客户 5 万人，风险等级为高的客户 120 人，占比 0.24%。

公司建立了完善的制裁合规制度体系，2012 年开展制裁合规培训 1 万人次，覆盖全体员工。

公司对制裁名单进行筛查，2012 年筛查客户 5 万人，发现制裁名单客户 3 人，已采取措施。

公司建立了完善的内部控制体系，2012 年开展内部控制培训 4 万人次，覆盖全体员工。

公司对内部控制缺陷进行整改，2012 年发现内部控制缺陷 85 项，整改完成 80 项，整改率 94%。

公司建立了完善的风险管理体系，2012 年开展风险管理培训 3 万人次，覆盖全体员工。

公司对风险进行识别、评估和应对，2012 年识别风险 120 项，评估风险 120 项，应对风险 120 项。

公司建立了完善的合规管理体系，2012 年开展合规管理培训 5 万人次，覆盖全体员工。

公司对合规风险进行监测和报告，2012 年报送合规风险报告 12 份，合规风险事件 15 起，已处理 15 起。

公司建立了完善的内部审计体系，2012 年开展内部审计项目 45 个，审计覆盖率 100%。

公司对内部审计发现问题进行整改，2012 年发现问题 120 项，整改完成 115 项，整改率 96%。

公司建立了完善的外部审计体系，2012 年聘请外部审计机构对财务报表进行审计，审计意见为标准无保留意见。

公司对外部审计发现问题进行整改，2012 年发现问题 5 项，整改完成 5 项，整改率 100%。

公司建立了完善的信息披露制度体系，2012 年开展信息披露培训 2 万人次，覆盖全体员工。

公司对信息披露进行管理，2012 年披露信息 120 项，信息披露及时率 100%，信息披露准确率 100%。

公司建立了完善的投资者关系管理体系，2012 年开展投资者关系管理培训 1 万人次，覆盖全体员工。

公司对投资者关系进行管理，2012 年接待投资者调研 120 次，回答投资者问题 1200 个，投资者满意度 90%。

公司建立了完善的股东大会制度体系，2012 年召开股东大会 3 次，股东大会决议执行率 100%。

公司对股东大会决议执行进行监督，2012 年监督执行 3 项，执行率 100%。

公司建立了完善的董事会制度体系，2012 年召开董事会 12 次，董事会决议执行率 100%。

公司对董事会决议执行进行监督，2012 年监督执行 12 项，执行率 100%。

公司建立了完善的监事会制度体系，2012 年召开监事会 6 次，监事会决议执行率 100%。

公司对监事会决议执行进行监督，2012 年监督执行 6 项，执行率 100%。

公司建立了完善的高级管理人员制度体系，2012 年开展高级管理人员培训 1 万人次，覆盖全体高级管理人员。

公司对高级管理人员进行考核，2012 年考核高级管理人员 120 人，考核结果为优秀的 30 人，占比 25%。

公司建立了完善的薪酬管理制度体系，2012 年开展薪酬管理培训 2 万人次，覆盖全体员工。

公司对薪酬进行管理，2012 年薪酬总额 120 亿元，人均薪酬 23.3 万元，薪酬增长率 8%。

公司建立了完善的福利管理制度体系，2012 年开展福利管理培训 1 万人次，覆盖全体员工。

公司对福利进行管理，2012 年福利总额 30 亿元，人均福利 5.8 万元，福利增长率 5%。

公司建立了完善的绩效管理制度体系，2012 年开展绩效管理培训 3 万人次，覆盖全体员工。

公司对绩效进行管理，2012 年绩效考核覆盖率 100%，绩效考核结果为优秀的 20%，为良好的 60%，为合格的 20%。

公司建立了完善的人才管理制度体系，2012 年开展人才管理培训 2 万人次，覆盖全体员工。

公司对人才进行管理，2012 年人才总数 51.5 万人，人才流失率 5%，人才满意度 85%。

公司建立了完善的劳动关系管理制度体系，2012 年开展劳动关系管理培训 1 万人次，覆盖全体员工。

公司对劳动关系进行管理，2012 年劳动合同签订率 100%，劳动争议发生 12 起，已处理 12 起，处理率 100%。

公司建立了完善的工会管理制度体系，2012 年开展工会管理培训 1 万人次，覆盖全体工会干部。

公司对工会进行管理，2012 年工会会员 45 万人，工会组织覆盖率 100%，工会活动开展 120 次。

公司建立了完善的职工代表大会制度体系，2012 年召开职工代表大会 1 次，职工代表大会决议执行率 100%。

公司对职工代表大会决议执行进行监督，2012 年监督执行 1 项，执行率 100%。

公司建立了完善的职业健康管理制度体系，2012 年开展职业健康管理培训 2 万人次，覆盖全体员工。

公司对职业健康进行管理，2012 年职业健康检查覆盖率 100%，职业病危害因素检测合格率 100%。

公司建立了完善的安全生产管理制度体系，2012 年开展安全生产管理培训 3 万人次，覆盖全体员工。

公司对安全生产进行管理，2012 年安全生产投入 5 亿元，安全生产事故 23 起，同比下降 18%。

公司建立了完善的环境管理制度体系，2012 年开展环境管理培训 2 万人次，覆盖全体员工。

公司对环境进行管理，2012 年环境投入 8 亿元，环境违法事件 0 起，环境处罚 0 次。

公司建立了完善的节能减排管理制度体系，2012 年开展节能减排管理培训 1 万人次，覆盖全体员工。

公司对节能减排进行管理，2012 年单位产值能耗同比下降 4.5%，单位产值二氧化碳排放同比下降 5.2%。

公司建立了完善的资源管理制度体系，2012 年开展资源管理培训 1 万人次，覆盖全体员工。

公司对资源进行管理，2012 年水资源重复利用率 85%，固体废物综合利用率 92%，危险废物处置率 100%。

公司建立了完善的生物多样性保护制度体系，2012 年开展生物多样性保护培训 1 万人次，覆盖全体员工。

公司对生物多样性进行保护，2012 年在厂区周边开展植树造林 5 万亩，建立生物多样性保护区 2 个。

公司建立了完善的应对气候变化制度体系，2012 年开展应对气候变化培训 1 万人次，覆盖全体员工。

公司对气候变化进行应对，2012 年温室气体排放总量 1.2 亿吨二氧化碳当量，同比下降 3.8%。

公司建立了完善的碳交易管理制度体系，2012 年开展碳交易管理培训 1 万人次，覆盖全体员工。

公司对碳交易进行管理，2012 年碳交易量 500 万吨二氧化碳当量，碳交易收益 2 亿元。

公司建立了完善的碳足迹管理制度体系，2012 年开展碳足迹管理培训 1 万人次，覆盖全体员工。

公司对碳足迹进行管理，2012 年产品碳足迹核算覆盖率 60%，碳足迹降低 3%。

公司建立了完善的绿色供应链管理制度体系，2012 年开展绿色供应链管理培训 1 万人次，覆盖全体员工。

公司对绿色供应链进行管理，2012 年绿色采购金额 45 亿元，占采购总额的 12%，绿色供应商 300 家。

公司建立了完善的绿色产品管理制度体系，2012 年开展绿色产品管理培训 1 万人次，覆盖全体员工。

公司对绿色产品进行管理，2012 年绿色产品销售额 80 亿元，占销售总额的 8%，绿色产品认证 12 项。

公司建立了完善的绿色建筑管理制度体系，2012 年开展绿色建筑管理培训 1 万人次，覆盖全体员工。

公司对绿色建筑进行管理，2012 年绿色建筑面积 200 万平方米，绿色建筑认证 5 项。

公司建立了完善的绿色办公管理制度体系，2012 年开展绿色办公管理培训 1 万人次，覆盖全体员工。

公司对绿色办公进行管理，2012 年办公用纸节约 10%，办公用电节约 8%，办公用水节约 12%。

公司建立了完善的绿色出行管理制度体系，2012 年开展绿色出行管理培训 1 万人次，覆盖全体员工。

公司对绿色出行进行管理，2012 年绿色出行比例 60%，公务车辆节油率 5%，新能源车辆 200 辆。

公司建立了完善的绿色宣传管理制度体系，2012 年开展绿色宣传管理培训 1 万人次，覆盖全体员工。

公司对绿色宣传进行管理，2012 年绿色宣传投入 1 亿元，绿色宣传活动 120 次，绿色宣传覆盖人数 500 万人。

Speeding up the development of DFM's self-owned business is the key and core of DFM's "12th Five-year Plan" Strategy. Sales of DFM self-owned brand was over 1.12 million sets in 2012. Among them, inco g i201a

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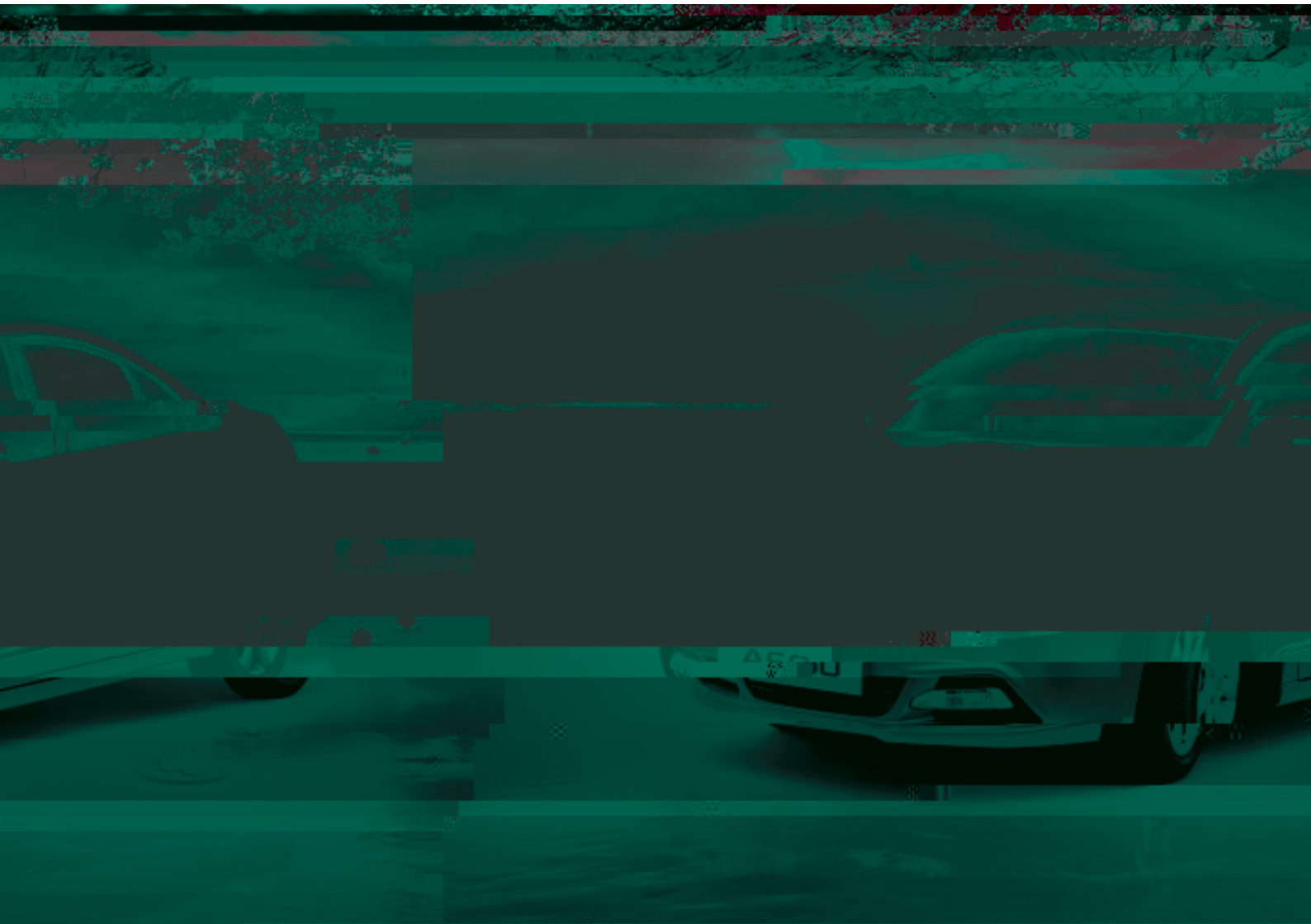
At 2012 Guangzhou Motor Show, by virtue of the "5 Super" advantages (Super-Large Space, Super-Low Fuel Consumption, Super-Multi Configuration, Super Safety and Super Driving Experience), Dongfeng Fengshen A60 won many great awards in one fell swoop, such as "Year's Highest Cost Performance Car", "Year's Family Car" and "Consumers' Favorite Economical Car", and it was also unanimously praised by many experts and judges from Southern Weekend, Nanfang Metropolis Daily, China Automotive Media Think Tank, and China Mainstream Media Auto Union.



"three important and one major" decision-making system. Change inspection and evaluation of the economic development mode to promote the implementation of system improvement and important tasks.

Center on the construction of major projects and management improvement. Focus on conducting efficiency supervision work to lower costs, increase efficiency, and promote management, and achieve remarkable economic and social benefits. There were 129 efficiency supervision projects altogether last year. DFM promoted all units to increase economic efficiency of 46 million yuan, and saved 155 million yuan.

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Safe Production

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DFM has established and improved its safety production responsibility system, fully imp



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Stakeholder Responsibility

润泽利益相关者 与之共成长
Nurture and grow with stakeholders

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In the process of development, the corporation fully cares the interests of stakeholders, and strives to achieve a harmonious win-win situation with shareholders, employees, clients and suppliers.

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- **规范运营**

Standard Operation

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- **投资者关系管理**

Investor Relation Management

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In 2012, DFM totally employed 15081 new workers and the local employment ratio reached 98.3 . The company now owns 15.3 employees, of which 1,610 are people with disabilities. The average age of employees is 36.9 years old. The proportion of male and female employees is 7:3, and the labor contract signing rate is100 . Men and women enjoy equal pay for equal work.

DFM offers competitive salary and benefit treatment. The corporation has established a salary management system supported by post, capacity and performance management. The value determines post. The post and capacity determine salaries. The performance determines income. DFM strengthened the employee's salary competitive analysis, and dynamically adjusted the salary levels of employees combined with its actual operating situation and the price index (CPI). DFM has established Ultra Challenge Awarding Mechanism and Employee Share Achievement Mechanism to achieve the common development of the company and its employees.

In October 2012, DFM launched the largest collective negotiation, most comprehensive and most standardized Collective Contract compliance inspections since the beginning of history. DFM examined

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In accordance with national and local policies, DFM buys pension, health care, unemployment, maternity insurances and housing provident fund for employees. In addition, DFM has established enterprise annuity plan, supplementary medical insurance, critical illness medical insurance, accident insurance, dependent immediate family medical subsidies, cooling and heating subsidies, child care subsidies, condolence subsidies, and difficulties relief fund for employees and has provided periodic health examination for the staff. It also has been conscientiously implementing the measures of paid annual leave, and improving the protection level of employee benefits. Moreover, DFM provides its retirees with additional pensions in addition to public pool pensions and provides badly-off families with assistance and serious illness treatment.

DFM insists on carrying out "Caring Project" activities. Through a variety of channels, it has established the multi-level comprehensive assistance system and the long-term mechanism for raising relief fund. In 2012, it provided 1,404,860 yuan of relief fund and the main target relief workers were those with serious major diseases, or those or their family members suffered from accidents, or those with difficulties in supporting children to acquire education.

In May 2012, in accordance with national law and its own actual conditions, DFM developed new DFM Labor Protection Special Provisions on Female Employees (hereafter referred to as Provisions) which standardized and improved "five periods" of protection for women employees, hygiene product subsidies, fertility treatment, labor contraindications, etc. The terms of the new Provisions are developed in accordance with the highest standards of the relevant provisions of the nation and Hubei Province, and parts are higher than the national standards, reflecting DFM ¬ s concern and care for female employees.

In 2012, DFM launched the construction of "Affordable Housing in Dongfeng", and actively explored the establishment of the security mode of "Total Care" for its employees. "Affordable Housing in Dongfeng" is a strategic decision and major initiative in accordance with the nation's requirements of indemnificatory "Affordable Housing Project" to stabilize the workforce, protect the employees' life, facilitate employees to live and work in peace and contentment, and actively promote the construction of "harmonious DFM". It is a sustainably developing housing security mode with DFM's characteristics which complies with the market mechanism, supports the company's strategic development and meets the needs of employees' development.

• 关注员工健康

Attach Importance to The Health Of Employees

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ɛ ᵽ ف ⁱ Ỹ β ᵮ ز خ ي ȷ Ķ ω ŏ 2012 پ II - ᵮ ˌ ï ® ﻝ ث - ᵮ ˌ ï ® ụ Ë ~ ụ ặ ﺳ ŋ i ﻯ ﺋ ﻝ ~ ﻝ ﺳ Õ ȷ Ţ Ớ ŏ ╠ ω Ł ط ¨E ﺋ ط ụ ˙ ȷ ﻧ ᵮ ᵒ ķ ŏ ﻫ ﺗ ر - Ỹ ˌ ï ® ╨ ﻟ ٧ ﻳ ŏ ﻓ - ف ˜ ᵽ ~ ط И Ş ķ ~ : Ố Ş ﺳ ⅓ ~ ﻧ ﻲ Ş ¨Y ﻝ ~ ط ¨H ® ȷ ط ᵮ ¨Y ﻝ ₂ ŏ ﺗ ᵮ ᵖ ȷ ﺋ ﻫ ↑ ﻝ ث ŏ ˜ ᵽ ᵮ ذ ȷ ﺋ ﻫ ↑ ţ خ ي ŏ ï ╨ ᵮ Ỹ ȷ ﺋ ﻫ ↑ Ỹ ¨E ' = ŏ ┼ - ŭ Ὼ ه ¨A ﺝ ŏ ŭ J ه æ ¸ ® ȷ ف ⁱ ﻝ ث ŏ ﺳ - ă ~ ﻯ ﻝ ¨E ŏ ᵮ ﺋ ﻫ ↑ ® ȷ گ Ḥ

DFM has established the three-level medical security system of basic medical insurance, supplemental medical insurance and serious diseases medical insurance to provide multi-level protection for employees' reasonable medical needs. In 2012, it cooperated with professional advisory organizations to optimize and enhance the enterprise medical insurance system and constantly improve medical care level for employees.

According to the enterprise characteristics and modern health pattern changes, DFM put forward the concept of "Healthy Dongfeng" in 2012. Through prevention and intervention of occupational and non-occupational risk factors (including physiological and psyc

2012ب ŏ ŋ ` ¹ ˘ ˘ Ố ą ² ᵘ "E ~ صد ˘ Ố ą ² ᵘ "E ~ ˘ ˘ ᵘ "E ~ ئ صد ˘ ᵘ "E ~ صد ˘ ᵘ "E ~ ۂ
"E ~ ˘ ˘ "E ~ X ˘ "E ~ ~ "Y ⁄ ⁄ ط ŕ "A گ ⅃ ⅋ ۹ ⅌ ⅍ ⅏

In 2012, DFM carried out 10 skills competitions of passenger vehicle engine assembly and adjustment, commercial vehicle engine assembly and adjustment, passenger vehicle assembly and adjustment, light commercial vehicle assembly and adjustment, medium and heavy commercial vehicle assembly and adjustment, maintenance electrician, CNC lathe, forklift operator, English, and project management.

In accordance with the requirements of constructing "three centers" (Strategic Planning Decision-Making Center, Group Operation Control Center, Harmonious Dongfeng Promoting Center), DFM headquarters made clear the core business of training management, determined the responsibilities of each level, and further improved three hierarchical classification management of employee training system, including headquarters, secondary plate and factory/subsidiary. Meanwhile, guided by talent development plan, DFM has carried out various content-rich effective training which strongly supported the qualified persTj1.673 0 T1mpoTj4.747 0 Td(t)Tj(h)Tj(e)Tj54Tj0.19 0 Tdd(t)Tjem

1 16 ضـ ŏ ١ ñ ـ ¨Ḥ ~ ~ŵ ~ ¨Ḥ ɾ ц ȷ 36 ß н ḥ ŏ ´ Ɒ ¸ ï ش ȷ Ő ц ط ŏ ⊃ ◕ ą̈ ¸ ڴ ȷ ي ŏ Ψ ﺃ ج ŏ ⊃ ŏ ` ف 2012 ش ﭖ Ő ȷ

On the morning of January 16, DFM's 36 delegations from Wuhan, Xiangyang, Guangzhou, Hangzhou and other places gathered in the birthplace of DFM's cause, Shiyan, to participate in the "Embracing Spring" Relay Race to welcome the New Year and start a new journey of career development in 2012.

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٦ ٬Y

C ı e

ﻩ ﷺ ыl - ك ŏ ﻩ ⁝ ǎ ŏ ũ ﻫ ﺉ ت ® ﻲ ﻭ ŏ ũ ᵖ ٦ ٬Y

: ﻩ Ư ﺁ ﻝ ε ت ٪ Ω ǎ ŏ ت گ Pts ŏ ٦ ⁝ Ę : ﺗﻪ

ﺡ ﺗ ﺯ ` ﺁ ﺝ "E ŏ ﻩ ﷺ ڈ ت ~ ´ ت ﺁ "Y ﻝ ¸ ï ŏ ķ ﻝ ﺁ "Y

ﻝ "E ₩ ₦ ũ Ť ŏ ﺁ "Y ﻝ ﻡ ﺵ ﺉ ă ḡ Ư Ş ũ ᵖ "E ﺁ ﺵ ă ḡ ﻻ ŏ ﻁ ~

ﻁ ﺽ ˙ ~ ﻁ ∏ ﺅ ﻝ ﺁ ő ﺧ ﺳ ﻛ ` ŏ ﻩ ﷺ ﺁ ũ ķ ä ¸

ε ᵽ ³ ˜ ﺥ ڎ "H ٪ Ω ú ε ت ﺁ Ṙ ´ ~ ³ ﻑ ك ε ت ‡ "Y ﻝ ő ´ ɾ Ṙ ᵔ ~ Ṙ

ő ő ŏ ˆ Ő Ä ¹ ³ ˛ ï ك ﻩ ﷺ ﻑ ك ε ت ‡ "Y ﻝ ц Ṙ ´ ŋ ٦ ¨ ³ ц

Ṙ ´ Õ ³ ц Ṙ ´ ﺝ ﻩ ﷺ Š ∨ ﻓﻪ ﻲ - ˛ ï ® ت گ ķ ك ﻫ ﺉ ε ~ ﺹ ~ ˜ ~

ﻝ ↑ ą ﻝ ⁱ β ŋ ˛ ف Õ ŏ Ґ ﻫ ˇ ˛ ² ï ٪ Ω ﺝ ŏ Ḍ ˇ į ﻑ ﻟﻪ ﺱ

ك ε ت ‡ "E ٪ A β ﻫ ﺉ ε ⁱ ˙ ﻅ ŏ χ Ő ك ε ت ᵉ ﻑ ŏ ˇ

₫ ك ε ت ﻫ ﺉ ε ~ ﺹ ɾ ⁱ ↑ ą ŏ ч ﺟ ك ε ت ﻑ ᵘ ж ŏ ᵒ ʉ ‡ ﺝ ﻲ ﺉ ŏ

ʒ ك ε ت ‡ Ω ώ ŏ ч ў Ω ώ ` ك ε ت ‡ ↑ ą ŏ ﻋ ў ﺝ ú ↑ ﻑ

ك ε ت ‡ "Y ﻝ ٪ Ω ﻩ ﷺ "Y æ ¸ ω ű

The company regards it as its mission to "manufacture high-quality vehicles, provide satisfactory services and optimize the quality of life". While it provides many clients with quality products and services, its brand image and customer satisfaction continue to be improved.

The company conducts in-depth quality certification in a deep-going w

2012ף ŏ ﻁ ¸ ï Ỳ CR-V ú ك ₳ ﷺ כ ¯ ﺳ ŏ 57Ẇ
Ɨ ỰẆ ⁴ ﺳ ¯ ← ə ŏ¸ ³ C-NCAP"Y ﺩ ỏ ŋ 2012ף p Ō ´ ﺳ ﻝ
ﺩ ᵖ 1 ⁴ ﺳ - ® ﺡ ∏ Ɨ SUV

In 2012, In the crash test at China Automotive Technology and Research Center, Brand new Dongfeng Honda CR-V was awarded 5-star in crash test with a high score of 57 points, becoming the first SUV rated as "New 5-star" after the implementation of C-NCAP Management Rules (2012 Edition).

2012ף ŏ ﻁ ﺕ ﺽ ك ﺡ Ы ₂ ï J.D.Power ﷺ ŋ ﷺ Ô Ä₁ 2012ף ú
˯ Ĩ ᵘ ŋ IQS Ō Ѡ ў ŏ¸ ï Ỳ 88Ẇ Ɨ˯ ə ₆ ú ˯ Ĩ ᵘ
ų ѝ ˜˯ ﺕ گ Ɨ ᵖ ﺯ ﻉ ﻱ ŏ ﻉ ˯ CIVIC ŋ ﷺ Ō ķ ˯ ﺯ گ
ά ў

In 2012, the global authoritative automotive evaluation agency J.D. Power Asia Pacific issued 2012 China Initial Quality Study (IQS), and Dongfeng Honda ranked first with 88 points among IQS non-luxury car brands. And its CIVIC ranked first among middle-sized vehicles.

2012ף ŏ ﻉ ¸ ï˙ ˯ ŋ ﷺ II₁ - Ĩ ® ơ ŏ ₫ ï Ŝ II ﺝ ك
g ﺕ گ Ɨ Ự Ĩ ﻡ ﺵ ŏ ﷺ ú ∨ ﺕ ˯ Ĩ Ɨ Ң Ờ ﻑ ˇ ₁ - Ḱ
ﻁ ~ ﻫ ح ~ ﻱ Ĩ ~ ő Ĩ ~ ă Ĩ ® ᵖ ﻝ ơ Ĩ گ Ң ŏ ص
گ Ң ﺭ Ḱ ﻁ ~ ﻫ ح º ʉ ķ ﻡ ﺵ ŏ ﻱ Ĩ Pts ő Ĩ º ʉ g ă ت
گ ﻡ ﺵ ŏ ă Ĩ º ʉ Ỵ ﻡ ﺵ ﺵ ¸ ï ĭ II

DFM agreed with the supplier to take the road of sustainable development. It and suppliers fulfilled their social responsibilities to achieve harmonious development.

Based on the principle of "fairness, openness and transparency", DFM built up a dynamic supply platform with a core competence. At the same time, the company actively helps suppliers improve the level of management and technology, and constantly consolidates the sustainable supply chain community so as to allow suppliers to grow together with DFM.



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ج ٦ ´Y ؛ 1 c ŏ ă ḡ Ư ằ ش ŏ ں ∏ Ş ạ Ư ằ خ ل ₳
٩ ̃Ω ŏ ٥ س ằ ̀V ̣Y Ş ь ă ج س ⅓ 5 Ȼ ں ´Y ằ ل fi ̃Ω ٧
ى ŏ ϑ ũ ằ ¸ ج ل ني ̃Ω ش

Based on the principle of "mutual trust and win-win cooperation", the company sticks to its win-win business policy to help dealers keep improving service awareness and customer satisfaction, and creating value; it takes initiative to improve the skills and quality of service personnel in a bid to enhance their service skills; in combination with the practice, the company makes active innovation of the service approach and content and uses differentiated services to form its own characteristics and advantages.

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‰ ~ ύ ك ¨E ‰ ɾ 55 ¨A ‰ ɟ ǒ ή ﻋﻠﻴ

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Environmental Responsibility



润丽自然 与环境共和谐

Nurture the nature, and pursue harmony with environment

ñ ﻋﻪ ﻟﻪ ﻟﻪ ٬ = ώ ~ ☻ ف ڭ Н ŏ Ы ├ ﻓﺠ ﻛﺦ گ ﻳﻪ ~ ٩ ώ ˜Ω
ħ Ў ﻋﻪ ﻋﻪ ﻣﻪ ﻧﺘﺮ ﻳﺢ = ٬ ﻓ Ó ﻋﻪ Ɛ ~ ⁱ ~ ˜Y ﻟ ﻟ ﻃﻢ ﻟ ẓ ˙ ŏ : ☻ ٩ ├ گ ~ ٩
ك¸ ﻣﻲ ﻧ ˜ ţ ت ﻟ ٬ ħ چ ä̈

Aiming at establishing an environment-friendly, resource-saving enterprise, DFM always persists in getting reducing pollutant discharge and energy consumption and protecting the environment integrated into the whole process of business development, production, operation and management, and continues striving for environmental protection in energy conservation and emission reduction, new energy vehicles and green forestation.

ˈ = ħ Ỹ ☻ ٩ ├ گ

E e a P ec , E e g - a g a d E - ed c

ŋ ı Ố ˈY ŏ ╟ ˈ = ħ Ỹ ☻ ٩ ├ گ"E 2 ƀ ă ŏ ħ
ŏ ط 1 - ╝ ẖ Ω ˛ ẗ ~ : Ố ǰ ˛ ẗ ® ǰ ج

Guided by the scientific concept of development, DFM gets environmental ction, energy-saving, and emission reduction well combined, and keeps consistent with the tral government's major policies and Dongfeng's philosophy of gaining harmonious and sustain development.

• 主要措施
Key Measures

开展全价值链环境管理

ŋ ˛ ˇ ☻ ٩ ├ گ ˈ = ħ Ỹ ˇ ɸ ŏ Ḧ p ج k ɔ Ω ˇ ü ơ ẘ ẅ Pts ط ṭ
B ŏ Ẇ ẖ Ã Ḥ ʉ ŭ ٩ æ ˛ Ω Ồ Ꝁ β ŏ Ч ط √ ḏ "Y ʎ Ş
╝ گ 100 ` ˈ = ج ∏ ŏ Ʒ 3 ☻ ٩ ج ˈ Ω ỷ ´ ŏ خى ☻ ٩ ˈ ħ
ط ŋ Š ٧ ISO14000 ˈ = "Y ʎ ╝ ẖ ŏ ٥ حي Ã β ˈ = ħ Ỹ ☻
Ố ~ خج ~ : ổ ķ ǰ "Y ʎ ژ خي Ş
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II ˈ = "Y ʎ نج ج Ω ├ گ گ Ḥ ŏ "I ʎ Ч ص ʟ ɸ ج ترز ٩ ٦ ├ CO

节约能源

ᴶ غ ŏ ̈E ﻟ Ω ◙ Ḡ ŏ ʒ Ḍ ̃ᵠ ⁵ Ḍ ̃ᵠ ~ ‡ حي ˙ ̄ ȷ Ə̈⁵ ŏ ٩ ῷ ʒ ~ كخ ȷ ₳ تجه ⁵ ﻟ Ψ Ş

̄ ﷺ ٩ ~ ï ٩ ɾ ˣ ﻟ ٩ ŏ ˈ Ẇ ̄ كا ʒ̈ ω̈ ŏ حي ت طم ŏ ☻ ٩ ŋ Ɯ ; ķ ئى ٩ β ̈E ̇ ŏ ╟ ́E Ớ ɾ Ự ῷ ٩ ̈E ɨ → لي ổ كا ق → لي ṭ خي ŏ ├ فجه Ồ ω̃ ȷ گ ṵ Ş

Ḧ ŋ̈ ﷺ ɨ ~ ̈E ó ʔ ɾ Ự ῷ ٩ ﻟ Ψ ķ ☻ ٩ ₳ تجه ổ ŏ ٩ لمسي ٩ ῷ سي عي √ ٦ ⅃ ﻟ ŏ ├ فجه ٩ ῷ Ş

لمسي ă ٩ ̈Y ʎ ŏ سي ف ☻ ٩ ằ ŋ ﷺ ȷ صحه Ş

` - ↑ ف ☻ ٩ ʒ ą ®ŏ Ḧ ŋ ﷺ ظم ȷ 14 ↑ ﭘ ῷ ٩ ǐ º 1 Ḫ ضجه Ḥ ق ȷ ف æ شجه ☻ ٩ ʒ ȷ ̈E گ̂ Ḥ ̃Ω̣ ثج Ş

Ḧ شج گ̂ ɲ ä ﻟ Ω ◙ Ḡ ﻟ ☻ ٩ ├ گ Ḥ ŏ ʎ ε ت Ç ŏ ثج شج گ̂ ☻ ٩ ă ʒ 18 ~ ├ گ ă ʒ 8 ⊠ ⊠

Reducing Pollutant Emissions

Industrial wastewater treatment: Optimize the resource allocation of the sewage treatment, reduce the cost of sewage treatment, promote the company's regional pollutants concentrated specialization governance, ensure steady sewage discharge which meets standards, and continue to meet the requirements of emission reduction.

Industrial exhaust gas treatment and governance: DFM used water-soluble paint to replace oil-based paint to reduce organic emissions, and adopted clean heating, stable and efficient operating desulfurization facilities, installing low NOx boilers and other technical and management measures to reduce of SO_2, NOx emissions. When the company newly built, relocated and renovated factories, it formed the mood of - high concentrated regenerative direct catalytic combustion, low concentrated post-enrichment catalytic combustion®for coating exhaust gas treatment.

Waste disposal and utilization: DFM standardized the management of hazardous waste, realized 100 compliance disposal, 100 comprehensive utilization of scrap metal, slag, coal ash and the comprehensive compre home

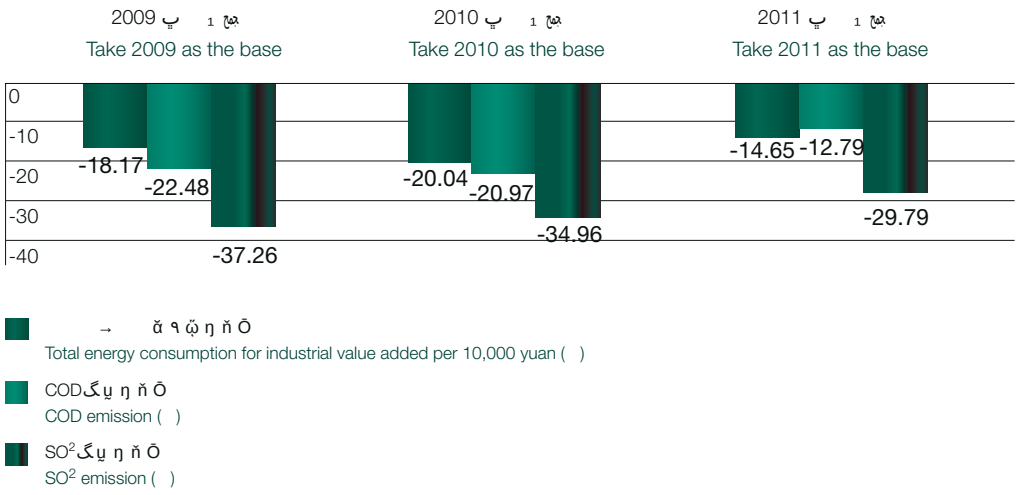
In 2012, based on state laws and regulations and guided by DFM's strategic development plan, within the framework of DFM's '12th Five-year Plan' Energy-saving Program, DFM constantly optimized the energy-saving and emission reduction management system and enhanced energy conservation the effectiveness and continuity of the energy-saving and emission reduction work, and successfully reached the third term emission reduction targets issued by the SASAC.

The completion of energy-saving and emission reduction targets in 2012:

Compared with the same period in 2009: the energy consumption for 10,000 yuan of added value was reduced by 18.17 , and COD and SO_2 emissions were reduced by 22.48 and 37.26 respectively;

Compared with the same period in 2010: the energy consumption for 10,000 yuan of added value was reduced by 20.04 , and COD and SO_2 emissions were reduced by 20.97 and 34.96 respectively;

Compared with the same period in 2011: the energy consumption for 10,000 yuan of added value was reduced by 14.65 , and COD and SO_2 emissions were reduced by 12.79 and 29.79 respectively;



2012 پ ŏ ع ¸ ï ك ňسلا ~ ط ¨Y ا æ ~¸ ï . ك ňسلا ه ج - ṗ ₦ ثم ط
سس » ط ¬ ئ ĵ ├ گ¨E ķ ₦ ®Şع ¸ ï Ỳ ك ňسلا ~ ٿ o ك ňسلا ه ص
- ṗ ₦ ثم ¨Ḥسس » ط ¬ ' = ħ Ў ķ ₦ ®„ ۏ Şع ¸ ï Ỳ Ő ą ₂ ňسلا ⁴ ķ - ۏ¸
ثم ئ ڪ ڧ Ɛ ف ® ۏ Şع ¸ ï Ỳ ك ˜ æ ╔ ňسلا ه ص -¶ p جم ☻ ٩ ¨E ķ β ®
„ ۏ Şع ٿ o ك ňسلا ¨Ḥسس ك ↑ - ئ ڪ ڧ Ɛ ® ف

In 2012, Dongfeng Motor Co., Ltd., Shiyan Management Department and Dongfeng Well-off Automobile Co., Ltd. were prized as "Hubei Shiyan '11th Five-year Plan' Advanced Collective of Total Amount of Major Pollutants Emission Reduction". Dongfeng Honda Automobile Co., Ltd. And Dongfeng Peugeot Citroen Automobile Co., Ltd. were awarded the title of "Hubei Wuhan '11th Five-year Plan' Environmental Protection Advanced Collective". Dongfeng Honda Engine Co., Ltd. won the title of "Clean Production Enterprise in Guangdong Province". Dongfeng Honda Auto Parts Co., Ltd. was awarded as "Huizhou Daya Bay District Advanced Unit of Energy Conservation Work". Dongfeng Peugeot Citroen Automobile Co., Ltd. became the only "Excellent Clean Production Enterprise" of the automotive industry in Wuhan.





Red ce Wa e Ga E

ú ↑ Ő ő ~ ¨E æ ~ Ж æ ŋ Ä ǀ ᴰ X ¸ - ☻ ٩ Ɛ ت ڈ ¨E ® ☻ ٩ ك ŏ ڑ S ŏ¸ ï ك ŋ ﷺ ع ﷺ ظ ﷺ ŋ ﷺ ¨H 12 1¸ تر ᴰ Ô ◙ Ḡ - ☻ ٩ Ɛ ت ڈ ¨E ® ☻ ٩ ك ŏ ڑ S

Ж æ ~ ú ↑ ﷺ ƀ ~ ¨E ¨Ω õ æ å ă Ő Ä ١ ᴰ ¸ Ŭ ☻ ٩ حي ٩ ¸ ǐ ├ ث¸ o ﷺ ǀ¸ ڑ S ¸ ï ك ŋ ﷺ ع ﷺ ظ ﷺ ŋ ﷺ ¨H 5 ¨Ą ٦ تر ☻ ٩ ¸ ¸ ڑ S ŏ 8 ¨Ą ٦ تر ٩ ¸ ǐ z ڈ ą ك ¸ ڑ S

In the eighth batch of energy-saving vehicles promotion directory under "energy-saving product project for the benefit of the people" released by the National Development and Reform Commission, the Ministry of Industry and Information Technology, and the Ministry of Finance, there are 12 cars under the subsidiaries of DFM which are listed into the second stage of national energy-saving vehicles promotion directory.

In The First Batch of Vehicle Model Directory of Conserving Energy and New Energy Vehicles Enjoying Exemption of Vehicle and Vessel Tax jointly issued by the Ministry of Finance, the State Administration of Taxation, and the Ministry of Industry and Information Technology, a total of five vehicle models of DFM's subsidiaries are included in the catalog of energy-saving passenger vehicles, and eight vehicle models are included in the catalog of new energy vehicles and pure electric vehicles.





٩ ﺋ Ő
De e e f Ne E e g Ve ıc e

ﻥ ﷺ ₅ ₢ ă ˇ Ω ⁴ ﺳ ٩ ك ﻝ ŭ ₣ ₳ ﺗ ˇ Ω ¨ Ω ŏ ﻟ ω Ő ŏ ¨ ا ﻝ ă ¨ H ŏ z ﺝ ą ك ، ص ơ ﺍ ŏ ˚ ă ą ă ك ◙ Ḡ Ɛ ω گ Ң ŏ Ч и ك ☻ ٩ ₳ ﺗ ♭ ă Ş ˘ ، ₦ ، Ч ŏ ă ¨ Ω ŏ ╨ ˇ ¨ H ₳ ﺗ ﺷﺭ ŏ ₅ ₢ ﻓﻲ z ﺝ ą ك ﻝ ﺻﺣ ﺧﻲ ژ ¬ ﻥ ﷺ ا ٩ ك ơ ﻝ ﻟﻤﺳﻲ ŏ ﻥ ﷺ J ˘ ﺑﺍ ﻟﻬ Ω ˇ Ω ∨ æ ă ﻝ Ä ↳ ŏ ﺗ ₁ ᵖ ﺃ ﻝ ü ﻣﺦ ŏ Ч ﺋ ʙ ą ╨ ˇ ₁ Ő ŏ ﻋﻲ Ќ ﻛﻎ 30 ﻝ ﻳﺧ : گ ﻝ ﻟﻤﺳﻲ

ﻥ ﷺ ą Ḧ ╔ ﻟﻬ ╨ ﻟﻬ ķ ﺍ ﻝ ŏ ﻟ ω ₁ ﺝ ą ك Ő ﻝ ₁ c ŏ Ч ╟ ﺝ ą ك ﻝ Ɛ ﺕ ` Ő ﻣﻣ ʉ z ﺝ ą ، ﺻﺣ ، ﻟﻲ ◦ 2012 ﻳ ŏ ﻥ ﷺ 38 ¨ Ą ، ķ ﺗ ☻ ٩ ٩ ┤ گ S ŏ Ω ﻣﺣ ₁ 139 ¯ ŏ ⁴ ķ Ķ ú ↑ ᵖ ╥ ŏ ¡ ﻟﻲ ﺷﺗﻡ ﺋ ŏ ﺟﺿ ﻣﻫ ﻗﻲ ¨ A ﻷ ٩ ، ﺗ ﺹ Š

2015 ﻳ ŏ ˛ ï ٩ ك Ɛ ٩ ╟ ᵒ ʉ ŭ ¨ A 5 ǐ ŏ ₫ z ﺝ ą ◖ ، Ɛ ω ω̃ ژ ᵒ ʉ 5 ǐ ~ Ę ˚ ă ą ă ، ǐ ᵒ ʉ 5 ǐ

The company actively integrates and obtains the key technologies and core resources of new energy vehicles, strengthens independent research, and encourages the cooperation and win-win situation. It takes the pure electric vehicles as a mid-term and long-term strategic focus, and takes the hybrid vehicles as a industrialization target at current stage, and combines with conventional vehicle energy-saving technologies; based on whole-vehicle integration and whole-vehicle control, the company integrates and masters the core resources, possesses the common technical advantages, and actively explores the commercial applications mode of pure electric vehicle. To support the implementation of its new strategy of new energy vehicles, DFM designed from the top-level the rational internal layout, recruited a large number of relevant personnel, and established the R&D Center overseas to this end. Meanwhile, DFM arranged 3 billion yuan of special budget to support the pr

ojec te 3e 4 ee T T T

4 23 ﻩ ŏ ﻉ ¸ ï ﻩ Ɛ. ˬ ŋ ﷺ ȷ گ ﻓ ˬ ŏ ᵑ ﻁ Ô ♫ ﷺ ˜ ú ⅓ ك ﻝ ‰ ﻩ ﻩ ﻲ ﺟ 1 EV Ő ﺙ § § ﻑ ˬ e-Concept ﻑ ˬ e-Concept EV Ő ﺙ ȷ ıı ŏ ŷ ﻑ ˬ ﺕ گ ╟ ₅ Ɠ ķ ´ ٩ ك ﺱ q e-Concept Ő ﺙ ﻑ ˬ ķ ´ ٩ ك ﻱ ȷ ﻲ ﺟ Ä ˬ ώ ŏ ą ă ٩ ~ ˜ Ḥ ﻝ ˙ ſ ﻝ Ω Ѝ ﻩ ﺟ ⁱ ᵒ ʁ ı ﻱ ﺛ ﺷ ﺻ

On April 23, Venucia (Qi Chen), a self-owned brand of DFM's Dongfeng Nissan Passenger Vehicle Company, released the first EV concept car Venucia e-Concept at the 12th Beijing International Automotive Exhibition. Venucia concept car of e-Concept EV declares Venucia brand will actively enter the new energy vehicle market. As the first achievement in the field of new energy vehicles, Venucia has reached the industry-leading level in vehicle dynamic performance, mileage and other design parameters.

9 4 ﻩ ŏ ŵ ﺱ ' P Ḍ ﻡ ﺟ ﻱ ـ z ﺝ ą ك ﻱ ﺗ ﺧ ' P Ḍ ﻡ ē ŵ q ʊ 21 ﻳ ﻩ Ɛ z ﺝ ą ك ﻱ ï ' ﺳ ʉ ŵ ﺱ ' P Ḍ ﻡ ﻩ ŋ ˬ ıı ˬ ŏ ﻁ 6 ﻳ ıı ˬ ŏ ﺱ ŵ ﺱ ﺟ ﻱ ᴱ ╟ z ﺝ ą ك ﻱ ﺗ ıı ˬ ﻲ

On September 4, the First Batch of Pure Electric Car Operation Ceremony of Huadu District, Guangzhou City was held at Huadu District Government Square. 21 Nissan Leaf pure electric vehicles would be employed in the official car and taxi system in Huadu District, Guangzhou, six of which would serve as taxis for operation. This was also the first time for Guangzhou to introduce pure electric vehicles into the taxi area.

10 ŏ ﻉ ¸ ï ك ŏ ẍ ŋ ﷺ ú ∀ ﺟ ﻱ ȷ - z ﺝ ą g ą گ ıı ﺯ ® ﺧ ﻱ Ő Ɛ ﺕ ﺳ ˬ ˙ ﻳ ﻵ ﺍ ~ ﺝ ﻭ ﺍ ﺍ ~ ﻝ Ψ ﺍ ﺯ ȷ Ự Ę ﺗ ﻱ ă ŏ ﻁ ٩ ك Ô - ŭ ~ Ł ~ Ɛ ~ ~ ~ ® n ȷ ẽ ă ﺻ ﺧ ﻱ ز ŏ ﺽ ﺳ ﺽ ʉ ♥ ȷ

In October, DFM's Dongfeng Automobile Co., Ltd. officially unveiled the domestic first "Pure Electric Mobile Police Station". The product achieved high-degree integration of vehicle technology, electrical technology, and special equipment technology. Its composite six-in-one business model of the new energy vehicles development of - government, finance, production, university, research, and using® was consistently praised by the industry.

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2012 ‚ ï ‹ ‚ ñ ‰ ‰ ‰

ﻠ ‰ ŋ ﻣﻲ
Social Welfare Responsibilities



润美公益事业 与社会共进步
Nurture public welfare, and advance with society

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While striving for greater development, DFM actively contributes to the society, is committed to the public welfare cause, and fulfills the responsibilities as a central enterprise.

- **援藏**

Support the development of Tibet

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• 积极开展湖北省内对口帮扶工作

Actively Provide Counterpart Assistance in Hubei Province

参与“三万活动”

Participate in "30,000 Activity"

2012 ﭖ ŏ¸ ŧ ك¸ ŋ ﷺ ṗ ﻣ ﺜ ~ ﺜ ế ɟ ώ ŏ И ₁ - ﺯ Ơ æ ķ ᵈ ®
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↑ ą ᵛ₁ Ă ώ ® ṗ ﻣ ﺜ Ê ﺷ e ɲ ő Ë¸ ŧ ŋ ﷺ - ®↑ ą ﺥ ١ II ﻩ ص ŏ¸
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In 2012, responding to the call of Hubei Provincial Party Committee and provincial government, DFM organized and participated in the "10,000 Cadres in 10,000 Villages to Dig 10,000 Small Reservoirs Activity" and undertook the work of digging ponds and desilting in the 4 villages of Shangfan, Watuku, Lengshuijing, and Shenshupu in Zongluju Township, Tuanfeng County, Huanggang City. In 4 months, DFM provided 800,000 yuan to renovate 39 small reservoirs (4 standard reservoirs were built. And 35 reservoirs reach standard.), and repaired 25 water conservancy facilities, which ensured that the serviceability rate of all the repaired reservoirs was up to 100 before 2012 spring plowing. "DFM contributed to the rural areas and set a good example in the '30,000 Activity'". Zhang Changer, deputy secretary in Hubei Province, made an important instruction about the situation of DFM's "digging 10,000 small reservoirs". Therefore, DFM became the first state-owned enterprise which was praise

对口恩施开展“616”工程

Counterpart Assistance to Enshi to Carry Out "616" Project

2012 پ ŏ ŋ̈ ⅛ ġ ̣ ï Ự Ꞩ ₳ ¨E n̲ لم سس حي 40 ز ת ~ Ự

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对口房县、浠水县进行社会主义新农村建设

Counterpart Assistance to Fang County and Xishui County for New Rural Construction

ﺗﺰ Ł 40 ŏ : ţ ˜ ﻲﺿ ˜ I ¸ d Ќ ﻃﻢ ﺷﺸﻢ گ ص¨E ˝ ﻟﻬ ﻃﻢ d ¨H ذ ﻟﻬ ﺷﻢ ا Ó¨Y 15 ñ ﻝ ŏ ﺽ ﺝ ´Y º ʉ 620 ´Y

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DFM provided 400,000 yuan to support the construction of the first phase of safe drinking water project in Guqiao Village, Hongta Township, Fang County. Water main pipe laid in the whole village reached 15 kilometers with more than 620 households benefited.

DFM provided 500,000 yuan to support Sanhua Village in Xishui County to build water channels, pedestrian streets, Zhongxue Road and ancillary facilities.

对口兴山县开展支援三峡库区移民工作

Provide Counterpart Assistance to Xingshan County to Support the Relocation in Three Gorges Reservoir Area

1994 پ ا ŏ ñ ﷺ Ë ﻝ ﺗﺢ ` ﻛﻰ ﻝ ﺟﻢ ڈ ¨E ŏ ﻝ Ω ﺗﺰ گ Ł 600 ŏ ą̈ ц º ķ ﺗﺢ ڈ ن ˝ Ω ¡ i №لم‰ Ő ŏ ﺽ ʉ ﻝ ﺟﻢ ﺝ ڈ ﻝ ŏ Ч ﺋﻮ ۰ ц ﺗﺢ -¸ ï ®

2012 پ ŏ ñ ﷺ ﻝ Ω ﺗﺰ ш ą̊ Ł 80 ŏ ˚ ¸ ï ņ ¯ -¸ ï ¸ ® ˬ ŏ ﻟﻪ ﷺ ˬ ŏ ¦ ˇ ١ ą̈ ˚ Ω ﷺ ﻲ ﻝ ﷺ Ş ﷺ ١ ﺗﺢ ﻝ ڈ Ќ ﺟﻢ -¸ ï ω q ® گ ص¨E ɾ

Since 1994, DFM has been providing counterpart assistance to Xingshan County to support the work of relocation of the people from Three Gorges Reservoir area. DFM allocated a total of over 6 million yuan as aid project funds to effectively promote the resettlement and reconstruction and economic and social development in Xingshan County, which was praised by the people of the reservoir area, and they affectionately call Xingshan County "Dongfeng County".

In 2012, DFM provided a total of 800,000 yuan as relief fund and donated a "Dongfeng Well-off" micro car to Zhaojun Dongfeng Kindergarten as the special vehicle to deliver milk for children, which solved the problem for children to drink milk; DFM provided assistance in construction of the first phase[nq(7 Tj(t)Tj0.304 0 Td(a)Tj0.5Sj0.5qj0.5(0)Tj(0)Tj)Tj-(1)Tj0.564 0 T(l)Tj(-)Tj97 0 Td(D)T3.3 he

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From August 4 to 6, by the influence of typhoon - Saola®, there was a rainstorm in some places of the 2 cities of Shiy

aster, DFM immediately took

to help the local

govr nmnts and the pople ¬ s govr nmnts in disas.91,29 0 0 0

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In February, DFM's Peugeot Citroen Automobile Co., Ltd. held Teaching Equipment and Auto Parts Donation Ceremony at the training center to donate teaching training equipment worth 1 million yuan to Dongfeng Technician College.

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In March, DFM's Dongfeng Commercial Vehicle Company sponsored 100,000 yuan to FSAE Car Team of Hubei University of Automotive Technology to provide fund and activity support for them to attend the third sessions

In May, "Providing Sunny Cares, Aiding Future Education" project of DFM's Dongfeng Nissan Passenger Vehicle Company was carried out in Garze of Tibet and Xihaigu of Ningxia, and gave school and daily necessities worth more than 400,000 yuan to the children. Since "Providing Sunny Cares, Aiding Future Education" project was launched in 2009, it has carried out aid education activities in 9 places in Guangdong, Hubei, Heilongjiang, Fujian, Tibet, Shanxi, Sichuan, Ningxia, aiming at poor schools, orphanages, and welfare institutions, w

6 1400 25

In June, in order to provide assistance to build Sichuan Maoxian Dongfeng Honda inspirational primary school, DFM's Dongfeng Honda Automobile Co., Ltd. donated 1,400 suits of student uniforms worth 250,000 yuan, and played games with the children, singing and dancing to celebrate the Children's Day.

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DFM donated 6 million yuan to Shiyan Municipal People's Government to support Shiyan City to hold Wudang Great Prosperity 600 Celebration.

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DFM's Peugeot Citroen Automobile Co., Ltd. donated 150,000 yuan to French Cultural Language Cooperation Center of French Embassy in China to support 2012 Sixth Session of China-France Culture Spring – Wuhan Arts Festival and a series of activities.

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Cultural Responsibility



润浸文化 与文明共发展
Nurture culture, and develop with civilization

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With high-degree cultural awareness and responsibility sense, DFM has carried out valuable humanity projects to promote the flourishing development of spiritual civilization.

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"D gfe g Sۂec a F d f S ۂ g e S de a V age Of ce " P ec



ṕ ىט ¸ ẗ щą̊ᵖ ﻫﺋ ᵈ Ũ ᵕ ﻝ ŏ ŏ ⁴ Ẑ جي
Dongfeng Supporting University Students as Village Officers Innovation Park has a good harvest of citrus.

2010 پ 11 ŏ¸ ẗ ڭ ŋ ﻫ 1000 ﻟﻞ ® ú ىئ پ ᵕ ȁ ₁ Ł ‰ ẗ щą̊ᵖ ﻫﺋ ᵈ Ũ ₁ Ł ®ŏ : ᵖ ﻫﺋ - ᵈ Ũ ® ﻣﻲ ∫ ą ᵕ ȁ

↑ ą ﻝ ﻋﻲ ىكى پ ŏ ế Ọ ﻃ ú 22 ″A ﺛﻢ 500 ″A Ş ά - ₁ Ł ® ﻝ ŏ ᵒ ķ - ᵕ ﺵ ﻭ

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щą̊ᵖ ﻫﺋ ᵈ Ũ ₁ Ł ® ﻭ گ ﻙ 1300 q ᴱ ŏ ﺯ ᵖ ﻫﺋ - ᵈ Ũ ® ķ ٦ ŏ ﻝ Ω ﻋﻲ

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″A ᵖ ﻫﺋ ᵈ Ũ ᵕ گ ® ﺟ н ~- ᵖ ﻫﺋ ᵈ Ũ ķ¸ ẗ ® ɾ↑ ą ŏ Ч ą ﻫ ᵖ ﻫﺋ ᵈ Ũ ᵾ¸ ẗ ȁ

In November 2010, DFM donated 10 million yuan to establish "Dongfeng's Special Funds for Supporting University Students as Village Officers" to offer financial support to the youth and university students in active business starting and job placement.

The activity lasts for over 3 years, covering 500 counties in 22 provinces. The "Special Fund" promotes the implementation of 3-stage work of "entrepreneurial knowledge training, entrepreneurial projects support, and project selection reward". In 2011, the project counties held "Dongfeng's Special Funds for Supporting University Students as Village Officers" training courses more than 1,300 times, and over 10,000 university students as village officers attended the class with cumulative class hours of more than 80,000 hours. Their entrepreneurial enthusiasm was inspired, and they took the initiative to combine "five small" projects (small businesses, small markets, small bases, small bookstores, and small clinics) to set up projects and start their business. In 2012, DFM selected 300 counties from the project counties and provided help such as entrepreneurial subsidies and the interest payments on loans to the excellent university students as "village officers" to promote entrepreneurial effectiveness. In the next stage, DFM will carry out activities including selection and praise of "National Outstanding Entrepreneurial Projects of 100 University Students as Village Officers" and "University Students as Village Officers Entering DFM", and actively accept the outstanding university students as village officers to work in DFM.

• “ 安全驾驶训练营 ” 项目
"Technical Safety Driving Forum" Project

ٍ ï ﻫﺞ Ɛ Ḱ ﻃﻢ – ﺟﻲ ŭ ŋ NISSAN Technical Safety Driving Forum ŏ ┐ ٍ NTSDF Ō ﻋ ﺳ ٍ ï ﻫﺞ Ɛ ٍ ٍ ŋ ﻋﻠ ﻣ ǟ ﺳ Pts ŋ ڈ ɖ ٦ ▌ Ḱ ﻃﻢ ﺷﻲ ﻟ ŋ ʊ ! ◦ 2012 ﻳ ŏ NTSDF ﻟ Ω 509 q ŏ ể Ộ ﻃﻢ ú 34 Ӓ ﺷﻢ ẍ ŏ↑ ą ٍ ﺳﻲ 225 Ӓ ŏ 229.3 ŋ ڈ Ӥ ı Ḱ ﻃﻢ – ﺟﻲ ○

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Responsibility creates value, and responsibility accomplishes future.

In 2013, DFM will uphold the responsibility-fulfilling concept of "Dongfeng nurtures tfg l

Ɯ ỷ Ḥ قمي

Global Reporting Index





报告内容 Report contents	GRI对标 GRI benchmarking	中国社科院CSSS-CSR对标 Chinese Academy of Social Science CSSS-CSR benchmarking
ŭ , ĭ ك ŋ ش /, ĭ ك ŋ ش ل‰ ي / ل‰ ي : ئ ض About Dongfeng Motor Corporation / DFM's Social Responsibility / Social Responsibility Supporting Platform	4.8	S4.8
ŭ , ĭ ك ŋ ش /, ĭ ك ŋ ش ل‰ ي / ل‰ ي ش ~ н About Dongfeng Motor Corporation / DFM's Social Responsibility / Social Responsibility Visual Expression	4.8	
ŭ , ĭ ك ŋ ش /, ĭ ك ŋ ش ل‰ ي / ل‰ ي Y ر About Dongfeng Motor Corporation / DFM's Social Responsibility / Social Responsibility Management System	4.8	G2.1/G2.2/G2.3/S4.7
社会责任实践与绩效 DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility		
ل‰ ي س ┼ ə / i № ي / Ő ج DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Economic Responsibility /General	EC1/EN28	S1.5
ل‰ ي س ┼ ə / i № ي / ŋ ش ج ┐ Ő DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Economic Responsibility /Overall Healthy Development of DFM's Business	EC1	
ل‰ ي س ┼ ə / i № ي /, ĭ ت گ ∏ ۰ ɒ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Economic Responsibility /DFM's Brand Value Ranking First in the Industry	EC1	M2.11/M2.13
ل‰ ي س ┼ ə / i № ي / ں / ă ₳ ج ں DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Economic Responsibility / Independent Innovation / Focus on Technological Innovation		M2.9
ل‰ ي س ┼ ə / i № ي / ں / → ٧ ج ش Ő DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Economic Responsibility / Independent Innovation /Speed up the Development of DFM's Self-owned Business		M2.8
ل‰ ي س ┼ ə / i № ي / ĭ ج ╨ ﻫ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Economic Responsibility /Integrity Construction	SO2/SO3/SO4	S1.2/S1.5
ل‰ ي س ┼ ə / i № ي / · خ Ŕ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Economic Responsibility /Honest and Law-abiding	PR6/PR7	M3.5/M3.6/M3.9/S1.1/S1.2/S1.6
ل‰ ي س ┼ ə / i № ي / Ќ ظ ط ئ Ɛ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Economic Responsibility /safety production	LA6	S3.1
ل‰ ي س ┼ ə / i № ي / Ќ ظ ط ئ Ɛ / ! ل DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / safety production / Economic Responsibility /Measures	LA8	S2.17/S3.3/S3.4
ل‰ ي س ┼ ə / i № ي / Ќ ظ ط ئ Ɛ / ə DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Economic Responsibility /safety production/ Performance	LA7	S3.6
ل‰ ي س ┼ ə / ¯ ŭ ي / Ő ج DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / General	4.8	
ل‰ ي س ┼ ə / ¯ ŭ ي / ö, / ŵ Š DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Shareholders / Standard Operation	SO5/EN28	M1.4
ل‰ ي س ┼ ə / ¯ ŭ ي / ö, / ‡ ω ö, DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Shareholders / Shareholder Return	4.16	M1.2/M1.3

报告内容 Report contents	GRI对标 GRI benchmarking	中国社科院CSSS-CSR对标 Chinese Academy of Social Science CSSS-CSR benchmarking
ﻝ‰ ﻲﻣ ﺲﻳ ┼ ə /¯ ŭ ﻲﻣ / ŏ¸ / ŭ ˜Y ﺩ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Shareholders / Investor Relation Management	4.4/4.16/4.17/	M1.1
ﻝ‰ ﻲﻣ ﺲﻳ ┼ ə /¯ ŭ ﻲﻣ / ˜E / ﺽﺝ ħ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Employees / Protection of Rights and Interests	EC3/EC7/LA1/LA2/LA3/LA4/LA14/HR1	S1.8/S1.9/S2.1/S2.2/S2.3/S2.10/S2.12/S2.13/S2.15/S4.4
ﻝ‰ ﻲﻣ ﺲﻳ ┼ ə /¯ ŭ ﻲﻣ / ˜E / ƀ ŋ ` DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Employees / Democracy and Publicity	HR1	S2.24/S2.2/S2.8
ﻝ‰ ﻲﻣ ﺲﻳ ┼ ə /¯ ŭ ﻲﻣ / ˜E / ħ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Employees / Security System	EC8/HR1	S2.26
ﻝ‰ ﻲﻣ ﺲﻳ ┼ ə /¯ ŭ ﻲﻣ / ˜E / ŭ ˜Eꟻ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Employees / Attach Importance to The Health Of Employees	LA9	S2.16/S2.19
ﻝ‰ ﻲﻣ ﺲﻳ ┼ ə /¯ ŭ ﻲﻣ / ˜E / ˜E ﻭ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Employees / Staff Training	LA10/LA11	S2.21-2.23
ﻝ‰ ﻲﻣ ﺲﻳ ┼ ə /¯ ŭ ﻲﻣ / ˜E / ẑ Ọ ˜E ﻩﺋ↑ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Employees / Enrich Leisure Life of Employees	4.16	S2.19/S2.28
ﻝ‰ ﻲﻣ ﺲﻳ ┼ ə /¯ ŭ ﻲﻣ / ヿ ˙Y / Ő ﺞﺟ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Clients / General	PR1/PR5	M2.1/M2.6/M2.7/MMM2.10-2.11/TR2.11-2.12
ﻝ‰ ﻲﻣ ﺲﻳ ┼ ə /¯ ŭ ﻲﻣ / ŋ ﺩﺻ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Suppliers	EC6	
ﻝ‰ ﻲﻣ ﺲﻳ ┼ ə /¯ ŭ ﻲﻣ / ˡ ﺩﺻ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Dealers	4.16	
ﻝ‰ ﻲﻣ ﺲﻳ ┼ ə /¯ ŭ ﻲﻣ / ‰ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Stakeholder Responsibility / Industry Associations	4.16	
ﻝ‰ ﻲﻣ ﺲﻳ ┼ ə / ˙ = ﻲﻣ / Ő ﺞﺟ DFM's Practices and Performance for Purpose of Fulfilling Its Social Responsibility / Environmental Responsibility / General	EN2/EN5/EN10/EN14	E1.1/E1.3/E1.5/E1.9/E2.3/E2.5/E2.6/E2.7/MME2.10-2.11
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