DONGFENG MOTO

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Chairman of Board and Secretary of CPC Committee, DFM

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Chair an of Board

I am very glad to, by virtue of Social Responsibility Report, work with you who have been caring for, supporting and trusting Dongfeng course, review the progress that Dongfeng Motor Corporation has made in terms of social responsibility over the past year, share with you the joy and moving of success, and jointly depict future development and dream.

In 2013, Dongfeng insisted on seek improvement in stability and lift various causes to a new level, thus reinforcing its cause foundation. The company sold 3.5349 million vehicles in the whole year, ranking second in the industry, and achieved a sales income of 453.4 billion yuan. It has further improved its management quality, and comprehensively reached the indexes of the State-owned Assets Supervision and Administration Commission of the State Council.

As a responsible central enterprise, Dongfeng actively performs its environmental responsibility, public welfare responsibility, cultural responsibility and other aspects while excellently performing its economic responsibility and stakeholder responsibility, in accordance with the deployment of the •NurturingŽ plan, a mid-term action plan on social responsibility. With our common efforts, the company•s social responsibility development index changes from the •chaserŽ into the •leaderŽ for the first time, and is at the forefront of the industry, and won a series of honors such as China Corporate Social Responsibility Excellence Award.

In the past year, in terms of the whole value chain, we were committed to reducing pollution emission and energy consumption, speeding up the development of energy-saving and new-energy-using vehicles, and further implemented Dongfeng•s •carbon balanceŽ ecological forest and other projects and fulfilled annual energy-saving and emission-reducing objective with a high standard, contributing our part to building the society with environmentally friendly automobiles. Through •Dongfeng Children Benefiting ActionŽ, •Mother Health ExpressŽ, •Counterpart Assistance in ConstructionŽ and other projects, we have cumulatively donated 56.963 million yuan in the year to vigorously support the development of local economic society as well as education and health undertakings. Especially, after an earthquake took place in Lushan County, Ya•an City on April 20, 2013, we were concerned about the disaster area and make a rapid response and make an overall coordination, and cumulatively donated money and materials worth nearly 10 million yuan, in hope of making every effort to support the disaster area reconstruction. In addition, we were committed to the construction of China•s auto society, and constantly enriched healthy, friendly and positive car culture connotation, making unremitting endeavor to realize harmonious development of people, cars, nature and society.

In 2014, we will adhere to the concept of •Dongfeng the nurturing east windŽ, further comprehensively implement the Nurturing plan, and constantly enrich the content of performing social responsibility and further reinforce the company•s leading position in the industry in terms of corporate social responsibility. Let us work together to achieve China Dream and the dream of a strong auto country, and contribute more positive energy!

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In 2013, China•s automobile production and sales both exceeded 20 million units, reaching new record high and ranking top in the world for five consecutive years. The status of the auto industry as a national pillar industry becomes more prominent, and plays a more and more important role in promoting the development of the world•s automobile industry. Dongfeng Motor Corporation, as a backbone enterprise in the Chinese auto industry, is able to witness, participate in and promote this historical process, for which we feel greatly honored.

Along with the overall recovering growth of the automobile industry, the company has strived to achieve major breakthrough, namely •beyond the history, prospect and industryŽ against all difficulties. For the year, Dongfeng sold 3.5349 million cars, up 14.83% on YoY basis, and contributed tax of RMB 40.616 billion, up 12.09% on YoY basis, both set new records. Meanwhile, the Company has sped up the pace of independent development and improved the ability of independent innovation. For the year, the Company sold 1.2711 million cars of proprietary brands, up 13.37% on YoY basis, faster than the industrial average by 3.16%, as well as 655,000 passenger vehicles of proprietary brands, pushing its position in the industry ranking from forth to top three. The company actively promoted major strategic projects, established commercial vehicle strategic alliance with Volvo and forged joint venture partnership with French RENAULT, Germany Getrag, and Germany Smith Corporation, and thus the cause layout of Dongfeng has been constantly optimized.

In 2014, the 100-year Dongfeng will enter the •key test periodŽ. We will be actively promoting transformation and independent development, push the boundaries of self evolution to the next level, speed up the pace of •GlobalizationŽ process, and then achieve the annual sales target of 3.8 million. With practical operation, Dongfeng will keep the social responsibility of enterprise in mind and execute •Nurturing ProgramŽ for the purpose. We will carry out first series activities of •Social Responsibility MonthŽ, start •Dongfeng Free TravelŽ automobile citizen culture activity, hold •DFM dream carŽ China Youth environmentally-friendly automobile creative design competition, and continuously promote •carbon balanceŽ ecological forest project, Dongfeng Children Benefiting Action and other projects, so as to actively set an example for Chinese auto manufacturers to perform their social responsibilities.

In order to better fulfill social responsibility, we will make unremitting efforts to undertake more responsibilities. We hereby sincerely look forward to your continuous care and help and your supervision and guidance on our work.

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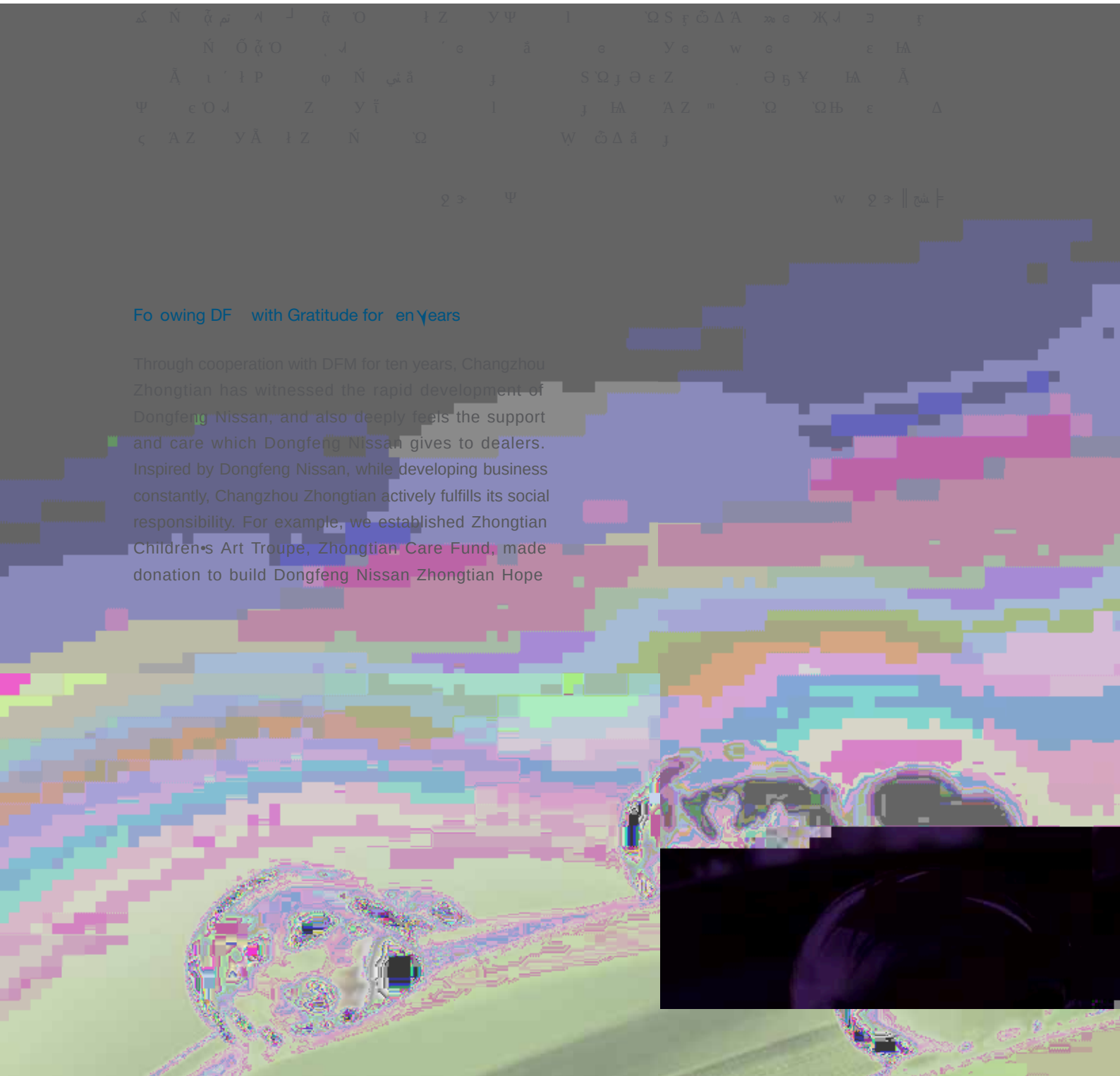
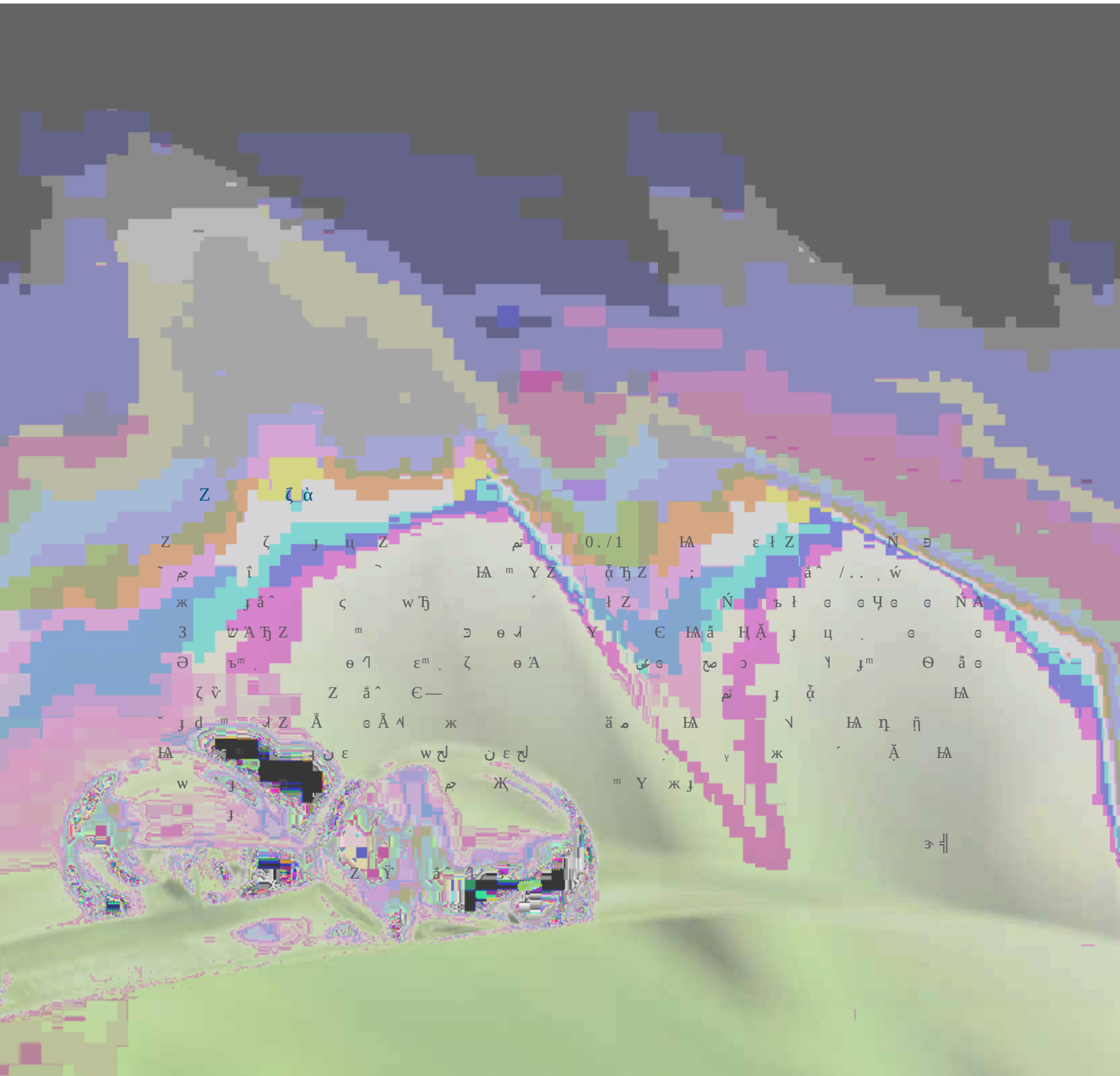
Through cooperation with DFM for ten years, Changzhou Zhongtian has witnessed the rapid development of Dongfeng Nissan, and also deeply feels the support and care which Dongfeng Nissan gives to dealers. Inspired by Dongfeng Nissan, while developing business constantly, Changzhou Zhongtian actively fulfills its social responsibility. For example, we established Zhongtian Children•s Art Troupe, Zhongtian Care Fund, made donation to build Dongfeng Nissan Zhongtian Hope



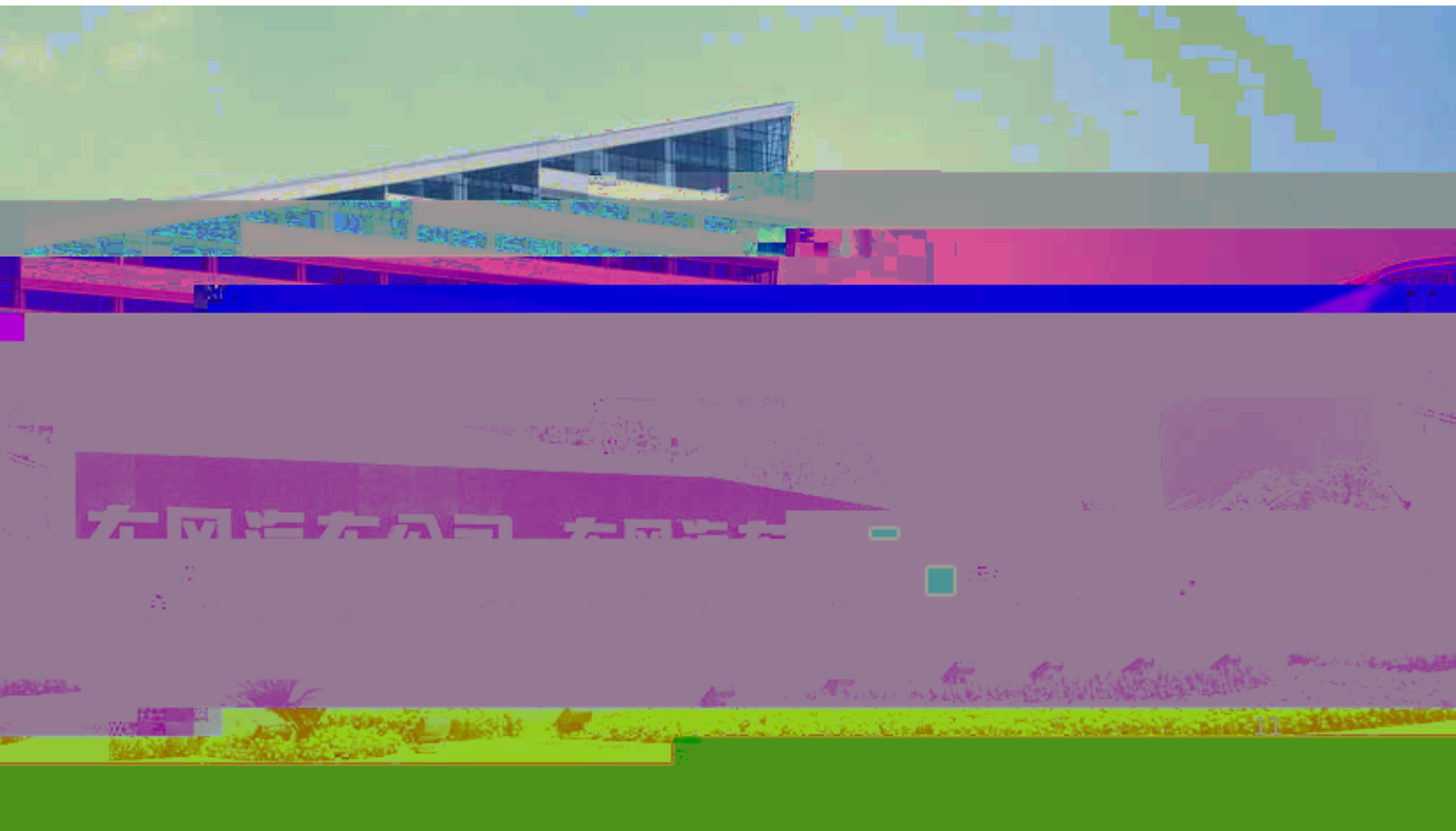


Business Goals:

Building Dongfeng into the most powerful in China and the first-class international automanufacturer;

The industrial profit it yields ranks one of the top in the world and leadings in China;

Realizing sustaining growth and creating long-term values for shareholders, employees and the society.



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Dongfeng Motor Corporation is a wholly state-owned enterprise supervised by the State-owned Assets Supervision and Administration Commission of the State Council. Dongfeng strictly follows the relevant requirements of Corporate Governance Code, guides the daily operation activities in strict accordance with all rules and regulations established and is committed to maintaining high-level corporate governance.



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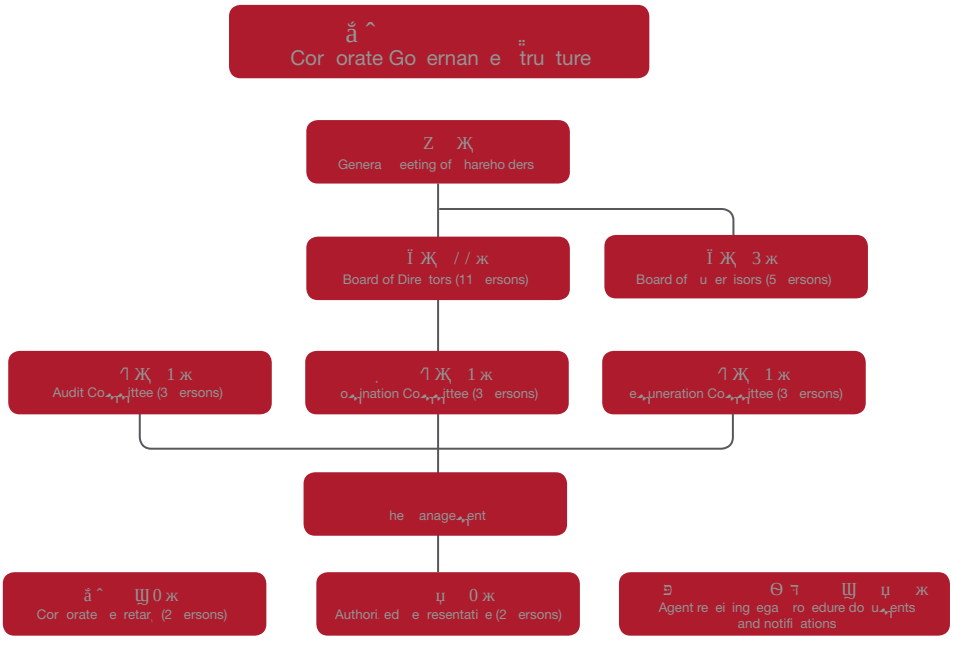
In 2013, Dongfeng was awarded the Golden Prize of Annual •Best Corporate Governance AwardŽ of



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Dongfeng, the nurturing east wind

•Dongfeng, the nurturing east windŽ comes from •life-giving spring breeze and seasonable rainŽ which consists of two parts, namely, •life-giving spring breezeŽ and •seasonable rainŽ. •Life-giving spring breezeŽ comes from •The spring breeze brings people to lifeŽ in *Precious Virtues, Volume 5 of Garden of Stories* written by Liu Xiang in the Han Dynasty. •Seasonable rainŽ is from •There are some on whom his influence descends like seasonable rainŽ in Later these two phrased are combined into •life-giving spring breeze and seasonable rainŽ, also known as •life-giving east wind and seasonable rainŽ, which implies that the gentleman nurtures and helps others like the spring breeze and seasonable rain. Chinese •Poet-SageŽ Du Fu once wrote such stanzas in his famous poem: •On the heels of the wind it slips secretly into the night. Silent and soft, it moistens everything.Ž

•Dongfeng, the nurturing east windŽ expresses the original intention, willingness and attitude of Dongfeng Motor Corporation to take social responsibilities. Dongfeng Motor Corporation is willing to drive the relevant parties to obtain self-worth and be actively committed to social harmony and environmental protection in order to achieve scientific development and sustainable development.



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Stakeholder Responsibility

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Nurture and grow with stakeholders

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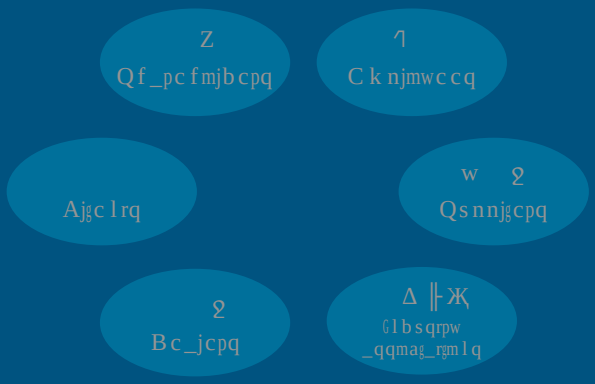
Take the interests of all related parties into account to achieve win-win and harmonious development, and care for employees and customers



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Environmental Responsibility

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Nurture the nature, and pursue harmony with environment

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Continuously make efforts in energy conservation, emission reduction, new energy vehicles and afforestation, dedicating to:

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Development of new energy vehicles

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Continuously carrying out the work of energy conservation and emission reduction

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Building Dongfeng•s •carbon-balancedŽ eco-forest

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Social Welfare Responsibilities

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Carry out •Dongfeng NurturingŽ public benefit activities

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•Dongfeng Children NurturingŽ education-aid activity

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Counterpart assistance in construction

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Caring for the disadvantaged

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International public benefit activities

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Cultural Responsibility

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Nurture culture, and develop with civilization

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

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•Dongfeng Free TravelŽ Auto Cultural Activity for Citizens

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•DFM DREAM CARŽ Green Auto Design Competition of Chinese Youth

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•Dongfeng Special Fund for Supporting College-Graduate Village OfficialsŽ program

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According to the demand for image cultivation and dissemination, Dongfeng specially designed its social responsibility image logo and applied for trademark registration.The design originates from the concept that •train caused by cloud with nurturingŽ, conveying the connotation that •Dongfeng, the nurturing east windŽ. The blue background and the overall sphere not only imply the infinity of the earth but also represents Dongfeng•s globalized horizon; •CloudŽ moves relying on •windŽ. The image of •5-color auspicious cloudsŽ surrounding the earth conveys an imagery of endless motion, fortune and beauty;The colors of the auspicious clouds include red, yellow, green, white and black, which correspond to the Five Elements in traditional Chinese culture respectively, symbolizing that everything depends on each other and life continues without an end. Meanwhile, they represent that Dongfeng will make efforts and contributions in five aspects of economic responsibility, stakeholder responsibility, environmental responsibility, social welfare responsibility and cultural responsibility.

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Since 2008, Dongfeng has released annual social responsibility reports for five consecutive years, comprehensively interpreting our efforts in performing economic responsibility, stakeholder responsibility, environmental responsibility, social welfare responsibility and

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Dongfeng released responsibility-fulfilling information via the media platform on print, TV and network media, actively communicating with the public and stakeholders. Meanwhile, Dongfeng created •official Sina WeiboŽ account of

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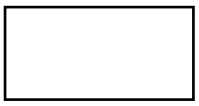
Dongfeng attaches great importance to the communication and exchange with stakeholders, and makes responses to the appeals of stakeholders via various channels and means.



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The company has attached great importance to social responsibility management work, established Dongfeng Social Responsibility Committee headed by the company chairman and general manager, with the group office as the leading department, for centralized management of the system-wide responsibility work of Dongfeng. Meanwhile, the company subordinate units also arranged corresponding departments and personnel responsible for connection and promotion of daily social responsibility work.

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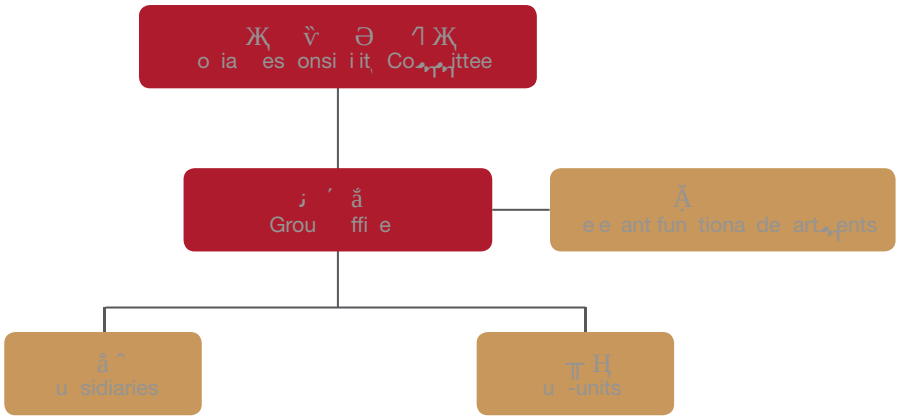
In accordance with •Dongfeng Motor Company Social Responsibility Management MeasuresŽ, the company has clarified contents of corporate social responsibility program management, execution management and operations evaluation management, strictly enforced foreign donation processes and information submission system etc., to achieve standardization and institutionalization and systematization of the social responsibility work.



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In 2013, Dongfeng fully implemented the spirit of the central government and SASAC, firmly

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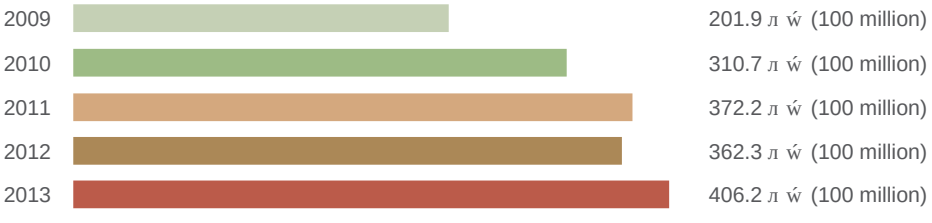
Reason: •Promote development with opening up and hit the performance recordŽ. In 2013, the performance of Dongfeng Motor gained across the board, and the annual revenues and profits hit the record highs. Meanwhile, Dongfeng has constantly improved the level of opening-up and accelerated the pace of •going globalŽ: it joined hands with Volvo to build strategic alliance with capital as the link, restructured Sanjiang Renault, signed a joint venture agreement with Renault, gave birth to the •Golden TriangleŽ of Dongfeng … Renault … Nissan*f* These joint venture projects represented the concerted effort of Dongfeng in opening-up and cooperation, which caught the industry•s high attention.

Business integrit

The company has upheld integrity when carrying out business, paid tax by law, established a sound business reputation and corporate image, and built a business credit brand. In 2013, the company paid taxes of 40.62 billion yuan (including tariffs), an increase of 12.1% over the previous year.



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The company has conscientiously abided by state laws and regulations, rules and regulations of the company, economic contracts with important decision legal approval rate of 100%, and economic contract compliance rate of 100% through effective internal control management. The headquarters and main sectors have established independent legal affairs institutions, and 13 subordinate units have set up chief (deputy chief) legal counsel, forming the complete chain of legal risk prevention mechanism and fully eliminating major legal dispute cases due to violation of laws and rules by the company.

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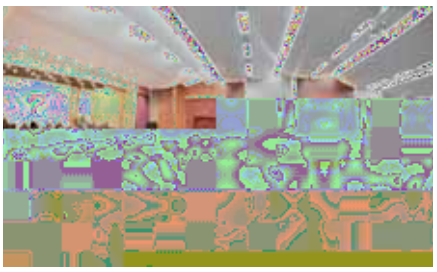

The company has thoroughly implemented spirits of the 18th National Peoples Congress, and the third plenary session of the 18th National Peoples Congress, the second plenary session of the Central Commission for Discipline Inspection and central enterprise anti-corruption building work conference, earnestly implemented the eight rules of the central government, strengthened the working style of cadres, strengthened the case investigation work, strictly implemented the responsibility system for the construction of the party conduct and an honest and clean government, and has made new achievements in party style construction and anti-corruption work.

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The company has carefully developed the •Measures for the Implementation of Eight Rules of the Central GovernmentŽ, implemented working measures, and strengthened the building of a long-term mechanism against the •Four StylesŽ. The party members and cadres have further changed the working style, significantly improved the

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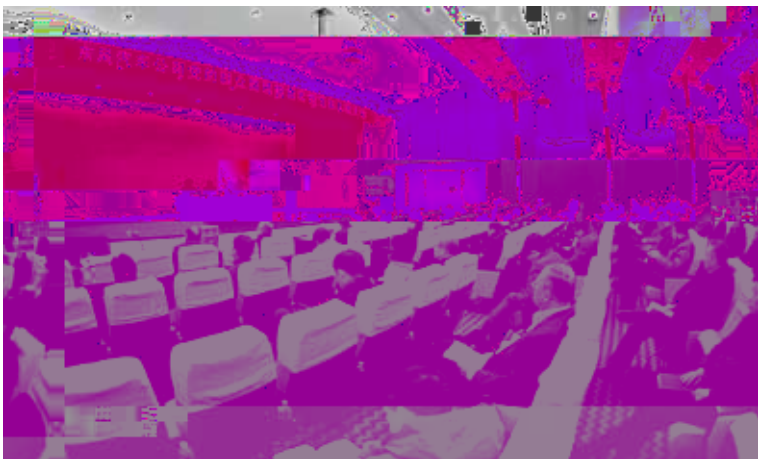

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In accordance with the unified arrangements of the central authorities, from July 2013 to March 2014, Dongfeng has carried out the party mass line educational practice at all levels and among all party members across the company. Under the correct guidance and of the central party•s mass line educational practice leadership team and guidance by the central leading group No. 35, the company educational practice has followed the general requirements to •mirror, dress up, take a shower and cureŽ, the theme of •oppose four styles, promote the lantern spirit; rely on the masses, and promote the development of DongfengŽ, the party organizations of the company at all levels and party members and cadres have conscientiously implemented the central spirits and directives, continuously improved consciousness in thoughts and actions, conveyed the determination and courage for rectification in a top-down style, carried out learning education, opinion seeking, problem revealing, criticism, reform implementation, system establishment, improved the ideological understanding of party cadres, enhanced the force of the leadership, improved the work style, closed the relationship between cadres and the masses, established and improved the long-term mechanism, achieved mutual promotion of educational practice and business activities, and injected new power into the business development of Dongfeng.

Constru t a Hea th erating En iron ent with afet rodu tion

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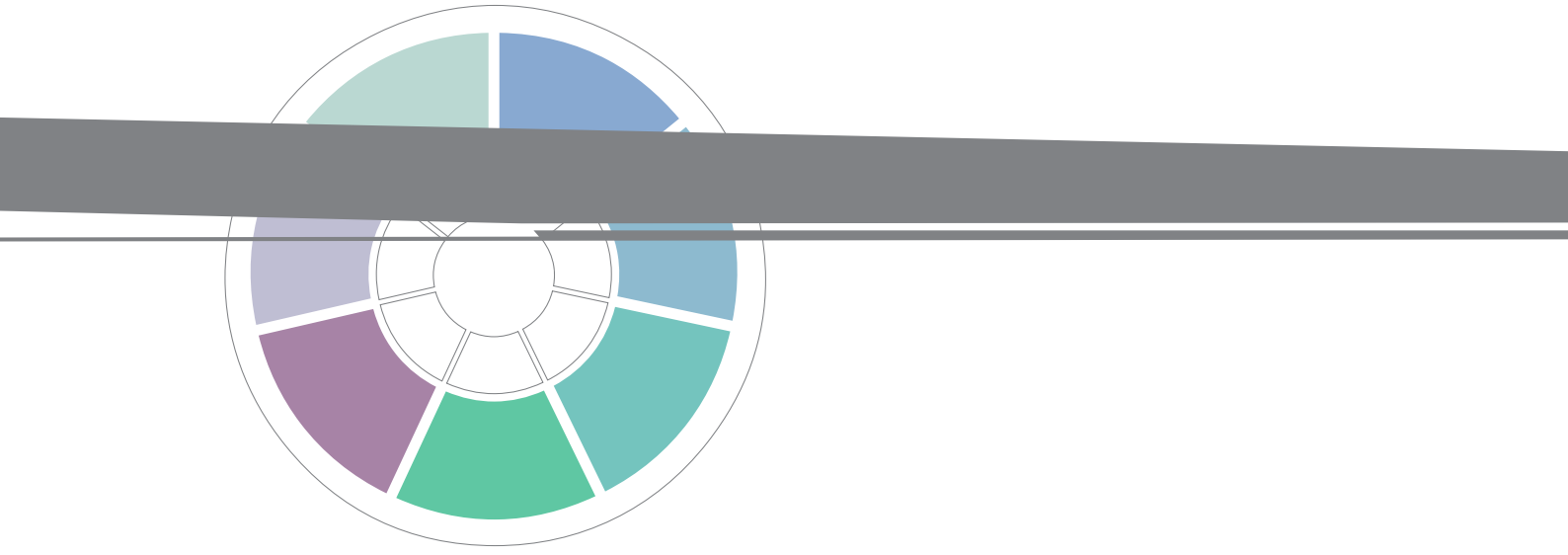
The company has established a sound 6+1 safety management system, actively promoted the •333Ž project, sought to avoid the occurrence of occupational injuries and accidents, to achieve the management objective of •zero accident, zero injury, and zero lossŽ.

6+1 safet anage ent s ste



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On July 25, Dongfeng Nissan Passenger Vehicle
Company •Safety Declaration and Idea ConferenceŽ
was held in Huadu, Guangzhou. At the meeting, Nissan released safety vision, safety objectives, safety

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Dongfeng has formed production safety emergency plan system which consists of the company•s overall plan, department-specific plan and third level units contingency plan and position (part) on-site emergency response plan. In 2013, the company completed emergency plan programming for pilot units, making the scene emergency response plan condensed, charted and standardized, and thus improving the on-site emergency response capabilities of key positions, key jobs and important devices.

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The subordinate units have started from reality to organize emergency drills, amendments, etc. in a targeted and planned manner to check the plan practicality and handling capability of the emergency teams. In 2013, the company units amended 807 plans, organized 958 drills of first aid of injuries, gas leak, flood prevention, fire explosion prevention, etc., and 57,667 staff participated in the drilling.

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The company has strictly implemented the national occupational disease prevention laws, regulations, standards, and constantly strengthened and improved various occupational disease prevention work. By building the occupational health management system characterized by •prevention, treatment and protectionŽ, the company has established a Trinity functional system of •safety, health, social securityŽ.

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In 2013, the company has highlighted •four in oneŽ occupational health priorities of engineering technology, personal protection, management and health care, organized and revised the •Dongfeng Motor Corporation Occupational Health Management MethodsŽ, developed •Dongfeng Motor Corporation Occupational Health Management Evaluation Criteria (Provisional)Ž and compiled •Occupational Health Knowledge HandbookŽ, published safety and health improvement results announcement campaign, vocational health training, publicized occupational health knowledge and improved awareness and ability for the prevention of occupational hazards.

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In 2013, the company achieved five eliminations: Eliminated larger work-related casualties; eliminated major fire accidents; eliminated boilers, pressure vessels, pressure piping and major explosions; eliminated significant leakage of dangerous chemicals and explosions; eliminated major occupational poisoning accidents.

		2010	2011	2012	2013
ↄ У å Ï ╥ Ḥ Production safety accidents (Unit: number of work safety accidents)		56	50	51	59
ę Ψ Including	H Ï Fatalities	3	0	0	1
	Ƙ Ï Injuries	4	1	8	4
	Ƙ Ï Minor injuries	49	49	43	54
● Θ Δ ж ㄱ ɔ Special (hazardous) operating personnel certificate holding rate		100%	100%	100%	100%
˚ ㄱ Special equipment inspection and passing rate in accordance with the law		100%	100%	100%	100%
Δ ↄ The incidence of occupational diseases		0.28 ņ	0.19 ņ	0.14 ņ	0.17 ņ

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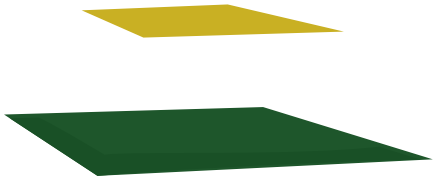
To achieve the vision of •three DongfengŽ, the company has insisted on implementing the talent-driven enterprise thriving strategy, prepared the company•s twelfth five-year talent development plan, built a •three-level vertical and three-level horizontalŽ talent system, fostered a leading pool of talents self-trained and introduced from home and abroad, which provided strong personnel support for the innovation and development of the company.



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In 2013, Dongfeng•s self-owned brand cause continued to be implemented according to •QianŽ D300 plan. Dongfeng-branded commercial vehicles were oriented according to the objective of •No. 1 in China and No. 3 in the worldŽ. Based on development in China, Dongfeng actively promoted international development, deepened strategic cooperation with Volvo, and accelerated the overseas business development. As for Dongfeng-brand commercial vehicles, Dongfeng Fengshen, Dongfeng Fxauto, Dongfeng Fengdu, Dongfeng Fengguang and other sub-brands were used to strength the development of market segments. In term of other self-owned brands, Dongfeng vigorously developed joint venture independent brands. Dongfeng Nissan•s Venucia became the joint venture independent brand which developed the most rapidly in the industry, and the sales in 2013 exceeded 100,000 units, making Venucia lead the development joint venture independent brands in the industry.

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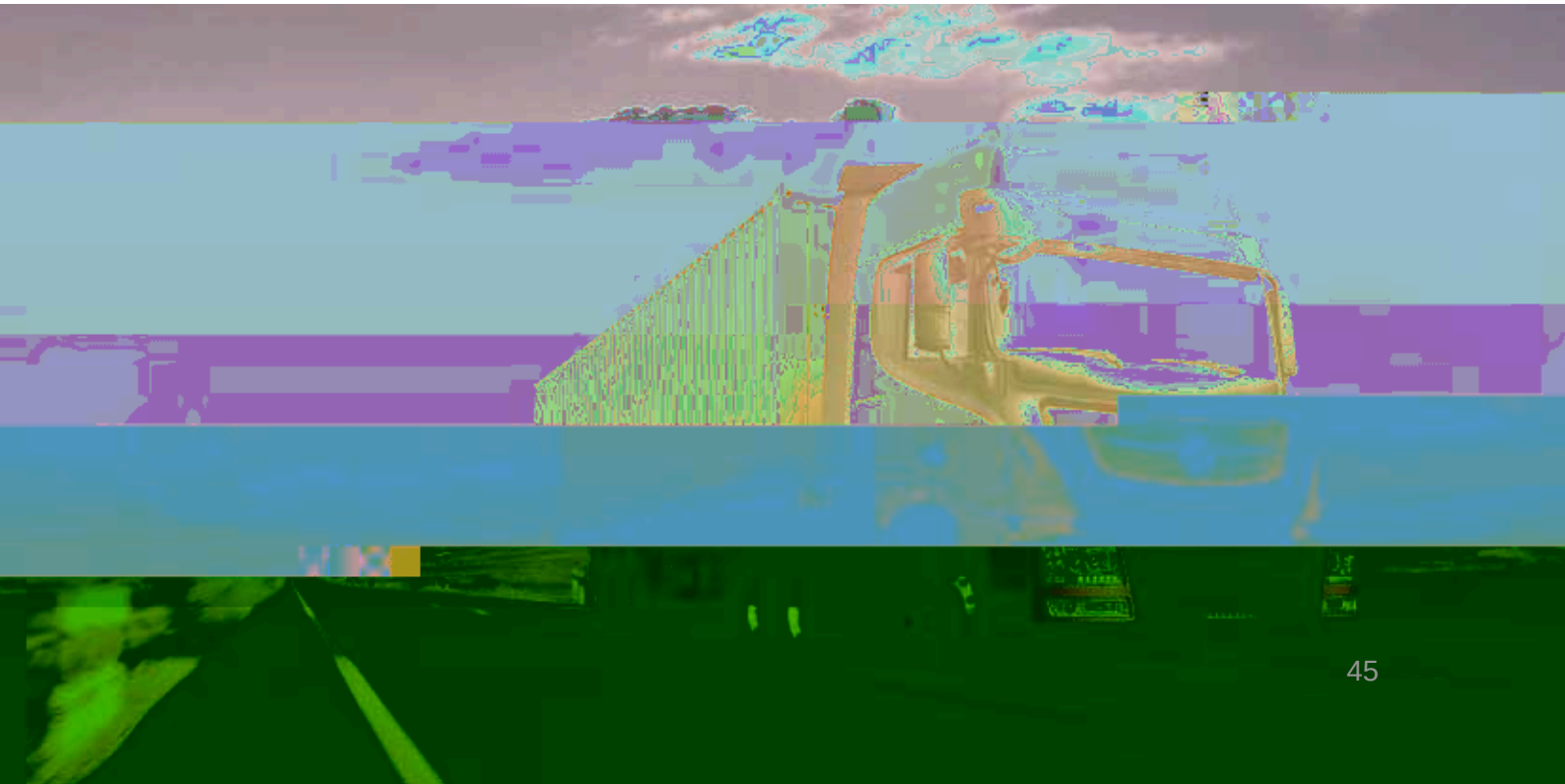
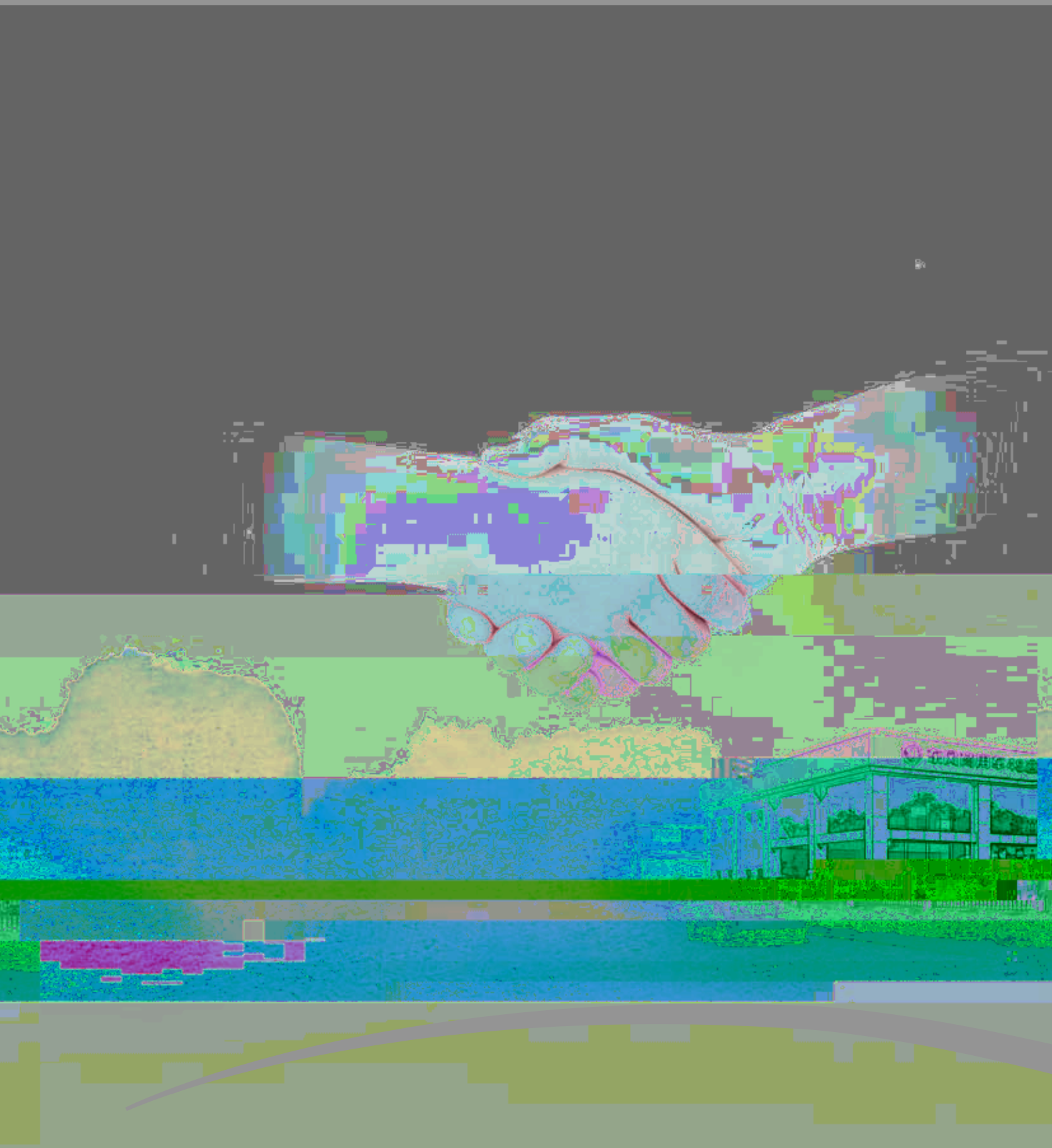
In 2013, the sales of Dongfeng•s self-owned brands exceeded 1.27 million vehicles. The sales of self-owned brand grew faster than the industry•s level, and Dongfeng•s self-owned brands rose from the third place to the second place in the industry.





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The company constantly sets up and improves the employees' professional growth path, has established two development channels in terms of both technology and management, and offers comprehensive training at different stages of employee career development. In 2013, focusing on deepening the training system and core ability construction, the company integrated and absorbed talent training experience from various units, made innovation of training methods and made a plan as a whole to carry out training on various employee teams in order to vigorously support the business goal realization and employee career development.

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Through making top-level3108-gn on training maturity model3and so on, the company has further consolidated the foundation of training management. Centering round the company's strategy, it carries out targeted training on senior management, as well as training and cultivation of overseas operation talents and independent innovation personnel. The company adheres to the tradition of •promoting training with competitionŽ and constantly optimizes skill personnel training system.

	2011	2012	2013
ⱪ ˛ Number of training times (10,000 times)	1.4	2	2.5
ⱪ Ã л Input in training (100 million yuan)	0.69	1.03	1.27
ⱪ ж ˛ Person-times of training (10,000 person-times)	49	64.7	64

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The company arranges its staff to receive health check once every two years, and arranges suitable work for those employees whose treatment period is ended, and gives special care for those employees who lose a majority of labor ability. According to female employees• physiological characteristics and the characteristics of their occupations, the company provides special protection for female employees during menstrual period, pregnancy, perinatal period and lactation period. The company actively creates conditions to offer employment to the handicapped, and has employed 1,650 handicapped persons.

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The company takes •assisting 1,000 households to warm 10,000 peopleŽ as the goal, has built a •Sincere HelpŽ love project helping and aiding system, and has formed an assistance work framework supported by three major relief modes, i.e. •Love ProjectŽ, making visit to warm employees in difficulties, and daily aid. In 2013, the company cumulatively offered assistance to 519 person-times and issued 1.73 million yuan of aid amount. Among them, •Love projectŽ offered aid to six circumstances, e.g. hospitalized employee due to a serious illness, employee•s hospitalized child due to a serious illness, by employee•s family suffering accidents, death; the Love Project has offered aid to 258 people, with the aid amount of 1.093 million yuan.

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The company takes •manufacturing high-quality automobiles, providing satisfactory services and optimizing the quality of lifeŽ as the enterprise mission, and has established a perfect quality assurance system and quality evaluation system, so as to ensure the production of every vehicle is under strict quality control monitoring. Under the guidance



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The company promotes important quality management system, and makes control of each link such as product design and development, parts production, spare parts purchasing management, whole vehicle production, power assembly, quality control and so on, so as to ensure each vehicle leaving factory can pass strict quality examination, eliminate product safety hidden trouble and improve vehicle safety performance. The company optimizes and improves market disposal activity and management, sets up perfect product recall system, effectively meets regulatory requirements, and earnestly protects consumers• rights and interests.

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The six vehicle models produced by DFM•s Dongfeng Honda Automobile Co., Ltd., such as CR-V, CIVIC, JADE, have adopted the world•s advanced active safety technology (Anti-lock Braking System and Electronic Stability Control System) and passive safety technology (load-limited pretensioner seat belt, air bag restraint system, safety gas curtain and whip lash protection system). Currently, the whole series of models produced by this company (including product replacement) have passed the most stringent C-NCAP safety system assessment in China with excellent results.

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DFM•s Dongfeng Commercial Vehicle Company is focusing on producing •the safestŽ trucks, pays attention to safety, and is responsible for customers. In 2013, the company carried out the activities of quality improvement of key and important parts. Centering on three links of design optimization, manufacturing safety guarantee and disaster prevention process, improvement of ability of secondary suppliers of key and important parts, the company upgrades the quality guarantee ability of key preservation projects to ensure the safety of whole vehicles. During the period, according to quality information fed back from market, the company timely identified the problem that the air inlet steel pipe of dryer of some Kinland tractors have poor heat dissipation effect, which may affect the whole vehicle•s brake effect, with safety hidden danger; on March 7, 2013, Dongfeng Commercial Vehicle Company voluntarily recalled 7,882 units of Kinland tractors. At present, all Kinland tractors have been recalled as planned.

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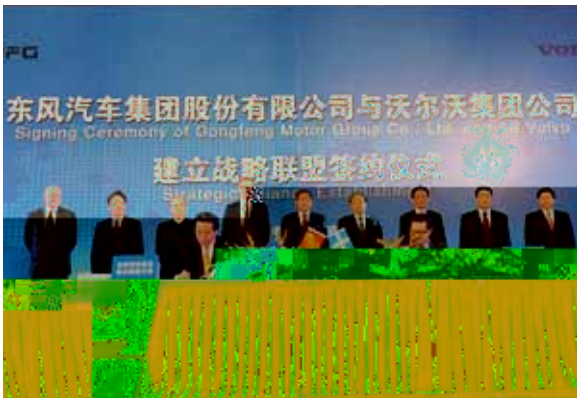

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According to the overall strategic layout and the needs of the business development of Dongfeng, the company organizes relevant departments and professional teams to set up the research and implementation platform for strategic cooperation projects, and organize the implementation of platforms.

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On January 26, 2013, Dongfeng Group and Volvo Group signed a strategic alliance agreement to formally build the world•s largest commercial vehicle strategic alliance with capital as the link.

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On May 16, 2013, Dongfeng Group signed a strategic cooperation agreement with Fujian Provincial Government.

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On December 16, 2013, Dongfeng Group and Renault signed a cooperation agreement to establish a joint venture Dongfeng Renault.

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Dongfeng and suppliers take the path of sustainable development. By establishing efficient, synergetic, mutually beneficial and win-win system of supply chain, the company builds the supply chain platform with core competitiveness and sustainable vitality, so as to make every effort to achieve mutual trust and common development with partners.Through establishing long-term strategic partnership with suppliers, DFM•s units make closer the cooperation between suppliers and demanders, so that suppliers and demanders can jointly cope with market risk, share the opportunities brought by market development, and promote orderly competition and collaborative development.

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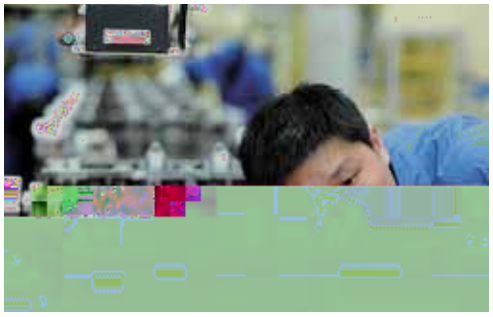

To implement the whole-value green concept of •green design, green supply, green manufacturing, and green marketingŽ, enhance the suppliers• environmental protection and management level, DFM•s Dongfeng Commercial Vehicle Company requires and supervises all suppliers to pass ISO14000 environment system certification at the end of 2014. Currently, nearly half of suppliers have passed this certification, of which 116 suppliers passed the certification in 2013, and 57 suppliers are ready to pass the certification. Meanwhile, this company also established •3WŽ group themed on •help, support and improvementŽ, aiming at offering comprehensive guidance and improvement on on-site production management, manufacturing process, logistics and packaging, equipment and mould & tooling, etc so as to help suppliers reduce operation cost, improve the comprehensive competitiveness of suppliers, striving to achieve three-win situation between suppliers, manufacturers and users.

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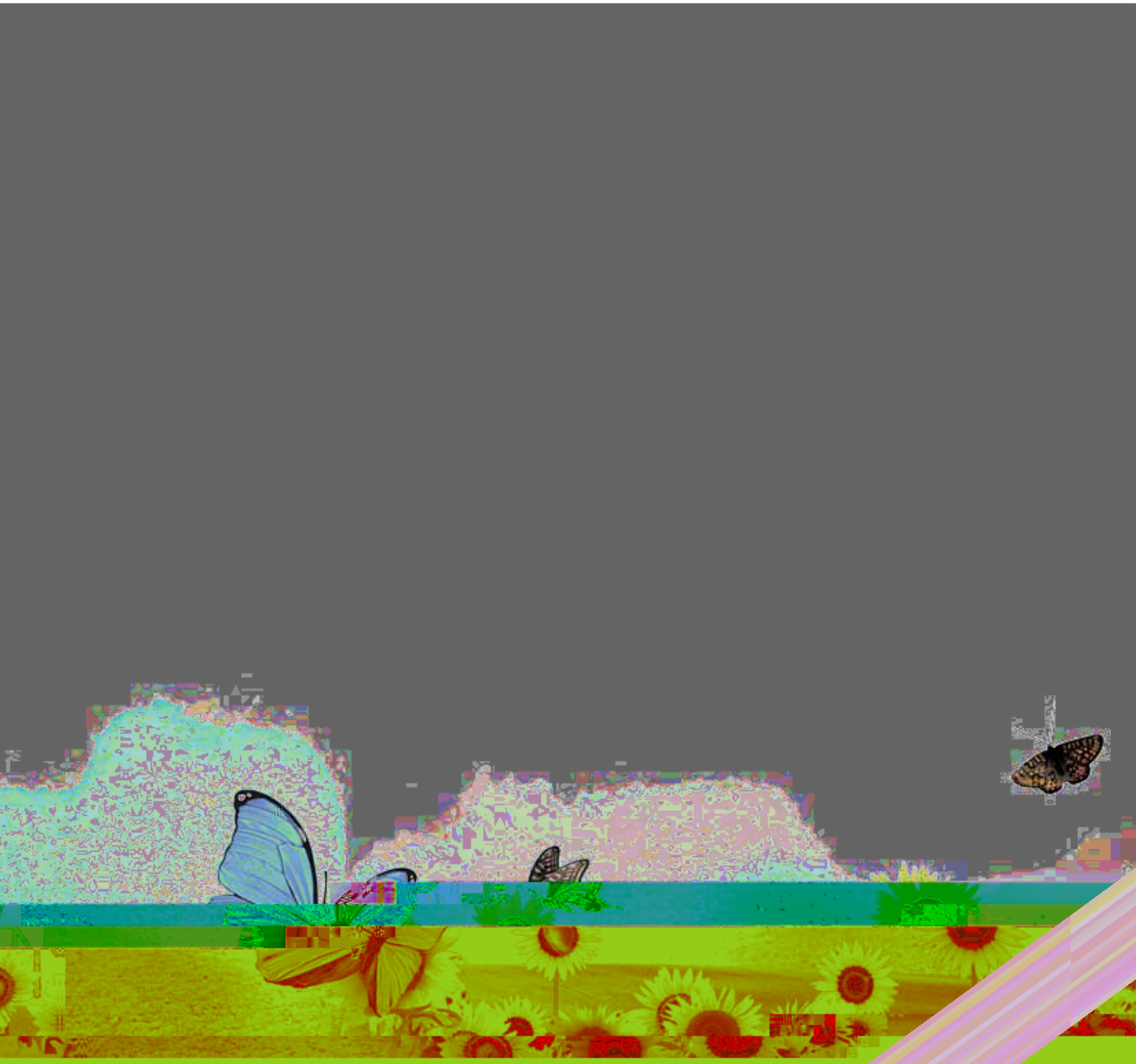

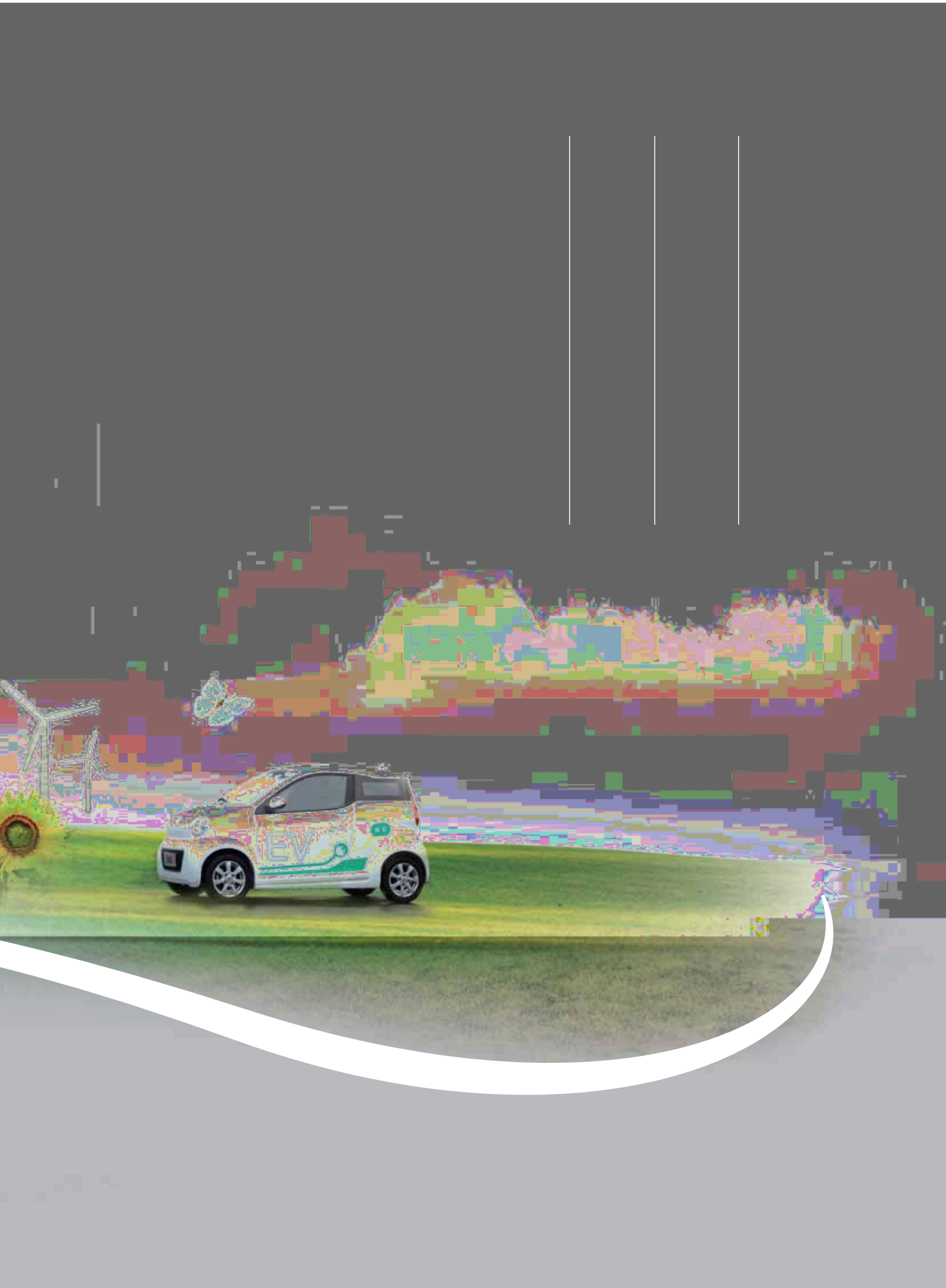
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Dongfeng incorporates an environmental protection warning mechanism into the emergency management system of Dongfeng Motor Corporation and develops Environmental Emergency Rescue Plan for Environmental Emergencies of Dongfeng Motor Corporation, so a three-level environmental warning mechanism is formed including the headquarter, secondary sections and production factory. Such mechanism is under a human-based and precaution premise and under a unified command, and is managed by category and responded to by levels. Dongfeng insists on combining routine practices and emergency actions, the dedicated and non-dedicated personnel and takes full advantages of existing resources. It also adheres to the territorial management principle, technology-based principle and the principle of rescue jointly carried out by the enterprise and society.

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The Online Monitoring System for State-Controlled Polluting Enterprises of Dongfeng is directly connected to the provincial and municipal environmental protection departments, and the monitoring results are quarterly publicized on provincial environmental protection websites.

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Dongfeng attaches importance to fostering the energy-saving and environmental protection awareness of employees in their daily work, proposes the low carbon travel of employees and reducing the consumption of water, electricity, gas, paper and office consumables in office places; advocates cherishing public properties to extend the service life of articles; encourages recycling and reusing resources and materials. The saving awareness, such as turning off lights when leaving, printing on both sides of paper and air conditioning temperature no less than 26°C in summer, has been deeply rooted in the minds of employees, forming the enterprise culture of green and environmental protection.

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Dongfeng Yulon Motor Co., Ltd. carried out series of energy-saving and environmental protection publicity and education activities, such as the signature commitment activity of •Manufacturing Green and Energy-saving Products and Building Green EnterpriseŽ, the theme speech contest of •Bearing Safety in My Mind, Practicing Energy Saving and Emission Reduction by Small ActionsŽ, competition of environmental protection knowledge and distribution of Brochure of Energy-saving Knowledge to promote the employees• environmental protection awareness and enthusiasm to participate in energy-saving and environmental protection activities

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Dongfeng Nissan Passenger Vehicle Company takes the concept •Harmony and Unity of People, Vehicle and EnvironmentŽ. It has introduced the third-party certification authority and carried out the Green Store activity of ISO14001 environment system certification for the whole sales and service network. Currently, over 260 franchised stores have been certified successfully and become Dongfeng Nissan Green

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As for environmental protection, the key issue of social responsibility, Dongfeng explored a new model to fulfill the environmental responsibility in other approaches with innovative thinking and demonstrated its target of •carbon balanceŽ by carrying out the •carbon-balancedŽ eco-forest project.

The •carbon-balancedŽ ecological and economic forest aims to offset CO2 from the development of industrial enterprises in terms of absorbing CO2 so as to achieve a balance point between carbon absorption and emission.



Dongfeng Automobile Company Ltd. established an industrial demonstration base of •carbon-balancedŽ ecological and economic forest in Tunbao Town, Enshi City, Hubei Province. The project, officially launched in March 2012, aims at "planting trees for carbon sequestration and benefiting agriculture by industry". The Company has been practicing the new emission reduction model that vehicle enterprises plant trees for carbon sequestration to offset industrial carbon emission. In 2013, Dongfeng completed the second batch of planting 4,000 mu of camellia forest and 1,000 mu of walnut forest in the project. So far, 10,000 mu ecological and economic forests have been completely planted. During this period, Dongfeng experts went to Enshi to carry out a site diagnosis of the project, and listened to opinions and suggestions of all parties of the project by convening the project promotion seminar so as to enhance the overall effectiveness of the project.

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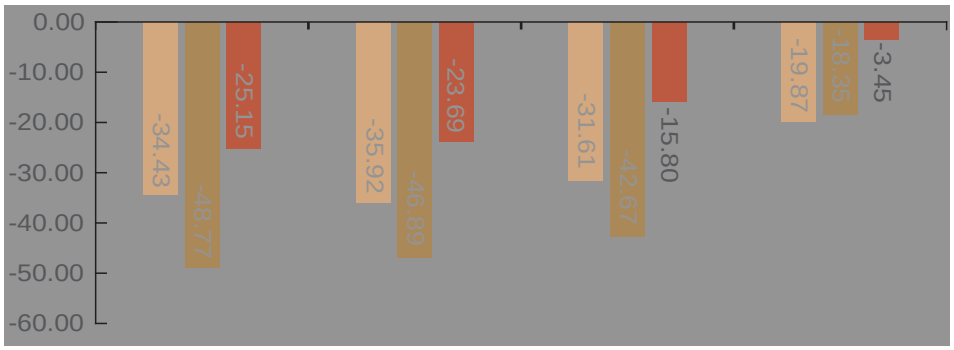

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DFM•s five subsidiaries of Dongfeng Peugeot Citroen Automobile Company Ltd., Dongfeng Honda Automobile Co., Ltd., Dongfeng Honda Engine Co., Ltd., Dongfeng Honda Auto Parts Co., Ltd. and Dongfeng Liuzhou Motor Co., Ltd. all passed the clean production audit and acceptance by the environmental protection department of the government. These organizations found out their bottlenecks such as high energy consumption and large pollutant discharge through the clean production audit, and carried out targeted improvement measures. Thus, the target of energy saving & consumption reduction and pollution reduction & effectiveness increasing was realized by implementing the costless (low cost) improvement plan of clean production and continuously implementing the medium (high) cost improvement plan.

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Each organization of Dongfeng positively explores new ways of energy saving and emission reduction, looks for social resources in multiple channels, carries out multipurpose use of waste and promotes a mutually beneficial industrial chain of circular economy between Dongfeng and the third party enterprises. In 2013, Dongfeng promoted the project of brick production with casting sand waste and established industrialization bases of sand waste recycle at two casting factories of Dongfeng Commercial Vehicle Co., Ltd. Shiyan industrialization base of brick production with oil-bearing sludge has put into operation officially. Each organization makes use of over 3,700 tons of oil-bearing sludge, and thus saves disposition cost of 3.3 million yuan.At present, Dongfeng realized 100% comprehensive utilization of waste metals, slags and flyash and 70% reuse rate of industrial water.

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Dongfeng dedicates to producing energy saving and environment protective vehicles by promoting the research, development and utilization of environmental protection technologies and continuously reducing the emission of traditional vehicles. The emission of all the vehicles produced by Dongfeng is in conformity with national and local emission standards.

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The subsidiary Dongfeng Commercial Vehicle Co., Ltd. advocates and practices the green ecological idea of •ECO LIVEŽ. It realizes energy saving and emission reduction and

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a major strategic projects of 9+7 new energy vehicle

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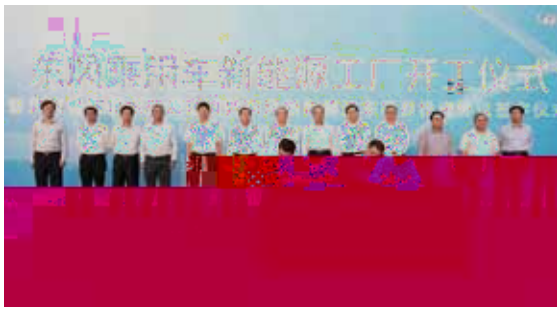
Dongfeng organized and launched a major strategic projects of •9+7Ž new energy vehicle, which covered multiple platforms from commercial vehicle to passenger vehicle, combined multiple technology routes from hybrid to pure electric power and built corresponding promotion system and mechanism of the new energy vehicle business. It effectively facilitated the development of energy-saving and new energy vehicles business of Dongfeng through multiple ways such as continuously efforts to integrate and obtain key technologies and core resources of new energy vehicles, strengthen independent research and development and encourage win-win cooperation. During the •12th Five-Year PlanŽ period, Dongfeng has arranged 3 billion yuan special budget funds for product technology development and industrialization construction of energy-saving and new energy vehicles, so as to ensure the effective implementation of Dongfeng energy-saving and new energy vehicles strategy.



Dongfeng Passenger Vehicle New Energy Plant, covering more than 400 mu, phase investment of 2.4 billion yuan, was put into construction in Wuhan Economic and Technological Development Zone on September 29, 2013. This move marked a critical step for Dongfeng new energy vehicles to walk to industrialization, and a new chapter for Dongfeng new energy vehicle business. The built Dongfeng Passenger Vehicle New Energy Plant mainly focuses on three major processes of welding, coating and final assembly and it is mainly for mixed production of energy-saving vehicles, new energy vehicles and traditional vehicles. The plant construction was planned in one time and its total capacity is 160,000 vehicles. The construction was carried out in two phases. And in the first phase, it produced 80,000 vehicles. It is predicted the plant will be put into operation at the end of 2014.

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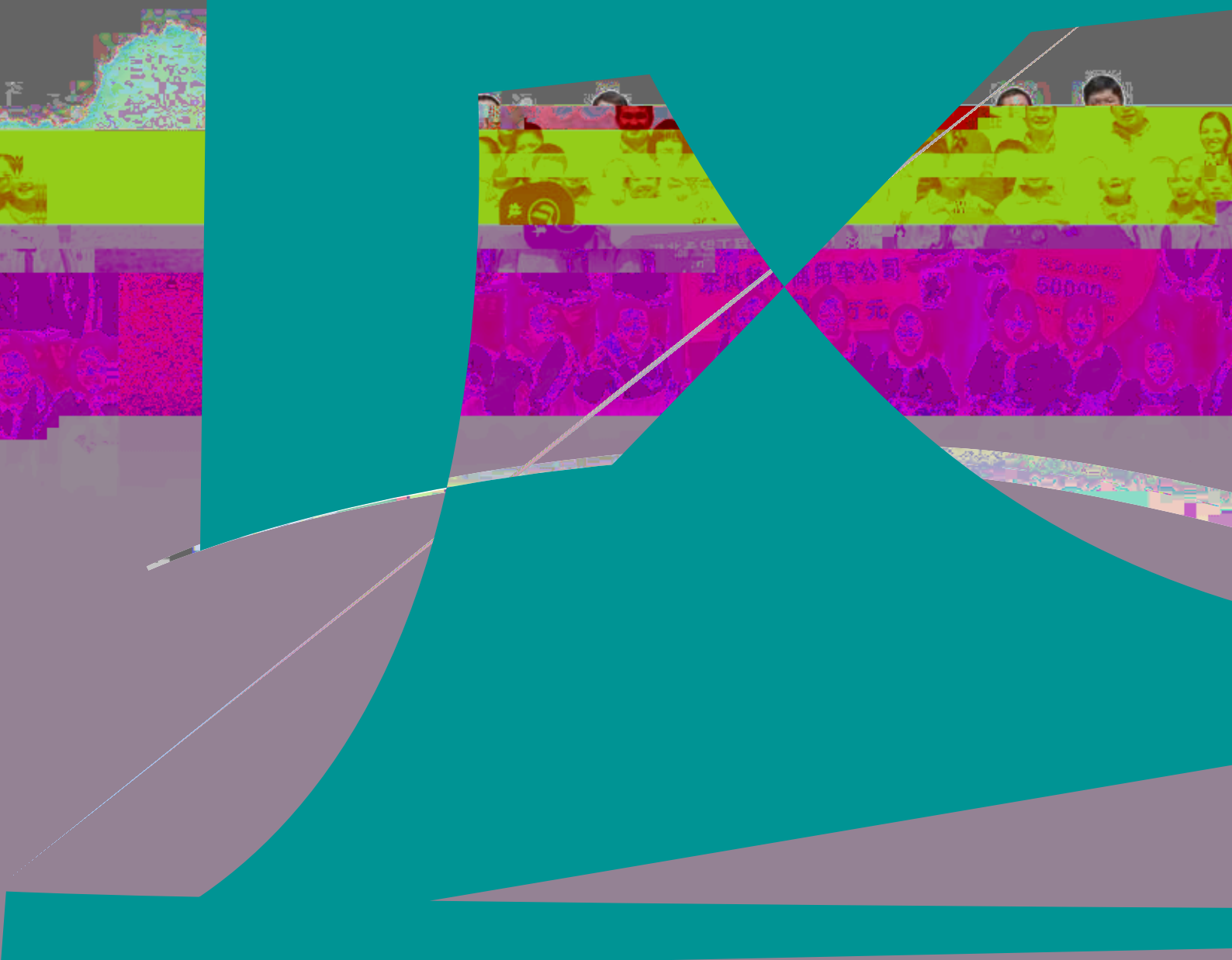
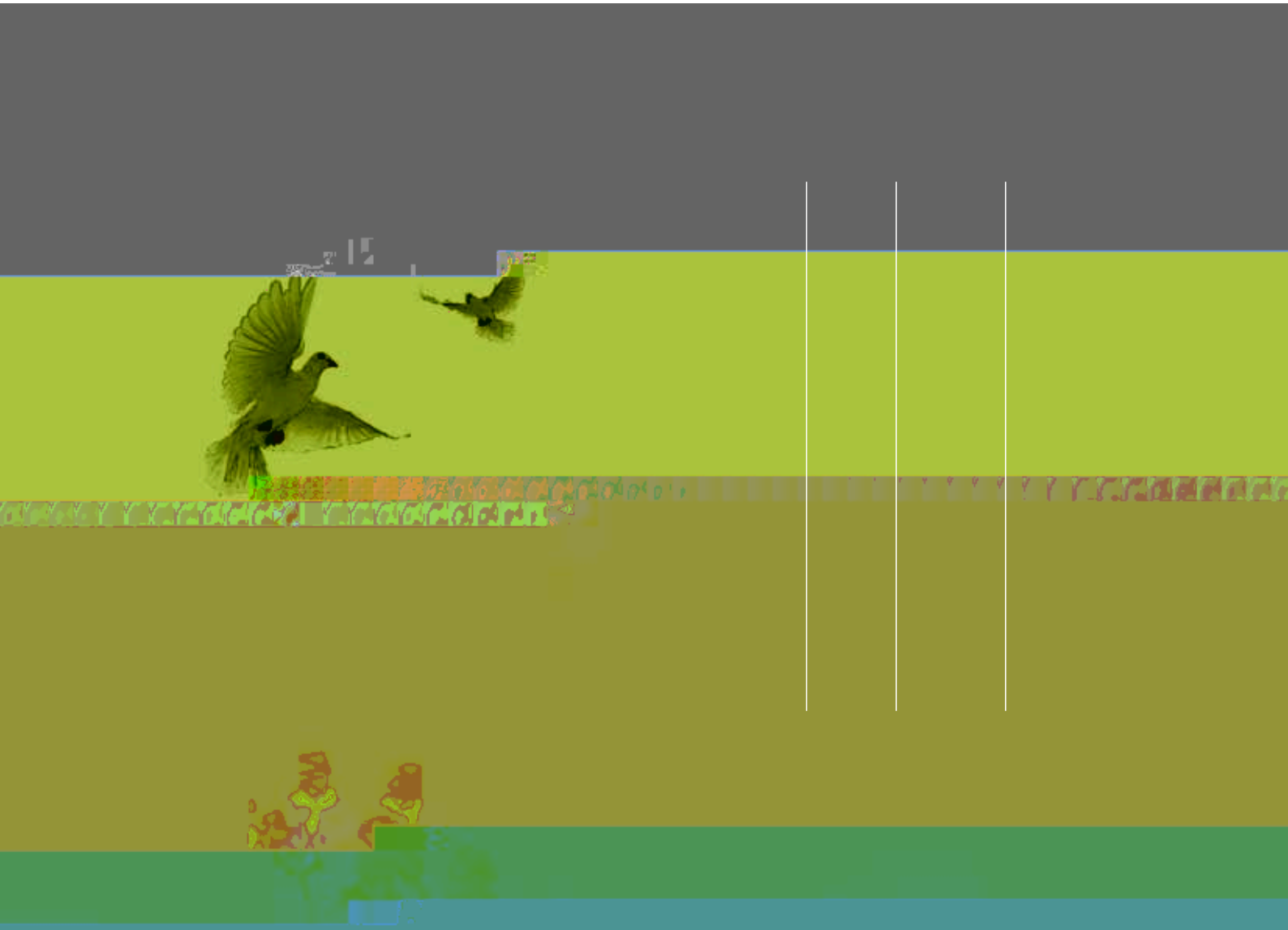
In April 2013, at the 15th Shanghai International Auto Show,
brand of Dongfeng Nissan released the new energy •V Blue StrategyŽ and showed the brand new concept vehicle viwa developed





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In 2012, approved by the Chinese Ministry of Civil Affairs, Dongfeng Automobile Company prepared to establish Dongfeng Benevolence Foundation. This foundation is a non-public-raising foundation, with a registered capital of 50 million yuan, mainly providing platform and financial support for the implementation of public welfare projects in the company•s Nurturing plan. In 2013, the foundation received a total of 33,632,100 yuan of donation from directors• units, and donated money and articles worth 27,471,700 yuan.

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he foundation ta es oard of dire tors as the arrier, and ﻩa es i ortant issue de isions to e o en, de o rati and trans arent. In strict accordance with the Articles of Association, the foundation timely holds the board meeting to discuss and determine important issues, reports annual work, discusses work plan, informs the overall balance of payments to the foundation, and reviews annual expense budget, etc.

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he foundation, 、 i ro ing wor ing s ste and ro ess, ensures the foundation to wor in a standard and effi ient wa . In 2013, the foundation formulated Foundation Use Administration Measures that clarifies fund use application rules and processes; the foundation distributed to each director unit VI Manual of Dongfeng Benevolence Foundation that regulates the visual behavior system of the foundation and unifies image.

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The company continues to strengthen brand activity of •Dongfeng volunteersŽ, and has currently established 50 volunteer service teams that are standardized, institutionalized, and normalized, and are under organization and system, implement plan and activities, with more than 2,000 volunteers. Through system design and active innovation, the company strives to integrate serving enterprises, community and society, take concrete actions to practice the volunteer spirit of •dedication, love, mutual aid and progressŽ, contributing youth and power to building harmonious Dongfeng.

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The company founded Dongfeng Volunteer Work Steering Committee in 2013. On the one hand, the establishment of the committee incorporates Dongfeng volunteer management into the company•s social responsibility management system. On the other hand, through coordinating and guiding Youth Volunteer Association to carry out work, it further improves the service level of Dongfeng youth volunteers and enhances the influence of Dongfeng volunteer service. Meanwhile, the company also released rules and regulations such as Regulations on Strengthening the Organization Construction and Service Activities of Dongfeng Volunteers, Regulations of Dongfeng Volunteer Work Steering Committee, Performance management measures on Youth Volunteer Service Work of Youth League Committee Directly under the Company, so as to guide various units to carry out volunteer service activities in a standardized and scientific way.

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On March 3, the company held the Conference on the Establishment of Dongfeng Volunteer Work Steering Committee and 2013 Volunteer Service Launch Meeting in Wuhan Base Community. At the conference, the company formally established Dongfeng Volunteer Work Steering Committee, and granted plaques to various youth volunteer associations in Wuhan base.

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In August and September, Dongfeng Benevolence Foundation carried out •Heartfelt Wish micro public welfare activities at some units of the company, the second charity exhibition, and official Microblog of Dongfeng Benevolence Foundation at weibo.com. The activities are aimed to meet small wishes of children before schools are started. The company•s employees and the loving people from all walks of life actively participated in the activities, and helped a total of 462 pupils to achie their wishes for the new school year.

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Dongfeng Hope Class:

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In October, DFM•s Dongfeng Peugeot Citroen and Dongfeng Hongtai actively organized youth volunteers to carry out •Dongfeng Hope Class activity in the schools whose construction was supported by Dongfeng.

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In November, Dongfeng Benevolence Foundation worked with the Youth League Committee of Dongfeng and General Hospital of Dongfeng to carry out •Benefiting HealthŽ love physical examination in Dongfeng Commercial Vehicle Hope

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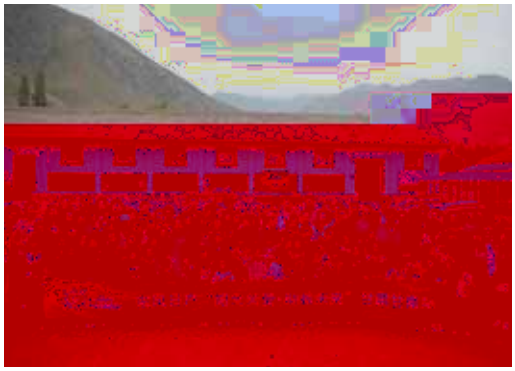

From September to November, Dongfeng Nissan continued to implement the project of •Sunshine Careᵇ Assistant to the FutureŽ. More than 120 kindhearted car owners were organized to visit 3 campaign stops (Gannan Huadanjiancuo Orphan School in Gansu Province, Qingshan Town Jieshan Primary School in Shiyan City Hubei Province, Mazhi Township Daxin Ethnic School in Guizhou) for donation activities. Goods with total value of 620,000 RMB were donated, which included sunshine playground, audio-visual equipments and stationeries. Up until now, Dongfeng Nissan has carried out •Sunshine Teaching AssistantŽ activities in 12 campaign stops nationwide.

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In June, DFM•s DFS Industrial Group implemented the activity of •Help Children to Achieve Dream … Care and Study-aiding Trip of DFS Industrial GroupŽ in Hebei Province. The company donated 100,000 yuan to the primary school in Beibaiquan Village, and funded the constructions of DFS Industrial Hope Dining Hall to solve the eating problem facing children. This is the third DFS Industrial Hope Dining Hall constructed under support of DFS Industrial Group after dining halls constructed in Guizhou and Chongqing.

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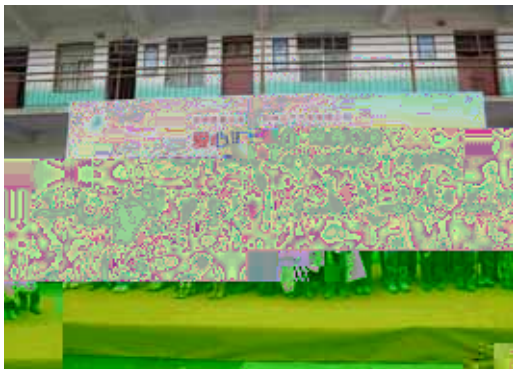

In December, DFM•s Zhengzhou Nissan carried out the activity of •Caring Children of rural migrant workers in cities in warm winter in 2013Ž in Dequan School for Children of Rural Migrant Workers in Zhengzhou City. This time, the company donated 500 loving packages worth 50,000 yuan to 500 students, and donated RMB100,000 to the school to help students spend a warm winter.

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In October, the company donated 12 •Mother Health ExpressŽ to Hubei Province Women•s Federation through Dongfeng Benevolence Foundation. Dongfeng vehicles with self-owned brand have become the carrier of the mission of •care for mother, pay attention to healthŽ. Dongfeng has donated 36 •Mother Health ExpressŽ worth more than 3.1 million yuan.



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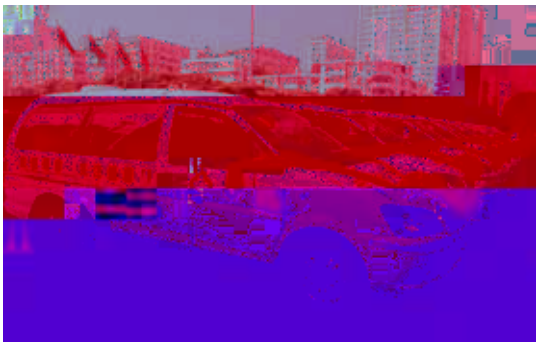
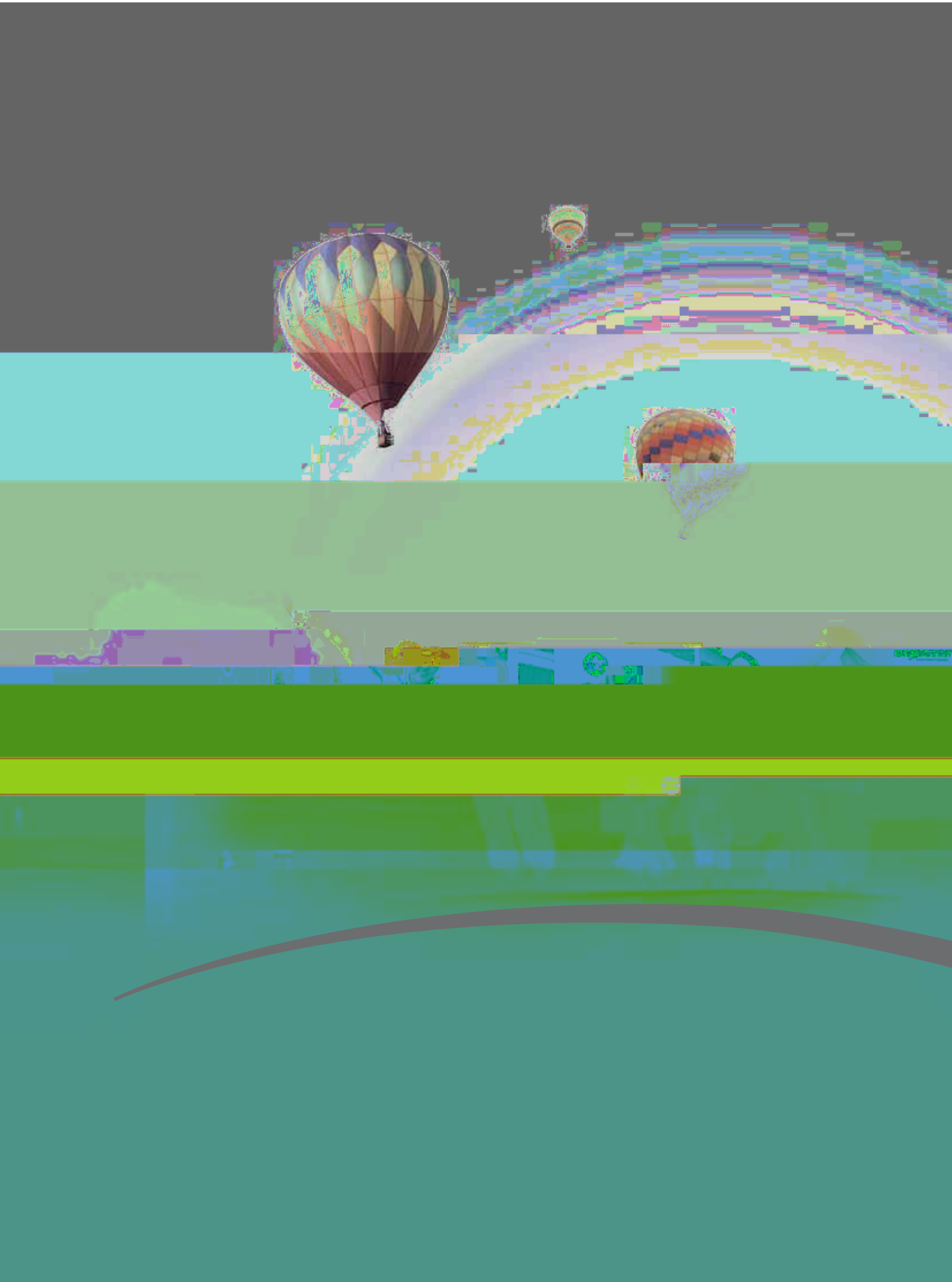
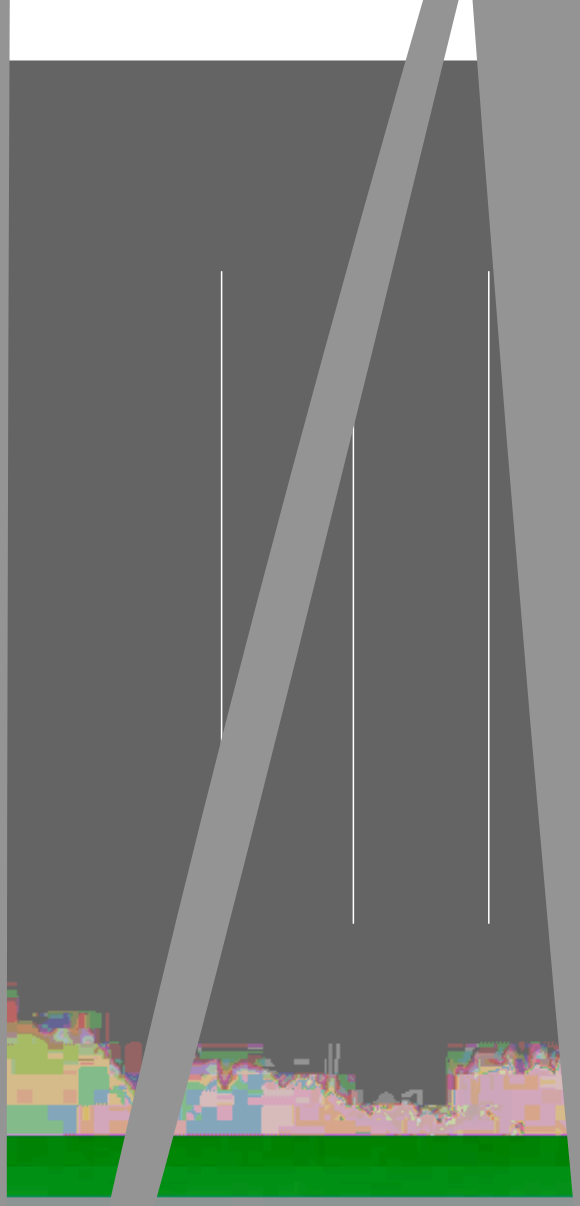
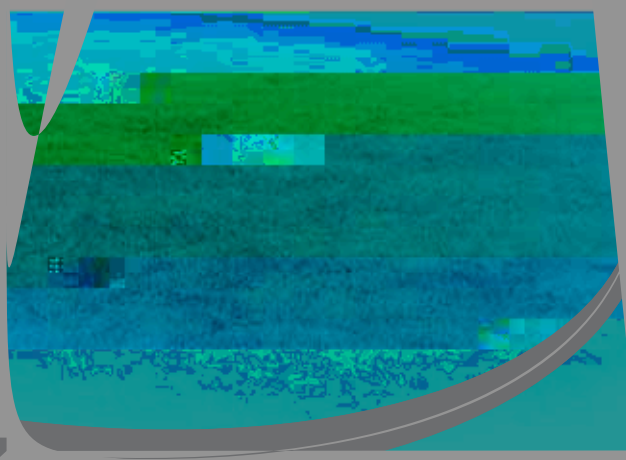


According to statistics, •Mother Health ExpressŽ donated in 2011 and 2012 are mainly placed to 24 poverty-stricken and remote counties, cities and regions in Dabie Mountains and Wuling Mountain areas. At present, the vehicles have provided health screening for 303,838 women and children, conveyed 24,818 pregnant and lying-in women, and offered emergency rescue to 5,099 patients. Through implementation of this project, Dongfeng tried the new duty-performing mode of vehicle enterprises, that is, in combination with enterprises• product characteristics. While providing quality automobile product and service to the society, the company endows the products with higher social public welfare value.







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From 2011 to 2013, Dongfeng Motor Corporation donated 10 million yuan to set up Dongfeng special fund for supporting college-graduate village officials under China Foundation for Youth Entrepreneurship and Employment, in order to support college-graduate village officials to positively start business during their tenure. The special fund lasts for three years and covers 500 counties in 22 provinces in China.

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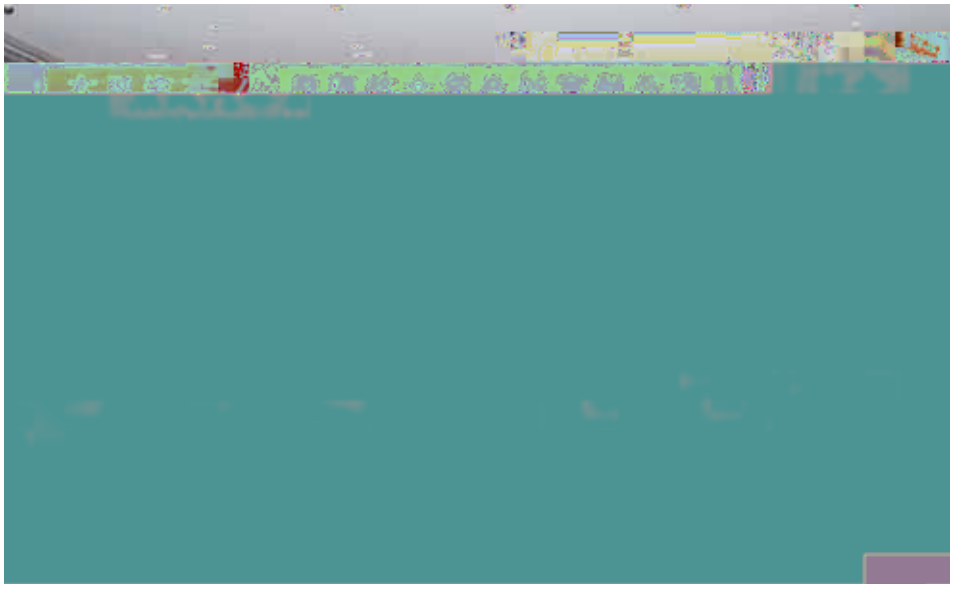
In May 2013, the company arranged national outstanding college-graduate village officials to visit Dongfeng, and held Summary Conference on Venture Projects Launched by college-graduate village officials supported by Dongfeng, Forum on Recruitment of national outstanding college-graduate village officials into Dongfeng, •Experiencing DongfengŽ Industrial Trip.



Through these activities, on the one hand, comprehensive summary was made to the three-year duty-performing project of Dongfeng special fund for supporting college-graduate village officials. On the other hand, college-graduate village officials understood Dongfeng and joined Dongfeng, thus broadening their career development space; Meanwhile, it also manifests that during sustainable development, enterprises actively fulfill social responsibility and make constant innovation of duty-fulfilling carriers, and are committed to positive behaviors aimed at harmony between enterprise and society.

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Dongfeng advocates that society, enterprises and citizens should make joint efforts to create healthy and harmonious automobile culture with Chinese characteristics and achieve the dream of a strong auto country.

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Dongfeng, the nurturing east wind. In2014, guided by the •great synergyŽ strategy, Dongfeng Motor Corporation will further promote the implementation of the social responsibility intermediate action plan … Nurturing plan. With •social responsibility monthŽ as the carrier, it will mastermind a series of duty-fulfilling practice projects such as •Dongfeng Free TravelŽ automobile citizen culture activity, DFM DREAM CAR environmentally-friendly automobile creative design competition, Dongfeng Children Nurturing Action public welfare study-aiding activity and so on to fully fulfill economic responsibility, stakeholder responsibility, environmental responsibility, public welfare responsibility, and cultural responsibility, contribute to social harmony and environmental protection, and realize scientific development.

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In face of future, Dongfeng Motor Corporation takes •Building Sustainable Century-old Dongfeng, world-oriented internationalized Dongfeng, and independently developed Dongfeng in opennessŽ as corporate vision, centers on the target of •being strong and excellentŽ, gives priority to •Reform and opening up, promotion of cooperationŽ, strives to promote to the world Dongfeng which is independent in an open environment, and conducts sustainable development with international competitiveness.



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