

DONGFENG
THE NURTURING EAST WIND

东 风 化 雨　　润 泽 四 方

ł Ώ ᵛ ŃƆ ł ᵛ Ń

ł ᵛ Ń ł ŃŐ ł ᵛ ŃΓ Ṽ ضه ɞ

ł Ń ƨ £ ᴸ ẅ ɥ £ ḧ Ÿ £ س ɦł ɞ Ń

ł ᵛ Ńᴹ ƨ ɥ ʌ ʌ £ Ϙ ش ´ ɦł ᵛ ί Ń

Ẃ Γ Θ ℵ Ṽ ضه ł ᵛ Ń Ȍ ł Ώ ᵛ Ń

ᶻ لى ẋ ʌ Ш Ӿ ʰ Ȍ ɜ Ӿ Ő ʰ Ő

ᵃ ɞ ɜ ǰ ŋ ᵃ ɞ ɞ

Λ† ᵃ Ṣ ẁ ł ˛ ϟ ⁱ Ńɞ

ł Ώ ᵛ ⁽ Ń Ώ ¯ ṵ

شعي Ш И ᴼ ɜ لى يج Ȍ ق ڤ ɞ

Ώ ¯ ṵ يج لى گ ɱ : Ṙ طد 3 Ӿ ب ʉ ώ

Ш Ȍ ɜ ♂ Ґ شخ ǟ ʌ Ṗ ` ɜ ṫ تمد Ṗ ` ɞ

Contents

Z אַ ⱶ .0
To All Friends of DFM

ǎ ˘ Ỹ .4
Company Profile

ȕ /2
P cqnm l qg ` gjgrw

0. /2 /6
?a f gc t c k c l rq g l 0. /2

Z ȕ φ 03
DFM’s Responsibilities

ȕ 13
Economic Responsibility

ᵴ Ặ ȕ 25
Stakeholder Responsibility

ط ȕ 4/
Environmental Responsibility

Ж ǎ ȕ 5/
Social Responsibility

ɔ ȕ 6/
Cultural Responsibility

7.
Vision of the Future

7/
The Appendix



61

Environmental Responsibility

θ Ά طهي Ă ۱

Nurture the Nature and Keep
Harmonious with the Environment



71

Social Responsibility

ắ Ï Δ Ά Ж Ă

Contribute to Public Affairs and
Advance with the Society



81

Cultural Responsibility

ɔ Ά Ă ה

Contribute to Cultural Development and
Develop together with Civilization

47

Stakeholder Responsibility

ạ Ặ Ά φ Ă

Benefit the Stakeholders and Grow with Them

To All Friends of DFM



ZHU YAN FENG

Z ǎ ˘ Ï ɞ ȧ Ш

Chairman and Party Secretary of
Dongfeng Motor Corporation

Ặ Ắ П Ắ
ã ỷ

ẹ ᴎ Ắ
ẹ ᴎ Ґ
ᴛ

Ё ᴇ 1969 Ặ ᴇ
Ё І
щ

♀ ᴛ х Т
ᴎ W Ё 2600 Т
ᵘ 1100 2700 к 16.7
к 160 х 500 113 500
17 Ắ ᴛ 20 16
1
Ό Ό

“ Ã ”
ᴇ ΌЉ ᴛ
ᴛ
ᴇ Ό
ᴛ Ц ᴛ
ᴍᴍ ᴎ ᴛ “ ᴎ ”
“ ” “ Ắ ” “ ” Ό
Ό W Т ᵘ
ᴎ ᴍᴍ

ᴇ ᴜ̇ е Ό ᴝ ớ І ᴜ̇
е Ό ᴛ
“ ᴎ ” Ό “ ” Ό “ Ắ ”



2014 Å ﷺ
Є ' ، ᄀ " ﻻ Å Ã
ﺛﻢ Ó I
Ó Å ỏ ﻫ

In 2014, Dongfeng Motor Corporation faced the challenge brought by a slower growth and intensifying competition in the industry, and the new situation and tasks of reform and development. With the

Company Profile

Z ε α Ỉ ϐ α m Ạ̈ ϝ
ὰ ʾ Δ Ψ α ῷ ϐ Ψ α Ẉ ạ̇
ʾ ε Z ϐ ϒ ϡ Ϗ ὰ θ e ϳ

Business Goals:

To build DFM into the domestically best and world-leading automaker;
To generate leading earnings yield at home and abroad;
To achieve sustainable development and create values for shareholders, customers, employees and the community.

1969 **2402** **16.41**

Ã ﻻ T ّ

يم SUV MPV ﻳﻢ ﻳﺎ ﻣ Ã

▲

ﻳﺎ ´O ﺛﻢ BSG ´O ´O ﺛﻢ

ò ﻻ ò

´O ê

ẹ ẹ

Ï ã

Main Busin ss:

Commercial vehicles cover a full range of heavy-duty, medium-duty, light-duty and mini trucks and buses

Passenger vehicles cover a full range of basic type passenger vehicles, SUVs, MPVs and crossovers, etc.

New-energy vehicles cover electric cars, electric buses, electric engineering vehicles, electric logistics vehicles, electric sanitation vehicles, BSG hybrid cars and plug-in hybrid city buses, etc.

Military vehicles include military cross-country vehicles and military vehicles for transportation

Autoparts and components cover powertrain, braking system, steering system, suspension system, interior system and telematics, etc.

Vehicle manufacturing equipment products cover special equipment, molds and fixtures, etc. dedicated to automatic production lines of automobiles

Auto-related businesses cover auto finance, auto logistics, used vehicles and vehicle leasing, etc.

4

500 **4**

China's Top 500 Manufacturing Enterprises: 4th

20

300

20

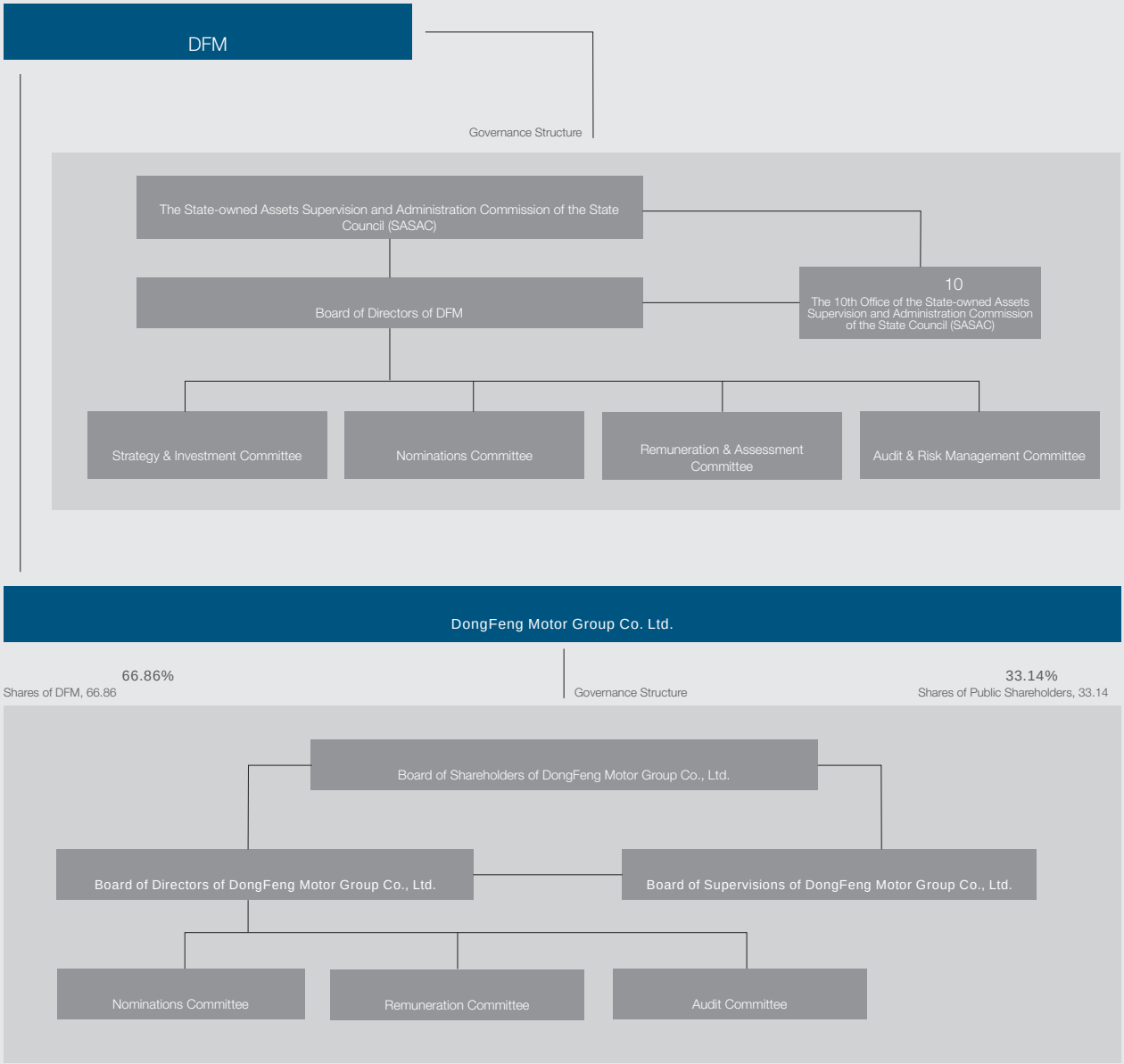
China's Top 300 Enterprises in Social Responsibility Development Indicator: 20th

Corporate Governance

Corporate Governance Structure

Å T Å Љ2011 4 I Ë
e I ỵ I Å Å ƿ Ã Ë ã
I I I ϡ ϣ Ω I Ë ã
ϣ

Å Ľ Ľ Å “ ” Љ2005 12 7 П
ϣ ã Ë ỵ I
ỵ I Å ϩ Ë ϣ ã



DFM is a solely stated-owned enterprise under the management of the State-owned Assets Supervision and Administration Commission of the State Council (SASAC). In April 2011, it established its board of directors and the corporate governance structure consisting of the investor respective (the State-owned Assets Supervision and Administration Commission of the State Council (SASAC), the decision-making body (the board of directors) and the supervision body (the board of supervisions). In last four years, the company has improved relevant organizations, for example, establishing the board of directors in which the outside directors are in the majority, the Board Secretary and Supporting Office; and it has also established relevant committees, for example, Strategy & Investment Committee, Nominations Committee, Remuneration & Assessment Committee and Audit & Risk Management Committee.

Subsidiaries of the company——DongFeng Motor Group Co., Ltd., (“DMF”) was listed on Hong Kong Stock Exchange (main board) on December 7, 2005. Since its being listed, DFM has always strictly observed the relevant requirements of the listing rules and corporate governance rules and has established the corporate governance structure consisting of the supreme decision-making body (the board of shareholders), the main decision-making body (the board of directors) and the main supervision body (the board of supervisions). At the same time, the company also improved various elementary systems and relevant regulations.

Risk Management and Internal Control & Audit

Å ∧ Ï p Ã Ë “ ” Ã Ë ∧

Ë

Å Ë “ ”

T ' Ό щ Ã Ẋ

ê

2014 Å Ω 5 9

The company established a comprehensive risk management system with “three defense lines” for its headquarters and all secondary units and explored to establish an evaluation system for major special risks and risk warning system so as to preliminarily achieve the transformation from system establishment to deep integration of risks and business, the transformation from problem orientation to approach orientation, steady implementation of risk control measures and effective control of major risks.

The audit bodies of the company at all levels constructed the risk-oriented audit mode which takes “risks as orientation, control as main line, governance as a goal, increase in value as an objective and coordination as a support”, hinged around corporate production and operation to carry out its work, strengthened risk disclosure and improved whole-process control at the source so as to be more active in control, promote the establishment of internal control system and constantly improve the effect of audit in corporate business.

In 2014, the company issued five rules such as the regulation for risk management report and prepared 9 templates such as risk management evaluation and special risk management, so that risk management of the company became more institutionalized and normalized.

Corporate Culture

“ ”

Core Concepts of DFM’s “Harmony” Culture



“ ”

Action System of DFM’s “Harmony” Culture

“ “ Ц Т ”

“Harmony” is a natural phase, which originally means warm and comfortable spring wind and figuratively means good and comfortable condition and situation; here it means the sense of happiness and comfort brought to people by the DFM’s harmony development high-quality products.

Working Background

“ ”

Construction of ecological civilization and environmental protection are the important responsibilities of DFM

At the key area of the Middle Route Project of S-N Water Diversion

New environmental protection law has been released by the state and the constant improvement and promotion carried out by DFM meet the requirements of the new law

Comprehensively carrying out special environment improvement at Shiyan Base and Xiangyang Base

The project with the largest scale, the largest investment, the most comprehensive coverage and the strongest strength throughout the history

ζ ỉ

Main Contents

Combing of the management functions and determination of the supervision responsibility and the entity responsibility

Combing of management function of secondary units and plants

Determination of supervision responsibility of secondary units and implementation of the entity responsibility of the plants

+

Inspection and rectification of environmental protection problems in the overall value chain

Standard management

Site improvement

Equipment and facility improvement

ר ס

Special Measures for Environmental Protection

Problem examination
2014-2-28
February 28, 2014

All-round whole-process trouble-shooting

Preparation of problem list based on standard management, site improvement and equipment and facility improvement

1939

1,939 problems found

Problem rectification
2014-11-14
November 14, 2014

Active recti□cation of the problems in standard management and site improvement

2015

Constant recti□cation of problems in equipment and facility improvement in 2015

3.53

353 million yuan to be invested in recti□cation accumulatively

Inspection and acceptance
2014-12-31
December 31, 2014

Inspection and acceptance of rectification achievements of subordinate units by the secondary units one by one

Expert team organized to inspect and accept the secondary sectors one by one and make spot-check and overall evaluation

Effect of Rectification

Environmental awareness of each unit improved generally

Environmental protection organization and professional staff allocation improved

More explicit environmental protection responsibility

Standard management and site improvement problems effectively solved

Various technical proposals prepared for special rectification

Synergistic effect achieved with corporate resources, ensuring success of the Middle Route Project of S - N Water Diversion

“ ”

Carry out DFM “Drive Safer” Charity Activity

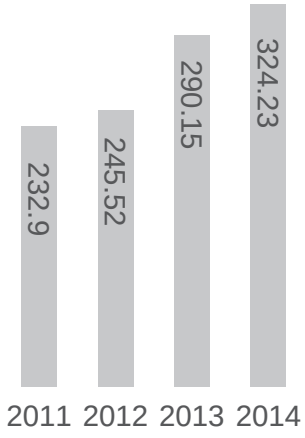
2014 10 Å
10 П I
ę ٨
2015 10 Ã
ỷ

In October 2014, with the donations, DongFeng Benevolence Foundation arranged 10 children disabled in traffic accidents from Heilongjiang Province, Guizhou Province, Shanxi Province,

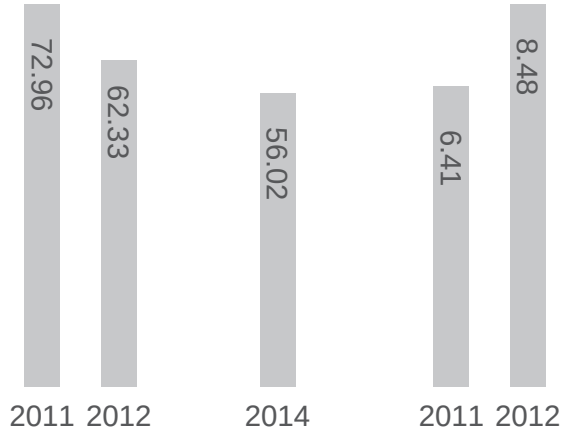
2014

Achievements in 2014

Figures



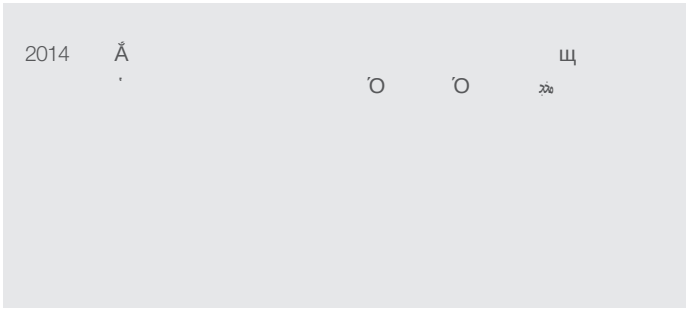
Corporate sales volume of passenger vehicles (ten thousand vehicles)



Corporate sales volume of commercial vehicles (ten thousand vehicles)

1930.64	2198.41	2349.19
307.85	353.49	380.25
15.95	16.06	16.19
3903.68	4533.56	4829.39
362.34	406.16	450.36
2	2	2

Figures



2014 Å ᄀ “ ᄉ ”
Ã
Ë ᄉ Å ę Ë “ ᄉ ”
Å ầ ᄲ

In 2014, the company released the “Harmony” cultural strategy, deeply and fully expressing DFM’s core value and allegation of the age based on full absorption of DFM’s excellent culture genes and inherence of DFM’s excellent cultural tradition53bs and i4.029 so carried out a wide promotion and practice ca i4ign for the “harmony” culture in the group, so culture construction of the nd i4.02ca e to a new stage.

Å ᄀ ầ Å ˈ ᄀ
ˈ ầ ᄀ Ã
ᄀ Ã ᄀ Ã ᄀ
Ó ᄀ

Synergistic development of the nd i4.02ca e to a hard time and all persons in the company, with a more promising spirit and more effective working style, implemented the synergistic development strategy, fully established a new concept of synergistic development, nd irehensively constructed new system of synergistic development and nd irehensively expanded new path of synergistic development in order to break a new ground for the synergistic development.



2014 Å Ã “ ” ᄲ Å
Å å Ë ę
Ụ “ I ”
e

In 2014, the company made synergistic innovation to nd irehensively implement the “nurturing” plan and explored a series of responsibility performance model with DongFeng nharacteristics in terms of environmental irotection, public interest relief and public welfare, etc. Meanwhile, the company 9 so had made steady irogress in annual construction of “ten major events” at Shiyan base in five consecutive years and implemented the people-benefit iroject in the favor of people.



Å 2014 ầ ᄉ
Å

In 2014, the company consolidated the results of management enhancement activities, carried out management enhancement and innovation and promoted management upgrading.



2014 Å
ᄲ Ч

In 2014, at the height of ndnstruction of ecological nivilization, the company focused on the environmental irotection for Shiyan base and Xiangyang base and carefully iromoted special environmental irotection management to ensure the water conveyed to Beijing clean.



DFM Events

1 3 ʈ
Љ

On January 3, Yuan Yong, an employee of DongFeng Cummins, was invited by the general manager Wang Ning to have lunch. The general manager Wang Ning wanted to listen to the latest thoughts of skilled employees in this way.

1 27 300 x 7
e

On the morning of January 27, more than 300 employees waited by the road with their luggage. For the Spring Festival this year, DongFeng Xiaokang rented 7 dedicated buses to send its employees home to have family reunions.

2 14 Ở ♄ يم Ắ Ï Ẫ

On February 14, the Lantern Festival, no firework show and dance party were held, which had been the second time for DFM to break the tradition and advocate frugal festival consumption.

3 17 ᄀ Ë Ï “ ᄂ e ” щ
Ë 4

On March 17, Yang Changfa, an ordinary welder, made a remote automatic carbon-dioxide arc welding “robot”, and then his working efficiency was improved by 4 times.

5 14 Ắ ♀ Ë ᄂ
ᄃ

On May 14, DPCA Xiangyang Plant held a three-day food festival, at which all employees could select their food freely from hundreds of dishes.

6 26 e Ë “
” 17 Ó Ë

On June 26, through a piece of news titled *Where are You, My benefactor?* The journalist of DongFeng News, Luo Fuxiongying, was found. Luo Fuxiongying who was thought to be stingy and lived a life of self-denial and mortification extended financial help to a taxi driver 17 years ago.

7 16 Ë “ ” “

DFM's Responsibilities

Concept of Social Responsibility

东

“ ”щ“ ” “ ” “ ”ѡ“ ” “
” • •、Ц• “ e ” “ ” • “
” Ė “ ” ѡ “ ” Ḏ ᄉ
Ḏ ѡ ѡ e e “ ȁ
”

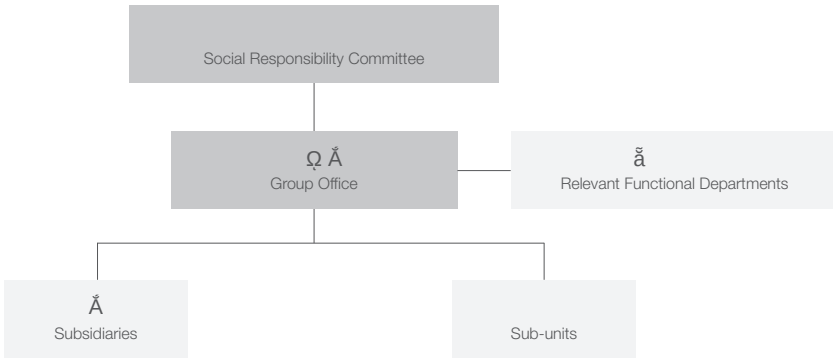
“ ” Ǻ ᄉ
Ǻ ǎ ΌЉ ᄉ ᅟᅠᅠ ᄀ
ᄀ

Management of Social Responsibility

Organization System of Social Responsibility

Ǻ Ǻ I Ω̣ Ǻ Ã
Ǻ ᴧ e Ǻ
Ω̣ Ǻ ᴧ ệ ᴧ

DFM Committee for Social Responsibility was established, which, chaired by the chairman and general manager of DFM and led by group office, managed the social responsibility-related work of the entire system and organized corresponding departments and personnel of each unit under DFM to together advance the social responsibility-related work. According to the provisions of *DFM's Measures for Social Responsibility Management,* the company specified the contents of planning management, implementation management and operation evaluation management of its social responsibility, etc., strictly followed the foreign donation procedure and information reporting system and realized systemization and systemization of social responsibility-related work.



Construction and Management of Social Responsibility Systemonsa8-ycial Responsibd thb-units3204b-units

Social Responsibility Communication

List of Stakeholders and Main Communication Modes

Stakeholders	Claim	Communication channel and mode
Government	Respond to national policies Make trusty and lawful operation Pay taxes according to law Promote employment	Participate in survey and preparation of relevant policies, standards and plans Pay all taxes in full Create more employment positions
Contributors	Preserve or increase the value of state-owned assets Regulate the corporate management and prevent sales risk	Participate in investor exchange and reporting meeting Report statement mistakes Accept the supervision and assessment of the State-owned Assets Supervision and Administration Commission of the State Council (SASAC)
Customers	Provide high-quality products Ensure product safety Provide high-quality services	Make customer satisfaction investigation Make customer relation management Hold talks with the customers and visit the customers Actively respond to the customer complaints
Employees	Keep employee rights and benefits Ensure the employees' occupational development Care the employees	Hold congress of workers and staff Participate in labor unions Use the channel with which the employees can participate in the corporate management Collect comments and rational proposals
Industry partners	Share experience Make technical exchange	Attend industrial meetings Participate in technical contest and exchange
Cooperative partners	Observe business ethics Make procurement in an open, fair and just way Make mutual benefits and achieve mutual development	Disclose procurement information Make negotiation and exchange
Community and environment	Communicate environment	

The company continued to improve its communication mechanism for internal social responsibilities and made effective communication with the responsible parties. On the one hand, the company made face-to-face communication and exchange by holding democratic communication meeting and situation target meeting and through visit and investigation into corporate grass-roots, etc. On the other hand, the company advanced responsibility communication and information sharing by sending *Social Responsibility Report* and *Social Responsibility Briefings* to each subsidiary.

Corporate Communication Mechanism for External Social Responsibility

Å Å ד
ש Å ש Å
כ ˙ Å ך ם “ ” ˙

The company fully used its personal media such as official blog, WeChat and public media to make immediate and effective communication about rresgtn[hilee compan5(byontincon aboutase*[()-2pany)22.9( )]TJ6]TJ0.048(fective communppced)of[esMechaei

Senior Leaders of the Company Participating in the Communication and Exchange Activity of Social Responsibility

2014 Å ɔ Π ʌ ɯ ɿ Ë
ˍ Ë Å

In 2014, the leaders of the company participated in the communication and exchange activity of social responsibility, made effective social responsibility communication through media seminar and presentation at some forums and effectively promoted the performance of corporate social responsibility.

Screening of Core Topics

Procedures for Selecting Core Topics

Ľ Ľ Å ệ Ã Ế ã
ệ ʉ Å ɿ Å ã ˋ
ã ɯ

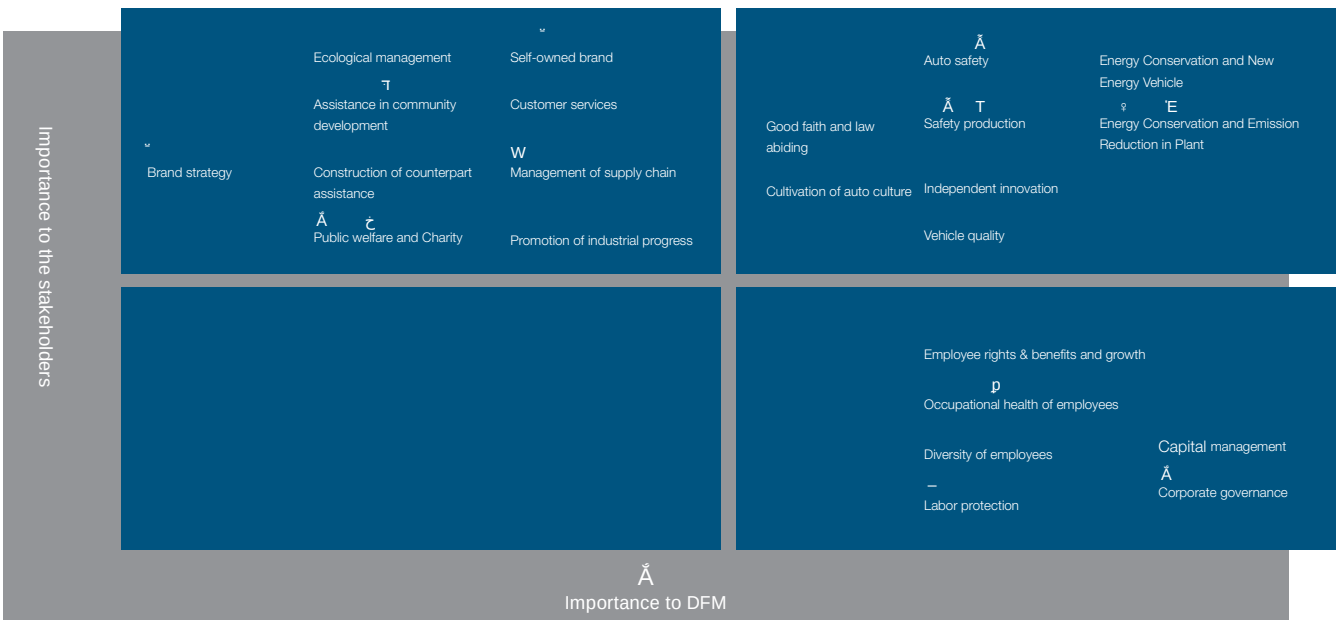
Ľ Ľ “ Å ĩ ” ʌ “ ã ”
ã Å

Collection of topics—As to the topics of social responsibility, the company first considered international and domestic social responsibility standards and then considered national policies, public concern, trends of topics of Chinese and foreign auto enterprises and corporate development planning. DFM carried out social responsibility investigation for all stakeholders through massive questionnaires and interviews, and found that the topics all stakeholders paid attention to were respectively of economy, environment, society and industry.

Review, determination and reporting of the topics—Based on “the influence on DFM business” and “the importance to stakeholders”, it was suggested to screen the topics and sort them according to attention index in order to determine the topic of the corporate social responsibility.

Results of Core Topics Screening

Å
Analysis Matrix for Substantive Topics of DFM's Social Responsibility



Building of Social Responsibility Capacity

CSR

Carrying out CSR Topic Research

“ ” Å “ ‘

¯ ï ’O ” Å

Ë

According to the overall arrangement and deployment of the State-owned Assets Supervision and Administration Commission of the State Council (SASAC) for “management improvement”, DFM set up “strengthening responsibility performance coordination and promoting the influence of brand

Participating in Preparation of Industrial Standards

2014
Ï ǎ
ớ
3.0
Ë
ʐ ʌ ệ
Ẹ

Ë
Ã



In 2014, DFM headquarters and some secondary units worked together with Chinese Academy of Social Sciences to prepare *Chinese Code for Preparing Corporate Social Responsibility Report 3.0-Automobile Industry.* The Code proposed the principles, logic structure and contents to be followed by the China's auto industry in preparing corporate social responsibility report, and it was also of great importance in guiding China's auto industry to disclose corporate social responsibility information and determined the industry standard for the China's auto industry to prepare a corporate social responsibility report.

Conducting Team Capacity Training

Ó Ắ ɔ ˈ
CSR Ó
Ẫ Ắ e Ẫ

To improve the business capacity of DFM social responsibility team, on the one hand, the company organized the team to actively participate in various CSR trainings organized by SASAC, Chinese Academy of Social Sciences, China Federation of Industrial Economics and other units; on the other hand, it also hired excellent teachers of Chinese Academy of Social Sciences to systematically and comprehensively train all social responsibility personnel in the company in social responsibility theory and practice.

2014 7 Ọ Ụ “ Ц
Ľ Ľ Ắ ” Ắ ˘ ʒ
Ц ɔ ˏ ỵ ᵀ
ˍ ỵ “ ” Ắ
150 ɔ ˈ Ë

In July 2014, 5th Session of "Responsibility Sharing-Public Class" held by Research Center for Corporate Social Responsibility Chinese Academy of Social Sciences was held in DFM headquarters. This training, through new training modes such as face-to-face teaching by the experts, responsibility sketches, case study and site investigation, focused on solving the practical problems in corporate development in a professional perspective and took "
(perform social responsibility to moisten everything-to be benevolent to the people)" as the slogan of the public class. More than 150 people from Chinese and overseas enterprises, scientific research institutions and social groups attended the training.

Social Responsibility Activities

—— “ ” 2012 —2016

DFM Social Responsibility Mid-term Action Plan of “Nurturing” Plan (2012—2016)



ł Ń ƨ ɥ £ ´ Ь ɦ ʰ

ł í Ḱ Ńɞ ṫ Ḱ T

ł Ń Ώ

ł Ώ ʋ Ń í ł Ńɞ

í ł í Ḱ Ńɞ

Ẁ ω ł Ń ʎ Ḱ

ي ˣ

Ҩ Л Ό Ш И א Λ ˣ ٹ

مجي طد A ص ɗ ɟ И ɜ

♂ И Ȍ Ш И

ṯ ł Ń ʎ ł Ń ʎ

Ҩ Λ† Ь ˈ ȉ ه قي Λ ł Ń

ᵉ Ҩ Л Ό Ш И Λ لى ή

مجي طد A ł سد Ńɜ ł ϱ Ńɜ ł Ȍ Ńɞ

⁴ Ḱ ḡ أ ه

ḡ Λ† Ḱ Ḱ Ђ

ψ ڭ И ʰ عي Ȍ Ђ ́ ɞ

“ ”
Objectives of “Nurturing” Plan

ㄱ Ắ “ ” ㅅ “ Ï Ụ ” Ẫ
ầ Ắ ㅅ Ẫ ㅆ ㅅ e
“ ệ ”
ˉ Ặ ㄱ “ ” ㅅ “ ”
Ó

To carry out the scientific development concept, fully improve social responsibility management based on the vision of “Three DongFeng” and strategic planning during the “12th Five-Year Plan”, incorporate social responsibility into the strategy and whole value chain management of the company, maximize the economic, social, environmental and cultural value, contribute to the achievement of the goal of “to build DFM into the domestically best and a world-leading automaker”, give back to the society with

Visual Expression of Social Responsibility

ʌ Å



Group Strategy and Leaping Development

Group Development Strategy

Guideline: To deeply fulfill the scientific development concept, take scientific development as subject, focus on speeding up transition of economic development mode and independent development progress, take deepening reform and opening up as power and further improve independent innovation capacity and strengthen the construction of self-owned brand with the dream of “building DFM into the domestically best and a world-leading automaker”; adjust and optimize business type and product structure, improve scientific management level; strengthen talent construction, accelerate the building of a harmonious society, strengthen and improve corporate party construction, insist on speeding up transformation in development and seeking for development in transformation and make efforts to open a new boundary of scientific development of DFM.

The whole goal of the company during the “12th Five-Year Plan” period is to make DFM stronger and more excellent and build DFM into the domestically best and a world-leading automaker. It mainly include the following aspects: To accelerate the transformation of development pattern and the progress of independent development; to improve five capacities of the company: overall capacity, independent innovation capacity, international competitiveness, sustainable development capacity and risk resisting capacity; to promote enterprise harmony and stability and general improvement of material and culture living standard of the employees; to increase the business scale to 5 million vehicles based on high quality and sustainable development and make its position in the industry more secure; to stay ahead of the industry in terms of management quality and keep a profit ratio of sales higher than 6%; to make the rate of self-owned brands (including joint venture brands) be about 50% and keep the proportion of overseas sales volume to self-owned brands be 10%.

2014
Strategic Progress in 2014

380.3

16.2%

In 2014, complete-vehicle sales volume of the company was 3.803 million yuan, with a growth rate obviously higher than that of the industry, its operation scale had maintained the second place in the industry for five consecutive years and its sales income, profits and taxes hit a new record; its market

“ ” 2014 Å ㄱ “ ㅅ ”
Ã Ë ㅅ Å ę Ë“ ㅅ ”
7 Å à ㎚

“Harmony” cultur In 2014, the company released the “Harmony” cultural strategy, deeply and fully expressing DFM’s core value and allegation of the age based on full absorption of DFM’s excellent culture genes and inherence of DFM’s excellent cultural tradition. The company also carried out a wide promotion and practice campaign for the “harmony” culture in the group, so the culture construction of the company came to a new stage.

“ ” 2014 Å Ã “ ” ㎚ Å Å å
Ë ę

Social R sponsib ility “Nurturin g” Plan In 2014, the company made synergistic innovation to comprehensively implement

Construction of Self-owned Brands

Developing the Concept of Self-owned Brand

Å ˥ ˘ ˨˩ ˥ Ó ˥ Ó ˈ
Є Ó ˥ ˥ ˇ T ˘
˥ Ó ˥

DFM develops its self-owned brands in order to cultivate and form independent development ability. focus on constructing the core competence for independent and sustainable development and accelerate the cultivation of core competence in order to support its long-term sustainable development; constantly improve product structure on a customer-centric and market-oriented basis and give priority to quality development based on high-quality and sustainable operation in order to achieve the unification and harmonization of development speed and quality, structure, benefits.

Development of Self-owned Brands

2014 Å ˘ ˘ 127.8 Å
33.6% ˛ 0.55 Ã 1.06 2014
Å ˘ T 155.5 Ẹ 83.5 72

127.8 ˘ ˘

Å
33.6%

In 2014, sales volume of the self-owned brands (including joint venture brands) was 1.278 million vehicles, accounting for 33.6% of the total sales volume of the company, increasing by 0.55% on a year-on-year basis and 1.06% higher than national level; by the end of 2014, the company produced 1.555 million complete vehicles of self-owned brands, including 835,000 commercial vehicles and 720,000 passenger vehicles.

2014 Å ˘ ♣ Ó ˛
54.46 Ẹ 22.08 11
ˈ T ˘ ʃ ˨˩ T ˘
ệ 28% Ë T ˘
T ˘ Å 13 Ë
Å Ï ˘

In 2014, commercial vehicles of self-owned brands responded actively to more severe economic downturn, stricter Tier IV Emission regulation and other unfavorable conditions and 544,600 vehicles were sold. Including 220.800 medium and heavy-duty trucks, ranking the first in the industry for 11 consecutive years; DFM seriously implemented national regulation and strengthened the reserve and marketing campaign for Tier IV, so the market share of its Tier IV products of medium and heavy-duty trucks reached 28%, becoming an industry benchmark; its light-heavy Tier IV products were transformed smoothly and market share of the product was also raised. It actively integrated 13 special and dedicated purpose vehicle enterprises and established DongFeng Special Purpose Commercial Vehicles Co. Ltd. to build its second brand for commercial vehicles.



Encouraging Technological Innovation

Å “ Ï Ц ”
- Т ¨ ' à Å
ﻫ خ Ë Ë Å 6 ῇ
ῇ Ѝ Å ᴛ
Å Ë ᴛ ' Ë Å
- Ѝ -

Development of Overseas Business

Overseas Business Strategy

Å ᴛ DH310 I Ë Ц ẹ 2019
30 ˘ 10% Ó 10
Ë щ ˘ ˘ ᴛ ♀
e

The company prepared DH310 overseas medium-term business plan according to DFM's strategic development requirements and proposed a goal of overseas sales volume in next five years, that is, by 2019, to export 300,000 vehicles, placing DFM among top 3 exporters in the industry; realize an export volume, accounting for 10% of the total sales of self-owned brands, and to strive to build 10 overseas strategic regional markets. In order to achieve the overseas sales goal, the company prepared a series of overseas strategies and measures related to overseas commodities and brands, research & manufacturing, market and plant, sales and service, finance and talent.

International Brand Building

Å DH310 I ˘ Ë “ Ã ˘ щ
” ˘ ᴛ ˘ ᴧ

DH310 overseas medium-term business plan of DFM set a specific goal for internationalization of DongFeng brand, “to build an international brand and spread DongFeng brand to the world from China” became an important development direction of DongFeng brand in future, however, international popularization and propagation of DongFeng brand also faced unprecedented opportunities and challenges.

ЉDH310 “ ȁ ˘ ” ˘ Ë ˘

Based on DH310 plan, a brand internationalization goal for “strategic overseas market immersion and construction of an international DongFeng brand” was proposed and phased promotion strategies were prepared for internationalization of DongFeng brand.

Т˘
Product Marketing

CBU ȳ KD ȳ



Å 2014 4 2015 5 “ ”

Ó ” ”

Ñ ” ”

Accepting Special Inspection

2014 11 27



Respecting the Shareholders and Maintaining the Rights and Benefits of the Investors

Having Good Communication with the Shareholders

Ǻ ٨ يم ש
طه ê Π ٨ א ש

DFM attached great importance to its communication with the shareholders and the investors and tried to keep constant contact with the shareholders and the capital market through one-to-one conference call, large teleconference, reception of inspection of customers and shareholders, appearance before various domestic and overseas investment conferences, non-deal roadshow, entertainment of reverse roadshow team and other forms.

Protecting the Benefits of the Investors

ש ã Π I I Ẹ ʐ
ד Π Ụ ד
ש Ǻ Ǻ ٨ Ǻ

As to affiliate transaction issues, DFM's independent non-executive director paid attention to maintenance of the shareholders' benefits, especially the benefits of medium and small investors, and voiced his opinions independently and prudently. At the shareholders' meeting, DFM sent a notice 45 days in advance according to requirements of the Stock Exchange, seriously counted the receipt and proxy form of the shareholders to attend the meeting and ensured fairness, justice and openness of voting, scrutinize balloting and other procedures at the meeting.

Regulating Information Disclosure

Π ã Ǻ ٨ Ã
ש Ǻ ٨ ã Π

DFM actively made communication and coordination with all relevant functional departments, subsidiaries and joint venture

accurate disclosure of regular information such as interim statement and annual report and the disclosure of irregular information such as affiliate transaction.

Å Å Ï Ë
Ë ã I

At the same time, DFM established a dynamic contact system for information disclosure with 23 subsidiaries such as DongFeng Automobile Co., Ltd. and DongFeng Peugeot Citroën Automobile Co., Ltd. In addition, DFM also established a communication platform for key affiliate information with major overseas partners to strengthen their communication before disclosing the information related to major issues and ensure the consistency of the information disclosed.

Touching the Customers and Focusing on Quality and Services

Quality—Safety is our greatest sincerity

Å ´ОЉ W Ƒ Ã T ̈ Å ċ
ȁ T ̈ Ã

The company devoted itself to providing auto products with reliable products and application safety. The company established a profound quality management system, actively implemented national warranty policy and deeply spread and practiced the product safety culture to constantly and effectively improve customer satisfaction.

Å ̈ ꞇ
´О ċ Ë PCS
VS
Å QRQC ċ T
“ ċ ” ʒ ȁ
ɯ̇ ċ
2014 å 1109 90% 141 ċ
92%

DFM’s subsidiary DongFeng Commercial Vehicles Co., Ltd. advanced the quality assurance programs in the product research
141 , ‹0 À U•@Ë ð*90% -ƒPƒ 90% , :U•@Ë ð90% < :U•@Ë ð MË °
sX

compartment vehicles of DongFeng Citroën C-Quatre produced from August 12 to September 13, 2013, two-compartment vehicles of DongFeng Peugeot 307 and 308 on February 14, 2014, totally 9,285 vehicles. Vehicles recalled this time might have potential safety hazards because their brake fluid was contaminated, which might cause that their braking performance were reduced in slow braking process under extreme condition.

Å Ë8 12
Ë CRM ∧ ∧ e
ד 2014 Ã
5 Ę 500 Ã 0.23% 2014 Å ï
“ Ã ” “ 1 24 W 72 ”
Ë Ë å
1743 1411 1.2

DFM’s subsidiary DongFeng Yulon Motor Co., Ltd. introduced 8-step service flow, 12-customer lounge moving station and other differentiated service models and also introduced CRM warning system and warning authorization system to help the frontline personnel to rapidly and effectively respond to customers’ demand through complaint warning and management delegation and thus avoid spreading of the negative influence caused by complaint escalation. In 2014, more than 50,000 warnings were given at the frontline dealers, including more than 500 complaints escalated, with a complaint rate of 0.23%. In 2014, the company introduced a new response concept of “all series vehicle action center”, requiring “responded within one hour, solved within 24 hours and completed within 72 hours”, which had effectively ensured fast response to the customers’ problems and been of great importance to improve customer satisfaction. By the end of 2014, the center handled 1743 complaints and monitored 1411 public opinions online, with average handling time of 1.2 days per complaint.

Å 30 WÃ 6 w 9 1P…X1tAP‰ð

Caring for the Employees and Creating Comfortable Working Environment

Respect

Safeguarding Employees' Rights

Å e å ʌ – ʉ ã –
Ế e ʌ – e Å ˆ Ë –
ʌ – ã

The company strictly followed the Labor Contract Law of the People's Republic of China and relevant regulations, maintained its employees' legal rights and benefits, observed the employment policy of equality and non-discrimination, actively safeguarded the right of part-time workers and labor service personnel dispatched and had no discrimination at employment and other aspects. The company established employment system according to law, implemented multiple employment form-based personnel management, observed enterprise morality and fulfilled legal responsibilities, and constructed a harmonious and stable labor relationship.

Å – –
e – T
– ʒ

Based on the implementation of Tentative Regulations for Labor Service Dispatch, the company carried out the special work for labor service dispatch, improved manufacturing efficiency by strengthening manufacturing collaboration, standardized business outsourcing, optimized personnel structure, improved productivity, properly controlled hiring proportion and implemented the principle of equal pay for equal work.



	2012	2013	2014
Rate of labor contracts signed	100%	100%	100%
Rate of collective contracts of the subordinate units and labor union	98%	100%	95%
Percentage of the employees joining in the labor union	95%	98%	100%
Employment producing (person)	27883	33465	34454
Local employment rate	98%	98%	98%
Employee turnover rate	3.8%	4.7%	4.4%
annual leave with pay per capita (day)	10	10	10
Percentage of female senior managements	6.70%	6.60%	7.0%
Proportion of male and female employees	7:3	7:3	7:3

Salary and Welfare

Å ˆ Ã – ẽ ˆ ˆ ˆ Å

Å

ṗ

The company paid employee remuneration timely as required, paid social insurances such as pension, medical insurance, unemployment insurance, work injury insurance, maternity insurance and housing fund for employees, set up corporate pension plan, supplementary medical insurance, catastrophic medical insurance, accident insurance and rescue fund, etc. The company arranged the employees to make health checks every two years, earnestly implemented the system of paid annual leave and constantly improved the level of welfare safeguard of the employees.

Employee Satisfaction

Å ˆ ˆ Ë Љ

ˆ ˆ ˆ Ẽ Å ˆ ˆ Ã ˆ ẹ

“ ” ã ˆ 3 ˆ

ˆ 83.6% ˆ ʒ Ã

ˆ ˆ Å W ỵ ˆ

The first employee satisfaction survey (pilot) made by DFM laid a solid foundation for the establishment of a long-term mechanism to listen to public opinion and make an improvement. Based on key emphasis in work, employee demands and industry standard, the company customized the survey models; established an “employee coordination” system acceptable to the industry and with DFM’s characteristics by taking into account the company, the employees and third parties; selected three different types of units including government departments, administered units and joint venture to successfully complete the pilot survey work. The overall response rate of the questionnaire reached 83.6%, in line with the principles of universality and representation. Through professional analysis, the company prepared *Employee Satisfaction Survey Report,* made comparison with international high-performance organizations, identified the direction of improvement and proposed suggestions for improvement so as to provide the company leaders with the basis for decision-making.

Caring for Employees

Å 2014 Å

“ ” ˆ “ Ц ”

“ ” 476 e ˆ 311.38

e ˆ ˆ

The company actively assisted the employees in hardship. In 2014, labor union of the company carefully implemented the “three Nos” support principle of the party committee, established and improved a “Five-in-One” support system for all employees in hardship; the company expressed sympathy and solicitude for 476 employees, allocated condolence money of 3.1138 million yuan, both hitting a record high.

Å T ˆ ˆ Ґ

e

The company gave special support to the female employees in menstrual period, pregnancy, perinatal period, lactation, and menopause and actively created more employment opportunities for the disabled in the society.





Employees' Growth

Å ᄀ Ï Ц e Å e e ᄂ
e ȁ ậ ậ Ẫ ᄂ ᄀ
ᄀ e ᄂ 100% ' Ó
' ᄂ e ˆ - Å
ɔ ' ᄂ e

By centering on the development strategy of the company and under the guidance of "12th Five-Year Personnel Plan", the company made an overall plan for development of management personnel, pr3494DFBuessional personnel and technical personnel and advanced the development work in layers; thoroughly implemented the spirit of the Eighteenth CPC National Congress, the Third and Fourth Plenary Session of the 18th CPC Central Committee and the training of the spirit of the important speeches of General Secretary Xi Jinping as planned in layers, strengthened the senior management's belief and quality and style of the Party, with training rate of 100%; integrated college resources and other resources, strengthened special training strength and further strengthened independent innovation and the construction of overseas management personnel; organized skill contests for all DFM employees and participated in domestic and international contests in order to train a skilled talent team with skill training base and the contest-based training.

Ẫ يم ȁ ᄂ Ë خ Ó W Ë ᄂ
ᄆ Ẫ e ᄂ Ã Ë ᄂ ᄀ
Ë ᄀ Ã

The company comprehensively promoted the maturity model of training system, carried out self-assessment and casual assessment and formed imprection and construction path for system capacity building;
continued to establish and imprequirement for technical personnel, specified
preer development channel of the employees; basically
determined the employee development channel, job training method and the fel evaluation criteria.

Ã ẽ “ Ã Ã Ã ” Ã p ﻫﻪ ﺗ
ﻻ Ã T ¨ Ã Ã

Popularization of safety concepts: The company educated employees to “understand the importance of safety, master safety skills, and take proactive safety measures”; it also strove to create a safe and healthy work environment for employees and develop, manufacture, and provide safe products for users to incorporate the safety concepts to each process of the whole-value chain of auto manufacturing.

Ã I

Safety management goal: Zero accidents, zero injuries, and zero loss.

Safety Performance

Å ﺗ Ã ﺗ e Ã T “ 333 ”
خ ﻻ Ã Ã

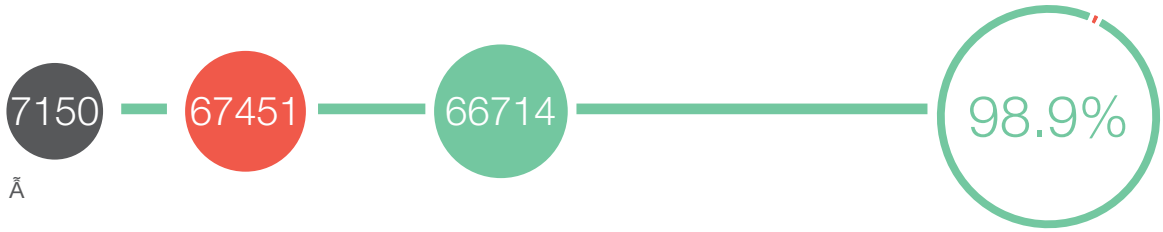
The company firmly established the concept of scientific development and safe development, adhered to the people-centered thought, improved and built a safety management system for whole-value chain by taking implementation of work safety responsibility as the main line and “333 Program” as a starting point.

Å Ë Ц Ë M I Ë I Ë ♣ ´O ﺧ ♣ ´O
I Ë ○ ¨ I Ë I

The company achieved five eliminations: elimination of work-related serious or worse injury or death; elimination of major fire accidents; elimination of major explosions of boilers, pressure vessels and pressure piping; elimination of significant leakage and explosion of hazardous chemicals; elimination of major occupational poisoning.

Safety Management Measures

' Ã T ´O ' ○ ˥ Ã ě ɞ 2014 Å
å Ã 7150 T Ã I 67451 66714
98.9% ˥ ´E Ë Ã I ˥



Ã

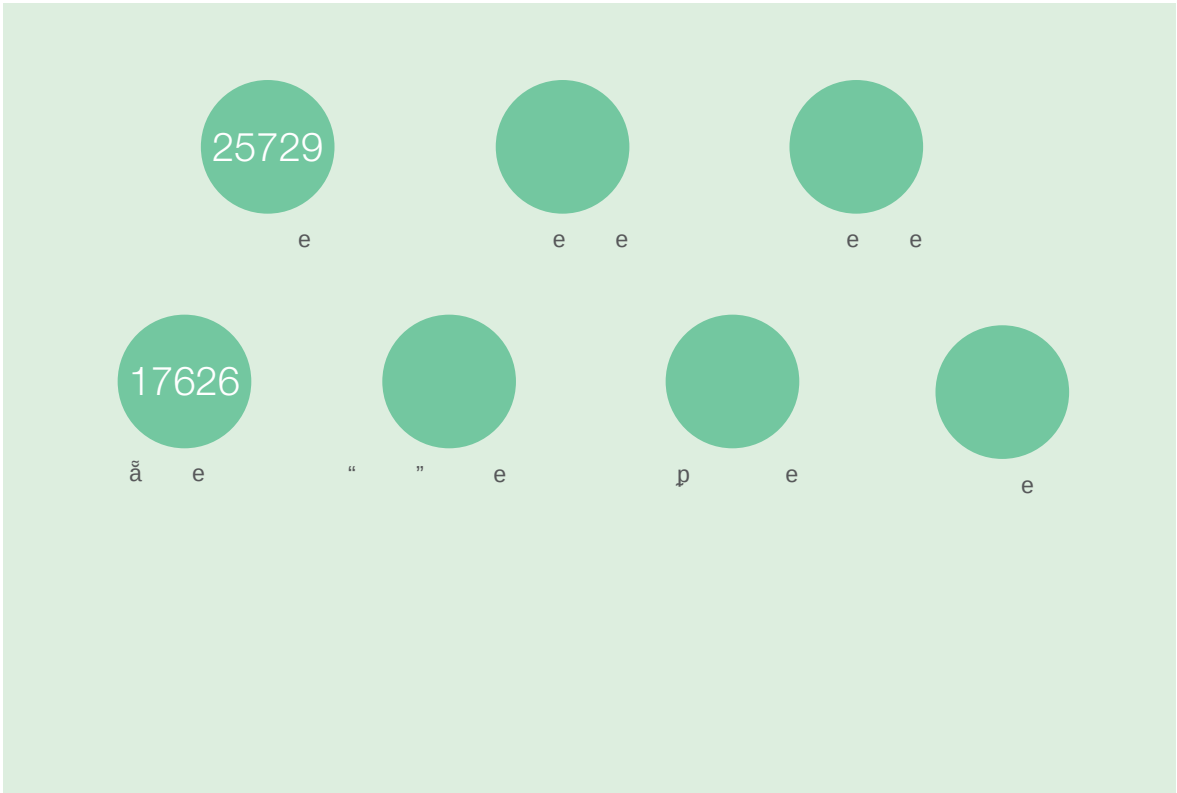
Enhancing production safety supervision and inspection, strengthening major hazard prevention and safety hazards inspection. In 2014, the units of the company organized 7150 safety inspections, checked 67451 hidden production safety accidents and solved 66714 pieces of them, with rectification rate of 98.9%, effectively preventing and eliminating accidents.

˥ ˜Ω Ã T ɞ Ë Å Ã
Ë Å ˥ ˜A



Actively exploring and creating new methods of production safety management. The company prepared *DFM's Code for Independent Safety Management* and established the criteria of workshop team management and risk assessment.

Ã T ´I ɞ Ë " Ã T " ♣´O ᴗ
ꝑ č ŧ 2 §


25729
e
e e
e e
17626
ă e
“ ”
e
p
e
e

Employee's Happiness

Å ʌ ﷺ - ɔ
Ỹ

The company created a harmonious working environment to encourage employees to do their own job well and actively participate in various cultural and sports activities so as to enrich life of the employees and cultivate their taste.





Cooperating with Partners to Build Win-win Platform

Actively Promoting Strategic Cooperation

9 Å ʌ T Å ǻ Å “ ”
Å T Å 50:50 Å Ľ Ľ Å Ã
Å “ ˘ ” ʐ ˘
ɿ

In September, DongFeng Infiniti Co., Ltd. jointly set up by DFM and Nissan Motor Company ("DongFeng Infiniti") was formally established. DongFeng Infiniti is a joint venture of DFM and Nissan Motor Company with an equity ratio of 50:50 – an independent wholly owned subsidiary of DongFeng Automobile Co., Ltd. DongFeng Infiniti would independently run the Infiniti brand in the principle of "one strategy, one brand, one team and one channel" and realize the enterprise development.

10 17 Å
“ ” אַ T ˘
ǻ T ˘ שׁ T ˘ ʌ
ɣ

On October 17, DFM and Huawei Technologies Co., Ltd. signed a strategic cooperation agreement to run the Internet of Vehicles and carry out the "three steps" strategy. Both parties agreed to make cooperation in vehicle field, including automotive electronics, Internet of vehicles, smart cars and other tr 17.mu224 stoluicles DFM andpJ0.02s7 0ive 23thfuof DFM and .

Creating Shared Value

Dealers

Å ǎ Ц يم ǎ Å ǎ

By taking shared value creating as a guide, the company established value-based partnership with dealers to continuously improve the mutual value of the company itself and the dealers.

Å ' “ ǎ ǎ ǎ
ㅅ ǎ ” 57 Ω ㅣ ㅅ
♀ ǎ ㅣ ㅅ ´ ㅅ Å
ǎ ㄱ

DFM’s subsidiary DongFeng Commercial Vehicles Co., Ltd. built its strategic dealer system to accelerate the growth of the distribution network and it continued to build the strategic dealer system with “common vision, common goals, common responsibility, all-win harmony”. By the end of the year, the number of strategic dealers reached 57. The company arranged activities of marketing council and entrepreneur club, built a platform for cooperation, win-win and equal conversation between the company and the dealers. It strengthened the communication and cooperation between the Council and the entrepreneur club and built a platform for equal respect and mutual development between the company and the dealers & the service station.

Å ˘ ㅅ ˘ “ e ” ǎ
ㄱ - Ã ´O W ㅅ˘
Ґ W
ㅅ Ï 8
ㄱ ㅅ Ґ ㅅ ㅅ
ㅅ e ´O W

Following the company’s common vision of “being the most reliable auto company”, the brands under DongFeng Peugeot Citroen Automobile Company Ltd., DongFeng Citroen and DongFeng Peugeot have been positively supporting the dealers to grow bigger and stronger so as to stimulate them to go all out to explore the market and provide the customers with quality and efficient services and finally achieve the joint victory of customers, dealers and the brands: as for the sale of finished automobiles, they provide the dealers with certain sales discounts and necessary financing supports (allowing them to choose one or two financial institutions recommended by DongFeng Citroen or DongFeng Peugeot for financing) so as to ensure reasonable operating profits and financial guarantee of the dealers; as for the development and management of tier-1 and tier-2 networks, they provide the dealers with necessary support in store building and operation expenses and have set up special institutions for field guidance and assistance for new dealers and problem dealers; furthermore, they provide free trainings for improving the competence of the dealers’ personnel.



E 2008



E C3-XR

Suppliers

Ǻ ǻ ʐ W Ѝ ﻻ Ǻ ẹ ЄΌ W

The company established a system of mutual trust and commitment with the suppliers in the principle of cooperation and mutual benefits and created a safe, effective, synergistic and competitive supply chain.

T Ǻ W Ë щ T ̈ Ό ầ Ë
 يم T Ǻ W Ë Ό خ ǻ 370
ȳ Ό 7200 Ë خ 43 W щD ËC
16 W щC ËB 72 W Ë 4.5 W ̈ Ë

DFM's subsidiary DongFeng Nissan Passenger Vehicle Company reviewed the quality system, products and engineering technology of the potential suppliers and carried out a series of programs such as system instruction, technical support and site management improvement for the suppliers that were finally accepted to participate in the new project and making preparation for producing new models; 370 suppliers accepted system/engineering technology evaluation and support, 7,200 problems were improved, evaluation results of 43 suppliers' quality system were upgraded to Level C from Level D and that of 16 suppliers were upgraded to Level B from Level C, even 72 suppliers got a score of 4.5 Infiniti, so that the quality management level of the suppliers had been greatly improved.

Ǻ ǻ ד W ƿ W
ד W W W Ẹ ד Ό Ό W
̈ SA W Ό ' Ό خ W ̈

DFM's subsidiary DongFeng Honda Automobile Co., Ltd. had always adhered to the concept of developing with partners, attached great importance to healthy and stable supply chain and actively assisted the suppliers in development. On the one hand, the company provided technical support to the suppliers, assisted the core suppliers in improving their ability to develop independently in China; on the other hand, it vigorously optimized the quality of the suppliers, found the suppliers' shortcomings through SA analysis, strengthened the improvement of their capacity with the help of DongFeng Honda and thus helped the suppliers to improve their quality.

E Ό



E XR-V

Environmental Responsibility

Construction of Green Plant

Energy Conservation and Emission Reduction

Policy of Energy Conservation and Emission Reduction

Å Ë Ã ᄀ Ë Å Ω
Ω ã Љ ᄡ ᄆ
א Ω ã Љ Å W
Ë W Ã
2014 83.3% Ë ISO14001 ᄡ
Å W Ë Ë ᄀ خ
2014 Å Ë å 144 e
ê ᄀ Å â “ ”

The company built an all-round energy conservation and emission reduction system and an energy conservation and environmental protection system for whole value chain, released *Interim Control Measures for Energy ont0T[(C)0sursueleased*

3.63
K

143

	2010 Compared with corresponding period in 2010	2011 Compared with corresponding period in 2011	2012 Compared with corresponding period in 2012	2013 Compared with corresponding period in 2013
Coefficient of increase and decrease in comprehensive energy consumption for every 10-thousand-yuan added value (%)	-41.12%	-37.16%	-26.37%	-8.11%
COD Coefficient of increase and decrease in COD discharge (%)	-24.59%	-16.78%	-4.58%	-1.17%
SO_2 Coefficient of increase and decrease in SO_2 discharge (%)	-65.60%	-62.86%	-47.11%	-35.22%

Å ♀ Å Ï ♀
♀ 11 Ë T T
5793.09 Ë Ė ‰



11 DFM's subsidiaries such as Xiangyang Plant of DongFeng Peugeot Citroën Automobile Co., Ltd., the 2nd Plant of DongFeng Honda Automobile Co., Ltd. and DongFeng Thermal Power Plant had passed the clean production audit inspection made by the government environmental department and they brought economic benefits of 57.9309 million yuan in energy conservation and environmental protection, achieving the objectives of energy conservation, consumption reducing, pollution decreasing and benefit increasing.

Å T Å “ ” ٦
Å “ T ”

DFM's subsidiaries DongFeng Passenger Vehicle Company and DongFeng Nissan Passenger Vehicle Company respectively won the title of Hubei Provincial and Guangdong Provincial "Water Saving Enterprise"; DongFeng Honda Engine Co., Ltd. won the title of Guangdong Provincial "Clean Production Enterprise".

Construction of Green Industry Chain

Å “ ” щ T ٦ Ã

T

Green Products

Å ㄱ ㄱ I T

The company actively developed the technologies of energy conservation and environmental protection in the research and development field.

W

Å W ã W

ㅅ W 99.3% W 'E

Å Å â SLIMOFFICE Ë

Honda Ã W 'E ㅅ W

DFM urged its suppliers to establish an environment management system.

Protection of Resources and Environment

Environmental Protection: Special Management of Environmental Protection



“ ” Ǎ
طمه 2014 Ǎ Ë ȁ
Ã Ó
T Ã طمه
2014
85% ˜
W Ë

To ensure “clean water for North China” in the Middle Route Project of S-N water diversion, the company initiatively performed its social responsibility for environmental protection; in 2014, the company organized the special management campaign for environmental protection in Shiyan and Xiangyang base with the largest scale, the most investment, the most extensive coverage and the strongest strength in history and strengthened the performance of the responsibility of production and operation units and the responsibility of the competence department. The company also checked the environmental protection problems in the whole value chain and prepared effective improvement plan. By the end of 2014, 85% of the problems had been solved and the remaining projects were constructed as scheduled, the special management campaign had reliably ensured the success of the Middle Route Project of S-N water diversion.

Resource Saving: Development of Recycling Economy

Ɛ ǎ T
Ǎ Ѝ Ѝ T 2014 T
4842.7 Ǎ
T ⊤ Ǎ ♀ يم ♣ ʒ
مخ ˈ 400

DFM’s units actively explored new methods of energy conservation and emission reduction, sought for social resources through multiple channels, worked together to make the topic research on comprehensive utilization of waste materials, advanced industrial utilization and advanced the establishment of a mutually beneficial industry chain of recycling economy between the company and a third party. In 2014, oily-sludge-brick industrial base of Shiyan base ran well, totally consuming oily sludge of 4842.7t and winning the first-class Hubei Provincial Scientific and Technological Progress Award; DFM’s DongFeng Commercial Vehicles Co., Ltd. constructed two industrial bases of waste sand brick; new recycling line of aluminum-ferrite scrap blocks researched and constructed together by DFM’s DongFeng Honda Engine Co., Ltd. and the manufacturer obtained additional benefits of 4 million yuan in energy conservation and environmental protection annually compared with original packing and recycling methods.

“ ” “ ” “ ”

“Carbon Control”: “Energy-efficient and environment-friendly enterprise” pilot program and “carbon emissions trading” pilot program.

Å Å “ يم ”
4 ȁ “ П ”
ʉ ǎ Ǎ Ë Ë Å

DFM’s subsidiaries DongFeng Automobile Co., Ltd. and DongFeng Commercial Vehicle Company were listed by the Ministry of Industry and Information Technology as “energy-efficient and environment-friendly enterprise” pilot units; DFM’s four business units were listed by Hubei Province as “carbon emissions trading” pilot units. The two pilot programs will lay a foundation for the development of the state and local policies and standards, fully reflecting DFM’s foresight, initiative, progressiveness and support in its energy-saving and environmental protection efforts.

Green Office

Å ʉ Ó “ Ǫ Å ” щ Ɛ Ǫ Å ˘
Ɛ Ƒ Ǫ Å

The company vigorously promoted “green office” model in its headquarters and subsidiaries and actively advocated energy consumption reducing in each link of daily office from water saving, power saving, reducing waste of office supplies and reducing paper consumption.

Å Ǫ Å ȁ ERP OA Ǫ
Å Ɛ 117.1 ȳ CO_2 Ɛ 2.34 ȳ LED ẹ ɛ
Ɛ CO_2 ẹ Ƒ 23.2 ȳ

By promoting office informatization, DFM’s subsidiary DongFeng Honda Auto Parts Co., Ltd. introduced ERP system and OA system and saved 117.1 pieces of papers each year, reduced CO_2 emission of 2.34t each year; through energy saving improvement of LED lamps in the chassis shop, it effectively reduced lamp power consumption and CO_2 emission, reducing lamp fees by 232,000 yuan each year.

Å ʉ ǎ ʉ
Ǫ Å 45% Ɛ

DFM’s subsidiary DongFeng Electric Vehicle Co., Ltd. reduced its office costs by 45% by timely closing unnecessary equipment, repairing water pipes and valves, properly controlling temperature of the air conditioner and taking other measures.

4842.7

ʼ 400

Social Responsibility for Environmental Protection

ﷺ ǎ Ǎ ﷺ “
” “ - ” Ǎ ˥ Ǎ I
Ó

In terms of the social responsibility for environmental protection, the company constantly explored the new model of performing the environmental protection responsibility and called the public to adhere to the environmental protection concept by building DongFeng ecological economic forest of “carbon balance” and setting “green award fund for eliminating Yellow Label Car” to contribute to the environmental protection.

“ ” T Љ
2012 3
Љ2013 Φ
2014 4 Ǎ
“ ”
ﷺ Ỵ
♀



The industrial demonstration base project of DongFeng ecological economic forest of “carbon balance” was officially started in March 2012, and the first demonstration base was located at Enshi, Hubei Province and the base planted 10,000 mu of ecological economic forest in 2013. In April 2014, the company signed *Cooperation Framework Agreement for DongFeng Ecological Forest Reserve of “Carbon Balance” (Shiyan)* with Shiyan Government and planned to optimize Shiyan’s natural environment and offset the carbon discharged by the factories by planting trees.

Ǎ Ë “ • -
” ƒ “
– – • - ”
- - Ë



The company established the “Wuhan • DongFeng Green Award Fund for Eliminating Yellow Label Car” to help the owners of Yellow label Car in Wuhan get triple subsidies and awards including “government subsidies – DongFeng Discount for Buying a New Vehicle – Wuhan • DongFeng Green Award” so as to encourage the owners of Yellow Label Car to eliminate the Yellow Label Car and thus reduce air pollutant discharge.

2.34 117.1 23.2 45%

CO_2 Ë 2.34 Ǫ Ǎ Ë 117.1 ẹ ƒ 23.2 Ǫ Ǎ Ë

Energy Conservation and New Energy Vehicles

Å ê щ I ᄀ “ Ц ” Å Ë
ᄀ Å Ï Ц ᄀ “ Ó
å̊ ″
” ᄀ ᄀ Å ᄉ ᄀ
ᄀ Ë T ̈ 2014 12 Å 61 يم ầ
يم خ T ̈ Å
2014 1363 2014 Å 2011
Ã Å T Ó
♀ T Ë T Ó

DFM is one of the first enterprises that engage in research and development of new energy vehicles in China; as early as in the “Ninth Five-Year Plan” period, the company had started to research and develop new energy vehicles. An overall development strategy is clearly specified in the “12th Five-Year Plan” of new energy vehicles: “take pure electric sedan as medium and long-term strategic objective, take hybrid electric vehicle as phased objective and integrate it with energy conservation of traditional vehicles, focus on complete vehicle integration and control, integrate core resources, build the advantage in common technologies and explore the business application mode of pure electric vehicle.” After years of development, the company had accumulated much experience in complete vehicle matching, core assembly and other aspects of new energy vehicles and developed a series of new energy vehicle products. By December 2014, 61 models of DFM had been listed *in National Catalogue for Vehicles Recommended in Demonstration and Application Program of Energy-saving and New Energy Vehicles.* While improving product technology, the company also attached great importance to the demonstration operation of new energy vehicles. In 2014, 1363 DongFeng new energy vehicles were launched on the market; by the end of 2014, DFM had accumulatively launched 2011 new energy vehicles of different models; and a demonstration operation had been carried out safely and orderly in Shanghai, Wuhan and other places. In addition, DFM actively built its ability to industrialize the new energy vehicles and had constructed new energy DongFeng passenger vehicle base, new energy DongFeng passenger vehicle plant and many other industrialization base and formed a certain ability of industrialization.

Introduction to Main Products:

E30

DongFeng Aeolus E30 Pure Electric Sedan

E30 Å Љ Ã ᄀ يم E30 2 ᄉ E30L 4
يم E30 يم M1
Ó ᄂ Ó
Ó ᄂ Ó ᄂ

DongFeng Aeolus E30 Pure Electric Sedan is a model newly developed based on the features of pure electric sedan, including E30 (2 seats) and E30L (four seats). E30 series is of a stylish, elegant and lively shape and produced with lightweight design proposal with aluminum alloy framework, meeting the collision regulations of M1 passenger vehicles. Its powertrain system consists of driving motor, gearbox, vehicle controller and lithium ion power battery. The complete vehicle features braking energy recovery, electric vacuum booster, and electric steering booster and it is equipped with electric air conditioning and heater.



ε Ɔ
Main performance parameters

mm	2695*1550*1550	2995*1560*1595
ı/h)	≥ 80	≥ 80
	890	995
)	120	150

ă Ï Δ Ά ЖĂ

Contribute to Public Affairs and Advance with the Society

Public Welfare and Charity Management

“ ”
Introduction to “DongFeng Benevolence Foundation”

2012 ˜A Å “ Å
” Å Ò 5000 e
Å “ ” Å W ˄ 2014
Å 6037.54 Ã ã 2009.19
Ã 2703.54 5343.19

2703.54
Ã

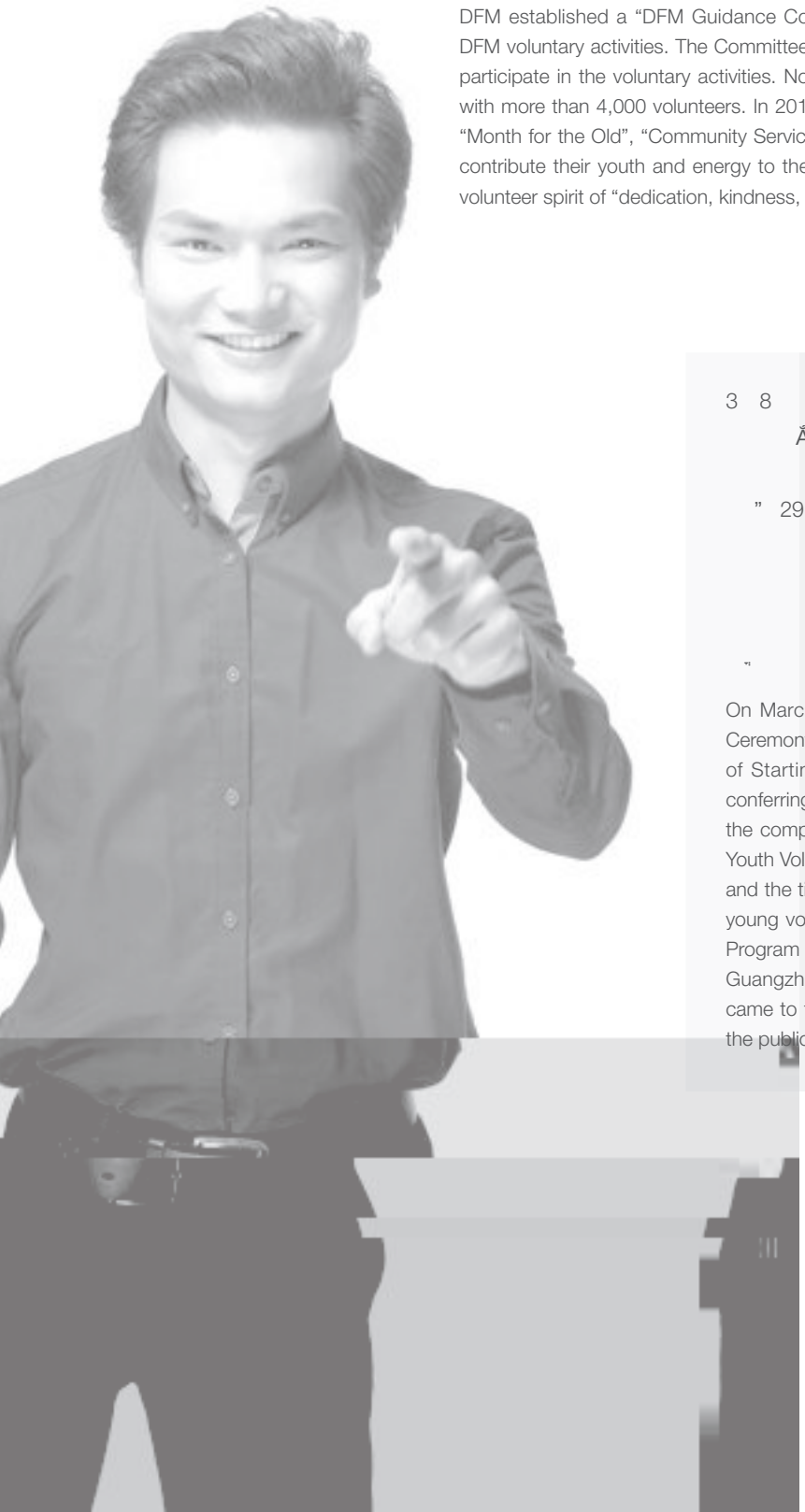
5343.19



DongFeng Volunteers

Ǎ “ ” “ ”
Ǎ Ľ “ ” ﻻ ɔ
Ë 110 “ ” 4000 e
2014 Ë “ Ǎ ” “ ” “ ” “ ” “ ﻫ ”
“ ﻳ Ѝ ” ﻻ
Ó

DFM established a “DFM Guidance Committee for Volunteer Work” to uniformly plan and organize DFM voluntary activities. The Committee had constantly organized and motivated the youth to actively participate in the voluntary activities. Now 110 “Three-Four” volunteer groups have been established, with more than 4,000 volunteers. In 2014, they carried out “Education Aid”, “Learning from Lei Feng”, “Month for the Old”, “Community Service”, “Environmental Protection” and other voluntary activities to contribute their youth and energy to the construction of harmony DFM with practices embodying the volunteer spirit of “dedication, kindness, mutual assistance and progress”.



3 8 Ǎ 2013
Ǎ 2014
Ѓ 29 Ǎ “
” 29 Ǎ “ ” 10
Ǎ “ e ”
2014
3000
”

On March 8, DFM’s Youth League Committee held 2013 DFM’s Ceremony for Commending Young Volunteers and 2014 Ceremony of Starting Youth Volunteer Activities at Youth Plaza in Shiyan, conferring the title of “Excellent Youth Voluntary Service Teams” of the company on 29 voluntary service teams, the title of “Excellent Youth Voluntary Service Programs” of the company on 29 programs and the title of “Excellent Young Volunteers” of the company on 10 young volunteers. At the same time, 2014 DFM’s Young Volunteer Program was started synchronously in Wuhan, Shiyan, Xiangyang, Guangzhou and other bases, more than 3,000 young volunteers came to the streets and the communities to offer handy service to the public.

Aided Reconstruction

12
12-year Aid for Tibet—Aid for Tibet with DFM's characteristics

2002 Å ד א Ï
Å 5 å 10 ầ 7000 59 щ
خ T Ó Ẫ א
ا ד ﻻ ﻻ Ë

A the beginning of 2002, DFM actively started to alleviate poverty in Gongjue County, Changdu, Tibet according to the requirement of Leading Group Office of Poverty Alleviation and Development of the State Council. In recent 12 years, DFM had

Active Medical Support for Tibet to Ensure Health of Tibetan People

2003 Ắ ậ ẳ 30
א ̣ Ë

ﻻ א ẽ e
ﻻ Ó 2014 9 27
ﻳﺎ ﻟ ﻟ א ﻻ

Ắ



Since 2003, DFM had successively assigned more than 30 doctors in 8 batches to Gongjue County to offer medical services to the Tibet people and advanced the construction of local hospital departments; it also insisted on providing clinical teaching and skilling training to the local hospitals to cultivate necessary medical talents and backup force for Gongjue County. On September 27, 2014, another important program carried out by DFM for medical aid – Remote medical system between Gongjue County and Wuhan Union Hospital was opened. As the only state-owned enterprise offer medical aid to Tibet, DFM's medical aid had become an unique card for DFM's aid in Tibet.

1



Emphasis on Intelligence Aid to Support Education Development in Tibet

Å



א e 2014 8
א ǎ א “ ”
ד 20
ﻫ ệ ǎ 38 e

The company constantly cultivated excellent talents for Gongjue County through medical technical training, art troupe training, township and village cadres training and occupational education training, etc. In August 2014, DFM and the government of Gongjue County jointly funded Gongjue “DFM Nurturing” education foundation and prepared an assistance plan for impoverished college students and senior high school students; more than 200,000 yuan were allocated for the first time to help the freshmen and Tibet students in senior high school in interior areas, 38 persons in total.

Active Aid for Sinkiang and Guizhou

Å ד שׁ ד ỷ Ẹ 2014
Å 200 ﻛ א Ẹ Å
36 א

DFM attached great importance to the development of remote areas such as Sinkiang and Guangxi Province and carried out special aid programs according to local demands and development. In 2014, DFM made an investment of more than 2 million yuan and carried out a series of aid programs such as construction of cultural hall, yard economy and village-level base, in Qilan Village, Keping County, Aksu, Sinkiang; made investment of 360,000 yuan in promoting construction of cultural activity room and renovation of drinking project in Qiaolao Village, Mashan County, etc.

“ ”

Full Implementation of “Hubei Province Nurturing Program”

Å “ ” Ụ א “ 616 ” Ặ א “
” א “ Ở ” “ ” ̣ Ë
ד

Based on the “Hubei Province Nurturing Program”, DFM carried out “616 Program” in Enshi and Wufeng County, carried out the program of “aid for three gorges immigrants” in Xingshan County in Yichang, carried out the program of “construction of socialism new countryside” in Fang County, Shiyan and carried out “antipoverty programs” pilot in Danjiangkou, which had greatly promoted economic and cultural development in poverty-stricken areas in Hubei Province.

2014 ỉ̈ כ “
” א
̣ שׁ 3000 e שׁ
Ở
I Ọ Ë ̣ “ Ở”



In 2014, DFM actively responded to the call of Hubei Provincial Party Committee and Government to participate in “Cadres to villages” activity to provide aid to Hongta Township, Fang County, Hubei Province. Efforts were made to construct new service center for the convenience of people, widen the trunk roads involving the travel and transportation of nearly 3,000 people, construct the road for transportation of red-peach economic forests, build impounding reservoir for farm irrigation and programs, so as to promote the implementation of “issues of agriculture, farmer and rural area” with such practical work cared by the people.

Support for Post-disaster Reconstruction

8 15 Å Å Ќ Љ
T
Ќ Å Å Å Å T Å
Å T Å Å Å
Å Å Ќ Å Å ҭ
Å Å å 1166.0508
Å Å Å
Ɔ

On August 15th, DongFeng Motor Corporation (DMC) held the donation ceremony in Kunming, and offered donations to the earthquake zone in Ludian of Yunnan through DongFeng Foundation, intending to help the zone carry out the earthquake relief work, resume production and rebuild their homes.

For this earthquake in Yunnan, DMC and its subsidiaries, including DongFeng Commercial Vehicle Company, DongFeng Passenger Vehicle Company, DongFeng Motor Co., Ltd. (DongFeng Nissan Passenger Vehicle Company, DongFeng Automobile Co., Ltd., Zhengzhou Nissan Auto Co., Ltd., Parts and Components Business Sector of DFL, DFL Equipment Company), DongFeng Peugeot Citroen Automobile Company Ltd., DongFeng Honda Automobile Co., Ltd., DongFeng Hongtai Holding Group Co., Ltd., DongFeng Yunnan Automobile Co., Ltd., DongFeng Yulong Automobile Co., Ltd., DongFeng Honda Engine Co., Ltd., DongFeng Honda Auto Parts & Components Co., Ltd., had offered donations worth RMB 11.660508 million in total.

In addition, on hearing the news, such units as DongFeng Commercial Vehicle Company, DongFeng Passenger Vehicle Company, and DongFeng Automobile Co., Ltd. immediately sent guarantee contingents to the zone to participate in the earthquake relief work.

Support for Science, Education, Culture and Health Care Undertakings

DFM Nurturing Program

2013 5 6 Å “
”
ᵀ ầ 1000
ệ ⱷ
10 “
” 1000
ẹ щ“
”Ụ

On May 6, 2014, the company started “Hubei Provincial Hope Project – DFM Nurturing Program” to cooperate with Hubei Youth Development Foundation; the company invested 10 million yuan in construction 10 “DFM Hope SchA9cons5 n cimpoverishd 1mundtainous rea, ol Hevoluion ary base ae as, minority aeas ad Hojhe r aeas ad Hhelpe HatHleastH1,00poor studnt s o cfinish oheir eleent ary ▩▩vP▩sf’—Bt▩▩Bp%0%▩

Hnvesteent

F





Ǫ“ Å ” ד Å
e ɔ Ă

“Mini CSR Program” Contest was organized to motivate the young people of the company to participate in public welfare activities.

Education Aid Programs Organized by DFM's Subsidiaries



“ ”
“Hope Canteen” by DongFeng Nanfang



T “ ”
“Hand-in-hand Program” by Zhengzhou Nissan





Å
Green Primary School by China DongFeng Motor Industry Imp. & Exp. Co., Ltd.

Cultural Responsibility

“ ” “ ”

“DongFeng Dream Car” Competition Helping the Youth to Achieve their “Car Dream”

Introduction of the Competition

“ ” ˥ˉ

e ´O “ ” Ã̃

Å ¨ Å Å

˥ˉ “ ” Å

“ e ” ˧˩ ϵ Ł

东风

Ẹ A D ɜ̈

Agenda of the Competition

ɛ̀ A D ǎ

¨ ´ ȁ فى - ɜ̈

“DFM Dream Car” China Youth Environmental-friendly Automobile Creative Design Competition is a professional platform to seek professional and technical personnel in China and help China youth to realize their “Auto Dream”; “DFM Dream Car” Award is given to design work representing development trend of China Environmental-friendly Automobile after collecting environmental-friendly automobile creative design works made by college and university students nationwide, and fair and open selection. DongFeng Motor Corporation gives great support to achieve the dreams, strives to coordinate the relationship among “people, car, nature and society”, and bears its social responsibilities as an automobile enterprise.

Semi-final Competition

2014 10 19 10

9 10

- 35000

On October 19, 2014, top 10 works were from 9 colleges and universities including Tsinghua University, Hefei University of Technology, Jilin University and Wuhan University of Technology. Groups with top 10 works won RMB 35,000 respectively.

Soaring Training

2014 10 31 -11 3 4 “ ” 10

5 щ 5

10 Å 10

e Ó 5 “ ”

There was a four-day Soaring Training from October 31, 2014 to November 3, 2014, in which groups with top 10 works had deep communication with senior experts to promote creative optimization and technical improvement. Five senior experts had provided one to one guidance for groups with top 10 works in respect of vehicle, modeling, new energy, intelligence and material. DongFeng Motor Corporation had organized human resource colloquia for groups with top 10 works and 5 participants now have joined “DongFeng Family”.

Final

2015 1 30

щ10 у 4

1 31 4 PK

Exhibition of Winners



DFM Dream Car Award

Summer

Name: Summer

Auto Citizen Cultural Program to Build Civilized Auto Society

“ ﾍ ” Å Å “ ” ﾆ e
ﾍ ﾏ Å
ﾏ Å Å ﾏ Ľ Ľ “ ” خ
169

The “Warm and Pleasant DongFeng” auto citizen cultural program is a key responsibility-fulfilling program designed by DFM to promote the harmonious development of people, car, community and nature and advance China’s civilization construction as an auto society according to the arrangement

resources launched *Convention*-based public welfare advertising in main plane media and billboard advertising space in provincial and first-tier cities. In addition, 17 subsidiaries such as DongFeng Commercial Vehicles Co., Ltd., DongFeng Motor Co., Ltd. and DongFeng Hongtai Holdings Group Co., Ltd. promoted and spread the *Convention* through 4S shops, offline channels such as enterprise journal and online platform such as their website, microblog and WeChat, in order to transfer civilization and maximize the synergistic effect of responsibility fulfillment and promotion.

Characteristic Responsibility Fulfillment Activities Carried out by all DFM's Subsidiaries based on the Spirit of the *Convention*

Å T
Ã
Å Ã T Э
Ë ᄉ ᄎ Ë Å ê

All DFM's subsidiaries innovated the activity carrier based on the spirit of the *Convention* and had found a synergistic support mechanism for responsibility fulfillment programs through a series of characteristic programs such as DPCA Auto Culture Festival, Safe Driving Training Camp by DongFeng Nissan, DongFeng Honda's Auto Knowledge Probation Base for Teenagers, DongFeng Aeolus's Civilized Driver, Auto Citizen Conversation by DongFeng Commercial Vehicles, Children Safety Education Class by DongFeng Yulon and Parent-child Experience Activity for Travel Difficulties by Zhengzhou Nissan, enriching and improving the connotation and carrier of auto citizen culture activities.



DongFeng Honda's Auto Knowledge Probation Base for Teenagers



T Ã
Safe Driving Experience Camp organized by DongFeng Nissan in Wuhan

T " • " Э ᄀ
"Love Eliminates Difficulties" Parent-child Experience Activity organized by Zhengzhou Nissan

Å Ợ “ ” 2014 10 “ ” ı Ľ Ľ
Ó ı ד ı щ

Vision of the Future: Responsible DFM, a New Stated-owned Enterprise

2015 “ ” “ ”
Ã ᄀ Ó Ã ˆ
ˈ Ã ˈ ᄅᆞᆯ ᄉᆡ Ă
Ó ᄉᆡ

In 2015, social responsibility of DFM will be performed by taking “responsible DFM, a new stated-owned enterprise” as a theme in order to further carry forward the implementation of the “Nurturing” Plan. We will actively implement national policies, comprehensively promote institutional mechanism reform and simulate the vitality of the enterprise so as to build DFM into a modern innovative enterprise; we will comprehensively promote the policy of managing Enterprises according to law, strengthen moral construction of the whole value chain and accelerate the realization of modern management of the enterprise; we will also actively perform our environmental, cultural and social responsibility and contribute to the construction of a green, warm and harmonious China.

“ ᄀ ᄀ ”
“ ᄉᆡ ” ᄉᆡ ǎ Ó

In future, DFM will continue to take “build a hundred-year DFM with sustainable development, a world-oriented international DFM and a DFM developing on itself in opening up” as its vision and take “harmony” culture as its guidance to strive to create a harmonious auto society and realize the dream of an automobile power.

The Appendix

Indicator Index

Report Indicator Index

Report Contents

About This Report

2014 1 1 2014 12 31
ệ

Ắ ẇ ɔ Ắ
ˍ Љ ƒ “
Ắ ” “ Ắ ” “ Ắ ”

ᵀ ỷ ᵀ Ắ 2008 2009
2010 2011 2012 2013
ᵀ

2014 ẇ

ˈ ẹ Ắ
ã̃

ɔ ˜Ã Ắ ʐ
ɔ T “ ”
ã̃ Љ Ã̃
(GRI) ᵀ 4.0

Feedback Form

Å Å ד Ë

ﻻ אִ ǎ אִ

ד 1 602 430056

		E-Mail:

√

1. Ã Ã אִ Ë Å ﷺ ï 8

☐很好 ☐较好 ☐一般 ☐较差 ☐很差

2. ǎ ǎ ﻻ

☐很好 ☐较好 ☐一般 ☐较差 ☐很差

3. Ã

☐很好 ☐较好 ☐一般 ☐较差 ☐很差

4. ◖ ệ ﻻ

☐很好 ☐较好 ☐一般 ☐较差 ☐很差

1. л

2. Ж Ë אִ

3. x ד

Feedback Form

Dear reader:

This report is the seventh social responsibility report released by DongFeng Motor Corporation to the society. In order to constantly improve the report preparation work, we especially hope to listen to your opinions and suggestions. Please assist us in filling in the related questions in the feedback form, and feed it to us in the following way.

Mailing address: Room 602, Extra No. 1 DongFeng Avenue, Economic and Technological Development Zone, Wuhan, Hubei Province. Postcode: 430056

Your information:

Name:	Work unit:	Position:
Contact phone number:	Fax:	E-Mail:

Choice questions (please tick at the corresponding position)

This report fully and accurately reflects the company's significant impact on economy, society and environment.

☐Very good ☐Fairly good ☐General ☐ Poor ☐Very poor

This report makes a response and disclosure with regard to the problems which stakeholders are concerned about.

☐Very good ☐Fairly good ☐General ☐ Poor ☐Very poor

The information, indexes and data disclosed by this report disclosure is clear, accurate and complete.

☐

☐Very good ☐Fairly good ☐General ☐ Poor ☐Very poor

What about the readability 55 2o2yTj5oere p(ea)111.s rj5livelos atcal de222 de222eadaclosed b45 2o2yand complete.