



2014



DFM CORPORATION SOCIAL RESPONSIBILITY REPORT

东风汽车公司社会责任报告



东风汽车公司  
DONGFENG MOTOR CORPORATION





# DONGFENG THE NURTURING EAST WIND

## 东风化雨 泽四方

“东风化雨”从“春风化雨”而来，

“春风化雨”系由“春风”及“化雨”两词语组合而成。

“春风”是出自汉·刘向《说苑·卷五·贵德》“春风风人”，

“化雨”则是出自《孟子·尽心上》“时雨化之”，

后来这两个典源被合用成“春风化雨”，又称“东风化雨”，

寓意君子会像春风一样和煦、像及时雨一样及时，

润育别人、帮助别人。

中国诗圣杜甫有句著名的诗：“随风潜入夜，润物细无声”。

用“东风化雨，润泽四方”来表达东风汽车公司

承担社会责任的初衷、意愿和态度。

东风汽车公司愿意带动相关方获取自我价值并积极致力于

社会和谐、环境保护，实现科学发展、可持续发展。

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# 致东风的朋友们

## To All Friends of DFM



**竺延风**  
**ZHU YAN FENG**

东风汽车公司董事长、党委书记  
Chairman and Party Secretary of  
Dongfeng Motor Corporation

非常高兴通过东风汽车公司《社会责任报告》，与大家交流东风公司在社会责任领域的有关情况。

一个伟大的企业必须是具有梦想和责任感的企业。东风公司是一个怀揣梦想的企业，也是一个极具责任感的汽车企业，履行党和国家赋予的政治责任、经济责任、社会责任，始终是东风发展的鲜明主题。

责任成就了东风历史的荣光。1969年，在振兴民族汽车工业的历史召唤中，东风老一辈的建设者在鄂西北一片荒芜山岭中奠定了东风事业。从那时到现在，一代代的东风建设者矢志不渝，初心不改，把一个封闭在崇山峻岭中的汽车厂发展成为今天汽车产业航母。四十多年间，东风累计向国家和社会提供了2600万辆优质汽车，累计产销东风品牌汽车1100万辆，累计上缴税费2700多亿元，是国家投资16.7亿元的160多倍。今天，东风位居世界500强第113位，中国企业500强第17位，公司社会责任发展指数位居国有企业20强第16位、中国汽车企业第1位。支撑东风一次次绝地逢生、一次次超越跨越的，是梦想的力量、责任的力量。

责任筑就东风未来的梦想。当前，在协调推进“四个全面”、开启梦想新篇的历史进程中，东风正致力于建成永续发展的百年东风、面向世界的国际化东风、在开放中自主发展的东风。我们的任务，就是接过历史的接力棒，在一代代东风建设者打下的基础上，继续奋斗，不断探索，传承好、发展好东风肩负的厚重责任，把东风推向发展的新境界。为此，在新的起点上，我们将进一步丰富和发展以“和”文化、“润”计划、“商德公约”为主体的“三位一体”的企业软实力建设体系，坚守梦想，砥砺前行，努力为社会提供更好产品，为股东带来更大回报，为员工谋取更多福祉，为促进社会和谐、保护生态环境做出更大贡献。

东风的历史是一代又一代东风人接力书写的，东风的事业需要一代又一代东风人接力推进，我们对东风的发展充满信心，对东风的未来满怀憧憬，我们将以“和”之精神力，“润”之责任感，“商德公约”之约束力，三力并进，奋发有为，努力将东风打造成为更负责任、备受尊重的伟大企业。

竺延风

I am pleased to introduce the CSR performance of Dongfeng Motor Corporation in this *CSR Report*.

A great enterprise must have dreams and a strong sense of responsibility. Dongfeng is an enterprise with dreams and great responsibility. Fulfilling the political, economic and social responsibilities assigned by the Party and the nation is always a distinctive subject of Dongfeng's development.

Responsibility created the glorious history of Dongfeng. Dongfeng's constructors of the older generation started Dongfeng's business in the barren mountains of northwestern Hubei. Since then, generations of Dongfeng's constructors have made persistent efforts with the original determination so as to change a mountain-enclosed auto work into an auto giant today. Over the 40 years, Dongfeng has delivered 26 million quality vehicles to the country and society, manufactured and sold 11 million Dongfeng-branded vehicles, and paid taxes of over 270 billion yuan, over 160 times as much as the country's investment in Dongfeng. Dongfeng is ranked 113th among Fortune Global 500, 17th among China's Top 500 Enterprises and 16th among China's Top 20 State-owned Enterprises in terms of CSR index (1st among Chinese automakers). With the power of dreams and responsibility, Dongfeng has survived crises, transcended itself and achieved leaps time and time again.

Responsibility builds Dongfeng's dreams. In the process of advancing the "four comprehensives" in a coordinated manner and fulfilling new dreams, Dongfeng is committed to becoming a sustainable and globalized enterprise which develops independently and openly. Our mission is to take over the baton of history, move on and keep exploring on the groundwork laid by generations of Dongfeng's constructors, inherit and develop Dongfeng's dignified responsibility to bring Dongfeng to a new realm. To this end, at the new starting point, we will further enrich and develop the "three-in-one" business soft strength construction system integrating "Harmony" Culture, "Charity" Program and "Business Ethics Convention", hold fast to dreams, keep going, deliver the best products to the society, yield greater return for shareholders, seek more benefits for employees, and make a greater contribution to promoting social harmony and protecting ecological environment.

Dongfeng's history was created by one generation of Dongfeng people after another and Dongfeng's business needs to be carried forward by generations of Dongfeng people. We are confident of Dongfeng's development and long for the future of Dongfeng. With "Harmony" as mentality, "Charity" as responsibility and "Business Ethics Convention" as constraint, we will forge ahead and endeavor to build Dongfeng into a more responsible and respectable great enterprise.



**朱福寿**  
ZHU FU SHOU

东风汽车公司总经理、党委副书记  
General Manager and Deputy Secretary  
of Party Committee of DFM

2014年，肩负汽车企业的强国之梦，东风公司面对行业增速放缓、竞争加剧的挑战，面对改革发展的新形势和新任务，公司全体员工众志成城、奋力拼搏，各项事业取得新的进展。

我们坚持稳中有进，着力做强做优，公司主要经营指标再创历史最好水平；公司全年销量380.25万辆，稳居行业第二位，经营效益和发展质量实现进一步提升；举集团之力发展自主品牌，自主创新能力不断提升，自主品牌销量位居行业前三，增幅高于行业；战略性入股法国标致雪铁龙集团，并建立全球战略联盟，开创了中国企业国际化发展的新模式；推进深化改革，重大项目进展顺利，经营协同不断深化，依法治企深入推进，东风“和”文化战略发布实施，各项工作也都取得新的成绩。

东风化雨，润泽四方。作为中国汽车行业的排头兵，在切实履行政治责任和经济责任的同时，我们一直积极履行社会责任，深入推进实施“润”计划。积极参与援藏、援疆、援桂、“润楚工程”，支持欠发达地区发展；向鲁甸地震灾区捐赠1100余万元款物，以实际行动参与灾后重建；开展“和畅东风”汽车公民文化活动，发布中国首份《中国汽车公民文明公约》，助力“中国好交警·中国好司机”大型公益活动，推动中国汽车社会文明演进；举办“东风梦想车”中国青年环保汽车创意设计大赛，推动当代青年实现汽车梦想。

2015年是全面完成“十二五”规划的收官之年，我们将积极适应新常态、引领新常态，按照“四个全面”战略布局，促进公司改革发展再上新台阶。新的一年，我们将以“和”文化战略为统领，以“商德公约”为指南，以“润”计划为载体，深入推动社会责任与企业经营战略深度融合，创新履责模式，打造精品工程，加快建设诚信东风、法治东风、廉洁东风、和谐东风与责任东风。

人类因梦想而伟大，企业因担当而卓越。在各界朋友的关心支持下，我们将以更加坚实的步伐，砥砺前行，推动公司发展进入新境界，为实现产业报国的远大理想而不懈奋斗！

A handwritten signature in black ink, reading '朱福寿' (Zhu Fushou).

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 dream of building a strong auto country, all the staff of the company had made a concerted effort to achieve new progress in various undertakings.

We kept a steady progress, focused on making the company stronger and better, and created new records of main business indicators. Our annual sales volume reached 3,802,500 vehicles, ranking second in the domestic industry with a further improvement of operational benefits and development quality. We put our best to develop self-owned brands, and kept improving our capacity for independent innovation; the sales volume of our self-owned brands ranked among the top three in the industry with a higher growth than the average of the industry. We strategically became a shareholder of PSA and established a global strategic alliance, thus creating a new model of international development for Chinese auto enterprises. We accelerated the deepening of reform with our major projects running well, kept deepening operating synergy, carried forward in-depth corporate governance by law, launched and implemented the “Harmony” cultural strategy of Dongfeng, and made new achievements in all of our work.

Dongfeng, which literally means the “east wind”, nurtures the world. As a leading enterprise in the auto industry, DFM bears heavy political and economic responsibilities. Meanwhile, we positively fulfil our social responsibility with in-depth development of the “Nurturing” plan. We actively participated in supporting Tibet, Xinjiang and Guangxi as well as the “Project of Nurturing Hubei” to support the development of the less developed areas. We made donations worth more than RMB 11 million to Ludian earthquake-stricken area and took concrete actions to participate in the post-disaster reconstruction. We masterminded “Dongfeng Free Travel” automobile citizen culture activity, published the first “China Automobile Citizen Civilized Convention” in China, supported “Good Chinese Traffic Police & Drivers” large public welfare activity to promote the civilized evolution of China’s automobile society, and held “DFM DREAM CAR” environmentally-friendly automobile creative design competition to help today’s young people to realize their automobile dreams.

The year of 2015 is the last year in our pursuit for the goals of the twelfth five-year plan, so we will positively adapt to the new normal and lead it, and bring DFM’s reform and development to a new level according to “four comprehensives” strategic layout. In the new year, with “Harmony” as the core of our cultural strategy, “Business Ethics Convention” as our guide, “Nurturing Plan” as the carrier, we will further promote the advanced integration of social responsibility and enterprise managing strategy, innovate the duty performance mode, create high-quality projects, accelerate the construction of DFM as a company with integrity, law-governance, honesty, harmony and responsibility.

The mankind is great for their dreams, while an enterprise is excellent for its responsibilities. With the care and support from friends of all circles, we will step forward more firmly with self-motivation to push the development of DFM into a new frontier, and make unremitting efforts to realize the ambition of serving the country through industrial development!

# 公司概况

## Company Profile

### 公司简介

#### Introduction

#### 事业梦想:

把东风打造成为国内最强、国际一流的汽车制造商；  
创造同业中国际居前、中国领先的盈利率；  
实现可持续成长，为股东、员工和社会长期创造价值。

#### 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.

始建于 **1969**年

Establishment date: 1969

总资产 **2402** 亿元人民币

Total assets: RMB 240.2 billion

员工数 **16.41** 万人

Number of employees: 164,100

**113**

《财富》世界 500 强: 第 113 位

Fortune Global 500: 113th

**17**

中国企业 500 强: 第 17 位

China's Top 500 Enterprises: 17th

### 主营业务：

**商用车**涵盖重、中、轻、微全系列卡车和客车产品

**乘用车**涵盖基本型、SUV、MPV、交叉型等全系列

**新能源汽车**涵盖纯电动轿车、纯电动客车、纯电动工程车、纯电动物流车、纯电动环卫车及混合动力城市客车、BSG混合动力轿车、插电式混合动力城市客车等

**军车产品**包括军用越野车和军用运输车

**汽车零部件**覆盖动力系统、制动系统、转向系统、悬架系统、内饰系统、汽车电子等

**装备业务**包括汽车自动线专用设备、模具、检具等

**水平事业**覆盖汽车金融、汽车物流、二手车、汽车租赁等相关业务

### Main Business:

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.

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中国制造业企业 500 强：第 4 位  
China's Top 500 Manufacturing  
Enterprises: 4th

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中国企业 300 强  
社会责任发展指数排名：第 20 位  
China's Top 300 Enterprises  
in Social Responsibility  
Development Indicator: 20th

## 公司治理

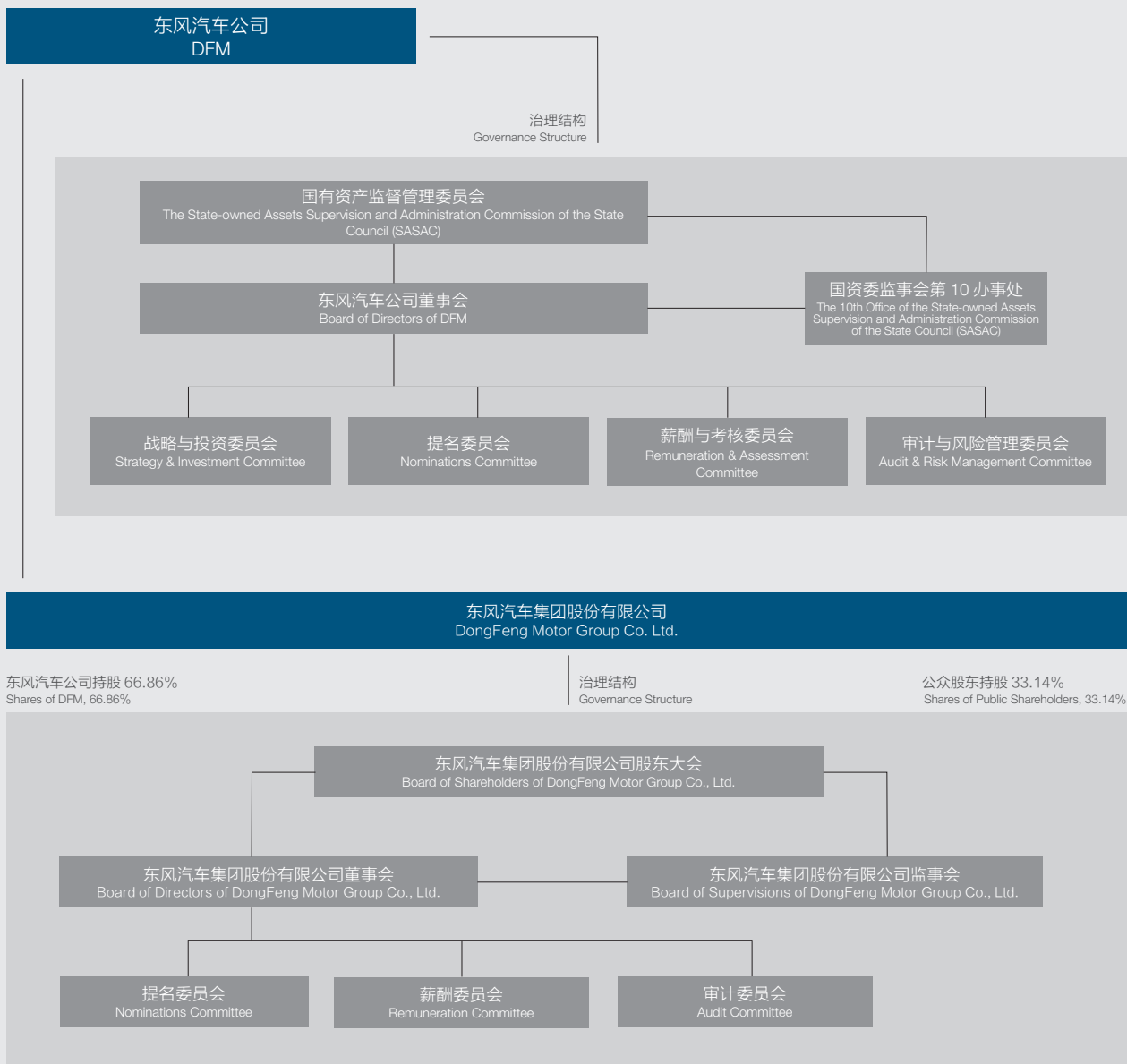
### Corporate Governance

#### 公司治理结构

##### Corporate Governance Structure

东风汽车公司是国务院国有资产监督管理委员会管理的国有独资企业。公司于2011年4月成立董事会，构建了以国资委为出资人代表、董事会为决策机构、监事会为监督机构的公司治理结构。四年来，公司健全了相关组织机构，如建立外部董事占多数的董事会，设立董事会秘书及支撑办事机构；设立了相关专门委员会，如战略与投资委员会、提名委员会、薪酬与考核委员会及审计与风险管理委员会等。

公司下属重要企业——东风汽车集团股份有限公司（以下简称“东风集团”）于2005年12月7日在香港联交所主板上市。上市以来，东风集团严格遵守上市规则及企业管治守则的相关要求，建立了以股东大会为最高决策机构、董事会为主要决策机构、监事会为主要监督机构的公司治理结构。同时，制定完善了各项基础制度及相关规定。



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.

## 风险管理与内控内审

### Risk Management and Internal Control & Audit

公司在总部和各二级单位建立健全了“三道防线”的全面风险管理组织体系，探索建立了重大专项风险评估机制和 risk 预警机制，初步实现了体系建设向风险与业务深度融合转变，问题导向向方法导向转变，风险落地措施稳步推进，重大重要风险得到有效管控。

公司各级审计机构建立了“以风险为导向、以控制为主线、以治理为目标、以增值为目的、以协同为支点”的风险导向审计模式，紧紧围绕企业生产经营中心工作，加大风险揭示力度，从源头上强化全过程控制，变被动反应为主动控制，促进内控体系建设，审计为企业经营服务的水平不断提升。

2014年，公司出台风险管理报告办法等5项制度，提炼形成风险管理评价、专项风险管理等9项模板，风险管理制度化、规范化水平进一步提升。

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.

# 组织机构

## Organization Bodies



## 产业布局 Industrial Layout

乌鲁木齐 Urumqi

大连 Dalian

郑州 Zhengzhou

盐城 Yancheng

十堰 Shiyan

常州 Changzhou

襄阳 Xiangyang

上海 Shanghai

成都 Chengdu

武汉 Wuhan

杭州 Hangzhou

重庆 Chongqing

昆明 Kunming

柳州 Liuzhou

广州 Guangzhou

深圳 Shenzhen

### 海外项目：

瑞典：海外研发基地

俄罗斯：销售公司（汽车销售、产品认证、市场研究、信息咨询业务）

武汉：总部机关、技术研发中心、乘用车业务（风神、神龙、东风本田）、新能源汽车业务

十堰：商用车、零部件、汽车装备、专用车、微车

成都：乘用车（神龙）

重庆：商用车、乘用车（小康）

昆明：商用车、零部件

柳州：乘用车（风行）、商用车（乘龙）

郑州：乘用车（风度、启辰、东风日产）、乘用车

襄阳：乘用车、轻型商用车、发动机等零部件

广州：乘用车（东风日产）、发动机等零部件

常州：商用车、零部件

深圳：汽车服务、零部件、贸易、物业管理、特种车

大连：乘用车（东风日产）

盐城：乘用车（东风悦达起亚）

上海：汽车贸易、零部件

乌鲁木齐：特种车

杭州：乘用车（东风裕隆）、商用车（东风沃尔沃）

## 企业文化

Corporate Culture

### 东风“和”文化核心理念

Core Concepts of DFM's "Harmony" Culture

## 核心价值

——和(和衷共济, 和悦共生)

Core Value – Unite for one cause Cooperate for win-win

东风使命——让汽车驱动梦想

DFM's Corporate Mission – Car drives dream

东风愿景——永续发展的百年东风, 面向世界的国际化东风, 在开放中自主发展的东风

DFM's Corporate Vision – Century-old DongFeng with sustainable development, international DongFeng with global competitiveness, and innovational DongFeng with independent development

东风精神——海纳百川, 砺行致远

DFM's Corporate Spirit – International perspectives Sustainable development

东风经营理念——关怀每一个人, 关爱每一部车

DFM Business Philosophy – Care for every person, care for every vehicle



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## 东风“和”文化行动体系

Action System of DFM's "Harmony" Culture

“一个中心”“五个发展”：

以“做强做优”为中心，

推动“自主发展、开放发展、绿色发展、协同发展、共赢发展”

“One Center” and “Five Developments”:

“Stronger and better”;

“self-development, open development, green development, synergistic development, win-win development.”

## 东风“和”文化口号

Slogans of DFM's "Harmony" Culture

口号：东风和畅，与你偕行

Slogan: With You

# WITH YOU

东风和畅，与你偕行

## 东风“和”文化标识

### Logo of DFM's "Harmony" Culture



东风和畅 与你偕行  
With You

“东风和畅”，是一个天然的词语，原意指春风温暖舒适，喻指美好舒适的状态和情境；这里指东风汽车的和谐发展状态及东风产品带给人们的欢畅愉悦感。

“与你偕行”出自《诗经》“与子偕行”意指和你在一起，共同努力，共同向前。

整句表达的是：东风和每一个“你”在东风里怡然快乐同行，共同努力，共同向前，共创美好和谐。

**和衷**，就是坚守共同理想，坚定共同信仰，同心同德，群策群力；**共济**，就是汇聚雄厚力量，协力共达目标，风雨同舟，永不言弃。

**和悦**，就是正视彼此文化差异，超越意识形态障碍，以和为悦，携手兴业，和乐共处，和美相伴；**共生**，就是精诚合作，互助共进，和谐共生，互利共荣。

“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.

“With you” is extracted from The Book of Songs, “With you”, which means “be with you to go forward together.”

The whole phase means DMF will cooperate with all of you and work together with all of you to go forward and create a harmony future.

“For One Cause” means sticking to a common ideal, belief, uniting with one heart and one mind and pooling the wisdom and efforts of everyone; “Unite” means pooling the power and efforts of everyone to achieve a same goal, regardless of the situation and never giving up.

“Cooperate” means facing cultural differences squarely and going beyond the ideological obstacles to cooperate with each other, work together harmoniously and happily. “Win-win” means sincere cooperation, mutual support, harmony and mutual benefits.



4月18日，公司在北京发布以“和”为标识的文化战略，在充分吸收东风优秀文化基因、传承东风优秀文化传统的基础上，深刻而全面地阐述表达了东风的核心价值观和时代主张。

On April 18, the company released the “Harmony” cultural strategy in Beijing, deeply and fully expressing DFM's core value and proposition of the age based on full absorption of DFM's excellent culture genes and inheritance of DFM's excellent cultural tradition.

# 责任聚焦 —— 履行环境责任 共建生态文明

Responsibility – Performance of Environmental Responsibility and Construction of Ecological Civilization

## 工作背景

Working Background



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**建设生态文明，保护环境  
是东风公司应履行的责任**

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

**地处“南水北调”中线工  
程重点区域**

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

**国家新环保法颁布，不断  
完善改进，符合新法规**

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



## 全面开展十堰、襄阳基地环保专项整治工作

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

**有史以来，规模最大、投入最多、覆盖最全、力度最强**

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

## 主要内容

### Main Contents

#### 管理职能梳理，明确监管责任、主体责任

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

#### 全价值链的环保问题排查与整改

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

#### 二级单位、工厂 管理职能梳理

Combing of management function of secondary units and plants

#### 明确二级单位监管责任、 工厂主体责任落实

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



#### 规范管理类

Standard management

#### 现场改善类

Site improvement

#### 设备设施改造类

Equipment and facility improvement

## 环保专项整治措施

### Special Measures for Environmental Protection

#### 问题排查

Problem examination  
2014-2-28  
February 28, 2014

#### 问题整改

Problem rectification  
2014-11-14  
November 14, 2014

#### 检查验收

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

#### 全过程、全方位问题排查

All-round whole-process troubleshooting

#### 分规范管理、现场改善、设备设施改造三类形成问题清单

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

#### 共查出 1939 个问题点

1,939 problems found

#### 积极整改管理类和现场小改善类问题

Active rectification of the problems in standard management and site improvement

#### 对设备设施改造类问题 2015 年持续整改

Constant rectification of problems in equipment and facility improvement in 2015

#### 计划累计投入整治资金约 3.53 亿元

353 million yuan to be invested in rectification accumulatively

#### 二级单位对下属单位整改结果逐一验收

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

#### 组织专家对二级单位进行逐一验收，开展抽查验证，进行综合评价

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

## 整治成效

Effect of Rectification

### 各单位环保意识普遍提高

Environmental awareness of each unit improved generally

### 环保组织机构、专业人员配置改善

Environmental protection organization and professional staff allocation improved

### 环保责任更加明确

More explicit environmental protection responsibility

### 规范管理类、现场改善类环保问题得到有效整改

Standard management and site improvement problems effectively solved

### 制定各类专项整改技术方案

Various technical proposals prepared for special rectification

### 利用公司内资源实现协同效应，为南水北调中线工程顺利调水提供可靠保证

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

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# 责任聚焦 —— 绿色出行 做合格汽车公民

Responsibility – Green Travel, be a Qualified Driver



## 和之道畅未来

—— “和畅东风” 汽车公民文化活动

随着我国汽车保有量不断增加，汽车与社会、汽车与人的矛盾日益突出，中国文明汽车社会构建工作亟待加强……东风汽车公司将企业履责方向聚焦于“润浸汽车文化，与中国汽车社会共发展”，策划开展“和畅东风”汽车公民文化活动，希望以企业之力助推中国汽车社会文明演进。

With the increasing population of automobiles, the contradiction between automobile and the society and between automobile and people becomes increasingly sharp and it is required to strengthen the construction of civilized auto society in China... DFM will focus on “nurturing auto culture and co-develop with China’s auto society in performance of its corporate responsibility”, plan and carry forward “Warm and Pleasant DongFeng” auto citizen cultural program, with a hope to advance the evolution of China’s auto society civilization with its own humble activities.

## 发布《中国汽车公民文明公约》 Convention for Civilized Driving in China

2014年6月5日，东风汽车公司、东风公益基金会联合中国道路交通安全协会、中国汽车文化促进会发布《中国汽车公民文明公约》。公约以“和之道，畅未来”为行动理想，以“尊重生命、合理使用、宽容有序、持续发展”为文明指引，号召每一位驾驶者与行人用点滴行动汇聚成文明与变革的力量，润浸汽车文化，促进文明汽车社会发展。

On June 5, 2014, DFM and DongFeng Benevolence Foundation issued *Convention for Civilized Driving in China* by combining with Road Traffic Safety Association of China and Auto Culture Promotion Association of China. The Convention calls each driver and passenger to create the power of civilization and revolution with small practice, nurture auto culture and promote the development of a civilized auto society by taking “a harmonious way to create a bright future” as practice ideal and “respect for life, rational use, tolerance, orderliness and sustainable development” as civilization guidance .

同时，东风汽车公司联合下属企业，通过报纸、户外路牌广告、4S店终端广告、网络/平面媒体以及网络自媒体平台全方位推广、传播公约，帮助广大汽车公民了解公约、认同公约，从而身体力行践行公约。

At the same time, DFM cooperates with its subsidiaries to comprehensively promote and spread the Convention through newspaper, outdoor billboard advertising, 4S-shop terminal advertising, network/print media and network we-media platform so as to help auto citizens understand the Convention, accept the Convention and practice the Convention.



## 开展“益路平安”东风爱心大行动

Carry out DFM “Drive Safer” Charity Activity



### “我捐10元，为爱的明天”

“Ten Yuan for A Tomorrow of Love”

以“我捐10元，为爱的明天”为主题在公司内部开展爱心募捐，救助交通事故致残儿童。东风员工慷慨解囊的同时，还将写有“快乐成长”、“早日康复”、“明天会更好”等的心愿卡贴在祝福墙上。

“Ten yuan for a tomorrow of love” – themed donation activity is carried out in DFM in order to help the children disabled in traffic accidents. While donating money, DFM’s workers also stick wish cards with words such as “happy growth”, “get well soon” and “a better tomorrow” on the blessing wall.

### “一份承诺，一元爱心”

“A Commitment, a Gift of Love”

部分东风旗下品牌的4S店开展“一份承诺，一元爱心”到店签名活动，推广《公约》。到店客户踊跃参与签名活动承诺遵守公约，为受助儿童赢取东风公益基金会捐出的爱心救助金。

Some 4S shops of DFM’s brands carry out the signing campaign of “A Commitment, a Gift of Love” to spread the Convention; all clients coming to the shops to participate in the campaign promise to observe the Convention and win salvage money donated by DongFeng Benevolence Foundation.



### “收集百万文明承诺，捐献百万爱心”

“Collect Millions of Civilization Promises and Donate Millions of Compassions”

东风公益基金会发起“收集百万文明承诺，捐献百万爱心”线上公益活动，网友参与转发、点赞、答题，东风公益基金会就为受助儿童捐出爱心救助金。

DongFeng Benevolence Foundation launched the online charity campaign of “Collect Millions of Civilization Promises and Donate Millions of Compassions”, in which as long as the net friends forward, hail or answer relevant questions, DongFeng Benevolence Foundation will donate the salvage money to the sponsored children

2014年10月，东风公益基金会组织来自黑龙江、贵州、山西、山东等省份的10名因交通事故致残儿童前往民政部国家康复辅具研究中心，接受义肢安装、肢体矫形和专业的康复治疗。2015年初，10名儿童已全部康复出院，回归课堂。目前所有受助儿童身体状况良好。

In October 2014, with the donations, DongFeng Benevolence Foundation arranged 10 children disabled in traffic accidents from Heilongjiang Province, Guizhou Province, Shanxi Province, Shandong Province and other provinces to go to National Research Center for Rehabilitation Technical Aids of the Ministry of Civil Affairs to accept prosthetic installation, orthopaedic treatment and professional rehabilitation. At the beginning of 2015, 10 children were discharged from hospital upon recovery and returned to their classroom. Now all the sponsored children are in good health.



80  
万人参与

169.81 万元  
捐赠救助金

## 开展“中国好交警·中国好司机”大型公益活动

“China’s Good Traffic Police · China’s Good Driver” Public Activity

2014年10月由中央文明办、公安部、交通运输部指导，经济日报社、人民公安报社主办，东风汽车公司协办的“中国好交警·中国好司机”大型公益活动启动。活动中东风通过传播《公约》加强道路交通安全法规知识和出行文明礼仪的宣传普及，引导人们重视、关注道路交通安全，推动我国汽车文化发展和汽车文明的提升。

In October 2014, “China’s Good Traffic Police · China’s Good Driver” public activity was launched under the instruction of Central Civilization Office, the Ministry of Public Security and the Ministry of Transport, the sponsorship of The Economic Daily and People’s Police Daily Press and the assistance of DFM. In the activity, DFM leads people to attach importance to and concern road traffic safety by spreading the Convention and strengthening the promotion and popularization of the knowledge of road traffic safety laws and regulations and travel civilization etiquettes, so as to promote China’s auto culture and civilization.



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## 东风旗下各二级单位积极参与汽车社会文明共建

DFM’s Secondary Units Active Participation in Co-building Auto Social Civilization

东风日产：安全驾驶训练营

DongFeng Nissan: Safe Driving Training Camp

东风本田：青少年汽车知识见习基地

DongFeng Honda: Auto Knowledge Probation Base for Teenagers



郑州日产：出行障碍亲子体验

Zhengzhou Nissan: Parent-child Experience Activity for Travel Difficulties

东风有限、东风特商、东风裕隆：儿童交通安全教育课堂

DongFeng Motor Company, DongFeng Special Automobile and DongFeng Yulong: Children Traffic Safety Education Class



# 收获 2014

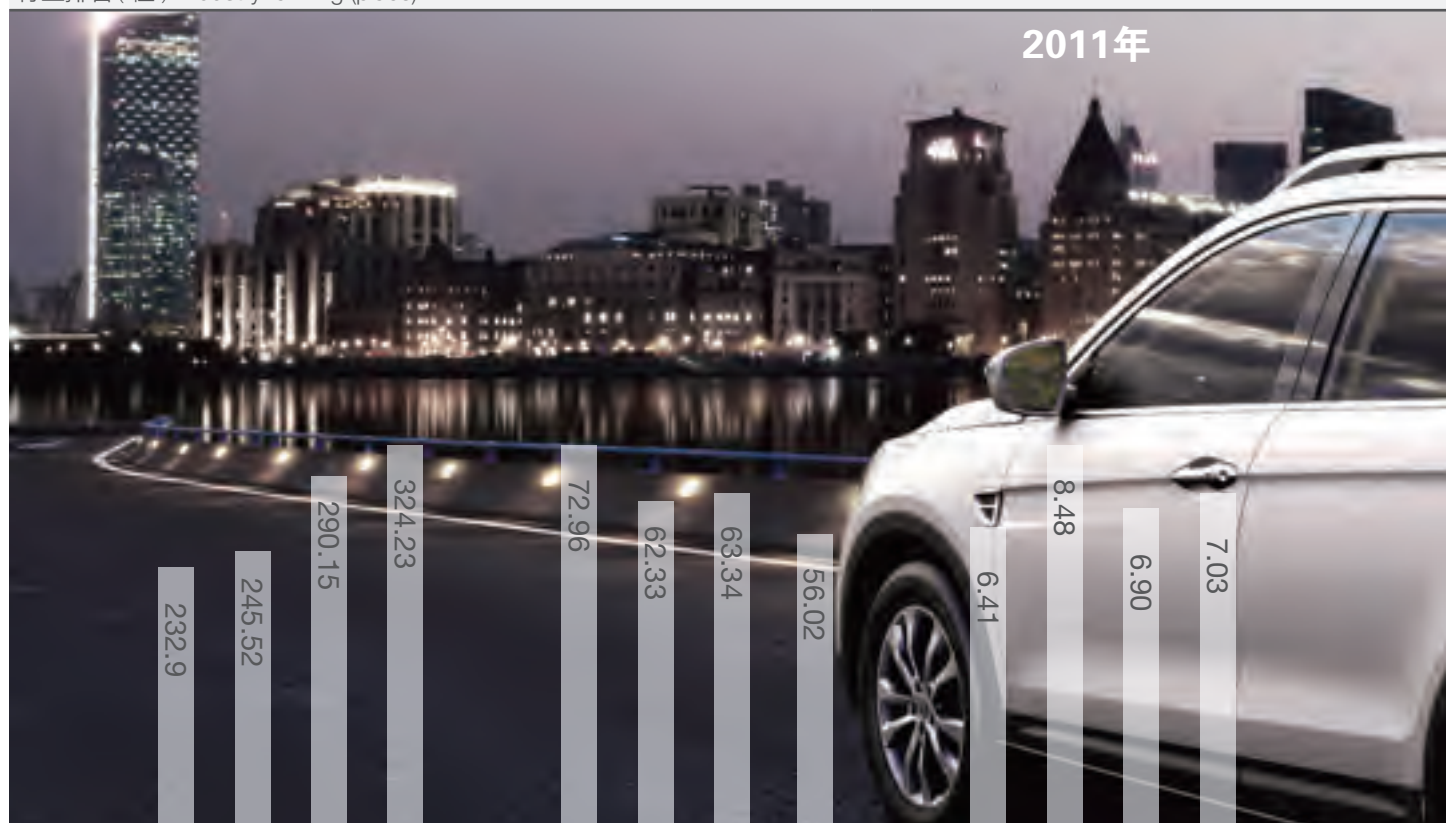
## Achievements in 2014

### 数说东风

#### Figures

汽车行业销量(万辆) Automobile industry's sales volume (ten thousand vehicles)	1850.51
东风公司销量(万辆) DFM's sales volume (ten thousand vehicles)	305.86
综合市场占有率(%) Overall market share (%)	16.53
销售收入(亿元) Sales income (100 million yuan)	4066.82
纳税(亿元) Taxes paid (100 million yuan)	372.20
行业排名(位) Industry ranking (place)	2

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2011 2012 2013 2014  
公司乘用车销量(万辆)  
Corporate sales volume of passenger vehicles (ten thousand vehicles)

2011 2012 2013 2014  
公司商用车销量(万辆)  
Corporate sales volume of commercial vehicles (ten thousand vehicles)

2011 2012 2013 2014  
公司出口销量(万辆)  
Corporate export sales (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

2012年

2013年

2014年



## 图说东风 Figures



2014年，公司全年销售汽车380万辆，增速明显快于行业，经营规模连续五年稳居行业第二，实现销售收入、利润和上缴税费再创历史新高。

In 2014, the company sold 3.80 million vehicles, with a growth rate obviously higher than that of the industry, and in terms of operation scale, it had ranked the second in the industry for five consecutive five years and its sales income, profits and tax payment also hit a new record.



2014年，公司严格进行教育实践活动项目整改，认真落实从严治党责任，持续加强作风建设，党组织凝聚力、战斗力进一步增强。中央第十三巡视组对东风开展专项巡视，在巡视组的指导把脉下，公司深化专项整治，强化正风肃纪，公司党风廉政建设和反腐工作不断引向深入。

In 2014, the company strictly rectified the issues detected in the party's mass line education and practice campaign, earnestly implemented the responsibility for running the party strictly and continued to strengthen the work style construction, so that both cohesive force and fighting capacity of the party organization had become much stronger.



2014年，公司自主事业大力推进创新驱动战略取得新突破，自主品牌新车型投放创历史新高，居行业首位。自主品牌乘用车逆势增长；自主品牌商用车持续保持行业领先，中、重卡连续11年位居行业第一。

In 2014, through independent administration and vigorous promotion of the innovation-driven strategy, the company had made some breakthroughs and its release of the vehicles of its self-owned brand hit a new record, ranking the first in the industry. Sales of the passenger vehicles of its self-owned brand increased against the trend; sales of the commercial vehicles of its self-owned brand still maintained the leading position in the industry, and sales of its middle-duty and heavy-duty trucks had ranked the first for 11 consecutive years.



2014年，公司强化国际运营，加快国际化发展步伐，战略性入股PSA，推动公司国际化迈入新阶段，开创了中国汽车企业国际化发展新模式。

In 2014, the company strengthened international operation, accelerated international development and became a shareholder of PSA strategically so as to push its internationalization process to a new stage and started a new model of international development for China's auto enterprises.



2014年，东风医疗集团和东风特种商用车有限公司成立，公司推进深化改革迈出崭新步伐，业务集中调整取得重要进展，辅业优化搞活加快进行，大集体企业改革改制及历史遗留问题解决等稳步推进。

In 2014, DongFeng Medical Group and DongFeng Special Purpose Commercial Vehicles Co. Ltd. were established. The company took new steps in deepening the reform, made new remarkable progress in centralized business adjustment, sped up the optimization and invigoration of auxiliary business, steadily advanced DFM's reform and restructuring as a large collective enterprise, and resolved a series of legacy issues.

2014年，公司发布以“和”为标识的文化战略，在充分吸收东风优秀文化基因、传承东风优秀文化传统的基础上，深刻而全面地阐述表达了东风的核心价值观和时代主张。公司在集团内广泛开展了“和”文化的宣贯与实践，公司企业文化建设进入新境界。

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 inheritance 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 culture construction of the company came to a new stage.



公司协同发展进入攻坚期，公司上下以更加奋发有为的精神状态、更加高效务实的工作作风，深入贯彻协同发展战略，全面树立协同发展新思维，全面建立协同发展新机制，全面拓展协同发展新路径，努力开创协同发展新局面。

Synergistic development of the company came 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, comprehensively constructed new system of synergistic development and comprehensively expanded new path of synergistic development in order to break a new ground for the synergistic development.



2014年，公司协同创新全面实施“润”计划，在环境保护、公益救济、公共福利等诸多方面，探索了一系列具有东风特色的履责方式。同时，持续五年扎实推进十堰基地年度“十件实事”建设，惠民工程惠在实处，深得人心。

In 2014, the company made synergistic innovation to comprehensively implement the "nurturing" plan and explored a series of responsibility performance model with DongFeng characteristics in terms of environmental protection, public interest relief and public welfare, etc. Meanwhile, the company also had made steady progress in annual construction of "ten major events" at Shiyan base in five consecutive years and implemented the people-benefit project in the favor of people.



公司2014年巩固管理提升活动成果，不断深入开展管理提升和管理创新活动，推动公司管理升级进步。

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



2014年，公司站在建设生态文明的高度，十分重视十堰基地、襄阳基地环境保护，认真推进环保专项治理，确保一泓清水送北京。

In 2014, at the height of construction of ecological civilization, the company focused on the environmental protection for Shiyan base and Xiangyang base and carefully promoted special environmental protection management to ensure the water conveyed to Beijing clean.





**1月3日**，一位叫袁勇的东风康明斯员工收到来自总经理王宁的午餐邀请，总经理王宁希望通过这种方式听听技能员工们对于工作的最新想法。

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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月27日早上**，300多名员工带着行李等在路边，今年春节，东风小康集中租用7辆大巴车专车送员工回家早日与家人团聚。

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月14日**，农历元宵节。没有大型焰火、歌舞晚会，这已是东风公司连续第二年打破传统，提倡全体员工节俭过节。

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月17日**，一名叫杨长发的普通焊工自制了一台可遥控的自动二氧化碳保护环形焊接“机器人”，从此他所在的岗位工作效率提高了4倍。

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月14日**，神龙公司襄阳工厂举行了为期三天的美食节，员工们可以在上百个美食品种之间任意挑选。但相比食物，员工们更喜欢欢聚一堂的气氛。

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月26日**，一则《当年资助我的恩人，你在哪儿？》的新闻，找出了东风报业记者罗付雄鹰。被称为“抠门的苦行僧”的罗付雄鹰在17年前倾力资助了一位出租车司机。

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月16日**，东风特商开展了一期以“廉洁”为核心词的演讲比赛。一位员工在演讲中说：“贪与廉就是一次简单的选择，有的人带给子女的是自豪、自信、自尊与自强，而有的人留给子女的是迷茫、困惑、嘲笑与自卑。”

On July 16, DongFeng (Shiyan) Special Commercial Vehicle Co., Ltd. carried out “integrity”-oriented speech contest. An employee said in his speech, “corruption and integrity” are just a simple choice, someone may give his children pride, confidence, self-respect and self-improvement, while someone may give his children confusion, puzzlement, teasing and self-abasement.”

**9月16日**，16名东风雷诺员工成为该公司优惠购车政策的首批车主。尚未投产，先行优惠购车，这在国内尚属首例。

On September 16, 16 employees of DongFeng Renault became the first batch of the vehicle owners enjoying preferential policies. It was the first time in China to first implement the preferential policy before starting production.

**10月23日**，神龙公司武汉一工厂焊装分厂的员工，围绕在一辆白色爱丽舍车前拍下一张合影。这是经典爱丽舍的第1180000辆，也是最后一辆。

On October 23, employees of welding factory of a plant of Peugeot Citroen in Wuhan took a group photo around a white Elysée which was the 1180000th classic Elysée vehicle and also the last one.

**12月25日**，智力有障碍的12岁孩子王梓琦一字一顿地说出：“爸爸，您辛苦了！我爱你！”，以此为他的爸爸颁发“湖北最美一线员工”奖。

On December 25, a 12-year-old child Wang Ziqi with intellectual impairments stressed each syllable, “Dad, you worked so hard! I love you!”. His father was awarded “the Most Beautiful Front-line Worker in Hubei Province”.

## 利益相关方说东风 Comments of Stakeholders

### 东风总医院员工、湖北省“最美护士”刘少邦

Liu Shaobang, an employee of DongFeng General Hospital and “the Most Beautiful Nurse” in Hubei Province

作为一名普通男护士，肩负荣誉，我深感荣幸。非常感谢东风总医院对我的培养，感谢身边的老师给予我无私帮助。东风医护人员忠诚、敬业、爱岗、奉献的精神时刻激励着我，完善自己，更好地服务患者。我将凭着对护理职业的这份挚爱和坚守，与东风一路前行。

As a common male nurse, it is a great honor for me to have such honors. Many thanks to DongFeng General Hospital for cultivating me and to all teachers for their selfless help. The loyalty, commitment, devotion and dedication of DongFeng medical workers have always encouraged me to improve myself and better serve the patients. I will go forward with DongFeng with my love and insistence on the nursing job.

### 东风乘用车德州金瑞专营店总经理 张有水

Zhang Youshui, General Manager of Dezhou Jinrui Franchise Store of DongFeng Passenger Vehicle

对经销商而言，品牌选择很重要。当我进入东风风神体系以后，东风风神的品质让我折服。我发现，这才是我们民族品牌的未来。与东风风神一起并肩，迎接新机遇、新挑战，我们一定能创造更美好的未来。

Brand selection is very important to a dealer. However, when I join in DongFeng Aeolus system, I am totally impressed with its quality and I find this is the future of our national brands. As long as we work with DongFeng Aeolus to face new opportunities and challenges, we can create a better future.

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### 东风李尔汽车座椅有限公司总经理 张国良

Zhang Guoliang, Lear-DFM Automotive Seating Co. Ltd.

作为东风本田的供应商，我们在技术水平提升和管理体制优化等方面得到了许多支持和帮助，并且在东风本田的带动下不断加强履行节能、环保、公益等方面的社会责任。今后也希望能够继续与东风本田携手共进创造更加美好的未来！

As a supplier of DongFeng Honda, we have gotten many supports and help in improvement of technological level and optimization of management system, etc, and we will also continue to strengthen the performance of our social responsibility for energy conservation, environmental protection and public welfare under the leadership of DongFeng Honda. We look forward to creating a better future together with DongFeng Honda.

### “益路平安”东风爱心大行动救助儿童 马天牧

Ma Tianmu, DFM “DriveSafer” Campaign for Child Support

一次交通事故让我失去了双腿，我以为我再也不能跟小朋友们一起玩儿了。在东风的帮助下，我重新站立起来了！感谢东风公司的叔叔阿姨们，让我重新站立起来。与我一起接受救助的小朋友也很感谢东风。谢谢！

I lost my legs in a traffic accident and after the accident I once thought that I could no longer play with my friends. But, with the help of DFM, I stand up again now! Many thanks to all aunts and uncles of DFM for helping me stand up. And all other children accepting the help of DFM want to express their thanks to DFM. Thanks!



# 东风责任之道

## DFM's Responsibilities

### 社会责任工作理念

#### Concept of Social Responsibility

## 东风化雨 润泽四方

“东风化雨”从“春风化雨”而来，“春风化雨”系由“春风”及“化雨”两词语组合而成。“春风”是出自汉·刘向《说苑·卷五·贵德》“春风风人”，“化雨”则是出自《孟子·尽心上》“时雨化之”，后来这两个典源被合用成“春风化雨”，又称“东风化雨”，寓意君子会像春风一样和煦、像及时雨一样及时，润育别人、帮助别人。中国诗圣杜甫有句著名的诗：“随风潜入夜，润物细无声”。

用“东风化雨，润泽四方”来表达东风汽车公司承担社会责任的初衷、意愿和态度。东风汽车公司愿意带动相关方获取自我价值并积极致力于社会和谐、环境保护，实现科学发展、可持续发展。

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#### DongFeng, the nurturing east wind

“DongFeng, the nurturing east wind” comes from “life-giving spring breeze and seasonable rain” which consists of two parts, namely, “life-giving spring breeze” and “seasonable rain”. “Life-giving spring breeze” comes from “The spring breeze brings people to life” in *Precious Virtues, Volume 5 of Garden of Stories* written by Liu Xiang in the Han Dynasty. “Seasonable rain” is from “There are some on whom his influence descends like seasonable rain” in *Mencius*. Later these two phrased are combined into “life-giving spring breeze and seasonable rain”, also known as “life-giving east wind and seasonable rain”, which implies that the gentleman nurtures and helps others like the spring breeze and seasonable rain. Chinese “Poet-Sage” 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.”

“DongFeng, the nurturing east wind” 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.

## 社会责任管理

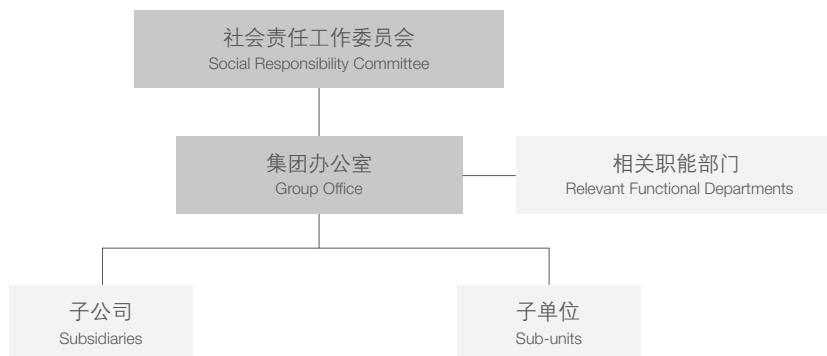
### Management of Social Responsibility

#### 社会责任组织体系

##### Organization System of Social Responsibility

设立东风公司社会责任工作委员会，由公司董事长、总经理任委员会主任，集团办公室作为牵头部门，归口管理全系统社会责任工作，并组织公司旗下各单位相应部门和人员协同推进社会责任工作。按照《东风汽车公司社会责任管理办法》，公司明确企业社会责任规划管理、执行管理和运营评价管理等方面内容，严格执行对外捐赠流程和信息披露制度等，实现社会责任工作制度化与体系化。

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.



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#### 社会责任体系建设与管理——社会责任月

##### Construction and Management of Social Responsibility System—Social Responsibility Month

从2014年起，公司将每年6月-7月定为“社会责任月”，以“系统规划、整体部署、协同实施”为行动纲领，打造“大东风”履行社会责任能力建设和体系化管理的全新平台。2014年“社会责任月”期间，公司总部联合下属企业开展了一系列独具东风特色的履责活动，营造良好的责任文化氛围，推进全集团社会责任工作的开展。



The company defined each June as “Social Responsibility Month” and created a new “DFM” platform for capacity building and systematic management of social responsibility performance. In 2014, in the “social responsibility month”, the headquarters, with its subsidiaries, carried out a series of responsibility performance activities with DFM characteristics, created a good responsibility culture atmosphere and advanced the performance of social responsibility throughout the group.

## 社会责任沟通

### Social Responsibility Communication

#### 企业利益相关方名单及沟通的主要方式

#### List of Stakeholders and Main Communication Modes

利益相关方 Stakeholders	诉求 Claim	沟通渠道和方式 Communication channel and mode
政府 Government	响应国家政策 Respond to national policies 诚信守法经营 Make trusty and lawful operation 依法纳税 Pay taxes according to law 带动就业 Promote employment	参与政策、标准、规划调研与制定 Participate in survey and preparation of relevant policies, standards and plans 足额纳税 Pay all taxes in full 创造就业岗位 Create more employment positions
出资人 Contributors	国有资产保值增值 Preserve or increase the value of state-owned assets 规范公司治理 防范经营风险 Regulate the corporate management and prevent sales risk	投资者交流汇报会 Participate in investor exchange and reporting meeting 报表信息披露 Report statement mistakes 接受国资委的监督考核 Accept the supervision and assessment of the State-owned Assets Supervision and Administration Commission of the State Council (SASAC)
客户 Customers	提供高品质产品 Provide high-quality products 确保产品安全 Ensure product safety 提供优质服务 Provide high-quality services	客户满意度调查 Make customer satisfaction investigation 客户关系管理 Make customer relation management 客户座谈与走访 Hold talks with the customers and visit the customers 积极应对客户投诉 Actively respond to the customer complaints
员工 Employees	员工权益 Keep employee rights and benefits 保障员工职业发展 Ensure the employees' occupational development 员工关爱 Care the employees	职工代表大会 Hold congress of workers and staff 工会组织 Participate in labor unions 员工参与企业管理渠道 Use the channel with which the employees can participate in the corporate management 意见和合理化建议征集 Collect comments and rational proposals
行业伙伴 Industry partners	经验共享 Share experience 技术交流 Make technical exchange	参与行业会议 Attend industrial meetings 专业技术比武与交流 Participate in technical contest and exchange
合作伙伴 Cooperative partners	遵守商业道德 Observe business ethics 公开、公平、公正采购 Make procurement in an open, fair and just way 互利共赢、共同发展 Make mutual benefits and achieve mutual development	公开采购信息 Disclose procurement information 谈判与交流 Make negotiation and exchange
社区与环境 Community and environment	社区公共事业发展 Develop public utilities of the community 环境保护 Protect the environment	社区公益活动 Carry out community public welfare activities 社区共建活动 Carry out community co-construction activities 与环保部门和团体保持沟通、学习 Communicate with and learn from the environmental protection department and groups

#### 企业内部社会责任沟通机制

#### Corporate Communication Mechanism for Internal Social Responsibility

公司不断完善内部社会责任沟通机制，实现了责任相关方的有效沟通。一方面，通过召开民主沟通会和形势目标教育会，到基层走访、调研等形式进行面对面的沟通交流。另一方面，通过向旗下各单位发送《社会责任报告》和《社会责任工作简报》，增进责任沟通与信息共享。

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.

### 企业外部社会责任沟通机制

#### Corporate Communication Mechanism for External Social Responsibility

公司不断丰富外部社会责任沟通方式，公开向社会发布年度《社会责任报告》的同时，充分利用官方微博、微信等自媒体及各大公众媒体平台实现责任信息的及时有效沟通；另一方面公司通过参加中国公益慈善项目交流展示会、开展“媒体走进东风”等活动，进一步加大履责绩效的沟通。

The company fully used its personal media such as official blog, WeChat and public media to make immediate and effective communication about responsibility information while continuing to increase the communication approaches for external social responsibility and releasing annual *Social Responsibility Report* to the society; on the other hand, the company also further strengthened its communication about performance effect by participating in China's Exchange and Exhibition for Public Welfare and Charity Projects and holding "Media to DFM" and other activities.



今年6月，公司开展“责任东风 和畅未来”权威媒体走进东风活动，深入到武汉、十堰等生产地区，参观绿色工厂示范点及工业污水集中治理项目，见证东风公司绿色全价值链环保体系。

In June this year, the company carried out the "DFM Responsibility and Bright Future" activity to invite the media to DFM, to its production areas in Wuhan, Shiyan and other regions, green plant demonstration base and concentrated treatment project of industrial wastewater to witness its green environmental system in the whole value chain.

### 企业高层领导参与社会责任沟通与交流活动

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

2014年，公司领导参与社会责任沟通与交流活动，通过媒体座谈和在大型论坛上发言等方式实现了良好的社会责任沟通，有效促进了公司社会责任工作开展。

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.

### 核心议题筛选

#### Screening of Core Topics

#### 核心议题筛选的程序

##### Procedures for Selecting Core Topics

议题收集——公司社会责任议题选择以国际、国内的社会责任标准为主，同时兼顾国家政策要求、社会舆论关注点、国内外汽车企业议题方向以及公司发展规划。东风公司针对利益相关方通过大量的问卷调查、访谈开展社会责任议题调研，各方重点关注的议题领域分别在经济领域、环境领域、社会领域、行业领域。

审核确定报告议题——根据“对东风汽车公司业务的影响”和“对利益相关方的重要性”两个维度建立议题分析矩阵，对收集的议题进行关注度排序，以此确定公司社会责任核心议题。

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.

#### 核心议题筛选的结果

##### Results of Core Topics Screening

东风汽车公司社会责任实质性议题分析矩阵  
Analysis Matrix for Substantive Topics of DFM's Social Responsibility



## 社会责任能力建设

### Building of Social Responsibility Capacity

#### 开展 CSR 课题研究

##### Carrying out CSR Topic Research

按照国务院国资委开展“管理提升”活动的总体安排部署，东风公司将“加强履责实践协同、提升责任品牌影响力”作为公司级课题进行立项推进。通过对课题进行研究分析、确立课题目标、制定行动计划等环节，取得了阶段性成果。

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 responsibility” as a corporate topic and promoted it. Through the procedures such as topic research and analysis, determination of topic target and preparation of action plan, the company had made staged achievements.

#### 参与社会责任交流

##### Participating in Social Responsibility Communication

公司积极参与社会责任交流，组织旗下部分单位社会责任工作负责人参加中国汽车公益研讨会、中国慈善展交流会等活动，经验分享，学习提升。

The company actively participated in the social responsibility communication, organized the personnel of some of its subsidiaries in charge of social responsibility to participate in the China Auto Public Seminar, China Charity Exhibition and Communication and other activities to share their experience, learn from others and improve themselves.

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2014年9月，在由国家民政部、国资委、全国工商联等单位共同主办的第三届中国公益慈善项目交流展示会上，公司以“东风化雨 润泽四方”为主题，全面展示了东风社会责任“润”计划实施成果，并通过现场互动体验，让观展公众切身感受到公司履行社会责任的积极作为。

In September 2014, at the 3rd China's Exchange and Exhibition for Public Welfare and Charity Projects cosponsored by the units such as the Ministry of Civil Affairs, SASAC and All-China Federation of Industry and Commerce, the company comprehensively showed its achievements in implementing its “Nurturing” Plan of Social Responsibility by taking “东风化雨、润泽四方 (giving spring breeze and rain to moisten everything-to be benevolent to the people)” as a theme and made all people personally feel its enthusiasm for performing the social responsibility through site interactive experiences.

### 参与行业标准制定

#### Participating in Preparation of Industrial Standards

2014年，东风总部协同旗下部分二级单位联合中国社科院共同编制《中国企业社会责任报告编写指南3.0之汽车制造业》。该《指南》提出了我国汽车行业企业社会责任报告的编制原则、逻辑架构和内容体系，其对我国汽车行业企业社会责任信息披露有重要指导作用，确立了中国汽车行业企业社会责任报告编制的行业标准。



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.

### 开展团队能力培训

#### Conducting Team Capacity Training

为提升东风社会责任工作团队业务能力，公司一方面组织团队积极参加国资委、中国社科院、中国工经联等单位组织的各类CSR培训活动，另一方面聘请中国社科院优秀师资力量走进东风，面向全公司社会责任工作人员开展系统、全面的社会责任理论与实践培训。

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年7月，由中国社会科学院经济学部企业社会责任研究中心主办的第五期“分享责任——公益讲堂”在东风公司总部举行。本次培训通过专家面授、责任小品、案例分享、实地参观等新颖的培训形式，侧重解决企业发展中遇到的实际问题，以专业的视角促成问题的解决，并以“责任化雨，润泽四方”作为本期公益讲堂的口号。来自中外企业、科研机构、社会团体的150多名学员参加了本次培训。

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 "责任化雨，润泽四方 (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.

## 社会责任行动

Social Responsibility Activities

### 东风社会责任中期行动计划——“润”计划（2012年—2016年）

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



“润”，出自《易经·系辞上传》第一章，

“润之以风雨”。可以解读为：

“风”是东风，

雨是“东风化雨”之“雨”。

是之谓“润之以风雨”。

同时，赋予“润”字以新解：

左边的三点水，

代表着企业社会责任经典理论中的三重底线，

提醒我们必须履行最基本的经济责任、

环境责任和社会责任；

而右边的“门”字里面的“王”字，

代表着中国传统的儒家思想中的“王道”

在现代企业社会责任中的意义，

提醒我们重“德”、重“仁”、重“和谐”。

图标以印章形式表示，

印是中国历来用以昭信的，

表达了对责任的一种郑重承诺和信守。

## “润”计划目标 Objectives of “Nurturing” Plan

贯彻落实科学发展观，围绕公司“三个东风”愿景和“十二五”战略规划，全面提升社会责任管理，将社会责任理念融入公司战略和全价值链管理中，追求经济、社会、环境和人文的综合价值最大化，为“做强做优，建设国内最强、国际一流的汽车制造商”的目标贡献价值，以卓越的责任实践回馈社会，促进中国汽车工业振兴发展，为实现“中国梦”和“汽车强国梦”贡献力量。

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 remarkable responsibility performance, improve vigorous development of China’s auto industry and contribute to “China Dream” and “Motor Power Dream”.

## “润”计划内容 Contents of “Nurturing” Plan



## 社会责任视觉表现

### Visual Expression of Social Responsibility



东风化雨 润泽四方  
giving spring breeze and rain  
to moisten everything-to be  
benevolent to the people

根据形象培育和传播的需要，特设计东风汽车公司社会责任形象 LOGO，并申请商标注册。设计源自“云行雨施为润”的概念，传达出“东风化雨、润泽四方”的内涵。背景为蓝色，整体为圆球形，寓意地球的宽广无垠，更代表东风的全球化视野；“云”以“风”作为行动的依托，其“五色祥云”围绕在地球上的造型，传达出一种运行不息、吉祥和美的意象；祥云颜色为：红色、黄色、绿色、白色、黑色，分别与中国传统文化中的五行相对应，有万物共生相依、生生不息之意；同时，还代表我们将会在经济责任、利益相关者责任、环境责任、社会公益责任、文化责任五大方面做出努力与贡献。

According to the needs of image cultivation and propagation, a LOGO is specially designed for social responsibility image of DFM and it is applied for registration as a trademark. The design derives from “云行雨施为润 (nurture everything with rain-be benevolent to the people)”, conveying the connotation of “东风化雨润泽四方 (give spring breeze and rain to moisten everything-to be benevolent to the people)”. The LOGO is of a blue background and in a round shape, implying broadness of the earth and international vision of DFM; “Cloud” runs with wind, the “five-color clouds” around the earth implies continuousness, luckiness and beauty; the clouds are respectively in red, yellow, green, white and black, corresponding to the five elements in Chinese traditional culture and implying mutualism and endless succession of all things on earth.

## 社会责任荣誉

### Social Responsibility Honors

- 2014中国工业经济行业履行社会责任“五星级企业”  
2014 Five-star Industrial Enterprise to Fulfill the Social Responsibility
- 2014中国企业社会责任“卓越奖”  
2014 China CSR Excellence Award
- 2014年度“中国幸福企业”  
2014 “Chinese Happy Enterprise”
- 2014年度“中国公益奖”  
2014 China Social Responsibility Award
- 2014中国汽车业行业企业社会责任“优秀履责企业”  
2014 Award of China's Auto Enterprise Performing Social Responsibility
- 湖北省支持脱贫奔小康试点工作“先进单位”  
“Advanced Unit” in Hubei Province Supporting Pilot Work of Antipoverty Programs
- 湖北汽车金轮奖“责任公信企业”  
Hubei Provincial Golden Reel Award for “Responsibility & Credibility Enterprises”
- “东风梦想车·中国青年环保汽车创意设计大赛”获评中国教育奖“最佳CSR创新奖”  
Chinese Education Award-“Best CSR Innovation Award” in “DongFeng Dream Vehicle-China Environment-friendly Vehicle Design Competition”
- “和畅东风·汽车公民文化活动”获评2014年度消费车型评选盛典“优秀企业公益活动”  
“Warm and Pleasant DongFeng” auto citizen cultural program” awarded as “Excellent Corporate Social Responsibility Program” in 2014 Model Selection
- “东风润苗行动”被评为2014中国汽车业行业企业社会责任“优秀案例”  
“DongFeng Nurturing Program” awarded as “2014 Excellent SCR Case” in China's Auto Industry
- 《2013年度社会责任报告》获评“国际银河奖”(International Galaxy Awards)  
2013 Social Responsibility Report won International Galaxy Awards

# 经济

责任

Economic Responsibility

润色国计民生 与国家共繁荣

Contribute to National Economy and the People's  
Livelihood and Anticipate a Brilliant Future with the Nation



## 集团战略 跨越发展

### Group Strategy and Leaping Development

#### 集团发展战略

##### Group Development Strategy

指导思想：深入贯彻落实科学发展观，以科学发展为主题，以加快转变发展方式、加快自主发展步伐为主线，以深化改革开放为动力，围绕做强做优、建设“国内最强、国际一流”汽车制造商的事业梦想，进一步增强自主创新能力、加强自主品牌建设；调整优化事业形态和产品结构，提高管理科学化水平；加强人才建设，加快和谐企业建设，加强和改进企业党建工作，坚持在发展中促转变、在转变中谋发展，努力开辟东风科学发展的新境界。

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.

公司“十二五”规划的整体目标是做强做优，建设“国内最强、国际一流”汽车制造商。具体有以下几个方面：加快转变发展方式，加快自主发展步伐；提高公司五种能力，即综合实力、自主创新能力、国际竞争力、可持续发展能力、抵御风险能力；促进企业和谐稳定，职工物质文化生活水平普遍提高；经营规模在高质量、可持续发展的基础上向500万辆迈进，行业地位更加稳固；经营质量保持行业领先，销售利润率保持在6%以上；自主品牌（含合资自主品牌）比重达到50%左右，海外销量在自主品牌汽车的占比达到10%。

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 年战略进展

##### Strategic Progress in 2014

2014年，公司实现整车销量380.3万辆，增速明显快于行业，经营规模连续五年稳居行业第二，实现销售收入、利润和上缴税费再创历史新高；其中，市场占有率16.2%，同比提升0.1个百分点，公司营业利润率10.1%，行业内处于领先；自主品牌（含合资自主品牌）销量127.8万辆，占公司总销量的33.6%，销量同比增长0.55个百分点，领先全国水平1.06个百分点；海外出口销量7.03万辆，同比增长1.6%，领先全国水平8.75个百分点。

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

380.3

整车销量(万辆)

16.2%

市场占有率

share was 16.2%, increasing by 0.1% on a year-on-year basis, operating profit ratio was 10.1%, with a leading edge in the industry; 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; overseas export sales volume was 70,300 vehicles, increasing by 1.6% on a year-on-year basis and 8.75% higher than national level.

## 重要战略决议

### Key Strategic Decisions

**战略入股PSA** 2014年，公司强化国际运营，加快国际化发展步伐，战略性入股PSA，推动公司国际化迈入新阶段，开创了中国汽车企业国际化发展新模式。

**Strategically become a shareholder of PSA** In 2014, the company strengthened international operation, accelerated international development speed and became a shareholder of PSA strategically so as to push its internalization process to a new stage and started a new model of international development for China's auto enterprises.



中国国家主席习近平、法国总统弗朗索瓦·奥朗德共同出席签字仪式  
Chinese President Xi Jinping and French President Francois Hollande attended the agreement signing ceremony.

法国当地时间2014年3月26日，东风汽车公司旗下子公司东风汽车集团股份有限公司（以下简称“东风集团”）与法兰西共和国政府、标致家族公司和标致雪铁龙集团（以下简称“PSA”）在巴黎爱丽舍宫签署最终协议。根据协议，东风集团将通过定向增发和配股认购，向PSA入股8亿欧元，持股14%，并与法国政府和标致家族并列成为PSA的第一大股东，拥有同等的投票权。

On the afternoon of March 26, 2014 [local time in France], an agreement was signed at the Elysee Palace in Paris among DFM's subsidiary – DongFeng Motor Group Co., Ltd.(DFM), the Government of the French Republic, the Peugeot family business, and the PSA Peugeot Citroën Group (PSA). As prescribed by the agreement, DFM injected 800 million euros into PSA through reserved capital increase and rights issue, accounting for 14% of PSA's total share capital, and became the largest shareholder alongside the French government and the Peugeot family and has the equal right to vote.

随后，3月28日东风集团与标致雪铁龙集团在北京签订《全球战略联盟合作协议》，双方将深化在工业和商业领域的全球合作。

On March 28, DFM and PSA signed the *Global Strategic Alliance Cooperation Agreement* in Beijing, marking the establishment of a global strategic alliance between two parties in both industry and commerce.

此次东风入股PSA及缔结全球战略联盟，是在延续双方长达22年成功合作的基础上，开启中国汽车企业与国际汽车厂商的全新合作模式。PSA是法国最大的汽车公司，在汽车设计、技术研发等领域都拥有独特的优势。东风是中国汽车企业的领军者，有着强大的生产制造能力和充满活力的营销网络。双方通过深化合作，在全球范围内、全价值链开展协同，有利于发挥两大集团的独特优势，构建更强大的合作伙伴关系，在全球汽车行业中创造并形成新的竞争优势。此次合作必将推动东风与PSA全球汽车产业地位的提升，共同建设更加美好的未来。

By strategically becoming a shareholder of PSA and establishing a global strategic alliance with PSA, DFM started a new cooperation pattern for China's auto enterprises and international auto enterprises based on extending its 22-year cooperation relationship with PSA. PSA is the largest auto enterprise in France and has unique advantages in the fields such as auto design and technological research. DFM is a leader of China's auto enterprises and has great manufacturing capacity and dynamic marketing network. By deepening their cooperation, the two parties coordinated with each other in their whole value chain worldwide, which was conducive to giving full play of their unique advantages, establishing a stronger partnership, creating and forming new competitive edge in global auto industry. This cooperation had promoted their position in global auto industry and helped them build a better future.

**“和”文化战略** 2014年，公司发布以“和”为标识的文化战略，在充分吸收东风优秀文化基因、传承东风优秀传统文化的基础上，深刻而全面地阐述表达了东风的核心价值观和时代主张。公司在集团内广泛开展了“和”文化的宣贯与实践，公司企业文化建设进入新境界。

**“Harmony” culture** 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.

**社会责任“润”计划** 2014年，公司协同创新全面实施“润”计划，在环境保护、公益救济、公共福利等诸多方面，探索了一系列具有东风特色的履责方式。

**Social Responsibility “Nurturing” Plan** In 2014, the company made synergistic innovation to comprehensively implement the “nurturing” plan and explored a series of responsibility performance model with DongFeng characteristics in terms of environmental protection, public interest relief and public welfare, etc.

**东风英菲尼迪** 2014年，公司和日产汽车公司共同设立的东风英菲尼迪汽车有限公司正式成立，将实现东风汽车公司的价值链向豪华汽车领域延伸。

**DongFeng Infiniti** In 2014, DongFeng Infiniti jointly set up by the company and Nissan was formally established, so the value chain of DFM increased presence in the luxury vehicle segment.

**东风沃尔沃** 2014年，公司拟与沃尔沃集团成立商用车合资公司，建立战略联盟。

**DongFeng Volvo** In 2014, the company planned to establish a commercial vehicle joint venture and a strategic alliance with Volvo Group.

**东风特种商用车** 2014年，公司整合旗下专用车、特种车业务，在十堰挂牌成立东风特种商用车有限公司，打造东风商用车第二品牌。

**DongFeng Special Commercial Vehicle** In 2014, the company integrated all special and dedicated purpose vehicle business and formally established DongFeng Special Purpose Commercial Vehicles Co. Ltd. in Shiyan to build the second brand for DongFeng commercial vehicles.

## 建设自主品牌

### Construction of Self-owned Brands

#### 自主品牌发展理念

##### Developing the Concept of Self-owned Brand

东风汽车公司发展自主品牌重点是培育和形成自主发展能力。以构建自主可持续发展的核心能力为重点，加快培育核心竞争能力，支撑东风长期可持续发展；以客户为中心，以市场为导向，不断完善产品结构，以高质量可持续经营为基础，把发展质量放在优先的位置，努力实现发展速度与质量、结构、效益的协调统一。

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.

#### 自主品牌发展情况

##### Development of Self-owned Brands

2014年，公司自主品牌(含合资自主品牌)销量127.8万辆，占公司总销量的33.6%，销量同比增长0.55个百分点，领先全国水平1.06个百分点；至2014年底，公司自有品牌实现整车产能155.5万辆，其中商用车83.5万辆，乘用车72万辆。

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年，公司自主品牌商用车积极应对经济下行压力增大、国四排放升级等不利条件，实现销量54.46万辆，其中，中重卡销量22.08万辆，连续11年位居行业第一；认真落实国家法规，加强国四产品储备和营销，东风中重卡国四产品在国内市场上的份额达到28%，树立了行业标杆；东风轻卡国四产品实现平稳切换，产品市占率有所提升。积极整合公司13家特种车、专用车资源，成立了东风特种商用车有限公司，构建东风商用车第二品牌。

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.

127.8 (万辆)  
自主品牌(含合资自主品牌)

占公司总销量  
33.6%

2014年，公司自主品牌乘用车销售合计73.32万辆，市场占比为3.7%；其中东风品牌乘用车销售55.6万辆，同比增速10.4%，集团排名上升至第四位。

In 2014, 733,200 passenger vehicles of self-owned brands were sold, with a market share of 3.7%; among such vehicles sold, 556,000 vehicles were of DongFeng brand, increasing by 10.4% on a year-on-year basis, and DFM moved up to the 4th place.

2014年，是东风品牌乘用车新品投放最多的一年，其中，东风和PSA战略联盟首款产品L60北京车展发布，东风风神DF1平台上的首款轿车A30于8月29日上市，东风首款中高端SUV AX7于11月17日上市，东风风行首款三厢轿车景逸S50于8月29日上市。

In 2014, launch quantity of new passenger vehicles of DongFeng brand was the highest: L60, the first product from the strategic alliance between DFM and PSA was launched at the Beijing Auto Show; A30, the first car produced with DF1 platform of DongFeng Aeolus was launched on August 29, first medium – and high-grade SUV of DFM AX7 was launched on November 17 and the first triple-compartment vehicle DongFeng Popular Joyear S50 was launched on August 29.

73.32  
自主品牌乘用车  
(万辆)

3.7%  
市场占比

55.6  
东风品牌乘用车  
(万辆)

10.4%  
同比增速



## 推动科技创新

### Promoting Technological Innovation

#### 科技创新战略

##### Technological Innovation Strategy

指导思想：自主创新、重点跨越、市场导向、活用资源

Guideline: Independent innovation, leapfrog development, market orientation, flexible use of resources

总体目标：

Overall objectives:

商用车领域：重、中、轻型商用车及越野车整车及关键总成技术国内领先，达到国际先进水平；微型车技术达到国内领先；重点掌握“节能环保、安全舒适、可靠性、智能技术、动力总成、材料工艺”等六大核心技术。

Commercial vehicles: Maintain leading domestically and advanced internationally in complete-vehicle and key-assembly technology of heavy-duty, medium-duty, light-duty commercial vehicles and SUV; maintain leading in mini-car technology in China; master six core technologies including energy conservation & environmental protection, safety & conform, reliability, intelligent technology, power assembly and materials technology.

乘用车领域：自主掌握整车及动力总成开发技术，搭建全系列乘用车整车平台，综合技术指标国内领先；重点突破“整车、发动机、变速器、汽车电子电控”等四大关键技术的掌控。

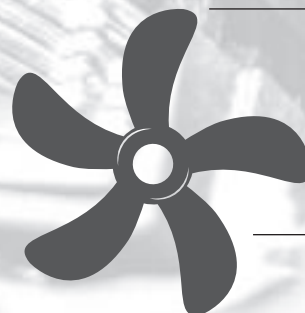
Passenger vehicles: Independently master the development technology of complete vehicle and power assembly, set up a complete-vehicle platform for an all series of passenger vehicles and maintain leading in comprehensive technology index in China; focus on the breakthrough in four key technologies including “complete vehicle, engine, transmission and vehicle electrical control system”.

新能源技术领域：混合动力客车及乘用车技术国内领先；整车集成及控制系统等核心技术行业领先，掌握或拥有电机系统、电池系统研发和制造的核心技术；至2020年，新能源汽车与传统汽车达到同等竞争力，技术达到行业领先水平。

New energy technology: Maintain leading in the technology of hybrid power bus and passenger vehicles; maintain the industry leader in core technologies of vehicle integration and control system, etc. and master or have the core technologies for researching and manufacturing motor system and battery system; by the end of 2020, make the new energy vehicles comparable to the traditional vehicles and have the advanced technology in the industry.

整车  
Complete Buildup Unit

汽车电子电控  
Automobile  
Electronic and  
Electrical Control



变速器  
Gearbox

发动机  
Engine

## 鼓励科技创新 Encouraging Technological Innovation

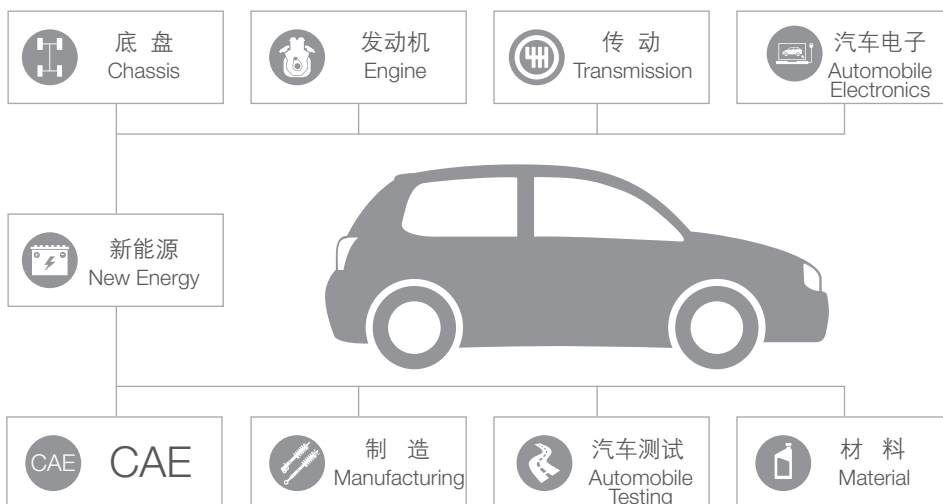
东风汽车公司以科技创新“十二五”重大战略项目的推进为抓手，通过科技创新战略项目的设置，重点鼓励各单位在应用基础研究、先行技术研究、调整产品结构方面加大投入。公司构建和完善了专业技术委员会体系，建立了由公司6个副总工程师对口指导各专业技术委员会的工作机制与平台，实现副总工程师与整个集团技术领域的互动，助推公司科技创新工作的发展。公司还设立了研发系统中心长联席会议制度，加强了公司各板块技术中心间的联系与沟通，促进各技术中心之间相互学习借鉴经验，研究探索新经验、新方法，促进集团协同创新工作的开展。

DFM encouraged all units to make more investments in applied fundamental research, advanced technology research and adjustment of product structure based on the basis of promoting the major strategic programs in “12th Five-year Plan” for technological innovation and by setting up the strategic programs of the technological innovation. The company established and improved the system of professional technical committees and established 6 working mechanisms and platforms for the deputy chief engineers to give each professional technical committee corresponding assistance in order to achieve the interaction between the deputy chief engineers and the technical field of the whole group and promote technological innovation of the company. The company also established a joint conference system for the research and development centers in order to strengthen the connection and communication among all technical centers of each sector of the company, help the technical centers to learn from each other and share their experience and explore new experience and approaches and help the group to make synergistic innovation.

2014年公司组织完成了12个专业的中长期技术发展规划(初稿)的制定，从集团层面就公司未来各专业技术领域的发展做好规划和指导，从专业技术的角度推动协同创新工作的开展；全年组织各专业开展本专业内的技术交流活动数十次，领域涵盖整车、车身、发动机、传动、底盘、汽车电子、新能源、汽车测试、CAE、材料、制造、装备等专业，有效提升了公司整体专业技术水平。

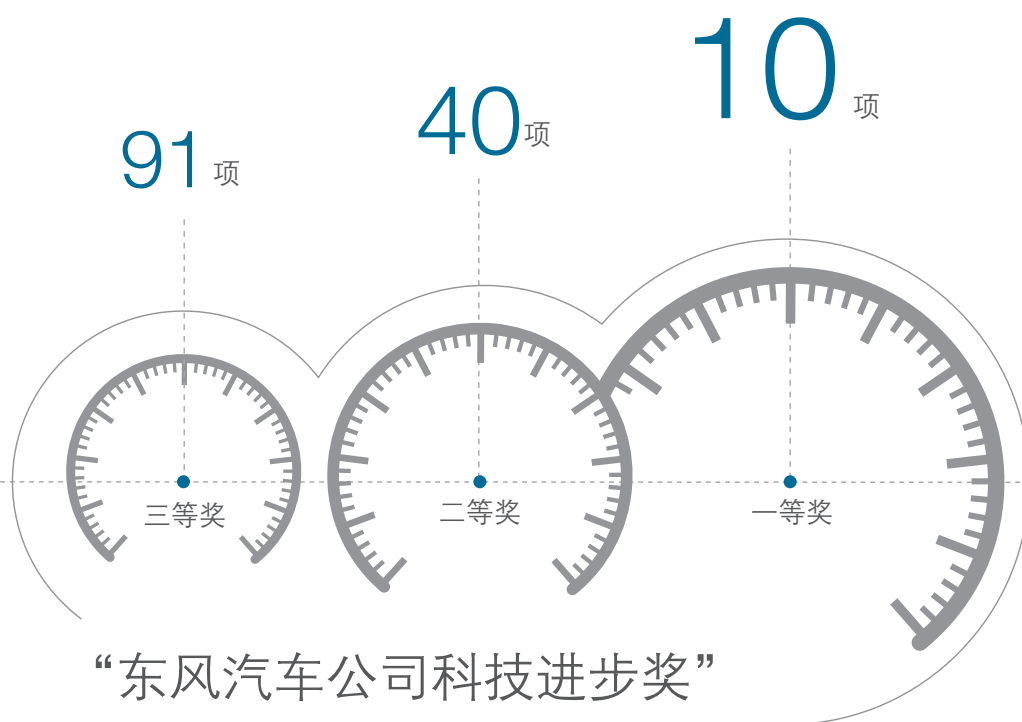
In 2014, the company prepared 12 professional medium and long-term programs (drafts) for technological development to plan and guide the company's future development in each professional technology from the group level and promote the implementation of synergistic innovation from the professional technology level; it organized dozens of professional technology exchanges for each professional work throughout the year, such as complete vehicle, vehicle body, engine, transmission, chassis, automobile electronics, new energy, vehicle test, CAE, materials, manufacturing and equipment, etc., and effectively improved overall professional technical level of the company.

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为加强对科技创新的激励，公司设立了“东风汽车公司科学技术进步奖”，授予在开发、应用、推广先进科学技术，完成重大科学技术工程、计划、项目等方面，对公司的科技进步和自主品牌建设有重大促进作用的组织及个人。2014年，评出“东风汽车公司科技进步奖”一等奖10项、二等奖40项、三等奖91项；2014年度，公司推荐项目参加中国汽车工业科技进步奖评审，共获得一等奖1项、二等奖4项、三等奖4项，获奖数量连续10年保持行业第一。

In order to strengthen the incentive on technological innovation, the company set up “DFM Science and Technology Progress Award” to award the organizations and individuals that greatly contribute to the company’s technological progress and construction of self-owned brands in terms of development, application and popularization of advanced technologies and implementation of major science technology engineering, planning and programs. In 2014, 10 items first prizes of “DFM Science and Technology Progress Award” were awarded, 40 second prizes were awarded and 91 third prizes were awarded; in 2014, the company submitted some programs for competing for China’s Auto Industry Science and Technology Progress Awards and won 1 first prize, 4 second prizes and 4 third prizes, with a total prize amount maintaining the first place in the industry for 10 consecutive years.



项目 Item	2011年	2012年	2013年	2014年
专利数(申请数) Number of patents (number of applications)	1428项 1428 pieces	2070项 2070 pieces	1821项 1821 pieces	1690项 1690 pieces
研发人员数量 Number of research personnel	7283人 7283 persons	8451人 8451 persons	9401人 9401 persons	10649人 10649 persons
研发人员所占比例(占企业总人数的比例) Proportion of research personnel (to total staff of the company)	4.9%	5.5%	5.7%	6%
研发投入(研究与试验发展经费支出) Research investment (research and test costs)	40.48亿元 4048 million yuan	54.48亿元 5448 million yuan	63.97亿元 6397 million yuan	81.65亿元 8165 million yuan

# 发展海外事业

## Development of Overseas Business

### 海外事业战略

#### Overseas Business Strategy

根据东风公司战略发展要求制定DH310海外中期事业计划，提出了东风海外未来五年具体销量目标，到2019年，海外销量达到30万辆，出口排名行业前三；出口量占自主品牌总销量的10%，并且努力建成10个区域性的海外战略市场。为达成东风海外销量目标，制定了一系列的海外策略措施，从海外商品与品牌、研发与制造、市场与工厂、销售与服务、金融与人才各方面进行展开。

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.

### 打造全球品牌

#### International Brand Building

东风公司DH310海外中期事业计划对东风品牌国际化建设提出了明确的目标，“打造全球品牌，从中国的东风走向世界的东风”成为东风品牌未来发展的重要方向，而东风品牌国际化推广与传播也面临前所未有的机遇和挑战。

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.

基于DH310计划，提出“战略性融入海外市场，打造国际化的东风品牌”的品牌国际化目标，制定了东风品牌国际化分阶段推进策略：

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.



公司将2014年4月 – 2015年5月设定为“东风品牌年”。期间，开展一系列主题活动面向海外市场大力推广东风品牌，提升东风海外市场的品牌知名度和品牌价值，促进海外市场品牌营销。

The company set the period from April 2014 to May 2015 as the “DongFeng Brand Year”. During the period, the company carried out a series of themed activities to expand DongFeng brand to the overseas market, enhance the recognition and value of DongFeng brand in overseas market and promote its marketing in overseas market.

2014年，公司通过开展一系列海外品牌推广，促进了海外品牌营销，在阿尔及利亚、俄罗斯、中东三大重点海外市场年销量超3.5万辆，达到公司全年销量约50%。

In 2014, the company promoted the overseas brand marketing through a series of overseas brand promotion programs and annually sold 35,000 vehicles in three key overseas markets: Algeria, Russia and the Middle East, accounting for about 50% of total sales volume of the company.



2014年9月，东风以集团品牌整体形象参加俄罗斯国际车展，进一步将东风品牌形象传播到海外市场。

In September 2014, DFM participated in Russia's International Auto Show with an overall image of group brand to further propagate DFM's brand image to overseas market.

## 国际人才培养

### Cultivation of International Personnel

公司海外人力资源管理工作遵从“培养为先、规范标准、集中调配、激励灵活”的方针，围绕育、派、留、管、回开展相关的培养管理工作。同时确定了公司国际化进程的不同业务发展阶段的培训要点。针对公司内部员工，细分人才层次，分类培养。积极用好公司海外人才培养的平台外，公司还着力内部员工成长，坚持开展海外营销岗位员工的回国授课交流，常态化地进行经验总结及分享，逐渐开发建立符合自身业务发展需要的培训课件及师资力量。

In terms of overseas personnel management, the company followed the principle of “cultivation first, standard specification, centralized deployment and flexible incentive” and made relevant cultivation management based on personnel cultivation, dispatch, retention, control and reemployment. At the same time, the company also determined the training points in different business development stages in its internationalization progress. The company classified its internal employees and trained them classifiably. In addition to active application of the overseas personnel training platform, the company also attached great importance to the growth of internal employees, insisted on speeches and exchanges given by the overseas marketing personnel after their going-back and made normal summary and sharing of experience in order to gradually develop and establish a training course and teaching power complying with the requirements of its own business development.



2014年，公司海外项目运营知识技能培训班在北京外国语大学国际交流中心举行了两次大使圆桌活动。

2014 training class for overseas program management of the company organized two Ambassadors Round Table activities at BFSU International Exchange Center.

## 接受专项巡视

### Accepting Special Inspection

根据中央统一部署，2014年11月27日至12月27日，中央第十三巡视组对东风公司进行了专项巡视。接受巡视以来，东风公司党委始终把接受中央巡视作为企业防病治病、健康发展的一次良机，作为东风事业迈上新台阶的一次良机，以高度的政治责任感，全力配合中央巡视组开展工作，不折不扣抓好巡视整改任务的落实，进一步加强党风廉政建设和改革发展，做到了“两手抓、两促进”。

According to the unified arrangement of the central government, from November 27 to December 27, 2014, the 13th central inspection team conducted a special inspection of DongFeng. Since the beginning of the inspection, DongFeng's Party Committee has always taken it as a good opportunity of preventing and solving problems, developing healthily and achieving new success, assisted the central inspection team with a high political sense of responsibility, made correction to the letter, and further strengthened Party style building, reform and development, thus managing "two implementations and two promotions".

针对巡视组反馈意见，东风公司坚持立行立改，对发现的问题立查立改，对中央巡视组反馈意见逐一明确措施，认真整改，加强长效机制建设，整改工作按节点有序推进。4月30日，东风公司向党内和社会公布了专项巡视整改情况，接受广大党员干部群众的监督。在专项巡视中，中央巡视组为东风“把脉”、“体检”，极大地促进了公司党风廉政建设和干部队伍作风建设，提高了各级党员干部抓党风廉政建设的意识，促进了公司经营管理水平提高，促进了公司健康发展。

Based on the inspection team's feedback, DongFeng immediately investigated and corrected found problems, defined specific measures, made careful correction, strengthened the construction of a long-effective mechanism and advanced corrective work as scheduled. On April 30, DongFeng announced correction results in the Party committee and to the society to subject itself to supervision by Party members, cadres and the masses. In the special inspection, the central inspection team diagnosed DongFeng to boost the company's Party and cadre style building, enhance all Party members and cadres' awareness of Party style building, improve the company's management level and promote the healthy development of the company.

东风公司将以巡视整改为契机，借巡视之势，进一步加强公司党风廉政建设和反腐败工作，不断完善各项管理制度，加强解决问题的长效机制建设，打造清廉东风、和谐东风、法治东风、责任东风，以整改的实际行动和成效，努力向中央和职工群众交上一份满意的答卷。

DongFeng will take this opportunity to further strengthen Party style building and corruption combat, constantly perfect its management systems, strengthen the construction of a long-acting mechanism for problem solution, build an incorruptible, harmonious, legal and responsible enterprise, and give a satisfactory answer to the central government, workers and staff members by actual deeds and results of correction.



# 利益相关者

责任

Stakeholder Responsibility

润

泽利益相关者 与之共成长

Benefit the Stakeholders and Grow with Them





## 尊重股东，维护投资者权益

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

### 与股东进行良好沟通

Having Good Communication with the Shareholders

东风公司重视与股东和投资者的沟通，通过召开一对一电话会议、大型电话组会、接待客户及股东赴企业考察、出席各种境内外投资会议、进行非交易路演和接待反向路演团队等各种形式，保持与股东及资本市场经常性联系。

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.

### 保护投资者利益

Protecting the Benefits of the Investors

在涉及关联交易事项时，东风集团独立非执行董事注重以维护股东利益，尤其是中小投资者的利益为原则，独立、审慎地发表意见。在股东大会上，东风集团严格按照深交所的要求，提前四十五天发出股东大会通函，严谨统计拟出席股东大会的股东回条及委任表格，并确保股东大会投票、监票等环节的公平、公正和公开。

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.

### 规范信息披露

Regulating Information Disclosure

东风严格按交易所监管要求，积极与相关职能部门、分子公司、合资伙伴沟通和协调，确保真实、准确、完整、有效、及时地完成中报、年报、业绩公告等定期信息披露和关联交易等不定期信息披露工作。

DFM actively made communication and coordination with all relevant functional departments, subsidiaries and joint venture partners in strict accordance with the supervision requirement of the Stock Exchange to ensure true, timely, complete and

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

同时，东风集团还与东风汽车有限公司、神龙汽车有限公司等二十三家下属单位建立了信息披露的动态联系机制。另外，东风集团还与主要的国外合作伙伴建立了重大关联信息沟通平台，在重大事项信息披露前强化沟通，确保各自信息披露的一致性。

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.

## 感动客户，专注质量与服务

Touching the Customers and Focusing on Quality and Services

### 质量——安全是我们最大的诚意

Quality—Safety is our greatest sincerity

公司致力于向客户提供质量可靠、使用安全的汽车产品。公司建立完善的质量管理体系，积极落实国家三包政策，并深入宣贯产品安全文化，持续有效地提升客户美誉度。

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.

旗下东风商用车有限公司重点推进商品研发领域质量保证能力提升项目，完善了设计PCS、现场、市场、国四疑难杂症、质量VS成本等问题的快速应对机制。该公司还强化现场QRQC质量改善与生产一致性管理；坚持贯彻“三不一改善”原则（不流入、不制造、不流出及持续质量改善），建立满足用户质量期待的管理流程，有效降低用户报怨。2014年共计处理质量问题1109起，临时对策率90%；立项问题141项，改善完成率92%。



DFM's subsidiary DongFeng Commercial Vehicles Co., Ltd. advanced the quality assurance programs in the product research and development, improved the rapid response system of design PCS, site, market, Tier 4 difficulties, quality VS cost and other problems. The company also strengthened the quality improvement of site QRQC and the management of production compliance; it insisted on following the principle of "three Nos and one improvement" (no input, no manufacturing, no output and constant quality improvement) and established a management flow meeting the quality expectation of customers to reduce customers' complaints. In 2014, 1109 quality problems were solved, with immediate solving rate of 90%; 141 problems were approved, with improvement rate of 92%.

旗下神龙汽车有限公司根据《缺陷汽车产品召回管理条例》的要求，向国家质检总局备案了召回计划，决定自2014年2月14日开始，召回2013年8月12日至2013年9月13日期间生产的东风雪铁龙新世嘉三厢轿车，及东风标致307两厢轿车、308轿车，共计9285辆。本次召回所涉及的车辆由于使用的制动液受到污染，导致在极端情况下，缓慢制动时车辆制动效能降低，存在安全隐患。

DFM's subsidiary DongFeng Peugeot Citroën Automobile Co., Ltd. submitted a recall plan to AQSIQ for the record according to the requirement of *National Regulation on Recall of Defective Vehicles and Products* and decided to start to recall the triple-

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.

旗下东风乘用车公司依据汽车三包法，编写《三包退、换车管理规定》、《代步车或交通费用补偿管理规定》及一系列优化服务管理及备件管理的文件；及时调整东风风神保修政策，三包有效期定为2年/5万公里，包修期3年/10万公里，以先到为准；设定了主要系统的主要零件清单，调整了易损件范围；强化了备件质量管理，搭建备件“绿色通道”，保障了三包备件下单后三日到达；改造了服务系统，全网实现保修信息共享，加入了主要零件的红黄灯预警功能，架设红灯预警短信通知功能，保障三包预警及时有效传递；设立了“提升一次修复率”攻关项目，提升修理技术；加入了接车问诊时的车辆维修历史查询，实现三包故障车辆优先维修，备件优先供应，维修时间缩短，服务质量提升。

DFM's subsidiary DongFeng Passenger Vehicle Company prepared *Regulation for Vehicle Return and Replacement in Warranty Period*, *Regulation for Scooter or Transportation Fee Compensation* and a series of documents for optimizing service management and parts management according to the vehicle warranty code; it timely adjusted the warranty policy for DongFeng Aeolus, defining warranty validity term as 2 years/50,000km and warranty period as 3 years/100,000km, on a first-come-prevail basis; prepared a list of main parts of key systems and adjusted the range of quick-wear parts; strengthened parts quality management, set a "green channel" for parts to ensure the parts in warranty arrived within 3 days after order placing; improved the service system, realized sharing of warranty information in the whole network, added red and yellow light warning function for main parts and set up short message notice of the red-light warn in order to immediately and effectively convey the warranty warns; set up "Fix-It-Right" research program to improve repair technology; increased the function of querying vehicle maintenance history at receiving a vehicle and treating it, gave priority to the vehicles in warranty in repair and parts supply to shorten the repair time and improve services quality.

## 服务——倾听客户声音

### Services—Listen to the Customers

公司积极为客户提供人性化的服务，不断建立和优化客户服务管理体系。对客户开展产品知识普及与培训，建设客户服务网络，及时倾听、处理、解决客户投诉与建议，得到广大客户的认可与赞同。

The company actively provided the customers with people-friendly services, constantly established and optimized customer service management system. It also popularize and spread product knowledge to the customers and established customer services network to immediately know, treat and solve the customers' complaints and suggestions, which had been accepted and appreciated by the customers.

旗下东风汽车股份有限公司为快速处理国IV质量问题，为一线销售及服务提供专业、权威的远程技术支持，专家诊断中心联合品保部、研发院、供应商专家，通过坐诊和会诊的方式为服务一线提供远程技术支持。2014年来，合计执行诊断4680余次，成为一线销售和服务的强有力保障。依托全国网络600余台服务车，以紧急救援、定期定点等七项业务为基础的机动服务，实现服务过程的全管控，为公司服务品牌美誉度提升提供了有力支撑。2014年来，平均每月开展定期定点上门服务213个点，现场服务客户年合计9000余台次，紧急救援月均170余次。机动服务成为行业服务的新标杆。

DFM's subsidiary DongFeng Automobile Co., Ltd. provided professional and powerful remote technology support for immediate handling of Tier IV quality problems and frontline sales and services, and its expert diagnosis center cooperated with quality assurance department, R & D institute and suppliers to provide remote technology support for frontline services through site diagnosis and consultation. Since 2014, more than 4680 diagnoses had been made, effectively ensuring frontline sales and services. The company realized whole-process control of the service process by relying on more than 600 service vehicles in nationwide network and the flexible services based on seven businesses such as emergency relief, regular interval and fixed point so as to provide a strong support for improving service brand reputation of the company. Since 2014, 213 fixed door services points had been made available on an average at regular intervals each month, site services had been offered for more than 9,000 vehicles each year, more than 170 emergency relief actions had been made on an average each month. The flexible services had become a new benchmark in the industry service.



旗下东风裕隆汽车有限公司推出了8步伐服务流程、12个客休区感动点等差异化服务模式，同时提出了CRM预警机制和预警授权机制，通过客诉预警和权利下放的形式，促进一线人员快速有效的应对客户心声，避免投诉升级引发的负面扩散。2014年全年一线经销商预警案件超5万起，其中预警升级案件500余起，全年客诉率控制在0.23%。2014年公司更推出新的响应理念“全车系战情中心”，提出“1小时回复，24小时提供处理对策，72小时结案”的指标，有效保障了客户问题的快速应对，对提升客户满意度起到了重要作用。截止年底，战情中心共计立案处理1743起，网络舆情监控1411起，案件平均处理时效1.2天。

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.

旗下东风乘用车公司向接近30万保有客户车辆提供全年6次的免费检测服务；维修过程严把质量关，要求执行“4级质检流程”，即：维修工自检、班组长检、终检和服务顾问检核，保障了维修服务的彻底性。并建立了三级回访制度，即专营店服务顾问回访、专营店客服抽访、东风风神客服中心监控；推出了“二对一服务”举措，即每位客户指定一名销售顾问和一名服务顾问提供全程无缝的点对点服务；为车主免费编撰、赠送了四季《行车手册》，《客户关爱手册》；首度编纂《满意到家服务故事》并不断延伸推进，提升了用户对风神售后服务的归属感和美誉感。

Its DFPV offers 6 times of free inspection yearly service to nearly 300,000 vehicles of the customers; the maintenance process is subject to strict quality control and requires the implementation of "four-level quality control process" – maintenance worker self-inspection, shift leader inspection, final inspection and service consultant inspection, which guarantees thorough maintenance services. Moreover, a three-level callback system is established, including franchised store service consultant callback, franchised store customer service staff random callback and DongFeng Aeolus call center monitoring; a "two-to-one service" initiative is launched, assigning a sales consultant and a service consultant for each customer to offer a seamless point-to-point service throughout the process; four-season "Driving Manual" and "Customer Care Manual" are prepared for and presented to the customer; "Service Stories of It's Home" is first prepared and improved continuously, enhancing user's senses of belonging and reputation to Aeolus After-sales Service.

## 情系员工，创造安心工作环境

### Caring for the Employees and Creating Comfortable Working Environment

#### 尊重在东风

#### Respect

#### 保障员工权利

#### Safeguarding Employees' Rights

公司严格遵守《中华人民共和国劳动合同法》及相关规定，维护员工合法权益，奉行平等、非歧视的劳动用工政策，积极保障兼职人员和劳务派遣人员权利，在用工等方面均无歧视政策。公司依法制定了劳动用工制度，采取多种用工形式的员工管理，遵守企业道德规范，履行法律责任，构建和谐稳定的劳动关系。

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.

公司以贯彻落实《劳务派遣暂行规定》为契机，开展规范劳务派遣用工专项工作，通过加强制造业务协同，提升制造效率，规范业务外包，优化人员结构，提高劳动生产率，合理控制劳务用工比例，落实同工同酬。

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
劳动合同签订率 Rate of labor contracts signed	100%	100%	100%
所属单位与工会集体合同签订率 Rate of collective contracts of the subordinate units and labor union	98%	100%	95%
参加工会的员工比例 Percentage of the employees joining in the labor union	95%	98%	100%
吸纳就业(人) Employment producing (person)	27883	33465	34454
本地化雇佣比例 Local employment rate	98%	98%	98%
员工流失率 Employee turnover rate	3.8%	4.7%	4.4%
人年均带薪年休假(天) annual leave with pay per capita (day)	10	10	10
女性高级管理者比例 Percentage of female senior managements	6.70%	6.60%	7.0%
男女员工比例 Proportion of male and female employees	7:3	7:3	7:3

## 薪酬福利

### Salary and Welfare

公司依法按时按标准支付员工劳动报酬，为员工缴纳养老、医疗、失业、工伤、生育等社会保险和住房公积金，建立企业年金计划、补充医疗保险、大病医疗保险、意外伤害保险、困难救助基金等。公司每两年安排职工进行一次健康检查，认真贯彻实施带薪年休假制度，不断提升员工福利保障水平。

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.

## 员工满意度

### Employee Satisfaction

东风汽车公司第一次员工满意度调查(试点)工作为建立听民意、促改善的长效机制奠定了坚实基础。基于工作重点、员工诉求和行业对标，定制化设计调查模型。兼顾公司、员工和第三方，形成既符合行业通行标准、又具有东风特色的集团“员调”体系。选取机关单位、直管单位和合资单位3种不同类型的单位，顺利完成试点调查工作。问卷总体回复率达到83.6%，符合广泛性和代表性的原则。通过专业分析，形成《员工满意度调查报告》，与全球高绩效组织对标，识别改善方向、提出改善建议，为公司领导提供决策依据。

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.

## 员工关爱

### Caring for Employees

公司积极开展困难员工帮扶。2014年工会认真落实公司党委“三不让”帮扶要求，建立完善覆盖所有困难职工的“五位一体”的“贴心帮”机制，累计慰问476人次，发放慰问金311.38万元，慰问人数和慰问金额达历史最高水平。

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.

公司对在经期、孕期、产期、哺乳期和更年期的女员工给予特殊保护，积极创造条件吸纳社会残疾人就业。

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.



## 成长在东风 Employees' Growth

紧紧围绕公司发展战略，以十二五人才规划为指导，统筹规划、分层推进公司各类经营管理人才、专业技术人才和高技能人才队伍建设。按计划、分层次深入开展贯彻党的十八大、十八届三中、四中全会精神和习近平总书记系列重要讲话精神培训，增强高管人员理想信念和党性党风，培训覆盖率达100%。整合高校等各类资源，加大专项培训力度，进一步加强自主创新和海外运营人才建设。以技能培训阵地为依托，以赛促训为特色，组织开展东风公司职工技能竞赛，参加国家竞赛和世界大赛，培训高技能人才梯队。

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, professional 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.

全面推广培训体系成熟度模型，深入开展自评和抽评，形成了改善课题，为系统能力建设提供了统一的方向和建设路径。不断建立健全技能人员技能等级体系和任职资格标准，明确了晋升机制和考评流程，进一步拓宽员工职业发展通道。基本实现了员工发展有通道，岗位培训有方法，效果评价有标准。

The company comprehensively promoted the maturity model of training system, carried out self-assessment and casual assessment and formed improvement topics to provide a unified direction and construction path for system capacity building; continued to establish and improve the skill level system and qualification requirement for technical personnel, specified promotion mechanism and assessment processes and further widened career development channel of the employees; basically determined the employee development channel, job training method and effect evaluation criteria.

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	2012	2013	2014
培训次数(万) Number of training (ten thousand)	2	2.5	2.2
培训投入(亿) Training investment (100 million)	1.03	1.27	1.52
培训人次(万) Employees trained (ten thousand)	64.7	64	64

## 安全在东风 Employees' Safety

### 安全理念 Safety Concepts

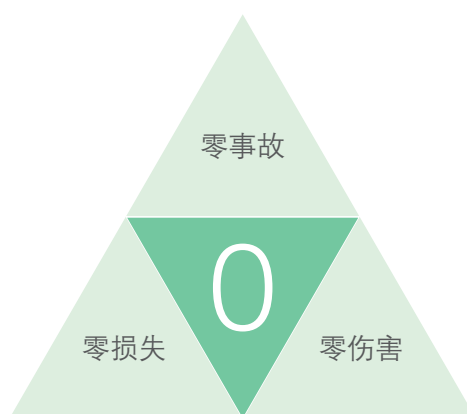


安全理念倡导：培养“懂安全、会安全、要安全”的员工；为员工创造安全、健康的工作环境；为用户开发、制造和销售安全的产品，将安全理念覆盖到汽车制造的全价值链的各个环节。

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.

安全管理目标：零事故、零伤害、零损失。

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



## 安全绩效

### Safety Performance

公司牢固树立科学发展、安全发展的理念，坚持以人为本的思想，以落实安全生产主体责任为主线，以“333工程”为抓手，完善和构建全价值链的安全管理体系。

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.

公司实现了五个杜绝：杜绝了较大以上因工伤亡事故；杜绝了重大火灾事故；杜绝了锅炉、压力容器、压力管道重大爆炸事故；杜绝了危险化学品重大泄漏、爆炸事故；杜绝了重大职业中毒事故。

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.

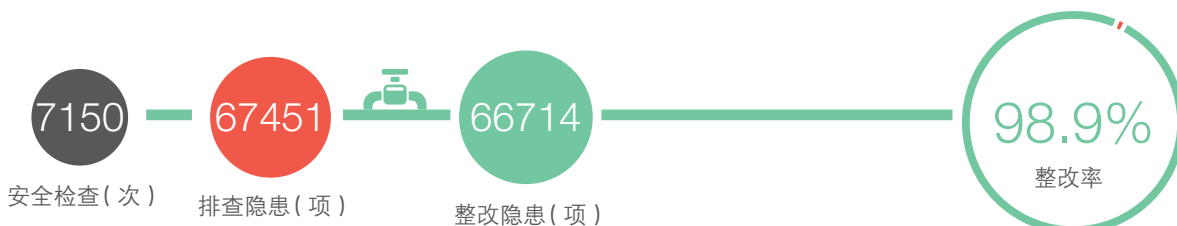
## 安全管理措施

### Safety Management Measures

落实责任体系，创新管理机制，强化过程管控。公司建立了总部、二级单位、工厂、子公司和车间班组四级责任体系，形成了公司完整的安全管理责任体系。通过年初下达安全生产控制目标和全年工作安排部署，将安全生产责任落实到生产经营的每个环节，形成单位负责、部门联动、全员参与的安全管理机制。

Implementing the responsibility system, building a management system and strengthening the process control. The company established a four-level responsibility system consisting of the headquarters, secondary units, plants, subsidiaries and workshop team and formed a complete system of safety management responsibilities. By assigning the production safety control objectives and making annual work arrangements at the beginning of the year, the company performed its production safety responsibilities to every aspect of production management and established a safety management system with unit responsibility, department interaction and full participation.

加大安全生产监督检查力度，加强重大危险源的防范和安全隐患排查工作。2014年公司各单位共组织安全检查7150次，排查各类生产安全事故隐患67451项，整改66714项，整改率98.9%，有效防止和减少了安全事故发生。



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.

积极探索和创造安全生产管理的新方法。编制完成了《东风汽车公司自主安全管理规范》，建立了公司车间班组管理和风险评价标准。

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.

扎实组织开展安全生产专项活动。组织开展了“安全生产月”活动、压力容器管道专项整治工作、现场应急处置方案编制演练、职业健康管理档案规范化等专项工作。2014年公司各单位修订预案348个，组织演练965次、参加演练人数55196人。通过应急演练切实提高了公司职工的应急处置能力。

348  
修订预案(个)

965  
组织演练(次)

55196  
参加演练(人)

Solidly organizing special safety activities. The company organized “Safety Month” activity, exercise of renovation of pressure vessel and piping, preparation of site emergency response proposal and standardization of occupational health management files. In 2014, all units of the company amended 348 proposals, arranged 965 exercises and included 55,196 people in the exercises. Through emergency exercises, emergency response capacity of the employees had been effectively improved.

推进基础设施建设，促进职业健康管理规范化。公司重点组织开展了职业健康风险评估工作，并开展职业健康管理档案规范化工作与组织职业病防治知识竞赛，并获得“湖北省参加2014年全国职业病防治知识竞赛先进单位”荣誉称号。

Advancing infrastructure construction and promoting standardization of occupational health management. The company attached great importance to the assessment of occupational health risk, standardized occupational health management files, organized knowledge contests for occupational disease prevention and won the title of “Advanced Unit in Hubei Province to Participate in National Knowledge Contest for Occupational Disease Prevention in 2014”.

		2010年	2011年	2012年	2013年	2014年
发生生产安全事故数	Number of production safety accidents	56起	50起	51起	59起	38起
其中 Including	死亡事故 Fatal accidents	3起	0起	0起	1起	2起
	重伤事故 Serious injury accidents	4起	1起	8起	4起	4起
	轻伤事故 Minor accidents	49起	49起	43起	54起	22起
特种(危险)作业人员持证上岗率	Percentage of certificate keepers in special (hazardous) operation personnel	100%	100%	100%	100%	100%
特种设备依法定检率及合格率	Legal detection rate and pass percent of special equipment	100%	100%	100%	100%	100%
职业病发病率	Incidence of occupational diseases	0.28‰	0.19‰	0.14‰	0.17‰	0.15‰

旗下东风汽车有限公司以“强化安全责任，打击违规违章”为核心，开展有针对性的专项整治活动。按照国家“六打六治”打非治违专项活动和公司安全大检查的工作要求，结合安全重点工作和国内外事故特点，公司开展了落实安全生产责任制专项检查、防灾防损风险查勘、特种设备压力容器压力管道专项检查、有限空间作业安全专项检查、非承重屋面专项治理、金属粉尘作业现状调查等一系列安全治理活动，做到深入排查、不留死角、水平展开、有效落实。

DFM's subsidiary DongFeng Automobile Co., Ltd. carried out targeted special rectification activities based on the principle of "to strengthen safety responsibility and take action against illegal operation". According to the requirement of national "six-hit and six-governance" rule in taking action against illegal production and management and the requirement of company's safety inspection, and according to safety priorities and the features of domestic and international accidents, the company carried out a series of safety management work such as special inspection of the implementation of production safety responsibility system, the survey of disaster and loss prevention and risk assessment, special inspection of special equipment, pressure vessel and pressure piping, safety inspection of the operation in limited space, special treatment of non-load-bearing roofing and investigation of metal dust status, ensuring in-depth investigation, no dead area, horizontal development and effective performance.

积极开展安全培训工作。开展安全知识竞赛、安全主题演讲等活动，塑造安全文化；举办职工业务技能大赛，提高安全技能；加强教育培训，规范安全行为。2014年公司共培训职工136127人次，其中，三级教育25729人次、各类管理人员2520人次、特种作业人员11010人次、班组长9868人次、相关方17626人次、“四新”培训4230人次、职业健康培训27771人次。

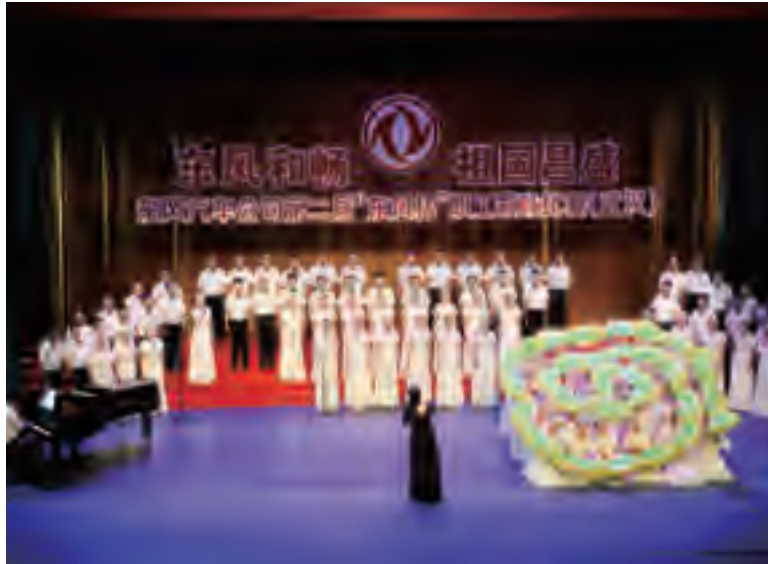
Actively conducting safety training. The company carried out the activities such as safety knowledge contests and lectures of safety topics and built a safety culture; organized employee skill contests to improve safety skills of the employees; strengthened education and training and standardized safety behaviors. In 2014, the company trained 136,127 employees, including 25,729 three-level education personnel, 2,520 management personnel, 11,010 special operators, 9,868 team leaders, 17,626 stakeholders, 4,230 personnel participating in "four news" training and 27,771 personnel participating in occupational health training.



## 幸福在东风 Employee's Happiness

公司为员工创造和谐美好的工作环境，鼓励员工在做好本职工作的同时，积极参与各类文化体育活动，丰富员工生活，陶冶员工情操。

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.



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## 携手伙伴，搭建共赢平台 Cooperating with Partners to Build Win-win Platform

### 积极推动战略合作 Actively Promoting Strategic Cooperation

9月，由东风汽车公司和日产汽车公司共同设立的东风英菲尼迪汽车有限公司（以下简称“东风英菲尼迪”）正式成立。东风英菲尼迪是东风汽车公司与日产汽车公司按50:50股比设立的合资公司——东风汽车有限公司的独立全资子公司。东风英菲尼迪将在“同一战略、同一品牌、同一团队、同一渠道”原则下独立经营英菲尼迪品牌，实现企业发展。

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月17日，东风汽车公司与华为达成战略合作，布局车联网并将携手“三步走”。双方约定在车载领域进行合作，包含车载电子产品、车联网、智能汽车等相关产品以及代表未来方向的车载通讯设备产品和解决方案。

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 related products, and in-vehicle communication equipment, products and solutions representing the future development trend.

## 创造共享价值 Creating Shared Value

### 经销商 Dealers

公司以创造共享价值为导向，与经销伙伴构建价值型伙伴关系，不断实现公司与经销商价值的共同提升。

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.

旗下东风商用车有限公司构建战略经销商体系，加速经销网络成长。持续建设“共同愿景、共同目标、共同责任、和谐共赢”的战略经销商体系。截止年底，战略经销商数量达到57家。举办营销理事会和企业家俱乐部活动，构建厂商合作共赢、平等对话平台。强化营销理事会和企业家俱乐部的沟通与合作功能，搭建经销商和服务站与公司平等尊重、共同发展的平台。

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.

神龙公司旗下的东风雪铁龙品牌和东风标致品牌在“成为最让人信赖的汽车企业”的共同企业愿景下，积极支持经销商发展、壮大，以激励经销商全力开拓市场，为用户提供优质、高效的服务，最终实现用户、经销商和品牌三赢：在整车销售上，给予一定的销售折扣，并为经销商提供必要的融资支持（经销商可在东风雪铁龙、东风标致推荐的金融机构中选择一家或两家开展融资业务），以确保经销商有合理的经营利润和资金保障；在一级、二级网络发展和管理上，给予经销商必要的建店和运营费用支持，并成立专职机构针对新经销商和问题经销商进行现场辅导和援助；在经销商人员能力提升方面提供免费培训。

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.



东风雪铁龙C3-XR



东风标致2008

## 供应商

### Suppliers

公司本着合作共赢原则，与供应商建立互信和承诺的机制，打造安全、高效、协同、最具竞争力的供应链。

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.

旗下东风日产乘用车公司针对潜在供应商开展了从质量体系到产品及工程技术力的评审，并针对最终进入了新项目以及处在新车型生产准备过程中的供应商实施了体系辅导、技术力支援、现场管理改善等一系列的活动，共有370家接受体系 / 工程技术力评价及支援，7200项问题点得到了改善，43家供应商质量体系评价结果从D级提升到了C级，16家供应商从C级提升到了B级，更有72家供应商达到了英菲尼迪4.5分的好成绩，供应商的品质管理水平得到了极大的提升。

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.

旗下东风本田汽车有限公司始终秉承与伙伴携手共同发展的理念，高度重视保持供应链的健康稳定，积极协助供应商发展。一方面为供应商提供技术支援，协助核心供应商提升其在中国本地的自主开发能力；另一方面大力开展供应商品质强化活动，通过SA分析明确供应商弱项，借助东风本田力量加强能力改善，推动供应商品质提升。

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.

东风本田艾力绅



东风本田XR-V

# 环境

责任

Environmental Responsibility



丽自然 与环境共和谐

Nurture the Nature and Keep  
Harmonious with the Environment

## 绿色工厂建设

### Construction of Green Plant

#### 节能减排

##### Energy Conservation and Emission Reduction

###### 节能减排政策

###### Policy of Energy Conservation and Emission Reduction

公司构建了全价值链节能环保制度保障体系，相继发布了《东风汽车公司节能环保管理办法》《建设项目节能环保管理办法》《关于开展对环境保护工作实施效能监察的通知》《厉行节约反对浪费实施办法》《关于对公司节能环保业务供应商实施资质备案管理的通知》等多项制度，逐步形成了涵盖源头控制、监督管理、供应商管理、考核责任追究等环节的全价值链节能环保制度体系。截止2014年底，东风旗下企业83.3%建立了ISO14001环境管理体系并通过认证，为公司环保工作的持续改进提供了体系保障，形成了自我发现、自我完善、自主管理的运行机制。2014年公司启动了能源管理体系认证试点工作，共有144名业务人员取得内审员资格证书，公司纳入“万家企业节能低碳行动”的企业率先开展体系认证工作。

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 Conservation and Emission Reduction*, *Administrative Measures for Energy Conservation and Environment Protection in Construction Project*, *Notice on Supervision of Environmental Protection Performance*, *Measures for Practicing Strict Economy and Combating Waste*, *Notice on Recording Qualification of Suppliers in Energy Conservation and Environmental Protection Business* and many other systems and gradually formed an energy conservation and environmental protection system for whole value chain covering source control, supervision management, supplier management, assessment responsibility investigation and other aspects. By the end of 2014, 83.3% of DFM's subsidiaries had built ISO14001 environment management system and passed the certification, ensuring constant improvement of DFM's environmental protection, and they also had formed an operating mechanism of self-discovery, self-improvement and self-management. In 2014, the company started the pilot work of energy management system certification and 144 employees got the internal auditor certificate; and it is expected that all the 14 subsidiaries included into "Energy Conservation and Low Carbon Campaign of Enterprises" can pass the system certification by the end of 2015.

2014年，公司共投资3.63亿元实施节能环保项目143项，用于能源环保技术改造和推广应用。这些项目的有效实施，为公司高质量的完成节能减排目标起到关键性的支撑作用。

In 2014, the company totally invested 363 million yuan in constructing 143 projects of energy conservation and environmental protection to improve and spread the technology of energy conservation and environmental protection. Effective completion of such projects played an important supporting role in high-quality achievement of the company's objectives of energy conservation and emission reduction.

###### 节能减排成效

###### Performance in Energy Conservation and Emission Reduction

通过在节能减排方面的各项努力，公司不仅杜绝了各类环境污染事故，还高质量完成了节能减排年度目标。

With the efforts in energy conservation and emission reduction, the company had not only put an end to all kinds of environmental pollution accidents, but also had effectively achieved the annual objectives of energy conservation and emission reduction.

3.63

投资(亿元)

143

实施节能环保项目(项)

	与2010年同期相比 Compared with corresponding period in 2010	与2011年同期相比 Compared with corresponding period in 2011	与2012年同期相比 Compared with corresponding period in 2012	与2013年同期相比 Compared with corresponding period in 2013
万元增加值综合能耗增减率 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排放量增减率 Coefficient of increase and decrease in COD discharge (%)	-24.59%	-16.78%	-4.58%	-1.17%
SO <sub>2</sub> 排放量增减率 Coefficient of increase and decrease in SO <sub>2</sub> discharge (%)	-65.60%	-62.86%	-47.11%	-35.22%

旗下神龙汽车有限公司襄阳工厂、东风本田汽车有限公司二工厂、东风热电厂等11家企业均通过了政府环保部门清洁生产审核验收，年产生节能环保经济效益5793.09万元，实现了节能降耗、减污增效的目标。

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.



旗下东风乘用车公司、东风日产乘用车公司分别获得湖北省、广东省“节水型企业”荣誉称号；东风本田发动机有限公司荣获广东省“清洁生产企业”称号。

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".

## 打造绿色产业链 Construction of Green Industry Chain

公司围绕“节能环保地造车，造节能环保的车”的工作理念，实施着从产品研发、采购、制造、物流、销售的全价值链节能环保管理。



In the principle of "manufacturing vehicles in an energy-saving and environment-friendly way and manufacturing vehicles that save energy and be environment-friendly", the company implemented the energy conservation and environmental protection management for the whole value chain including product research and development, procurement, manufacturing, logistics and sale.

## 绿色产品 Green Products

公司在研发领域中积极开展节能环保技术开发，积极推进新能源汽车事业，打造绿色产品。

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

## 绿色采购 Green Procurement

推进供应商环境管理体系创建工作。

旗下东风商用车有限公司将供应商环境管理体系认证纳入供应商评价细则中，并实施动态管理，零部件和材料供应商体系创建率达99.3%；与供应商携手开展环境负荷削减活动。旗下东风本田汽车有限公司、东风本田汽车零部件有限公司导入本田SLIMOFFICE系统，实现了Honda全球供应商环境负荷削减统一管理和供应商目标预实监督管理。

DFM urged its suppliers to establish an environment management system.

DFM's subsidiary DongFeng Commercial Vehicles Co., Ltd. included the environment management system certification of the suppliers into the supplier assessment rules and made dynamic management, achieving an establishing rate of 99.3% in parts and materials suppliers; it also cooperated with the suppliers to carry out environmental load reduction campaigns. DFM's subsidiaries DongFeng Honda Automobile Co., Ltd. and DongFeng Honda Auto Parts Co., Ltd. introduced Honda SLIMOFFICE system, performing unified management of environmental load reduction in Honda global suppliers and the pre- and real-time supervision of suppliers' objective performance.

64

## 绿色销售 Green Sale

开展销售店绿色特约店认证工作。

旗下东风本田汽车有限公司截止2014年底，销售店获得了绿色特约店的认证比率达到90%以上，同时引导销售店向绿色销售发展，目前已有2家销售店作为样板店导入了太阳能发电系统，90家销售店导入了水性漆。

DFM implemented green franchise shop certification for its shops.

By the end of 2014, more than 90% of the shops of DFM's subsidiary DongFeng Honda Automobile Co., Ltd. passed the green franchise shop certification and led the shops to develop toward green sale; 2 shops, as model shops, had introduced solar power system and 90 shops had introduced water paint.

## 绿色物流 Green Logistics

旗下东风车城物流股份有限公司根据各类车型的出厂技术标准，以车辆长度、发动机型号功率作为分类的主要依据，通过参考以往车型实际消耗，并充分考虑重载率因素，制定油耗定额标准，实施奖惩考核机制。

DongFeng Motorcity Logistics Co., Ltd. prepared oil consumption quota standard and implemented the reward and punishment as well assessment system according to manufacturing technical standard, vehicle length, engine model and power of each model, actual consumption of previous models and based on full consideration of load rate.

## 资源与环境保护

### Protection of Resources and Environment

#### 环境治理：开展环保专项整治

#### Environmental Protection: Special Management of Environmental Protection

为确保南水北调中线工程实现“一渠清水送北方”，公司主动履行环境责任，2014年公司组织开展了有史以来规模最大、投入最多、覆盖最全、力度最强的十堰、襄阳基地环保专项整治工作，强化落实生产经营单位主体责任、主管部门监管责任。开展全价值链的环境保护问题排查，并制定切实有效的整改计划。截止2014年底，问题整改率达到85%，剩余项目正在组织有序实施，此次专项整治活动为南水北调中线工程顺利调水提供了可靠保证。



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.

#### 资源节约：发展循环经济

#### Resource Saving: Development of Recycling Economy

旗下各单位积极探索节能减排新途径，多渠道的寻找社会资源，共同开展废物综合利用课题研究并推动产业化利用，推动公司与第三方企业之间形成一种互惠互利的循环经济产业链。2014年，十堰基地含油污泥制砖产业化基地运转良好，综合利用含油污泥4842.7吨，项目获得湖北省科技进步一等奖；旗下商用车有限公司建立两个废砂制砖产业化基地；旗下东风本田发动机有限公司联合厂家研制建设的新型铁铝混合屑压块回收线，与原有的打包回收方式相比，年增加节能环保收益400万元。

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.

## “碳管理”：“两型企业”创建试点和“碳排放权交易”试点 “Carbon Control”: “Energy-efficient and environment-friendly enterprise” pilot program and “carbon emissions trading” pilot program.

旗下东风汽车有限公司、东风商用车有限公司被国家工信部列为汽车行业“两型企业”创建试点单位，旗下4个单位被湖北省列入“碳排放权交易”试点单位。两项试点工作的开展，为国家及地方政府相关政策、标准的制定奠定了基础，充分体现了公司在节能环保工作中前瞻性、积极性、先进性与支撑性。

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.

## 绿色办公 Green Office

公司在集团总部及旗下各单位大力推行“绿色办公”模式，从节水省电、减少办公用品浪费、削减纸张使用等方面积极倡导在各日常办公环节中降低能耗。

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.

旗下东风本田零部件有限公司通过推进办公信息化，导入ERP系统、OA系统，实现办公用纸削减117.1万张/年，CO<sub>2</sub>减排2.34吨/年；通过底盘车间LED灯具节能改善，有效削减照明灯耗电量、CO<sub>2</sub>排放，降低灯具使用费用23.2万/年。

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<sub>2</sub> 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<sub>2</sub> emission, reducing lamp fees by 232,000 yuan each year.

旗下东风电动车公司利用及时关闭非必需设备、及时修复自来水管、阀门、合理调控空调温度等措施，实现办公费用45%的削减。

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

综合利用含油污泥(吨)

400

增加节能环保收益400万元

## 环保公益

### Social Responsibility for Environmental Protection

在环境保护这一社会责任关键议题上，公司以创新的思路，不断探索履行环境责任的新模式，通过打造东风“碳平衡”生态经济林、设立“淘汰黄标车绿色奖励基金”，向全社会发出倡导绿色环保理念的号召，为环保公益事业贡献力量。

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.

东风“碳平衡”生态经济林产业示范基地项目于2012年3月正式启动，首个示范基地落户湖北省恩施市，并于2013年完成一万亩生态经济林的种植工作。2014年4月，公司与十堰市政府签订《东风（十堰）“碳平衡”生态林项目合作框架协议》，计划通过植树方式，优化十堰市自然环境，并冲抵工厂碳排放。



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.

公司建立了“武汉•东风淘汰黄标车绿色奖励基金”，使武汉市黄标车主淘汰更新可获得“政府补贴-更新东风车让利优惠-武汉•东风绿色奖励”三重补贴奖励，激励车主主动淘汰黄标车，减少大气污染物排放。



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

CO<sub>2</sub>减排2.34吨(年)

117.1

办公用纸削减117.1万张(年)

23.2

降低灯具使用费用23.2万(年)

45%

办公费用削减(年)

## 节能与新能源汽车

### Energy Conservation and New Energy Vehicles

东风汽车公司是国内最早从事新能源汽车研发的企业之一，早在“九五”期间，公司就开始了新能源汽车技术的研发。公司《新能源汽车十二五发展规划》明确提出：“以纯电动轿车作为中长期重点战略目标、以混合动力汽车作为阶段性重点目标并与传统汽车节能相结合、立足整车集成与整车控制，整合核心资源，建立共性技术优势、探索纯电动汽车的商业应用模式”的总体发展战略。经过多年发展，公司在新能源汽车整车匹配和核心总成开发等方面已形成一定的积累，并开发了一系列新能源汽车产品。截止2014年12月，东风公司已经有61款车型进入国家《节能与新能源汽车示范推广应用工程推荐车型目录》。在完善产品技术的同时，公司高度重视新能源汽车的示范运营。2014年当年，1363辆东风新能源汽车投放市场；截止2014年底，东风公司累计投放2011辆各类新能源汽车在上海、武汉等多地安全有序的开展示范运营。此外，东风公司还积极进行新能源汽车产业化能力建设，已建成东风新能源客车阵地、东风新能源乘用车工厂等多个产业化基地，形成了一定的产业化能力。

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.

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#### 主要产品介绍：

##### Introduction to Main Products:

#### 东风风神 E30 系列纯电动轿车

##### DongFeng Aeolus E30 Pure Electric Sedan

东风风神E30系列纯电动轿车是东风公司基于纯电动轿车特性全新开发的车型平台，有E30(2座)和E30L(4座)两款车型。E30系列整车造型时尚、韵致、传神，采用铝合金骨架的轻量化设计方案，满足M1类乘用车碰撞法规要求。动力总成系统由驱动电机、变速箱、整车控制器、锂离子动力电池组成。整车实现制动能量回收、电动真空助力及电动转向助力，配备电动空调及暖风。

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.

续驶里程  
150km



## 东风风神E30

### 主要性能参数 Main performance parameters

长宽高 (mm) L×W×H (mm)	2695*1550*1550	2995*1560*1595
最高车速 (km/h) Maximum speed (km/h)	≥ 80	≥ 80
整备质量 (kg) Curb weight (kg)	890	995
续驶里程 (km) Driving distance (km)	120	150

### 晨风纯电动轿车

Chenfeng Pure Electric Sedan

启辰晨风纯电动轿车采用全球领先的日产Leaf车型的先进技术，由东风日产进行适应性开发，2014年9月正式上市。

Venucia Chenfeng pure electric sedan is produced with the advanced technologies of the world's leading Nissan Leaf model and is developed adaptively by DongFeng Nissan. In September 2014, it was formally launched.

续驶里程  
180km



### 晨风纯电动轿车

#### 主要性能参数 Main performance parameters

长宽高 (mm) L×W×H (mm)	4467*1771*1549
最高车速 (km/h) Maximum speed (km/h)	144
整备质量 (kg) Curb weight (kg)	1494
续驶里程 (km) Driving distance (km)	180

续驶里程  
150km



东风御风纯电动车

主要性能参数 Main performance parameters	
长宽高 (mm) L × W × H (mm)	6350*2036*2590
最高车速 (km/h) Maximum speed (km/h)	80
最大总质量 (kg) Maximum total mass (kg)	4000
额定载质量 (kg) Rated load (kg)	1500
续驶里程 (km) Driving distance (km)	120/150

东风御风纯电动车

DongFeng Yufeng Pure Electric Vehicle

东风御风纯电动车型在东风公司成熟的传统御风平台上，搭载高性能的锂离子电池组和永磁电机，可选装电动空调、无线充电系统；可选装普通、商务、豪华内饰；可根据客户要求，改装客货两用型车辆。

On the traditional matured Yufeng platform of DFM, DongFeng Yufeng pure electric vehicle is equipped with high-performance lithium ion battery series and permanent magnet motor and optionally equipped with electric air conditioner, wireless charging system or optionally equipped with ordinary, business or luxury interior trim; or it can be converted into passenger and cargo dual-purpose vehicle according to the requirement of the customers.

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东风天翼新能源城市客车

DongFeng Tianyi New Energy City Bus

东风天翼新能源客车2010年正式投放示范运营，车长10-12m，有纯电动和插电式两个系列。搭载电驱动系统，纯电动车型续驶里程超过200公里；插电式车型纯电动续驶里程50km。截止2014年底，已累计投放逾200辆在襄阳等地开展示范运营。

DongFeng Tianyi new energy passenger car, 10-12m long, was formally launched for demonstration operation in 2010, including two series: pure electric and plug-in. Equipped with electric drive system, the pure electric series can drive more than 200km and the plug-in series can drive 50km. By the end of 2014, more than 200 vehicles had been launched in Xiangyang and other cities for demonstration operation.

东风天翼新能源城市客车

续驶里程  
200km

主要性能参数 Main performance parameters	
长宽高 (mm) L × W × H (mm)	11000*2480*3100
最高车速 (km/h) Maximum speed (km/h)	85
最大总质量 (kg) Maximum total mass (kg)	12500
额定成员数 (人) Rated passenger (unit: person)	45+1
续驶里程 (km) Driving distance (km)	200/50



# 社会公益

责任

Social Responsibility

 美公益事业 与社会共进步

Contribute to Public Affairs and Advance with the Society



## 公益慈善管理

### Public Welfare and Charity Management

#### “东风公益基金会”介绍

#### Introduction to “DongFeng Benevolence Foundation”



东风公益基金会  
Dongfeng Benevolence Foundation  
东风化雨 泽四方

2012年，经国家民政部批准，东风汽车公司筹建成立“东风公益基金会”。该基金会为非公募基金会，注册资金为5000万元人民币，主要为公司“润”计划中公益项目实施提供执行平台和资金支持。2014年，东风公益基金会年初余额为6037.54万元，全年收入2009.19万元，全年支出2703.54万元，年末余额为5343.19万元。

2703.54

全年支出(万元)

5343.19

年末余额(万元)

In 2012, with the approval of the Ministry of Civil Affairs, DFM established “DongFeng Benevolence Foundation”. The foundation is a non-public offering foundation with registered capital of RMB 50 million and mainly aims to provide platform and financial support for implementing public welfare programs in “Nurturing” Plan of the company. In 2014, DongFeng Benevolence Foundation reserved opening balance of 60.3754 million yuan and ending balance of 53.4319 million yuan, with annual income of 20.0919 million yuan and expenses of 27.0354 million yuan.

#### “东风公益基金会”管理体系

#### Management System of “DongFeng Benevolence Foundation”

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#### 基金管理

#### Fund Management

东风公益基金会结合东风公司及基金会的各项管理章程、制度，制订了《东风公益基金会基金管理办法》。2014年，基金会对《基金管理办法》进行了修订和完善，在强化基金使用过程后期监管同时，对新项目的资金申请、流程管理也做了严格规定，为基金正常有序运作提供了保障，也为基金会的长足发展奠定了基础。

According to management rules and systems of DFM and the foundation, DongFeng Benevolence Foundation prepared *Provisions of DongFeng Benevolence Foundation for Fund Management*. In 2014, the foundation revised and improved the Fund Management Provisions to strengthen the post supervision of fund using process and strictly regulate fund application and process management of a new program so as to ensure normal and orderly fund operation and lay a solid foundation for long-term development of the foundation.

#### 基金会财务管理

#### Financial Management of the Foundation

为规范、加强东风公益基金会财务核算和管理，确保财务会计信息的及时、真实、完整，根据《中华人民共和国会计法》、《基金会管理条例》等法律法规及基金会章程，特制定了《基金会财务管理制度》。基金会通过坚持勤俭节约、务实高效的原则，努力降低管理成本，确保了资金的安全，提高了资金的使用效果。

In order to regulate and strengthen financial calculation and management of DongFeng Benevolence Foundation and ensure timeliness, genuineness and completeness of financial and accounting information, *Financial Management System of the Foundation* was prepared according to *Accounting Law of the People's Republic of China*, *Foundation Management Regulation* and other laws and foundation regulation. By reducing its management costs in the principle of diligence and thriftiness, pragmatism and efficiency, the foundation ensured safety of the fund and improved the effect in using the fund.

## 东风志愿者

### DongFeng Volunteers

东风公司成立“东风志愿者工作指导委员会”，统一规划、组织东风志愿服务。“委员会”根据公司社会责任中期行动计划—“润”计划的总体部署，持续组织和动员广大青年积极参与到志愿服务活动中。目前已构建了110支“三化四有”志愿者服务队，拥有志愿者4000余人。2014年持续开展了“公益助学”、“学雷锋”、“敬老月”、“社区服务”，“环境保护”等志愿服务活动，以实际行动践行“奉献、友爱、互助、进步”的志愿者精神，为和谐东风建设贡献青春与力量。

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月8日，公司团委在十堰市青年广场隆重举行2013年度东风汽车公司青年志愿者服务表彰暨2014年青年志愿服务活动启动大会，授予29支志愿服务队为公司“优秀青年志愿服务队”，29个项目为公司“优秀青年志愿服务项目”，10名青年志愿者为公司“优秀青年志愿服务个人”。同时，武汉、十堰、襄阳、广州等各大基地同步启动2014年东风青年志愿者服务行动，3000多名青年志愿者走上街头、走进社区集中开展便民服务。

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.



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支优秀青年志愿服务队

3000

名青年志愿者开展便民服务

## 对口援建

### Aided Reconstruction

#### 援藏 12年 走东风特色援藏之路

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

2002年始，东风公司按照国务院扶贫开发领导小组的要求，积极对口西藏昌都地区贡觉县开展扶贫工作。十二年来，东风公司先后选派5批共10名优秀援藏干部，累计投入资金7000余万元，开展实施项目59个；援助工作从单纯的项目建设、改善硬件向教育、医疗、文化、产业、智力等全方位、多角度的支援转变，为对口支援地贡觉县经济、教育事业发展和社会和谐稳定做出了积极贡献。

At 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 successively sent 5 batches of excellent Tibet-aid cadres (10 persons in total), accumulatively invested more than 70 million yuan and carried out 59 programs; the aid had been changed to be all-round and multi-aspect one including education, health care, culture, industry, intelligence and other aspects from pure program construction and hardware improvement, making positive contribution to economy, education and social harmony and stability of the aided area, Gongjue County.

2014年，投入资金990万元，主要针对切实保障改善民生、加强基础设施建设、大力发展特色优势产业、加强维稳能力建设四个方面，涉及12个项目。

In 2014, 9.90 million yuan was invested in mainly for four aspects: genuinely ensuring and improving the people's wellbeing, strengthening infrastructure construction, vigorously developing characteristic advanced industries and improving the ability to maintain social stability, involving 12 programs.

#### 立足民生建设，促进藏区经济与社会和谐发展

##### Promotion of Economic and Social Harmonious Development in Tibet based on Construction of People's Livelihood

多年来，东风为贡觉县援建了糌粑厂、蔬菜大棚、农民活动中心、艺术团、新农村公路和东风示范村等多个项目，捐赠共计价值近700万元的公务用车、当地清洁用车、学校教育用车等，不断加强当地基础设施建设和产业帮扶。

Over the years, DFM had provided aid in construction of zanba plant, vegetable greenhouse, farmer activity center, art troupe, new rural roads, DFM demonstration villages and many other programs, donated official business vehicles, local sanitation trucks, school education purpose vehicles and other vehicles worth about 7 million yuan and constantly strengthened local infrastructure construction and industry support.



### 积极实施医疗援藏，为藏区人民身体健康保驾护航

#### Active Medical Support for Tibet to Ensure Health of Tibetan People

2003年以来，东风公司先后组织八批共30余名医生赴贡觉县开展医疗援藏服务，促进了当地医院科室建设；并坚持为当地医院开展临床教学和技能培训，为贡觉县培养急需的医疗人才和后备力量。2014年9月27日，东风医疗援藏的又一重要项目——贡觉县与武汉协和医院远程医疗系统开通。作为央企中唯一一家开展医疗援藏的企业，东风公司的医疗援藏已成为东风援藏的一张特色名片。



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.

央企中唯一  
一家开展医疗援藏的企业

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## 重视智力援藏，大力支持藏区教育事业发展

### Emphasis on Intelligence Aid to Support Education Development in Tibet

公司通过开展医疗技术培训、艺术团培训、乡镇干部培训、职业教育培训等，不断为贡觉县培育优秀人才。2014年8月，东风与贡觉县政府共同出资成立贡觉县“东风润苗”教育基金，建立贫困大学生、高中生助学金计划，首次发放助学金20万余元，资助大学新生和内地西藏高中班学生共38人。

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.



## 积极开展援疆、援桂工作

### Active Aid for Sinkiang and Guizhou

东风公司高度重视新疆、广西等偏远地区发展，根据当地实际需求及发展情况，为其量身打造特色帮扶项目。2014年，公司投资200余万元，在新疆阿克苏地区柯坪县其兰村开展文化礼堂建设、庭院经济、村级基层阵地建设等一系列帮扶项目；投资36万元，在马山县乔老村推进文化活动室建设、饮水工程修复等项目。

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.

## 全面实施“润楚工程”

### Full Implementation of “Hubei Province Nurturing Program”

东风公司以“润楚工程”为载体，对口恩施市、五峰县开展“616工程”，对口宜昌兴山县开展“支援三峡库区移民”，对口十堰房县开展“社会主义新农村建设”，对口丹江口市开展“脱贫奔小康”试点工作，极大的促进了湖北省贫困地区经济文化发展。

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年，东风积极响应湖北省委、省政府号召，参与开展“万名干部进万村惠万家”活动，对口湖北省房县红塔镇开展援建工作。新建便民服务中心、拓宽涉及近3000人行走及运输的主干道路、修建血桃经济林运输道路、修建农田灌溉蓄水堰塘等，将实事办到了老百姓的心坎上，以实际行动促进“三农”工作开展。

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.



## 支持灾后重建

### Support for Post-disaster Reconstruction

8月15日，东风公司在昆明举行捐赠仪式，通过东风公益基金会向云南鲁甸地震灾区捐赠款物，用于帮助灾区抗震救灾、恢复生产、重建家园。

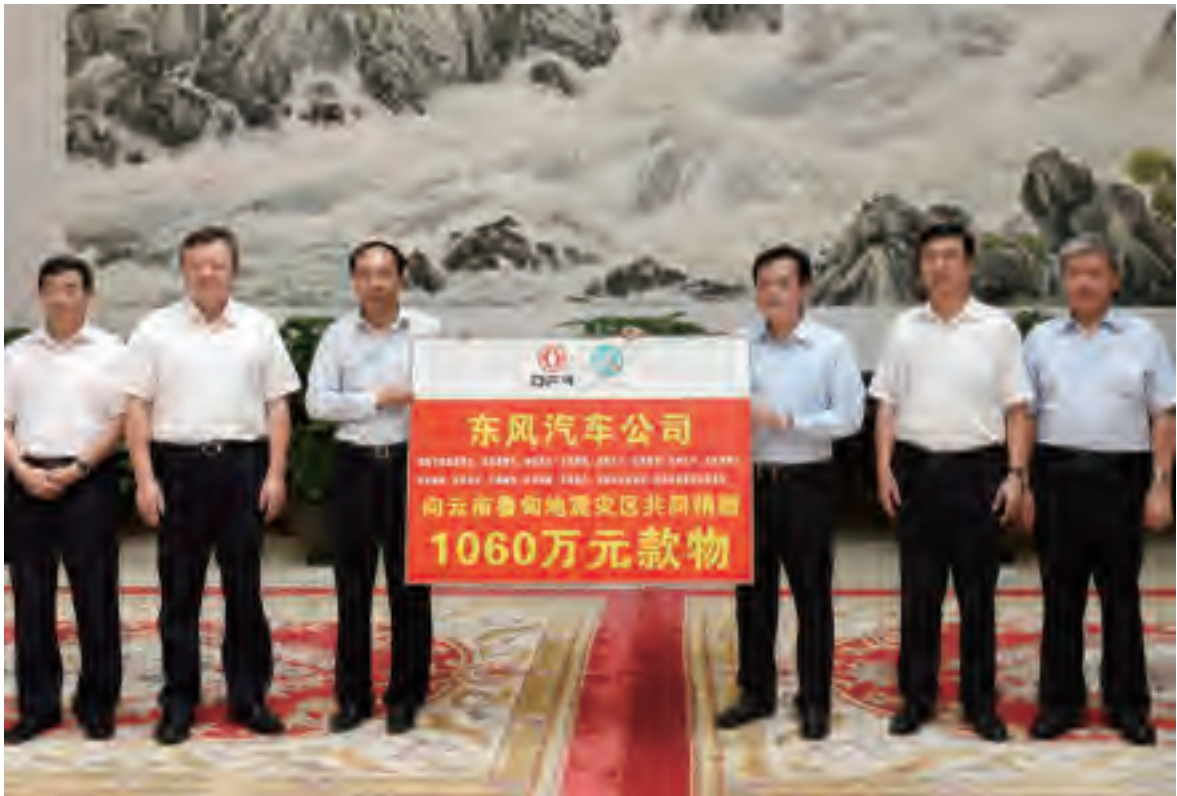
此次云南地震，东风汽车公司携旗下东风商用车公司、东风乘用车公司、东风汽车有限公司（东风日产乘用车公司、东风汽车股份有限公司、郑州日产汽车有限公司、东风汽车零部件集团、装备公司）、神龙汽车有限公司、东风本田汽车有限公司、东风鸿泰控股集团有限公司、东风云南汽车有限公司、东风裕隆汽车有限公司、东风本田发动机有限公司、东风本田汽车零部件有限公司等企业共同捐赠1166.0508万元款物。

此外，东风商用车公司、东风乘用车公司、东风汽车股份有限公司等单位在得到消息后立即派出服务保障队伍前往灾区，参与抗震救灾工作。

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.



## 支持科教文卫事业

Support for Science, Education, Culture and Health Care Undertakings



### 东风润苗行动

DFM Nurturing Program

2013年5月6日，公司启动“湖北希望工程东风润苗行动”，与湖北省青少年发展基金会合作，投入资金1000万元，在湖北省内贫困山区、革命老区、少数民族等地区，援建10所“东风希望小学”，资助至少1000名贫困生完成小学阶段教育，具体从“衣、食、住、行、学”五方面实施援建。

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 Schools” in impoverished mountainous area, old revolutionary base areas, minority areas and other areas and helped at least 1,000 poor students to finish their elementary education from five aspects: “clothes, food, accommodation, travel and learning”.

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### 首批援建6所“东风希望小学”陆续竣工

First Group of Six “DFM Hope Schools” Completed in Succession

2014年，“东风润苗行动”首批援建的6所希望小学已逐步竣工验收并投入使用。东风旗下各包建单位通过捐资建设教学楼、宿舍楼、食堂，捐赠校服、助学金、校车等，实现“衣食住行学”系列助学项目的全覆盖。2014年12月11日，“东风润苗行动”首所希望小学——东风鸿泰希望小学竣工仪式在黄冈市团风县杜皮乡举行。



First 6 hope schools in “DFM Nurturing Program” had been completed and put into operation gradually. All construction contractors under DFM fully covered a series of education aid projects related to “clothes, food, accommodation, travel and learning” by making investment in construction of teaching building, dormitory, canteen, school uniforms, student subsidies and school buses, etc. On December 11, 2014, completion ceremony of the first hope school constructed in “DFM Nurturing Program” – DFM Hongtai Hope School was held in Dupi Township, Tuanfeng County, Huanggang.

### 开展“东风润苗行动”——爱心助学微公益系列活动

DFM Nurturing Program” – Student Love Mini CSR Activities

东风公益基金会联合各理事单位开展了丰富多彩的爱心助学微公益活动，丰富了“东风润苗行动”活动载体和内涵。

Through cooperation with all governing unit, DongFeng Benevolence Foundation carried out many student-love mini CSR activities and enriched the carrier and connotation of “DFM Nurturing Program”.



举办“微公益项目”创意大赛，激发公司青年人参与微公益活动的热情。

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



组织“东风希望夏令营”，帮助“东风希望小学”的孩子们开阔视野、增长知识。

"DFM Hope Summer Camp" was organized to help the students of "DFM Hope Schools" to widen their vision and increase their knowledge.



开展“寒冬送祝福，温暖学子心”冬日慰问活动，让“东风希望小学”的孩子们在寒冬感受爱的温暖。

"Warmth in Winter" activity was organized to let the students of "DFM Hope Schools" feel warm in chilly winter.



组织“东风希望课堂”爱心支教，丰富课堂内容，拓宽了孩子的视野和知识面。

"DFM Hope Class" education support was organized to enrich course contents and widen the vision and knowledge of the students.

## 旗下各单位开展各具特色的公益助学活动 Education Aid Programs Organized by DFM's Subsidiaries



东风日产“阳光关爱·助教未来”  
“Sunshine Care for Education” by DongFeng Nissan



东风南方“希望食堂”  
“Hope Canteen” by DongFeng Nanfang



郑州日产“牵手工程”  
“Hand-in-hand Program” by Zhengzhou Nissan



东风进出口公司走进绿化小学  
Green Primary School by China DongFeng Motor  
Industry Imp. & Exp. Co., Ltd.

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## 支持医疗卫生事业 Support for Medical and Health Undertakings

2014年10月17日(国务院设立的首个“扶贫日”),公司向湖北省妇女儿童发展基金会捐赠6辆“母亲健康快车”和6辆“家庭教育流动宣传车”,以帮助武汉远城区及黄冈地区开展妇儿医疗救护,支援当地农村家庭教育发展。

On October 17, 2014 (the first Poverty Alleviation Day set up by the State Council), the company donated 6 “Mother Health Express Buses” and 6 “Mobile Publicity Buses of Family Education” to help suburban areas and Huanggang area in Wuhan to offer medical aid to women and children and assist local rural families in education.



# 文 化

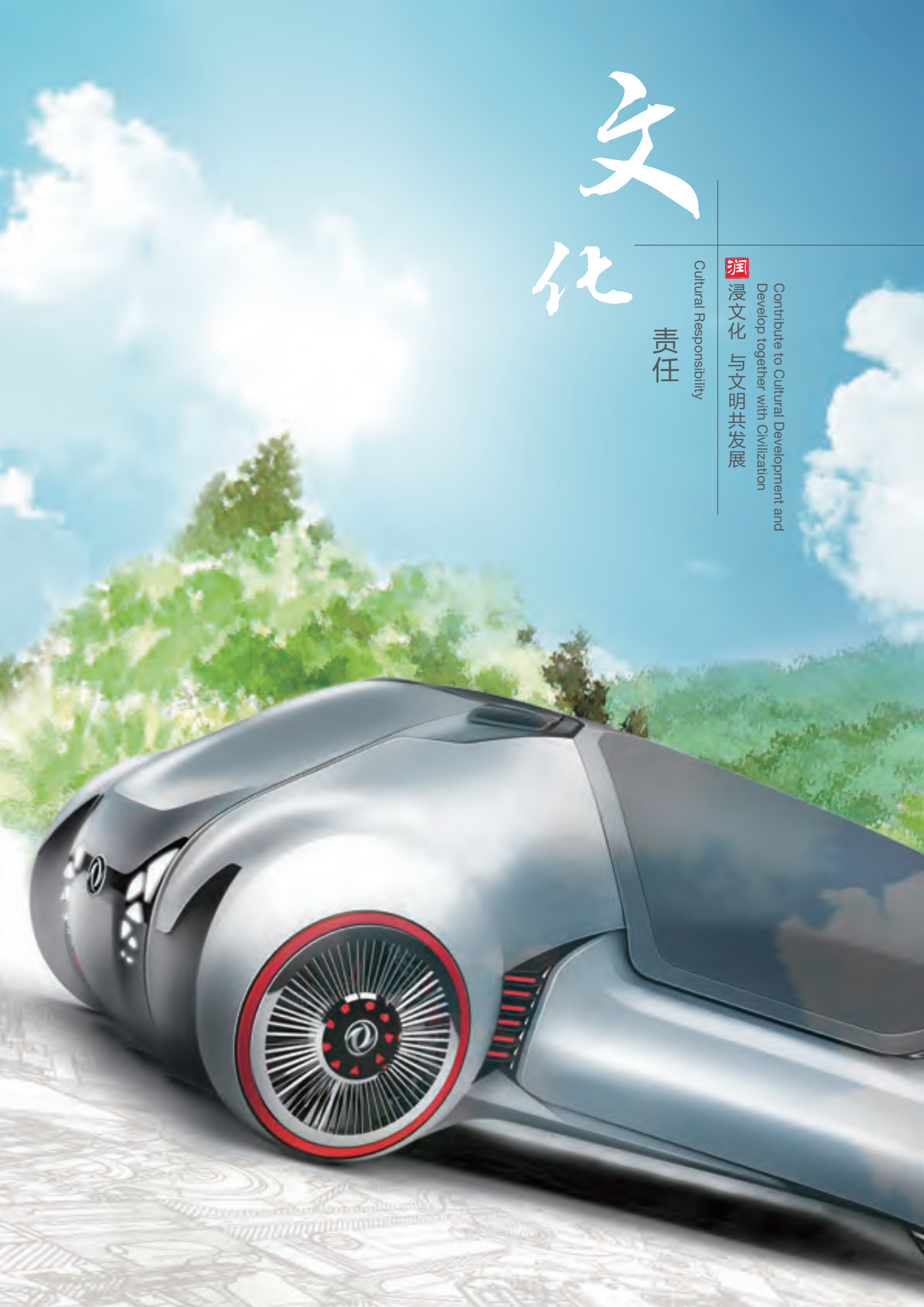


漫文化 与文明共发展

Contribute to Cultural Development and  
Develop together with Civilization

Cultural Responsibility

责任



## “东风梦想车”大赛助力青年实现“汽车梦”

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

### 大赛简介

#### Introduction of the Competition

“东风梦想车”中国青年环保汽车创意设计大赛，是发掘中国汽车专业技术人才、助力当代青年实现“汽车梦”的专业平台；通过面向全国高校学子公开征集环保汽车创意设计作品，公平、公正选拔，评选出代表中国环保汽车发展方向的“东风梦想车”大奖。东风汽车公司为梦想点燃引擎，构建“人、车、自然、社会”的和谐，履行汽车企业应尽的社会责任。



### 大赛历程

#### Agenda of the Competition

#### 启动 Start

2014年5月7日，“东风梦想车”大赛在清华大学正式启动。大赛特设100万奖励基金在各阶段支持优秀团队的创绿行动，其中“东风梦想车”大奖将获20万元创意基金。

The “DFM Dream Car” Competition was officially started in Tsinghua University on May 7, 2014. In this Competition, a special award fund amounted to RMB 1 million was provided to support Green Actions of excellent groups in different phases, among which RMB 200,000 would be given to the “DFM Dream Car” Award.



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#### 招募

#### Recruiting

2014年5月7日-5月15日，东风公司技术专家走进清华大学、北京理工大学、吉林大学、华南理工大学、武汉理工大学等全国10所著名高校开展大赛宣讲，寻找“东风梦想车”创意设计师。截止6月13日，共有220支团队完成参赛报名，参赛团队覆盖51所院校。

From May 7 to 15, 2014, technical experts of DongFeng Motor Corporation delivered speeches in more than 10 famous universities in China, including Tsinghua University, Beijing Institute of Technology, Jilin University, South China University of Technology and Wuhan University of Technology, to seek creative designers for “DFM Dream Car”. As of June 13, 220 groups from 51 colleges and universities had completed application for entry.

#### 初赛

#### Preliminary Competition

2014年9月13日，“东风梦想车”大赛初赛评选工作在东风公司总部进行。共有来自37所高校、111支参赛队的140余件有效作品参加此次评选。经过严格的层层筛选，最终46件作品暂露头角，成功入围复赛，并分别获得课题奖励基金5000元。

The preliminary evaluation of the “DFM Dream Car” Competition was carried out in the headquarters on September 13, 2014. A total of more than 140 effective works effective works by 111 groups from 37 colleges and universities had been evaluated. Through strict selection, 46 works were finally selected for semi-finals, and were granted with the reward of RMB 5,000 respectively.

“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.

### 复赛 Semi-final Competition

2014年10月19日，10强作品脱颖而出，分别来自清华大学、合肥工业大学、吉林大学、武汉理工大学等9所高校。10强作品团队分别获得课题奖励基金35000元。

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.

### 飞升训练 Soaring Training

2014年10月31日-11月3日，在为期4天的“飞升训练”里，10强作品团队与资深专家深入沟通交流，促进作品的创意优化与技术提升。5位资深专家分别从整车、造型、新能源、智能化、材料5个方面对10强作品进行一对一辅导。东风公司对10强作品选手组织人力座谈会，5名选手顺利加入到“东风大家庭”。

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”.

### 决赛 Final

2015年1月30日，举行大赛小组赛，从10强作品中决选出4强作品。1月31日，经过4强PK，“东风梦想车”大奖正式诞生，并评选出各单项奖项。

Top four out of 10 will be selected for the final on January 30, 2015. “DFM Dream Car” awards were selected on January 31.



## 获奖作品展示

Exhibition of Winners



### 东风梦想车大奖

#### DFM Dream Car Award

作品名称 : Summer

Name: Summer

作品简介 : 该作品以“蝉”为创意灵感,是一款集领先造型创绿、智能创绿、技术创绿等理念于一体的优秀概念车型。特别是该作品还能将车头从整车中分离出来成为独立行驶小车,极具实用价值。

Introduction: Inspired by “cicada”, it is an excellent concept model integrated leading model, intelligence and technology into a whole; especially this work is high in the practical value, for the head can be separated from the car and driven independently.

### 最佳造型创绿设计奖

#### Best Model Green Design Award

作品名称 : Pioneer

Name: Pioneer

作品简介 : 这是一款油电混合动力的户外越野车,以“海龟”为原型,可根据驾驶人员需要变换三种车身形态——行驶形态、短期考察形态以及长期驻扎形态。

Introduction: It is a hybrid-electric SUV with “sea turtle” as its prototype, and three types of body forms can be changed according to demands of the driver, i.e. driving form, short-term investigation form and long-term stationed form.

### 最佳智能创绿设计奖

#### Best Intelligent Green Design Award

作品名称 : Future Star

Name: Future Star

作品简介 : 这是一辆完美融合了复古硬派设计元素与未来高科技的跨界型概念车。它的创作灵感主要源自中国传统的龙、奔马以及星空元素。整车采用的是可降解蚕丝技术,使其安全性、舒适性得到提升。

Introduction: It is a crossover concept perfectly integrated the retro hard style design elements and future high-tech. It is mainly inspired by traditional Chinese dragon, running horse and starry sky. And the degradable silk technology is adopted to improve the safety and comfort.

### 最佳技术创绿设计奖

#### Best Technical Green Design Award

作品简介 : SHIFT概念车

Name: SHIFT Concept

作品介绍 : “SHIFT概念车”是一款纯电动运动型多功能汽车,外观以“青蛙”为创意灵感,车身表面拥有电子墨水层,能任意改变车身颜色。此外还运用了太阳能涂料、碳纤维-石墨烯材料、轮毂电机、超级电容、可变转动惯量智能车轮、辅助能源系统等创新装置与配备。

Introduction: “SHIFT” Concept is a battery electric sporting MPV, of which the appearance is inspired by the “frog”; the body surface is provided with electronic ink layer to change the body color at will. It also uses such creative devices and equipment as solar-power paint, carbon fiber-graphene materials, hub motor, super capacitor, smart wheel with variable rotational inertia, and auxiliary power unit.

## 汽车公民文化活动，共建文明汽车社会

### Auto Citizen Cultural Program to Build Civilized Auto Society

“和畅东风”汽车公民文化活动是东风公司根据“润”计划部署，开展的以促人、车、社会、自然和谐发展，助推中国汽车社会文明演进为主旨的重点文化责任履责项目。公司通过联合权威机构发布《中国汽车公民文明公约》，发起——“益路平安”东风爱心大行动，募集善款169万余元救助伤残儿童。

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 of “Nurturing Plan”. In the program, DFM and other authorities jointly issued the *Convention for Civilized Driving in China* and launched a major public welfare action – “DriveSafer” to raise more than 1.69 million yuan for road accident crippled children.



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### 推广传播《公约》

#### Propagation and Promotion of the *Convention*

东风协同传播资源，通过联合旗下东风乘用车、东风裕隆汽车有限公司、神龙汽车有限公司、东风日产乘用车公司、东风本田汽车有限公司、东风汽车股份有限公司、东风柳州汽车有限公司、东风郑州日产汽车有限公司、东风小康汽车有限公司等下属单位，在主流平面媒体和省会及一线城市路牌广告位统一投放了以《公约》为蓝本的公益广告。东风商用车有限公司、东风汽车有限公司、东风鸿泰控股集团有限公司等17家单位还综合运用4S店端、企业内刊等线下渠道，以及企业官网、微博、微信等线上平台传播《公约》，传递文明，实现履责传播协同效果最大化。

Based on joint efforts of DFM’s headquarters Social Responsibility Committee and its subsidiaries DongFeng Passenger Vehicle Company, DongFeng Yulon Motor Co., Ltd., DongFeng Peugeot Citroën Automobile Co., Ltd., DongFeng Nissan Passenger Vehicle Company, DongFeng Honda Automobile Co., Ltd., DongFeng Automobile Co., Ltd., DongFeng Liuzhou Motor Co., Ltd., DongFeng Zhengzhou Nissan Automobile Co., Ltd., DongFeng Xiaokang Motor Co. Ltd., etc., DFM’s synergic communication

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.

### 各单位围绕《公约》精神开展特色履责实践活动

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

东风旗下各单位围绕《公约》精神纷纷创新活动载体，通过开展神龙汽车文化节、东风日产安全驾驶训练营、东风本田青少年汽车知识见习基地、东风风神文明驾驶之星、东风商用车汽车公民畅谈、东风裕隆儿童安全教育课堂、郑州日产出行障碍亲子体验活动等特色项目，探索出了履责项目协同支持机制，丰富和完善了汽车公民文化活动的内涵与载体。

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.



东风本田青少年汽车知识见习基地  
DongFeng Honda's Auto Knowledge Probation Base for Teenagers



东风日产在武汉开展安全驾驶体验营活动  
Safe Driving Experience Camp organized by DongFeng Nissan in Wuhan



郑州日产“有爱·无障碍”亲子体验为爱发声  
“Love Eliminates Difficulties” Parent-child Experience Activity  
organized by Zhengzhou Nissan



## 以“东风号”远洋帆船赛，助力中国远洋帆船运动事业发展

“DongFeng” Yachting Race Contributing to the Development of China's Yachting Undertaking

旗下东风商用车有限公司独家冠名“东风号”帆船，在2014年10月由“东风队”驾驶，出征世界顶级帆船赛事——沃尔沃环球帆船赛，助力中国远洋帆船运动事业发展。该赛事从西班牙出发，预计在2015年6月抵达位于瑞典哥德堡的终点，全程39379海里，途经全球10个城市。东风商用车加入沃尔沃环球帆船赛，是基于2014年1月份东风汽车集团股份有限公司与沃尔沃集团已建立的战略联盟背景，双方发挥协同效应的具体行动，是“东风”品牌商用车全球市场战略的重要组成部分。同时，东风商用车参与沃尔沃环球帆船赛，也是东风支持文化体育事业的典型案例，将助推东风品牌的提升。

DFM's subsidiary DongFeng Commercial Vehicles Co., Ltd. was the exclusive title sponsor of “DongFeng” Yacht, which was driven by “DongFeng Team” in October 2014 to participate in world-class yacht race — Volvo Ocean Race, with great contribution to the development of China's yachting undertaking. In the race, all participants started from Spain and are expected to arrive at the terminal in Gothenburg, Sweden in June 2015, with a total distance of 39,379 sea miles and via 10 cities. DongFeng Commercial Vehicles Co., Ltd. participated in race based on the strategic alliance established between DongFeng Motor Group Co., Ltd. and Volvo Group in January 2014, which specified that the actions taken by them to play the synergistic effect was an important part in global marketing strategy for “DongFeng brand” commercial vehicles. At the same time, DongFeng Commercial Vehicles' participation in the race was also a typical case for sponsoring cultural and sports undertakings, conducive to the promotion of DongFeng brand.

# 未来展望：责任东风 焕新国企

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

2015年，东风社会责任工作将以“责任东风 焕新国企”作为工作主题，进一步推进“润”计划的实施。我们将积极践行国策，全面推进体制机制改革，激发企业活力，将东风打造成为极富创新精神的现代化企业；我们将全面推进依法治企，加强全价值链的商德建设，加速实现企业的现代化治理；我们还将积极履行环境、文化和社会公益责任，尽企业之力，构建绿色、温暖、和谐中国。

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.

未来，东风将继续以“建设永续发展的百年东风，面向世界的国际化东风，在开放中自主发展的东风”为企业愿景，坚持以“和”文化为指引，为打造和悦共生的汽车社会，为实现汽车强国梦而努力奋斗。

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.



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# 报告评级

## Report Rating



### 《东风汽车公司2014年社会责任报告》评级报告

中国社会科学院经济学部企业社会责任研究中心(以下简称“中心”)受东风汽车公司委托,从“中国企业社会责任报告评级专家委员会”中抽选专家组成评级小组,对《东风汽车公司2014年社会责任报告》(以下简称《报告》)进行评级。

#### 一、评级依据

《中国企业社会责任报告编写指南(CASS-CSR 3.0)》暨《中国企业社会责任报告评级标准(2014)》。

#### 二、评级过程

- 1.过程性评估小组访谈东风汽车公司社会责任相关部门成员;
- 2.过程性评估小组现场审查东风汽车公司社会责任报告编写过程相关资料;
- 3.评级小组对社会责任报告的管理过程及《报告》的披露内容进行评价。

#### 三、评级结论

##### 过程性(★★★★★)

公司办公厅牵头成立报告编写小组,高层领导参与编写推进及报告审定;编写组对利益相关方进行识别,并通过访谈、问卷调查等方式收集相关方意见;根据相关方意见、行业对标等对实质性议题进行界定;公司计划召开报告专项发布会,并将以印刷品、电子版、微信版等形式呈现报告,具有卓越的过程性表现。

##### 实质性(★★★★★)

《报告》系统披露了“确保产品安全性”、“支持科技研发”、“产品召回机制”、“安全生产”、“节能与新能源汽车”、“工厂节能减排”、“汽车文化培育”等交通运输设备制造业关键性议题,叙述详细充分,具有卓越的实质性表现。

##### 完整性(★★★★☆)

《报告》从“东风责任之道”、“经济责任”、“利益相关方责任”、“环境责任”、“社会公益责任”、“文化责任”等角度披露了交通运输设备制造业核心指标的88.0%,完整性表现领先。

##### 平衡性(★★★★★)

《报告》披露了“生产安全死亡事故数”、“员工流失率”、“职业病发生率”等负面数据信息,并以责任聚焦的形式对十堰、襄阳基地环保整治的经过及整改措施进行详细阐述,同时简述了神龙汽车的召回行动,平衡性表现卓越。

##### 可比性(★★★★★)

《报告》披露了“销售收入”、“研发投入”、“乘用车销量”等35个关键指标连续3年以上的数据;并就“汽车销量”、“行业排名”等数据进行横向比较,可比性表现卓越。

##### 可读性(★★★★★)

《报告》结构合理,篇幅适宜,语言流畅;图片精美,与文字叙述相辅相成;封面使用员工组图,并采用镂空设计,别出心裁,具有卓越的可读性表现。

##### 创新性(★★★★☆)

《报告》以“责任聚焦”的形式,详述企业环保专项整治及汽车文化活动,突出年度重点责任实践;以“数说东风”、“图说东风”、“利益相关方说东风”等形式,多角度展示企业年度责任表现,便于相关方全面了解,创新性表现领先。

##### 综合评级(★★★★★)

经评级小组评价,《东风汽车公司2014年社会责任报告》为五星级,是一份卓越的企业社会责任报告。

#### 四、改进建议

进一步明确“利益相关方责任”与其他章节的关系,避免交叉重复。

#### 评级小组

组长:新华网副总裁 魏紫川  
 成员:北京工商大学经济学院教授 郭毅  
 商道纵横总经理 郭沛源  
 中心过程性评估员 王梦娟、陈晓飞

评级专家委员会主席  
中心常务副理事长

评级小组组长  
中心副理事长



出具时间:2015年5月20日

## 关于本报告 About This Report

报告时间范围：2014年1月1日至2014年12月31日，部分内容超出上述范围。

报告组织范围：东风汽车公司及下属机构（参见公司组织结构）。为便于表达，在报告的表述中分别使用“东风汽车公司”、“东风公司”、“公司”。

以前报告发布情况：已连续发布公司2008、2009、2010、2011、2012、2013年度报告，此报告为第七次发布的年度报告。

报告数据说明：本报告所引用的2014年及以前的数据为统计数。

报告改进方向：细化指标，以更加详实具体地披露公司履行社会责任的信息，更好地与利益相关方保持沟通。

报告参照标准：报告严格遵守真实、客观、公开原则，参照国务院国有资产监督管理委员会（简称“国资委”）《关于中央企业履行社会责任的指导意见》、全球报告倡议组织（GRI）《可持续发展报告指南4.0版本》、《中国企业社会责任报告编写指南（CASS-CSR3.0）》。

报告获取：本报告提供纸质印刷版和PDF格式电子文档，您可以通过以下地址索取报告，或通过公司网站社会责任专栏下载：

地址：湖北省武汉市经济技术开发区东风大道特1号

邮政编码：430056

电话：027-84285555

网址：<http://www.dfmc.com.cn>

Report time range: From January 1, 2014 to December 31, 2014. Parts of the contents are beyond the above time range.

Report organization range: DongFeng Motor Corporation and its subsidiaries (see the company's organization structure). For convenience of expression, DongFeng Motor Corporation is expressed respectively as DongFeng Motor Corporation (DFM), DongFeng Motor, and the company.

Release of previous reports: 2008, 2009, 2010, 2011, 2012, 2013 annual reports have been released consecutively. This report is the seventh annual report released.

Note on report data: the data in 2014 and previous data cited in this report is statistical data.

Report improvement direction: Refine indicators, in order to disclose the information on fulfilling social responsibility in a detailed and concrete way, and better communicate with stakeholders.

Report reference standard: The report strictly abides by the principle of "real, objective and public", and refers to Guiding Opinions on the Performance of Social Responsibility by Central Enterprises promulgated by the State-owned Assets Supervision and Administration Commission of the State Council, Sustainability Reporting Guidelines of GRI (version 4.0) and Chinese Corporate Social Responsibility Report Writing Guidelines (CASS - CSR3.0).

Report access: This report is available in printed and electronic PDF versions. You can obtain the report by contacting the following address or downloading from the social responsibility column of the company's online portal:

Address: Extra No. 1 DongFeng Avenue, Economic and Technological Development Zone, Wuhan, Hubei Province

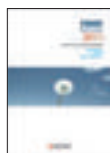
Postcode: 430056

Telephone: 027-84285555

Website: <http://www.dfmc.com.cn>

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报告编写流程  
Report writing process



## 意见反馈表

### Feedback Form

尊敬的读者：

本报告是东风汽车公司向社会公开发布的第七份社会责任报告，为了不断改进报告编制工作，我们特别希望倾听您的意见和建议。请您协助完成反馈意见表中提出的相关问题，并选择以下方式反馈给我们。

邮寄：湖北省武汉市经济技术开发区东风大道特1号602室，邮编：430056

---

#### 您的信息：

姓名：	工作单位：	职务：
联系电话：	传真：	E-Mail:

#### 选择题(请在相应位置打√)

1. 本报告全面、准确地反映了公司对经济、社会、环境的重大影响。  
很好      较好      一般      较差      很差
2. 本报告对利益相关方所关心问题的回应和披露。  
很好      较好      一般      较差      很差
3. 本报告披露的信息、指标、数据清晰、准确、完整。  
很好      较好      一般      较差      很差
4. 本报告的可读性，即报告的逻辑主线、内容设计、语言文字和版式设计。  
很好      较好      一般      较差      很差

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#### 开放性问题

1. 您认为本报告最让您满意的方面是什么？
  2. 您认为还有哪些您需要了解的信息在本报告中没有反映？
  3. 您对我们今后发布社会责任报告有何建议？
-

## 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 of the report in terms of logic main line, content design, language, and format design of this report.

Very good       Fairly good       General       Poor       Very poor

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### Open questions

Which aspect of this report do you think make you most satisfied ?

What necessary information do you think has not been reflected in this report ?

What advices do you have on our future release of social responsibility reports ?

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润物无声 润心润德



官方微博



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