



DRIVE YOUR DREAMS

GLOBAL BRAND BROCHURE FOR DONGFENG PASSENGER VEHICLES

DONGFENG MOTOR CORPORATION

Website: <http://www.dongfeng-global.com>

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*Some features may not be available in this market. Exterior and interior colours are for reference only. Please refer to a local dealer for details.



DONGFENG

Contents

ABOUT US

Position

Introduction

BRAND

Architecture

Milestones

Mission

Values

Logo

Global Business

Quality

Technology

PRODUCTS

SHINE

SHINE GS

SHINE MAX

HUGE

AX7

Company Position

DRIVE YOUR DREAMS

**An Outstanding Technology Company
Offering Premium Automotive Products
and Services to Global Users**

Global R&D | Global Advanced Manufacture | Global Service System |
Global Supplier System | Global Partnership

DONGFENG MOTOR CORPORATION

Dongfeng Motor Corporation, founded in 1969, is one of China's largest automobile groups. Our main business covers an entire range of commercial vehicles, passenger vehicles, NEV, auto assemblies, parts and components, machines and equipment, and other automobile-related products and services.

After more than 50 years' development, Dongfeng Motor has become an industrial leader in R&D, manufacturing and marketing. While, Dongfeng Brand has become a well-known name for a long time and also enjoys a good awareness in the global market. Its commercial vehicles (trucks and buses) cover a full range of series including medium-duty, heavy-duty, light-duty, mini trucks and conversion trucks for special purposes. The passenger vehicles include cars, SUVs, MPVs, mini-CVs, etc. The high-mobility special off-road vehicles include the Dongfeng Motor Warrior, desert off-road and AWD off-road vehicles, etc. Moreover, Dongfeng Motor also offers new-energy vehicles, including HEV, all-electric and natural gas vehicles. Dongfeng Motor is able to provide customers with the most reliable and valuable product solutions with its full range of products.

Fortune Global

122th

Total assets worth

74 billion (USD)

Total sales in 2022

2.92 million

Total export sales in 2022

240,000

Sales revenue in 2022

69 billion (USD)

MULTI-BRAND LAYOUT
TO MEET THE DIVERSE NEEDS
OF GLOBAL CUSTOMERS



SELF-OWNED BRANDS



FENCON



...

JOINT VENTURE BRANDS



...

1969-1980 Pioneering stage

On Sept 28, 1969, large-scale construction of the Second Automobile Works Co., Ltd. (predecessor of Dongfeng Motor) unfolded in Shiyan, Hubei Province.

1981-1993 Rapid growth stage

On Nov 27, 1987, the Second Automobile Works Co., Ltd. became China's first automaker with an annual capacity of over 100,000 units, making it the World's Top 3 Truck Manufacturers.

1991 Accumulated sales

1 million

1994-2000 Reform stage

On May 31, 1994, Dongfeng Motor's 1,500,000th vehicle rolled off from the production line, marking the full production of a new-generation 5t truck (EQU1092F).

In 1999, Dongfeng conducted a structural reform and established an efficient three-level management system with clear hierarchy, well-defined power and responsibility and comprehensive functions.

2001-2010 Opening-up stage

Dongfeng Motor established joint ventures with PSA Group (Dongfeng Peugeot-Citroën Automobile Limited), Honda (Dongfeng Honda), and Nissan (Dongfeng Motor Co., Ltd.)

2009 Accumulated sales

10 million

2011- Leading stage

In 2020, Dongfeng Motor launched VOYAH brand, positioned as a premium NEV brand.

In 2021, Dongfeng Motor released the "Dongfeng Advance" plan in its move towards an excellent technology enterprise.

In 2022, Dongfeng Motor launched M HERO brand, positioned as the leader of luxury electric ORV culture.

2013 Accumulated sales

20 million

2021 Accumulated sales

52 million

Brand Mission



DRIVE
YOUR
DREAMS

Quality

Quality is the root of the Dongfeng brand of the new era, uniting the Company, its employees and its products.

Intelligence

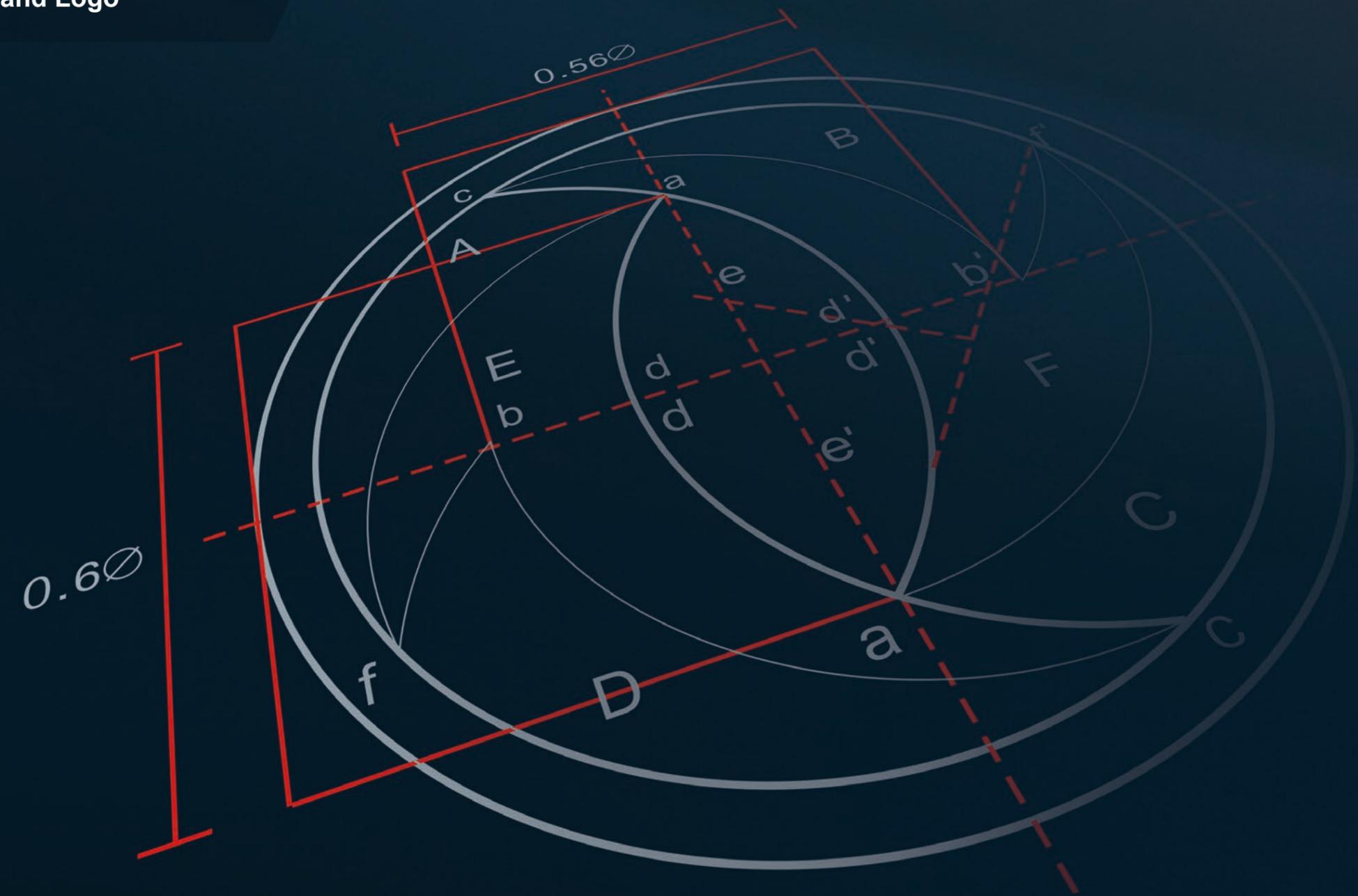
Intelligence is the source of Dongfeng brand in the new era, and we are committed to constantly improving our ability of providing intelligent products and customers' experience of using them.

Harmony

Harmony is the soul of the Dongfeng brand in the new era, and we foster and uphold a positive and pleasant ecology for our customers, our employees and our society.



Brand Logo



The Dongfeng brand logo, featuring shapes of two high-flying barn swallows, delivers the message of diligence, agility and ambition. It also resembles a rolling wheel, standing for Dongfeng's unshakable commitment to high-quality auto products and mobility services. The logo perfectly matches the core values of Dongfeng brand, "Quality", "Intelligence" and "Harmony".



Thanks to its strategy of going global and pursuit of independent R&D and innovation, Dongfeng has embarked on a path of continuous breakthroughs. At present, Dongfeng Motor's overseas business has covered more than 100 countries and regions across Asia, Africa, South America, as well as Europe. While expanding its overseas market, it also aims to shape an international famous brand by virtue of its advanced management concept, technology and top design, to support its brand globalization. Dongfeng's R&D centers in China, Sweden and Germany, are working together in their joint commitment to technological innovation and application in automotive industry.



Racing DNA Winning CTCC Championship Three Times Running

CTCC (China Touring Car Championship) is the only Chinese national touring car championship supported by FIA (Fédération Internationale de l'Automobile). During 2020-2022, Dongfeng racing team has taken the championship of for three consecutive seasons, scoring huge eclat as a renowned Chinese brand engaged in car racing.

Quality Assurance

World-class manufacturing plant

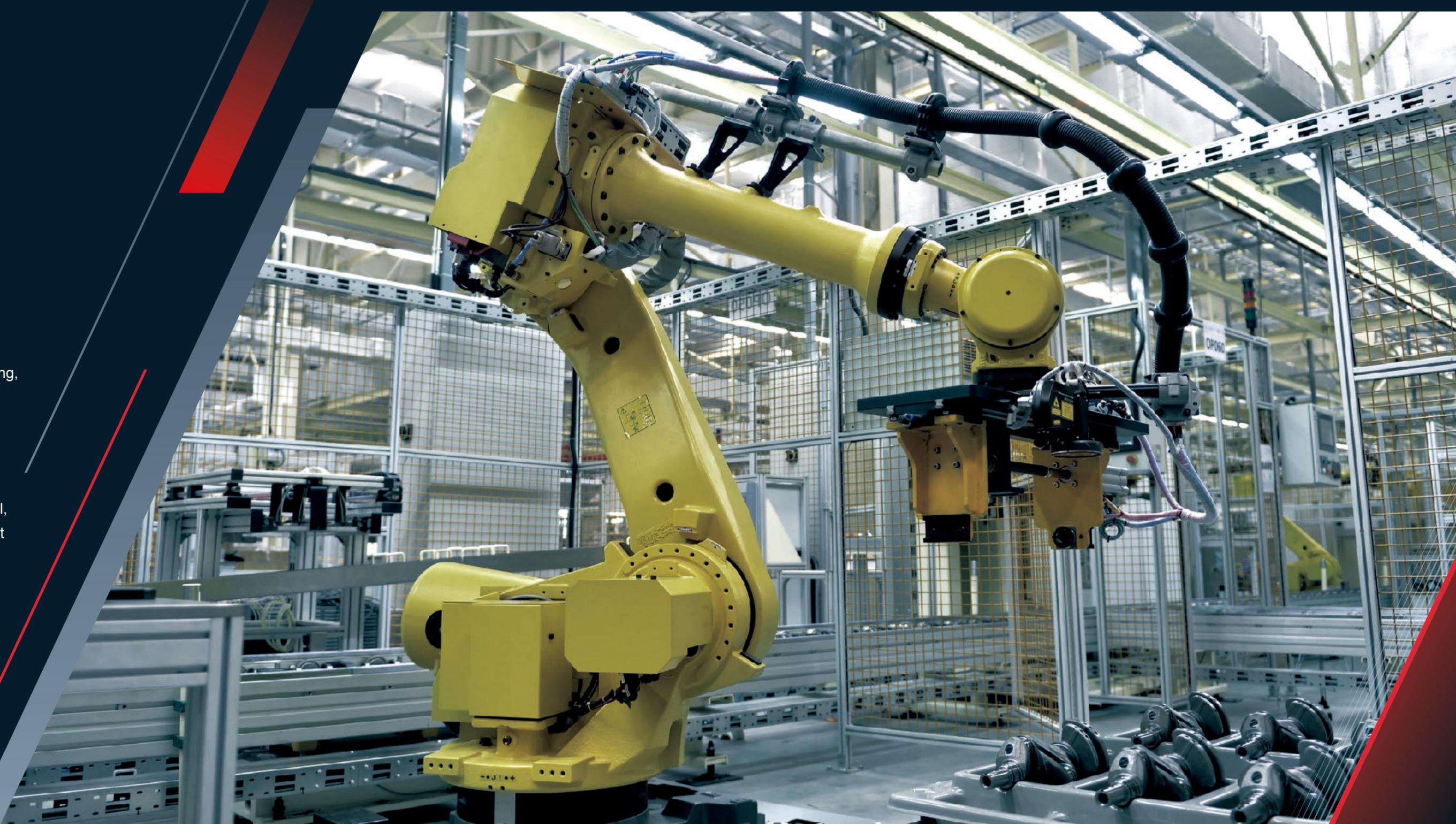
World leading full-automatic stamping lines with seven-axis robots and environmentally friendly painting lines with low emissions;
Welding lines capable of flexible and mixed flow production, with robots-based automatic welding, laser welding;
General assembly lines adopting servo motor tightening technology with network monitoring, BPG's new generation vehicle inspection lines, and multiple vacuum filling inspection technology to bring out fine automobile products.

Global supply chain system

Quality assurance system by engaging global suppliers such as Bosch, Valeo, Continental, Nexteer, and Benteler to provide customers with world-class spare parts to ensure product performance and quality.

International quality certification

International standards including CCC (China Compulsory Certification), E-mark, GOST, GCC, ISO in place for product certification to bring customers high-quality vehicles.





Dongfeng Superior Modular Architecture (DSMA) Making superior performance affordable

DSMA (Dongfeng Superior Modular Architecture), launched in 2021 after five years in the making based on Dongfeng Motor's global superior resources, is an advanced modular architecture for mid-to-high-end models.



Fuel/Electric Flexible



Super Scalability



Vehicle OTA



Superior Control



Great Value



Mach power is Dongfeng's power brand for its passenger vehicles. It involves engine, transmission and hybrid powertrain and covers all forms of powers including fuel, hybrid, electricity and hydrogen.

Mach is the unit for the speed of sound. The name gives the engine an image of surging power, superior driving control, high efficiency and environmental friendliness and a pleasant driving experience.

Mach power has been awarded "China Heart" Ten Best Engines and a CATARC energy efficiency certificate.



MGH 1.5T Engine POWER

Fast Industry-leading kinetic energy output

- 0-100 km/h acceleration in **7.5s** (SHINE MAX fuel version)
- Max power **150 kW**
- Max torque **320 N·m**

Equipped with MSC high-efficiency supercharging technology enabling flexible/maximum air intake

Quiet Best-in-class NVH performance

- Inside idling noise as low as **35.8db decibels**
- Fine MAP assembly acoustic package as a standard, realising engine noise insulation

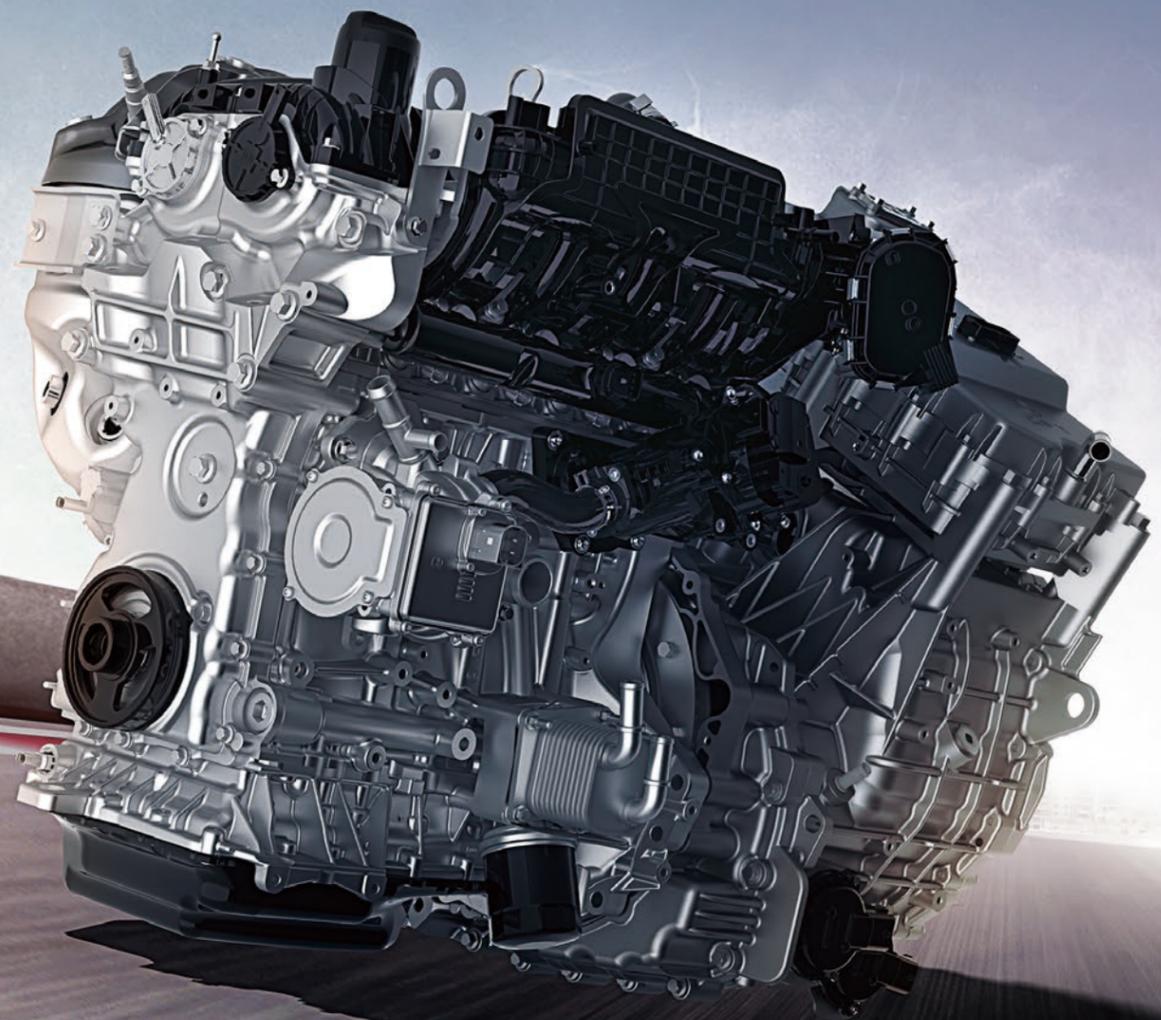
Economical Lowest fuel consumption in its class

- A CATARC-certified thermal efficiency of **45.18%**
- Ranking first across mass-produced supercharged engines

Advanced combustion technologies to make every drop of fuel count;
Lightweight and friction-reducing technologies to enable smoother power transmission;
Intelligent thermal management technologies to ensure rapid engine adjustment.

Reliable Quality control testing in extreme conditions

- **84,000** hours of powertrain rig tests (the longest of which for a powertrain is equivalent to 500,000 KMs in driving)
- **7 million kilometers** road test in extreme-cold/heat, high-altitude conditions



Dual-engine MHD hybrid system

Fast

Industry-leading kinetic energy output

- 0-100 km/h acceleration in **6.95s** (SHINE MAX hybrid version)
- Max motor power **130 kW**
- Wheel starting torque > **3500 N·m**

Power response within milliseconds of motor start, equal to all-electric car performance

Quiet

Best-in-class NVH performance

- Minimum low speed driving noise that can only be found in all-electric cars

World top precision gear design and processing technology
Perfectly meshed gears to reduce mutual knocking
Pure motor drive at start/low speed, giving electric driving experience

Economical

Lowest fuel consumption in its class

- A fuel consumption of **4.3L** per 100km (SHINE MAX hybrid version)
- **1,209 kilometers** on a full tank, with the highest transmission efficiency $\geq 98\%$
- Comprehensive efficiency under regulatory conditions $\geq 90\%$

MALS active lubrication and OEP electronic pump technology achieving 20% less energy loss than traditional lubrication

Reliable

Quality control testing in extreme conditions

- **84,000** hours of powertrain rig tests (the longest of which for a powertrain is equivalent to 500,000 KMs in driving)
- **7 million kilometers** road test in extreme-cold/heat, high-altitude conditions



Racing Class Chassis

- Built on the CMP modular platform
- Winner across CTCC, WTCC (World Touring Car Championship) and WRC (World Rally Championship)
- Carefully tuned by the racing cars engineers



Dongfeng Motor leverages its best R&D resources to ensure common advancement on SUV, Sedan, and EV platforms.



SUV



Sedan



EV

PRODUCTS

FINISH



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SHINE



Stylish Design

- Aerodynamic streamline shape
- Large-size front air intake grille design
- Dazzling game-style cockpit



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Strong Power

- Racing class chassis
- Mach 1.5T engine + Getrag DCT
- Mach 1.5T engine + 6DCT



SHINE



Utility Features

- 540° panorama camera
- 13-inch screen
- BSD (Blind Spot Detection) and RCTA (Rear Cross Traffic Alert)



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SHINE GS

Dynamic Design

- Infinity star dot matrix grille
- LED Headlights
- A 1.08 m² anti-UV panoramic roof



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SHINE GS

Utility Interior

- Utility trunk with an expansion capacity of 1109L
- 14-inch large screen
- 360° panorama camera as a standard



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SHINE MAX



Racing Design

- Sonic boom-type digital grille
- LED thorough taillights
- LED headlights

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SHINE MAX



Elegant Cockpit

- Large transparent panoramic roof as a standard
- Enhanced NVH performance
- Ergonomic Comfort Design Seat

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SHINE MAX



Strong Power

- Mach 1.5T engine + 7DCT300
- 4W independent suspension
- Racing class chassis

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Game-changing Power

- Mach power 1.5T engine with a maximum power of 150kW and a maximum torque of 305N·m
- Dongfeng Mach dual-engine hybrid system with a comprehensive power of 180kW and a comprehensive torque 540N·m



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HUGE



Extra Space

- Spacious cabin with a wheelbase of 2825mm and a width of 1910mm
- Queen seat as a standard
- AR navigation as a standard



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Solid Safety

- Breakthrough application of 2000MPa hot-formed steel in A/B pillar body
- HMI intelligent interaction



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AX7



Amazing Power

- Mach power 1.5T engine
- An engine thermal efficiency of 41.07%
- 7DCT300 gearbox
- High-performance balanced chassis

Intelligent Interior

- i-Fun intelligent ECU
- 12.3 inch LCD dashboard
- Intelligent Bluetooth key
- Starry ambient lighting



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Superior Quality

- CN95 high efficiency composite filter element
- Fine leather seat
- Avionic lever
- 6-way electric adjustment for driver's seat

Cool Style

- Storm aesthetic design
- 19-inch Pirelli tires
- Thorough taillights
- Color-block interior