

# 长安汽车

## 社会责任报告 >>>

Changan Automobile Social  
Responsibility Report

CSR2019



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## 管理者致辞 Manager's speech

欢迎阅读长安汽车2019年社会责任报告。愿我们一路同行、相伴成长，心怀使命、回馈社会。

多年来，长安汽车始终坚守“引领汽车文明，造福人类生活”的使命，持续为客户、员工、合作伙伴、股东及社会的发展创造价值，为打造世界一流汽车企业阔步前进。

在“开放共享，全球协同”的宗旨下，长安汽车的研发已经步入4.0时代。我们全球布局“六国九地”研发中心，广纳全球人才，打造一支来自24个国家、规模达1.2万余人的国际化研发团队。我们坚持技术创新引领发展，每年将销售收入的5%投入到研发之中。2019年，CA-MPA平台化架构、CA-Icar电子电器架构、蓝鲸动力总成三大平台稳步推进，并加速量产应用。技术创新形象深入人心，40项关键技术实现突破，“时尚、绿色、智能、愉悦”技术标签初步建立。我们加速推进新能源“香格里拉计划”、智能化“北斗天枢计划”两大战略落地。电芯及模组、IGBT等合资合作加速推进，电池安全、燃料电池等300余项核心技术取得关键突破；IACC、APA5.0、智能语音、车载微信等100余项智能化技术实现量产。

我们坚持“以客户为中心”，发布“知音伙伴计划”，向用户提出“诚信服务五项承诺”，为客户提供极致体验和服务；我们坚信员工是企业的价值财富，强激励、硬约束，持续深化组织改革；我们坚持以诚信、平等、共赢的原则，携手腾讯、华为、格力、小米等30余家战略伙伴，深化战略及跨界合作，共谋转型发展；我们坚持为股东提供长期、稳定和好的回报，在迈入证券市场24年间，共实施现金分红19次，累计金额120亿元，派送红股和转增股本5次；我们坚定不移地从传统汽车制造企业向“智能出行科技公司”转型，深入贯彻创新、协调、绿色、开放、共享的发展理念，积极倡导绿色低碳生活，为社会、经济和环境的发展贡献力量。

长安汽车坚决做负责任的企业，积极投身社会公益事业。2019年，开展捐赠帮扶、教育扶贫、民生扶贫、产业扶贫等工作，全年扶贫捐款3100余万元，为决胜全面小康社会作出贡献。坚持发起希望小学捐款、“益起爱河”等公益活动，邀请中小學生、社会公众等走进长安汽车品牌体验基地，弘扬民族品牌，传播正能量。2020年，面对新冠疫情，以产业自身独特的优势，采购医疗物资，满足医务等专用车的生产需求，保障物资运送、提供疫区出行服务后勤支援等，与全社会一起共克时艰。

随着新技术和新业态不断涌现，未来我们将继续以归零的心态，勇于变革、开放合作，快速构建核心能力，加速向新能源、智能化转型，为提供高品质的出行生活方式不懈努力，为社会、经济和环境的发展贡献智慧和力量！

科技长安·智慧伙伴！

长安汽车董事长

Welcome to Changan Auto 2019 Social Responsibility Report. May we forge ahead and grow together with a dedication to create a better society.

Over the years, Changan Auto has always held fast to its mission, namely “To Lead Auto Culture and Build a Better Life”, and has continuously created value for the development of its customers, employees, partners, stakeholders and the society at large, marching with big strides ahead to be a leading automobile industry globally.

Changan Auto has entered the 4.0 R & D era, guided by the tenet of “An Open and Collaborative World with Shared Interests”. We have built an international R & D team with more than 12,000 talents from 24 countries attracted by the R & D centers we set up in six countries and nine regions across the world. Sticking to development driven by technological innovation, we have invested 5% of our sales revenue in R & D annually. The year of 2019 has seen the smooth running of three platforms, namely, the Platform-based CA-MPA Architecture, the CA-Icar E/E Architecture and the Blue Core Powertrain Platform and witnessed their application to mass production at a fast speed. Apart from 40 key technological breakthroughs, our technologies that are “fashionable, ecological, intelligent, and joyful” began to take shape, making Changan Auto a well-recognized business featuring technological innovation. We accelerated the implementation of the new energy strategy “Shangri-La Plan” and the smart technologies strategy “Dubhe Plan”. We sped up cooperation on batteries and modules, IGBT and other units through joint ventures. We made vital breakthroughs in over 300 core technologies such as battery safety and fuel cells. We put 100 or more intelligent technologies including IACC, APA5.0, intelligent voice and vehicle WeChat into mass production.

Taking customers as the first consideration, we launched the “intimate partner program” and made “five commitments on integrity service” so that customers would enjoy the best experience and service. Firmly believing in our employees, the company’s source of wealth and value, we focused on the power of encouragement and disciplines and continuously deepened reform of company’s organization. In the spirit of “integrity, equality and win-win cooperation”, we joined hands with more than 30 strategic partners such as Tencent, Huawei, Gree and MI to deepen strategic and crossover cooperation and seek transformation and development. Insisting on providing shareholders with long-term, stable and good returns, we have shared dividends nineteen times, with a cumulative amount of 12 billion yuan, issued bonus shares and converted capital reserve into share capital five times during the past 24 years since we went public. We worked unswervingly to transform Changan Auto from a traditional automobile manufacturing business to “the leader of smart travel technology”, followed thoroughly the vision of innovative, coordinated, green, open and inclusive development, and advocated actively green and low-carbon life so as to contribute to the development of the society, economy and environment.

Changan Auto acts resolutely as a model of responsible business and actively participates in social welfare undertakings. In 2019, we made our share of contribution to the victory of an all-round well-off society through undertakings like donations and aid, poverty

alleviation by education, poverty alleviation by industries and poverty alleviation through improving people's livelihood, with more than 31 million yuan donated to the poor throughout the year. We keep sponsoring public benefit activities such as donations to hope primary schools and the “River Protection Initiative”. We invited primary and middle school students and the public at large to Changan Auto Brand Experience Base for the promotion of domestic brands and spread of positive vibe. During the outbreak of the COVID-19 in 2020, we wielded our unique industry advantages to fight against the disaster together with the whole society. We purchased medical supplies, met the production needs of such special vehicles as medical vehicles, guaranteed the transportation of materials, and provided logistic support for travel services in epidemic areas.

We will ride waves and waves of new technologies and new business forms to conduct reform and cooperation in a zero-minded, open and brave way. We'll accelerate the transformation toward a business featuring new energy and intelligent industries, work unremittingly to provide the public with high-quality means of transportation and lifestyle and invest wisdom and efforts for the development of the society, economy and environment!

Changan Auto: a business of technology, a partner of intelligence!

Zhang Baolin,  
Chairman of Changan Automobile

## 公益足迹 Public welfare footprint

◎长安汽车赴云南技师学院泸西分院开展教育扶贫工作。

◎Changan Auto went to Yunnan technician college to carry out education poverty alleviation work.



◎长安汽车经销商为云南省会泽县宝云街道小学的孩子提供学习资料。

◎Changan Auto dealers provide learning materials for children at Baoyun street primary school in Huize county, Yunnan province.



◎长安汽车组织进藏义诊活动。

◎Changan Auto organized a free medical treatment in Tibet.



◎长安汽车经销商组织爱心车队为高考学子保驾护航。

◎Changan Auto dealers organized a team of love for the college entrance examination students escort.



◎“长安新能源入驻科创园暨智慧共享平台开放活动”成功举办。

◎The opening activity of Changan New Energy entering science and innovation park and wisdom sharing platform was successfully held.



◎长安汽车深入河北省阜平县开展扶贫调研工作,助力阜平县脱贫攻坚。

◎Changan Auto visited Fuping County in Hebei Province for investigation and survey, helping locals in poverty alleviation.



◎举办“益起爱河”水资源保护公益活动。

◎We held the public welfare activity of "promoting love" for water resources protection.

◎举办“渝生一诺·情长心安”长安汽车第八届青年集体婚礼。

◎Held "Yu Sheng Yi No · Long heart peace" Changan Auto eighth youth collective wedding.



◎举办第四届粉丝盛典,发布知音伙伴计划。发布“诚信服务五大承诺”。

◎Held the 4th fans grand ceremony, release bosom friend partner plan. Release the "five promises of honest service".



◎向疫情重灾区捐赠负压救护车。

◎Donated negative pressure ambulances to the affected areas.

◎打造“热成像防疫车”助力疫情防控,联合国药发起“康复患者捐献血浆”等公益活动。

◎The "thermal imaging vehicle" was built to help prevent and control the epidemic, and the United Nations launched public welfare activities such as "donation of plasma from recovered patients".



◎截止3月中旬,长安汽车旗下江铃集团完成救护车订单4400余辆,交付抗疫一线救护车约1000辆,其中负压救护车800余辆。

◎By mid-march, JMC had completed orders for more than 4,400 ambulances and delivered about 1,000 first-line ambulances, including more than 800 negative pressure ambulances.



◎截至3月27日,凯程汽车接到订单信息近千辆,已交付湖北等地负压救护车订单27辆。

◎Up to March 27, Kaicheng Auto received the order information of nearly a thousand, has delivered hubei and other places negative pressure ambulance order 27.



2019年

3月

4月

5月

6月

7月

8月

9月

10月

11月

2020年

1月

2月

3月



◎开展植树活动,种下“活力林”。

◎Carry out tree planting activities and plant "vitality forest".



◎长安汽车总冠名的2019年重庆国际马拉松赛在渝开跑。

◎The 2019 Chongqing International Marathon, named by Changan Automobile co., opened in Chongqing.



◎长安汽车慰问崇州何家希望小学、雅安天泉希望小学。

◎Changan Auto visited Chongzhou He Jia Hope Primary School, and Ya'an Tianquan Hope Primary School.



◎长安汽车举办2019“北斗天枢”战略成果发布会,展示多项智能化成果。

◎Changan Auto held the 2019 "DUBHE" strategic achievement press conference, showing a number of intelligent achievements.



◎长安汽车首个入驻重庆自动驾驶 5G 公共服务平台。

◎Changan Auto is the first to enter the Chongqing Autonomous driving 5G public service platform.



◎长安汽车东北战区举办公益慈善之夜,为贫困家庭及脑瘫儿童捐赠、捐款。

◎Changan Auto held a charity night in the northeast war zone to donate goods and money to poor families and children with cerebral palsy.

◎长安汽车捐赠1000万元支援抗疫。

◎Changan Auto donated 10 million yuan for supporting the combat against COVID-19.



◎长安汽车为医护人员提供免费接送服务,联合长安民生物流,无偿提供运输、仓储服务,运输口罩200余箱、消毒物资500箱;完成火神山医院2吨的物料配送任务。

◎With the help of Changan Minsheng logistics, we provided free transportation and storage services, transporting more than 200 boxes of masks and 500 boxes of disinfection materials. Completed 2 tons of material distribution for the makeshift hospital.



◎长安汽车联手合作伙伴集聚资源,生产防护口罩。

◎Changan Auto cooperated with partners to gather resources and produce protective masks.



◎接送湖北员工返渝复工。

◎Transfer Hubei employees back to work in Chongqing.



## 关于长安汽车 About Changan Auto

### 企业简介

#### Enterprise brief introduction

长安汽车隶属于中国兵器装备集团有限公司，在全球拥有16个生产基地、35个整车及发动机工厂，研发实力连续5届10年居中国汽车行业第一，推出了CS系列、逸动系列、UNI-T等一系列经典产品，自主品牌产销多年位居行业前列，是中国汽车四大集团阵营企业之一。

Changan Auto belongs to China Ordnance Equipment Group Co., Ltd., with 15 production base, 35 worldwide vehicle and engine plant. The research and development strength topped first in China in five consecutive terms of 10 years in China automobile industry. It introduced the CS series, EADO, UNI and a series of classic products, production. Marketing of its own brand leads the industry for many years, and it has become one of the four big Chinese auto group camp enterprise.

2017年，长安汽车发起“第三次创业——创新创业计划”，致力于向智能出行科技公司转型。以打造世界一流汽车企业为目标，以创新为驱动，将效率打造成为组织核心竞争力，着力推动四大转型，三大创新，将长安汽车打造成为具有国际竞争力的中国品牌。

In 2018, Chang'an unveiled The Third Breakthrough-Innovation and Business Venture Program, with an aim to build a global leading automobile company. With this blueprint, Chang'an is committed to transforming itself into a leading technology company offering smart mobility solutions and services. The program expects to drive growth by innovation, enhance efficiency as the core competitiveness in organization, transform the company in four key areas and boost innovation in three fields.

资产总额 Assets total

**1839.89** 亿元

183.989 billion yuan

批售汽车 Sales

**175.99** 万辆

1.759 million vehicles

营业收入 Revenue

**1441.59** 亿元

144.159 billion yuan

缴纳税额 Tax paid

**83.36** 亿元

8.336 billion yuan

### 发展历程

#### Development

#### ◆ 158年历史底蕴 With a history of 158 years

1862年，创建上海洋炮局，开启中国近代工业之先河

In 1862, the establishment of Shanghai Foreign Gun Bureau marked the beginning of modern Chinese industry.

1863年，上海洋炮局迁往苏州，更名为苏州洋炮局

In 1863, Shanghai Foreign Gun Bureau moved to Suzhou and changed its name to Suzhou Foreign Gun Bureau.

1865年，迁往南京，更名为金陵制造局

In 1865, the Shanghai foreign artillery bureau moved to Nanjing and changed its name to Jinling manufacturing bureau.

1937年，迁往重庆，抗战期间，为中国军队提供60%的武器弹药

In 1937, the Shanghai Foreign Gun Bureau moved to Chongqing. During the Anti-Japanese War, it produced 60% of the weapons and ammunition the Chinese army brought in.

#### ◆ 36年造车积累 36 Years of automotive research experience

1958年，生产中国第一辆吉普车  
In 1958, Chang'an produced China's first jeep

1984年，进入汽车领域，生产出中国第一批小型汽车  
In 1984, Chang'an entered the automobile field and produced the first batch of cars in China

2006年，成立意大利设计中心，  
开启长安汽车全球研发布局  
In 2006, Chang'an set up an Italian design center to open Chang'an Auto's global research and development layout

2009年，成为中国汽车四大集团之一  
In 2009, Chang'an became one of the four major automobile groups in China

2014年，长安品牌汽车累计销量突破1000万辆  
In 2014, the cumulative sales volume of Chang'an brand cars exceeded 10 million

2015年，长安品牌乘用车年产销突破100万辆  
In 2015, the annual production and sales of Chang'an brand passenger cars exceeded 1 million vehicles

2016年，长安汽车年销量突破300万辆  
In 2016, the annual sales volume of Chang'an vehicles exceeded 3 million

2017年11月，长安品牌汽车累计突破1550万辆  
In 2017, Chang'an brand cars totaled 15.5 million vehicles

2018年，长安系中国品牌用户累计突破1700万  
In 2018, Chang'an Department's Chinese brand users totaled 17 million

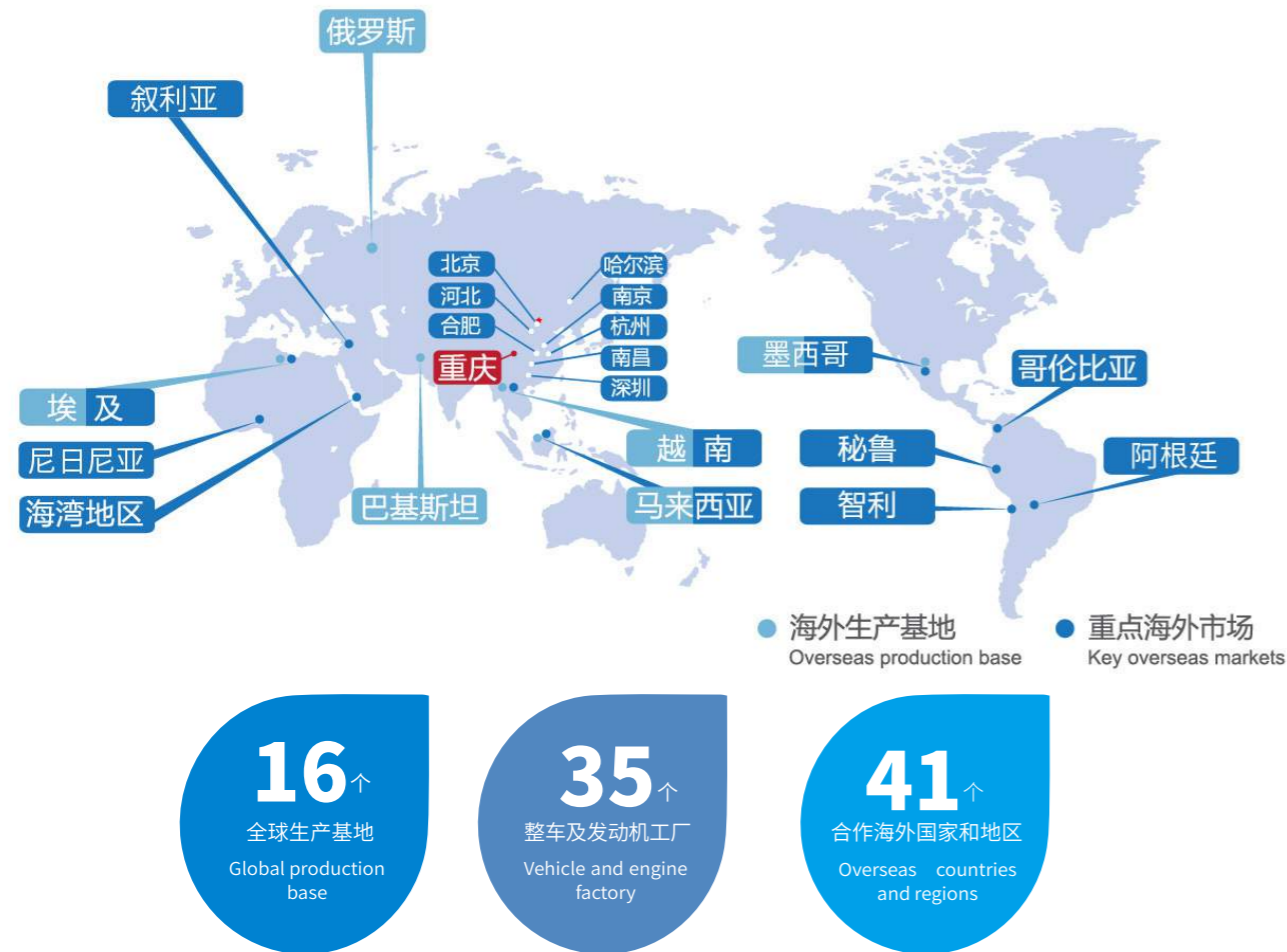
2019年，长安系中国品牌用户累计突破1800万  
In 2019, the total number of Chang'an brand users in China exceeded 18.7 million

## 产业布局

### Layout

长安汽车拥有全球16个基地, 35个整车及发动机工厂, 41个合作海外国家和地区。

Changan Auto has 16 global production bases, 35 vehicle and engine factories, and covers 41 overseas countries and regions.



## 公司治理

### Corporate governance

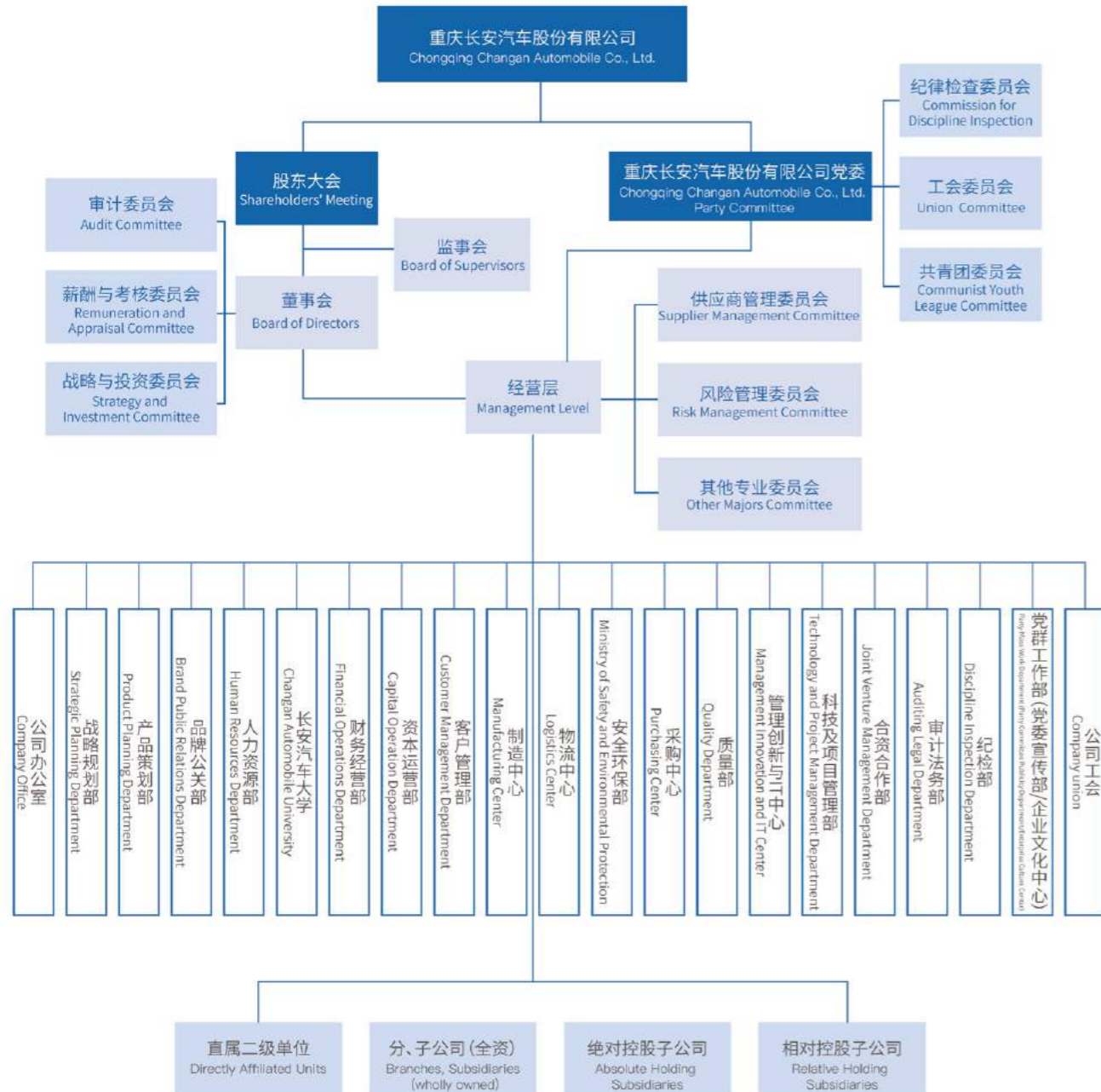
长安汽车不断完善公司法人治理结构, 以股东大会、董事会、监事会和经营层为主体结构的决策、监督和经营体系, 运作水平持续提高和规范。先后召开股东大会2次, 董事会会议14次, 监事会会议5次, 共审议通过62项议案, 并通过公司专业委员会、职能部门、二级单位、分子公司、合资企业执行落实。

Changan Auto continuously improves the corporate governance structure, and the decision-making, supervision and operation system with the main structure of the general meeting of shareholders, the board of directors, the board of supervisors and the management layer continue to improve and standardize its operation level. The general meeting of shareholders was held twice, the board of directors meeting was held 14 times, and the board of supervisors meeting was held 5 times. A total of 62 proposals were examined and approved, and implemented by the company's professional committee, functional departments, secondary units, subsidiaries and joint ventures.

董事会 Board of Directors	监事会 Board of Supervisors	经营层 Management	党群组织 Party-mass organizations
张宝林 董事长 Zhang Baolin Chairman	严明 监事会主席 Yan Ming Chairman	朱华荣 总裁 Zhu Huarong President	朱华荣 党委书记 Zhu Huarong Party Secretary
朱华荣 董事 Zhu Huarong Director	孙大洪 监事 Sun Dahong Supervisor	袁明学 常务副总裁 Yuan Mingxue Managing Vice President	王俊 党委副书记 工会主席 Wang Jun Deputy Secretary of the Party Committee Chairman of the Labor union
周治平 董事 Zhou Zhiping Director	赵慧侠 监事 Zhao Huixia Supervisor	刘波 执行副总裁 Liu Bo Executive Vice President	华驷彪 纪委书记 Huazhanbiao Disciplinary Committee Secretary
谭小刚 董事 Tan Xiaogang Director	王艳晖 职工监事 Wang Yanhui Supervisor for staff	何朝兵 执行副总裁 He Chaobing Executive Vice President	
张东军 董事 Zhang Dongjun Director	罗艳 职工监事 Luo Yan Supervisor for staff	张竞竞 执行副总裁 Zhang Jingjing Executive Vice President	
张德勇 董事 Zhang Deyong Director		李伟 执行副总裁 Li Wei Executive Vice President	
刘纪鹏 独立董事 Liu Jipeng Independent Director		谭本宏 执行副总裁 Tan Benhong Executive Vice President	
李庆文 独立董事 Li Qingwen Independent Director		刘正均 执行副总裁 Liu Zhengjun Executive Vice President	
陈全世 独立董事 Chen Quanshi Independent Director		张德勇 总会计师 Zhang Deyong Chief Accountant	
任晓常 独立董事 Ren Xiaochang Independent Director		叶沛 副总裁 Ye Pei Vice President	
庞勇 独立董事 Pang Yong Independent Director		赵非 副总裁 Zhao Fei Vice President	
谭晓生 独立董事 Tan Xiaosheng Independent Director		陈伟 副总裁 Chen Wei Vice President	
卫新江 独立董事 Wei Xinjiang Independent Director		李名才 副总裁 Li Mingcai Vice president	
曹兴权 独立董事 Cao Xingquan Independent Director			

## 组织结构

The organization

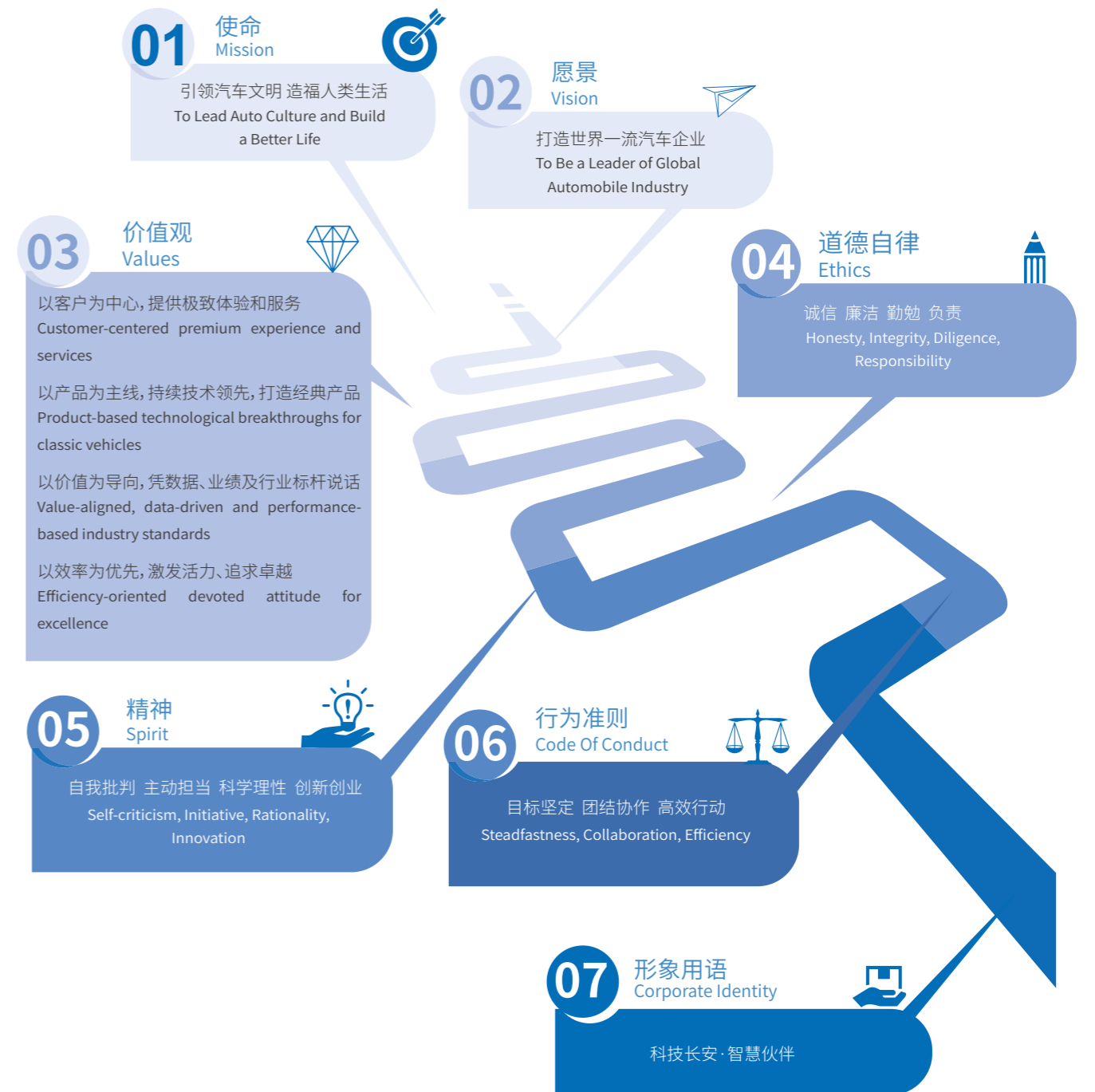


## 企业文化

The enterprise culture

**领先文化 “狼性”长安** : 嗅觉敏锐、目标坚定、主动担当、团队协作、极致效率

**A Pioneering Leader, A Wolf-culture Changan**: Sensitivity. Steadfastness. Initiative. Collaboration. Efficiency.





# 责任管理

Responsibility  
management

责任理念

Responsibility concept

责任体系

Responsibility system

责任沟通

Responsibility communication



## 责任理念 Responsibility concept

为引领汽车文明创新不止,为造福人类生活努力不懈

Create to lead the auto culture, strive to build a better life

我们致力于做一个负责任的企业,坚持用科技成就绿色梦想,以智能、出行、科技三大新动能引领汽车文明,为人类创造美好自由的出行生活贡献长安智慧和力量。

We dedicates to becoming a model of a responsible business, insists to fulfill the green dream through technology accomplishments, leads the auto culture via 3 motivations intelligence, mobility and science and technology, contributes Changan's wisdom and power to the creation of a better and free transportation for mankind.



## 责任体系 Responsibility system

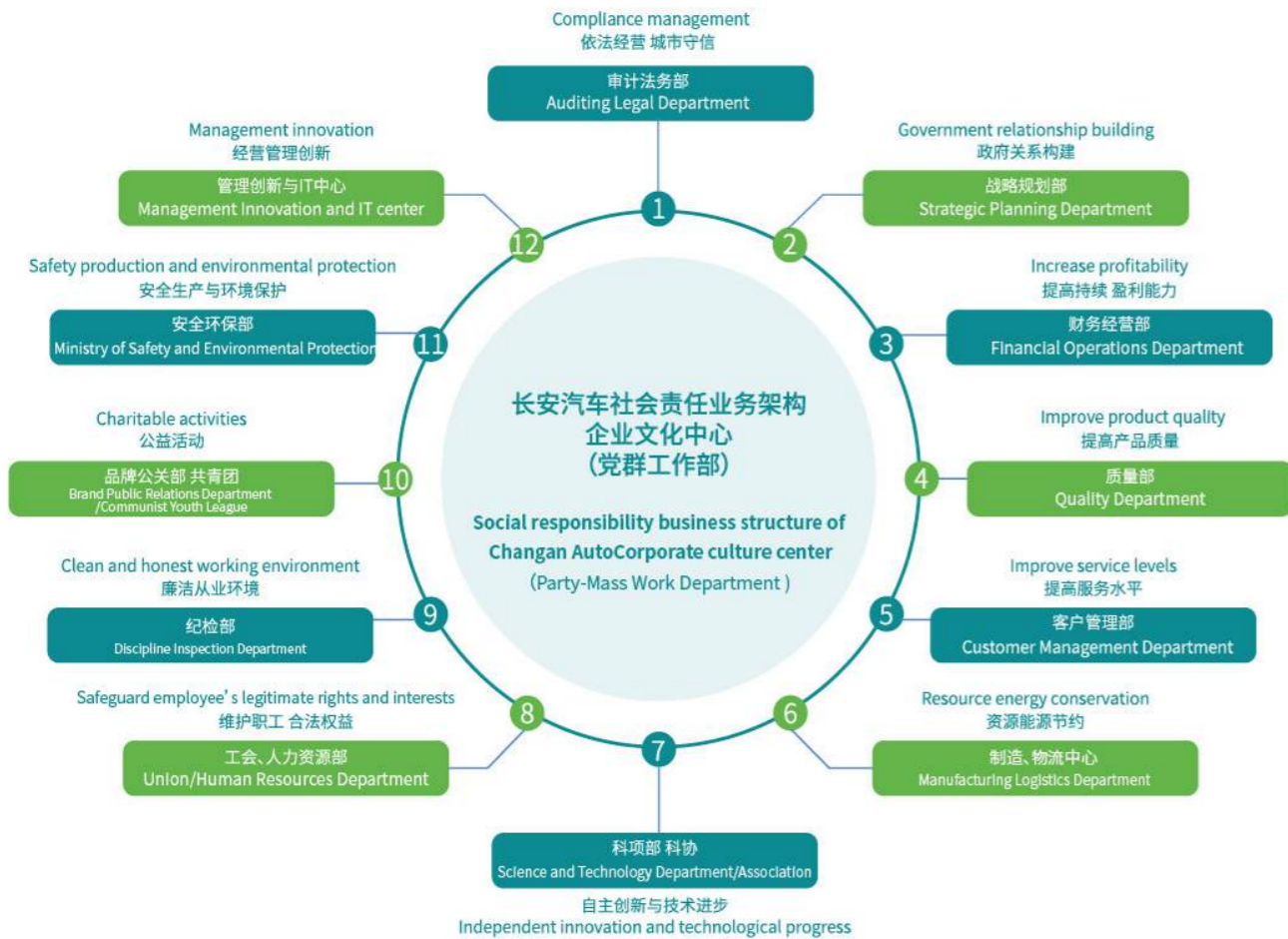
我们按照《重庆长安汽车股份有限公司社会责任的管理程序》的要求,明确企业社会责任规划管理、执行管理和运营评价管理等方面的内容,严格执行对外捐赠流程和信息披露制度等,实现社会责任工作规范化与体系化。

According to the requirements of Chongqing Changan Auto's social responsibility management procedures, we clearly define the contents of corporate social responsibility planning management, execution management and operation evaluation management, strictly implement the external donation process and information disclosure system, and realize the standardization and systematization of social responsibility work.



我们坚持“文化驱动，理念指导，业务支撑”，将经济、环境、安全、社会等责任贯穿研发、生产、供应、销售等全业务链，不断强化社会责任与经营业务融合。

We adhere to the "culture driven, concept guidance, business support", unite the economic, environmental, safety, social liabilities throughout the whole business chain of R&D, production, supply, sales and other fields, and constantly strengthen the integration of social liability and business.



## 责任沟通 Responsibility communication

我们通过在企业官方网站设置社会责任专栏、定期发布社会责任报告、微信微博等多种渠道，向社会和利益相关方传播责任理念，以及展示在履行经济责任、环境责任和社会责任方面的进展和成果。

We set up social responsibility columns on the official website of the company, regularly publish social responsibility reports, WeChat Weibo and other channels to disseminate responsibility concepts to society and stakeholders, and demonstrate progress in fulfilling economic responsibility, environmental responsibility and social responsibility. And results.

利益相关方 stakeholder	沟通理念 Communication concept	诉求 Appeal	我们的行动与措施 Our actions and measures
客户 Customers	我们坚持客户至上，满足客户在不同场景下对产品和服务的需求，直达、精准、快捷、互动，为客户带来高品质的出行生活。 We adhere to transparent, efficient, honest and pragmatic operation, pursue profit and sustainable growth of performance, and provide long-term, stable and good returns for shareholders.	提供高质量产品 提供愉悦的体验 提供感动欣喜的服务 Provide high quality products Provide a pleasant experience Provide a service that touches the heart	顾客驱动的质量管理体系 “客户之声”沟通机制 “长安FAN”粉丝圈层 知音伙伴计划 五大诚信服务承诺 Customer driven quality management system Customer voice communication mechanism "Chang 'an FAN" FAN circle Buddy program Five integrity service commitment
员工 Employees	员工是企业的价值财富，我们鼓励并支持员工能力提升，致力于构建“安全、尊重、快乐、创造”的平台并分享价值。 Employees are the value of the enterprise. We encourage and support the ability of employees to improve, committed to building a "safe, respect, happy and creative" platform and share the value.	获得职业发展 强化管理互动 保障员工权益 工作生活平衡 Gain career development Enhance management interaction Employee protection Work-life balance	职位发展体系、长安汽车大学、员工技能大赛、后干赛马机制 合理化建议、沟通园地 股权激励机制、递延奖金计划 员工协会活动、敬业度调查、满意度调查 Job development system, chang 'an automobile university, employee skills competition, post - job racing mechanism Rationalization proposals, communication garden Equity incentive mechanism, deferred bonus plan Employee association activities, engagement survey, satisfaction survey
股东 Shareholders	我们坚持透明高效、诚信务实的经营，追求盈利和业绩的可持续增长，为股东提供长期、稳定和良好回报。 We adhere to transparent, efficient, honest and pragmatic operation, pursue profit and sustainable growth of performance, and provide long-term, stable and good returns for shareholders.	经营业绩 合规守法 投资项目及收益 Business performance The law of compliance Investment items and benefits	股东大会、年度报告 风险防控管理 投资者关系 General meeting of shareholders, annual report Risk prevention and control management Investor relations
合作伙伴 Partner	我们坚持以诚信、平等、共赢的原则，建立风险共担、价值共创、利益共享的长期合作伙伴关系。 We adhere to the principle of integrity, equality and win-win, to establish a long-term partnership of risk sharing, value creation and benefit sharing.	共同发展 长期合作 能力帮扶 Common development A long-term cooperation Ability to support	经销商大会、两双营销战略、经销商管委会 供应商大会、阳光采购体系、投诉平台 CA-QIP长安质量改进流程 QCA长安汽车供应商能力体系认证 Dealer conference, double marketing strategy, dealer management committee Supplier conference, sunshine procurement system, complaints platform CA - QIP chang 'an quality improvement process QCA Changan Auto supplier capability system certification
社会 Society	我们致力于做负责任的企业，不断扩大就业，践行节能减排，积极倡导绿色生活，为社会、经济和环境的发展贡献力量。 We are committed to being a responsible corporate role model, constantly expanding employment, practicing energy conservation and emission reduction, actively advocating green living, and contributing to social, economic and environmental development.	扩大就业 依法纳税 节能环保 公益慈善事业 Expand employment Shall pay taxes according to law Energy conservation and environmental protection Public welfare and charity	第三次创业 可持续发展 香格里拉计划、绿色生产 公益及志愿者活动 Third venture Sustainable development Shangri-la project, green production Public welfare and volunteer activities

# Innovation and development 创新发展

自主创新  
Independent innovation  
改革发展  
Reform and development  
管理提升  
Management improvement  
合规经营  
Compliance management



长安汽车坚决贯彻创新发展理念, 在新常态中奋发有为, 在转型发展中提质增效, 奋力开创第三次创业新局面。

Changan Auto resolutely implements the concept of innovative development, works hard in the new normal, improves the quality and efficiency in the transformation and development, and strives to open up a new stage of entrepreneurship for the third time.

## 自主创新 Independent innovation

### 研发实力 R&D Capacity

我们坚持自主研发，每年将销售收入的5%投入到研发，建立全球研发中心，打造全球智慧研发平台，持续打造世界一流的研发实力，支撑长安自主品牌向上发展。

We adhere to independent research and development, invest 5% of sales revenue every year in R&D, establish a global R&D center, build a global smart R&D platform, and continue to build world-class R&D capacity to support the development of Changan's own brands.

- ▶ “十一五”至今，研发已累计投入近900亿。
- ▶ 连续5届、10年蝉联中国汽车研发实力行业第一。
- ▶ 荣获“国家创新型企业”称号。
- ▶ 累计申请国内外专利14687件，其中申请发明专利4014件（截至2020年1月）。

Since the 11th five-year plan, nearly 90 billion yuan has been invested in R&D.

It has been ranked the first in China's automobile R&D industry for 5 consecutive years and 10 years.

Won the title of "national innovative enterprise".

A total of 14,687 domestic and foreign patents have been applied for, of which 4,014 have been applied for invention patents (as of January 2020).

2019年6月4日，长安汽车于重庆长安汽车全球研发中心举办“中国芯·驱未来”为主题的蓝鲸动力品牌发布会，正式发布全新动力品牌——蓝鲸动力。

On June 4, 2019, Changan Auto held the blue whale power brand press conference with the theme of "China's core · future drive" at the global research and development center of chongqing Changan Auto, officially launching the new power brand -- blue whale power.

### 行业领先的整车研发实力

Industry leading vehicle research and development strength

聚焦资源打造“时尚、智能、绿色、愉悦”四大技术标签，掌握造型、车身、底盘、热管理、智能化、操控匹配、NVH、CAE仿真等870项整车核心技术。APA5.0、音乐座舱2.0等4项技术国内首发；车载微信搭载CS75PLUS全球首发；基于5G的L4级自动驾驶示范运营，成为中国品牌第一。

Focus on resources to create four technical labels of "fashion, intelligence, green and pleasure". Master 870 core vehicle technologies such as styling, body, chassis, thermal management, intelligence, control matching, NVH, CAE simulation, etc. APA 5.0, music cabin 2.0 and other 4 technologies were first launched in China. Onboard WeChat is equipped with CS75PLUS. 5G based L4 autonomous driving demonstration operation has become the first among the Chinese brands.

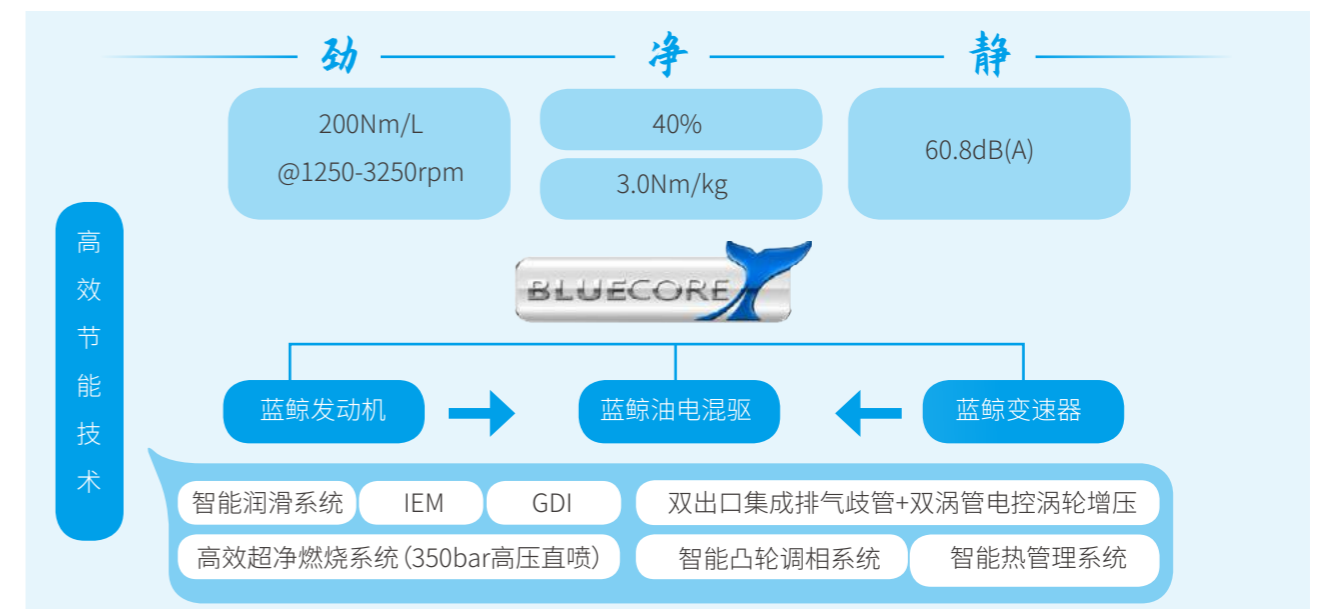


### 行业领先的动力品牌

Industry leading power brand

国内首创动力总成品牌—蓝鲸动力。NE动力平台热效率最高可达40%，达到全球小排量增压机型领先水平。掌握发动机设计、CAE仿真技术等8大核心技术能力，掌握全排量机油泵、集成排放歧管、等200余项发动机核心。

China's first powertrain brand - blue whale power. NE power platform thermal efficiency of up to 40%, the world's leading small displacement supercharger. Master 8 core technologies such as engine design and CAE simulation technology, master more than 200 engine cores such as full-displacement oil pump, integrated discharge manifold, etc.

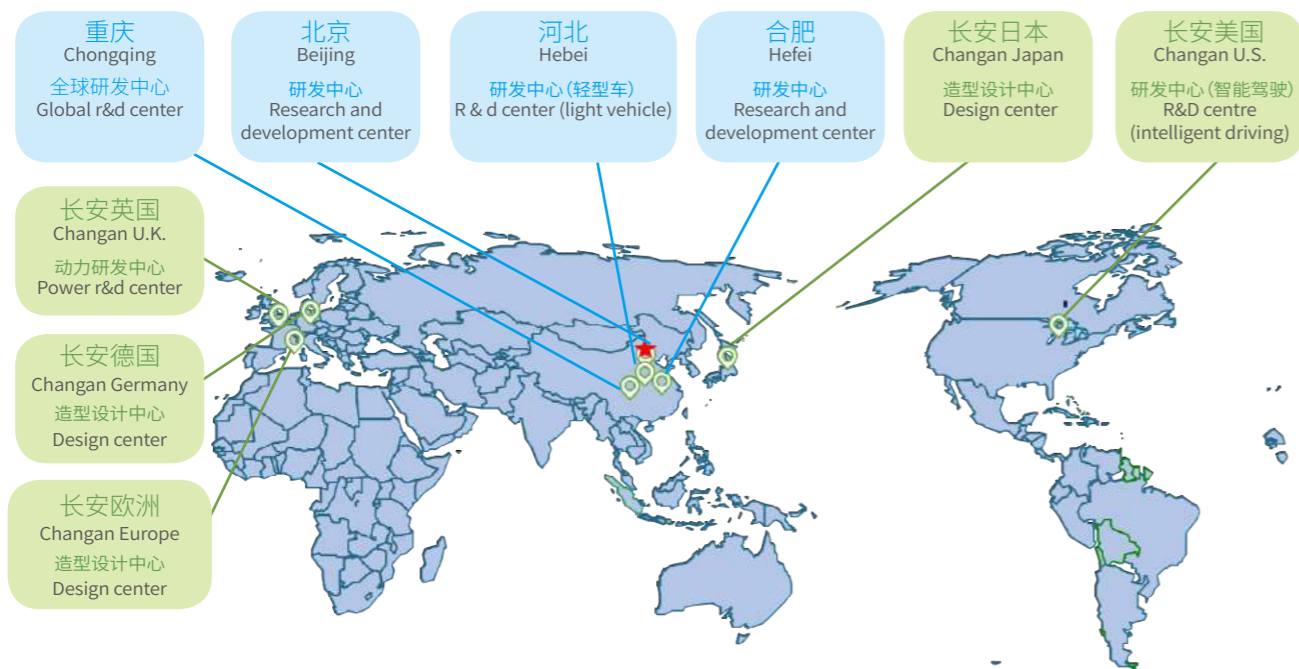


## 六国九地全球研发格局

Global R & D pattern of six countries and nine regions

在重庆、北京、河北、合肥、意大利都灵、日本横滨、英国伯明翰、美国底特律、德国慕尼黑建立起“六国九地”各有侧重的全球协同研发格局。

In chongqing, Beijing, Hebei, Hefei, Turin in Italy, Yokohama in Japan, Birmingham in the United Kingdom, Detroit in the United States and Munich in Germany, a global collaborative R&D pattern with different emphases has been established.



六国九地研发布局  
Global R & D pattern of six countries and nine regions

## 建立全球研发中心, 打造全球智慧研发平台

Establish a global research and development center and build a global intelligent R&D platform

“开放共享, 全球协同”研发4.0时代, 打造面向全社会的开放式共享智慧研发平台——全球研发中心

In the era of "open sharing, global collaboration" R&D 4.0, the global r&d center, an open and Shared intelligent R&D platform for the whole society, will be built-



## 亚洲精度最高, 国内功能最全的长安汽车综合试验场——垫江试验场

Asia's highest precision, the most complete domestic functions of chang 'an automobile comprehensive test site——Dianjiang test site



- 4500米国内典型路面评价道路  
4500 meters of typical domestic road surface evaluation road
- 总占地3500亩  
It covers a total area of 3500 mu
- 总投资约20亿元人民币  
The total investment is about 2 billion yuan
- 70余种特殊路面  
More than 70 kinds of special pavement

- 总投入43亿元、占地1000余亩  
Total investment of 4.3 billion yuan, covering an area of more than 1000 mu
- 全球领先数据中心  
The world's leading data center
- 孵化创新中心  
Incubation innovation center

- 7大功能  
7 functions
- 12大领域、180个实验室  
12 fields, 180 laboratories

## “香格里拉”计划

The shangri-la project

2017年10月,发布“香格里拉计划”,致力于成为智慧新能源汽车领导者。

2019年,长安加速落地“香格里拉”计划:

完成新能源科技公司增资扩股混改,成功融资28.4亿元。

携手华为、联想、恩智浦等“香格里拉联盟”成员成立11家联合技术创新中心。

电池安全、燃料电池、七合一电驱等核心技术取得突破,首次向合资企业长安马自达输出三电系统。

全新纯电平台首款车已处于研发阶段,下一代新能源产品蓄势待发。

In October 2017, the "shangri-la plan" was released, aiming to become the leader of smart new energy vehicles.

In 2019, chang 'an will accelerate the establishment of "shangri-la" plan:

We completed the reform of new energy technology companies to increase capital and expand shares, and successfully raised 2.84 billion yuan.

Together with huawei, lenovo, NXP and other "shangri-la alliance" members to set up 11 joint technology innovation centers.

Breakthroughs were made in core technologies such as battery safety, fuel cell and seven-in-one electric drive, and the three-power system was exported to the joint venture changan Mazda for the first time.

The first car of the new pure level platform is in the research and development stage, and the next generation of new energy products are ready to be launched.



2019年5月11日,长安新能源旗下首款纯电掀背车——逸动ET在全国震撼上市。逸动ET作为长安新能源全新重磅车型,是“香格里拉计划”的又一次创新实践,是目前市场唯一一款纯电两厢轻轿跑车型。

On May 11, 2019, changan new energy co., LTD. 's first pure electric hatchback car -- yidong ET was launched in a nationwide shock.As a new heavyweight model of changan new energy, yidong ET is another innovative practice of "shangri-la plan" and the only pure electric two-car sedan model in the market at present.



## “北斗天枢”计划

"DUBHE" plan

2018年8月,发布“北斗天枢”,助推长安汽车向智能出行科技公司转型。

2019年,长安大力实施“北斗天枢”计划:

完成智能化顶层设计,推进软件中心、T3科技、天枢科技、国家创新中心建设。

APA5.0、音乐座舱2.0等4项技术国内首发;车载微信搭载CS75PLUS全球首发,携手腾讯创造“最强跨界CP”。

基于5G的L4级自动驾驶示范运营,成为中国品牌第一。

In August 2018, the "beidou tianshu" was released to promote Changan Auto's transformation into an intelligent travel technology company.

In 2019, chang 'an will vigorously implement the "beidou tianshu" plan:

Finish the intelligent top-level design, and promote the construction of software center, T3 technology, tianshu technology and national innovation center.

Apache 5.0, music cabin 2.0 and other 4 technologies were released in China.WeChat is equipped with CS75PLUS for the global launch, and tencent creates the "strongest crossover CP".

5G based L4 autonomous driving demonstration operation, become the first Chinese brand.



### 自动驾驶技术

Autonomous driving technology

2018年创下“最大规模的自动驾驶车巡游”吉尼斯世界纪录  
Set the Guinness world record for the largest self-driving car cruise in 2018



2020年3月,搭载长安汽车L3级自动驾驶量产系统的UNI-T从起点出发,中国首个L3级自动驾驶量产体验之旅正式开启。

In March 2020, starting from the starting point of uni-t, which is equipped with chang 'an automobile l3-level autonomous driving mass production system, China's first l3-level autonomous driving mass production experience journey was officially launched.

### 智能交互

autonomous driving technology

主动唤醒  
wake up

个性化设置  
personalization

人性对话  
Humane dialogue



已在多款车上搭载  
Already launched many products

新CS95

CS75 PLUS



国内首发微信车载版,搭载CS75PLUS亮相上市。  
Domestic first WeChat messages from a car, is with CS75PLUS.

### 长安汽车-腾讯跨界合作, 打造智能化美好生活

2019年8月26日, 开幕的2019重庆智博会上, 长安汽车携手腾讯召开“北斗天枢”战略成果发布会, 首次公开演示了一个全新的功能——微信车载版。操作微信车载版会要求司机眼不离前方道路, 手不离身前方方向盘, 全程不需要碰手机, 全语音交互和方向盘上的按键进行操作, 最大程度避免司机分心。长安汽车-腾讯跨界合作, 打造智能化美好生活, 向智能出行科技公司迈进。



#### The cooperation between two different industries, Changan Auto and Tencent, helps us to enjoy a better life with intelligence

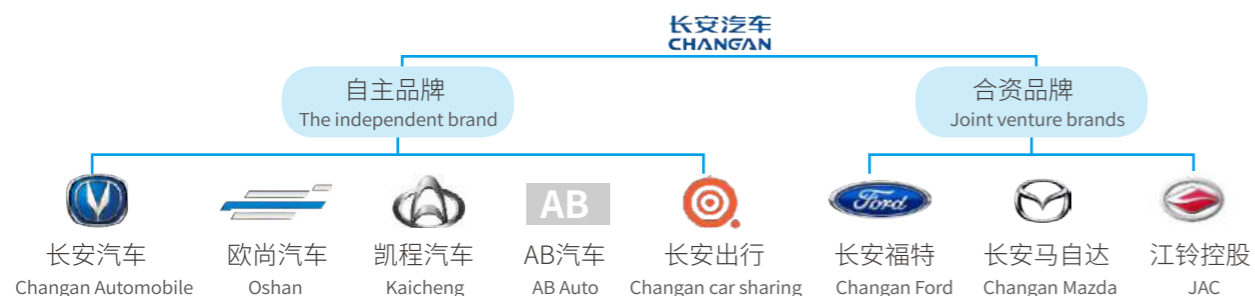
On August 26, 2019, Changan Auto held the "beidou tianshu" strategy achievement press conference together with tencent at the opening of the 2019 chongqing wisdom expo, and for the first time publicly demonstrated a new function -- WeChat vehicle version. Operating WeChat car version requires drivers to keep their eyes on the road in front of them and their hands on the steering wheel in front of them. During the whole process, there is no need to touch the mobile phone. The full voice interaction and the keys on the steering wheel are used to avoid distraction to the greatest extent. The cooperation between two different industries, Changan Auto and Tencent, helps us to enjoy a better life with intelligence, while promotes the construction of Changan as an intelligent technology group.

## 品牌向上

### Brand upgrade

我们打造基于战略、基于客户、满足不同细分市场的品牌架构, 涵盖长安汽车、欧尚汽车、凯程汽车、合资品牌等业务品牌, 推动各品牌业务高质量发展。明确乘用车“科技长安·智慧伙伴”品牌定位, 推进品牌定位在全业务链条落地。

We create a brand architecture that is based on strategy, customers and different market segments, covering Changan Auto, oshan automobile, kaicheng automobile, joint venture brands and other business brands, to promote the high-quality development of each brand business. Make clear the brand positioning of passenger vehicle "science and technology changan · smart partner", and promote the brand positioning in the whole business chain.



## 改革发展 Reform and development

我们保持归零心态, 保持坚持不懈的创业心态, 积极尝试新方法、新模式, 勇于变革, 以更好地服务用户, 创造极致的愉悦体验, 实现企业自我突破。

We maintain a zero mentality, maintain a persistent entrepreneurial mentality, actively try new methods, new models, the courage to change, in order to better serve users, create the ultimate pleasure experience, achieve enterprise breakthrough.

### 业务改革 Business reform

有序推进新能源、江铃控股、长安PSA、凯程等8大改革项目。江铃控股改革成为行业首个央企、地方国企、民企混改案例。完成PSA股权转让。坚守底线思维, 启动“S行动”, 审视优化产能、研发、制造、人力板块资源投入。

We will carry out eight major reform projects in an orderly manner, including new energy, jiangling holdings, changan PSA and kaicheng. The reform of jiangling holdings has become the first case of mixed reform of central, local state-owned and private enterprises in the industry. Complete the PSA equity transfer. Stick to the bottom line thinking, launch the "S action", review and optimize the production capacity, research and development, manufacturing, human resources sector investment.

### 组织效率 Efficiency

启动组织顶层架构设计, 围绕“以客户为中心、产品服务为主线”, 按照“小总部+事业群+共享平台+孵化创新”的思路, 打造人力、财务、IT、行政、党群五大共享服务平台, 强化矩阵协同, 推动公司战略性业务落地。

构建与战略相匹配的组织体系, 完成组织机构调整25次, 精简撤销机构420个。成立平台开发中心、大客户业务部, 构建专职化战略业务承载团队; 成立制造中心、国际物流处等, 打造平台化业务部门。

Starting the top-level structure design of the organization, centering on "customer-centered, product and service as the main line", and following the idea of "small headquarters + business group + sharing platform + incubation innovation", IT aims to build five sharing service platforms of human resources, finance, IT, administration and party and group, strengthen matrix collaboration, and promote the company's strategic business. We built an organizational system that matched the strategy, adjusted the organizational structure 25 times, and streamlined and eliminated 420 organizations. Set up the platform development center and the key customer business department, and build a full-time strategic business carrying team; Set up a manufacturing center, international logistics division, etc., to create a platform business department.

### 激励约束 Incentive constraint

构建全面薪酬激励体系, 牵引价值创造、价值共享, 提升员工感知。坚持效益决定分配, 实施人岗匹配, 推进项目激励约束。强化激励约束, 激发全员活力。坚持正向与逆向考评结合, 将“执行力”纳入年度考评要素, 全年考核264人次。实施全员人岗匹配, 全年人岗匹配1888人次。

To build a comprehensive salary incentive system, traction value creation, value sharing, improve employee perception. Adhere to the benefit decision allocation, the implementation of people - post matching, promote the project incentive constraints. Strengthen incentives and constraints, stimulate the vitality of all staff. Adhere to the combination of positive and reverse assessment, "execution" into the annual assessment factors, annual assessment of 264 people. The implementation of the full staff post matching, the annual post matching of 1888 people.



结构调整 Restructure

主动淘汰落后产品,近三年关停并转整车产能89万辆(结构产能54万辆,综合产能35万辆),关停发动机结构产能50万台。在单车均价方面,长安乘用车整体提高4894元,提升6%;欧尚汽车提高15000元,提升28%;长安凯程提高2114元,提升5.65%。

We have taken the initiative to eliminate the backward products, and in the past three years have been suspended operation of the vehicle production capacity of 890,000 units (structural production capacity of 540,000 units, comprehensive production of 350,000 units), suspended operation of engine structural production capacity of 500,000 units. In terms of the average price of single vehicles, Changan passenger cars increased by 4,894 yuan, up by 6%; And Changan Oshan increased 1,500 yuan, up 28%; While Changan Kaicene increased by 2,114 yuan, up by 5.65%.

管理提升 Management improvement

将效率打造为组织核心竞争力

Make efficiency the core competence of the organization

建立大数据运营体系(CA-DDM)。整合内外部系统120余个,融合互联网网站大数据10000余家,构建1300多个运营指标,涵盖营销、用户大数据等13个领域。

运营管理效率持续提升。强力推进“猎豹计划”和“1/2工程”,实现整体运营效率提升31.7%。

用户画像不断精准。完成17个内部、2个外部系统的数据融合,建立2100多个,形成数亿级的客户数据。

用户范围扩展到合资企业。CA-DDM逐步向长安福特、长安马自达、服务商、经销商等400余个企业推广使用。

Establish big data operation system (ca-ddm). More than 120 internal and external systems were integrated, more than 10,000 big data websites were integrated, and more than 1,300 operational indicators were built, covering 13 fields such as marketing and user big data.

Operation and management efficiency continuously improved. We vigorously promoted the "cheetah plan" and "1/2 project" and achieved a 31.7 percent improvement in overall operating efficiency.

User portraits are constantly accurate. Completed the data fusion of 17 internal and 2 external systems, established more than 2,100, and formed hundreds of millions of customer data.

The user scope is extended to joint ventures. Ca-ddm has been gradually promoted to over 400 enterprises such as changan ford, changan Mazda, service providers and dealers.



数字化打卡,考勤管理效率提升10倍!

2019年1月,管理创新与IT中心移动打卡项目团队正式成立。团队通过群策群力、通力合作,移动打卡项目在4月1日成功上线,同时也实现了诸多的价值点:减少考勤机60台降本12万,考勤效率提升10倍。移动打卡项目成为了“将效率打造成为核心竞争力”的实践。

Digital check-in, attendance management efficiency increased 10 times!

In January 2019, the management innovation and IT center mobile punch card project team was formally established. Through teamwork and cooperation, the mobile check-in project was successfully launched on April 1. At the same time, many values were realized: 60 attendance machines were reduced by 120,000 yuan, and the attendance efficiency was increased by 10 times. The mobile punch card project has become the practice of "building efficiency into core competitiveness".



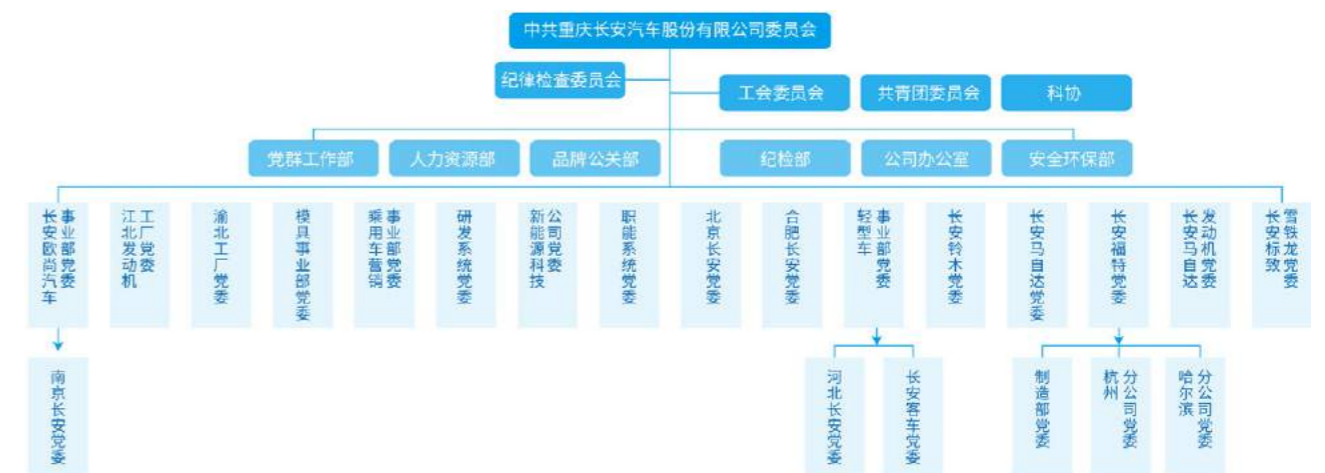
合规经营 Compliance management

党建领先

Party building first

长安汽车党委下设22个基层党委、20个基层纪委、296个党(总)支部,党员1.1万余名。

Under the party committee of Changan Auto, there are 22 grassroots party committees, 20 grassroots commissions for discipline inspection, and 296 party (general) branches, with 11,000 party members.



长安汽车党委以习近平新时代中国特色社会主义思想为指导,认真贯彻党的十九届四中全会精神,认真落实兵器装备集团公司质量提升“365”登高行动,充分发挥党委“把方向、管大局、保落实”作用,团结带领全体员工,围绕“深化改革、提升效率、狠抓营销、质量领先”关键,奋发进取,全面推进第三次创业,为公司高质量发展提供了坚强保障。

Changan party committee takes Xi Jinping, the new times the thought of socialism with Chinese characteristics as guidance, earnestly implements the party's nineteen four session spirit, earnestly implements the China Ordnance Group co., LTD. Quality improvement "365" high action, give full play to the party "the direction and the general situation, the implementation of the tube", leads all the staff together, around the "deepening reform, promote efficiency, improving marketing, quality ahead" key, strenuous enterprising, comprehensively promote the third business, high quality development provides a strong guarantee for the company.



**主题教育扎实开展。**按照“不忘初心,牢记使命”主题教育总要求,深入学习贯彻习近平新时代中国特色社会主义思想,认真开展第一、二批主题教育,实现296个党(总)支部、1.1万余名党员教育全覆盖。两级党委共集中学习研讨105次,制定整改措施569条,达到了“五个更加”主题教育目标,得到中央第二十九督导组“四个没想到”的高度肯定。

**党的建设持续加强。**认真学习贯彻党的十九届四中全会会议精神,公司两级党委中心组学习202次。深入落实集团公司党建“生态、春雨、堡垒”行动,聚焦“十六字”方针,深入“8+S”改革主战场,开展“我担当我承诺我行动”党日活动、“百日攻坚”全员竞赛、“团团购”“青年突击队”等活动,彰显党建价值。

**从严治党不断深入。**中央延伸巡视7项整改措施正常推进,集团公司党组巡视255项整改措施全部完成。对2个单位开展内部巡察,全面从严治党向纵深推进。力戒形式主义、官僚主义,制定基层减负20条。

Solid progress was made in thematic education. In accordance with the general requirement of "never forget your original intention and remember your mission", we thoroughly studied and implemented xi jingping thought on socialism with Chinese characteristics for a new era, carried out the first and second batches of thematic education, and achieved full coverage of education for 296 party (general) branches and more than 11,000 party members. The party committees at the two levels concentrated on studying and discussing 105 times and formulated 569 rectification measures, which achieved the educational goal of "five more" themes and was highly recognized as "four unexpected ideas" by the 29th steering group of the CPC central committee.

Party building continued to be strengthened. Conscientiously study and implement the spirit of the fourth plenary session of the 19th CPC central committee, the company's two levels of party committee central group study 202. We will fully implement the group's party building "ecology, spring rain and fortress" action, focus on the "16-character" policy, and go deep into the main battlefield of "8 + S" reform.

Strict party discipline has been deepened. The central government extended inspections to 7 rectification measures, and the group's leading party members' group completed inspections to 255 rectification measures. We conducted internal inspections of the two units and comprehensively strengthened party discipline. We will strictly guard against formalism and bureaucracy and formulate 20 measures to reduce the burden on the community level.

### 中央督导组调研长安,表示“四个没想到”

2019年7月9日至10日,中央第29指导组组长卢纯等一行赴渝企业开展“不忘初心、牢记使命”主题教育调研。组长卢纯用“几个没想到”谈了调研走访长安汽车的感受:一是没有想到长安应对复杂困难,现在已经取得初步成效;二是没有想到长安汽车党委抓主题教育抓得这么实,问题找得准,提出措施具体、全面、可行;三是没有想到长安的未来发展方向清晰,班子的精神状态饱满、敢担当有作为。

#### The central delegation investigated Changan, saying "four unexpected"

On July 9, 2019, solstice, 10, lu chun, leader of the 29th instruction group of the central committee, and his delegation went to chongqing enterprises to carry out educational research on the theme of "never forget the original intention, never forget the mission". Lu chun, the group leader, used "several unexpected" to talk about the feelings of visiting changan: first, I did not think of changan to deal with the complex difficulties, now has achieved initial results; Second, it did not think of the chang 'an automobile party committee to grasp the theme of education so solid, to find the problem, put forward specific, comprehensive, feasible measures; Third, did not think of the future development direction of chang 'an clear, the spirit of the team is full, dare to take on the role.



### 推动质量变革、效率变革、动力变革

2019年6月23日,长安汽车“不忘初心、牢记使命”主题教育——担当作为研讨会在全球研发中心召开。此次研讨的目的是聚焦“推动质量变革、效率变革、动力变革”专题,深化高层管理人员对初心和使命的认知、对目标和战略的理解、对形势和任务的看法。会议强调,战略转型是一个中长期的过程,要保持战略定力,不断加大变革的力度。

#### Promote quality change, efficiency change, power change

On June 23, 2019, chang 'an automobile "never forget the original intention, remember the mission" theme education -- assume as a seminar held in the global research and development center. The purpose of this workshop is to focus on the topic of "driving quality change, efficiency change and dynamic change", and deepen the senior management's understanding of the original intention and mission, the understanding of the objectives and strategies, and the view of the situation and tasks. The meeting stressed that strategic transformation is a medium - and long-term process. We should maintain strategic focus and continuously increase the intensity of reform.



## 廉洁从业

Clean

长安汽车认真落实管党治党政治责任,深入学习习近平新时代中国特色社会主义思想 and 党的十九大精神,认真贯彻党的十九届二中、三中、四中全会精神和上级工作要求,不断强化政治监督,严格党内政治生活。开展“微腐败”专项治理,建立大监督工作机制。

加强作风建设,严肃查处违反中央八项规定精神问题,持续纠治“四风”,建立作风建设长效机制。

加强纪律教育,强化警示教育与日常提醒,推动全员全价值链廉洁从业。

严格监督执纪问责,不断深化廉洁审查、严格执纪问责、党风廉政建设和反腐败工作不断向前推进。

Changan Auto earnestly implements its political responsibility of governing the party, deeply studies President Xi Jinping thought on socialism with Chinese characteristics for a new era and the spirit of the 19th CPC national congress, earnestly implements the spirit of the second, third and fourth plenary sessions of the 19th CPC central committee and the work requirements of its superiors, continuously strengthens political supervision and strictly conducts intraparty activities. We will launch a special campaign against "micro corruption" and establish a mechanism for conducting oversight work.

We will step up efforts to improve our work style, seriously investigate and punish those who violate the central committee's eight-point regulations, continue to combat the "four winds" and establish a long-term mechanism for improving work style.

Strengthen discipline education, strengthen warning education and daily reminder, promote the integrity of the whole value chain;

We will exercise strict oversight over the conduct of discipline and accountability, and continue to deepen the integrity review, conduct strict discipline and accountability, improve party conduct, build a clean government.



### 廉洁从业,从我做起!

2019年1月18日,召开党风廉政建设工作会议。会上,党委书记朱华荣带领全体参会人员进行了集体廉洁从业承诺。

### Clean practice, start from me!

On January 18, 2019, the party will hold the work of building a clean government. At the meeting, the party secretary Zhu Huarong led all the participants in the collective integrity commitment.



## 合规守法

The law of compliance

长安汽车坚持“建设法治长安、打造法治央企”,持续提升法律和风险防控体系能力,逐步实现由传统法务业务向新业务、新领域转型,由单纯的风险控制向促成公司商业目的转型。持续推进依法治企管理理念,圆满完成“合同、决策、制度”审核率100%要求。开展内部控制体系建设,完善内控评价和全面风险管理体系,搭建风险分级管理机制,公司经营管理进一步规范化、科学化。

Changan Auto adheres to the principle of "building a law-based changan and a law-based central enterprise", continuously improves its legal and risk prevention and control system, and gradually realizes the transformation from traditional legal business to new business and new areas, and from simple risk control to facilitating the company's business purpose. We will continue to promote the concept of enterprise management in accordance with the law, and successfully complete the requirement of 100% approval rate of "contract, decision and system". Carry out the construction of internal control system, improve the internal control evaluation and comprehensive risk management system, establish a risk classification management mechanism, the company's operation and management further standardized and scientific.



2019年3月15日,公司在中会场成功举办了2019年年度委托代理人暨合同专员培训。公司本部及各二级单位共200余人参加了本次培训。

On March 15, the company successfully held the 2019 annual entrusted agent and contract specialist training in the center. More than 200 people from the company's headquarters and secondary units attended the training.



# 绿色发展

Green  
development

绿色生产  
Green production  
绿色产品  
Green products  
绿色出行  
Green travel  
绿色营销  
Green marketing



长安汽车坚决贯彻绿色发展理念,积极探索经济效益与环境效益的双赢发展,始终坚持提高资源利用率,采用环保工艺及设备,实施清洁生产和智能制造,减少污染物排放,致力打造资源节约型、环境友好型企业。

Changan Auto firmly implements the concept of green development, actively explores the win-win development of economic benefits and environmental benefits, always insists on improving the utilization rate of resources, adopts environmental protection technology and equipment, implements clean production and intelligent manufacturing, reduces pollutant emission, and strives to build a resource-saving and environment-friendly enterprise.

## 绿色生产 Green production

我们以打造绿色精益制造标杆工厂为目标，建立方针展开、标准化工作、目视化管理、过程确认、持续改进、时间数据管理六大一致性流程以及QOS、DOS、COS、POS、MOS、EOS、SOS七大操作系统，提升精益制造体系的有效性，实现制造全过程高效化、节能化、环保化，建立全球一体化精益制造体系，达到行业先进水平。

Our goal is to create green lean manufacturing factory benchmarking, establish guidelines on, standardization, visual management, process validation, continuous improvement, time six consistency data management process and QOS, DOS, COS, POS, MOS, EOS, SOS seven operating system, improve the effectiveness of lean manufacturing system, to realize efficient manufacturing process, energy saving, environmental protection, set up the global integration of lean manufacturing system, reach the advanced level of the industry.



合肥长安智慧工厂集成了大数据、云计算、人工智能、物联网等技术，关键装备数控化率超过80%、设备综合自动化率超过了90%、数据自动传输率达到100%，是长安汽车高起点规划、高标准设计、工业互联网与精益制造相结合的智能化生产基地。

Hefei Changan Faactory integrates large data, cloud computing, artificial intelligence, Internet of things, such as technology, key equipment of numerical control rate more than 80%. Equipment integrated automation rate surpasses 90%. Automatic data transfer rate reached 100%. Changan Auto has a high starting point planning, high standard design, the Internet industry and the combination of lean manufacturing intelligent production base.

**冲压车间 Stamping workshop**

采用国内领先的全封闭防尘降噪技术，生产过程中噪声控制在82分贝以下，有效改善人员作业环境。采用柔性化端拾器、高速横杆传输等先进技术，整体生产效率行业领先。  
The use of the domestic leading fully closed dust and noise reduction technology, the noise control in the production process below 82 db, effectively improve the personnel operating environment. Adopting advanced technology such as flexible end pickup and high speed horizontal bar transmission, the overall production efficiency is leading in the industry.

**焊接车间 Welding workshop**

主线实现自动化柔性生产，共计采用390台工业机器人，以机器人自动点焊、涂胶、螺柱焊等技术为根本，依托PLC底层控制系统，焊点自动化率100%左右。  
The main line realizes automatic and flexible production. A total of 390 industrial robots are used. Based on automatic spot welding, gluing, stud welding and other technologies of robots, the welding spot automation rate is about 100% by relying on the PLC bottom control system.

**涂装车间 Painting workshop**

利用机器人代替人工喷涂内表面的方式，喷涂自动化率达到100%，达到行业先进水平。采用水性3C1B工艺，工艺水准更高。  
Robots are used to replace manual spraying on the inner surface. The spraying automation rate reaches 100%, reaching the advanced level of the industry. Using water-based 3C1B process, the process level is higher.

**总装车间 Final assembly workshop**

采用扭矩控制系统打造总装智能制造系统，实现关键拧紧点扭矩控制系统全覆盖，保证装配扭矩的准确性和可追溯性。  
The final assembly intelligent manufacturing system is built by using torque control system to realize full coverage of torque control system at key tightening points and ensure accuracy and traceability of assembly torque.

长安汽车渝北工厂自2017年入选国家绿色工厂示范名单以来,始终坚持以用地集约化、生产洁净化、废物资源化、能源低碳化为目标,成为汽车行业的绿色标杆。

Since Changan Auto Yubei factory was selected into the national green factory demonstration list in 2017, it has always been adhering to the goals of land intensification, clean production, waste recycling and low-carbon energy, and has become a green benchmark in the automotive industry.



**用地集约化**  
Land intensification

渝北工厂占地面积约750亩,容积率满足《工业项目建设用地控制指标》。根据《重庆市工业用地规划导则》都市区内的特色工业园区工业用地产出强度数据应不低于60亿元/km2的要求,渝北工厂单位用地面积产值连续五年满足要求并且远超其数倍之多。

Yubei factory covers an area of about 750 mu, and its floor area ratio meets the "control index of industrial project construction land". According to the "guidelines for the planning of industrial land in chongqing", the output intensity data of industrial land in the characteristic industrial parks in the urban area should not be less than 6 billion yuan/km2, and the output value of yubei factory's unit land area has met the requirements for five consecutive years and far exceeded it by several times.



**生产洁净化**  
Production cleaning

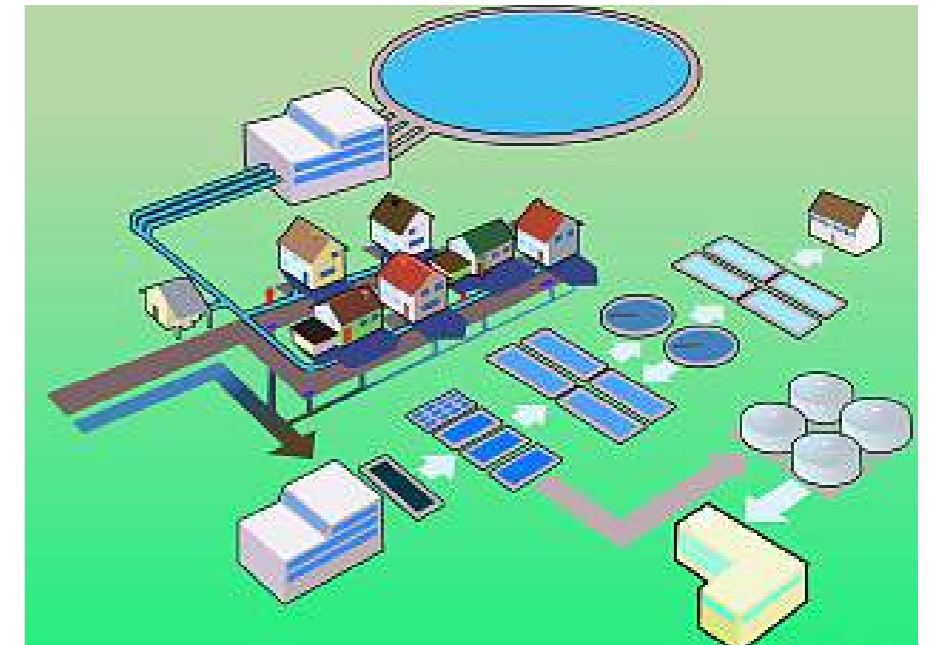
渝北工厂水资源来自市政供水,2019年水资源消耗总量为1810691吨,单车消耗为4.717吨/辆。

The water resource of Yubei factory comes from municipal water supply. In 2019, the total consumption of water resource is 1810,691 tons, and the consumption of single vehicle is 4.717 tons.

废水主要为涂装工艺的生产废水,即脱脂废水、磷化废水、电泳废水以及喷漆处理废水。

基地将各类废水分别经污水处理系统进行处理,在废水总排口安装废水流量计及在线监测系统,并与当地环保部门联网,实现总磷、CODcr 等的在线监测,监测达标后排放。

The main wastewater is the production wastewater of coating process, namely degreasing wastewater, phosphating wastewater, electrophoresis wastewater and spray paint treatment wastewater. The base treated all kinds of wastewater through sewage treatment system, installed waste water flow meter and online monitoring system at the main waste water outlet, and connected with the local environmental protection department to realize online monitoring of total phosphorus, CODcr, etc., and discharge after monitoring the standards.



**废物资源化**  
Waste recycling

渝北工厂针对废水、废气和废渣三大主要污染物进行处理回收利用,取得了显著成效。

Yubei factory has made remarkable achievements in the treatment and recycling of waste water, waste gas and waste residue.

**废水 Waste water**

废水生化减排项目, COD排放量从32.5吨/年下降至15吨/年,实现COD减排53.8%。

In the wastewater biochemical emission reduction project, the COD emission decreased from 32.5 tons/year to 15 tons/year, achieving a COD emission reduction of 53.8%.

**废气 Waste gas**

锅炉低氮改造,渝北工厂锅炉氮氧化物从115mg/m<sup>3</sup>下降到50mg/m<sup>3</sup>以下,减排65%。

The boiler nitrogen oxides in yubei factory were reduced from 115mg/m to less than 50mg/m with a reduction of 65%.

**固废 Solid waste**

攻克油性污泥干化难题,实现污泥减重60%以上;实施涂装危废减量,从工艺调整、提高废胶回收利用率、过滤棉分离等多方面实施危废减量化,实现单车危废降低0.76kg。

Solve the problem of sludge drying, and achieve sludge weight reduction of more than 60%;Reduce the amount of hazardous waste by coating, reduce the amount of hazardous waste by 0.76kg per cycle by adjusting the process, improving the recovery rate of waste glue and separating filter cotton.

工业废水处置率

**100%**

Industrial wastewater disposal rate 100%

VOC排放为

**24g/m<sup>2</sup>**

VOC emission 24 g/m<sup>2</sup>

工业固体废弃物综合利用率

**67%**

Comprehensive utilization rate of industrial solid waste 67%

**能源低碳化**  
Energy low-carbonized

渝北工厂通过实施工艺技改、节能措施,来降低工厂运行能耗,减少碳排放量。

Yubei factory applied the implementation of technological transformation, energy saving measures to reduce the plant operation energy consumption, reduce carbon emissions.

**能源节能管理 Energy conservation management**

搭建能源管理系统,分车间级、生产级、区域级布置600余块智能仪表,采集分析能耗、环境排放等异常耗能,通过精细化管理促进改进,提升效能水平,全年节气约90万方,节电10万度以上。

build energy management system, arrange more than 600 smart meters at workshop level, production level and regional level, collect and analyze energy consumption, environmental emission and other abnormal energy consumption, promote improvement through fine management, improve efficiency level, the solar term of the year is about 900,000 square meters, save more than 100,000 degrees of electricity.

**节能措施 Energy-saving measures**

高能耗设备升级,累计投入1500万元,将压缩空气系统设备全面升级为一级能效设备,每年节约用电达2500万度;

冲压线主电机自动启停节能改进,优化控制程序,避免因设备或模具故障而造成的主电机长时间空运转,节能5%以上。

The equipment with high energy consumption has been upgraded, with a total investment of 15 million yuan. The equipment of compressed air system has been comprehensively upgraded to first-class energy efficiency equipment, saving 25 million kilowatt hours of electricity every year.

Automatic start and stop energy saving improvement of main motor of punch line, optimize control procedure, avoid long time idle operation of main motor caused by equipment or mold failure, energy saving more than 5%.

2019年,渝北工厂单位产品综合能耗

**103.1kgce/辆**

In 2019, the comprehensive energy consumption per unit product of Yubei factory 103.1 kgce/vehicles

2019年,渝北工厂单位产品碳排放量

**378kgCO<sup>2</sup>e/辆**

In 2019, the carbon emission per unit product of Yubei factory 378 kgco<sup>2</sup>e/car



## 绿色产品 Green Products

### 打造“科技时尚、节能环保、安全智能”的长安汽车

To create "science and technology fashion, energy conservation, environmental protection, safety and intelligence" as Changan Auto

成功推出UNI-T、CS系列、逸动系列、欧尚系列等经典产品。

研发“健康汽车”。3月10日，搭载“PM0.1级”复合抗菌过滤器迎来量产，使整车达到优于“N95口罩”级别的防护。

We have successfully launched classic products such as UNI-T series, CS series, EADO series and Oshan series.

Developed "healthy cars". On March 10th, "PM0.1" composite antibacterial filter ushered in mass production, realized the vehicle to achieve better than the "N95 mask" level of protection.

长安汽车部分经典产品  
Part products of Changan



合资品牌部分经典产品  
Part of the classic products from the JV



### 打造“智慧新能源汽车领导者”的长安新能源

To create a "smart new energy vehicle leader" Changan new energy

掌握整车集成、“大三电”、CAE分析等核心技术384项。

电驱动系统：从分离式总成 → 三合一系统 → 七合一系统。

完全自主打造整车域控制器“长安智慧芯”。

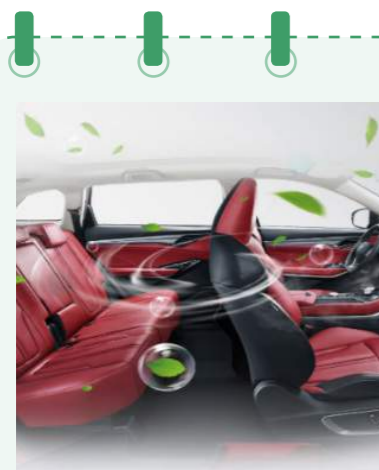
成功推出12款纯电动和插电混合动力产品，销量累计21万辆。

Master 384 core technologies such as vehicle integration, "big three electrical parts" and CAE analysis.

Electric drive system: three in one system from separate assembly seven in one system.

Fully independent to create the vehicle domain controller "chang 'an smart core".

We successfully launched 12 pure electric and plug-in hybrid products, with a total sales volume of 210,000.



#### 长安四款产品入选“绿色设计产品”

2019年7月，逸动、CS35PLUS、CS55、新CS75等四款“绿色设计产品”，凭借优异的性能，入选国家工信部发布“第四批绿色制造名单”。截至目前全国汽车整车制造行业仅有21款汽车产品获此殊荣。

#### Four products were selected into the "fourth batch of green manufacturing list"

In July 2019, four "green design products", including yidong, CS35PLUS, CS55 and new CS75, were selected into the "fourth batch of green manufacturing list" released by the ministry of industry and information technology by virtue of their excellent performance. Up to now, only 21 automobile products in the whole vehicle manufacturing industry in China have won this award.

#### 失意德国，钟情长安

95后的王博在大学时期曾代表中国参加大学生方程式最高比赛——德国赛，那次比赛让他深刻认识到国内研发与欧洲强国的差距，振兴民族企业的念头在他心中萌芽。2018年大学毕业，他怀揣着对汽车技术的向往来到长安新能源。在这里，他更清楚认识到所在的领域对新能源、对民族汽车的意义。他说，努力实现自己的价值，继续坚守，这是态度，更是责任。

#### Frustrated Germany, end in love of Changan

Wang Bo, who was born after 1995, represented China in the formula d 'este, the highest competition for university students, in his college years. The competition made him realize the gap between domestic R&D and European powers, and the idea of revitalizing national enterprises germinated in his mind. After graduating from the university in 2018, he came to changan new energy with a yearning for automobile technology. Here, he is more clearly aware of the field of new energy, the significance of the national car. He said, efforts to achieve their own value, continue to adhere to, this is the attitude, but also the responsibility.



## 绿色出行 Green travel

### 长安出行:

互联网+智能出行平台已在重庆、南京、杭州、厦门等8地投入近万台车辆。截至2020年1月，注册用户超过180万，周活用户近4.4万，达到行业领先水平。

### T3出行:

与一汽、东风联合成立T3出行，在人才、技术、组织等方面实现市场化运营，推进商业模式创新。相继登陆南京、重庆、武汉等地，为用户提供“安全、便捷、品质”的出行服务。

#### Changan Travel:

The Internet + intelligent travel platform has invested nearly 10,000 vehicles in 8 places, including chongqing, nanjing, hangzhou and xiamen. By January 2020, more than 1.8 million registered users and nearly 44,000 weekly active users had reached the industry-leading level.

#### T3 Travel:

T3 travel was jointly established with faw and dongfeng to realize market-oriented operation in talent, technology and organization and promote business model innovation. Landing in nanjing, chongqing, wuhan and other places, to provide users with "safe, convenient, quality" travel services.



#### 选择长安, 即刻出行

江北发动机工厂的刘彦荣在第一次体验新逸动EV200后, 就与长安出行结下不解之缘。他说, 无论是弯道还是上坡, 新逸动EV在重庆这座山城的驾驶体验感都很棒。“二次起步快, 超车推背感强, 转弯半径小, 过弯道很流畅。”刘彦荣在一年的时间里, 一共体验了长安出行40次, 每一次都有新感觉。

#### Choose Changan, immediate travel

After Liu Yanrong of jiangbei engine factory experienced the new EV200 for the first time, he had an indissoluble bond with changan. He says the new EV has a great driving experience in the mountain city of chongqing, both on curves and uphill. "The second start is fast, strong sense of overtaking pushing back, small turning radius, very smooth through the corner. In a year's time, liu yanrong experienced chang'an travel a total of 40 times, each time a new feeling.



## 绿色营销 Green marketing

### 新业务拓展-车和美

以“创新营销模式, 打造营销第三增长极”为目标, 成立线上线下融合的新营销平台—车和美。

线上平台—长安商城入选工信部制造业与互联网融合发展试点示范项目。致力于建立场景式电商, 涵盖整车直销、定制爱车、汽车金融等业务, 访问量达6000万人次, 订单突破80万单。

线下门店—成立智能化、数字化体验店“车和美”, 已完成十三城二十三店全国布局。为客户提供数字化、智能化的购物场景, 打造一站式智能车生活体验空间。

#### New business development - car and beauty

With the goal of "innovating the marketing model and creating the third growth pole of marketing", the company has established a new marketing platform integrating online and offline -- che hehe.

Changan mall, an online platform, was selected as a pilot demonstration project of the ministry of industry and information technology for the integrated development of manufacturing industry and the Internet. Committed to the establishment of scene-type e-commerce, covering vehicle direct sales, customized love car, auto finance and other businesses, the number of visitors reached 60 million, orders exceeded 800,000.

Offline stores - the establishment of intelligent and digital experience store "car and beauty", has completed the national layout of 23 stores in 13 cities. To provide customers with digital, intelligent shopping scene, to create a one-stop intelligent car life experience space.

#### 线上: 长安商城

Online: Changan Mall

#### 线下: 车和美体验店

Retail: Car and Beauty Experience Store

整车下订 Order  
定制爱车 Choose  
汽车金融 Auto Finance

整车展示 Display  
体验 Experience  
交易 Trade

#### 场景式电商服务平台

Scenic Car

#### 一站式车生活服务平台

One-stop

汽车保险 Auto insurance  
精品配件 Delicate kit  
网约保养 Service

交付 Delivery  
线下联动 Other events  
灵活付款 Flexible payment



# 共赢发展

Win-win  
development

客户至上  
Customer first  
关爱员工  
Caring for employees  
合作共赢  
Win-win cooperation  
股东权益  
Shareholders' equity



长安汽车坚决贯彻共享发展理念,把“价值共创、价值共享”作为企业的基本伦理,努力实现企业和客户、员工、合作方、股东的共同发展。

Changan Auto resolutely implements the concept of Shared development, takes "value creation and value sharing" as the basic ethics of the enterprise, and strives to realize the common development of the enterprise with customers, employees, partners and shareholders.

## 客户至上 Customer first

### 提供优质产品

Provide with quality product

**新品投放按期达成:** CS75PLUS、欧尚X7、凯程F70等新品按时投产上市。

New product launch on schedule. CS75PLUS, auchan X7, kaicheng F70 and other new products launched on time.



CS75PLUS上市4个月销售7.2万辆，创上市上量最快纪录。

CS75PLUS sold 72,000 units in its first four months on the market, the fastest ever.



欧尚X7订单突破3.8万辆，创中国汽车行业单品订单破万最快纪录

Oshan X7 orders exceeded 38,000 units, setting the record for the fastest single product orders in China's auto industry



中法联合打造的凯程F70成功上市，吹响进军皮卡市场号角。

The successful listing of caiteng F70 jointly built by China and France blew the horn to enter the pickup market.



#### 不丢一个单子 不得罪一个客户

有一名重庆永川军人，也是CS75PLUS准车主，他通过网络渠道联系营销部门，希望在恋爱纪念日当天提到爱车，好在来之不易的假期带上恋爱多年的妻子自驾出游。长安汽车乘用车营销事业部、物流部等多部门联动，在短短几天时间内，将最近区域的一辆车火速调配，成功实现了这位客户的愿望。

#### Never lose a single order and never offend a customer

A soldier from yongchuan, chongqing, is also the prospective owner of CS75PLUS. He contacted the Marketing Department through Internet channels, hoping to mention his love for his car on the day of love anniversary, so that he could take his wife who has been in love for many years to drive on the hard-won holiday. Changan Auto passenger car Marketing Department, logistics department and other departments linkage, in just a few days, will be the nearest region of a car deployment, successfully realized the customer's desire.

**产品质量稳步提升:** 我们坚持“面向世界一流，打造质量先导型企业”，持续践行“持续提升、客户满意、追求卓越”的质量理念，致力于做“高质量产品的提供者”。

Product quality has been steadily improved. We adhere to the "facing the world first-class, to build a quality leading enterprise", continue to practice the "continuous improvement, customer satisfaction, the pursuit of excellence" quality concept, committed to do "high-quality products provider".

## 高质量产品提供者 Provider of high quality products



VCR投诉比例最低的汽车品牌  
乘用车总体千车故障率为7，  
行业领先

The car brands with the lowest percentage of VCR complaints  
The failure rate of passenger cars is 7.  
Industry leading



逸动、CS55  
中国汽车用户满意度细分市场  
第一名

EADO, CS55  
China's automobile user satisfaction market segment first



新CS75、CS75 PLUS  
i-VISTA智能汽车指数测评、  
自动驾驶汽车挑战赛第一名

New CS75, CS75 PLUS  
I-vista smart car index,  
First place in the self-driving car challenge



#### “马丁循环”

长安英国伯明翰研究院的外籍专家马丁，为找到一个解决CS35机油问题的最优方案，与团队一起，将各自方案的先进性、成本经济性、系统兼容性全部罗列出来，逐项量化打分，最终得到最优方案，帮助长安CS35重新赢得消费者的信任。这项技术工况被行业定名为“马丁循环”。

#### “Martin Cycle”

Together with our foreign expert, Martin Joyce of Changan UK R&D Centre, Birmingham, our team listed the advancement, cost economy and system compatibility of their respective plans, and quantified and scored them item by item in order to find an optimal solution to oil problem of CS35. Fortunately, we got the best plan, which accelerated Changan CS35 to receive recognition of customers. This technical is called “Martin Cycle” by the industry.

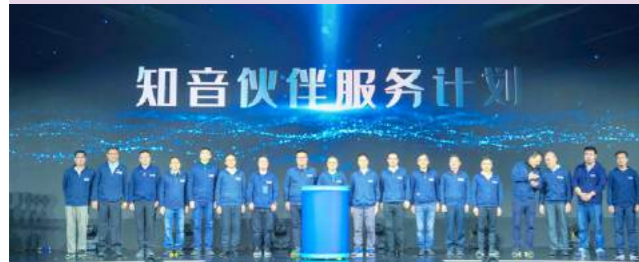


## 提供优质服务

Offer of the quality service

### 开展客户2倍工程

Carry out customer double project



在客户、产品、营销等领域，高层和资源投入加倍。发布“知音伙伴”计划，开展“高管陪你聊”215场。创新客户在线服务模式，工程师等在线解决客户问题。

In customer, product, marketing and other areas, the top and resources investment doubled. The "bosom friend partner" program was launched, and 215 sessions of "senior executives chat with you" were held. Innovative customer online service model, engineers and other online solution were created to customers' problems.

### 打造核心客户圈层

Create a core customer



客户规模达1011万万，活跃数达57万/月。实施经纪人计划，提升全价值链客户经营能力。开展粉丝盛典等客户关怀活动，吸引活跃会员10万人，曝光856万次，同比增长15%。

The customer scale reached 10.11million and the active number reached 570,000 / month. Implemented the broker plan to enhance the customer operation capability of the whole value chain. We launched customer care activities such as fan festivals, which attracted 100,000 active members and exposed 8.56 million times, ending up 15% more than the last year.

### 提升客户互动体验

Enhance customer interaction experience



客户触点全覆盖、客户诉求全管理、诉求管理全闭环。提升客户粘性，乘用车、欧尚客户保持率分别达86.46%、64.17%。击碎重点投诉问题，客户服务满意度达98.58%。

Customer contact full coverage, customer demand full management, demand management full closed loop. To improve customer stickiness and the customer retention rates of passenger cars. Oshan reached 86.46% and 64.17% respectively. Crack down on the key complaints, customer service satisfaction reached 98.58%.

### 诚信服务，五大承诺

Good faith service, five commitments



向用户作出“价格透明，时间标准，品质保障，快速响应，服务专业”五大承诺，准确把握核心用户需求层次。

Make "price transparency, time standard, quality assurance, rapid response, professional service" five commitments to the users, and accurately grasped the core user demand level.



### 15年相随 长安相伴

2004年9月6日，王佳璇先生的父亲老王因生意的需要，为家中添置一辆长安牌的汽车，15年后的同一天，也就是2019年9月6日，王佳璇先生成为了长安汽车霸州赶良店CS75PLUS的首位车主。父与子携手并肩的15年，也是长安汽车不断发展不断突破的15年，愿这款CS76PLUS明日之车与王佳璇先生一家再续前缘，成就下一个15年的相知相伴！

### Fifteen years accompanied by Changan

On September 6, 2004, Mr. Wang jiaxuan's father, Lao wang, bought a changan brand car for his family due to business needs. Fifteen years later, on September 6, 2019, Mr. Wang jiaxuan became the first owner of CS75PLUS of Changan Auto in caijiangdian, bazhou. The 15 years of father and son hand in hand is also the 15 years of constant development and breakthrough of Changan Auto. I wish this CS76PLUS car of tomorrow will renew the leading edge with Mr. Wang jiaxuan's family again, and achieve the next 15 years of friendship!

长安系中国品牌用户累计  
突破1800万

The total number of Chinese brand users of changan has exceeded 18 million



建立会员体系，截止2020年1月  
会员已达1011万人

Establish the membership system by January 2020  
Membership has reached 10.11 million



提供随时、随身、随地的全天候24小时服务  
Provide anytime, anywhere, 24-hour service

## 关爱员工 Caring for employees

我们始终视员工为企业的价值财富,把员工对美好生活的向往作为奋斗目标,鼓励并支持员工能力提升,致力于构建“安全、尊重、快乐、创造”的平台并分享价值。

We always regard employees as the value wealth of the enterprise, take employees' yearning for a better life as the goal, encourage and support the improvement of employees' ability, and commit ourselves to building a platform of "safety, respect, happiness, creation" and sharing value.

### 带动就业发展

Promote employment development

2019年,长安汽车及下属企业从业人员总数69773人,建立了完善的招聘与录用机制,录用标准公开透明,劳动合同签订率达到100%,不存在使用未成年员工情况,招聘录用中不存在性别、民族、生理歧视等情况。

据估算,长安汽车带动了产业上下游约150万人就业。

In 2019, the total number of employees of Changan Auto and its subordinate enterprises was 69,862, with a perfect recruitment and employment mechanism, open and transparent recruitment standards, 100% of the labor contract signing rate, no underage employees, and no gender, ethnic or physiological discrimination in recruitment and employment.

It is estimated that Changan Auto has driven about 1.5 million jobs in the upstream and downstream industries.

长安汽车2019年保障员工权益数据

Data on the protection of employees' rights and interests of Changan Automobile in 2019

指标 Index	单位 unit	实际情况 Situation	备注 Remarks
员工总人数 Total employees	人 person	69773	按从业人员口径统计 According to the caliber of the practitioners
新增就业人数 New recruited	人 person	2226	即新招收员工人数 That is, the number of new recruits
劳动合同签订率 Contract signed rate	%	100	
社会保险覆盖率 Social insurance cover rate	%	100	
人均带薪休假天数 Paid leave	天 Day	6.5	按职工实际带薪休假天数计算 According to the actual paid vacation days of employees

### 锦Show长安 走进百年学府

10月9日、11日,长安汽车“行无界,智V来”锦Show长安·2020校园招聘活动分别走进清华大学、北京大学,为“第三次创业——创新创业计划”寻找志同道合的“合伙人”,助力长安向智能出行科技公司转型。

#### Changan has entered the university with more than 100 years history

On October 9 and 11, chang 'an automobile "go without a line, smart V come" jinshow chang 'an · 2020 campus recruitment activities went to tsinghua university and Peking University respectively, looking for like-minded "partners" for the "third entrepreneurship -- innovation and entrepreneurship plan", and helping chang 'an transform into an intelligent travel technology company.



### 关心员工成长

Care for the employees' development

**优化职业发展通道:**建立横向6类,纵向22级的职位职级体系。2019年15人通过高级技师评审,14名操作工人、27名技术管理人员享受公司高管待遇。成功打造张永忠、刘源、李虎、张传华等国家级技能大师工作室。公司目前共有20个大师工作室,其中国家级4个,省部级9个,市级2个,公司级5个;15名技术工人出国留学。

**搭建全员学习平台:**2019年长安汽车大学培训人次780人,开发课程93门,认证讲师11名,持续为打造世界一流汽车企业的愿景提供人力保障。

**Optimize career development channels:** establish a horizontal 6, vertical 22 - level job rank system. In 2019, 15 employees will pass the assessment of senior technicians, and 14 operation workers and 27 technical managers will enjoy the treatment of senior executives. Successfully built zhang yongzhong, liu yuan, li hu, zhang chuanhua and other national skill master studios. Currently, the company has 20 master studios, including 4 at the national level, 9 at the provincial or ministerial level, 2 at the municipal level and 5 at the corporate level. Fifteen skilled workers went abroad to study.

**Set up a learning platform for all staff:** in 2019, changan university will train 780 people, develop 93 courses, and have 11 certified lecturers, continuously providing manpower guarantee for the vision of building a world-class automobile enterprise.



《汽车产业发展趋势及竞争态势》培训

Training on 'Development trend and competitive situation of automobile industry'

### 传承匠人精神, 为培养优秀汽车人努力

张波是张传华带的第四批学员。2019年, 他在兵器装备集团有限公司第八届职业技能竞赛“长安汽车杯”汽车装配工种决赛中取得优异成绩, 获得了“全国技术能手”的荣誉称号。从2004年到2019年, 张传华一共培养出全国技术能手6人, 全国青年岗位能手3人, 中央企业技术能手2人, 兵装集团技术能手7人。他传承匠人精神, 一直为培养优秀的汽车人努力。

#### Inherit the spirit of the craftsman, and strive to cultivate excellent auto makers

Zhang bo is the fourth batch of students led by zhang chuanhua. In 2019, he won the honorary title of "national technical expert" in the final of the 8th vocational skills competition "changan automobile cup" of China north equipment group co., LTD. From 2004 to 2019, zhang has cultivated 6 national technical experts, 3 national youth technical experts, 2 technical experts from central enterprises and 7 technical experts from bing zhuang group. He inherits the spirit of craftsman and makes great efforts to cultivate excellent autobots.



**举办技能竞赛:**坚持“技高行天下, 能强走世界”, 承办“巴渝工匠”杯第二届新能源汽车维修技能大赛、“巴渝工匠”杯车身修理大赛, 举办长安汽车第十七届技术技能运动会, 打造长安工匠队伍, 强大中国制造。

**Skill contests:** Adhere to the "high-tech can strengthen the world", undertake the "Bayu craftsman" cup the for the second new energy vehicle maintenance skills competition, "Bayu craftsman" cup body repair competition, hold the changan 17th technical skill games.



### 21岁, 圆梦世界舞台

渝北工厂21岁的小伙王桢, 代表中国参与第45届技能大赛。在集中封闭式训练阶段, 他每天面临着冰冷的车身零件, 发动机调试, 整个训练下来需处理故障几百上千个。经过不懈的努力, 他取得了世界第二名的好成绩, 为长安, 为中国赢得了荣誉。

#### 21 years old, dream realized on a world stage

Wang Zhen, 21, from yubei factory, represented China in the 45th skills competition. In the intensive closed training phase, he faced cold body parts every day, engine debugging, the entire training needs to deal with hundreds of failures. Through unremitting efforts, he achieved the world's second good results, for chang 'an, for China won the honor.



## 关心员工生活

Care for the employees' lives

**服务员工:**践行“双关心”, 推进工资改革、优化任职资格、培训方式等好事、实项目。开展“五送”活动, 全年各类慰问达17万人次, 为20639名员工办理重大疾病互助保障。

**服务青年:**打造长安青年员工情感关怀生态链, 关心青年婚恋交友, 举办“渝生一诺·情长安”2019年重庆市青年集体婚礼暨长安汽车第八届青年集体婚礼, 70对青年新人参加, 累计共有695对新人参加; 分群体开展15次单身青年联谊活动, 共计616名青年参加, 成功牵手59对, 配对比例达9.57%。

**Service for staff:** practice "double care", promote salary reform, optimize job qualifications, training methods and other good and practical projects. We carried out the "five gifts" activity, visited 170,000 people throughout the year, and provided mutual assistance for 20,639 employees with major diseases.

**Service for young people:** create an ecological chain of emotional care for young employees in chang 'an, care about young people's marriage, love and friendship, and hold the "yu-sheng yin-nuo · long-term love and peace of mind" 2019 chongqing youth collective wedding and the 8th youth collective wedding of chang 'an automobile, with 70 young couples participating and a total of 695 couples participating. Fifteen single youth fellowship activities were held in different groups, with a total of 616 young people participating..



### 参加3次集体婚礼，这次终于轮到我结婚了！

长安员工朱珩稼参与了17-19年三次集体婚礼，前两次都是作为现场的主持人，见证了现场的新人的幸福瞬间，唯有这次，他是以一个新郎的身份参与集体婚礼，迎娶了自己美丽的新娘。渝生一诺，情长心安。我们为员工搭建平台，助他们幸福圆梦。



### After three group weddings, it's finally my turn to get married!

Changan staff zhu heng jia participated in the 17 to 19 years of three group wedding, the first two are as the host of the scene, witnessed the scene of the happy moment of the new couple, only this time, he is a groom's identity to participate in the collective wedding, married his beautiful bride. Yu - sheng a promise, long - hearted. We build a platform for our employees to realize their dreams.

### 丰富文化生活:

承办“庆祝中华人民共和国成立70周年—中国兵器装备集团有限公司职工田径运动会”，举办庆祝新中国成立70周年暨第六届员工文化艺术节“我和我的祖国”文艺汇演；优化调整文体协会组织机构，强化跑步、摄影、太极、心理等协会建设；开展了一系列建工会小家活动，丰富员工文化生活，增进员工的沟通交流，打造团队合作精神，增强团队凝聚力和战斗力。

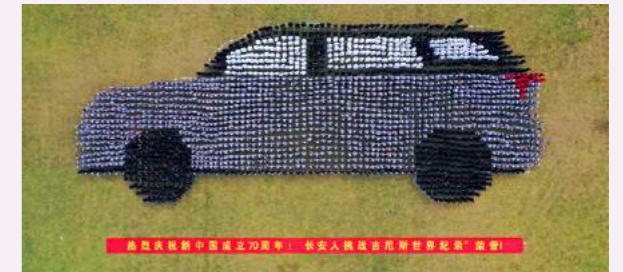
### Enrich cultural life:

To undertake the "celebration of the 70th anniversary of the founding of the People's Republic of China - China north equipment group co., LTD. Staff track and field games", and to hold the cultural performance of "me and my country" to celebrate the 70th anniversary of the founding of the People's Republic of China and the 6th staff culture and art festival; Optimize and adjust the organization of cultural and sports association, strengthen the construction of running, photography, tai chi, psychology and other associations; A series of activities have been carried out to enrich the cultural life of employees, enhance the communication among employees, build team spirit, and enhance team cohesion and fighting capacity.



### 又一项世界纪录被打破！

9月21日，由兵装集团主办，长安汽车、北碚区人民政府共同承办的兵装集团职工田径运动会在渝召开。运动会现场，2009名来自长安汽车的职工组成了一个壮观宏大的CS75PLUS汽车图形，被吉尼斯世界纪录™认证为“最多人组成的汽车图形”。



### Another world record has been broken!

On September 21, sponsored by the bingzhuang group, changan automobile, bebei district people's government to jointly undertake the bingzhuang group workers track and field games in chongqing. At the sports meeting, 2009 employees from changan automobile formed a magnificent CS75 PLUS car figure, which was recognized by the guinness world records as "the most number of people formed a car figure".

### 长安人专属的融媒体平台——长安之家

长安之家自2020年1月2日上线以来，每天有上百个认证作者从这里发出了有自己署名的文字，20多个蓝V账号（各单位官方账号）发布单位动态。这些在云上码字的人都是长安青年，他们书写创业时代的点滴、抗击疫情的感动、各领域的精彩瞬间、奋斗向上的长安人，抑或是对公司管理的建言、发自肺腑的心声。

### Changan people's exclusive media platform - changan home

Since the launch of changan home on January 2, 2020, hundreds of certified authors have sent out their own signed text from here every day, and more than 20 blue V accounts (official accounts of each unit) release unit dynamics. These people who write words on the cloud are all changan youth, they write the bit by bit of the entrepreneurial era, the impact of fighting against the epidemic, the wonderful moments in various fields, the changan people who struggle upward, or the advice to the company management, from the bottom of my heart.



## 安全与健康

### Safety and health

#### 安全管理

1. 层层落实主体责任。全年召开4次安委会会议，研究、部署安全生产有关事项，公司总裁/副总裁与各部门总经理签订安全责任状68份，公司所属单位签订安全责任状1000余份，层层分解，责任到人，严格履职，全年未发生安全主体责任事故。
2. 强化全面履职管理。党政一把手带领安委会成员集中学习习近平总书记关于安全生产工作的重要指示精神，安委会办公室发布安全履职情况12期，监督安全履职到位，保障员工权利。
3. 强化体系完善与落地。修订管理手册2个，制度办法15个，程序文件26个，作业指导书16个，完善体系运行评价标准，通过环境、职业健康安全体系国家审核。
4. 强化应急管理 with 能力。全年开展公司级应急演练17场(次)，共计39200人/次参加，提升全员应急处置技能和自保、自救能力。
5. 强化风险识别与控制。发动全员开展岗位危险源全面辨识，梳理岗位危险源28890条，重要危险源2513条，通过分级管理并落实控制措施，确保安全风险有效控制。
6. 强化隐患排查与治理。严格依法合规，推进17余个新、改、扩建设项目安全、环保、职业卫生、消防“三同时”评价；公司所属各单位自查并整改2120项安全风险，持续提升风险识别与控制能力。
7. 强化培训教育和全员安全氛围。开展“职业病防治月”“应急演练月”“安全生产月”“消防安全宣传日”“交通安全宣传日”等各类安全主题活动，普及全员安全常识，提升应急处置能力，强化安全红线意识，全年共计安全培训149043学时、236027人次。

#### Safety management

1. Implement the main responsibility at every level. The company's President/vice President signed 68 safety responsibility certificates with general managers of all departments, and more than 1,000 safety responsibility certificates were signed by units affiliated to the company. The certificates were decomposed layer by layer, and the responsibility was transferred to people.
2. Strengthen overall performance management. The top leader of the party and government led the members of the safety committee to study the important instructions of general secretary xi jinping on work safety.
3. Strengthen system improvement and implementation. We revised 2 management manuals, 15 systems and measures, 26 procedure documents, 16 work instructions, improved the evaluation standard of system operation, and passed the national audit of environmental and occupational health and safety systems.
4. Strengthen emergency management and capability. Throughout the year, the company held 17 emergency drills (times), with a total of 39,200 participants per time, to improve the emergency response skills and self-protection and self-rescue ability of all employees.
5. Strengthen risk identification and control. We mobilized all staff to carry out comprehensive identification of hazard sources at work,

sorted out 28,890 hazard sources and 2513 important hazard sources at work, and ensured effective control of safety risks through hierarchical management and implementation of control measures.

6. Strengthen hidden trouble detection and management. We strictly complied with the law and carried out safety, environmental protection, occupational health and fire control evaluations for more than 17 new, revised and expanded construction projects. Each unit of the company shall check and rectify 2,120 safety risks, and continuously improve the ability of risk identification and control.

7. Strengthen training, education and safety atmosphere for all staff. All kinds of safety themed activities such as "occupational disease prevention month", "emergency drill month", "safe production month", "fire safety publicity day" and "traffic safety publicity day" were carried out to popularize the safety knowledge of all employees, improve the emergency response capacity and strengthen the awareness of safety red line. A total of 149,043 class hours and 236,027 person-times of safety training were held throughout the year.

#### 职业健康

2019年，长安汽车保持急性工业中毒事故连续“零”发生，完成2019年度职业病危害因素1242个点检测；组织3105名职业病危害岗位接害员工周期性职业健康检查，覆盖率100%；投入1001万余元为员工配备和发放劳动防护用品，切实保障员工身体健康。

#### Occupational Health

In 2019, Chang'an Automobile kept the number of acute industrial poisoning accidents "zero" continuously, and completed the detection of 1,242 points of occupational-disease-inductive factors in 2019. Organize the periodic occupational health inspection for 3105 occupational-disease-inductive workers, covering 100%; More than 10.1 million yuan was invested to equip and distribute labor protection equipment for employees to ensure their health.

指标项 Index	2017年 In 2017	2018年 In 2018	2019年 In 2019
安全生产费用投入(万元) Safety production cost input (ten thousand yuan)	4200	3809	3695
劳动保护经费投入(万元) Investment in labor protection (ten thousand yuan)	1577	1176	1001
安全培训人数(人次) Number of safety trainings (person-times)	98015	88406	236027
工作场所职业病危害因素检测率 Workplace occupational-disease-inductive factor detection rate	100%	100%	100%
职工健康体检覆盖率 Health examination coverage rate of employees	100%	100%	100%



## 维护员工权益

Interests

### 民主管理

长安汽车坚持以职工代表大会为基本形式的企业民主管理,涉及职工切身利益的政策制定和重大调整,提交职工代表大会团长联席暨专委会审议。召开第一届第三次职代会,审议确认2018年五次职工代表大会团(组)长联席暨专委会审议通过的7个决议,审议通过《2019年长安汽车第一届职工代表大会各专委会委员名单》。召开4次职工代表大会团(组)长联席暨专委会,审议通过《推荐刘源劳模创新工作室申报全国工人先锋号》《销售系统人员进出管理办法》《人岗匹配管理办法》《2019年工资专项集体合同》。职工合法权益切实得到维护,劳动关系更加和谐稳定。

#### Democratic management

Changan Auto adheres to the democratic management of the enterprise in the basic form of the workers' congress, and the policy formulation and major adjustment related to the vital interests of the workers are submitted to the joint group leaders and special committee of the workers' congress for review. The first third vocational congress was held to review and confirm the seven resolutions adopted by the league (group) leaders' joint committee and the special committee of the five staff and workers' congresses in 2018, and the list of members of the special committee of the first vocational and workers' congress of Changan Auto in 2019. Held four staff representative conferences and the joint committee of the group leaders and the special committee, deliberated and approved the recommendation of liu yuan labor model innovation studio to apply for the national pioneer number of workers, the management measures for personnel entry and exit of the sales system, the management measures for personnel and post matching, and the special collective contract of salary in 2019. The legitimate rights and interests of workers are effectively protected, and labor relations are more harmonious and stable.

### 薪酬福利

我们不断建立和完善员工收入与公司业绩、员工个人业绩及能力相匹配的薪酬管理机制,通过员工正常薪酬增长、年度业绩奖、利润分享奖等,让员工共享公司发展成果。同时,不断优化员工福利项目,2019年共办理16651名员工公积金提取,230人次生育津贴申报,41名员工办理特殊疾病的申报工作,15人异地医保报销等工作,有效保障了员工权益的实现。

#### Compensation and benefits

we have continuously established and improved the compensation management mechanism that matches the income of employees with the performance of the company, individual performance and ability of employees, so that employees can share the development results of the company through normal salary growth, annual performance award and profit sharing award. At the same time, we constantly optimized the employee welfare programs. In 2019, we handled the accumulation fund withdrawal of 16,651 employees, the declaration of maternity allowance for 230 person-times, the declaration of special diseases for 41 employees, and the reimbursement of medical insurance for 15 employees in other places, which effectively guaranteed the realization of employees' rights and interests.



2019年1月30日,组织慰问公司员工  
On January 30, 2019, we organized to visit the company's staff



2019年11月18日,公司工会慰问支援员工  
On November 18, 2019, the company's labor union visited and conveyed their care for staff involved in support

## 合作共赢 Win-win cooperation

我们坚持以诚信、平等、共赢的原则,建立风险共担、价值共创、利益共享的长期合作伙伴关系,实现共赢、协同和高效。我们与已有的伙伴深化合作,同时以全新的开放心态,积极与其他汽车企业、科技型企业、服务型企业、金融类企业开展全方位合作。

We adhere to the principle of integrity, equality and win-win, and establish a long-term cooperative partnership featuring risk sharing, value creation and benefit sharing, so as to achieve win-win, synergy and efficiency.

We will deepen cooperation with existing partners, and actively carry out all-round cooperation with other automobile enterprises, scientific and technological enterprises, service enterprises and financial enterprises with a new open mind.



**走出去:**充分利用平台、研发、产能、人才等优质资源,对外共享。

**Go global:** make full use of the platform, research and development, production capacity, talent and other high-quality resources, external sharing.



**引进来:**在智能化、新能源等新领域,引入外部战略投资者,重点布局电池、电机、电控、车联网、自动驾驶等关键资源,加速转型。

**Introduction:** in new areas such as intelligence and new energy, external strategic investors will be introduced, and key resources such as battery, motor, electric control, Internet of vehicles and autonomous driving will be laid out to accelerate the transformation.



**强联盟:**深化与华为、腾讯等战略伙伴的合作广度和深度。

**Strong alliance:** deepen the cooperation with huawei, tencent and other strategic partners in breadth and depth.

## 与供应商共同提升

Promote with suppliers

### 完善供应商及采购供应链管理

长安汽车从与供应商建立战略合作、督促供应商体系认证、加强供应商环境管理、维护改善合作关系以及降低零部件采购成本等六大方面搭建采购管理体系，保障满足企业所需要的货物和服务。

#### Improve supplier and procurement supply chain management

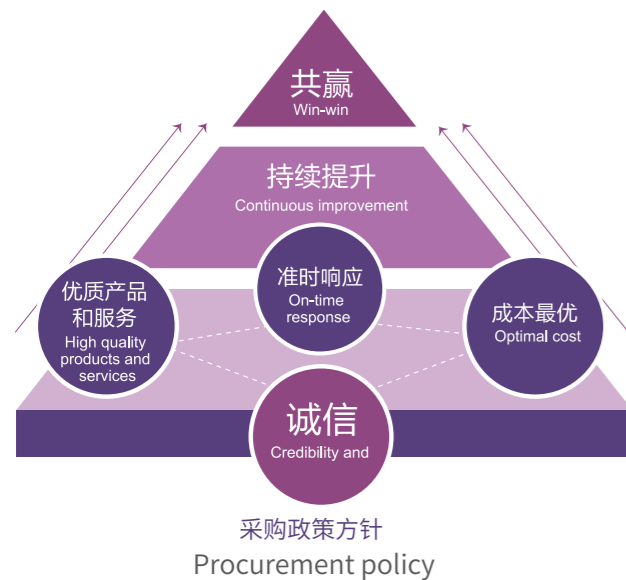
Changan Auto has built a procurement management system from six aspects: establishing strategic cooperation with suppliers, supervising and supervising the certification of supplier system, strengthening the environmental management of suppliers, maintaining and improving the cooperative relationship and reducing the purchase cost of parts, so as to guarantee the goods and services needed by the enterprise.

### 建立以“诚信为基石、共赢为目标”的采购方针

长安汽车积极推进“公开、公平、公正”阳光采购体系建设，重点围绕质量、成本、交付三大核心，以最短时间响应客户需求，为客户提供全生命周期质量最优、成本最低的产品好服务，持续提升供应链管理能力和打造合作共赢的绿色供应链。

#### Established "the good faith as the cornerstone, win-win as the goal" procurement policy

Changan actively promote "open, fair, justice" sunlight procurement system, focus on quality, cost, delivery, three core, in the shortest time in response to customer needs, providing customers with the whole life cycle of the optimal, the lowest cost of products of high quality services, continue to improve the supply chain management, green supply chain to build win-win cooperation.



### 提升供应商能力

建立供应商质量认证体系，按照“以顾客为关注焦点”的质量管理原则，从体系、业绩、质量控制、满意度等方面对供应商开展辅导和认证，帮扶供应商提升质量管理能力。

#### Improve the ability of suppliers

Establish the supplier quality certification system, conduct guidance and certification for suppliers from the aspects of system, performance, quality control, and satisfaction according to the quality management principle of "customer focus", and help suppliers improve the quality management ability.



**协作双赢 战胜“利奇马”**

2019年8月，“利奇马”台风袭击了浙江，为长安零部件配套的一家供应商受灾严重，生产面临停线的风险。采购中心立即组织各部门和浙江受灾供应商进行电话会议，按照“恢复生产保供，保量不降质”的原则，快速建立保供方案。经过14天的协同奋战，生产逐步恢复，复产进展顺利。供应商负责人感叹：“采购STA不愧是供应商的‘娘家’，‘娘家’有人，台风何足惧！”

**Win-win cooperation wins "lichma"**

In August, typhoon lichma hit zhejiang province, damaging a supplier of components to chang 'an and threatening to shut down production. The purchasing center immediately organized a teleconference between each department and the affected suppliers in zhejiang province. According to the principle of "reply to production guarantee, quantity guarantee and quality guarantee", the purchasing center quickly established the guarantee plan. After 14 days of concerted efforts, the production was gradually restored and the resumption of production proceeded smoothly. The person in charge of the supplier sighed: "the procurement STA is not ashamed to be the supplier's 'niang', 'niang' someone, what typhoon!"

## 与经销商共同发展

Develop together with dealers



我们坚持共享为基的准则，通过MQOS助推经销商服务经营能力提升，搭建厂商知识共享、经验交流、比学帮超的沟通交流平台。2019年长安汽车第十二届“技·赢未来”营销技能大赛，共计10031人参赛；开展经销商岗位认证培训221期，培训5916人次，认证通过5631人次，认证通过率95.18%，提升经销商单店销售能力、单兵作战能力，实现厂商双赢。

We adhere to the principle of sharing, promote the improvement of dealers' service and operation ability through MQOS, and build a communication platform for manufacturers to share knowledge, exchange experience and learn from each other. In 2019, Changan Auto will hold the 12th "technology · win the future" marketing skills competition, with a total of 10,031 participants. The dealer post certification training was carried out for 221 periods, with 5,916 person-times of training, 5,631 person-times of certification passing, and the certification passing rate of 95.18%. The dealer's single-store sales ability and single-soldier combat ability were improved to achieve a win-win situation for the manufacturer.



### “砺剑”行动优秀女战士——赵佳

“砺剑行动”是响应长安第三次创业，从公司各个领域、各个岗位派员奔赴营销一线的一次专项行动，是全员营销的重要举措。2018年9月初，作为“砺剑”女战士的赵佳初到华北大区。对销售术语和政策一知半解，她就专门在衡水一家4S店蹲点学习。为将销售与研发更好地联动，她带领销售团队直接进驻北京研究院现场，进行跨界沟通。2019年1-7月，她所管辖的衡水地区长安市占率同比提升1.7%，并超出同期全国长安汽车市占率平均水平4.8%。

### "Sword hone" action excellent female warrior — zhao jia

"Sword Hone action" is the response to the third chang 'an entrepreneurship, from the company's various fields, each post sent to the marketing line of a special action, is an important measure of marketing. In early September 2018, zhao jia first arrived in north China as a female warrior of li jian. A little knowledge of sales terminology and policies, she specializes in a 4S shop in hengshui squat learning. In order to have a better linkage between sales and r&d, she led the sales team to enter the Beijing research institute directly for cross-border communication. From January to July 2019, the percentage of changan city in her district of hengshui increased by 1.7% year on year and exceeded the national average of 4.8%.



## 深耕合资合作关系

Cultivate the cooperation relationship

我们秉承“优势互补、共赢发展”的理念，坚持“自主创新”和“合资合作”两条腿走路，深耕现有合资合作，深化合作关系。2019年，高层交流加强，达成高度战略共识，与福特北美高层签署振兴计划2.0并共同发布加速计划；与马自达共同开发纯电车型，明确了长安马自达中期规划；成功访问马自达、爱信和丰田，巩固和拓展了对外合作。



2019年5月7日，调研长安马自达发动机  
On May 7, 2019, Changan Mazda Engine Plant is visited for investigation

We adhere to the concept of "complementary advantages and win-win development", adhere to the two legs of "independent innovation" and "joint venture", and deepen the existing joint venture cooperation, deepen the cooperative relationship. In 2019, high-level exchanges were strengthened to reach a highly strategic consensus, and ford north American executives signed the revitalization plan 2.0 and jointly released the acceleration plan; Jointly develop pure electric models with Mazda, and define the medium-term plan of changan Mazda; He successfully visited Mazda, aishin and Toyota to consolidate and expand foreign cooperation.



2019年2月1日，马自达富谷孝二副总裁（右）来长安交流培训  
On February 1, 2019, Tomitani Koji (富谷孝二), the vice President of Mazda visited Chang 'an Auto for exchange and training



2019年12月5日，福特中国技术副总裁TIM（左）调研长安汽车  
December 5th, TIM, the President of Technology in Ford China visited Changan Auto

## 股东权益 Shareholders' equity

我们持续提高公司信息披露的及时性、准确性、完整性和透明度，及时主动披露信息，切实保障公司股东特别是中小股东的知情权。

We continue to improve the timeliness, accuracy, completeness and transparency of corporate information disclosure, timely and proactive disclosure of information, and effectively protect the right of shareholders, especially small and medium shareholders to know.



长安汽车2018年度股东大会  
Changan Auto's 2018 annual general meeting of shareholders

- 01 加强投资者关系。**全年接待投资者实地调研49次，投资者关系平台收到和有效回复投资者提问以及建议1053条，积极参加重庆上市公司协会主办的2019年网上集体接待日活动。

Strengthen investor relations. During the year, we received 49 field investigations from investors, received and effectively responded to 1,053 questions and suggestions from investors on the investor relations platform, and actively participated in the online group reception day in 2019 sponsored by the association of listed companies in chongqing.
- 02 提升信息披露质量。**全年完成4次定期报告和70次临时公告披露，信息披露已连续五年获深交所良好及以上评价。

Improve the quality of information disclosure. The annual completion of 4 periodic reports and 70 temporary announcement disclosure, information disclosure has been five consecutive years by the shenzhen stock exchange good or above evaluation.
- 03 现金分红回报股东。**全年召开2次股东大会，在2018年度利润大幅下滑的情况下，依然推出现金分红方案。截止目前，共实施现金分红19次，累计金额120亿元，派送红股和转增股本5次。

Cash dividends to repay the shareholders. The company held two shareholders' meetings in the whole year, and still launched the cash dividend plan despite the sharp decline in annual profit in 2018. Up to now, a total of 19 cash dividends, the cumulative amount of 12 billion yuan, sent bonus and equity 5 times.

近3年，公司以现金方式累计分配的利润达22.28亿元，为股东提供长期、稳定和良好回报。  
In the past three years, the company has distributed a total of 2.228 billion yuan in cash, providing long-term, stable and good returns to shareholders.

**长安汽车·福特汽车**  
CHANGAN AUTOMOBILE & FORD MOTOR COMPANY  
**全面深化战略合作暨长安福特加速计划签约仪式**  
DEEPEEN STRATEGIC PARTNERSHIP AN CHANGAN FORD ACCELERATION PLAN SIGNING CEREMONY

2019年9月26日，在重庆签署《关于加速推进“长安福特振兴计”划及相关战略合作的谅解备忘录》并举行新闻发布会。

On September 26, 2019, changan, ford motor comprehensively deepen strategic cooperation and conference held in chongqing changan ford accelerate the plan, the deepening strategic cooperation, focuses on the two sides will continue to strive to innovation in business models and cooperation framework, use of their advantages and ability, realize the strategic transformation of partnership and upgrade.

# 共同抗疫 “疫”

COVID-19  
Combat

捐赠救助

Donation and aid

战“疫”驰援

The rescue

物资保障

Materials support

复工生产

Work & production resumption



新冠肺炎疫情爆发以来，长安汽车以产业自身独特优势，生产医护用车、运输医用物资、提供疫区出行接送服务等，全力参与到抗“疫”战线中，与社会一起共克时艰。

Changan Auto, since the outbreak of COVID-19, has given full play to its unique automobile industry advantages to meet the production needs of medical and infrastructure vehicles, thus ensuring the transportation of medical materials and providing shuttle service for travel in pandemic areas. While the nation is fighting against the COVID-19 epidemic, Changan Auto has rushed in to help others in the faith of "Will to Make Changes".

## 捐赠救助 Donation & Aid

2020年1月29日,疫情爆发后的第一时间,长安汽车宣布捐赠1000万元人民币,全力驰援新型冠状病毒感染的肺炎疫情防控工作。其中长安汽车捐赠500万元,长安福特捐赠200万元,长安马自达捐赠200万元,长安跨越捐赠100万元。

本次资金用途包括采购疫情防控所需的医疗、医用、生活等应急物资,帮扶奋斗在抗击一线的医护等群体,将为他们提供有力的后勤保障服务。

On January 29, the first time after the outbreak of the epidemic, changan automobile announced a donation of 10 million yuan to support the prevention and control of pneumonia infected by novel coronavirus. Changan automobile donated 5 million yuan, changan ford donated 2 million yuan, changan Mazda donated 2 million yuan, changan donated 1 million yuan.

The purpose of the fund includes the purchase of emergency materials for the prevention and control of the epidemic, including medical, medical and living supplies, to help the medical and other groups fighting against the frontline, and to provide them with strong logistics support services.



### 大小都是一份爱

自从疫情爆发后,河北长安营销部党支部党员郑永会每天通过各种信息渠道关注着疫情的发展情况。当他知道可以通过中国红十字会基金进行捐款后,立即通过网络捐款方式支持疫区的疫情防控。他说,幸福很小,希望如期而至的不止春天,还有疫情过后平平安安的每一个人。

### Love can be any size

Since the outbreak, zheng yonghui, a member of the party branch of hebei chang'an Marketing Department, has been following the development of the epidemic situation through various information channels every day. When he knew that he could donate through the Red Cross fund of China, he immediately supported the epidemic prevention and control in the epidemic area through online donation. 'happiness is very small,' he said. 'I hope it will not only come in the spring, but also everyone safe after the outbreak.'



## 战“疫”驰援 The Rescue

### 军工级AI智能热成像测温系统

长安汽车推出一款“神器”——军工级AI智能热成像测温系统,实现10米超远距离测温,误差0.2°C以下,能够完成多目标同时监测。它的出现将大大降低社区及人员密集场所出现的“接触式”“遗检漏检”“高误差”的防疫风险。这款车于2020年3月1日投入使用,企业将免费提供给重庆市内高铁站、社区等市政、交通、医疗服务机构。

### Military AI intelligent thermal imaging temperature measurement system

Changan automobile launched a "artifact" -- military grade AI intelligent thermal imaging temperature measurement system, to achieve 10 meters of ultra-long distance temperature measurement, error of 0.2 ° C below, can complete multi-target monitoring at the same time. The emergence of it will greatly reduce the community and crowded places of "contact", "leakage inspection", "high error" epidemic prevention risk. The car, which will be put into use on March 1, 2020, will be provided free of charge to municipal, transportation and medical services such as chongqing's high-speed railway stations and communities.

### 科技赋能,防疫先锋!

2020年3月2日,长安热成像防疫车在重庆单日巡测重庆3大区域、6大交通枢纽,巡测人数超过5000人,随着各企业有序复工复产,火车站、机场迎来了不少返渝人员,长安热成像防疫车的出现为一线测温工作人员减轻了不少负担。

### science and technology endow, epidemic prevention pioneer!

On March 2, changan thermal imaging epidemic prevention vehicle in chongqing in a single day survey of chongqing three regions, six major transportation hubs, inspection of more than 5,000 people, with the orderly resumption of work and production of enterprises, railway stations and airports welcomed a lot of people returning to chongqing, changan thermal imaging epidemic prevention vehicle for the first line temperature measurement staff to reduce a lot of burden.



### T3出行提供应急出行服务

长安T3出行积极响应重庆市两江新区政府号召，率先为两江新区医护人员免费提供通勤、公务和执行应急任务的出行服务。

#### T3 provides emergency travel services

Changan T3 travel actively responds to the call of the government of liangjiang new area, chongqing, and takes the lead in providing free commuting, official and emergency travel services for medical workers in liangjiang new area.



疫情发生后，长安汽车积极响应号召，组织员工加班加点，展开抗击疫情所需特种救护车生产攻坚战，坚决完成上级交予的救护车生产任务。

After the outbreak of the epidemic, changan automobile actively responded to the call, organized employees to work overtime, launched the production of special ambulances needed to combat the epidemic, and resolutely completed the ambulance production task assigned by the superior.



### 长安凯程生产负压监护型救护车

生产线就是生命线，长安凯程快马加鞭加紧生产，研发人员加班加点开展技术攻关保障车辆供应，生产负压监护型救护车。截至2020年3月27日，凯程汽车接到订单信息近千辆，已经交付湖北，江西，云南，重庆，新疆负压救护车订单27辆。

#### Changan kaicheng produces negative pressure monitoring ambulance

Production line is the lifeline, chang'an kai cheng fast horse overtime production, research and development staff to work overtime to carry out technical support vehicle supply, production of negative pressure monitoring ambulance. By March 27, 2020, Kaicheng automobile has received orders for nearly 1,000 ambulances, and has delivered orders for 27 negative-pressure ambulances in Hubei, Jiangxi, Yunnan, Chongqing and Xinjiang.



### 长安汽车旗下江铃汽车生产的全顺救护车产能7.9万辆

长安汽车旗下江铃汽车生产的全顺救护车产能7.9万辆。2020年1月29日，首辆负压救护车下线；2月1日，2辆负压救护车在火神山医院建成前24小时运抵武汉，成为全国最早驰援武汉的负压监护型救护车。截止2020年3月中旬，江铃集团完成救护车订单4400余辆，交付抗疫一线救护车约1000辆，其中负压救护车800余辆。

#### Changan automobile's jiangling automobile produces 79,000 quanshun ambulances

Changan automobile's jiangling automobile produces 79,000 quanshun ambulances. On January 29, 2020, the first negative pressure ambulance rolled off the line; On February 1, two negative pressure ambulances arrived in wuhan 24 hours before the construction of vulcan mountain hospital, becoming the earliest negative pressure monitoring ambulances in China. By mid-march 2020, JMC had completed orders for more than 4,400 ambulances and delivered about 1,000 first-line ambulances, including more than 800 negative pressure ambulances.

### 长安民生物流提供无偿运输服务和仓储服务

长安汽车物流供应商长安民生物流，无偿为政府及公益组织提供运输服务和仓储服务。支援运输抗灾口罩200余箱、消毒用品6吨，运输消毒应急物资500箱，并完成武汉火神山医院55.125吨的疫情运输工作。

#### Changan minsheng logistics provides free transportation and storage services

Changan Auto logistics provider, changan minsheng logistics, provides transportation and storage services to the government and public welfare organizations free of charge. Support more than 200 boxes of anti-disaster masks, 6 tons of disinfection supplies, transport 500 boxes of disinfection emergency supplies, complete Wuhan Vulcan mountain hospital 55.125 tons of emergency materials.

### 优秀党员——田晓光

疫情爆发以来，长安凯程陆续接到了各地经销商和政府、团体需求负压救护车的咨询和采购信息，第一时间开展疫情防控专用车需求分析，火速成立项目团队。身为党小组组长的田晓光，从接到任务开始，连夜开展工作。他深知，如果产品能尽快交付到客户手上，那就是在往战场上运送枪支弹药。一系列马不停蹄的工作，让这个北方汉子看起来有些许憔悴。正是有诸多像田晓光这样的同志的共同努力，首批34台负压式救护车已成功下线，以长安速度迅速生产、抵达一线。

#### An outstanding Party member—Tian Xiaoguang

Since the outbreak of the epidemic, Changan Kaicheng has successively received the consultation and purchase information from dealers, governments and groups in different regions that demand for negative pressure ambulances, carried out the demand analysis of special vehicles for epidemic prevention and control in the first time, and set up the project team as soon as possible. As the leader of the party group tian xiaoguang, from the task began to work overnight. He knew that if the product could be delivered to customers as soon as possible, it would be delivering guns and ammunition to the battlefield. A series of non-stop work has left the northern man looking slightly gaunt. Thanks to the joint efforts of many comrades like tian xiaoguang, the first 34 negative-pressure ambulances have been successfully shipped off the production line and have been quickly produced and delivered to the front line at the speed of Changan.



## 物资保障 Donation & Aid

### 集聚资源 紧急生产医护口罩

随着全国各地企业陆续复工，社会对医疗防护物资的需求不断增加，疫情防控工作面临着新的挑战。在此特殊时期，长安汽车决定联手合作伙伴，集聚资源，生产防护口罩，为满足社会对防护物资的迫切需求尽一份力。

#### Gather resources to produce medical masks emergently

As enterprises across the country continue to return to work, the social demand for medical protection materials is increasing, the epidemic prevention and control work is facing new challenges. In this special period, Changan Automobile decided to cooperate with its partners, gather resources and produce protective masks to meet the urgent needs of the society for protective materials.



### 关爱用户 健康车投产

长安汽车利用现有技术储备，研发“健康汽车”。

2020年3月10日，“PM0.1级”复合抗菌杀毒高效过滤器将迎来量产，这一配置将与等离子发生器、自定义新风系统等配置，实现超强的过滤、杀菌、换气功能，使整车达到优于“N95口罩”级别的防护。长安健康汽车的出现，标志着乘员保护标准将从过去的“安全”升级为“安全+健康”。

#### Care for customers, the health care car is about to go into production

Changan automobile USES the prior art reserve, research and development "health car".

On March 10, "PM0.1" composite antibacterial and anti-virus high efficiency filter will usher in mass production, this configuration will be equipped with plasma generator, custom fresh air system and other configurations, to achieve super filtration, sterilization, ventilation function, make the vehicle to achieve better than the "N95 mask" level of protection. The emergence of Changan health car marks that the occupant protection standard will be upgraded from the past "safety" to "safety + health".



### 长安生产口罩助力抗疫：国家需要什么我们就生产什么

在得知口罩紧缺的消息后，长安汽车快速组建了口罩生产团队。在团队的辛苦奋战下，不知道经过多少次的交流沟通，“长安牌”口罩第一版设计图、生产原材料技术要求基本完成编制，同时还完成了口罩生产相关各原材料辅料技术协议、技术要求、口罩包装要求等技术文件编制。生产过程中，不仅要保证做好消毒工作，还要时刻关注口罩机的稳定性，对每一个细节都要严格把关。山河无恙，岁月长安。疫情面前，我们将竭尽所能，共渡难关！

#### Changan production of masks to help fight the epidemic: Our products meet nation's demands

After the news of the shortage of masks, Changan Automobile quickly established a mask production team. Under the team's hard work, I do not know how many times after the communication, "Chang'an brand" mask first edition design drawing, production raw material technical requirements are basically completed, but also completed the mask production related raw materials and auxiliary materials technical agreement, technical requirements, mask packaging requirements and other technical documents. In the production process, not only to ensure a good job of disinfection, but also always pay attention to the stability of the mask machine, to every detail must be strictly checked. Mountains and rivers sound, Chang'an years. In the face of the epidemic, we will do our best to tide over the difficulties together!





## 复工生产 Work & Production Resumption

### 复产有序开展

截止2020年2月20日,长安汽车所属单位复工申请基本获批,其中全球研发中心、长安福特、长安马自达、长安欧尚等已复工复产,企业的生产经营已重回正轨。

#### Resume production in order

By February 20, the units of changan automobile were basically approved, among which the global research and development center, changan ford, changan Mazda and changan auchan have resumed production, and the production and operation of the enterprise has returned to the right track.



### 产能逐渐恢复

2020年2月14日到2月19日,长安汽车全系产品陆续迎来复工后首台产品的下线,包括前线急需的长安凯程医疗救护车,也包括CS75PLUS、欧尚X7等市场热销的产品,各项生产逐步恢复。

#### Capacity is growing steadily

From February 14 to February 19, all the products of changan automobile began to roll off the production line one after another, including the urgently needed changan kecheng medical ambulance, CS75PLUS, auchan X7 and other popular products in the market. The production gradually resumed.

### 带动产业上下游复工复产

供应链方面,长安汽车组建了供应链复业复工资源协调团队,与供应商联手制定解决方案,确保公司各基地顺利复业复产。物流方面,长安汽车与长安民生物流针对下游承运企业制定疫情防控管理办法,运用人员轨迹大数据跟踪、一人一档全程监管等手段,全力确保物流链条防疫安全、顺畅运转。经销商方面,长安汽车通过加大线上广宣力度、调整购车模式、优化商务政策等手段,加强对长安乘用车品牌全国八百多家经销商伙伴关怀。

#### Drive industry upstream and downstream to resume production

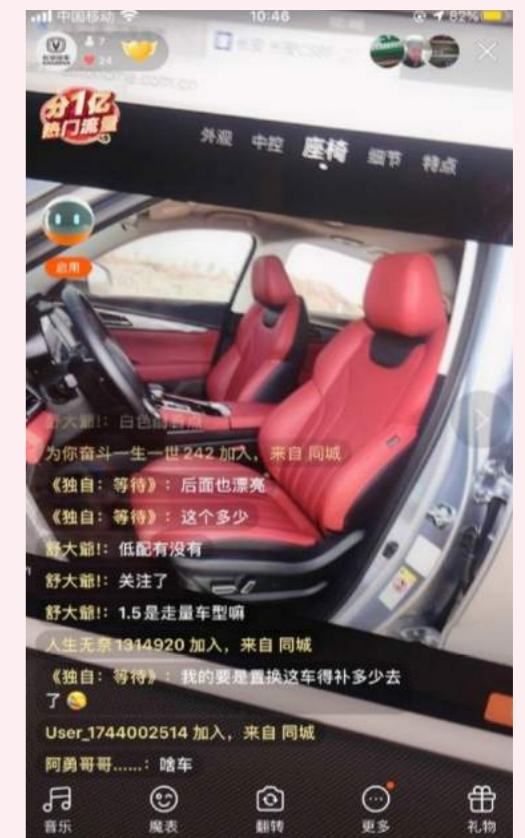
In terms of supply chain, changan automobile has set up a supply chain recovery and labor resources coordination team, and worked with suppliers to develop solutions to ensure the smooth recovery of the company's bases. In terms of logistics, changan automobile and changan minsheng logistics have formulated epidemic prevention and control management methods for downstream transport enterprises, and made full efforts to ensure the safe and smooth operation of the logistics chain by using big data tracking of personnel trajectory and whole-process supervision of one person and one gear. In terms of dealers, changan automobile has strengthened care for more than 800 dealers partners of changan passenger brands in China by increasing online publicity, adjusting the purchase mode and optimizing business policies.

### 疫情期间,直播“带货”

在疫情期间,长安汽车乘用车营销事业部各战区经销商的线下和推广活动受到了限制,但丝毫没有影响客户对长安汽车的关注热情。2020年2月2日,乘用车营销事业部华东战区累计开展直播102场,累计开展时长4575分钟,观看人数1.41万人,还获得了109条的销售线索。长安汽车探索并实践这种创新营销模式,通过网络直播、线上看车的方式向客户详细介绍产品优质细节,获得客户一致好评。

#### Online Marketing during COVID-19

Customers are still paying close attention to Changan Auto though COVID-19 has restricted the online and offline promotion activities of its agencies in passenger vehicles marketing division in various districts. On February 2, the passenger vehicle marketing division conducted 102 online campaigns in east China, with a total duration of 4,575 minutes and a total audience of 14,100, resulting in 109 sales leads. With exploration and practice in such creative marketing approaches, it has won unanimous praise from customers, providing online broadcasting, online selection services with detailed product introduction.





# 社会公益

Public  
welfare

科技教育

Science and technology education

绿色环保

Green environmental protection

捐赠扶贫

Donations for poverty alleviation

马拉松精神

Marathon spirit

长安汽车坚持始终“爱行天下”公益理念，围绕科技教育、绿色环保、爱心捐赠三大主题，持续开展公益活动，履行社会责任，树立企业公民形象。

Changan Auto adheres to the public welfare concept of "love travels around the world". Centering on the three themes of science and technology education, green environmental protection and caring donation, Changan Auto continues to carry out public welfare activities, fulfill social responsibilities and establish the corporate citizen image.

## 科技教育 Science and technology education

我们坚持开展“科技体验营”活动，每年邀中小學生、社会公众、行业媒体走进长安汽车品牌体验基地；打造“智慧小镇”，面向公众开放L4级自动驾驶商用示范体验，近距离感受汽车制造的魅力，深入了解、认可以长安汽车为代表的中国制造，传递汽车文明。截止2019年底，累计接待参观者185万余人。

We adhere to the "science and technology experience camp" activities, every year to invite primary and secondary school students, the public, industry media into the Changan Auto brand experience base; Create a "smart town", open l4-level self-driving commercial demonstration experience to the public, feel the charm of automobile manufacturing in a close distance, deeply understand and recognize the Chinese manufacturing represented by Changan Auto, and deliver automobile civilization. By the end of 2019, it had received more than 1.85 million visitors.



## 绿色环保 Green environmental protection

发起“益起爱河”水资源保护行动，400多人参与共同保护重庆“两江四岸”。

More than 400 people took part in the water resources protection campaign of "promoting love" to protect chongqing's "two rivers and four Banks".



### 将“益起爱河”进行到底!

2019年10月26日，长安汽车“益起爱河”水资源保护公益活动焕新出发。长安FAN以及志愿者在江北嘴打鱼湾码头进行河道垃圾清理，并进行垃圾分类与垃圾再利用，通过实际行动引导参与者体会环卫工人日常工作，了解河流污染情况，提升环保意识。

### Follow through "Public Water Conservation" activities

On October 26, 2019, Changan Auto "Public Water Conservation" activity was launched. Chang'an FAN and the volunteers carried out river garbage cleaning, garbage classification and garbage recycling at the fishing bay wharf in jiangbei mouth. Through practical actions, the participants were guided to experience the daily work of sanitation workers, understand the river pollution, and enhance their awareness of environmental protection.



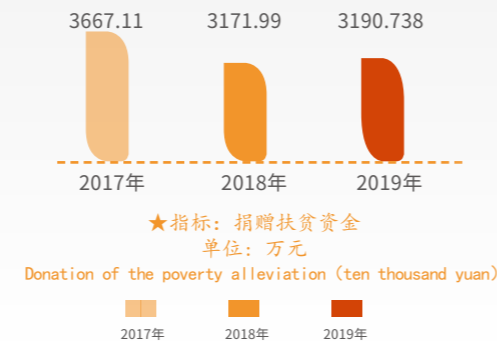
## 捐赠扶贫 Donations for poverty alleviation

长安汽车全面贯彻党的十九大以及中央扶贫开发工作会议精神，切实推进精准扶贫、教育捐赠、公益救济和公共事业建设等工作，2019年共投入资金3190.738万元，近三年累计投入资金达亿元。

Changan Auto fully implements the spirit of the 19th CPC national congress and the central conference on poverty alleviation and development, and earnestly promotes targeted poverty alleviation, educational donation, public welfare relief and public works construction, etc. In 2019, it has invested a total of 31,907,380 yuan yuan, with a total investment of 100 million yuan in the past three years.

在社会扶贫方面，长安汽车按照统一捐赠计划，对云南泸西县及砚山县、江西吉水县、重庆彭水县及酉阳县等地区完成对口扶贫地区扶贫工作。扶贫金额共计3185.5万元。

In terms of social poverty alleviation, according to the unified donation plan, Changan Auto completed the poverty alleviation work in Yunnan Luxi county, Yanshan county, Jiangxi Jishui county, Chongqing Pengshui county and Youyang county. The total amount of poverty alleviation was 31.855 million yuan.



在教育捐赠方面，长安汽车向雅安天全长安汽车希望小学、崇州何家长安汽车希望小学捐赠实物资产5.238万元。落实对口扶贫地区教学需求，捐赠工作服250套。

In terms of education donations, Changan Auto donated 52,238 yuan of physical assets to Ya'an Tianquan Changan Auto hope primary school and Hejia Changan Auto hope primary school in Chongzhou. To meet the teaching needs of poverty alleviation areas, 250 sets of uniforms were donated.

在公益救济和公共福利事业捐赠方面，长安汽车积极做好消费扶贫及技能扶贫，引导员工自发购买扶贫地区的农产品，组织技能大师赴安徽革命老区金寨县开展技能扶贫活动。积极实施校企合作，向河北阜平县职业技术教育中心捐赠2大类8种物资；在扶贫地区建立“长安汽车班”2个，招聘学生90人。

In terms of public welfare and public welfare undertakings, Changan Auto actively does a good job in poverty alleviation of consumption and skills, guides employees to purchase agricultural products in poverty alleviation areas spontaneously, and organizes skills masters to carry out poverty alleviation activities in Jinzhai county, old revolutionary base area of Anhui province. Actively implement school-enterprise cooperation, donated 2 categories and 8 kinds of materials to Hebei Fuping county vocational and technical education center; Two "Changan Auto classes" were established in poverty alleviation areas and 90 students were recruited.

## 马拉松精神 Marathon Spirit

我们连续多年赞助重庆国际马拉松赛，将活力进取的企业形象与持之以恒的马拉松精神紧紧绑定在一起，长安汽车的用户、员工、合作伙伴等前进团成员，用实实在在的行动，践行着健康中国的理念，传递着“前进，与你更近”的品牌理念。

For years in a row we sponsored international marathon, chongqing will energize the enterprise image with the spirit of the persistence of the marathon tightly bound together, Changan Auto users, employees, partners and other team members, with the real action, practiced the healthy concept of China and conveyed "close to you" brand concept.



### 长安与重马开展“第二个五年战略合作”

2019年10月30日，长安汽车与重马组委会签订重庆国际马拉松赛冠名赞助协议，与重马开展“第二个五年战略合作”（2020年-2024年），携手为社会大众打造更为愉悦的马拉松赛事体验。

### "Second five-year strategic cooperation" between Changan and Chongqing Marathon

On October 30, 2019, Changan Auto signed a naming sponsorship agreement with the Chongqing international marathon organizing committee to carry out the "second five-year strategic cooperation" (2020-2024) with the chongqing international marathon to create a more enjoyable marathon experience for the public.



# 报告后记

Afterword

企业荣誉  
Honors  
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报告说明  
Description



## 企业荣誉 Honors

### 长安汽车2019年获得荣誉

Honor of 2019 by Changan Auto

序号	荣誉名称	颁发单位
1	长安第二代逸动夺得“2018年度制动性金奖”及“紧凑型轿车组综合性能金奖”；长安睿骋CC荣获“中型轿车组综合性能金奖” The second generation of Changan EADO won the gold award for 'Manufacturing performance in 2018' and the gold award for 'Comprehensive performance of compact cars'. Changan Raeton CC won the 'Comprehensive performance gold award of mid-sized sedan group'.	中国汽车技术研究中心 China Automotive Technology Research Center
2	长安CS75荣膺“2018年度最具影响力自主SUV”，欧尚COS1°（科赛）揽获“2018年度最值得期待自主SUV” Changan CS75 was named "the most influential autonomous SUV of the year 2018", while Oshan COS1° won "the most anticipated autonomous SUV of the year 2018".	百度、百家号与中国汽车新闻网 Baidu, Baijiahao and China Automotive News Network
3	长安睿行EM80、长安跨越V5双双夺得“最畅销车型奖(物流车)”，长安客车、长安跨越一并揽获“最信赖车企品牌奖(物流车)” Changan Ruixing EM80 and Changan Kuayue V5 both won the "best selling model award (logistics vehicle)", and Changan bus and changan Kuayue won the "most trusted car company brand award (logistics vehicle)".	成都新能源汽车产业推广应用促进会 (CDEVAPA)、电车资源 CDEVAPA, The Tram Resources
4	长安睿骋CC入选C-NCAP紧凑型乘用车级别“2019年度安全车”，凸显了长安汽车的安全开发能力 Changan Raeton CC was selected as the C-NCAP compact passenger vehicle class "safety car of the year 2019", which highlights Changan's safety development capability.	中国汽车技术研究中心 China Automotive Technology Research Center
5	中国首枚民营轨道级运载火箭“长安欧尚号”成功发射升空 China has successfully launched its first privately operated orbital class carrier rocket, Changan Oshan.	北京星际荣耀空间科技有限公司 Beijing Star Glory Space Technology Co. Ltd
6	研究总院整车NVH开发团队获“创新争先”奖 R&D Center vehicle NVH development team won the "innovation first" award.	重庆市首届创新争先奖表彰暨先进事迹报告会 Beijing Star Glory Space Technology Co. Ltd

7	2009名长安汽车员工组成CS75PLUS汽车图形，挑战吉尼斯“最多人组成的汽车图形”的世界纪录 The CS75 PLUS car graphics, made up of 2009 Changan employees, challenged the Guinness world record for the "most people assembled car graphics"	吉尼斯世界纪录咨询(北京)有限公司 Guinness World Records Consulting (Beijing) Co., Ltd
8	第二代逸动、CS35 PLUS、CS55、CS75等4款主打车型被评为“绿色设计产品” The second generation EADO, CS35 PLUS, CS55, CS75 and other four major models were rated as "green design products".	国家工业与信息化部 Ministry of Industry and Information Technology
9	CS75 PLUS、欧尚X7荣获2019国际CMF设计奖至尊金奖 CS75 PLUS and Oshan X7 won the 2019 international CMF design award The supreme gold medal	国际CMF设计奖组委会 International CMF Design Award Organizing Committee
10	CS95项目荣获“中国汽车工业科学技术奖”二等奖 CS95 project won the second prize of "China automobile industry science and technology award"	中国汽车工程学会 China Society of Automotive Engineering
11	公司江北发动机工厂张永忠荣获2019年度“巴渝大工匠”荣誉称号，江北发动机工厂陈皓波、新能源科技公司唐跃辉荣获“巴渝工匠”称号 Zhang Yongzhong of the company's Jiangbei engine factory won the honorary title of 2019 "Bayu big craftsman", Chen Haobo of the company's Jiangbei engine factory Chen haobo, and Tang Yuehui of New energy Technology company won the title of "Bayu craftsman".	重庆市总工会 Chongqing Federation of Trade Unions
12	研究总院牵头申报的汽车结构件轻量化设计实验室顺利获批2019年重庆市工业和信息化重点实验室拟认定名单 The light weight design laboratory of automotive structural parts applied by the general research institute was successfully approved as the 2019 Chongqing key laboratory of industry and information technology	重庆市经信委 Chongqing Municipal Commission of Economy and Information Technology
13	蓝鲸NE1.4T高压直喷发动机荣获“‘中国心’2019年度十佳发动机”称号 The Blue Core NE1.4T high pressure direct injection engine won the title of "China heart's top 10 engines of 2019"	《汽车与运动》杂志社 'Cars and sports' journal
14	公司联合中国汽车工程研究院完成的《高性能热成形马氏体钢开发及其在汽车安全件上的应用》项目，公司独立完成的《CS95系列乘用车开发及产业化》、《新能源汽车电机控制关键技术研究及应用》等项目分别斩获了中国汽车工业科学技术进步奖一、二、三等奖 Changan, together with China automotive engineering research institute completed the high-performance hot forming martensitic steel development and its application in automotive safety a project. Changan independently completed CS95 series development and industrialization of passenger cars, the new energy automobile motor control key technology research and application, respectively, of the China automobile industry science and technology progress prize of first, second and third prizes	中国汽车工程学会科技奖励工作委员会 China Society of Automotive Engineering Science and Technology Award Committee

15	<p>唐跃辉汽车性能试验工技能大师工作室被评为“市级首席技能大师工作室”，廖承勇汽车性能试验工技能大师工作室被评为“市级技能大师工作室”</p> <p>Tang Yuehui of automobile performance test skill master studio was rated as "municipal chief skill master studio", and Liao Chengyong of automobile performance test skill master studio was rated as "municipal skill master studio".</p>	<p>重庆市人力资源和社会保障局 Chongqing Human Resources and Social Security Bureau</p>
16	<p>长安凯程F70获得“年度皮卡大奖”</p> <p>Changan Kaicheng F70 wins 'Pickup of the year' award</p>	<p>中国汽车工程研究院、《中国汽车报》社 China Automotive Engineering Research Institute, China Automotive News</p>
17	<p>逸动蓝鲸版斩获“2019中国量产车性能大赛”蛇行绕桩单项冠军奖</p> <p>The Blue Core version of EADO won the individual champion award of snaking around piles in the "2019 China production car performance competition"</p>	<p>中国汽车技术研究中心、中国汽车摩托车运动联合会 China Automobile Technology Research Center, China Automobile Motorcycle Sports Federation</p>
18	<p>CS75PLUS夺得“2019年度中国智能汽车指数测评”和“中国汽车健康指数VOC/VOI板块测评”双料冠军，同时获得“i-VISTA年度智能车型”、“VOC/VOI板块年度推荐车型”、“年度推荐车型”3项殊荣。</p> <p>CS75PLUS won the title of "China smart car index assessment in 2019" and "China auto health index VOC/VOI assessment", and won three awards including "i-vista smart car model of the year", "VOC/VOI recommended model of the year" and "recommended model of the year".</p>	<p>中国汽车工程研究院 China Automotive Engineering Research Institute</p>



## 展望未来 Future outlook

长安汽车将以习近平新时代中国特色社会主义思想 and 党的十九大精神为指导，落实兵器装备集团质量提升“365”登高行动要求，以“客户导向、坚定改革、创新营销、极致效率”为关键，全力推进第三次创业——创新创业计划，助力公司高质量发展，向世界一流汽车企业坚定迈进！

展望未来，我们致力于做负责任的企业，持之以恒向社会做出源源不断的贡献，向行业输入长期持续的创新，顺应人们对美好自由出行的向往，从客户的需求和体验出发，提供高品质的出行生活，为社会、经济和环境的发展作出更大的贡献！

Changan's new era will take Xi Jinping, the Chinese characteristic socialism and the party's spirit of 19 major as a guide, worship the implementation of the quality of China Ordnance Group ascension "365" high operation requirements. Take "customer orientation, reform, innovation, marketing firm, extreme efficiency" as the key, spare no efforts to promote third entrepreneurship. Energize the company with high quality development, and be determined for a world-class automobile enterprises.

Looking forward to the future, we are committed to do responsible business model, to make continuous contribution to the society, to continue the long-term innovation industry input, to create a better free travel for the people. Starting from the customer's needs and experience, Changan provides high quality of life, the development of society, economy and environment to make a greater contribution!



## 报告说明 Description

《长安汽车2019年社会责任报告》是重庆长安汽车股份有限公司向社会公开发行的第十份社会责任年度报告。报告时间跨度为2019年1月1日至2019年12月31日，部分内容超出上述范围。

Changan Auto social responsibility report 2019 is the tenth annual social responsibility report issued by Chongqing Changan Auto Company Limited to the public. The time span of the report is January 1, 2019, solstice, December 31, 2019, and some contents are beyond the above scope.

### 报告内容：

本报告真实披露了长安汽车在企业社会责任管理及践行经济、环境、社会等责任方面的理念、实践和绩效。

**Report content:** this report truly discloses the concept, practice and performance of Changan Auto in corporate social responsibility management and practice of economic, environmental and social responsibilities.

### 质量保证：

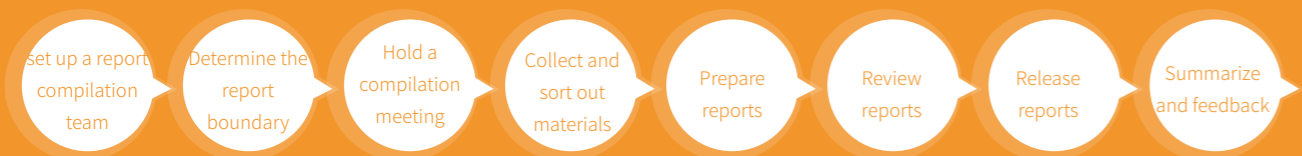
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