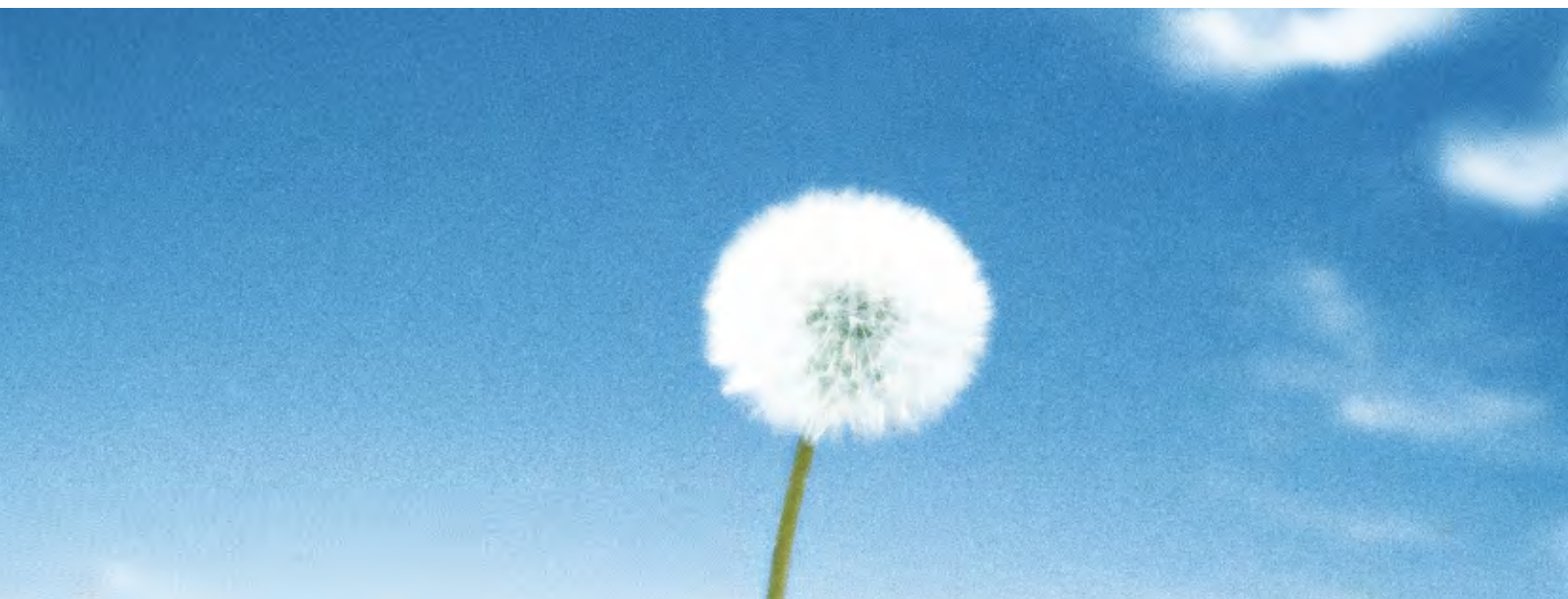


Report

2011

东风汽车公司社会责任报告

CORPORATE
SOCIAL
RESPONSIBILITY



东风汽车公司
DONGFENG MOTOR CORPORATION

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报告概况

Report Overview

报告时间范围：2011 年 1 月 1 日至 2011 年 12 月 31 日，部分内容超出上述范围。

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

以前报告发布情况：已连续发布公司 2008、2009、2010 年度报告，此报告为第四次发布的年度报告。

报告数据说明：本报告所引用的 2011 年及以前的数据为统计数。

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

报告参照标准：报告严格遵守真实、客观、公开原则，参照国务院国有资产监督管理委员会（简称“国资委”）《关于中央企业履行社会责任的指导意见》、全球报告倡议组织（GRI）《可持续发展报告指南 3.0 版本》、《中国企业社会责任报告编写指南（CASS-CSR1.0）》。

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

地址：湖北省武汉市经济技术开发区东风大道特 1 号

邮政编码：430056

电话：027-84285555

网址：<http://www.dfmc.com.cn>

Time period: January 1, 2011 to December 31, 2011. Parts of the report are out of the range mentioned above.

Organization scope: Dongfeng Motor Corporation and affiliated companies (For reference, see the company's organizational structure). For the convenience of expression, they are referred in the report as "Dongfeng Motor Corporation (DFM)", "Dongfeng" or "we".

Previous reports: DFM has consecutively published annual reports in 2008, 2009, 2010 and this is the fourth annual report.

About data in the report: The report cites statistical data of 2011 or earlier years.

Improvement direction: To provide a sound system and refine indicators for more detailed disclosure of specific information on DFM's fulfillment of its social responsibility and maintain better communications with stakeholders.

Reference criteria: The report strictly sticks to the principle of truthfulness, objectivity, openness, and complies with Guidelines on Fulfilling Social Responsibility by Central Enterprises by State-owned Assets Supervision and Administration Commission (SASAC), Sustainability Reporting Guidelines Version 3.0 by Global Reporting Initiative (GRI), and Chinese Corporate Social Responsibility Reporting Guideline (CASS-CSR1.0).

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

Address: Special No.1, Dongfeng Road, Economic and Technological Development Zone, Wuhan, Hubei

Postal Code: 430056

Tel: 027-84285555

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

高管致辞

Addresses from Executives

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高管致辞

Addresses from Executives

东风汽车公司董事长、党委书记：徐平

Xu Ping: Chairman of Dongfeng Motor Corporation

Secretary of CPC Dongfeng Motor Corporation Committee



2011 年，我们迎来“十二五”的良好开局，经营规模实现了 300 万辆的新跨越。

面对复杂多变的形势，全体员工围绕公司“十二五”战略目标和当前中心任务，以时不我待的责任感、使命感，开辟东风事业科学发展新局面。我们突出以科学发展观为主题，转变发展方式；以自主创新为重点，加强核心能力建设，坚定不移地拓展自主品牌事业；坚持关心、关爱员工，让员工在推动公司发展的过程中分享公司发展的成果；不断增强老基地可持续发展能力，努力建设和谐东风。

今天的东风，是东风几代人努力奋斗的结果，也是国家和社会关心支持的结果。东风事业承载着厚重的历史责任，40 多年的发展中，东风不断强化“企业公民”的意识和定位，秉承“关怀每一个人，关爱每一部车”的经营理念，形成了“共生、共创、共享”的社会责任观，在实现科学发展，生产经营屡上台阶的同时，积极履行社会责任，与股东、员工、社会、环境等利益相关方一起共同发展，共享成果，彰显了优秀企业公民的良好形象。

紧紧围绕建设“国内最强、国际一流汽车制造商”的发展目标，东风公司在“十二五”时期，将力争使公司经营规模、自主创新能力、国际竞争力、可持续发展能力、抗风险能力扎实迈上新的台阶，实现国有资产保值增值。同时，将一如既往地坚持科学发展，坚持履行社会责任，“两个重担一起挑”，更大程度上满足员工的期盼、社会的要求，构建和谐东风，为汽车行业发展，为国家经济社会发展做出新的更大的贡献。

In 2011, we achieved a good start in the “Twelfth Five-year Plan” period and realized another leap in terms of operation scale with 3 million vehicles.

Faced with the complex and volatile situation, all staff focused on the company’s “Twelfth Five-year Plan” strategic objectives and current central tasks and opened a new situation of scientific development with the awareness of responsibility and missions. We highlighted the theme of scientific outlook on development to transform development modes, focused on independent innovation, strengthened the construction of core capacities, and determined to expand the cause of proprietary brands. In addition, we adhered to caring the staff and enabling them to share the achievements of development while they promoted the company’s development, continuously enhanced the sustainable development capacity of old bases, and spared no efforts to build a harmonious DongFeng.

Today’s DFM is the result from several generations’ efforts as well as care and supports from both the government and the society. DFM carries heavy historical responsibility. In the past 40 years of development, DFM continued to strengthen its awareness and positioning as a “corporate citizen”, adhered to the business principle of “care for every person, care for

every vehicle”, shaped up the social responsibility concept of “co-existence, co-creation, sharing”, and achieved scientific development and advanced in terms of both production and operation. Meanwhile, DFM actively fulfilled its social responsibilities, developed together with the shareholders, employees, society, environment and other stakeholders and shared achievements with them, and highlighted its good image as an excellent corporate citizen.

Closely focusing on the development goal of “getting built into the strongest domestic and first-class international car manufacturer”, DFM will strive to make new solid progress in terms of business scale, independent innovation capability, international competitiveness, sustainable development, anti-risk capability, and increase the value of state assets during the period of the “Twelfth Five-year Plan”. Besides, DFM will continue to adhere to “shouldering two duties” of scientific development and social responsibility, meet expectations of staff and society to a greater extent, build up a harmonious DFM, and make new and greater contributions for the development of the automotive industry and national economic and social development.

高管致辞

Addresses from Executives

东风汽车公司总经理 朱福寿

Zhu Fushou

General Manager of Dongfeng Motor Corporation



2011年，东风公司经营规模实现了300万辆的再一次跨越，实现了“十二五”的良好开局。

面临风云变幻的全球经济形势，日本地震等因素对汽车市场带来的影响，以及增幅大幅放缓的国内汽车行业形势，东风公司把握发展大势，放眼长远，顺势而为，充分发挥优势，仍然保持了良好的发展势头，跑赢了大市。

作为中国汽车行业的骨干企业之一，东风公司以振兴中国汽车行业为重要的企业社会责任，将自主创新作为各项工作的重中之重，打造核心竞争力。实施“大自主、大协同、大发展”战略，巩固提升商用车业务国内领先优势，带动零部件、装备等各相关业务协同发展；聚全集团之力，加强协同，将发展自主品牌乘用车事业作为“十二五”期间的战略重点。同时，还

加大实施“走出去”战略力度，明晰海外事业战略规划，整合资源，推动出口业务模式转型。最终实现推动整车带动零部件、新基地带动老基地、新事业带动老事业，促进公司协调发展。同时，带动供应商、经销商等相关方与公司共同发展，履行社会责任；作为企业公民，倾情回报社会，积极参与援藏、扶贫、支持医疗教育等公益慈善事业，构建一方和谐。

站在新的起点，我们将继续肩负责任，脚踏实地，稳健前行，与利益相关方保持沟通，共同努力践行“制造优质汽车，提供满意服务，优化生活品质，实现人与自然的和谐”的使命。同时，也欢迎各界的关注和监督。

In 2011, DFM realized another leap in terms of business scale with 3 million vehicles and achieved a good start of the "Twelfth Five-year Plan".

Faced with the ever-changing global economic situation, the impact of Japanese earthquake and other factors on the automotive market, coupled with the significant growth slowdown of domestic auto industry, DFM grasped and followed the development trend from a long-term perspective, gave full play to its advantages, achieved great development, and outperformed the market.

As one of China's key enterprises in the auto industry, DFM treated revitalizing China's auto industry as an important corporate social responsibility, and focused on the most important task of independent innovation to build the core competitiveness. DFM implemented the strategy of "profound independence, great coordination, further development" to consolidate and enhance the leading edge of commercial vehicles, and achieved the collaborative development of components, equipment and other related business. The company also focused the power of the whole group on coordination, and set developing self-owned passenger car brand as the strategic priority of the "Twelfth

Five-year Plan" period. In addition, DFM strengthened the implementation of "going abroad" strategy, clearly made overseas business strategic planning, and integrated resources to promote the model transformation of export business. Ultimately, DFM achieved the coordinated development of parts driven by finished vehicles, old bases driven by new bases, and old business driven by new business. Meanwhile, DFM realized the co-development with suppliers, distributors and other stakeholders, and fulfilled its social responsibility. As a corporate citizen, DFM spared no efforts to repay the society, and actively participated in aiding Tibet, poverty alleviation, medical, educational support and other public charity to help build a more harmonious society.

From such a new starting point, we will continue to shoulder the responsibility, achieve solid and steady development, maintain communication with stakeholders, and work together to undertake the mission of "manufacturing quality cars, providing satisfactory services, optimizing the quality of life, realizing the harmony between man and nature". Your attention and supervision are welcomed.

荣誉榜
Honors and Awards

3

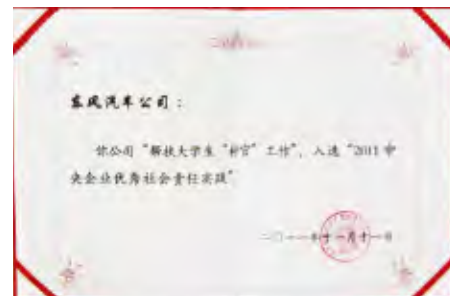
荣誉榜 Honors and Awards



全国五一劳动奖状
National Labor Award



被全国总工会授予“全国企业工会工作红旗单位”称号
Titled as "Red Flag Unit of National Trade Union Work" by the National Federation of Trade Unions



“东风帮扶大学生村官专项基金”项目入选国务院国有资产监督管理委员会“2011中央企业优秀社会责任实践”

“DFM Special Fund for University Students as Village Officers” Project was listed into “2011 Excellent Central Corporate Social Responsibility Practice Programs” by the State-owned Assets Supervision and Administration Commission



被中华全国总工会授予“十一五时期社会主义劳动竞赛先进集体”荣誉称号

DFM was rated as “Advanced Socialist Labor Collective of the Eleventh Five-Year Plan” by the Federation of Trade Unions



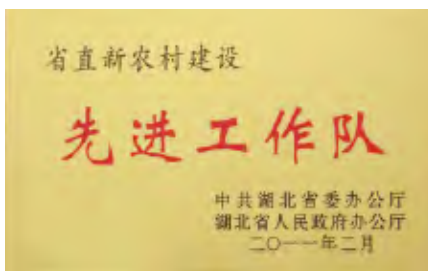
被中共湖北省委、湖北省人民政府评为“全省万名干部进万村入万户活动”先进工作组

DFM was rated as “Advanced Work Group” of “10000 Cadres to 10000 Villages Activity” by the CPC Hubei Provincial Committee and the People’s Government of Hubei Province



在中国机械行业主题宣传活动报告会上荣获“装备中国功勋企业”荣誉称号

Titled as “Chinese Equipment Meritorious Enterprise”;



公司在对口支援新农村建设工作被评为湖北省“新农村建设先进工作队”

DFM was rated as “Advanced Team of New Rural Construction” in counterpart support of new rural construction of Hubei Province



2011 湖北企业 100 强

Listed in the “Top 100 Enterprise” of Hubei Province



被中国机械工业联合会授予“全国机械行业文明单位”

Awarded as the “civilized unit of the national machinery industry” by the Chinese Machinery Industry Federation;



2010 金蜜蜂企业社会责任 中国榜——金蜜蜂奖领袖型企业

DFM was elected out as “2010 China Golden Bee Award Leader Enterprise” by Golden Bee CSR



荣获第十七届“湖北省优秀企业（金鹤奖）”荣誉称号

Awarded with the Seventeenth session of “Hubei Excellent Enterprises (Golden Crane Award)” of Hubei Province

关于东风汽车公司

About Dongfeng Motor Corporation

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公司概况 Overview

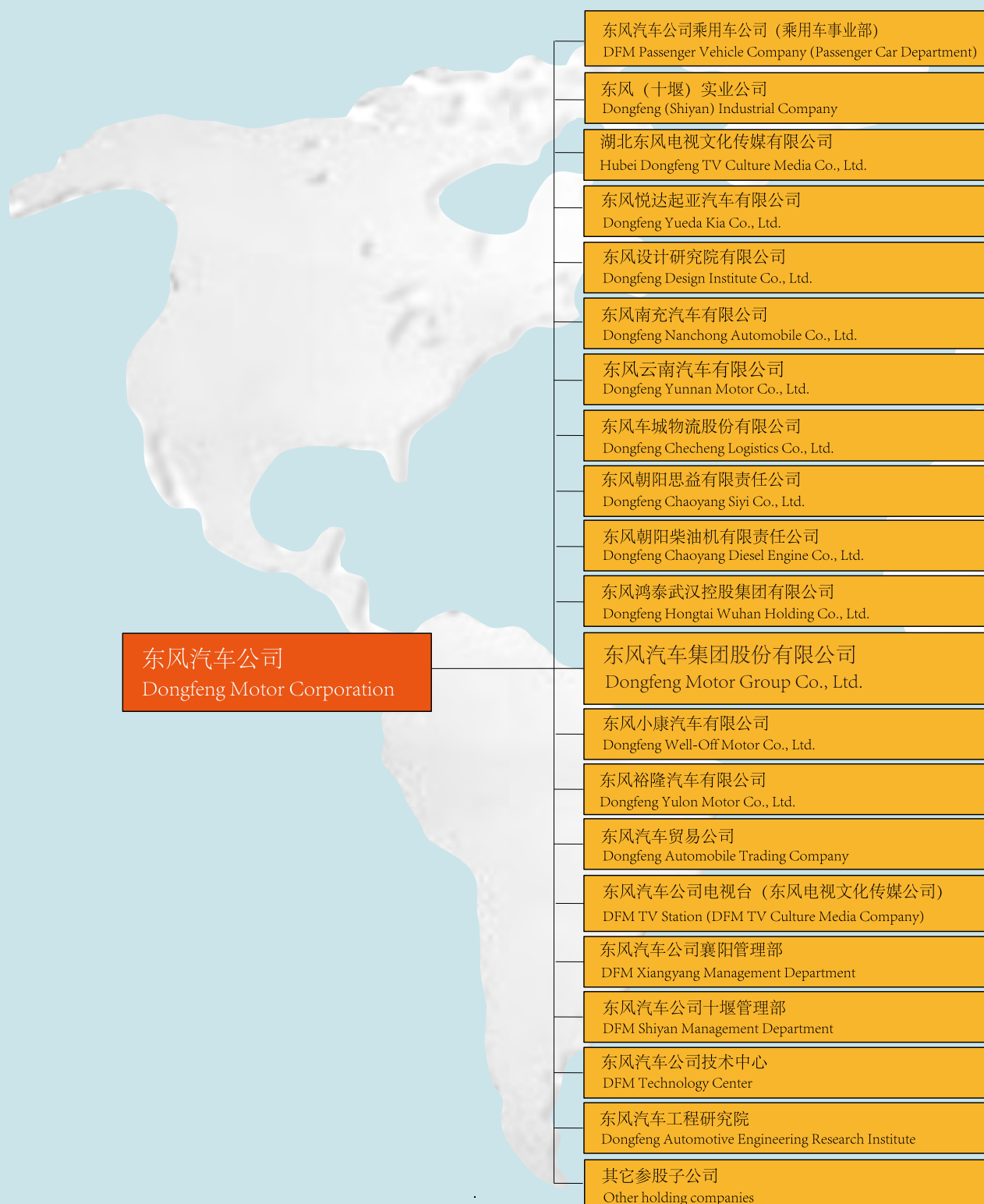
创业于 1969 年的东风汽车公司（简称“东风公司”，英文缩写“DFM”），是中国汽车行业骨干企业之一。主营业务涵盖全系列商用车、乘用车、汽车零部件、汽车装备及相关汽车服务贸易和金融业务。主要有十堰、襄阳、武汉、广州、郑州、柳州、杭州等制造基地，并在国内 15 个省、市、自治区的 27 个城市建有子企业，总部设在湖北省武汉市。公司先后与法国 PSA、日本日产、本田、韩国现代起亚、中国台湾裕隆等国际汽车制造商进行了战略合资合作。公司产品销往全国各地，同时向中东、东南亚、俄罗斯及南美等国家和地区出口。“东风”品牌享誉国内，并在中东、南美等海外市场形成了一定影响。截止 2011 年底，公司有总资产 1383.2 亿元人民币，员工 13.9 万人，位居《财富》杂志世界 500 强第 145 位，中国企业 500 强第 13 位，中国制造业 500 强第 2 位。

Established in 1969, Dongfeng Motor Corporation (DFM) is one of China's automobile industry backbone enterprises. Its major business covers full range of commercial vehicles, passenger cars, auto parts, automotive equipment and related automotive trade and financial services. Headquartered in Wuhan of Hubei Province, DFM is now provided with respective manufacturing bases in Shiyan, Xiangyang, Wuhan, Guangzhou, Zhengzhou, Liuzhou, Hangzhou etc., and sub-companies in 27 cities of 15 provinces, municipalities and autonomous regions. DFM has conducted strategic joint venture cooperation with France's PSA, Japan's Nissan and Honda, South Korea's Hyundai and KIA, China Taiwan Yulon and other international car manufacturers. DFM's products are sold throughout China, and exported to such regions or countries as the Middle East, Southeast Asia, Russia and South America. The brand of "Dongfeng" is well-known in China and is quite influential in the Middle East, South America and other overseas markets. As of the end of 2011, the company had total assets of RMB138.32 billion yuan and 139,000 employees, ranked No.145 of Fortune 500, No.13 of China Top 500 Enterprises, and No.2 of China Manufacturing Industry Top 500 Enterprises.



东风汽车公司组织机构

DFM Organization Structure





公司治理

Corporate Governance

东风汽车公司是国务院国有资产监督管理委员会（简称“国资委”）管理的国有独资企业。公司贯彻党中央、国务院关于中央企业建设规范董事会、健全公司法人治理结构的要求，落实国有资产保值增值责任，成立了东风汽车公司首届董事会，并由国资委派出监事。董事会有 8 位董事，其中外部董事 5 位，非外部董事 3 位。董事会下设战略与投资委员会、提名委员会、薪酬与考核委员会和审计与风险管理委员会。

公司重大事项实行集体讨论决策制度，建设以“两主两辅会议”为主要形式的集体决策机制。“两主”是指党委常委（全委）会、总经理办公会两个决策会议，“两辅”是指经营分析会、党群工作例会两个日常例会。2011 年共召开党委常委（扩大）会 12 次，总经理办公会 12 次，讨论公司经营重大议题。

公司高级管理人员薪酬由国资委根据公司经营情况，按照激励约束机制综合评价考核确定。

Dongfeng Motor Corporation (DFM) is a state-owned enterprise supervised by the Assets Supervision and Administration Commission (Abbreviated as SASAC). DFM complies with the requirements of the CPC Central Committee and State Council on the central enterprises to build standard boards and sound corporate governance structure, takes the responsibility to implement state-owned assets, and sets up the first board of directors of Dongfeng Motor Corporation with supervisors sent by SASAC. The Board is made up of eight directors, including five outside and three inside directors. The Board of Directors consists of Strategy and Investment Committee, Nomination Committee, Remuneration and Appraisal Committee, and Audit and Risk Management Committee.

DFM adopts the collective discussion decision-making system for significant issues, and constructs the collective decision-making mechanism of “two main and two auxiliary meetings”. “Two main meetings” refers to the policy-making meetings of the standing committee of the CPC DFM Committee (committee) and the general managers, while “two auxiliary meetings” means regular meetings of business analysis and party work. In 2011, DFM held 12 standing committee (enlarged) meetings and 12 general manager meetings to discuss the company's major issues.

The remuneration of the senior management is determined by the SASAC according to incentive and restraint measures after comprehensive assessment and evaluation of the company's business conditions.

战略目标

Strategic Objectives

公司“十二五”发展目标

DFM's Development goals during the "Twelfth Five-year Plan" period

做强做优，建设“国内最强、国际一流”汽车制造商。

经营规模在高质量、可持续发展的基础上向 500 万辆迈进，经营质量保持行业领先，事业结构更加优化，改革开放迈出新步伐，企业综合实力、自主创新能力、国际竞争力、可持续发展能力、抵御风险能力显著提高，企业更加和谐稳定，职工物质文化生活水平普遍提高。

Be stronger and more superior, and get DFM built into "the strongest domestic and first-class international" car manufacturer.

Achieve the operation scale of 5 million vehicles on the basis of high-quality and sustainable development, maintain the industry-leading management quality, further optimize the business structure, stick to reform and opening up, significantly increase the comprehensive strengths, independent innovation capacity, international competitiveness, sustainable development ability, and risk-resisting capability, build a more harmonious and stable company, and universally improve the staff's material and cultural living standards.

东风自主品牌“乾” D300 计划（2012-2016 年自主品牌的中期事业计划）

“Qian” D300 Plan for Dongfeng’s self-owned brand (2012-2016 medium-term plan for DFM’s self-owned brand business)



乾，出自《易经》，八卦第一卦，“第一”代表了东风自主事业追求的目标。乾卦象曰：“天行健，君子以自强不息”，寓意东风做强自主。乾卦象为三横，表示东风自主品牌汽车销量达到300万辆；实现“三个东风”愿景（永续发展的百年东风、面向世界的国际化东风、在开放中自主发展的东风）；一生二，二生三，三生万物，寓意东风自主事业永续发展。东风自主品牌“乾” D300计划标识，以印章形式表示，体现了中国元素，蕴含着自主寓意。

按照自主品牌“乾” D300 计划，到2016年，公司力争自主品牌销量达到300万辆。其中，东风品牌商用车100万辆，东风品牌乘用车100万辆，其他自主品牌包括大中华品牌、合资自主品牌等在内100万辆。实现商用车国内第一、世界前三；自主品牌乘用车稳居第一阵营的目标。

“Qian”, the first of the Eight Diagrams, originates from The Book of Changes (I Ching). The “first” represents the goal of DFM’s self-owned business. The diagram of Qian says, “As Heaven’s movement is ever vigorous, so must a gentleman ceaselessly strive along”, which means DFM will strive to become stronger and more independent. The diagram of Qian consists of three horizontal lines, implying that Dongfeng’s self-owned brand car sales will reach 3 million sets; DFM achieves the vision of “three DFMs” (sustainably developing DFM with a history of 100 years, internationalized DFM oriented at the world as a whole, and independently developing DFM with the opening-up policy implemented); From one to two, from two to three and from three to everything, indicating that DFM’s self-owned brand business will develop in a sustainable manner. Dongfeng’s “Qian” D300 Plan for its self-owned brand adopts the form of the seal, representing Chinese elements and containing implication of independence.

In accordance with the “Qian” D300 Plan for DFM’s self-owned brand, till 2016, DFM will strive to achieve the sales of 3 million sets of vehicles with DFM’s self-owned brand, among which there are 1 million Dongfeng commercial vehicles, 1 million Dongfeng passenger cars, and 1 million vehicles of other brands, including Greater China and joint-venture brands. In addition, DFM will realize the goal of becoming first in China and top three in the world in commercial vehicle sales and firmly leading in self-owned brand vehicles.

企业文化 Corporate Culture

经过 40 年的实践与发展，东风公司形成了具有东风特色的企业文化体系，这是全体东风人共同遵守的价值观和行为准则。

公司使命 制造优质汽车，提供满意服务，优化生活品质，实现人与自然的和谐

公司价值观 讲究诚信，崇尚业绩，奉献社会

公司经营理念 关怀每一个人，关爱每一部车

公司企业哲学 学习、创新、超越

公司企业精神 实现价值，挑战未来

2011 年，发布了《东风汽车公司“十二五”企业文化建设指导意见》，总体目标到 2015 年，建立与公司发展战略相一致、与多元国际合作格局相符合、与自主发展相适应、与企业 and 职工共同发展相统一的母子公司企业文化体系。培育诚信文化、目标文化、团队文化、精益文化、执行力文化、品牌文化、创新文化、和谐文化。

Through practices and development during 40 years, there has shaped up a unique corporate culture system, which is the values and norms for all Dongfeng citizens to abide by, at DFM.

DFM's Corporate Mission: Manufacture quality cars, provide satisfactory services, optimize the quality of life, and realize the harmony between man and nature

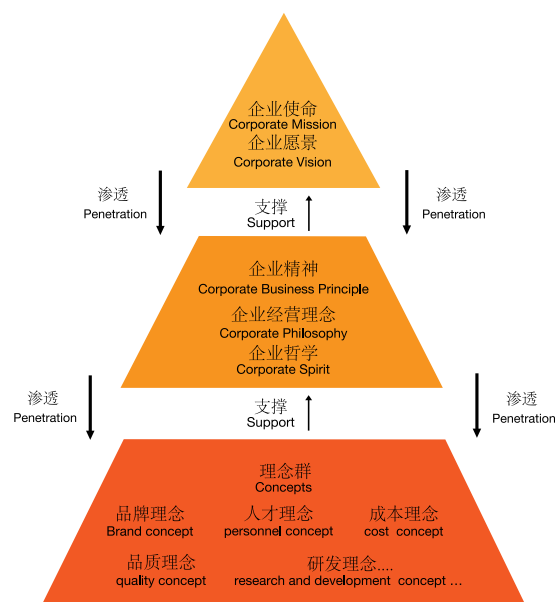
DFM's Corporate Values: Pursue integrity, respect performance, and contribute to society

DFM's Corporate Business Principle: Care for everyone, love each vehicle

DFM's Corporate Philosophy: learn, innovate, exceed

DFM's Corporate Spirit: Realize the value, challenge the future

In 2011, DFM issued Dongfeng Motor Corporation "Twelfth Five-year Plan" Corporate Culture Construction Guideline and set the overall target of establishing the parent-subsiary corporate culture by 2015 which should be consistent with the company's development strategy, in conformity with the pattern of international cooperation, diversity, and self-development, and compatible with the unity of the common development of the enterprise and staff by fostering the integrity culture, goal culture, team culture, elite culture, execution culture, brand culture, innovation culture, and harmony culture.

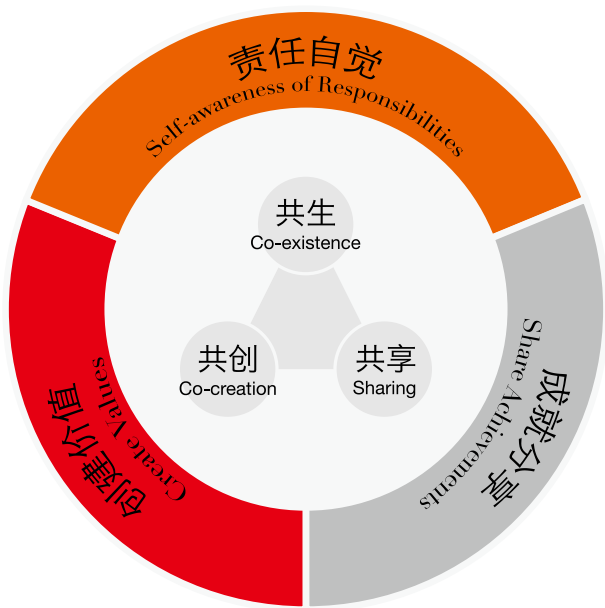


社会责任观

Social Responsibility Concept

共生、共创、共享

Co-existence, co-creation, sharing



- 共生

公司自觉认知到企业与员工、股东、社会等各方面共同生存于同一自然环境内，共享同一资源，并互为依存，各方相互依靠，彼此不可分离。这是企业对自身生存基础与责任意识的自觉与自醒。

- 共创

公司与员工、股东等利益相关者共同创造价值，共同发展，共同用创造性的行为与成果回馈社会和自然。

- 共享

公司与员工、股东、社会、自然等各方面共享企业发展带来的成果，和谐成长。

- Co-existence

DFM is consciously aware that the enterprise co-exists with employees, shareholders, the society and other stakeholders in the same natural environment, and shares the same resources interdependently. The parties rely on one another and cannot be separated from one another. This is the self-awareness and self-awakening of an enterprise on its survival foundation and responsibility consciousness.

- Co-creation

DFM, together with its employees, its shareholders and other stakeholders, creates value, achieves common development and contributes to the community and nature with their creative behaviors and achievements.

- Sharing

DFM shares the achievements of enterprise development and realizes harmonious development with employees, shareholders, the society, nature and other stakeholders.

社会责任管理体系

Social Responsibility Management System

组织机构

Organization Structure



制度建设

System Construction

不断完善公司社会责任管理制度体系，按照国资委的要求，制订了《东风汽车公司对外捐赠管理办法》等，不断健全完善管理制度，实行社会责任工作预算管理。公司对外捐赠情况每季度上报国资委。

DFM constantly consummated its corporate social responsibility management system and developed the Dongfeng Motor Corporation Donation Management Measures in accordance with the requirements of the SASAC. Besides, the company continuously established and improved the management system, and implemented social responsibility budget management. Each quarter, the company reported the details of donations to the SASAC.

社会责任实践与绩效
CSR Practices and Performance

5

社会责任实践与绩效 CSR Practices and Performance

经济责任

Economic Responsibility

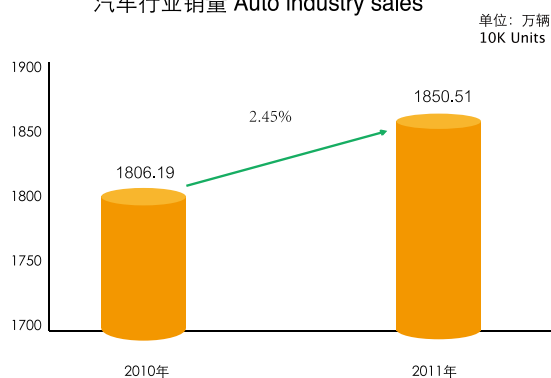
高质量跨越 300 万辆新台阶

Achieve a Quality Leap with a Scale of 3 Million Sets

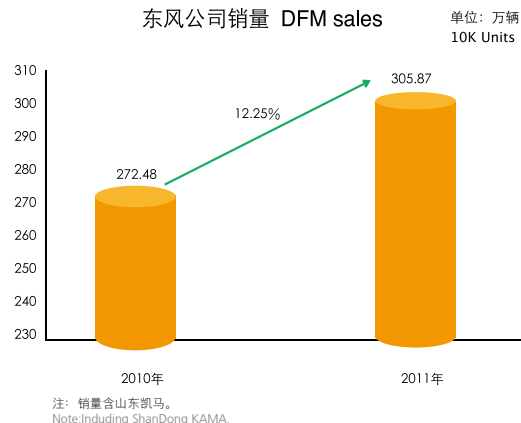
2011 年，在国内汽车行业持续低迷，汽车产销从高增长到微增长转变的不利环境下，东风跑赢了大市，销售汽车 305.87 万辆，同比增长 12.25%，增速是行业的 5 倍，增速位居百万辆级车企第一位；综合市场占有率达到 16.53%，比上年提高 1.44 个百分点。

In 2011, in the adverse environment of domestic auto industry downturn and the car sales increase transformation from a high growth rate to a slight growth, DFM outperformed the market and sold 3,058,700 vehicles with a growth rate of 12.25% year on year, five times that of the industry as a whole. DFM ranked first among car enterprises in terms of growth rate with a production and distribution scale of 1 million sets. The combined market share reached 16.53%, 1.44 points higher than 2010.

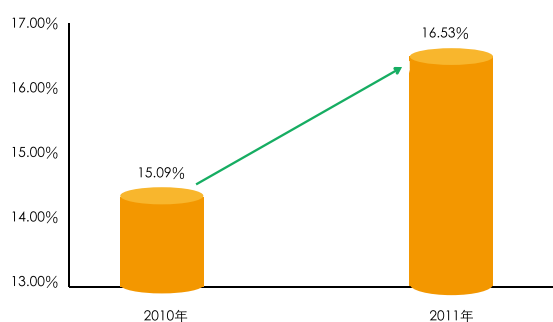
汽车行业销量 Auto industry sales



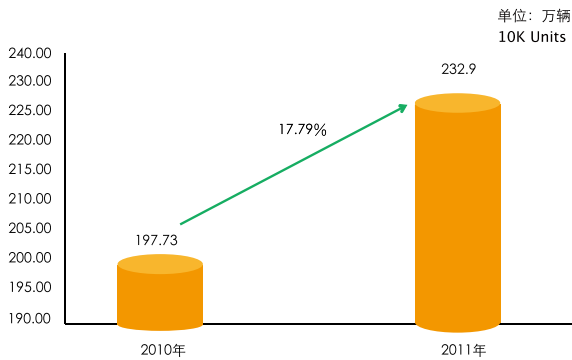
东风公司销量 DFM sales



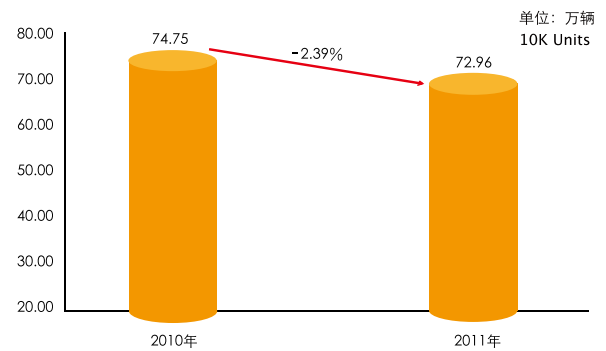
东风公司综合市场占有率 DFM Market share



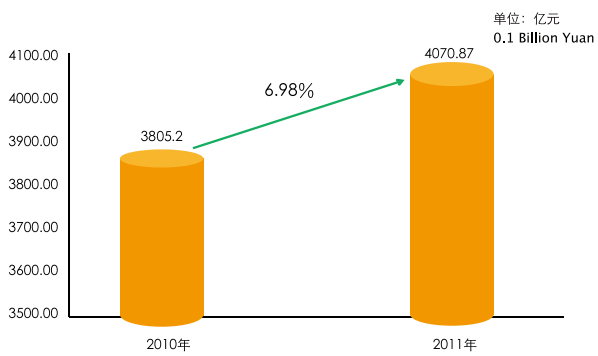
东风公司乘用车销量 DFM PV sales



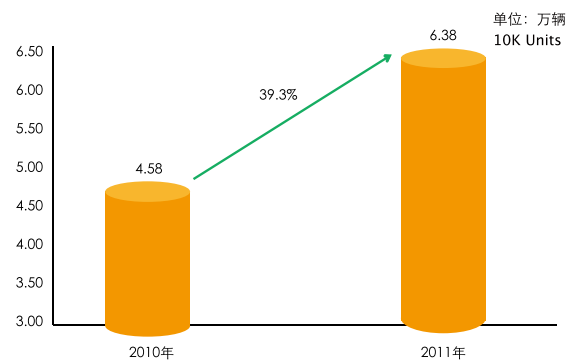
东风公司商用车销量 DFM CV sales



东风公司销售收入 DFM Sales revenue



东风公司出口销量 DFM overseas sales



品牌价值迅速提升

Rapid Appreciation of the brand's value

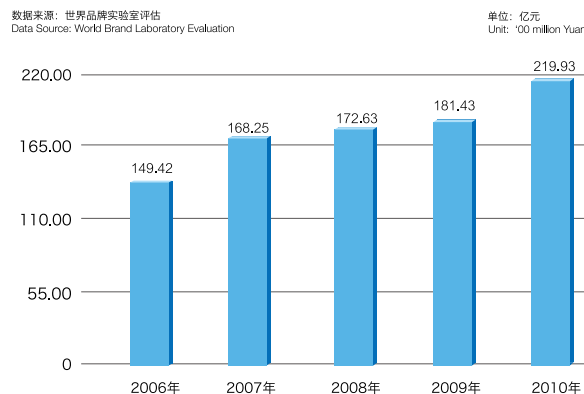
据世界品牌实验室评估数据显示：“东风”品牌价值已由 2006 年的 149.42 亿元提升至 2010 年的 219.93 亿元，五年提升 47.2%。

“十一五”期间，东风品牌力与价值显著提升，曾入选为“中国最可靠自主品牌”，东风卡车获得“我最满意的载货车品牌”，公司入选“我最信赖的汽车企业”。“东风”曾获“中国驰名商标 10 大标王”称号，“东风”品牌曾被国家商务部授予“最具市场竞争力品牌”；“东风”产品被授予“中国名牌”产品等。东风品牌自 2006 年连续入选世界著名品牌 500 强，品牌力在国际化中进一步得到提升。

During the “Eleventh Five-Year Plan” period, the brand power and value of DFM increased remarkably and it was selected into “China’s Most Reliable Brands”. Dongfeng Truck won the honor of “My Most Satisfied Truck Brand” and DFM won the title of “My Most Trusted Car Company”. In “DongFeng” was listed among “China Top 10 Famous Brands” and “The Most Competitive Brand” by the Ministry of Commerce. DFM products were honored with “China Famous Brand”. “Dongfeng” brand had been consecutively selected into Top 500 World Famous Brands since 2006, and the brand power was further enhanced during the process of internationalization.

According to the evaluation data from World Brand Laboratory, the brand value of “Dongfeng” has increased from RMB14.942 billion yuan in 2006 to RMB21.993 billion yuan in 2010, up 47.2% in five years.

“东风”品牌价值 Dongfeng Brand Value



5月5日，中国汽车工业协会、中国汽车工程学会、中国汽车报社等在上海联合举办“第九届中国汽车创新论坛暨腾飞之路——中国汽车行业十年发展成就盛典”。东风旗下东风商用车公司、东风日产乘用车公司、东风本田汽车有限公司等单位荣获“中国汽车十年影响力整车企业品牌”称号；东风康明斯发动机有限公司、东风朝阳柴油机有限责任公司荣获“中国汽车十年影响力发动机企业品牌”称号；东风天龙、东风霸龙 507 荣获“中国汽车十年经典商用车”称号；东风本田 CR-V 荣获“中国汽车十年经典乘用车”称号。

On 5 May, 2011, China Association of Automobile Manufacturers, China Society of Automotive Engineers, and China Automotive News jointly held “The Ninth China Automotive Innovation Forum & The Road to Prosperity - China’s Auto Industry 10-year Development Achievements Festival” in Shanghai. Dongfeng Commercial Vehicle Company, Dongfeng Nissan Passenger Vehicle Company, Dongfeng Honda Automobile Co., Ltd. and other DFM affiliated enterprises won the title of “China Automotive 10-year Influential Finished Vehicle Brands”. Dongfeng Cummins Engine Co., Ltd. and Dongfeng Chaoyang Diesel Engine Co., Ltd. won the title of “China Automotive 10-year Influential Engine Brands”; Dongfeng Tianlong and Dongfeng Balong 507 won the title of “China Automotive 10-year Classic Commercial Vehicles” while Dongfeng Honda CR-V won the title of “China Automotive 10-year Classic Passenger Car”.

自主创新

Independent Innovation

● 着力技术创新

Focus on technological innovation

公司不断加强科技创新能力建设，整合优化、协同研发资源，与经营规模扩大相协调，形成与公司自主事业发展相匹配的强大的技术研发能力。研发投入占公司销售收入的 2.36%，处于行业先进水平。

加强核心技术的创新和掌控。围绕整车、关键动力总成、汽车电子、新能源汽车、节能环保安全等核心技术，汇聚内外资源，积极开展重大科技项目攻关，在开放中提升自主核心研发能力，形成了一大批具有东风自主知识产权的先进技术，构建起核心竞争力。

构建开放高效的科技创新体系。建设产学研相结合、国际国内相联接的科技平台，构建具有协同效应的研发格局。公司已经形成完善齐全的商用车、乘用车、新能源等整车及零部件试制、试验能力，各合资公司研发能力也得到了大幅提升。

加强研发队伍建设。从不同层面大量引进、吸收研发人员，研发人员达到 7000 多人，占员工总数的 5%，远远超出国家认定企业技术中心评价体系中的 2% 指标要求。公司技术中心被中组部、国资委确定为中央企业第一批“海外高层次人才创新创业基地”。

DFM has been continuing to strengthen the construction of its scientific and technological innovation capacity. By integrating, optimizing and collaborating R & D resources, DFM achieved strong R & D capabilities in coordination with the company's independent development and business scale. DFM's R & D investment accounts for 2.36% of its sales revenue, leading in the industry.

Strengthen the innovation and control of core technology. By focusing on the finished vehicle, key powertrain, automotive electronics, new energy vehicles, energy-saving environmental safety and other core technologies, DFM integrates internal and external resources, actively carries out major research projects, enhances its core independent R & D capabilities while implementing the opening-up policy, and has shaped up a large amount of advanced technologies with DFM's independent intellectual property rights and built up the core competitiveness.

Strengthen the construction of R & D teams. After introducing a large number of R & D personnel at different levels, DFM now is provided with more than 7,000 R & D employees, accounting for 5% of the total number of employees, much higher than the 2% target requirements of the state validated enterprise technical center evaluation system. DFM Technology Center has been identified as the first batch of central enterprise "Overseas High-Level Personnel Innovation Base" by the Organization Department of the CPC Central Committee and SASAC.

Build an open and efficient technology innovation system. Construct a technology platform on which with production, academy and research can be integrated and the international and domestic can be connected to each other, and build up research and development patterns with the synergistic effect. DFM has formed a complete range of prototype, testing capabilities of commercial vehicles, passenger cars, and new energy vehicles and auto parts. The R & D capabilities of respective joint venture enterprises have also been greatly improved.



2011 年 6 月 1 日，中共中央总书记、国家主席胡锦涛视察东风公司技术中心。

On 1 June, 2011, Hu Jintao, General Secretary of the CPC Central Committee and President of the People's Republic of China, paid an inspection visit to Dongfeng Technology Center.

2011 年度，东风公司获得中国汽车行业科技进步奖二等奖 1 项，三等奖 10 项，继续保持获奖数量行业领先的地位。申请专利 992 项，其中申请发明专利 102 项，申请发明专利数量占申请总量的 10.3%；专利类别比例合理，质量明显提升。

在国家发展和改革委员会对国家认定企业技术中心进行的 2011 年评价结果中，东风汽车公司技术中心在全国 729 家企业技术中心中排名第 27 位，汽车行业排名第 2 位；国家认定企业技术中心所在企业 2010 年科技活动经费支出额前 100 名企业中，东风公司为 61.71 亿元，排名第 9 位。

2011 年 3 月 21 日，公司被国家科学技术部、国务院国资委、中华全国总工会联合命名为“第三批创新型企业”。

中国科学技术协会下发的《关于表彰全国优秀科技工作者的决定》中，东风公司两名员工荣获“全国优秀科技工作者”荣誉称号。

中国机械冶金建材工会全国委员会和中国机械工业联合会主办的全国机械工业职工技术创新成果第五次演示会上，东风公司的职工技术创新成果在会上获奖，东风公司工会被授予“全国机械工业职工技术创新活动示范单位”称号，东风公司旗下两个先进集体和 6 名先进个人同时受到表彰。

In 2011, DFM won a second prize and 10 third prizes of China Automobile Industry Science and Technology Progress Award, continuing to maintain its industry-leading position in terms of number of winning awards, applied for 992 patents, which included 102 applications for invention patents. The number of applications for invention patents accounted for 10.3% of total applications. The patent class ratio is reasonable while the quality has significantly improved.

According to the evaluation on State Enterprise Technology Center by the National Development and Reform Commission of in 2011, Dongfeng Motor Corporation Technical Center ranked No. 27 in China's 729 enterprise technology centers, and No. 2 in the automotive industry. Among 2010 Top 100 Enterprises Expenditure on Science and Technology Activities of State Enterprise Technology Center, Dongfeng ranked No. 9 with RMB6.171 billion yuan.

On 21 March, 2011, DFM was jointly named as “The Third Installment of Innovative Companies” by the Ministry of Science and Technology, the State-owned Assets Supervision and Administration Commission of the State Council (SASAC), and All-China Federation of Trade Unions.

In the Decision on Recognition of Outstanding Scientific and Technological Workers issued by China Science and Technology Association, two employees of DFM received the honorary title of “Outstanding Scientific and Technological Workers”.

At the Fifth National Machinery Industry Employees' Technological Innovation Presentation co-sponsored by China National Committee of Machinery, Metallurgy and Building Materials Trade Union and China Machinery Industry Association, the technological innovations of DFM's employees was granted with awards and DFM Trade Union was granted with the title of “National Machinery Industry Technological Innovation Demonstration Unit”. Two advanced collectives and six advanced individuals of DFM were also awarded.

• 加快自主事业发展

Speed up the development of DFM's self-owned business

2011年12月10日，随着一辆崭新的东风风神A60的正式下线，东风迎来了自主品牌年产销100万辆的荣耀时刻。

On 10 December, 2011, the official release of a new Dongfeng Fengshen A60 marked the glory moment that DFM had produced and distributed 1 million cars with its self-owned brand in a single year.



加强“东风”品牌建设。不断加强质量管理，完善售后服务，强化东风品牌在用户中的良好口碑，提高东风品牌的知名度、美誉度，把“东风”打造成国际著名品牌。

推进“大商用车”战略，巩固提升商用车业务领先优势。要以品牌、技术、协同为重点，构筑东风商用车业务的核心能力，实现由“中国的东风”向“世界的东风”跨越。

推进“大自主乘用车”战略。推进东风品牌乘用车事业、大中华品牌事业、合资自主品牌事业的整体布局。同时，深入推进自主乘用车事业全方位协同作战。加快发展东风风神乘用车事业，全面推进合资公司自主品牌发展。

Strengthen the building of “Dongfeng” as a brand. Continue to strengthen quality control incessantly, improve after-sale services, enhance the good recognition of Dongfeng among users, improve the awareness and reputation of Dongfeng brand, and build “Dongfeng” into an international famous brand.

Promote the strategy of “large-sized commercial vehicle”, consolidate and enhance the leading position of commercial vehicle business. Focus on the brand, technology, collaboration, build core competencies of Dongfeng commercial vehicle business, and achieve the progress from “Dongfeng in China” to “Dongfeng all over the world”.

Promote the strategy “large-sized independent passenger car”. Boost the overall layout of Dongfeng passenger cars, Greater China, and joint venture self-owned brand business. Meanwhile, further promote the full coordination of independent passenger cars. Accelerate the development of Dongfeng Fengshen passenger cars, and comprehensively promote the development of joint venture's self-owned brands.

2011年，东风自主品牌汽车产销量跨越了100万辆，这是东风自主品牌事业发展的重要里程碑，是东风长期坚持自主创新和自主发展的重大成果。

In 2011, the sales and distribution volume of DFM's self-owned brand cars exceeded 1 million sets, an important milestone of the development of Dongfeng's self-owned brands and a major achievement of DFM's long-term adherence to independent innovation and development.

廉洁建设

Integrity construction



4月21日，公司召开效能监察工作现场推进会。

DFM Effectiveness Monitoring Promotion Conference will be held On 21 April, 2011.

2011年，公司认真贯彻中纪委十七届六次全会和中央企业反腐倡廉工作会议精神和《东风汽车公司惩治和预防腐败体系建设工作标准》，抓好组织协调，不断创新，健全和完善公司惩防体系。

“制度加科技”，将廉洁风险防控要求融入企业管理和内控制度流程中，以科学的制度为前提、以信息技术为支撑、以防控风险为目标，不断促进制度流程合理化、监督防控动态化，逐步形成东风特色的做法。

开展党风廉政建设责任制检查考核工作，以检查考核推动反腐倡廉重点工作的深入展开。开展“领导干部为特定关系人谋取利益”专项治理工作和“小金库”专项治理复查工作。

公司党委建立了监督工作联席会议制度，落实惩防体系建设分工任务、发挥职能部门在反腐倡廉建设中的合力。

通过发挥党内监督、民主监督、审计监督等各种监督职能，建立多层次、多方位的监督体系。

In 2011, DFM conscientiously implemented the spirit of Sixth Plenary Session of the 17th Central Commission for Discipline Inspection and the Central Enterprise Anti-corruption Work Conference. While putting into practice the Dongfeng Motor Corporation Punishing and Preventing Corruption System Construction Measures, DFM got the organization and coordination well done, kept innovating, and built up and consummated the company's Correctional Defense System.

“System + Technology”. Integrate the integrity risk control requirements to enterprise management and internal control system, treat the scientific system as the prerequisite, information technology as the support, preventing and controlling risk as the goal, continue to promote the system rationalization process, dynamic monitor prevention and control, and gradually form an approach with DFM characteristics.

Carry out the responsibility system inspections and checks and promote key anti-corruption work by inspecting and checking, carry out the special governance of “leading cadres seeking benefits for specific relationship” and special treatment and inspection on “unit-owned exchequer”.

The CPC DFM Committee established the Joint Supervision Conference System, undertook tasks of punishment and prevention system construction, and spared no efforts of functional departments to promote anti-corruption and integrity construction.

By bringing into play the internal supervision of the Communist Party of China, democratic supervision, auditing and other oversight functions, DFM has formed a multi-level and multi-aspect monitoring system.

诚信守法

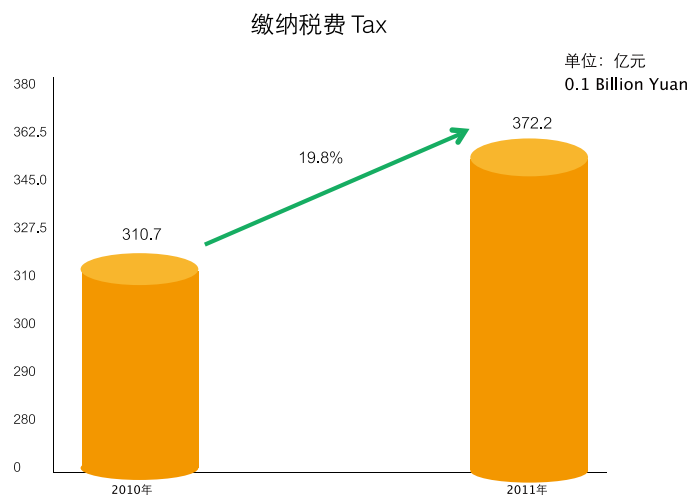
Honest and Law-abiding

公司坚持诚信经营，公平竞争，反对商业腐败和不正当竞争。公司总部和主要板块都设立了独立的法律事务机构，其中 12 家单位还设立了专职或兼职法律顾问，全集团专职或兼职法律顾问达 100 多人，法律事务工作嵌入了企业流程管理。

积极履行纳税义务，2011 年上缴各项税费 372.2 亿元（含关税），比上年（310.7 亿）增长 19.8%。

DFM adheres to honesty, fair competition, and opposes commercial corruption and unfair competition. independent legal affair departments had been set up at the corporate headquarters and main business segments while 12 units have employed full-time or part-time legal advisers. There are more than 100 full-time or part-time legal advisers in DFM and legal affairs are integrated into corporate process management.

DFM actively performs the tax obligation. In 2011, DFM paid RMB 37.22 billion Yuan of tax, 19.8% up on 2010 (31.07 billion Yuan).



安全生产责任 Safe Production Responsibilities

贯彻落实《国务院关于进一步加强企业安全生产工作的通知》要求，建立安全生产委员会会议制度，积极推进安全生产标准化创建活动。把安全生产状况作为衡量工作绩效的重要指标，营造安全文明的工作环境。

DFM put into practice the requirements in the Notice of the State Council on Further Strengthening the Enterprise Safe Production, established its safety committee meeting system, and actively boosted the safety standards activities. By regarding the production safety situation as an important indicator for measuring work performance, DFM had created a safe and civilized working environment.

措施 Measures

加强安全生产工作目标管理，组织编制公司安全生产“十二五”规划。根据《国家安监总局关于开展中央企业建设项目职业卫生“三同时”情况调查的通知》要求，加强建设项目“三同时”管理，从源头提升本质安全水平。

加强日常巡查、强化安全隐患排查和专项整治，共查出隐患12313项安全隐患，整改治理12099项，未完成治理项目均采取有效防控措施予以监控。

加大安全生产宣传力度，精心策划，开展形式多样的安全月活动。认真组织，确保了夏季高温期间设备检修顺利开展。结合自身特点，开展各种应急救援演练活动，完善应急救援程序，提高员工自救能力意识。加强安全生产宣传教育，形成齐抓共管的良好氛围。

强化安全生产教育培训，通过各种方式对员工进行安全生产教育和培训，保证员工熟悉安全生产规章制度和安全操作规程，掌握本岗位的安全操作技能。公司2011年对安全管理人员、安全技术人员、特种设备检验人员、特种作业人员等5021人次进行了培训，并开展了消防安全、职业危害防护知识讲座、危险预知训练、人机工程评价与改善等形式多样的安全专项培训。

Strengthen the management over safe production objectives and organize to develop the company's "Twelfth Five-year Plan" safe production plan. According to the requirements in the Notice of the State Administration of Work Safety on 'Three Simultaneous' Survey of Central Enterprises to Carry out Construction Project Occupational Health, strengthen the "three simultaneous" management of construction project, and enhance the nature safety level from the source.

Strengthen routine inspections and enhance security risk inspection and special rectification. DFM has totally inspected 12,313 hidden security risks, of which 12,099 risks were corrected while others were all monitored with effective control measures taken.

Make greater efforts at safety publicity, carefully plan and carry out various safety month campaigns. Carefully organize to ensure the smooth equipment maintenance during the hot days in summer. Taking into account its own characteristics, DFM carried out various emergency rescue exercises to improve emergency response procedures and the staff's awareness of self-help capabilities. By strengthening safety publicity and education, there had shaped up a good atmosphere of joint management and joint administration.

Strengthen safety education and training. Provide employees with various safety education and training so as to ensure that the employees are familiar with safety regulations and safe operating procedures while having mastered safe operation skills of the post. In 2011, DFM trained 5021 person-times of security management personnel, security and technical personnel, special equipment inspection personnel, special operations personnel and others, and carried out fire safety, occupational hazards prevention lectures, danger predicting training, ergonomic evaluation and improvement and various special safety trainings.

绩效

Performance

- 实现了五个杜绝：杜绝了死亡事故和较大及以上生产安全事故；杜绝了重大火灾事故；杜绝了锅炉、压力容器、压力管道重大爆炸事故；杜绝了危险化学品重大泄漏、爆炸事故；杜绝了重大职业中毒事故。
- 各项指标控制在考核范围内：2011 年共发生生产安全事故 50 起，事故频率 0.398‰，其中：死亡事故 0 起、重伤事故 1 起、轻伤事故 49 起；重伤事故频率 0.008‰，均小于控制指标。与去年同期相比，事故总数减少 6 起。
- 特种（危险）作业人员持证上岗率达 100%。
- 特种设备依法定检率及合格率达到 100%。
- DFM managed to eliminate the casualty accidents or more severe accidents, eliminate major explosion accidents of boilers, pressure vessels, and pressure piping, eliminate significant leakage or explosion of dangerous chemicals, and eliminate major occupational poisoning accidents.
- All indicators were within the range of assessment: In 2011, there were 50 production safety accidents, and the accident frequency rate was 0.398‰. There occurred no fatal accident, 1 serious injury accident, and 49 minor accidents. The frequency rate of serious injury was 0.008‰. All indicators were less than the control targets. The total number of incidents reduced by 6 last year on year .
- The certification rate of special (hazardous) operation personnel reached 100%.
- The regular inspection rate and passing rate of special equipment reached 100%.

荣誉
Honor



2月14日，东风公司在湖北省安全生产工作会议上被授予2010年度“湖北省安全生产红旗单位”称号，并在会上作典型经验交流。东风旗下东风汽车有限公司、东风本田汽车有限公司、神龙汽车有限公司3家单位被湖北省安全生产委员会授予2010年度“安全生产先进单位”称号。

5月，东风公司被湖北省委宣传部、工会等授予2010年“安全生产月”活动优秀单位。

On 14 February, 2011 DFM won the title of “2010 Hubei Safe Production Red-banner Unit” at Hubei Safe Production Conference, and introduced its experience at the conference. DFM’s Dongfeng Motor Co., Ltd., Dongfeng Honda Automobile Co., Ltd. and Dongfeng Peugeot Citroen Automobile Co., Ltd. were awarded “2010 Advanced Safe Production Unit” by Hubei Safe Production Committee.

In May 2011, DFM won the title of 2010 “Safe Production Month” Outstanding Unit awarded by the Publicity Department of CPC Hubei Provincial Committee and Hubei Province Federation of Trade Unions.

利益相关者责任 Stakeholder Responsibility

股东 Shareholders

• 规范运营 Standard Operations

东风公司旗下有三家上市公司。其中，在香港 H 股上市的东风汽车集团股份有限公司（简称“东风集团股份”）包含了公司大部分主营业务（股票代码 HK0489）。东风集团股份按照法律法规和国际惯例规范运作，致力于实现公司价值及股东利益最大化。

报告期内，东风集团股份始终恪守企业管治守则的相关规定。2011 年 7 月，东风集团股份 2010 年年度报告获得美国传媒专业联盟 (LACP) 2010 年度“远见奖——年度报告：银奖”。

Dongfeng Motor Corporation (DFM) has three listed companies. Dongfeng Motor Group Co., Ltd. (DFG) (ticker symbol: HK0489) listed in Hong Kong accounts for the vast majority of the primary business of DFM. DFG operates in accordance with laws, regulations and international conventions, and is committed to maximizing corporate value and shareholders' benefits.

Within the reporting period, DFG always abided by the relevant provisions of the Code on Corporate Governance Practices. In July 2011, DFG's annual report for 2010 won "Vision Awards—Annual Report: Silver Award" from the League of American Communications Professionals (LACP).

• 回报股东

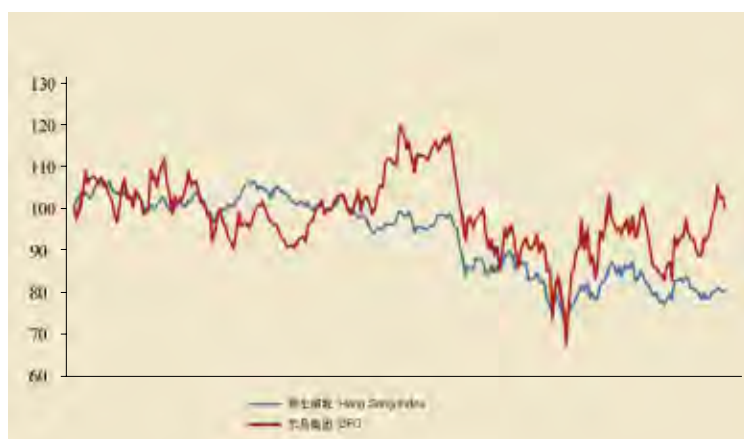
Shareholder Return

2005 年上市以来，东风集团股份股价总体呈波动上扬态势，明显优于恒生指数和国企指数，长期投资者在二级市场获得丰厚回报。近四年来，累计派发股利约 34.51 亿元。其中，就 2011 年度业绩，董事会建议派发年度现金股利 15.51 亿元，每股 0.18 元人民币。

Since going public in 2005, DFG's shares have showed a fluctuant and upward trend, outperforming Hang Seng Index (HIS) and Hang Seng China Enterprises Index (HSCEI). Long-term investors got substantial return on the secondary market. In recent four years, DFG has distributed cumulative dividends of some 3.451 billion yuan. In view of the company's performance in 2011, the board of directors made a proposal on issuing an annual dividend of 1.551 billion Yuan (EPS 0.18 Yuan).

东风集团股份生产经营情况 DFG's Performance						
	2006	2007	2008	2009	2010	2011
销售收入 (亿元) Sales revenues (0.1 billion Yuan)	482.6	593.18	705.69	917.58	1223.95	1314.41
毛利率 Gross profit margin	17%	16.5%	16.8%	19.1%	21.5%	20.1%
净利润 (亿元) Net profit (0.1 billion Yuan)	20.8	37.7	40.4	62.5	109.81	104.81
净利率 Net profit margin	4.3%	5.5%	5.7%	6.8%	9%	8%
净资产收益率 Return on equity	15.7%	20.3%	20.7%	25.3%	33.9%	25%

东风集团股份股价走势图（2011 年） DFG share price in 2011



2011 年末，东风集团股份股价报收于 13.32 港元，全年下跌 0.6%，同期恒生指数下跌 20%，东风集团股票走势明显强于大盘。

DFG's shares closed at 13.32 HK dollars in the end of 2011 and ended the year with a drop of 0.6%, while HIS fell 20% in the same period. DFG shares outperformed the market significantly.

• 信息披露

Information Disclosure

建立资料库，充分利用公司网站披露信息，发布 2011 年中期和 2011 年年度报告，并在法定时间内完成初步业绩公告披露、完整年度报告发布及派发。按联交所监管规则，适时通过法定渠道（联交所网站及公司网站）发布股价敏感信息、关联交易信息等公告 29 次。向投资者发布月度产销信息 12 期、公司重要新闻超过 20 期。

DFG established a database, disclosed information on its website, published the midyear report and annual report for 2011, and completed the disclosure of the preliminary performance announcement within statutory time and the publishing and distribution of the annual report. According to the regulation rules of the Hong Kong Exchanges and Clearing Limited (HKEx), DFG has made 29 announcements on price-sensitive information and related transaction information through legal channels (HKEx's website and DFG's website), released 12 issues of monthly production and sales information to investors and more than 20 issues of major corporate news.

• 投资者关系管理

Investor Relation Management

本年度公司亦通过业绩推介会、新闻发布会、境内外路演、日常接待、电话会议等多种形式，保持与境外传媒及投资者的紧密联系。全年举行路演及反向路演活动共 13 次，共接待投资者公司来访 40 余次，安排组会及一对一电话会议共 50 余次。

In 2011, DFG maintained close relations with overseas media and investors in forms such as business presentation, press conference, domestic and overseas road shows, daily reception and teleconference. Throughout the year, DFG held 13 road shows and reverse road shows, received more than 40 investors, and arranged more than 50 group meetings and one-to-one teleconferences.



员工 Employees

• 权益保障 Protection of rights and interests

1月16日，公司《集体合同》平等协商会议。
On 16 January, 2011, DFM "Collective
Contract" Equal Consultation Conference.



公司2011年度1至10月共吸纳就业人数28295人，本地化雇佣比例为98.1%。公司现有从业人员15万人。雇佣残疾人士1597人。员工平均年龄36.9岁，男女员工比例7:3，员工劳动合同签订率100%，男女员工同工同酬。

公司为员工提供有竞争力的薪酬福利待遇，建立了以岗位管理、能力管理和绩效管理为支撑的薪酬管理制度体系，价值决定岗位，岗位和能力决定薪酬，业绩决定收入，建立公司超挑战奖励和员工分享经营成果机制，实现员工与公司共同发展。

2011年，为做好公司第五次《集体合同》签订工作，公司成立了《集体合同》修改工作小组，依据《工会法》、《劳动法》、《劳动合同法》和《湖北省集体合同》参考文本等，在广泛征求各方面意见和建议的基础上，形成了公司第五次《集体合同（征求意见稿）》，并印发到十届职代会10个代表团，组织职工代表、职工认真审议，共征集到职工的修改意见和建议88条，经梳理、归类，38条提交职代会协商。公司十届职代会各代表团表决通过《东风汽车公司集体合同》、《东风汽车公司女职工权益保护专项集体合同》。

From January 2011 to October 2011, DFM totally employed 28,295 new workers and the local employment ratio reached 98.1%. The company now owns around 150,000 employees, of which 1597 are people with disabilities. The average age of employees is 36.9 years old. The proportion of male and female employees is 7:3, and the labor contract signing rate is 100%. Men and women enjoy equal pay for equal work.

DFM offers competitive salary and benefit treatment. The corporation has established a salary management system supported by post management, capacity management and performance management. The value determines post. The post and capacity determine salaries. The performance determines income. DFM has established Ultra Challenge Awarding Mechanism and Employee Share Achievement Mechanism to achieve the common development of the company and its employees.

In 2011, to get the fifth round of collective contract signing well done, DFM set up a collective contract modification working group, and released DMF's fifth collective contract (draft) which was based on Trade Union Law, Labor Law, Labor Contract Law and reference text of Collective Contracts in Hubei Province, and opinions and suggestions from various aspects, and issued the Draft to the 10 delegations of the Tenth Employee Congress for discussion, and after combing, classification, submitted 38 of 88 pieces of gathered modification comments and suggestions to the employee congress for consultations. The Tenth DFM Employee Congress delegations voted through the Dongfeng Motor Corporation Collective Contract and Dongfeng Motor Corporation Women Workers Interests Protection Special Collective Contract.



1月27日，公司第十届职工代表大会第二次会议在十堰基地隆重召开，公司董事长、党委书记徐平代表公司方、公司工会主席叶惠成代表职工方签署了《东风汽车公司集体合同》。

On 27 January, 2011, the second session of the Tenth DFM Employee Congress was held in Shiyan Base. Xu Ping, Chairman of DFM and Secretary of the CPC DFM Committee, on behalf of the company party, signed "Dongfeng Motor Corporation Collective Contract" with Ye Huicheng, Chairman of Trade Union, on behalf of the party of workers.

• 民主公开

Democracy and publicity

公司完善制度体系，深化民主管理，充分保障了职工的知情权、参与权、表达权、监督权，在团结动员广大职工共谋公司发展方面发挥了积极作用。

公司积极探索厂务公开，民主管理新途径，充分发挥厂务公开民主管理的主渠道作用，完善职代会职能；厂务公开的针对性、实效性进一步增强；平等协商和集体合同制度的运行效果显著；职工董事、职工监事建制工作取得新进展；实现了职工民主管理与企业文化建设的有机融合；创造了中外合资企业员工代表大会和“会晤、通报、协商、沟通”等相结合的“1+4”民主管理模式。

DMF improves the institutional system, deepens the democratic management, adequately protects workers' right to information, participation, expression and supervision, and has played an active role in mobilizing the workers to unite and seek common development of the company.

DMF actively explores new approaches of factory affairs publicity and democratic management, fully utilizes the main channel of factory affairs publicity and democratic management, enhances the functions of employee congress, and further improves the pertinence and effectiveness of factory affairs publicity. The corporate achieves remarkable running effects of equal consultation and collective contract system. The employee-directors and staff supervisors system establishment also make new progress. DMF has achieved the organic integration of democratic management and corporate culture construction, created the "1+4" democratic management of Joint Venture Employee Congress General Assembly and "Meeting, Notification, Consultation, Communication".

8月24日，全国深化创新厂务公开民主管理工作会在青岛召开。东风公司董事长、党委书记徐平在会上作《创建企业民主管理新模式、促进中外合资企业和谐发展》经验交流，东风的民主管理新模式受到了广泛关注。

On 24 August, 2011, "DFM National Factory Affairs and Democratic Management Innovation Conference" was held in Qingdao. Xu Ping, Chairman of DFM and Secretary of the CPC DFM Corporation, gave the speech of "Create a New Model of Enterprise Democratic Management and Promote the Harmonious Development of Joint Venture". DFM's new democratic management model aroused wide concern.

• “四项制度”——多层次的沟通协商机制

“Four mechanisms”: multi-level communication and consultation mechanism

通过“四项制度”建设，畅通了工会组织、职工群众与企业不同管理层之间的沟通渠道，既确保了职工的话语权，又以劳资双方的直接交流沟通，夯实了职工与企业在开展工资集体协商中利益一致、互信共赢的良好基础。

The construction of “four mechanisms” cleared the communication channels of trade unions, workers and managers at different levels, thus ensuring the voicing rights of workers, achieving direct communication between employers and employees, strengthening the good basis of consistent interests, mutual trust and win-win for workers and enterprises in collective salary negotiations.

- . 公司总裁与工会主席定期会晤制度，搭建劳资高层交流沟通平台，凸显了工会协调劳动关系的地位与作用。
- . 公司总裁定期向职工代表通报情况制度，搭建职工参与公司重大决策平台，疏通了职工表达利益诉求的渠道。
- . 工会与劳动管理部门通报协商制度，搭建薪酬分配协商共决平台，建立了科学合理的工资集体协商机制。
- . 工会与相关行政部门通报协商制度，搭建执行层面交流互动平台，确保了以职工为本理念的全方位落实。

.Thanks to the regular meeting mechanism of the president and trade union chairmen, a high-level platform has been established for communications between employers and employees, thus having highlighted the status and role of trade unions in labor relation coordination.

.Thanks to the mechanism of regular informing of the president to employee representatives, a platform for workers to partake in the company's major policy-making has been established so as to facilitate employees to express interest demands on their behalf.

.Thanks to the informing and consulting mechanism of the trade union with labor management departments, a salary distribution and consultation platform has been established, thus having shaped up a scientific and reasonable mechanism for collective salary negotiations.

.Thanks to the informing and consulting mechanism of the trade union with relevant administrative departments, an interactive platform for communications and interactions on the administrative level has been established, thus having ensured the full implementation of worker-oriented concepts.

公司建立“四项制度”、推进工资集体协商的探索创新，既符合国际惯例，又凸显中国特色；既适合于国有、集体及其控股企业，又适合于外资、合资及非公有制企业的平等协商机制，并迅速在公司旗下各单位推广开来。

旗下东风本田汽车有限公司深入推行厂务公开和员工代表大会等制度，为企业的高质量快速发展提供强力支撑。2009年以来，先后荣获全国模范职工之家、湖北省文明单位、湖北省员工代表大会先进单位、湖北省劳动关系和谐企业、湖北省职业道德建设先进单位等荣誉称号。

DFM has established “four mechanisms” and promoted the exploration of innovative collective salary negotiations, thus complying with international practice and highlighting Chinese characteristics. The equal consultation mechanism, which suits state-owned, collective and holding companies as well as foreign investment, joint venture and non-public enterprises, quickly spread to DFM affiliated enterprises.

Dongfeng Honda Automobile Co., Ltd., which is affiliated to DFM, further implemented factory affairs publicity and Employee Representative General Assembly and other regulations to provide strong support for the rapid quality development. Since 2009, it has won such honorary titles as National Model Home of Workers, Hubei Province Civilized Unit, Hubei Province Advanced Unit of Employee Congress, Hubei Labor Relations Harmonious Enterprise, and Hubei Professional Ethics Construction Advanced Unit.

• 保障体系
Security system



公司根据国家和地方政策为员工缴纳养老、医疗、失业、工伤生育等保险和住房公积金，公司在册员工参加医疗、养老、失业、工伤、生育保险覆盖率 100%。此外，为员工建立企业年金计划、补充商业医疗保险、意外伤害保险、困难救助基金等，定期组织员工进行健康体检，认真贯彻实施带薪年假制度，不断提升员工福利保障水平。同时，为退休人员统筹外养老金，困难职工家庭救助和大病救治提供保障。

公司“爱心工程”管理委员会认真分析上年运行经验，对爱心工程的救助条件进行了适当放宽，扩大了救助面。通过各种渠道，形成多层次、全方位的帮扶救助体系，建立帮扶资金募集的长效机制。

In accordance with national and local policies, DFM buys pension, health care, unemployment, maternity insurances and housing provident fund for employees, and the coverage rate of in health care, pension, unemployment, work injury, and maternity insurance among the registered staff reaches 100%. In addition, DFM has established enterprise annuity plan, supplementary commercial medical insurance, accident insurance, and difficulties relief fund for employees, has provided periodic health examination for the staff, has been conscientiously implementing the measures of paid annual leave, and has been improving the protection level of employee benefits. Moreover, DFM provides its retirees with additional pensions in addition to public pool pensions and provides badly-off families with assistance and serious illness treatment.

DFM's "Love Project" Management Committee carefully analyzed the operating experience of prior year, relatively relaxed the aid conditions of love project, and expanded the relief range. Through various channels, DFM established the multi-level comprehensive assistance system and the long-term mechanism for raising relief fund.



8月11日，公司第三批基层“爱心工程”分会授牌仪式在十堰基地举行，至此，公司已建立50个基层“爱心工程”分会，初步构筑了以东风公司“爱心工程”为主体，以各基层单位“爱心工程”分会为补充的多级爱心救助体系。自2009年启动建立“爱心工程”基层分会以来，第一、第二批“爱心工程”分会累计救助各类困难职工2602人，发放救助款2067369.90元，主要救助对象为重大疾病职工、遭受意外灾害职工、子女上学困难职工等。

On 11 August, 2011, the Opening Ceremony of DFM Third Batch of Grassroots “Love Project” Branches was held in Shiyan Base. Till then, DFM has established 50 grassroots “Love Project” branches, initially built a multi-level relief system with DFM “Love Project” as the main body and “Love Project” branches as supplement. Since “Love Project” branches was launched in 2009, the first and the second batches of “Love Project” Branches totally aided 2602 workers in all kinds of difficulties and provided RMB2,067,369.90 yuan of relief fund. The main target relief workers are those with serious major diseases, or suffered from accidental hazards or with difficulties in supporting children to acquire education.

● 关注员工健康

Attach importance to the health of employees

公司成立了医疗与职业卫生防治管理委员会，不断加大医疗卫生体系建设的力度，全力做好医疗保险管理工作和员工身心健康管理，提供让员工满意的预防医疗、健康保健服务。利用调查数据对员工健康状况进行分析，通过宣传健康生活方式与生活理念，引导员工关注自身健康；配合公司医疗机构建立实施科学、合理的东风人健康管理计划。

会同卫生部门，开展职业卫生大检查，对各单位职业卫生制度建设、法律法规执行、职业病防护设施、教育培训、健康监护等进行督查；坚持标本兼治，采用先进的技术、装备、生产工艺和管理方法，从源头上减少和控制职业危害；针对重点部位，安排专项资金进行专项整改解决。

DFM established the medical and occupational health prevention and management committee, continuously enhanced the construction of its medical and health system, made every effort to get the health insurance and employees' health well managed, and the staff were provided with satisfactory preventive health care services. In addition, DFM made use of survey data to analyze health status of employees, guided employees to care about their own health by promoting healthy lifestyles and life philosophy, and built up and implemented the scientific and rational DFM health management plan together with the company's medical institutions.

In conjunction with health departments, DFM carries out inspection of occupational health, including the occupational health system construction, law enforcement, occupational protective equipment, education and training, and health care of each unit. In addition, DFM insists on treating the symptoms and the root causes of problems by the use of advanced technology, equipment, production processes and management methods to reduce and control occupational hazards from the source. Besides, for key positions, DFM allocates special funds for special rectification.

● 员工培训

Staff training

公司建立了总部、各板块和工厂 / 子公司三级分级分类管理的员工培训体系，完善了培训计划及预算管理体系。同时，致力于培训资源开发，以有效应对因业务的拓展及员工职业发展需要所产生的培训需求。目前，公司内共有内部兼职讲师 1900 余名，课件 1600 余个。2011 年，公司还设立了“东风汽车公司职业教育培训中心”；同时以公司干部培训中心等培训机构为基本阵地，与清华大学、中欧工商管理学院等 117 家社会机构建立培训合作关系，开展经营管理人才和专业技术人才培训，不断提高员工培训的针对性和有效性，公司职业教育培训进入一个新的发展阶段。2011 年，公司员工培训达 1.4 万余期。

DFM has established a three-level (headquarter, plate and plant/subsidiary) hierarchical classification staff training management system and consummated training programs and budget management system. In addition, DFM is committed to training resource development to effectively respond to the staff training needs incurred by business expansion and career development. At present, DFM totally is provided with more than 1900 internal part-time lecturers and more than 1600 pieces of courseware. In 2011, the company also established "Dongfeng Motor Corporation Vocational Education and Training Center"; and with the manager training center and other training institutions as the basic positions, DFM established training partnerships with 117 institutions, including Tsinghua University, China Europe International Business School, to carry out management and professional technical personnel trainings. After continuous improvement of the relevance and effectiveness of staff training, the vocational education and training entered a new stage of development. In 2011, DFM totally provided over 14,000 training programs.

- 丰富员工业余生活
Enrich leisure life of employees

公司倡导“健康生活，快乐生活”理念，不断完善设施建设，组织开展各类丰富的员工业余文体活动，形成了积极向上的浓厚氛围。

The company advocates the concept of “Healthy Life, Happy Life”, constantly improves the facilities, and organizes all kinds of amateur sports activities for the staff, thus having shaped up a profound and positive atmosphere.



6月4日，庆祝中国共产党成立90周年公司第四届“东风杯”羽毛球赛在武汉闭幕。中国羽毛球队总教练李永波率国家队运动员在闭幕式上进行了精彩的表演赛，并与公司领导一道为获奖球队颁奖。此次羽毛球赛共有25支员工队、23支高管队、663名运动员参赛，是公司历届羽毛球赛中参赛范围最广、参赛人员最多的一次赛事。

On 4 June, 2011, to celebrate the 90th anniversary of the foundation of the Communist Party of China, the fourth “DFM Cup” Badminton Match concluded in Wuhan. Li Yongbo, head coach of Chinese Badminton Team, led the national badminton team to present wonderful exhibition matches in the closing ceremony and presented awards to winning teams together with the leaders. 25 employee teams, 23 manager teams, and 663 athletes took part in the Badminton Match. This badminton tournament competition attracted the most players of the widest ranges.



9月2日,由东风公司工会主办、东风商用车公司承办的东风公司“强身心、强体魄、促和谐”职工游泳比赛在十堰开赛。来自东风公司各事业单元的13支代表队、160余名运动员参加比赛。

On 2 September, 2011, the DFM “Build Body & Promote Harmony” Employee Swimming Competition sponsored by DFM Trade Union and undertaken by Dongfeng Commercial Vehicle Company was held in Shiyan. More than 160 athletes of 13 teams from Dongfeng business departments participated in the competition.



9月27日,东风公司“十二五”企业文化建设指导意见发布,“东风精神家园网站”开通。

On 27 September, 2011, Dongfeng ‘Twelfth Five-year Plan’ Corporate Culture Construction Guideline was issued and the online portal of “Dongfeng Spiritual Home” was launched.

客户 Clients

公司将“制造优质汽车，提供满意服务，优化生活品质，实现人与自然的和谐”作为使命，向广大客户提供高质量的产品和服务，品牌形象及顾客满意度持续提升。

深入开展质量认证工作，公司民品、军品质量管理体系完成重构，先进的质量管理工具在集团广泛应用，质量管理水平不断提高；广大员工质量意识不断增强，全员、全过程、全价值链的质量改善普遍开展，公司质量文化进一步形成。

The company regards it as its mission to "manufacture high-quality vehicles, provide satisfactory services, optimize the quality of life ,and realize the harmony between man and nature". While it provides many clients with quality products and services, its brand image and customer satisfaction continue to be improved.

The company conducts in-depth quality certification in a deep-going way. It has completed the reconstruction of its respective quality management systems for civilian products and military products, advanced quality management tools have been widely applied in the group, with quality management level increasing; the staff of the company has kept enhancing their quality awareness, and the quality improvement has been made among the whole staff during the whole process and in the overall value chain. The company's quality culture has been further formed.





第三届东风风神品牌营销服务大赛于7月底分8个赛区和“市场经理、销售顾问、服务顾问、维修技师”4个大项举行，80名优秀选手进行了“笔试+实际操作”的决赛考核。

The third Dongfeng Fengshen brand marketing service contest was held in eight competition areas at the end of July 2011, divided in four categories, i.e. Marketing Managers, Sales Consultants, Service Consultants, and Maintenance Technicians. 80 best players participated in the final assessment of "written examination + practical operation".



东风风神与NBA建立了长期市场合作伙伴关系，NBA篮球大篷车活动从2011年5月开始一直到9月，穿行全国20个城市，展开丰富多彩的汽车与体育合作活动，为更多东风风神车主和广大球迷带来原汁原味的东风风神产品和NBA活动互动体验。

Dongfeng Fengshen established a long-term marketing partnership with the NBA. NBA basketball caravan event went through 20 cities in China from May until September 2011, and carried out a variety of vehicle and sports activities, which provided more Dongfeng Fengshen owners and basketball fans with the interactive experiences of authentic Dongfeng Fengshen products and NBA events.

供应商 Suppliers

与供应商约定走可持续发展之路，督促和呼吁供应商共同履行社会责任，实现和谐发展。

公司坚持公正、公开、透明的合作原则，与供应商建立“诚信、合作、共赢、发展”合作关系，打造“安全、高效、协同”供应链体系。通过流程再造，业务优化，重构具有结构性成本优势的供应链，构建起具有核心竞争力的、有活力的供应平台。同时，积极帮助供应商提升管理和技术水平，不断巩固可持续发展的供应链共同体，使得供应商与东风共同成长。

Based on the principle of "fairness, openness and transparency", the company established the "good faith, cooperation, win-win, development" partnership with suppliers so as to build a "safe, efficient, collaborative" supply chain system. Through process reconstruction and business optimization, the company reconstructs a supply chain with structural cost advantage and builds up a dynamic supply platform with a core competence. At the same time, the company actively helps suppliers improve the level of management and technology, and constantly consolidates the sustainable supply chain community so as to allow suppliers to grow together with Dongfeng.

The company agreed with the supplier to take the road of sustainable development. It supervised and called on suppliers to fulfill their social responsibilities, in order to achieve harmonious development.

3月7日，公司召开采购及供应链管理交流专题会。旗下东风日产乘用车公司、东风本田汽车有限公司、东风商用车公司和神龙汽车有限公司等单位分享了采购及供应链管理方面的成功案例，并就如何做好采购工作和供应链管理、如何构筑具有核心竞争力的采购战略以及如何做好集团内部的采购管理工作等议题进行了热烈交流。

神龙汽车有限公司与12家战略供应商签署了《战略供应商合作框架协议》，进一步密切与供应商彼此之间的合作，贯彻战略、技术、管理、人才方面的协同化、一体化作战思想，共同确定各领域改善行动计划，确保战略联盟在行业的总体竞争优势和地位。

On 7 March, 2011, the company held an experience-sharing meeting on procurement and supply chain management. Its subsidiaries, such as Dongfeng Nissan Passenger Vehicle Company, Dongfeng Honda Automobile Co., Ltd, Dongfeng Commercial Vehicle Company and Dongfeng Peugeot Citroen Automobile Co., Ltd., shared the successful cases in terms of procurement and supply chain management and conducted heated exchanges on how to do procurement well and supply chain management, how to set the procurement strategy with core competence, and how to do the internal procurement management work of the group.

Dongfeng Peugeot Citroen Automobile Co., Ltd has worked with 12 strategic suppliers to sign a Strategic Supplier Cooperation Framework Agreement so as to intensify the cooperation with such suppliers. It implements the collaborative and integrated ideas in terms of strategy, technology, management and personnel and jointly established the action plans in various areas so as to ensure the strategic alliance's overall competitive advantage and position in the industry.

经销商 Dealers

专营店、经销商是东风品牌市场营销的“一线”，也是东风品牌走向客户的重要窗口，公司坚持与供应商相互信赖，合作共赢，以双赢的商务政策帮助经销商以让客户满意为基础，不断提高服务意识，创造价值；主动提高服务人员的技能和素质，切实增强服务本领；结合自身实际积极创新为用户服务的途径和内容，用差异化服务形成自身的特色和优势。

同时，积极促进经销商积极履行社会责任，并通过经销商向用户宣传“低碳安全最先做到，文明驾驶最先践行，诚信公民最先展现”的汽车公民理念。

Franchised stores and dealers make up the frontline of DFM's brand marketing, and they are an important window for promoting Dongfeng brand among the clients. Based on the principle of "mutual trust and win-win cooperation", the company uses its win-win business policy to help dealers keep improving service awareness and customer satisfaction, and creating value; it takes initiative to improve the skills and quality of service personnel in a bid to enhance their service skills; in combination with the practice, the company makes active innovation of the service approach and content and uses differentiated services to form its own characteristics and advantages.

At the same time, the company actively encourages dealers to fulfill their social responsibility and publicizes, through dealers, the vehicle citizen concept of "the first to achieve low-carbon safety, the first to practice civilized driving, and the first to showcase the good-faith citizens".



2011年，公司以“三先三最”为主题，在营销部门、经销单位、东风客户三个层面以不同要求展开“创先争优”活动。要求营销部门做到“市场需求最先满足，客户价值最先保证，服务品质最先提升”、经销单位要力争做到“客户需求最先想到，客户诉求最先回应，客户服务最先落实”、服务单位要做到“群众意见最先听到，群众困难最先帮到，群众满意最先达到”。图为东风公司董事长、党委书记徐平到4S店调研“创先争优”活动。

In 2011, themed with "three first, three best", the company carried out the "pioneering and excellence" activity at three levels, i.e. marketing department, distribution units, Dongfeng clients. The marketing department is required to "be first to meet market demands, guarantee the clients' value, and enhance the service quality". The dealers should strive to be first to think about clients' need, and respond to the clients' appeal, and implement the client service. The service units should be the first to listen to the opinions of the masses, and solve the difficulty of the masses, and meet the satisfaction of the masses. The picture shows that Mr. Xu Ping, Chairman of Dongfeng Motor Corporation and secretary of the CPC DFM Committee, visits a 4S store to conduct survey on the "pioneering and excellence" activity.



东风日产以“人·车·环境和谐”为环境理念，引入日产全球标准的绿色专营店项目，全面营造一个环境友好的销售服务网络，“绿色专营店”认证已经成为东风日产专营店运营管理的战略目标之一。到2012年底，将有50%的东风日产专营店通过ISO14001认证，加入到“绿色专营店”的大家庭中来，而到2015年，这一比例将达到80%。开展绿色专营店活动以来，大大提高了经销商环境意识和遵守环保法规的能力，鼓励其承担起应尽的社会责任；通过建立起完备的环境管理体系，掌握了环境管理的方法，具备了持续进行环保工作的能力；在改善环保基础设施设备不足的基础上，降低水、电等能源的消耗及运营成本。

With the environmental idea of "people/cars/environmental harmony", Dongfeng Nissan introduced the green franchised store project which meets Nissan's worldwide standard, and established a comprehensive environment-friendly sales and service network. "Green franchised stores" certification has become one of Dongfeng Nissan's strategic goals of franchised stores operation and management. By the end of 2012, there will be 50% of Dongfeng Nissan franchised stores which have passed ISO14001 certification and become "Green franchised stores". By 2015, such a proportion will reach 80%. Since the "Green franchised stores" activity was carried out, it has greatly improved the dealers' environmental awareness and the ability to comply with environmental regulations, and encouraged them to assume social responsibility; through establishing a comprehensive environmental management system, Dongfeng Nissan mastered the environmental management approach, and possessed a sustained ability to carry out environmental protection work; while improving the inadequacy of environmental protection infrastructure facilities, Dongfeng Nissan reduced the consumption of water, electricity and other energy, and lowered the operating costs.

行业协会

Industry Associations

公司积极参与行业协会，履行会员义务，是中国工业经济联合会、中国机械工业联合会、中国汽车工业协会等 55 个协会组织的成员，公司领导在部分协会中还担任重要职务，广泛参与行业交流，为中国汽车行业的发展做出了应有的贡献。

The company actively joined industry associations to fulfill membership obligations. It is currently the member of 55 industry associations, such as the China Federation of Industrial Economics, China Machinery Industry Federation, and China Association of Automobile Manufacturers. The company's leaders take the important positions in certain associations and widely participate in exchanges in the industry, making due contributions to the development of the Chinese auto industry.

环境责任

Environmental Responsibility

公司以创建环境友好型、资源节约型企业为目标，始终坚持把减少污染排放和能源消耗、保护生态环境融入企业发展与生产、经营、管理的全过程。

Aiming at establishing an environment-friendly, resource-saving enterprise, the company always persists in getting reducing pollutant discharge and energy consumption and protecting the environment integrated into the whole process of business development, production, operation and management.

环境保护与节能减排

Environmental Protection and Energy-saving and Emission-reduction

公司将环境保护与节能减排工作与科学发展观有机结合，保持与中央大政方针相一致，与建设和谐东风和持续发展的东风相协调。

The company gets environmental protection, energy-saving, and discharge reduction wSubsidiariesell combined with the scientific development concept, and keeps consistent with the central government's major policies and Dongfeng's philosophy of gaining harmonious and sustainable development.

● 主要措施

Key Measures

- 建立完善的组织体系和健全的环境保护管理制度，深入贯彻 ISO14000 系列环境管理体系标准，“自我约束、自我控制与自我改善”的运行机制对环境保护与节能减排工作形成了有效支撑。
 - 严格执行建设项目环境影响评价、“三同时”和节能评估制度。2011 年共完成 30 个项目的环评及节能评估工作，2 个项目完成建设项目环保、节能专项验收。
 - 贯彻实施排污许可证制度。公司所属各单位根据实际的排污状况，每年进行排放污染物申报登记工作，均取得了当地政府环保部门颁发的“排放污染物许可证”，同时主动申请政府环保部门对“三废”排放情况进行定期监测。
 - 淘汰落后生产工艺装备和产品，淘汰高耗能落后设备。如用螺杆（离心）式空压机取代活塞式空压机、用 S11 型油浸式（SCB10 干式）节能变压器替代老式高耗能变压器、工频炉熔化改为中频炉熔化等。
 - 工业废水治理：新建园区（工厂）按照“统一规划、合理布局、资源共享”的原则，实现废水处理的集约化管理，最终实现零排放。
 - 工业废气治理：采用水溶性涂料替代油性涂料，降低 VOC 排放；采用清洁供热方式取消或停用锅炉，减少 SO₂、NO_x 排放。
 - 废物处置利用：危险废物 100% 合规处置；废金属 100% 综合利用。炉渣、粉煤灰综合利用率达到 120% 以上；废酸、废碱成为地方企业的原材料。
 - 噪声治理：采取吸声、隔声、消声器和改变建筑布局等措施控制噪声源和噪声传播途径，厂界噪声达标率逐年上升；开展三维仿真噪声模拟技术课题研究。
 - 资源综合利用：中水回用于生产及景观绿化；采用先进的焚烧固化技术开展污泥制砖；铸造废砂制砖产品环保性能通过政府检测，符合国家产业政策和环保标准要求。
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- Strictly implement the environmental impact assessment on construction projects, the "three simultaneous" and the energy-saving evaluation system. In 2011, the company completed EIA and energy-saving evaluation on 30 projects. Among which, two projects have gone through special inspection and acceptance of environmental protection and energy conservation;
 - Implement the sewage discharge permit system. According to actual status of the sewage discharge, the units under the company declare their pollutants discharge registration each year, and obtained the pollutant discharge permit granted by the local government environmental department; meanwhile, the units took the initiative to apply to the government environmental protection department for regular monitoring on their discharge of "waste gas, waste water, and industrial residues".
 - Eliminate backward production technology, equipment and products, and phase out the backward equipment with high energy-consumption. For example, replace the piston air compressors with screw (centrifugal) air compressors, replace the old-typed transformers with high energy consumption with S11 oil-immersed (SCB10 dry-type) energy-saving transformers, and replace line frequency melting furnaces with intermediate frequency furnaces.
 - Industrial wastewater treatment: In newly-established parks (factories), intensive management of wastewater treatment shall be realized according to the principle of "unified planning, rational distribution, resource sharing", thus ultimately achieving zero discharge.
 - Industrial waste gas treatment: use the water-soluble oil paint coatings to replace oil paint, thus reducing the VOC discharge; use the clean heating mode to cancel or stop the boiler, thus reducing the SO₂ and NO_x discharge.
 - Waste disposal and use: hazardous wastes fully comply with the relevant disposal regulations; scrap metal is fully utilized. The comprehensive utilization rates of slag and pulverized fuel ash reach 120% or above; waste acid and waste alkali become the raw materials of local businesses.
 - Noise abatement: adopt sound absorption, sound insulation and muffler, change the building layout, or adopt other measures, to control noise sources and noise transmission, make the compliance rate of factory boundary noise increase year by year; the company carries out the research on three-dimensional noise simulation.
 - Comprehensive utilization of resources: reclaimed water is recycled for the production and landscape planting; adopt the advanced incineration technologies to produce bricks with the sludge; the bricks produced with foundry waste sand passed the government testing, and are in line with the national industrial policies and environmental standards requirements.

● 节能减排绩效

Energy-saving and Emission-reduction
Performance

2011 年公司通过科技创新、科学管理、合理利用等途径，在生产经营快速发展的形势下，实现增产不增污，全面达成国家下达的节能减排指标，并获得了社会公众的广泛认可。

杜绝了各类环境污染和能源浪费事故。

在公司产量持续增长的情况下，节能减排主要指标得到很好控制：

与 2009 年同期相比：万元增加值能耗降低 4.53%，COD、SO₂ 分别减排 11.11%、10.65%。

与 2010 年同期相比：万元增加值能耗降低 6.31%，COD、SO₂ 分别减排 9.38%、7.37%。

各类环保目标持续稳定运行。各类污染物综合监测达标率达到 99.2%。

申请国家节能减排专项资金超过 1 亿元。

In 2011, the company achieved the production increase without pollutant increased and achieved the energy-saving and emission-reduction targets established by the country by making use of such approaches as technological innovation, scientific management, rational use under the situation of the rapid development of production and operation. The company has won the wide public recognition.

DFM has eliminated all kinds of environmental pollution incidents and energy waste incidents.

Under the sustainable output growth of the company, energy-saving and emission-reduction work has been well controlled.

Compared with the same period in 2009: for 10,000 Yuan of value added, 4.53% of energy consumption was reduced, COD and SO₂ emissions reduced by 11.11% and 10.65%, respectively.

Compared with the same period in 2010: for 10,000 Yuan of value added, 6.31% of energy consumption was reduced, COD and SO₂ emissions reduced by 9.38% and 7.37%, respectively.

Various environmental objectives are under continuous and stable operation. The annual compliance rate of comprehensive monitoring of various pollutants is 99.2%.

The company has succeeded in applying for over RMB100 million yuan in national special funds for the energy saving and emission reduction.

2011 年，东风公司环境保护与节能减排工作效果得到各级政府的广泛认可：东风汽车有限公司被国家工业和信息化部、财政部、科技部列为汽车行业“两型”企业创建试点企业；《节能减排工作的探讨与实践》荣获湖北省第二十二届企业管理现代化创新成果一等奖；东风本田发动机有限公司获得广州市清洁生产优秀企业。

In 2011, Dongfeng has been widely recognized by all levels of governments for its environmental protection and energy conservation: Dongfeng Motor Co., Ltd was listed as "two type" pilot enterprise by the Ministry of Industry and Information Technology, the Ministry of Finance, and the Ministry of Science and Technology; its innovation result titled Discussion and Practice of Energy Conservation and Emission Reduction Work won the first prize at the 22nd Hubei Enterprise Management Modernization Innovation Achievement; Dongfeng Honda Engine Co., Ltd was appraised as clean production enterprise in Guangzhou.

降低产品排放

Reduce Waste Gas Emissions

加强质量管理和产品研发，积极建立汽车技术科技创新平台，通过与有关高校、科研院所进行合作，促进新技术、新材料、新工艺等的应用，从而提升产品能源利用率，降低能耗和废气排放。

在国家发改委、工信部、财政部公布的第五批“节能产品惠民工程”节能汽车推广目录中，东风公司旗下所属子公司共有 24 款车入选。目前，公司共有 54 款车被列入国家节能汽车推广目录。

Strengthen quality management and product development, actively build automotive technological innovation platform, through cooperation with the universities and research institutes, promote new technologies, new materials, new technology and other applications, thereby improving product energy efficiency, reduce energy consumption and exhaust emissions.

In the fifth batch of energy-saving vehicles promotion directory under "energy-saving product project for the benefit of the people" released by the National Development and Reform Commission, the Ministry of Industry and Information Technology, and the Ministry of Finance, there are 24 cars which are under the subsidiaries of Dongfeng. At present, the company has a total of 54 cars listed into the national energy-saving vehicles promotion directory.

新能源汽车发展

Development of New Energy Vehicles



“汽车行业目前正面临着一场技术大革命，新一代的汽车技术可能将会全面颠覆我们传统的技术。所以，我们一方面要勇于面对和挑战新的技术革命，另一方面，作为一个老东风人，我也寄希望于现在东风的员工们，能够在新能源汽车上继续取得领先的地位。”

——前中共中央政治局常委、国务院副总理李岚清在视察东风公司时寄语东风新能源汽车发展

"The automotive industry is currently facing a technological revolution. New generation of automotive technology may fully subvert our traditional technology. As a result, we should have the courage to face and challenge the new technological revolution; on the other hand, as once an worker in Dongfeng, I hope that Dongfeng can continue to gain a leading position in the new energy vehicles."

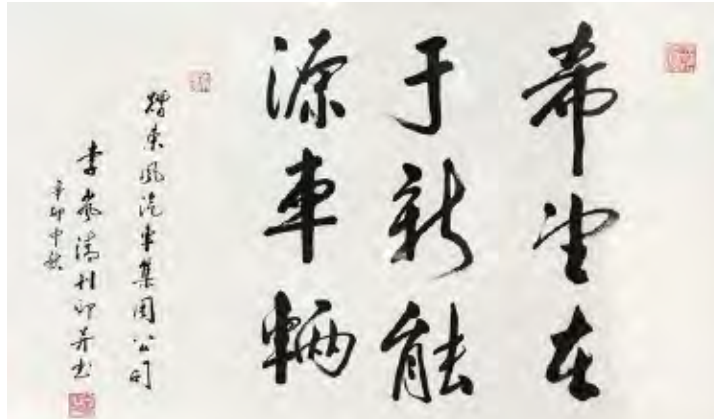
—Mr. Li Lanqing, former member of the Standing Committee of the CPC Central Committee and a former Vice Premier, made the above remark on Dongfeng's development of new energy vehicles during his visit to DongFeng.

东风公司积极整合和获取新能源汽车的关键技术和核心资源，强化自主研发，鼓励合作共赢，以纯电动汽车作为中长期战略重点，以混合动力汽车作为现阶段产业化目标，并与传统汽车节能技术相结合；立足整车集成与整车控制，整合与掌握核心资源，建立共性技术优势，积极探索纯电动汽车的商业应用模式。未来 5 年，东风公司将陆续投入 30 亿元专项资金，用于节能与新能源汽车的产品技术开发和产业化建设。

Dongfeng actively integrates and obtains the key technologies and core resources of new energy vehicles, strengthens independent research, and encourages the cooperation and win-win situation. It takes the pure electric vehicles as a mid-term and long-term strategic focus, and takes the hybrid vehicles as a industrialization target at current stage, and combines with conventional vehicle energy-saving technologies; based on whole-vehicle integration and whole-vehicle control, Dongfeng integrates and masters the core resources, possesses the common technical advantages, and actively explores the commercial applications mode of pure electric vehicle. In the next five years, Dongfeng will gradually invest 3 billion yuan of special funds into technology development and industrialization of new energy vehicles.

新能源汽车发展

Development of New Energy Vehicles



2011 年，公司技术中心获得国家 863 重大专项中的“东风中度混合动力 (ISG) 乘用车产业化技术攻关”和“东风插电式混合动力 (PHEV) 乘用车产业化技术攻关”两个课题。

3 月上旬，20 辆“东风天翼”纯电动大客投入襄阳市公交运营领域。加上此前投入运营的 10 辆东风天翼纯电动客车，襄阳市的东风天翼纯电动客车已达 30 多辆。

6 月，杭州市政府与东风裕隆汽车有限公司在杭州举行了“东风裕隆纯电动政府示范运行车”交车仪式。东风裕隆汽车公司提供 3 台纳智捷纯电动汽车，作为杭州市政府示范运行车辆，为杭州市政府推广新能源汽车积累更多经验。

6 月 24 日，东风公司承担的“混合动力客车用机电耦合动力传动装置关键技术开发”、“东风大马力液化天然气发动机开发”、“东风混合动力客车大规模产业化产品技术”三项节能与新能源汽车重大项目课题通过国家“863 计划”节能与新能源汽车重大项目办公室和国家科技风险开发事业中心的验收。

In 2011, the company's technology center obtained two research projects under the national 863 key special projects, that is, technological breakthrough on Dongfeng ISG passenger car industrialization, and technological breakthrough on Dongfeng Plug-in Hybrid Electric Vehicle (PHEV) passenger car industrialization.

Early in March 2011, twenty "Dongfeng Tianyi" pure electric passenger buses were put into operation in Xiangyang. Plus with ten "Dongfeng Tianyi" pure electric passenger buses which were previously put into use, there are more than 30 Dongfeng Tianyi pure electric passenger vehicles running in Xiangyang.

In June 2011, the Hangzhou municipal government and Dongfeng-Yulon Vehicle Company jointly held the ceremony of delivery of Dongfeng Yulon pure electric government demonstration vehicle in Hangzhou. Dongfeng Yulon Motor Corporation offers three Nazhijie pure electric vehicles as demonstration vehicles of the Hangzhou Municipal Government, so that the Hangzhou Municipal Government accumulates more experiences for the promotion of new energy vehicles.

On 24 June, 2011, three major energy-saving and new energy vehicle projects undertaken by Dongfeng, that is, Development of key technologies of electromechanical coupling power transmission used in hybrid passenger cars, Development of Dongfeng high-powered motor driven by liquefied natural gas, large-scale industrialized products technology of Dongfeng hybrid electric buses, passed the acceptance of the offices of the state "863 Program" energy-saving and new-energy vehicle projects, and the national science and technology venture development center.

碳平衡基地建设

Carbon Balance of Bases

公司在湖北恩施启动“万亩生态林碳平衡基地”项目，探索节能减排的新途径，通过种植固碳生态林，打造碳平衡基地，植树固碳，冲抵工厂碳排放，实现碳平衡。同时，带动更多企业关注环境保护、降低碳排放。

DFM launched "10,000mu ecological forest carbon balance base" project in Enshi, Hubei province, and explored new ways of energy conservation and emission reduction. Through growing the carbon sequestration ecological forests and establishing carbon balance base, planting trees for carbon sequestration can be used to offset carbon emissions, so as to achieve carbon balance. At the same time, this project will attract more attention to environmental protection and reducing carbon emissions.

低碳办公

Low-carbon Office

公司积极倡导在办公活动中节约资源、减少污染物的产生和排放。在办公区域实施垃圾分类、回收利用；推行无纸化办公平台，通过网络在线处理公文、收发电子邮件、传真等，尽量减少文件复印及打印；减少办公设备使用，有效利用远程视频会议平台。

4月1日，公司总部大楼太阳能并网发电系统正式运行，铺设在公司总部大楼和综合站房屋顶的953块、共计2060平方米的柔性太阳能电池板在之前一个月的试运行中已累计发电超过10000度。该太阳能系统总装机容量为129KWP，年平均发电量为122000度，每年可节约电费10万余元，节约标准煤60吨，减少二氧化碳排放100000kg。这是公司武汉基地第二个太阳能发电项目。

The company actively advocates the resources saving in office affairs, and the reduction of pollutants generation and emission. It implements the waste separation and recycling in the office area, and implements the paperless office platform. Through online processing of documents via the Internet, sending and receiving e-mail, fax, the company tries to reduce the copying and printing of documents, reduce the use of office equipment, and make effective use of remote video conferencing platform.

On April 1, 2011, the company's headquarters building is using the solar grid-connected power generation system. A total of 953 flexible solar panels, covering an area of 2,060 square meters, have been laid on the roof of the company's headquarters building and the integrated station. They generated accumulatively more than 10,000kwh in trial operation in the previous month. The total installed capacity of the solar system is 129KWP, with the annual average generating capacity of 122,000 kwh, which can save electricity fee of over 100,000 yuan each year, save 60 tons of standard coal and reduce emission of 100,000kg carbon dioxide. This is the second solar power project in the company's Wuhan base.

社会公益责任
Social Welfare Responsibilities

6

社会公益责任 Social Welfare Responsibilities

东风公司在自身发展的同时，积极回馈社会，致力于公益事业，履行中央企业应有的责任。

While striving for greater development, DFM actively contributes to the society, is committed to the public welfare cause, and fulfills the responsibilities as a central enterprise.

支持地区发展

Support Regional Development

援藏

Support the development of Tibet

公司高度重视援藏工作，始终坚持“科技援藏、技术援藏、智力援藏相结合”，变“输血”为“造血”。与西藏昌都地区签署了《“十二五”时期经济援藏工作协议》；编制上报了《贡觉县“十二五”经济援藏（2011年—2015年）规划》。

东风医疗援藏已成为央企援藏名片。公司第五批医疗援藏队3位医生圆满完成了医疗援藏任务，3个月共诊断病人超过1800人次，收住院病人达240人次，妇产科手术达15例，输液2000多人次。同时，5月30日，由贡觉县人民医院选派的第二批4名医生到达十堰，在东风公司总医院接受为期一年的业务培训。

2011年，公司拨付援藏资金共计1015万元，第四批援藏干部继续在西藏昌都地区贡觉县政府辛勤工作，完成了年度工作计划，完成了登卡村道路、莫洛镇藏香厂、莫洛镇政府大院改造、农民活动中心改造项目，启动贡觉县综合办公楼项目等援建项目。

The company attaches great importance to supporting the development of Tibet, and always adheres to the concept of "using science, technology and intelligence to support the development of Tibet", so as to equip Tibet with the self-development ability. The company has signed Work Agreement on Economic Aid to Tibet during Twelfth Five-year Period with the local government of Changdu, Tibet. It has developed and submitted the Plan for Supporting Economic Development of Gongjue County during Twelfth Five-year Period (2011-2015).

In 2011, the company allocated a total of RMB10.15 million yuan of Tibet-aiding capital. The fourth group of cadres who support Tibet's development continue to work hard in Gongjue county government in Changdu, Tibet, and completed the annual work plan. They fulfilled the transformation of Dengka village roads, Tibetan incense plant in Moluo town, Moluo town government's courtyard, as well as farmer activity center. The aid projects such as Gongjue county comprehensive office building project have been launched.

Dongfeng medical team for supporting Tibetan people has become a Tibet-aiding image representative of the central enterprises. Three doctors from the company's fifth batch of medical team for supporting Tibetan people have successfully completed the task of aiding Tibet. They diagnosed patients for 1,800 person-times within three months, received the inpatients for 240 person-times, performed 15 gynecologic surgeries, and offered transfusion services for more than 2,000 person-times. On 30 May, 2011, the second group of four doctors selected by the Gongjue County People's Hospital arrived at Shiyan and received one-year professional trainings at Dongfeng General Hospital.



支持地区发展

Support Regional Development

对口帮扶和新农村建设

Counterpart Assistance and New Rural Construction



• 对口帮扶恩施市

Counterpart Assistance to Enshi City

3月，公司在恩施市召开了对口帮扶工作调研座谈会，并进行了实地考察，与恩施市进一步沟通了帮扶项目工作；在恩施市举行了东风帮扶大学生村官专项基金全国启动仪式，并开展东风帮扶大学生村官创业就业项目；“东风汽车公司万亩生态林碳平衡基地”项目在恩施启动。通过碳平衡基地固碳，冲抵工厂碳排放，同时为当地农民增收。按照“生态林示范基地+农户+专业运营组织”模式，公司给予一定经济援助，扶持农户种植；签订《东风汽车公司“616”工程对口支援恩施市环卫设施设备建设项目框架协议》，东风按三年期分期付款方式和最优惠的价格向恩施提供不低于5000万元的环卫装备，并提供适宜于恩施的城市垃圾处理整体方案；支援恩施市新塘乡小学维修资金30万元，命名为“东风希望小学”；通过东风高级技工学校继续为恩施市免费培养高级技工人才，公司承担学费共计约180万元。

In March 2011, the company held a counterpart assistance survey symposium in Enshi City, carried out the site survey and communicated with the leaders of Enshi City on the counterpart assistance project; the company carried out the national launch ceremony on special funds on University Student as Village Officers; Dongfeng Motor 10,000mu ecological forest carbon base project was started in Enshi city. Such project uses the carbon balance base sequestration to offset the plant carbon emissions, meanwhile increasing local farmers' income. In accordance with the model of "ecological forest demonstration base + farmers + professional operating organization", the company gives certain economic aid to support farmers in planting; under the Framework Agreement of Counterpart Support to Enshi City Sanitation Facilities and Equipment under Dongfeng Motor Corporation "616" Project, Dongfeng provided sanitation facilities worth no less than RMB50 million yuan according to the three-year installments and the most favorable price, and provided the urban waste disposal overall program suitable to Enshi City; the company offered RMB300,000 yuan as maintenance funds to Xintang Township Primary School in Enshi; the Dongfeng advanced technical school has cultivated high-level technicians free of charge, and the company bears the fees totaling about RMB1.8 million yuan

对口帮扶和新农村建设

Counterpart Assistance and New Rural Construction

• 对口帮扶丹江口市

Counterpart Assistance to Danjiangkou City

4月22日，公司召开对口帮扶丹江口市工作专题会，进行了实地考察调研。公司各板块重点帮扶丹江口市配套企业，加强东风在丹江口项目的投入力度；给予丹江口部分零部件企业东风内置供应商待遇；选派管理专家到企业进行产品特性、加工工艺、试验验审、质量控制等技术培训，开展培训活动，提高企业造血功能。投入100万元，用于对5所希望小学的爱心帮扶；利用公司党校等培训资源对习家店镇两级干部进行培训，完善基层党组织建设。

On 22 April, 2011, the company held a symposium on counterpart assistance survey to Danjiangkou and conducted the field survey. The company focuses on helping the supporting enterprises in Danjiangkou city to strengthen investment in project at Danjiangkou; it gives the same treatment to some parts enterprises in Danjiangkou city as it gives to internal suppliers; the company assigns management experts to offer technical training on product characteristics, processing technology, pilot test trial, quality control, carry out technical training activities, and improve the self-development function of enterprises. The company invested RMB1 million yuan to offer aid to five primary schools under Hope project. By using the company's Party school and other training resources, the company offered training on cadres at two levels at Xijiadian Town, for the purpose of improving the construction of grass-roots party organizations.

• 社会主义新农村建设

New Socialist Countryside Construction

投入80万元援建三峡库区兴山县黄粮中心医院综合楼，投入50万元援建兴山县实验小学教学楼；投入40万元在丹江口市习家店镇继续推进千亩橘园改造项目建设（二期），改造280亩低产园，修建田间道路；完成了援建十堰市房县红塔古桥村拦河坝工程。

The company invested RMB800,000 yuan in the construction of Huangliang Central Hospital integrated building in Xingshan County, Three Gorges reservoir area, invested RMB500,000 yuan in the construction of Teaching Building in Xingshan County Experimental Primary School, and invested RMB400,000 yuan in 1,000mu orange garden reconstruction project (Phase II) and the 280mu low-yield garden reconstruction at Xijiadian town, Danjiangkou city, and in the construction of field roads; the company completed the dam project at Hongta Guqiao village, Fangxian County, Shiyan.

东风帮扶大学生村官专项基金

Dongfeng's Special Funds for Supporting University Student as Village Officers

公司向中国青年创业就业基金会捐资 1000 万元设立中国青年创业就业基金会东风帮扶大学生村官专项基金，资助青年及大学生村官创业就业。

3 月 10 日，“东风帮扶大学生村官项目”在恩施正式启动实施，团中央农村青年工作部下发《关于做好东风帮扶大学生村官项目培训工作的通知》，对培训工作进行了统一部署。在全国 22 个省（区、市）选定 500 个项目实施县，培训对象以组织部门统一选派的大学生村官为主，共计约 1 万人。在培训阶段中，以农村共青团工作基础知识及重点工作，大学生村官创业相关政策、创业小额贷款基本知识、创业基本技能，以及东风汽车公司发展战略，为青年带来的创业机遇等为重点内容，并结合各实施县地方实际，对培训内容进行扩充。通过近一年来的工作，顺利完成了“项目培训”阶段的工作，达到了预期的目的。

The company donated RMB10 million yuan to China Foundation for Youth Entrepreneurship and Employment. This fund acted as Dongfeng's special funds for supporting university students as village officers, which is used to offer financial support to the youth and university students in business starting and job placement.

On 10 March, 2011, Dongfeng launched the project of assisting university students as village officers. The rural youth work division of the Central Communist Youth League issued Notice on Offering Good Training under the Project of Dongfeng's Assistance to University Students as Village Officers, and offered unified deployment of the training work. Among China's 22 provinces (autonomous regions and municipalities), 500 counties were selected to be pilot countries for this project; and the trainees were mostly university students as village officers assigned by the organization department, with a total of about 10,000 persons. The training focuses on the basic knowledge on rural Communist Youth League work and focus work, the relevant policies on business started by university student as village officers, small loan for starting business, and the basic entrepreneurial skills, and Dongfeng Motor Corporation's development strategy, and the business opportunities for the youth. In combination with the actual situation of the counties, the training content was expanded. Through the past year of work, the project successfully completed the work at "project training" phase, and achieved the desired purpose.



“万名干部进万村入万户”活动

Campaign of "Thousands of Cadres Visiting Ten Thousand Villages and Ten Thousand Households"



公司积极响应湖北省委、省政府的号召，派出 4 名干部组成工作组，参加“三万”活动，从 3 月 8 日进驻黄冈市团风县总路咀镇上畈、冷水井、夕阳冲、瓦土库四个村，按照“送政策、访民情、办实事、促发展”的总体要求 3 个月入户访谈近 1000 户，开展典型问卷调查 72 户，建立农户访谈基础台账 1207 份，将党的惠民政策一览表 100% 发放到农户手中；开展了 15 次办实事活动，为驻点村捐助资金 70 万元援建 11 个项目；帮助完善了村级管理制度和村组发展规划，化解各类矛盾纠纷 30 多起。东风干部把东风的精神文化带到实际行动中，在农村干部群众中赢得了良好的口碑。东风“三万”活动工作组在全省 1.8 万多个工作组中被评为湖北省“三万”活动先进工作组。

The company responded positively to the appeal of Hubei provincial Party committee and the Hubei provincial government, and sent four cadres to form a working group to participate in the campaign of "thousands of cadres visiting ten thousand villages and ten thousand households". Starting from March 8, the working group settled down in Shangfan Village, Lengshuijing Village, Xiyangchong Village and Watuku Village, Zongluju Town, Tuanfeng County, Huanggang. In accordance with the overall requirements of "informing the policies, visiting the people, doing practical work, and promoting development", the working group was required to visit nearly 1,000 households within three months, conducted questionnaire survey on 72 households, and established 1,207 basic standing

books on farmer interview, and issued to the farmers the list of Communist Party's people-benefiting policies. The working group carried out practical activities for 15 times, and donated RMB700,000 yuan of funds to the pilot villages in support of 11 projects; it helped improved the village-level management system and village development plan, and addressed more than 30 disputes. The cadres from DFM bring the DFM's spiritual culture into the practical action, thus winning good reputation among the rural cadre and masses. The working group under the above-said campaign was appraised as the advanced work

支持教育事业

Support the Education Cause

• 高校共建

Joint Building of University

与湖北省人民政府签署共建湖北汽车工业学院协议，支持学院的人才培养、科学研究、教师队伍建设等工作，共同推进湖北汽车工业学院改革发展，更好地满足湖北汽车产业发展对高级专门人才的要求。同时，设立“湖北汽车工业学院东风汽车工程师学院”，为探索校企联合培养高层次、应用型人才新模式和构建适应汽车行业需求的工程人才培养体系搭建一个综合平台。

The company and the Hubei Provincial People's Government signed an agreement to build Hubei University of Automotive Technology, in a bid to support Hubei University of Automotive Technology in various work such as personnel training, scientific research, building of teachers' team, and jointly promoted the reform and development of Hubei University of Automotive Technology, and meet the senior special talents demand of Hubei Automotive Industry. Meanwhile, Dongfeng Motor Engineers Institute under Hubei University of Automotive Technology was established to serve as a comprehensive platform for developing new mode for cultivating high-level, application-oriented talents through alliance between school and enterprises, and for constructing engineering talent cultivating system needed by the automotive industry.

• 支持湖北省大学生运动会

Support University Students Games in Hubei Province

给予 2011 年湖北省大学生田径运动会赞助支持 5 万元。本届湖北省大学生运动会是一次规模空前的体育盛会，体现了公司对教育和体育事业的支持，扩大东风公司在大学生人才队伍中的影响。

The company gave RMB50,000 yuan as sponsorship to the 2011 University Students Games in Hubei province, an unprecedented sports event. Such a behavior reflects the company's support of education and sports causes, and expands DFM's influence among the university students.

慈善事业

Charity

公司向湖北省妇女儿童发展基金会捐赠了12辆东风风行菱智医疗救护车，作为“母亲健康快车”投放到红安、大悟等大别山革命老区县市和黄冈市所有县（市、区），为广大妇女儿童提供公益流动医疗健康服务，东风品牌汽车光荣地成为“关爱母亲，关注健康”使命的承载者。

The company donated 12 Dongfeng Fengxing Lingzhi ambulances to Hubei Women and Children Development Foundation. As the "Mother Health Express", those ambulances were put into use in Hong'an, Dawu and other Dabie Mountains revolutionary base areas and all counties, cities and counties in Huanggang City, which provide public mobile medical health services to many women and children. The Dongfeng Auto brand is honored to be carrier of the mission of "caring mothers, and getting concerned about the health".



服务国防

Defense Service

公司自成立以来已累计为部队生产了 30 多万辆军车，为国防建设和军队武器装备发展做出了重大贡献，是我国重要的军用车辆生产基地。

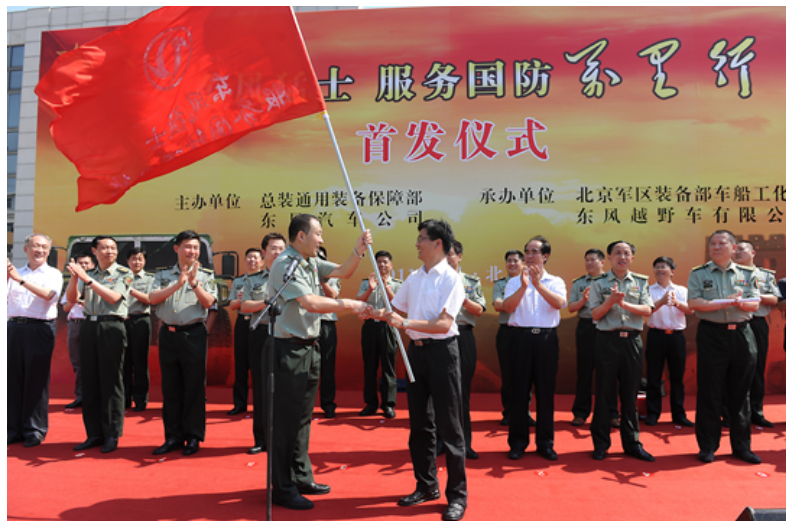
2011 年，公司和总装通用装备保障部共同举办了行程两万五千多公里“东风猛士服务国防万里行”活动，为优化东风“猛士”军用越野车下一步设计和研发收集信息，在为部队做好东风“猛士”维护服务的同时，为部队培训了一批驾驶技术高、维修技术精湛的复合型人才。

此次活动累计走访了 77 家单位，开展了 51 次军企沟通座谈会；开展了 47 次技术培训，为部队 1365 人次进行分类培训 369 个学时；深入部队，免费检查、维修保养 959 台“猛士”；向部队赠送了价值 54 万元的备件器材和 3790 本技术资料；签约授牌了 10 家“猛士”特约服务站，沿途考察和培育了 30 家社会服务站点；开展了“猛士”市场品质调查工作，收集用户反馈的问卷 80 份；收到部队锦旗、感谢信和匾额 7 次。

Since its inception, DFM has accumulatively produced more than 300,000 military vehicles for the army, and made a significant contribution to the construction of national defense and the development of weapons and military supplies. DFM serves as China's important production base for military vehicles.

In 2011, DFM and the General Equipment Support Department, PLA General Armament Department jointly held the campaign of "Dongfeng "Warrior" vehicles travel 25,000km along national defense line", so as to collect information used for design and develop the optimized Dongfeng Warrior military vehicles. While offering the maintenance services to Dongfeng Warrior military vehicles, the company has trained a group of inter-disciplinary talents who are skilled in driving technology and maintenance technology.

Under this event, the company visited 77 units in total, carried out 51 military-enterprise communication forums, and offered technical training for 47 times, and offered classified training for 1,365 people times for 369 hours; the company visited the army and offered free inspection and repair services to 959 Dongfeng Warrior vehicles. It donated spare equipment and parts worth 540,000 yuan and 3,790 copies of technical information; the company signed agreements to authorize 10 Dongfeng Warrior vehicle special service stations, and visited and established 30 social service sites; the company launched the "Warrior" market quality survey work and collected 80 copies of user feedback questionnaires; it has received military banners, letter of thanks and plaques for seven times.



2012 年展望

Outlook to Year 2012

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2012 年展望 Outlook to Year 2012

2012 年，东风公司将继续深入贯彻科学发展观，践行“关怀每一个人，关爱每一部车”的经营理念，坚持自主创新，提升核心竞争力，实现公司的战略规划目标。在生产经营活动中，自觉履行企业社会责任，不断完善公司社会责任管理和制度体系，将履行社会责任融入公司管理和经营活动之中。积极探索具有东风特色的履责方式，搭建集团层面的履责平台，统一行动，创东风公益品牌。同时，加强社会责任信息披露，积极主动地与利益相关方保持沟通，回应各方期待，构建一方和谐。

In 2012, DFM will continue to thoroughly implement the scientific concept on development, and adhere to the business philosophy of "caring everyone, loving each car", insists on independent innovation and enhance the core competitiveness, so as to achieve the company's strategic planning objectives. In the production and operation activities, the company conscientiously performs its corporate social responsibility, constantly improve the social responsibility management and institutional system, and will integrate the fulfillment of social responsibility into the company management and operation activities. The company actively explores the responsibility fulfillment mode with eastern characteristics, and builds the responsibility fulfillment platform at the group level. DFM unifies the action and creates DFM as a public welfare brand. At the same time, DFM strengthens the disclosure of social responsibility information, and actively maintains communication with stakeholders, in response to the expectations of the involved parties and build a harmonious relationship with them.

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	序号	GRI	指 标 Indicators	在报告中位置 Location
1 战略与分析 Strategy and Analysis	1	1.1	最高决策者关于公司战略与可持续发展的陈述 Statement from the most senior decision-maker of the organization	P6-9
	2	1.2	重大影响、风险和机遇的描述 Description of key impacts, risks, and opportunities.	P6-9
2 公司概况 Organizational Profile	3	2.1	公司名称 Name of the organization	P13
	4	2.2	主要品牌、产品和服务 Primary brands, products, and/or services	P13
	5	2.3	公司组织机构 Operational structure of the organization	P14-15
	6	2.4	公司总部地址 Location of organization's headquarters	P4
	7	2.5	业务所在国数量以及公司业务及发展密切相关的国家 Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report	P13
	8	2.6	所有权性质及法律形式 Nature of ownership and legal form	P16
	9	2.7	所服务的市场 Markets served	P13
	10	2.8	公司规模 Scale of the reporting organization	P13
	11	2.9	公司规模、机构或所有权的重大变化 Significant changes during the reporting period	P13,16
	12	2.10	报告期内所获奖励 Awards received in the reporting period	P11
3 报告参数 Report Parameters	13	3.1	报告时间范围 Reporting period	P4
	14	3.2	最后一次报告的日期 Date of most recent previous report	P4
	15	3.3	报告周期 Reporting cycle	P4
	16	3.4	回应报告有关问题的联系方式 Contact point for questions regarding the report or its contents	P4
	17	3.5	确定报告内容的程序 Process for defining report content	P4
	18	3.6	报告界限 Boundary of the report	P4
	19	3.7	关于报告范围限制的说明 State any specific limitations on the scope or boundary of the report	P4

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4 公司治理 Governance, Commitments, and Engagement	20	3.8	披露有关合作方、子公司、租赁设备、外包业务及其他有明显影响实体的咨询的资料 Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations	未涉及
	21	3.9	测算方法及依据 Data measurement techniques and the bases of calculations	P4
	22	3.10	说明报告重新陈述以前报告资讯的结果和原因 Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement	P4
	23	3.11	报告在范围、界限或测量方法方面的重大变化 Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report	P4
	24	3.12	按章节明确报告中标准披露的位置 Table identifying the location of the Standard Disclosures in the report.	P70-79
	25	3.13	报告外部验证的政策和现行作法 Policy and current practice with regard to seeking external assurance for the report.	未涉及
	26	4.1	公司治理结构 Governance structure of the organization	P16
	27	4.2	指明最高管理层主席是否是执行官 Indicate whether the Chair of the highest governance body is also an executive officer.	P16
	28	4.3	最高管理机构中独立成员和（或）非行政成员各自的数量 For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members	P16
	29	4.4	股东和雇员向最高管理机构提供建议或知道的机制 Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	P34-40
	30	4.5	最高管理层与高级管理人员的报酬与公司业绩的联系 Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance	P34-40
	31	4.6	最高管理层规避利益风险的程序 Processes in place for the highest governance body to ensure conflicts of interest are avoided.	P16
	32	4.7	确定最高管理机构中成员资格和技能的程序 Process for determining the qualifications and expertise of the members of the highest governance body for guiding the organization's strategy on economic, environmental, and social topics.	P16

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5 经济绩效指标 Economic Performance Indicators	33	4.8	公司使命、价值观或行为准则 Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	P19
	34	4.9	最高管理层监督和管理公司经济、环境和社会绩效的程序 Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance.	P16-21
	35	4.10	评估最高管理层绩效的程序 Processes for evaluating the highest governance body's own performance.	P16
	36	4.11	是否及如何按谨慎原则行事 Explanation of whether and how the precautionary approach or principle is addressed by the organization.	P16
	37	4.12	赞成或支持的外部经济、环境及社会方面的宪章及原则 Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	P4
	38	4.13	加入的主要协会和组织 Memberships in associations	P51
	39	4.14	利益相关方名单 List of stakeholder groups engaged by the organization.	P34-67
	40	4.15	确定及选择利益相关方的依据 Basis for identification and selection of stakeholders with whom to engage	P34-67
	41	4.16	利益相关方参与的方式 Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	P34-67
	42	4.17	利益相关方参与的主要内容及公司回应 Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.	P34-67
	43	EC1	产生和分配的直接经济价值 Direct economic value generated and distributed	P23-24,30
	44	EC2	气候变化对公司的财务影响、风险和机遇 Financial implications and other risks and opportunities for the organization's activities due to climate change.	未涉及
	45	EC3	明确的员工待遇方案 Coverage of the organization's defined benefit plan obligations	P37,41-42

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6 环境绩效指标 Environmental Performance Indicators	46	EC4	政府给予的重大资助 Significant financial assistance received from government.	暂未统计
	47	EC5	重点运营地初级工资与当地最低工资的比例范围 Range of ratios of standard entry level wage compared to local minimum wage at significant locations of operation.	暂未统计
	48	EC6	在主要经营区域内对当地供应商的政策、措施及支出比例 Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	P48
	49	EC7	在主要经营区域内聘用当地员工及管理比例 Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation.	P37
	50	EC8	以公共福利为主要目的的基础设施投资与服务状况及影响 Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in kind, or pro bono engagement.	P41-45
	51	EC9	对重大间接经济影响的理解及说明 Understanding and describing significant indirect economic impacts, including the extent of impacts.	未涉及
	52	EN1	所有原材料的重量或体积 Materials used by weight or volume	暂未统计
	53	EN2	所有原材料中可循环利用的原材料的比例 Percentage of materials used that are recycled input materials	P51-53
	54	EN3	初级能源的直接消耗量 Direct energy consumption by primary energy source.	暂未统计
	55	EN4	初级能源的间接消耗量 Indirect energy consumption by primary source.	暂未统计
	56	EN5	通过节约和提高效率而节省的能源 Energy saved due to conservation and efficiency improvements	P51-53
	57	EN6	通过提供节约型与高效能的产品和服务而节约的能源 Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	P54-56
	58	EN7	减少间接能源消耗的措施及成效 Initiatives to reduce indirect energy consumption and reductions achieved	P57
	59	EN8	按源头计总耗水量 Total water withdrawal by source	暂未统计
	60	EN9	公司取水影响的水源 Water sources significantly affected by withdrawal of water.	未涉及

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61	EN10	再循环和再利用水的比例和总量 Percentage and total volume of water recycled and reused.	P51-52
62	EN11	自有、租赁、管理或毗邻环境保护区和生物品种丰富地区的经营场所位置及面积 Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	未涉及
63	EN12	对环境保护区和生物品种丰富地区的影响 Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	未涉及
64	EN13	受保护或得到恢复的生物栖息地 Habitats protected or restored	未涉及
65	EN14	管理生物多样性影响的策略、措施和计划 Strategies, current actions, and future plans for managing impacts on biodiversity	P51-52
66	EN15	公司所影响的所列入世界自然保护联盟 (LUCN) 红色目录和国家保护名录中的濒危物种 Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	不适用
67	EN16	直接和间接的温室气体排放量 Total direct and indirect greenhouse gas emissions by weight.	暂未统计
68	EN17	其他相关的间接温室气体排放量 Other relevant indirect greenhouse gas emissions by weight.	暂未统计
69	EN18	减少温室气体排放的措施及成效 Initiatives to reduce greenhouse gas emissions and reductions achieved.	P51-57
70	EN19	臭氧消耗物质排放总量 Emissions of ozone-depleting substances by weight.	P51-53
71	EN20	氮氧化物、硫氧化物及其他重要气体的排放量 NO, SO, and other significant air emissions by type and weight.	P51-53
72	EN21	按照水质和排放地区分类计算的排水量 Total water discharge by quality and destination	暂未统计
73	EN22	按照种类和处理方式计算的废弃物总量 Total weight of waste by type and disposal method.	暂未统计
74	EN23	重大泄露物质的数量和体积 Total number and volume of significant spills	不适用
75	EN24	危险废弃物的运输、进出口或处理总量及其在国际运输的比重 Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally.	不适用

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7 劳工绩效指标 Labor Practices and Descent Work Performance Indicators	76	EN25	排水或径流对水体及相关动植物栖息地的影响 Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff	P52
	77	EN26	减轻产品和服务对环境影响的措施及成效 Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	P51-57
	78	EN27	分类计算可回收产品及其包装材料的比例 Percentage of products sold and their packaging materials that are reclaimed by category.	P52
	79	EN28	违反环境法规的重大处罚次数及罚金总额 Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with environmental laws and regulations.	无此类情况
	80	EN29	运输产品、其他货物和员工对环境的重大影响 Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	不适用
	81	EN30	环保总投资及其分类 Total environmental protection expenditures and investments by type.	P51-53
	82	LA1	按就业类型、合同及就业地区分类的员工总量 Total workforce by employment type, employment contract, and region.	P37
	83	LA2	按年龄段、性别和地区员工流动总量及比例 Total number and rate of employee turnover by age group, gender, and region.	P37
	84	LA3	全职员工的福利 Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	P41-45
	85	LA4	集体谈判协定覆盖的员工比例 Percentage of employees covered by collective bargaining agreements.	P37-38
	86	LA5	重大变化的最短通知期 Minimum notice period(s) regarding operational changes, including whether it is specified in collective agreements.	P39-40
	87	LA6	接受职业卫生及安全指导的员工比例 Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.	P31,43
	88	LA7	各地区工伤、职业病、误工、缺勤员工的比例和工伤人数 Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region.	P31-33

8 人权绩效指标 Human Rights Performance Indicators	89	LA8	帮助劳工及其家庭或社区成员应对疾病而安排的教育、培训、咨询、预防和风险控制计划 Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases	P31,43
	90	LA9	与工会的正式协议中设计的健康与安全议题 Health and safety topics covered in formal agreements with trade unions.	P37,41-43
	91	LA10	各类员工年平均培训时间 Average hours of training per year per employee by employee category.	P43
	92	LA11	帮职员工管理职业生涯、提高技能和终生学习的计划 Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	P43
	93	LA12	定期接受绩效考核和职工发展考评的员工比例 Percentage of employees receiving regular performance and career development reviews.	P37
	94	LA13	管理层结构 Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity.	P16
	95	LA14	男女员工基本工资比例 Ratio of basic salary of men to women by employee category.	P37
	96	HR1	含人权条款或经过人权审查的重大投资协定的总数及比例 Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening.	不适用
	97	HR1	经过人权审查和采取行动的重要供应商及承包商的比例 Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken.	不适用
	98	HR1	接受人权有关政策培训的员工比例及培训时间 Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	未涉及
	99	HR1	歧视事件总数及其应对措施 Total number of incidents of discrimination and actions taken.	不适用
	100	HR1	可能的结社自由和集体谈判方面的重大风险及措施 Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.	P37-38

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9 社会绩效指标 Society Performance Indicators	101	HR1	可能的使用童工的风险及措施 Operations identified as having significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor.	P37-40
	102	HR1	可能的强迫或强制劳动的风险及措施 Operations identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of forced or compulsory labor.	P37-40
	103	HR1	接受人权政策培训的安保人员比例 Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations.	不适用
	104	HR1	侵犯原住民权力事件的总次数及措施 Total number of incidents of violations involving rights of indigenous people and actions taken	不适用
	105	SO1	管理公司运营对社区的影响及措施 Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities,	P59-67
	106	SO2	已进行腐败风险分析的业务单位总数及比例 Percentage and total number of business units analyzed for risks related to corruption	P29
	107	SO3	接受反腐败政策培训的员工比例 Percentage of employees trained in organization's anti-corruption policies and procedures.	P29
	108	SO4	反对腐败事件的具体行动 Actions taken in response to incidents of corruption.	P29
	109	SO5	对公共政策的立场及行动 Public policy positions and participation in public policy development and lobbying.	P30
	110	SO6	对各国政党及组织的捐助 Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	P59-67
10 产品绩效指标 Product Responsibility Performance Indicators	111	SO7	反竞争、反托拉斯和反垄断的诉讼总数及其结果 Total number of legal actions for anticompetitive behavior, anti-trust, and monopoly practices and their outcomes	未涉及
	112	SO8	因违法而受到的重大罚款次数及金额 Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with laws and regulations.	无此类情况
	113	PR1	经过生命周期的健康和安全影响评估的产品与服务比例 Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	P46-47

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114	PR2	违反有关健康和安全规定与自愿性守则的事件数 Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes.	P31-33
115	PR3	按评估要求提供产品与服务资讯的比例及资讯类别 Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	P46-47
116	PR4	违反产品和服务资讯及标签相关规则和自愿守则的事故总数 Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	无此类情况
117	PR5	用户满意度调查结果及促进措施 Practices related to customer satisfaction	P46-47
118	PR6	在行销中遵守法律、标准和自愿守则的计划 Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	P30
119	PR7	在行销中违反法律、标准和自愿守则的事件数 Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes.	未涉及
120	PR8	已证实的侵犯用户隐私与丢失用户资料的事件数 Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	无此类情况
121	PR9	因在行销中违反法律法规而受到罚款总额 Monetary value of significant fines for noncompliance with laws and regulations concerning the provision and use of products and services.	无此类情况

