



东风汽车公司社会责任报告

DFM CORPORATION SOCIAL RESPONSIBILITY REPORT

2013



东风化雨 润泽四方

Dongfeng, the nurturing east wind

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我们一起追寻的东风梦

Let's Work Together to Pursue Dongfeng Dream



徐平
XU PING

东风汽车公司董事长、党委书记
Chairman of Board and Secretary of CPC Committee, DFM

董事长致辞

Chairman of Board

非常高兴通过《社会责任报告》与一直关心、支持、信任东风事业的你们，共同回顾过去一年东风汽车公司在社会责任事业方面取得的进步，分享成功的喜悦和感动，共绘未来的发展与梦想。

2013年东风公司坚持稳中求进，各项事业迈上新的台阶，事业根基更加牢固。全年公司销售汽车 353.49 万辆，居行业第二，实现销售收入 4534 亿元，经营质量得到进一步提升，国务院国资委考核指标全面高质量完成。

作为负责任的央企，东风按照社会责任中期行动计划——“润”计划的部署，在出色履行经济责任、利益相关者责任的同时，积极开展环境责任、社会公益责任、文化责任等方面的履责工作。在我们共同努力下，公司社会责任发展指数首次从“追赶者”进入“领先者”，位于行业前列，并荣获“中国企业社会责任卓越奖”等系列履责荣誉。

过去一年，我们在全价值链致力于减少污染排放和能源消耗，加快发展节能与新能源汽车，深入推进实施东风“碳平衡”生态林等项目，高标准完成年度节能减排目标，为构建环境友好型汽车社会贡献了自己的力量。我们通过“东风润苗行动”、“母亲健康快车”、“对口帮扶援建”等项目，年度累计捐赠 5696.3 万元，大力支持地方经济社会和教育卫生事业的发展。特别是 420 雅安芦山地震发生之后，我们心系灾区、快速反应、上下协同，累计向灾区捐款、捐物近千万元，尽最大的努力支持灾区重建。此外，我们致力于中国汽车社会建设，不断丰富健康友好、积极向上的汽车文化内涵，为实现人、车、自然、社会的和谐发展不懈努力。

2014 年，我们将秉承“东风化雨、润泽四方”的履责理念，进一步推进“润”计划的全面实施，进一步巩固公司社会责任事业的行业领先地位。让我们共同努力，为实现中国梦和汽车强国梦，贡献出更大的正能量！

A stylized, handwritten signature in black ink, likely belonging to Xu Ping, the Chairman of the Board.

I am very glad to, by virtue of Social Responsibility Report, work with you who have been caring for, supporting and trusting Dongfeng course, review the progress that Dongfeng Motor Corporation has made in terms of social responsibility over the past year, share with you the joy and moving of success, and jointly depict future development and dream.

In 2013, Dongfeng insisted on seek improvement in stability and lift various causes to a new level, thus reinforcing its cause foundation. The company sold 3.5349 million vehicles in the whole year, ranking second in the industry, and achieved a sales income of 453.4 billion yuan. It has further improved its management quality, and comprehensively reached the indexes of the State-owned Assets Supervision and Administration Commission of the State Council.

As a responsible central enterprise, Dongfeng actively performs its environmental responsibility, public welfare responsibility, cultural responsibility and other aspects while excellently performing its economic responsibility and stakeholder responsibility, in accordance with the deployment of the “Nurturing” plan, a mid-term action plan on social responsibility. With our common efforts, the company’s social responsibility development index changes from the “chaser” into the “leader” for the first time, and is at the forefront of the industry, and won a series of honors such as China Corporate Social Responsibility Excellence Award.

In the past year, in terms of the whole value chain, we were committed to reducing pollution emission and energy consumption, speeding up the development of energy-saving and new-energy-using vehicles, and further implemented Dongfeng’s “carbon balance” ecological forest and other projects and fulfilled annual energy-saving and emission-reducing objective with a high standard, contributing our part to building the society with environmentally friendly automobiles. Through “Dongfeng Children Benefiting Action”, “Mother Health Express”, “Counterpart Assistance in Construction” and other projects, we have cumulatively donated 56.963 million yuan in the year to vigorously support the development of local economic society as well as education and health undertakings. Especially, after an earthquake took place in Lushan County, Ya’an City on April 20, 2013, we were concerned about the disaster area and make a rapid response and make an overall coordination, and cumulatively donated money and materials worth nearly 10 million yuan, in hope of making every effort to support the disaster area reconstruction. In addition, we were committed to the construction of China’s auto society, and constantly enriched healthy, friendly and positive car culture connotation, making unremitting endeavor to realize harmonious development of people, cars, nature and society.

In 2014, we will adhere to the concept of “Dongfeng, the nurturing east wind”, further comprehensively implement the Nurturing plan, and constantly enrich the content of performing social responsibility and further reinforce the company’s leading position in the industry in terms of corporate social responsibility. Let us work together to achieve China Dream and the dream of a strong auto country, and contribute more positive energy!



朱福寿
ZHU FU SHOU

东风汽车公司总经理、党委副书记

President and Member of CPC Standing Committee, DFM

总经理致辞

Address by the General Manager

回顾 2013 年，中国汽车产销再创历史新高，双双突破 2000 万辆大关，连续五年位居全球第一。汽车工业作为国家支柱性产业的地位更加突出，对于推动世界汽车工业发展发挥着越来越大的作用。东风公司作为中国汽车工业的骨干企业，能够见证、参与和推进这一历史进程，我们深感荣幸。

在汽车行业恢复性增长的总体形式下，公司克服困难，勇于挑战，实现了“超历史、超预期、超行业”的重大突破。东风全年销售汽车 353.49 万辆，同比增长 14.83%；上缴税费 406.16 亿元，同比增长 12.09%，均创历史新高。同时，公司自主发展步伐进一步加快，自主创新能力进一步提升。全年，公司自主品牌汽车共销售 127.11 万辆，同比增长 13.37%，快于行业 3.16 个百分点；自主品牌乘用车销售 65.5 万辆，从行业第四跃居行业前三。公司积极推进重大战略项目，与沃尔沃建立商用车战略联盟，与法国雷诺、德国格特拉克、德国史密斯建立合资合作关系，东风国际化战略布局不断优化。

2014 年，东风公司将进入实现百年东风的“关键赶考期”，我们将积极推进转型调整与自主发展，进一步深化改革，加快“走出去”的步伐，并在此基础上力争完成 380 万辆的年度经营目标。在务实开展经营工作的同时，东风始终不忘积极履行企业社会责任，推进公司社会责任“润”计划的实施。我们将开展首个“社会责任月”系列活动，启动“和畅东风”汽车公民文化活动，举办“东风梦想车”中国青年环保汽车创意设计大赛，持续推进东风“碳平衡”生态林和“东风润苗行动”等履责项目，积极打造中国汽车企业履行社会责任的范本。

更好地履行社会责任，努力永无止境，责任更加重大。在此，我们真诚期待各位朋友一如既往的关心和帮助，也欢迎您对我们的工作进行监督和指导，共同推动东风社会责任事业不断发展。

A handwritten signature in black ink, consisting of stylized Chinese characters, likely reading '朱福寿'.

In 2013, China's automobile production and sales both exceeded 20 million units, reaching new record high and ranking top in the world for five consecutive years. The status of the auto industry as a national pillar industry becomes more prominent, and plays a more and more important role in promoting the development of the world's automobile industry. Dongfeng Motor Corporation, as a backbone enterprise in the Chinese auto industry, is able to witness, participate in and promote this historical process, for which we feel greatly honored.

Along with the overall recovering growth of the automobile industry, the company has strived to achieve major breakthrough, namely "beyond the history, prospect and industry" against all difficulties. For the year, Dongfeng sold 3.5349 million cars, up 14.83% on YoY basis, and contributed tax of RMB 40.616 billion, up 12.09% on YoY basis, both set new records. Meanwhile, the Company has sped up the pace of independent development and improved the ability of independent innovation. For the year, the Company sold 1.2711 million cars of proprietary brands, up 13.37% on YoY basis, faster than the industrial average by 3.16%, as well as 655,000 passenger vehicles of proprietary brands, pushing its position in the industry ranking from forth to top three. The company actively promoted major strategic projects, established commercial vehicle strategic alliance with Volvo and forged joint venture partnership with French RENAULT, Germany Getrag, and Germany Smith Corporation, and thus the cause layout of Dongfeng has been constantly optimized.

In 2014, the 100-year Dongfeng will enter the "key test period". We will be actively promoting transformation and independent development, push the boundaries of self evolution to the next level, speed up the pace of "Globalization" process, and then achieve the annual sales target of 3.8 million. With practical operation, Dongfeng will keep the social responsibility of enterprise in mind and execute "Nurturing Program" for the purpose. We will carry out first series activities of "Social Responsibility Month", start "Dongfeng Free Travel" automobile citizen culture activity, hold "DFM dream car" China Youth environmentally-friendly automobile creative design competition, and continuously promote "carbon balance" ecological forest project, Dongfeng Children Benefiting Action and other projects, so as to actively set an example for Chinese auto manufacturers to perform their social responsibilities.

In order to better fulfill social responsibility, we will make unremitting efforts to undertake more responsibilities. We hereby sincerely look forward to your continuous care and help and your supervision and guidance on our work.

利益相关方眼中的东风

Dongfeng in the Eyes of Stakeholders

十年追随 感恩东风

十年相随，常州中天亲眼见证了东风的快速发展，也切实感受到了东风日产给予经销商的支持与关爱。在东风日产的感召下，常州中天业务不断发展的同时，积极履行社会责任。从成立“中天少儿艺术团”、“中天关爱基金”，到在革命老区大别山出资捐建“东风日产中天希望小学”，再到出资百万和常州市文明办、常州市公安局共同举办“交通文明之星”大型公益活动等。常州中天的付出和担当，是东风日产品牌形象的生动体现，也是与东风日产共筑“东风梦”的最有力张扬！

经销商 常州中天

与东风共做“企业公民”

创建绿色企业，实现持续发展，是东风商用车与广大供应商合作的基石。在东风商用车的指导和帮扶下，我们建立了环境管理体系，健全了环境管理机构 and 制度，并于2013年底通过了中联认证中心ISO14001环境管理体系审核，力争使企业与环境、社会和谐发展，使绿色设计、绿色生产、绿色供应、绿色经营成为我们的核心竞争力。作为东风多年的合作伙伴，我们有着共同的梦想。我们愿意与东风一起努力，致力于成为汽车行业领先的企业公民。

供应商 十堰华迪

Following DFM with Gratitude for Ten Years

Through cooperation with DFM for ten years, Changzhou Zhongtian has witnessed the rapid development of Dongfeng Nissan, and also deeply feels the support and care which Dongfeng Nissan gives to dealers. Inspired by Dongfeng Nissan, while developing business constantly, Changzhou Zhongtian actively fulfills its social responsibility. For example, we established Zhongtian Children's Art Troupe, Zhongtian Care Fund, made donation to build Dongfeng Nissan Zhongtian Hope Primary School in old revolutionary base area Dabie Mountains, made donation of a million yuan to work with the civilization office of Changzhou City and Changzhou Municipal Public Security Bureau to hold "transportation civilization star" large-scale public welfare activity and other activities. The input and efforts of Changzhou Zhongtian vividly reflect the brand image of Dongfeng Nissan, and fully represent the joint efforts of Zhongtian and Dongfeng Nissan to achieve "Dongfeng Dream".

Dealer Changzhou Zhongtian

Work with Dongfeng to act as "Enterprise Citizen"

Creating green enterprise and realizing sustainable development are the foundation for Dongfeng Commercial Vehicle Company to cooperate with many suppliers. Under the guidance and support of Dongfeng Commercial Vehicle, we set up the environment management system and improved the environmental management organization and system. At the end of 2013, we passed the ISO14001 environmental management system examination made by China United Certification Center, so as to promote harmonious development of enterprise, environment and society and make green design, green production, green supply, and green operation as our core competitiveness. As Dongfeng's partner for many years, we share the same goal with Dongfeng. We are willing to work together with Dongfeng, and devote ourselves to becoming a leading corporate citizen in auto industry.

Supplier Shiyan Huadi

Independently Create Future Guided by Dongfeng Dream

Independent brand is the root for achieving Dongfeng Dream. Nowadays, Dongfeng cars are sold across China and the world, winning a good reputation, of which each Dongfeng employee feels proud. the growth of the company also provides me a stage for giving my skills into play. Over these years, I have participated in R&D appraisal and experiment on each type of Dongfeng cars, and have grown from a common appraiser to a chief engineer in charge of appraisal and experiment. I was granted by Dongfeng the honorary title of Working Model. There are a lot of people, like me, who grow together with Dongfeng, and we all have the same dream. Because of the dream, we persist in making efforts. Because of persistence, we will achieve success. I believe that with the dream cherished in my mind and with my feet on the ground, I will have a better future.

Shi Tianying, an employee at
Dongfeng Motor Corporation Passenger Vehicle Company

心怀东风梦 自主创未来

东风梦想，自主是根。如今，东风风神轿车驰骋在祖国各地，远销世界，并获得良好口碑，这是我们每一个东风人的荣耀。公司的成长也给我提供了施展技能的舞台，这些年我参与了东风风神每一款新车的开发评价和实验工作，并从一名普通的评价员成长为一名主管评价与实验的主任工程师，还被东风公司授予劳动模范的荣誉称号。像我一样和东风共成长、共命运的人很多很多，我们都拥有同一个梦想。因为有梦，所以坚持；因为坚持，所以成功。我相信，心怀梦想，脚踏实地，定会拥有美好的明天。

东风乘用车公司员工 史天鹰

Nurture Children's Mind and Beautify Childhood

In 2013, we had the honor to become a beneficiary of Dongfeng Children Nurturing Action because we got the 1 million yuan fund from DFM's Peugeot Citroen Automobile Co., Ltd. for the purpose of building "Dongfeng Hope Primary School". We received all-round care in terms of five aspects, i.e. clothes, food, shelter and travel, study. Today, the complex building, teaching building, student canteen, sports ground hardening projects have been started. A school with complete hardware and standardized management is emerging. What should we do in return for so much help? Our teachers often tell children that only by studying hard and setting up lofty ambition to become useful talents, they can be worthy of each benefactor' care.

Zhuo Yongshun, headmaster of
Dongfeng Peugeot Citroen Hope Primary School in Enshi City

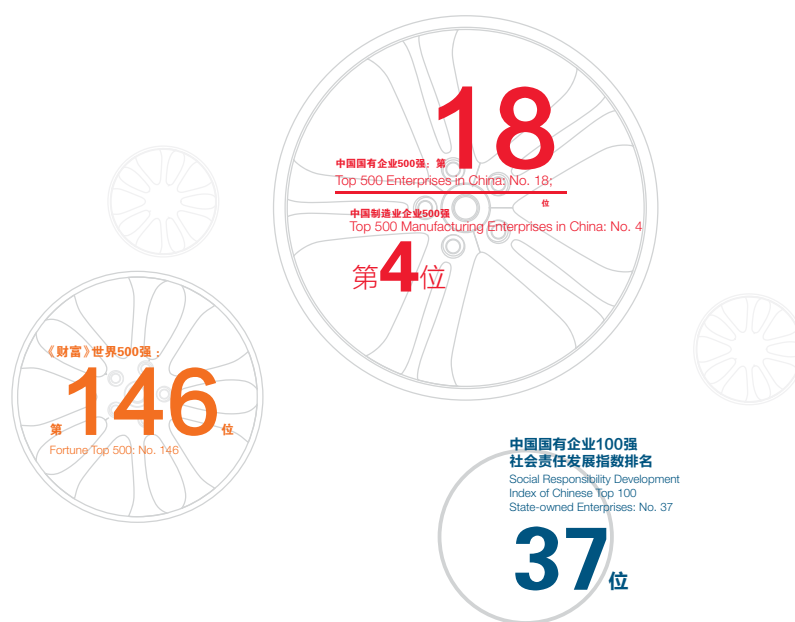
润浸童心 美好童年

2013年，我们有幸成为“东风润苗行动”的受益者，得到了东风旗下神龙汽车有限公司100万元的资助，援建“东风希望小学”，并从“衣、食、住、行、学”五个方面给予我们全方位关爱。如今，综合楼、教学楼、学生食堂、运动场硬化项目相继启动。一所硬件齐全、管理规范的学校正在形成。得到如此多的帮助，我们该如何回报？我们的老师常常告诉孩子们：唯有刻苦求学，树立远大志向，誓做有用人才，方可慰藉关注我们成长的每一个恩人。

恩施市神龙汽车希望小学校长 卓永顺



公司简介 Corporate Profile



始建于

Founded in: 1969

1969年

总资产

Total Assets

1437.19

亿元人民币

One hundred million yuan

员工

16.41万人

Number of Employees: 164,100;



事业梦想：

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

Business Goals:

Building Dongfeng into the most powerful in China and the first-class international auto manufacturer;
The industrial profitability reaches one of the tops in the world and leadings in China;
Realizing sustainable growth and creating long-term values for shareholders, employees and the society.





主营业务：

商用车涵盖重卡、中卡、轻卡、微卡、客车等全系列

乘用车拥有自主品牌和多个合资品牌，产品覆盖高、中、小、微型全系列

汽车零部件涵盖动力系统、制动系统、悬架系统、内饰系统、转向系统、汽车电子等

汽车装备涵盖专用设备及自动线，成套模具、刀具、量具等

汽车相关业务覆盖营销服务、进出口、物流、汽车金融、旧车置换等相关业务

事业布局：

立足湖北、面向全国，形成“4+2+4”事业布局，在国内**20多个城市**建有子企业。

“4”：武汉、十堰、襄阳、广州

“2”：郑州、盐城

“4”：柳州、杭州、重庆、常州

海外业务：

东风汽车公司生产的全系列自主品牌商用车、乘用车产品已出口到了**140多个国家和地区**。同时，公司开始在战略市场建立全资销售公司，不断完善海外市场的销售和服务网络建设。



Main Business:

Commercial Vehicle, covering the whole series such as heavy trucks, medium trucks, light trucks, mini-trucks, and buses

Passenger Vehicle, possessing self-owned brands and multiple JV brands, including the whole product series of high, medium, small and mini types

Auto Parts, covering power systems, braking system, suspension system, interior system, steering system and auto electronics, etc.

Auto Equipment, covering special equipment, automatic lines, complete moulds, cutters and measuring instruments, etc.

Auto Relevant Business, including marketing service, import & export, logistics, auto finance, old vehicle replacement and other relevant business

Business Layout:

Based on Hubei, facing the whole country to shape a business layout of “4+2+4”, Subsidiaries distributed in over 20 cities of China.

“4”: Wuhan, Shiyan, Xiangyang, Guangzhou

“2”: Zhengzhou, Yancheng

“4”: Liuzhou, Hangzhou, Chongqing, Changzhou

Overseas Business:

The whole series of self-owned brand commercial vehicles and passenger vehicles manufactured by Dongfeng Motor Corporation have been exported to more than 140 countries and regions. Meanwhile, Dongfeng began to establish wholly-owned sales companies in strategic markets and constantly improve sales and service network in overseas markets. The main countries (national flags) include Algeria, Chile, Venezuela, Colombia, Thailand, Vietnam and Peru.

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管理的国有独资企业。公司严格遵守《公司管治守则》相关要求，严格按照订立的各项规章制度指导日常经营活动，致力维持高水准的企业管治。

Dongfeng Motor Corporation is a wholly state-owned enterprise supervised by the State-owned Assets Supervision and Administration Commission of the State Council. Dongfeng strictly follows the relevant requirements of Corporate Governance Code, guides the daily operation activities in strict accordance with all rules and regulations established and is committed to maintaining high-level corporate governance.



2013年，公司荣获《财资》年度“最佳公司治理奖”金奖
In 2013, Dongfeng was awarded the Golden Prize of Annual "Best Corporate Governance Award" of *The Assets*.



组织机构

Organization Structure



企业文化 Corporate Culture

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

Corporate Mission:

Produce high quality vehicles, provide satisfying services, optimize the quality of life, and realize the harmony between human and nature.

公司愿景

—— 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

Corporate Vision:

Century-old Dongfeng with sustainable development, international Dongfeng with global competitiveness, and innovational Dongfeng with independent development.

公司价值观

—— 讲究诚信，崇尚业绩，奉献社会

Corporate Values:

Value integrity, advocate performance, contribute to society

公司经营理念

—— 关怀每一个人，关爱每一部车

Corporate Operation Principle:

Care for every person, care for every vehicle

公司企业哲学

—— 学习 创新 超越

Corporate Philosophy:

Learn, innovate, surpass

公司企业精神

—— 实现价值，挑战未来

Corporate Spirit:

Realize the value, challenge the future

社会责任工作理念

The concept of social responsibility and action plans

东风化雨 润泽四方

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

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

Dongfeng, the nurturing east wind

“Dongfeng, the nurturing east wind” comes from “life-giving spring breeze and seasonable rain” which consists of two parts, namely, “life-giving spring breeze” and “seasonable rain”. “Life-giving spring breeze” comes from “The spring breeze brings people to life” in *Precious Virtues, Volume 5 of Garden of Stories* written by Liu Xiang in the Han Dynasty. “Seasonable rain” is from “There are some on whom his influence descends like seasonable rain” in *Mencius*. Later these two phrased are combined into “life-giving spring breeze and seasonable rain”, also known as “life-giving east wind and seasonable rain”, which implies that the gentleman nurtures and helps others like the spring breeze and seasonable rain. Chinese “Poet-Sage” Du Fu once wrote such stanzas in his famous poem: “On the heels of the wind it slips secretly into the night. Silent and soft, it moistens everything.”

“Dongfeng, the nurturing east wind” expresses the original intention, willingness and attitude of Dongfeng Motor Corporation to take social responsibilities. Dongfeng Motor Corporation is willing to drive the relevant parties to obtain self-worth and be actively committed to social harmony and environmental protection in order to achieve scientific development and sustainable development.

社会责任中期行动计划——润计划

Medium-term Action Plan for Social Responsibility – Nurturing plan



“润”，出自《易经·系辞上传》第一章，
“润之以风雨”。可以解读为：“风”是东风，
雨是“东风化雨”之“雨”。

是之谓“润之以风雨”。

同时，赋予“润”字以新解：

左边的三点水，

代表着企业社会责任经典理论中的三重底线，

提醒我们必须履行最基本的经济责任、

环境责任和社会责任；

而右边的“门”字里面的“王”字，

代表着中国传统的儒家思想中的“王道”

在现代企业社会责任中的意义，

提醒我们重“德”、重“仁”、重“和谐”。

图标以印章形式表示，

印是中国历来用以昭信的，

表达了对责任的一种郑重承诺和信守。

“Nurturing” comes from “nurtured by wind and rain” in the first chapter of *Book of Changes, The Great Treatise, Volume 1*, which can be interpreted as: “wind” means east wind while rain is from “life-giving east wind and seasonable rain”. Thus, “nurtured by wind and rain” appeared.

Meanwhile, “nurturing” has new interpretation: the three drops of the water on the left of the character stand for the three bottom lines of Dongfeng’s classical theory of social responsibility, that is, Dongfeng must take the most basic economic, environmental and social responsibilities. The character “Wang (king)” inside the character “Men (door)” on the right represents the traditional “kingly way” in Confucianism reflected in modern enterprise social responsibility, that is, Dongfeng should value “virtue”, “benevolence”, and “harmony”.

The icon is designed in the form of stamp that has always been used to show “trust” in China, expressing the solemn commitment and insistence in responsibility.

“润” 计划目标

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

Goals of “Nurturing” plan

By implementing the Scientific Outlook on Development, and focusing on “three versions of Dongfeng” and the “12th Five-Year Plan”, we will improve the management of social responsibility comprehensively, and infuse it into Dongfeng’s strategy and total value chain management, to maximize the comprehensive values of economy, society, environment and culture, make contributions to the goal of “building Dongfeng into the strongest domestic and first-class international auto maker”, give back to the society with outstanding responsible practices, and Promote the prosperity and development of Chinese automobile industry to make contribution to realize “China Dream” and “Dream of Powerful Nation through Automobile”.

“润” 计划的内容

Content of “Nurturing” plan





经济责任

Economic responsibility

润色国计民生 与国家共繁荣

Nurture national economy and the people's livelihood, and prosper with the nation

全面实现公司“十二五”发展目标

Strive to comprehensively achieve Dongfeng's development goals in the "12th Five-Year Plan"

○ 乾D300自主品牌中期发展计划

Medium-term development plan of Dongfeng's self-owned brand "Qian" D300

○ DH310海外事业中期发展计划

Medium-term development plan of DH310 overseas business

○ 诚信经营，依法纳税

Good faith management and taxation according to law



利益相关者责任

Stakeholder Responsibility

润泽利益相关者 与之共成长

Nurture and grow with stakeholders

全面照顾到相关者的利益，共赢、和谐，聚焦员工关爱、客户关怀

Take the interests of all related parties into account to achieve win-win and harmonious development, and care for employees and customers



环境责任

Environmental Responsibility

润丽自然 与环境共和谐

Nurture the nature, and pursue harmony with environment

继续保持在节能减排、新能源汽车与绿色造林方面的环保努力

Continuously make efforts in energy conservation, emission reduction, new energy vehicles and afforestation, dedicating to:

- 致力于新能源汽车发展
Development of new energy vehicles
- 致力于持续开展节能减排工作
Continuously carrying out the work of energy conservation and emission reduction
- 致力于打造东风“碳平衡”生态林
Building Dongfeng's "carbon-balanced" eco-forest



社会公益责任

Social Welfare Responsibilities

润美公益事业 与社会共进步

Nurture public welfare, and advance with society

开展“和润东风”系列公益活动

Carry out “Dongfeng Nurturing” public benefit activities

- “东风润苗行动” 爱心助学
“Dongfeng Children Nurturing” education-aid activity
- 对口帮扶援建
Counterpart assistance in construction
- 关注弱势群体
Caring for the disadvantaged
- 国际公益活动
International public benefit activities



文化责任

Cultural Responsibility

润浸文化 与文明共发展

Nurture culture, and develop with civilization

以高度的文化自觉和责任意识启动有价值的人文项目

Launch the valuable cultural programs with high cultural self-consciousness and sense of responsibility:

- “和畅东风” 汽车公民文化活动
“Dongfeng Free Travel” Auto Cultural Activity for Citizens
- “东风梦想车” 中国青年环保汽车创意设计大赛
“DFM DREAM CAR” Green Auto Design Competition of Chinese Youth
- “东风帮扶大学生村官专项基金” 项目
“Dongfeng Special Fund for Supporting College-Graduate Village Officials” program

社会责任视觉表现

Social Responsibility Visual Expression



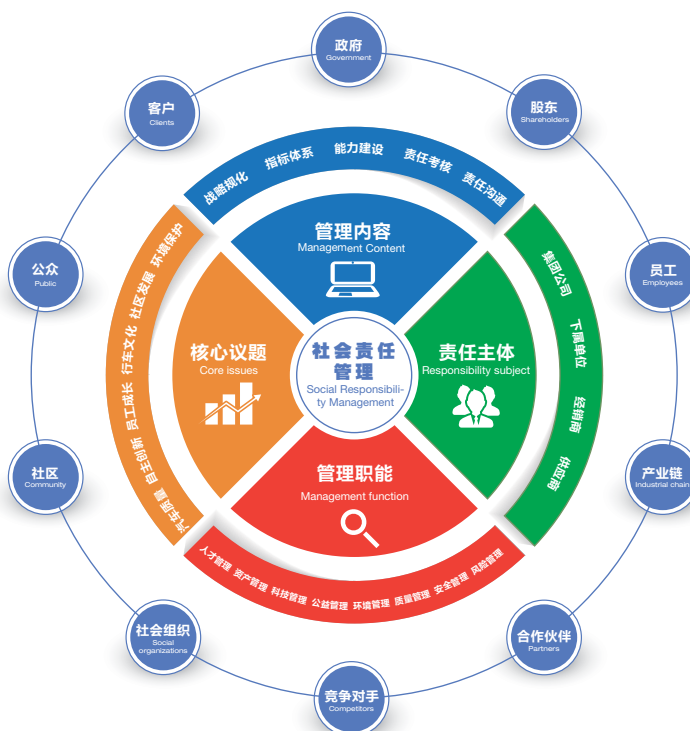
东风化雨 润泽四方

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

According to the demand for image cultivation and dissemination, Dongfeng specially designed its social responsibility image logo and applied for trademark registration. The design originates from the concept that “rain caused by cloud with nurturing”, conveying the connotation that “Dongfeng, the nurturing east wind”. The blue background and the overall sphere not only imply the infinity of the earth but also represents Dongfeng's globalized horizon; “Cloud” moves relying on “wind”. The image of “5-color auspicious clouds” surrounding the earth conveys an imagery of endless motion, fortune and beauty; The colors of the auspicious clouds include red, yellow, green, white and black, which correspond to the Five Elements in traditional Chinese culture respectively, symbolizing that everything depends on each other and life continues without an end. Meanwhile, they represent that Dongfeng will make efforts and contributions in five aspects of economic responsibility, stakeholder responsibility, environmental responsibility, social welfare responsibility and cultural responsibility.

社会责任管理模型

Social Responsibility Visual



社会责任议题选择

Social Responsibility Issue Selection

议题收集

Issue collection

公司社会责任议题选择以国际、国内的社会责任标准为主，同时兼顾国家政策要求、社会舆论关注点、国内外汽车企业议题趋势以及公司发展规划。并根据议题的性质将议题分为经济议题、环境议题、社会议题和行业议题。

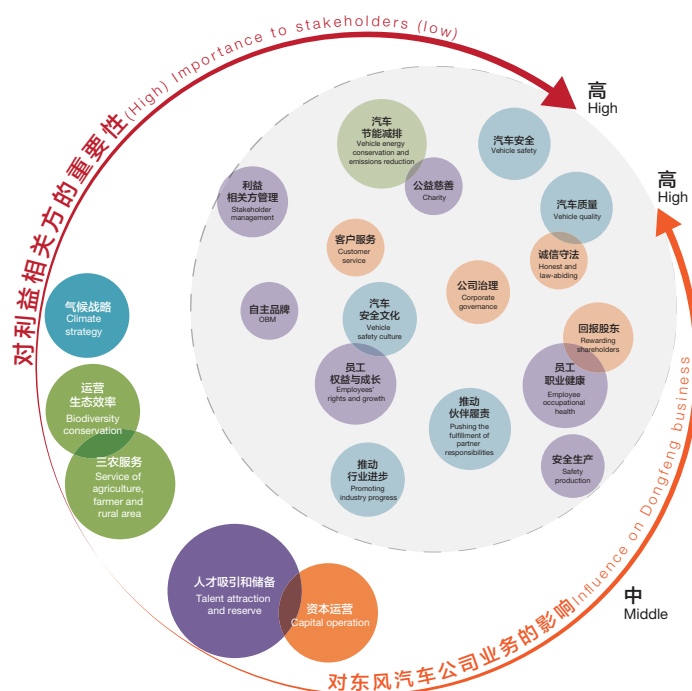
Dongfeng's social responsibility issue selection focuses on the international and domestic social responsibility standard and gives consideration to national policy, public opinion focus, auto companies' issue trend at home and abroad as well as company development plan. Based on the nature, the issues are divided into economic issue, environmental issue, social issue and industrial issue.

审核确定报告议题

Examination and determination of report issues

根据“对东风汽车公司业务的影响”和“对利益相关方的重要性”两个维度建立议题筛选矩阵，对议题池中的议题进行优先等级排序，并最终确定公司社会责任议题。

Based on the “influence on the business of Dongfeng Motor Corporation” and the “importance to stakeholders”, establish issue screening matrix to prioritize the issues in the issue pond, and finally determine Dongfeng's social responsibility issue.



社会责任沟通

Social Responsibility Communication

定期沟通

Regular communication

2008年起，东风公司已连续5年发布社会责任年度报告，全方位解读公司在履行经济责任、利益相关者责任、环境责任、社会公益责任以及文化责任等方面所作出的努力。2012年和2013年，公司连续参加两届“中国公益慈善项目交流展示会”，通过展览展示和互动体验的形式，对东风社会责任“润”计划和“东风公益基金会”开展的主要公益项目进行生动展现。



Since 2008, Dongfeng has released annual social responsibility reports for five consecutive years, comprehensively interpreting our efforts in performing economic responsibility, stakeholder responsibility, environmental responsibility, social welfare responsibility and cultural responsibility etc. In 2012 and 2013, Dongfeng participated in “China Charity Fair” for two consecutive terms. In the forms of exhibition and interactive experience, it vividly revealed the major public welfare programs carried out by Dongfeng social responsibility “Nurturing” plan and “Dongfeng Benevolence Foundation”.

不定期沟通

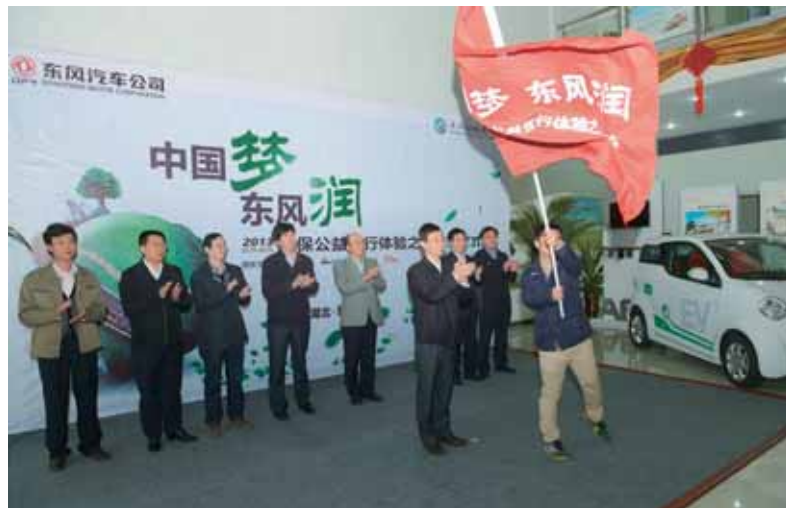
Irregular communication

2013年，公司协同旗下相关单位开展“中国梦、东风润”环保公益驾行体验之旅、“母亲健康快车”公益项目黄冈行、“共建美丽乡村、寻访东风扶贫公益足迹”等履责项目回访活动，考察项目实施情况；参加首届中国汽车行业企业社会责任论坛，《2013 中国汽车行业企业社会责任报告》发布会等活动，发布“中国梦、东风润”东风社会责任工作主题，就车企如何更好地履行社会责任与参会者进行了深入交流与探讨。

In 2013, Dongfeng and the subordinate units concerned carried out a series of responsibility-fulfilling project return visits such as “Dongfeng Nurturing China Dream” Driving Experience Tour with Environmental Protection and Public Benefit, “Mother Health Express” Huanggang Tour, and “Co-building Beautiful Hometown and Looking for Dongfeng’s Poverty Alleviation Footprints” to inspect the project implementation; participated in the first Corporate Social Responsibility Forum of China Auto Industry, “2013 Corporate Social Responsibility Report of China’s Auto Industry” conference, etc., published “Dongfeng Nurturing China Dream” Dongfeng social responsibility work theme, and made deep exchanges and discussion on how auto manufacturers can better fulfill social responsibility with the participants.

案例

10月30日-31日，东风公司“中国梦、东风润”环保公益驾行体验之旅活动在湖北省恩施市展开。活动以东风环境与社会公益领域重点履责项目考察为核心，同时开展了含东风风神E30L、BSG油电混合动力车在内的节能环保产品试乘试驾活动，通过这些务实、多元的活动安排，东风公司在对社会责任履责成果进行展示的同时，更收获了许多来自行业专家及媒体的针对性意见。



During October 30-31, "Dongfeng Nurturing China Dream" Driving Experience Tour with Environmental Protection and Public Benefit was held in Enshi, Hubei. The activity took the key responsibility-fulfilling project inspection on Dongfeng environment and public welfare fields as the core, with the launching of energy-saving and environmentally-friendly product test driving activities including Dongfeng E30L and BSG petrol-electric hybrid vehicles. Through these pragmatic and diverse activity arrangements, Dongfeng not only displayed the responsibility-fulfilling achievements, but also gathered many targeted advices from industry experts and media.

公司通过媒体平台，在平面、电视、网络媒体发布履责信息，与公众及利益相关者进行积极沟通。同时，开通东风公益基金会“新浪官方微博”，与公众实现在线沟通与互动，通过开展公益活动微直播、“为梦想、同行动”爱心助学微公益活动以及“向交通陋习Say No”汽车公民文化活动等线上活动7次，营造“人人关注公益、人人参与公益”良好局面。

Dongfeng released responsibility-fulfilling information via the media platform on print, TV and network media, actively communicating with the public and stakeholders. Meanwhile, Dongfeng created "official Sina Weibo" account of Dongfeng Benevolence Foundation to achieve online communication and interaction, through launching online activities such as micro broadcasting of public benefit activities, "working together for dream" education-aid public benefit activity, and "say no to bad driving habits" auto cultural activity for citizens 7 times, creating a sound situation in which everyone pays attention to and participates in public welfare".

回应利益相关方诉求

Response to the appeals of stakeholders

公司高度重视与利益相关方的沟通与交流，通过各种渠道和方式回应利益相关方的诉求。

Dongfeng attaches great importance to the communication and exchange with stakeholders, and makes responses to the appeals of stakeholders via various channels and means.

利益相关方 Stakeholders	诉求 Appeals	沟通渠道和方式 Communication channels and means
政府 Government	响应国家政策 Response to national policy; 诚信守法经营 Good faith management; 依法纳税 Taxation according to law; 带动就业 Employment promotion	参与政策、规划调研与制定 Participation in policy, planning research and formulation; 足额纳税 Taxation in full; 创造就业岗位 Jobs creation
出资人 Sponsors	国有资产保值增值 State-owned asset value remaining and increment; 规范公司治理防范经营风险 Regulation of corporate governance and Precaution against operational risk	投资者交流汇报会 Investors exchange briefing; 报表信息披露 Disclosure of report information; 接受国资委的监督考核 Acceptance of supervision and examination from SASAC
客户 Clients	提供高品质产品 To provide high-quality products; 确保产品安全 To ensure product safety; 提供优质服务 To provide excellent service	客户满意度调查 Client satisfaction investigation; 客户关系管理 Client relation management; 客户座谈与走访 Client forum and visit; 积极应对客户投诉 Active responses to client complaints
员工 Employees	员工权益 Employees' rights and interests; 保障员工职业发展 Guarantee of employees' career development; 员工关爱 Employee care	职工代表大会 Congress of workers and staff; 工会组织 Labor union organization; 员工参与企业管理渠道 Employees' participation in Dongfeng management channel; 意见和合理化建议征集 Collection of opinions and ratioposals
行业伙伴 Industrial partners	经验共享 Experience sharing; 技术交流 Technical exchange	参加行业会议 Participation in industry conference; 专业技术比武与交流 Professional technological competition and exchange
合作伙伴 Cooperative partners	遵守商业道德 Abidance of business ethics; 公开、公平、公正采购 Purchase under openness, fairness and justness; 互利共赢、共同发展 Mutual benefit and win-win results, as well as joint development	公开采购信息 Disclosure of information purchase; 谈判与交流 Negotiation and communication
社区与环境 Community and environment	社区公共事业发展 Development of community-related public utilities; 环境保护 Environmental protection	社区公益活动 Community-related public benefit activities; 社区共建活动 Community co-construction activities; 与环保部门和团体保持沟通、学习 Communication and learning maintenance with environmental protection department and groups

社会责任能力建设 Social Responsibility Capacity Building

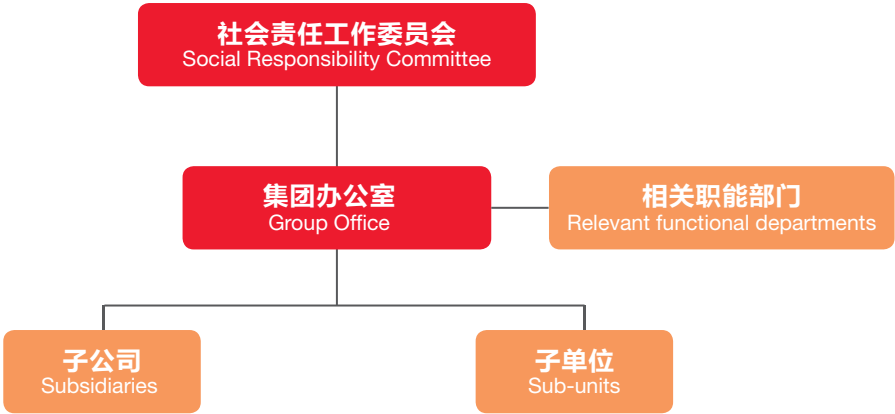
社会责任管理体系建设 Social Responsibility Management System Building

公司高度重视社会责任管理工作，设立东风公司社会责任工作委员会，并由公司董事长、总经理任委员会主任，集团办公室作为牵头部门，归口管理全系统社会责任工作。同时，公司下属各单位也设置了相应部门和人员负责社会责任日常工作的对接和推进。

The company has attached great importance to social responsibility management work, established Dongfeng Social Responsibility Committee headed by the company chairman and general manager, with the group office as the leading department, for centralized management of the system-wide responsibility work of Dongfeng. Meanwhile, the company subordinate units also arranged corresponding departments and personnel responsible for connection and promotion of daily social responsibility work.

公司按照《东风汽车公司社会责任管理办法》，明确企业社会责任规划管理、执行管理和运营评价管理等方面的内容，严格执行对外捐赠流程和信息报送制度等，实现社会责任工作规范化、制度化、体系化。

In accordance with “Dongfeng Motor Company Social Responsibility Management Measures”, the company has clarified contents of corporate social responsibility program management, execution management and operations evaluation management, strictly enforced foreign donation processes and information submission system etc., to achieve standardization and institutionalization and systematization of the social responsibility work.



社会责任培训

Social Responsibility Training

公司一方面组织旗下部分单位社会责任工作负责人，参加国资委、中国社科院、中国工经联等单位组织的各类 CSR 培训活动，另一方面聘请中国社科院优秀师资力量走进东风，面向全公司社会责任工作人员开展系统、全面的社会责任理论与实践培训。通过内外结合的形式，努力提升公司社会责任工作总体水平。

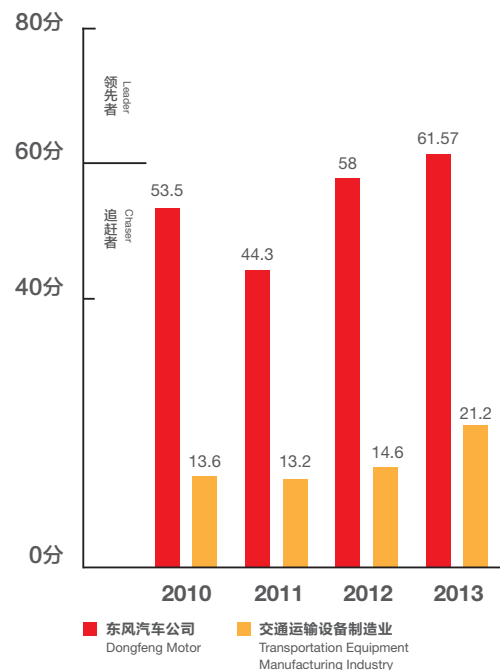
On the one hand, the company has organized the persons in charge of social responsibility work of the subordinate units to participate in various CSR trainings organized by the SAC, Chinese Academy of Social Sciences, China Federation of Industrial Economics and other units. On the other hand, it has employed outstanding faculty of the Chinese Academy of Social Sciences to carry out systematic and comprehensive training in theory and practice of social responsibility for the corporate social responsibility personnel of the company. Through a combination of the internal and external forms, it strived to improve the overall level of the corporate social responsibility work.

社会责任研究

Social Responsibility Research

按照国务院国资委开展“管理提升”活动的总体安排部署，东风将“制定实施社会责任总体规划，完善社会责任管理体系”作为公司级课题，并组成跨职能CFT团队进行课题立项推进。通过对标研究分析、确立课题目标、制定行动计划等环节，取得了阶段性成果。据中国社科院发布的《2013企业社会责任蓝皮书——中国百强企业社会责任发展指数显示：2013年，东风汽车公司社会责任发展指数为61.57分，首次从“追赶者”进入“领先者”行列。

In accordance with the overall arrangements and deployments of the State Council SASAC to carry out “management improvement” activities, Dongfeng has adopted “develop and implement the overall planning of social responsibility, improve the social responsibility management system” as a company-wide issue and formed a cross-functional CFT team of project establishment and advancement. Through benchmarking research and analysis, establishing task goals, developing action plans and other links, it achieved periodic results. According to “2013 Corporate Social Responsibility Blue Book – Chinese Corporate Social Responsibility Report” released by the Chinese Academy of Social Sciences, China Top 100 CSR Development Index indicates that in 2013, Dongfeng Motor Corporation Social Responsibility Development Index was 61.57 points, changing from the “Chaser” into the “Leader” for the first time.



数据来源：中国社会科学院经济学部企业社会责任研究中心发布的2010年—2013年《企业社会责任蓝皮书——中国企业社会责任研究报告》

Source: “2010-2013 Corporate Social Responsibility Blue Book – Chinese Corporate Social Responsibility Report” released by Corporate Social Responsibility Research Center, Economics Division, Chinese Academy of Social Sciences.

责任荣誉

Responsibility and Honors



2013中国企业社会责任公益卓越奖

2013 China Corporate Social Responsibility Public Benefit Case Excellence Award

2013汽车企业社会责任“年度贡献企业奖”

2013 Auto Manufacturer Corporate Social Responsibility “Annual Contribution Enterprise Award”

2013中国公益奖

2013 China Public Benefit Award (Collective Award)

2013最佳公益创新奖

2013 Annual Best Public Benefit Innovation Award

全国维护妇女儿童权益先进集体

National advanced collective to safeguard interests of mothers and children

2013湖北省新农村建设“先进工作队”

“Advanced Task Force” of New Rural Construction in Hubei Province in 2013

2013湖北省“三万”活动优秀组织单位

Outstanding organization unit of “30,000” campaign in Hubei Province in 2013

东风社会责任“润”计划获评“2013最佳公益项目奖”

Dongfeng social responsibility “Nurturing” plan won “2013 Best Public Service Project Award”

“东风润苗行动”获评国资委“2013优秀社会责任实践案例”和“2013十大最佳社会责任实践案例”

“Dongfeng Children Nurturing Plan was rated by SASAC as “Outstanding Social Responsibility Practice Case 2013” and “Ten Best CSR Practice Case 2013”

“东风公益基金会聚力支援灾区”获得“2013中国汽车界十大公益慈善事件”奖

“Dongfeng Benevolence Foundation Support of Disaster-Hit Areas” won award of “Top 10 Charity Events of China Automotive Industry 2013”

销售收入

4534 亿元

销量

353.49 万辆

纳税总额

406.2 亿元



经济责任

Economic Responsibility



色国计民生

与国家共繁荣



诚信守法 保证企业稳健发展

Guarantee the Robust Development of Enterprise by Integrity and Law Compliance

稳健发展

The robust development

2013年，东风公司全面贯彻落实中央和国务院国资委的有关精神，牢牢把握“做强做优”这一中心和“自主发展、改革开放”两项要务，坚持稳中求进，走质量效益型道路，主要经营指标创历史最好水平，公司发展迈上新台阶。

In 2013, Dongfeng fully implemented the spirit of the central government and SASAC, firmly grasped the focus to be “stronger and better” and the two priorities of “self-development, reform and opening up”, and adhered to steady, high-quality and efficiency-oriented development. The main business indicators hit the record in history, pushing the company development to a new level.

东风公司销量

353.49

万辆

销售收入

4534

亿元

汽车行业销量 (万辆) Auto industry sales (10,000 units)	2010	1806.19
	2011	1850.51
	2012	1930.64
	2013	2198.41
东风公司销量 (万辆) Dongfeng sales volume (10,000 units)	2010	272.48
	2011	305.86
	2012	307.85
	2013	353.49
综合市场占有率 Combined market share	2010	15.09%
	2011	16.53%
	2012	15.95%
	2013	16.06%
公司乘用车销量 (万辆) Company passenger car sales (10,000 units)	2010	197.73
	2011	232.90
	2012	245.52
	2013	290.15
公司商用车销量 (万辆) Company commercial vehicle sales (10,000 units)	2010	74.45
	2011	72.96
	2012	62.33
	2013	63.34
公司出口销量 (万辆) Company export sales volume (10,000 units)	2010	4.87
	2011	6.41
	2012	8.48
	2013	6.90
销售收入 (亿元) Sales revenue (100 million yuan)	2010	3688
	2011	4067
	2012	3904
	2013	4534

案例

东风汽车公司荣获2013年度中国十大最具影响力企业

Dongfeng Motor was awarded "2013 China Top 10 Most Influential Enterprises"

入选理由：“以开放促发展，业绩创历史新高”。2013年，东风汽车公司业绩全线飘红，全年营业收入和利润均创历史新高。与此同时，东风公司不断提升对外开放

水平，加快“走出去”步伐：牵手沃尔沃构建以资本为纽带的战略联盟，重组三江雷诺，与雷诺签署合资经营合同，东风—雷诺—日产“金三角”诞生……这些合资合作项目是东风公司在开放合作方面打出的“组合拳”，受到业界的高度关注。



Reason: "Promote development with opening up and hit the performance record". In 2013, the performance of Dongfeng Motor gained across the board, and the annual revenues and profits hit the record highs. Meanwhile, Dongfeng has constantly improved the level of opening-up and accelerated the pace of "going global": it joined hands with Volvo to build strategic alliance with capital as the link, restructured Sanjiang Renault, signed a joint venture agreement with Renault, gave birth to the "Golden Triangle" of Dongfeng – Renault – Nissan... These joint venture projects represented the concerted effort of Dongfeng in opening-up and cooperation, which caught the industry's high attention.

诚信经营 Business integrity

公司坚持诚信经营，依法纳税，树立良好商业信誉和企业形象，构建企业信用品牌。2013年上缴各项税费406.2亿元(含关税)，比上年增长12.1%。

The company has upheld integrity when carrying out business, paid tax by law, established a sound business reputation and corporate image, and built a business credit brand. In 2013, the company paid taxes of 40.62 billion yuan (including tariffs), an increase of 12.1% over the previous year.



守法合规

Law compliance

依法治企

Corporate governance by law

公司认真遵守国家法律法规，公司各项规章制度、经济合同和重要决策的法律审核率已实现100%，同时通过有效的内部控制管理，经济合同履约率实现100%。公司总部和主要板块都设立了独立的法律事务机构，其中13家下属单位已设立了总（副总）法律顾问，法律风险防范机制的完整链条基本形成，因企业自身违法违规引发的重大法律纠纷案件全面杜绝。

The company has conscientiously abided by state laws and regulations, rules and regulations of the company, economic contracts with important decision legal approval rate of 100%, and economic contract compliance rate of 100% through effective internal control management. The headquarters and main sectors have established independent legal affairs institutions, and 13 subordinate units have set up chief (deputy chief) legal counsel, forming the complete chain of legal risk prevention mechanism and fully eliminating major legal dispute cases due to violation of laws and rules by the company.

廉洁从业

Honest business

公司深入贯彻落实党的十八大、十八届三中全会、中央纪委二次全会和中央企业反腐倡廉建设工作会议精神，认真落实中央八项规定，加强干部作风建设，加强查办案件工作，严格执行党风廉政建设责任制，党风廉政建设和反腐倡廉工作取得新成效。



The company has thoroughly implemented spirits of the 18th National People's Congress, and the third plenary session of the 18th National People's Congress, the second plenary session of the Central Commission for Discipline Inspection and central enterprise anti-corruption building work conference, earnestly implemented the eight rules of the central government, strengthened the working style of cadres, strengthened the case investigation work, strictly implemented the responsibility system for the construction of the party conduct and an honest and clean government, and has made new achievements in party style construction and anti-corruption work.

认真制定《中央八项规定实施办法》，落实工作措施，加强反对“四风”长效机制建设，党员干部工作作风进一步转变，文风会风明显改进，形成了务实节约、风清气正的良好氛围。2013年，公司五项费用（差旅费、办公费、业务招待费、会议费、出国人员费）合计同比下降12.6%。

The company has carefully developed the “Measures for the Implementation of Eight Rules of the Central Government”, implemented working measures, and strengthened the building of a long-term mechanism against the “Four Styles”. The party members and cadres have further changed the working style, significantly improved the style of writing and meeting, forming a good atmosphere of being pragmatic, conserving and faithful. In 2013, five expenses of the company (travel expenses, office expenses, entertainment expenses, conference expenses, and overseas personnel costs) fell by 12.6% over the previous year.

以“密切联系群众，改进工作作风”为主题，开展了第十七个党风廉政建设宣传教育月活动。通过组织开展党风廉政建设党纪法规知识网络测试、专题讲座、郭海洲同志先进事迹报告会、“清廉永驻心中”演讲比赛等廉洁文化活动，营造了浓厚的廉洁氛围。

On the theme of “closely linking with the masses and improving the work style”, the company carried out the 17th clean and honest government construction publicity and education month. By organizing an honest and anti-corruption government, party discipline and regulation knowledge test online, seminars, report of Comrade Guo Haizhou’s advanced deeds, “incorruptness in hearts forever” speech contest and other cultural activities, an intensified atmosphere of honesty and integrity has been created.

深入推进廉洁风险防控工作，全公司各层面共排查廉洁风险点9471个，制定防控措施10063个；进一步优化重点领域和关键环节的业务流程，完善了“三重一大”决策制度实施办法及决策回避、考核评价、后评估、纠错改正制度流程等。

The company has further promoted integrity risk prevention and control work, and checked 9,471 risk points at all levels of the company, and developed 10,063 prevention and control measures, further optimized business processes of the key areas and links, improved “three important and one major” decision-making system implementation measures and decision avoidance, evaluation appraisal, post evaluation, correction system processes and so on.

围绕生产经营领域开展效能监察，深入推进管理提升。全年共组织实施公司级效能监察项目119项，项目实施增加经济效益5.13亿元，节约资金6.43亿元；完善制度111项，提出改进建议234条。

The company has focused on the field of production and business to carry out performance monitoring and further promote the management improvement. The company has organized and implemented 119 company-level efficiency supervision projects, increased economic efficiency by 513 million yuan of project implementation, saved funds of 643 million yuan, improved 111 systems and proposed 234 recommendations for improvement.

党的群众路线教育实践活动

Party's mass line educational practice

东风汽车公司按照中央的统一部署，自2013年7月至2014年3月，在全公司各级党组织和全体党员中开展了党的群众路线教育实践活动。在中央党的群众路线教育实践活动领导小组的正确领导和中央第35督导组的悉心指导下，公司教育实践活动按照“照镜子、正衣冠、洗洗澡、治治病”的总要求，以“反对四风，弘扬马灯精神；依靠群众，推动东风发展”为主题，通过公司各级党组织和广大党员干部认真贯彻落实中央精神，不折不扣



执行中央指示要求，不断提高思想自觉和行动自觉，自上而上传达出整顿作风的决心和勇气，卓有成效地开展了学习教育、听取意见，查摆问题、开展批评，整改落实、建章立制三个环节的工作，提高了党员干部的思想认识，增强了领导班子的合力，改进了工作作风，密切了党群干群关系，建立健全了长效机制，实现了教育实践活动和企业经营活动的相互促进，为东风事业发展注入了新的动力。

In accordance with the unified arrangements of the central authorities, from July 2013 to March 2014, Dongfeng has carried out the party mass line educational practice at all levels and among all party members across the company. Under the correct guidance and of the central party's mass line educational practice leadership team and guidance by the central leading group No. 35, the company educational practice has followed the general requirements to “mirror, dress up, take a shower and cure”, the theme of “oppose four styles, promote the lantern spirit; rely on the masses, and promote the development of Dongfeng”, the party organizations of the company at all levels and party members and cadres have conscientiously implemented the central spirits and directives, continuously improved consciousness in thoughts and actions, conveyed the determination and courage for rectification in a top-down style, carried out learning education, opinion seeking, problem revealing, criticism, reform implementation, system establishment, improved the ideological understanding of party cadres, enhanced the force of the leadership, improved the work style, closed the relationship between cadres and the masses, established and improved the long-term mechanism, achieved mutual promotion of educational practice and business activities, and injected new power into the business development of Dongfeng.

安全生产 建设健康运营环境

Construct a Healthy Operating Environment with Safety Production

安全生产管理

Safety production management

安全生产管理体系

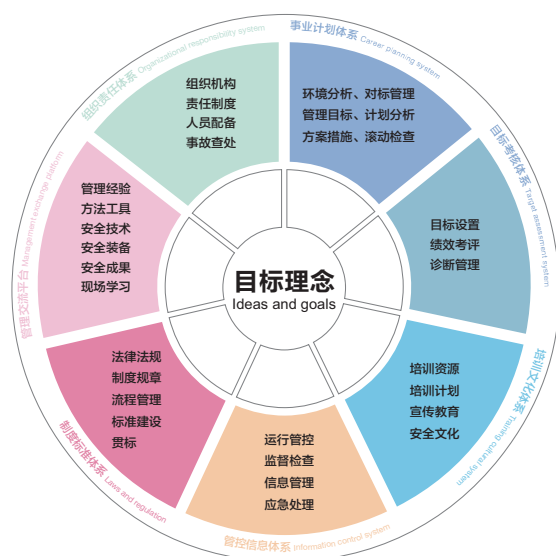
Safety production management system

公司通过建立完善6+1安全管理体系，积极推进“333”工程，力求避免工伤意外的发生，以期达到“零事故、零伤害、零损失”的管理目标。

The company has established a sound 6+1 safety management system, actively promoted the “333” project, sought to avoid the occurrence of occupational injuries and accidents, to achieve the management objective of “zero accident, zero injury, and zero loss”.

6+1 安全管理体系：

6+1 safety management system:



“333” 工程：

“333” project:



案例

7月25日，旗下东风日产乘用车公司“安全宣言及理念发布会”在广州花都举行。会上，东风日产系统发布了涵盖全价值链体系的安全愿景、安全目标、安全价值观、安全使命和安全文化模式，成为业内首家发布专属安全理念的合资车企。

On July 25, Dongfeng Nissan Passenger Vehicle Company "Safety Declaration and Idea Conference" was held in Huadu, Guangzhou. At the meeting, Nissan released safety vision, safety objectives, safety values, safety mission and safety culture model covering the whole value chain system, becoming the first joint venture auto manufacturer releasing the dedicated safety concept.



安全教育与培训

Safety education and training

公司坚持“以人为本”的安全理念，牢固树立安全生产“只有起点，没有终点”的观念。通过大力开展安全培训和形式多样的实践活动，帮助员工掌握安全生产基本知识和技能，提高安全意识，营造安全氛围。2013年共培训员工123033人次，其中，三级教育22537人次、特种作业人员9415人次、职业健康培训46034人次。

安全教育培训

123033

人次参与

The company has adhered to the "people-oriented" safety concept, firmly established "only starting point, no end" for production safety. By vigorously carrying out safety training and practice in various forms, it helped employees master the basic knowledge and skills of production safety, improved safety awareness and created a sound atmosphere for safety. In 2013, a total of 123,033 staff were trained, including 22,537 person-times of third-level education, 9,415 person-times of special operations personnel, and 46,034 person-times of occupational health training.

案例

6月1日，公司拉开“安全月”序幕。各单位紧紧围绕“强化安全基础，推动安全发展”的安全活动主题，组织开展全员安全生产知识答题、培训、安全漫画展等安全月系列宣传教育活动。

On June 1, the company opened the prelude for "Safety Month". All units focused on the safety theme of "strengthening the safety infrastructure and promoting safety and development". It organized all-staff safety knowledge Q&A, training, safety comics fair and other safety month series publicity and education activities.



安全应急机制 Safety emergency mechanism

2013 年，公司按计划完成了重点部位、重点岗位和重要装置“三重”的现场应急处置方案编制工作，实现现场应急处置方案简明化、图表化、排版化、标准化，提升了公司现场应急处置水平和应急能力。

Dongfeng has formed production safety emergency plan system which consists of the company's overall plan, department-specific plan and third level units contingency plan and position (part) on-site emergency response plan. In 2013, the company completed emergency plan programming for pilot units, making the scene emergency response plan condensed, charted and standardized, and thus improving the on-site emergency response capabilities of key positions, key jobs and important devices.

旗下各单位从实际出发，有计划、有针对性地组织开展应急预案演练、修订等工作，检查预案的实用性和应急队伍的实战能力。2013年公司各单位修订预案807个，共组织了工伤急救、煤气泄漏、防洪、火灾爆炸等958次演练、参加演练人数57667人。

The subordinate units have started from reality to organize emergency drills, amendments, etc. in a targeted and planned manner to check the plan practicality and handling capability of the emergency teams. In 2013, the company units amended 807 plans, organized 958 drills of first aid of injuries, gas leak, flood prevention, fire explosion prevention, etc., and 57,667 staff participated in the drilling.

职业健康保护 Occupational health protection

公司严格执行国家职业病防治相关法律、法规、标准，不断加强、完善职业病防治各项工作。通过构建“防、治、保”职业健康管理体系，建立“安全、卫生、社保”三位一体的职能体系。

The company has strictly implemented the national occupational disease prevention laws, regulations, standards, and constantly strengthened and improved various occupational disease prevention work. By building the occupational health management system characterized by “prevention, treatment and protection”, the company has established a Trinity functional system of “safety, health, social security”.

2013年，公司突出工程技术、个体防护、管理、健康监护“四位一体”的职业健康工作重点，组织修订了《东风汽车公司职业健康管理办法》，制定了《东风汽车公司职业健康管理评价标准（暂行）》等，并通过编发《职业健康知识手册》、召开安全健康改善成果发表会、职业健康培训等，普及职业健康知识，提高预防职业危害的意识和能力。

In 2013, the company has highlighted “four in one” occupational health priorities of engineering technology, personal protection, management and health care, organized and revised the “Dongfeng Motor Corporation Occupational Health Management Methods”, developed “Dongfeng Motor Corporation Occupational Health Management Evaluation Criteria (Provisional)” and compiled “Occupational Health Knowledge Handbook”, published safety and health improvement results announcement campaign, vocational health training, publicized occupational health knowledge and improved awareness and ability for the prevention of occupational hazards.

安全生产绩效

Production safety performance

2013年，公司实现了五个杜绝：杜绝了较大以上因工伤亡事故；杜绝了重大火灾事故；杜绝了锅炉、压力容器、压力管道重大爆炸事故；杜绝了危险化学品重大泄漏、爆炸事故；杜绝了重大职业中毒事故。

In 2013, the company achieved five eliminations: Eliminated larger work-related casualties; eliminated major fire accidents; eliminated boilers, pressure vessels, pressure piping and major explosions; eliminated significant leakage of dangerous chemicals and explosions; eliminated major occupational poisoning accidents.

	2010	2011	2012	2013
发生生产安全事故数（单位：起） Production safety accidents (Unit: number of work safety accidents)	56	50	51	59
其中 Including				
死亡事故 Fatalities	3	0	0	1
重伤事故 Injuries	4	1	8	4
轻伤事故 Minor injuries	49	49	43	54
特种（危险）作业人员持证上岗率 Special (hazardous) operating personnel certificate holding rate	100%	100%	100%	100%
特种设备依法定检率及合格率 Special equipment inspection and passing rate in accordance with the law	100%	100%	100%	100%
职业病发病率 The incidence of occupational diseases	0.28‰	0.19‰	0.14‰	0.17‰

自主创新 打造民族汽车品牌

Build National Car Brand by Independent Innovation

整合创新资源

Integrate innovative resources

建设创新平台

Build an innovative platform

建筑面积
125000m²

项目总投资
20亿元

为支撑东风自主品牌乘用车事业的后续发展，进一步提高综合研发实力，公司启动东风技术中心二期能力建设项目。该项目是在一期基础上进行的扩建项目，建筑面积 12.5 万平方米，总投资 20 亿元，预计 2016 年投入使用。



项目建设内容包括产品设计楼二期及配套工程、试制工艺车间二期、联合试验室（由动力总成试验室、车身试验室、底盘试验室、电子电器试验室、材料试验室组成）、环境试验室、工艺停车楼等。

In order to support the future development of passenger vehicles with Dongfeng's independent brands and to further improve the comprehensive R&D capacity, the company has launched the capacity construction project for Phase II of the Dongfeng Technology Center. As an extension project of Phase I, this project, with the structural area of 125,000 square meters and the total investment of RMB2 billion, is expected to be launched to operation in 2016. This project includes the construction of Phase II of the Product Design Building & supporting projects, Phase II of the Trial-production Technology Workshop, the Combined Lab (consisting of the Powertrain Lab, Bodywork Lab, Chassis Lab, Electronic and Electrical Appliances Lab and the Material Lab) the Environment Lab and the Technology and Parking Building, etc.

培养创新人才

Cultivate innovative talents

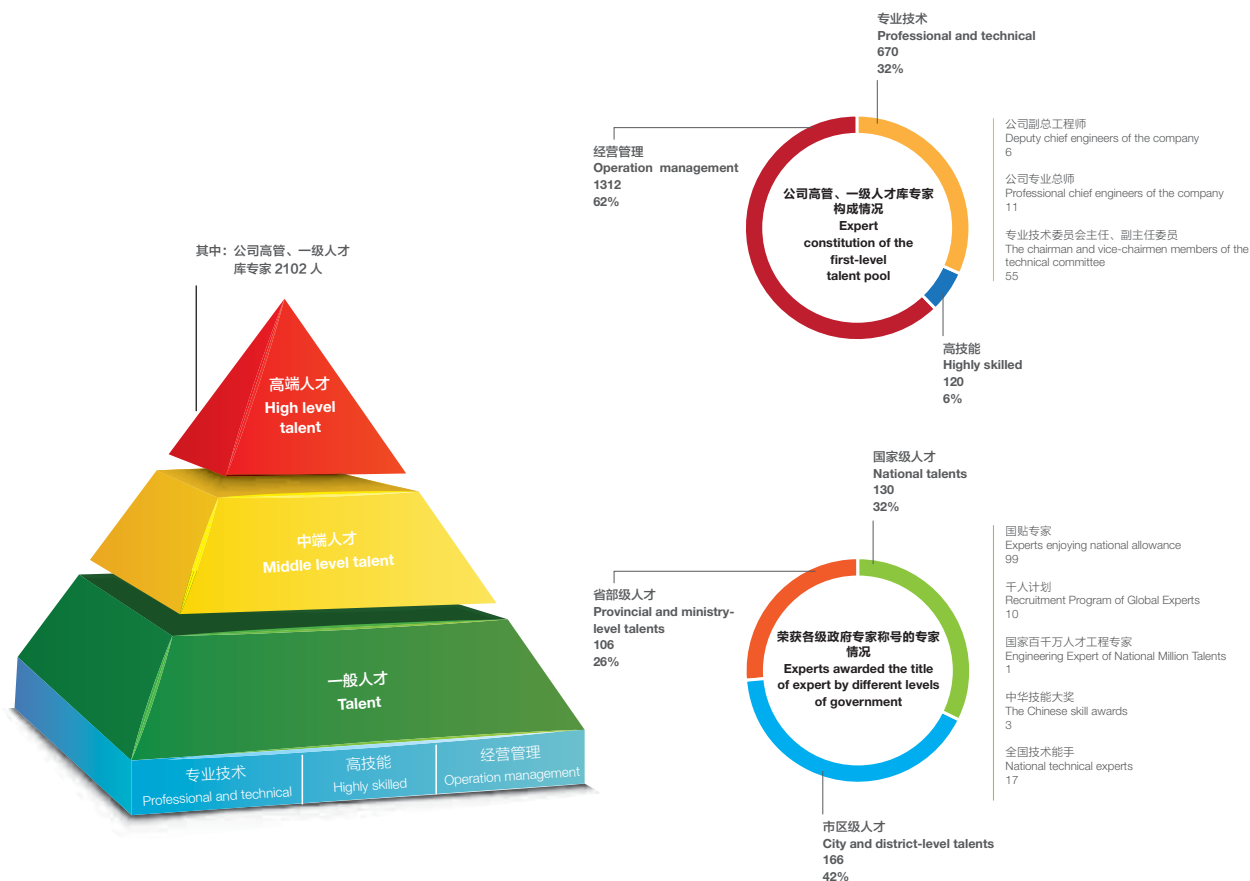
经营管理、专业技术、
高技能人才共
58330人

2013年公司以“十二五人才规划”为统领，紧密结合公司战略与各项事业计划，高度重视创新人才的引进与培养，为公司提供充足的智力和人力资源支撑。截止2013年底，东风经营管理、专业技术、高技能三支人才队伍总量58330人，占在岗合同制员工总数的46%。

In 2013, guided by “12th Five-Year Talents Plan”, the company closely integrated the company's strategy and business plan, attached great importance to the introduction and cultivation of innovative talents, provided the company with sufficient intellectual and human resources support. By the end of 2013, the teams of Dongfeng operation and management, professional and technical, and highly skilled personnel reached 58,330, accounting for 46% of the total number of the contracted staff.

公司为实现“三个东风”的愿景，坚持实施人才强企战略，编制了公司十二五人才发展规划，构建了“三横三纵”的人才体系，拥有一支自主培养成长和海内外引进的领军人才队伍，为公司自主创新事业发展提供了有力的人才保障。

To achieve the vision of “three Dongfeng”, the company has insisted on implementing the talent-driven enterprise thriving strategy, prepared the company's twelfth five-year talent development plan, built a “three-level vertical and three-level horizontal” talent system, fostered a leading pool of talents self-trained and introduced from home and abroad, which provided strong personnel support for the innovation and development of the company.



支持创新实践 Support innovation practice

科技活动经费投入
127.57
亿元

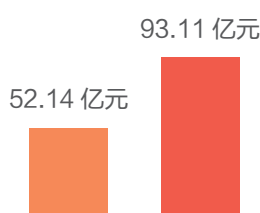
每年增长
12%

公司始终高度重视科技投入，多渠道筹集资金，以确保科技开发工作的顺利开展。2013年度公司科技活动经费投入127.57亿元，其中，研究与试验发展经费投入63.97亿元，继续保持了每年12%的增长率，科技活动经费投入居行业先进水平。

The company always attaches great importance to investment in science and technology, and raises funds through various channels to ensure smooth progress in science and technology development work. In 2013, the company input 12.757 billion yuan in science and technology activities, of which, the research and experimental development fund was 6.397 billion yuan, maintaining the growth rate of 12% each year, and the input in science and technology activities reached the industry's leading level.

2013年公司获得中国汽车行业科学技术奖一等奖1项、二等奖1项、三等奖6项，获得湖北省科学技术奖二等奖1项。

In 2013, the company obtained one first prize, 1 second prize and 6 third prizes for Science and Technology Award in Chinese Automobile Industry, and 1 second prize for Hubei provincial Science and Technology Award.



公司科技活动经费支出与行业对比(以国家公告的2012年数据为例)

Comparison between Dongfeng and the industry in terms of science and technology activity fund (take the 2012 data announced by the state as an example)

■ 2012年国内汽车企业科技活动经费支出排名前10的平均值：52.14亿元

Average expenditure in 2012 of top 10 Chinese auto manufacturers in terms of science and technology activity fund: 5.214 billion yuan

■ 2012年东风科技活动经费支出：93.11亿元

Expenditure in 2012 of Dongfeng science and technology activity fund: 9.311 billion yuan

东风研究与试验发展经费支出

(单位：亿元人民币)

Expenditure of Dongfeng research and experimental development fund

Unit: 100 million yuan



东风科技活动经费支出

(单位：亿元人民币)

Expenditure of Dongfeng science and technology activity fund

Unit: 100 million yuan

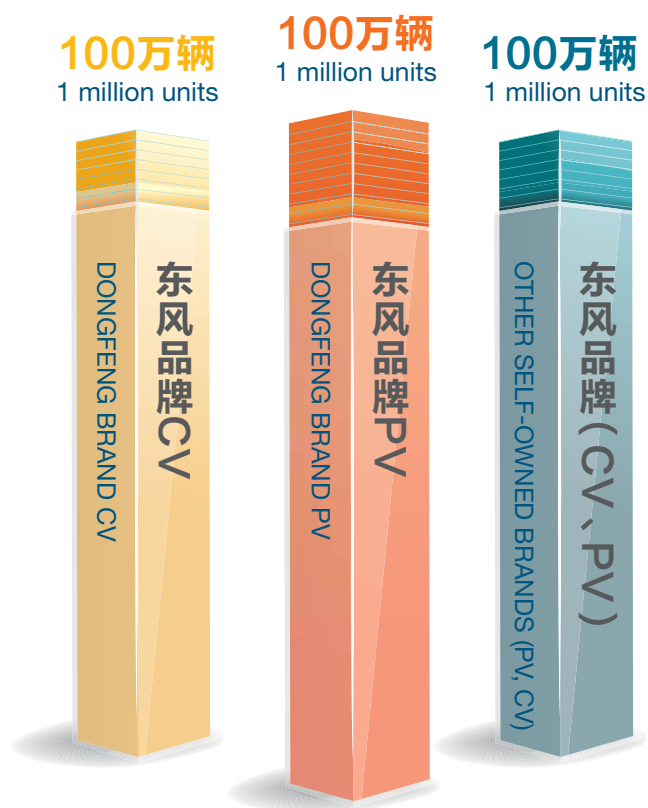


打造自主品牌

Build self-owned brand

根据“乾” D300计划，自主品牌销量达到300万辆，商用车国内第一、世界第三、自主品牌乘用车稳居第一阵营。

According to “Qian” D300 plan, sales of vehicles with self-owned brand will reach 3 million units. The sales of commercial vehicles with self-owned brand will reach No. 1 in China and No. 3 in the world. Passenger Vehicle with self-owned brand will occupy the top position steadily.



2013年，东风自主品牌事业继续按照“乾”D300计划推进实施。东风品牌商用车按照“国内第一、全球前三”的定位，在立足国内发展的基础上，积极推进国际化发展，深化与沃尔沃的战略合作，加快推进海外事业发展。东风品牌乘用车通过设立东风风神、东风风行、东风风度、东风风光等子品牌来加强细分市场的发展。在其它自主品牌方面，大力发展合资自主品牌，东风日产的启辰成为行业发展最快的合资自主品牌，2013年销量突破10万辆，引领行业合资自主品牌发展。

In 2013, Dongfeng's self-owned brand cause continued to be implemented according to "Qian" D300 plan. Dongfeng-branded commercial vehicles were oriented according to the objective of "No. 1 in China and No. 3 in the world". Based on development in China, Dongfeng actively promoted international development, deepened strategic cooperation with Volvo, and accelerated the overseas business development. As for Dongfeng-brand commercial vehicles, Dongfeng Fengshen, Dongfeng Fxauto, Dongfeng Fengdu, Dongfeng Fengguang and other sub-brands were used to strength the development of market segments. In term of other self-owned brands, Dongfeng vigorously developed joint venture independent brands. Dongfeng Nissan's Venucia became the joint venture independent brand which developed the most rapidly in the industry, and the sales in 2013 exceeded 100,000 units, making Venucia lead the development joint venture independent brands in the industry.

2013年，东风自主品牌销量突破127万辆，自主品牌销量增速高于行业水平，东风公司自主品牌在行业中由第3位提升到第2位。

In 2013, the sales of Dongfeng's self-owned brands exceeded 1.27 million vehicles. The sales of self-owned brand grew faster than the industry's level, and Dongfeng's self-owned brands rose from the third place to the second place in the industry.



“贴心帮”员工

519_{人次}

派发年度现金股利

12.92_{亿元}

重大战略合作项目

3_个



利益相关者责任

Stakeholders' Responsibility



泽利益相关者

与之共成长



为股东创造价值回报

Create Value Return for Shareholders

投资者关系管理

Investor relation management

公司坚持通过积极的投资者关系活动，加强与投资者的沟通，从而加深投资者对公司业务的理解和信任，树立投资者对公司未来发展的信心，促进市场对公司的认同，使公司的业务发展潜力和实际价值能在市场中得到充分体现。

The company persists in strengthening communication with investors through positively carrying out active investor relation activities, so as to deepen investors' understanding and trust of the company's businesses, establish investors' confidence about the company's future development, promote the market's recognition of the company, and enable the company's business development potential and actual value to be fully reflected in the market.

2013年，公司积极安排和组织各类投资者关系管理活动，通过召开一对一电话会议、大型电话组会、接待客户公司访问、出席各种境内外投资会议、进行非交易路演和接待方向路演团队等各种形式，保持与股东、投资者和市场的经常性的联系，使其了解公司近期经营状况。

In 2013, the company actively arranged and organized all kinds of investor relation management activities, such as holding one-to-one telephone meeting, convening large telephone group meeting, receiving clients' visit to the company, attending all kinds of domestic and overseas investment conferences, carrying out non-trading roadshow, receiving roadshow team and other various forms, so as to maintain regular contact with the shareholders, investors and market and let them understand the recent operation status of the company.

回报股东

Return to shareholders

东风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包含了公司大部分主营业务（股票代码HK0489）。公司一直致力于提升股东回报，保护中小股东权益，实施持续分红政策，公司上市以来累计分红约50亿元。经股东周年大会批准，公司就2012年度业绩，董事会派发年度现金股利约12.92亿元，每股0.15元人民币。

Dongfeng has three listed companies. Among them, Dongfeng Motor Group Co., Ltd (stock code HK0489) which issues H shares on Hong Kong Stock Exchange deals with a majority of main businesses of the company. The company has been committed to improving return to shareholders and implementing continuous dividend policy, and has cumulatively offered

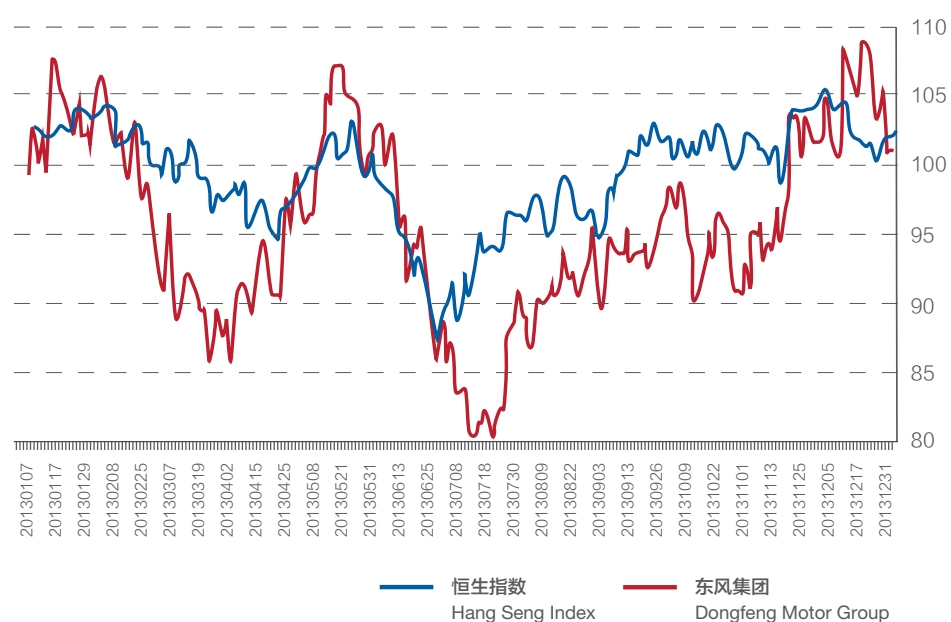
分红

50 亿元

派发现金股利

12.92 亿元

dividend of about 5 billion yuan since it was listed. Approved by annual general meeting of shareholders, board of directors allocated annual cash dividend of about 1.292 billion yuan, i.e. 0.15 yuan per share, based on the 2012 annual result of the company.



案例



公司荣获中国证券“金紫荆”奖项中“最具品牌价值上市公司”奖。

The company won the award of Most Brand Valuable Listed Company among the Chinese Securities Golden Bauhinia Award.

为员工建设幸福家园

Construct Happy Homeland for Employees

权益保障

Rights and interests guarantee

公司遵守《劳动法》等相关法律法规规定，签订劳动合同，平等雇佣，杜绝任何形式的职业歧视，保障员工劳动安全健康权益，保障兼职人员和劳务派遣工权利，使员工的各项合法权利落到实处。

The company abides by the Labor Law and other relevant laws and regulations to make employment on an equal basis, put an end to any form of job discrimination, protect employees' privacy, protect the rights of part-time personnel and dispatched personnel, and put various labor rights of employees in place.

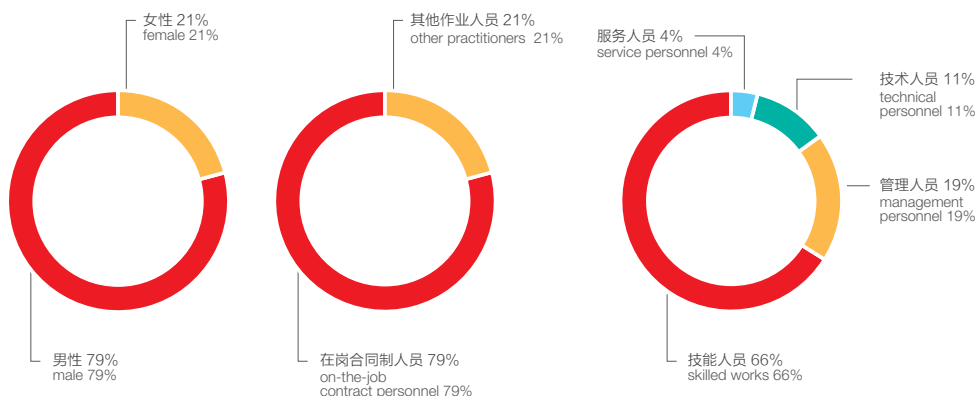
民主管理：公司在制定涉及员工切身利益的规章制度时，广泛听取工会组织意见，与工会平等协商，通过职工代表大会、厂务公开、“领导接待日”等多种形式，让员工充分了解企业的发展、参与企业的管理。

Democratic management: When formulating rules and regulations involving the vital interests of employees, the company listens extensively to the opinions of workers' congress, conducts equal consultations with the trade union. Through workers' congress, making factory affairs transparent, leader reception day, and other forms, the company makes employees fully understand the development of the enterprise and participate in the management of the enterprise.

薪酬福利：公司坚持“为岗位付薪，为能力付薪，为业绩付薪”的付薪理念，根据公司生产经营特点和经济效益，制定员工的工资分配方式和工资水平，为员工提供具有行业、地区竞争力的薪酬、福利。公司设立超挑战奖励和员工分享经营成果机制，完善公司骨干人才中长期激励机制。在福利方面，公司足额为员工缴纳“五险一金”，并为员工建立企业年金计划，购买意外伤害保险等商业保险，定期组织员工进行健康体检，认真贯彻实施带薪年假制度。

Compensation and welfare: The company insists on the salary payment concept of “paid for the post, paid for the capacity and paid for the performance”. According to the company's production and operation characteristics and economic benefits, it has formulated the employees' salary distribution mode and wage level, and provides employees with compensation and welfare which are competitive in the industry and the local region. The company has set up awards for meeting challenges and the mechanism of operation results shared by employees, and improves medium- and long-term mechanism for incentive to the company's backbone talents. In terms of welfare, the company pays five social insurances and one housing fund in full amount for employees, and establishes enterprise annuity plan for employees, purchases accident insurance and other commercial insurances, conducts health check-up for organizing employees and earnestly implements the system of annual leave with pay.

员工比例 Employee Proportion



绩效指标 Performance Indicator

	2011	2012	2013
劳动合同签订率(%) Labor contract signing rate (%)	100%	100%	100%
所属单位与工会集体合同签订率(%) Signing rate of collective contracts between the unit and the trade union (%)	98%	98%	100%
参加工会的员工比例 Proportion of employees participating in trade union	90%	95%	98%
通过员工申诉机制解决员工申诉数量(例) Number of cases of employees' complaints solved through employee complaint mechanism	21	19	25
吸纳就业(人) Number employees absorbed (persons)	10410	5287	7993
本地化雇佣比例(%) Proportion of localized employment (%)	97%	98%	98%
员工流失率(%) Employee turnover rate (%)	2.4%	2.5%	4%
年人均带薪年假(天) Average per capita number of days for annual leave with pay per year (days)	10	10	10
女性高级管理者比例 Proportion of female senior managers	6.7%	6.7%	6.6%

员工培养 Employee Training

公司不断建立和完善员工职业成长道路，设立技术和管理两个发展通道，并在员工职业发展的各个阶段提供全面的培训。2013年，公司以深化培训体系及核心能力建设为重点，整合吸纳各单位优秀人才培养经验，创新培训方式方法，统筹开展各类职工队伍培训，有力支撑经营目标实现和员工职业发展。



The company constantly sets up and improves the employees' professional growth path, has established two development channels in terms of both technology and management, and offers comprehensive training at different stages of employee career development. In 2013, focusing on deepening the training system and core ability construction, the company integrated and absorbed talent training experience from various units, made innovation of training methods and made a plan as a whole to carry out training on various employee teams in order to vigorously support the business goal realization and employee career development.

通过制定培训成熟度模型等顶层设计，进一步夯实了培训管理基础；围绕公司战略推进，有针对性地开展高管培训、海外运营人才和自主创新人才的培训培养；发扬“以赛促训”的优良传统，不断优化技能人员培训体系。

Through making top-level design on training maturity model and so on, the company has further consolidated the foundation of training management. Centering round the company's strategy, it carries out targeted training on senior management, as well as training and cultivation of overseas operation talents and independent innovation personnel. The company adheres to the tradition of "promoting training with competition" and constantly optimizes skill personnel training system.

	2011	2012	2013
培训次数(万) Number of training times (10,000 times)	1.4	2	2.5
培训投入(亿) Input in training (100 million yuan)	0.69	1.03	1.27
培训人次(万) Person-times of training (10,000 person-times)	49	64.7	64

员工关爱 Care for Staff

对特殊人群保护 Protection of special groups

雇佣残疾人
1650
人

公司每两年安排职工进行一次健康检查，对患病医疗期满员工安排适当工作，从制度上对大部分丧失劳动能力的员工给予特殊照顾。根据女员工的生理特点和所从事工作的职业特点，对在经期、孕期、产期、哺乳期和更年的女员工给予特殊保护。公司积极创造条件吸纳社会残疾人就业，共雇佣残疾人1650人。

The company arranges its staff to receive health check once every two years, and arranges suitable work for those employees whose treatment period is ended, and gives special care for those employees who lose a majority of labor ability. According to female employees' physiological characteristics and the characteristics of their occupations, the company provides special protection for female employees during menstrual period, pregnancy, perinatal period and lactation period. The company actively creates conditions to offer employment to the handicapped, and has employed 1,650 handicapped persons.

困难员工帮扶 Assistance to employees in difficulties

救助金额
109.3
万元

公司将“进千家门、暖万人心”为目标，构建了“贴心帮”爱心工程帮扶救助体系，形成了以“爱心工程”、慰问送温暖、日常救助三大救助模式为支撑的帮扶工作架构。全年累计帮扶救助519人次，发放救助金额173万元。其中，“爱心工程”对职工大病住院、职工子女大病住院、家庭遭受意外灾害、死亡等6种情况进行救助，救助258人，救助金额109.3万元。

The company takes “assisting 1,000 households to warm 10,000 people” as the goal, has built a “Sincere Help” love project helping and aiding system, and has formed an assistance work framework supported by three major relief modes, i.e. “Love Project”, making visit to warm employees in difficulties, and daily aid. In 2013, the company cumulatively offered assistance to 519 person-times and issued 1.73 million yuan of aid amount. Among them, “Love project” offered aid to six circumstances, e.g. hospitalized employee due to a serious illness, employee's hospitalized child due to a serious illness, by employee's family suffering accidents, death; the Love Project has offered aid to 258 people, with the aid amount of 1.093 million yuan.

案例

春节前夕，公司董事长、党委书记徐平一行慰问东风实业司困难员工，表达组织的关怀。

On the eve of Spring Festival, Xu Ping, the company's chairman and secretary of the party committee, led other leaders to visit employees of Dongfeng Industrial Co., Ltd. who were in difficulties, and showed care to these employees on behalf of the company.



工作生活平衡

Balance between work and life

公司尊重员工家庭责任和业余生活，努力为员工营造和谐的工作环境，提供更多地发展机会和展示自我的平台，鼓励员工组建各种协会和兴趣小组，组织员工运动会、丰富的业余文化活动，帮助员工实现工作生活平衡。

The company respects employees' family responsibility and spare-time life, makes efforts to create a harmonious working environment for employees, provides more development opportunities and self-display platform to them, encourages employees to form various associations and interest groups, organizes staff sports meets and rich spare-time cultural activities, so as to help employees achieve a balance between work and life.



为客户提供优质产品

Provide Customers with Quality Products

确保汽车质量

Ensure the quality of vehicles

公司把“制造优质汽车，提供满意服务，优化生活品质”作为企业使命，建立了完善的质量保证体系和质量评估体系，保证每一辆车的生产都处于严格的质量管理监控之中。在公司质量方针的指导下，东风竭诚向广大客户持续提供高质量的产品和服务的品牌形象已经深入人心，客户满意度也得到持续提升。

The company takes “manufacturing high-quality automobiles, providing satisfactory services and optimizing the quality of life” as the enterprise mission, and has established a perfect quality assurance system and quality evaluation system, so as to ensure the production of every vehicle is under strict quality control monitoring. Under the guidance of quality policy of the company, the brand image that Dongfeng is dedicated to continuously providing large number of customers with high-quality products and services has been deeply rooted in the hearts of people, and the customer satisfaction has also been improved continuously.



保障汽车安全 Guarantee vehicle safety

公司推进重要品质管理体系，在产品的设计开发、零部件生产、零部件采购管理、整车生产、动力总成、质量控制等各个环节层层把关，保证每一辆出厂的车辆都经得起严格的质量审查，消除产品安全隐患，提升汽车安全性能。公司优化完善市场处置活动管理，建立完善的产品召回制度，有效地满足法规要求，切实维护消费者权益。

The company promotes important quality management system, and makes control of each link such as product design and development, parts production, spare parts purchasing management, whole vehicle production, power assembly, quality control and so on, so as to ensure each vehicle leaving factory can pass strict quality examination, eliminate product safety hidden trouble and improve vehicle safety performance. The company optimizes and improves market disposal activity and management, sets up perfect product recall system, effectively meets regulatory requirements, and earnestly protects consumers' rights and interests.

案例

旗下东风本田汽车有限公司所生产的思威 (CR-V)、思域 (CIVIC)、杰德 (JADE) 等6个车型，大量采用了世界先进的主动安全技术 (ABS防抱死制动系统、ESC电子汽车稳定控制系统) 和被动安全技术 (限力预紧式安全带、安全气囊、安全气帘以及乘员头颈保护系统)。目前，该公司生产的全系列车型 (包括产品换代) 都进行了国内最严格的C-NCAP安全体系的评价，均取得优异成绩。

The six vehicle models produced by DFM's Dongfeng Honda Automobile Co., Ltd., such as CR-V, CIVIC, JADE, have adopted the world's advanced active safety technology (Anti-lock Braking System and Electronic Stability Control System) and passive safety technology (load-limited pretensioner seat belt, air bag restraint system, safety gas curtain and whip lash protection system). Currently, the whole series of models produced by this company (including product replacement) have passed the most stringent C-NCAP safety system assessment in China with excellent results.



旗下东风商用车有限公司着力打造国内“最安全”卡车，关注安全，为客户负责。2013年，公司开展关重件的质量提升活动，围绕设计优化、制造保安防灾过程、关重件二级供应商保证能力提升三个环节，升级重保项目的质量保证能力，确保整车安全性。其间，根据市场反馈质量信息，及时识别出部分天龙牵引车存在干燥器进气管散热效果不良，可能影响整车制动效果，有安全隐患；2013年3月7日，商用车公司主动召回天龙牵引车7882台，目前已按计划实现全部召回。

DFM's Dongfeng Commercial Vehicle Company is focusing on producing "the safest" trucks, pays attention to safety, and is responsible for customers. In 2013, the company carried out the activities of quality improvement of key and important parts. Centering on three links of design optimization, manufacturing safety guarantee and disaster prevention process, improvement of ability of secondary suppliers of key and important parts, the company upgrades the quality guarantee ability of key preservation projects to ensure the safety of whole vehicles. During the period, according to quality information fed back from market, the company timely identified the problem that the air inlet steel pipe of dryer of some Kinland tractors have poor heat dissipation effect, which may affect the whole vehicle's braking effect, with safety hidden danger; on March 7, 2013, Dongfeng Commercial Vehicle Company voluntarily recalled 7,882 units of Kinland tractors. At present, all Kinland tractors have been recalled as planned.

超越客户需求 Exceed customer demand

公司始终坚持以客户为中心，注重保护客户隐私，持续关注客户需求，实施差异化服务战略，不断提升用户满意度，以提供优质可靠的产品和超出预期的服务，赢得了广大用户的认可。

The company always adheres to customer-oriented principle, pays attention to protecting the privacy of customers, continues to focus on customer needs, implements differentiated service strategy, constantly enhances customer satisfaction, and wins the recognition of many users with high-quality and reliable products and services beyond expectation.

案例

2013年，旗下神龙汽车有限公司东风雪铁龙和东风标致两个品牌逐步在全网点推广“‘一对一’尊享服务”的经验，以优化的信息管理系统（DMS系统）为技术手段，为每个用户配备固定的服务顾问，变“被动服务”为“主动服务”、从“维修车辆”向“客户关系管理”转变，竭诚为客户提供更多更好的服务。东风雪铁龙的售前、售后服务质量排名均为第3名（售前保持了2012年的排名，售后前进一位），东风标致分别为第5和第1位（售前前进3位，售后前进4位）。



In 2013, two brands, Dongfeng Citroen and Dongfeng Peugeot, of DFM's Dongfeng Peugeot Citroen Automobile Company Ltd., strengthened the promotion of "one to one" premium service experiences in the national outlets. With the optimized information management system as technical means, it equipped each user with fixed service consultancy, changes from "passive service" to "active service", from "vehicle repair" to "customer relation management", so as to offer more and better services to customers. The sales and after-sales service quality of Dongfeng Citroen ranked third (the sales service quality maintained the rank in 2012, and after-sales service quality ranking rose to 1 place. Dongfeng Peugeot's service quality ranked the fifth and the first place (the sales service quality ranking rose by three places, and the after-sales service quality ranking rose by four places).

2013年3月15日，旗下东风本田汽车有限公司全新售后服务品牌“实质的信赖”在北京、杭州、成都、武汉、广州五地同时发布。东风Honda售后服务品牌“实质的信赖”具备了“情、快、确、实、诚”五大特色。情，即对客户之关爱之情；快，快速应对则是东风Honda对客户之承诺；确，确实的维修品质；实，合理实在的价格；诚，充满诚意的服务保障内容，为东风Honda将“实质的信赖”这一品牌落地提供了坚实的服务基础。

On March 15, 2013, the brand new after-sales service brand "Substantial Trust" of DFM's Dongfeng Honda Automobile Co., Ltd. was released simultaneously in Beijing, Hangzhou, Chengdu, Wuhan and Guangzhou. Dongfeng Honda's after-sales service brand "Substantial Trust" has five characteristics, i.e. affection, rapidness, assurance, honesty, and sincerity. Affection refers to caring for customers; rapidness refers to that rapid response is the promise of Dongfeng Honda to customers; assurance refers to repair quality; honesty refers to the reasonable and honest price; sincerity refers to sincere service guarantee contents. They lay a solid service foundation for building Dongfeng Honda's brand "Substantial Trust".

为伙伴搭建共赢平台

Build a Win-Win Platform for Partners

推动战略合作

Promote strategic cooperation



按照东风总体战略布局和事业发展的需要，公司组织相关部门和专业团队搭建战略合作项目的研究、实施平台并组织推进实施。

According to the overall strategic layout and the needs of the business development of Dongfeng, the company organizes relevant departments and professional teams to set up the research and implementation platform for strategic cooperation projects, and organize the implementation of platforms.

2013年1月26日，东风集团与沃尔沃集团签订战略联盟协议，正式构建以资本为纽带的全球最大的商用车战略联盟。

On January 26, 2013, Dongfeng Group and Volvo Group signed a strategic alliance agreement to formally build the world's largest commercial vehicle strategic alliance with capital as the link.

2013年5月16日，东风集团与福建省政府签订战略合作协议。

On May 16, 2013, Dongfeng Group signed a strategic cooperation agreement with Fujian Provincial Government.

2013年12月16日，东风集团和法国雷诺签署合作协议，组建东风雷诺。

On December 16, 2013, Dongfeng Group and Renault signed a cooperation agreement to establish a joint venture Dongfeng Renault.

打造责任供应链

Build responsibility supply chain

东风与供应商走可持续发展之路，通过建立高效协同、互利共赢的供应链体系，打造具有核心竞争力和持续活力的供应链平台，力求实现与合作伙伴相互信赖，共同发展。旗下单位通过与供应商建立长期战略合作关系，使供需双方合作更加紧密，共同应对市场风险，共享市场发展带来的机遇，推动有序竞争与协同发展。

Dongfeng and suppliers take the path of sustainable development. By establishing efficient, synergetic, mutually beneficial and win-win system of supply chain, the company builds the supply chain platform with core competitiveness and sustainable vitality, so as to make every effort to achieve mutual trust and common development with partners. Through establishing long-term strategic partnership with suppliers, DFM's units make closer the cooperation between suppliers and demanders, so that suppliers and demanders can jointly cope with market risk, share the opportunities brought by market development, and promote orderly competition and collaborative development.



为贯彻“绿色设计、绿色供应、绿色制造、绿色销售”的全价值链绿色理念，提升供应商环境保护管理水平，旗下东风商用车有限公司要求和督导所有供应商到2014年底需通过ISO14000环境体系认证。目前，已有近半数供应商通过了该认证，其中2013年新增通过认证供应商116家，新增启动认证供应商57家。同时，该公司还成立了以“帮助、支持、改善”为主题的“3W”小组，对供应商的现场生产管理、制造工艺、物流包装、设备及模具工装等进行全方位的指导和改善，以帮助供应商降低运营成本，提高供应商的综合竞争力，努力实现供应商、主机厂、用户三方共赢。



To implement the whole-value green concept of “green design, green supply, green manufacturing, and green marketing”, enhance the suppliers' environmental protection and management level, DFM's Dongfeng Commercial Vehicle Company requires and supervises all suppliers to pass ISO14000 environment system certification at the end of 2014. Currently, nearly half of suppliers have passed this certification, of which 116 suppliers passed the certification in 2013, and 57 suppliers are ready to pass the certification. Meanwhile, this company also established “3W” group themed on “help, support and improvement”, aiming at offering comprehensive guidance and improvement on on-site production management, manufacturing process, logistics and packaging, equipment and mould & tooling, etc., so as to help suppliers reduce operation cost, improve the comprehensive competitiveness of suppliers, striving to achieve three-win situation between suppliers, manufacturers and users.

携手经销商共同发展

Achieve common development with dealers

东风旗下企业以双赢的商务政策帮助经销商不断提升服务意识和客户满意度，共同发展，共创价值。一方面，帮助经销商主动提高服务人员的技能和素质，增强服务能力；另一方面，鼓励经销商结合自身实际，积极创新为用户服务的内容和途径，以差异化服务形成自身特色和优势。

DFM's enterprises help dealers enhance service awareness and customer satisfaction with a win-win business policy, make common development and create value. On the one hand, dealers take initiative to improve the skills, quality and service ability of service personnel; on the other hand, DFM's enterprises encourage distributors to make active innovation in combination with their actual situation, so that dealers form their own characteristics and advantages based on differentiated services in terms of user service content and way.

万元增加值综合能耗增减率(%)

-19.87

SO₂ 排放量增减率(%)

-18.35

栽种碳平衡林

10000_亩

COD排放量增减率(%)

-3.45



环境责任

Environment Responsibility



丽自然

与环境和谐



完善环境管理

Improve the Environment Management

强化环保体系建设

Strengthen the construction of environmental protection system

2013年6月，公司宣布以“节能环保地造车，造节能环保的车”为东风汽车公司的节能环保工作理念；发布了《东风汽车公司节能环保中期事业计划（2013-2016）》；建立了具有东风特色的节能环保管理体系，即：事业计划体系、法规制度体系、管控体系、监测体系、目标考评体系和信息交流平台六位一体的“5+1”节能环保管理体系。目前，东风旗下82%的企业建立了ISO14001环境管理体系并通过认证。

In June 2013, Dongfeng announced the work philosophy of energy-saving and environmental protection “Manufacturing Energy-Saving and Environment-Protective Vehicles in an Energy-Saving and Environment-Protective Way”, released the Mid-term Business Plan of Energy-Saving and Environmental protection of Dongfeng Motor Corporation (2013-2016) and established the energy-saving and environmental protection management system with Dongfeng characteristics, that is the six-in-one “5+1” energy saving and environmental protection management system integrated with business planning system, laws and regulations system, management and control system, monitoring system, target examination and evaluation system and information exchange platform. Currently, 82% of DFM's subsidiaries have established ISO14001 environment management system and passed the certification.

荣获：

中央企业

2010-2012年度

节能减排优秀企业

杰出环保上市公司奖



落实环保预警机制

Implement the environmental protection warning mechanism

东风公司将环保预警机制纳入东风汽车公司应急管理体系中，制定了《东风汽车公司突发环境事件应急救援预案》，形成总部、二级板块、生产工厂三级环境预警机制，环保预警机制在以人为本、预防为主的前提下，坚持统一指挥、分类管理、分级响应；坚持平战结合、专兼结合、充分利用现有资源；坚持属地管理、依靠科学、单位自救和社会救援相结合的原则。

Dongfeng incorporates an environmental protection warning mechanism into the emergency management system of Dongfeng Motor Corporation and develops Environmental Emergency Rescue Plan for Environmental Emergencies of Dongfeng Motor Corporation, so a three-level environmental warning mechanism is formed including the headquarter, secondary sections and production factory. Such mechanism is under a human-based and precaution premise and under a unified command, and is managed by category and responded to by levels. Dongfeng insists on combining routine practices and emergency actions, the dedicated and non-dedicated personnel and takes full advantages of existing resources. It also adheres to the territorial management principle, technology-based principle and the principle of rescue jointly carried out by the enterprise and society.

公司所属国控污染企业在线监控系统直接与省、市环保部门联网，每季度在省级环保网站上公示监测结果。

The Online Monitoring System for State-Controlled Polluting Enterprises of Dongfeng is directly connected to the provincial and municipal environmental protection departments, and the monitoring results are quarterly publicized on provincial environmental protection websites.

倡导绿色企业文化

Advocate green enterprise culture

公司重视培养员工在日常工作中的节能环保意识，倡议员工低碳出行，减少办公场所水、电、气、纸和办公耗材的使用；倡导员工爱惜公共财物，延长物品使用寿命；鼓励资源与物资的回收再利用。随手关灯、双面打印、夏天空调温度不低于26度等节约意识已经深入人心，公司形成了绿色环保的企业文化。

Dongfeng attaches importance to fostering the energy-saving and environmental protection awareness of employees in their daily work, proposes the low carbon travel of employees and reducing the consumption of water, electricity, gas, paper and office consumables in office places; advocates cherishing public properties to extend the service life of articles; encourages recycling and reusing resources and materials. The saving awareness, such as turning off lights when leaving, printing on both sides of paper and air conditioning temperature no less than 26°C in summer, has been deeply rooted in the minds of employees, forming the enterprise culture of green and environmental protection.

案例

旗下东风裕隆汽车有限公司通过开展“造绿能产品，筑绿色企业”签名承诺活动、“安全在我心，节能减排从小事做起”主题演讲比赛、环境保护知识竞赛以及发放《节能知识册》等系列节能环保宣传教育活动，提升员工环保意识和参与节能环保活动的热情。



Dongfeng Yulon Motor Co., Ltd. carried out series of energy-saving and environmental protection publicity and education activities, such as the signature commitment activity of “Manufacturing Green and Energy-saving Products and Building Green Enterprise”, the theme speech contest of “Bearing Safety in My Mind, Practicing Energy Saving and Emission Reduction by Small Actions”, competition of environmental protection knowledge and distribution of Brochure of Energy-saving Knowledge to promote the employees’ environmental protection awareness and enthusiasm to participate in energy-saving and environmental protection activities

旗下东风日产乘用车公司以“人·车·环境的和谐统一”为理念，引入第三方权威认证机构，在整个销售服务网络开展ISO14001环境体系认证的绿店活动。目前已经有超过260家专营店成功通过认证，成为东风日产绿色专营店。东风日产此举，大大提高了经销商环境意识和遵守环保法规的能力，鼓励其承担应尽的社会责任；在改善环保基础设施设备不足的基础上，极大的降低了水、电等能源的消耗及运营成本。以目前东风日产已完成绿色化经营的260家专营店计算，1年节水约40万吨。

Dongfeng Nissan Passenger Vehicle Company takes the concept “Harmony and Unity of People, Vehicle and Environment”. It has introduced the third-party certification authority and carried out the Green Store activity of ISO14001 environment system certification for the whole sales and service network. Currently, over 260 franchised stores have been certified successfully and become Dongfeng Nissan Green Franchised Stores, by which Dongfeng Nissan greatly improved the dealers’ environmental awareness and abilities to comply with the environmental laws and regulations, and encouraged them to bear their own social responsibilities. By improving insufficient environmental infrastructure and equipment, Dongfeng Nissan greatly reduced water and electricity consumption and operating costs. The water-saving volume per year now has reached about 400,000 tons calculated on the basis of 260 Dongfeng Nissan franchised stores that implement the green operation.

环保公益

Environmental protection and public benefits

在环境保护这一社会责任关键议题上，公司以创新的思路，另辟蹊径探索履行环境责任的新模式，通过实施东风“碳平衡”生态林项目发出了追求“碳平衡”的声音。

As for environmental protection, the key issue of social responsibility, Dongfeng explored a new model to fulfill the environmental responsibility in other approaches with innovative thinking and demonstrated its target of “carbon balance” by carrying out the “carbon-balanced” eco-forest project.

小知识

“碳平衡”生态经济林旨在通过植树造林，以绿色林木吸收二氧化碳的形式，来充抵工业企业发展中排出的CO₂，进而在碳吸收量与碳排出量之间达到一个平衡点。

The “carbon-balanced” ecological and economic forest aims to offset CO₂ from the development of industrial enterprises in terms of absorbing CO₂ so as to achieve a balance point between carbon absorption and emission.

案例

旗下东风汽车股份有限公司在湖北省恩施市屯堡乡打造东风“碳平衡”生态经济林产业示范基地，该项目2012年3月正式启动，以“植树固碳、以工补农”为主旨，积极实践车企植树固碳抵充工业碳排放的减排新模式。2013年，该项目完成了第二批4000亩油茶林与1000亩核桃林的种植工作。至此，1万亩生态经济林全部种植完成。在此期间，该公司组织专家赴恩施进行项目现场诊断，并通过召开项目推进研讨会等方式，倾听项目各方的意见和建议，促进项目总体效果的提升。



Dongfeng Automobile Company Ltd. established an industrial demonstration base of “carbon-balanced” ecological and economic forest in Tunbao Town, Enshi City, Hubei Province. The project, officially launched in March 2012, aims at “planting trees for carbon sequestration and benefiting agriculture by industry”. The Company has been practicing the new emission reduction model that vehicle enterprises plant trees for carbon sequestration to offset industrial carbon emission. In 2013, Dongfeng completed the second batch of planting 4,000 mu of camellia forest and 1,000 mu of walnut forest in the project. So far, 10,000 mu ecological and economic forests have been completely planted. During this period, Dongfeng experts went to Enshi to carry out a site diagnosis of the project, and listened to opinions and suggestions of all parties of the project by convening the project promotion seminar so as to enhance the overall effectiveness of the project.

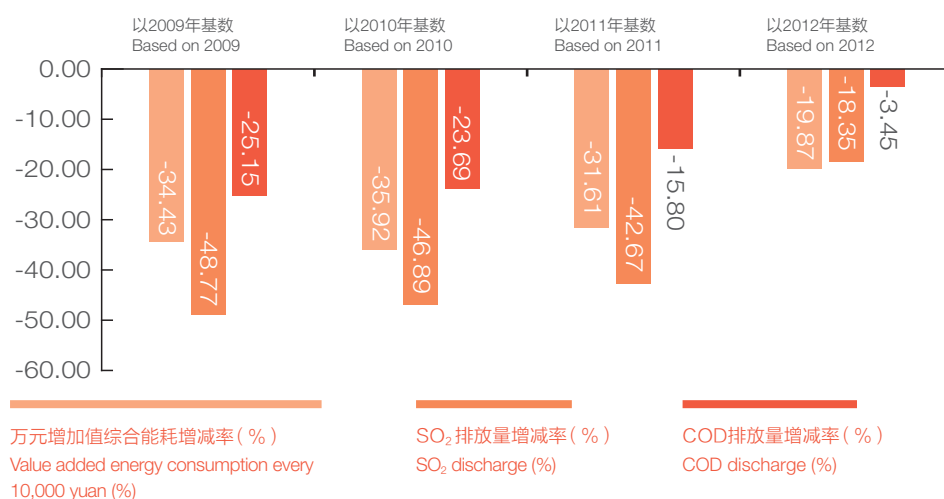
建设绿色工厂 Build Green Factory

节能减排 Energy saving and emission reduction

2013公司共投资1.81亿元，用于优化用能结构、节能减排技术改造和新技术推广应用。这些项目的有效实施，为公司高质量的完成节能减排目标起到关键性的支撑作用。2013年6月公司节能减排管理信息系统正式运行，该系统实现了公司范围内七个层级、193个生产工厂、分(子)公司能源消耗数据网上直报功能，自动生成各层级节能减排数据，节能减排管理信息系统的建立，实现了数据共享，提高了工作效率，确保数据的真实、准确。为规范能源管理，公司各单位积极推进GB/T23331-2012能源管理体系，计划2015年底公司纳入“万家企业节能低碳行动”的14家企业全部通过体系认证。

投资
1.81
亿元

In 2013, Dongfeng invested a total amount of 181 million yuan in optimization of energy consumption structure, technical reform of energy saving and emission reduction and promotion and application of new technology. The effective implementation of these projects plays an important supporting role in helping Dongfeng achieve the target of energy saving and emission reduction in a manner of high quality. In June 2013, Dongfeng Energy Saving and Emission Reduction Management Information System started to operate officially. It enables the function of direct online report of energy consumption data from 193 production factories and branches (subsidiaries) at seven levels within Dongfeng, and automatically generates energy saving and emission reduction data of each level. The establishment of the management information system of energy saving and emission reduction realizes data sharing, increases work efficiency and ensures authentic and accurate data. In order to normalize energy management, each department in Dongfeng has actively promoted the GB/T23331-2012 energy management system and it is planned that all the 14 enterprises of Dongfeng, involved in the Enterprises Energy Saving and Low Carbon Action, pass the system certification by the end of 2015.



清洁生产 Clean production

旗下神龙汽车有限公司、东风本田汽车有限公司、东风本田发动机有限公司、东风本田汽车零部件有限公司、东风柳州汽车有限公司等5家企业均通过了政府环保部门清洁生产审核验收。这些单位通过清洁生产审核，查找能源消耗高和污染物排放大的瓶颈部位，开展有针对性的改善活动，通过尽快实施清洁生产无（低）费用的改善方案，持续实施中（高）费用的改善方案，实现了节能降耗、减污增效的目标。

DFM's five subsidiaries of Dongfeng Peugeot Citroen Automobile Company Ltd., Dongfeng Honda Automobile Co., Ltd., Dongfeng Honda Engine Co., Ltd., Dongfeng Honda Auto Parts Co., Ltd. and Dongfeng Liuzhou Motor Co., Ltd. all passed the clean production audit and acceptance by the environmental protection department of the government. These organizations found out their bottlenecks such as high energy consumption and large pollutant discharge through the clean production audit, and carried out targeted improvement measures. Thus, the target of energy saving & consumption reduction and pollution reduction & effectiveness increasing was realized by implementing the costless (low cost) improvement plan of clean production and continuously implementing the medium (high) cost improvement plan.

循环经济 Circular economy

旗下各单位积极探索节能减排新途径，多渠道寻找社会资源，开展废物综合利用，推动公司与第三方企业之间形成一种互惠互利的循环经济产业链。2013年，有序推进铸造废砂制砖项目，在东风商用车有限公司两个铸造工厂建立废砂再利用产业化基地；十堰基地含油污泥制砖产业化基地正式投入运营，各单位已利用了3700余吨含油污泥，节约处置成本330万元。目前，公司废金属、炉渣、粉煤灰100%综合利用，工业用水重复利用率达70%。

Each organization of Dongfeng positively explores new ways of energy saving and emission reduction, looks for social resources in multiple channels, carries out multipurpose use of waste and promotes a mutually beneficial industrial chain of circular economy between Dongfeng and the third party enterprises. In 2013, Dongfeng promoted the project of brick production with casting sand waste and established industrialization bases of sand waste recycle at two casting factories of Dongfeng Commercial Vehicle Co., Ltd. Shiyan industrialization base of brick production with oil-bearing sludge has put into operation officially. Each organization makes use of over 3,700 tons of oil-bearing sludge, and thus saves disposition cost of 3.3 million yuan. At present, Dongfeng realized 100% comprehensive utilization of waste metals, slags and flyash and 70% reuse rate of industrial water.

生产环保产品

Produce Green Products

降低产品排放

Product emission reduction

公司致力于通过推动环保技术研发和使用，不断降低传统汽车产品的排放，推出节能环保型汽车。公司生产的所有汽车产品都满足国家和地方的汽车排放标准。

Dongfeng dedicates to producing energy saving and environment protective vehicles by promoting the research, development and utilization of environmental protection technologies and continuously reducing the emission of traditional vehicles. The emission of all the vehicles produced by Dongfeng is in conformity with national and local emission standards.

案例

旗下东风商用车有限公司倡导和践行“ECO LIVE”绿色生态理念，通过以新技术实现节能减排和环境改善。积极研究混合动力、轻量化、能量回收等技术，全方位提升主力车型的生态性和经济性。2013年，该公司燃气车逐步得到市场的青睐，销售1980辆，增长114%。

The subsidiary Dongfeng Commercial Vehicle Co., Ltd. advocates and practices the green ecological idea of “ECO LIVE”. It realizes energy saving and emission reduction and environmental improvement through new technologies and positively studies technologies such as hybrid power, light weight and energy recycling, thus improving the ecology and economy of the major vehicle types in all respects. In 2013, gas fueled vehicles of the company gradually won the popularity of the market, with a sales volume of 1,980 units, increasing by 114%.



节能与新能源汽车

Energy saving and new energy source automobile

发展战略

Development strategy

东风公司2010年发布了新能源汽车发展战略，明确了“以纯电动轿车作为中长期重点战略目标；以混合动力（含插电式）汽车作为阶段性重点目标和当前的产业化重点并与传统汽车节能结合；立足整车集成与整车控制，整合核心资源，建立共性技术优势；探索纯电动汽车的商业应用模式”的总体战略。

In 2010, Dongfeng released the development strategy of new energy vehicles, firmly indicated the general strategy of “Taking pure electric cars as a key mid-term and long-term strategic goal; taking hybrids (including plug-in hybrids) as the key interim goal and the focus of industrialization at the current stage, and combining them with energy saving technologies of conventional vehicles; Grounded on vehicle integration and vehicle control, integrating core resources to establish the advantage of common technology; exploring the commercial application mode for pure electric vehicles”.

“9+7”

新能源汽车重大战略项目

a major strategic projects of “9+7” new energy vehicle

公司梳理并启动了“9+7”新能源汽车重大战略项目，这些项目覆盖了从商用车到乘用车的多个平台，兼顾混合动力到纯电动等多种技术路线，并构建了相应的新能源汽车事业推进体制和机制，通过不断整合和获取新能源汽车的关键技术、核心资源，强化自主研发，鼓励合作共赢等多种方式，有效的促进了东风公司节能与新能源汽车事业的发展。十二五期间，东风公司安排30亿元专项预算资金，用于节能与新能源汽车的产品技术开发和产业化建设，以保障东风节能与新能源汽车战略的有效实施。

Dongfeng organized and launched a major strategic projects of “9+7” new energy vehicle, which covered multiple platforms from commercial vehicle to passenger vehicle, combined multiple technology routes from hybrid to pure electric power and built corresponding promotion system and mechanism of the new energy vehicle business. It effectively facilitated the development of energy-saving and new energy vehicles business of Dongfeng through multiple ways such as continuously efforts to integrate and obtain key technologies and core resources of new energy vehicles, strengthen independent research and development and encourage win-win cooperation. During the “12th Five-Year Plan” period, Dongfeng has arranged 3 billion yuan special budget funds for product technology development and industrialization construction of energy-saving and new energy vehicles, so as to ensure the effective implementation of Dongfeng energy-saving and new energy vehicles strategy.

案例

占地400余亩、投资24亿元的东风乘用车新能源工厂于2013年9月29日在武汉经济技术开发区开工建设，此举标志着东风新能源汽车向着产业化迈出了关键性的一步，东风新能源事业就此翻开了新的篇章。建成后的东风乘用车新能源工厂，包括焊装、涂装、总装三大工艺和电动汽车及电子车间，主要用于节能与新能源汽车及传统汽车的混合生产。工厂建设一次性规划，分两期实施，总产能16万辆。其中一期产能8万辆，预计2014年底建成投产。



Dongfeng Passenger Vehicle New Energy Plant, covering more than 400 mu, phase investment of 2.4 billion yuan, was put into construction in Wuhan Economic and Technological Development Zone on September 29, 2013. This move marked a critical step for Dongfeng new energy vehicles to walk to industrialization, and a new chapter for Dongfeng new energy vehicle business. The built Dongfeng Passenger Vehicle New Energy Plant mainly focuses on three major processes of welding, coating and final assembly and it is mainly for mixed production of energy-saving vehicles, new energy vehicles and traditional vehicles. The plant construction was planned in one time and its total capacity is 160,000 vehicles. The construction was carried out in two phases. And in the first phase, it produced 80,000 vehicles. It is predicted the plant will be put into operation at the end of 2014.

案例

2013年4月，在第15届上海国际车展上，东风日产旗下品牌启辰发布了新能源“V蓝战略”，并展出了以“易享纯电动车”为目标开发的全新概念车viwa，同时，已大规模示范运营的启辰e30量产电动车也再次参展，展现了启辰成为新能源领军品牌的实力与决心。“V蓝战略”分为两个层面：即着眼未来，以实现“零排放”为终极目标，坚持将EV(纯电动汽车)作为未来汽车的终极解决方案，开发更具实用性的EV车，并与社会各界共同推动EV商业普及；另外，提升传统引擎技术和能效加速提升，同时开展其它新能源方向的创新与实践，从而减少碳排放。



In April 2013, at the 15th Shanghai International Auto Show, brand of Dongfeng Nissan released the new energy “V Blue Strategy” and showed the brand new concept vehicle viwa developed for the purpose of “Yixiang pure electric vehicle”. The electric vehicle Venucia e30 of mass production, which will be in a large-scale demonstration operation within the year, was present in the show again. It showed its strength and determination of becoming the leading brand of new energy vehicles. There are two aspects of the “V Blue Strategy”: firstly, looking forward to the future, that is to take “zero emission” as the ultimate goal, to consist to take EV (electric vehicle) as the ultimate solution of future vehicles to develop more practical EVs and together with all communities of the society to promote EV vehicle. In addition, it is to improve traditional engine technologies and energy efficiency, and carry out innovation and practices of other new energies to reduce emission.

研发情况

Research and development

东风公司是国内最早从事新能源汽车研发的企业之一。通过多年对新能源汽车技术的深入研究，目前，公司已经掌握混合动力汽车开发的整车集成和优化匹配技术、整车控制策略的开发技术、混合动力总成的机电耦合技术、典型运行工况仿真技术、整车制动回馈系统技术；建立了混合动力整车的匹配标定、整车、系统、总成及关键零部件的测试技术标准和评估体系。公司还通过对硬件设施建设进行必要的投资，强化了电动汽车研发的基础。目前，东风已经有43款节能与新能源汽车车型取得国家公告。

Dongfeng is one of the first enterprises to work on the research and development of new energy vehicles. With deep research on the technology of new energy vehicles for many years, Dongfeng now has mastered the vehicle integration and optimal matching technology of the hybrid power vehicle development, the technology of development of vehicle control strategy, the technology of electro-mechanical coupling for hybrid power assembly, the simulation technology of typical operating conditions and the technology of vehicle braking feedback system, and established the technical standards and evaluation systems for matching and calibration, and the test of vehicle, system, assembly and key parts of hybrid power vehicles. Dongfeng also made necessary investment on the hardware facilities construction to strengthen the basis of the research and development of EVs. At present, 43 categories of energy-saving and new energy source vehicles have obtained national announcement.

案例

东风风神E30系列纯电动轿车是东风公司基于纯电动轿车特性全新开发的A000级平台车型，整车造型时尚、韵致、传神，同时采用铝合金骨架的轻量化设计方案，整车带电池整备质量860kg，满足M1乘用车碰撞法规要求。整车配备锂离子电池和永磁电机，一次充电续驶里程150km。

Dongfeng E30 pure electric car is a new A000 model developed based on the features of pure EVs. This fashionable, elegant and impressive EV complies with the collision regulations for M1 passenger cars with the total weight of only 860 kg (with batteries) thanks to the aluminum alloy body frame with lightweight design. Equipped with a li-ion battery and a permanent magnet motor, this car can run a distance of 150 km after fully charged.



投放运营

Put into operation

在完善产品技术的同时，东风公司高度重视新能源汽车的示范运营。截止目前，公司已有1745余辆各类节能与新能源汽车在广州、上海、大连、武汉、襄阳等地安全有序的开展示范运营，并获得良好反响。

Dongfeng also paid high importance to the demonstration operations of the new energy vehicles as well as improving product technologies. Up to now, 1,745 vehicles including energy-saving vehicles and new energy vehicles are under safe and orderly demonstration operation in Guangzhou, Shanghai, Dalian, Wuhan and Xiangyang, which have gained good social responses.

案例

2013年3月，5辆代表世界领先的新能源汽车水平的东风日产纯电动车聆风（LEAF）正式投入大连示范运营，这是大连市政府首次将纯电动汽车引入出租车领域。随着东风日产在武汉、广州、大连三地纯电动车试运营的展开，已逐步形成了“以点带面、纵贯南北”的新能源汽车推广布局。

In March 2013, 5 Dongfeng Nissan pure electric vehicles “LEAF” which stands for the world's leading level of new energy vehicles have been put into Dalian for demonstration. This was the first time that Dalian Municipal People's Government introduced pure electric vehicles into the taxi sector. With the pilot operation demonstration progress of pure electric vehicles in Wuhan, Guangzhou and Dalian, a “point to area” and “south to north” layout promoting new energy vehicles was gradually formed.



年度对外捐赠

5696.3 万元人民币

开展各类公益活动

117 次

东风青年志愿者

2258 人



社会公益责任

Public Welfare Responsibility



美公益事业

与社会共进步



公益慈善管理

Manage Public Welfare Charity



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

关于东风公益基金

About Dongfeng Benevolence Foundation

2012年，经国家民政部批准，东风汽车公司筹建成立“东风公益基金会”。该基金会为非公募基金会，注册资金为人民币5000万元，主要为公司“润”计划中公益项目实施提供执行平台和资金支持。2013年，基金会接受来自理事单位的捐赠共计3363.21万元，对外捐赠款物2747.17万元。

In 2012, approved by the Chinese Ministry of Civil Affairs, Dongfeng Automobile Company prepared to establish Dongfeng Benevolence Foundation. This foundation is a non-public-raising foundation, with a registered capital of 50 million yuan, mainly providing platform and financial support for the implementation of public welfare projects in the company's Nurturing plan. In 2013, the foundation received a total of 33,632,100 yuan of donation from directors' units, and donated money and articles worth 27,471,700 yuan.

基金会以理事会为议事载体，实现重要事项决策公开、民主、透明。严格按照《章程》规定，按时召开理事会，就重要事项进行讨论、决议；汇报年度工作，研讨工作计划；通报基金会总体收支情况，审议年度费用预算等。

The foundation takes board of directors as the carrier, and makes important issue decisions to be open, democratic and transparent. In strict accordance with the Articles of Association, the foundation timely holds the board meeting to discuss and determine important issues, reports annual work, discusses work plan, informs the overall balance of payments to the foundation, and reviews annual expense budget, etc.

以完善工作制度和流程为途径，确保基金会工作规范高效。2013年，基金会制定出台《基金使用管理办法》，明确基金的申请使用规则及流程；向各理事单位发放《东风公益基金会VI手册》，规范基金会视觉行为系统，统一形象。

The foundation, by improving working system and process, ensures the foundation to work in a standard and efficient way. In 2013, the foundation formulated Foundation Use Administration Measures that clarifies fund use application rules and processes; the foundation distributed to each director unit VI Manual of Dongfeng Benevolence Foundation that regulates the visual behavior system of the foundation and unifies image.

志愿者管理 Volunteer management

公司持续做强“东风志愿者”品牌活动，目前构建了50支“三化四有”(规范化、机制化、常态化，有组织、有制度、有计划、有活动)志愿者服务队，拥有志愿者2258余人。通过制度设计，活动创新，努力把服务企业与服务社区、服务社会统一起来，以实际行动践行“奉献、友爱、互助、进步”的志愿者精神，为和谐东风建设贡献青春与力量。

The company continues to strengthen brand activity of “Dongfeng volunteers”, and has currently established 50 volunteer service teams that are standardized, institutionalized, and normalized, and are under organization and system, implement plan and activities, with more than 2,000 volunteers. Through system design and active innovation, the company strives to integrate serving enterprises, community and society, take concrete actions to practice the volunteer spirit of “dedication, love, mutual aid and progress”, contributing youth and power to building harmonious Dongfeng.

2013年，公司成立“东风志愿者工作指导委员会”。该委员会的成立，一方面将东风志愿者管理纳入到公司社会责任管理体系之中；另一方面通过协调、指导各板块青年志愿者协会开展工作，进一步提升东风青年志愿服务水平、增强东风志愿服务影响力。同时，公司还制定发布了《关于加强东风志愿者组织建设和服务活动的规定》，《东风志愿者工作指导委员会章程》，《公司直属单位团委青年志愿服务工作绩效管理办法》等规章制度，指导各单位规范、科学地开展志愿服务活动。

The company founded Dongfeng Volunteer Work Steering Committee in 2013. On the one hand, the establishment of the committee incorporates Dongfeng volunteer management into the company's social responsibility management system. On the other hand, through coordinating and guiding Youth Volunteer Association to carry out work, it further improves the service level of Dongfeng youth volunteers and enhances the influence of Dongfeng volunteer service. Meanwhile, the company also released rules and regulations such as Regulations on Strengthening the Organization Construction and Service Activities of Dongfeng Volunteers, Regulations of Dongfeng Volunteer Work Steering Committee, Performance management measures on Youth Volunteer Service Work of Youth League Committee Directly under the Company, so as to guide various units to carry out volunteer service activities in a standardized and scientific way.

案例

3月3日，公司在武汉基地社区举行“东风志愿者工作指导委员会成立大会暨2013年东风志愿服务启动会”，正式成立“东风志愿者工作指导委员会”并为武汉基地各板块青年志愿者协会授牌。

On March 3, the company held the Conference on the Establishment of Dongfeng Volunteer Work Steering Committee and 2013 Volunteer Service Launch Meeting in Wuhan Base Community. At the conference, the company formally established Dongfeng Volunteer Work Steering Committee, and granted plaques to various youth volunteer associations in Wuhan base.



公益项目实施

Implement Public Welfare Projects

支持灾后重建

Support post-disaster reconstruction

420雅安芦山地震发生后，公司总部快速反应，立即行动，与旗下神龙公司、东风本田、东风日产、郑州日产、东风本田发动机、东风本田零部件等单位协同开展灾后救助工作；各单位第一时间将总价值850万元的捐赠款物汇聚东风公益基金会，由基金会统一捐出。此次地震，东风汽车公司（集团）共计捐赠款物986.25万元。

捐赠

986.25

万元

After an earthquake took place in Lushan County, Ya'an City on April 20, 2013, the company's headquarters made rapid response and took immediate action to work with its subsidiaries Dongfeng Peugeot Citroen Automobile Company Ltd, Dongfeng Honda, Dongfeng Nissan, Zhengzhou Nissan, Dongfeng Honda Engine, Dongfeng Honda Auto Parts Manufacturing Co., Ltd, and so on; the subsidiaries delivered their donations worth 8.5 million yuan to Dongfeng Benevolence Foundation, and the foundation made a unified donation. In response to this earthquake, Dongfeng Motor Corporation donated money and materials worth 9.8625 million yuan.



支持地区发展 Support regional development

援藏 Support Tibet

东风汽车公司第四批援藏干部严格落实中央援藏工作会议精神，按照公司“十二五”援藏工作规划的总体要求和部署，全面推进包括产业援藏、医疗援藏和智力援藏在内的全方位、多层次的援藏工作，恪尽职守，扎实工作，累计投入援藏资金2200万元。完成涉及保障民生、支持教育文化、医疗卫生、发展特色产业、完善基础设施建设等14个方面的援藏项目。其中，2013年拨付援藏资金295万元，援建贡觉县艺术团，贡觉县行政广场，新农村公路和东风示范村建设。

The fourth batch of Tibetan-supporting cadres of Dongfeng Motor Corporation strictly implement the central government's related conference spirit on supporting Tibet, in accordance with the overall requirements and deployment of the company's 12th Five-year Tibet-aiding work, and fully promote all-around, multi-leveled Tibet-aiding work such as industrial aiding, medical aiding, and intellectual aiding. They work scrupulously and steadily to fulfill duties, the cumulative fund for aiding Tibet is 22 million yuan. The Tibet-aiding projects were fulfilled in the following 14 aspects: guaranteeing the people's livelihood, supporting education culture and medical health, developing characteristic industries, improving infrastructure construction, etc. In which, the Tibet-supporting fund earmarked in 2013 is 2.95 million yuan to support the construction of Gonjo County art troupe, Gonjo County administrative plaza, new rural road and Dongfeng demonstration village construction.

全面启动新增扶贫点对口帮扶项目 Fully launch newly added counterpart support projects aiming at poverty relief

2013年，公司全面启动国务院扶贫办新增扶贫点对口帮扶工作。赴新疆柯坪县、广西马山县进行扶贫工作考察，调研扶贫项目，并制定年度帮扶计划；结合地方工作实际和需求，捐赠东风自主品牌车辆，积极尝试“生态扶贫”新模式，累计投入162万元。

In 2013, the company fully started the poverty-relief counterpart support projects newly added by the Poverty Relief Office of the State Council. The company assigned relevant personnel to conduct survey on poverty relief work in Kalpin County, Xinjiang and Mashan County, Guangxi, investigated the poverty relief projects, and formulate annual support plan; in combination with the practice and need of local work, the company donated Dongfeng vehicles with self-owned brand, and actively tried to adopt new mode of “ecological poverty alleviation”, and accumulatively input 1.62 million yuan.

积极开展湖北省内对口帮扶工作

Actively carry out counterpart support work in Hubei province

参与“三万”活动

Participate in “30,000” Activity

2013年，东风积极响应湖北省委、省政府号召，参与开展“万名干部进万村洁万家”活动，对口黄冈总路咀镇的四个村落开展环境整治工作。三个月来，公司以“办实事、树形象、创样板、谋福祉”为宗旨，累计投入资金近100万元，通过加强基础设施建设，打造“洁万家示范带”，开展大型义诊活动，捐赠环卫车等活动，打造美丽乡村。

In 2013, Dongfeng actively responded to the appeal made by the Hubei Provincial Party Committee and Hubei provincial government, and got involved in the activity of “10,000 cadres enter 10,000 villages and clean 10,000 households” to carry out environmental improvement in four villages at Zongluju Town in Huanggang City. Over three months, based on the tenet of “handling concrete affairs in a down-to-earth manner, building an image, setting an example, and seeking well-being”, the company cumulatively input funds of nearly 1 million yuan through strengthening the construction of infrastructure, built “demonstration zone of cleaning 10,000 households”, carried out large activity of seeing patients on a volunteer basis, donating sanitation vehicles and other activities, in a bid to build beautiful countryside.

案例

4月11日，公司“洁万家示范带”项目竣工暨清洁车交付仪式在团风县总路咀镇瓦土库村举行，标志着公司圆满完成2013年度“三万”活动工作任务，“洁万家示范带”项目开始全面造福驻点村群众。

On April 11, the company held the completion of the project of “demonstration zone of cleaning ten thousand households” and sanitation vehicle delivery ceremony in Watuku Village, Zongluju Town, Tuanfeng County, which marked that the company fulfilled the 2013 work task of “10,000 cadres enter 10,000 villages and clean 10,000 households”, and that the project of “demonstration zone of cleaning 10,000 households” has begun to benefit the people in relevant villages.



省内对口帮扶工作一览

List of counterpart support work within Hubei Province

● 616工程：恩施市

616 Project: Enshi

推进东风“碳平衡”生态林的建设

Promote the construction of Dongfeng's "carbon balance" ecological forest

分批投入145万元援建“东风希望小学”

Input 1.45 million yuan in installment to support the construction of Dongfeng Hope Primary School

● 脱贫奔小康工作：丹江口市

Poverty relief work: Danjiangkou

开展产业帮扶工作，重点帮扶四家丹江本土企业

Carry out industry support work, mainly support four local enterprises in Danjiangkou City.

分批投入108万元援建“东风希望小学”

Input 1.08 million yuan to support the construction of Dongfeng Hope Primary School

● 社会主义新农村建设：房县、浠水县

Construction of new socialist countryside: Fang County, Xishui County

分批投入93万元在房县姚坪乡援建“东风希望小学”

Invested 930,000 yuan to support the construction of Dongfeng Hope Primary School at Yaoping Township, Fang County

投入50万元支持房县百姓饮水项目

Invested 500,000 yuan to support the drinking water project for the people in Fang County

投入32万元支持浠水县垃圾池改造项目

Invested 320,000 yuan to support the cesspit renovation project in Xishui County.

● 支援三峡移民工作：兴山县

Support the work on migration from Three Gorges area: Xingshan County

投入70万元支持兴山县移民小区东风广场建设

Invested 700,000 yuan to support the construction of Dongfeng Plaza in Migrant Community, Xingshan County

投入10万元支持东风幼儿园建设

Invested 100,000 yuan to support the construction of Dongfeng Kindergarten

支持教育事业 Support education career

全面开展“东风润苗行动”
Comprehensively carry out Dongfeng Children Nurturing Action



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



衣



食



住



行



学

On May 6, the company launched Dongfeng Children Nurturing Action under Project Hope in Hubei. It worked with Hubei Youth Development Foundation and invested 10 million yuan of funds to construct ten Dongfeng Hope primary schools in impoverished mountain areas, old revolutionary base areas, and ethnic minority areas in Hubei Province, and funded at least 1,000 impoverished students to complete the education in primary schools. The support is offered from five aspects, i.e. clothes, food, shelter and travel, study.



第一批援建的“东风希望小学”陆续开工

The construction of the first batch of Dongfeng Hope Primary Schools was commenced successively

东风润苗行动首批援建的6所希望小学均由东风公益基金会理事单位包建。2013年，6所学校全面开工建设（神龙汽车希望小学、东风鸿泰希望小学、东风商用车希望小学、东风特种商用车希望小学、东风风神希望小学、东风有限希望小学）。各个单位通过捐资建设教学楼、宿舍楼、食堂，捐赠校服、助学金、校车等实现“衣食住行学”系列助学项目的全覆盖。2014年，第一批援建的“东风希望小学”将相继竣工并投入使用。

6 Hope Primary Schools supported by DFM's Children Nurturing Action were all built by the directors' units of the Foundation. So far, the construction of six schools has fully commenced, including Peugeot-Citroen Hope Primary School, Dongfeng Hongtai Hope Primary School, Dongfeng Commercial Vehicle Hope Primary School, Dongfeng Special Purpose Commercial Vehicle, Dongfeng Hope Primary School, and Dongfeng Motor Hope Primary School. DFM's units donated money to build teaching buildings, dormitories and dining halls, also donated school clothes, grant-in-aid, school buses and others, so as to achieve full coverage on study aiding projects in terms of five aspects, i.e. clothes, food, shelter and travel, study. It is expected that the construction of the first batch of Dongfeng Hope Primary Schools will be completed successively and put into use in 2014.



开展“东风润苗行动”——爱心助学微公益系列活动

Carry out Dongfeng Children Nurturing Action – Student-aiding micro public welfare series activities

● 心语心愿：

Heartfelt wishes:



8月—9月，东风公益基金会在公司部分单位、第二届慈善展以及东风公益基金会新浪官微开展“心语心愿”微公益活动。活动以“满足孩子们开学前的小心愿”为主旨，得到了公司员工以及社会各界爱心人士积极参与，共计为462名小学生满足了新学年的愿望。

In August and September, Dongfeng Benevolence Foundation carried out “Heartfelt Wish” micro public welfare activities at some units of the company, the second charity exhibition, and official Microblog of Dongfeng Benevolence Foundation at weibo.com. The activities are aimed to meet small wishes of children before schools are started. The company's employees and the loving people from all walks of life actively participated in the activities, and helped a total of 462 pupils to achieve their wishes for the new school year.

● 东风希望课堂：

Dongfeng Hope Class:

10月，旗下神龙汽车有限公司、东风鸿泰控股集团有限公司积极组织青年志愿者在援建学校开展“东风希望课堂”活动。他们来到“东风希望小学”的课堂上为孩子们讲授英语课、音乐课、环保课、爱国教育课，拓宽了孩子们的视野和知识面。



In October, DFM's Dongfeng Peugeot Citroen and Dongfeng Hongtai actively organized youth volunteers to carry out “Dongfeng Hope Class” activity in the schools whose construction was supported by Dongfeng.

They came to the class of Dongfeng Hope Primary School to teach children English, music, environmental protection, and patriotic education, which broadened the children's field of vision and knowledge.

● 健康益起来：

Benefiting health:



11月，东风公益基金会联合公司团委、东风总医院在东风商用车希望小学、东风有限希望小学开展“健康益起来”爱心体检活动，为近300名孩子及40名教师进行了健康体检。

In November, Dongfeng Benevolence Foundation worked with the Youth League Committee of Dongfeng and General Hospital of Dongfeng to carry out “Benefiting Health” love physical examination in Dongfeng Commercial Vehicle Hope Primary School and Dongfeng Motor Hope Primary School, providing physical examination service for nearly 300 children and 40 teachers.

不断丰富“东风润苗行动”活动载体与内涵

Constantly enrich the carriers and connotation of Dongfeng Children Nurturing Action

公司出资90万元，与十堰市慈善总会在东风一中、十堰一中联合举办2个“东风阳光班”，资助100名品学兼优的高中生完成高中阶段的学习；与四川省青基会合作，东风集团协同旗下东风本田汽车有限公司、东风汽车股份有限公司在420雅安芦山地震灾区援建2所“东风希望小学”。



The company invested 900,000 yuan to work with Shiyan City Charity Federation to establish two “Dongfeng sunshine classes” in No. 1 Dongfeng High School and No. 1 Shiyan High School, in a bid to fund 100 high school students excellent in character and learning during the high school stage. In cooperation with Sichuan Provincial Youth Foundation, Dongfeng Group worked with its subsidiaries Dongfeng Honda Automobile Co., Ltd. and Dongfeng Automobile Company Ltd. to build two Dongfeng Hope primary schools in disaster areas after the earthquake occurred in Lushan, Ya'an city on April 20, 2013.

旗下各单位开展各具特色的公益助学活动

DFM's units carry out public welfare study-aiding activities of their own characteristics

9月至11月，旗下东风日产继续开展“阳光关爱·助教未来”项目，组织120多名爱心车主前往甘肃甘南化旦尖措孤儿学校、湖北十堰青山镇界山小学、贵州麻芝乡大新民族学校三个站点开展捐赠活动，共捐出价值62万的阳光操场、电教器材和文教用品。迄今为止，东风日产在全国开展了12站阳光助教活动。



From September to November, Dongfeng Nissan continued to implement the project of “Sunshine Care • Assistant to the Future”. More than 120 kindhearted car owners were organized to visit 3 campaign stops (Gannan Huadanjiancuo Orphan School in Gansu Province, Qingshan Town Jieshan Primary School in Shiyan City Hubei Province, Mazhi Township Daxin Ethnic School in Guizhou) for donation activities. Goods with total value of 620,000 RMB were donated, which included sunshine playground, audio-visual equipments and stationeries. Up until now, Dongfeng Nissan has carried out “Sunshine Teaching Assistant” activities in 12 campaign stops nationwide.

6月，旗下东风南方集团开展的“童梦同行东风南方关爱助学”活动走进河北省。该公司向北百泉村小学捐资10万元，并为其援建“东风南方希望食堂”，解决孩子们吃饭难的问题。这是继贵州与重庆站后，东风南方援建的第三所“东风南方希望食堂”。



In June, DFM's DFS Industrial Group implemented the activity of “Help Children to Achieve Dream – Care and Study-aiding Trip of DFS Industrial Group” in Hebei Province. The company donated 100,000 yuan to the primary school in Beibaiquan Village, and funded the constructions of DFS Industrial Hope Dining Hall to solve the eating problem facing children. This is the third DFS Industrial Hope Dining Hall constructed under support of DFS Industrial Group after dining halls constructed in Guizhou and Chongqing.

12月，旗下郑州日产汽车有限公司“2013牵手暖冬——关爱农民工子弟活动”在郑州市德全农民工子弟学校举行。此次该公司向学校500名学生捐赠了价值5万元的500份暖心包，并向学校捐赠10万元过冬费用，帮助农民工子弟温暖过冬。



In December, DFM's Zhengzhou Nissan carried out the activity of “Caring Children of rural migrant workers in cities in warm winter in 2013” in Dequan School for Children of Rural Migrant Workers in Zhengzhou City. This time, the company donated 500 loving packages worth 50,000 yuan to 500 students, and donated RMB100,000 to the school to help students spend a warm winter.

支持医疗卫生事业

Support medical and health undertakings

10月，公司通过东风公益基金会向湖北省妇联捐赠12辆“母亲健康快车”，东风自主品牌汽车连续三年成为“关爱母亲、关注健康”使命的承载者，已累计捐赠“母亲健康快车”36辆，价值310余万元。

In October, the company donated 12 “Mother Health Express” to Hubei Province Women’s Federation through Dongfeng Benevolence Foundation. Dongfeng vehicles with self-owned brand have become the carrier of the mission of “care for mother, pay attention to health”. Dongfeng has donated 36 “Mother Health Express” worth more than 3.1 million yuan.



累计捐赠“母亲健康快车”

36 辆

2011年-2012年

333755 人受益

据统计，2011年-2012年捐赠的“母亲健康快车”主要投放在大别山、武陵地区的24个贫困偏远县市区。截止2013年，已为303838名妇女儿童进行了健康普查，运送了24818名孕产妇，紧急救助了5099名患者。通过该项目的开展，东风也探索尝试了车企履责新模式：通过结合企业产品特色，在为社会提供优质汽车产品和服务的同时，赋予产品更高的社会公益价值。



According to statistics, “Mother Health Express” donated in 2011 and 2012 are mainly placed to 24 poverty-stricken and remote counties, cities and regions in Dabie Mountains and Wuling Mountain areas. At present, the vehicles have provided health screening for 303,838 women and children, conveyed 24,818 pregnant and lying-in women, and offered emergency rescue to 5,099 patients. Through implementation of this project, Dongfeng tried the new duty-performing mode of vehicle enterprises, that is, in combination with enterprises’ product characteristics. While providing quality automobile product and service to the society, the company endows the products with higher social public welfare value.

文化履责项目

7_个

累计受众

700_{余万人}



文化责任

Cultural Responsibility



浸文化

与文明共发展



情系文化事业

Concern about Cultural Undertakings

“东风帮扶大学生村官专项基金”

Dongfeng special fund for supporting college-graduate village officials

2011年至2013年，东风汽车公司捐资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”，支持大学生“村官”在任职期间主动创业就业，活动历时三年，覆盖全国22个省500个县。

From 2011 to 2013, Dongfeng Motor Corporation donated 10 million yuan to set up Dongfeng special fund for supporting college-graduate village officials under China Foundation for Youth Entrepreneurship and Employment, in order to support college-graduate village officials to positively start business during their tenure. The special fund lasts for three years and covers 500 counties in 22 provinces in China.

2013年5月，公司举办全国优秀大学生村官走进东风活动，包括东风公司帮扶大学生村官创业项目总结会、全国优秀大学生村官“加入东风”招聘座谈会、“感受东风”工业游三部分，一方面对历时三年的“东风帮扶大学生村官专项基金”履责项目进行全面总结，另一方面让大学生村官们了解东风、加入东风，拓宽职业发展空间；同时，也体现出企业在可持续发展的同时，积极履行社会责任，不断创新履责载体，致力于企业与社会和谐共处的积极作为。

In May 2013, the company arranged national outstanding college-graduate village officials to visit Dongfeng, and held Summary Conference on Venture Projects Launched by college-graduate village officials supported by Dongfeng, Forum on Recruitment of national outstanding college-graduate village officials into Dongfeng, “Experiencing Dongfeng” Industrial Trip.



Through these activities, on the one hand, comprehensive summary was made to the three-year duty-performing project of Dongfeng special fund for supporting college-graduate village officials. On the other hand, college-graduate village officials understood Dongfeng and joined Dongfeng, thus broadening their career development space; Meanwhile, it also manifests that during sustainable development, enterprises actively fulfill social responsibility and make constant innovation of duty-fulfilling carriers, and are committed to positive behaviors aimed at harmony between enterprise and society.

支持文化事业发展 Support the development of cultural undertakings

东风公司倡导社会、企业、公民要共同努力，一起创造健康和谐的具有中国特色的汽车文化，实现汽车产业强国梦。

Dongfeng advocates that society, enterprises and citizens should make joint efforts to create healthy and harmonious automobile culture with Chinese characteristics and achieve the dream of a strong auto country.

案例

9月15日，由东风公司主赞助的2013第三届中国汽车文化论坛在武汉举行。论坛上，来自国家和地方政府相关主管部门领导、行业协会负责人、业内专家等以“汽车文化的力量”为主题，围绕汽车设计制造文化、品牌文化、汽车教育、汽车文化产业园区建设和汽车企业社会责任报告以及汽车社会的问题与对策等方面内容展开了讨论。



On September 15, the 2013 Third China Automobile Culture Forum sponsored by Dongfeng was held in Wuhan. At the forum, based on the theme of “power of automobile culture”, leaders from relevant departments of central and local governments, persons-in-charge of industry associations and industry experts conducted discussion on automobile manufacturing culture, brand culture, automobile education, automobile culture industry park construction, automobile enterprises’ social responsibility reports, automobile society and other problems as well as measures.

引导健康汽车文化

Guide Healthy Car Culture

培育产业新生力量

Cultivate industrial new forces

5月-6月，旗下东风日产乘用车公司联合中国青年报、青年参考共同举办了“东风日产·青年日”活动，该活动分为“最美启辰车设计大赛”、青年日参观采访活动两大部分。“最美启辰车设计大赛”得到了中国高校学子的广泛关注和热情参与，短短一个月的征集期内，共收到来自全国100余所院校的168件作品。大赛平台为中国未来汽车工业设计注入了新鲜血液，更将促进整个行业创新力量的蓬勃发展。6月，东风日产开展“东风日产·青年日”系列参观采访活动，加深了青年群体对中国汽车工业的认识和理解，激发青年群体更多的灵感与激情，让青年力量参与到汽车产业强国梦的实际行动中来。

In May and June, Dongfeng Nissan Passenger Vehicle Company joined hands with the China Youth Daily and the Elite Reference to hold the activity of “Dongfeng Nissan – Youth Day”. This activity was divided into two parts: Most Beautiful Venucia Car Design Competition, and Visit and Interview on Youth Day. University students in China have widely concerned about and actively participated in Most Beautiful Venucia Car Design Competition. Within just one month of the collection period, 168 design works from over 100 universities across China were collected. The competition injected fresh blood to the future automobile industry design in China, and promoted vigorous development of innovation forces in the whole industry. In June, Dongfeng Nissan carried out visit and interview activities of “Dongfeng Nissan – Youth Day”, which helped young people deepen understanding of Chinese automobile industry, stimulate their inspiration and passion, so that more youth forces participate in action aiming at realizing the dream of a strong auto country.



倡导文明出行 Advocate civilized travel

为进一步推进“汽车公民”理念的普及，帮助全社会公民建立正确的道路价值观，东风汽车公司一方面通过东风公益基金会“新浪官方微博”新媒体平台，持续地向广大民众普及公民安全驾驶知识，引起了广大网友的热情关注和讨论，为“汽车公民”理念的普及起到了积极的推动作用。如开展“向交通陋习Say no”微公益活动，总计870人参与活动，传递文明。另一方面，旗下东风日产乘用车公司举办东风日产安全驾驶训练营（NISSAN Technical Safety Driving Forum，简称NTSDF），大力普及公民道路交通安全知识，以求营造更加安全、绿色、和谐汽车社会。截止2013年，安全驾驶训练营走过全国34个省份225个城市，累计运营665场，500余万民众参与了安全驾驶体验式教育。

安全驾驶训练营
34个省
运营665场
500万民众

In order to further promote the popularity of “car citizen” idea and help citizens in the whole society to build right path values, on the one hand, through new media platform Weibo.com of Dongfeng Benevolence Foundation, Dongfeng continuously popularizes safe driving knowledge to a great number of citizens, which arouses enthusiastic attention and discussion of Internet citizens. This action plays an active promoting role in the popularization of “car citizen”. For example, when the micro public welfare activity of “Saying No to bad driving habits” was held, 870 persons participated in it to pass civilization. On the other hand, DFM's Dongfeng Nissan Passenger Vehicle Company held NISSAN

Technical Safety Driving Forum (NTSDF) to vigorously spread road safety knowledge, so as to build a more safe, green and harmonious automobile society. By 2013, NTSDF was held 665 times in 225 cities in 34 provinces, and more than 5 million people participated in safe driving experience education.



2014年展望 Outlook 2014

东风化雨，润泽四方。2014年，东风汽车公司将在“大协同”战略的指引下，深入推进社会责任中期行动计划——“润”计划的实施，以“社会责任月”为载体，策划开展“和畅东风”汽车公民文化活动、“东风梦想车”中国青年环保汽车创意设计大赛、“东风润苗行动”公益助学活动等一系列履责实践项目，全面履行经济、利益相关者、环境、社会公益、文化责任，致力于社会和谐、环境保护，实现科学发展。

Dongfeng, the nurturing east wind. In 2014, guided by the “great synergy” strategy, Dongfeng Motor Corporation will further promote the implementation of the social responsibility intermediate action plan – Nurturing plan. With “social responsibility month” as the carrier, it will mastermind a series of duty-fulfilling practice projects such as “Dongfeng Free Travel” automobile citizen culture activity, DFM DREAM CAR environmentally-friendly automobile creative design competition, Dongfeng Children Nurturing Action public welfare study-aiding activity and so on to fully fulfill economic responsibility, stakeholder responsibility, environmental responsibility, public welfare responsibility, and cultural responsibility, contribute to social harmony and environmental protection, and realize scientific development.

面向未来，东风汽车公司以“建设永续发展的百年东风，面向世界的国际化东风，在开放中自主发展的东风”为企业愿景，以“做强做优”为中心，以“创新驱动、自主发展”和“改革开放、提升合作”为要务，致力于把一个自主开放、可持续发展、具有国际竞争力的东风推向世界。

In face of future, Dongfeng Motor Corporation takes “Building Sustainable Century-old Dongfeng, world-oriented internationalized Dongfeng, and independently developed Dongfeng in openness” as corporate vision, centers on the target of “being strong and excellent”, gives priority to “Reform and opening up, promotion of cooperation”, strives to promote to the world Dongfeng which is independent in an open environment, and conducts sustainable development with international competitiveness.





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(一) 公益慈善管理 1. Manage public welfare charity	S4.9-S4.10, S4.12-S4.14	SO1, SO5, SO6
(二) 公益项目实施 2. Implement public welfare projects		
五、[文化责任] 润浸文化 与文明共发展 [Cultural Responsibility] Nurturing Culture and Making Common Development with Civilization		
(一) 情系文化事业 1. Concern about cultural undertakings	S1.7, S4.10, M3.6-M3.7	4.12
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报告评级 Report Rating



《东风汽车公司 2013 社会责任报告》评级报告

中国社会科学院经济学部企业社会责任研究中心（以下简称“中心”）受东风汽车公司委托，从“中国企业社会责任报告评级专家委员会”中抽选专家组成评级小组，对《东风汽车公司 2013 社会责任报告》（以下简称《报告》）进行评级。

一、评级依据

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

二、评级过程

1. 过程性评估小组访谈东风汽车公司社会责任负责部门；
2. 过程性评估小组审查东风汽车公司和下属单位的社会责任报告编写过程相关资料；
3. 评级小组对企业社会责任报告的管理过程及《报告》的披露内容进行评价；
4. 本次评级基于企业诚信和可靠性保证作出。

三、评级结论

过程性（★★★★★）

集团办公厅牵头成立编写组，高层领导参与推进及审定；编写组对利益相关方进行识别与排序，根据公司重大事项、国家相关政策、行业对标分析等对实质议题进行界定；拟定召开专项报告发布会，并将以印刷品、电子版、简版 PPT 等形式呈现报告，具有优秀的过程性表现。

实质性（★★★★★）

《报告》系统披露了“确保产品安全性”、“支持科技研发”、“产品召回机制”、“安全生产”、“节能与新能源交通运输设备的研发与销售”、“职业健康管理”、“节约资源能源”等交通运输设备制造业关键性议题，叙述详细充分，具有卓越的实质性。

完整性（★★★★★）

《报告》从“责任管理”、“经济责任”、“公益责任”、“环境责任”、“文化责任”等角度披露了交通运输设备制造业核心指标的 76.3%，完整性表现优秀。

平衡性（★★★★★）

《报告》披露了“生产安全事故数”、“职业病发病率”等负面数据信息，并对公司“天龙牵引车召回”事件的原因及改进措施进行披露，平衡性表现优秀。

可比性（★★★★★）

《报告》披露了 33 个关键绩效指标连续 3 年以上的数据，并就“汽车销量”、“自主品牌销量”、“科研活动经费支出”等在行业内进行国内、国际对比，可比性表现卓越。

可读性（★★★★☆）

《报告》框架清晰，篇幅适宜，语言流畅；设计风格清新优雅，使用图片、图表、流程图等表达方式，案例、专题结合得当，并对专业术语进行解释，使报告直观易理解，具有领先的可读性表现。

创新性（★★★★★）

《报告》以东风“润”理念贯穿全篇，在各章以实践诠释理念，融合度高；开篇引入利益相关方评价，提高了报告的可信度，创新性表现优秀。

综合评级（★★★★☆）

经评级小组评价，《东风汽车公司 2013 社会责任报告》为四星半级，是一份领先的企业社会责任报告。

四、改进建议

1. 增加行业核心指标的披露，进一步提高报告的完整性。
2. 加强报告过程性管理，进一步提高利益相关方参与度。

评级小组

组长：新华网副总裁 魏紫川

成员：《WTO 经济导刊》副社长 殷格非

中国企业联合会全球契约推进办公室主任 韩斌

中心评价部过程性评估员 方小静、王梦娟

评级专家委员会主席
中心常务副理事长

评级小组组长
中心副理事长

关于本报告

About This Report

报告时间范围: 2013年1月1日至2013年12月31日, 部分内容超出上述范围。

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

以前报告发布情况: 已连续发布公司2008、2009、2010、2011、2012年度报告, 此报告为第六次发布的年度报告。

报告数据说明: 本报告所引用的2013年及以前的数据为统计数。

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

报告参照标准: 报告严格遵守真实、客观、公开原则, 参照国务院国有资产监督管理委员会(简称“国资委”)《关于中央企业履行社会责任的指导意见》、全球报告倡议组织(GRI)《可持续发展报告指南3.0版本》、《中国企业社会责任报告编写指南(CASS-CSR2.0)》。

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

地址: 湖北省武汉市经济技术开发区东风大道特1号

邮政编码: 430056

电话: 027-84285555

网址: <http://www.dfmc.com.cn>

Report time range: From January 1, 2013 to December 31, 2013. Parts of the contents are beyond the above time range.

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

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

Note on report data: the data in 2013 and previous data cited in this report is statistical data.

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

Report reference standard: The report strictly abides by the principle of “real, objective and public”, and refers to Guiding Opinions on the Performance of Social Responsibility by Central Enterprises promulgated by the State-owned Assets Supervision and Administration Commission of the State Council, Sustainability Reporting Guidelines of GRI (version 3.0) and Chinese Corporate Social Responsibility Report Writing Guidelines (CASS – CSR2.0).

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

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

Postcode: 430056

Telephone: 027-84285555

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



意见反馈表

尊敬的读者：

本报告是东风汽车公司向社会公开发布的第六份社会责任报告，为了不断改进报告编制工作，我们特别希望倾听您的意见和建议。请您协助完成反馈意见表中提出的相关问题，并选择以下方式反馈给我们。

邮寄：湖北省武汉市经济技术开发区东风大道特1号602室，邮编：430056

您的信息：

姓名：	工作单位：	职务：
联系电话：	传真：	E-Mail:

选择题（请在相应位置打√）

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

开放性问题

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

Feedback Form

Dear reader:

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

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

Your information:

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

Choice questions (please tick at the corresponding position)

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

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

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

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

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

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

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

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

Open questions

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

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

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



东风化雨 泽四方



官方微博



官方微信