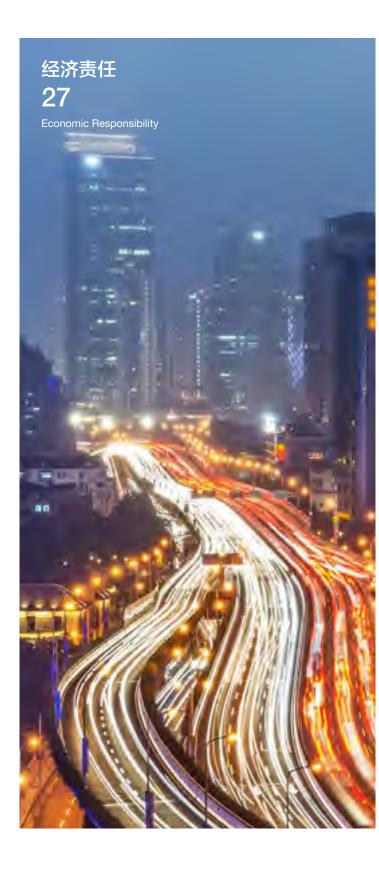




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To All Friends of DFM



<u>竺</u>延风 ZHU YAN FENG

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

很感谢各位通过这份报告了解东风公司履行社会责任的 情况。

汽车的四个轮子载着最先进的生产力和生产技术,在产业发展同时,推动着社会的文明进步。作为中国汽车产业的排头兵,在四十多年的发展进程中,一直致力于全面承担起对国家、对社会、对产业、对员工的责任。

2015年,公司继续坚持为客户提供优质产品,全年销售汽车387.3万辆,上缴税费454.6亿元,均创历史新高。这一年,公司在行业内率先发布了"商业道德公约",以促进公司全价值链诚信经营、合规经营、廉洁经营,并发挥在商业道德建设领域的引领示范作用。中央作出"精准扶贫"的重大部署后,公司围绕产业、基础设施、医疗、教育、文化、环境等领域,深入开展了一批项目,较好地展现了东风的责任担当。这一年,公司还持续开展了一系列特色履责项目,履行社会责任创新与实践能力继续领跑行业。一个个暖心行动,一份份"东风情谊",为东风2015社会责任工作划上了一个圆满的句号。"十二五"期间,东风公司社会责任发展指数实现从"追赶者"到"领先者"最终迈入"卓越者"的三级跳,为"十三五"社会责任的创新与实践奠定了基础。

"十三五"是全面建成小康社会、实现我们党确定的"两个一百年"奋斗目标的第一个百年奋斗目标的决胜阶段,东风承担的政治责任、经济责任、社会责任更加厚重。

"十三五"时期,东风公司的发展定位是,致力于成为为用户提供全方位优质汽车产品和服务的卓越企业。为此,我们将全面贯彻党的十八大、十八届三中、四中、五中全会精神,深入学习贯彻习近平总书记系列重要讲话精神,按照"五位一体"总体布局和"四个全面"战略布局的要求,深入贯彻创新、协调、绿色、开放、共享的发展理念,积极响应企业所在地的号召,主动参与、积极推动所在地经济社会发展,承担应尽义务,促进与、积极推动所在地经济社会发展,承担应尽义务,促进与合作伙伴共赢发展;坚持平等合作、互惠互利,构建积极、健康、坦诚、可持续的合作关系;促进与社会、环境共赢发展,依法合规、诚实守信经营,模范履行社会责任,加快使东风成为一个有强大凝聚力和备受尊重、值得信赖的公司。

2016年,东风公司改革发展的各项工作已经起步,东风公司将一如既往诚信经营,服务客户,感恩社会,欢迎社会各界给予我们更多关注和帮助!

些風風

Thank you for reading this Report to understand how we at DFM are fufilling our CSR.

Vehicles with four wheels stand for the most advanced production technology. While growing, the automotive industry is contributing to social progress. As a leader in China's automotive industry, DFM has been comprehensively fufilling its responsibility for the country, the society, the industry and the employees since it was founded over four decades ago.

In 2015, we continued to provide our customers with highquality products. We sold 3.873 million vehicles and paid 45.46 billion yuan taxes in the year, setting new records in both dimensions. In 2015, we took the lead in the industry by releasing the Business Ethics Convention in order to promote integrity and compliance across the value chain and to play a leading role in the area of business ethics. After the Chinese government announced the Targeted Poverty Alleviation as an important program, we have been implementing projects in such areas as industry, infrastructure, medical care, education, culture and the environment, demonstrating a strong sense of responsibility. In 2015, we also continued with a special series of CSR projects, thus maintaining our industry leadership in terms of CSR innovation and fulfillment. All these caring events drew a successful conclusion to our CSR efforts in 2015. DFM saw a sharp increase in the CSR Development Index in the 12th Five-Year Plan Period, when it grew from a pursuer through a leader to an excellent achiever, laying a solid basis for continued CSR innovation and fulfillment in the 13th Five-Year Plan period.

The 13th Five-Year Plan period is a decisive stage for China's building a moderately prosperous society, namely, achieving

the first goal of the two 100-year goals set by the CPC. We at DFM therefore have been shouldering even more important responsibility in the political, economic and social dimensions. For the 13th Five-Year Plan period, DFM commits itself to becoming an excellent company that provides users with a full range of high-quality products and services. To this end, we will work in full accordance with the CPC's instructions released at the 18th CPC National Congress as well as its 3rd, 4th and 5th sessions, carefully study an important series of speeches made by Xi Jinping, General Secretary of the CPC Central Committee. We will work in accordance with the Chinese government's overall plan for promoting all-round economic, political, cultural, social, and ecological progress and Four-Pronged Comprehensive Strategy; implement the developmental concept of "Innovation, coordination, greening, being open-minded and sharing." We will respond actively to the local government's calls by aggressively engaging in local socioeconomic development, fulfilling our desirable duties and achieving an all-win situation with our partners; adhere to cooperation based on equality and mutual benefits, and build sustainable partnerships characterized by positiveness, healthiness and honesty; promote harmony with the society and the environment; conduct business in a compliant, honest and reliable manner, act as a role model in fulfilling the CSR, and accelerate DFM's growing into a company that is highly attractive to its employees and that is highly respectable and trustworthy.

In 2016, we have started working on reforming and development in all areas. As always, we will do business, serve our customers and benefit the society on the basis of integrity. Your further monitoring and support is welcome here at DFM!

始建于 1969年

总资产 2693 亿元人民币

_{员工数} 16.9 万人



《财富》世界500强

公司简介

Corporate Profile

公司概要

始建于1969年

总资产2693亿元人民币

员工数16.9万人

《财富》世界500强:第109位

中国制造业企业500强:第4位

中国企业300强社会责任发展指数排名:第16位

Summary

Founded in 1969

Total assets: 269.3 billion yuan Headcount: 169,000 employees

The 109th place among the Fortune Global 500

The 4th place among China's Top 500 manufacturers

The 16th place among China's Top 300 enterprises by the CSR Development Index



中国制造业企业 500 强



中国企业 300 强社会责任发展 指数排名

主营业务

商 用 车:涵盖重、中、轻、微全系列卡车和客车产品

乘 用 车:涵盖基本型、SUV、MPV、交叉型等全系列

新能源汽车:涵盖纯电动轿车、纯电动客车、纯电动工程车、纯电动物流车、纯电动环卫车及混合动力城市客车、

BSG混合动力轿车、插电式混合动力城市客车等

军车产品:包括军用越野车和军用运输车

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

装备业务:包括汽车自动线专用设备、模具、检具等

水平事业:覆盖汽车金融、汽车物流、二手车、汽车租赁等相关业务

Main Businesses

Commercial vehicles (CVs): Covering a full range of mini, light-duty, medium-duty and heavy-duty trucks as well as bus products

Passenger vehicles (PVs): Covering a full range of PVs such as basic cars, SUVs, MPVs and crossovers

New energy vehicles (NEVs): Covering all-electric cars, all-electric buses, all-electric engineering vehicles, all-electric logistics vehicles, all-electric sanitation vehicles, hybrid urban buses, BSG hybrid cars, plug-in hybrid urban buses, etc.

Military vehicles: Including military off-roaders and transportation vehicles

Automotive parts: Covering the power, brake, steering, suspension, interior and electronic systems Equipment: Including equipment, molds, gages and others for automatic automotive production lines

Relevant businesses: Covering automotive financial services, automotive logistics, used vehicles, leasing and others

Corporate Overview



387万辆

历史沿革 Milestones

1969 二汽开工建设 2002 与悦达、现代起亚合资 2011 提出大协同战略 2003 与日产合资 1984 襄阳基地奠基 2013 东风雷诺成立 2003 与本田合资 1992 神龙公司成立 2014 入股法国PSA集团 1997 荣获中国驰名商标 2005 集团股份香港上市 1999 全面体制改革 2007 东风乘用车公司奠基 1999 东风汽车股份上市 1975 首台卡车下线 14 东风英菲尼迪成立 1992 二汽更名为东风 2015 东风商用车有限公司 2010 东风裕降成立 成立(与Volvo合资) 艰苦创业期 (1969-1980) 快速成长期 改革调整期 (1994-2000) 开放合作期 (2001-2010) 协同发展期 (2011-至今)

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。公司于2011年4月成立董事会,构建了以国资委为出资人代表、董事会为决策机构、监事会为监督机构的治理结构。四年来,公司建立外部董事占多数的董事会,设立董事会秘书及支撑办事机构,组织机构进一步完善;设立相关专门委员会,如战略与投资委员会、提名委员会、薪酬与考核委员会及审计与风险管理委员会等,不断加强和完善公司治理工作。

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

DFM is a wholly state-owned enterprise (SOE) managed by the SASAC. The Company established the Board of Directors (hereinafter referred to as "the Board") in April 2011, creating a governance structure with the SASAC as the representative of contributors, the Board of Directors as the decision-making body and the Board of Supervisors as the supervisory body. Over the past four years, the Company has established a board of directors with outside directors accounting for the majority, appointed the Secretary of the Board (hereinafter referred to as "the Secretary") and set up support offices, further improving the organization. We have established relevant special committees, such as the Strategy and Investment Committee, the Nomination Committee, the Remuneration Committee and the Audit and Risk Management Committee, continuously strengthening and improving corporate governance.

An important company affiliated to the Company, Dongfeng Motor Group Co., Ltd. (hereinafter referred to as "DFG") was listed on the Stock Exchange of Hong Kong Limited (SEHK) on December 7, 2005. DFG has since been in strict compliance with the SEHK listing rules and corporate governance codes by having a corporate governance structure with the shareholders' meeting as the highest decision-making body, the Board of Directors as the main decision-making body and the Board of Supervisors as the main supervisory body. In the meantime, DFG has developed and improved various basic systems and relevant regulations.

组织机构



■ DongFeng (Shiyan) Industrial Co., Ltd. 长区(十聲) | 休当公同

"三位一体"企业发展软实力

A Three-in-one Corporate Soft Power System

东风汽车公司于2012年发布社会责任"润"计划,2014年发布"和"文化战略,2015年在中央企业和中国汽车行业率先 发布《商德公约》。至此,东风初步构建起以"和"文化、"润"计划和《商德公约》为主体的"三位一体"企业软实力体 系。这一体系是四十多年实践经验的总结和升华,是东风未来核心竞争力的重要组成部分。

DFM announced the Nurturing Program specific to CSR in 2012, before announcing the Harmony cultural strategy in 2014. In 2015, DFM became the first centrally-administered SOE and Chinese automaker to release the Business Ethics Convention (hereinafter referred to as "the Convention"). DFM has thus established a three-in-one corporate soft power system mainly consisting of the Harmony culture and the Nurturing Program and the Convention. Built upon over four decades of DFM's experience, this system will become an important part of DFM's core competitive in the future.

■ "和"文化——凝聚企业精神力:丰富和发展"和"文化战略,既要弘扬"和",同时也



要发扬 "合",第一个"和"是和谐的"和",第二个"合"是合作的"合"。"合"有三层 意思,即合心、合力、合作。

■ "润" 计划 ——提升企业责 任力:将"东风化雨 润泽 四方"的社会责任理念融入 到东风的使命、价值观和 愿景中,形成具有东风特 色的社会责任观,进一步 履行央企社会责任,促进 公司履责的制度化、规范 化和长效化。

■ 商德公约 —— 增强企业道德 力:把制定和发布《商德公 约》作为起点,把推进落实 《商德公约》作为重点,努 力将其转化为公司及商业伙 伴的心灵契约,强化"商德" 的约束力,以诚信合规、公 平竞争,推进各主体间共享 共赢, 共建和谐社会。

2015年7月21日, 东风汽车公司召开了"2015年社会责任大 会暨《商德公约》推进落实启动会"。公司董事长、党委书记 竺延风在会上发布东风"三位一体"企业软实力理论体系并 指出:要以"和"之精神力、"润"之责任力、"商德公约"之 道德力为主体的"三位一体"企业软实力体系为指导,不断 推动东风事业做强做优,不断焕新企业发展,为实现汽车强 国梦、中国梦做出新的、更大的贡献。



On July 21, 2015, DFM held the Conference on CSR and the further implementation of the Business Ethics Convention 2015. Zhu Yanfeng, Chairman of the Board and the Secretary General of the DFM Committee of the Communist Party of China (CPC), announced the three-in-one corporate soft power system and pointed out that DFM should keep increasing its CSR-relevant competitiveness around this system and include the Harmony culture, the Nurturing Program and the Convention into its growth strategy, operations, management and processes, and that DFM should work under this system, which, as mentioned above, mainly consists of the Harmony culture in the spiritual dimension, the Nurturing Program in the CSR dimension and the Convention in the ethical dimension, in order to continuously improve its business and fuel corporate growth, thus making new, greater contribution to the dream of China becoming an automotive power and the larger Chinese Dream.

Focus on 2015: Continued Commitment to CSR

专题一: 制定发布《商德公约》 争做优秀企业公民

Topic 1: Developing and Releasing the Convention to Become an Excellent Corporate Citizen

四十余年的发展中,东风公司一直致力于推动行业健康良性发展和更加规范、诚信、公平、透明的市场秩序的构建,争做优秀企业公民。在全面推进深化改革、全面依法治国的时代背景下,东风公司以依法合规经营为基本原则,秉承东风"和"文化及社会责任"润"计划,对标国际商业惯例和社会责任指南IS026000,制定了《商德公约》,作为东风公司的行为准则和指南。

Since it was founded more than 40 years ago, DFM has been dedicated to pushing the healthy growth of the automotive industry and creating a market order characterized by regulation, integrity, equality and transparency in order to become an excellent corporate citizen. Under the background of China's comprehensive efforts to deepen reforms and achieve the rule of law, DFM has developed the Convention as its code of conduct and guidelines in accordance with the basic principle of legal and compliant operations, the Harmony culture and the Nurturing Program as well as globally accepted business practices and ISO 26000.

2015年4月19日,在第十六届上海国际汽车工业展览会开幕前夕,东风汽车公司在上海正式发布《商德公约》,成为中央企业和中国汽车行业中率先发布商业道德相关规范和倡议的企业。

On April 19, 2015, or the eve of the 16th Shanghai International Automobile Industry Exhibition opening, DFM officially released the Convention in the city of Shanghai, becoming China's first ever centrally-administered SOE and automaker to release business ethics-relevant regulations.



《商德公约》核心内容

The Core of the Convention

《商德公约》是东风四十余年经营发展的思考和总结,彰显着公司对未来的责任和选择。东风将谨守公约的每一条原则,推进共享共赢,履行社会责任,争做优秀企业公民,致力于人、车、社会、自然的和谐,加快建设诚信东风、法治东风、廉洁东风、责任东风,努力成为新国企发展典范,积极为商业文明构建和社会文明进步做出贡献。

Built upon over four decades of DFM's thoughts about business operations and development, the Convention underscores the Company's responsibility and choice for the future. DFM will adhere to every principle specified in the Convention by facilitating sharing and an all-win situation, fulfilling its CSR, becoming an excellent corporate citizen and remaining dedicated to promoting.



中国社会科学院研究员、教授、博士生导师刘光明在《商德公约》发布会上指出:东风公司《商德公约》的制定和发布,是中国商业文明几百年来,第一部既继承了中华优良商业文化传统又具有鲜明时代特征的商业文明法典,是现代商业文明的价值典范;充分体现了东风公司全方位履行社会责任的价值选择,走在了中国企业的前列。

Liu Guangming, a researcher, professor and doctoral advisor at the Chinese Academy of Social Sciences (CASS),

pointed out at the Press Conference on the Business Ethics Convention that the Convention was China's first ever code of business conduct which combines China's traditional business culture with era-specific characteristics, that it stood for modern business values and fully reflected DFM's commitment to comprehensively fulfilling its CSR across, and that, with the Convention, DFM already became a paragon of Chinese companies.

《商德公约》囊括了商业道德的各个方面,既是约定也是承诺,既是规范也是指南。

Covering all aspects of business ethics, the Convention is a combination of an agreement, promises, regulations and guidelines.



推进落实《商德公约》

Promoting the Implementation of the Convention

《商德公约》发布后,旗下东风商用车有限公司、东风乘用车公司、神龙汽车有限公司、东风日产乘用车公司、东风本田汽车有限公司、东风特种商用车有限公司、东风裕隆汽车有限公司、东风汽车股份有限公司股份等单位积极响应,承诺践行《商德公约》;东风本田汽车零部件有限公司结合《商德公约》核心内容,制定发布《防止行贿受贿指南》。2015年7月21日,东风公司召开推进落实会,部署《商德公约》推进落实工作,并开展《商德公约》签名承诺活动。



Business units (BUs) such as DFCV, DFPV, DPCA, Dongfeng Nissan

Passenger Vehicle Company(Dongfeng Nissan), Dongfeng Honda Automobile Co., Ltd. (Dongfeng Honda), Dongfeng (Shiyan) Special Purpose Commercial Vehicles Co., Ltd. (DFSPCV), Dongfeng Yulon and Dongfeng Automobile Co., Ltd. (DFAC) have been responding actively to the Convention since it was released. They have all promised that they would adhere to the Convention. Dongfeng Honda Motor Parts and Components Co., Ltd. (DHMPC), for example, has developed and released the Guidelines on Preventing Bribery in combination with the core contents of the Convention. On July 21, 2015, DFM held a meeting aiming to promoting the implementation of the Convention while encouraging the employees to sign their names as a commitment to adhering to the Convention.

Focus on 2015: Continued Commitment to CSR

专题二:坚守环境责任 打造绿色价值链

Topic 2: Fulfilling the Environmental Responsibility to Create a Green Value Chain

绿色发展是"东风梦"的重要内涵。赋予汽车产品绿色生命,带动全价值链的绿色、可持续发展,是东风义不容辞的责任。围绕"节能环保的造车,造节能环保的车"的工作理念,东风将绿色产品价值和绿色社会价值纳入价值范畴,实施从产品研发、采购、制造、物流、销售、回收的全价值链节能环保闭环管理,将节能环保工作融入生产经营各个环节。

Green development is an important part of the Dongfeng Dream. Dongfeng commits itself to offering green automotive products and fueling the green, sustainable development of the entire value chain. Under the business philosophy of "Make vehicles in an energy-efficient, environmentally-friendly manner and make vehicles which are energy-efficient and environmentally-friendly," we have included the concepts of "green products" and "green society" into our values and have been conducting closed-loop management across the value chain ranging from product R&D, procurement, manufacturing, logistics and sale to recycling, making all steps in our production and operating processes energy-efficient and environmentally-friendly.



绿色研发 Green R&D

我们致力于通过技术进步和创新赋予汽车"绿色生命",在发动机及动力传动技术、轻量化设计技术、整车燃油经济性、环保汽车材料等重点领域开展研究。

We are dedicated to giving vehicles a "green life" through technological progress and innovation. To this end, we conduct research in such key areas as the engine and powertrain technologies, lightweight design technology, fuel economy and environmentally-friendly automotive materials.

近年来,东风汽车先后研发了混合动力汽车(HEV客车、S30-PHEV、A60-ISG、微混启停)、纯电动汽车(A60-EV、E30系列)和燃料电池汽车等一系列车型。结合整车开发,积累了电池、电机、控制器等一批核心技术,总计申请相关专利370项。



绿色采购

Green Procurement

东风公司各单位制定实施一系列绿色采购政策,推动供应商建立环境管理体系,开展环境负荷削减活动等,从源头确保东风车的节能环保品质。

All BUs of DFM have made and implemented a series of green procurement policies while promoting the building of environmental management systems by their suppliers and conducting environmental impact reduction, thereby ensuring the quality of Dongfeng vehicles in terms of energy efficiency and environmental protection.

旗下东风本田汽车有限公司把供应商纳入环境管理体系。2008年,组织供应商开展ISO14001体系认证工作,截至2014年底,98%的供应商通过认证;2009年,启动"供应商环境负荷削减"活动,推进供应商环境能源消耗与污染物排放的在线管理。



绿色制造

Green Manufacturing

东风公司通过材料替代、工艺改革、装备改造、水循环、废物回收再生、节能技术、资源综合利用等10项措施,减少污染物排放量以及能源、资源消耗。

DFM has reduced the amounts of discharged/emitted pollutants as well as resources and energy consumption thanks to ten measures such as the use of alternative materials, process improvement, equipment modification, water recirculation, wastes recycling, energy-saving technologies and the comprehensive use of resources.

旗下东风日产乘用车公司在冲压工艺环节设置全自动废料输送系统,集中自动回收处理边角余料,材料回收利用率达到100%;采用水性涂料替代油性涂料,涂装过程VOC(挥发性有机化合物)排放量降低近50%;对生产废水和生活污水进行预处理、物化处理、生化处理、回用处理等,实现废水零排放。



东风公司旗下部分单位积极开展绿色专营店认证活动。截至2015年底,东风本田汽车有限公司绿色特约店认证店达365家,碳排放较2014年下降1%;东风日产乘用车公司288家专营店持续开展"绿色专营店"活动,占比42.5%。

Some BUs of DFM are active in conducting green franchise certification. By the end of 2015, there were already 365 Dongfeng Honda-certified green franchises, with carbon emissions down 1% year over year. Two hundred eighty-eight, or 42.5% of, Dongfeng Nissan franchises keeps conducting the Green Franchise campaign.

旗下东风本田汽车有限公司通过大力推广"绿色特约店认证"工作,考核内容涵盖经销店全部销售和服务环节,包括"5S现场管理"、"废物、废气、污水"、"噪音防治管理"、"应急响应及劳动防护管理"、"资源能源节约管理"等。



将东风车城物流打造成为"领先的汽车物流综合解决方案提供商"是东风公司的事业愿景之一。为此,公司建立节能管理组织机构,建立、健全节能问责制,对运输节能工作开展有效的监督和管理。

Developing Dongfeng Motorcity Logistics Co., Ltd (DFMLC) into the industry-leading integrated automotive logistics solution provider is one of the business visions of DFM. To this end, we have set up an energy efficiency management organization and an energy efficiency accountability system in order to effectively monitor and manage the energy efficiency of transportation.

旗下东风车城物流公司围绕东风整车主机厂、各大汽车厂生产基地建设物流基地,形成了有效的物流网络。物流网络通过合理利用社会资源解决物流返程问题,提高了车辆里程利用率,降低运输设备的投入,并大大减少了车辆排放。



汽车产品回收及再制造

Automotive Product Recycling and Remanufacturing

东风公司构建汽车产品回收利用的绿色设计体系,主动开展废旧汽车回收,并进行汽车零部件再制造、装备再制造工作,提高资源利用效率。

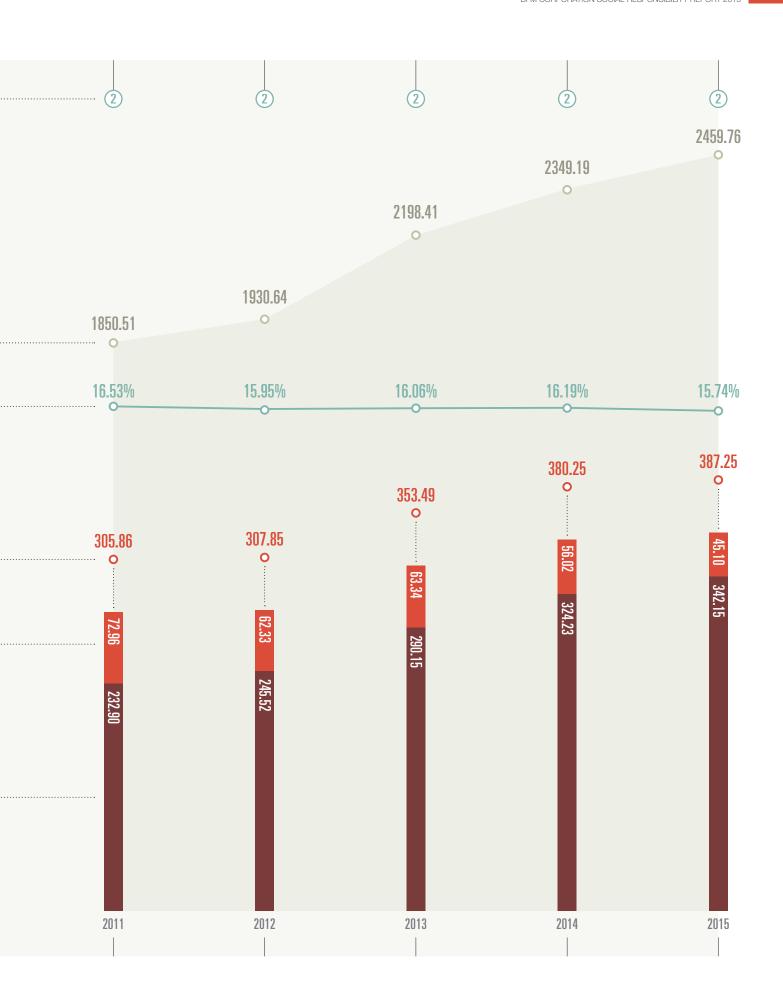
DFM has built a green design system for recycling automotive products and takes the initiative to carry out scrapped automobile recycling as well as automotive parts and equipment remanufacturing in order to use resources more efficiently.

2015年,旗下东风鸿泰汽车资源循环利用有限公司回收并修复243台变速箱,实现销售收入165.95万元;东风康明斯发动机有限公司完成再制造产量2376台,再制造产值1830万元;东风装备公司再制造产值达2278万元。

数说东风

DFM in Figures





About DFM's Performance in the 12th Five-Year Plan Period

1、稳健发展,经营业绩持续提升

Steady growth, with continuous performance improvement

销售 1734.7 万辆 2045.7

世界 500 强排名

节能环保指标全面达成

2、创新驱动, 自主事业快速发展

Innovation driving the rapid growth of our own brands

10.3自主品牌乘用车销量国内第三

科技活动经费 **509.9** 亿元

研发投入 303.18 49 项

3、战略共赢,合资合作迈入新阶段

Achieving a strategic all-win situation, leading our joint ventures into a new stage

战略入股 PSA 与沃尔沃集团构建 全球最大的商用车 战略联盟 成立东风格特拉 克汽车变速箱有 限公司

4、深化改革,公司管理全面提升

Deepening reforms to improve corporate management in a comprehensive manner



5、从严治党,党建工作成效显著

Strictly administering the Communist Party of China (CPC) work; making significant achievements in CPC development

6、培育企业文化, 软实力体系进一步夯实

Building the corporate culture; further enhancing the soft power

> 发布企业文化 "和"文化

建立 "企业文化指数" 贯标体系



开展"践行核心 价值观 做最美东 风人"活动

开展 "道德讲堂", 践行企业文化

7、履行社会责任,责任央企形象领跑行业

Fulfilling the CSR to become an industry leader in terms of the image of centrally-administered SOEs

> 发布、实施社会 责任"润"计划

东风社会责任 发展指数逐年提 升,位列中国企业 300强第16位

指南》

发布社会 责任报告,与 中国社科院共同制 定《中国汽车行业 社会责任报告

成立"东风公益 基金会"打造责任品 牌项目

设立、开展"社会

责任月"系列活动

发布 《商德公约》

8、关爱员工,带领 17 万东风人创造幸福生活

Caring for the 170,000 employees and leading them toward a happy life

员工培训投入约

亿元

万次

培训约

培训人次

万次

投入累计 万元

开展困难员工帮扶,建立"贴心帮"机制

举办文化体育活动,丰富员工生活

安全教育培训、劳动防护和 安全改善

A Responsible DFM

文化驱动的责任理念

Culture-driven Responsibility

东风化雨 涸泽四方

"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

"The east wind (dongfeng) blows with rain." Throughout Chinese history, the east wind, the spring wind, has been seen by scholars as a life force, a gentle wind bringing with it a vitalizing rain. The famous Chinese poet Du Fu wrote, "It steals in by night, quietly drenching all things." A man of noble character is like the warm spring wind and temperate rain: He fosters growth and progress.

"The east wind blows with rain, nourishing all things." This verse illustrates DFM's outlook and approach to social responsibility. At Dongfeng we aspire to maximize our value as part of wider society, working towards the common causes of social harmony, environmental protection and sustainable development.



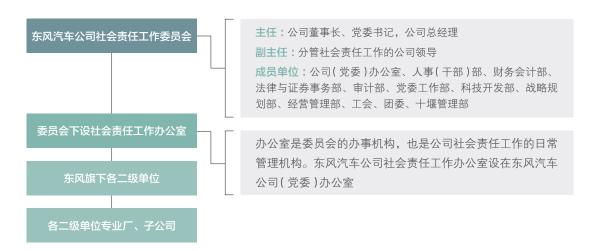


上下联动的责任体系

An Integrated Responsibility System at All Levels

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

In accordance with the *Dongfeng Motor Corporation CSR Management Measures*, the Company has clearly defined CSR planning and management, execution management and operations evaluation/management. We have also implemented the donation process, the information reporting system, etc., in order to standardize and systematize our CSR efforts.



■委员会职责:

Functions of the DFM CSR Committee

审批公司社会责任工作规划和年度工作计划;

Reviewing and approving the Company's CSR work programs and annual work plans;

指导公司社会责任"润"计划的实施;

Providing guidance on the implementation of the Nurturing Program;

审议决定公司社会责任工作年度预算、重大项目等;

Auditing and deciding on the Company's annual CSR budgets and major CSR projects;

组织领导公司社会责任管理体系建设等。

Organizing the building of the CSR management system.

■ 办公室职责:

Functions of the CSR Work Office

贯彻落实公司社会责任工作委员会的决议;

Implementing the decisions of the DFM CSR Committee;

建设公司社会责任管理体系,制定、完善公司社会责任管理相关政策及制度;

Building the CSR management system and making or improving CSR-related policies and systems;

统筹管理公司社会责任培训、沟通、研究等工作;

Managing CSR training, communication and research;

指导、推进、监督公司总部各职能部门及所属单位社会责任工作;

Guiding, urging and monitoring functional departments at the Headquarters and their respective affiliates in making CSR efforts;

负责公司社会责任"润"计划的推进落实工作。

Implementing the Nurturing Program.

A Responsible DFM

稳步推进的责任战略

A Steady Responsibility Strategy

东风社会责任中期行动计划——"润"计划(2012年 - 2015年) The Nurturing Program, the Medium-term DFM CSR Action Plan



"润",出自《易经·系辞上传》第一章, "润之心风雨"。可以解读为: "风"是东风,雨是"东风化雨"之"雨", 是之谓"润之心风雨"。 同时,赋予"润"字心新解: 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,

却是中国历来用心昭信的, 表达了对责任的一种郑重承诺和信守。

"润"计划目标

Objectives of the Nurturing Program

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。

Implement the Scientific Outlook on Development; comprehensively enhance CSR management around the Company's "Three Dongfeng" vision and the 12th Five-Year Strategic Plan; integrate the concept of CSR into the Company's strategy and value chain management in order to maximize the overall value in the economic, social, environmental and humanistic dimensions; create value for the goal of "Become a China-leading and world-class automaker"; reward the community with an excellent responsibility-specific practice; promote the revitalization and development of China's auto industry; contribute to the dream of China becoming an automotive power and the larger Chinese Dream.

"润"计划内容

The Contents of the Nurturing Program

经济责任

润色国计民生 与国家共繁荣

Economic responsibility—Contribute to national economy and the people's livelihood and anticipate a brilliant future with the nation

文化责任

润浸文化 与文明共发展

Cultural responsibility—Contribute to cultural development and develop together with civilization



利益相关者责任

润泽利益相关者 与之共成长

Stakeholder responsibility—Benefit the stakeholders and grow with them

社会公益责任

润美公益事业 与社会共进步

Social responsibility—Contribute to public affairs and advance with the society

环境责任

润丽自然 与环境共和谐

Environmental responsibility—Nurture the nature and keep harmonious with the environment

东风责任之道

A Responsible DFM

聚焦实质的责任议题

Issues Focusing on the Essence of Responsibility

核心议题筛选流程

The Core Issue Identification Process

议题识别:公司社会责任议题选择兼顾国际标准、国家政策要求、社会舆论关注点、汽车行业企业和相关企业议题 趋势以及公司发展规划。参考国际标准与趋势、国家政策要求和社会舆论关注点形成一般议题;通过分析国内汽车 行业企业及相关行业企业形成行业议题;结合公司发展规划和运营实践形成东风汽车社会责任议题。

审核确定:对筛选出的社会责任议题进行审核并最终确定公司社会责任议题。

划分优先等级:东风公司通过电子问卷调查(有效问卷3630份)、访谈(18场次)针对内外部利益相关方开展社会责任议题重要性调研。根据"对东风汽车经营的影响"和"对利益相关方的重要性"两个维度建立核心议题矩阵,对议题池中的议题进行优先等级排序。

Issue identification: CSR-relevant issues are identified according to international standards, the Chinese government's policies, major public concerns, similar issues identified by companies in China's auto industry and relevant industries as well as the Company's development plans. Specifically, general issues are identified according to international standards, the Chinese government's policies and major public concerns; industrial issues are identified by analyzing similar issues identified by companies in China's auto industry and relevant industries; DFM CSR-specific issues are identified in combination with the Company's development plans and operating practices.

Review and determination: The identified CSR-relevant issues are reviewed before DFM CSR-specific issues are determined.

Prioritization: In order to underscore the importance of CSR-relevant issues, DFM conducted a survey based on an electronic questionnaire (3,630 valid copies) and 18 interviews among internal and external stakeholders. A matrix of core issues was created in two dimensions – The Impact on DFM Operations and The Importance for Stakeholders; issues in the pool of issues were prioritized.

核心议题筛选结果

Core Issues Determined (in a Two-dimensional Matrix)

东风汽车公司社会责任关键议题矩阵



对利益相关方的重要性

多元畅通的责任沟通

Smooth Responsibility-relevant Communication in Diversified Manners

利益相关方名单、期望及回应方式

The List of Stakeholders, Their Expectations and Our Ways of Response

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

东风责任之道

A Responsible DFM

社会责任内部沟通机制

The Internal CSR-specific Communication Mechanism

东风不断完善社会责任内部沟通机制,积极与员工进行社会责任相关议题的有效沟通。一方面,通过民主沟通会,形势目标教育,基层走访调研等形式,与员工就企业发展、薪酬福利等内容进行面对面沟通交流。另一方面,向旗下各单位发放年度《社会责任报告》和月度《社会责任工作简报》,及时披露责任绩效,增进责任沟通与信息共享。

DFM constantly improves the internal CSR-specific communication mechanism and communicate actively and effectively with employees about CSR-relevant issues. On the one hand, we carry out face-to-face communication with employees on business development, salaries, benefits and others by such means as communication meetings, education about our situation and objectives, and visits/surveys at the grass-roots level. On the other hand, we release to all BUs the annual CSR Report and the monthly CSR Briefing, making timely disclosure of responsibility performance while enhancing responsibility-specific communication and information sharing.

社会责任外部沟通机制

The External CSR-specific Communication Mechanism

公司不断丰富外部社会责任沟通方式,在公开向社会发布年度社会责任报告的同时,一方面充分利用官方微博、微信等自媒体及各大公众媒体平台实现责任信息的及时有效传播;另一方面公司通过中国公益慈善项目交流展示会、"党政媒体考察"等活动,进一步加强履责绩效的沟通。

The Company constantly enriches the ways of external CSR-specific communication. While publishing the annual CSR Report, we make full use of the official Weibo and WeChat accounts as well as major public media platforms to achieve timely and effective dissemination of CSR-relevant information. On the other hand, we further strengthen responsibility performance-relevant communication through events such as China Charity Fair (CCF) and the CPC and Government Media Investigation.



2015年,公司围绕"精准扶贫"主题,邀请人民日报、新华社、经济日报、西藏日报、湖北日报等党政媒体,分别前往东风对口帮扶地区西藏昌都地区贡觉县,湖北房县、恩施、兴山等地开展东风"十二五"扶贫成果考察活动,用镜头和文字记录下东风倾情、倾心、倾力开展对口扶贫工作的成果。

With the theme of "Targeted Poverty Alleviation", the Company invited the People's Daily, Xinhua News Agency, the Economic Daily, the Tibet Daily, the Hubei Daily and other government media to investigate DFM efforts to alleviate poverty in the 12th Five-Year Plan period in places where DFM was required to assist in poverty alleviation, such as Gongjue County, Changdu Prefecture, Tibet and Fangxian County, Enshi Prefecture and Xingshan County, Hubei Province in 2015. The invited journalists used cameras and texts to record how DFM had been contributing to local poverty alleviation.

层次多样的责任建设

CSR Efforts in Various Dimensions

开展社会责任研究

Conducting CSR Research

公司通过社会责任理论课题研究和实施,进一步明晰了东风社会责任发展核心要义,助推责任建设融入企业管理经营,较好地促进社会责任工作向诚信合规、科学系统、精准高效的管理目标不断迈进。2015年,公司社会责任工作委员会制定发布了《商德公约》,积极推动社会责任与企业运营的深度融合;研究构建了东风"三位一体"企业软实力建设理论体系,促进公司社会责任的体系竞争力提升。

By researching CSR-relevant theories, the Company has further clarified the core meaning of DFM CSR, facilitating CSR inclusion into corporate management and operations while pushing our CSR efforts toward the managerial objectives of integrity, compliance, scientificness, systematicness, accuracy and efficiency. In 2015, the DFM CSR Committee formulated and released the Convention in order to actively promote the deep inclusion of CSR into our business operations. Also, it developed a set of theories regarding the three-in-one corporate soft power system in order to make the DFM CSR system even more competitive.

开展社会责任培训

CSR Training

东风汽车公司协同旗下单位,参加国家民政部、中国社科院社会责任研究中心组织的相关社会责任培训活动,以促进东 风社会责任系统从业人员的工作水平提升,带动全集团社会责任管理及实践水平。

Both DFM and its BUs have participated in CSR training events held by the Ministry of Civil Affairs (MCA) and the Corporate Social Responsibility Research Center at the CASS (CASS CSR). Such participation aims to make the staff of the DFM CSR system more competent and thus improve CSR management and practices throughout the Group.

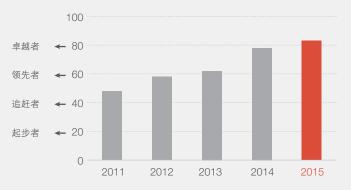
"十二五"期间东风社会责任发展指数实现"三级跳"

DFM Saw a Sharp Increase in the CSR Development Index in the 12th Five-Year Plan Period

"十二五"期间,东风社会责任发展指数实现从"追赶者"到"领先者"最终迈入"卓越者"的三级跳。2015年,东风汽车公司社会责任发展指数综合评分83.8分,位列中国企业300强指数第16名,国有企业100强指数第12名,中国汽车制造行业第1名,首次跻身"卓越者"行列。

东风汽车公司"十二五"社会责任发展指数

DFM CSR Development Index in the 12th Five-Year Plan Period



DFM saw a sharp increase in the CSR Development Index in the 12th Five-Year Plan Period, when it grew from a pursuer through a leader to an excellent achiever. In 2015, for example, DFM saw a CSR Development Index of 83.8 points, ranking the 16th among China's Top 300 companies, the 12th among China's Top 100 SOEs and the 1st among China's automakers. It therefore joined the excellent achievers in this area for the very first time.

CSR-relevant Honors





Economic Responsibility

稳健发展

Steady Development

守法合规

Compliance

公司坚持合规经营、公平交易、诚信沟通的原则,以研究制定公司法制工作新五年规划和构建集团总法律顾问体系为努力方向,以重大项目法律审核为工作重点,以法律纠纷管控和三项法律审核(经济合同、规章制度、重要决策)100%为工作抓手,有序开展法律事务工作,合同审核率和履约率实现100%。公司通过开展"六五"普法,积极开展法务培训,持续加强法治教育,不断强化法治理念,积极营造法治氛围,努力促进公司依法治企水平的再提升,并取得良好效果。2015年,公司制定并发布《商德公约》作为东风公司的守法合规和公平竞争的行为准则和指南。

The Company adheres to the principle of compliant management, fair trade and honest communication in studying the new Five-Year Period Plan regarding the corporate legal work and building the Group's General Counsel system. With a focus on the legal review of major projects, we handle legal affairs in a systematic manner in managing legal disputes and legally reviewing contracts, regulations and important decisions. Accordingly, 100% of our contracts have been reviewed and performed. By carrying out the 6th Five-Year Legal Education, the Company actively provides legal training and constantly enhances legal education and the awareness of the rule of law, thereby creating an atmosphere in favor of the rule of law. We work to further improve corporate governance under law and have seen good results. In 2015, for example, the Company formulated and released the Convention as the conduct of behavior and guidelines for compliance and fair play.

100%

内宙内控

Internal Audit and Control

2015年,公司审计工作以问题和风险为导向,把为公司提供审计增值服务作为根本目标。审计重点放在"三重一大"决策程序、会计信息质量、任期经济责任诸领域的经营、财务等风险防范上,审计内容涉及大额资金管理、重大项目管理、重大投资管理、研发管理、招投标监督管理、合同管理等。通过审计与内控的有机结合,以增值型内控审计为核心的模式得到深化,内部审计在企业价值链上的增值作用进一步加强。

In 2015, the Company conducted auditing with a focus on problems and risks and regarded the provision of value-added audit services as the primary goal. We focused auditing on preventing business and financial risks in such areas as the decision-making procedures for major decisions, major appointments/dismissals, major project arrangements and the use of large amounts of money, the quality of accounting information and financial responsibility in one's term. Our audits covered the management of large amounts of money, of major projects, of major investments, of R&D, of invitation to bid and bidding and of contracts. By organically combining audit with internal control, we were able to deepen a model with value-added internal control and audit at the core. Accordingly, internal audit played a greater role in adding value to the corporate value chain.

风险管理

Risk Management

2015年,东风公司风险管理工作在专项提升的基础上,进一步健全风险管理机制和体系,围绕"融合、创新、推广"的工作思路,着力融合风险与业务、创新方式与方法、推广模板与成果,不断提升风险管理工作的有效性和风险管控能力,保障公司稳定快速发展。

公司注重风险管理工具模板建设,积极探索建立重大专项风险评估机制和风险预警机制,以课题研究和现场诊断的方式,探索重大专项风险管理的方式方法;应用风险量化分析工具,增强风险管理控制效果。

2015年,公司风险管理与内部控制、内部审计的协同度进一步提升。通过审计业务发现并改善管理风险,完善内部控制,促进风险有效落地;通过内控梳理流程,发现并改善控制缺陷,识别潜在风险,提升风险控制能力。

2015年,"史上最严"新环保法的出台,极大地提高了企业环保工作的合规标准,需要从本质上强化和推动环境保护、节能减排的认识和行动。为此,公司积极推行各种环保管理工作,以最大程度的降低环境风险。

In 2015, with the promulgation of the "most stringent" new environmental law, companies found out that both the cost of illegality and the difficulty of compliance in terms of environmental protection had become much higher and that they needed to become more aware of environmental protection, energy conservation and emissions reduction. The Company was active in conducting environmental management in order to minimize environmental risks.

开展新环保法、政府执法监管方式等知识的培训,加强宣传,强化各级人员的环保意识:

Conducting knowledge training about the new environmental law and the ways of law enforcement and regulation by the government; Enhancing publicity to make the whole staff more aware of environmental protection;



依据《东风汽车公司节能环保管理办法》等管理制度,强化各单位环保主体责任的落实;

Making the BUs more efficient in fulfilling environmental responsibility in accordance with managerial regulations such as the *Dongfeng Motor Corporation Measures for Energy Conservation and Environmental Protection*;

组织各单位滚动编制节能环保事业计划,促进环保的体系化管理;

Organizing the BUs in periodically planning energy conservation and environmental protection, thus making environmental management more systematic;

持续开展十堰襄阳基地环保专项整治活动,为确保南水北调库区水质安全消除各种环境风险。

Carrying out environmental projects continuously at the Shiyan- and Xiangyang-based facilities in order to eliminate environmental risks for the water quality of the reservoir involved in the South-to-North Water Diversion Project.

Economic Responsibility

反腐倡廉

Efforts to Fight Corruption and Promote Integrity

公司持续落实党风廉政建设"两个责任",切实坚守责任担当;贯彻落实中央八项规定精神,驰而不息地整治"四风";加强纪律审查力度,保持惩治腐败的高压态势;强化监督制约机制建设,注重从源头预防腐败;加强党风廉政教育,培育廉洁文化。

2015年,公司各级党委、纪委在上级单位的领导下,认真学习贯彻习近平总书记系列重要讲话精神,落实中央有关加强党风廉政建设工作部署和要求,以巡视整改为重点,聚焦专项治理,党风廉政建设和反腐败各项工作都取得了明显进展,促进了公司的健康发展。

The Company constantly works to ensure that the corporate CPC committees fulfil the main responsibility for our efforts to improve the CPC conduct and government integrity and the discipline inspection committees fulfil the responsibility for monitoring such efforts. We worked to implement the CPC Central Committee's eight-point decision on improving CPC and government conduct while taking action against formalism, bureaucratism, hedonism, and extravagance. We increased efforts in discipline inspection in order to effectively fight corruption. To this end, we improved the monitoring and restriction mechanisms to prevent corruption, enhanced education about how to improve the CPC conduct and government integrity, and built a corporate culture in favor of integrity.

In 2015, under the leadership of the organizations directly above them, the corporate CPC committees and discipline inspection committees at various levels carefully studied a series of important speeches by Xi Jinping, the General Secretary of the CPC Central Committee and implemented the CPC Central Committee's instructions on improving the CPC and government conduct. With a focus on inspection tours for rectification and action against specific problems, we made obvious progress in improving the CPC and government conduct and fighting corruption, thereby promoting healthy corporate growth.

2015年,东风公司扎实推进中央巡视整改,认真开展专项治理。针对中央巡视组反馈的巡视意见,公司针对领导干部及其亲属经商办企业问题,组织公司各级高管开展自查自纠,有79名领导干部申报了亲属在东风公司范围内经商办企业情况,已全部按要求整改;针对违规出国(境)问题,公司制定了10项整改措施,并已全部完成整改,在对外合作业务不断扩大的情况下,公司全年出国(境)费用同比下降24.2%;针对选人用人问题,公司完善高管选拔任用评价及考核评价细则,进一步严格干部选用程序,成立干部监督机构,将干部选用与干部监督相分离。

In 2015, DFM provided strong support for central inspections and carefully conducted problem correction. In accordance with the opinions of the central inspection team on the opening and running of businesses by some corporate officials and their families, the Company conducted self-inspection and selfcorrection among the senior management. Seventy-nine officials reported the opening and running of businesses by their families within the business scope of DFM and made corrections as required. To address the issue of noncompliant overseas visits, the Company devised 10 corrective measures and finished correction. As a result, the Company saw a 24.2% reduction in the annual costs of overseas visits year over year despite increasing international business cooperation. With regard to personnel selection and appointment, the Company improved the rules concerning senior management personnel selection, appointment, assessment and examination, including making the officials selection and appointment procedures even more stringent and setting up officials monitoring organizations so as to separate officials selection/appointment from officials monitoring.



公司全年出国(境) 费用同比下降

战略共赢

A Strategic All-win Situation

公司发展战略及推进情况

The Corporate Growth Strategy and Its Implementation

2015年,公司以科学发展为主题,以加快转变发展方式、加快自主发展步伐为主线,以深化改革开放为动力,围绕做强做优、建设"国内最强、国际一流"汽车制造商的事业梦想,进一步增强自主创新能力、加强自主品牌建设;调整优化事业形态和产品结构,提高管理科学化水平;加强人才建设,加快和谐企业建设,加强和改进企业党建工作,坚持在发展中促转变、在转变中谋发展,努力开辟东风科学发展的新境界。

2015年东风市场占有率目标16.7%,实绩15.7%;自主品牌销量目标145万辆,实绩121.9万辆;海外销量目标8.6万辆,实绩4.9万辆;新能源汽车销量目标5060辆,实绩15114辆。

2015年,公司乘用车计划投放全新车型9款,换代车型6款,实际投放15款;新品计划销量30.9万辆,实际销量25.6万辆;商用车计划投放1款新车,改型16款,实际投放15款。

2015年,公司投资计划支付200.7亿元,全年实际支付178.9亿元,占年度支付投资计划的89.1%;其中,能力建设和商品专项投资146.4亿元,占完成投资的81.8%。

截止2015年,公司在建重大投资项目包括神龙公司四厂项目、东风雷诺乘用车建设项目、东风乘用车公司新能源工厂建设项目等。

In 2015, the Company worked under the theme of "Scientific Development" with a focus on accelerating changes in the growth pattern and the growth of its own brands. Within the context of China's deepening reforms and opening up, we further enhanced the capacity of innovation and the development of our own brands in realizing the dream of "Become a China-leading and world-class automaker". We optimized our business and product mixes while carrying out management in a more scientific manner. In addition, we accelerated HR development and the building of a harmonious company and enhanced and improved corporate CPC development. We worked constantly to achieve positive interactions between growth and transformation in an effort to reach a new level of Scientific Development at DFM.

In 2015, DFM saw a market share of 15.7% vs. a target of 16.7%. We sold 1.219 million vehicles of our own brands vs. a target of 1.45 million units, 49,000 vehicles outside China vs. a target of 86,000 units and 15,114 NEVs vs. a target of 5,060 units.

In 2015, the Company launched 15 PV models vs. a target of nine new models and six new-generation models, sold 256,000 units of new models vs. a target of 309,000 units and launched 15 CV models vs. a target of one new model and 16 facelifted models.

Company invested 17.89 billion yuan, or 89.1% of the planned 20.07 billion yuan, including 14.64 billion yuan in capacity building and specific products, or 81.8% of the actual investment.

The ongoing major DFM investment projects include the DPCA Plant 4, Dongfeng Renault PV, DFPV NEV plant building and others.



Economic Responsibility

与合作伙伴开展战略合作

Strategic Cooperation with Partners

8月17日,东风汽车公司与国能电动汽车瑞典有限公司(简称"国能")在北京签署战略合作协议。双方约定,将融合各自优势,在新能源汽车技术领域开展共同研发活动,推动中国新能源汽车尽快达到国际先进水平。东风与国能的合作是推动中国汽车工业"走出去"的重要举措。双方将充分利用国际跨国汽车公司长期积累的汽车研究开发的知识体系,发展自主品牌及开拓国际市场。同时,双方还将借助国家"一带一路"战略,共同开发有潜力的海外汽车市场,带动中国汽车零部件在海外投资建厂,同时为东风自主品牌汽车在相关国家设立整车工厂打下基础,实现东风整车、零部件产能国际化。

2015年1月26日,由东风汽车集团与沃尔沃集团合资组建的东风商用车有限公司在东风商用车的发源地——十堰市正式宣告成立并开始运营。这一新的合资公司,正式开始以"实现从中国的东风到世界的东风"为战略愿景,致力于发展"东风"品牌商用车,踏上国际化发展的新征程。

On August 17, 2015, DFM and National Electric Vehicle Sweden AB (NEVS) signed a strategic cooperation agreement in Beijing. The two companies agreed that they would combine their respective advantages to co-develop NEVS technologies and make Chinese made NEVs world-class as soon as possible. The DFM-NEVS cooperation is an important move in helping China's auto industry go global. The two parties will fully use the automotive R&D knowledge system built upon long-term efforts by this international automaker, develop their own brands and tap into international markets. In the meantime, they will rely on China's "Belt and Road" strategy to co-develop potential overseas automobile markets, promote the building of automotive parts plants outside China and, at the same time, lay a foundation for the building of automobile plants of DFM-owned brands in relevant countries, thereby achieving the internationalization of automobile and parts production by DFM.

2016年2月,东风雷诺武汉工厂建成竣工,首款国产化产品在此投产。东风雷诺武汉工厂一期投资总额约人民币77.6亿元,占地3,000亩,年产能15万辆,有望在二期建设完成后达到30万辆产能。

In February 2016, DongFeng Renault Plant in Wuhan was completed and the first domestic model was put into production here. The total investment of DongFeng Renault Plant in Wuhan Phase I was about 7.76 billion yuan, covering an area of 3,000 mu and with an annual capacity of 150,000 units. The annual capacity is expected to increase to 300,000 units after completion of Phase II.





科技创新

Technological Innovation

科技创新战略

The Technological Innovation Strategy

指导思想:自主创新 重点跨越 市场导向 活用资源

The guidelines: Independent innovation, breakthroughs in major areas, market orientation and efficient resources utilization

总体目标:

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

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

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

The overall goal:

CVs: Becoming a China-leading and world-class automaker in the area of technologies for light-duty, medium-duty and heavy-duty PVs and off-roaders and critical assemblies; becoming a China-leading automaker in the area of mini vehicle technologies; focusing on mastering technologies in six core dimensions including energy conservation/environmental protection, safety/comfort, reliability, intelligence, power, assemblies and materials.

PVs: Mastering technologies for developing vehicles and power assemblies, building a full range of PVs and becoming a China-leading automaker in terms of overall technological indicator; focus on making breakthroughs in four key technologies including vehicles, engines, transmissions and automotive electronics/controls.

NEVs: Becoming a China-leading automaker in hybrid bus and PV technologies; becoming an industry leader in core technologies such as vehicle integration and control systems and mastering or owning core technologies for developing and manufacturing motor and battery systems; making NEVs as competitive as conventional vehicles by the end of 2020, with technological leadership in the industry.

经济责任

Economic Responsibility

科技创新进展

Technological Innovation Progress

2015年,东风公司着力构建成为国内技术领先的、涵盖全系列的产品研发体系。目前公司形成了总部统一协调指导,东风汽车工程研究院为中心、东风汽车公司技术中心和东风商用车技术中心为主体,各子公司研发机构协同运作的复合开放式研究开发体系。该体系有助于公司集中研发优势,强化各研发中心的资源协同,从而促使公司研发能力得到提升。

公司构建专业技术委员会体系,组织制定专业技术领域中长期技术发展规划,开展专业内的技术交流,提升专业技术水准;通过研发系统中心长联席会议制度,在更高层面加强研发系统的技术交流,促进集团技术协同工作开展。

2015年, 东风汽车集团围绕"节能、环保、安全、舒适"的技术发展趋势, 重点突破"整车、新能源、动力总成、汽车电子电控"四大关键技术。

In 2015, DFM made great efforts in building a product R&D system which takes the technological lead in China and which covers the whole product range. Today, the Company has built a compound, open R&D system characterized by centralized coordination and guidance from the Headquarters, the Dongfeng Motor Engineering Research Institute being the center, the DFM Technology Center and the DFCV Technology Center being the main participants and the R&D departments of the subsidiaries operating in a collaborative manner. This system helps the Company combine its R&D advantages and enhance the resources collaboration of all the R&D centers, thereby increasing its R&D capacity.

The Company has built a system of technological committees. We also conduct the making of medium – and long-term technological development plans in specific areas and hold technological exchange within each area so as to improve relevant technologies. We enhance technological exchange within the entire R&D system at higher levels through the joint meeting mechanism of this system, thereby improving technological collaboration throughout the Group.

In 2015, DFM focused on making breakthroughs in four key areas – vehicles, NEVs, power assembly and automotive electronics/controls – in line with the technological trend of "Be energy-efficient, environmentally-friendly, safe and comfortable."

---乘用车领域:

加强对整车平台化、模块化技术、新能源FCV技术、下一代低油耗低排放发动机技术、汽车轻量化技术、主被动安全技术、车联网技术、自动驾驶汽车等的研发;

——商用车领域:

推进"第二代重型柴油机关键技术研究、柴油机自主ECU开发、商用车电子电气架构开发"等一批公司战略项目,取得技术突破和阶段性成果。商用车全面实施国4排放标准,多款轿车列入节能车型目录并销售;

——新能源汽车:

推进整车产品的STT、BSG、ISG技术全面搭载及市场化,完成PLUG-IN、纯电动技术的成熟掌握和商品开发,适时推入市场。乘用车自主品牌首款商业化纯电动汽车E30(EJ)实现批量销售;搭载STT技术的东风风神A30车型通过SOP,投放市场。东风风神A60/EV研发工作顺利推进,目前已完成小批量样车试制。新能源汽车销量大幅增加。

PVs: Enhancing R&D efforts in the technological areas of vehicle platforms and modules, New energy FCVs, next-generation low fuel-consumption, low-emission engines, lightweight constructions, active/passive safety, the Internet of vehicles and self-driving vehicles;

CVs: Promoting strategic projects such as research on key technologies for the second-generation heavy-duty diesel engines, inhouse diesel ECU development and electric structure development for CVs, with technological breakthroughs and phase-specific achievements; implementing the China 4 emissions standard for all CVs; listing numerous cars onto the catalog of energy-saving models for sale;

NEVs: Equipping vehicles with the STT, BSG and ISG technologies across the board and introducing them into the market; mastering the plug-in and all-electric technologies and duly introducing them into the market; achieving the volume sale of E30 (EJ), the first ever commercialized EV from our own PV brand; Dongfeng Fengshen A30 with the STT technology having passed the SOP and been launched. In addition, we have made smooth progress in developing Dongfeng Fengshen A60/EV and have finished small-volume sample production. We see a sharp increase in NEV sales.

公司通过多渠道筹集资金,以确保科技开发工作的顺利开展。2015年度公司 科技活动经费投入144.74亿元,其中,研究与试验发展经费投入79.49亿元, 科技活动经费居行业先进水平。

2015年,公司获得中国汽车行业科学技术二等奖4项,三等奖7项;获得湖北省科学技术奖5项,其中技术发明一等奖1项。

We raise money by various means to ensure the smooth development of technologies. In 2015, we invested 14.474 billion yuan in technological R&D, including 7.949 billion yuan in research and testing. We are already an industry leader in terms of such investment.

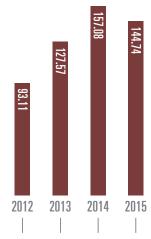
In 2015, the Company received four national Second Prizes and seven Third Prizes regarding automotive technologies, the company received five Hubei provincial scientific & technological awards, one first prize of technological invention included.

2015年9月3日,118辆东风军车亮相纪念中国人民抗日战争暨世界反法西斯战争胜利70周年阅兵式。其中,新一代防护型轻型军车东风"猛士"在性能、防护、承载、成本多目标的战术技术要求下,均衡协调整车各个方面战术技术性能,创新设计了轻质、高强度、高稳定性、承载式防护型车体,全面满足防护性能、重量限制、人机工效要求、机动性指标、高可靠性、高安全性要求,实现了整车多设计目标的均衡、协调、最优,实现了搭载多种武器系统和信息化装置。此项目关键技术获中国汽车行业科技进步一等奖、国防科学技术进步奖二等奖、湖北省科学技术奖一等奖各一次。

On September 3, 2015, one hundred eighteen Dongfeng military vehicles appeared at the 2015 China Victory Day parade. Of these, Dongfeng Mengshi, the new-generation protective, light-duty Dongfeng military vehicle, features a well-balanced combination of tactical and technical performance in line with tactical and technical requirements for performance, protection, payload and costs. With an innovative body design characterized by lightweight, high strength/stability and a carrying, protective body, Dongfeng Mengshi fully meets requirements for protection performance, weight limitations, ergonomics and high reliability/safety, with various weapon systems and IT equipments, it has achieved vehicle design objectives in a balanced, coordinated and optimal manner. Key technologies for this project have received a First Prize for technological advance in China's auto industry, a Second Prize for defense technological advance, and a Hubei provincial



东风研究与试验发展经费支出(亿元) DFM Research and Testing Expenses (in 100 million yuan)



东风科技活动经费支出(亿元)
DFM Technological R&D Expenses
(in 100 million yuan)



Economic Responsibility

2015年,东风汽车公司新能源汽车车型销售持续向好,销售跃上万辆级新台阶。其中,东风风神E30系列纯电动汽车是基于全新平台开发的首款纯电动轿车,其搭载了具有完全自主知识产权的铝合金车身、整车控制策略、驱动电机、动力电池、电动附件、系统集成、高压安全、碰撞安全等电动车系统核心关键技术,单车每年可节约燃油1200升,减少二氧化碳3.24吨。



In 2015, DFM continued good NEV sales with a record unit sales of over 10,000 units. Specifically, Dongfeng Fengshen E30 Series EV was the first ever Dongfeng all-electric car developed on the basis of a whole new platform. It features an aluminum alloy body, vehicle control methods, drive motor, power batteries, electrical ancillary equipment, system integration, high-voltage safety, collision safety and other key EV system technologies of which DFM holds IPs. A single vehicle saves about 1,200-liter fuel and reduces CO₂ emissions by 3.24 tons per year.

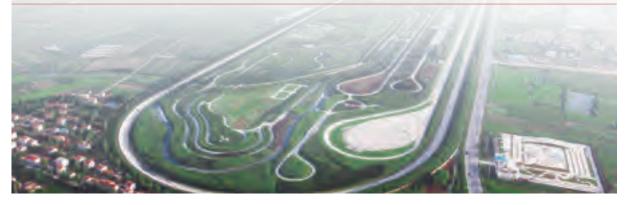
科技创新保障

Scientific and technological innovation guarantee

东风汽车公司技术中心分处湖北武汉、襄阳两地,现有人员2076人,其中享有国务院政府特殊津贴专家10人,国家"千人计划"8人,研究员级高级工程师53人,高级工程师360人,博士28人,博士后流动站一个。中心主要承担东风汽车公司自主品牌乘用车、军用越野车、新能源汽车以及相关总成研发工作。其中,汽车试验阵地(襄阳)拥有一个国内设施最完善、技术手段最先进、面积达1.67平方公里的综合性汽车试验场和14个专业试验室,能承担各种汽车产品的开发试验和国家法规认证试验。

The DFM Technology Center has facilities in the cities of Wuhan and Xiangyang, Hubei Province. It currently has a headcount of 2,076 employees, including 10 experts eligible for the State Council Special Allowance, eight experts identified by the 1,000 Talents Plan, 53 senior research engineers, 360 senior engineers, 28 PhDs and one post-doctoral mobile station. This center focuses on researching and developing PVs, military off-roaders and NEVs of DFM's own brands and relevant assemblies. It has a Xiangyang-based automotive test facility which boasts an integrated automotive test field 1.67 km² in area with the most comprehensive equipment and the state-of-the-art technologies available in China, plus 14 professional labs, making it able to carry out tests on various automotive products, including compliance tests.

项目 Item	2012年	2013年	2014年	2015年
专利数 (项) Patent Count	2,070	1,821	1,690	1,402
省部级以上专家数量(名) Expert Count	248	249	264	271
研发人员数量(名) R&D Staff Count	8,451	9,401	10,649	9,907
研发人员所占比例 R&D Staff %	5.50%	5.70%	6%	6.8%



自主发展

The Development of Our Own Brands

自主品牌发展理念及战略

Philosophy and Strategy

做强做大东风自主品牌事业,是东风人的光荣梦想,是支持百年东风发展的坚强基石。东风将固本强基,推动东风自主事业实现新突破,进一步巩固商用车领先优势,进一步推进自主品牌乘用车业务的跨越式发展。公司将不断增强自主发展的主动权,形成自主品牌产品"生产一代、开发一代、准备一代"的主动格局。

Developing DFM-owned brands into industry-leading ones is our ambition, as they are cornerstones for the long-term growth of DFM. To this end, we at DFM will make relentless efforts to lay a solid foundation for continuously raising our own brands to new heights. We will work to further cement our leadership in the CV area while achieving the leapfrog growth of the PV business under our own brands. In addition, we will play an increasingly active role in developing our own brands by realizing a situation where we produce one generation, develop a second generation and prepare for a third generation.

战略目标: Strategic objectives:



2015 自主品牌建设推进情况

The Development of Our Own Brands in 2015

2015年,受经济周期及合资品牌产品线下移的影响,自主商用车市场需求下降明显,东风公司自主品牌产销略有下降。全年生产汽车120.9万辆,其中商用车42.7万辆,乘用车78.2万辆。销售汽车121.9万辆,其中商用车43.7万辆,乘用车78.1万辆。

2015 saw obviously less market demand for CVs from local brands due to economic downturn and joint ventures' efforts to tap into the low-end segment. DFM saw slight decreases in production and sales of its own brands, which produced 1.209 million vehicles in 2015, including 427,000 CVs and 782,000 PVs. 1.219 million vehicles were sold, including 437,000 CVs and 781,000 PVs.

Economic Responsibility

2015 年自主品牌产品研发及发布车型情况

Product R&D and Launched Models

自主品牌产品研发

Product R&D

2015年, 东风汽车公司技术中心有7个车型/机型实现SOP, 极大拓展了自主品牌产品线:

2015, the DFM Technology Center saw seven vehicle/engine models pass the SOP, greatly expanding product lines of our own brands:



自主品牌车型

Models from Our Own Brands

东风风度MX6 上市时间: 2015年3月19日

Dongfeng Fengdu MX6: launched on March 19, 2015

东风风度MX6是郑州日产东风风度品牌首款SUV,源自NISSAN的专业都市SUV,外观上传承老款奇骏的硬朗线条,同时延续了老款奇骏的全景天窗设计,配置方面在原有基础上进行了升级和优化。

Dongfeng Fengdu MX6 was the first SUV from Dongfeng Fengdu, a brand of Zhengzhou Nissan Auto Co., Ltd. (Zhengzhou Nissan). Derived from Nissan urban SUVs, this model continues the tough lines and panoramic sunroof design of the old-generation Nissan X-TRAIL, with upgraded and optimized appointments.





东风风神L60 上市时间:2015年3月25日

Dongfeng Fengshen L60 launched on March 25, 2015

东风风神L60由东风公司、PSA集团及神龙公司三方共同开发。东风公司拥有自主品牌项目相应技术知识权利。

Dongfeng Fengshen L60 was co-developed by DFM, PSA and DPCA. DFM holds the IPs of technologies from its own brand.



Dongfeng Fengxing S500 launched on November 8, 2015

作为东风风行倾力打造的一款家用7座MPV车型,风行S500依托风行15年MPV制造经验,以轿车化的舒适,多功能的空间,定义了一部真正的家用MPV,更好地满足消费者的家庭用车需求。

A seven-seat MPV model for homes developed by Dongfeng Fengxing, Fengxing S500 was built upon 15 years of our experience in MPV manufacturing. With sedan-like comfort and a multifunctional space, it defines a real MPV for homes, which better satisfies consumer requirements for home vehicles.





东风小康风光370 上市时间:2015年11月16日

Dongfeng Xiaokang Fengguang 370 launched on November 16, 2015

新车配备了大尺寸液晶显示屏和电子手刹等多项亮点配置,动力系统搭载 1.5L自然吸气发动机。

This new model comes with highlight appointments such as large LCD displays and electronic manual brake. It is powered by a 1.5-I naturally aspirated engine.

东风风神AX3 上市时间:2015年12月21日

Dongfeng Fengshen AX3 launched on December 21, 2015

作为东风风神一款全新SUV车型,以其三"大+"的核心优势及锋锐、动感、时尚造型,势必成为更多年轻消费群体的首选车型。

This all-new SUV model from Dongfeng Fengshen will definitely become the preferred model for more young consumers thanks to three "Big+" advantages and sharp, dynamic and stylish styling.



Economic Responsibility

海外事业

Overseas Business

海外事业战略

Overseas Business Strategy

根据东风战略发展要求,公司制定海外事业"十三五"规划,提出了创建体系、实事求是、跑赢大市的战略方针和东风海外未来五年具体的发展目标:到2020年,海外销量达到15万辆,并努力建成东风海外事业发展体系。

为达成东风海外事业发展目标,公司将以商用车、乘用车 出口并行发展为前提,以做强做优对外贸易为主要支撑, 中短期侧重探索并积累重点市场属地化运营的经验,储备 海外事业发展人才,以期在中长期内达到经验复制,形成 更广阔的业务布局。

We have made the 13th Five-Year Plan for DFM's overseas business according to our strategic development requirements. Accordingly, we have developed a strategic guideline of "Create a system, be pragmatic and outperform the overall market" as well as specific growth targets for DFM's overseas business – achieving overseas sales of 150,000 units and building an overseas business development system by the end of 2020.

In order to meet the aforementioned targets, we will work hard to export CVs and PVs alike in expanding international trade. In the short and medium terms, we will focus on accumulating experience in localization in major markets and developing human resources for our overseas business in order to copy such experience and expand this business in the medium and long terms.

海外事业取得积极进展

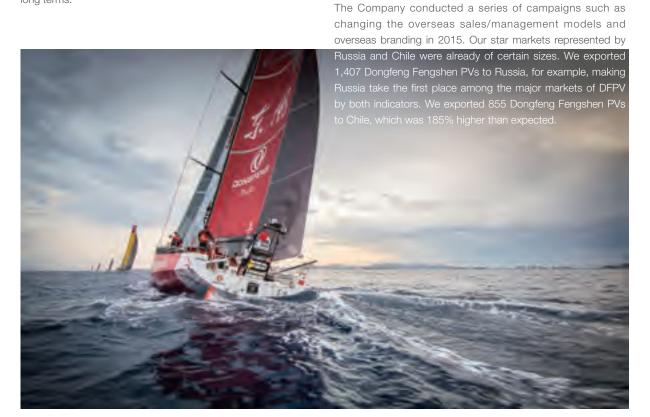
Remarkable Growth of the Overseas Business

2015年,在中国汽车出口整体大幅下滑的情况下,东风出口汽车49236辆,其中东风风神乘用车出口业务逆势增长,实现整车出口销售3507台,同比增长15%,高出行业增速35个百分点;海外战略市场拓展取得积极进展,伊朗、俄罗斯、越南及南美市场稳步推进。

东风通过开展一系列海外销售模式转型、海外管控模式转变、海外品牌推广,以俄罗斯、智利市场为代表的明星市场初具规模。其中,俄罗斯市场全年实现东风风神乘用车整车出口1407台,位列东风乘用车主要市场出口排名第一;智利市场全年实现东风风神乘用车出口855台,超出预期185%。

伴随着越南国家基础设施建设,东风中重卡凭借其过硬的质量、合理的价格和优质的服务畅销越南,全年在越销售1.2万辆,同比增长254%。

In 2015, DFM exported 49,236 vehicles within a context of a sharp decline in China's vehicle export. Dongfeng Fengshen, in particular, exported 3,507 vehicles with a year-over-year growth rate of 15%, which was 35 percentage points higher than that of the overall industry. We made significant progress in tapping into strategic overseas markets, including steady growth in Iran, Russia, Vietnam and South America.





利益相关者责任

Stakeholder Responsibility

客户满意

Customer Satisfaction

提供优质产品

Providing High-quality Products

东风致力于向客户提供质量可靠、使用安全的汽车产品。公司建立完善的产品质量管理体系,积极落实国家三包政策,并深入宣贯产品安全文化,打造客户信赖的产品。

DFM is committed to providing customers with automotive products with reliable quality and high safety. We have established a sound product quality management system. We actively implement the 3R policy and promote a product safety-oriented culture. We work hard to provide customer-trusted product quality.



旗下东风商用车有限公司以"中国第一、亚洲领先、全球品牌"这一质量战略目标,实现"以制造为中心"向"以新品研发与市场为中心"的管理模式转变,不断完善新产品开发过程的"门式"节点管理机制,实现2015年新品单车平均不良点数较2014年下降1.1点,零部件纳入不良品率PPM降低至80ppm,市场质量问题平均应对周期缩短到19.6天。

DFCV has been changing a manufacturing-centric management model into something centered on new product R&D and markets in achieving the strategic quality goal of "Become a global brand which takes the lead in China and even throughout Asia." To this end, DFCV keeps improving the so-called "Door by Door" node management mechanism for the new product development process. With regard to new products in 2015, DFCV saw a 1.1-point decrease in the average number of bad points per vehicle, a parts per Million Defective (PPM) down to 80 ppm and the average response to quality problems down to 19.6 days.

旗下东风乘用车公司在首款车型东风风神S30上市之初,就按照国家《缺陷汽车产品召回管理规定》建立召回管理制度,制定了《召回处理规程》,并不断加以完善;2015年东风乘用车公司未发生重大产品质量事故和召回事件。



Just when it launched Dongfeng Fengshen S30, its first ever model, DFPV built a recall management system in accordance with the Regulation on the Administration of Recall of Defective Auto Products released by the Chinese government. It formulated the Recall Operating Procedures and has since kept improving it. DFPV saw no major product quality incidents and recalls in 2015.

旗下神龙汽车有限公司连续9年坚持实施年度"PQ365"质量行动计划。2015年PQ365质量行动的主题是"落实质量责任,提升体系效率,聚焦IQS,冲刺2015",公司对8项品质攻关项目开展质量评审,通过各攻关项目组大力开展科技创新,各项目均取得良好进展,极大地提升了公司的产品质量。

DPCA has been implementing the annual PQ365 Quality Action Plan for nine years in a row. In 2015, this plan was implemented under the theme of "Fulfil the responsibility for quality, increase the system efficiency and focus on the IQS for a sprint in 2015." DPCA conducted quality review of eight critical quality improvement projects, each of which made good progress thanks to efforts by the corresponding project team to innovate relevant technologies. This led to a great increase in product quality.



打造品质服务

Providing High-quality Services

东风秉承"关怀每一个人,关爱每一部车"的经营理念,努力为广大客户提供优质的服务体验,致力于让每一位东风车主充分感受到公司的尊重与关怀。

Under the business philosophy of "Care for every person, care for every vehicle", DFM endeavors to provide customers with excellent service experiences in an effort to let every owner fully feel our respect and care.

客户关系管理

Customer Relationship Management (CRM)

2015年,旗下东风本田汽车有限公司为提升客户服务水平,正式推出了东风本田客户专属的售后服务APP,在移动互联时代让广大东风本田车主享受"指尖上的便利"。通过该平台,客户的投诉或建议也能更快得到应对解决,同时,平台为客户提供爱车保养知识、最新优惠活动、用品介绍及路况导航等丰富的信息服务。

In 2015, Dongfeng Honda officially launched an after-sales service app for its customers in order to improve customer services, helping owners enjoy convenience at fingertips in the era of the mobile Internet. With this platform, customer complaints or suggestions also can be responded to more rapidly. In the meantime, this platform provides customers with a wide range of information services such as vehicle maintenance, the latest discounts, product presentation, traffic conditions and navigation.

客户信息保护

Customer Information Protection

旗下神龙汽车有限公司将客户信息的保密等级上升到C3(核心商秘)级别,并建立完善的客户信息安全保密管理制度,设置专人管理客户信息,保证客户信息提取使用均遵照《客户数据库管理标准》,确保客户信息安全。

DPCA has raised the confidential level of customer information to C3 (i.e., core trade secrets) and has built a sound customer information security management system. With specialists managing customer information, DPCA ensures that customer information is always accessed in accordance with the *Customer Database Management Standard*, thus ensuring customer information security.



利益相关者责任

Stakeholder Responsibility

客户投诉处理系统和解决率

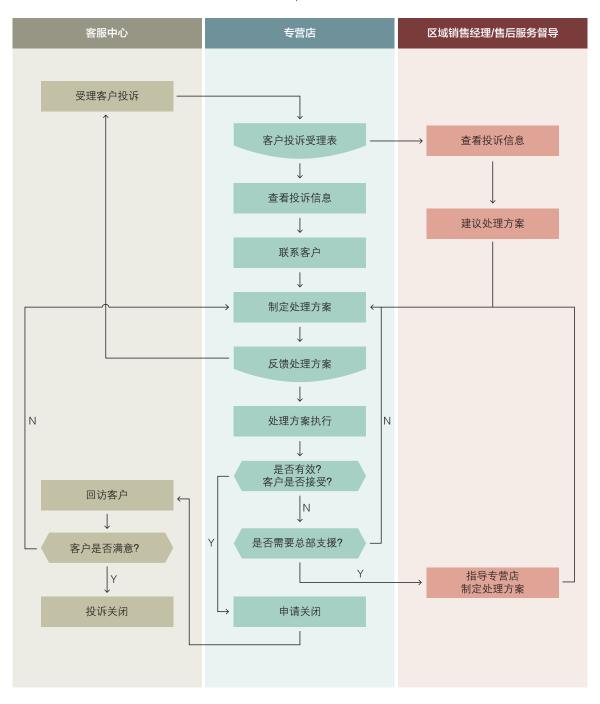
The Customer Complaint Response System and the Resolution Rate

旗下东风乘用车公司、东风裕隆汽车有限公司、东风本田汽车有限公司等单位 2012年至2015年客户投诉解决率均达到100%。

DFPV, Dongfeng Yulon, Dongfeng Honda and other BUs each saw a customer complaint resolution rate of 100% from 2012 to 2015.

旗下东风乘用车公司客户投诉处理流程图:

Below is the flowchart of how DFPV handles customer complaints:



提升客户满意度

Increasing Customer Satisfaction

东风坚持以客户满意为中心开展客户服务工作,公司各单位积极开展客户满意度调查和分析工作,并努力采取措施不断 提升客户满意度。

根据JDP调查结果,2015年公司旗下东风风神品牌在自主品牌领域SSI(销售满意度)位列第三,CSI(售后服务满意度)位列第一,旗下东风雪铁龙品牌在主流车领域SSI位列第二,CSI位列第一。

DFM always provide customer services with a focus on customer satisfaction. All the BUs are active in conducting customer satisfaction surveys and analysis while taking measures to constantly increase customer satisfaction.

The Dongfeng Fengshen brand ranked the 3rd among local brands by the Sales Satisfaction Index (SSI) and the 1st by the Customer Satisfaction Index (CSI); the Dongfeng Citroen brand ranked the 2nd in the area of mainstream vehicles by the SSI and the 1st by the CSI, according to a J.D. Power (JDP) study.

旗下东风乘用车公司客户满意度调查流程:

The DFPV customer satisfaction survey process is as follows:

第一步:调查实施

以新购车客户及保养/维修客户为调查对象,实施诊断题和打分题调查,记录客户的抱怨与需求,了解客户在售前、售中、售后整个服务流程对应环节中的问题,查找客户满意程度的原因,为专营店提供改善方向。

第二步:调查结果分析

对调查结果进行统计分析,生成 满意度调查数据报告及分析报 告,为专营店的改善项目提供必 要的数据支撑。

第三步:输出满意度分析报告

针对专营店SSI和CSI调查数据使用情况及SSI和CSI因子要素排名分析,专营店SSI和CSI客户不满意弱项原因分析及客户数据准确率分析;提出满意度改善建议。

针对客户满意度调查进行改善

Making Improvements According to Customer Satisfaction Survey Results

旗下东风日产乘用车公司在2013年的客户满意度调查及专营店现场调查中发现,因"交车时单据较多,专营店没有执行明确的交车单据标准"及"专营店容易遗漏,难以保障统一的客户体验和服务标准"等原因,导致客户对专营店交车环节满意度较差。对此,该公司积极对交车工具进行优化,制定了新的交车文件夹工具,对各类单据进行精简,统一标准设计及美化,不仅优化了客户体验,也提升了品牌形象。

In 2013, Dongfeng Nissan found out in a survey about customer satisfaction and a survey made at franchises that customers were less satisfied with delivery by franchises for reasons such as "There are excessive documents required for delivery and the franchise



has no clear standard for delivery-relevant documents" and "The franchise is likely to overlook something and it is difficult for it to ensure a consistent customer experience and service standard." To address this issue, Dongfeng Nissan optimized delivery tools, devised a new delivery-specific folder, simplified relevant data and designed and beautified visuals according to a unified standard. All this has improved not only customer experiences but also the brand image.

Stakeholder Responsibility

员工幸福

Employee Happiness

员工安心

Carefree Employees

权益保障

Assured Rights and Benefits

- ——全面贯彻《劳动法》、《劳动合同法》等劳动法律法规规定,维护公司和员工的合法权益,保障员工享有的基本劳动权益。
- ——依法制定招聘录用、劳动合同、劳动纪律、休息休假、人事档案等方面的劳动用工管理制度,积极履行企业道德规范和法律责任,构建和谐稳定的劳动关系。
- ——平等的对待每一个员工,不因民族、种族、地域、性别而存在任何歧视性行为,同时,积极创造条件吸纳社会残疾人就业,目前残疾人雇用人数为1800人。
- ——依法按时按标准支付员工劳动报酬,为员工建立和及时缴纳"五险一金",建立企业年金计划、补充医疗保险、大病医疗保险、意外伤害保险、困难救助基金等;认真贯彻实施带薪年休假制度,不断提升员工福利保障水平。
- 一一安排职工进行健康检查,其中对接触职业危害岗位严格执行岗前、岗中、离职体检制度;对在经期、孕期、产期、哺乳期和更年期的女员工给予特殊保护。

- Obeying labor-relevant laws and regulations such as the *Labor Law* and the *Employment Contract Law* across the board in order to protect the rights and benefits of the Company and the employees alike and to assure the basic labor-relevant rights and benefits to which the employees are eligible.
- Developing labor and employment management systems in such areas as recruitment, employment, labor contracts, labor disciplines, leaves and holidays, and employee records according to law; obeying business ethics and fulfilling statutory duties; establishing harmonious, stable employment relationships.
- Treating all employees fairly with no discrimination due to ethnic groups, races, regions and sex; facilitating the employment of the disabled. Today, 1,800 people with disabilities are working at DFM.
- Paying the employees according to law and relevant standards; making timely payments for pension insurance, medical insurance, unemployment insurance, industrial injury insurance, maternity insurance and housing fund for the employees; establishing the corporate pension plan, supplementary medical insurance, catastrophic health insurance, accident insurance and relief funds; implementing the paid annual leave system and constantly improving employee benefits.
- Having the employees receive a health check, and providing those exposed to occupational hazards with pre-service, in-service and afterservice health checks; providing special protections to female employees in the periods of menstruation, pregnancy, childbirth, lactation and menopause.

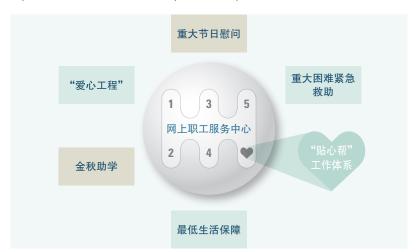
	2012年	2013年	2014年	2015年
劳动合同签订率 Employment Contract Signature Rate	100%	100%	100%	100%
所属单位与工会集体合同签订率 Employer and Labour Union Collective Contract Signature Rate	98%	100%	95%	95%
参加工会的员工比例 Labour Union Members %	95%	98%	100%	100%
吸纳就业(人) Headcount	27883	33465	34454	35664
本地化雇佣比例 Local Employees %	98%	98%	98%	98%
员工流失率 Employee Turnover	3.8%	4.7%	4.4%	2 %
人年均带薪年休假(天) Average Paid Annual Leave per Employee (in days)	10	10	10	10
女性高级管理者比例 Women in Senior Management	6.7%	6.6%	7%	7%
男女员工比例 Male and Female Employee Ratio	7:3	7:3	7:3	7:3

困难帮扶

Helping Those with Financial Difficulties

2015年,公司工会对原有的困难员工帮扶体系进行优化整合,积极推进网上职工服务中心建设,构建了更加直观、及时、快速的"贴心帮"工作体系,搭建起以网上职工服务中心为主体,以"爱心工程"、重大节日慰问、重大困难紧急救助、金秋助学、最低生活保障五大帮扶模式为支撑的工作架构,积极推进掌上微信平台、网上申报系统建设,形成了工会牵头组织、部门协同配合、相关人员分项负责的运行机制和公司工会、二级工会、事业部工会、基层工会四级帮扶工作运行格局。

In 2015, the DFM Labour Union optimized and integrated the systems intended to help employees with financial difficulties. It promoted the building of the online employee service center and built the Caring Aid operating system which is more intuitive, timely and rapid, thereby establishing an operating structure which mainly comprises the online employee service center with support from the Caring Program, special benefits for major holidays, emergency aid, financial aid to school-age children in autumn and the minimum living allowance. It also promoted the building of the Communication via WeChat platform and the online application system. All these efforts have led to an operating mechanism at four levels – the DFM Labour Union, Level labour unions, the business department labour unions and grass-roots labour unions – in which the DFM Labour Union plays an organizer's role, with collaboration and support from relevant departments and staff members responsible for specific functions.



2013年至今,公司工会帮扶救助困难职工1766人次,发放慰问金711.76万元。其中,爱心工程帮扶1085人,帮扶资金419.76万元;重大节日慰问565户,慰问金156.8万元;重大困难紧急救助19人,救助金额9.5万元;金秋助学97人,助学金37.7万元;划拨479万元送温暖资金到67家生产经营困难的基层单位工会,用于开展困难职工帮扶救助工作。

Since 2013, the DFM Labour Union has offered assistance and support to 1,766 employees with financial difficulties by paying them a total of 7,117,600 yuan worth of special benefits, for example. Specifically, 1,085 employees received 4,197,600 yuan in all from the Caring Program; 565 employees households received 1,568,000 yuan in all as special benefits for major holidays; 19 employees received 95,000 yuan worth of emergency aid; 97 employees received 377,000 yuan back-to-school funds for their children; 4,790,000 yuan heart-warming funds were appropriated to the labour unions of 67 grass-roots BUs for helping employees with financial difficulties.



帮扶救助困难职工



发放慰问金

Stakeholder Responsibility



王建清,全国劳模,现为总装配 厂调检一车间工人、班长;孩子 患有先天性脑瘫,父母无工作需 要赡养,家庭生活困难。春节前 夕,公司董事长、党委书记竺延 风来到一线,看望慰问王建清。

Wang Jianqing, a national-level model worker, is an employee and group head at Examination Plant 1 of the General Assembly Facility. He has great financial difficulties as he has a child suffering from congenital cerebral palsy and his parents are both jobless. Zhu Yanfeng, Chairman of DFM, came to this plant and provided Wang Jianqing with a special benefit on the eve of the Spring Festival.

樊建华是东风实业公司的一名普通员工,一直从事门卫工作,工资较低,家庭月人均收入只有500元。丈夫2013年意外去世,造成了家庭的严重困难。2015年6月,孩子考上了武汉大学,学费、生活费成了这个家庭的大问题,2015年8月,公司工会向其发放爱心助学款,圆了学子大学梦。

Fan Jianhua is an ordinary employee at Dongfeng Industrial Co., Ltd., where he is a doorkeeper. With a low wage, she sees an average monthly income per family member of only 500 yuan. Her family has had even greater financial difficulties since her husband was dead in an accident in 2013. With her child being admitted to Wuhan University in June 2015, both tuition and living costs added to the difficulties of this family. In August, 2015, the DFM Labour Union gave Fan Jianhua some money to help her child realize the dream of going to university.

员工满意度

Employee Satisfaction

公司全面组织开展员工满意度调查,员工满意度总体得分达到71%。公司满意度调查范围进一步扩大,覆盖集团下属19家主要单位,调查员工超过13000人,调查总体回复率达到90%,充分体现了调查的广泛性和有效性。2015年,公司满意度调查工作通过广泛调查、对标分析和内部宣导,形成了满意度调查总报告和19个参调单位子报告,有效识别了改善方向,切实提出了改善建议,制定实施了改善计划,形成了PDCA的管理改善循环,对公司管理提升具有指导意义。

The Company conducts employee satisfaction surveys across the board. It sees an overall employee satisfaction level of 71%. Today, such surveys have been further expanded to cover 19 main BUs and more than 13,000 employees. An overall response rate of 90% fully embodies the extensiveness and effectiveness of these surveys. In 2015, the Company conducted an employee satisfaction survey by means of extensive survey, benchmarking and internal publicity and guidance. This survey led to the general satisfaction survey report and 19 sub-reports from the participating BUs. It also effectively determined the orientation of improvement, offered recommendations on improvement and generated improvement plans. A PDCA (plan-do-check-act) management improvement cycle has been formed to provide guidance in improving corporate management.

员工安全

Employee Safety

安全生产管理体系建设

Building the Workplace Safety Management System

公司坚持"安全的员工、安全的工作、安全的产品"理念,将"零事故、零伤害、零损失"作为安全管理目标,初步形成一套安全价值观念领先、员工广泛认同、具有东风特色的企业安全文化。

"十二五"期间,公司切实落实企业安全生产主体责任,加强基础管理和体系建设,加强管理新方法和新工具的应用,全面推进落实安全生产各项工作措施,取得了明显成效:

Under the philosophy of "Safe employees, jobs and products", the Company has developed a corporate safety culture with industry-leading safety values, wide acceptance by the employees and DFM characteristics according to the goal of "Zero accidents, injuries and losses".

In the 12th Five-Year Plan period, the Company worked hard to ensure that the responsibility for workplace safety was fulfilled, to enhance basic management, system building and the use of new management methods and tools. We implemented workplace safety measures across the board to see obvious effects:

建四产初6+1"系理全工害抓进管后预定安体搭安,理职工加的步向变理转分,起管安3"危为推全事前,司逐理转转,起管安3"危为推全事前

持续康本兵司 单全 全 全 全 建 有 贯 位 生 业 管 全 建 有 贯 位 生 企 单 全 企 创建;

编制完成了《东 风汽车公司自 主安全管理规 范》,目前公司 旗下80%的工厂 完成了自主管理 诊断工作。

2015年,公司获得"全国安全文化建设示范企业"、"湖北省安全生产红旗单位"等殊荣,连续多年获得"湖北省机械汽车行业安全生产红旗单位"。

In 2015, the Company received honors such as the National Role Model in Developing a Safety Culture and the Role Model in Workplace Safety in Hubei Province. It has been identified as the Role Model in Workplace Safety in Hubei Province's Machinery and Automotive Industries for years in a row.



利益相关者责任

Stakeholder Responsibility

安全教育与培训机制

The Safety Education and Training Mechanism

"十二五"期间,公司通过强化各级各类人员的安全培训和管理改善,以宣传贯彻《安全生产法》和《东风汽车公司安全生产管理办法》为主线,落实"四级"安全责任,通过持续推进贯标、自主安全管理和安全标准化,不断提高危险源辨识能力和强化隐患排查治理;通过组织开展"反违章"专项活动、噪声专项治理、"安全生产月"活动、危险化学品易燃易爆品专项整治等,保障了公司各项经营活动的顺利开展。

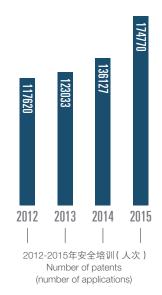
In the 12th Five-Year Plan period, the Company implemented the four-level safety responsibility system by enhancing safety training and management at all levels with a focus on publicizing the *Workplace Safety Law* and the *Dongfeng Motor Corporation Measures for Workplace Safety Management*. By continuously promoting standards implementation, independent safety management and safety standardization, the Company kept enhancing the ability to identify sources of risks and to identify and eliminate potential problems. By conducting a campaign against non-compliance, a noise reduction project, the Month of Workplace Safety event, a campaign against hazardous chemicals and inflammable and explosive materials and other events, the Company ensured the smooth progress of all business activities.

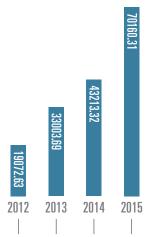
为提高公司高级管理人员法律法规意识和安全管理技能,2015年,公司在十堰和武汉基地对257名公司安全主要负责人和分管安全的负责人进行安全法律法规办法的培训;组织高级管理人员安全管理培训班,共有108名公司高管参加培训。

In order to increase the senior management's legal knowledge and improve their safety management skills, the Company provided 257 major corporate officials responsible for workplace safety with training about safety-specific laws, regulations and measures. A total of 108 senior managers participated in the safety management training program conducted by the Company.

旗下各单位按照全年安全专项培训计划,执行多层级、多形式的安全培训。坚持"三级"安全教育、领导干部及特种作业人员持证上岗,强化全员安全技能培训。2015年,公司共培训员工174770人次,其中,三级教育18017人次、班组长11323人次、相关方45103人次、"四新"培训7673人次、高中管取证3035人、特种作业人员取证1589人。

All the BUs conducted safety training at various levels and in various forms according to the annual safety training plan. They carried out three-level safety education, made sure that both managers and employees doing special jobs were all certified, and enhanced safety-specific skills training among the entire staff. In 2015, the Company provided training to 174,770 employees, including 18,017 employees for three-level education, 11,323 group heads, 45,103 employees of stakeholders, 7,673 employees for the so-called "4 New's" training, 3,035 middle and senior managers for certification and 1,589 employees doing special jobs for certification.





2012年 - 2015年安全教育培训、劳动防护和安全改善投入(万元) Safety Education/Training, Worker Protection and Safety Improvement Spending from 2012 to 2015 (in ten thousand yuan)

2015年,公司组织开展"遵章守纪、杜绝违章、消除隐患"的反违章专项活动,制定了贯穿全年的活动计划,通过开展岗位作业指导书更新修订,危险源/环境因素清单更新,安全隐患随手拍、安全征文、学习"十大典型事故案例"等,查找、了解、分析现场各类违章的行为,提高全员对违章危害的认识。

In 2015, the Company conducted a campaign against non-compliance with a slogan of "Be compliant and eliminate hazards". It made an annual action plan for this purpose. By updating and revising job description manuals, updating the lists of sources of risks and of environmental factors, taking photos of safety hazards, soliciting safety-relevant articles and studying the Ten Typical Accident Cases, we identified and analyzed the onsite non-compliant behavior while helping the entire staff gain a deeper understanding of the harms of non-compliance.

东风乘用车公司在"反违章"专项活动中,查处人员违章70人次;安全培训教育5357人次;利用微信开展"大家来找茬"安全隐患随手拍发现安全隐患91处,整改91处;检查发现各类问题点1921项,整改1921项;岗位安全作业观察1016次;修订安全管理制度18份,新增5份,修订岗位作业指导书423份;全年立项实施安全职业健康改善课题423项。通过活动的开展,提高了员工自我安全防护意识,事故隐患得到进一步治理和消除,"反违章"专项工作取得了阶段性成效。



DFPV identified 70 non-compliant employees and provided 5,357 employees with safety training and education in the campaign against non-compliance. It conducted Let's Find Faults, a WeChat-based event intended to encourage employees to take photos of safety hazards with their smartphones. As a result, 91 safety hazards and 1,921 other problems were discovered and eliminated; 1,106 job safety operation observations were made; 18 safety management systems were modified and five new ones were added; 423 job description manuals were revised; 423 occupational safety and health improvement projects were implemented. With all these efforts, the campaign against non-compliance produced phase-specific effects as the employees became more aware of their own safety and hazards were further identified and eliminated.

职业健康保障

Occupational Health Assurance

围绕"管理、工程、个体防护、健康监护"四个方面的工作重点,公司积极开展职业病防治工作。2015年,公司职业健康培训达48396人次。

The Company conducted occupational disease prevention and control by prioritizing management, projects, individual protection and health monitoring. In 2015, the Company provided 48,396 employees with occupational health training.

2015年,公司职业病危害因素检测率达99.3%,职业危害因素检测综合达标率达到82.5%,实施职业病危害治理项目245项,投入达8566万元,受益8563人;改善成果征集34项,其中安全改善成果15项;职业健康改善成果19项。

In 2015, the Company saw an occupational disease factor detection rate of 99.3% and an overall occupational hazard factor detection compliance rate of 82.5%. We implemented 245 occupational disease hazard elimination projects, spent 85.66 million yuan on these projects and benefited 8,563 employees. We identified 34 improvements including 15 safety improvements and 19 occupational health improvements.

公司连续三年推进安全职业健康改善活动,越来越多的基层工程师、安全员、班组长、基层员工积极参与到改善活动中。2013年 - 2015年公司共征集有效安全职业健康改善课题成果164项,发表75项。

The Company has conducted occupational safety and health improvement events for three years in a row. A growing number of engineers, safety specialists, group heads and employees at the grass-roots level participate actively in these events. The Company identified 164 occupational safety and health improvements and published articles about 75 of them from 2013-2015.

Stakeholder Responsibility

旗下东风日产乘用车公司郑州工厂成立职业健康监察事务局, 建立自主监察机制,以工厂安委会、监察事务局为平台构建一 个规范化的管理体系,对职业健康工作的制度建立、执行情况、问题点追踪改善情况等强化监察;同时还成立专项攻关小组,针对2015年未完全解决的机加车间油雾及噪声问题建立定期追踪机制,加快落实解决。

The Zhengzhou-based plant of Dongfeng Nissan set up the Occupational Health Monitoring Office and an independent



monitoring mechanism. It built a standardized management system upon its safety committee and this office, enabling it to enhance monitoring over the creation and implementation of occupational health management systems as well as problem tracking and correction. In the meantime, it has set up a project team to create a regular tracking mechanism against oil mist and noise problems which were not fully fixed in 2015, thereby accelerating the fixing of such problems.

旗下东风本田汽车有限公司积极推进针对公司全体同仁及其家属的系统关爱计划——"心"动力EAP计划,围绕"提升抗压力,提升幸福感"两大重点,把心理学为基础的EAP紧密融入到企业的实际工作中,充分尊重员工的个性特点和心理诉求,达到身体健康与心理健康相结合的大健康管理目标。

Dongfeng Honda implemented the EAP, a systematic caring program for the entire staff and their families. With a focus on increasing the resistance to stress and the feel of happiness, it integrated the psychology-based EAP into daily operations. By paying full attention



to the employees' personal characters and needs, Dongfeng Honda met the health management target – physical and mental health.

安全生产绩效

Workplace Safety Performance

2015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 2015, the Company managed to eliminate severe accidents with casualties, big fires, big explosions of boilers and pressure vessels/pipes, severe leakages and explosions of hazard chemicals and severe occupational poisoning accidents.

		2012年	2013年	2014年	2015年
	安全事故数 e Safety Accident Count	51起	59起	38起	35起
	死亡事故 Accidents Causing Deaths	0起	1起	2起	1起
Incl. Ac 轻	重伤事故 Accidents Causing Serious Injuries	8起	4起	4起	1起
	轻伤事故 Accidents Causing Minor Injuries	43起	54起	32起	33起
	佥) 作业人员持证上岗率 on of Employees Doing Special (Hazardous) Jobs	100%	100%	100%	100%
	依法定检率及合格率 pecial Equipment Checking Rate and Compliance Rate	100%	100%	100%	100%
职业病发 Occupation	病率 onal Disease Incidence	0.14‰	0.17‰	0.15‰	0.11‰

员工成长

Employee Growth

员工培训

Employee Training



公司不断建立和完善员工职业成长道路,在员工职业发展的各个阶段提供全面的培训。2015年,公司大力开展培训体系建设,提升培训能力,强化各事业单元培训协同,突出开展自主创新人才和国际化人才培养,有力支撑经营目标实现和员工职业发展。

The Company keeps providing and improving the ways of employees' career development. We provide comprehensive training which covers all stages of employees' career development. In 2015, the Company worked hard to build training systems and enhance the capacity of training and inter-BU training collaboration, with a focus on developing HRs in the areas of innovation and internationalization. This provided strong support for meeting the business targets and for employees' achieving career development.

2012-2015年,公司累计投入职工教育经费达5.17亿元,组织实施培训9.4万余期,培训人次269.59万人次,培训总学时达3326.25万学时,人均达52学时,培训期数和人次数逐年提高,让员工获得更多参加培训的机会。

The Company spent a total of 517 million yuan on employee education from 2012 to 2015. We provided over 94,000 training sessions, which covered 2,695,900 participants, with a total of 33,262,500 training hours, or 52 training hours per participant. Annually growing amounts of training sessions and participants provided the employees with more opportunities for participating in training.

2012-2015年

5.17

职工教育经费

269.59

培训人次

3326.25 万学时

培训总学时

利益相关者责任

Stakeholder Responsibility

人才培养

HR Development

"十二五"期间,公司全面落实人才强企战略,以"十二五"人才规划为抓手,围绕一个目标、聚焦两类重点、创建五项机制、实施八大工程,形成了"服从战略、聚焦自主,以用为本、持续改善,高端引领、整体开发"的人才工作格局。

The Company implemented the HR-based corporate growth strategy throughout the 12th Five-Year Plan period. In order to achieve the goal of "One target, two priorities, five mechanisms and eight projects" specified in our 12th Five-Year HR Plan, we focused on developing HRs in the areas of innovation and internationalization. To this end, we carried out integrated development in a pragmatic, high end-oriented manner and made continuous improvements in accordance with the above-mentioned strategy.

公司人才总量以年均12%的增幅持续增加,由2010年的42000人增至2015年的67000人;汽车主业人才增长71%,其中中高端人才增加了84%;人才专业方向结构进一步合理,研发、营销等重点领域人才大幅度增加,为公司又好又快发展提供了人才保证和智力支持。

The Company saw a continuous increase in the number of talented, excellent employees to 67,000 in 2015 from 42,000 in 2010 at an annual average growth rate of 12%. Specifically, the number of such employees in the primary automotive business increased by nearly 71% and the amount of premium talent, in particular, increased by 84%. The Company saw a more reasonable mix of specialties of these employees, as exemplified by a significant increase in the numbers of excellent employees in major areas such as R&D and marketing. This has formed an HR and intellectual support for the Company's fast, healthy growth.

经营管理、专业技术、高级技能人才数 (2012-2015)

The Amounts of Excellent Employees in the Areas of Management, Technologies and Advanced Skills, 2012-2015

	2012年	2013年	2014年	2015年
经营管理 Management	20521	22291	24575	25922
专业技术 Technologies	14570	16365	18652	19842
高技能 Advanced Skills	16211	17776	19787	20742



公司对新入人才库专家进行角色及公司文 化的专题培训,促进专家深入了解掌握东 风文化特色,从思想和行动上为公司发展 贡献更大力量。

The Company provides newly identified experts with role-and corporate culture-specific training to help them gain a deep understanding of the characteristics of the DFM culture, enabling them to make even greater contribution to corporate growth.

员工快乐

Employee Happiness

公司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,组织召开员工运动会,举办丰富的业余文化活动等,帮助员工实现工作生活的平衡。

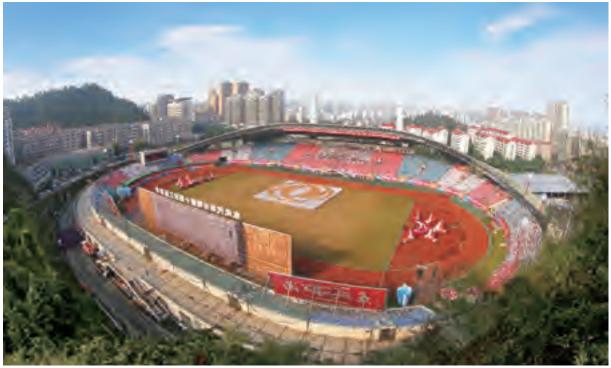
The Company endeavors to create a harmonious working environment for the employees, provide them with more growth opportunities and platforms for showing their abilities. We encourage the employees to form societies and hobbyist groups. We hold employees' sports meets and a variety of cultural activities, helping the employees achieve a balance between work and life.



举办迎春长跑接力赛 The Spring Long-distance Relay Race



举办职工网球赛 The 10th DFM Employees' Sports Meeting



组织召开东风汽车公司第十届职工运动会 The Employees' Tennis Competition

Stakeholder Responsibility

供应链协同

Supply Chain Collaboration

供应商管理与能力建设

Supplier Management and Capacity Building



东风将供应商作为利益相关、并肩作战的合作伙伴,与其利益共享、风险共担。通过增加交流,促进互信,形成了互惠互利的合作伙伴关系。

DFM views suppliers as partners with whom we work together for the common goal and share benefits and risks. By increasing communication and mutual trust, we have established partnerships which lead to mutual benefits.

旗下东风商用车有限公司以构建"安全高效、协同共赢的具有全球竞争力的绿色供应链"为使命,构建长期共赢、协同发展的供应链;践行节约环保、绿色发展的理念,以提高供应链竞争力为出发点,提升供应商的环境管理水平。

With an ambition of building "a green, all-win supply chain which is safe, efficient, collaborative and globally competitive", DFCV is dedicated to building a supply chain intended to achieve a long-term all-win situation and collaborative growth. Under the philosophy of "Be resources-efficient and environmentally-friendly for green development", DFCV works hard to help the suppliers improve environmental management in order to make the entire supply chain even more competitive.

旗下东风乘用车公司不断提高新进供应商门槛,严格供应商准入评价标准,并致力于供应商能力的总体提升。

DFPV keeps raising the entry barriers for new suppliers and developing stringent supplier entry assessment criteria. It is also dedicated to helping the suppliers improve their abilities as a whole.

旗下东风电动车公司梳理并实施了供应商质量问题应急处理流程,从制度上保障了供应链有条不紊运转;针对供应商制造、包装过程中出现的质量问题,对供应商进行现场服务,同时确定整改措施,实时跟踪落实;有针对性地对供应商展开能力提升服务,督促供应商持续改善。

Dongfeng Electric Vehicle Co., Ltd. (DFEV) has developed and implemented an emergency response process specific to quality problems with the suppliers, thereby institutionally ensuring the smooth operation of the supply chain. In the event of quality problems which occur in the suppliers' manufacturing and packaging processes, DFEV provides the suppliers with onsite services while determining corrective measures, before making real-time monitoring over implementation. It also provides the suppliers with capacity building services to help them make continuous improvements.

旗下东风(十堰)特种商用车有限公司针对供应商质量帮扶行动建立课题小组,每月统计供应 商存在的问题并对问题进行针对性分析改善,增强供应商自觉管控质量意识,提高供应商问 题分析解决能力。2015年底盘车一次交检合格率提高1%。

Dongfeng (Shiyan) Special Commercial Vehicle Co., Ltd. (DFSCV) has set up a project team specific to helping its suppliers improve product quality. This team collects monthly statistics about problems with the suppliers, analyzes these problems and provides specific solutions. It also helps the suppliers become more aware of quality control and better able to analyze and address their respective problems. Accordingly, 2015 saw a 1% increase in the first pass yield (FPY) of chassis.

经销商管理与能力建设

Dealer Management and Capacity Building

东风公司紧密围绕经营战略目标,建设高质量的经销商销售服务网络。公司从产品、营销、服务等方面对销售网络成员予以大力扶持,促进渠道建设的良性发展。同时,公司为经销商提供全方位优质服务的制度建设,从制度上保障经销商事业健康发展。

DFM has been building a high-quality sales service network of dealers in accordance with its business strategy and goal. We provide members of this network with strong support in such areas as products, marketing and services, thereby promoting their healthy growth as our channel partners. In the meantime, we provide the dealers with comprehensive institutional arrangements for high-quality services, thereby institutionally supporting their healthy business growth.

旗下东风乘用车公司秉承"精确精益,持续共赢"的营销之道,携手经销商共同打造"百年东风,百年老店",建立与经销商共生共荣、持续盈利的模式。针对经销商普遍盈利能力较弱的情况,重点对专营店开展收益能力提升的专项培训与辅导;针对专营店董事长、总经理和核心团队人员,集中总部和巡回大区,开展了13场次的专项收益改善培训,涉及专营店300家,受训人员429人。

Under the marketing philosophy of "Be accurate and lean to achieve a long-term all-win situation", DFPV works with the dealers in building time-honored DFM and franchises, namely, a model which enables symbiotic growth and sustainable profitability with the dealers. To address the low profitability of the dealers, DFPV focuses on providing training and guidance specific to increasing the franchises' profitability. In 2015, DFPV provided 13 profitability improvement training sessions for 429 chairmen, general managers and core team members of 300 franchises at the corporate headquarters and in major regions.



Stakeholder Responsibility



旗下东风本田公司在销售工作中始终坚持以特约店库存管理为中心导向,帮助库存过大的特约店将库存度调整至合理范围,以确保特约店的良性经营。2015年,东风本田全国特约店年均提车量较2014年增长了6%,其中,2010以后新开的特约店年平均提车量增长了29.03%。

Dongfeng Honda always focuses the sales business on franchise stock management. It helps franchises with excessive stock reduce the stock to reasonable levels in order to ensure healthy operations. In 2015, Dongfeng Honda franchises saw a 6% year-over-year increase in the annual average delivery. Franchises which were opened after 2010, in particular, saw a 29.03% year-over-year increase in the same dimension.

旗下神龙公司客户服务网络(4S网点)注重夯实经销商 网络建设,与经销商建立新型战略合作伙伴关系,帮助 经销商开拓增值业务和盈利新渠道,促使经销商突破常 规业务局限,在二手车、零售金融、保险、置换、延保 等方面给顾客提供新的服务,让顾客得到更加优异和便 捷的体验。

The DPCA customer service network (4S outlets) values the building of a network of dealers. In establishing new, strategic partnerships with the dealers, it helps the dealers develop value-added services and new sources of profits and urges them to grow beyond conventional services by providing customers with new services in such areas as used vehicles, retail financing, insurance, replacement and warranty extension, letting customers have a better and more convenient experience.



旗下东风裕隆公司采用区域经销商授权机制和公平、公正、公开、透明的商务政策考核机制,包含业绩达成、经销商运营管理、客户满意度管理以及年终奖励四个层面。同时,不断完善互信沟通机制,通过科学划分经销商授权区域,加强经销商与主机厂的可持续合作方式,保证东风裕隆价值链共赢。

Dongfeng Yulon has adopted a regional dealer authorization mechanism and a business policy assessment mechanism which is fair, open and transparent, covering performance, dealer management, customer satisfaction management and year-end bonus. In the meantime, it keeps improving the mutual trust-based communication mechanism and enhances sustainable cooperation between the dealers and the automobile plant by reasonably defining regions where certain dealers are authorized to sell vehicles, achieving an all-win situation across the Dongfeng Yulon value chain.

旗下东风小康公司以专营店能力提升为核心,以关键岗位认证和专营店辅导为主线,依托内部优秀兼职讲师队伍与外部专业三方咨询公司,立志打造一批标杆、创建一支队伍并推广成功经验。2015年开展并完成专营店店长能力提升培训11期共计400余人次,精英销售顾问培训35期共计900余人次,为专营店营销队伍能力提升打下坚实的基础。

With a focus on helping the franchises improve their capacity mainly through certification for important jobs and guidance to the franchises, Dongfeng Well-off Automobile Co.,Ltd is dedicated to relying on an internal team of excellent, part-time instructors and third-party consulting firms to build a number of benchmark franchises and an excellent team while sharing success stories. In 2015, it provided over 400 people with 11 franchises head capacity improvement training sessions and over 900 people with 35 excellent sales consultant training sessions, laying a solid basis for improving the capacity of the franchises' marketing teams.

利益相关者责任

Stakeholder Responsibility

股东信赖

Shareholders' Trust

股东关系管理

Shareholder Relationship Management (SRM)

东风集团不断完善公司法人治理结构,股东依法通过股东会行使权利,实现与公司的沟通。东风建设立体化的信息披露机制与架构,建立定期报告及临时报告披露机制,通过定期报告、临时公告方式按时合规地向证券市场披露公司信息,同时还就公司月度产销、重大合营企业有关情况、重大宣传策划等信息通过公司官方网站向市场公开。此外,公司建立了与资本市场投资者多种沟通渠道,保持与股东及资本市场经常性联系。

DFM keeps improving the corporate governance structure. The shareholders exercise their rights through shareholders' meetings to achieve communication with the Company. DFM has built a multi-level information disclosure mechanism and structure, including a regular/temporary report disclosure mechanism, disclose the company information to the stock market timely and formal, through regular reports, temporary announcements, meanwhile we disclose the market through company website about monthly production update and information on major joint ventures, major publicity plans, besides, the Company has developed a variety of ways of communication with investors in the capital markets in order to maintain regular contact with both the shareholders and the larger capital markets.

股东沟通

Shareholder Communication

东风集团与投资者展开多样化沟通,使其充分的理解了汽车行业、公司生产经营、公司财务、公司发展战略、公司发布的新品等等,确保让公司的投资者了解最新变化,促进投资者对公司价值的认同。一方面,适时向股东报告公司的表现和业务情况,另一方面,安排投资分析员会议、新闻发布会和投资者来访、反向路演,向投资者和公众介绍公司运营情况,并解答提问。

DFM carries out diversified communication with the investors to let them fully understand the automotive industry as well as the corporate production and management, finances, growth strategy and newly launched products, ensuring that they are informed of the latest developments and facilitating their identifications with the corporate values. On the one hand, we duly report to shareholders the Company's performance and operations. On the other hand, we hold investment analysts' meetings, press conferences, investors' visits and reverse roadshows in order to present the investors and the general public the corporate operations and to answer questions.

保护股东利益

Protecting Shareholder Interests

公司章程严格界定了股东年会和临时股东大会的召开程序和流程,确保股东参与公司经营管理的权利。同时,为了保证中小股东的权利,公司章程特别界定了召开类别股东大会的条件、大股东回避表决条件以及类别股东大会召开程序。类别股东会的召开使得中小股东在类别股东大会充分表达自己的声音,切实行使自身权利。

The Articles of Association strictly defines the procedures and processes of annual general meetings (AGMs) and extraordinary general meetings (EGMs) to ensure the shareholders' right to participating in corporate management. In the meantime, in order to ensure that the rights of minority shareholders, the Articles of Association particularly defines the conditions for holding Class Meetings of Shareholders and for the largest shareholder's abstaining from voting as well as the procedures of holding such meetings. Class Meetings of Shareholders allow minority shareholders to fully express their voices and effectively exercise their rights.

东风上市之初就制定了股东回报计划。东风集团每年将向股东派发公司可分配利润的15%到20%的股息。自上市以来,东风集团累计向股东分红派息约117.17亿元,其中向H股股东累计分配股息约33.12亿元。

DFM already made a shareholder rewarding plan shortly after it was listed. DFM will annually pay the shareholders dividends equivalent to 15-20% of the Company's distributable profits. Since listing, DFM has paid the shareholders total dividends of 11.717 billion yuan, of which 3.312 billion yuan has been paid to the holders of H shares.



Environmental Responsibility

节能环保管理

Energy Conservation and Environmental Management

环境/能源管理体系建设

The Environmental/Energy Management System

多年来,东风公司旗下汽车制造企业全面推行ISO14001环境管理体系。截至2015年底,覆盖率已达95.4%。2014年,东风启动了能源管理体系认证试点工作。目前,公司共有666名业务人员通过培训取得内审员资格证书,共有13家企业率先推行能源管理体系试点建设。2015年7月,旗下东风活塞轴瓦有限公司、东风悬架弹簧有限公司通过了第三方审核,成为东风首批通过第三方认证审核的企业。

DFM has been implementing the ISO 14001 environmental management system across the main automobile plants for years. 95.4% of such plants were already covered by this system in late 2015. In 2014, DFM launched a pilot energy management system certification program. Today, 666 employees have been certified as internal auditors and 13 BUs involved in this pilot program. In July 2015, Dongfeng Piston & Bearing Co., Ltd. (DFPB) and Dongfeng Suspension Spring Co., Ltd. (DFSS) passed third-party audits to become the first third-party certified DFM BUs.

环境/能源管理体系的建立为公司节能环保工作的持续改进提供了体系保障,形成了"自我发现、自我完善、自主管理"的运行机制。2015年,公司杜绝了各类环境污染事故,高质量完成了节能减排年度和任期目标。旗下东风日产乘用车公司、东风乘用车公司等11个单位分别获得地方政府的各种奖励和荣誉称号。

The environmental/energy management system provides institutional support for continuous improvements by DFM in the areas of energy conservation and environmental protection, leading to an operating mechanism characterized by self-development, self-improvement and autonomous management. In 2015, the Company managed to avoid various environmentally-polluting accidents and perfectly met the annual and term targets for energy conservation and emissions reduction. Eleven BUs such as Dongfeng Nissan and DFPV received prizes and honors from the local governments.

2015年	与2010年 同期相比 Vs. 2010	与2011年 同期相比 Vs. 2011	与2012年 同期相比 Vs. 2012	与2013年 同期相比 Vs. 2013	与2014年 同期相比 Vs. 2014
万元增加值综合能耗增减率 Combined energy consumption reduction per 10,000 yuan of added value	-43.52%	-39.45%	-29.26%	-12.43%	-5.21%
COD排放量增减率 COD Increase	-24.96%	-17.19%	-5.05%	-1.66%	-0.49%
SO ₂ 排放量增减率 SO ₂ Emissions Increase	-86.23%	-85.14%	-78.83%	-74.07%	-59.97%









"三废"控制管理

Waste Control and Management

各类废水、废气污染物均稳定达标排放,持续达到国家、属地的污染物排放标准要求。

We are in consistent accordance with local and national standards and requirements for emitting or discharging various waste.

东风公司襄阳基地污水集中治理运行两年来,优化了资源配置,污水稳定达标排放;两个热电厂的脱硫、脱硝及除尘设施稳定有效运行,SO₂、NOX及烟尘排放浓度及总量控制均符合国家标准及属地管理要求;随着广东、重庆等地出台挥发性有机废气的排放标准,公司采用清洁的涂装生产工艺,用水溶性涂料替代溶剂型涂料,减少VOCs(挥发性有机化合物)排放,采用RTO炉等工艺进行废气净化处理,保证了VOCs的达标排放;规范危险废物产生、暂存、运输各环节的管理,危险废物100%进行合规处置;采取吸声、隔声、消声器和改变建筑布局等措施控制噪声源和噪声传播途径,厂界噪声排放得到有效控制。

Since it was opened two years ago, the centralized wastewater treatment facility at the Xiangyang-based center has been optimizing resources allocation, discharging wastewater in a compliant manner, stably and efficiently operating the desulfurization, denitrification and dust removal facilities at two thermal power plants, and meeting the local and national concentration and total-amount requirements for SO₂, NOx and fume emissions. As local governments such as those of Guangdong Province and Chongqing Municipality have released VOC emissions standards, the Company has adopted clean painting processes by replacing solvent-based paints with water-based ones to reduce VOC emissions. We also have been using regenerative thermal oxidizers (RTOs) and other technologies to treat gas waste in order to ensure compliant VOC emissions. We have standardized hazardous waste management in the areas of production, storage and transportation, leading to 100%-compliant disposal of hazardous waste. Measures such as noise reduction, isolation and silencing and changing the building structures have been taken to control the sources of noise and the ways of noise propagation, effectively controlling noise levels within and around the DFM factories.

实施节能环保技术改造工程

Improvements with New Energy-conserving and Environmental Technologies

2015年,公司继续推进节能环保新技术改造和推广应用,投资节能环保项目159项,资金2.57亿元。

In 2015, the Company continued environmental improvements with new energy-conserving and environmental technologies. We invested 257 million yuan in 159 energy conservation and environmental projects, for example.

推广应用清洁能源 Increasing the Use of Clean Energy

具体措施:取消燃煤锅炉,使用天然气锅炉替代燃煤锅炉;应用太阳能发电系统等。

Specific measures: Replacing coal-fired boilers with natural gas-fired ones; adopting solar power generation systems.

2015年4月,神龙汽车有限公司武汉三厂光伏发电系统正式投入运行。截至12月17日,累计发电近110万度,减排二氧化碳100余吨;东风精密铸造公司、东风小康十堰制造公司、东风活塞轴瓦有限公司通过煤改气、供热方式改代等措施,减少用煤9716吨。

In April 2015, DPCA Wuhan-based Plant 3 formally put the photovoltaic power generation system into operation. As of December 17, 2015, this system had generated nearly 1,100,000 kWh power and reduced CO₂ emissions by over 100 tons. Dongfeng Precision Casting Co., Ltd. (DFPC), Dongfeng Well-off Shiyan Manufacturing Co., Ltd. and DFPB reduced coal consumption by 9,716 tons in all with measures such as using natural gas and alternative heating solutions.



神龙汽车有限公司武汉三厂光伏发电系统

Environmental Responsibility

实施节能技术改造 Improvements with Energy-conserving Technologies

具体措施:重点耗能工艺改造与替代;供能管网改造;绿色照明工程等。

Specific measures: Improving or replacing major energy-consuming technologies; improving the network of energy supply pipelines and implementing green lighting projects.



东风商用有限公司车厂区绿色照明工程

2015年,东风汽车有限公司、东风商用车有限公司、东风本田汽车有限公司、东风本田发动机有限公司、东风乘用车公司等单位通过绿色照明工程改造,年节能759.12吨标煤;东风锻造有限公司通过技术改造,炉线单耗较去年下降7%;东风裕隆公司通过对涂装车间电泳设备、空调机温控系统优化,年节约用能成本43.33万元。

In 2015, DFMC, DFCV, Dongfeng Hongda, Dongfeng Honda Engine Co., Ltd. (DHEC), DFPV and other BUs saved 759.12 tons of coal equivalent in all thanks to green lighting projects. Dongfeng Forging Co., Ltd. (DFFC) saw a 7% year-over-year reduction in the unit consumption of the furnace line thanks to technological improvements. Dongfeng Yulon reduced the annual energy cost by 433,300 yuan thanks to optimizations to the electrophoretic equipment and the temperature control system for air conditioning at the painting workshop.

淘汰高耗能设备 Eliminating Energy-hungry Equipment

具体措施:空压机、变压器更新及配套设施改造、淘汰在用低效电机等。

Specific measures: Changing air compressors and transformers; improving auxiliary facilities; eliminating old, inefficient motors, etc.



东风本田发动机有限公司环保型空调机组

2015年公司相关单位共节能902吨标煤;东风本田发动机有限公司投资250万元将综合制冷站制冷机组淘汰更新为环保型空调机组,每年可减少CO₂排放645吨;东风商用车铸造一厂造型车间通过设备替代,年节约电量105.7万度。

In 2015, the DFM BUs saved energy by 902 tons of coal equivalent in all. DHEC invested 2.50 million yuan in replacing the cooling unit at the general cooling station with an environmentally-friendly air conditioning unit, leading to a $\rm CO_2$ emissions reduction of 645 tons per year. The Modeling Workshop, Casting Plant 1, DFCV saved electric power by 1.057 million kWh a year by changing equipment.

余热余压利用 Reusing the Residual Heat and Pressure

具体措施:废气余热回用、发电锅炉乏气余热回用。

Specific measures: Reusing the residual heat of gas waste and of the exhaust from boilers for power generation.



神龙汽车有限公司武汉二工厂涂装车间

2015年,公司各单位持续推进空压机、熔炼炉、热处理炉、涂装废气余热回用、热电厂发电锅炉乏气余热回用,年节能19633吨标煤。神龙公司武汉二厂实施涂装车间风循环使用节能改造项目,天然气消耗同比下降11%;夏季冷冻水消耗将大幅度减少,预计年节约能源费用120万元。

In 2015, the DFM BUs were taking measures to reuse the residual heat of gas waste from air compressors, melting furnaces, heat treatment furnaces and the painting process as well as that of the exhaust from boilers for power generation at the coal-fired power plants, leading to energy savings of 19,633 tons of coal equivalent. DPCA Wuhan-based Plant 2 implemented the air circulation-based energy conservation project at the painting workshop, leading to an 11% year-over-year reduction in natural gas consumption. In addition, cooling water consumption in summer will decrease greatly, which is expected to reduce energy costs by 1.20 million yuan per year.

实施清污分流 Collecting Liquid Waste by Type

具体措施:工业废水、厂区生活污水、雨水分类收集。

Specific measures: Separately collecting industrial wastewater, sewage in the factory area and rainwater.

清污分流是公司开展环保专项整治的重要内容,要求生产企业将工业废水、厂区生活污水、雨水进行分类收集。实施清污分流项目后,可提高污水收集率,达到管网全覆盖、污水全收集、收集全处理、处理全达标的目的。东风商用车有限公司分期投资约5000万元对12个单位进行废水清污分流改造。

Collecting liquid waste by type is an important part of environmental projects throughout the DFM. Factories are required to separately collect industrial wastewater, sewage in the factory area and rainwater. This method will increase the rate of liquid waste collected and achieve the targets of full pipeline network coverage, fully liquid waste collecting and treatment and fully compliant treatment. DFCV has invested about 50 million yuan phase by phase in the separate collecting of liquid waste at 12 business units.



东风商用车有限公司联合工厂

实施环保技术改造 Implementing Technological Improvements for Environmental Protection

具体措施:污水处理站技术升级和能力扩充、危险废物贮存场规范化建设、工艺废气、噪声治理、中水回用等。

Specific measures: Upgrading the technologies and increasing the capacity of the wastewater treatment station, standardizing the hazardous waste storage sites, reducing noise levels and reusing gas waste and reclaimed water.

为实现危险废物减量化,东风日产乘用车公司花都工厂采取"生物絮凝"技术,大连工厂采用"电加热干燥"技术分别实现漆渣减量50%;神龙汽车有限公司武汉一厂涂装污水处理工艺使用烧碱替代石灰乳沉降、絮凝镍离子以及其它杂质,改造完成后底泥减少27%,节约底泥处理成本80万元/年;东风商用车有限公司铸造一厂投资329万元制定噪声治理方案。

In order to reduce hazardous waste, the Huadu – and Dalian-based Dongfeng Nissan plants adopted bioflocculation and electric drying respectively to each reduce paint residue by 50%. DPCA Wuhan-based Plant 1 Painting improved the wastewater treatment process by replacing lime with caustic soda for the sedimentation and flocculation of nickel ions and other impurities, leading to a 27% reduction in the amount of sediments and a 800,000 yuan/year reduction in sediment disposal costs. DFCV Foundry 1 invested 3.29 million yuan in developing a noise control solution.



东风日产乘用车公司大连工厂

Environmental Responsibility

建立循环经济产业链

Building a Circular Economy-oriented Industry Chain

公司各单位探索节能减排新途径,多渠道寻找社会资源,建立互惠互利的循环经济产业链。

2015年,东风日产乘用车公司与广州市越堡水泥有限公司启动了危废协同处置项目,项目计划3年内完成,预计项目实施后实现危险废物综合利用6000吨/年。2015年,已实现减少危废处置585吨,节约处理费用74.88万元。

The DFM BUs has long been exploring new ways of energy conservation and emissions reduction and seeking public resources to build a circular economy-oriented industry chain characterized by mutual benefits.

In 2015, Dongfeng Nissan partnered with Guangzhou Yuebao Cement Co., Ltd. To launch a collaborative hazardous waste disposal project, which is expected to be finished within three years. It is expected that this project will reuse 6,000 tons of hazardous waste per year. In 2015, this project saw a hazardous waste disposal amount reduction of 585 tons, or 748,800 yuan worth of disposal cost savings.

推进环保应急管理

Carrying out Environmental Emergency Management

东风公司要求旗下各单位从环境风险评估、环保应急能力建设、应急预案编制及备案管理、应急演练、应急处置及联动、事后环境恢复等方面开展全面环保应急管理。

DFM requires all the BUs to carry out environmental emergency management in such dimensions as environmental risk assessment, the capacity of responding to environmental emergencies, making contingency plans, filing management, emergency exercises, emergency handling and cooperation and post-incident environmental recovery.



东风公司总部通过日常监督检查、目标诊断、节能减排审计等方式,对环保设备设施的运行、危险化学品使用及储存、危险废物的暂存等重点环节开展风险检查,并要求各单位对检查中发现的问题进行整改和完善。

By such means as daily monitoring and checking, objective diagnosis and auditing on energy conservation/ emissions reduction, the DFM Headquarters conducts risk checking in major dimensions such as environmentprotecting equipment and facility operations, hazardous chemicals use and storage and hazardous waste storage. It also requires all the BUs to correct the discovered problems.



旗下东风商用车有限公司全面开展环保设备设施(包括水、气、声、渣)运行状态自查自纠活动,依据调查出的问题清单,结合2016年投资计划及十三五环保规划,制定计划并进行整改。

DFCV conducts comprehensive self-checking and self-correction for environment-protecting equipment and facilities covering solid, liquid and gas waste and noise. On the basis of the list of the discovered problems, it has made a plan and improvements in accordance with the 2016 investment plan and the environmental plan for the 13th Five-Year Plan period.

旗下东风小康汽车有限公司在"节能环保宣传月"期间组织了环境突然事件应急演练,使员工深入的了解事故应急常识,并在演练后及时对预案进行修订。

Dongfeng Well-off conducted an exercise against environmental emergencies in the Month of Promoting Energy Conservation and Environmental Protection, letting the employees gain a deep understanding of the common ways of responding to sudden accidents. It also made timely changes to relevant contingency plans after this exercise.

旗下东风乘用车公司在2015年6月12日邀请省内危险化学品泄露应急处置专家,对公司各单位安全员、 危化品使用和保管等人员进行了危险化学品存储、转运、分装和泄露回收等方面知识的培训,强化了员 工在使用和保管危险化学品等环节的安全意识,尤其是提高了员工对异常情况的应急处置技能,降低了 危险化学品在生产过程中的风险。

On June 12, 2015, DFPV invited Wuhan experts specializing in protection against the sudden leakage of hazardous chemicals to provide the safety specialists of all the departments and employees who use or have contact with hazardous chemicals in daily work, the training covers storage, transportation, repackaging, leakage recycling of hazardous chemicals. The training enhanced the employee' consciousness on use and storage dangerous chemicals, especially improve the skills on dealing with emergency exceptions, lower the risk in production of dangerous chemicals.

Environmental Responsibility

打造绿色产品

Making Green Products

东风是国内最早从事新能源汽车研发的企业之一,早在"九五"期间,公司就开始了新能源汽车技术的研发。公司新能源汽车"十二五"发展规划明确提出:"以纯电动轿车作为中长期重点战略目标、以混合动力汽车作为阶段性重点目标并与传统汽车节能相结合、立足整车集成与整车控制,整合核心资源,建立共性技术优势、探索纯电动汽车的商业应用模式"的总体发展战略。

DFM was one of the first Chinese automakers which began NEV R&D. Back in the 9th Five-Year Plan, DFM began developing NEV technologies. It made clear in the 12th Five-Year NEV development plan its overall growth strategy – establishing shared technological advantages and exploring an EV-based commercial application pattern by viewing EVs as a major medium – and long-term strategic objective and hybrid vehicles as a major phase-specific objective in combination with efforts in making conventional vehicles more energy-efficient and on the basis of vehicle integration and control as well as the integration of core resources.

经过多年的发展,东风公司在新能源汽车整车匹配和核心总成开发等方面已形成一定的积累,并开发了一系列新能源汽车产品。截止2015年12月,东风公司已经有153款车型进入国家《节能与新能源汽车示范推广应用工程推荐车型目录》。

After years of growth, DFM has accumulated a certain amount of technologies in such areas as NEV matching and core assembly development, and has developed a series of NEVs. By the end of December, 2015, DFM already had 153 models listed on the Catalog of Recommended Models for the Energy-efficient and New Energy Vehicle Demonstration and Promotion Project.

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2015年,东风公司累计投放 17,125辆各类新能源汽车在上海、武汉等多地安全有序的开展示范运营。

While improving products and technologies, DFM values the demonstration of NEVs. By the end of 2015, DFM had introduced 17,125 NEVs in Shanghai, Wuhan and other cities for demonstration.

新能源汽车研发及产业化

Development and Industrialization of New Energy Vehicles

2015年,东风公司新能源汽车销量15,114辆,同比增长12倍。截至2015年12月,投入16,000多辆新能源汽车在全国开展示范运营。

In 2015, sales of DongFeng new energy vehicles reached 15,114 units with an increase of 12 times. As of December 2015, a total of 153 models have entered the national energy-saving and new energy vehicles recommended list and more than 16,000 new energy vehicles have been put into demonstration operation nationwide.

加强与地方政府合作,扩大试运营范围

Strengthened cooperation with local governments to expand the scope of trial operation

东风风神E30系列纯电动轿车正式在武汉启动租赁业务,首批30辆东风风神A60-EV纯电动出租车在武汉 投放出租车运营,42台新能源城市客车在拉萨投放示范运行。

DongFeng Aeolus E30 series pure electric car was officially launched for rental business in Wuhan, the first batch of 30 DongFeng Aeolus A60-EV electric taxis were put into operation in Wuhan and 42 new-energy city buses were put into demonstration operation in Lhasa.

四家央企联合推广新能源汽车取得积极进展

Four central enterprises jointly promoted new energy vehicles and have made positive progress

央企联合推广应用新能源汽车专项成果初显,截至目前,东风公司生产的68辆新能源汽车已在中航集团和国药集团开展示范运营,3个机场地面特种车型已在机场试用,其他如空调车、航空食品车等特种车型正在抓紧开发中,示范推广工作步入快车道。

The central enterprises' joint promotion of new energy car project has shown early results. As of now, 68 new energy vehicles produced by DFM have been put into demonstration operation in China National Aviation Holding Company and China National Pharmaceutical Group Corporation, three airport ground special models have been put into trial use at the airport and other special vehicles such as air-conditioned car and aviation food trucks are in urgent development. Demonstration and extension work has entered the fast lane.



在2015年第二届环青海湖(国际)电动汽车挑战赛中,东风日产启辰晨风纯电动汽车摘得"组委会推荐奖"与"最佳操控性能奖"两项重量级大奖。

On the 2nd China EV Rally 2015, Qinghai Lake, DongFeng Nissan Venucia Chenfeng pure electric car won two heavyweight awards, i.e., "Organization Committee Recommended Award" and "Best Manipulation Performance Award".

东风纯电动车服务武汉园博会

DongFeng pure electric cars provided service for Wuhan Garden Expo

第十届中国国际园林博览会在武汉开幕。作为园博会战略合作伙伴和唯一指定用车品牌,160辆东风纯电动车、100辆东风风神A60、5辆东风风行CM7被选定为官方指定用车,全程携手本届园博会。

The 10th China International Garden Expo was opened in Wuhan. As a strategic partner and the only designated car brand for the Garden Expo, DFM had 160 units of DongFeng pure electric vehicles, 100 units of DongFeng Aeolus A60 vehicles and 5 units of DongFeng Popular CM7 selected as the official cars to serve the Garden Expo during the whole process.

Environmental Responsibility

东风新能源汽车亮相新能源成果展

DongFeng new energy vehicles unveiled on new energy Exhibition

第三届中国国际节能与新能源汽车成果展在北京举行。东风公司携东风风神A60-EV纯电动轿车、东风风神E30L纯电动轿车、东风天翼纯电动城市客车、东风御风纯电动客车、启辰晨风纯电动汽车等产品参展,展示了东风汽车在新能源成果方面的品质实力。

The 3rd China International New Energy Vehicles and Electric Cars Exhibition was held in Beijing. DFM participated in the exhibition with DongFeng Aeolus A60-EV pure electric cars, DongFeng Aeolus E30L pure electric car, DongFeng Tianyi pure electric city bus, DongFeng Yufeng pure electric bus, Venucia Chenfeng pure electric car and other products, showing the quality strength of DFM in the new energy results.



全国政协副主席、科技部部长万钢参观东风展台 Wan Gang, CPPCC Vice Chairman and Minister of Science and Technology, visited DongFeng's booth

主要产品介绍

Introduction to Main Products

东风风神 E30L 纯电动轿车

Dongfeng Fengshen E30L Series EV

东风风神E30L纯电动轿车是东风公司基于纯电动轿车特性全新开发的车型。动力总成系统由驱动电机、变速箱、整车控制器、锂离子动力电池组成。整车实现制动能量回收、电动真空助力及电动转向助力,配备电动空调及暖风。

Dongfeng Fengshen E30 Series EV is a newly developed model platform based on EV features. The power assembly consists of a drive motor, a transmission, a vehicle controller and lithium-ion power batteries. These vehicles come with brake energy regeneration, electric vacuum pump, electric power steering as well as electric air conditioning and heating.



主要性能参数 Key Performance Parameters	
车型名称 Model	E30L
长宽高(mm) LxWxH(mm)	2995*1540*1595
额定乘员数(人) Rated Passenger Count	4
最高车速(km/h) Top Speed (km/h)	≥ 80
整备质量(kg) Kerb Weight (kg)	995
续驶里程(km) Range (km)	150

东风 A60-EV 纯电动轿车

Dongfeng A60-EV

A60-EV是一款四门五座的换电式纯电动轿车,动力总成系统由驱动电机、电机控制器、减速箱、换电式动力电池等组成。整车具有动力电池快换功能,具备外接充电、主动能量回收功能,配备电动助力转向,电动空调及液晶仪表等。

A60-EV is a four-door, five-seat, battery-changeable EV with a power assembly consisting of a drive motor, a motor controller, a gearbox and changeable power batteries. This vehicle features rapid power battery change, external charging, active energy regeneration, electric power steering, electric air conditioning and LCD-based instruments.

主要性能参数 Key Performance Paramete	rs		
长×宽×高(mm) LxWxH(mm)	4680 × 1720 × 1515		
轴距(mm) Wheelbase (mm)	2700	-	
整备质量(kg) Kerb Weight (kg)	1430		
额定乘员数(人) Rated Passenger Count	5		1
最高车速(km/h) Top Speed (km/h)	130	2/2	
一次充电续驶里程(km) Range (km)	≥170		20
1			

环境责任

Environmental Responsibility



主要性能参数 Key Performance Parameters	
长宽高(mm) LxWxH(mm)	6350*2036*2590/2840
最高车速 (km/h) Top Speed (km/h)	100
最大总质量 (kg) Max. Gross Weight (kg)	4000
额定载质量(kg) Rated Payload (kg)	1500
续驶里程(km) Range (km)	200

东风御风纯电动车

Dongfeng Yufeng EV

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

Dongfeng Yufeng EV was built upon the proven Dongfeng Yufeng platform. It features a high-performance lithium-ion battery pack and a permanent magnet motor, with electric air conditioning and wireless charging systems as well as an ordinary, business or luxury interior optionally available. It can be changed into a passenger/commercial vehicle as required by customers.

东风纯电动中重型物流车

Dongfeng Medium- and Heavy-duty EVs for Logistics

东风纯电动中重型物流车搭载125kWh磷酸铁锂高能量密度动力电池、配置120kW直驱电机,行驶过程零排放、无污染、无噪音,绿色环保。2015年在深圳推广应用4100台。

Dongfeng medium- and heavy-duty EVs for logistics each come with 125-kWh high energy-density lithium iron phosphate batteries and a 120-kW direct drive motor, with zero emissions, no pollution and no noise, making them green vehicles. DFM introduced 4,100 such EVs in Shenzhen City in 2015.

主要性能参数 Key Performance Parameters	
长×宽×高(mm) LxWxH(mm)	8950 × 2490 × 3800
轴距(mm) Wheelbase (mm)	5200
整备质量(kg) Kerb Weight (kg)	8200
最高车速(km/h) Top Speed (km/h)	85
一次充电续驶里程 (km) Range (km)	120 (40 km/h等速) (at 40 km/h)



开展环保公益活动

Environmental and Charitable Events

东风"碳平衡"生态经济林项目自2012年3月启动以来,累计投入资金900万元,分别在湖北恩施市、十堰市打造生态经济林,植树固碳,保护环境,促进农民增收。

The DFM Carbon Balance afforestation project has received 9.0 million yuan since it was launched in March 2012. DFM created forests for both environmental and financial purposes in the cities of Enshi and Shiyan, Hubei Province in order to achieve carbon sequestration and environmental protection while helping local farmers increase incomes.





旗下东风汽车股份有限公司负责实施的东风(恩施)"碳平衡"生态经济林项目获评"2015明善公益榜●上市公司年度最佳公益实践"奖。

The DFM (Enshi) Carbon Balance afforestation project for which DFAC is responsible received the Mshan Best Environmental Practice of the Year Award 2015.



旗下东风电动车公司开展 "E动江城" 东风风神E30新能源汽车巡展活动,旨在推广东风品牌新能源汽车,倡导 "绿色出行" 理念。巡展共分9站,覆盖湖北省武汉市各区9个街道办事处,历时35天。

DFEV conducted the "E-motion in Wuhan" Dongfeng Fengshen E30 NEV exhibition tour intended to promote Dongfeng NEVs and the concept of "Green mobility." This 35-day event was held in nine sub-districts across Wuhan City.

Environmental Responsibility



旗下东风本田汽车零部件有限公司等16家Honda在华关联企业参加了在内蒙古兴和县举办的以"绿色未来、你我共创"为口号的植树造林活动。本次活动共植树1400亩,可以起到持续改善当地生态环境的作用。

Sixteen China-based Honda affiliates such as DHAC engaged in an afforestation event with a slogan of "Let's work together for a green future" in Xinghe County, Inner Mongolia. This event has led to 93.3 hectares of trees, which in turn will contribute continuously to local environmental improvements.



旗下东风日产乘用车公司联合南方电网传媒有限公司、海南电网有限责任公司举行"海南岛环岛行"暨国际旅游岛清洁能源公益行活动。

Dongfeng Nissan partnered with China Southern Power Grid Media Co., Ltd. and Hainan Power Grid Co., Ltd. to hold the "Hainan Island Tour" Clean Energy Promotion Event.



Responsibility for Charity

公益管理

Charitable Event Management

基金会介绍

Foundation Profile



2012年,经国家民政部批准,东风汽车公司筹建成立"东风公益基金会"。该基金会为非公募基金会,注册资金为5000万元人民币,主要为公司"润"计划中公益项目实施提供执行平台和资金支持。2015年,东风公益基金会年初余额为5343.19万元,全年收入1322.86万元,全年支出1043.88万元,年末余额为5622.17万元。

DFM founded the Dongfeng Benevolence Foundation (DFBF) in 2012 with approval from the MCA. With registered capital of 50.0 million yuan, this non-public foundation focuses on providing platform and monetary support for implementing charitable projects as part of the Nurturing Program. In 2015, for example, DFBF saw an initial balance of 53.4319 million yuan, an annual income of 13.2286 million yuan and annual spending of 10.4388 million yuan, leading to a year-end balance of 56.2217 million yuan.

基金会宗旨

The Aim of DFBF

东风公益基金会是东风汽车公司根据社会责任"润"计划的整体部署,为履行社会公益责任而搭建的"大东风"公益协同实施、支撑平台。其宗旨是:弘扬社会美德,奉献东风爱心,倾力公益事业,促进社会和谐。

DFBF is a Dongfeng-wide collaborative charitable event implementation and support platform built to fulfil the corporate responsibility for charity in accordance with the Nurturing Program. It aims to promote virtues and show DFM's benevolence, thus contributing to charity and harmony across society.

基金会管理体系

The Foundation Management System

东风公益基金会结合东风公司及基金会的各项管理章程、制度,制订了《东风公益基金会基金管理办法》。2015年3月,基金会对《基金管理办法》进行了修订和完善;11月,东风公益基金会2014年度业务开展情况通过国家民政部审计,基金会总体运作情况良好,各项业务均按照业务范围开展,无违规事项。

DFBF developed the *Dongfeng Benevolence Foundation Measures for Fund Management* in combination with various administrative regulations of DFM and DFBF itself. In March 2015, DFBF revised this document. In October, the *Dongfeng Motor Corporation Measures for Corporate Social Responsibility Management* was revised with a focus on requirements for donation to the outside of DFM. In November, the 2014 DFBF business report passed an audit by the MCA, showing that this overall foundation operations were good as exemplified by full compliance.



全年支出

5622.17 _{万元}

年末余额

公益行动

Charitable Action

对口援藏十三年 东风"十二五"援藏圆满收官

DFM Finishes Tasks in the 12th Five-Year Plan Period as Part of 13 Years of Assistance to Tibet

2002年始,东风汽车公司按照中央对口支援西藏相关工作部署,东风汽车公司对口西藏昌都市贡觉县开展援藏工作。东风专门成立以集团主要领导牵头的援藏工作领导小组,不断推进援藏工作开展。十三年来,累计投入资金7000余万元,实施项目59个,援助工作从单纯的项目建设、改善硬件向教育、医疗、文化、产业、智力等全方位、多角度的支援转变,为贡觉县经济社会发展作出了积极贡献。

Ever since 2002, DFM participated in poverty alleviation in Gonjo County, Changdu Prefecture, according to the plan that the central government made for the Tibet poverty alleviation. To this end, DFM set up a leading group office of assistance to Tibet headed by major officials of the Group and has since been providing such assistance. Over the past 13 years, DFM has spent over 70 million yuan in 59 projects and has evolved from pure project implementation and infrastructure improvement toward comprehensive assistance in such areas as education, medical care, culture, industry and intelligence, thereby contributing actively to the local economy as well as the society development.



累计投入



实施项目



社会公益责任

Responsibility for Charity

产业援藏 促进经济社会和谐发展

Industrial Assistance to Promote Socioeconomic Development in Tibet

多年来,东风通过不断努力,开创了西藏贡觉县产业援建的先河,实现了从"输血"到"造血"的援藏模式的转变,为央企创新援藏提供了借鉴。在援藏项目选择上,公司充分结合当地实际,挖掘县域经济发展潜力,推动了贡觉县社会经济的持续健康发展。

With years of efforts, DFM has taken the lead in providing industrial assistance to Gonjo County, Tibet. By enabling the assistance-to-Tibet pattern to change from pure reliance on external assistance to localization, DFM has become a paradigm for centrally-administered SOEs to innovate such assistance. With regard to selecting projects for assistance to Tibet, DFM fully considers local conditions to unleash this county's potential of economic development, fueling the sustainable, healthy socioeconomic development there.

东风针对贡觉县以农牧业为主的基本情况,经过实地调研和多方沟通,东风汽车公司先后投资230万元,在贡觉县莫洛镇援建了糌粑加工厂、藏香加工厂等。东风公司的产业援藏,不仅促进了高原优势特色产业的发展,同时带动了当地就业,提升当地收入水平。

Given that Gonjo County focuses on agriculture and stockbreeding, DFM has invested 2.30 million yuan in building Tibetan tsampa, incense and other plants in Moluo Town after field research and multiparty communication. The industrial assistance from DFM to Tibet has



promoted not just the growth of locally advantageous industries but also local employment and average income.

医疗援藏 成为东风援藏特色名片

DFM-unique Medical Assistance to Tibet

东风是央企唯一一家开展医疗援藏的企业。2003年以来,东风汽车公司先后组织八批共30余名技术精湛的医务人员赴 贡觉县开展医疗援藏服务,促进当地医院科室建设;并坚持为当地医院开展临床教学和技能培训,为贡觉县培养急需的 医疗人才和后备力量。

DFM is the only centrally-administered SOE which provides medical assistance to Tibet. DFM has sent eight batches of, or 30, doctors to Gonjo County for medical assistance, promoting the development of the departments of local hospitals. Moreover, DFM keeps providing local hospitals with clinic teaching and skills training in order to nurture medical talent badly needed in this county.

2014年9月27日,东风医疗援藏的又一重要项目——贡觉县与武汉协和医院远程医疗系统开通。作为央企中唯一一家开展医疗援藏的企业,东风汽车公司的医疗援藏已成为东风援藏的一张特色名片。

On September 27, 2014, the remote medical system between Gonjo County and Wuhan Union Hospital of China, another important assistance-to-Tibet project by DFM, was launched. Medical assistance to Tibet has become a "business card" of DFM as the only centrally-administered SOE which provides medical assistance to Tibet.



文化教育援藏 开启文明与希望之路

Cultural and Educational Assistance to Tibet: a Road to Civilization and Hope

"十二五"援藏期间,东风公司通过开展医疗技术培训、艺术团培训、乡镇干部培训、职业教育培训等,不断为贡觉县培育优秀人才。同时,东风还与贡觉县政府共同出资成立贡觉县"东风润苗"教育基金,建立贫困大学生、高中生助学金计划,让孩子们对于未来有了更多期待。2014年"东风润苗"教育基金首次发放20万元,共资助大学新生和内地西藏高中班学生共38人。

DFM kept nurturing talent for Gonjo County in the 12th Five-Year Plan period by providing medical skills, art group, rural government official and occupational training and education. In the meantime, DFM co-invested with the Gonjo County Government in founding the Dongfeng Children Nurturing Action education fund as well as funding programs for high-school and university students, making local children have higher hopes for the future. In 2014, this fund offered 200,000 yuan for the very first time to 38 first-year university students and high-school students who were studying in the rest of China.

2015年8月26日, 贡觉县隆重举行"东风润苗"教育基金发放仪式。此次发放助学金20万余元, 共资助贡觉籍大学新生和内地西藏高中班学生55人, 其中大学新生45人, 内地西藏高中班新生8人, 大二贫困生2人。

On August 26, 2015, Gonjo County Government held the Dongfeng Children Nurturing Action education fund granting ceremony, providing over 200,000 yuan to 55 local students who were studying in the rest of China, including 45 first-year university students, eight first-year high-school students and two second-year university students.



基础设施建设 打造祖国西部"东风城"

Building Infrastructure to Build the Westmost DFM Towns in China

公司先后为贡觉捐建县委综合办公楼、东风宾馆、东风和谐广场等基础设施,并为全县十二个乡镇购置了办公设施,援建了相皮乡曲日玛、莫洛镇夏日东风示范村等项目。东风的援藏项目直接改善了贡觉县城和乡镇的基础设施,美化了环境,方便了群众,提高当地生活水平,促进了民族团结。



当地居民在东风宾馆前的广场上载歌载舞 Local residents are dancing at the square in front of the DFM Hotel

DFM has invested in infrastructure in Gonjo County, such as the office building of the county CPC committee, the DFM Hotel and the DFM Harmony Square. We have also bought office equipment for 12 townships and towns throughout this county and implemented projects such as the one in Qurima, Xiangpi Township and the Xiari DFM Village in Moluo Town. DFM assistance-to-Tibet projects have made direct improvements to the infrastructure in the county town of Gonjo and its townships and towns, environmental beautification and conveniences to the local public, raising the local standard of living to a new level.

Responsibility for Charity

扎实推进援疆工作 "维稳团结"作用逐步体现

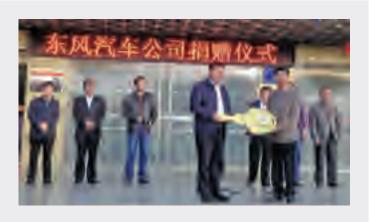
Steady Assistance to Xinjiang with a Role in Maintaining Local Stability and Unity

东风对口援建新疆柯坪县的项目于2013年正式启动,截至目前投入货币资金和财产物资共计400余万元。2015年,公司捐赠两台东风风尚客车,支持柯坪县公共交通事业发展,捐赠两台风神AX7,改善基层政府用车情况;在基础设施援建方面,捐资援建文化大礼堂、庭院经济建设和村级基层阵地。其中,文化礼堂已经成为村民文化娱乐活动中心;庭院经济建设为每户建造了一座60平方的葡萄架,实现农民增收,改善农村环境。目前,各对口项目均已顺利验收并投入使用。

DFM officially launched the assistance program for Kalpin County, Xinjiang Uyghur Autonomous Region in 2014. So far, DFM has invested over 4.0 million yuan worth of cash and assets in this program. In 2015, DFM donated two Dongfeng Fengshang buses to support public transit in Kalpin County and two Fengshen AX7 as additions to the vehicles available to local governments at the grass-roots level. With regard to infrastructure, DFM invested in cultural auditoria, local courtyard economy and the so-called Village-level Front. Of these, the cultural auditoria have become the cultural and entertainment activity centers of local villagers. On the side of courtyard economy, DFM built a 60-m² grape trellis for every local household to help farmers increase incomes and improve the rural environment. Up to now, all the DFM assistance projects have been accepted and put into operation.

2015年11月2日至3日,东风汽车公司(党委)办公室副主任李平安、东风新疆汽车有限公司党委书记靳军、东风乘用车公司大客户总监吕泽组成东风定点扶贫工作调研组深入柯坪县考察了扶贫开发项目,并向柯坪县捐赠了两台东风风尚大客车和两台东风风神AX7。

On November 2-3, 2015, a DFM poverty alleviation research team consisting of Li Ping'an, Deputy Director, the Office of the DFM CPC Committee, Jin Jun, General Secretary,



DFM Xinjiang and Lv Ze, Large Account Director, DFPV went to study DFM poverty alleviation and development projects in Kalpin County, to which they donated two Dongfeng Fengshang buses and two Dongfeng Fengshen AX7 on behalf of DFM.

积极开展对口援桂工作 "百县万村"工作步入新阶段

Assistance to Guangxi in the New Stage of the Counties and Villages Program



自2013年启动对口帮扶广西马山县工作以来,东风汽车公司已累计向马山县投资援建资金近200万元,通过捐赠环卫车,援建文化活动室,修建饮水工程等改善百姓生活,推动地方发展。2015年,东风汽车公司制定《帮扶马山县开展"百县万村"活动实施方案(2015年 - 2017年)》,投入资金支持马山县立新村外托屯骑行道路沙石建设和村委会办公场所外围改善,并响应国资委号召,联合中国残疾人福利基金会援建马山县残疾人康复站。9月16日,东风汽车公司首批援桂干部前往马山县白山镇立新村任职第一党委书记。至此,东风对口援桂工作步入新阶段。

DFM has invested nearly 2.0 million yuan in Mashan County, Guangxi Zhuang Autonomous Region since it began providing this county with assistance in 2013. By donating sanitation vehicles, building cultural rooms and implementing drinking water projects, DFM has contributed to a higher local standard of living and socioeconomic development. In 2015, DFM developed the Scheme for Implementing the Counties and Villages Program in Mashan County (2015-2017). We provided financial support for building a road in Waituotun, Lixin Village, Mashan County and improving the surroundings of the village committee. In addition, we partnered with China Foundation for Disabled Persons (CFDP) to build the rehabilitation service station for people with disabilities in this county in response to the instructions of the SASAC. On September 16, 2015, one of the first DFM officials involved in assistance to Guangxi went to Lixin Village as the Chief General Secretary of its CPC committee. DFM assistance to Guangxi therefore entered a new stage.

全面推进"润楚工程" 对口支援湖北省贫困地区

The Nurturing Hubei Program to assist poor areas in Hubei Province

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

DFM implemented the 616 Project in Enshi City and Wufeng County as part of the Nurturing Hubei Program. We also implemented the Help Migrants from the Three Gorges Dam Project in Xingshan County, Yichang City, the New Socialist Countryside Project in Fangxian County, Shiyan City and the pilot Well-off Project in Danjiangkou City, fueling economic and cultural development in poor areas of Hubei Province.

2015年,公司以"夯实三农基础,改善农村民生,实现客运到村,建设美丽乡村"为主题开展"三万"活动。活动期间,东风工作队共投入资金100余万元,为房县红塔镇的四个帮扶村切实办实事、办好事,并荣获湖北省"三万活动先进工作队"称号。

活动期间,在红塔镇沿村修建16个公交停靠站,为驻点村修建3条"东风路",安装40盏太阳能路灯,维修灌溉水渠1.5公里,极大改善了当地农业生产和农民出行;"村村通"客车公益保养、"送医下乡"爱心义诊等公益活动,拓宽了活动的载体与内涵。

In 2015, DFM implemented the 30,000 Initiative with a theme of "Lay a solid foundation for the development of agriculture, the countryside and farmers, raise the rural standard of living, make passenger transit services available to villages and build a beautiful countryside." The DFM workgroup invested over 1.0 million yuan in this initiative, including assisting four villages in Hongta Town, Fangxian County, and therefore was identified as one of the Excellent Workgroups in Hubei Province.

During this initiative, DFM built 16 bus stations and three DFM Roads in villages of Hongta Town, in addition to 40 solar street lights and irrigation canals of 1.5 kilometers in





total length, greatly improving local agricultural production and mobility. DFM also conducted charitable events such as bus maintenance available to all villages and medical care to the countryside, adding to events which benefited local people.

Responsibility for Charity

东风润苗行动

The Dongfeng Children Nurturing Action



2013年5月6日,公司启动"湖北希望工程东风润苗行动"。该行动计划与湖北省青少年发展基金会合作,投入资金1200万元,在湖北省内贫困山区、革命老区、少数民族等地区,援建12所"东风希望小学",资助至少5000名贫困生完成小学阶段教育,具体从"衣、食、住、行、学"五方面实施援建。

On May 6, 2013, DFM launched the Dongfeng Children Nurturing Action. This action plan partners with the Hubei Youth Development Foundation (HBYDF) to invest 12.00 million yuan in building 12 Dongfeng Hope Elementary Schools and funding at least 5,000 students for elementary education in poor, mountainous and ethnic minority group-dominated areas across Hubei Province. Specifically, DFM will provide assistance in terms of clothing, foods, housing, mobility and schooling.

首批六所"东风希望小学"全部竣工

The First Batch of Six Dongfeng Hope Elementary Schools Are in Place



省内第二批"东风希望小学"援建正式启动

DFM formally Starts the Building of the Second Batch of Hubei-based Dongfeng Hope Elementary Schools

2015年9月10日,公司旗下神龙汽车公司向宜昌市兴山县昭君镇中心小学捐赠100万元爱心款,援建该校基础设施建设,标志着"东风润苗行动"第二期援建正式启动。未来两年内,公司计划在湖北省红安、十堰、兴山、英山援建第二批、共6所"东风希望小学"。

On September 10, 2015, DPCA donated 1.0 million yuan to the Central Elementary School, Zhaojun Town, Xingshan County, Yichang City for infrastructure building, marking the formal start of the building of the second batch of Dongfeng Hope Elementary Schools. For the next two years, the Company plans to build six such schools in the counties of Hong'an, Xingshan and Yingshan as well as Shiyan City, Hubei Province.



省外地震灾区"东风希望小学"陆续竣工

Dongfeng Hope Elementary Schools in Earth-stricken Areas Outside Hubei Province Are Finished One by One

2014年,东风润苗行动走出湖北,在地震灾区四川雅安 芦山县和云南鲁甸共援建3所"东风希望小学"。位于雅安 芦山地震灾区的东风本田希望小学已于2015年10月16日 竣工。该小学占地面积1.6千平方米,共二层教学楼,可 容纳百余名学生就读。

In 2014, the Dongfeng Children Nurturing Action went beyond Hubei Province and started building three Dongfeng Hope Elementary Schools in the earthquake-stricken Lushan County, Ya'an City, Sichuan Province and Ludian County, Yunnan Province. Of these, the Dongfeng Honda Hope Elementary School in Lushan County was finished on October 16, 2015. This school is 1,600 m² in area and has a two-story teaching building which is able to house over 100 students.





社会公益责任

Responsibility for Charity

开展"东风润苗行动"——爱心助学微公益系列活动

Dongfeng Children Nurturing Action - A Series of Charitable Events to Bring Children Back to School

东风旗下各单位通过开展"东风希望课堂"、"寒冬送温暖"、"一本旧书"、"健康益起来"、"心语心愿"等微公益活动,丰富"东风润苗行动"的形式和内涵,实现东风润苗行动"衣食住行学"全方位关怀。

The DFM BUs added to the Dongfeng Children Nurturing Action by carrying out charitable events such as the Dongfeng Hope Classroom, Warmth in Winter, An Old Book, Healthy Growth and Your Wish, achieving comprehensive care in such dimensions as clothing, foods, housing, mobility and schooling.



东风鸿泰控股集团有限公司:"健康益起来"爱心体检活动 Dongfeng Hongtai: the Healthy Growth Checkup



东风汽车有限公司:希望小学新学期公益慰问 DFMC: Visiting Hope Elementary Schools in the new semester

"湖北省东风流动家长学校"宣传车

The Publicity Vehicles for the DFM Mobile Parents' School in Hubei Province

2015年,东风公司向湖北省妇女儿童发展基金会捐赠12辆东风风行菱智作为"东风湖北省流动家长学校"宣传车,以"服务社会、服务基层、服务家庭"为宗旨,在湖北省农村开展家庭流动课堂活动。2015年,该活动共计在恩施、黄石、十堰、随州、天门、咸宁、仙桃等地累计开展家庭流动课堂活动近200场次。

In 2015, DFM donated to the Hubei Women and Children's Development Foundation 12 Dongfeng Fengxing Lingzhi vehicles as the publicity vehicles for the DFM Mobile Parents' School in Hubei Province. Intended to serve families, the grass-roots and society, this event provides mobile classrooms in rural areas of Hubei Province. In 2015, this event provided nearly 200 such classrooms in places such as Enshi, Huangshi, Shiyan, Suizhou, Tianmen, Xianning and Xiantao.



社会责任月期间 旗下各单位开展各具特色的公益活动

The DFM BUs Carry Out Distinctive Charitable Events to Bring Children Back to School



东风雷诺汽车有限公司:向西藏儿童捐赠书籍 Dongfeng Renault: Donating books to Tibetan children



郑州日产汽车有限公司:"牵手工程一快乐成长计划" 捐书活动 Zhengzhou Nissan Automobile Co, Ltd.: Books donation in the name of "hand in hand, grow up happily"



东风本田汽车有限公司:"小学生帮扶" 五周年活动见面会 Dongfeng Honda: The meeting for the 5th anniversary of the Assistance to Elementary School Students



东风裕隆汽车有限公司:爱心车队为高考考生护航 Dongfeng Yulon: Sending students to the National College Entrance Exam rooms



东风乘用车公司:捐一份书香 献一片爱心 DFPV: Donating books



东风汽车股份有限公司:成立"碳平衡"生态林苗苗护卫队

DongFeng Automobile Co., Ltd.: Set up a tree protection group made up by children under the project of "Carbon Balance afforestation project"



东风鸿泰控股集团有限公司: 六一儿童节爱心慰问DongFeng Hongtai Holdings Group Co., Ltd.: Convey greetings and giving gifts to children in the Hope School on the Children's Day.

社会公益责任

Responsibility for Charity

东风志愿者

DFM Volunteers

志愿者体系、理念介绍

Introduction to the Volunteer System and Philosophy

东风公司成立"东风志愿者工作指导委员会",统一规划、组织东风志愿服务活动。"委员会"根据公司社会责任中期行动计划—"润"计划的总体部署,持续组织和动员广大青年积极参与到志愿服务活动中。目前已构建了110支"三化四有"志愿者服务队,拥有志愿者4000余人。

DFM set up the DFM Volunteer Work Guidance Committee ("the Volunteer Committee") to plan and conduct DFM volunteer events. This committee keeps organizing and mobilizing young employees in participating in volunteer services according to the Nurturing Program as the Company's medium-term CSR action plan. So far, it has set up 110 volunteer service teams with over 4,000 volunteers in all.

2015 年志愿者活动

Volunteers Events in 2015

在"东风志愿者工作指导委员会"的统一规划、组织下,东风公司持续做强"东风志愿者"品牌活动,持续深入开展"东风润苗行动"、"学雷锋"和"敬老爱老"等志愿服务品牌活动。目前已构建130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)志愿服务队,注册志愿者5000余人。2015年持续开展"学雷锋"、"阳光课堂"爱心支教、"心语心愿"微公益、"爱心义诊"、"青少年汽车见习基地"、"敬老月"、"赛事服务"等志愿服务活动80余次。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。

With centralized planning and organization by the Volunteer Committee, DFM keeps enhancing DFM Volunteer branding events such as the Dongfeng Children Nurturing Action, Learn from Lei Feng, and Respect and Care for the old. So far, DFM has set up 130 well-organized, permanent volunteer services teams with action plans already made and with over 5,000 registered volunteers in all. In 2015, these teams carried out more than 80 volunteer service activities such as Learn from Lei Feng, the Sunlight Classroom education assistance, the Your Wish charitable event, Caring Diagnosis, the Automotive Training Center for Teenagers, the Month of Respect for the Old and the Sports Event Service. These volunteer teams act with the volunteers' spirit of "Dedication, care, mutual assistance and progress" and thus contribute additionally to building a harmonious DFM.

2015年3月8日,公司团委在武汉东风阳光城日晷广场举行2014年度青年志愿服务表彰暨2015年青年志愿服务活动启动大会。武汉、十堰、襄阳、广州等各大基地同步启动2015年东风青年志愿者服务行动,3000多名青年志愿者走上街头、走进社区集中开展便民服务。

On March 8, 2015, the DFM Committee of the Communist Youth League of China held the Young Volunteers Awarding Ceremony 2014 and the Young Volunteer Service Launch Ceremony 2014 at the Sundial Square, DFM Sunlight Town, Wuhan City. DFM bases in the



cities of Wuhan, Shiyan, Xiangyang and Guangzhou simultaneously launched DFM young volunteer service events of 2015. More than 3,000 young volunteers provided convenience services on streets or in communities.



Cultural Responsibility

宣贯实践"和"文化 增强东风文化影响力

Publicizing and Implementing the Harmony Culture to Increase DFM's Cultural Influence



强化内部宣贯 提高东风"和"文化认知度

Enhancing Internal Publicity and Implementation to Increase the Recognition of DFM's Harmony Culture

为推进东风"和"文化宣贯与实践,公司开展了东风文化理念上墙活动及"和"文化知识大赛,并把东风"和"文化纳入2015年公司内部培训计划,修订了"和"文化课件,面向内训师开展了"和"文化专题培训,"和"文化理念在公司上下得到广泛传播和认同。

In order to further publicize and implement DFM's Harmony culture, the Company conducted the DFM Cultural Concept Wall Newspaper event and the Harmony Cultural Knowledge contest. We also included the Harmony culture into the internal training program of 2015. Accordingly, we modified the Harmony culture-relevant courseware and provided internal instructors with the Harmony culture-specific training. The concept of "Harmony culture" was thus spread and accepted throughout the Company.



创新文化建设 提升东风文化的影响力

Cultural Innovation to Make the DFM Culture more Influential

公司首创"企业文化指数"概念,成立课题组,开展企业文化指数模型的研发工作,初步形成了企业文化指数贯标体系,为企业文化建设评价和诊断提供科学依据。2015年,公司完成首部年度文化发展报告,对东风"和"文化战略发布一年来的实践进行系统总结。2015年4月,文化发展年度报告和东风文化指数报告在上海车展期间对外正式发布。

The Company developed the concept of "Corporate Culture Index" (CCI) and set up a project team to develop the CCI model. We have established the CCI standard implementation system to provide scientific grounds for corporate culture assessment and diagnosis. In 2015, the Company wrote its first ever annual cultural development report, which summarized the implementation of the Harmony cultural strategy in the year. In April 2015, this report and the DFM CCI report were officially released at Shanghai Auto Industry Exhibition.

指导文化建设 体现东风文化的引领力

Guiding Cultural Development and Showing the Guiding Effects of the DFM Culture

公司旗下单位根据"和"文化战略新的要求和本单位发展新形势要求,对本单位企业文化理念体系进行了更新,更加突出了对东风"和"文化的传承与文化理念体系建设的科学性。

The DFM BUs updated their respective corporate cultures according to the new requirements of the Harmony cultural strategy and their latest developments. The Harmony culture and the scientificness of their cultural systems were underscored.

东风鸿泰控股集团有限公司发布了以"龙跃鸿矫,和悦共生"为内涵的"鸿"文化理念体系;十堰管理部举行了以"和于心 变在行"为主题的企业文化建设大会,发布企业文化手册《和·变之道》;东风雷诺汽车有限公司将企业文化纲要发布活动与首款国产化车型科雷嘉亮相活动相结合,有效体现了文化"软"实力与产品"硬"支撑的融合。

Dongfeng Hongtai Holdings Group Co., Ltd., for example, released a cultural system embodying symbiotic growth; the Shiyan Administration Division held a corporate culture-specific meeting themed "Change your behavior with harmony in mind" and published *Harmony: the Path to Changes* as the corporate culture handbook; Dongfeng Renault combined the corporate cultural outline-specific press conference with the debut of Kadjar as its first locally produced model, effectively embodying the fusion of the intangible cultural power with tangible products.



丰富建设载体 促进文化建设品牌化

Enriching Means of Brand-specific Cultural Development

2015年,公司以践行东风"和"文化理念为主旨,以"寻找、推荐、评选、宣传"出"最美东风人"为目标,在全公司开展了"践行核心价值观 做最美东风人"主题宣传实践活动,评选出10名"最美东风人"。同时,"道德讲堂"活动在公司全面铺开,并向车间、班组延伸。以十堰管理部为例,近两年来其共开展各类"道德讲堂"56场次,宣传各类先进典型167人,现场直接受众员工5980多人次。在东风公司连续三届获得"全国文明单位"的基础上,东风锻造公司获得第四届"全国文明单位"称号。

In 2015, the Company held a publicity campaign themed "Be the Best DFM employees embodying our core values" to identify the Best DFM Employees in achieving the concept of the Harmony culture. In the meantime, the Ethics Classroom event was carried out throughout the Company down to the levels of small groups and workshops. The Shiyan Administration Division, for example, has held 56 Ethics Classroom sessions and publicized 167 role models among over 5,980 employees over the past two years. DFFC was named the National-level Compliant Organization after DFM was so named for three years in a row.

Cultural Responsibility

和畅东风 - 汽车公民文化活动

DFM Automotive Cultural Events

"中国好交警・中国好司机"公益活动 Good Traffic Police and Good Drivers in China



2015年4月21日, "中国好交警・中国好司机"大型公益活动——上海站,在2015上海车展媒体日现场举行,活动历时3个月,在北京、成都、广州、南京、武汉等重点城市集中开展推广活动。

On April 21, 2015, the Shanghai part of Good Traffic Police and Good Drivers in China, a large-scale public event was held at Shanghai Auto Industry Exhibition. This 3-month event focused promotional efforts in major cities such as Beijing, Chengdu, Guangzhou, Nanjing and Wuhan.

活动中东风汽车公司通过传播《中国汽车公民文明公约》,加强道路交通安全法规知识和出行文明礼仪的宣传普及,引导人们重视、关注道路交通安全,以推动我国汽车文化发展和汽车文明的提升。

By publicizing the *Code of Conduct for Chinese Drivers* and spreading knowledge about road traffic safety laws and regulations as well as the compliant drivers' behavior, DFM tried to draw public attention to road traffic safety in order to promote the development of the car culture and the compliant drivers' behavior in China.

"益路平安"东风爱心大行动圆满结束

The "Safe All the Way" DFM Care Event Comes to an End

"益路平安"东风爱心大行动以"触发爱心、传播文明"为出发点,鼓励爱心人士通过承诺、传播、践行《中国汽车公民文明公约》。活动共吸引80万爱心人士参与,东风公益基金会连同广大东风爱心员工捐助169万余元。

Intended to advocate the compliant drivers' behavior, the "Safe All the Way" DFM Care Event encouraged drivers to spread and follow the *Code of Conduct for Chinese Drivers*. This event saw participation by 800,000 people and over 1.69 million yuan donated by DFBF and DFM employees.

活动一方面号召爱心人士传播文明、奉献爱心,帮助在不文明出行引发的交通事故中致残的儿童站起来;另一方面又通过这些受伤害儿童的遭遇,为驾驶者、行人敲响警钟,让更多的人关注到出行安全、出行文明,让更多的人自觉践行《公约》精神,真正做到了在为伤残儿童们点亮希望之光的同时,佑护更多的孩子们"益路平安"。

On the one hand, this event called on people to spread compliant behavior and show their sympathy by helping children who became disabled in traffic accidents stand up. On the other hand, it sent warnings to both drivers and pedestrians through the stories of these children, letting more people become aware of safety and compliant behavior on the road and thus follow the spirit of the aforementioned code of conduct on their own initiative. While bringing hopes to these children, it contributed to the safety of more children on the road.

2015年4月, "益路平安"东风爱心大行动所救助的因交通事故而致残的3名儿童在 民政部国家康复辅具研究中心成功接受义肢安装, 康复出院。至此, "益路平安" 项目第一批救助行动圆满结束。

In April 2015, three children who became disabled in traffic accidents were fitted with prosthetic limbs at the National Research Center for Rehabilitation Technical Aids, the MCA and left hospital thanks to assistance from the "Safe All the Way" DFM Care Event. The first batch of assistance actions of this event thus came to an end.





吸引爱心人士



东风公益基金会连同 爱心员工捐助

Cultural Responsibility

东风旗下各单位开展特色活动

Distinctive Events by DFM BUs

东风旗下各单位围绕《公约》精神纷纷开展了丰富的汽车公民文化活动,不断探索出了履责项目协同支持机制,丰富和完善了汽车公民文化活动的内涵与载体。

The DFM BUs conducted a variety of automotive cultural events in line with the spirit of the aforementioned code of conduct. They devised a project collaboration and support mechanism for responsibility fulfilment while adding to the meanings and means of automotive cultural events.

■ **东风商用车有限公司:**组织开展"出彩天龙哥·中国好司机"东风天龙中国卡车驾驶员大赛,展现新时期卡车驾驶员爱岗敬业、敢于担当、勇于创新的精神,发布《中国卡车司机宣言》传播汽车文明和社会正能量。

DFCV: Conducting the "Tianlong: Good Chinese Drivers" Dongfeng Tianlong truck driver competition to show how truck drivers love their jobs, fulfil their responsibilities and innovate; releasing the Chinese Truck Drivers' Declaration to promote the desirable drivers' behavior.



■ **东风裕隆汽车有限公司:**开展阜阳市"纳智捷杯"文明交通从我做起大型公益活动,联合纳智捷车主参加活动,倡导文明交通,使文明交通渗透家家户户。

Dongfeng Yulon: Conducting the Luxgen Cup Compliant Driving event in Fuyang City, Anhui Province; inviting Luxgen owners to participate in this event and publicizing the compliant drivers' behavior to make it known to all local households.



■ **东风本田汽车有限公司**:交通安全训练营走进武汉开发区育才小学。来自东风本田的36名青年志愿者与小学生共同完成了交通安全梦课堂、交通安全训练营等活动。

Dongfeng Honda: Conducting the Traffic Safety Training Camp at the Yucai Elementary School, Wuhan Economic & Technological Development Zone, where 36 young volunteers from Dongfeng Honda carried out the Traffic Safety Dream Classroom, the Traffic Safety Training Camp and other activities with local students.



■ **东风日产乘用车公司:**举办品质论坛、安全驾驶体验营360°体验中心、 汽车公民等活动,向全社会推广"安全品质、文明出行"的安全理念。

Dongfeng Nissan: Conducting events such as the Quality Forum, the 360° Experience Center of the Safe Driving Experience Camp and Automotive Citizens in order to promote the concept of "Compliant Driving for Safety".



未来展望:责任融入 和谐共享

Vision of the Future: Responsibility Integration for Harmony and Sharing

2016年是东风汽车公司"十三五"战略的开局之年,也是公司社会责任"润"计划从"1.0时代"迈向"2.0时代"的关键之年。今年,公司将以"三个东风"战略愿景和"三位一体"企业发展软实力建设目标为指引,全面推进东风社会责任融入和管理提升,争创共享共赢,为将东风打造成为为用户提供全方位优质汽车产品和服务的卓越企业而戮力前行。

2016 marks not only the beginning year of the 13th Five-Year Plan strategy of Dongfeng Motor Corporation (DFM) but also a critical year for its CSR-related Nurturing Program to enter Era 2.0 from Era 1.0. This year, DFM will conduct CSR integration and managerial improvement in all dimensions under the strategic vision of "Three DFM's" and the goal of "Three in One" with respect to its soft power, thereby achieving benefits sharing in an all-win situation and developing DFM into an excellent company that provides users with a full range of high-quality products and services.

未来, 东风将按照国家"五位一体"总体布局和"四个全面"战略布局的要求, 认真贯彻落实"创新、协调、绿色、开放、共享"的发展理念, 深入履行央企责任, 在努力推动汽车产业文明发展的同时, 以更积极的责任实践回馈社会, 深入开展精准扶贫工作, 推动和谐社会建设, 为建设美丽中国贡献力量。

Going forward, DFM will: work in accordance with the Chinese government's overall plan for promoting all-round economic, political, cultural, social, and ecological progress and Four-Pronged Comprehensive Strategy; implement the developmental concept of "Innovation, coordination, greening, being open-minded and sharing;" fulfill the responsibility of a centrally-administered state-owned enterprise (SOE) in an in-depth manner; benefit the whole society with an even more active responsibility-related practice while contributing to the compliant development of China's automotive industry; conduct highly targeted poverty alleviation in an in-depth manner; contribute to the building of a harmonious society and of a beautiful China.



The Appendix

报告评级

Report Rating



《东风汽车公司2015社会责任报告》评级报告

受东风汽车公司委托,"中国企业社会责任报告评级专家委员会"抽选专家组成评级小组,对《东风汽车公司2015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)之汽车制造业》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《报告》编制组主要成员,并现场审查编写过程相关资料;

2.评级小组对《报告》编写过程及披露内容进行评价, 拟定评级报告:

3.评级报告提交评级专家委员会副主席及评级小组组长共同签字。

三、评级结论

过程性(★★★★★)

公司办公厅牵头成立报告编写组,公司副总经理负责对报告框架、重点内容、版式风格等进行审定;编写组对利益相关方进行识别,并通过问卷调查、访谈等形式收集相关方意见;根据公司重大事项、国家相关政策、行业对标分析、利益相关方调查等对实质性议题进行界定;计划通过公司社会责任大会发布报告,并将以电子版、印刷品、中英文版、视频版、简版等形式呈现报告,具有卓越的过程性表现。

实质性(★★★★★)

《报告》系统披露了贯彻宏观政策、客户关系管理、产品质量管理、支持科技创新、产品召回机制、职业健康保障、安全生产管理、环保产品研发、节约资源能源等汽车制造业关键性议题,叙述详细充分,具有卓越的实质性表现。

完整性(★★★★☆)

《报告》从"东风责任之道"、"经济责任"、"利益相关者责任"、"环境责任"、"社会公益责任"、"文化责任"等方面披露了汽车制造业核心指标的86.0%, 完整性表现领先。

平衡性(★★★★★)

《报告》披露了"安全生产事故数"、"员工流失率"、"职业病发病率"、"新品单车平均不良点数"、"零部件纳入不良品率"等负面数据信息,并简述企业在"巡视整改"、"'反违章'专项活动"、"交车满意度提升"等事件中的应对及改进措施,平衡性表现卓越。

可比性(★★★★★)

《报告》披露了"销售收入"、"纳税额"、"自主品牌整车销售量"、"吸纳就业人数"、"研发人员数量"、"万元增加值综合能耗增减率"等41个关键指标连续3年以上的绩效数据,并对"销售满意度"、"科技活动经费"、"行业排名"等数据进行横向比较,可比性表现卓越。

可读性(★★★★★)

《报告》以"东风化雨,润泽四方"为主题,围绕"润计划"的主要内容展开叙述,逻辑清晰,构思新颖,诠释出企业对"润"的深刻理解;报告设计以红色、白色为主色调,清新明快;图片、图表丰富多样,与文字叙述相辅相成;采用中英文版本报告,满足国内外读者的阅读需求,具有卓越的可读性表现。

创新性(★★★★☆)

《报告》开辟"聚焦2015:责任同行"板块,通过"制定发布《商德公约》,争做优秀企业公民"、"坚守环境责任,打造绿色价值链"两个专题深度阐述企业履责亮点;"数说东风"、"关于东风'十二五'"展示企业履责绩效,凸显央企责任担当;创新报告传播方式,通过发布动画视频版报告,提升报告传播效果,创新性表现领先。

综合评级(★★★★★

经评级小组评价,《东风汽车公司2015社会责任报告》为五星级,是一份卓越的企业社会责任报告。

四、改进建议

增加行业核心指标的披露,进一步提高报告的完整性。

评级小组

组长:中国企业公民委员会副会长 刘卫华

成员:北京工商大学经济学院教授 郭毅

过程性评估员 方小静

聽常川

评级专家委员会副主席

学生,一

评级小组组长



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关于本报告

About This Report

时间范围:本报告内容的时间跨度自2015年1月1日至2015年12月31日,部分内容超出上述范围。

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

以往报告发布情况:公司已连续发布公司2008 – 2014年度报告,此报告为第八次发布的年度报告。

数据说明:本报告所引用的数据均来自公司内部统计数据,如与财报有出入,以财报为准。

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

利益相关方参与报告过程的程序和方式

本报告编写得到了部分利益相关方的支持。我们通过问卷调查的方式向内外部利益相关方收集信息,对重要社会责任议题进行评分并形成关键议题矩阵;同时,公司邀请利益相关方对东风社会责任实践做出客观评价,并作为报告内容的一部分。

获取方式:本报告提供纸质印刷版和PDF格式电子文档两种版本。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

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Time span: The time span of this Report is from January 1, 2015 to December 31, 2015, with part of its contents beyond this span.

Organizations: The contents of this Report came from Dongfeng Motor Corporation ("DFM") and its subsidiaries (see the organizational structure). For ease of expression, the terms such as "Dongfeng Motor Corporation," "DFM", "the Company" and "we" are used in this Report.

Previous reports: The Company has continually released 2008-2014 reports. This Report is our 8th annual report.

Data: All the data used in this Report is our internal statistics and is subject to our financial statements if there is any difference between them.

The reference standard: This Report has been prepared in strict compliance with the principle of "Be truthful, objective and open," with reference to the *Guidelines on the Fulfillment by Centrally-administered State-owned Enterprises of Their Corporate Social Responsibility* released by the State-owned Assets Supervision and Administration Commission of the State Council (hereinafter referred to as "SASAC"), the *G4 Sustainability Reporting Guidelines* published by the Global Reporting Initiative (GRI) and the *Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises* (CASS-CSR3.0).

The Procedures and Ways of Stakeholders' Participating in Reporting

This Report was prepared with the support of part of the stakeholders. We used questionnaires to gather information from internal and external stakeholders, scored important corporate social responsibility (CSR)-relevant issues and formed a matrix of the key issues; in the meantime, the Company invited stakeholders to make an objective evaluation on its CSR practice, and took such evaluation results as part of the contents of this Report.

Availability: This Report is available in the printed and PDF versions. You may ask for this Report via the following address or download it at the CSR section of our corporate website:

Address: No. 1, Dongfeng Road, Wuhan Economic & Technological Development Zone, Hubei Province

Tel: 027-84285555

Postal code: 430056

URL: http://www.dfmc.com.cn





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Feedback Form

尊敬的读者:

本报告是东风汽车公司向社会公开发布的第八份社会责任报告,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 $\sqrt{}$)		
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 □ □ 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。	
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开放性问题

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



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