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NURTURING



东风公益
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东风汽车公司 2016 社会责任报告

2016

社会责任报告

SOCIAL RESPONSIBILITY REPORT



目录 CONTENTS

领导致辞	2
Leadership Addresses	
关于东风汽车公司	6
About Dongfeng Motor Corporation	
致力于成为卓越的汽车企业公民	12
Committing Itself to be an Outstanding Car-maker Citizen	
责任管理	19
CSR Management	
政治责任	25
Political Responsibility	
经济责任	43
Economic Responsibility	
利益相关者责任	53
Stakeholder Responsibility	
环境责任	71
Environmental Responsibility	
社会公益责任	87
Responsibility for Charity	
未来展望	98
Vision of the Future	
责任荣誉	99
CSR-relevant Honors	
附录	100
The Appendix	







竺延风

Zhu Yanfeng

东风公司董事长、党委书记

Chairman & Party Secretary of DFM

非常高兴通过这份报告与大家交流东风公司履行社会责任的有关情况。

汽车是驱动现代人类文明发展的引擎，给人类带来多姿多彩的生活，使人们的生活方式从“安居乐业”到“动居乐业”。当前，新一轮科技革命与产业变革正在兴起，随着汽车产业与互联网、虚拟现实、人工智能等前沿技术深度融合，汽车产业被赋予了新的生命力，给人类带来更多的极致体验。

作为一家汽车企业，东风公司积极提供全方位优质汽车产品和服务，满足消费者需求，同时坚持将履行社会责任与企业的发展战略相结合，积极承担企业肩负的政治责任、经济责任和社会责任。过去的一年，公司坚决贯彻落实党中央、国务院的重大决策部署，积极发挥在国民经济和社会发展中的骨干带头作用，坚持将社会责任与践行“和衷共济、和合创先、和悦共生”的企业文化核心理念相结合，在抗灾救灾、扶危济困、环境保护、汽车文明等方面进行了积极实践。这份报告就是对过去一年东风履行社会责任的一次集中回顾与检视。

2017年，国内汽车行业面临的市场环境和竞争态势更为复杂。我们将继续以市场和客户为中心，以做强做优做大为目标，把提质增效和改革突破放在突出的位置，加快创新驱动，优化体系能力，全力推进东风事业再上新台阶。东风公司也将继续履行好央企的政治责任，在援藏、援疆、援桂及润楚工程等方面贡献力量。

伟大的时代孕育伟大的梦想，伟大的梦想成就伟大的企业公民。东风公司将不忘初心，继续前进，不断加强以“和”文化、“润”计划和“商德公约”为主体的“三位一体”软实力体系建设，坚持责任融入，和谐共享，推进汽车强国建设，致力于成为卓越的汽车企业公民。

竺延风

董事长致辞 Chairman of Board

It is a great pleasure to be here for exchanging the situation related to DFM in fulfilling CSR.

Automobile is an engine to driving the development of modern human civilization, which has brought a colorful life to mankind and enabled people's life style to be evolved from "living in peace and working happily" to "living in motion and working happily". Currently, a new round of sci-tech revolution and industrial transformation is emerging. Along with the deep integration of auto industry with Internet, virtual reality, artificial intelligence and other frontier technologies, the auto industry has been endowed with new vitality and brought more extreme experience to human being.

As an automaker, DFM has been actively offering comprehensive and excellent auto products and services, meeting the needs of consumers, persisting in combining CSR fulfillment with the enterprise's development strategy, actively bearing political, economical and social responsibilities which shall be shouldered by the enterprise. Over the past year, the Company has been resolutely carrying out the major decisions made by the Central Government and the State Council, actively playing a leading role in the national economic and social development, adhering to the integration between CSR and practice and corporate culture core concept of "Unite for one cause, Strive for excellence, Cooperate for win-win" and conducted active practice in disaster prevention

and relief, assistance to people in distress, environmental protection and automobile civilization and other aspects. This report is a centralized review and inspection to DFM's CSR fulfillment over the past year.

In 2017, the market environment and competition situation facing to domestic auto industry is more complicated. We will continue to, with the market and customer as the center, making it stronger, better and larger as an objective, give a top priority to quality and efficiency improvement and reform breakthrough, speed up the innovation driving, optimizing the system capacity and making all-out efforts to promote the DFM's undertaking to a new hight. DFM will also continue to fulfill the political responsibilities of the central enterprise and make a contribution in aid to Tibet, Xinjiang and Guangxi, Nurturing Hubei Project and other aspects.

A great age will breed a great dream while the great dream will achieve a great car-maker citizen. DFM will stay true to the mission and keep on forging ahead, continue to strengthen the building of "three-in-one" soft power system with "Harmony" Culture and "Business Ethics Convention" as a subject, stick to CSR integration, harmony sharing, press ahead with invigorating the country through automobile, commit itself to being an outstanding automaker citizen.



李绍烛

Li Shaozhu

东风公司总经理、党委副书记
General Manager & Deputy Party
Secretary of DFM

各位朋友，现在展现在您面前的，是东风汽车公司2016年社会责任报告，这是东风连续第九年发布社会责任报告。

君子务本，本立而道生。作为一家有着远大抱负的汽车企业，东风公司自诞生之日起，就把实现产业强国、改变人类出行方式的使命扛在肩上，接力奋斗，砥砺前行。48年来，东风累计产销汽车3400多万辆，不但推动了经济社会的发展与科学技术的进步，而且使千千万万用户追求高品质生活的梦想成为现实，我们深感荣幸。

2016年，在履行责任的道路上，我们坚持提质增效，加快创新突破，推动各项事业高质量再上新台阶。面对宏观环境、汽车行业及市场发展的新趋势、新挑战和新机遇，我们深入市场实际，聚焦客户价值，深化机制改革，加强合规运营，全年累计销量427.7万辆，完成挑战目标，销量居行业第二位，实现了“十三五”良好开局。

这一年，公司自主事业核心能力持续提升，新能源汽车事业实现新发展，改革各项瓶颈不断破解，合资事业发展开创新局面，管理水平进一步提升，人才队伍建设得到强化，员工的获得感不断提升，安全生产与节能减排目标较好完成。我们发布社会责任“润”计划2.0，扎实推进援藏、援疆、援桂、润楚工程等精准扶贫项目，确保受援地区同步全面建成

小康社会。功不唐捐，2016年，公司以良好的企业形象、卓越的品牌价值和扎实的履责成效，荣获第九届中华慈善奖、中国社会责任精准扶贫奖。公司社会责任发展指数跻身中国国有企业10强。

与伟大时代同行，我们永远在路上。伴随着新一轮科技革命的蓬勃兴起，汽车产业正在发生深刻变革，智能化、网联化、电动化、共享化的大潮澎湃而至。躬逢此变革时代，汽车人只有主动作为，才能把握趋势、赢得未来。2017年，我们将更加聚焦客户价值，强化商品和营销，乘势而进，全力拼搏，努力跨越更高的事业目标。

为者常成，行者常至。我们由衷渴望与您携手，被尊重、受信赖，秉承“东风化雨 润泽四方”的理念，切实履行政治责任、经济责任、利益相关方责任、环境责任、社会公益责任，把东风建设成为卓越的汽车企业公民！

A stylized handwritten signature in black ink, likely belonging to Li Shaozhu, written in a cursive script.

总经理致辞

Address by the General Manager

All friends, today, we are presenting you a 2016 CSR Report of DFM. It is a CSR report published by DFM for the 9th consecutive year.

The Superior Man concerns himself with the fundamentals. Once the fundamentals are established, the proper way (Tao) appears. As an automaker with great ambitions, since its founding, DFM has been shouldering the mission of revitalizing the country through industry and changing human's traveling way, making its utmost efforts in forging ahead. Over the past 48 years, DFM has made and sold more than 34 million vehicles in total, which have not only pushed forward the economic and social development and the scientific and technological progress, but also enabled the dreams of myriads of users pursuing high-quality life to come true. It is a really great honor for us.

In 2016, on the path to the CSR fulfillment, we has persisted in quality and efficiency improvement, accelerated the innovation breakthrough and pushed the various undertakings to a new height by good quality. To be confronted with new trend, new challenge and new opportunity of macro-environment, auto industry and market development, we have been going deep into the actual market demand, focusing on customer value, deepening the mechanism reform and strengthening the compliance operation. We have achieved a total sales of 4.277 million vehicles, accomplished the challenge target, with the sales ranking No. 2 in the industry and a good start of the "13th-five Year Plan" period achieved.

Over the year, the Company's independent business core competence of the has been continuously upgraded, resulting in new development of new energy automobile undertaking, continuous breaking of bottlenecks for reform, new situation of joint venture development, further improvement of management level. The talent team building has been intensified, the

employees' sense of gain has been constantly improved and the goal of safety production, energy conservation and emission reduction has been accomplished in a sound way. We have released the CSR "Nurturing" Plan 2.0, made steady headway in aid to Tibet, Xinjiang, Guangxi, Nurturing Hubei Project and other accurate poverty-relief projects in a bid to build the areas to receiving the DFM's aid into a well-off society in an all-around way. All efforts are not made for nothing. In 2016, the Company won the 9th China Charity Award and China CSR Accurate Poverty-relief Award due to its excellent corporate image, extraordinary brand value and down-to-earth outcome in CSR fulfillment. The Company ranked among the top 10 state-owned enterprises in the CSR development index.

To keep abreast of the times, we are always on the way. Along with the flourish of a new round of sci-tech revolution, the auto industry is undergoing profound changes. The tide of intelligentization, internetworking, electrification and sharing is surging. To be present in such a reform era, only when automakers take the initiative to act can we we grasp the trend and win over the future. In 2017, we will lay more focus on customer value, intensify our efforts in commodity and marketing, seize the opportunities and go all out to step across higher business goal.

If someone indefatigably keep moving, he is certain to get to the destination; if someone incessantly try to act, he must be successful. We are sincerely eager to join hands with you, win your respect and trust, uphold the concept of "Life-giving breeze and rain for nurturing all sides", earnestly fulfill the political responsibilities, economic responsibilities, stakeholders' responsibilities, environmental responsibilities and public welfare responsibilities and build DFM into an outstanding automaker citizen.

关于东风汽车公司

About Dongfeng Motor Corporation

始建于 1969 年

总资产 2958 亿元人民币

员工数 16.6 万人

《财富》世界 500 强

第 81 位

公司简介

Corporate Profile

公司概况

始建于1969年

总资产2958亿元人民币

员工数16.6万人

《财富》世界500强：第81位

中国制造业企业500强：第3位

中国企业300强社会责任发展指数排名：第14位

Summary

Founded in 1969

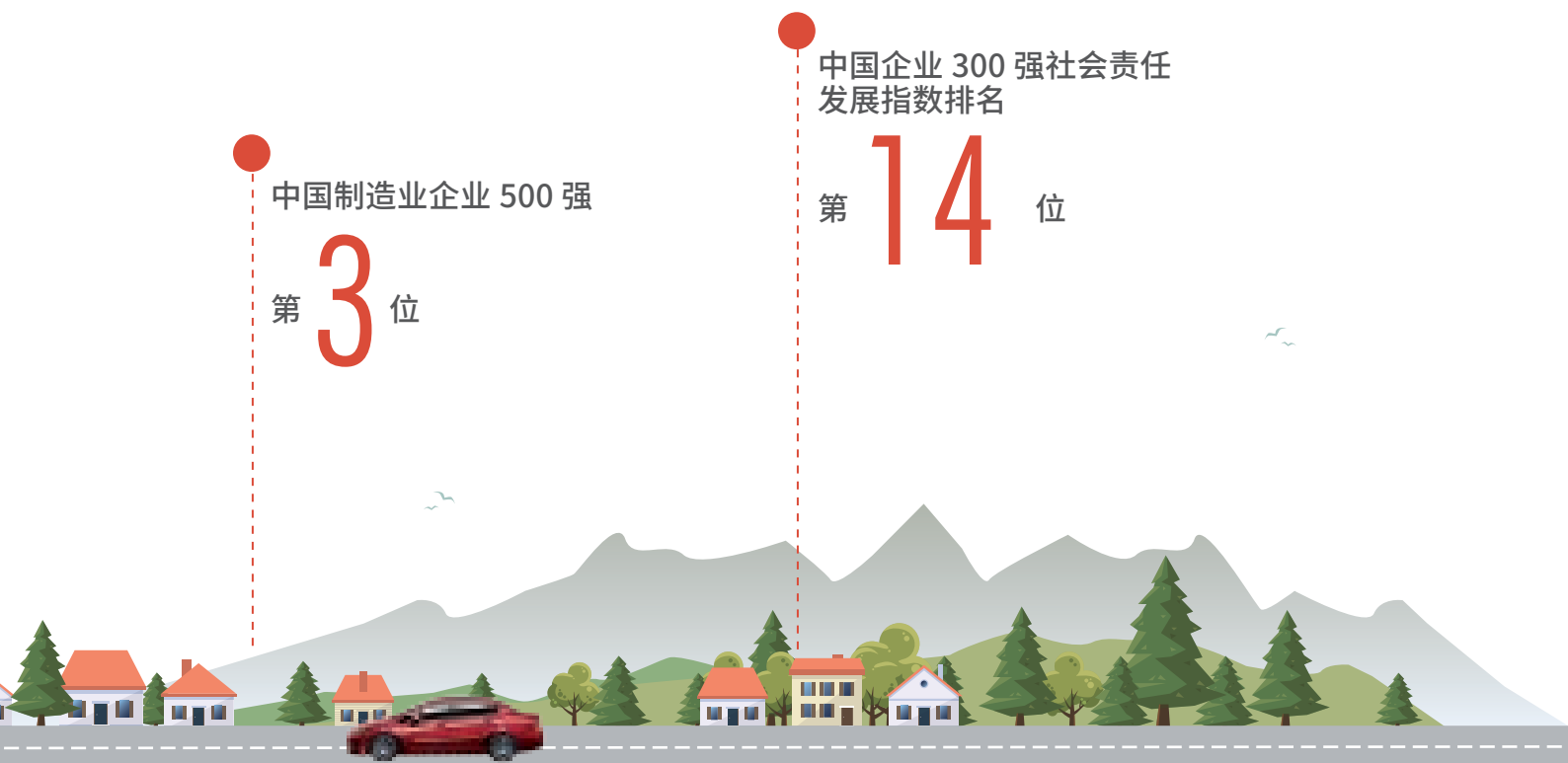
Total assets: 295.8 billion yuan

Headcount: 166,000 employees

The 81st place among the Fortune Global 500

The 3rd place among China's Top 500 manufacturers

The 14th place among China's Top 300 enterprises by the CSR Development Index



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

关于东风汽车公司

About Dongfeng Motor Corporation

事业布局

Business Overview



历史沿革 Milestones



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.

关于东风汽车公司

About Dongfeng Motor Corporation

组织机构

Organization Bodies



“三位一体”企业软实力体系

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。

DFM released the CSR “Nurturing” Plan in 2012, published “Harmony” cultural strategy in 2014 and took the lead in issuing Business Ethics Convention among the central enterprises and in the auto industry. So far, DFM has initially established a “three-in-one” soft power system with “Harmony” Culture and “Business Ethics Convention” as a subject.



致力于成为卓越的汽车企业公民

Committing Itself to be an Outstanding Car-maker Citizen

东风社会责任“十三五”规划——“润”计划 2.0

DFM's "the 13th-five Year Plan" for CSR – "Nurturing" Plan 2.0

为适应国家经济社会发展要求和东风公司发展战略，公司制定了新一轮社会责任五年规划，以进一步加强战略引领，深化责任融入，提升社会责任工作整体水平，打造卓越的汽车企业公民，不断增强经济新常态下的可持续发展能力。东风公司社会责任“十三五”规划定名为“润”计划2.0，以体现对“十二五”期间“润”计划战略思想、行动实践的传承与发展。

For the purpose to adapt to the national economic and social development requirements and DFM's development strategy, the company has laid down a new round CSR five-year plan for further strengthening the leading role of strategy, deepening the CSR integration, elevate the overall level of CSR-related work, turning itself into an outstanding car-maker citizen and continuously enhance the sustainable development capacity under the new normal of economy. DFM's "the 13th-five Year Plan" for CSR is named as "Nurturing" Plan 2.0 for embodying the inheritance and development to the strategic thinking and action practice of "Nurturing" Plan during the "12th-five Year Plan" period.

“润”计划 2.0 主要内容

Main Contents of "Nurturing" Plan 2.0

责任愿景

CSR Vision

致力于成为卓越的汽车企业公民

CSR Vision — Committing to Becoming an Outstanding Car-maker Citizen

责任理念

CSR Concept

东风化雨 润泽四方

Dongfeng, the Nurturing East Wind

指导思想

Guiding Ideology

全面贯彻党的十八大和十八届三中、四中、五中、六中全会精神，坚决贯彻党和国家的重大决策部署，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，围绕“三个东风”愿景和“三位一体”企业发展软实力建设目标，结合行业特色，全面推进公司社会责任理念融入、实践融合和管理提升，不断提升东风责任竞争力、品牌影响力和可持续发展能力，为实现东风梦和汽车强国梦贡献力量。

Guiding ideology — Comprehensively implement the spirits of the 18th National Congress of the Communist Party of China, the third, fourth, fifth and sixth plenary sessions of the 18th central committee, follow the requirements of "five-in-one" overall layout and "four-pronged comprehensive" strategic layout, deeply carry out the development concept of innovation, coordination, green, opening and sharing, center on the vision of "three DFM" and "three-in-one" enterprise development soft power building target, combine the industrial features, promote the company's CSR concept integration, practice fusion and management improvement of the company's CSR in an all-around way, continuously enhance DFM's CSR competitiveness, brand influence and sustainable development capacity and make a contribution to realizing DFM's dream and auto power dream.

战略目标

Strategic Objectives

建立强有力的社会责任支撑体系，实现社会责任实践的文化引领、战略导向和多方协同；

Strategic objectives — Establishing a powerful CSR supporting system and achieving the culture leading, strategic orientation and multi-party collaboration of CSR practice;

社会责任文化和实践在利益相关方中产生广泛影响力，并获得利益相关方普遍认同；

The CSR culture and practice have produced a wide influence upon the stakeholders and obtain their universal recognition;

形成极具竞争力的可持续发展体系，社会责任发展水平保持领先并持续提升。

Form a competitive sustainable development system, with the CSR development level being kept ahead and continuously upgraded.



实践体系
Practice System

履行政治责任



坚持正确的政治方向，认真贯彻落实党和国家大政方针，为完善国家基本经济制度和巩固党的执政经济基础做出积极贡献；扎实开展援藏、援疆、援桂及润楚工程等精准扶贫工作，推进受援地区同步进入小康社会。

Fulfilling political responsibilities. Pursue a correct political direction, earnestly carry through the major policies and principles of the Party and the state, make an active contribution to improving the state's basic economic system and consolidating the Party's ruling economic foundation; sturdily launch some supporting programs targeted to Tibet, Xinjiang and Guangxi, Nurturing Hubei Project etc. and other precision poverty alleviation, push forward the supported regions to step into a well-off society in the meantime.

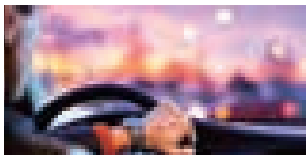
履行经济责任



不断提升经营质量，实现国有资产保值增值，并促进地方经济社会发展；到2020年，实现汽车产销560万辆，经营效益持续改善；深入贯彻“一带一路”战略，推进国际化经营；深入落实公司《商德公约》，推动构建更加规范、诚信、公平、透明的市场经济秩序。

Fulfilling economic responsibilities. Continue to improve the operating quality, achieve the maintenance and appreciation of state-owned assets, promote the local economic and social development; by 2020, realize the production and sale of 5.6 million vehicles, improve the operating benefits continuously; thoroughly carry out the "the Belt and the Road" strategy and push on internationalized operation; deeply implement the company's Business Ethics Convention, promote the building of a more standardized, honest, fair and transparent market economy order.

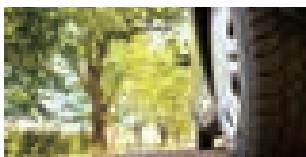
履行利益相关方责任



不断完善利益相关方责任体系和沟通机制，提升责任实践水平，精准、有效回应利益相关方诉求；努力追求客户满意，促进员工开心工作、快乐生活，实现与合作伙伴共享共赢，保护股东权益。

Fulfilling stakeholder responsibilities. Constantly improve the stakeholder accountability system and communication mechanism, raise the CSR practice level, respond to the appeals of the stakeholders in an accurate and effective way; endeavor to pursue customers' satisfaction, promote the employees to work happily and live joyfully, achieve sharing and all-win and protect the rights and interests of shareholders.

履行环境责任



坚持“节能环保地造车，造节能环保的车”的理念，着力保护生态环境，全面开展“绿色东风2020”行动，加快构建绿色全价值链，积极提供绿色产品，努力培育绿色东风文化。

Fulfilling environmental responsibilities. Stick to the concept of "making cars in an energy-saving and environment-friendly manner and making energy-saving and environment-friendly cars", strive to protect the ecological environment, comprehensively launch "Green Dongfeng 2020" action, speed up the building of green full-value chain, actively provide green products in an effort to foster a green Dongfeng culture.

履行社会公益责任



以东风公益基金会为平台，协同旗下企业参与减灾赈灾，促进教育事业，支持大众创业、万众创新，促进文明汽车社会构建等，打造特色公益项目，提升东风社会形象。

Fulfilling public welfare responsibilities. Base on the platform of Dongfeng Public Welfare Foundation, collaborate with the affiliated enterprises to participate in disaster alleviation and relief, promote the development of education undertaking, support mass entrepreneurship and innovation, push forward the building of a civilized auto society, launch public welfare projects with its own characteristics, enhance the social image of DFM.

利益相关方谈“润”计划 2.0

Comments from the Stakeholders on “Nurturing” Plan 2.0



东风
乘用车
员工
郭雪凝

“润”计划2.0是“润”计划的完善和提升，是集团十三五发展方针中“共赢发展”提出的新任务。所谓共赢发展，是说履行社会责任并不单纯是做公益，更重要的是要将责任融入到公司发展、利益相关方权益、生态环境保护等各个方面，实现可持续的共赢发展。这也是公司社会责任工作今后需要持续关注的一个方向。

“Nurturing” Plan 2.0 is the improvement and upgrading of “Nurturing” Plan and a new task proposed in the Group’s development guideline of “win-win development” for the period of the 13th Five-year Plan. The so-called win-win development is to fulfill CSR rather than engaging in public welfare alone. What is the most important is to blend the CSR into the company’s development, stakeholders’ rights and interests, eco-environmental protection and other aspects and achieve a sustainable win-win development. It is also a direction for the company’s CSR-related work calling for continuous concern in the future.



东风
商用车
经销商
张劲游

一个企业能长久发展，离不开企业所在地的外部环境的支持。企业在不同的发展阶段，应该承担不同的社会责任。在企业创立初期，诚信经营、培训和培育员工、建立企业文化是一种社会责任；企业上升发展阶段，参加社会公益事业、制定公益投入比例是一种社会责任；企业稳定成熟阶段，为政府进言献策、投身社会经济秩序建设是一种社会责任。

Permanent development of an enterprise cannot be separated from the support of external environment from local area in which the enterprise is located. In different stages of development, the enterprise shall assume different CSRs. At the initial stage of start-up for an enterprise, operating with integrity, training and cultivating employees and building corporate culture is a social responsibility; at the stage of growth and development, participating in public welfare undertaking and injecting specific investment to the public welfare is a social responsibility; at the stage of stable and mature operation; making suggestions to the government and joining in the building of social and economic order is a social responsibility.

东风汽车公司发布的社会责任“润”计划2.0，体现了东风作为央企的高度政治意识和客户意识。我17年前就是东风的用户，从买的那台蓝鸟到现在，转眼间十多年过去了，一路走来东风用实际行动和表现印证着我的人生格言：只要矢志不渝、奋斗不息，就能实现自己的目标和理想！我对东风的未来信心满满，“东风一定会吹遍祖国的每一个角落！”

The “Nurturing” Plan 2.0 released by DFM has reflected its high political consciousness and client awareness as a central enterprise. I have been a user of DFM 17 years ago. Since I bought a Bluebird car, more than a decade has passed. Along the way, DFM has been manifesting my motto of life: Persistent and unswerving efforts will make your goal and ideal come true. I am fully confident of DFM's future, “the east wind (Dongfeng) will blow through everywhere across the country!”



东风日产客户
李镇华

东风汽车公司扶贫工作队自2015年10月入驻房县五台乡金牛寺村以来，讲政治，认真贯彻各级精准扶贫政策；善谋划，进村入户，了解实情，提出把五台乡建成东风汽车公司的两个基地（优质农产品供应基地、东风职工休闲度假基地），使扶贫措施更具针对性、可持续性；作风实，工作队员先后走访贫困户1216人，包联贫困户10户，坚持每月20天吃住在乡村；办实事，参与精准识别，帮助金牛寺村制定脱贫发展规划，使五台乡金牛寺村率先整村脱贫出列。

Since DFM poverty-relief task force entered Jinniusi Village, Wutai Township, Fangxian County in October 2015, it has been adhering to the political principles and earnestly implementing accurate poverty alleviation policies at various levels; making a practical plan, paying door-to-door visits to the households for learning about the actual conditions, proposing to build Wutai Township into two bases of DFM and make the poverty relief to be targeted and sustainable; carrying forward the practical style, paying visits to 1,216 households, taking full charge of getting in touch with 10 poverty-stricken families, striving to stay in the village for 20 days per month; handling concrete affairs in a down-to-earth manner, getting involved in accurate identification, helping Jinniusi Village to make poverty-relief development plan and enable Jinniusi Village of Wutai Township to take the lead in poverty alleviation on the whole.



房县五台乡党委书记
马宗敏

作为重要的公益合作伙伴，我们与东风汽车公司合作开展“东风润苗行动”已有五年。五年来，围绕“衣、食、住、学、行”，我们看到一所又一所东风希望小学拔地而起，一场又一场微公益助学活动如期举行，一批又一批贫困青少年顺利完成学业。通过这些善举，我们看到了东风汽车公司在促进贫困地区基础教育事业上、在促进贫困青少年健康成长上的积极贡献，也看到东风汽车公司切实履行社会责任的作为和担当。

As an important public welfare partner, we have worked together with DFM in implementing “DFM Nurturing Campaign” for five years. Over the past five years, hinging around “food, clothing, shelter, schooling and travel”, we have seen the rising of DFM Hope Primary Schools one after another. A number of micro-public good student aid activities have been held as scheduled and a string of poverty-stricken teenagers have got through their academic career successfully. Through these benevolent actions, we have seen the positive contribution made by DFM in promoting the development of basic education undertaking in poverty-stricken areas and stimulating the healthy growth of poor teenagers and also witnessed DFM's behaviors and assumptions in earnestly fulfilling CSRs.



湖北省青少年发展基金会秘书长
柯建峰

致力于成为卓越的汽车企业公民

Committing Itself to be an Outstanding Car-maker Citizen

集团联动 合力推进

Joint Action for Pushing Forward in Collaboration

东风商用车有限公司
Dongfeng Commercial
Vehicles Co Ltd. (DFCV)



“十三五”期间，东风商用车有限公司将把“倍受客户、股东、员工和社会信赖”作为公司使命，在确保公司盈利的基础上，通过可持续的价值链提供有价值的产品，以符合国际规范和商业道德的方式来承担企业应担负的社会责任。公司将按照既定的价值取向，结合东风集团社会责任“润”计划战略和社会发展的实际需要，完善体系提升能力，做专做精有东风商用车特色的社会责任活动，努力实现可持续的共赢发展。

During the “13th-five Year Plan” period, DFCV will take “highly trusted by customers, shareholders, employees and society” as its mission, provide valuable products through sustainable value chain on the basis of ensuring the company to be profitable, assume its CSR as an enterprise in a way of complying with international norms and business ethics. The company will, according to its established value orientation and in combination with DFG’s strategy of “Nurturing” Plan for CSR and actual needs of social development, improve the system, enhance its capacity, engage in the CSR activities with DFCV’s characteristics in a specialized and exquisite manner in an effort to achieve a sustainable all-win development.

东风乘用车公司
Dongfeng Motor
Corporation Passenger
Vehicle Company (DFPV)



“十三五”期间，东风乘用车公司将继续积极践行央企责任，在东风社会责任“润”计划2.0的指引下，完善社会责任管理体系，提升社会责任统筹管理能力，协同专营店车友会等营销平台，打造有东风乘用车特色的社会责任活动。同时，努力将责任融入到公司发展、利益相关方权益、环境保护等各个方面，努力实现可持续的共赢发展。

During the “13th-five Year Plan” period, DFPV will, under the guidance of DFM’s CSR “Nurturing” Plan 2.0, continue its active fulfillment of CSR as a central enterprise, improve its CSR management system, enhance the CSR’s overall management capacity, collaborate with franchise stores, car club and other marketing platforms in an effort to launch CSR activities with characteristics of DFPV. Meanwhile, it strives to integrate CSR into the company’s development, rights and interests of stakeholders, environmental protection and other aspects and achieve a sustainable all-win development.



神龙汽车有限公司
Dongfeng Peugeot
Citroen Automobile Co.,
Ltd (DPCA)

在未来的发展中，神龙汽车有限公司将贯彻落实科学发展观，与客户信赖同行，成为客户远见的出行伙伴；与经销商、供应商等合作伙伴携手共赢，构建命运共同体；与员工共建共享，建设让员工有价值感的企业；实现持续的盈利性发展，回报股东的信任支持；积极承担社会责任，成为优秀的企业公民！

Amid the development of the future, DPCA will implement the scientific outlook on development, maintain the trust of customers and become a partner of far-sighted; join hands with dealers, suppliers and other partners to build a community of destiny and achieve all-win results; make concerted efforts with the employees in building a business making the employees with sense of value and sharing the value; achieve sustainable profitable development, feed back the trust and support of shareholders; actively assume social responsibilities and become an excellent corporate citizen.



东风日产乘用车公司
Dongfeng Nissan
Passenger Vehicle
Company

下阶段，东风日产将履行政治责任，继续本着“诚信经营”的服务理念，致力于为客户提供最为专业、完善、人性化的服务；履行经济责任，持续增强价值创造力，以更高目标实现对股东方、员工、供应商、经销商、地方政府等的价值回馈；履行利益相关方责任，不断成为倍受信赖的典范，实现客户、员工、合作伙伴和股东的全面满意和价值回报；履行环境责任，持续构建绿色全价值链；履行公益责任，不断传递公益正能量。

In the next stage, Dongfeng Nissan will perform its political responsibilities, continue to uphold the service concept of “operating with integrity”, commit itself to providing the most professional, perfect and humanistic service to customers; perform economic responsibilities, continue to enhance the capacity of value creation, feed back the value to the shareholders, employees, suppliers, dealers and local government etc. with a higher goal; perform stakeholders’ responsibilities, continue to become a trustworthy model and realize a comprehensive satisfaction and value feedback to the customers, employees, partners and shareholders; perform environmental responsibilities and continue to build a green whole value chain; perform public welfare responsibilities and keep on delivering positive energy of public welfare.

致力于成为卓越的汽车企业公民

Committing Itself to be an Outstanding Car-maker Citizen

东风本田汽车有限公司
Dongfeng Honda
Automobile Co., Ltd.



“十三五”期间，东风本田将秉承“成为社会期待其存在的企业”这一社会责任理念，继续为广大客户提供超越期待的产品和服务，打造令员工拥有高度幸福感和价值感的企业，并通过公司CSR中期规划“悦行动”重点项目的持续开展，不断提升履行环境和公益各方面责任的绩效水平。

During the “13th-five Year Plan” period, Dongfeng Honda will follow the CSR concept of “being a business with the existence expected by the society”, continue to offer products and services to the customers exceeding their expectations, build it into a firm making its employees with a strong sense of happiness and value, continuously launch the key program of the CSR mid-term plan “Joyful Action” in a bid to enhance the performance level of performing the responsibilities in environment and public welfare etc.

东风雷诺汽车有限公司
Dongfeng Renault
Automobile Co., Ltd.



“十三五”期间，东风雷诺汽车有限公司将秉承“生活•创新•更精彩”的企业使命，致力于“造精品车、销明星车”，加速东风雷诺事业发展。在东风社会责任“润”计划2.0的指引下，建立健全社会责任管理体系，积极履行政治责任、经济责任、环境责任、公益责任，为股东、客户、员工、合作伙伴、社会持续创造价值。

During the “13th-five Year Plan” period, Dongfeng Renault Automobile Co., Ltd. will take the corporate mission of “life, innovation and more wonderful”, devote itself to “making premium cars and selling star cars” and speed up the development of Renault’s undertaking. Guided by DFM’s “Nurturing” Plan 2.0 for CSR, it will establish a CSR management system, actively fulfill political responsibilities, economic responsibilities, environmental responsibilities, public welfare responsibilities, continue to create values for the shareholders, customers, employees, partners and the society.

完善责任组织体系

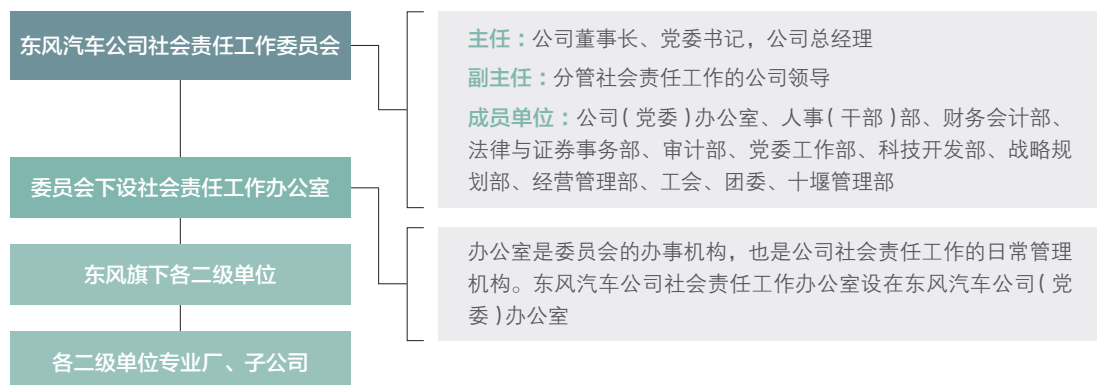
Improve the CSR Organization System

社会责任管理体系

CSR Management System

公司制定《东风汽车公司社会责任管理办法》，明确企业社会责任规划管理、执行管理和运营评价管理等方面内容，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。设立东风公司社会责任工作委员会，由公司董事长、总经理任委员会主任，集团办公室作为牵头部门，归口管理全系统社会责任工作，并组织公司旗下各单位相应部门和人员协调推进社会责任工作。

The company has formulated Measures of DFM for CSR Management, specified the contents of the CSR planning management, implementation management and operation evaluation etc, strictly implement external donation procedure and information reporting system etc. and realize the standardization and systematization of the CSR-related work. It has set up DFM CSR working committee, with the board chairman and general manager as chief, the general office as a leading department to be in charge of the CSR-related work, organize the relevant departments and personnel of various affiliated units to coordinate and advance the CSR-related work.



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.

聚焦责任核心议题

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行业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、访谈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)



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

权益人组别	权益人最关注的议题	沟通渠道 / 反馈方式	频率 / 次数
股东 / 投资者	经营业绩 ESG治理理念	<ul style="list-style-type: none"> - 股东大会 - 投资者见面会 - 业绩发布会 - 新闻稿 / 公告 - 现场调研 - 路演和反向路演 	<ul style="list-style-type: none"> - 每年举行一次股东大会 - 若有特殊情况举行临时股东大会或类别股东会议 - 不定期举行投资者见面会及现场调研 - 每年至少一次路演和反向路演
员工	雇佣及劳工 薪酬福利	<ul style="list-style-type: none"> - 员工培训 - 工会活动 - 团委活动 - 职工代表大会 - 意见和合理化建议征集 	<ul style="list-style-type: none"> - 每年每人至少一次员工培训 - 不定期举行工会活动 - 每年至少一次团委活动 - 每年至少一次职工代表大会 - 不定期意见和建议征集
经销商	产品责任 社区投资	<ul style="list-style-type: none"> - 产品培训 - 消费者投诉处理 - 产品维保 	<ul style="list-style-type: none"> - 不定期
供应商	供应链管理 产品责任	<ul style="list-style-type: none"> - 现场调研 - 供应商考核 - 质量沟通 - 电话 / 书面来往 - 驻场办公 - 供应商大会 - 公开采购招标 	<ul style="list-style-type: none"> - 每年一次供应商大会 - 每半年进行准入评价 - 不定期的驻场办公
客户 / 消费者	产品责任 研发创新	<ul style="list-style-type: none"> - 线上推广 - 线下展销会、推广活动 - 电话 - 微信 / 微博 - 新品发布会 - 市场调研 - 客户满意度调研 - 客户座谈和走访 - 处理客户投诉 	<ul style="list-style-type: none"> - 不定期
政府部门	绿色生产 经营业绩	<ul style="list-style-type: none"> - 现场调研 - 会谈 - 实地抽查 - 参与政策、标准、规划调研与制定 	<ul style="list-style-type: none"> - 不定期
社区人士	绿色生产 社区投资	<ul style="list-style-type: none"> - 现场调研 - 会谈 - 社区公益活动 - 社区共建活动 	<ul style="list-style-type: none"> - 不定期
媒体	社区投资 经营业绩	<ul style="list-style-type: none"> - 新闻稿 / 公告 - 采访 - 会议 	<ul style="list-style-type: none"> - 不定期

健全责任内外沟通

Improve the Internal CSR-specific Communication

社会责任内部沟通机制

CSR-specific Communication Mechanism

东风不断完善社会责任内部沟通机制，积极就社会责任相关议题开展有效沟通。一方面，通过沟通会、形势目标教育、访谈等形式，就企业发展、薪酬福利等内容与员工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

CSR Management System

公司不断丰富外部社会责任沟通方式。一方面，在改进现有沟通平台传播效果的基础上，充分利用互联网等新技术，开发新的传播渠道，建立多元化、多层次的传播机制，努力实现精准传播；另一方面，通过发布《社会责任报告》，编制《责任东风故事荟》、组织参加中国慈展会、制作东风社会责任宣传片等，不断拓宽责任沟通载体。

The company has formulated Measures of DFM for CSR Management, specified the contents of the CSR planning management, implementation management and operation evaluation etc, strictly implement external donation procedure and information reporting system etc. and realize the standardization and systematization of the CSR-related work. It has set up DFM CSR working committee, with the board chairman and general manager as chief, the general office as a leading department to be in charge of the CSR-related work, organize the relevant departments and personnel of various affiliated units to coordinate and advance the CSR-related work.



扫码观看《社会责任报告》视频动画

公司以2015年度《社会责任报告》为蓝本，制作视频动画，以生动有趣的形式解读东风履责绩效。

The company has made an animated video based on the 2015 CSR Report and presented the performance of DFM's CSR fulfillment in a lively and interesting way.

提升责任工作水平

Elevate the level of the CSR-related Work

开展社会责任研究

Carry Out the CSR-related Research

2016年，公司社会责任工作委员会就东风社会责任十三五规划、构建东风“三位一体”企业软实力建设理论体系、社会责任与企业品牌三项理论课题展开研究并取得成果。

In 2016, the company's CSR working committee has carried out a research on DFM's CSR planning for "the 13th-five Year Plan" period, establishing of a "three-in-one" enterprise soft power building theoretical system, social responsibilities and corporate brand etc. and made some achievements.



2016年11月，东风公司召开社会责任大会暨“润”计划2.0发布会，公司董事长、党委书记竺延风做了题为“致力于成为卓越的汽车企业公民”的主题演讲，其中就构建东风“三位一体”企业软实力建设理论体系成果进行发布。

In November 2016, DFM held a CSR conference & "Nurturing" Plan 2.0 release conference, in which the company's board chairman and secretary of the Party committee Zhu Yanfeng made a keynote speech titled "Committing to becoming an outstanding car-maker citizen", in which the achievement of establishing a "three-in-one" enterprise soft power building theoretical system was released.

公司就社会责任与企业品牌关系进行研究，研究结果表明，企业社会责任资产是其品牌资产的重要构成，可以建立品牌认知、加强品牌形象、建立品牌可信度、唤起品牌感受、创建品牌认同感和引出品牌忠诚度，能够有效提升企业品牌的差异化优势，促进客户关系的良性发展，从而进一步提升企业的市场竞争力。

The Company has conducted a research on the relationship between CSR and corporate brand. The research result has shown that the CSR asset is an important part of a firm's brand asset, which can build brand awareness, enhance the image of brand, establish brand credibility, arouse brand feeling, create brand sense of identity, draw forth brand loyalty, effectively improve the differentiation advantage of the corporate brand, promote the sound development of customer relation so as to further enhance the enterprise's market competitiveness.

开展社会责任培训

Carry Out the CSR-related Training

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。

The company has coordinated the affiliated units to get involved in the CSR-related training activity organized by Ministry of Civil Affairs and Research Center for Corporate Social Responsibility, Chinese Academy of Social Sciences in order to promote the escalation of work level of DFM's CSR practitioners, enhance the CSR management and practical level of the whole group.



2016年，公司开展“小润微课堂”CSR网络学习活动。活动总计四期课程，以活泼新颖的形式，通过“学习+答题”闯关，帮助广大员工学习社会责任基础理论知识。本次活动共有48893人/次参加，平均参与率33.49%。

In 2016, the company launched “Micro nurturing class” CRS online learning campaign. The totally four sessions of class for the campaign based on “learn + answer” for passing through difficulties have been held in a lively and novel manner so as to help the employees learn basic theoretical knowledge on CSR. A total of 48,893 employees have taken part in the campaign, with average participation rate up to 33.49%.

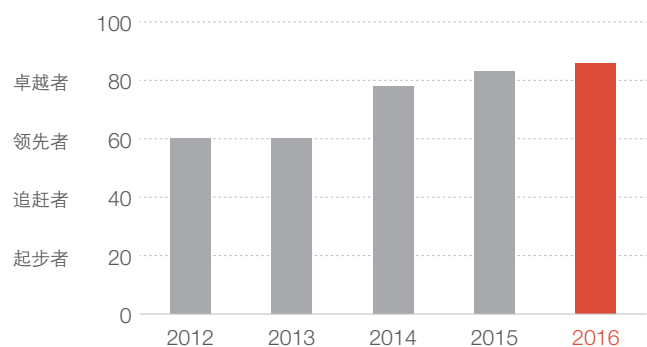
社会责任发展指数首次跻身国有企业 10 强

Ranking Among the Top 10 State-owned Enterprises in the CSR Development Index for the First Time

《企业社会责任蓝皮书(2016)》显示——2016年，东风汽车公司社会责任发展指数综合评分85.5，首次跻身国有企业10强，位列中国企业300强第14位，连续两年获评企业社会责任发展领域五星级企业。

As shown by Blue Paper of Corporate Social Responsibility (2016), in 2016, the overall rating for DFM's CSR development indexes was 85.5, enabling it to be among the top 10 state-owned enterprises, ranking the 14th out of top 300 Chinese enterprises, winning the honor of five-star enterprise in CSR development field for two years in a row.

东风汽车公司历年社会责任指数



政治责任

Political Responsibility

润色国计民生 与国家共繁荣

Enhancing national welfare and the people's livelihood
for seeking common prosperity with the nation

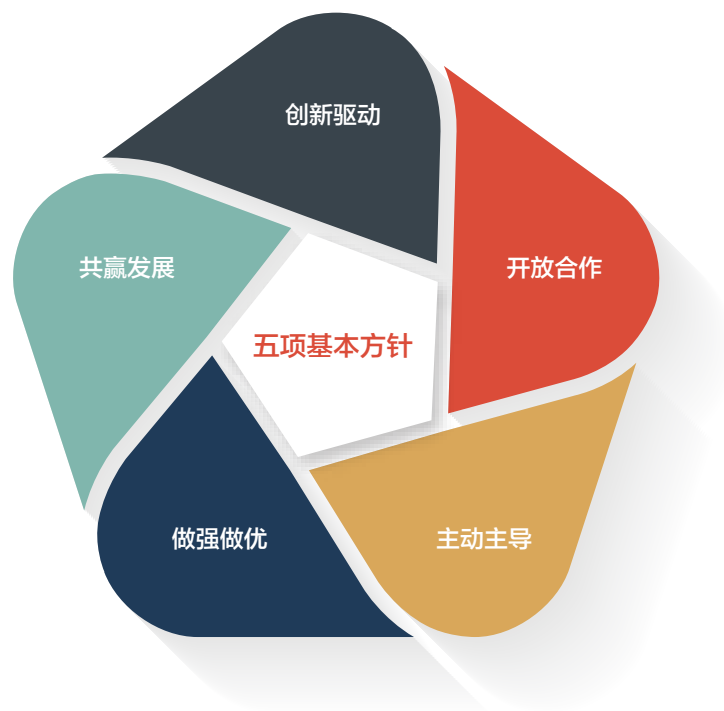


积极响应国家政策

Positively Respond to the National Policies

东风汽车公司为落实五大发展理念、国家汽车产业发展政策及国资委社会责任相关要求，改革发展始终坚持“创新驱动，开放合作，主动主导，做强做优，共赢发展”五项基本方针。

For the purpose to implement five development concepts, national policies on auto industry development and relevant requirements of State-owned Assets Supervision and Administration Commission for CSR, DFM has been adhering to the such five fundamentals as “innovation driving, openness and cooperation, initiative and dominance, making it stronger and better, all-win development”.



创新驱动

Innovation Driving

公司着力构建创新发展的体制机制，培育创新发展的经营环境，形成企业新的发展动力和增长空间。通过技术创新、体制机制创新、商业模式创新、业务创新等推动公司的发展；加大信息技术建设，推动信息技术在经营各领域广泛应用；顺应节能与新能源汽车、互联网+、智能制造等产业发展趋势，推进技术进步，加快发展和掌握智能、安全、舒适、节能的技术和产品；紧紧抓住机遇，突破公司改革创新瓶颈，优化包括新能源汽车、军车发展及其他重点业务的管理体制；加快掌控关键技术、核心资源及创新市场营销模式，加大知识产权保护和品牌建设力度，逐步形成领先优势。

The company exerts itself to establish an innovative development system and mechanism, foster an operating environment for innovative development and form new driving force and room for the growth of the company. The technical innovation, system and mechanism innovation, business model innovation and business innovation has driven the company's development; strengthen the construction of information technology, promote the wide application of information technology in operation and other fields; adapt to the trend of industrial development such as energy-efficient and new energy vehicle, Internet +, intelligent manufacturing etc., push forward the progress of technology, accelerate the development and grasp of intelligent, safe, comfortable and energy-efficient technologies and products; firmly seize the opportunity, break through the company's bottleneck in reform and innovation, optimize the management system for the development of new energy vehicle, military vehicles and other key businesses; quicken the grasp of key technologies, core resources and innovative marketing models, intensify the efforts in intellectual property protection and brand building and form superior advantages step by step.

开放合作

Openness and Cooperation

公司以开放的理念融入全球发展，深化与现有伙伴的合作关系，进一步提升合资合作的层次和水平。利用国际资源，有效提升国际资源配置能力。提升合资合作水平的重点在于战略布局、产品投放、管理与技术导入、成本降低、收益提升、零部件配套增加、人才培养和资源导入利用等。通过优化管理模式，构建更加有力有效的沟通协商机制，合理有效定位合资企业的战略，推动1~2家合资企业形成较大销量规模；全方位强化与PSA的战略联盟和业务合作，加强资源共享；大力探索有效利用国际资源的模式和方式，积极开展海外技术和资源并购，提升国际资源配置能力；着眼于扩大市场和促进改革，加强与国内外水平事业领域的新兴企业及其它央企、地方国有企业的合作；活用东风已有的资本市场优势；积极构建海外事业体系能力，推动出口由机遇型向战略型转变；积极培育高水平人才队伍，引进国际人才，推进企业管理的国际化。

The company integrated itself into global development with an open concept, deepen its partnership with the existing partners and further improve the grade and level of joint investment and cooperation. Make use of international resources to effectively enhance the allocation ability of international resources. The focus of improving the level of joint investment and cooperation lies in strategic layout, product release, management and technology sourcing, cost reduction, earning increase, increase of supporting components, personnel training, resource sourcing and utilization etc. Build a more powerful and effective communication and consultation mechanism by optimizing the management model, position the strategy of the joint venture in a rational and effective way, push forward 1-2 joint ventures to form a large scale of sales; strengthen the strategic alliance and business cooperation with PSA, enhance the sharing of resources; vigorously explore the models and means to make use of international resources effectively, actively launch merger and acquisition of foreign technologies and resources and enhance the allocation capacity of international resources; lay focus on expanding the market and promoting the reform, strengthen the cooperation with emerging enterprises with high level at home and abroad and other central enterprises and local state-owned enterprises in the industry; make flexible use of the existing capital market advantages; actively build the capacity of overseas division system, push on the transformation from opportunity-based export to strategy-based one; cultivate a highly qualified workforce, introduce international talents and push forward the internationalization of the business management.

主动主导

Initiative and Dominance

公司将加快提高自身实力，增强自主发展的主动权，形成自主事业发展的主动格局，提高在合资合作中的主导权。逐步建立起对经济发展和市场变化精准判断、高效应对的管理体系、商品企划体系、竞争优势劣势动态分析体系；努力提升知识积累、知识管理和知识输出水平，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，增强自主发展的主动权；加快提高自身实力，努力向相关合资事业体输入产品、技术、管理和人才等，提高在合资合作中的主导权；加快电动车平台开发能力建设，以利于在一些合资板块中争取承担更大开发工作，争取主导；努力提高合资企业的中方团队能力，在合资公司发展（包括合资自主品牌）方面争取主导。

The company will speed up the improvement of its own strength, enhance the initiative of independent development, form a driving pattern of independent undertaking and take more dominant power in the joint venture and cooperation. Setup a management system, commodity planning system and competitive advantage and disadvantage dynamic analysis system which are capable of accurately judging and efficiently addressing the economic development and market change; endeavor to improve the level of knowledge accumulation, knowledge management and knowledge output, form an active pattern of “one-generation under manufacturing, one-generation under development and one-generation under preparation” for OBM products, seize the initiative of independent development; speed up the improvement of its own strength, strive to introduce products, technologies, management and talents to the relevant joint ventures and take more dominant power in the joint venture and cooperation; accelerate the capacity building of electric vehicle platform development for helping it strive for undertaking more challenging development work in some joint venture plates and taking more dominant power; make efforts to improve the capacity of Chinese team in joint venture and take more dominant power in the development of joint venture (including OBM of the joint venture).

做强做优

Making It Stronger and Better

公司以“强”和“优”作为企业发展的主要方向，在做强做优基础上做大。“强”主要体现在硬实力方面，加快培育产品能力、技术能力和核心资源掌控能力，做到市场把握能力强、技术研发能力强、资源配置能力强、产品竞争能力强、成本控制能力强，使东风成为一个具有高技术含量和强大专业能力的公司。“优”主要体现在软实力方面，提升治理能力，加强员工队伍和企业文化建设，做到治理水平优、体系流程优、员工队伍优、企业文化优、社会形象优，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。通过硬实力和软实力的提升，进而提升品牌影响力和溢价能力，使公司单车销售收入提高、效益提高、职工收入改善，进而保持和提升国际评级。

The company lays focus on making it stronger and better as its major direction of development and pursue a larger scale on the basis of being stronger and better. “Stronger” is mainly reflected in hard power by accelerating the cultivation of product capacity, technological capacity and core resource control capacity, achieve a strong capacity in market grasp, technical R&D, resource allocation, product competition and cost control, turn DFM into a company with hi-tech content and powerful professional competence. “Better” is mainly embodied in soft power by improving the governing capacity, strengthening the building of workforce and corporate culture, achieve a better condition in governing level, system process, staff team, corporate culture and social image and enable DFM to become a respectable and trustworthy firm with powerful cohesion. Enhance the hard power and soft power in order to improve the influence and premium capacity of the brand, raise the sales revenue and benefit per unit, increase the employees’ income, maintain and upgrade the international rating.

共赢发展

All-win Development

公司秉承绿色、协调、共享发展理念，在促进企业发展同时，统筹职工利益、合作伙伴利益和社会利益，使发展更具包容性。促进与员工共赢发展，努力提升员工薪酬福利水平，使员工收入增长率行业领先；维护员工合法权益，推动安全发展，使员工开心工作、快乐生活；积极推进“和”文化战略落地，提升员工归属感、获得感、自豪感。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。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，积极推进节能减排和环境保护工作。

While upholding the development concept of green, coordination and sharing and promoting the growth of the enterprise, the company gives an overall consideration to the interests of employees, partners and the society and makes the development more inclusive. Promote the all-win development with employees, endeavor to improve the employees’ salary and welfare level, ensure the employees’ growth rate of revenue to take the lead in the industry; safeguard the employees’ legitimate rights and interests, push forward the secure development, enable the employees to work and live happily; actively push forward the implementation of “harmony” cultural strategy, improve the employees’ sense of belonging, gain and pride. Promote the all-win development together with partners, stick to equal cooperation and mutual benefit, establish a positive, healthy, sincere and sustainable partnership. Actively respond to the call of the local area in which the enterprise is located, participate in and push forward the economic and social development of local area and perform the due obligations. Promote the all-win development together with the society and environment, operate the business in good faith according to relevant laws and regulation, fulfill the social responsibilities in an exemplary way, actively push on the work related to energy saving, emission reduction and environmental protection.

扎实推进汽车强国战略

Making Steady Headway in Implementing the Strategy of Invigorating the Country Through Automobile

加强自主创新

Strengthen Independent Innovation

自主创新战略

Strategy of Independent Innovation

面向“十三五”，公司以“自主创新、协同发展、强化体系、引领未来”为科技发展指导思想，构建可持续发展的科技创新能力。

目前东风汽车公司已形成了以总部统一协调为指导，以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核心主体，各子公司研发机构协同运作的“1+2+N”的复合开放式研发体系。

在专业能力发展平台建设方面，充分发挥专业技术委员会的平台作用、促进公司自主创新工作的开展。积极推进各专业技术委员会技术交流工作的开展，并结合各自的专业特点举行各具特色的技术论坛。

公司加快实施自主创新战略，旨在实现2020年自主研发综合能力国内领先，重点技术领域取得重大突破，2025年自主研发综合能力达到国际先进，在整车、新能源、智能网联等重点技术领域国内领先，完成从传统汽车制造商向提供汽车产品和服务的卓越企业转变。

Facing the “13th-five Year Plan” period, the company upholds the guiding ideology of sci-tech development of “independent innovation, synergic development, strengthening the system and ushering in the future”, builds a sci-tech innovation capacity of sustainable development.

Presently, DFM has set up a “1+2+N” compound open type R&D system with unified coordination of head office as guidance, Dongfeng Automobile Engineering Research Institute as the center, Dongfeng Motor Corporation Technology Center and DFM Commercial Vehicle Technology Center as the core subjects, R&D of various branches collaborating in operation.

In building of professional competence development platform, give full play to the platform role of professional technology committee and promote the implementation of the company's independent innovation work. Actively push forward the implementation of technical exchange work of various professional technology committees and hold technical forums with respective characteristics.

The company's accelerating the implementation of independent innovation strategy is aimed at attaining the No. 1 in comprehensive capacity of independent R&D domestically by 2020, making a great breakthrough in key technology fields, reaching the advanced level in comprehensive capacity of independent R&D internationally and taking a leading position in key technology fields such as vehicle, new energy and intelligent connected vehicle etc. domestically by 2025 in an attempt to accomplish the transformation from traditional auto-maker to an outstanding enterprise offering auto products and services.



2016年11月22日，东风公司科技创新大会在武汉召开。会议全面回顾总结公司“十二五”科技创新工作成绩，深入分析科技创新面临的形势和任务，部署“十三五”科技创新重点工作，着力破解体制机制重大课题，以进一步营造尊崇创新、重视人才的生态环境。

DFM sci-tech innovation conference was held in Wuhan on November 22, 2016. The conference has made a comprehensive review and summary of the achievements in sci-tech innovation work during the “12th-five Year Plan” period, carried out an in-depth analysis on the new situation and task facing the sci-tech innovation, deployed the priorities of sci-tech innovation during the “13th-five Year Plan” period, strive to solve the major issues on the system and mechanism and further create an ecological environment of revering innovation and valuing talents.

政治责任

Political Responsibility

科技创新进展

Progress of Sci-tech Innovation

2016年东风汽车公司持之以恒的加强研发建设，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 2016, DFM has been persistently strengthening the R&D construction, centering on the trend of technological development towards “energy-efficient, environment-friendly, safe and comfortable”, making a major breakthrough in such four key technologies as “vehicle, new energy, powertrain, automobile electronics and electronic control”.



——乘用车领域

掌握了节能环保的动力技术，逐步向动力总成等方面拓展，1.4T发动机完成投产并在整车上实现搭载；自主品牌乘用车实现从入门级别到行政级别以及SUV的全覆盖，乘用车整车智能化、互联化进一步提升，平台模块化、电子智能化、轻量化和电动化技术方面，不断提升产品技术含量。

——商用车领域

东风天龙、天锦、大力神在整车商品开发方面通过商品开发项目提升公司全商品平台的市场竞争力。2016年以国五排放标准、大马力牵引车开发、提升商品特性为主线，取得技术突破和阶段性成果，通过减重、降油耗、减少排放、整车降成本，增强综合竞争力。

——新能源领域

持续开展“三电”关键技术研发。完成东风小型纯电动乘用车开发项目，通过国家科技部验收；完成国家新能源汽车产业创新工程2个项目（东风小型纯电动乘用车和新能源客车），通过工信部验收。搭载混合动力模块的AX7样车在北京车展亮相。

——Passenger vehicle field

It has grasped energy-efficient and environment-friendly power technologies, expanded its business to powertrain step by step, put 1.4T engine into operation and mounted it in vehicle; attained a full coverage of self-owned brand passenger vehicles from entry class to executive class and SUV, further upgraded the intelligentization and interconnection of passenger vehicles, achieved technologies involving modularized platform, electronic intelligentization, light weight and electrification in an effort to continuously enrich the products' technical content.

——Commercial vehicle field

In terms of vehicle commodity development of KL, KX and KC vehicles, DFM has boosted its market competitiveness in the company's full commodity platform. In 2016, it has made a technological breakthrough and preliminary achievement with national V emission standard, high-powered tractor development and improvement of commercial characteristic as a mainline, enhance the comprehensive competitiveness by reducing the weight, oil consumption and emission, lowering the cost of vehicles.

——New energy field

Continue to carry out R&D of key technologies related to “motor, electric control and battery”. It has finished the development of Dongfeng small all-electric passenger vehicle and passed the acceptance of Ministry of Science and Technology; completed 2 national new energy automobile industry innovation projects (Dongfeng small all-electric passenger vehicle and new energy bus) and passed the acceptance of Ministry of Industry and Information Technology. A AX7 prototype car mounted with hybrid power module made a debut at the Beijing Auto Show.

科技创新成果

Achievements of Sci-tech Innovation

项目名称	项目来源	创新成果
东风中度混合动力乘用车产业化技术攻关	国家科技部 / 863计划	1) 掌握中度混合动力汽车关键技术, 提升系统性能, 提高节油率, 完成产品公告, 实现产业化。 2) 完成中度混合动力乘用车整车和系统的生产工艺研究和生产体系建设, 形成批量生产能力。
东风插电式混合动力轿车产业化技术攻关	国家科技部 / 863计划	1) 掌握插电式混合动力轿车集成及产业化关键技术。 2) 形成一批拥有自主知识产权的专有技术及技术专利。 3) 完成插电式混合动力轿车开发, 为大规模商业化示范进行准备。
东风小型纯电动轿车开发与产业化技术	国家科技部 / 科技支持计划	开发全新结构小型纯电动轿车新平台的一体化底盘与轻量化车身; 开发低成本、高可靠性、制造性良好的高性能电机, 高性能电池技术, 实现系统模块化与整车平台化, 研发出东风全新结构小型纯电动轿车产品, 建立和完善小型纯电动轿车的制造体系、供应链、质量保障体系, 实现产品批量化生产。

东风汽车公司技术中心简介

Profile of Dongfeng Motor Corporation Technology Center

东风汽车公司技术中心分处湖北武汉、襄阳两地, 现有研发人员2243人, 其中享有国务院政府特殊津贴专家13人, 入选国家“千人计划”8人, 海外高层次人才13人, 高级工程师以上职称397人, 硕博研究生756人, 博士后流动站1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个专业实验室, 能承担各种汽车产品的开发试验和国家法规认证试验。



Dongfeng Motor Corporation Technology Center is located in such two cities as Wuhan and Xiangyang, Hubei. It owns 2,243 R&D personnel, including 13 experts enjoying special government allowances of the State Council, 8 persons listed into “The Thousand Talents Plan” of the nation, 13 high-level overseas talents, 397 persons with senior professional titles, 756 persons with master and doctor's degrees and 1 mobile post-doctoral station. The center mainly engages in R&D of DFM's self-owned brand passenger vehicles, military off-road vehicles, new energy vehicles and relevant powertrains. Of which, the automobile proving ground (Xiangyang) possesses a comprehensive automobile proving ground and 14 professional laboratories which cover 1.67km² and owns the most complete facilities and the most advanced technical means in the country, which can undertake all kind of vehicle product development tests and authentication tests according to the national laws and regulations.

项目	2013年	2014年	2015年	2016年
专利数量(项)	1821	1690	1402	2024
省部级以上专家数量(名)	249	264	271	280
研发人员数量(名)	9401	10649	9907	10119
研发人员所占比例	5.7%	6%	6.8%	6.34%
东风研究与试验发展经费支出(亿元)	63.97	81.65	84.06	91.58
东风科技活动经费支出(亿元)	127.57	157.08	192.71	190.70

政治责任

Political Responsibility

发展自主品牌

Develop Self-owned Brand

自主品牌发展理念及战略

Concept and Strategy for Development of Self-owned Brand

中国品牌汽车的发展，是推进中国汽车强国战略的根基。

The development of Chinese brand vehicles is the foundation for China to push forward the strategy of invigorating the country through automobile.

商用车领域

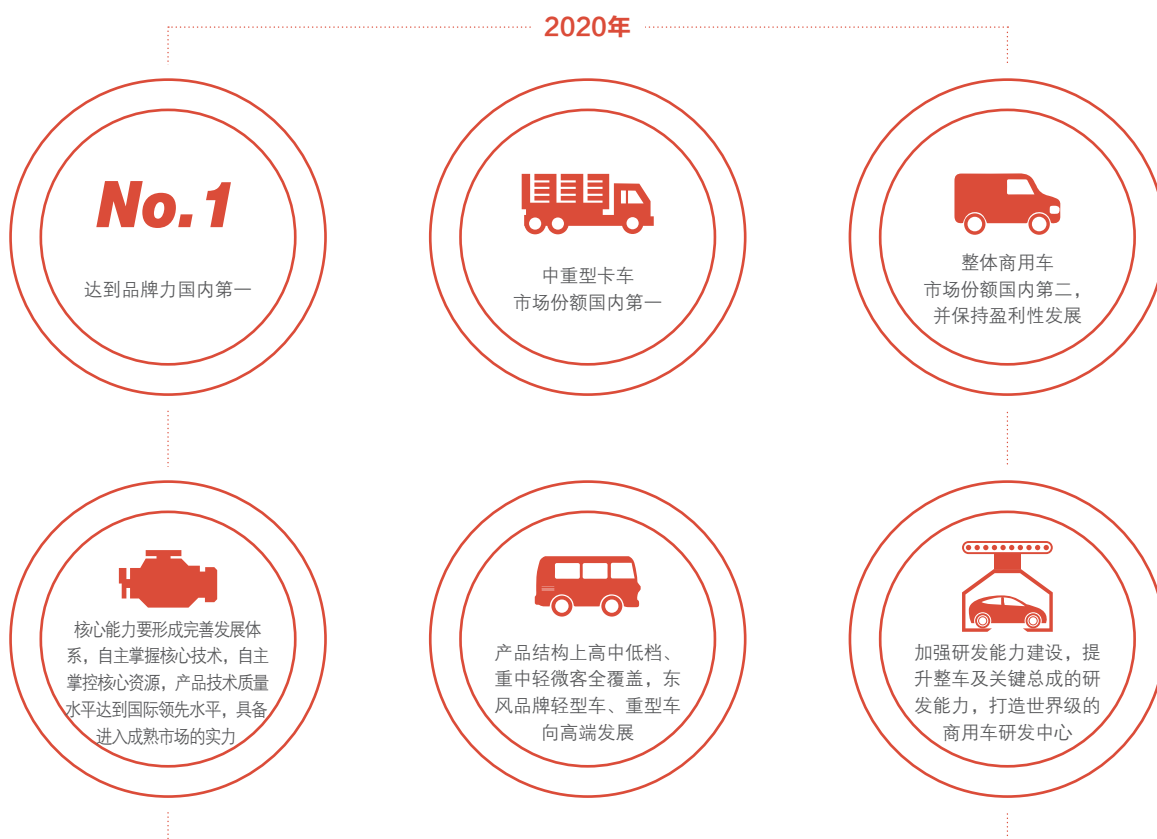
Commercial Vehicle Field

东风汽车公司自主品牌商用车是东风的战略重点业务。公司将不断巩固和提升在国内商用车行业的领先地位，致力于将东风品牌商用车打造成有全球竞争力的品牌。

DFM's self-owned brand commercial vehicles are DFM's strategic key business. The company will continuously consolidate and elevate its superior advantages in domestic commercial vehicle industry and commit itself to building Dongfeng into a brand with global competitiveness.

战略目标：

Strategic Objectives:



乘用车领域

Passenger Vehicle Field

东风汽车公司自主品牌乘用车已经夯实了自主发展的能力，在“十三五”期间要实现销售规模和品牌影响力的突破：销售规模要达到国内前三，品牌影响力达到行业知名水平。

DFM has strengthened its capacity of independent development for self-owned brand passenger vehicles and will make a breakthrough in sales scale and brand influence during the “13th-five Year Plan” period; rank among top three in sales scale domestically and reach a well-known level of the industry in its brand influence.

战略规划：

Strategic Planning:



动力总成作为公司的核心资源将由集团统一规划，集中研发，科学开展工业化布局；集团掌控的动力总成优先匹配东风品牌乘用车，实现研发、制造层面的平台共享；动力总成产品开发将确保质量、性能、成本竞争力和时间进度。

Powertrain, as a core resource of the company, will be under unified planning and centralized development of the group and the industrial layout will be launched in a scientific way; the powertrain controlled by the group shall have priority to be mounted in Dongfeng brand passenger vehicles so as to realize the platform sharing on the level of R&D and manufacturing; for the development of powertrain products, it shall ensure quality, performance, cost competitiveness and schedule.



在发动机方面，将形成多个系列汽油发动机的自主研发制造，并积极推进下一代发动机的预研、开发；同时根据发展需求推进集团内资源的协同。

In aspect of engine, it will get involved in independent R&D and manufacturing of multiple series gasoline engines and actively push on the pre-research and development of the next generation engine; move forward the collaboration of resources inside the group according to the needs of development.



在变速箱方面积极研发，基本掌握开发技术、完全掌握匹配技术，自动变速箱作为战略资源掌控，以国内领先、国际先进的DCT系列面向集团以及社会两个市场。

In aspect of gearbox, it has been active in R&D, basically grasped the development technology, completely mastered matching technique. For automatic transmission, it has controlled it as a strategic resource and geared to such two markets as the group and the society by virtue of the domestically leading and internationally advanced DCT series.



政治责任

Political Responsibility

自主品牌建设情况

Status for Building of Self-owned Brand

2016东风汽车公司加速做强自主事业，加快新品投放，自主品牌实现快速增长，品牌价值和品牌竞争力持续提升。自主品牌整车销量达137.74万辆，同比增长13.03%，其中乘用车89.64万辆，同比增长14.74%，商用车48.10万辆，同比增长9.98%。公司自主品牌乘用车投放新车型10款，包括纯电动车型3款；自主品牌商用车投放新车型1款，在研的战略性商品10项。

In 2016, DFM quickened its efforts in independent undertaking, sped up the release of new products, achieved a rapid growth of self-owned brand, with the brand value and brand competitiveness continuously improved. The sales volume of self-owned brand vehicles has hit 1.3774 million, up by 13.03% year on year, including 896,400 passenger vehicles, up by 14.74% year on year and 481,000 commercial vehicles, up by 9.98% year on year. The company has released 10 new models of self-owned brand passenger vehicles, including 3 models of all-electric cars; 1 new model of self-owned brand commercial vehicle, with 10 strategic commodities under research.

2016 年投放的部分自主品牌车型

Partial Self-owned Brand Vehicles Released in 2016



东风A9

上市时间：2016年4月12日

Dongfeng A9

Date of release: April 12, 2016

东风A9是东风自主开发的首款高端乘用车，标志着东风“全国聚宝”到“全球聚宝”模式的日趋成熟，一举成为华系车的豪华典范。

Dongfeng A9 is the first high-end passenger vehicle developed by DFM independently, marking the increasing maturity of DFM's pattern from "collecting treasure nationwide" to "collecting treasure globally", enabling it to be a deluxe model of Chinese cars.



东风风神AX5

上市时间：2016年11月29日

Dongfeng Aeolus AX5

Date of release: November 29, 2016

作为东风风神SUV线的第三款力作，AX5以崇尚年轻人富有活力的生活态度和积极追求新鲜事物的乐观心态精心打造。

As the third masterpiece of Dongfeng Aeolus SUV line, AX5 has been elaborately made by upholding the vigorous attitude of youngsters to life and optimistic mindset of actively pursuing fresh things.



东风风度MX5

上市时间：2016年11月18日

Dongfeng Fengdu MX5

Date of release: November 18, 2016

作为一款家用城市SUV，东风风度MX5凭借大气时尚的外观，顶着“大颜值、大空间、大品质”的三大优势，全面满足消费者家庭使用的需要。

An urban SUV for families, the Dongfeng Fengdu MX5 is intended to suit changes in consumers' view of beauty and needs. With a generous, stylish appearance, it was carefully designed to fully meet family needs thanks to advantages in exterior, space and quality.

自主品牌整车销量

137.74

万辆

乘用车

89.64

万辆

商用车

48.10

万辆



东风风光580

上市时间：2016年6月21日

Dongfeng Fengguang 580

Date of release: June 21, 2016

作为一款主战场在城市的SUV车型，东风风光580兼顾了动力和燃油经济性，优于同级的“超级空间”。外观时尚大气、简洁硬朗、动感十足，更符合时下年轻人的审美。

As a SUV model widely used in cities, Dongfeng Fengguang 580 has given consideration to both power and fuel efficiency and has a “super space” superior to the vehicles of the same class. The stylish, concise, sculpted and dynamic appearance is more aligned with the aesthetic taste of young people currently.



东风风行SX6

上市时间：2016年7月24日

Dongfeng Fxauto SX6

Date of release: July 24, 2016

东风风行SX6采用大气时尚的设计风格，硬朗的线条以及舒展的侧身造型让风行SX6看起来中型SUV的范儿十足，而避免了成为一台伪MPV的尴尬，尾部的一体式尾灯设计大胆，辨识度高。

Dongfeng Fxauto SX6 adopts stylish and graceful design style. The sculpted line and stretched side profile make Fxauto SX6 with a style of medium-sized SUV and avoid the awkwardness as a fake MPV. The integrated tail lamps with bold design have a high degree of identification.



东风风行F600

上市时间：2016年04月25日

Dongfeng Fxauto F600

Date of release: April 25, 2016

风行F600车型定位为中型商务MPV，采用7座座椅布局，基于CM7平台打造。外观方面，风行F600延续了风行CM7高端公商务车的韵动流线型设计语言，饱满的身型充满力量感并富有亲和力，在细节设计上进一步突出质感。

Fxauto F600 model was positioned as a medium-size business MPV. It adopted 7 seat layout and was made based on CM7. In external appearance, Fxauto F600 continued the rhythmic streamline design language of high-end business purpose vehicle, with the full body with a sense of power and affinity, further highlighting the texture in detail design.

政治责任

Political Responsibility

推动落实精准扶贫战略

Push Forward the Implementation of Accurate Poverty-relief Strategy

精准扶贫战略背景简介

Outline of Accurate Poverty-relief Strategy

党的十八大以来，党中央、国务院提出精准扶贫概念，推动中国扶贫战略实现重大转变。“精准扶贫”思想不仅是我国当前扶贫工作的重要指导方针，更是实现2020年全面实现小康社会的重要政策保障。

Since the 18th National Congress of the Communist Party of China, the Party Central Committee and the State Council proposed an accurate poverty-relief concept in a bid to achieve a significant transformation of Chinese poverty-relief strategy. The “accurate poverty-relief” thought is not only an important guideline of Chinese current poverty-relief work, but also an important policy support to the realizing of an overall well-off society across the country.



东风精准扶贫工作总体情况

Overall Condition of DFM's Accurate Poverty-relief Work

东风公司响应国家西部大开发和扶贫的号召，自2002年起陆续参与援藏、援疆、援桂、润楚等对口帮扶工作，累计投入扶贫资金近2亿元，支持受援地经济社会的建设和发展。

By responding the call of the state for the Great Western Development and poverty alleviation, DFM has got involved in counterpart aid to Tibet, Xinjiang, Guangxi and Hubei in succession since 2002, with a total of nearly 200 million RMB injected for poverty alleviation in an effort to support the construction and development of economy and society in the above regions.

公司始终坚持结合主业，开展特色扶贫；因地制宜，开展产业扶贫；关注民生，开展医疗扶贫；重视文教，开展智力扶贫。从单一“输血式”扶贫变为多种方式、多途径、多种组合的“造血式”扶贫，提升受助地区的自主发展能力。

The company has been persisting in launching featured poverty-relief campaign in combination with main business; carrying out industrialized poverty alleviation according to local conditions; paying attention to peoples' livelihood and carrying out medical care poverty alleviation; attaching importance to culture and education and carrying out intelligent poverty alleviation. It has been transforming from the single “blood-transfusion” poverty alleviation into “hematopoietic” poverty alleviation with multiple ways, multiple approaches and multiple combinations, which has enhanced the independent development capacity of the recipients.



援藏：援助任务翻番、帮扶投入翻番、援藏人力增加

Aid to Tibet: The Aid Tasks and Injection to the Poverty Alleviation have been Doubled and the Manpower for Aid to Tibet has been Increased

——对口西藏昌都市贡觉县、江达县。公司年度投入1534万元，实施扶贫项目3个，派驻干部3人。

Targeted aid to Gonjo County and Jomda County, Changdu City, Tibet. The company has injected 15.34 million RMB annually, implemented 3 poverty-relief projects and dispatched 3 cadres.

制定援藏“十三五”规划

Make a Planning for Aid to Tibet During the “13th-five Year Plan” Period

“十三五”期间，东风公司援藏工作受援地增加江达县，援助任务翻番。面对新情况，东风公司将坚持以民生为龙头，以产业援藏和智力援藏为两翼的“一个龙头、两翼齐飞”的对口援藏新格局，助力江达县建成小康社会目标的达成。

During the “13th-five Year Plan” period, Jomda County will be added into the list of recipients for DFM's aid to Tibet, with the aid tasks be doubled. To be confronted with the new situation, DFM will stick to the new pattern of counterpart aid to Tibet with peoples' livelihood as a head and industrialized aid and intelligent aid as two wings, i.e. “one head and two wings flying at the same time” in an effort to assist Jomda County to attain the goal of building a well-off society.

援藏项目开展情况

Condition for Implementation of Aid-to-Tibet Project

2016年，公司向昌都市委市政府捐赠10辆东风风神AX7，改善当地政府出行问题；在教育上，发放“东风润苗”教育基金，资助83名贡觉籍大学新生和内地西藏高中班学生，共圆求学梦；在基础设施上，援建“贡觉文化广场”，改善牧民文化活动条件，提升当地人民整体生活品质。

In 2016, the company donated 10 Dongfeng Aeolus AX7 vehicles to the Party committee and government of Changdu Municipality for improving the traffic problem of local government; in education, it released “Dongfeng Nurturing Seedling” education fund to provide financial aid to 83 freshmen from Gonjo County and high school students from Tibet for realizing their dreams of attending school; in infrastructure, it provided financial aid to “Gonjo Culture Square” for improving the cultural activity condition of herdsmen and raising the local people's overall quality of life.



为改善地方政府相关部门的交通出行条件，东风汽车公司特向昌都市委市政府捐赠10辆东风风神AX7。

For the purpose to improve the traffic conditions of relevant departments of local government, DFM made a special donation of 10 Dongfeng Aeolus AX7 vehicles to the Party committee and government of Changdu Municipality.

政治责任

Political Responsibility

援疆：项目入户，改善民生

Aid to Xinjiang: Initiate Relevant Projects and Improve the People's livelihood

—— 对口援建新疆阿克苏地区柯坪县。公司年度投入300万元，实施扶贫项目2个，派驻干部1名。

Targeted aid to Kalpin County, Aksu Prefecture, Xinjiang. The company has injected 3 million RMB annually, implemented 2 poverty-relief projects and dispatched 1 cadre.

东风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平方米的葡萄架，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 made a donation of two Dongfeng Fengshang buses for supporting the development of public transport undertaking in Kalpin County, contributed two Aeolus AX7 vehicles for improving the car use condition of grass-root government; in support to infrastructure construction, it provided financial aid to building of cultural auditorium, construction of courtyard economy and village-level grass-root front. Among others, the cultural auditorium has been a cultural and recreational activity center of the villagers; for courtyard economy, it has built a 60m² grape trellis for each household for increasing the farmer's income and improving the rural environment. At present, all the counterpart aid projects have been smoothly accepted and put into service.

其兰村农民受水和地质影响土地单产很低，收入普遍不高。公司针对100户贫困户实施“庭院经济·六个一”项目（一圈羊，一群鸡，一架葡萄，一片果园，一群鸽子，一片菜地），增收效果立竿见影，受到当地贫困户的欢迎。

Due to the influence of water and geology, the yield per unit of land is low, resulting in low income for the farmers in Qilan Village. The company implemented "Courtyard Economy Six One Project" (one stall of sheep, one flock of children, one trellis of grapes, one plot of orchard, one flock of pigeons, one plot of vegetable field targeted to 100 households, which have achieved instant results in income increasing and acclaimed by local poverty-stricken households.



援桂：创新模式，精准施策

Aid to Guangxi: Innovate the Pattern and Implement the Policy Accurately

——对口援建广西马山县。公司年度投入200万元，实施扶贫项目7个，派驻干部2名。

Targeted aid to Mashan County, Aksu Prefecture, Xinjiang. The company has injected 2 million RMB annually, implemented 7 poverty-relief projects and dispatched 2 cadres.

东风公司按照精准扶贫工作要求，着眼建档立卡关键环节，建立和完善贫困村可持续发展的长效机制；在立星村提出“二种三养一平台”的产业发展规划，探索实践“公司+基地+农户／贫困户”的特色扶贫模式；重点扶持立星村特色产业发展，整合政府资金修建蚕房、羊舍；援建乔老村大都白屯文化活动室、戏台和篮球场。

DFM, according to the requirements of accurate poverty-relief work, focused on filing and other key links for establishing and improving a long-acting mechanism of sustainable development for the poverty-stricken villages; for Lixing village, it proposed a “two plantings, three breedings and one platform” industrial development plan, explored and practiced the featured poverty-relief pattern of “DFM + base + household/poverty-stricken households”; give special support to the development of characteristic industries in Lixing Village, integrated government funds to build cocooneries and sheep sheds; assisted the building of cultural and recreational house, drama stage and basketball court for Dadubai Village of Qiaolao Village.



东风公司援桂干部、广西马山县白山镇党委副书记、立星村党组织第一书记洪光入户调查

历时两个月，援藏干部朝六出、晚九归带领村“两委”及群众骨干经营果蔬大棚，种植蔬菜、西瓜，实现三分地（一个大棚）创收2500元的增收目标，成立了“马山县庆财种桑养蚕专业合作社”和“马山县连乐养羊专业合作社”，确保了立星村产业发展，打造了市级精准扶贫示范村和精准扶贫产业园，规划逐一落地，集体经济实现增收。

Over two months, the cadres getting involved in aid to Tibet led the members of “two committees of the village” and backbone farmers to operate vegetable and fruit greenhouses, plant vegetables and watermelons in an effort to achieve the income increasing goal of 2,500 RMB for 0.3 mu plot (a greenhouse), set up “Mashan County Qingcai Mulberry Growing & Silkworm Raising Professional Cooperative” and “Mashan County Lianle Sheep Farming Professional Cooperative”, ensured the industrial development of Lixing Village, built municipal-level accurate poverty-relief model village and accurate poverty-relief industrial park, with the plans being implemented one by one and income growth is achieved for collective economy.

润楚工程：因地制宜，协同共建

Nurturing Hubei Project: Joining Efforts in Building According to the local Conditions

—— 对口支援湖北省贫困地区。年度投入501万元，实施扶贫项目12个，派驻干部2名。

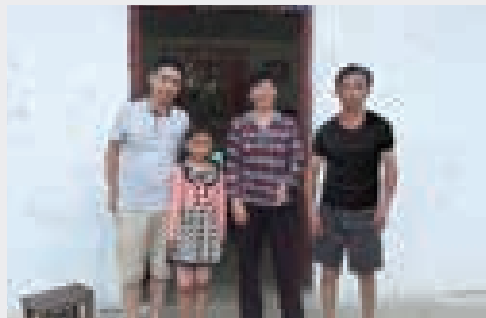
Targeted aid to poverty-stricken area of Hubei Province. The company has injected 5.01 million RMB annually, implemented 12 poverty-relief projects and dispatched 2 cadres.

东风公司以“润楚工程”为载体，对口房县五台乡实施“驻村扶贫&三万活动”；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，援建兴山县峡口镇东风广场及配套农产品交易市场，促进湖北省贫困地区经济文化发展。

DFM, basing on “Nurturing Hubei Project” as a carrier, implemented “staying at the village for poverty relief & 30,000 activity” in Wutai Township of Fangxian County; launched “616 Project” for providing counterpart aid to Enshi City and Wufeng County; give a targeted aid to Xingshan County of Yichang by launching a project of “support to immigrants of Three Gorges area”, assisting the building of Dongfeng Plaza and supporting farm produce trading market in Xiakou Town, Xingshan County and promoting the economic and cultural development of poverty-stricken areas in Hubei Province.

东风公司驻房县五台乡扶贫工作队，于2015年12月引进一家以黑山羊养殖为主的公司，一举解决金牛寺村没有主导产业的历史。扶贫工作队投入35万元建设羊舍，带动社会资本、政府等投入250余万元。工作队的投资转交金牛寺村作为村集体资产出租，带动村集体土地出租等，2016年实现村集体收入从0元到逾5万元，2016年金牛寺村顺利整村脱贫出列。

DFM's poverty-relief task force stationing in Wutai Township of Fangxian County introduced a firm engaging in black goat farming in December 2015, solving the problem of no leading industry in the history of Jinniusi Village. The poverty-relief task force injected 350,000 RMB for building sheep sheds and brought in investment of 2.5 million RMB from social capital and government etc. The investment of the task force was handed over to Jinniusi Village as the village's collective assets for letting, driving the leasing of the village's collective land etc.; in 2016, it achieved the collective income from 0 RMB to more than 50,000 RMB, enabling Jinniusi Village to successfully leave the list of poverty-stricken areas on the whole.



东风公司驻村扶贫干部张文涛向村民宣传帮扶政策

2016年4月27日至7月1日，公司投资51.8万元在五台乡金牛寺村、红场村、廖河村分别建成五座便民桥（东风五台桥、东风长坪桥、东风大畈桥、东风两河口桥、东风重阳桥），一举解决了150多户600多人的出行问题。同时，东风长坪桥、东风重阳桥实现了两个搬迁小区村民安全房、小康房的梦想，成为村民的脱贫桥、小康桥、生产生活桥。

Between April 27 and July 1, 2016, the company invested 518,000 RMB in Jinjiusi Village, Hongchang Village and Liaohe Village of Wutai Township to build five bridges (Dongfeng Wutai Bridge, Dongfeng Changping Bridge, Dongfeng Dafan Bridge, Dongfeng Lianghekou Bridge, Dongfeng Chongyang Bridge) respectively, which have succeeded in settling the traffic problem of 150 households totaling 600 villagers. Meanwhile, Dongfeng Changping Bridge and Dongfeng Chongyang Bridge have also made the dream for villagers of two relocated residential quarters to access safety houses and well-off houses come true.



“东风干部”话扶贫

Talk of “Dongfeng cadres” on Poverty Alleviation



韩永民

(东风公司援藏干部、西藏昌都市委
副秘书长)

我认为，精准扶贫要在“精”上动脑筋，在“准”上做文章，出实招、下实工。要从脱贫难点入手，从群众需要出发，把公司对口支援昌都工作与精准扶贫工作有机结合起来，加强扶贫基础工作，共同细化帮扶举措，把帮扶资金和项目扶到点上、扶到根上、扶到群众心中，为推进昌都跨越式发展和长治久安，为增进受援地各族群众福祉多作贡献。

In my opinion, accurate poverty alleviation shall be implemented in an “exquisite” and “accurate” manner, with practical measures taken according to actual conditions. We shall proceed from difficulty points, gear to the actual needs of the local people, combine the support to Changdu and the work related to poverty alleviation, strengthen the efforts in basic work related to poverty alleviation, join hands to refine the measures for assistance and support, give full play to the funds and projects properly to meet the exact needs of the local areas and make a due contribution to promote Changdu to attain a leapfrog development and lasting stability and enhance the well-being of all ethnic groups in supported areas.



李小军

(东风公司援藏干部、西藏昌都市贡
觉县常务副县长)

精准扶贫，贵在精准，必须根据实际情况，因户施策。对于大面积贫困，一方水土养不了一方人的，需要实施异地搬迁。对于因病、因故丧失主要劳动力的家庭，需要一些政策支持才能实现脱贫。对于有劳动能力的贫困家庭，则采取加大培训，就业扶贫等措施。而对于极个别有劳动能力，不劳动，或受极端宗教思想影响不愿意把农畜产品交易的农户，必须从教育着手，去除思想上的穷根。

The precise poverty alleviation, the precise, must be based on the actual situation, because of the family policy. For large areas of poverty, one side of the water can not raise a party, the need for the implementation of remote relocation. For families with illness or loss of major labor, some policy support is needed to achieve poverty alleviation. For poor families with working ability, they will take measures such as increased training and employment poverty alleviation. For the very few have the ability to work, do not work, or by extreme religious thought does not want to trade agricultural and livestock products farmers must start from education, remove the ideological roots.



杨雄

(东风公司援藏干部、西藏昌都市江
达县常务副县长)

岩比乡可用于耕作和畜牧的土地严重匮乏，是导致村民贫困的一个重要原因。山腰的一户5口之家，人均年收入不到1800元，3头牛和不到一亩的山地成为他们赖以生存的资源，需要依靠林下的作物和政府的补贴才能维持生活。资源匮乏、交通不便等恶劣条件限制了必须进行就业转移、扶贫搬迁与产业拓展结合的方式等才能帮助村民实现脱贫，走上致富路。

Yanbi Township can be used for farming and livestock is a serious shortage of land, is an important reason leading to the poverty of the villagers. The mountain of a family of five, the per capita annual income of less than 1,800 yuan, 3 cattle and less than an acre of land to become their survival resources, need to rely on the crops under the forest and government subsidies to maintain life. Lack of resources, traffic inconvenience and other harsh conditions to determine the need for employment transfer, poverty alleviation and industrial development combined with the way to help the villagers to achieve poverty alleviation, embarked on the road to get rich.

政治责任

Political Responsibility



罗永
(东风公司援疆干部、新疆阿克苏柯坪县委副书记)

自2012年起，公司已经在援疆工作上做了整体部署，经过3年多的稳步推进，效果明显，受到自治区、阿克苏地区和柯坪县的一致好评，群众得到了实惠，也让群众感受到了党的温暖和东风的关怀，这一点从村民走访看到的村民那些幸福的、发自内心的、真诚的微笑中就能感受到。

Since 2012, the company has made an overall deployment in the work related to aid-to-Xinjiang. The steady promotion for more than 3 years has scored an obvious result. The efforts were acclaimed by the autonomous region, Aksu Prefecture and Kalpin County, enabled the local people to get practical benefits and feel the warmth from the Party and the concern from the Party and DFM. It can be found from the happy, heartfelt and sincere smile of the villagers interviewed.



刘宏涛
(东风公司援桂干部、马山县副县长)

当前脱贫攻坚战役已经进入关键阶段，我们要面对和解决的正是“贫中之贫，困中之困”的难题，而“人”的因素正是这场战役决定胜负的关键。实践中，我们深刻地感觉到当前农村高素质的人才极度匮乏。要彻底改变这种状况，需要从体制上进行改革，让农村能够吸引各种高素质的人才回流。需要大学生们大批地返乡创业，成为建设家园的主力军，才能逐步解决“空心村”的根本问题。

Presently, the poverty-relief campaign has stepped into a critical stage. We have to face and solve the difficulty “the poorest among the poor”. Personnel is a key element to win over the campaign. At practical work, we deeply felt that the rural areas are extremely in shortage of highly qualified personnel at present. To thoroughly change such a situation, it is required to reform the system for attracting all kinds of qualified personnel to come back. College graduates need to flock back to the rural areas for starting up businesses, becoming the main forces of homeland building so as to solve the fundamental problem of “hollow villages” step by step.



边焕新
(东风公司驻村扶贫干部、湖北房县五台乡金牛寺村党支部第一书记)

在精准扶贫的道路上，我体会最深的是“责、情、法”三个字。“责”是时刻把东风的责任记心上，要在国家建设小康社会的扶贫攻坚战中留下东风公司值得称道的印迹。“情”是情系百姓，情系百姓增收，让百姓感受东风的温暖。“法”是用正确的方法工作，摆正位置，与所在地政府协同工作；发挥东风大家庭的优势，团队协作，全力以赴做好精准扶贫工作。

On the way of accurate poverty alleviation, my deepest experience is three words, i.e., responsibility, affection and practice. “Responsibility” is to keep DFM’s responsibilities in mind and leave DFM’s footprint in the campaign of poverty alleviation and building of a well-off society. “Affection” means to show our concern to the people, try our best to increase their income and make them to feel the warmth of DFM. “Practice” refers to work in a correct way, put ourselves in a right position, collaborate with the local government in the poverty-relief work; give play to the advantages of DFM as a big family and make concerted efforts to deal with the accurate poverty alleviation in a cooperative way.

经济责任

Economic Responsibility

润丰产业经济 与市场共发展

Nurturing industrial economy and achieve
common development with the market



经济责任

Economic Responsibility

国有资产保值增值

Maintenance and Appreciation of State-owned Assets

防范经营风险

Prevention of Operating Risk

风险管理

Risk Management

为了培育风险文化，有效促进风险管理在公司的全面实施与推进，总部层面不断完善和优化风险管理制度，积极探索风险管理工具与方法，搭建了制度化的风险管理框架。

For fostering risk culture and effectively promoting the comprehensive implementation of the risk management, the head office of the company has been improving and optimizing risk management system, actively exploring the risk management tools and methods and set up institutional risk management framework.

公司要求各单位积极开展专项风险管理，深度融合风险管理与业务流程，有效防控企业风险，也取得了较好成效，为公司提质增效起到了积极的促进作用和保驾护航作用。东风本田、东风有限、实业公司专项成果分别荣获湖北省2016年管理创新成果一、二、三等奖。

The company requested all the affiliates to carry out special risk management, deeply integrate risk management and business process, effectively prevent and control corporate risk. A good result has also been achieved, playing a positive role in promoting the company's improvement of quality and efficiency and ensure the secure operation of the company. The special achievements of Dongfeng Honda, Dongfeng Motor Co., Ltd. (DFL) and Dongfeng Industry Co. have won the first, second and third prize in Hubei Province 2016 Management Innovation Achievements.

反腐倡廉

Combating Corruption and Upholding Integrity

2016年，公司党委、纪委认真落实从严治党“两个责任”，推动党风廉政建设和反腐败工作深入开展。加强作风建设，持之以恒落实中央八项规定精神；扎实推进巡视整改，认真开展内部巡视；践行监督执纪“四种形态”，切实把纪律和规矩挺在前面；加强对重点领域和关键环节的监督检查，注重从源头预防腐败；加强党性党纪党规教育，提高党员干部拒腐防变能力；推进纪检监察体制改革，提高监督执纪能力和水平。

In 2016, the company's Party committee and commission for discipline inspection earnestly implemented "two responsibilities" in running the Party strictly and deepened the work related to honest and clean administration and anti-corruption. Strengthen the work style building and implement the eight-point codes of the central Party committee; Make steady headway in patrol and rectification and earnestly carry out internal patrol; Practice and supervise "four forms" in disciplines execution, earnestly put the disciplines and rules in the front; Strengthen the supervision and inspection over key areas and key links, pay attention to prevention of corruption from the source; Strengthen the education of the Party's spirit, discipline and rule, improve the Party members and cadres' capability of fighting corruption and guarding against degeneration; Push forward the reform of institutional reform, improve the supervision capacity and level.

公司党委把贯彻落实中央八项规定精神作为全面从严治党的的重要举措，一手抓深化治理，一手抓巩固提高，促进公司党风和干部作风持续好转。

The company's Party committee has taken the implementation of the eight-point codes of the central Party committee as an important move of running the Party strictly in an all-around manner, deepened the governance on the one hand, carry out consolidation and improvement on the other hand in a bid to achieve a better style for the company's Party members and cadres.

2016年全年，公司各级纪委共查处违犯中央八项规定精神问题36起，处理76人，其中给予党纪政纪处分19人。

In 2016, the company's commissions for discipline inspection on various levels have investigated and dealt with 36 cases of violating the eight-point codes of the central Party committee, punished 76 persons, including 19 persons who were given punishment according to the relevant provisions of the Party and government disciplines.



扩大市场规模

Expand the Market Scale

2016年，东风公司紧紧围绕“详对标、补短板，强改革、抓机遇，抓质量、增效益，起好步、开好局”开展工作，推经营稳中有进。全年汽车销量突破420万辆，经营质量和效益进一步提升。

In 2016, DFM hinged around “practicing benchmarking, improving weak links, strengthening the reform, seizing the opportunity, controlling the quality, increasing the benefit, making a good start” in its work, advance the operation in a stable manner. The sales volume of vehicles in the year has surmounted 4.2 million units, with operating quality and benefit being further enhanced.

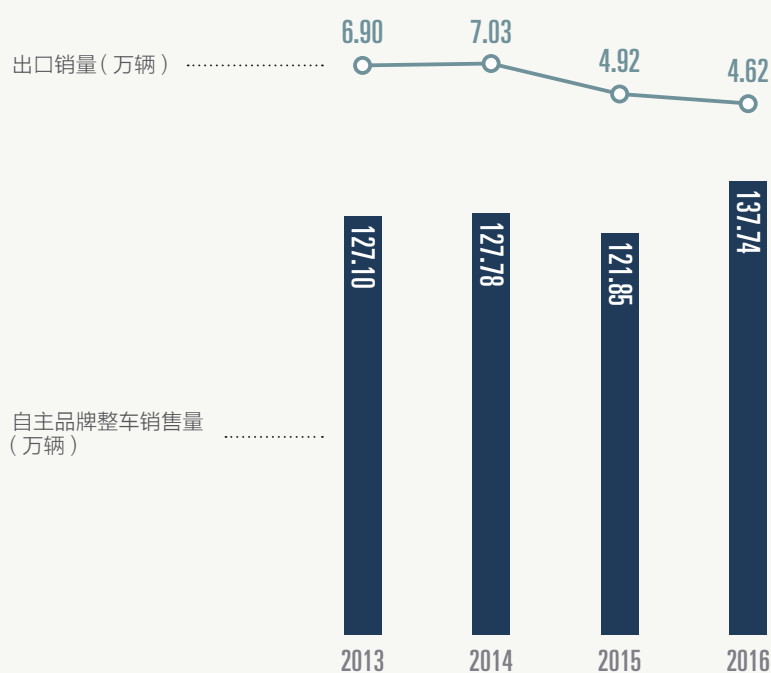
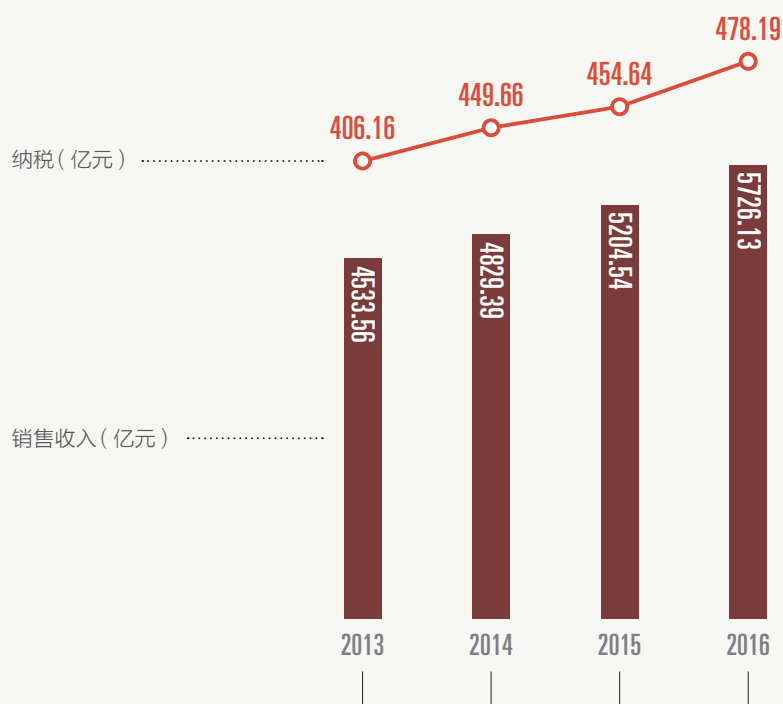
2016年，东风风神加速扩张，开疆拓土，逐步壮大网络规模，开展D2D能力提升帮扶，推进乘风计划，增强渠道能力；同时，东风风神打破传统销售渠道界限，上线天猫东风风神汽车官方旗舰店，实现线上与线下全覆盖；前瞻移动出行大趋势，开启与滴滴试驾车的战略合作；水平事业全面铺开，汽车金融贡献度稳步提升。结合品质之旅，在线下开展了大量具备区域特色的营销活动，营销资源下沉，聚焦战略市场，聚焦战略经销商。

In 2016, Dongfeng Aeolus accelerated its expansion, increased its network scale, carried out D2D competency improvement assistance and support, pushed forward wind-riding program, enhance the channel capacity; meanwhile, Dongfeng Aeolus broke through the boundary of traditional sales channel, put Tmall Dongfeng Aeolus Vehicle official flagship store online and achieved online and offline coverage; looked forward the general trend of mobile transportation, kicked off the strategic cooperation with DiDi test drive; the establishment of division on the same level was in full swing and the contribution from automobile finance has been stably upgraded. In combination with quality tour, it has launched a lot of offline marketing activities with regional characteristics, with marketing resources moving down to the lower level and the focus on strategic markets and strategic dealers.



经济责任

Economic Responsibility



行业排名 (位)

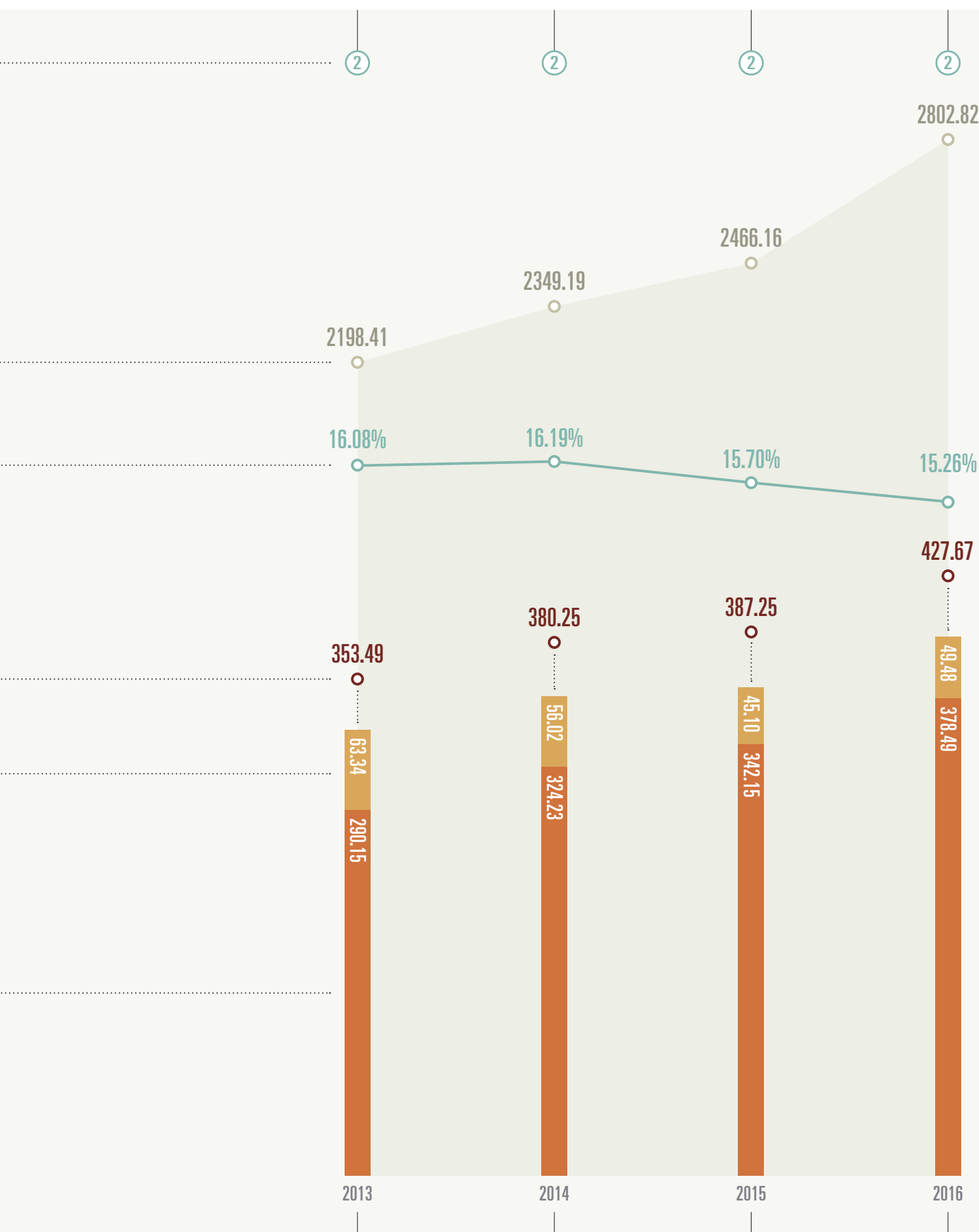
汽车行业销量 (万辆)

市场占有率 (%)

东风公司销量 (万辆)

商用车销售量 (万辆)

乘用车销售量 (万辆)



经济责任

Economic Responsibility

拉动地方经济发展

Drive the Development of Local Economy

带动本地就业

Drive the Local Employment

公司经济发展的同时，有效带动了经营所在地的就业。2016年公司新招录员工28680人，本地化员工比例为98%。

While developing the economy, the company has driven the employment of local areas. In 2016, the company recruited 28,680 employees, with local employees accounting for 98%.

推动采购本地化

Push Forward Localization of Purchase

旗下东风商用车公司在湖北地区零部件、原材料供应商221家，品种覆盖汽车零部件、生产和维修原材料、服务支持的所有领域。2016年不含税当地采购金额154亿人民币，占当期采购金额的73.19%。

Dongfeng Commercial Vehicle Co. owns 221 suppliers of components and raw materials in Hubei area, with the varieties covering automobile components, production and maintenance raw materials, service support and other fields. In 2016, the amount of local purchase (excluding tax) was 15.4 billion RMB, making up 73.19% of purchase amount during the current period.

旗下东风日产根据公司的车型规划并以QCDDS(质量、成本、交付、研发、服务)最优为目标实施国产化战略化采购。2016整体国产化采购比例实现91.7%，其中发动机本地化采购比例86.4%，车体件本地化采购比例93.1%。

Dongfeng Nissan carried out localized and strategic procurement with best QCDDS (quality, cost, delivery, development and service) as an objective in accordance with the company's model planning. In 2016, the overall localized purchase proportion has achieved 91.7%, in which, the localized purchase proportion for engine was 86.4% and the localized purchase proportion for car body was 93.1%.



新招录员工
本地化员工比例为98%



推进国际化经营

Push Forward Internationalized Operation

海外事业战略

Overseas Division Strategy

2016-2020年，公司计划在海外70多个国家和地区投放40多款产品，海外经销商网点将增加至912个，海外售后服务网点达到971个，到2020年，公司海外出口销量目标将达15万辆。

In 2016-2020, the company plans to launch 40 products in more than 70 countries and regions around the world, increase the overseas dealer outlets up to 912 and overseas after-sales service outlets up to 971. By 2020, the company will reach 150,000 vehicles of overseas export sales target.

打造全球品牌理念和战略推进情况

Global Brand Concept Building and Strategy Advancing

2016年，东风集团出口4.2万辆，行业出口排名第7名，同比持平；商用车排名第三，同比下降1名；乘用车出口排名第7，同比增长5名。

In 2016, DFG exported 42,000 vehicles, with the export ranking the 7th in the sector, the same year on year; the export for commercial vehicles ranked the 3rd, down by one position year on year; the export for passenger vehicles ranked the 7th, up by five positions year on year.

2016年东风集团首次改变以商用车出口为主的状态，乘用车出口占比由2015年的21%提升到51%。其中风神乘用车出口15978台，占乘用车出口的76%，同比增长356%，远高于行业乘用车出口增速(11%)。

In 2016, DFG changed the status with export of commercial vehicles as main products, with the export of passenger vehicles rising from 21% in 2015 to 51%. Of which, the export of Aeolus passenger vehicles reached 15,978, accounting for 76% of the export of passenger vehicles, up by 356% year on year, outclassing the growth rate (11%) for export of passenger vehicles in the industry.

4.2
万辆

2016年东风集团出口

15978
台

风神乘用车出口



2016年8月24日公司携旗下10款车型参加2016年莫斯科国际车展

经济责任

Economic Responsibility

维护市场秩序

Maintain the Market Order

守法合规

Abide by Laws and Rules

公司以研究制定公司关于全面推进法治央企的实施方案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，经济合同审核率和履约率实现100%。

The company, basing on formulation of new five-year plan on legal affairs and establishment of general counsel system in the group as striving direction, legal auditing of key projects as focus, control of legal disputes and review of three kinds of legal rules (economic contracts, rules and regulations, manor decisions) by 100% as grasp of the work, carried out work related to legal affairs in an orderly way, with the rate of contract review and the rate of contract performance attaining 100%.

公司积极开展法务培训，持续加强法治教育，不断强化法治理念，营造法治氛围，努力促进公司依法治企水平的再提升。

The company has been actively conducting legal training, continuing its efforts in law-related education, intensifying the legal concept, creating an atmosphere with rule of law in a bid to promote the further improvement of the company's level in managing enterprises according to law.

诚信经营

Operate with Integrity

公司遵守诚实守信的行为准则。在企业经营层面，严格依法纳税；在内部管理方面，建立全面的企业人事管理制度，依法与员工签订劳动合同，并按照国家法律规定对企业员工给予完善的劳动保障。此外，公司还积极响应客户诉求，对于其所遇到的各类问题能够及时地提供满意的服务和答复。

The company has been complying with the code of conduct "being honest and trustworthy". In business operation, it has paid taxes in strict accordance with law; in internal management, it has established a comprehensive personnel management system, signed labor contracts with employees and provide a perfect labor security to the employees. Besides, the company has also actively responded to the customers' appeals and timely provided satisfactory service and reply to all kinds of problems encountered by the customers.



合同审核率和履约率实现

旗下东风本田汽车零部件公司为确保公司制度合规性，完善公司规章制度，建立月度法律法规跟踪机制，根据法规变化及时修定规章制度；为加强合规经营监督，公司监审系开展风险识别、评估，制定全面风险管理及审计监察计划，制定防止行贿受贿手册，提高公司廉洁从业建设管理；与商业合作伙伴签署《廉洁协议》《廉洁共建承诺书》；积极开展普法宣传，利用公司现有的培训体系开展法律讲座；组织员工参与知识产权风险防范、劳动用工常见风险等业务培训。

For the purpose to ensure the company's institutional compliance, its affiliate Dongfeng Honda Auto Parts Co., Ltd. set up a monthly law and regulation tracing mechanism, timely modify the rules and regulation according to the change of laws and regulations; for strengthening the supervision over compliance management, the company's supervision and auditing system launched risk identification and evaluation, formulated an overall risk management, auditing and supervision plan, formulated manuals for prevention of bribery, intensify the building and management of honest business; signed integrity agreements and letter of commitment for honesty and integrity with its business partners; actively carry out activities on spreading of law-related knowledge and held a series of lectures related to law by making use of the company's existing training system; organized the employees to participate in business training on intellectual property risk prevention, common risks in labor employment etc.

公平竞争

Fair Competition

公司在对外开展市场经济活动的过程中秉持公平竞争的原则，与同行业保持合作友好的态度，共同进步。在合同签约及履行的过程中积极履行合同主体权利及义务，严格遵守合同约定。在招投标过程中，严格遵守国家法律及招投标管理规定，接受公司纪委及群众监督，保证招投标工作公平公正地进行。

In the course of market economy activities, the company has been upholding a principle of fair competition, keeping a cooperative and friendly attitude towards the partners and making common progress. During the signing and performing of contracts, it has actively fulfilled the contractual rights and obligations and adhere to the contractual stipulations strictly. In the course of bidding and tendering, it has strictly observed the national laws and relevant provisions on bidding and tendering management, placed itself under the supervision of the discipline inspection department and the masses and ensured the work of bidding and tendering to be done in a fairly and impartial way.

旗下东风商用车宣贯《商德守则》，推进合规诚信及公平竞争建设。制定《东风商用车有限公司商德守则》、《东风商用车有限公司合规政策》，以公平诚信的方式开展竞争，公司及全体员工严格遵守所有开展业务的国际和地区反垄断法。

旗下东风本田零部件公司在设备采购及大型工程服务类采购领域，委托有资质且经验丰富的招标代理公司（东风（武汉）工程咨询有限公司）严格按照国家法律法规和东风公司的要求进行招标采购。2016年公司通过招标采购项目共计79项，招标采购金额共计34468.21万元，其中，公开招标采购项目共计70项，公开招标采购金额总计27229.16万元；邀请招标采购项目共计9项，邀请招标采购金额总计7239.05万元。

The affiliate DFCV publicized Code of Business Ethics, pushing forward the building of compliance, integrity and fair competition. Formulated Code of Business Ethics for DFCV, Policy for Compliance of DFCV, carried out competition in a fair and honest way. The company and all the employees strictly comply with anti-trust law in all the countries and regions involved.

The affiliate Dongfeng Honda Auto Parts Co., Ltd., in equipment and large-scale engineering service type purchase field, entrusted qualified and experienced bidding agent (Dongfeng (Wuhan) Engineering Consulting Co., Ltd.) to purchase by public bidding in strict accordance with the national laws and regulations and the requirements of DFM. In 2016, the company's projects of purchase by bidding reached 79, with total amount of purchase by bidding up to 344.6821 million RMB, of which, the projects of purchase by public bidding hit 70, with total amount of purchase by public bidding up to 272.2916 million RMB; the projects of purchase by invited bidding were 9, with total amount of purchase by invited bidding up to 72.3905 million RMB.



经济责任

Economic Responsibility

反商业腐败与贿赂

Anti-corruption and Bribery in Business

贯彻落实《东风汽车公司商业道德公约》，加强商企合规廉洁共建。公司各单位与供应商、经销商等合作伙伴签订《合规廉洁共建协议》、《合规廉洁共建承诺书》，推动《东风汽车公司商业道德公约》落地，构建“亲、清”关系，从源头上预防商业腐败。

Carry through Pact of DFM for Business Ethics and join hands with dealers in building of compliance and integrity. All the affiliates of the company signed Agreement for Joint Building of Compliance and Integrity, Letter of Commitment for Joint Building of Compliance and Integrity, pushed forward the practice of Pact of DFM for Business Ethics in a bid to establish a “friendly and clean” tie and prevent business corruption from the source.

对重点领域的问题开展专项整治。开展广告业务采购透明化专项治理，完善广告采购制度，建立“不诚信供应商黑名单”，着力推进广告采购透明化、规范化。开展领导干部亲属经商办企业专项治理，建立领导干部亲属经商办企业情况报告制度和信息管理系统，对不按要求申报的领导干部给予党政纪处分。

Special rectification campaign has been launched for problems in key fields. Launched a special rectification for promoting the transparent operation of advertising purchase, improve the advertising purchase system, set up a black list “dishonest suppliers” and endeavored to push on the transparent and standardized operation of advertising purchase. Launched a special rectification for business running by relatives of leading cadres, established a reporting regulation and information management system for business running by relatives of leading cadres, gave Party and administrative discipline punishments to those who fail to report as required.



利益相关者责任

Stakeholder Responsibility

润泽利益相关者 与之共成长

Nurturing the stakeholders and growing together with them



利益相关者责任

Stakeholder Responsibility



提供优质产品与服务

Provide Excellent Products and Services

提供优质产品

Provide Excellent Products

注重产品质量

Lay Emphasis on Product Quality

旗下东风乘用车公司结合“感知质量提升”公司级课题及质量攻关项目，逐步提升感知质量。通过推进“新车项目供应商质量提升”攻关课题和质量管控前移至供应商活动，采购部品质量得到有效保证。通过深入开展零缺陷活动及工艺执行情况巡查，制程质量稳步提升。

DFPV made efforts to elevate the quality of perception progressively by combining “perceiving improved quality” corporate-level subjects and key quality problem tackling projects. By pressing ahead with “new vehicle project supplier quality improvement” key technical problem tackling subjects and quality management moving forward to the suppliers’ activities, the quality of purchased parts has been effectively ensured. By deeply launching zero defect activity and inspection of process execution condition, the quality of process has been steadily improved.

旗下神龙汽车有限公司连续10年实施“PQ365”质量行动计划，并从全价值链建立质量改善行动计划。2016年PQ365质量行动的主题是：创新质量管理、夯实卓越体系、聚焦质量成本、启航“3230”。将年度重点质量行动和战略平衡计分卡相结合，并将产品、性能、服务几个维度的外部指标作为神龙公司在质量方面的KPI，通过客户评价来促进质量工作的不断前进。

DPCA has implemented “PQ365” quality action plan for 10 years in row and established quality improvement action plan from whole value chain. The theme of PQ365 quality action plan in 2016: innovate quality management, reinforce the excellence system, focus on quality cost and initiate “3230”. Combined key yearly quality action with strategic balanced score card, took external indicators of such dimensions as product, performance and service as KPI of DPCA in quality, pushed forward the quality-related work through customer evaluation.



旗下东风日产乘用车公司在2016年8月发现部分2014款奇骏汽车存在安全隐患后，与日产全球同步，按照汽车召回程序对进行车辆召回。召回范围内部分车辆的后背门气动撑杆在特殊环境下长时间使用后（在沿海城市或潮湿环境下使用3-4年后），可能会引起接头处锈蚀。从而，导致极少部分撑杆外筒存在脱出的安全隐患。本着对用户负责的精神，并防范于未然，东风日产为召回范围内车辆免费更换新的后背门气动撑杆，以消除安全隐患。

After Dongfeng Nissan Passenger Vehicle Co. found potential safety hazard with some 2014 X-TRAIL cars, it recalled the cars according to the auto recalling procedures synchronously with Nissan globally. For the cars within the scope of recall, the pneumatic brace of back door is likely to cause rustiness after a long-term use under special environment (used for 3-4 years in coastal cities or under humid environment). In this case, there may be a potential safety hazard of a few brace outer cylinders getting off. By upholding the spirit of being responsible for users and preventing any potential problems, Dongfeng Nissan replaced the pneumatic brace of back door for the cars within the scope of recall so as to eliminate potential safety hazards.

旗下东风裕隆汽车有限公司GB/T19001-2008《质量管理体系要求》、ISO9001：2008国际标准化组织国际标准《质量管理体系要求》覆盖乘用车及发动机的设计开发、生产制造以及销售和售后服务的管理。通过各阶段检验控管，2016年东风裕隆GPK 15、MPV 15等车型成车整备后的VES评价均达成年初设定目标；N100方面，GPK-15、MPV 15等车型目标达成率为113%、75%。

Dongfeng Yulon Automobile Co., Ltd. carried out design, development, manufacturing, sales and after-service management of passenger vehicles and engines in accordance with GB/T19001-2008 Quality management system requirements and ISO9001: 2008 ISO international standard Quality management system. Through inspection, control and management of various stages, in 2016, VES evaluation after reconditioning of Dongfeng Yulon GPK 15, MPV 15 and other models has attained the goal set in the beginning of the year; in aspect of N100, the goal attainment rate for GPK-15 and MPV 15 has hit 113% and 75% respectively.

利益相关者责任

Stakeholder Responsibility

保障知识产权

Safeguard Intellectual Property Rights

旗下东风商用车有限公司2016年颁布实施《东风商用车有限公司商标管理办法》，以十堰为重点、辐射全国，打击制假源头，联合工商、公安等政府执法部门，构建了全方位、立体的品牌保护体系。公司全年共查处各类假冒侵权案件52起（其中刑事案件3起），各类假冒产品涉案总金额达600余万元。

In 2016, DFCV issued and executed Measures of DFCV on Management of Trademark, laid focus on Shiyan, radiated across the country, crack down source of counterfeiting, joined hands with industrial and commercial administration, public security and other government law-enforcement departments and established an all-around and dimensional brand protection system. All through the year, the company investigated and dealt with 52 counterfeiting and infringement cases (including 3 criminal cases), with total amount involved for various fake products up to more than 6 million RMB.

提供优质服务

Provide Excellent Services

东风秉承“关怀每一个人，关爱每一部车”的经营理念，以客户为中心，竭力从销售到售后各个环节打造令客户高度满意的服务体验。

DFM, upholding the operating concept of “care everyone and love each car”, has been regarding the customers as the center and endeavoring to create a service experience making the customers highly satisfied from selling to after-sales link.

客户关系管理

Customer Relationship Management

旗下郑州日产汽车有限公司为加强客户关系管理，搭建互动零距离、信息零差异的客户关系互动平台(CIP)系统，满足信息收集、查询、交流、投诉等需求，提供更高效的服务。打造全新的客户服务中心，建立良好的客诉响应处理制度，及时挖掘客户需求，为公司保证客户口碑提供支柱。

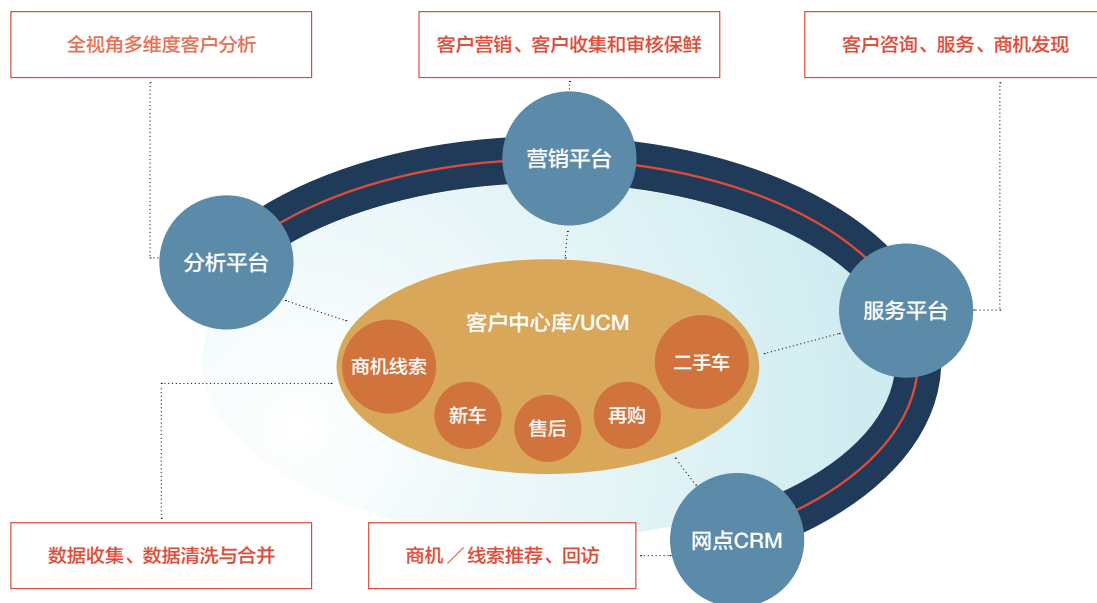
For strengthening the customer relation management, Zhengzhou Nissan Automobile Co., Ltd. built a customer interaction platform (CIP) system with zero distance of interaction and zero difference of information for meeting the requirements of information collection, inquiry, exchange and complaint etc. and offering more efficient service. Built a new customer service center, established a sound customer complaint response and handling system, timely tapped the customers' needs and provided a mainstay for the company to ensure the reputation in the customers.



郑州日产客户关系互动平台（CIP）系统

旗下神龙汽车有限公司建立了由基于IT系统支持的“一库三平台”与网点端CRM共同构成的双品牌(东风雪铁龙和东风标致)客户关系管理体系。不断改进客服中心服务设施和服务水平,基于电话和互联网等各种交互渠道为消费者、车主、合作者以及经销商提供全面的咨询、服务和投诉建议等各类业务的处理和跟踪服务。帮助网点与客户建立或重新建立之间的关系,保证客户提出的需求得到快速、满意的处理。

Dongfeng Peugeot Citroen Automobile Co., Ltd established an IT system-based double brand (Dongfeng Citroen and Dongfeng Peugeot) Citroen customer relation management system composed of “one library and three platforms” and outlet-end CRM. It has been continuously improving the service facilities and service level of customer service center, providing comprehensive settlement and tracking services involving consultation, service, complaint and suggestion etc. for consumers, car owners, partners and dealers through telephone, Internet and other interactive channels. Assisted the building or rebuilding of ties between outlets and customers and ensured the requests proposed by customers to be settled in a rapid and satisfying way.



神龙汽车有限公司客户关系管理体系

旗下东风乘用车公司持续实施“乘风计划”,并通过集中面授、网络直播、线上自学等方式对专营店进行培训,以提升服务质量。在东风风神AX5上市之际,公司组织新产品商务及技术培训,参训店数共计183家。

DFPV continued to implement “wind-riding program”, provided training to franchise stores through centralized face-to-face teaching, live webcast and online self-learning etc. so as to improve the service quality. While Dongfeng Aeolus AX5 was released, the company organized new product business and technical training, with 183 stores taking part in the training program.



利益相关者责任

Stakeholder Responsibility

客户投诉处理

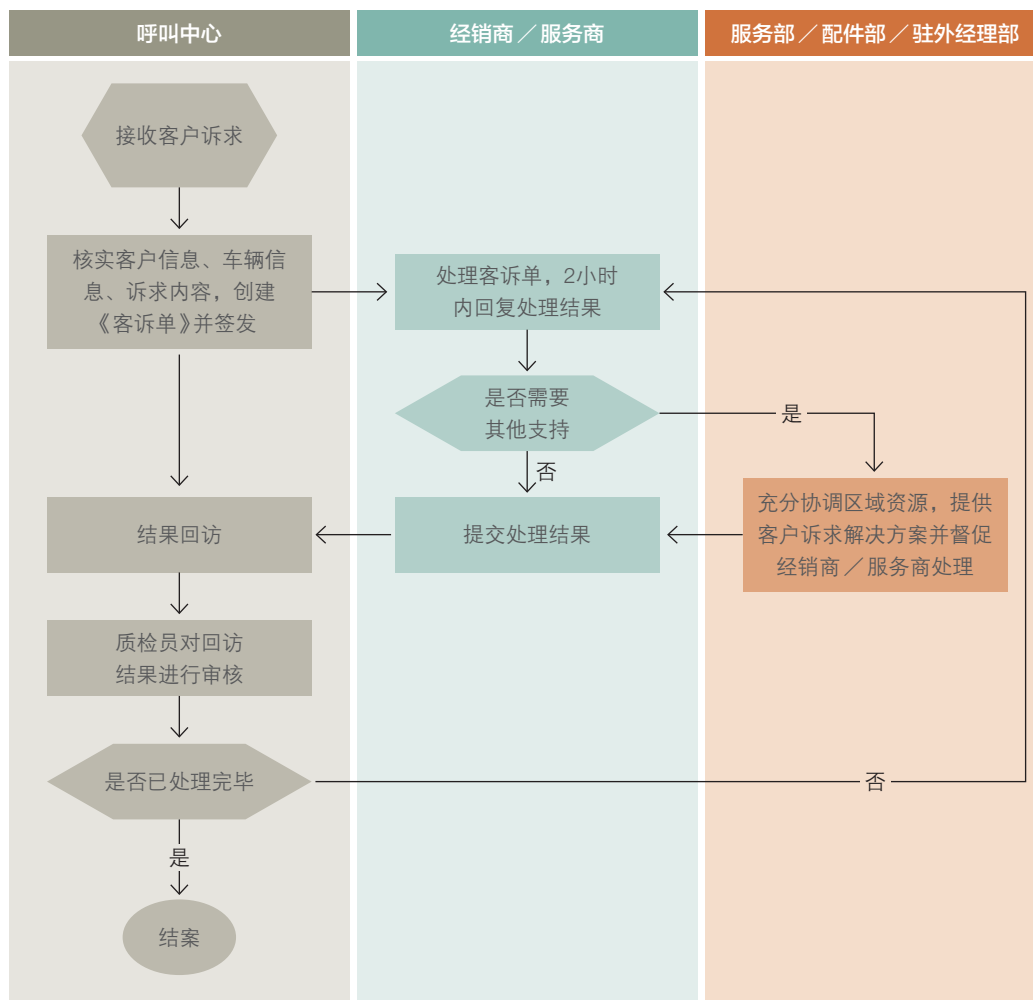
Customer Complaint Settlement

东风旗下各单位建立完善的客户投诉处理流程，面对客户投诉做到快速受理、认真分析、有效处理、及时反馈，以确保客户投诉得到高效处理，提升客户满意度。

All the affiliates of DFM established perfect customer complaint settlement process, accept the customers' complaints rapidly, analyze them carefully, deal with effectively and feed back timely so as to ensure the customers' complaints to be effectively dealt with and improve the customer satisfaction.

东风柳州汽车有限公司客户投诉处理流程

Customer complaint settlement flowchart of Dongfeng Liuzhou Automobile Co., Ltd.



客户信息保护

Customer information protection

旗下东风本田汽车有限公司建立了完善的客户信息安全保密管理制度，明确客户信息保护责任人和职责，通过设置专人管理客户信息、客户信息提取使用均遵照《客户数据库管理标准》等措施确保客户信息的安全。

Dongfeng Honda Automobile Co., Ltd. established a perfect customer information computer security and secrecy management system, specified the responsible persons and responsibilities for information protection, arranged specially-assigned persons to manage the customer information. The collection and use of customer information shall be in conformity with the Code for Management of Customer Database for safeguarding the security of the customer information.

客户满意度提升

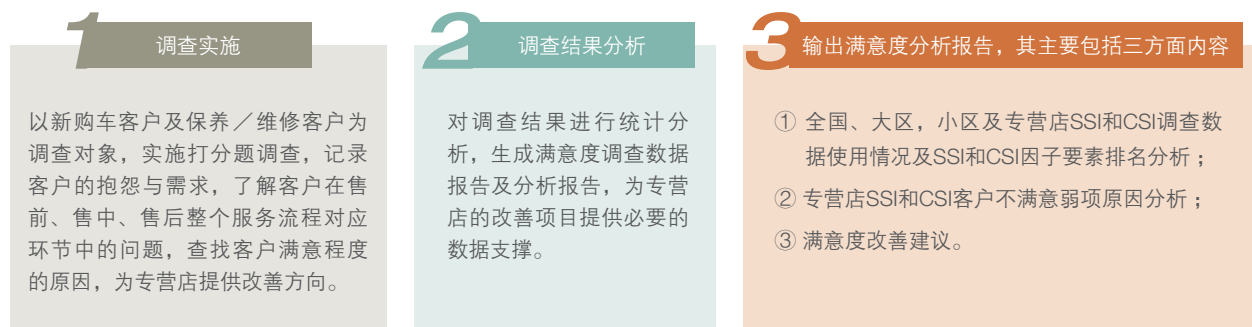
Customer Satisfaction Improvement

东风建立完善的客户满意度调查制度和流程，力求为客户提供卓越的服务体验。

Dongfeng established a perfect customer satisfaction survey system and process in a bid to offer an outstanding service experience to the customers.

旗下东风乘用车公司客户满意度调查流程：

Customer satisfaction survey process for DFPV:



旗下东风日产乘用车公司始终以客户满意为最终衡量标准。一方面优化售后服务，提高客户忠诚度。与J.D. Power公司合作展开CSI专项提升活动；加强基础管理工作的展开，实施客户投诉标准化管理；强化服务营销，针对不同客户群体采取针对性措施。另一方面升级二手车品质服务，组建合资二手车公司，启动易诚拍商业化经营，实现了从东风日产到单店，至上而下地打通了二手车业务的交易闭环。

Dongfeng Nissan Passenger Vehicle Co. has been basing on customer satisfaction as an ultimate measure. On the one hand, optimize the post-sales service and improve the customers' loyalty. Join hands with J.D. Power Co. to launch CSI special upgrading campaign; strengthen the implementation of basic management work and carry out customer complaint standardized management; intensify service marketing and take pertinent measures for different customer groups. On the other hand, upgrade the quality service of second hand vehicles, incorporate a second-hand vehicle joint venture, kick off the commercial operation of Easy-Auction, achieve the business from Dongfeng Nissan to outlets and open the closed loop of second-hand vehicle business from top to down.

旗下神龙汽车有限公司的东风雪铁龙品牌部针对2015年的调查薄弱环节（试乘试驾、车辆交付、经销商设施、服务启动等），围绕1个中心即“家一样的关怀”，确定8大方向，实施32项具体的服务提升专项行动来改善售前售后服务质量。

Dongfeng Citroen Brand Department of DPCA, based on the weak links (test drive, vehicle delivery, dealers' facilities, service starting etc.) surveyed in 2015, centered on one center, i.e., "home-like concern", ascertained 8 directions and implemented 32 specific service upgrade special actions for improving the quality of in-sale and post-sale services.

根据J.D.P调查结果，2016年东风风神品牌在自主品牌领域SSI（销售满意度）位列第七，CSI（售后服务满意度）位列第二；东风雪铁龙品牌在主流车细分市场SSI、CSI双双位列第一；东风英菲尼迪在中国豪华车市场CSI位列第三。

According to the survey result of J.D.P, in 2016, the SSI (Sales Satisfaction Index) and CSI (Customer Satisfaction Index) of Dongfeng Aeolus brand ranked the 7th and the 2nd in CSI in self-owned brand field; both SSI and CSI of Dongfeng Citroen brand ranked No. 1 in mainstream vehicle segment market; the CSI of Dongfeng Infiniti ranked the first in Chinese luxury car market.

不断提升雇主吸引力

Constantly Enhance the Attractiveness of Employers

基本权益保护

Protection of Fundamental Rights and Interests

权益保障

Protection of Rights and Interests

——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，保障员工享有劳动权利，履行劳动义务。

——建立劳动用工管理评价制度，对下属单位进行用工管理合规性评价，通过PDCA循环，不断提高管理水平，规避用工风险，防范劳动争议，构建和谐劳动关系。

——依法按时按标准支付员工劳动报酬，按照法规要求为员工及时缴纳养老、医疗、失业、工伤、生育等社会保险和住房公积金，建立企业年金、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假制度，不断提升员工福利保障水平。员工人均带薪年假为9.8天。

——与工会签订有《女职工权益保护专项协议》、《职业安全卫生专项协议》，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。每两年安排职工进行一次健康检查，对接触职业危害岗位严格执行岗前、岗中、离职体检制度。

——严格按照国家劳务派遣条例开展规范劳务派遣工作，彻底消除劳务派遣同工不同酬现象，保证了劳务派遣人员的合法权益。

——在招录新员工过程中，平等对待每一位求职者，不因民族、种族、性别、地域、户口、用工形式等因素而存在就业歧视。同时，公司积极吸纳残疾人就业，截止2016年期末公司共有残疾人从业人员1800余人。

—Fully implement the provisions of labor laws and regulations including the Labor Law and the Employment Contract Law; maintain the legitimate rights and interests of the company

and its employees, safeguard the employees to enjoy the right of labor and fulfill the obligations of their labor.

—Establish the labor employment management evaluation system in order to assess the compliance of its subordinate in labor employment management; constantly improve the management level via PDCA circulation, avoid the labor employment risks, prevent from labor disputes and build a harmonious labor relationship.

—Pay the employees with labor remuneration by law on schedule according to the standard, pay social insurances including pension, medical care, unemployment, work-related injury and birth as well as housing provident fund for its employment according to the legal requirements and set up corporate pension, supplementary medical insurance, serious illness medical insurance, accidental injury insurance and difficulty-relief fund, etc.

—Seriously carry out and implement the paid annual leave system and continuously improve the welfare and security level of employees. The days of paid annual leave enjoyed by the employees are 9.8 days on average.

—Sign the Special Agreement of Female Employees' Right Protection and the Special Agreement of Occupational Safety and Health Special Agreement with the labor union, in order to provide special protection to female employees who are in the menstrual period, in pregnancy, perinatal period, breast-feeding and menopause. The employees are arranged for health examination once two years. Any employee who has a position contacting occupational hazards must strictly implement the systems involving pre-post, post and dimission.

—Carry out the special work of standardizing labor employment strictly according to the National Labor Dispatching Regulations, so as to thoroughly eliminate the phenomenon that the remunerations are different for the same dispatched labor personnel and for the same work and ensure the legal rights and interests of the dispatched labor personnel.

—In the course that new employees are recruited, every job seeker shall be treated equally and shall not receive any employment discrimination due to such factors as ethnicity, race, gender, territory, registered permanent residence and employment form. At the same time, the company shall actively absorb the people with disabilities to obtain employment. The company has totally had more than 1,800 disabled employees by the end of 2016.

指标名称	2013	2014	2015	2016
劳动合同签订率	100%	100%	100%	100%
所属单位与工会集体合同签订率	100%	95%	95%	98%
参加工会会员的比例	98%	100%	100%	100%
吸纳就业(人)	33465	34454	35664	28680
本地化雇佣比例	98%	98%	98%	98%
员工流失率	4.7%	4.4%	2%	4.5%
人均带薪年假(天)	10	10	10	10
女性高级管理者比例	6.6%	7%	7%	7%
男女员工比例	7:3	7:3	7:3	7:3

困难帮扶

Support to Employees in Difficulties



李绍烛、邱现东慰问困难员工刘晓东

公司工会建立以“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，推进微信平台、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的运行格局。

2013年至今，公司工会帮扶救助困难职工2955人次，发放慰问金1098.46万元。

The company's labor union has established a work structure supported by five support modes including "loving care project", major festival consolation, major difficulties, autumn student-aided program and minimum living allowance, promoted the building of WeChat platform and online declaration system and formed the operating mechanism, in which the labor union takes the lead in organizing, the departments cooperates with and coordinates with and relevant personnel are responsible for its sub-items, and the operating layout, in which the company's labor union, secondary labor union, the business division's labor union and the grassroots labor union support the work.

From 2013 till now, the company's labor union has supported and assisted the 2,955 employees in difficulties and granted financial aid of 10.9846 million RMB.

员工满意度

Employee Satisfaction

公司全面开展员工满意度调查，调查范围覆盖23家主要单位，抽样率15%，共发放26014份问卷，有效回复率84%。2016年员工满意度总体得分达到73%。

The company has carried out a comprehensive survey of employee satisfaction, covering 23 major units and the sampling rate as 15%. There are 26,014 questionnaires distributed and the rate of effective response is 84%. The overall score for 2016 employee satisfaction is 73%.

2016年公司满意度调查形成满意度调查总报告和各参调单位子报告，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，对公司员工管理提升具有指导意义。

The Company's Satisfaction Survey for 2016 has formed the general report of satisfaction survey and the sub-report of various units participating in the survey, thus effectively identified the direction of improvement, practically put forward the suggestions of improvement, developed and implemented the plan of improvement and formed a management improvement circulation of PDCA, which have a guiding significance in improving the management of employees in the company.



利益相关者责任

Stakeholder Responsibility

健康与安全

Health and Safety

安全生产管理体系建设

Construction of Safety Production and Management System

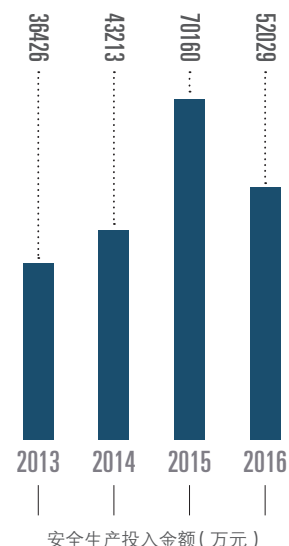
公司坚持“安全第一 预防为主 综合治理”安全生产工作方针，树立“安全的员工 安全的工作 安全的产品”安全理念，追求“零事故 零伤害 零损失”安全目标，建立并持续完善“6+1”安全生产管理体系和“四级”安全生产责任体系。

The company has adhered to the safety production working policy of “safety first, prevention first and comprehensive governance”, established a safety concept of “reliable employees, safety work and safe products” and pursued the safety objectives of “zero accidents, zero injuries and zero losses”, set up and continually improved the safety production management system of “6+1” and the “4-level” safety production responsibility system.



公司通过组织召开安全生产工作会、安全生产系统会、专题研讨会等会议，对全年安全生产工作部署，落实“四级”责任；通过诊断、评价和专项工作推进等，促进和推动公司安全生产工作顺利展开；编制发布东风汽车公司《安全职业健康“十三五”规划纲要》，全面推进自主安全管理，提高安全风险管控能力，推动安全管理方式转变，不断提高公司安全管理水平；2016年公司组织开展安全管理水平评价工作，建立对标管理体系和改善机制，形成公司安全管理评价“改善、固化、提升”的良性循环机制，引领企业持续改善；深入分析公司发生的安全生产事故，从中吸取教训，有效提升事故防范能力。

The company has held such meetings as safety production working meeting, safety production system meeting and symposiums through the organization; deployed the annual safety production work and implemented the “4-level” responsibilities; promoted and pushed the smooth progress of corporate safety production work by means of diagnosis, assessment and special work; prepared and released the “13th Five-year” Plan Outline for Safety and Occupational Health of DFM (Dongfeng Motor Corporation) to comprehensively promote independent safety management, improve the ability of safety risk control, facilitate the transformation of safety management mode and continually improve the level of corporate safety management; in 2016, the company has organized and carried out the assessment of safety management level; formed a mechanism of standard management system and improvement; formed a virtuous circulation mechanism of corporate safety management assessment in “improvement, curing and promotion” and led the enterprise to make continuous improvements; made in-depth analyses about the safety production accidents occurred in the company, drawn lessons from it and effectively improved the capability of accident prevention.



安全教育与培训机制

The Safety Education and Training Mechanism

公司开展多层次、多形式的安全职业健康宣传教育培训，强化管理者的责任意识、专业人员的能力水平、现场员工的安全意识和技能。

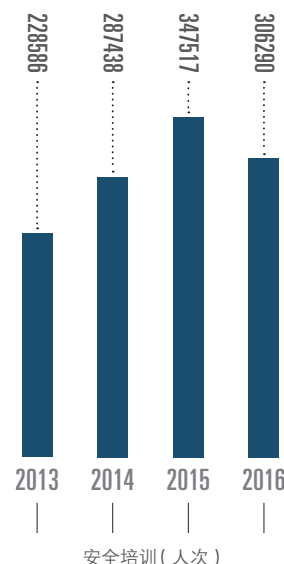
The company has carried out multi-level and multi-form publicity, education and training in safety, occupation and health and strengthened the sense of the managers' responsibilities and the professional level of professionals as well as the safety awareness and skills of on-site employees.

建立“安全东风”微信群，每月发布“安全生产信息”，积极交流推广安全职业健康管理课题成果和现场改善成果，传递公司安全职业健康工作动态和政府政策法规要求，分享公司内外安全职业健康工作经验，传播安全职业健康常识。

Set up a "Safety Dongfeng" WeChat group to post "the information on safety and production" every month; actively exchange and promote the achievements involving safety occupational health management projects and the achievements of on-site improvements; pass on the dynamic conditions of the company in safety occupational health work and the requirements of governmental policies and regulations; share the experiences of the safety occupational health work inside and outside the company and spread the common sense of safety occupational health.

举办高管安全培训班1期、安全管理人员培训班一期、职业健康培训班2期。新员工应急培训率均达100%。安全生产和职业病危害事故应急演练4462次，参演人数达102027人次。

Hold a first safety training course for senior managers, a first training course of safety management personnel and a second training course of occupational health. The emergency training rate for new employees has reached 100% on average. The emergency drills for safety production and occupational disease hazardous accidents are 4,462 times and the number of participants has reached 102,027 person-times.



职业健康保障

Occupational Health Assurance

公司继续完善“防、治、保”三位一体职业健康管理体系，牢牢抓住“管理、工程技术、个体防护、健康监护”四项工作重点。持续开展职业健康管理评价和职业健康管理档案规范化工作；对公司职业健康现状开展系统研究，提出了系统性和长期性对策；加强建设项目、设备设施投资项目安全卫生“三同时”管理，2016年建设项目职业病危害预评价率及控制效果评价率均达到了100%；开展作业环境噪声专项治理活动。2016年实施了163项职业病危害治理项目，投入金额达7833万元，为4725名员工改善了作业环境。2016年职业病危害因素检测率达99.2%，综合达标率达到81.0%。开展健康监护，保护重点人群。2016年接害人员共65611人次，同比2015年减少5691人次，降幅8%。职业健康体检应检69425人次，实检66045人次，体检率达到95%。

The company has continually improved the three-in-one occupational health management system of "prevention, governance and security" and firmly grasped the key work emphases in four aspects of "management, engineering technology, individual protection and health care"; constantly carried out the works involving occupational health management assessment and occupational health management archives standardization; launched systematic studies about the current conditions of the company in occupational health; put forward the systematic and long-term countermeasures and strengthened the "three-simultaneous" management concerning project construction, safety and health of investment in equipment facilities projects; all reached 100% on average with respect to the pre-assessment rate for occupational disease hazardous accidents of 2016 construction projects and the assessment rate for control effect and launched special governance activities for operational environment noises.



事故频率



职业病发病率

利益相关者责任

Stakeholder Responsibility

成长与发展

Growth and Development

2016年，公司提升人才国际化、职业化、专业化能力，先后与雷诺日产联盟、PSA集团签订人力资源战略合作协议，启动了首批东风赴海外挂职培养项目，深化人才强企战略，加快人才培养步伐。

In 2016, the company has enhanced the talent internationalization, professionalism and professional ability, signed a human resources strategic cooperation agreement with Renault Nissan Alliance and PSA Group successively and initiated the overseas training programs for the first batch of DFM personnel with post retained in order to deepen the strategy of strengthening the enterprise through talents and speed up the pace of talent training.

搭建职业技能竞赛平台，开展东风公司职工技能大赛，组织各单位参加行业竞赛和世界大赛，以赛促训；进行技能创新成果发布，促进成果应转化，开展技能人员能力评估，拓展技能人才能力提升路径和职业发展通道，培育工匠精神。继续深化培训体系成熟度模型工具运用，以课题改善和总结成功实践为抓手，通过辅导、培训、诊断，评审了稳步推进培训体系成熟度提升。

Build a competition platform for vocational skills, carry out the skill contest for DFM employees and organize various units to participate in industry competition and world competitions in order to facilitate the training through competitions; release the achievements for skill innovation and promote the transformation of such achievements; carry out the competent assessment of technical personnel, expand the paths for improving the abilities of technical personnel and the channels for career development and foster the spirit of craftsmen; continually deepen the application of maturity model tools in training system and review the enhancement of steadily boosting the maturity in training system by means of tutorship, training and diagnosis on a basis of improving the projects and summing up the successful practices.

项目	2013	2014	2015	2016
培训次数(万次)	2.5	2.2	2.7	2.95
培训投入(亿元)	1.27	1.52	1.6	1.6
培训人次(万人)	64	64	77	76



东风与雷诺日产联盟签订《建立人力资本战略伙伴关系的框架性合作协议》

提升凝聚力

Enhancement of Cohesion

公司开展形式丰富的文化体育活动，为员工提供展示自我的良好平台，并鼓励倡导广大员工参与其中，丰富员工的业余生活，实现工作与生活平衡，得到广大员工的欢迎和赞同，有助于提升公司的凝聚力和向心力。

The company has launched a wide range of recreational and sports activities, to provide its employees with a good self-presentation platform, encourage and advocate the majority of employees to participate in them in order to enrich the amateur life of employees and realize the balance of their work and life, which have won the welcome and approval from the most of employees, thus enhancing the cohesion and centripetal force of the company.



东风汽车公司第三十一届职工迎春接力赛



东风汽车公司“车城物流杯”职工羽毛球赛



东风汽车公司2016年集体婚礼

利益相关者责任

Stakeholder Responsibility

追求与伙伴共赢发展

Pursuit of the Win-win Development with Its Partners

战略共赢

All-win Strategies

东风公司在促进企业发展同时，统筹合作伙伴利益和社会利益，使发展更具包容性。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。

DFM has given overall considerations to the interests of its partners and social interests while promoting corporate development so that the company can develop with more inclusiveness. The company has promoted the all-win development with its partners, adhered to equal cooperation and mutual benefits and actively built a positive, healthy, frank and sustainable partnership.

东风与中国电子科技集团在北京签署《战略合作协议》，并同时签署汽车电子电控系统合作和新能源汽车动力电池合作两个专项协议。根据协议，双方将在新能源汽车、智能制造及智能网联汽车、信息化及企业信息安全等领域开展战略合作。

DFM has signed a Strategic Cooperation Agreement with China Electronics Technology Group in Beijing and signed two special agreements in cooperation of automotive electronic control system and new energy vehicle power battery cooperation at the same time. Based on those agreements, both parties will launch the strategic cooperation in such fields as new energy vehicles, intelligent manufacturing and intelligent & Connected vehicles (ICV), information technology and enterprise information security.



东风公司与中智公司签订战略合作协议，根据协议，双方将在管理咨询、人才测评、人才招聘、人力资源外包等领域进行全面合作。

DFM and China International Intellect Corporation have signed a strategic cooperation agreement. Both parties will, based on the agreement, carry out an overall cooperation in such aspects as management consulting, personnel assessment, talent recruitment and human resources outsourcing.



供应商建设

Constructions of Suppliers

东风本着合作共赢、效益效率、公平公开的理念，不断深化与广大供应商的战略合作，以达成双方协作共赢的最终目标。

DFM has constantly deepened the strategic cooperation with the majority of suppliers to achieve the ultimate objectives of mutual win-win cooperation in line with the concept of win-win cooperation, benefits and efficiency, equity and fairness.

旗下东风汽车股份有限公司在开展THaNKS活动的同时，又拓展为Q-THaNKS活动，对15家供应商现场改善支援，为减少零件全过程和低无附加值的各种环节浪费。通过Q-THaNKS活动，公司挖掘出提案数249个，3MIS降低33%。

DFM (Dongfeng Motor Corporation Co., Ltd.) has expanded the activity named as Q-THaNKS again to provide 15 suppliers with the on-site improvement support and reduce the wastes arising from the whole course of components and parts and various kinds of links with low and no additional values, while carrying out the THaNKS activity. Through the Q-THaNKS activity, the company has exploited 249 proposals and reduced 3MIS by 33%.



旗下神龙汽车有限公司在质量培训和能力提升方面持续对供应商开展QSB+培训活动，2016年共组织了8期培训活动，供应商参加培训人员总数达435名；公司协助供应商与PSA开展交流和组织技术日活动，积极参与神龙公司和PSA联合采购咨询项目，寻求国际化合作机会。此外，神龙公司大力支持本土供应商积极承接KD件加速国产化项目，实现双赢发展。

Dongfeng Peugeot Citroen Automobile Co., Ltd. has constantly launched the QSB + training activities for its suppliers with respect to quality training and ability improvement. In 2016, it has totally organized 8 training activities and there are 435 suppliers participating in those activities. The company has assisted the suppliers and PSA in carrying out the exchanges and organizing the technical day activity; actively participated in the procurement consultancy projects jointly organized by Dongfeng Peugeot Citroen Automobile Co., Ltd. and PSA to seek for the opportunity of international cooperation. In addition, Dongfeng Peugeot Citroen Automobile Co., Ltd. has strongly supported the local suppliers to actively undertake KD pieces and accelerate the localization of projects in order to achieve all-win development.



利益相关者责任

Stakeholder Responsibility

经销商建设

Construction of Dealers

东风始终高度重视与经销商共同打造新型战略合作伙伴关系，实现共赢共享。通过为经销商提供全方位优质服务的制度建设，实现经销商能力提升，建立与经销商共生共荣、持续盈利的模式。

DFM has always attached great importance to creating a new strategic partnership jointly with its dealers in order to realize the all-win sharing. It has achieved the enhancement of the dealers in their abilities and established the mode of intergrowth and co-prosperity and the sustained profitability with its dealers by providing its dealers with the institutional building of overall excellent services.



旗下东风乘用车公司持续开展以经销商收益提升为主要目的驻店辅导帮扶。实行“标杆引路”的“一拖三”创新驻店辅导模式，重点解决经销商生存问题，目光聚焦销售，强调实操和案例辅导，解决以往辅导后不会实际操作的问题。2016年，共驻店辅导108家专营店，帮扶店占整个网点数的42%，辅导前后平均新车交付环比增长了21%，产值增长了26%，客户流失率降低了5%。

Dongfeng Passengers Vehicles Co., Ltd. has constantly carried out the resident tutor support activity with major aim to the enhancement of the dealers in earnings and realized the “one-delay and three-innovation resident tutor mode” of “benchmarking path”, focusing on the settlement of dealers’ survival problem, focusing attention on sales, emphasizing the actual operation and case counseling and solving the problems that they cannot really operate them even if they are tutored.

旗下郑州日产汽车有限公司2016年对经销商开展MX5新车上市全员直训，促进了经销商销售能力及盈利能力提升，盈利经销商占比从年初的40%提升到了57%。

Zhengzhou Nissan Automobile Co., Ltd. has made direct trainings to its dealers with respect to MX5 new car launch in 2016, thus promoting the sales capability and profitability of its dealers so that its dealers have won the profits up to 57% from 40% at the beginning of current year.

旗下东风特种商用车有限公司2016年年初对整体营销网络形象进行了统一设计，从6月份开始对经销网络分批开展了门头建设，经过半年的实施已完成38家经销网络的门头统一工作。

Dongfeng Special Commercial Vehicles Co., Ltd. has made a unified design to its overall online marketing image in early 2016. It has begun to carry out the portal construction to the networks of its dealers in batches from June on and fulfilled the portal unified work for 38-dealer networks through a half a year of implementation.



为股东提供可靠回报

Provide Its Shareholders with Reliable Return

股东关系管理

Shareholder Relationship Management

东风汽车集团股份有限公司的公司章程明确界定股东的权利和义务，股东按照其持有股份的类别和份额享有权利、承担义务，同一种类股份的股东享有同等权利、承担同种义务。公司平等对待所有股东，确保股东能充分行使权利，保护其合法权益；能够严格按照相关法律法规的要求召集、召开股东大会。公司的治理结构确保所有股东，特别是中小股东享有平等的权利，并承担相应的义务。

DFM (Dongfeng Motor Corporation Co., Ltd.) has clearly defined the rights and obligations of its shareholders in the company's Articles of Association. The shareholders will enjoy the rights and assume the obligations in accordance with the type of shares and the market portion of the shares held by them and will have the equal rights and assume the same obligations for the same kind of shares. The company will treat its whole shareholders equally so as to ensure that the shareholders can fully exercise their rights and protect their legitimate rights and interests; convene and hold the general meeting of shareholders strictly according to the requirements of relevant laws and regulations. The corporate governance structure can ensure that all the shareholders, especially the minority shareholders, enjoy the equal rights and assume the obligations correspondingly.

保护股东利益

Protect the Interests of Shareholders

股东大会作为公司权力机构，依法行使包括决定公司经营方针和投资机会、选举和更换董事等重大事项的权力。公司的股东大会分为股东年会和临时股东大会，股东年会每年召开一次，当有符合章程界定需要召开临时股东大会之际，董事会需要在两个月之内召开临时股东大会，股东可以通过参与股东大会依法行使股东的权利，实现参与公司运营和管理的权利。

As the corporate authority of power, the general meeting of shareholders will lawfully exercise the rights of major events including the decision of corporate business principles, opportunities of investment as well as the election and replacement of directors. The general meetings of shareholders are divided into the annual general meeting of shareholders and the extraordinary general meeting of shareholders. The annual general meeting of shareholders will be held once a year. When there is an extraordinary general meeting to be held, which meets the requirements of the Articles of Association, the board of directors is required to hold the extraordinary general meeting of shareholders within 2 months and the shareholders may lawfully exercise the rights of shareholder by participating in such general meeting of shareholders, so as to achieve the rights of the company in operation and management.

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公司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利益相关股东回避表决，而中小股东在类别股东大会充分表达自己的声音，切实行使中小股东的权利，有效保障了中小股东权利。

The company's Articles of Association have strictly defined the procedures and processes to hold the annual general meeting of shareholders and the extraordinary general meeting of shareholders, to ensure that the shareholders can enjoy the rights of participating in the corporate operation and management. At the same time, in order to guarantee the rights of minority shareholders, the company's Articles of Association have specifically defined the conditions to hold the separate meeting of classes of shareholders and the conditions for majority shareholders to avoid voting as well as the procedures to hold the separate meeting of classes of shareholders. The convening of the separate meeting of classes of shareholders will make the stakeholders to avoid voting while the minority shareholders may fully express their own voices at such meeting, earnestly exercise the rights of minority shareholders and effectively protect the rights of minority shareholders.

利益相关者责任

Stakeholder Responsibility

股东沟通

Communication with the Shareholders



东风集团不断提高公司的信息披露质量，达到公司与股东之间双向交流的效果。公司坚持通过积极的投资者关系管理，加强与投资者的沟通。公司适时向股东报告公司的表现和业务情况，积极的安排投资分析员会议、新闻发布会和非交易路演、投资者来访、反向路演等，向股东、投资者和公众介绍公司运营情况，并解答他们的提问。公司按照联交所的监管要求，按时披露中报、年报；按月披露股份发行人的证券变动月报表；合规披露内幕信息、关联交易等。公司因为发行超短期融资债券，按照中国银行间市场交易商协会的监管要求，在存续期内定期披露季度报告。

DFM has constantly improved the quality of the information disclosed by it, so as to achieve the effect of two-way communication between the company and the shareholders. The company has adhered to strengthening the communications with investments by actively managing the investors' relationship. The company will make timely reports to the shareholders with respect to performance and business conditions, actively arrange the meetings for investment analysts, press conferences and non-transaction road-shows, investors' visit and reverse road-shows; make the shareholders, the investors and the public known to the company's operation situation and answer their questions. The company will disclose the interim report and the annual report on schedule according to the regulatory requirements of the Stock Exchange; disclose the monthly statement of changes in the share issuer's security on a monthly basis and make insider information and related transactions public according to the regulations. If the company wants to issue an ultra-short-term financing bond, it shall disclose a quarterly report for its existing period regularly according to the regulatory requirements of National Association of Interbank Market Institutional Investors (NAFMII).

回报股东

Return to the Shareholders

公司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137亿元，其中向H股股东累计分配股息约38.8亿元。

The Company has developed a shareholder reward program, by which DFM will distribute 15% to 20% of distributable profits to its shareholders as dividends every year. Since its listing, DFM has accumulatively distributed about 13.7 billion RMB of dividends to its shareholders, in which the accumulative dividends distributed to its H shareholders are approx. 3.88 billion RMB.

环境责任

Environmental Responsibility

润丽自然 与环境共和谐

Nurturing the beautiful nature and
keep a harmony with the environment



环境责任

Environmental Responsibility

打造绿色全价值链

Build a Green Full-value Chain

环境管理体系

Environmental Management System

公司构建了节能环保“5+1”管理体系，有效支撑公司节能环保管理工作，不断提升公司节能环保工作管理效果。同时公司各单位建立了ISO14000系列管理体系，其中主要工业企业ISO14001环境管理体系覆盖率达到96.1%。

The company has built the “5+1” management system for energy conservation and environmental protection, thus effectively supporting the company’s management work in energy conservation and environmental protection and continually enhancing the company’s management effect in energy conservation and environmental protection. At the same time, the company has established the ISO14000 series of management systems for various units, in which the coverage of ISO14001 environmental management system has reached 96.1% in key industrial enterprises.

2016年，东风公司践行绿色发展理念，启动“绿色东风2020”行动和节能环保水平评价，积极推进环保产业发展，开展目标诊断管控，有针对性地专项整治取得良好效果，全价值链节能环保管理模式初步形成，对公司节能环保“十三五”规划形成强力支撑。

In 2016, DFM has fulfilled the concept of green development, initiated the “Green Dongfeng 2020” action and implemented the assessment of energy-saving and environmental protection level; actively promoted the development of environmental protection industries; and carried out the management and control of objective diagnoses, obtained good results from the targeted special program, initially formed the management mode of full-value chain energy conservation and environmental protection and provided strong support to the company in forming the “13th five-year” plan for its energy conservation and environmental protection.



东风特色“5+1”管理体系

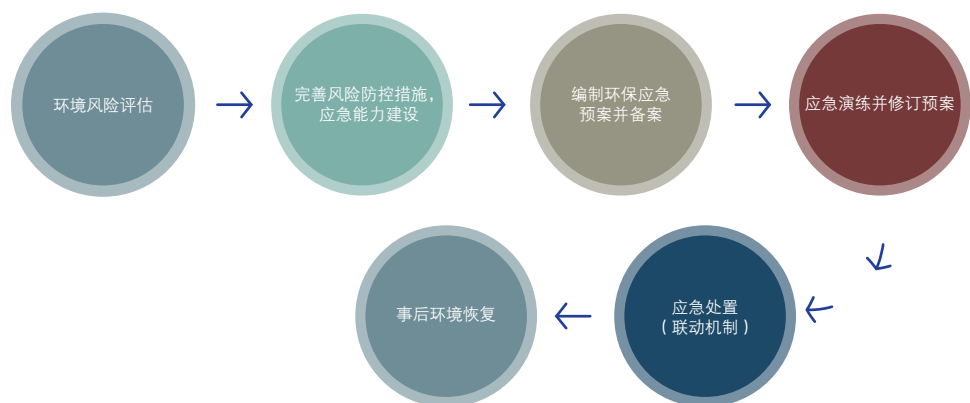


环保应急管理

Environmental Protection Emergency Management

公司建立应急管理体系，其中《突发环境事件应急预案》与属地政府预案、与各单位预案紧密衔接，其中各单位危险废物应急预案均进行演练。

The company has established an emergency management system, in which the *Emergency Plan for Emergent Environmental Incidents* shall be closely connected to the territorial government plan and the units' plans. Here, the emergency plan of various units for hazardous wastes shall be drilled.



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。

DFM headquarters has carried out the risk inspections to important links including the operation of environmental protection equipment and facilities, the use and storage of dangerous chemicals as well as temporary storage of hazardous wastes by means of daily supervision and inspection, objective diagnosis, energy conservation and emission reduction and various units are required to rectify and improve the problems found in the course of inspection.

2016年，旗下东风实业有限公司以“安全环保月”、“高产期应急专项检查”等活动为载体，开展安全环保知识竞赛、宣传培训、应急演练17余次，涉及员工2000多人次。

In 2016, Dongfeng Industrial Co., Ltd. has launched the knowledge competition of safety and environmental protection, publicity training and emergency drill for more than 17 times and the employees involved reached more than 2,000 person-times by taking such activities including “safety and environmental protection month” and “special inspection of high-yield emergency” as carriers.

环境责任

Environmental Responsibility

清洁生产

Clean Production

绿色工厂建设

Building of Green Factory

公司本着“节能环保地造车，造节能环保的车”节能环保工作理念，扎实开展节能环保工作。2016年编制了“绿色东风2020行动”方案，从绿色工厂、绿色供应链和绿色产品三个领域展开全价值链的绿色低碳行动，推动绿色东风建设。

The company has firmly carried out the works of energy conservation and environmental protection in the spirit of “making vehicles under the energy conservation and environmental protection and manufacturing the energy-saving and environmental protection vehicles”. In 2016, it has prepared the “Green Dongfeng 2020 Action” program, thus launching the green low-carbon action of full-value chain in three aspects including green factory, green supply chain and green products and promoting the construction of green Dongfeng.

实施节能环保技术改造工程

Implement the Renovation Project of Energy-saving and Environmental Protection Technology

2016年共征集节能环保优秀成果200多项，经各单位推荐、评选列为公司级优秀成果45项，并进行成果汇编，组织在全公司发布并推广成果20项。

In 2016, it has totally solicited more than 200 excellent energy-saving and environmental protection achievements. Recommended by various units, 45 company-level outstanding achievements have been selected through public appraisals and there are 20 achievements released and popularized throughout the company after being collected and organized.

推进节能技术改造

具体措施：涂装工艺技术改造、清漆废气焚烧处理、TNV余热回收系统等。

旗下柳东乘用车基地涂装一期、二期烘干室采用先进的余热回收节能系统(TNV)，目前已全部投入使用，实现年节约标准煤3459吨，年节约生产成本约640万余元，设备上采用吸附式干燥机应用技术、制冷站集控系统应用技术、ESA天然气磁化节能器应用技术等，有效提高能源使用效率，节约能源；污水处理站采用分质分流、集中处理、深化技术，下一步将启用中水回用技术。

The advanced waste heat recovery and energy-saving system (TNV) has been adopted for the drying room of Liudong passenger vehicles base coating stage 1 and stage 2, which have fully been put into services at present, so as to save 3,459 tons of standard coals annually and save the about 6.4 million RMB of production cost every year. The application technologies in adsorption dryer, refrigeration station centralized control system and ESA natural gas magnetization energy economizer have been adopted in the equipment, so as to effectively enhance the energy usage efficiency and save the energies. The quality-divided flow-dividing technology, centralized processing and deepening technology are adopted for sewage treatment station and the reclaimed water recycling technology will be adopted next step.



TNV 余热回收系统

推广应用清洁能源

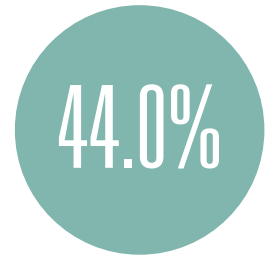
具体措施：光伏发电工程、燃料由柴油更替为天然气等。

公司能源结构不断改善，清洁能源的比率不断增加。通过采取供热方式变更、天然气替代等措施，“十二五”期间共取缔燃煤锅炉35台，与2010年同比，汽车制造企业煤炭消费量下降85.5%，天然气消费量上升131%，截至2016年底公司燃煤工业锅炉全部关闭。公司共有7家企业实施太阳能发电系统，合计发电容量35.9MW，年发电量3782万KWh，发电用于厂区道路、办公区域、车间照明、部分生产供电等。

The company has constantly improved its energy structure and continually increased the ratio of clean energies. Through the adoption of measures in change of heating mode and natural gas replacement, 35 coal-fired boilers have totally been clamped down during the period of the “12th five-year” plan. Compared with that in 2010, the coal consumption has decreased by 85.5% in the automobile manufacturing enterprises and the natural gas consumption has increased by 131%. The coal-fired industrial boilers have been thoroughly shut up by the end of 2016. There are 7 enterprises under the corporation in which the solar energy power generation system has been implemented with the total generating capacity of 35.9MK and the annual generating capacity of 37.82 million KWh and the electricity is used for factory road, office area, workshop lighting and power supply for partial production, etc.

旗下东风日产乘用车公司大力推行光伏发电工程，通过光伏发电工程，四地工厂内部绿能利用率从0%提升到4.5%，处于汽车行业第二名，有效降低电能消耗。同时注重物流节能，采用电动叉车替代燃油叉车，实现厂内物流的节能减排。

Dongfeng Nissan Passenger Vehicles Company has vigorously promoted the photovoltaic power generation project, through which the green energy utilization rate within four factories has increased to 4.5% from 0% and ranked the second in the automotive industry second, thus effectively reducing power consumption. At the same, more attention has been paid to logistics and energy conservation. Instead of fuel forklift, the electric forklift has realized the energy conservation and emission reduction of logistics within the factory.



2016年天然气使用量
相比2013年上升



东风日产花都工厂光伏发电项目

环境责任

Environmental Responsibility

降低排放量

公司制定了“绿色东风2020行动”方案，发布了“十三五”节能环保规划和中期事业计划，杜绝各类环境污染事故的发生。以2015年为基数，万元产值综合能耗（可比价）下降15.62%，COD减排7.22%、SO₂减排1.75%。

The company has developed a “Green Dongfeng 2020 Action” program, released the energy-saving and environmental protection planning during the 13th-five Year Plan period and medium-term business plan, prevented from the occurrence of all types of environmental pollution accidents. Taking that of 2015 as base, the comprehensive energy consumption for ten-thousand RMB output value (comparable price) has reduced to 15.62%, COD emission reduction to 7.22% and SO₂ emission reduction to 1.75%.

旗下东风汽车股份有限公司2016年环境污染事故为0，100%合法合规、污染物监测数据100%达标；污染物排放100%达标。

DFM has 0 environmental pollution accidents in 2016, 100% legal compliance, 100% compliance of pollutant monitoring data and 100% compliance of pollutant emissions.

带动供应链合作伙伴节能减排

通过绿色供应链建设，东风带动供应商开展环境管理体系(ISO14001)认证接近100%，东风日产乘用车公司推行以“绿色运输、绿色仓储、绿色包装”为核心的绿色物流，实现了年均1.2%的物流CO₂排放量递减，东风本田汽车有限公司导入本田环境数据管理统，实现了Honda全球供应商环境负荷削减统一管理和供应商目标预实监督管理，预期供应商单车CO₂排放量年均递减1%。

Through the building of green supply chain, Dongfeng has driven its suppliers to carry out the certification of environmental management system (ISO14001) and make it close to 100%. Dongfeng Nissan Passenger Vehicles Company has implemented the green logistics focused on “green transportation, green warehousing and green packaging”, thus achieving the gradual reduction of CO₂ emissions in logistics at a rate of annual average 1.2%. Dongfeng Honda Automobile Co., Ltd. has introduced the Honda environmental data management system, thus achieving the reduction of Honda global supplier environmental load in unified management and supplier objective pre-real supervision and management. It is expected that CO₂ emissions of the supplier's vehicle per year will be reduced by 1% on average.

旗下东风日产制订绿色采购方针和严谨的零部件及材料采购通则。在新品开发过程中，供应商采用的材料与物资，必须通过中国汽车材料数据库系统(CAMDS)严格审查，确保新车型的再回收利用率和禁用物质等技术指标满足国家法规；在供应商的绿色管理上，东风日产坚持绿色采购，制定“零容忍”政策，要求供应商建立环境管理体制，并通过第三方的环境体系认证。

Dongfeng Nissan has formulated the green procurement policy and the rigorous general rules of procurement for components and parts and materials. In the course of new product development, the substances and the materials adopted by the suppliers must pass the strict review of China Automotive Materials Database System (CAMDS), in order to ensure that the technologies of new vehicle model in recycling rate and banned substances can meet the national laws and regulations. With regard to green management of suppliers, Dongfeng Nissan has adhered to green procurement and developed the policy of “zero tolerance”, which requires the suppliers to establish an environmental management system and pass the environmental system certification of a third party.

废弃物管理控制

公司不断强化循环经济工作。通过污泥制砖，热电厂粉煤灰作为建筑材料、水泥原料，金属废料回收等，固体废物整体循环利用率达到92%。通过工艺替代减少危险废物4300吨，投入9200万元用于公司危险废物的100%安全处置。

The company has constantly strengthened its work of recycling economy. By making bricks with sludge, using coal ash of thermal power plant as building materials and cement raw materials and recycling metal wastes, the overall utilization rate of solid wastes has reached 92%. The company has reduced 4,300 tons of hazardous wastes by means of process replacement. The company has invested 32 million RMB in 100% safe disposal of hazardous wastes.

公司排放种类主要有工业废气、工业废水、固体废物、厂界噪声、温室气体等，所有排放达标率均为100%。

The wastes emitted by the company mainly include industrial waste gas, industrial waste water, solid wastes, plant boundary noises, greenhouse gases and the compliance rate for all emissions is all 100%.

旗下东风汽车股份有限公司根据危险废弃物减量化原则，公司组织4家主要产废单位（轻商、康明斯、车厢、旅行车）开展《危废减量化改善》活动，同比减少危废量328吨，减少处理费用69万元。

DFM has organized 4 major waste production units (Light commercial vehicles, Cummins, compartment and station wagon) to carry out the activities of Hazardous Wastes Reduction and Improvement according to the principles of hazardous wastes reduction, decreasing by 328 tons of hazardous wastes and decreasing by 0.69 million RMB of handling expenses compared to the same period last year.

三废控制管理

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。公司三废均有完善的防治措施，共有各类防治设施1463台套，排放浓度全部达标。

All kinds of waste water and waste gas pollutants have all reached the standard of stable discharge and, have continually reached the discharge requirements of pollutants as prescribed by the country and the dependent territory. The company has had a perfect prevention and control measures for three wastes. There are 1,463 pieces / sets of various types of prevention and control facilities and their emission concentrations have all met the emission standard.

2014-2016 年公司生产产生的“三废”减排量

名称	2014年	2015年	2016年
废水排放量与2013年相比增减(%)	-6.46	-11.10	-12.38
固体废弃物产生量与2013年相比增减(%)	8.74	0.00	3.88
二氧化硫排放量与2013年相比增减(%)	-35.22	-74.26	-74.53



刹车盘涂装 VOCs 治理



毛坯涂装 VOCs 治理

旗下东风本田汽车零部件有限公司开展VOCs收集治理项目，同时对毛坯涂装原有废气治理设备处理效果进行了验证，确保了VOCs排放满足法规要求（法规 $\leq 90\text{mg}/\text{m}^3$ ，实绩： $58.0\text{mg}/\text{m}^3$ ）。

Dongfeng Honda Auto Parts Co., Ltd. has carried out the VOCs collection and management projects and, at the same time and verified the handling effect of blank coating original waste gas treatment equipment, thus guaranteeing that VOCs emissions meet the regulatory requirements (regulations $\leq 90\text{mg}/\text{m}^3$ and actual performance: $58.0\text{mg}/\text{m}^3$).

环境责任

Environmental Responsibility

能源管理

Energy Management

ISO50001能源管理体系正在全公司积极推进，其中6个单位通过三方认证。

ISO50001 energy management system has been actively promoting throughout the company. Of which, there are 6 units which have passed the certification of third party.

近年在公司内持续推进空压机、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，不断加大落后机电设备淘汰和工艺装备的改造力度，2016年共投资1.1亿元，实施节能改造项目82项，实现产值节能量20.56万吨。

Recent years, the company has constantly promoted air compressor, smelting furnace, heat treatment furnace, coating waste heat recovery and waste heat recovery of power generation boiler in thermal power plant and, continually stepped up the elimination of electromechanical equipment and the renovation of process equipment. The company has totally invested 0.11 billion RMB in 2016 in implementing 82 energy-saving renovation projects, so as to achieve 0.2056 million tons of saved output energy.

截至2016年底，28个工厂（子公司）建立了能源管理在线监测信息系统，通过实施能源消耗在线采集和实时监控、历史能耗数据记录分析等，设置系统诊断及预警功能，实现能源消耗对标管理、用能趋势预测、节能效果分析，为优化用能管理提高能效水平奠定科学基础。

By the end of 2016, the energy management online monitoring information system has been set up in 28 factories (subsidiaries). By implementing energy consumption online collection and real-time monitoring and the historical energy consumption data records and analyses, the system diagnosis and early warning function have been set, to realize energy consumption benchmarking management, energy utilization trend forecast and energy efficiency analysis and lay a scientific foundation for optimizing energy utilization management and improving the level of energy efficiency.

旗下东风汽车股份有限公司全年通过管理措施与工程措施，实现节约吨标煤580吨。轻型商用车分公司、旅行车公司、东风康明斯公司、车厢分公司、铸造分公司等实施厂区及车间照明节能灯改善、变频改造、变压器整合、空压机余热利用、高能耗设备“一键启停”改造等。

DFM has passed the management measures and engineering measures throughout the year, thus realizing about 580 tons of standard coals saved. The improvement of lighting and energy-saving lamps in factory and workshop, frequency conversion, transformer integration, air compressor waste heat utilization and “one-key start/stop” renovation of high energy consumption equipment, etc. have been implemented in the light commercial vehicles subsidiary, station wagon subsidiary, Dongfeng Cummins company, compartment subsidiary and foundry subsidiary.



有效节约能源

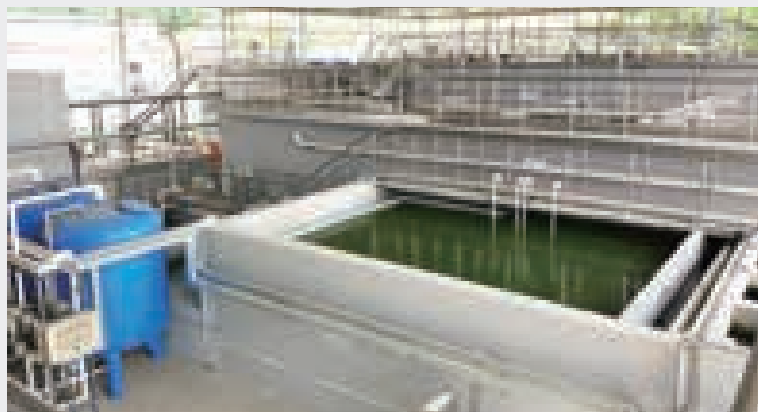
Effectively Save the Energy

开展节能环保水平评价，实施对标管理。启动“绿色东风2020”行动的试点示范工作。实施目标管控，开展目标诊断和实时监测。坚持实行“两目标、三高、四新”管理策略，即：与制造同类型产品相比，要求新建项目节能不低于18%、减排不低于8%；节能环保水平要高于国家标准、高于行业水平、高于设计水平；实行新技术、新装备、新工艺和新管理方法。将“节能低碳、绿色环保”理念融入到新工厂的设计建设中，打造低碳节能的标杆典范。

Carry out the energy-saving and environmental protection level assessment and implement the benchmarking management; initiate the pilot demonstration work of “Green Dongfeng 2020” Action; implement objective management and control and carry out the objective diagnosis and real-time monitoring; adhere to the management strategies of “two objectives, three higher and four news”, that is, compared with the same kinds of products manufactured, it is required that, as for the newly-built project, the energy conservation shall not be lower than 18% and emission reduction shall not be lower than 8%; that the energy-saving and environmental protection level is higher than the national standard, higher than the industry level and higher than the design level; and that news technology, new equipment, new process and new management method are implemented. The philosophy of “energy-saving low carbon and green environmental protection” has been integrated into the design and construction of new factory to create a benchmark model of low carbon energy conservation.

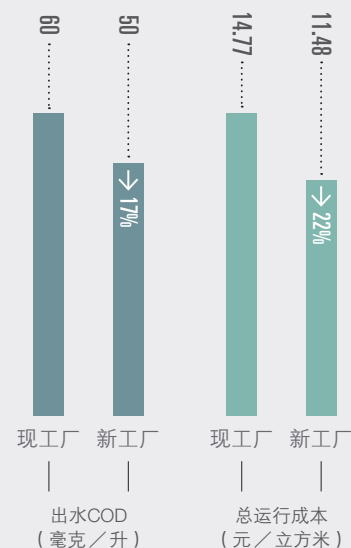
2013-2016 年公司每年节约能源总量，万元能耗数据

名称	2013年	2014年	2015年	2016年
以2013年为基数，产值节能量(万吨)	-	-8.21	-13.68	-27.17
与2013年相比增减(%)	-	-6.98	-11.52	-19.65



旗下东风本田汽车零部件有限公司开展新工厂污水站建设工作，与现工厂相比工艺提升17%，成本削减22%。

Dongfeng Honda Auto Parts Co., Ltd. has carried out the construction of new plant sewage station, in which the process level has been increased by 17% and the cost decreased by 22% compared with that of current factory.



环境责任

Environmental Responsibility

研发绿色产品

Research and Development of Green Products

环保产品

Environmental Protection Products

新能源汽车是公司产品结构调整升级的战略方向，公司十三五新能源汽车战略规划明确提出“产品安心，使用顺心”的新能源汽车业务定位，明确了2020年新能源汽车市占率18%（36万辆）的产业化目标，并将打造关键技术、核心资源、创新体系、合作发展等四个支撑平台，推进公司新能源汽车业务快速发展。

New energy vehicles are the strategic orientation of the company in structural adjustment and upgrading. In the 13th Five-year New Energy Vehicles Strategic Planning, the company has clearly proposed the new energy vehicles business orientation of “product safety and user satisfaction”; defined the industrialized objective that the market shares of new energy vehicles by 2020 reach 18% (0.36 million vehicles); built four support platforms including key technologies, core resources, innovation system and cooperative development and promoted the rapid development of new energy vehicle business.

2016 年节能新能源汽车研发情况介绍

Introduction to the Research and Development of 2016 Energy-saving New Energy Vehicles

东风风神AX7 PHEV SUV

Dongfeng Aeolus AX7 PHEV SUV



车型名称：东风风神AX7 PHEV SUV
长×宽×高(mm)：4690×1850×1727
额定乘员数(人)：5
最高车速(km/h)：175
整备质量(kg)：1728

东风风神E70纯电动轿车

Dongfeng Aeolus E70 all-electric vehicle

车型名称：东风风神E70纯电动轿车
长×宽×高(mm)：4680×1720×1515
额定乘员数(人)：5
最高车速(km/h)：150
整车质量(kg)：1562
一次充电续驶里程(km)：≥351



东风风神E30L纯电动轿车

Dongfeng Aeolus E30L all-electric vehicle



车型名称：东风风神E30L纯电动轿车
长×宽×高(mm)：2995×1560×1595
额定乘员数(人)：4
最高车速(km/h)：100
整车质量(kg)：1010
一次充电续驶里程(km)：151

东风风行S50纯电动轿车

Dongfeng Fxauto S50 all-electric vehicle

车型名称：东风风行S50纯电动轿车
长×宽×高(mm)：4665×1790×1526
额定乘员数(人)：5
最高车速(km/h)：150
整车质量(kg)：1540
一次充电续驶里程(km)：255



东风启辰晨风纯电动轿车

Dongfeng Venucia Chenfeng all-electric vehicle



车型名称：东风启辰晨风纯电动轿车
长×宽×高(mm)：4467×1771×1549
额定乘员数(人)：5
最高车速(km/h)：144
整备质量(kg)：1494
一次充电续驶里程(km)：175

环境责任

Environmental Responsibility

东风风诺E300纯电动轿车

Dongfeng Fengnuo E300 all-electric vehicle

车型名称：东风风诺E300纯电动轿车
长×宽×高(mm)：4752×1814×1458
最高车速(km/h)：135
整车质量(kg)：1593
续电续航里程(NEDC)(km)：300



东风帅客纯电动汽车

Dongfeng SUCCE all-electric vehicle

车型名称：东风帅客纯电动汽车
长×宽×高(mm)：4500×1695×1825
额定乘员数(人)：7
最高车速(km/h)：110
整车质量(kg)：1680
一次充电续驶里程(km)：270



东风天翼12M全承载纯电动城市客车

Dongfeng Tianyi 12M fully-loaded all-electric urban bus

车型名称：东风天翼12M全承载纯电动城市客车
长×宽×高(mm)：12000×2550×3150
额定乘员数(人)：78/10-43
最高车速(km/h)：69
整备质量(kg)：12900
一次充电续驶里程(km)：330



环保技术

Environmental Protection Technology

东风公司“九五”期间就开始了节能与新能源汽车的开发工作，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，先后研发了混合动力汽车、纯电动汽车和燃料电池汽车等节能与新能源汽车，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949项，获得授权438项，其中发明专利51项。

DFM has begun to develop the energy-saving and new energy vehicles during the period of the “9th five-year” plan. It has launched the researches in key fields including engine and power transmission technology, lightweight design technology, vehicle fuel efficiency and environment-friendly automotive materials, successively researching and developing the fields involving hybrid electric vehicle, pure electric vehicle and fuel-cell vehicle. In combination with a batch of core technologies related to battery, motor and controller, it has totally applied 949 relevant patents and obtained 439 authorizations, in which there are 51 patents for invention.

旗下东风日产乘用车深耕新能源汽车事业中的核心板块——电池包技术。东风日产电动车的电池包设计开发及制造技术，具有高安全性、高可靠性和高环保性，其中电池外壳采用980兆帕核潜艇级超高强度钢板，整包防水防尘性能达到IP67防护级别，并且经过专家团队的测试，确保在高寒、高温、高湿、沿海等类型使用环境中无障碍使用。从2010年EV示范运营至今，未发生一起市场品质不良的案例，并累计无故障运行超过千万公里。

Dongfeng Nissan Passenger Vehicles Company has deeply cultivated the core plate – battery pack technology – of new energy vehicles. Dongfeng Nissan electric vehicles are characterized by high safety, high reliability and high environmental protection with respect to design, development and manufacturing technology of battery pack. Here, the steel plate with 980MPa nuclear submarine ultra-high strength has been adopted for battery shell so that the waterproof and rustproof performance of whole pack has reached IP67 protection level. Moreover, through tests of experts, it is ensured that it can be used without barriers under such use conditions of high-cold, high temperature, high humidity and coastal types. From the 2010 EV demonstration operation to now, there are no cases on bad market quality occurred and the accumulated obstruction-free operation has exceeded 10 million kilometers.

旗下东风裕隆三项实用新型专利（车辆之怠速控制装置、复合动力车之启动装置、燃油添加剂逐量添加双极式燃油泵）已获得授权为车型产品降低油耗，达到环保的效果；两项实用新型专利（一种集光器配合厚壁导光块尾灯、一种多矩阵反射式LED头灯）已被受理，在满足法规亮度的同时减少电量消耗，使其更节能。

Dongfeng Yulon has won the authorization for three utility model patents (idle control device of vehicles, starting device of hybrid power and fuel additives gradual adding bipolar fuel pump) as model vehicle product to reduce the fuel consumption and reach the effect of environmental protection. Two utility model patents (one is the optical collector equipped with a thick-walled light guide taillight, the other is the one equipped with multi-matrix reflective LED front light) have been accepted, which can reduce electricity consumption and make it more energy efficient while meeting the luminance as stipulated by the regulations.



环境责任

Environmental Responsibility

推进环保实践

Promote the Practices of Environmental Protection

节约资源

Save the Resources

公司积极应对国家及地方政府密集出台的法规要求，制定了“绿色东风2020行动”方案，发布了“十三五”节能环保规划和中期事业计划，引导各单位积极将环境管理工作向上下游延伸，从源头上削减对资源和能源的消耗。

In order to actively respond to the regulatory requirements intensively introduced by the national and local governments, the company has formulated the “Green Dongfeng 2020 Action” program and released energy-saving and environmental protection planning during the 13th-five Year Plan period and medium-term business plan, guiding various units in actively extending environmental management work towards its upstream and toward its downstream, thus eliminating the consumption of resources and energy from the source.

旗下东风柳汽在开展清洁生产工作过程中，发动全体职工积极提出合理化建议，组织实施了多项无/低费方案，并利用清洁生产的原理确定了中/高费方案，并组织实施。方案实施后，能源单耗和原材料消耗各项指标均创历史最好记录。

Dongfeng Liuzhou Automobile Co. has launched the employees to actively put forward rationalization proposals in the process of clean production work, organized and implemented many no-fees/low fee programs and determined the middle/high-expenses programs by making use of the principles of clean production and organized and implemented them.

提升用水效益

Improve Water Efficiency

公司通过对生产工艺源头进行技术改造、推行污水零排放工程，减少工业用水量；通过提高污水深度处理能力，扩大中水回用率。2016年耗水总量3000万吨，与2013年相比，中水回用率提升30%，万元产值水耗下降37%，单车水耗下降21%。

The company has carried out the zero discharge sewage projects to reduce the industrial water consumption through technical transformation of production process source and expanded the rate of recycled water utilization by enhancing the capability of sewage depth treatment.

旗下东风日产与水泥厂合作，实现废物零填埋，达成固体废物100%再利用；投入近3000万，在四地工厂分别建设了5套回用水处理设施，实现100%废水零排放；以及实施漆渣、污泥减量化工程，减少危险废物的产生量，减少所需填埋量。

Dongfeng Nissan has cooperated with the cement plant to achieve zero landfill for wastes and realize 100% re-use of solid wastes; with the investment of nearly 30 million RMB, five sets of recycled water treatment facilities have been built respectively in four factories to achieve 100% zero emission of waste water.



工业废水回用系统

发展循环经济

Development of Circular Economy

公司从各个领域认真开展循环经济工作。普通固体废物全部循环利用，循环利用率为109.8%；制造过程中的金属、非金属废料100%回收利用；发动机、设备再制造产值8000万元，同比增加23%；报废汽车拆解回收产值（尚未数据）；2016年与2013年中水回用率提升30%；制造过程的余热回用率达到50%以上。

The Company has carefully carried out work related to circular economy in various fields. All ordinary solid wastes will be recycled, with cyclic utilization rate of 109.8%; the metal and non-metal wastes during the manufacturing have been recycled by 100%; the output of engine and equipment re-manufacture has been RMB80 million, up by 23% year on year; output value has been recovered by disassembling scrapped cars.

全员环保意识建设

Build the Awareness of Employees' Environmental Protection

绿色办公

Green Office

公司建立环境职业健康安全管理体系，制定《节能降耗管理程序》，规范办公用能行为，践行绿色办公理念。

The company has established an environmental occupational health and safety management system, developed the Energy-saving and Consumption Reduction Management Procedures to standardize the office energy use behavior and practice the philosophy of green office.



节约用电

办公室照明灯具由原来的普通日光灯管逐步更换成节能型的LED灯具，节能效果达到50%以上。规定夏、冬季节办公空调的设定温度，并明确责任单位。

Electricity saving: The office lighting fixtures are gradually replaced by energy-saving LED fixture from former ordinary fluorescent tube and the energy-saving effect has reached more than 50%. The setting temperatures for office air-conditioning in summer and in winter are stipulated respectively and the responsible organization is clearly defined.



节约用水

办公楼卫生间冲洗用水全部使用中水，张贴节约用水提示牌，提高员工节约用水意识，减少自来水的用量。每周对办公用水、用能进行稽查，发现长明灯、长流水及空调温度设定不当的现象进行通报，督促整改，规范员工用能行为，引导全员践行节水节电的绿色办公理念。

Water saving: the recycled water is completely used as the rinsing water for office bathroom toilet and the prompt board of water saving is posted in order to improve the awareness of employees' water saving and reduce the consumption of tap water. The inspection will be make to office water consumption and energy consumption every week and a notification will be given for pilot burner, running water for a long time and improper setting of air-conditioning temperature in order to urge the employees to rectify, standardize the behavior of employees' energy utilization and guide the whole employees to implement the green office philosophy of saving water and electricity.



节约用纸及耗材

倡议员工不使用彩色打印机打印普通文档，使用双面打印、预览输出，严格控制非办公打印，宣传广大员工有序使用打印设备，降低打印机故障，提高设备运行效率。降低维修成本和耗材采购成本，报废已使用5年及以上的办公打印机。完成办公文印&安全创新管理改善课题。

Paper and consumable saving: the employees are advocated not to print ordinary documents with color printer; to use double-sided print and preview output. Any non-office printing will be strictly controlled and the employees are encouraged to use the printing device in an orderly way, reduce the printer faults, improve the operating efficiency of equipment reduce the maintenance cost and procurement cost of consumable materials and scrap the office printer with five years or more of service life. The office duplication & safety innovation management improvement project shall be completed.

环境责任

Environmental Responsibility

开展环保宣传活动

Launch the Environmental Protection Publicity Activity

围绕节能环保月活动主题“践行节能低碳 共建绿色东风”，遵循全员参与度高、社会影响面广、与生产现场结合紧密等原则，开展丰富多彩的系列活动，提高全体员工的节能环保意识，广泛宣传生态文明主流价值观，在公司营造节能低碳绿色发展的浓厚氛围。

“Implement energy-saving low carbon and jointly build green Dongfeng” by surrounding the theme of energy-saving and environmental protection activity month, follow up the principles of employees' high participation of employees, broad social impact and close integration with production site, in order to implement a series of colorful activities, enhance the awareness of the employees' energy-saving environmental protection, widely publicize the mainstream value outlook on ecological civilization and create a strong atmosphere of energy-saving low carbon green development in the company.

结合公司实际情况，公司各级机关及职能部门以“四个一”（节约一滴水、节约一度电、节约一张纸、节约一滴油）为主要内容的主题实践和宣传活动，倡导文明、节约、绿色、低碳的办公环境，发挥各级机关管理人员在节能环保工作中的表率示范作用，进一步规范办公，降低能源消耗。

In combination with the actual conditions of the company, the functional departments of the company and the authorities at all levels have launched the theme practices and publicity activities by taking as major contents “four ones” (saving a drop of water, one kilowatt-hour, one piece of paper and a drop of oil), to advocate the civilized, energy-saving, green and low carbon office environment, play an exemplary demonstration role in the energy-saving environmental protection work, further standardize the office and reduce energy consumption.

为改善生态环境，倡导绿色环保理念，旗下东风本田发动机有限公司投入120万元参与本田在华第二期植树项目。7月2日公司组织员工代表11人参与本田在华植树活动，在内蒙古乌兰察布盟兴和县开展植树体验活动。

In order to improve the ecological environment and advocate the philosophy of green environmental protection, Dongfeng Honda Engines Co., Ltd. has invested 1.2 million RMB in participating in the second tree planting project of Honda in China. On July 2, the company has organized 11 representatives for employees to participate in the tree-planting activity of Honda in China to carry out the tree-planting experience activity in Xinghe County, Ulanquab League, Inner Mongolia.



旗下东风乘用车公司开展安全环保遵章守纪承诺签名，“一战到底”微信安全环保知识竞赛和以“持续满足环境保护要求，践行绿色工厂发展理念”为主题的节能环保宣传展示活动。通过活动的开展，调动了员工参与安全和节能环保的热情，提高了全体员工的节能环保意识，营造了节能低碳绿色发展的浓厚氛围。

Dongfeng Passenger Vehicles Company has launched the activity of commitment for safety, environmental protection and compliance with disciplines, “one-war-to-the-end” WeChat safety and environmental protection knowledge contest and the energy-saving and environmental protection publicity and demonstration activity with the theme of “constantly meeting the requirements of environmental protection and implementing the philosophy of green factory development”. Through those activities, the company has aroused the enthusiasm of employees in participating in safety and energy-saving environmental protection, enhanced the awareness of the whole employees in energy-saving and environmental protection and created a strong atmosphere of energy-saving low-carbon green development.

社会公益责任

Responsibility for Charity

润美公益事业 与社会共进步

Nurture beautiful and public welfare undertakings
and pursue common progress with the society



社会公益责任

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”。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。

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.

2016年，东风公益基金会年初余额：5622.17万元，收入：3560.14万元。其中，现金收入：3505.00万元，支出：2990.53万元，期末余额：6191.78万元。2016年东风公益基金会对外捐赠项目19个，捐赠金额2990.4万元。

In 2016, for example, DFBF saw an initial balance of 56.2217 million yuan, an annual income of 35.05 million yuan and annual spending of 29.9053 million yuan, leading to a year-end balance of 61.9178 million yuan. In 2016, Dongfeng Public Welfare Foundation has donated 19 projects with the donation amount of 29.904 million RMB.

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》。东风公益基金会2016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。按着相关规定，基金会按时召开理事会，向与会成员单位通报基金会的情况，报请理事会审议相关议题，并就基金会的重大活动进行决策。同时，按着国家相关规定成立党支部，按照党章规定定时或不定期召开民主生活会，组织党员学习中央和国资委的相关文件。

In combination with various management articles of association and systems of DFM and the Foundation, Dongfeng Public Welfare Foundation has prepared the Management Methods of Dongfeng Public Welfare Foundation. Dongfeng Public Welfare Foundation has passed the audits for the 2016 business development made by the state ministry of civil affairs and the Foundation is good in overall operation. Various businesses are carried out according to the scope of businesses and there are no items of violation. According to relevant provisions, the Foundation shall convene the board of directors on schedule, report the information on the Foundation to its member units, submit relevant issues to the board of directors for review and make decisions on major activities of the Foundation. At the same time, it has established the Party branch according to relevant national provisions, held the meeting of democratic life regularly or irregularly according to the provisions of the Party Constitution and organized the Party members to study relevant documents of the Central Government and the State-owned Assets Supervision and Administration Commission (SASAC).

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。

Dongfeng Public Welfare Foundation is, on the whole, deployed by DFM according to the “Nurturing” Plan of corporate social responsibility (CSR), set up a platform of “Great Dongfeng” Public Welfare synergistic implementation and support to perform the responsibility of social public welfare. Its tenet is to carry forward social virtue, dedicate the loving heart, do its utmost in public welfare undertakings and promote social harmony.



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

6191.78

万元

期末余额

2990.40

万元

捐赠金额

公益行动

Charitable Action

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、组织东风公司志愿服务行动。“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者服务活动中。目前构建了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。

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 (standardized, institutionalized, normalized, organized, systematic and planned activities) volunteer service teams with over 5,000 volunteers in all.

志愿者活动

Volunteer Activities

在“东风志愿者工作指导委员会”的统一规划、组织下，持续开展“东风润苗行动”、“学雷锋”和“敬老爱老”等传统志愿服务项目，并不断创新载体，开展了“爱心课堂”、“心语心愿”、“微公益项目大赛”、“青年服务联盟”等品牌服务项目。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。

Under the unified planning and organization of “Dongfeng Volunteer Work Steering Committee”, it has constantly carried out traditional volunteer service projects including “Dongfeng Nurturing Seedling Action”, “learn from Lei Feng” and “respect and love the aged”, continually created new carriers and conducted such brand service projects as “loving heart classroom”, “innermost words and wishes”, “micro-public welfare project contest” and “youth service alliance”. It has implemented the volunteer spirit of “dedication, friendship, mutual help and progress” with practical action and contributed youth and strength to build a harmonious Dongfeng.

130

支

志愿服务队

5000

余人

注册志愿者

2016年，东风汽车公司十堰管理部“青年志愿服务社区行”组织4场进社区活动，共260余志愿者参加，服务项目31个，服务3000余人次；“情暖夕阳”组织47支志愿者服务队，结对帮扶30名孤寡、重病老人。

In 2016, DFM Shiyan Management Department has organized 4 community activities in the “youth volunteer service community tours” and there are more than 200 volunteers to participate in, 31 service projects and over 3,000 served person-times; “feeling warm in the setting sun” has organized 47 volunteer service teams to help 30 elderly persons with no other family members or with serious disease.



社会公益责任

Responsibility for Charity

2016年3月5日，公司团委在十堰青年广场举行2016年度青年志愿服务表彰暨2017年青年志愿服务活动启动大会。授予30支志愿服务队为公司“优秀志愿服务队”，30个项目为公司“优秀志愿服务项目”，30名青年志愿者为公司“优秀青年志愿者服务个人”。同时，武汉、十堰、襄阳、广州等各大基地同步启动2017年东风青年志愿者服务行动，2000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 5, 2016, the company's youth league committee has held the 2016 youth volunteer service recognition conference and the 2017 youth volunteer service activity kick-off meeting at Shiyan Youth Square. 30 volunteer service teams are awarded as "excellent volunteer service team", 30 projects as "excellent volunteer service project" and 30 youth volunteers as "excellent youth volunteer service individual" in the company. At the same time, the 2017 Dongfeng youth volunteer service action has been simultaneously initiated in major bases including Wuhan, Shiyan, Xiangyang and Guangzhou, more than 2,000 youth volunteers walked along the streets and walked into the community for convenience services.



2016年，东风汽车公司技术中心青年志愿者协会在“青年+”品牌的引领下，开展了汽车义诊、无偿献血、捐衣送暖等多项广受欢迎的志愿服务活动。汽车义诊5期，480人次，无偿献血80人次，超过2万毫升，并在东风阳光城志愿服务中心服务超过500小时，先后荣获武汉市、东风公司多项集体荣誉。

In 2016, the youth volunteers association of DFM Technical Center has launched many widely welcomed volunteer service activities including free clinic for automobiles, unpaid blood donation and clothes donation for warmth under the leadership of "Youth +" brand. There are free clinics for automobiles five times, 480 person-times, unpaid blood donation 80 person-times. The blood donated has exceeded 20,000 ml, the services are over 500 hours at the volunteer service center of Dongfeng sunshine city so that it has successively won many collective honors from Wuhan municipal government and DFM.



神龙汽车有限公司武汉一厂“太阳花”、“小龙人”志愿服务队创建于2014年。2016年志愿服务队持续开展“关爱留守儿童和空巢老人”、“小家电维修”、“浪漫婚车”等特色主题活动，累计服务人数500余人。

Dongfeng Peugeot Citroen Automobile Co., Ltd. Wuhan No. 1 Factory has established "Sunflower" and "Little Dragonman" Volunteer Service Teams respectively in 2014. The volunteer service teams have constantly carried out the activities with characteristic theme including "care for stay-at-home children and empty-nest elderly", "small household appliance maintenance" and "romantic wedding car".

特色公益实践

Characteristics of Public Welfare Practice

参与自然灾害救助

Support Post-disaster Reconstruction

2016年6月23日，江苏省盐城市阜宁、射阳等地区遭龙卷风袭击。灾情发生后，7月4日，公司联合东风悦达起亚有限公司向江苏盐城龙卷风灾区捐赠爱心款600万元，并奔赴灾区开展救援活动，帮助运输灾民和物资，全力支持灾区抢险救援工作，帮助灾区人民渡过难关，尽快恢复生产生活、重建家园。

On June 23, 2016, the regions including Yancheng, Funing and Sheyang of Jiangsu province have suffered from tornado attack. After the disaster, the company has united Dongfeng Yueda Kia Co., Ltd. to donate the love-care payment of 6 million RMB to the disaster regions suffered from tornado attack in Yancheng of Jiangsu province on July 4, carry out the rescue activities in the disaster regions, help and transport the victims and materials, make greater efforts to support the disaster emergency rescue, help the people in the disaster regions to overcome the difficulties, resume production and life as soon as possible and rebuild their homes.



2016年7月18日，公司联合东风有限、东风商用车、东风本田、神龙公司、东风鸿泰、东风股份、东风小康、东风实业、东风零部件、东风装备、东风财务等单位向湖北灾区捐赠爱心款2000万元，用于抗洪救灾和灾后重建工作。持续强降雨过程中，东风汽车公司一直积极组织旗下各单位力量，通过各种形式，积极投入到抗洪救灾第一线。第一时间成立抢险救援应急小组，并组织武汉区域4S店参与行动，为受灾群众和抛锚车辆提供救援和帮助。



On July 18, 2016, the company has united such units as Dongfeng Limited, Dongfeng Commercial Vehicles, Dongfeng Honda, DPCA, Dongfeng Hongtai, DFAC, Dongfeng Xiaokang, Dongfeng Industrial, Dongfeng Parts, Dongfeng Equipment and Dongfeng Finance to donate the love-care payment of 20 million RMB to the disaster region of Hubei province, which are used for flood fighting and disaster rescue as well as post-disaster reconstruction work. During the period of continuous heavy rainfall, DFM has organized the strength of all the affiliates to actively invest itself in the front line of flood fighting and disaster relief work. It has formed an emergency rescue group at the first time and organized the 4S shops from Wuhan region to participate in the action and provide the rescue and help to the affected people and the anchored vehicles.

社会公益责任

Responsibility for Charity

东风梦想车大赛

Dongfeng Dream Car Competition

2016年6月20日，第二届“东风梦想车”中国青年汽车创意设计大赛正式启动。大赛由东风汽车公司发起，与中国青年创业就业基金会、东风公益基金会联合主办，是展现当代青年创新风貌、助力青年学生实现“汽车梦想”的专业平台，也是东风汽车公司社会责任“润”计划特色履责实践项目。东风汽车公司通过与中国青年创业就业基金会展开深入合作，让大赛为青年人才拓展专业才能、拓宽职业发展空间提供强有力的支持。

On June 20, 2016, the 2nd “Dongfeng Dream Car” Chinese Youth Car Design Competition has been officially initiated, which is sponsored by DFM and co-sponsored by China Youth Entrepreneurship and Employment Foundation and Dongfeng Public Welfare Foundation. It is a professional platform to show the innovation image of contemporary youth and help the young students to achieve their “car dream”, and also becomes a practical project to perform the responsibilities characterized by the corporate social responsibility “nurturing” plan of DFM. DFM has carried out the in-depth cooperation with China Youth Entrepreneurship and Employment Foundation, to make the contest to provide strong supports to young talents in developing professional skills and broadening the professional development space.

本届大赛主题为：车社会，润未来。旨在引导青年从人、车、社会的关系入手，对未来汽车社会和汽车生活进行发散创想，培养青年对文明汽车社会的认知和社会责任感。

The theme for competition are car society and nurturing the future, with an aim to guide young people to make divergent imagination to the future car society and the auto life, starting from the relationship among people, car and the society and cultivate the youth with the senses of recognition and social responsibility for civilized auto society.



来自贵州大学 DL 团队的作品《胶囊》摘得冠军



9月18日，初赛在东风汽车公司总部进行。经过综合评委严格评选，来自清华大学、上海交通大学、湖南大学、华中科技大学、武汉理工大学等16所高校的30强作品从32所高校，75个团队的108个作品中脱颖而出，入围复赛。

On September 18, the preliminary contest is held at the DFM headquarters. Through strict reviews and selection of comprehensive assessment committee, 30 top works from 16 colleges and universities including Tsinghua University, Shanghai Jiaotong University, Hunan University, Huazhong University of Science and Technology and Wuhan University of Technology, and 108 works from 32 colleges and universities and 75 teams, have stood out and are selected for the next round of competition.

9月27日，复赛在东风汽车公司总部举行。经过评委严格评选，来自清华大学、太原理工大学、华东师范大学、贵州大学、湖北工业大学等9所高校的10件作品脱颖而出晋级决赛，角逐本届“东风梦想车”大赛终极大奖及最佳创意设计奖、最佳智慧交通奖、最佳和谐生活奖3项单项奖。

On September 27, the quarter-final is held at the DFM headquarters. Through strict reviews and selection of the assessment committee, 10 works from 9 colleges and universities including Tsinghua University, Taiyuan University of Technology, East China Normal University, Guizhou University, Hubei University of Technology have stood out for the final, competing for three single awards including the ultimate award and the best creative design award of “Dongfeng Dream Car” Contest, the best intelligent transport award and the best harmonious life award.

决赛现场，十强团队通过视频演绎、PPT讲解等形式就参赛作品创意思路及亮点进行全方位展示。

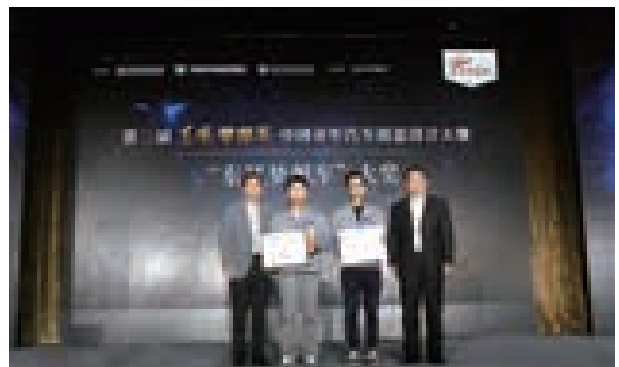
In the finals, the top 10 teams have demonstrated the creative new ideas and highlights of their entries in all-around way in forms of video interpretation and PPT illustration.

经过激烈角逐，大赛最终评选出“东风梦想车”大奖一名和三个单项奖。东风汽车公司总经理、党委副书记、东风公益基金会理事长李绍烛、国务院国资委综合局张晓松、团中央中国青年创业就业基金会副秘书长吴秉昆、东风汽车公司副总经理刘卫东、东风汽车集团股份有限公司党委副书记何伟等领导出席活动并为获奖团队颁奖。

After a fierce competition, a big prize and three single awards of “Dongfeng Dream Car” are finally selected through public appraisal in the contest. There are following leaders attending the activity and presenting the awards to the award-winning teams: general manager of DFM and deputy secretary of CPC; Li Shaozhu, president of board of Dongfeng Public Welfare Foundation; Zhang Xiaosong, SASAC comprehensive bureau, Wu Bingkun, deputy secretary general of China Youth Entrepreneurship and Employment Foundation of the Central Committee of the Communist Youth League of China; He Wei, deputy secretary of the Party Committee of DFM.



东风公司总经理、党委副书记李绍烛出席活动并致辞



东风公司副总经理刘卫东、东风集团党委副书记何伟共同为获奖团队颁奖



决赛现场十强团队现场演绎、讲解作品创意



复赛现场评委点评参赛作品

社会公益责任

Responsibility for Charity

东风润苗行动

Dongfeng Nurturing Seedling Action

2013年以来，东风汽车公司、东风公益基金会联合团省委、省青基会启动“东风润苗行动”系列公益助学活动，围绕衣、食、住、行、学等方面开展体系化助学活动。在公司各单位的踊跃参与下，四年来，东风公司在湖北省内及云南、四川灾区共计援建“东风希望小学”15所，各单位策划开展心语心愿、“东风希望夏令营”等一系列微公益活动近20次。

Since 2013, DFM and Dongfeng Public Welfare Foundation have united the Provincial League Committee and the Provincial Youth Foundation to initiate a series of public welfare student subsidy activities “Dongfeng Nurturing Seedling Action” and carry out an integrated student subsidy activity surrounding clothes, food, shelter, travel and study. Under the condition that the units of the company have actively participated in them, DFM has provided the assistance to build 15 “Dongfeng Hope Primary Schools” in total in such disaster regions as Hubei, Yunnan and Sichuan in the past four years. The units have planned and launched a series of micro-public welfare activities including “innermost words and wishes” and “Dongfeng Hope Summer Camp” 20 times.

地区	学校	帮扶单位	状态
团风县杜皮乡	团风县东风鸿泰希望小学	东风鸿泰	已落成
随县王岗镇	随县东风有限希望小学	东风有限	已落成
恩施市盛家坝	恩施市神龙汽车希望小学	神龙公司	已落成
兴山县	兴山县神龙汽车希望小学	神龙公司	已落成
五峰县仁和坪镇	五峰县东风特种商用车希望小学	东风特商	已落成
英山县	英山县东风本田希望小学	东风本田	已落成
四川芦山县	四川芦山县东风本田希望小学	东风本田	已落成
房县姚坪乡	房县东风风神希望小学	东风乘用车	已落成
丹江口习家店镇	丹江口东风商用车希望小学	东风商用车	已落成
湖北十堰	十堰市东风商用车49希望小学	东风商用车	已落成
四川芦山县	四川芦山县东风股份希望小学	东风股份	已落成
湖北十堰	十堰市东风商用车48希望小学	东风商用车	已落成
云南鲁甸	云南鲁甸东风特商希望小学	东风特商	已落成
湖北十堰	十堰市东风实业希望小学	东风实业有限公司	建设中
红安县	红安县东风鸿泰希望小学	东风鸿泰	建设中

东风本田汽车有限公司英山县南河街麻园希望小学落成

Dongfeng Honda Automobiles Co., Ltd. has built Yingshan Nanhejie Mayuan Hope Primary School

据悉，此次竣工落成的东风本田希望小学是继四川省阿坝州茂县凤仪东风本田励志小学、四川省雅安市芦山县周村东风本田希望小学后，东风本田捐建的第三所希望小学。

It is reported that Dongfeng Honda Hope Primary School which has been built is the third hope primary school donated by Dongfeng Honda, followed by Fengyi Dongfeng Honda Lizhi Primary School of Maoxian in Sichuan and Zhoucun Dongfeng Honda Hope Primary School of Lushan in Ya'an, Sichuan.



英山东风本田希望小学于2015年10月7日奠基，占地面积6亩，建设内容包括教学楼、教学办公室、餐厅、厨房等。新建成的东风本田希望小学教学楼，共3层，其中标准教室7间、图书室1间、电教室1间、多功能室1间。将开设7个教学班，可容纳近260名学生就读，首批学生153人现已入学。

Yingshan Dongfeng Honda Hope Primary School laid a foundation on October 7, 2015, which covers an area of 6 mu. The contents of construction include teaching building, teaching office room, dining room and kitchen. The newly-built teaching building of Dongfeng Honda Hope Primary School has three floors, in which there are 7 standard classrooms, a library, 1 audio-visual classroom and 1 multi-function hall. It will set up 7 teaching classes and can accommodate nearly 260 students. The first batch of 153 students has now been enrolled.

各援建单位微公益系列助学活动

Education Aid Programs Organized by DFM's Subsidiaries

东风旗下的各单位通过开展“小希望，大爱心”、“走进贵阳希望小学爱心助学”、“大手拉小手 共筑国防梦”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。

By means of such micro-public welfare activities as “small hope and big love”, “walking into Guiyang Hope Primary School for Love-care Student Subsidy” and “big hand holding small hand builds the National Defense Dream”, the units under Dongfeng have enriched the forms and connotation of “Dongfeng Nurturing Seedling Action” and achieved the all-around care of Dongfeng Nurturing Seedling Action in “clothes, food, shelter, travel and study”.



东风柳州汽车有限公司：“小希望，大爱心”关注留守儿童公益行动



东风特种商用车有限公司：青年志愿者助圆微心愿活动



东风汽车有限公司：留守儿童新春慰问活动



东风鸿泰控股集团有限公司：“向日葵课堂”志愿服务活动



东风日产乘用车公司：东风日产“筑梦课堂”活动



郑州日产汽车有限公司：牵手工程

社会公益责任

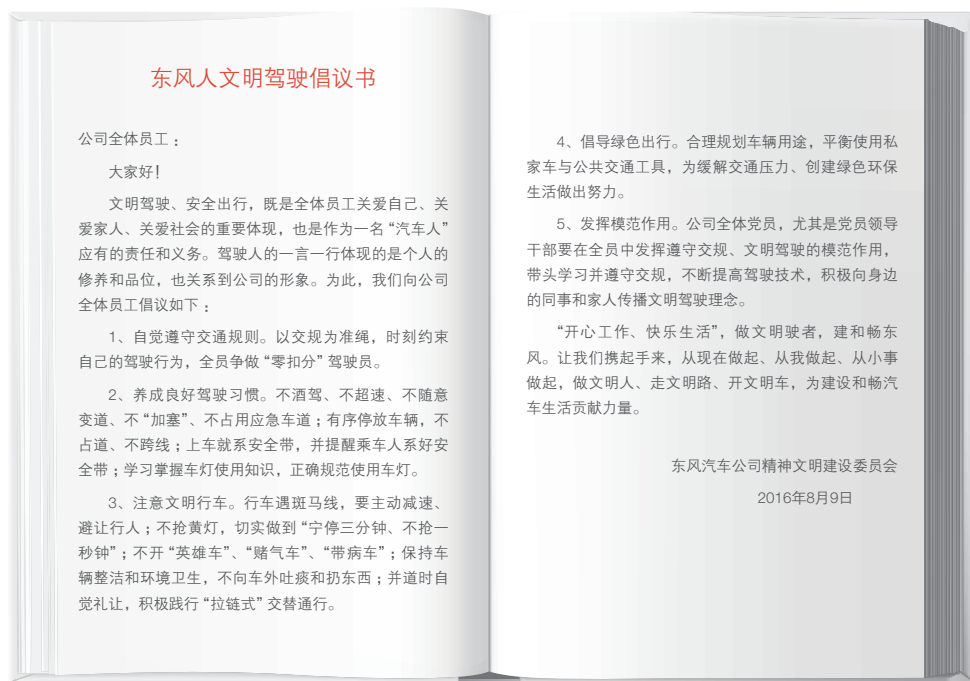
Responsibility for Charity

汽车公民文化活动

Automobile Citizen Cultural Activities

8月9日，东风汽车公司精神文明建设委员会印发通知，向公司全体员工发出《东风人文明驾驶倡议书》，倡导文明驾驶、安全出行，做文明驶者、建和畅东风，要求各单位结合实际认真组织宣贯落实。

On August 9, DFM's Committee for the Construction of Spiritual Civilization printed and distributed a circular, issued Initiative for DFM's People in Civilized Driving, advocated civilized driving and safe traveling, became civilized drivers, turned DFM into a harmonious firm. All the organizations shall earnestly organize and implement in line with actual conditions.



东风本田汽车零部件有限公司积极响应东风汽车公司关于“文明行车”的号召，主动筹划以“文明行车”为主题的活动项目。除了安全驾驶相关的培训和视频展播之外，还精心设计“安全驾驶温馨提示”车贴和党员专用加油车贴，面向公司的“有车一族”全面发放，该项目获得东风汽车公司微公益项目创意大赛优秀奖。

Dongfeng Honda Auto Parts Co., Ltd. has actively responded to the call of DFM on “civilized driving” and actively planned activities themed “civilized driving”. In addition to training and video broadcast exhibition related to safe driving, it has also elaborately designed car stickers “Tips for safe driving” and car stickers specially used for refueling of Party members, issued them to the Company's car owners. The project has won Excellence Award of DFM's micro-public good project creative contest.



各单位公益活动开展情况
Distinctive Events by DFM BUs



东风本田发动机有限公司：无偿献血活动



神龙汽车有限公司：
向青少年开展汽车
知识科普教育活动



东风乘用车公司：
校企合作



东风柳州汽车有限公司：景逸 S50 幸福列车广铁爱心行动



东风雷诺汽车有限公司：
“布衣天使”爱心捐衣活动



东风汽车股份有限公司：
“卡车兄弟”互助活动



东风汽车有限公司东风英菲尼迪公司：
安于心，爱随行



东风裕隆汽车有限公司：把爱心送到身边 让情意永驻心田

未来展望

Vision of the Future

2016年，东风汽车公司在国务院国资委的指导下，根据“润”计划的整体部署，以“责任融入 和谐共享”为主题，以“四个注重”为工作方法，全面履行社会责任工作，社会责任发展指数首次跻身国有企业10强，社会责任工作得到各方认可，获评中华慈善奖、中国社会责任精准扶贫奖等多个奖项。

In 2016, under the guidance of the State-owned Assets Supervision and Administration Commission of the State Council, DFM, based on the theme of “responsibility integration and harmonic sharing” and the working method of “four emphasis”, followed the overall deployment of “Nurturing” Plan and fully fulfilled the CSR-related work, with the CSR development index ranking among the top 10 state-owned enterprises for the first time. The CSR-related work has been recognized by relevant parties and won some awards like China Charity Award and China CSR Accurate Poverty-relief etc.

未来，东风公司将按照国家“五位一体”总体布局和“四个全面”战略布局的要求，深入贯彻创新、协调、绿色、开放、共享的发展理念，结合企业实际，全面落实“润”计划2.0实践体系，深入推进社会责任在公司经营管理、产业链中的融入，不断提升东风责任竞争力、品牌影响力和可持续发展能力，为实现东风梦和汽车强国梦贡献力量。

In the future, DFM will, according to the national requirements of “five-in-one” overall layout and “four-pronged comprehensive” strategic layout, deeply carry out the development concept of innovation, coordination, green, opening and sharing, fully implement “Nurturing” Plan 2.0 practice system by combining with actual conditions, practice the fusion and management improvement of the company’s CSR in an all-around way, continuously enhance DFM’s CSR competitiveness, brand influence and sustainable development capacity and make a contribution to realizing DFM’s dream and auto power dream.



责任荣誉

CSR-relevant Honors



关键绩效表

Key Performance Table

报告中出现的所有定量指标(2013-2016)

东风汽车公司2016社会责任报告关键绩效表						
	名称	单位	2013年	2014年	2015年	2016年
经济绩效	总资产	亿元	1437.19	2402	2693	2958
	专利数量	项	1821	1690	1402	2024
	省部级以上专家数量	名	249	264	271	280
	研发人员数量	名	9401	10649	9907	10119
	研发人员所占比例	%	5.7	6	6.8	6.34
	东风研究与试验发展经费支出	亿元	63.97	81.65	84.06	91.58
	东风科技活动经费支出	亿元	127.57	157.08	192.71	190.70
	纳税总额	亿元	406.16	449.66	454.64	478.19
	销售收入	亿元	4533.56	4829.39	5204.54	5726.13
	出口销量	万辆	6.90	7.03	4.92	4.62
	自主品牌整车销售量	万辆	127.10	127.78	121.85	137.74
	行业排名	位	2	2	2	2
	汽车行业销量	万辆	2198.41	2349.19	2466.16	2802.82
	市场占有率	%	16.08	16.19	15.70	15.26
	东风公司销量	万辆	353.49	380.25	387.25	427.67
	商用车销售量	万辆	63.34	56.02	45.10	49.48
	乘用车销售量	万辆	290.15	324.23	342.15	378.49
社会绩效	员工数	万人	16.41	16.41	16.90	16.6
	劳动合同签订率	%	100	100	100	100
	所属单位与工会集体合同签订率	%	100	95	95	98
	参加工会会员的比例	%	98	100	100	100
	吸纳就业	人	33465	34454	35664	28680
	本地化雇佣比例	%	98	98	98	98
	员工流失率	%	4.7	4.4	2	4.5
	人年均带薪年假	天	10	10	10	10
	女性高级管理者比例	%	6.6	7	7	7
	男女员工比例	/	7:3	7:3	7:3	7:3
	困难员工帮扶人数	人次	519	476	771	1189
	发放慰问金	万元	173	311.38	711.76	1098.46
	安全培训	人次	228586	287438	347517	306290
	安全生产投入金额	万元	36426	43213	70160	52029
	安全生产事故数	起	59	58	41(含劳务工)	40(含劳务工)
	职业病例(含劳务工)	例	27	24	22	17
	培训次数	万次	2.5	2.2	2.7	2.95
	培训投入	亿元	1.27	1.52	1.6	1.6
	培训人次	万人	64	64	77	76
	志愿服务队	支		110	110	130
环境绩效	东风公益基金会年末余额	万元		5343.19	5622.17	6191.78
	东风公益基金会全年支出	万元		2703.54	1043.88	2990.53
	ISO14001环境管理体系覆盖率	%	82.0	83.3	95.4	96.1
	天然气使用量与2013年相比增减	%		13.5	27.2	44
	废水排放量与2013年相比增减	%		-6.46	-11.10	-12.38
	固体废弃物产生量与2013年相比增减	%		8.74	0.00	3.88
	二氧化硫排放量与2013年相比增减	%		-35.22	-74.26	-74.53
	以2013年为基数, 产值节能量	万吨		-8.21	-13.68	-27.17
	万元产值能耗与2013年相比增减	%		-6.98	-11.52	-19.65

指标索引

Indicator Index

东风汽车2016社会责任报告指标索引			
目录	CSR-CASS3.0	《环境、社会及管治报告指引(ESG)》	页码
领导致辞	P3.1, P3.2		P2-P5
关于东风汽车	P4.1-P4.4, P4.7		P6-P11
致力于成为卓越的汽车企业公民	P5.1-P5.2, G1.1, G1.4		P12-P18
责任管理	P2.2, G1.3, G1.4, G2.1, G2.5, G5.1-G5.6, G6.1-G6.2		P19-P24
政治责任	积极响应国家政策	M2.7, S1.6	P26-P28
	扎实推进汽车强国战略	M2.7-M2.12, M3.3	P29-P35
	推动落实精准扶贫战略	S4.1, S4.4, S4.9, S4.12	P36-P42
经济责任	国有资产保值增值	M1.4-M1.5, S1.3, S1.5-S1.6	P44-P47
	拉动地方经济发展	S1.8, S4.1, S4.5-S4.6	P48
	推进国际化经营	P4.4	P49
	维护市场秩序	M3.2-M3.4, S1.1-S1.3	B7(a), B7(b), B7.2 P50-P52
利益相关者责任	提供优质产品与服务	M2.1-M2.5, M2.13-M2.14	B6(a), B6(b), B6.1, B6.4 P54-P59
	不断提升雇主吸引力	S2.1-S2.2, S2.4, S2.7, S2.11, S2.13, S2.15, S2.17-S2.18, S2.20, S2.23-S2.30, S3.1-S3.5	B1(a), B1(b), B1.1, B2(a), B2(b), B2.3, B4(a), B4(b), B8.1 P60-P65
	追求与伙伴共赢发展	M3.1	B5.2 P66-P68
	为股东提供可靠回报	M1.1-M1.5	P69-P70
环境责任	打造绿色全价值链	M3.6, M3.8, M3.10, E1.1-E1.2, E1.6-E1.8, E2.2, E2.4, E2.5, E2.7-E2.12, E2.18-E2.19, E3.1-E3.2	A1(a), A1(b), A1.1, A1.2, A1.3, A1.5, A1.6 P72-P79
	研发绿色产品	M2.10, E3.4	A2.1, A2.3, A2.4 P80-P83
	推进环保实践	E2.2, E2.10-E2.11, E2.13-E2.15, E4.5	A1.5, A2.2, A2.3 P84-P86
社会公益责任	公益管理	S4.10	B8.1 P88
	公益行动	S4.4, S4.9, S4.13-S4.14	B8.1, B8.2 P89-P97
未来展望	A1		P98
责任荣誉			P99
附录	关键绩效表		P100
	指标索引	A3	P101
	报告评级	A2	P102
	关于本报告	P1.1-P1.5	P103
	读者反馈	A4	P104

报告评级

Report Rating



《东风汽车公司2016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2016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(★★★★★)

办公厅牵头成立报告编写组，公司领导把控报告框架、重点内容、版式风格等；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；计划通过公司重大活动发布报告，并将以电子版、印刷品、中英文版、H5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、环保产品研发、节约资源能源、产品回收利用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》主体内容从“责任管理”、“政治责任”、“经济责任”、“利益相关者责任”、“环境责任”、“公益责任”等角度披露了汽车制造业核心指标的90.8%，完整性表现卓越。

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”“环境污染事故数”等负面数据信息，并简述“东风日产部分2014款奇骏汽车安全隐患”召回事件的发生原因及整改措施，平衡性表现卓越。

可比性(★★★★★)

《报告》披露了“总资产”、“纳税总额”、“自主品牌整车销售量”、“安全生产投入金额”、“女性高级管理者比例”、“万元产值能耗”等47个关键指标连续3年及以上的绩效数据，并就“销售满意度”、“售后服务满意度”、“出口销量行业排名”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2.0”实践体系展开叙述，将东风社会责任“十三五”规划与报告编制相统一，赋予报告以“战略性”，体现了战略的“落地感”；封面创意和过页设计采用卡通漫画形式，生动形象呈现出汽车与日常生活的紧密联系，既凸显了企业行业特色，又提升了报告悦读性；采用中英文对应排版形式，有效兼顾不同利益相关方的阅读需求，具有卓越的可读性表现。

创新性(★★★★☆)

《报告》设置“致力于成为卓越的汽车企业公民”版块，详述“‘润’计划2.0”主要内容，彰显了企业优秀的CSR管理能力和实践水平；专题式披露内外利益相关方对“‘润’计划2.0”的认知与感悟，既强化了企业责任品牌形象的传播，又增强了报告的客观性和说服力；创新报告传播方式，通过H5版、简版等多种形式加强报告二次开发，利于强化报告的传播效果和沟通价值，具有领先的创新性表现。

综合评级(★★★★★)

经评级小组评价，《东风汽车公司2016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

优化报告内容与设计的表现形式，进一步提高报告的创新性。

评级小组

组长：中国企业公民委员会副会长 刘卫华

成员：国务院国资委综合局社会责任处处长 张晓松

过程性评估员 王志敏



评级专家委员会副主席

评级小组组长



出具时间：2017年8月7日

扫码查看企业评级档案

关于本报告

About This Report

时间范围：本报告内容的时间跨度自2016年1月1日至2016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 – 2015年度报告，此报告为第九次发布的年度报告。

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

网址：<http://www.dfmc.com.cn>

Time span: The time span of this Report is from January 1, 2016 to December 31, 2016, 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 2008-2015 reports. This Report is our 9th 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

Postal code: 430056

Tel: 027-84285555

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



读者反馈

Feedback Form



扫码填写问卷

尊敬的读者：

本报告是东风汽车公司向社会公开发布的第九份社会责任报告，为了不断改进报告编制工作，我们特别希望倾听您的意见和建议。请您协助完成反馈意见表中提出的相关问题，并选择以下方式反馈给我们。

邮寄：湖北省武汉市经济技术开发区东风大道特1号602室，邮编：430056

您的信息

姓名：	工作单位：	职务：
联系电话：	传真：	E-mail:

选择题（请在相应位置打√）

1. 本报告全面、准确地反映了公司对经济、社会、环境的重大影响。

☐ 很好 ☐ 较好 ☐ 一般 ☐ 较差 ☐ 很差

2. 本报告对利益相关方所关心问题的回应和披露。

☐ 很好 ☐ 较好 ☐ 一般 ☐ 较差 ☐ 很差

3. 本报告披露的信息、指标、数据清晰、准确、完整。

☐ 很好 ☐ 较好 ☐ 一般 ☐ 较差 ☐ 很差

4. 本报告的可读性，即报告的逻辑主线、内容设计、语言文字和版式设计。

☐ 很好 ☐ 较好 ☐ 一般 ☐ 较差 ☐ 很差

开放性问题

1. 您认为本报告最让您满意的方面是什么？

2. 您认为还有哪些您需要了解的信息在本报告中没有反映？

3. 您对我们今后发布社会责任报告有何建议？