



2019^{12th}
社会责任报告
Social Responsibility Report

东风化雨 润泽四方
NURTURING



2019

东风汽车集团有限公司
社会责任报告

DFM CORPORATION
SOCIAL RESPONSIBILITY
REPORT



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领导致辞

Leadership Addresses



竺延风

Zhu Yanfeng

东风公司董事长、党委书记

Chairman & Party Secretary of DFM

非常感谢大家一直以来对东风公司的关心与支持，这是我们第十二次发布社会责任报告。

2019年是新中国成立70周年，是全面建成小康社会的关键之年，也是东风公司建设50周年。50年来，东风公司牢记产业报国初衷，扎实履行央企政治责任、经济责任和社会责任，累计产销汽车4500万辆，其中产销自主品牌汽车1800万辆，累计纳税超过4800亿元，为国家经济建设和人民享有汽车生活做出了巨大的贡献。

这一年，东风公司坚持以习近平新时代中国特色社会主义思想为指引，增强“四个意识”、坚定“四个自信”、做到“两个维护”，坚决贯彻落实党中央重大决策部署，以新发展理念引领高质量发展，扎实推进供给侧结构性改革，经营保持高质量，核心能力持续增强，新旧动能加速转换，党建质量不断提升。公司深入把握履责新要求，不断强化社会责任意识，持续推进社会责任“润”计划2.0，推动社会责任各项工作向纵深发展，彰显了大国重器的实力担当。

当今世界正经历百年未有之大变局，中国汽车工业也正迈向由大到强的新征程。东风公司作为国有企业的中坚和汽车行业的排头兵，把握历史发展机遇，推动汽车强国建设，满足人民群众享有新时代美好汽车生活需要，承担着更加沉甸甸的责任和使命。

面向未来，汽车行业依然处于重要战略机遇期，公司在以习近平同志为核心的党中央坚强领导下，“不忘初心、牢记使命”，继往开来、接续奋斗，坚决助力打好三大攻坚战，奋力实现“三个领先、一个率先”（经营质量行业领先、自主事业行业领先、新兴业务行业领先；东风员工高质量跨越小康，率先享有新时代美好生活），加快建设卓越东风和世界一流企业，为实现“两个一百年”奋斗目标、实现中华民族伟大复兴的中国梦作出新的更大贡献。

董事长致辞

Address by the Chairman of the Board

Thank you very much for your constant care and support for DFM! This is the twelfth social responsibility report released by DFM.

The year of 2019 marked the 70th anniversary of the founding of the People's Republic of China, a key year for building a moderately prosperous society, and a crucial node for the 50-year development of DFM. For 50 years, DFM has been keeping firmly in mind the original intention of repaying motherland through industrial development, and solidly performing a state-owned enterprise's political, economic and social responsibilities. DFM has cumulatively sold 45 million cars, including 18 million cars of self-owned brands, and accumulatively paid taxes of over 480 billion RMB yuan, making huge contributions to national economic construction and people's private auto life.

Over the past year, guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, DFM enhanced "Four Consciousnesses", consolidated "Four Confidences", practiced "Two Maintenances", resolutely implemented major decisions and deployments of the Party Central Committee, promoted high-quality development with new development ideas, steadily advanced the supply-side structural reforms, maintained high-quality business operations, constantly enhanced core competences, accelerated transitions from old energy to new energy, and continuously improved the quality of party building. DFM has grasped the new requirements for responsibility performance, constantly enhanced its social responsibility consciousness, continued to advance "Nurturing"

Plan 2.0, promoted the development of CSR work in depth and breadth, and displayed its power of the Pillars of a Great Power.

Nowadays, the world is undergoing tremendous changes that have never been seen in the past century, and the auto industry in China is also embarking on a wider road. As a backbone of state-owned enterprises and a vanguard of the auto industry, DFM grasped the development opportunities, promoted the construction of a great auto power, thus satisfying people's needs for enjoying a good auto life in the new era and undertaking heavier responsibility and mission.

Looking into the future, the auto industry is still in the period of important strategic opportunities. Under the powerful leadership of the Party Central Committee with Xi Jinping as the core, DFM stays true to its original intention, bears in mind its mission, carries forward the cause pioneered by one's predecessors and forges ahead into the future. DFM contributes to the victory of "three key battles", and strives to achieve "three with a leading position and one taking a lead (leading in the quality of operation, leading in independent undertakings, and leading in new business sectors; DFM's employees will usher in a high-quality well-off life and take the lead in enjoying a better life in the new era)", thus speeding up the construction of Excellent DFM and World-Class Enterprise, and making greater contributions to the realization of Two Centenary Goals and the achievement of the Chinese Dream of Great Rejuvenation of the Chinese Nation.



领导致辞

Leadership Addresses



李绍烛

Li Shaozhu

东风公司总经理、党委副书记

General Manager & Deputy Party Secretary of DFM

2019年，东风公司坚持以习近平新时代中国特色社会主义思想为指导，以新发展理念引领高质量发展，扎实推进供给侧结构性改革，坚持改革创新，加快转型升级，实现有利润的销量、有现金流的利润，全年销售汽车360.87万辆，销量跑赢大市，经营保持高质量。

坚定履责担当，是东风公司一以贯之的重大使命。2020年，公司以“悦于心，润于行”为主题，强化担当之责，创新履责之路，构建协同之力，推动社会责任各项工作再上新台阶。坚持多措并举，大力推进产业扶贫、消费扶贫和教育扶贫等，为打赢脱贫攻坚战注入“东风力量”。积极展开环保和公益实践，推进“东风梦想车”、“东风润苗行动”等公益品牌项目，以实际行动培育汽车文明，为构建文明汽车社会“加油提速”。同时，扎实展开社会公益、抗灾救灾、节能环保等工作，不断增强“责任心”，促进了东风品牌竞争力和企业价值的提升。

据中国社科院发布的《企业社会责任蓝皮书（2019）》显示，东风公司连续4年入围国有企业100强社会责任发展指数10强，并首次跻身中国企业300强社会责任发展指数10强。

50年前，东风公司在振兴民族汽车工业的历史召唤中诞生，走过了一段极不平凡的发展历程。面对新一轮科技革命和产业革命的浪潮，东风公司将把握汽车产业轻量化、电动化、智能化、网联化和共享化的大势，加快推动高质量发展，奋力建设卓越东风和世界一流企业。我们将秉承“东风化雨、润泽四方”的履责理念，致力于成为卓越的汽车企业公民，为用户提供全方位的优质汽车产品和服务，为人民群众享有新时代美好汽车生活，为建设汽车强国作出更大贡献。

总经理致辞

Address by the General Manager

In 2019, following Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, DFM effectuated high-quality development with new development ideas, steadily advanced the supply-side structural reforms, insisted on reforms and innovations, and realized profitable sales and cash-supported profits. The Company sold 3.609 million cars throughout the year, which outperformed the market and maintained a good momentum in business operations.

Resolute performance of its responsibilities has been DFM' s priority. In 2020, with "Nurturing Joy by Action" as the theme, DFM reinforced its responsibilities, innovated responsibility performance means and worked together to promote DFM' s social responsibility performance to a new higher level. The Company insisted on simultaneous implementation of multiple measures, vigorously advanced poverty alleviation through industries, consumption, education, etc., contributing "DFM power" to the victory against poverty. DFM took an active part in environmental protection and public welfare practices, implemented public welfare projects like "DFM Dream Car" and "DFM Nurturing Seedling Action" , cultivated auto civilization with actual deeds, and sped up the construction of a civilized auto society. Meanwhile, the Company steadily carried out social welfare, disaster relief, energy conservation, environmental protection and other work, constantly enhanced

"the power of responsibility" , promoting the enhancement of DFM' s brand competition and corporate value. According to CSR Blue Book of State-owned Enterprises (2019) released by Chinese Academy of Social Sciences, DFM ranked Top 10 among China' s Top 100 State-owned Enterprises by the CSR Development Index for 4 consecutive years and ranked Top 10 among China' s Top 300 Enterprises by the CSR Development Index for the first time.

50 years ago, DFM was founded under the call of revitalizing national automobile industry, and has undergone an extraordinary development history. Faced with a new round of tide of technological and industrial revolutions, DFM will capitalize on the trends of "lightweight, electrified, intelligent, connected and sharing" , accelerated high-quality development, and strive to build Excellent DFM and World-class Enterprise. Driven by the responsibility performance philosophy of "Life-giving Breeze and Rain for Nurturing All Sides" , we aim to shape ourselves into an excellent corporate citizenship in the auto industry to provide all-round premium auto products and services for our users, contributing more to the realization of a good auto life for the people and the building of a great auto power.



关于东风公司

About DFM

公司简介

Company Profile

公司概况

Summary

始建于 **1969** 年

Founded in 1969

现有总资产 **3753** 亿元人民币

Total assets: 375.3 billion yuan

从业人员总数 **14.1** 万人

Headcount: 0.141 million employees

《财富》世界 500 强：第 **82** 位

The 82nd place among the Fortune Global 500

中国制造业 500 强：第 **4** 位

The 4th place among China's Top 500 Manufacturers

中国企业 300 强社会责任发展指数排名：第 **10** 位

The 10th place among China's Top 300 Enterprises by the CSR Development Index



主营业务

Main Businesses

【**商用车**】：涵盖重、中、轻、微全系列卡车和客车产品

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

【**乘用车**】：涵盖基本型、SUV、MPV、交叉型等全系列

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

【**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

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.

【**军车产品**】：包括军用越野车和军用运输车

Military vehicles: Including military off-roaders and transportation vehicles

【**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

Automotive parts: Covering the power, brake, steering, suspension, interior and electronic systems

【**装备业务**】：包括汽车自动线专用设备、模具、检具等

Equipment: Including equipment, molds, gages and others for automatic automotive production lines

【**水平事业**】：覆盖汽车金融、汽车物流、二手车、汽车租赁、出行服务等相关业务

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





运营地域

Operation Area

四大基地

武汉、十堰、襄阳、广州

“N”

柳州、郑州、盐城、杭州、重庆、常州等



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

发展历程 Development History

东风 品牌发展历程

1969-1980

艰苦创业

1969



初创于十堰

1975



2.5T 越野车下线

1978



5T 民用车下线

1981-1993

快速成长

1986



建成十万辆
生产能力

1993



开展轻轿建设

1994-2000

改革调整

2000



实现利润
13.8 亿元

2001-2011

开放合作

2003



全面合资重组

2005



整体海外上市

2009



自主品牌轿车东
风风神 S30 上线

2012-

高质量发展

2014



“和”文化
战略发布

2018



品牌战略发布

2019



公司建设 50 周年

公司治理 Corporate Governance

东风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，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。在党中央坚强领导下，东风公司深入贯彻落实党的十九大精神，认真学习落实习近平总书记系列重要讲话精神和建设中国特色现代国有企业制度重要要求，扎实推进中管企业规范董事会建设，不断提升公司法人治理水平。2019 年，全年共召开 8 次董事会会议，共形成了 27 项决议。

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. Under the strong leadership of the CPC Central Committee, the Company has thoroughly implemented the spirit of the Nineteenth National Congress of the CPC, conscientiously studied and implemented the spirit of General Secretary Xi Jinping's series of important speeches and the important requirements of building a modern state-owned enterprise system with Chinese characteristics, firmly promoted the construction of the Board for the medium-sized enterprises, and continuously improved the level of corporate governance of the Company. In 2019, 8 board meetings were prepared and held throughout the year, resulting in 27 resolutions.



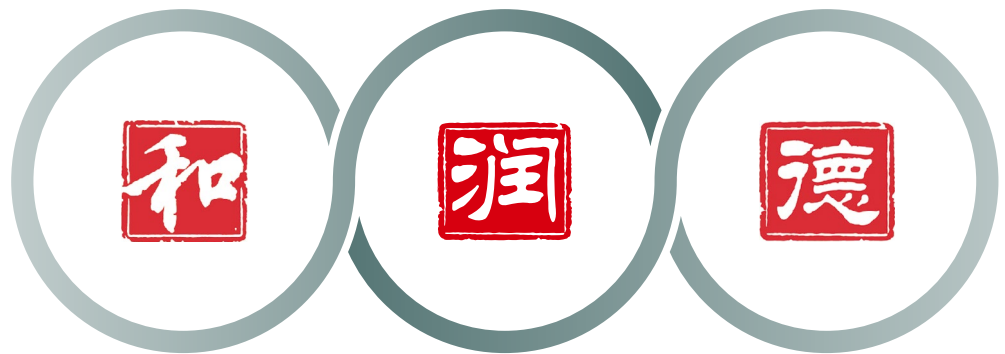
组织治理

Organizational Governance



文化治理 Cultural Governance

东风公司于 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。



“和”文化

核心价值

和衷共济，和合创先，和悦共生

东风使命

让汽车驱动梦想

东风愿景

永续发展的百年东风
面向世界的国际化东风
在开放中自主发展的东风

东风精神

海纳百川，砺行致远

东风经营理念

关怀每一个人，关爱每一部车

“润”计划

政治责任

润色国计民生，与国家共繁荣

经济责任

润济产业经济，与市场共发展

利益相关方责任

润泽利益相关者，与之共成

环境责任

润丽自然，与环境共和谐

社会公益责任

润美公益事业，与社会共进步

商德公约

十大行为规范

产业报国

合规经营

公平交易

诚信沟通

清正廉洁

共享共赢

崇尚创新

关爱员工

保护环境

包容性发展



责任专题一

CSR Special Coverage

同心战“疫”的东风力量

DFM Works Together to Fight COVID-19

面对新型冠状病毒感染的肺炎疫情，作为驻鄂央企，东风公司认真学习贯彻习近平总书记重要指示、中央政治局常委会会议及中央应对疫情工作领导小组会议精神，增强“四个意识”，坚定“四个自信”，做到“两个维护”，全面贯彻落实“坚定信心、同舟共济、科学防治、精准施策”总要求，坚决打赢疫情防控阻击战。

提高政治站位，切实加强防控组织领导

Improve political positions and effectively strengthen the leadership of prevention and control organizations

疫情发生后，东风公司立即成立防控指挥部，公司董事长、党委书记竺延风，总经理、党委副书记李绍烛担任指挥长，坐镇武汉、靠前指挥；公司防指下设办公室和 8 个工作小组，形成“1+8”应急响应机制；及时制定 10 多项工作制度，确保责任落实到位、防控机制到位、人员排查到位、物资准备到位、环境整治到位、内部管理到位“六个到位”。

积极主动作为，全力支持国家和地方防控大局

Take the initiative and fully support national and local prevention and control

东风公司第一时间启动捐赠工作，作为社会首批、汽车行业首家捐赠企业，截至目前，携旗下 20 余家单位累计向湖北省及 7 个地市捐赠款物近 1.05 亿元。在武汉疫情爆发式增长阶段，公司所有在汉单位紧急收集车间防护用品，火速捐赠定点医院。武汉封城后，公司组织 1100 台应急车辆，承担武汉市四分之一、共 280 个社区的运转保障，同时为 9 个援鄂医疗队提供通勤服务，累计服务 25 万台人次。为弥补防疫运输缺口，公司旗下车城物流、风神物流、东本储运等物流企业出动集装箱车辆 570 趟次，运输救援物资 14.1 万箱。



全面严防死守，确保每名员工安全健康

Strictly guard against virus to ensure the safety and health of every employee

东风公司始终把员工生命安全和身体健康放在第一位，及时编发防控知识手册，指导员工做好防护工作。坚决响应属地延迟复工政策，避免发生聚集感染；逐步复工后，把疫情防控作为开工前提，各单位充分做好防控预案和物资准备，采购分发大量防护物资，确保上岗员工“全副武装”；疫情风险转向以国外蔓延为主后，严格执行出国（境）“三停”“三缓”措施，筑牢境外输入防线。

对不幸患病员工及家属，千方百计协调及时入院救治，同时发放患病补助，加强慰问探视。公司工会、团委积极主动作为，针对一线抗疫员工、滞留在汉青年、怀孕女职工、独居离退休职工等群体，及时给予关心关爱，帮助他们解决各种困难，团委还组织志愿者为 6400 多名员工免费理发。

咬定全年目标，精准有序推进复工复产

Stick to the goal for the whole year and promote the resumption of work and production

在保障员工生命安全和身体健康前提下，从 2 月初开始，东风公司就积极谋划和推动分区、分级、分项复工复产。截至 3 月 25 日，公司旗下所有企业全部实现复工复产。公司领导密集调研湖北省内单位，协调解决复工复产难题。各单位不等不靠，按照生产准备、经营恢复、补偿增长 3 个阶段谋划推进经营工作。成立工作专班、组织专车“点对点”接送员工返程返岗。3 月 21 日，公司协调地方政府，开通了湖北首趟“十堰—襄阳—武汉”复工专列，接回滞留员工 1000 多名。统筹供应商等全价值链复工复产。截至 4 月 15 日，公司湖北省内共带动 1928 家一级供应商、700 多家经销商、22 万多就业人员复工复产。粗略统计，间接推动产业上下复工共计 100 多个行业、数千家企业、300 多万人。





责任专题二

CSR Special Coverage

“悦于心，润于行”——年度履责足迹

“Nurturing Joy by Action”——Annual Responsibility Performance Footprints

实施“赋能工程”，打造具有东风特色的“扶贫套餐”

DFM implemented “Empowering Project” and created “Poverty Alleviation Package” with DFM characteristics

2019年，东风公司扎实开展对口西藏、新疆、广西、湖北等4省8县市的扶贫工作，通过党建引领、“教育+就业”帮扶、软硬件建设、产业扶贫、消费扶贫等方式，实施“赋能工程”，打造具有东风特色的“扶贫套餐”，累计投入扶贫资金3800万元，实施扶贫项目63个，为打赢脱贫攻坚战贡献“东风力量”。

创新帮扶形式 东风公司积极为扶贫产品打通销路

DFM innovated poverty alleviation means to vigorously dredge marketing channels of poverty alleviation products

东风公司将“互联网+”思维融入扶贫工作中，搭建起“东风惠购”、东风汽车扶贫馆等电商平台，同时进一步加强对贫困地区农产品的宣传推广力度，积极为特色农产品谋销路，成功将西藏江达“雪岩泉”矿泉水、新疆柯坪骏枣、广西马山沃柑等扶贫产品推介到全国市场。

东风公司积极驰援宜宾地震灾区

DFM made vigorous efforts to aid earthquake-stricken area in Yibin City

6月17日，四川省宜宾市长宁县发生连续地震。东风公司协同旗下东风日产、东风乘用车、东风股份、东风本田、东风启辰等单位第一时间参与救援工作，深入救灾一线，为受灾群众送去救灾物资，并为灾区客户提供了多项关爱服务，担当央企责任，传递东风大爱。

第六届东风“社会责任月”成功举办

The 6th Corporate Social Responsibility Month of DFM in 2019 was successfully held

6月至7月，东风公司以“悦于心，润于行”为主题开展第六届“社会责任月”系列活动。东风公司与旗下企业围绕抗灾救灾、公益助学、创业就业、节能环保、汽车文明等，开展了70余项履责实践活动，让“和悦东风”拂过祖国大江南北，润泽四面八方。



第三届“东风梦想车”大赛圆满落幕

The 3rd DFM Dream Car Competition ended successfully

8月28日，第三届“东风梦想车”中国青年汽车创意设计大赛在武汉圆满收官。大赛自3月1日启动以来，吸引了各大院校学子踊跃参与，共收到来自44所高校的152件作品。经过持续三届的举办，“东风梦想车”大赛影响力不断提升，不仅成为东风公司履行企业社会责任的重要阵地，更成为青年人实现“汽车梦”的重要舞台。



“东风润苗行动”进行2.0升级

“DFM Nurturing Seedling Action” was upgraded to 2.0 Version

2019年，东风公司围绕社会及学子需求，对“东风润苗行动”进行了全面升级，积极打造“益路平安”夏令营、“智慧益家”教室、“交通文明”教育奖等项目，以探索助教助学的新领域，充实公益助学的内涵，实现对东风公司十堰基地的反哺。

东风公司发布第十一份社会责任报告

DFM released the 11th CSR Report

2019年，公司发布了第11份《社会责任报告》。报告向社会各界全面详实地披露了公司2018年的履责绩效，回应各利益相关方的诉求与期待。经中国企业社会责任报告评级专家委员会的专业评审，报告连续第5年获得五星级评价。

加强体系建设 东风公司开展社会责任系统工作调研

DFM launched CSR work survey to strengthen system construction

2019年，东风公司在公司社会责任系统内，组织开展了系统工作调研，详细了解了公司各单位、各项目工作实施情况，以进一步巩固工作成效，加强对后续履责工作的指导和优化，促进工作可持续发展。

东风公司首次跻身中国企业300强社会责任发展指数10强

DFM ranked Top 10 among China's Top 300 Enterprises by the CSR Development Index for the first time

11月17日，中国社科院在京发布《企业社会责任蓝皮书（2019）》，东风公司连续4年入围国有企业100强社会责任发展指数10强，并首次跻身中国企业300强社会责任发展指数10强，社会责任事业再上新台阶。

东风公司被授予希望工程实施三十周年“突出贡献者”称号

DFM was awarded the title of “Outstanding Contributor” on Celebration of Thirty Anniversary of the Implementation of Project Hope

11月21日，共青团中央、中国青少年发展基金会在北京召开“希望工程实施三十周年报告会”。东风公司以卓越的贡献，被授予希望工程实施三十周年“突出贡献者”称号。由东风鸿泰援建的湖北红安县七里坪镇东风鸿泰希望小学，荣获希望工程实施三十周年“示范希望小学”称号。



责任管理

CSR Management

责任愿景

CSR Vision

责任愿景

CSR Vision

致力于成为卓越的汽车企业公民

责任理念

CSR Concept

东风化雨 润泽四方



东风化雨 润泽四方
NURTURING

责任战略

CSR Strategy

责任议题

CSR Issue

核心议题筛选流程

Core Issue Identification Process

议题识别：东风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公司社会责任议题。

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.

审核确定：对筛选出的社会责任议题进行审核并最终确定东风公司社会责任议题。

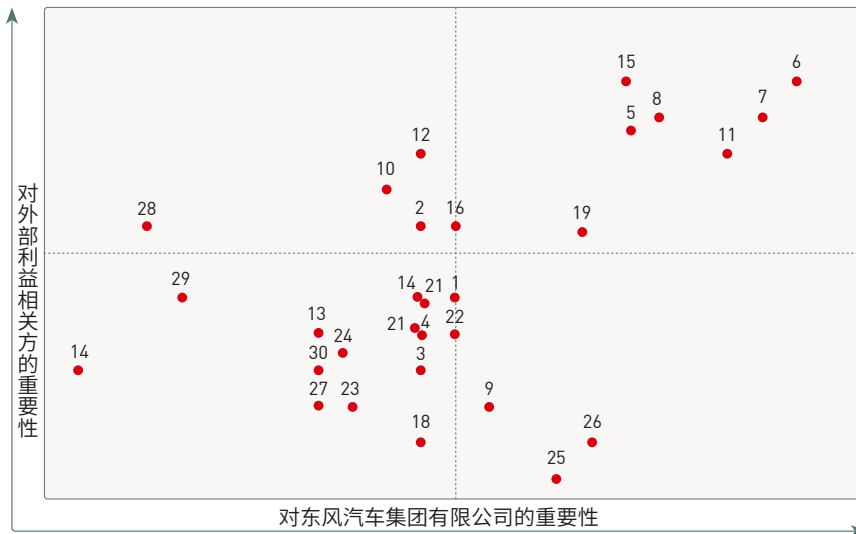
Review and Determination: The identified CSR-relevant issues are reviewed before DFM CSR-specific issues are determined.

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“对东风公司经营的影响”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。

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 Issue Determined (in a Two-dimensional Matrix)



01	维护股东权益	11	客户服务与满意度	21	节能减排
02	诚信廉洁	12	投诉处理及汽车召回	22	践行绿色办公
03	公司治理	13	市场开拓	23	发展循环经济
04	海外发展	14	建设责任供应链	24	水资源管理
05	守规合法	15	员工职业健康与安全	25	打造绿色产品
06	全面深化改革	16	员工培训与发展	26	公益实践
07	产品安全与质量	17	员工关爱	27	经销商管理
08	技术与模式创新	18	多元化及平等机会	28	社区贡献
09	自主品牌建设	19	员工权益保障	29	社区环境维护
10	维护客户隐私	20	能耗管理	30	助力扶贫攻坚

责任规划

Responsibility Planning

东风“润”计划 2.0 背景及目标

Background and Objective of Dongfeng CSR “Nurturing” Plan 2.0

东风社会责任工作以“致力于成为卓越的汽车企业公民”为战略愿景，秉承“东风化雨、润泽四方”的履责理念，通过完善布局、深耕实践、固化提升“三步走”方式，实现“社会责任实践的文化引领、战略导向和多方协同，责任文化和实践获得利益相关方普遍认同，社会责任发展水平保持领先并持续提升”三大目标。

Driven by the strategic vision of “becoming an outstanding corporate citizen in the automobile industry” and the philosophy of “Life-giving Breeze and Rain for Nurturing All Sides”, through Three Steps of performing layout, advancing practices and solidifying CSR performance, DFM achieved three goals of “the culture leading, strategic orientation and multi-party collaboration of CSR practice; the universal recognition of CSR culture and practice by the stakeholders; the CSR development level being kept ahead and continuously upgraded”.

东风“润”计划 2.0 实践体系

Practice System of Dongfeng CSR “Nurturing” Plan 2.0

东风“润”计划 2.0 将东风社会责任实践体系科学、系统地划分为五大责任领域。

DFM’s “Nurturing” Plan 2.0 scientifically and systematically divides Dongfeng’s social responsibility practice system into five major areas of responsibility.



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: Guided by correct political orientation, DFM conscientiously implemented the party and national policies, and made positive contributions to improving the country's basic economic system and consolidating the party's ruling economic foundation; it also vigorously carried out precision poverty alleviation activities by offering aid to Tibet, Xinjiang, Guangxi and Hubei, and promoted the aided areas to synchronously enter a well-off society.

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: DFM constantly improved the quality of operations, achieved preservation and appreciation of state-owned assets, and promoted local economic and social development; by 2020, the Company will produce and sell 5.6 million vehicles, and continuously improve its operating efficiency; DFM also vigorously implemented the Belt and Road Initiative and advanced international operations; by deeply implementing its Commercial Ethics Convention, the Company aims to promote the construction 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: DFM continuously improved the responsibility system and communication mechanism of stakeholders, enhanced the responsibility practice level, and accurately and effectively responded to the demands of stakeholders; it also strove to pursue customer satisfaction, allowed employees to work and live happily, sought win-win development with partners, and protected shareholders' rights and interests.

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: Adhering to the concept of "producing green vehicles in an energy-saving and environmentally friendly way", DFM focused on ecological environment protection, extensively launched the "Green DFM 2020" campaign, accelerated the construction of a green full value chain, vigorously provided green products, and strove to cultivate a green DFM 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 social responsibilities: With DFM Public Welfare Foundation as a platform, the Company and its subsidiaries participated in disaster relief, promoted the development of education, offered support for public entrepreneurship and innovation, promoted the construction of a civilized automobile society, etc., thus building unique charity projects and enhancing DFM's social image.

责任组织

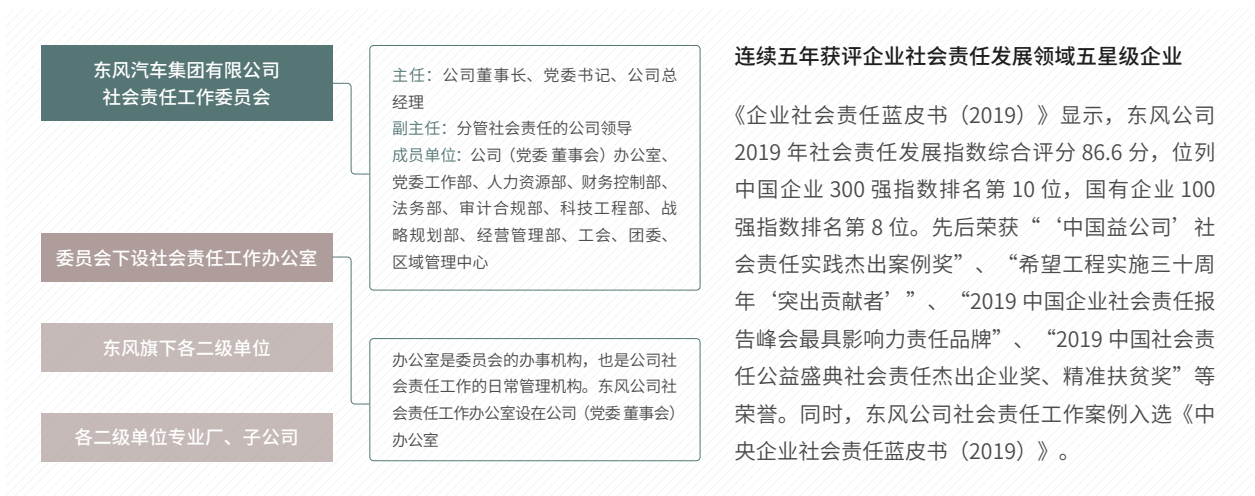
CSR Organization

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

Based on Measures of DFM for CSR Management, the Company 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.

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，东风公司社会责任工作办公室设在公司（党委 董事会）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。

It has set up DFM CSR working committee, with the board chairman and general manager as chief, the Work Department of the Party Committee 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.



责任制度

CSR System

优化社会责任管理制度

Optimizing social responsibility management system

2019年，东风公司根据《关于发布公司授权决策体系文件（DOA）总第1版的通知》的相关规定，以及2019年东风公司扶贫领域专项巡视整改相关要求，结合工作实际，重点对《社会责任管理办法》、《东风公益基金会基金管理办法》中“审批额度界限”、“补充资金方案”、“基金使用审批、公益项目验收”等相关工作制度进行优化调整。

In 2019, in accordance with the relevant provisions of the Notice on the Issuance of the First Version of the Company's Authorization Decision System Document (DOA), and relevant requirements for the special inspection and rectification of the Company's poverty alleviation in 2019, combined with the actual work, DFM focuses on optimizing and adjusting relevant work systems such as "Approval Limit", "Supplementary Fund Scheme", "Fund Use Approval, Public Welfare Project Acceptance" etc. in the Social Responsibility Management Measures and DFM Public Welfare Foundation Fund Management Measures.

开展社会责任理论研究

Carrying out theory research of social responsibility

2019年5月，东风公司召开扶贫领域专项巡视整改部署会，通报了2015—2018年扶贫领域专项巡视发现的问题。针对巡视组提出的问题和意见建议，社会责任办高度重视，立即行动，制定整改方案，抓好整改落实。

In May 2019, DFM held a special inspection, rectification and deployment meeting for poverty alleviation, and informed about the problems discovered during the special inspection in the field of poverty alleviation in 2015-2018. In response to the problems and suggestions put forward by the inspection team, the Social Responsibility Office attaches great importance to immediate action, formulates rectification plans, and grasps the implementation of rectification.

为细化整改责任，提升工作效果，社会责任办专门制定《东风公司扶贫领域巡视—社会责任整改计划表》，对整改工作进行全面部署。针对社会责任业务三大领域问题，通过强化制度建设、强化统筹推进、强化跟踪问效，坚持问题导向，立改立行，逐个“击破”，整改工作取得阶段性成果。

In order to refine the rectification responsibilities and improve the effectiveness of the work, the Social Responsibility Office specially formulated the Inspection of Poverty Alleviation in DFM-Social Responsibility Rectification Plan to fully deploy the rectification work. In response to problems in the three major areas of social responsibility business, through strengthening system construction, strengthening overall planning, tracking and effectiveness, adhering to the problem-oriented, reforming and setting up lines, "breaking down" one by one, the rectification work achieved staged results.



责任文化

CSR Culture

2019年，东风公司首次入围中国企业300强社会责任发展指数10强，责任管理工作得到国务院国资委的肯定。为总结经验，表彰先进，促进东风社会责任工作再上新台阶，在公司二级单位范围内开展“2019年度典型履责实践案例”和“社会责任工作先进个人”评选工作。

In 2019, DFM ranked Top 10 among China's Top 300 Enterprises by the CSR Development Index, and its CSR management work won recognition from SASAC. To summarize experience, commend good examples and promote its CSR work to a new high, DFM carried out the appraisal of "Typical Responsibility Performance Practice Cases in 2019" and "Advanced Individual of CSR Work" within secondary units.

典型履责实践案例评选范围涵盖奉献民生事业、践行生态文明、员工权益保障和关爱、热心公益助学、合规经营、安全生产、社会责任体系管理、应急救援等领域，共评选出“东风公司2019年度社会责任案例和悦奖”3个，“东风公司2019年度社会责任案例优秀奖”7个。同时，通过对社会责任工作所在部门的领导、业务人员，热心参与公司社会责任工作且表现突出的志愿者的提请申报进行审核，共评选出“社会责任工作先进个人”10名。

Typical responsibility performance practice cases to be appraised include dedication to people's livelihood, ecological civilization practice, protection of employees' rights and interests, student aid, compliance management, safe production, CSR system management, emergence rescue and other fields. 3 "Merit Prizes of DFM CSR Cases in 2019" and 7 "Outstanding Prizes of DFM CSR Cases in 2019" were selected. In the meantime, after reviewing the applications made by the leaders and clerks of CSR-related departments and volunteers who actively participated in CSR work and achieved remarkable results, a total of 10 "Outstanding Individuals Excelling in CSR Work" were selected.

责任参与

CSR Involvement

社会责任内部沟通机制

Internal CSR communication mechanism

东风公司不断完善社会责任内部沟通机制。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《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。

Dongfeng Motor Corporation continuously improves the internal communication mechanism of social responsibility. On the one hand, it holds face-to-face communication with employees on enterprise development, salary and welfare and other contents through communication meetings, situation goal education, interviews and other forms. On the other hand, it issues the annual Social Responsibility Report and Social Responsibility Work Bulletin to all units under its flagship, and discloses the performance of responsibility in a timely manner and enhances responsibility communication and information sharing.

社会责任外部沟通机制

External CSR communication mechanism

东风公司不断丰富社会责任外部沟通方式。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，编发《精准扶贫报告》，参加系列社会责任会议，不断拓展责任沟通渠道。

DFM continuously enriches external social responsibility communication methods. On the one hand, on the basis of improving the communication effect of existing communication platforms, it makes full use of new technologies such as the Internet, develops new communication channels, establishes diversified and multi-level communication mechanisms, and strives to achieve accurate communication; on the other hand, it compiles and publishes the Report on Precision Poverty Alleviation, participates a series of CSR meetings, and continuously broadens the responsibility communication channels.

识别和回应利益相关方诉求

List of Stakeholders, Expectations and Responses

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	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	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	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	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	产品培训 消费者投诉处理 产品维保	不定期
供应商	供应链管理 产品责任	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	每年一次供应商大会 每半年进行准入评价 不定期驻场办公
客户 / 消费者	产品责任 研发创新	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	不定期
政府部门	绿色生产 经营业绩	现场调研 会谈 实地抽查 参与政策、标准、规划 调研与制定	不定期
社区人士	绿色生产 经营业绩	现场调研 会谈 社区公益活动 社区共建活动	不定期



POLITICAL RESPONSIBILITY

IMPROVE NATIONAL ECONOMY AND PEOPLE'S LIVELIHOOD
AND PROSPER WITH THE NATION





政治责任

润色国计民生 与国家共繁荣





贯彻国家决策部署

Implementing National Decisions and Deployments

落实中国制造

Implemented made in China

东风公司按照《中国制造 2025》提出的“以提质增效为中心、促进产业转型升级”战略要求，始终坚持做强做优，加快转型升级，加快发展战略性新兴产业。2019 年，东风公司经营持续保持高质量，核心能力持续增强，研发能力进一步提升；战略性新兴产业发展势头良好，新能源车发展步伐继续加快，平台建设取得新进展，“三电”资源研发及产业化有序推进，高端电动车业务提速；加强国际化布局，融入“一带一路”，海外事业取得新突破。

DFM adheres to the strategic requirements of “improving quality and enhancing efficiency as the center and promoting industrial transformation and upgrading” determined by “Made in China 2025”, and always insists on getting stronger and better, accelerating transformation and upgrading, and promoting the development of strategic emerging industries. In 2019, DFM continued to maintain high-quality business operations, and witnessed continuously improving core competences and R&D capabilities. The Company’s strategic emerging businesses enjoyed a good growth momentum; new energy vehicles developed quickly, and platform construction achieved new progress.



公司发布东风“928 新长征”十年科技发展规划纲要

全面深化改革

Comprehensively deepened the reform

2019 年，东风公司全面贯彻党中央、国务院和国务院国资委关于深化国有企业改革的方针政策，以“突破改革创新瓶颈”为抓手，加强深化改革工作的组织领导，统筹协调、推进落实。

In 2019, DFM comprehensively implemented the guidelines and policies of the Central Committee of the Party, the State Council and the State Asset Management Commission of the State Council on deepening the reform of state-owned enterprises. With “breaking through the bottleneck of reform and innovation” as the starting point, DFM strengthened the organizational leadership of deepening the reform, coordinated and promoted the implementation.



东风公司持续推进职工家属区“三供一业”维修改造工作，建立 3386 大会战工作体系、例会制度以及多项规章制度，保障各项改造工作完工率稳步提升。

响应国家政策

Responding to national policies

东风公司认真落实《汽车产业中长期发展规划》的要求，强化“国家队”使命担当。2019年，东风公司扎实推动自主事业发展，自主品牌战略布局基本完成，中重卡形成5大商品平台，轻卡形成6大产品品牌，自主乘用车规划形成2个传统燃油车、2个新能源车平台。

DFM earnestly implemented the requirements of the Medium- and Long-term Development Plan of the Automobile Industry and strengthened its responsibility performance as a state-owned enterprise. In 2019, DFM steadily advanced the development of independent brands, whose strategic layout has been basically finished. There were 5 commodity platforms for medium and heavy trucks, 6 brands for light trucks; there will also be 2 traditional fuel vehicle platforms and 2 new energy vehicle platforms for independent passenger cars.

轻量化： 推进22项轻量化技术应用课题，掌握超高强钢成形控制技术等8项关键技术，实现26种零部件应用以及技术减重约93Kg。

智能化： 达到智能驾驶L2级的自主乘用车成功投入市场；搭载前沿智能科技的自主商用车智能化水平大幅提升；发布集成LTE-V/5G、自动驾驶L4级、V2X等技术，具备一键召车、多车编队、远程控制等13项功能的全新移动出行服务平台Sharing-VAN。

网联化： WindLink4.0人工智能车机系统持续迭代；网联汽车平台（DCVP）正式上线，构建形成“端云一体”的自主研发体系；完好率中心业务在东风商用车取得突破，可为用户提供“购、用、管、换”整体解决方案。

电动化： 新能源三电（电机、电池和电控）核心资源布局基本完成，新能源汽车产业园2号园区一期建设已完工，建成电驱动产能28万套/年，电池系统产能10万套/年。

共享化： 推出东风出行和T3出行两大业务平台；依托出行业务积极谋划智慧城市建设，联合华为、襄阳市政府启动“智行隆中”项目；启动USERS（柚子）计划，实施价值、安全、生态、创新、满意五大工程，打造品质、信赖、愉悦的用户体验。

政治建设

Political construction

东风公司党委坚持以习近平新时代中国特色社会主义思想为主导，牢牢把握新时代党的建设总要求和组织路线，持续加强政治建设，坚决做到“两个维护”，坚持服务生产经营不偏离，推动党建工作与生产经营深度融合；巩固深化“三基建设”，充分发挥基层党组织功能作用；抓好干部队伍建设，激励干部担当作为；持续加强宣传思想工作，为高质量发展凝心聚力。

The Party Committee of DFM adhered to Xi Jinping's guiding ideology of socialism with Chinese characteristics for the new era, firmly grasped the general requirements of the Party's construction and the organizational line of the Party in the new era, constantly enhanced political construction, resolutely implemented "Two Maintenances", guaranteed no deviation in service and production management, and promoted deep integration between Party construction and production management. The Company consolidated "Three Fundamental Constructions", gave full play to the roles of grass-roots Party organizations, supervised the construction of cadre team, encouraged cadres to take responsibilities, and continuously strengthened propaganda work, gathering forces for high-quality development.



6月3日，东风公司召开“不忘初心、牢记使命”主题教育动员大会



推进汽车强国战略

Promoting the Auto Power Strategy

创新驱动

Innovation-driven

研发机构

R&D Institutions

东风公司现行的研发结构是以总部统一协调指导，以东风汽车集团有限公司技术中心和东风商用车技术中心为主体，各子公司研发机构协同运作的复合开放式研究开发体系。

DFM's Current R&D institutions are under uniform coordination and guidance of the Headquarters. With Dongfeng Motor Group Technology Center and Dongfeng Commercial Vehicle Technology Center as main bodies, an open composite R&D system is formed within the R&D departments of all subsidiaries work through collaboration.

东风公司研发体系：

科技决策——东风公司科技领导小组

科技管理——东风公司科技工程部

研发实体——以东风汽车集团有限公司技术中心、东风商用车技术中心为核心主体，包括各控股子公司和合资子公司的技术中心、专业研究所

自主创新战略实施情况

Implementation of Independent Innovation Strategy

东风公司坚持自主创新驱动战略，在国家发改委发布的国家企业技术中心 2019 年评价结果中得分 96.2 分，获评“优秀”，名列全国第七、汽车行业第二。东风“928 新长征”十年科技发展规划编制完成，明确了发展 9 大重点技术领域、重点围绕 2 大核心战略，推进实施促进科技发展的 8 项措施。成立公司科技领导小组，进一步加强研究审议公司科技发展战略、科技规划及重大政策，部署重大科技任务和重大项目。



庆祝东风公司建设五十周年暨科技创新大会

2019 年科技创新工作进展

Progress of Science and Technology Innovation in 2019

2019 年，东风公司坚决贯彻落实党中央各项决策部署，以新发展理念引领高质量发展。“东风众创中心”实现线上运营，确定立项“太阳能车载空气净化器”等 35 个大众创意项目；技术中心东风智能车项目获得了国资委主办的中央企业熠星创新创意大赛优秀奖；成立前瞻技术研究院，着力在关键核心技术领域取得重大突破，抢占技术发展制高点，以氢能实验室为依托，积极推进全功率燃料电池乘用车研发等重大课题。

In 2019, DFM resolutely implemented decisions and deployments made by the Party Central Committee, and guided high-quality development with new development idea. DFM Maker Space Center realized online operations, and 35 popular creative projects like Solar Energy-powered Vehicle Air Purifier were approved; Technology Center's DFM Intelligent Vehicle won the Excellence Award of State-owned Enterprise Shining Star Innovation Competition hosted by SASAC; Foresight Technology Institute was founded to make great breakthroughs in core technologies.

指标名称	单位	2019	2018	2017	2016
有效专利	件	10961	10848	9056	7250
省部级以上专家数量	名	282	282	36	33
研发人员数量	名	12612	10230	9842	10119
研发人员所占比例	%	9.8	6.8	6.12	6.06
东风研究与试验发展经费与支出额	亿元	104.14	100.63	113.47	91.58
东风科技活动经费支出	亿元	198.14	190.4	177.17	190.70

重大创新项目

- 高性能镁铝合金高品质铸件制备技术
- 电动汽车结构轻量化共性关键技术研究与应用
- 高比功率燃料电池发动机关键技术与平台开放
- 电动自动驾驶汽车关键技术与示范运行
- 全功率燃料电池乘用车动力系统平台及整车开发
- 高效轻量化轮毂直驱电动轮总成关键技术研究
- 基于一致性超级感知容器的自动驾驶汽车传感数据智能全息融合
- 基于路况预测的电动汽车智能能量管理
- 基于 5G 的智能网联式自动驾驶关键技术研究与应用
- 东风新一代纯电动物流车关键技术开发及产业化



东风公司前瞻技术研究院、智新科技获授牌



自主品牌

Independent Brands

东风公司按照“建设永续发展的百年东风，面向世界的国际化东风，在开放中自主发展的东风”战略愿景和国家汽车强国战略的要求，围绕建设“卓越东风”、“一流企业”、达成“三个领先一个率先”的战略，做强做优做大东风自主品牌事业。2019年，东风公司自主品牌实现销售 115 万辆，位居行业第四。自主商用车方面形成了“1+2”品牌业务格局（东风品牌 + 乘龙品牌、华神品牌）。自主乘用车方面形成了东风风神，东风风行，东风风光和东风启辰四大自主品牌，具备了整车和动力总成研发及生产能力。

Following the strategic visions of “building a century-old DFM of sustainable development, an international DFM facing to all overseas markets and an independently developing DFM by opening up itself to the world”, satisfying the requirements of Auto Power Strategy raised by Chinese Government, focusing on the construction of “Outstanding DFM” and “World-class Enterprise”, DFM aims to achieve the strategy of “three with leading position and one taking the lead” and make itself a powerful independent brand. In 2019, DFM sold 1.15 million vehicles of independent brands, ranking the 4th in the automobile industry. In the aspect of independent commercial vehicles, DFM formed a “1 + 2” brand business pattern (Dongfeng + Chenglong and Huashen). In terms of independent passenger vehicles, it formed four independent brands, namely Dongfeng Fengshen, Dongfeng Fengxing, Dongfeng Fengguang and Dongfeng Venucia. They have been equipped with R&D and production capabilities of vehicles and power assemblies.



东风风神奕炫

上市时间：2019年9月9日

车型简介：紧凑型轿车，搭载 1.5T/1.0TD 发动机、Windlink 4.0 人工智能车机系统，实现 L2+ 智能辅助驾驶系统以及内饰三屏联动，引领车内一语解码新风潮。



东风风光 IX7

上市时间：2019年11月22日

车型简介：7座 SUV 车型，全系搭载 2.0T/6AT 动力系统，匹配适时四驱系统，MY FENGON 超级智联系统和 L2 级自动驾驶辅助系统。



东风风光 E3/E3 REV

上市时间：2019年11月22日

车型简介：纯电动都市 SUV，同时推出 EV（纯电型）和 EVR（增程型）两种车型。电动版 NEDC 续航里程 400km，增程版纯电续航里程 100km。



东风风光 E1

上市时间：2019年11月22日

车型简介：都市迷你纯电 SUV，NEDC 续航里程 271km，基于雷诺 - 日产的 CMF-A 小型车平台开发，整体风格小巧时尚。



天龙 KL/ 天锦 KR

上市时间：2019 年 1 月 6 日

车型简介：历经五年开发，基于全新平台打造的升级产品，贯彻以“可靠”为核心的东风卡车价值主张。



东风风行 T5L

上市时间：2019 年 8 月 18 日

车型定位：中型 7 座 SUV，搭载 FutureLink 3.0 车联网系统，实现宽适空间，全面多能。



东风启辰 D60 EV

上市时间：2019 年 9 月 2 日

车型简介：紧凑型纯电轿车，481km 的综合续航里程，轿跑风格车身，搭载启辰智联系统 3.0，App 远程启动，实现智能出行。



东风启辰 T60 EV

上市时间：2019 年 11 月 28 日

车型简介：紧凑型纯电 SUV，NEDC 续驶里程 442km，车身线条简洁利落，通过专属智联 APP，可实现智能充电、无忧出行。



东风思铭 X-NV EV

上市时间：2019 年 11 月 9 日

车型简介：紧凑型纯电 SUV，综合续航里程达到 401 公里，全系搭载智能互联系统，东风 honda-link 手机 APP，带来更优在线体验。



落实精准扶贫战略

Implementing the Precision Poverty Alleviation Strategy

扶贫规划

Poverty alleviation planning

2019年是打赢脱贫攻坚战的关键之年。东风公司全面贯彻国务院扶贫办、国资委扶贫工作各项部署，落实《中共中央国务院关于打赢脱贫攻坚战三年行动的指导意见》精神，按照《东风汽车集团有限公司关于全力以赴支持打赢脱贫攻坚战三年行动的实施方案》要求，全力实施“赋能工程”，推进“扶贫套餐”服务，全面完成国务院下达的《中央单位定点扶贫责任书（2019）》各项目标，致力实现“一个体系”、“两个确保”、“三个满意”的脱贫攻坚总目标。

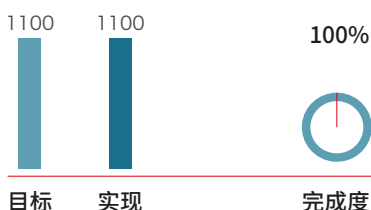
2019 is a crucial year to win the tough battle against poverty. The Company comprehensively implements the poverty alleviation work of the State Council and the State-owned Assets Supervision and Administration Commission, and implements the spirit of the Guiding Opinions of the Central Committee of the Communist Party of China on the Three-Year Action to Fight Poverty Alleviation, in accordance with the requirements of the Implementation Plan of DFM for Supporting the Three-year Action to Win the Fight against Poverty, fully implements the "Empowering Project", promotes the "Poverty Alleviation Package" service, and fully completes the Central Unit Fixed Poverty Alleviation Responsibility Letter (2019) issued by the State Council, and strives to achieve "One System", "Two Guarantees", "Three Satisfactions" the overall goal of poverty alleviation.

2019年全面完成国务院扶贫办、国资委下达定点扶贫责任书各项考核指标。其中，帮助引进扶贫资金、培训基层干部和基层技术人员、消费扶贫等指标均超额数倍完成。

By 2019, the Poverty Alleviation Office of the State Council and the State-owned Assets Supervision and Administration Commission will have completed all the assessment indicators of designated poverty alleviation responsibility letters. Among them, the targets of helping to introduce poverty alleviation funds, training grassroots cadres and technicians, and poverty alleviation through consumption were exceeded by several times.

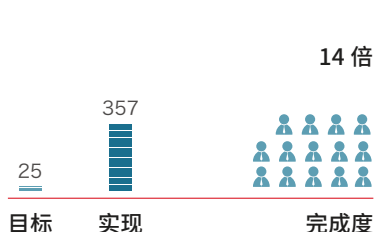
投入资金（单位：万元）

Training of grassroots cadres
(unit: Ten thousand yuan)



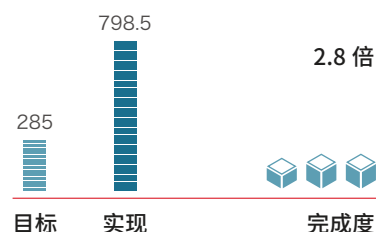
培训基层干部（单位：人）

Training of grassroots cadres (unit: Person)



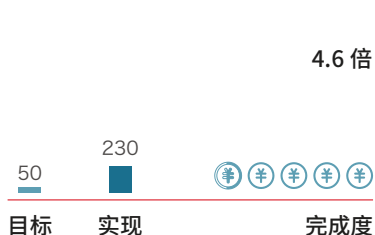
购买农产品（单位：万元）

Buy produce (unit: Ten thousand yuan)



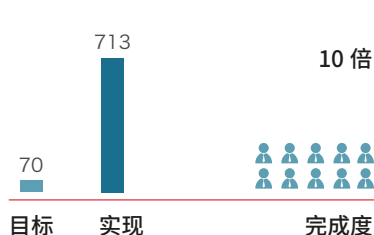
引进帮扶资金（单位：万元）

Bring in support funds (unit: Ten thousand yuan)



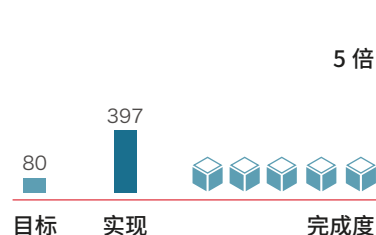
培训技术人员（单位：人）

Training of grassroots cadres (unit: Person)



帮助销售产品（单位：万元）

Help sell products (unit: Ten thousand yuan)



扶贫实践

Poverty alleviation practices

东风公司积极助力扶贫攻坚，打造具有东风特色的“扶贫套餐”，扶贫专项投入逐年增加：向柯坪县投入资金 575 万元，向马山县投入 525 万元，向西藏江达贡觉县投入 1500 万元，向西藏昌都投入 460 万元，向房县投入资金 200 万元，向兴山恩施各投入 100 万元，累计投入扶贫资金 3480 万元，实施扶贫项目 35 个，为打赢脱贫攻坚战贡献“东风力量”。

2019 年东风公司“精准扶贫”总体情况一览表

序号	受援地	项目名称	资金(万元)	序号	受援地	项目名称	资金(万元)				
1	昌都市	对口援助昌都职业技术学校		18		服装产业园产能提升					
2		车辆捐赠		19		农产品(黄杏、大枣)电商推广					
3	江达县	农牧民技能培训		20	援疆	柯坪县	东风助学金	575			
4		基层干部培训		21			开发公益性岗位				
5		东风润苗教学金助学		22	“东风”创业街						
6		易地搬迁新农村建设		23	修筑道路、改善供水设施等人居环境改善						
7		产业支持(雪岩泉矿泉水推广)		24	人才培训、资助贫困生等教育扶贫						
8		岩比乡安全饮用水项目		25	电商平台、农特产销售等电商扶贫						
9		援藏		农牧民培训	1960	26	援桂	马山县	修建篮球场、文化墙、搭建戏台等文化扶贫	525	
10				东风润苗教育基金助学		27			支持民族药材示范基地建设		
11	贡觉县	易地搬迁新农村建设		28		扶贫车间建设					
12		基层干部培训		29		合作社基础设施建设					
13		则巴乡第一小学扩建		30		五台乡东风扶贫产业基地续建					
14		阿旺乡党建标准化项目		31		驻村帮扶		房县	金牛寺村山泉水资源开发建设配套	200	
15		莫洛镇登卡居委会党建标准化项目		32					金牛寺村人居环境改善		
16		莫洛镇民族手工艺合作社		33		616 工程			恩施市	援建乡村道路	100
17		县民间艺术团能力建设		34					五峰县	职教中心项目	20
		合计		35	三峡库区	兴山县	建设深渡河村电商综合服务站	100			
						合计		3480			

与此同时，东风公司充分利用行业优势，创新扶贫举措，主动探索、构建“教育+就业”扶贫工作新模式，开办“东风南方技师班”，为十堰市房县等地农村贫困家庭的学生提供“就近免费入学+直通央企就业+稳固家庭脱贫”的一站式帮扶策略，实现贫困家庭子弟零费用上学，入学即就业的目的，帮助贫困人口脱贫，又解决了企业用工困难问题。





援藏

DFM strove to support Tibet

东风公司围绕“保稳定、促发展、惠民生”的总体目标，按照“向民生倾斜、向基层倾斜，突出智力援藏、产业援藏、文化宣传”的工作原则，在已有产业扶贫项目基础上，进一步发挥汽车主业优势，为藏区培养汽车技能人才，并吸纳藏区人民就业。

2019年7月，公司总经理、党委副书记李绍焯一行在西藏昌都市开展援藏工作调研，并与昌都市委市政府就援藏工作进行会谈。调研期间，公司向昌都市捐赠19辆郑州日产皮卡车，并与昌都市签订职业教育援助协议，涉及资金260万元，涵盖昌都职业技术学校汽修基地建设、师资培训、学习交流、资源共享、实训设备等方面。



援桂

DFM made efforts to support Guangxi

东风公司结合当地实际情况，积极开展产业、科技扶贫，为当地建设了东风羊栏、东风蚕房、东风沃柑等产业扶贫基地，积极培育创业致富带头人，努力为村民拓宽脱贫增收渠道，不仅增强当地“造血”功能，也加速了马山县脱贫摘帽的步伐。扶贫路上，东风人将继续携手马山人，共赴小康。

2019年11月，东风公司2019年脱贫攻坚工作现场推进会在广西马山县召开，会上签订《东风援助马山现代化农业示范园项目协议书》等多项协议。公司总经理、党委副书记李绍焯一行深入马山考察调研，详细了解扶贫干部在马山县基础设施建设、就业促进和教育扶贫等方面的帮扶情况。



援疆

DFM vigorously aided Xinjiang

东风公司与柯坪县扶贫办共同开创了“六个一”的庭院经济，用“一户一策”的方式帮助农户利用庭院经济增收；同时开展“东风创业街”等促进集体经济增收、“东风杏花谷”等促进林果业旅游业增收的综合产业项目。在东风公司的带领下，柯坪县的产业发展渐入佳境。

2019年9月，公司党委常委、纪委书记、国家监委驻东风公司监察专员温树忠一行赴新疆柯坪县调研精准扶贫工作，阿克苏地区行署领导、柯坪县委人民政府领导对东风创业街、东风本田现代农业服务合作社、开发公益岗位等扶贫项目取得的成绩表示高度认可，希望东风继续支持柯坪县做好精准扶贫工作。



润楚

DFM made great efforts to nurture Hubei

东风公司积极响应湖北省委、省政府的号召，在房县、兴山、五峰、恩施等地扶贫助困，全心施为，以“润楚工程”为载体，累计投入资金 2400 余万元，在实施对口支援房县工作的同时，积极参与“616”工程和“三峡库区移民工程”，助力恩施、五峰、兴山经济社会发展，努力发挥驻鄂央企在建设“富强湖北、幸福湖北”中的积极作用。



11月16日，公司董事长、党委书记竺延风来到省级领导联系点湖北宜昌兴山县调研扶贫工作。东风公司支援的兴山县东风电商扶贫中心，利用东风公司对扶贫项目实施的支援政策，对兴山县入驻万得福超市和福E购的8家农业专业合作社实现农产品全免门槛费，实现了该县农特产品市场销路的拓展，助力精准扶贫工作的推进落实。

10月28日，东风公司董事、党委副书记程道然率队到十堰市房县五台乡金牛寺村专题调研东风公司对口帮扶情况、考察有关扶贫项目并入室慰问贫困户。东风公司帮扶金牛寺村以来，通过引进龙头企业、市场化运作，目前全村已经有4个市场主体，形成了“5个千”的产业格局，千亩树（七叶树1500亩），千亩茶（950亩），千只羊（企业、农户各1000只），千头猪（扶持大户两家），千吨水（达产后年产值2000万元）。



扶贫成效

Poverty alleviation effects

2019年，东风公司援助的贫困县脱贫成效显著，西藏江达、贡觉县已实现脱贫，其它帮扶地区预计将于2020年实现脱贫摘帽。

In 2019, the poverty-stricken counties assisted by Dongfeng achieved remarkable poverty alleviation. Jiangda and Gongjue counties in Xizang province have been lifted out of poverty, and other supporting areas are expected to be lifted out of poverty by 2020.

受援地	单位	马山县	柯坪县	贡觉县	江达县
脱贫人口	人	70495	14628	17535	17383
人均收入	元	11576	11185	11100	11420



ECONOMIC RESPONSIBILITY

NURTURE INDUSTRIAL ECONOMY AND DEVELOP
WITH THE MARKET



2





经济责任

润济产业经济 与市场共发展





国有资产保值增值

Preservation and Appreciation of State Assets

风险管控

Risk Control

2019年，东风公司以落实中央巡视整改要求为契机，抓住风险的要害和关键，着力防控重点领域风险，开展风险防控专项治理，防范和化解重大风险。一是根据中央第七巡视组反馈的“防范化解重大风险措施乏力”问题及整改要求，组织各责任单位制定整改计划和措施，抓好督办落地，到期整改完成率100%；二是在公司年度风险评估的基础上，组织开展了风险再评估工作，优化了公司重大重要风险管控方式和督导方式，有力推动公司风险应对措施切实落地；三是针对重点领域开展风险专项治理工作，通过加强重大投资专项风险评估、重大风险课题动态监控、风险管理体系评价、编制劳动人事和涉外业务的法律合规调研报告、境外业务法律合规调研报告等举措，进一步强化风险管理意识，提升防范化解重大风险能力，保障公司持续稳定健康发展。

In 2019, the Company took the opportunity of implementing the central inspection and rectification requirements to seize the key and key risks, focusing on the prevention and control of risks in key areas, carrying out special risk prevention and control governance to prevent and resolve major risks, optimized the company's major and important risk management and control methods and supervision methods, and strongly promoted the company's risk response measures to be effectively implemented; the third is to carry out special risk management work in key areas, through strengthening special investment risk assessment, dynamic monitoring of major risk topics, risk management system evaluation, preparing labor and personnel and foreign-related business legal compliance research reports, overseas business legal to prevent and resolve major risks, and ensuring the company's continued stable and healthy development.

反腐倡廉

Anti-corruption and Clean Government

2019年，东风公司深入学习贯彻习近平新时代中国特色社会主义思想 and 党的十九届四中全会精神、十九届中央纪委二次、三次全会精神，以党的政治建设为统领，强化监督执纪问责，一体推进不敢腐、不能腐、不想腐，深化纪检监察体制改革，加强纪检监察队伍建设，促进党中央全面从严治党战略部署在东风公司落实落细、取得实效，为公司改革发展提供坚强政治保证。

In 2019, the Company deeply studied Xi Jinping's new era of socialism with Chinese characteristics and the spirit of the Fourth Plenary Session of the Nineteenth Central Committee of the Party, the spirit of the Second and Third Plenary Sessions of the Nineteenth Central Commission for Discipline Inspection, with the party's political construction as the guide to strengthen supervision and discipline accountability, promoted the courage to refrain from corruption, not to rot, without thought to rot, deepened the reform of the discipline inspection and supervision system, strengthened the construction of discipline inspection and supervision teams, and promoted the Party Central Committee's comprehensive and strict strategy of implementing the Party's strategic deployment in Dongfeng Company to implement the details and achieve practical results, providing a strong political guarantee for the company's reform and development.



中央第七巡视组向东风汽车集团有限公司党委反馈巡视情况。



2019年1月28日，东风公司召开2019年党风廉政建设工作会议暨警示教育大会。

市场开拓

Market Development

2019 年，东风公司全年销售汽车 360.87 万辆，产业规模稳居行业第二。

In 2019, DFM sold 3.6087 million vehicles throughout the year, ranking second in the industry in terms of scale.

旗下东风乘用车公司充分利用国乒、CTCC 两大 IP，结合国潮、娱乐、体育、音乐等标签，对话年轻人，通过国球新风潮、奕炫赛车学院、梦想演讲秀等自创和现有 IP，增大私域流量，持续展现东风风神品牌向上的形象，加深对品牌年轻、国潮内涵的打造，为 2020 年品牌焕新做铺垫。

Its subsidiary Dongfeng Motor Corporation Passenger Vehicle Company makes full use of the two major IPs of Guoping and CTCC, combines national tide, entertainment, sports, music and other labels to talk to young people. Through the new national football trend, Yixuan Racing Academy, dream speech show and other self-created and existing IP, the company increases private domain traffic.

旗下东风商用车有限公司开展第三次营销转型，营销领域八大利润中心全面出击，销量、份额实现双提升，2019 年卡车销量 18.6 万台，同比增长 8%，创历史新高；市场份额 14.3%，同比增加 1.2 个百分点；后市场业务稳步增长，推进配件信息高速公路建设，软产品业务取得重大进展，推进新车 + 服务 + 软产品三个合同一体化签订工作；完好率中心 1.0 项目建成运营，主动服务水平有效提升。

Its subsidiary Dongfeng Commercial Vehicle Co., Ltd. carried out the third marketing transformation. The eight major profit centers in the marketing field fully attacked, and sales and shares have doubled. In 2019, truck sales were 186,000 units, an increase of 8% year-on-year, which marked the highest record; the market share was 14.3%, increased by 1.2 percentage points year-on-year; the post-market business has grown steadily, the construction of the accessory information highway has been promoted, the soft product business has made significant progress, and the integration of the three new car + service + soft product contracts has been signed; the intact rate center 1.0 project is completed and operated, and the active service level has been effectively improved.

旗下东风格特拉克汽车变速箱有限公司 2019 年布局了大扭矩 7DCT300 变速箱和新能源 1eDT360、4HDT200 减速箱的布局，形成了从小扭矩向中高扭矩拓展，已初步形成传统燃油变速箱、混动、纯电动等产品布局，为实现战略目标和可持续发展提供了强有力的保障。

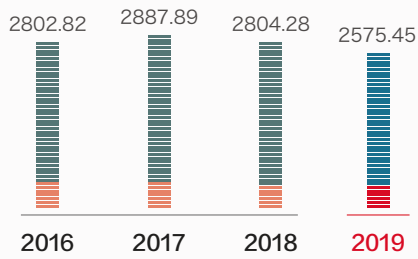
In 2019, Dongfeng Getrag Transmission Co., Ltd. laid out the layout of high-torque 7DCT300 gearbox and new energy 1eDT360, 4HDT200 gearbox. It has formed an expansion from small torque to medium and high torque, and has initially formed the layout of traditional fuel transmission, hybrid, pure electric and other products, which provides a strong guarantee for achieving strategic goals and sustainable development.

旗下东风鸿泰控股集团有限公司水平业务价值链不断延伸与扩大。汽车销售公司服从东风事业发展的整体大局，扛起神龙、东风乘用车网络运行责任，维护网络稳定，2019 年接续 6 家 4S 店，整车销量同比增长 14.14%，跑赢大市，售后维修量、品牌市占率进一步提升。



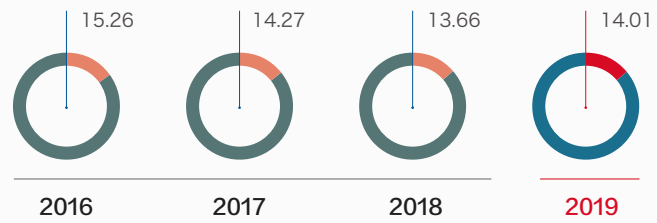


汽车行业销量 (单位: 万辆)

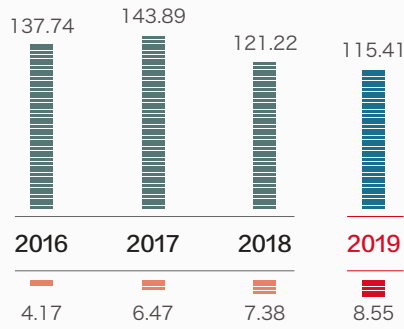


东风市场占有率 (单位: %)

其他 | 东风

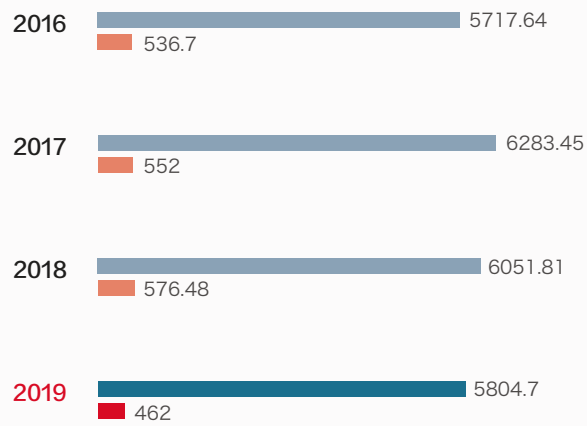


自主品牌销量 (单位: 万辆)



东风销售收入 / 东风纳税总额 (单位: 亿元)

收入 | 纳税

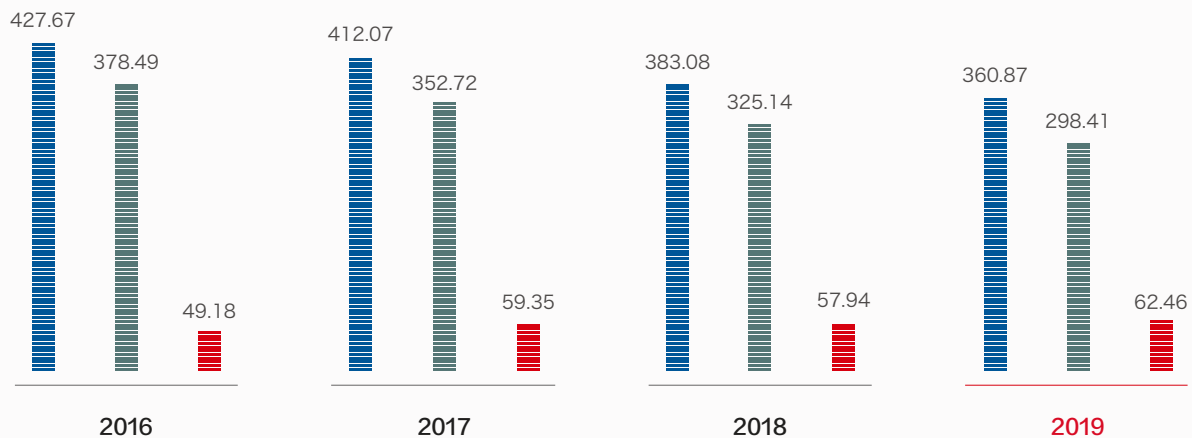


出口销量 (单位: 万辆)



东风汽车销量 (单位: 万辆)

整车 | 乘用车 | 商用车



助力地方经济发展

Facilitating the Development of Local Economy

本地化雇佣

Localized Employment

2019年，东风公司吸纳就业16222人，其中包括应届毕业生2027人，本地化雇佣比例达到99.8%。在员工招录过程中，东风公司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，少数民族员工比例为3.8%，残疾人总数达1600人。

In 2019, DFM recruited 16,222 employees, including 2,027 fresh graduates, with local employees accounting for 99.8%. During the recruitment process, DFM treated all candidates equally and did not discriminate them because of nationality, race, gender, geography, household registration, employment form and other factors. Minority employees accounted for 3.8%, and the number of disabled employees reached 1,600.

本地化采购

Localized Procurement

东风公司积极制定、贯彻本地化采购的相关制度，旗下各大主机厂配合当地政府，利用供应商大会等平台宣传产业引进、招商引资等方面的优惠条件，吸引包括世界五百强的汽车零部件企业入驻武汉。东风公司位于武汉的四大主机厂拥有本地供应商600余家，采购额近300亿元，助力武汉汽车工业产值达到4000亿元。

DFM vigorously formulated and implemented relevant systems of localized procurement. By cooperating with local governments, its main engine plants attracted auto parts manufacturers including Global Top 500 to set up factories in Wuhan through preferential conditions of investment promotion via platforms like Supplier Conference. DFM's four main engine plants in Wuhan boasted more 600 local suppliers with a procurement amount of nearly 30 billion RMB yuan, facilitating an industrial output of 400 billion RMB yuan for the automobile sector in Wuhan.

旗下东风乘用车公司积极推进战略课题“打造具有核心竞争力的采购体系”，从零部件供应风险、采购金额、现有供应商能力以及合作意愿等维度，聚焦本地化，拟定零部件战略供应商发展计划。截止2019年底，已完成与武汉本地3家供应商的战略合作协议签署，有效的巩固了本地化合作模式，深耕本地化采购工作。

Dongfeng Passenger Vehicle Co., Ltd. vigorously promoted the strategic topic of “building a procurement system with core competitiveness”, and formulated strategic localized supplier development plan from the dimensions of auto parts supply risks, purchase amount, current supplier competence and cooperation willingness. As of the end of 2019, it has signed strategic partnership contracts with three local suppliers in Wuhan, effectively consolidating local cooperation mode and taking a deep root in local procurement.

旗下东风商用车有限公司在质量、交付满足的前提下，优选本地供应商，助推地方经济发展。2019年，本地化供应商320家，采购金额160亿，占比73.7%，同比提升14.9个百分点。

旗下郑州日产汽车有限公司实行近地化采购举措，不断优化供应商体系，提升本地供应商的供货比例，推动远距离供应商在本地设厂。2019年本地化供应商数量占比超30%，供货额超过40%。

旗下东风柳州汽车有限公司制定并实施《供应链本地化推进管理办法》，安排专人向所有供应商定期发布本地招商政策及法规，采取分步实施本地化等举措，逐步推进全工序本地化生产。2019年，商/乘用车零件及辅料本地总采购额98.42亿元，本地采购占比约为47.1%。



深化国际运营体系

Deepening International Operation System

海外战略

Overseas Strategy

东风公司紧随国家“一带一路”倡议，遵循“走出去”“走进来”“走上去”的原则，结合海外业务的实际情况，制定东风海外事业“5+1”战略市场布局。“5”是东南亚、南美、欧亚、中东、非洲等发展中市场，在各区域建设区域营销体系，利用市场发展红利和需求迭代升级机会，有效提量，实现产品“走出去”“走进来”。“1”是以欧盟成熟市场为主，通过在全球汽车技术腹地实现商用车、新能源汽车的突破，提升东风品牌形象，实现品牌“走上去”。通过“5+1”区域市场布局的推进，从而实现规模与品牌价值双提升。

DFM followed the national initiative of "Belt and Road", followed the principles of "going out", "going in" and "going up", and combined with the actual situation of overseas business, formulated the "5+1" strategic market layout of Dongfeng overseas business. "5" is a developing market in Southeast Asia, South America, Eurasia, the Middle East, Africa and other regions. Build a regional marketing system in each region, take advantage of market development dividends and iterative upgrade opportunities for demand, effectively increase the volume, and achieve "going out". "1" is based on the mature market of the European Union. Through the breakthrough of commercial vehicles and new energy vehicles in the hinterland of global automotive technology, the brand image of Dongfeng is enhanced and the brand "going up" is achieved. Through the promotion of the "5+1" regional market layout, both scale and brand value are improved.

东风国际化逐步实现战略理念五大转变，实现高效统一的东风国际业务运营模式：



海外实践

Overseas Practices

东风公司致力通过推进区域营销、制定长期产品同步开发和同步投放规划、本地化投资、提升管理职能的专业性和内外部资源有效性等方式，推动海外业务持续高质量发展。2019年，东风公司实现汽车出口8.5万辆，同比增长16%，位列行业第三，出口总量和行业排名均达到历史最好水平。

DFM is committed to promoting the continuous and high-quality development of overseas business by promoting regional marketing, formulating long-term product simultaneous development and simultaneous release planning, localized investment, improving the professionalism of management functions and the effectiveness of internal and external resources. In 2019, Dongfeng Motor exported 85,000 cars, with a year-on-year increase of 16%, ranking the 3rd in the industry, with total exports and industry rankings reaching the best level in history.

坚守合法合规经营

Maintaining Integrity and Compliance

守法合规

Law-abiding Compliance

警钟常鸣保安全，合规管理促发展。围绕全面建设治理完善、经营合规、管理规范、守法诚信的法治央企目标，东风公司全面推进法治建设工作。

Alarm bells are always sounding to ensure safety and compliance management promotes development. Focusing on the overall goal of building a state-owned enterprise governed by law with perfect governance, compliance, standardized management and good faith, DFM comprehensively promoted the construction of the rule of law.

2019年，为规范重要决策法律审核工作，健全法律风险防范机制，东风公司发布并实施《东风汽车集团有限公司重要决策法律审核管理办法》；研究制定《东风汽车集团有限公司劳动人事法律合规指引》，促进劳动人事管理合法合规化，降低用工风险；发布《东风汽车集团有限公司开展保理业务法律风险防范指引》，为保理业务的风险防范提出明确、具体的防范措施。



2019年，东风公司先后组织7场法律专题培训会（含视频会），累计400余人参加。

公平竞争

Fair Competition

东风公司秉承公平竞争理念，致力于推进行业健康良性发展，推动构建更加规范、诚信、公平、透明的市场秩序，争做优秀企业公民。2019年，东风公司践行《商德公约》，在生产经营活动中，遵循自愿、平等、公平、诚信的原则；坚决反对具有排除、限制市场竞争的垄断行为，不滥用市场优势地位排除或者限制竞争；一视同仁对待客户、员工和商业伙伴；坚持对外开放合作，助力优化外商投资企业的公平竞争环境。

Adhering to the concept of fair competition, DFM is committed to promoting the healthy and healthy development of the industry, promoting the construction of a more standardized, honest, fair and transparent market order, and striving to be an excellent corporate citizen. In 2019, the Company implements the Commercial Ethics Convention and follows the principles of voluntariness, equality, fairness, and integrity in its production and operation activities; resolutely opposes monopolistic behaviors that exclude or restrict market competition, and does not abuse market advantage status to exclude or restrict competition; treats customers, employees and cooperation to help optimize the fair competition environment for foreign-invested enterprises.



诚信经营

Honesty and Credit Management

东风公司遵守诚实守信的行为准则，保证披露的信息真实、准确、完整，提供真实、健康、文明的广告和商业宣传，抵制虚假广告和不实宣传；严格依法纳税，未曾拖欠企业所得税等经营性税收；严格履行所签订的合同、协议或其他承诺，按期履行合同，商业信用良好。

Dongfeng shall abide by the code of conduct of honesty and trustworthiness, ensure the truthfulness, accuracy and completeness of the information disclosed, provide truthful, healthy and civilized advertising and commercial publicity, and resist false advertising and untrue propaganda; Strictly pay taxes in accordance with the law and never default on operating taxes such as enterprise income tax; Strictly perform the signed contracts, agreements or other commitments, perform the contract on time, good commercial credit.

2019年，东风公司开展合同文本诊断及标准合同制定工作，从19家单位抽取384份合同，从实质和形式40个要件对合同文本进行诊断，并向各单位反馈诊断报告，提出改善建议；同时研究制定十份标准合同，通过《东风法务简讯》在集团范围发布并推广使用。

In 2019, Dongfeng Started the work of contract text diagnosis and standard contract formulation. It selected 384 contracts from 19 units, diagnosed the contract text from 40 elements of substance and form, and fed back the diagnosis report to all units and put forward Suggestions for improvement. At the same time, ten standard contracts were researched and formulated, and published and popularized within the group through Dongfeng Legal Newsletter.



廉洁经营

Incorruptible Management

严肃查处违纪违法问题，强化“不敢腐”的震慑。

We will severely punish violations of discipline and law, and strengthen the deterrent against corruption.

准确把握党中央反腐要求，坚持有腐必反、有贪必肃，努力削减存量、遏制增量。2019年，东风公司各级纪委受理信访举报716件次；处置问题线索1065件次；立案173件，给予党纪政纪处分216人。

In 2019, the discipline inspection commissions at all levels of Dongfeng accepted 716 petitions and reports. The number of disposal clues was 1,065; A total of 173 cases were filed, and 216 people were given disciplinary and administrative punishments.

加强制度建设，扎牢“不能腐”的笼子。

We will strengthen institutional building and ensure that "no corruption" is allowed in the cage.

制定发布《东风汽车集团有限公司关于构建“不能腐”体制机制的实施意见》，为全集团构建“不能腐”体制机制提供工作标准和制度依据。及时总结监督检查、审查调查中发现的体制机制问题和制度漏洞，注重以案促改、举一反三，全年下发纪检监察建议64份。

Formulate and release "Dongfeng Motor Group Co., Ltd. on the construction of the "not corrupt" system and mechanism of the implementation of the opinions," for the group to build the "not corrupt" system and mechanism to provide working standards and institutional basis. In a timely manner, problems and loopholes in the systems and mechanisms found in the supervision, inspection and investigation were summarized, and emphasis was laid on promoting reform through case studies and drawing on one example. 64 recommendations for discipline inspection and supervision were issued throughout the year.

加强纪律教育，增强“不想腐”的自觉。

Strengthen discipline education, enhance the "do not want to corrupt" consciousness.

东风公司积极开展党风廉政宣传教育月活动，加强党员干部廉洁教育；举办党规党纪知识微信答题活动，4万余名党员干部参与答题学习；在集团层面召开2次警示教育大会，督促各直属单位广泛开展警示教育；深刻剖析东风模冲公司腐败窝案，摄制警示教育片，组织公司高管、纪检监察干部进行了学习；及时发布审查调查信息，通报曝光典型案例，着力营造正风肃纪反腐良好氛围。

Dongfeng company actively carried out the monthly activities of publicity and education on party conduct and clean government to strengthen the honesty education of Party members and cadres; Held WeChat party rules and discipline knowledge quiz activity, more than 40,000 party members and cadres participated in the quiz study; Two warning education conferences were held at the group level to urge all units directly under the group to carry out warning education widely. Deeply analyzed the corruption case of Dongfeng Mold Impact Company, produced warning education films, and organized senior executives and discipline inspection and supervision cadres to study. Timely release of investigation information, reporting exposure of typical cases, and strive to create a good atmosphere of integrity, discipline and anti-corruption.



STAKEHOLDER RESPONSIBILITY

BENEFIT STAKEHOLDERS AND GROW TOGETHER



3





利益相关者责任

润泽利益相关者 与之共成长





与客户共铸匠心

Building Craftsmanship with Customers

优质产品

High quality products

东风公司建立了全价值链的质量管理体系，始终贯彻以顾客为关注焦点，一切从客户需求出发，从商品企划、研发、采购、制造、营销、服务等各个环节全面发力，不断提升各环节的品质水平，致力于向客户提供质量可靠的优质产品。

DFM has established the quality management system of the whole value chain, which always focuses on customers, starts from the needs of customers, and makes full efforts in all aspects of commodity planning, R&D, procurement, manufacturing, marketing and service, to constantly improve the quality of each link, and aims to provide customers with high-quality products.

注重产品质量

Pay attention to the quality of products

旗下东风乘用车公司在风神产品新项目开发、试制阶段设定了保安防灾、法规强检项合格率等 13 项安全法规指标，搭载了 ABS、EBD、AYC 等 7 项安全功能组成的 ESC 车辆稳定系统，以及 FCW/AEB 低速防碰撞预警系统，汽车结构设计不断改进、安全性能不断提高。

Dongfeng Motor Corporation Passenger Vehicle Company set 13 safety regulations indicators such as security and disaster prevention, pass rate of strong inspection items during the new project development and trial production of Fengshen products, equipped with 7 safety functions including ABS, EBD, AYC, ESC etc. vehicle stabilization system, and FCW/AEB low-speed anti-collision early warning system. The automobile structure design is continuously improved and the safety performance is continuously improved.

旗下东风本田汽车有限公司在全新工厂工程保证能力检证方面，通过对所有工序进行检证，努力确保所有工序具备满足要求的工程保证能力；进一步规范扭力工程保证要求，并对所有扭力工序重新检证并改善，提升扭力工程的品质保证能力。

In terms of in the new factory engineering assurance capability inspection, Dongfeng Honda Automobile Co., Ltd., through the inspection of all processes, strives to ensure that all processes have the engineering assurance capability that meets the requirements; further standardizes the torque engineering assurance requirements, and renews all torque processes verification and improvement to improve the quality assurance capability of torque engineering.



旗下郑州日产汽车有限公司为提升质量管理体系运行效率和有效性，组织开展了内审、外审、以及质量体系过程监督、重保监督、防锈监督等各类质量监督 39 次，指摘问题到期整改率 100%。

In order to improve the efficiency and effectiveness of the quality management system, its subsidiary Zhengzhou Nissan Motor Co., Ltd. organized and carried out various types of quality audits such as internal audit, external audit, quality system process audit, heavy insurance audit, and rust prevention etc. audit for 39 times, the rectification rate of the accused issue reaching 100%.

旗下东风柳州汽车有限公司遵照执行由国家质检总局 / 国家发改委 / 商务部和海关总署共同制定的《缺陷汽车产品召回管理规定》，建立缺陷汽车产品召回制度，使缺陷汽车产品在发生伤害事故之前得到处理，切实保障消费者的合法权益和生命安全。

Dongfeng Liuzhou Automobile Co., Ltd. complies with the Regulations on the Management of Recall of Defective Automobile Products jointly formulated by the General Administration of Quality Supervision, Inspection and Quarantine, the Ministry of Commerce and the General Administration of Customs, and establishes a recall system for defective auto products so that defective auto products can be injured. It has been dealt with beforehand, guaranteeing the legitimate rights and interests of consumers and the life safety.

旗下东风特种装备事业部全年推进解决 500 余项设计、部品、工艺和装调质量问题；推进完成整车降噪、悬架系统可靠性提升、车身焊缝质量提升等 16 项质量攻关改进；与去年同期相比，B 平台整车 VES 评价不良点数下降 40%，零部件 PPM 下降 55%，平均故障间隔里程提升 65%；年度质量目标实现达成。

Dongfeng Special Equipment Division has promoted the resolution of more than 500 design, parts, process and assembly quality problems throughout the year; promoted the completion of 16 quality problems such as vehicle noise reduction, suspension system reliability improvement, and body weld seam quality improvement; Compared with the same period of last year, the number of bad points on the VES evaluation of the platform B vehicle decreased by 40%, the PPM of parts decreased by 55%, and the average mileage between failures increased by 65%; the annual quality goal was achieved.

保障知识产权

Protection of intellectual property rights

2019 年东风公司不断加强知识积累以及知识管理工作，进一步提升创新成果产出及人才激励工作。全年先后修订《东风汽车集团有限公司技术创新管理办法》《东风汽车集团有限公司专利管理办法》等制度，提高发明专利的奖励标准及奖励范围，专利成果奖项达到 13 项，发明专利成果奖励最高 100 万元。增加专利成果奖项设置，落实项目研发与发明专利布局工作，进一步促进发明专利申请数量的提升。

In 2019, the Company continued to strengthen knowledge accumulation and knowledge management to further improve innovation output and talent incentive work. Throughout the year, the DFM Technology Innovation Management Measures and DFM Patent Management Measures and other systems have been revised successively to improve the award standard and scope of invention patents. There were 13 patent achievement awards, and the highest award for invention patent achievements reached 1 million RMB yuan.

全面保护公司知识产权，
挖掘技术创新提案：

- 2019 年全年，东风公司申请专利 2095 件，其中发明专利 695 件，发明专利申请同比增长 30%。
- 截至 2019 年年底，东风公司累计拥有专利 10056 件，其中发明专利 961 件，著作权 164 项，其他相关知识产权 1041 项。

在产品开发流程中嵌入知识产权管理及专利信息利用相关工作：

- 在项目策划阶段开展重点新技术专利调查。
- 在方案设计阶段开展核心方案防侵权专利调查，如在车型开发过程中对供应商专利保护现状进行调查研究，选择拥有专利权公司的产品。



优质服务

High-quality service

东风公司秉承“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。

Following the business philosophy of “care for everyone, and care for every car”, DFM takes customers as the center, and strives to create a highly satisfactory service experience for customers in all aspects from sales to after-sales.

客户关系管理

Customer relationship management

旗下东风本田汽车有限公司在客户关系管理方面不断创新，紧跟时代步伐，活用移动互联时代的信息技术以及互联网技术优化公司与客户间的连接和交互，2017年导入“东风 Honda 售后服务”微信服务号以来，持续连接真实的注册认证车主。截至2019年12月31日，注册认证的真实车主达337万，为维护良好客户关系奠定基础。

Dongfeng Honda Automobile Co., Ltd. continues to innovate in customer relationship management, keeping pace with the times, using the information technology of the mobile Internet era and Internet technology to optimize the connection and interaction between the company and customers. Since the introduction of the "Dongfeng Honda After-sales Service" WeChat service number in 2017, it has continued to connect with real registered and certified car owners. As of December 31, 2019, the number of registered and certified real car owners reached 3.37 million, laying the foundation for maintaining good customer relations between3. The company and customers. Since the introduction of the "Dongfeng Honda After-sales Service" WeChat service number in 2017,

客户投诉处理

Customer complaint handling

旗下郑州日产汽车有限公司为规范各类投诉处理标准，强化处理系统化闭环管理，提高客户满意度，于2019年完善《售后客户投诉处理管理规定》。该制度要求对重大客户投诉在30分钟内响应，一般投诉应于1小时内响应；对投诉案件应每日跟进，重新处理客户不满意的案件；所有投诉类案件必须在5日内（周末节假日不顺延）投诉处理完毕，并确保客户满意。

In order to standardize various complaint handling standards, its subsidiary Zhengzhou Nissan Automobile Co., Ltd. strengthened the systematic closed-loop management of handling and improved customer satisfaction, and improved the "Regulations on the Management of complaints from After-sale Customers" in 2019. The system requires that major customer complaints should be responded within 30 minutes, and general complaints should be responded within 1 hour; complaint cases should be followed up daily, and cases that did not satisfy customers should be reprocessed. All complaint cases must be completed within 5 days (not extended on weekends and holidays) to ensure customer satisfaction.



客户信息保护

Customer information protection

旗下东风本田汽车有限公司制订《客户信息安全规范》，主要从相关系统账号权限设置、账号 ID、系统数据安全等方面实现系统化管理。严格遵守相关要求，保护客户信息安全，严禁泄露和滥用。

Dongfeng Honda Automobile Co., Ltd. formulated the Customer Information Security Management Standards to achieve systematic management mainly from permission settings of related system accounts, account IDs, system data security etc. Employees of all levels are required to strictly abide by relevant requirements, safeguard the security of customer information and refrain from disclosure and misuse.

提升客户满意度

Customer satisfaction promotion

东风公司始终以客户为中心，建立客户满意度调查制度，力求为客户提供卓越的服务体验。

DFM always takes the customer as the center, establishes a customer satisfaction survey system, and strives to provide customers with an excellent service experience.

旗下东风本田汽车有限公司高度重视客户的声音和评价，通过官微渠道将客户满意度调研常态化，在客户到店服务完成后次日即推送调研问卷，及时接收客户反馈。2016 至 2019 年客户满意度逐年提升，DCSI 从 91.1 分提升至 95.5 分。

Dongfeng Honda Automobile Co., Ltd. attaches great importance to the voice and evaluation of customers. It normalizes customer satisfaction surveys through official micro channels, and pushes out survey questionnaires the day after the completion of customer-to-store services to receive customer feedback in time. From 2016 to 2019, customer satisfaction has increased year by year, and the DCSI has increased from 91.1 to 95.5.

旗下东风英菲尼迪汽车有限公司重视客户体验和感受，2019 年采取电话访问与微信调研相结合的方式，对客户满意度进行全方位、多维度调研，促进服务质量的有效提升，增强客户满意度和忠诚度。2019 年销售满意度（SSI）成绩 97.2，售后满意度（CSI）成绩 98.6。

Dongfeng Infiniti Automobile Co., Ltd. attaches great importance to customer experience and feelings. In 2019, it adopts a combination of telephone interviews and WeChat surveys to conduct a comprehensive and multi-dimensional research on customer satisfaction.





与员工共同成长

Growing Together with Employees

基本权益

Fundamental Rights and Interests

东风公司全面落实劳动法律法规，依法制定了招聘录用、劳动合同、劳动纪律、休息休假、人事档案等的劳动用工管理制度，严格承担法律责任，积极履行企业道德规范，维护公司和员工的合法权益。

The Company has fully implemented labor laws and regulations, formulated labor employment management system in recruitment, employment contract, labor discipline, rest and vacation, personnel files and other aspects according to law, strictly assumed legal responsibilities, actively fulfilled enterprise ethics, and safeguarded the legitimate rights and interests of the Company and employees.

东风公司建立了人力资源合规管理评价体系，定期对下属用人单位开展劳动用工合规管理诊断，通过 PDCA 循环，不断提高人力资源管理水平，积极构建和谐稳定的劳动关系。

The Company has established a human resources compliance management evaluation system to regularly organize labor compliance management diagnosis on the subordinate employers, and continuously improves the level of human resources management through the PDCA cycle, building a harmonious and stable labor relationship.

东风公司依法按时按标准支付员工劳动报酬，及时为员工建立养老、医疗、失业、工伤、生育等社会保险和住房公积金、企业年金、补充医疗保险、重大疾病保险、意外伤害和交通工具意外伤害保险、困难救助基金等。

The Company pays employees' labor remuneration on time and according to the standards and law, and timely establishes social insurance such as pension, medical insurance, unemployment insurance, labor injury insurance, maternity insurance and housing accumulation fund, enterprise annuity, supplementary medical insurance, chemical insurance for major diseases, accident injury and traffic accident injury insurance, difficulty relief fund, etc. for employees.

东风公司严格遵守国家相关法律法规，在招聘过程中对员工实际年龄进行核实，杜绝使用童工，充分尊重员工的择业自由及工作自由权利，杜绝任何理由的强制性劳动，不以任何方式限制员工的人身自由。

DFM strictly abides by national laws and regulations, verifies the actual ages of employees during the recruitment process, refuses to employ child labors, shows full respect for their freedom of occupation and working, refuses compulsory labor for any reason, and will not restrict employees' personal freedom by any means.

东风公司认真贯彻实施带薪年休假制度，2019 年员工人均带薪年休假为 10.6 天。

The Company earnestly implements the paid annual leave system. In 2019, the paid annual leave per employee was 10.6 days.



指标名称 The index name	2019	2018	2017	2016	2015	2014
劳动合同签订率 Labor contract signing rate	100%	100%	100%	100%	100%	100%
所属单位与工会集体合同签订率 Unit of affiliation and labor union collective contract signing rate	98.12%	98%	98%	98%	95%	95%
参加工会员工的比例 The percentage of unionized employees	99.1%	99%	98%	100%	100%	100%
吸纳就业 (人) Absorb employment	16222	19208	25577	28680	35664	34454
本地化雇用比例 Localized employment ratio	99%	98%	95%	98%	98%	98%
少数民族员工比例 Proportion of minority employees	3.8%	1.4%	1.68%	1.51%	1.33%	1.46%
员工流失率 Employee turnover rate	5.99%	6.1%	5.7%	4.5%	2%	4.4%
人年均带薪年休假 (天) Annual paid vacation	10.6	10	10	10	10	10
女性高级管理者比例 The proportion of women in senior management	6%	6%	7%	7%	7%	7%
公司残疾人总数 (人) Total number of disabled persons in the company	1600	1650	1726	1989	2195	2437
男女员工比例 Ratio of male to female employees	8:2	7:3	7:3	7:3	7:3	7:3



健康安全

Health and safety

安全生产责任制

Responsibility System for Safety in Production

东风公司开展全员安全环保责任制现状调查，探索制定二级单位总经理、党委书记等 12 个业务领域的安全环保履责清单机制，二级单位和工厂（子公司）推进落实安全环保责任清单制度，压实各级人员的安全环保责任。

The Company carried out a survey on the current status of the safety and environmental protection responsibility system for all employees, explored and formulated a safety and environmental protection responsibility list mechanism in 12 business areas such as the general manager of the second-level unit, and the secretary of the party committee.

旗下东风汽车有限公司制定并发布《安全生产责任制诊断标准（试行）》、《安全生产责任制述职及考评规则（试行）》等制度，开展管理者安全生产工作述职，全面改进安全生产工作，落实全员安全生产责任制。

Dongfeng Motor Co., Ltd. formulated and issued Safety Production Responsibility System Diagnostic Standards (Trial) and Safety Production Responsibility System Work Report and Evaluation Rules (Trial) and other systems, carried out safety work report for managers, comprehensively improved safety production work, and implemented full production safety responsibility system.

旗下东风乘用车公司依据国家强制性法规要求制定《生产一致性控制计划》并运行实施。针对量产制造和新项目试制，坚持开展月度重保监查和生产一致性监查，发现的问题点均组织相关人员进行了原因分析，制定纠正措施，明确责任人并按规定期限进行了整改完善。

Dongfeng Motor Corporation Passenger Vehicle Company formulated and implemented the Production Consistency Control Plan in accordance with the national mandatory regulations. For mass production and trial production of new projects, the company insisted on carrying out monthly reinsurance inspections and production consistency inspections. The relevant problems identified shall be analyzed by the relevant personnel.

2019 年 4 月，旗下神龙汽车有限公司贯彻安全生产委员会《关于开展安全生产风险排查和隐患整治的通知》要求，对武汉、襄阳、成都三地工厂区域内危险化学品、油库等重点防火部位和重要危险源开展专项检查，同时对特种危险作业等进行重点排查。



安全教育活动

Safe Education Activities

东风公司及各单位围绕“法律法规、基础知识、管理方法、技术手段”四项内容，采取课堂授课、现场学习和模拟培训等方式，开展形式多样的安全培训工作。2019 年东风公司共培训职工 126080 人次，其中三级教育 11719 人次、危险作业人员 11693 人次、班组长 5103 人次、相关方 42043 人次、“四新”培训 8568 人次、职业健康培训 52832 人次。为提升安全专业化管理水平奠定基础。

DFM and its subsidiaries have adopted various methods of classroom teaching, on-site learning and simulation training to carry out various forms of safety training around the four contents of "laws and regulations, basic knowledge, management methods, and technical means". In 2019, DFM trained a total of 126,080 employees, including 11,719 in tertiary education, 11,693 in hazardous operations, 5,103 in team leaders, 42,043 in related parties, 8,568 in "Four New" training, and 52,832 in occupational health training, laying the foundation for improving the professional level of safety management.

职业健康保障

Occupational Health Guarantee

2019年，东风公司继续贯彻落实《东风公司职业健康管理办法》《东风公司职业健康自主管理评价实施办法》，提高本质化安全水平，强化职业病危害治理，规范职业健康监护，提高个体防护水平，提升职业健康管理水平，整体达到自主型阶段。2019年发生职业病13例。

In 2019, DFM continued to implement the DFM Occupational Health Management Measures and DFM Occupational Health Self-Management Evaluation and Implementation Measures to improve the level of essential safety, strengthened the management of occupational diseases, standardized occupational health monitoring, and improved the level of personal protection, improving the level of occupational health management and achieving an autonomous stage overall. 13 cases of occupational diseases occurred in 2019.

工伤事故预防

Prevention of work injuries

东风公司注重事故事件管理和防范能力，分析十年来公司发生的396起事故，总结规律，研究安全生产事故预防对策，提高安全生产管理工作针对性。针对发生的事故，按照“四不放过”的原则，严肃查处。对典型的事故案例，予以及时通报，对事故的直接责任人和负有领导责任的人员追究责任。

DFM pays attention to accident incident management and prevention capabilities, analyzes 396 accidents that occurred in the company over the past ten years, summarizes the laws, studies safety production accident prevention strategies, and improves the safety production management work. In response to accidents that have occurred, the Company follows the principle of "four not letting go" and investigates and deals with them seriously. The typical accident cases shall be notified in a timely manner, and the persons directly responsible for the accident and those who are responsible for leadership shall be held accountable.

职业发展

Career Development

畅通发展渠道

Smooth development channels

针对支撑东风公司 TRIPLE ONE 新中期事业计划战略专业人才，尤其是研发（含商企、五化）、营销、事业计划、财务审计等重点专业领域人才盘点；选定战略核心专业人才（国际化能力）126人逐步开展职业生涯个人发展计划的制定与实施；在职业发展过程中建立三位一体（CC、直线经理、人才）辅导推进模式。

For strategic professionals supporting Dongfeng's TRIPLE ONE's new mid-term business plan, key professionals in the fields of research and development (including commercial enterprises, Five Modernizations), marketing, business planning, and financial audit; the Company selected 126 strategic core professionals (of international capabilities) to gradually carry out the formulation and implementation of their personal career development plans; in the course of career development, a trinity (CC, line manager, talent) counseling and promotion model was established.



培训实践体系

Training and practice system

东风公司人才培养深入贯彻习近平新时代中国特色社会主义思想 and 党的十九大精神，坚持强企战略，全面推进公司经营管理人才、专业技术人才和高技能人才队伍建设。东风公司积极开展员工教育培训和技能提升活动，强化对员工的专业知识、职业素养、政策法规等在岗教育。2019 年东风公司组织培训 30000 期，共 120 万学时，人均 40 学时，职教经费累计投入 3.1 亿元。

In terms of talent trainings, DFM vigorously implemented Xi Jinping Thought on Socialism with Chinese Characteristics for the New Era and the spirit of the 19th National Congress of the Party, adheres to the strategy of strengthening the enterprise, and comprehensively promotes the construction of the company's management personnel, professional technical personnel and high-skilled personnel. The Company actively carries out employee education and training and skills upgrading activities, and strengthens on-the-job education of employees' professional knowledge, professional qualities, policies and regulations. In 2019, DFM organized 30,000 training sessions with a total of 1.2 million hours, with 40 hours per capita, and a total of 310 million yuan were devoted as vocational education funds.

工作生活平衡

Recreational activities

员工满意度调查

Employee satisfaction survey

2019 年，东风公司开展“东风心悦”员工满意度调查，覆盖集团 24 家二级单位，发放问卷 36386 份。结果显示，东风员工对公司支持员工在工作和生活之间取得合理平衡性方面有较高的赞同比，且高于全球高绩效组织和全球汽车行业。

In 2019, DFM conducted an employee satisfaction survey in 24 secondary units, and distributed 36,386 questionnaires. The survey results showed that DFM employees were quite satisfied with the balancing between work and life in DFM, and the satisfaction degree was higher than that of global high performance organizations and global automobile enterprises.

开展文体活动

Recreational activities

东风公司倡导“开心工作，快乐生活”的管理理念，关爱每一位员工的身心健康，鼓励员工平衡工作与生活。为营造开心工作快乐生活的文化氛围，东风公司相继举办职工迎春接力赛、运动会、大合唱、企业开放日等丰富多样的活动，为员工创造沟通机会，丰富员工文化生活，提高全员工作积极性和幸福感。

DFM advocated the management philosophy of “happy work, happy life”, cared for physical and mental health of each employee, and encouraged them to achieve a balance between work and life. In order to create a cultural atmosphere of “happy work, happy life”, DFM successively held Spring Relay, Sports Meeting, Chorus, Enterprise Open Day and other activities among employees, creating communication opportunities for them, enriching their cultural life and improving their motivation and well-being.





特殊员工关爱

Special employee care

坚持“三不”原则，实现“一个率先”。即“不让一名职工因困难看不起病，不让一名职工子女因困难上不起学，不让一名职工家庭因困难过不去”，确保不让一名职工在小康路上掉队，让全体东风职工率先享有美好生活。

It adheres to the principle of “three no” and realizes “one taking the lead”. That is to say, “No employee can't afford medical care, no employee can't afford schooling for their children, and no employee can't afford living due to difficulties”, and ensure that no employee is left behind on the road towards to a well-off life, and let all Dongfeng workers take the lead in enjoying a better life.



与伙伴共谋发展

Seeking Common Development with Partners

战略共赢

Strategic win-win

东风公司坚持“和衷共济，和合创先，和悦共生”核心价值，致力于企业和社会的和谐与可持续发展，携手合作伙伴实现资源优势互补、协同发展，共同铸造合作共赢的美好前景。

DFM adheres to the core values of “making concerted efforts, competing harmoniously and codeveloping joyfully”, and is dedicated to harmonious and sustainable corporate and social development by working together with its partners to achieve supplementary resources and coordinated development, and jointly shaping a bright win-win future.



2019年4月，东风公司与华为、襄阳市政府签署“智行隆中”战略合作协议，致力于探索共建智慧交通城市。



2019年6月，东风公司与腾讯公司签署战略合作协议。双方将在网联汽车、汽车安全、自动驾驶、智慧出行、智慧物流、联合创新、数字化转型等七大领域开展战略合作。



2019年8月，东风商用车有限公司与德邦快递在上海签订战略合作协议。双方将在车辆定制开发、企业品牌建设、行业协同发展等领域全方位开展战略合作。

供应商建设

Supplier construction

东风公司本着合作共赢、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。

In line with the concepts of win-win cooperation, efficiency, fairness and openness, DFM continuously deepens its strategic cooperation with suppliers in order to achieve the ultimate goal of win-win cooperation between the two sides.

旗下东风本田汽车有限公司秉承与供应商携手发展的理念，从开发能力、成本控制、品质管理、柔性生产等多个方面与供应商展开交流，帮助分析课题，并进行指导帮助，提升管理能力。同时倡导与供应商之间建立长期战略合作伙伴关系，为供应商伙伴搭建共赢平台，在尊重经营主体，公平、自由交易的基础上，促进企业自身与供应商共同发展。

Dongfeng Honda Automobile Co., Ltd. adheres to the concept of partnering with suppliers, and communicates with suppliers on various aspects such as development capabilities, cost control, quality management, and flexible production, helps analyze topics, and provides guidance and helps to improve management capabilities. At the same time, it advocates the establishment of long-term strategic partnerships with suppliers, builds a win-win platform for supplier partners, and promotes the common development of enterprises and suppliers on the basis of respecting business entities and fair and free transactions.

旗下郑州日产汽车有限公司针对品质保证能力不足的供应商，编制提升计划，开展供应商 ASES Rank-up 支援活动；为防止提升后供应商存在管理水平下滑现象，制定了后续的 FOLLOW-UP 活动，确保供应商质量管理体系的稳定，提前识别风险及问题并进行再发防止。

The subsidiary Zhengzhou Nissan Motor Co., Ltd. prepares an upgrade plan for suppliers with insufficient quality assurance capabilities and carries out supplier ASES Rank-up support activities; in order to prevent the decline in the management level of suppliers after the upgrade, a FOLLOW-UP activity has been formulated to ensure the stability of the supplier's quality management system, identify risks and problems in advance and prevent recurrence.

旗下东风汽车股份有限公司依据“品质提升”战略方向，借助“THANKS 平台”着重开展供应商零部件品质改善活动。2019 年持续开展了多种供应商帮扶改善活动，如 THANKS 改善、GK 提升、RANK-UP 帮扶等，在供应商伙伴积极主动参与下，活动取得了良好效果。

According to the strategic direction of "quality improvement", Dongfeng Motor Co., Ltd. focuses on the improvement of supplier parts quality with the help of "THANKS platform". In 2019, the company continued to carry out various supplier assistance and improvement activities, such as THANKS improvement, GK promotion, and RANK-UP assistance. With the active participation of supplier partners, the activities achieved good results.





经销商建设

Dealer construction

东风公司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 always attaches great importance to building a new strategic partnership with distributors to achieve win-win cooperation and sharing. Through the system construction aimed to provide all-round high-quality service to distributors, DFM improved the ability of distributors, and established the model of common existence, prosperity and sustainable profit with distributors.

旗下东风汽车股份有限公司为进一步提升经销商经营管理能力、保障经销商利益，引导经销商分品系、分公司、分团队运作，培养专属销售团队，指导经销商进行系统操作、熟悉产品卖点，提升各品系单店战力及当地市占率。

In order to further improve dealers' management capabilities and protect the interests of dealers, Dongfeng Motor Co., Ltd. guides dealers to operate by lines, branches, and teams, develops exclusive sales teams, guides dealers to operate the system and be familiar with product selling points, improving the combat power of each department and the local market share.



2019年7月9日，以“携手同行、共创未来”为主题的经销商代表交流会在东风公司总部举行，来自恒信集团、元通汽车集团、中升集团等全国各地的十家经销商代表齐聚一堂，与东风公司共同探讨国内外汽车发展趋势，并就未来市场应对策略、合作计划等展开交流讨论。



旗下东风柳州汽车有限公司已连续9年共计开展五十余期对经销商的培训活动，累计为各地经销商培养合格销售顾问2000余人，其中2019年总共举办9期经销商销售顾问训练营，共组织133家经销商422名销售顾问参训，338名销售顾问通过训练获得认证，经销商单人销售能力从2018年28台/人/年提升至34台/人/年。



与股东共享价值

Sharing Values with Shareholders

股东权益维护

Safeguarding Shareholders' Rights and Interests

信息公开制度

Information Disclosure System

东风汽车集团股份有限公司高度重视信息披露工作，根据上市规则和相关的法律法规，将信息披露工作制度化流程化，根据《公司法》、《证券法》以及联交所《上市公司规则》等法律法规制定《东风汽车集团股份有限公司信息披露制度管理办法》；在集团内部构建通常的沟通渠道，通过主要业务板块和合营公司召开“信息披露联系人会议”，并建立信息披露联系人制度，建立了各职能部门、下属合资企业以及重要的业务板建立的信息披露联系人渠道；与合营企业、合营企业外方股东建立信息披露沟通机制，东风汽车集团股份有限公司先后与多家企业沟通并签署信息披露备忘录，就合营企业的信息披露协同统一达成一致意向。

DFM attaches great importance to information disclosure, and institutionalizes the process of information disclosure in accordance with the listing rules and relevant laws and regulations, and formulates "DFM Information Disclosure System Management Measures" according to Company Law, Securities Law and Stock Exchange Rules of the People's Republic of China, established the usual communication channels within the group, convened the "information disclosure contact meeting" through the main business sector and the joint venture company, and established channels for information disclosure contacts of functional departments, subordinate joint ventures, and important business boards; established an information disclosure communication mechanism with joint ventures and foreign shareholders of joint ventures. DFM has successively communicated with many companies and signed information disclosure memorandums to reach consensus on the joint disclosure of joint venture information.

2019年，东风汽车集团股份有限公司组织召开了2018年度公司路演活动和2019年度中期业绩电话会，接待投资人访问15次，出席投资银行峰会6次，组织电话会议57余次。

In 2019, DFM organized a company road show in 2018 and a mid-term performance teleconference in 2019. It received 15 visits from investors, attended 6 investment bank summits and organized more than 57 teleconferences.

中小股东保护

Protection of Minority Shareholders

为了保证中小股东权利，特别界定了召开类别股东大会的条件、大股东回避表决条件以及类别股东大会召开程序。类别股东大会的召开使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，有效保障了中小股东权利。另外，东风汽车集团股份有限公司根据上市公司规则要求聘请的外部独立董事，在涉及到如关联交易的独立董事表决中取到了“独立人”的作用，可有效保护中小股东权益。

股东回馈数据

ROI for Shareholders

东风汽车集团股份有限公司董事会制定并发布《东风汽车集团股份有限公司股息政策》，明确规定在东风汽车集团股份有限公司股份维持足以应付公司资金需求、未来增长、股权价值以及公司业绩、现金流等条件下，每年度拟分发不少于当年实现可分配净利润15%作为股东股息。2019年，东风汽车集团股份有限公司向公司股东分红派息两次，分别为2018年度分红0.25元/股、2019年中期0.1元/股，合计分红为0.35元/股，分红金额为30.16亿元，自上市以来累计分红约227.5亿元。



ENVIRONMENTAL RESPONSIBILITY

BEAUTIFY THE NATURE AND LIVE IN HARMONY
WITH THE ENVIRONMENT





环境责任

润丽自然 与环境共和谐





打造绿色产品

Creating Green Products

环保技术

Environmental protection technology

东风公司注重环保技术的研发与应用，2019年共实施节能环保项目167项，投资5.6亿元。积极推广沸石转轮吸附浓缩+RTO治理技术、天然气锅炉低氮改造技术、污泥低温干化技术、制冷站石墨烯膜应用等节能环保“四新”技术。

DFM attaches importance to the research and application of environmental protection technology. In 2019, the Company implemented 167 energy-saving and environmental protection projects with an investment of 560 million yuan, actively promoted energy-saving and environmentally friendly "four new" technologies such as zeolite runner adsorption concentration + RTO treatment technology, low-nitrogen transformation technology of natural gas boilers, low-temperature sludge drying technology, and application of graphene membranes in refrigeration stations.

环保产品

Environmental Protection Products

东风公司坚持“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。

DFM adheres to the concept of "producing green vehicles in an energy-saving and environmentally friendly way", focuses on protecting the ecological environment, comprehensively carries out the "Green Dongfeng 2020" action, accelerates the construction of a green full value chain, actively provides green products, and strives to cultivate a green Dongfeng culture.

在车型平台开发方面，新能源乘用车实现量产11款。全新E70纯电动轿车实现508km续驶里程，居行业领先水平。新能源商用车投放了纯电动公交车和燃料电池物流车等多款新产品。

旗下东风日产乘用车公司为减少VOCs排放，对清漆内板喷涂实施自动化改造，提升涂料的涂着效率，从源头控制降低VOCs产生，同时提高产品涂装表面的光泽和鲜映度，有效保证涂装质量。



建设绿色工厂

Building Green Factories

循环经济

Circular economy

东风公司积极响应国家号召，贯彻发展循环经济、完善生态产业链、创建资源节约型企业 and 环境友好型企业的发展思路，持续实施循环经济工作，积极研究和推广余热余压、中水、废水、固废的循环利用，支撑绿色低碳发展。

DFM actively responds to the national call to implement the development ideas of developing a circular economy, improving the ecological industry chain, creating resource-saving enterprises and environmentally friendly enterprises, continuously implementing circular economy work, and actively researching and promoting waste heat and pressure, water, wastewater, and the recycling of solid waste, which supports green and low-carbon development.

2019 年公司有序推进“绿色东风 2020”行动计划，推动各环节绿色化改造升级，阶段性目标已全面达成。在 2019 年国家工信部公布的第四批绿色制造名单中，公司下属的东风乘用车公司、东风本田发动机有限公司、东风云南汽车有限公司 3 家单位入选“绿色工厂”名单，东风小康汽车有限公司 2 种产品（风光 580、风光 IX5）入选“绿色设计产品”名单。

In 2019, the Company promoted the "Green Dongfeng 2020" action in an orderly manner, and promoted the green transformation and upgrading of all links. The staged goals have been fully achieved. In the fourth batch of green manufacturing lists announced by the Ministry of Industry and Information Technology in 2019, the following three companies, Dongfeng Motor Corporation Passenger Vehicle Company, Dongfeng Honda Engine Co., Ltd. and Dongfeng Yunnan Automobile Co., Ltd., were selected as "green factories". Dongfeng Xiaokang Automobile Co., Ltd. Two products of Dongfeng Xiaokang Automobile Co., Ltd. (Fengguang 580, Fengguang IX5) were included in the list of "green designed products".

2019 年旗下东风汽车有限公司所属各工厂 / 分子公司共处置固体废弃物 315523 吨，其中处置危险废物 20877 吨；固体废弃物综合利用 292237 吨，其中危险废物资源化利用 3845 吨。固体废弃物综合利用率 92.6%，危险废物合规处置率 100%。

In 2019, each of the factories/molecule companies of Dongfeng Motor Co., Ltd. handled a total of 315,523 tons of solid waste, including 20,877 tons of hazardous waste; 292,237 tons of comprehensive utilization of solid waste, including 3845 tons of hazardous waste. The comprehensive utilization rate of solid waste was 92.6%, and the compliance disposal rate of hazardous waste reached 100%.

能源管理

Energy management

东风公司各单位均建有完善的能源管理制度，对企业用电、用水、用热、能源计量与统计、重点用能设备等进行严格的管理，不断优化能源的使用过程，提高能源管理水平与能源利用水平，有效降低能源成本，杜绝能源浪费。

Each unit of DFM has established a complete energy management system to strictly manage the electricity, water, heat, energy measurement and statistics, and key energy-using equipment of the enterprise, continuously optimizing the energy use process, and improving the level of energy management, which effectively reduced energy costs and eliminated energy waste.



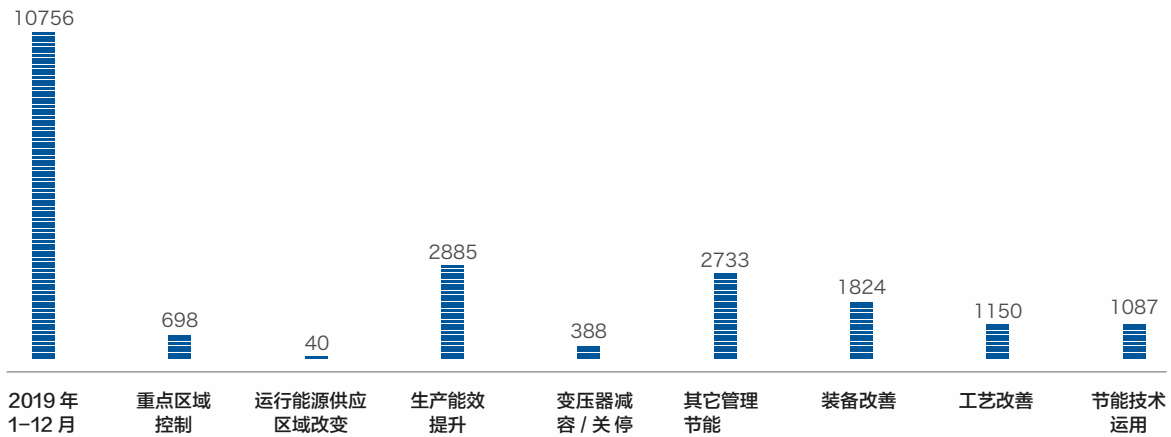
旗下东风本田发动机有限公司 2019 年完成了能源管理系统（二期）改造。改造后，实现了能源数据的可视化，促进用电，用水，用气（天然气，压缩空气）能源的信息高效地采集，计量及分析，实现了能源使用的精细化管理。



旗下东风汽车零部件(集团)有限公司以推进“实力线降低动能费用活动”为抓手,采用“课题达成型”模式持续减少能源的浪费,2019年共挖掘改善课题84项,实现课题收益1075.6万元。

Dongfeng Auto Parts Co., Ltd. took the "power line reduce kinetic energy cost activities" as its starting point and adopted the "project-achieving" model to continuously reduce the waste of energy. In 2019, a total of 84 projects were excavated and improved, and the project revenue achieved 10.756 million yuan.

东风汽车零部件(集团)有限公司2019年能源课题受益图表(单位:千元)



按类型划分的直接及/或间接能源总耗量及密度(2019年)

指标名称		总量		密度	
		计量单位	2019年实际	计量单位	2019年实际
直接能源	天然气	万 M ³	13072.6529	M ³ /万元	2.669
	电力	万 kW·h	310125.6071	kW·h/万元	63.323
	热力	百万千焦	907688.1911	百万千焦/万元	0.019
间接能源	汽油	吨	17059.7098	kg/万元	0.348
	柴油	吨	20397.5343	kg/万元	0.416
	其它	吨标煤	46808.3979	kg 标煤/万元	0.956

东风公司2019年节约能源总量与2015年基期相比产值节能量为19.72万吨,综合能耗687594.2吨标煤,万元产值综合能耗0.0140吨标煤/万元。

节能减排

Energy conservation and emission reduction

东风公司积极应用节能环保“四新”技术，推进资源节约，如采用节能型熔化炉、喷漆室循环排风系统等清洁生产工艺，从源头控制污染排放及资源消耗，提升节能环保本质化管理水平。

DFM actively applies the “four new” technologies of energy saving and environmental protection, promotes resource saving, adopts clean production techniques like energy-saving melting furnace, circulating ventilation system in the spraying room, etc., controls pollution discharge and resource consumption from the source, and improves the essential management level of energy saving and environmental protection.

旗下东风商用车公司利用统计型订单模式开展合同能源管理项目，推进绿色照明、高效电机应用、计量提升等节能新技术应用，2019年开展合同能源管理项目13项，年度节能335万元，折合371吨标准煤，实现年减少CO₂排放量1580吨。

Dongfeng Commercial Vehicle Company uses the statistical order model to carry out contract energy management projects and promote the application of new energy-saving technologies such as green lighting, high-efficiency motor applications, and metering improvements. In 2019, it launched 13 contract energy management projects with annual energy savings of 3.35 million yuan, equivalent to 371 tons of standard coal, achieving annual reduction of 1580 tons of CO₂ emissions.

旗下东风汽车有限公司组织对通用铸锻厂“铸铁车间中频熔化炉启动功率、空压机系统输出压力改善”和东风设备制造有限公司“热处理时效炉保温时间改善”，实施后年节约89687kW·h，可实现收益73070元。

Dongfeng Motor Co., Ltd. organized the "improvement of the starting power of the intermediate frequency melting furnace in the cast iron workshop and the improvement of the output pressure of the air compressor system" in the general casting and forging plant and "Improvement of holding time of heat treatment aging furnace" by Dongfeng Equipment Manufacturing Co., Ltd. After the implementation, the annual saving was 89,687kW·h, and the profit achieved 73,070 yuan.



旗下神龙汽车有限公司为了降低能耗，在发动机分厂EP车间，通过利用每周设备保养时间，对切削液过滤中心开启小循环模式，合理启停设备，减少动能消耗。



环保管理

Environmental protection management

环境管理体系

Environmental management system

东风公司持续推进目标考核体系、法规制度体系、管控体系、监测体系、事业计划体系及信息交流平台的“5+1”管理体系建设与运行，实现全价值链、全过程的节能环保管理。

DFM continuously promotes the construction and operation of target assessment system, regulation system, management and control system, monitoring system, business planning system and “5+1” management system of information exchange platform, and achieves energy-saving and environmental protection management in the whole value chain and the whole process.

环保应急管理体系

Environmental emergency management system

东风公司及各单位依据国家、地方环境法规以及环境管理体系要求，系统地识别、评价环境风险，建立了公司突发环境事件应急制度、应急演练制度，每年对应急文件进行回顾、修订，并定期开展应急预案的演练。

According to national and local environmental regulations and environmental management system requirements, the Company and its units systematically identified and evaluated environmental risks, and established a company emergency response system and emergency drill system for environmental emergencies. The emergency documents are reviewed and revised annually, and emergency drills are regularly carried out.

旗下东风汽车有限公司全面开展环境风险排查治理工作，有效控制和防范各类环境风险。发布公司《重大环境风险排查指南（2019版）》，组织各单位开展重大环境风险、重大安全风险排查，编制公司级、事业部级、工厂级三级重大风险清单，制定风险控制措施有效应对。

Its subsidiary Dongfeng Motor Co., Ltd. has comprehensively carried out environmental risk investigation and governance to effectively control and prevent various environmental risks. The Company issued "Guidelines for Major Environmental Risk Investigation (2019 Version)", organized all units to carry out major environmental risk and major safety risk investigation, compiled company-level, department-level, and factory-level the three-level major risk lists, and formulated risk control measures to effectively respond.

旗下东风雷诺汽车有限公司建立公司级与车间级两级一元化管理表对环境风险点进行跟踪。同时，对外部的环保污染考核与事件进行收集，通过EHS信息月刊将信息在公司安委会委员内进行了传递；对于重点环境问题点，以隐患整改通知书的形势进行了整改督促。

Its subsidiary Dongfeng Renault Automobile Co., Ltd. established two levels of company-level and workshop-level unified management tables to track environmental risk points. At the same time, the external environmental pollution assessment and incidents were collected, and the information was passed to the company's safety committee members through the EHS Information Monthly; regarding key environmental issues, rectification and urging were carried out based on the situation of hidden danger rectification notices.

绿色供应链体系

Green supply chain system

东风公司致力打造绿色供应链体系，明确绿色供应链管理评价指标，组织供应商一起采用环保产品包装方式，减少包装物对环境的影响。旗下东风日产乘用车公司花都工厂实施电泳液包装桶循环利用项目，将胶桶改为槽车送货，每年可减少产生危险废物废胶桶5000个。

DFM is committed to building a green supply chain system, clarifying green supply chain management evaluation indicators, and organizing suppliers to adopt environmentally friendly product packaging methods to reduce the impact of packaging materials on the environment. Its subsidiary Huadu Plant of Dongfeng Nissan Passenger Car Company implemented the recycling project of electrophoretic liquid packaging barrels, and changed the plastic barrels to tank trucks for delivery, which can reduce the generation of hazardous waste of plastic barrels by 5,000 per year.

产品绿色运输

Green transport of products

东风公司各整车单位积极推进绿色物流方式建设，加强对物流供应商的影响，采用环保合规的运输车辆，加大水运、铁运的比例，减少运输过程的污染排放。

All vehicle units of DFM vigorously promotes green logistics construction, strengthens the control over logistics suppliers, adopts environmentally-friendly transport vehicles, increases the percentage of transport by water and by railway, and reduces pollutant emissions during the transport process.

三废管理

Management of Three Wastes

东风公司各单位均按照环境管理体系要求，制定废水、废气、固体废物等污染预防与控制管理制度，加强对废水、废气、固体废物的治理与排放管理，减少各类污染物对周边环境的影响。

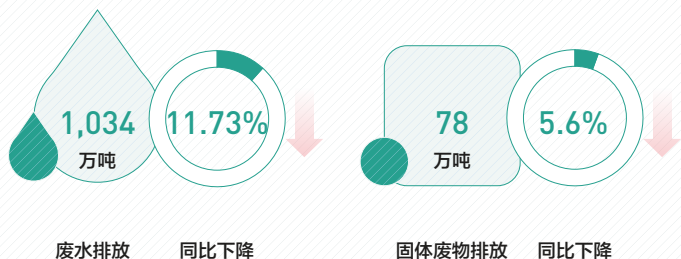
In accordance with environmental management system requirements, DFM formulated a pollution prevention and control management system for wastewater, waste gas and solid waste, strengthened the governance of wastewater, waste gas and solid waste and discharge management, and reduced the influence of pollutants on the surrounding environment.

旗下东风日产乘用车公司 2019 年导入污水站污泥烘干系统，将空压机余热烘干技术和污泥烘干技术有机结合，利用空压机余热作为热源，烘干污水站污泥，将污泥含水率由 75% 降低至 30%，污泥总量由 1200t/ 年降低至 480t/ 年，不仅可实现污泥减量化，而且有效利用了空压机的余热。

In 2019, Dongfeng Nissan Passenger Vehicle Company introduced the sludge drying system at the sewage plant, and organically combined air compressor heat drying technology and sludge drying technology to dry the sludge at the sewage plant with air compressor heat as the heat source. The sludge moisture was reduced to 30% from 75%, and the total sludge amount was reduced to 480t/year from 1,200t/year, achieving sludge reduction and effective use of air compressor heat.

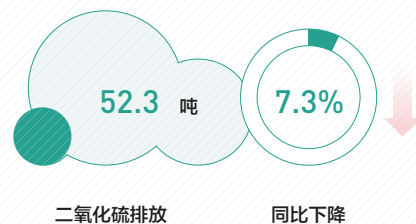
三废排放量及减排量 (2019)

Emission and Emission Reduction of three wastes (2019)



具体排放物种类及相关排放数据 (2019)

Specific emission types and relevant emission data (2019)





致力环保实践

Contributing to Environmental Protection Practices

绿色办公

Green office

旗下东风本田发动机有限公司为提升全员节能环保意识，强化办公区域用电管理，根据不同区域、不同照度要求，分批对办公区和更衣室的空调和照明装置进行改造，改造后实现了空调和照明的智能化管理，每年预计可节约用电 8.46 万千瓦时，折算节约费用约 5.5 万元。

In order to enhance the energy-saving and environmentally friendly awareness of all employees and strengthen the management of power consumption in the office area, its subsidiary Dongfeng Honda Engine Co., Ltd. carried out batches of renovations of the empty and lighting devices in the office area and dressing room according to different areas and different illumination requirements. After the transformation, the intelligent management of air conditioning and lighting has been realized. It is estimated that 84,600 kWh of electricity can be saved each year, which translates into savings of about 55,000 yuan.

旗下东风商用车有限公司践行绿色办公的理念，对办公场所的灯具、办公空调、设备空调、电风扇、计算机、热水器、取暖器上贴节能标签，每台设备有专人管理，责任到人。

Dongfeng Commercial Vehicle Co., Ltd. implements the concept of green office, and has dedicated staff to manage lamps, office air conditioners, equipment air conditioners, electric fans, computers, water heaters, heaters, and labeling energy-saving labels.



环保意识建设

Construction of environmental awareness

旗下东风本田发动机有限公司通过《超越》、角落文化 & LCD 视频宣传，将节约用水 / 电 / 纸及绿色低碳生活的措施，传递给每一位员工，培养员工节能低碳的好习惯，让员工深切体会到节能减排的举措就在身边，号召员工为节能减排作出自己应尽的一份力。

The Company's subsidiary Dongfeng Honda Engine Co., Ltd.'s passed the measures of saving water/electricity/paper and green and low-carbon life to every employee through Beyond, corner culture & LCD video promotion, and cultivated the good habit of energy saving and low carbon for employees, making employees deeply appreciate the measures of energy saving and emission reduction are nearby, and calling on employees to make their due contribution to energy saving and emission reduction.

旗下东风特种商用车有限公司以《蓝天保卫战三年行动计划实施方案》逐步推进，2019 年投入近 4000 万的投资 VOCs 治理，涉及 5 个子公司。目前车身、特客、液压动力、深圳东风 VOCs 工程均已建成，正在试运行检测。通过 VOCs 专项治理，提高污染排放达标率，打赢蓝天保卫战。

Its subsidiary Dongfeng Special Commercial Vehicle Co., Ltd. is gradually advancing according to the Three-year Implementation Plan of the Blue Sky Defense Warfare. In 2019, it invested nearly 40 million in VOCs governance, involving 5 subsidiaries. At present, the bodywork, special passengers, hydraulic power and Shenzhen Dongfeng VOCs projects have been completed and are being tested. Through the special treatment of VOCs, the company has improved the pollution discharge compliance rate and finally will win the blue sky defense battle.

开展环保活动

Carrying out environmental protection activities

植树造林活动

Tree planting and afforestation

旗下东风本田汽车有限公司自 2008 年起每年在兴和县开展植树造林工程，每 5 年为一期，2019 年是东风本田持续第 12 年参加植树造林活动。

Dongfeng Honda Automobile Co., Ltd. has carried out tree planting and afforestation projects in Xinghe County every year since 2008, with a period of 5 years. 2019 is the 12th year that Dongfeng Honda has participated in afforestation activities.

为弘扬节约、绿色和环保理念，旗下东风柳州汽车有限公司组织开展“种植一抹绿色，增添工厂活力”主题植树志愿服务活动和诚邀员工家属参与，希望种植一抹绿色、收获一缕希望。

In order to promote the concept of saving, green and environmentally friendly, its subsidiary Dongfeng Liuzhou Automobile Co., Ltd. organized a tree planting volunteer service activity on the theme of "planting a green plant and increasing the vitality of the factory".



清洁山野环保活动

Cleaning Mountain Activity

旗下东风车城机关党支部、工会分会、团支部联合安全技术质量部于 11 月 2 日在深圳马峦山，组织开展清洁山野环保徒步健康志愿活动，用行动宣传低碳环保的生活方式。

In order to win the blue sky defense battle and strengthen the construction of ecological and environmental protection, the party branch, trade union branch, and regiment branch of the Dongfeng Motor City organization and the joint safety technology and quality department organized a voluntary hiking and environmentally friendly hiking activity in Maluanshan, Shenzhen on November 2nd, so as to promoting low-carbon and environmentally friendly lifestyles with action.





SOCIAL RESPONSIBILITY

JOIN CHARITY CAMPAIGNS AND MAKE PROGRESS
WITH THE SOCIETY



5





社会公益责任

润美公益事业 与社会共进步





公益管理

Public welfare management

东风公益基金会介绍

Introduction to Dongfeng Public Welfare Foundation

2012年，经国家民政部批准，东风公司筹建成立“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。

In 2012, with the approval of the Ministry of Civil Affairs, Dongfeng Motor Corporation set up the "Dongfeng Public Welfare Foundation". The foundation is a non-public fund with a registered capital of 50 million yuan, and mainly provides implementation platform and fund support for public welfare projects under the Company's "Nurturing" program.

2019年，东风公益基金会年初余额：5740.30万元，期末余额：5359.40万元。全年收入：617.00万元，支出：997.90万元。

In 2019, Dongfeng Public Welfare Foundation beginning balance: 57.40 million yuan, ending balance: 53.59 million yuan. Annual income: 6.17 million yuan, expenditure: 9.98 million yuan.



东风公益基金会
Dongfeng Benevolence Foundation

基金会管理体系

Foundation management system

2019年，东风公益基金会严格遵守《章程》，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，并就基金会的重大事项进行决策。经国家民政部审计，东风公益基金会2019年度总体运作情况良好，各项业务均按照业务范围开展，无违规事项。

In 2019, the Dongfeng Public Welfare Foundation strictly abided by the Constitution, convened a board of directors on time to inform the members of the Foundation, submitted to the board for consideration of relevant issues, and made decisions on major issues of the Foundation. According to the results of the audit by the Ministry of Civil Affairs, the Dongfeng Public Welfare Foundation operated well in 2019. All its operations were carried out in accordance with the scope of business, without any irregularities. Currently, the Foundation is under the evaluation of national social organizations carried out by the Ministry of Civil Affairs.

公益实践

Public Service Practice

志愿服务

Introduction to Dongfeng Public Welfare Foundation

志愿服务理念、体系

Volunteer service idea and system

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活动。“委员会”根据公司社会责任中期行动计划——“润”计划的总体部署，持续组织和动员广大青年积极参与到志愿者服务活动中。目前构建了189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 “Dongfeng Volunteer Work Steering Committee”, which provides unified planning and organization of Dongfeng volunteer service activities. The “Committee” continues to organize and mobilize young people to actively participate in volunteer service activities according to the overall deployment of the corporate social responsibility interim action plan - the “Nurturing” Plan. At present, 189 standardized, institutionalized, normalized, organized, systematic, planned and active volunteer service teams have been set up, with more than 5,000 registered volunteers.

志愿者活动

Volunteer activities

在“东风志愿者工作指导委员会”的统一领导、组织下，持续开展“东风润苗行动”、“学雷锋”、“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”、“扶贫帮危”、“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”的志愿精神，为和谐东风建设贡献青春力量。

Under the unified planning and organization of “Dongfeng Volunteer Work Steering Committee”, DFM continued to carry out the traditional volunteer service projects such as “Dongfeng Nurturing Action”, “Learn from Lei Feng” and “Respect the Old and Love the Old”, and continued to innovate on the carriers, and carried out “Love Class”, “Wishes”, “Assisting the Poor and the Needed”, “Youth Service Alliance” and other brand service projects. DFM practiced the volunteering spirits of “dedication, friendship, mutual help and progress” through actions to contribute to the construction of a harmonious Dongfeng.



旗下东风汽车集团有限公司技术中心开展第14期亲子嘉年华活动。



旗下东风雷诺汽车有限公司开展武汉马拉松志愿服务，活动共有300余名志愿者参与。



特色公益实践

Featured public welfare practice

助力教育发展

Assisting in the development of education

“东风梦想车”大赛

“DFM Dream Car” Competition

2014年，为响应国家“大众创业，万众创新”号召，履行企业社会责任，东风公司联合中国青年创业就业基金会、东风公益基金会，共同启动第一届“东风梦想车”大赛。作为当代青年汽车人才同场竞技、切磋交流、一展才华的重要平台，“东风梦想车”大赛历经6年的积累与沉淀，已经发展成为汽车行业里一项具有规模性、专业性和影响力的设计赛事IP。

从2014年到2019年，“东风梦想车”大赛从初创走向成熟。赛制上，第三届“东风梦想车”大赛在飞升训练环节，首次采取了东风公司10家子品牌共同参与的模式，以深挖作品潜力，助力青年成长。同时，大赛还进一步完善了人才引进机制，为优秀选手建立起畅通的人才引进绿色通道。

在赛制不断完善的同时，大赛的成效也在逐渐显现。三届“东风梦想车”大赛，得到工业设计相关专业院校及学子的持续关注 and 踊跃参与，吸引了包括清华大学、中国美术学院、上海交通大学、(韩国)弘益大学、IED欧洲设计学院等海内外近百所高校的300余支团队参赛，不仅创生了一批有价值的汽车设计作品和设计思路，也为中国汽车工业发掘和培养了一批优秀的本土汽车设计人才，许多经过大赛历练的青年学子，目前已经成长为东风等国内主要汽车企业和相关研发机构的新生力量。





DONGFENG DREAM CAR 东风梦想车

第三届“东风梦想车”中国青年汽车创意设计大赛以“燃梦·正当时”为主题，面向国内外高校学生，征集融合东风设计基因，诠释东风“品质、智慧、和悦”的品牌价值理念，凸显智能网联的移动出行空间。本届大赛共收到 150 余件参赛作品。湖南大学“城市之光”团队的作品《平行空间》一路过关斩将，摘得大赛最高奖“东风梦想车”大奖。《平行空间》用未来化的家居感外饰造型，打造了一个平衡虚拟与现实的全新空间，为人、车、社会之间创造出新的连接和沟通模式。





东风润苗行动

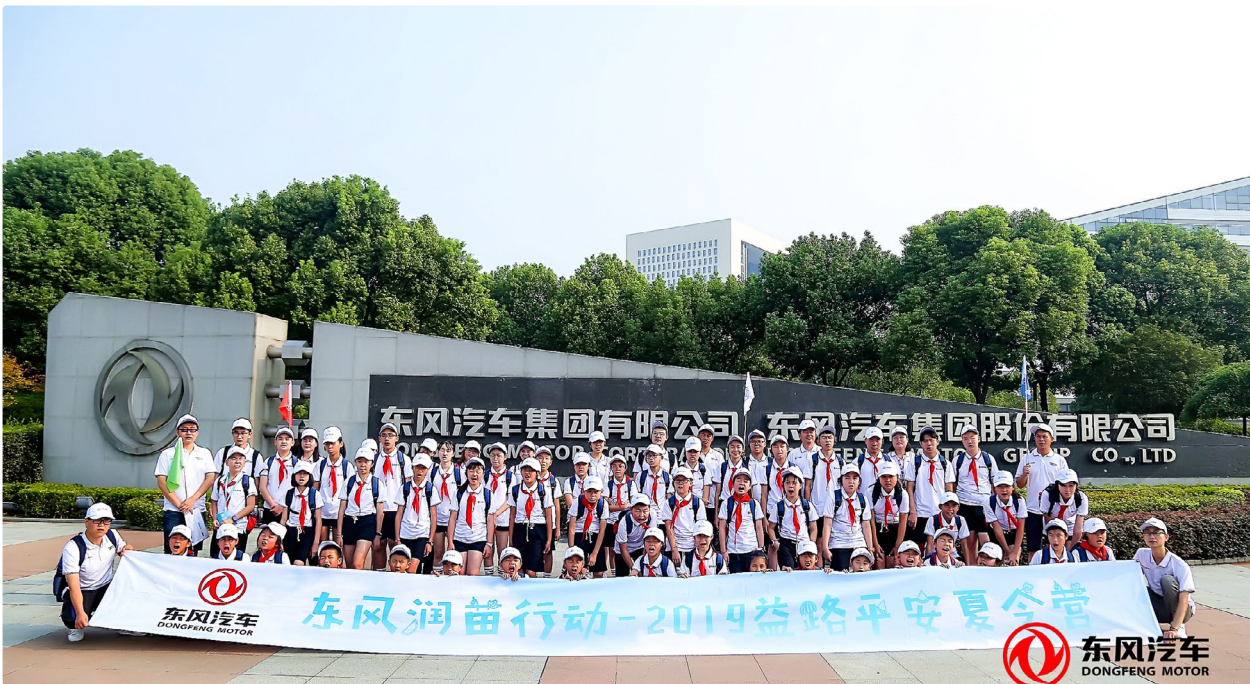
Dongfeng Nurturing Seedling Action

“东风润苗行动”是东风公益基金会联合湖北省青少年发展基金会开展的系列公益助学活动。2019年，东风公司围绕社会及学子需求，对“东风润苗行动”进行了全面升级，积极打造“益路平安”夏令营、“智慧益家”教室、“交通文明”教育奖等项目，以探索助教助学的新领域，充实公益助学的内涵，同时实现对东风公司十堰基地的反哺。

Dongfeng Nurturing Seedling Action is a series of public welfare educational aid activities carried out by the Dongfeng Public Welfare Foundation and Hubei Youth Development Foundation. In 2019, to meet the requirements of the society and the needy students, DFM fully upgraded Dongfeng Nurturing Seedling Action, and vigorously created projects like All Safe Summer Camp, Smart Home Classroom and Civilized Traffic Education Award, making new explorations in student aids, enriching the connotations of public education support and also achieving DFM's repaying to Shiyan Base.

自2013年启动“东风润苗行动”以来，东风公司及旗下各单位在湖北、四川、云南、广西等地已累计投入资金2635万元，已经建成20所“东风希望小（中）学”，资助超过5000名寒门学子完成小学阶段教育。

Since the Dongfeng Nurturing Seedling Action was started in 2013, DFM and its subsidiaries have cumulatively invested 26.35 million RMB yuan in Hubei, Sichuan, Yunnan, Guangxi and other regions, and a total of 20 Dongfeng Hope Primary Schools were established, helping over 5,000 students from poor families to finish primary school education.



各单位微公益系列助学活动

A series of micro-public welfare activities in various units

东风旗下各单位通过开展“筑梦课堂”、“牵手工程”、“向日葵课堂”、“儿童交通安全活动营”等微公益活动，充分调动员工和青年志愿者的参与积极性，实现“衣食住行学”全方位关怀，丰富“东风润苗行动”的形式和内涵，形成“人人参与公益助学，处处体现东风真情”的良好氛围。

Through carrying out the “Dream Classroom”, “Hand in Hand”, “Sunflower Classroom” and “Children’s Traffic Safety Camp” and other micro-public welfare activities, the various units of Dongfeng fully mobilized their employees and young volunteers to participate in these activities, achieved the all-around care for “clothes, food, shelter, travel and study” and enriched the forms and connotations of “Dongfeng Nurturing Seedling Action”, forming a good atmosphere of “everyone participating in public welfare educational aid, and everywhere reflecting the loving care from Dongfeng.”



东风鸿泰控股集团有限公司开展“向日葵课堂”志愿服务活动



东风汽车有限公司“筑梦课堂”走进十堰基地多所小学



东风商用车有限公司联合东风畅行科技股份有限公司在丹江口市习家店镇东风商用车希望小学开展联合助学公益活动



郑州日产汽车有限公司和郑州慈善总会联合举办 2019 年牵手工程——“成才圆梦”助学活动



神龙汽车有限公司举办“东风润 神龙情”东风标致幸福陪伴公益行活动



东风格特拉克汽车变速箱有限公司党委向大悟宣化店大胜村小学捐赠电脑和书包



东风本田汽车有限公司汽车梦想课堂揭牌仪式



深圳市东风南方实业集团有限公司在杭州、德阳、贵阳、海口等地开展“东风南方儿童交通安全训练营”



东风汽车零部件(集团)有限公司与湖北汽车工业学院举行产学研交流会暨“东风零部件·孟少农奖学金”捐赠仪式



东风柳州汽车有限公司信息与工艺部党支部联合部门团支部组织开展“小举动，大爱心”主题志愿募捐活动



东风特种商用车有限公司开展“爱心送温暖”活动，为波罗乡第二小学捐赠了476套棉服



东风雷诺汽车有限公司开展儿童道路安全营活动



中国社会福利基金会、东风日产乘用车公司、南方周末联合举办“阳光关爱·i读计划”公益活动



东风汽车集团有限公司区域管理中心开展“圆梦微心愿”志愿服务活动



东风汽车财务有限公司开展五四运动100周年主题团日希望中学帮扶交流活动



东风汽车有限公司携旗下东风汽车零部件(集团)有限公司、东风汽车有限公司装备公司开展“筑梦课堂”教育活动

倾情奉献爱心

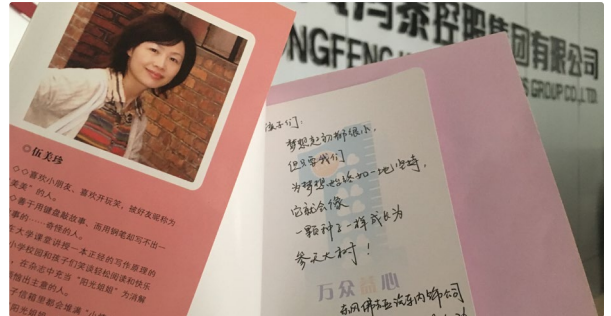
Dedication of Love

东风公司深耕公益慈善事业，联合旗下各单位通过支持和开展各种形式的志愿活动，形成良好的公益合力，关注弱势群体发展、助推社会进步，致力于为社会带来更多的温暖与正能量。

DFM takes deep root in public welfare and works together with its subsidiaries to conduct all kinds of volunteer activities, form strong public welfare power, pay attention to the disadvantaged, and promote social progress, bringing more warmth and positive energy to the society.



东风悦达起亚汽车有限公司在盐城市阜宁县开展“东风悦达起亚家园”活动



东风鸿泰控股集团有限公司举办“悦东·书鸿梦”捐赠图书活动



东风本田发动机有限公司组织开展无偿献血活动



东风本田汽车有限公司举办“东风本田杯”少儿足球邀请赛



未来展望

Outlook for the Future

2019年，东风公司社会责任工作坚持以习近平新时代中国特色社会主义思想为指引，深入贯彻落实党中央、国务院关于中央企业履行社会责任的决策部署，紧密结合“不忘初心、牢记使命”主题教育，围绕公司战略发展目标和生产经营，以“悦于心，润于行”为主题，深入推进“润”计划2.0，在脱贫攻坚、抗灾救灾、节能环保、汽车文明、社会公益等领域全心施为，社会责任工作得到国务院国资委的充分肯定，被授予“社会责任杰出企业奖”、希望工程实施三十周年“突出贡献者”、“最具影响力责任品牌”等多项荣誉，并首次跻身中国企业300强社会责任发展指数10强，东风社会责任工作成绩达到历史最好水平。

In 2019, under the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for the New Era, DFM steadily implemented CSR decisions and deployments made by the Party Central Committee and the State Council. Inspired by the thematic education of “remaining true to our original aspiration and keeping our mission firmly in mind”, centering on its strategic development goals, DFM deeply advanced “Nurturing” Plan 2.0 under the theme of “Nurturing Joy by Action”, and made great efforts in poverty alleviation, disaster relief, energy conservation and environmental protection, automobile civilization construction, public welfare and other fields. Its CSR work was highly rated by SASAC, and DFM was thus awarded with honors like “Outstanding Enterprise for CSR Work”, “Outstanding Contributor” for the 30th Anniversary of the Implementation of Project Hope and “the Most Influential CSR Brand”. For the first time, DFM ranked Top 10 among China’s Top 300 Enterprises by the CSR Development Index, making a record in CSR work.

未来，东风公司将始终秉承“东风化雨 润泽四方”的履责理念，充分发挥央企“国家队”作用，切实把增强“四个意识”、坚定“四个自信”、做到“两个维护”转化为企业履责的具体行动，努力担当履行社会责任的典范，在“推动中国从汽车大国迈向汽车强国”和“构建文明汽车社会”中积极作为，为实现中华民族伟大复兴的中国梦贡献更大力量。

In the future, CSR will always adhere to the responsibility performance philosophy of “Life-giving Breeze and Rain for Nurturing All Sides”, give full play to its role as a state-owned enterprise, thoroughly transform “Four Consciousnesses”, “Four Confidences” and “Two Maintenances” into its specific responsibility performance actions, strive to be a model of performing social responsibilities, play a key role in “promoting China from an Auto Giant to an Auto Power” and “building a civilized automobile society”, and contribute more to the realization of the Chinese Dream of revitalizing the Chinese Nation.



责任荣誉

CSR Honors

社会责任工作案例入选
《中央企业社会责任蓝
皮书（2019）》
（“润”计划 2.0）

DFM CSR Work Case was listed in CSR Blue Book of State-owned Enterprises (2019) ("Nurturing" Plan 2.0)

荣获“中国益公司”社
会责任实践杰出案例奖
（“东风梦想车”大赛）

DFM was awarded "Outstanding Case of CSR Practice" (Dongfeng Dream Car Competition)

荣获希望工程实施
三十周年
“突出贡献者”称号

DFM was given the honorary title of "Outstanding Contributor" of the 30th Anniversary of the Implementation of Project Hope

荣获 2019 中国企业
社会责任报告峰会
最具影响力责任品牌

DFM was rated as "the Most Influential CSR Brand" at CSR Summit of Chinese Enterprises in 2019

荣获 2019 中国社
会责任公益盛典
社会责任杰出企业奖

DFM was awarded "Outstanding CSR Enterprise Award" at China's CSR Public Welfare Ceremony in 2019

荣获 2019 中国社
会责任公益盛典
社会责任精准扶贫奖

DFM was awarded "CSR Precision Poverty Alleviation Award" at China's CSR Public Welfare Ceremony in 2019

荣获 2019 年度责任
影响力公益案例
（“东风梦想车”大赛）

DFM was listed among Influential CSR Public Welfare Cases for 2019 (Dongfeng Dream Car Competition)

荣获 2019（第十三届）
美好出行
CSR 品牌建设先锋奖
（“东风梦想车”大赛）

DFM was awarded "Pioneer Award" of the 13th BCA Good Travel CSR Branding Summit in 2019 (Dongfeng Dream Car Competition)





关于本报告

About This Report

时间范围：本报告内容的时间跨度自 2019 年 1 月 1 日至 2019 年 12 月 31 日，部分内容超出上述范围。

Time scope: The time span of contents in this report was from January 1, 2019 to December 31, 2019, and part of the contents went beyond the scope.

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

Organization scope: The contents of this report come from the Dongfeng Motor Group Co., Ltd. and its subsidiaries (see the Company's organizational structure). For ease of expression, "DFM", "the Company", and "we" are used in this report.

以往报告发布情况：公司已连续发布公司 2008—2018 年度报告，此报告为第十二次发布的年度报告。

Release of previous reports: The Company has released 2008-2018 annual reports, and this is the twelfth annual report.

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。

Data description: Data cited in this report are all from the Company's internal statistics, and in case of a discrepancy with the financial statements, the latter shall prevail.

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-CSR4.0）》。

Reference standard: The compilation of this report is in strict compliance with the principles of truthfulness, objectivity and openness, with reference to the State-owned Assets Supervision and Administration Commission of the State Council (hereinafter referred to as the "SASAC")'s Guidance on the Implementation of Social Responsibility of Central Enterprises, the GRI's Sustainable Development Report Guidelines 4.0, and China Guidelines for the Preparation of CSR Reports (CASS-CSR4.0).

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。

The procedure and method for stakeholders to get involved in the reporting process: The preparation of this report received support from some stakeholders. We collected information from internal and external stakeholders through questionnaires, scored on important issues of social responsibility and formed a key issue matrix; at the same time, the Company invited stakeholders to make an objective evaluation of the practices of Dongfeng's CSR practices and made the evaluation part of the report.

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：

Access: This report provides printed and electronic PDF formats. You can access the report through the following address, or download it through the CSR column on the Company's Website:

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电话：027-84285555

网址：<http://www.dfmc.com.cn>

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

指标索引

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	致力环保实践	E1.5,E3.1,E3.3,E3.6	A1.5,A2.2,A2.3 P68-P69
社会公益责任 润美公益事业 与社会共进步	公益管理	S4.6,S4.7	B8.1 P72
	公益实践	S4.8,S4.9,S4.10,S4.11	B8.1,B8.2 P73-P79
未来展望	A1		P80
责任荣誉	A3		P81
附录	关于本报告	P1.1,P1.2,P1.3	P82
	指标索引	A5	P83
	关键绩效表	A2	P84
	评级报告	A4	P85
	意见反馈	A6	P86



报告评级

Report rating

《东风汽车集团有限公司 2019 社会责任报告》评级报告

受东风汽车集团有限公司委托，“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《东风汽车集团有限公司 2019 社会责任报告》（以下简称《报告》）进行评级。

一、评级依据

中国社会科学院《中国企业社会责任报告指南之汽车制造业（CASS-CSR 4.0）》暨“中国企业社会责任报告评级专家委员会”《中国企业社会责任报告评级标准（2020）》。

二、评级过程

1. 评级小组审核确认《报告》编写组提交的《企业社会责任报告过程性资料确认书》及相关证明材料；
2. 评级小组对《报告》编写过程及内容进行评价，拟定评级报告；
3. 评级专家委员会副主席、评级小组组长、评级小组专家共同签署评级报告。

三、评级结论

过程性 (★★★★★)

公司社会责任办牵头组建社会责任报告编制组，公司工会主席、东风公益基金会副理事长把控整体方向、关键环节和重要内容，并负责报告终审；将报告定位为完善社会责任工作体系、促进社会责任管理、强化利益相关方沟通的重要工具，功能价值定位明确；根据国家宏观政策、国际国内社会责任标准、行业对标分析、公司重大事项、利益相关方调查等识别实质性议题；积极推动下属企业东风本田编制发布社会责任报告，强化社会责任工作纵向管理力度；计划召开社会责任大会发布报告，并将以电子版、印刷品、中英文版等形式呈现报告，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、确保产品安全、科技创新、产品召回、职业健康管理、安全生产、新能源产品的研发与销售、节约资源能源等汽车制造业关键性议题，叙述详细充分，具有卓越的实质性表现。

完整性 (★★★★★)

《报告》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”“社会公益责任”等角度系统披露了汽车制造业核心指标的 91.08%，完整性表现卓越。

平衡性 (★★★★★)

《报告》披露了“员工流失率”“安全生产事故数”“职业病例数”“党纪政纪处分人数”等负面数据，并简单描述了近十年工伤事故处理的不足之处与改进举措，具有卓越的平衡性表现。

可比性 (★★★★★)

《报告》披露了“总资产”“纳税总额”“女性高级管理者比例”“安全生产投入金额”“ISO14001 环境管理体系覆盖率”“天然气使用量”等 47 个关键指标连续 3 年以上的对比数据；并就“汽车出口总量行业排名第 3 位”“中国企业 300 强社会责任发展指数排名第 10 位”等进行横向比较，可比性表现卓越。

可读性 (★★★★★)

《报告》延用责任理念“东风化雨 润泽四方”为主题，从政治、经济、利益相关方、环境、社会公益五个维度全面展现企业在关键议题上的履责理念、实践与成效，诠释了企业对履行社会责任的深刻理解；封面创意融入企业主营业务元素，并以卡通动画形式展现企业积极助力疫情防控的行动，既凸显了企业所在行业特征，又增强了报告的时代性；整体色调呼应企业品牌标识，全篇采用中英对应排版设计，增强了报告的传播效果，具有卓越的可读性表现。

创新性 (★★★★☆)

《报告》开篇设置“‘悦于心，润于行’——年度履责足迹”“同心战‘疫’的东风力量”两个责任专题，聚焦企业年度履责成效和特色实践，彰显了中央企业的责任担当；优化调整《东风公司社会责任管理办法》，进一步增强社会责任工作的规范化与体系化，创新性表现领先。

综合评级 (★★★★★)

经评级小组评价，《东风汽车集团有限公司 2019 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

改进报告内容和设计的表现形式，进一步提高报告的创新性。



中国企业社会责任报告
评级专家委员会
Chinese Expert Committee on CSR Report Rating

量冲总

王大洋

张惠

评级专家委员会副主席 评级小组组长 评级小组专家

东风汽车社会责任报告连续第六年获得五星级评价

过程性评估员 任姣姣 出具时间：2020 年 7 月 31 日



扫码查看企业评级档案

关键绩效表

Key Performance Table

项目	单位	2016	2017	2018	2019		
经济绩效	总资产	亿元	2921	3267	3266	3753	
	有效专利	项	7250	9056	10848	10961	
	省部级以上专家数量	名	33	36	282	282	
	研发人员数量	名	10119	9842	10230	12612	
	研发人员所占比例	%	6.06	6.12	6.8	9.8	
	东风研究与试验发展经费支出	亿元	91.58	113.47	100.63	104.14	
	东风科技活动经费支出	亿元	190.7	117.17	190.4	198.14	
	纳税总额	亿元	536.7	552	576.48	462	
	销售收入	亿元	5717.64	6283.45	6051.81	5804.7	
	出口销量	万辆	4.17	6.47	7.38	8.55	
	自主品牌整车销售量	万辆	137.74	143.89	121.22	115.41	
	行业排名	位	2	2	2	2	
	汽车行业销量	万辆	2802.82	2887.89	2804.28	2575.45	
	市场占有率	%	15.26	14.27	13.66	14.01	
	东风公司销量	万辆	427.67	412.07	383.08	360.87	
	商用车销售量	万辆	49.18	59.35	57.94	62.46	
	乘用车销售量	万辆	378.49	352.72	325.14	298.41	
	社会绩效	从业人员总数	万人	16.6	16.1	15	14.1
		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	%	98	98	98	98.12
参加工会员工的比例		%	100	98	99	99.1	
吸纳就业		人	28680	25577	19208	16222	
本地化雇佣比例		%	98	95	98	99	
员工流失率		%	4.5	5.7	6.1	5.99	
人年均带薪年休假		天	10	10	10	10.6	
女性高级管理者比例		%	7	7	6	6	
男女员工比例		/	7:3	7:3	7:3	8:2	
困难员工帮扶人数		人次	1609	3954	4352	2829	
发放慰问金		万元	1098.46	905.06	551.77	379.89	
安全培训		人次	306290	380174	390759	327546	
安全生产投入金额		万元	52029	56122	70200	69000	
安全生产事故数		起	40 (含劳务工)	28	17	11	
职业病例		例	17	20	6	13	
培训次数		万次	2	3	3	3	
培训投入		亿元	1.6	1.97	1.9	3.1	
志愿服务队		支	130	150	200	189	
东风公益基金会年末余额		万元	6191.78	6673.87	5740.3	5359.4	
东风公益基金会全年支出	万元	2990.53	252.95	1193.2	997.9		
环境绩效	ISO14001 环境管理体系覆盖率	%	96.1	93.5	93.2	90.91	
	天然气使用量	万立方米	14965	15528	14315	13073	
	废水排放量与 2014 年相比增减	%	-6.33	-4.26	-41.19	-54.55	
	固体废物产生量与 2014 年相比增减	%	-4.46	-7.84	-26.03	-30.36	
	二氧化硫排放量与 2014 年相比增减	%	-60.68	-63.54	-80	-98.55	
	以 2014 年为基数, 产值节能量	万吨	17.52	36.84	52.08	70.9	
万元产值综合能耗与 2014 年相比增减	%	-13.62	-24.22	-36.41	-50.81		



意见反馈

Feedback Form



扫码填写问卷

尊敬的读者：

本报告是东风公司向社会公开发布的第十二份社会责任报告，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，扫码填写问卷，谢谢。

邮寄：湖北省武汉市经济技术开发区东风大道特1号305-A室

邮编：430056

您的信息

姓名：_____ 联系电话：_____

工作单位：_____ 传真：_____

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？



中国企业社会责任报告
评级专家委员会
Chinese Expert Committee on CSR Report Rating

报告出版的环境考虑

纸张：采用环保纸张印刷

油墨：采用环保油墨以减少空气污染

设计制作： 创意云
CREATIVITY
CLOUD
DESIGN



东风
公益基金会微博



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公益基金会档案



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