

长安汽车
CHANGAN AUTO

长安汽车 社会责任报告

CHANGAN AUTOMOBILE SOCIAL RESPONSIBILITY REPORT

CSR 2020

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管理者致辞 Manager's speech

2020年是极不平凡的一年。一场疫情带来的冲击和改变超乎所有人的想象，却让我们更紧密地联结在一起。

这一年，我们勇担全产业链健康发展之责。坚持人民至上、生命至上，全力打好疫情防控攻坚战，第一时间向抗疫一线捐款1000万元，紧急生产负压救护车1.1万辆，自建口罩生产线，先后为合作伙伴捐赠口罩300万只，疫情防控实现“0”感染，并开展“拉、抢、逼”生产自救，率先推动5000多家全产业链经销商、供应商复工复产，全力消除和化解了2500余种进口物料保供风险。

这一年，我们勇担民族汽车品牌发展之责。坚持自主创新，聚力打造经典产品，发布“方舟架构”计划，推动产品焕新、品牌向上，推出UNI-T、CS75系列、欧尚X7、欧尚X5等产品，全年销售突破200万辆，逆势同比增长13.1%，长安自主品牌销售150万辆，为民族汽车品牌发展贡献长安力量。

这一年，我们勇担转型升级高质量发展之责。坚定第三次创业——创新创业方向，加速推进“北斗天枢”和“香格里拉”计划，国内首发L3级自动驾驶量产技术，新能源稳健经营，开发出世界领先的“七合一电驱系统”“七合一长安智慧芯”，联合华为、宁德时代打造全新高端智能汽车品牌。我们把服务客户作为“一号工程”，坚守营销服务“五大承诺”，组建7000余名体验官，持续为客户提供暖心服务，在中国消费者协会4S店客户服务满意度评价中排名第一。我们开展“数字经营工程”，培育数字发展新动能，推动全价值链数字化转型。

这一年，我们勇担企业公民之责。开展“脱贫攻坚，爱有新意”公益直播带货，带货金额超百万元。连续十年慰问长安希望小学，全年投入公益捐赠及扶贫资金2866万余元，做好云南泸西、砚山及重庆酉阳、彭水等地对口扶贫工作，在脱贫攻坚、兴农扶贫的进程中贡献长安力量。我们全面落实“六稳”“六保”要求，

全年新增各类就业9863人。我们不断满足人民日益增长的美好生活需要，携手政府与投资者，共同打造绿色智慧出行城市。

这一年，虽然充满艰辛与坎坷，但面对困难与挑战，长安人和各界伙伴在一起，在严寒的冬日里，活出了春天般的自信和勃勃生机！

当前，全球疫情还在蔓延，百年未有之大变局加速演变，汽车产业链安全遭遇挑战，“软件定义汽车”成为大势所趋，汽车品牌核心竞争力、商业模式、产业形态发生颠覆性变革。长安汽车持续调整战略，清晰描绘2030愿景及“十四五”规划蓝图，坚定不移推进第三次创业——创新创业，全力向智能低碳出行科技公司转型。

使命在心，担当在行。2021年，站在百年新起点，面对五年新规划，长安汽车将始终肩负对客户、员工、合作伙伴、股东、社会的使命和责任，以“坚定转型、创新突破、数字驱动、提质增效”为关键，打好“十四五”开局第一仗，为实现中国汽车强国梦贡献长安力量，以优异成绩向中国共产党成立100周年献礼！

长安行天下·明天更美好！

长安汽车董事长



The year 2020 has been a highly extraordinary year. The pandemic hit us and changed our lives in a way that no one could imagine. But it also brought us closer together.

In this year, we took the responsibility of the healthy development of the whole industry chain. We have put people and life first, and made every effort to deliver good results in the prevention and control of the pandemic. We have donated 10 million yuan to the frontline of the battle against the pandemic and manufactured 11,000 negative pressure ambulances as fast as possible. With our self-built mask production line, we have donated 3 million masks to our partners, realizing zero infections in the prevention and control of the pandemic. We also carried out a series of measures to resume production. We took the lead to facilitate work resumption for over 5,000 distributors and suppliers of the whole industry chain, and made every effort to eliminate and resolve the risk of the supplying of over 2,500 kinds of imported materials.

This year, we took the responsibility of developing Chinese national automobile brands. We insisted on independent innovation, concentrated on building classic products, initiated the "Changan Auto Ark Architecture" project, and facilitated the upgrade of our products and brand. We launched UNI-T, CS75 series, Oushang X7, Oushang X5 along with other products. The annual sales exceeded 2 million units, growing against the trend with a year-on-year growth of 13.1%. Changan's independent brand sold 1.5 million units, contributing to the development of Chinese national automobile brands.

This year, we took responsibility of transformation, upgrading and high-quality development. We established the direction of the Third Business Venture -- Innovation and Entrepreneurship Program, facilitated the "Dubhe Intelligent Program" and "Mission Shangri-La", launched the first L3-level automatic driving technology in China, and realized sound development of new energy. We have developed the world's leading "seven-in-one electric drive system" and "seven-in-one Changan Wisdom Core", and joined hands with Huawei and CATL to create a new high-end smart vehicle brand. We have taken customer service as the "No. 1 project", adhered to the "five commitments" of marketing services, and formed more than 7,000 customer experience official group to provide customers with heart-warming services, ranking first in the customer service satisfaction evaluation of 4S stores by the China Consumers Association. We carried out the "digital management project", cultivated new momentum for digital development, and facilitated the digitization of the entire value chain.

This year, we took the responsibility of corporate citizenship. We carried out public welfare live commerce themed by "Poverty Alleviation and Love with New Ideas", with the sales volume exceeding 1 million yuan. For ten consecutive years, we have paid visits to Changan Hope Primary Schools and donated 28.66 million yuan for public welfare and poverty alleviation.

We conducted solid work in poverty alleviation in Luxi and Yanshan in Yunnan, and Youyang and Pengshui in Chongqing, contributing to the process of poverty alleviation and agricultural development. We fully implemented requirement of the "six priorities" and stability in six areas, and created 9863 jobs across the year. We continued to meet the people's growing needs for a better life, and worked together with the government and investors to build a city with green and smart transportation.

The year 2020 was filled with hardship, but facing difficulties and challenges, Changan people and partners from all walks of life stood firmly together, and have yielded positive results.

With the spreading of the pandemic and the accelerated changes unseen in a century, the industrial chain of automotive industry has been challenged. "Software defined vehicles" has become a major trend. The core competitiveness, business model, and industrial form of automotive brands are undergoing disruptive changes. Changan Automobile continues to adjust its strategy, clearly depicts the 2030 vision and the blueprint of the 14th Five-Year Plan, firmly promotes The Third Business Venture - Innovation and Entrepreneurship Program, and makes every effort to realize the transformation towards a technology company symbolizing smart and low carbon transportation.

We keep our mission in mind, and responsibility in our doing. In 2021, standing at the new starting point of the second centenary goal and the new "five-year plan", Changan Automobile will always shoulder its mission and responsibility to customers, employees, partners, shareholders and society, and take "firm transformation, innovation breakthrough, digital drive, quality improvement and efficiency enhancement" as the key to fulfill the "14th Five-Year Plan". We will contribute our strength to the realization of the Chinese dream of building a strong country in automobile production. We will deliver good results in 2021 as the gift to the 100th anniversary of the founding of the Communist Party of China.

Changan, A Better Tomorrow!

Chairman of Changan Automobile Zhu Huaorong



企业简介 Company Profile

长安汽车隶属于中国兵器装备集团有限公司，是中国汽车四大集团阵营企业，拥有 159 年历史底蕴、37 年造车积累，全球有 14 个生产基地、33 个整车、发动机及变速器工厂。始终致力于打造世界一流的研发实力，连续 5 届 10 年居中国汽车行业第一。截止2020年，长安系中国品牌汽车销量累计突破1980万辆。推出了CS系列、逸动系列、UNI-T、锐程CC等一系列热销产品，坚持“节能环保、科技智能”造车理念，大力发展智能新能源汽车。

Changan Auto, affiliated with China South Industries Group Corporation, is one of the enterprises under China's four major automobile groups. With 159 years of history and 37 years of experience in automobile making, Changan has 14 production bases and 33 vehicle, engine and transmission factories worldwide. Committed to building world-class R&D strength, Changan has ranked first in China's automobile industry for five consecutive terms (10 consecutive years). By the end of 2020, the sales of Changan's Chinese brand vehicles exceeded 19 million. Changan has launched a series of popular products, including CS series, Eado series, UNI-T and Raeton CC. Adhering to the automobile making concept of "Energy Conservation & Environmental Protection, and Smart Technology", Changan is vigorously developing smart new energy vehicles (NEVs).

2017年，长安汽车发布“第三次创业——创新创业计划”。强化制造优势，加快科技能力提升，以科技为手段，“智能化、电动化”为特征，推动公司向共享产业、生态产业发展，形成“新汽车+新生态”产业公司。

In 2017, Changan announced its "Third Business Venture -- Innovation and Entrepreneurship Program". Besides, Changan has enhanced its manufacturing advantages, accelerated the improvement of its sci-tech capability, and pushed the company towards shared and ecological industries to form an industrial company of "New Vehicles + New Ecology" by means of science and technology, characterized by "Intelligence and E-tron".

2020年上市公司财务数据 Financial Data of Listed Companies in 2020

资产总额 Assets total	销售汽车 Sales	营业收入 Revenue	缴纳税额(含关税) Tax paid
1209.16 亿元 120.916 billion yuan	200.4 万辆 2.004 million units	845.66 亿元 84.566 billion yuan	48.04 亿元 4.804 billion yuan

发展历程 Development

◆ 159年历史底蕴 With a history of 159 years

1862年，创建上海洋炮局，开启中国近代工业之先河
In 1862, the establishment of Shanghai Foreign Gun Bureau marked the beginning of modern Chinese industry.

1863年，上海洋炮局迁往苏州，更名为苏州洋炮局
In 1863, Shanghai Foreign Gun Bureau moved to Suzhou and changed its name to Suzhou Foreign Gun Bureau.

1865年，迁往南京，更名为金陵制造局
In 1865, the Shanghai foreign artillery bureau moved to Nanjing and changed its name to Jinling manufacturing bureau.

1937年，迁往重庆，抗战期间，为中国军队提供60%的武器弹药
In 1937, the Shanghai Foreign Gun Bureau moved to Chongqing. During the Anti-Japanese War, it produced 60% of the weapons and ammunition the Chinese army brought in.

◆ 37年造车积累 37 Years of automotive research experience

1958年，生产中国第一辆吉普车
In 1958, Chang 'an produced China's first jeep

1984年，进入汽车领域，生产出中国第一批小型汽车
In 1984, Chang 'an entered the automobile field and produced the first batch of cars in China

2006年，成立意大利设计中心，开启长安汽车全球研发布局
In 2006, Chang 'an set up an Italian design center to open Chang 'an Auto's global research and development layout

2009年，成为中国汽车四大集团之一
In 2009, Chang 'an became one of the four major automobile groups in China

2014年，长安品牌汽车累计销量突破1000万辆
In 2014, the cumulative sales volume of Chang 'an brand cars exceeded 10 million

2015年，长安品牌乘用车年产销突破100万辆
In 2015, the annual production and sales of Chang 'an brand passenger cars exceeded 1 million vehicles

2016年，长安汽车年销量突破300万辆
In 2016, the annual sales volume of Chang 'an vehicles exceeded 3 million

2017年11月，长安品牌汽车累计突破1550万辆
In 2017, Chang 'an brand cars totaled 15.5 million vehicles

2018年，长安系中国品牌用户累计突破1700万
In 2018, Chang 'an Department's Chinese brand users totaled 17 million

2019年，长安系中国品牌用户累计突破1800万
In 2019, the total number of Chang 'an brand users in China exceeded 18.7 million

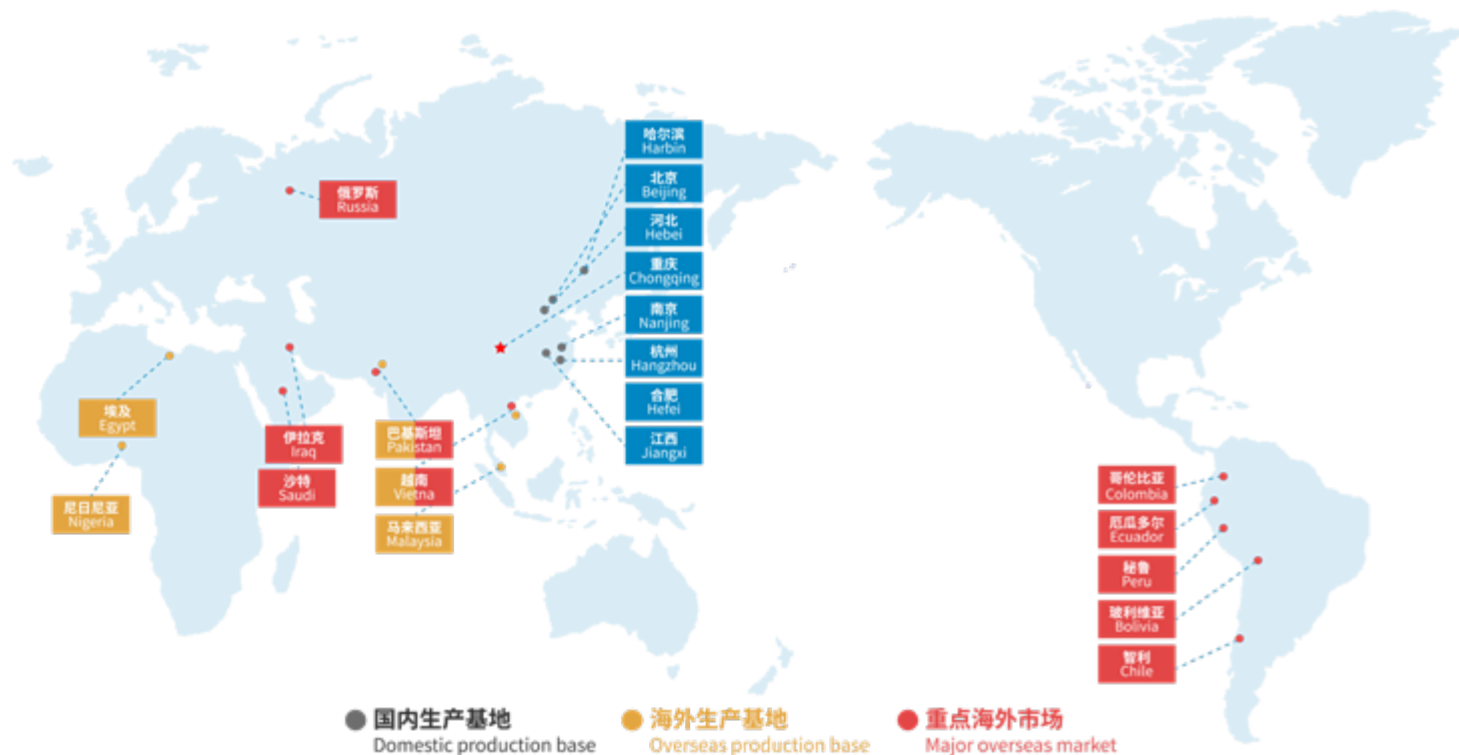
2020年，长安系中国品牌用户累计突破1980万辆
In 2020, the total number of Changan brand users in China exceeded 19.8 million

全球产业布局

Global

拥有 14 个生产基地、33 个整车、发动机及变速器工厂，42 个合作海外国家和地区。

Changan Auto has 14 global production bases, 33 vehicle, engine and transmission factories, and covers 42 overseas countries and regions.



海外共有6个工厂(6条生产线)
其中:3个CKD工厂、3个SKD工厂

A total of 6 factories (6 production lines) abroad
Including: 3 CKD factories, 3 SKD factories

14个
全球生产基地
global production bases

33个
整车、发动机及变速器工厂
vehicle, engine and transmission factories

42个
合作海外国家和地区
overseas countries and regions

产品销往全球**50**多个国家
products are sold in more than 50 countries

8700余家销售服务网点
over 8,700 sales and service outlets

近**12**万名专业服务人员
nearly 120,000 professional service staff

企业文化

Enterprise culture

领先文化 狼性长安 : 嗅觉敏锐、目标坚定、主动担当、团结协作、极致效率

A Pioneering Leader, A Wolf-culture Changan: Sensitivity. Steadfastness. Initiative. Collaboration. Efficiency.

01 使命 Mission

引领汽车文明 造福人类生活
To Lead Auto Culture and Build a Better Life

02 愿景 Vision

打造世界一流汽车企业
To Be a Leader of Global Automobile Industry

03 价值观 Value

以客户为中心, 提供极致体验和服务
Customer-centered premium experience and services

以产品为主线, 持续技术领先, 打造经典产品
Product-based technological breakthroughs for classic vehicles

以价值为导向, 凭数据、业绩及行业标杆说话
Value-aligned, data-driven and performance-based industry standards

以效率为优先, 激发活力、追求卓越
Prioritizing efficiency, stimulate vitality and pursue excellence

04 道德自律 Ethics

诚信 廉洁 勤勉 负责
Honesty, Integrity, Diligence, Responsibility

05 长安精神 Changan spirit

自我批判 主动担当 科学理性 创新创业
Self-criticism, Initiative, Rationality, Innovation

06 行为准则 Code of conduct

目标坚定 团结协作 高效行动
Steadfastness, Collaboration, Efficiency

07 形象用语 Corporate Identity

科技长安 智慧伙伴
Technology Changan, Smart Partner

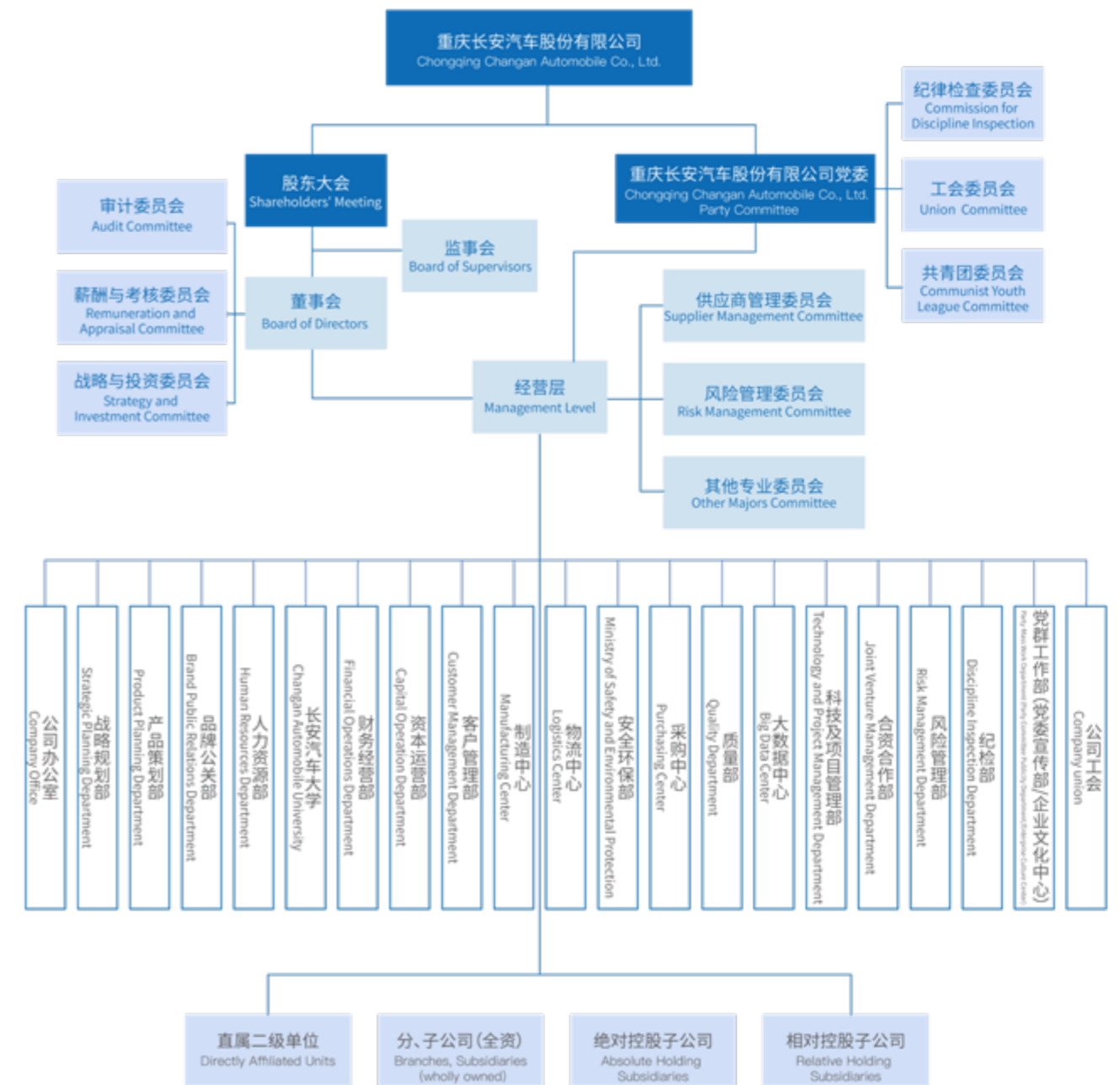
公司治理 Corporate Governance

组织机构 Organization

长安汽车不断完善公司法人治理结构,以股东大会、董事会、监事会和经营层为主体结构的决策、监督和经营体系,运作水平持续提高和规范。全年先后召开股东大会5次,董事会会议17次,监事会会议10次,共审议通过150项议案,并通过公司专业委员会、职能部门、二级单位、分子公司、合资企业执行落实。

Changan Auto continuously improves the corporate governance structure, and the decision-making, supervision and operation system with the main structure of the general meeting of shareholders, the board of directors, the board of supervisors and the management layer continue to improve and standardize its operation level. The general meeting of shareholders was held five times, the board of directors meeting was held 17 times, and the board of supervisors meeting was held 10 times. A total of 150 proposals were examined and approved, and implemented by the company's professional committee, functional departments, secondary units, subsidiaries and joint ventures.

董事会 Board of Directors	监事会 Board of Supervisors	经营层 Management	党群组织 Party-mass organizations
朱华荣 董事长 ZhuHuarong Chairman	严明 监事会主席 Yan Ming Chairman	王俊 总裁 WangJun President	朱华荣 党委书记 Zhu Huarong Party Secretary
谭小刚 董事 TanXiaogang Director	孙大洪 监事 Sun Dahong Supervisor	刘波 执行副总裁 LiuBo Executive Vice President	王俊 党委副书记 WangJun Deputy Secretary of the Party Committee
周治平 董事 Zhou Zhiping Director	赵军 监事 Zhao Huixia Supervisor	何朝兵 执行副总裁 HeChaobing Executive Vice President	袁明学 党委副书记 工会主席 Yuan Mingxue Deputy Secretary of the Party Committee and Chairman of the Trade Union
张博 董事 ZhangBo Director	王艳晖 职工监事 Wang yanhui Supervisor for staff	李伟 执行副总裁 LiWei Executive Vice President	华驊 纪委书记 Huazhanbiao Disciplinary Committee Secretary
刘刚 董事 LiuGang Director	罗艳 职工监事 Luo Yan Supervisor for staff	谭本宏 执行副总裁 TanBenhong Executive Vice President	
王俊 董事 WangJun Director		张德勇 总会计师 ZhangDeyong Executive Vice President	
张德勇 董事 ZhangDeyong Independent Director		叶沛 执行副总裁 Ye Pei Executive Vice President	
刘继鹏 独立董事 LiuJipeng Independent Director		赵非 执行副总裁 Zhao Fei Executive Vice President	
李庆文 独立董事 LiWenqing Independent Director		陈伟 副总裁 Chen Wei Vice President	
陈全世 独立董事 ChenQuanshi Independent Director		李名才 副总裁 Li Mingcai Vice President	
任晓常 独立董事 RenXiaochang Independent Director			
庞勇 独立董事 PangYong Independent Director			
谭晓生 独立董事 TanXiaosheng Independent Director			
卫新江 独立董事 WeiXingjiang Independent Director			
曹兴权 独立董事 CaoXingquan Independent Director			

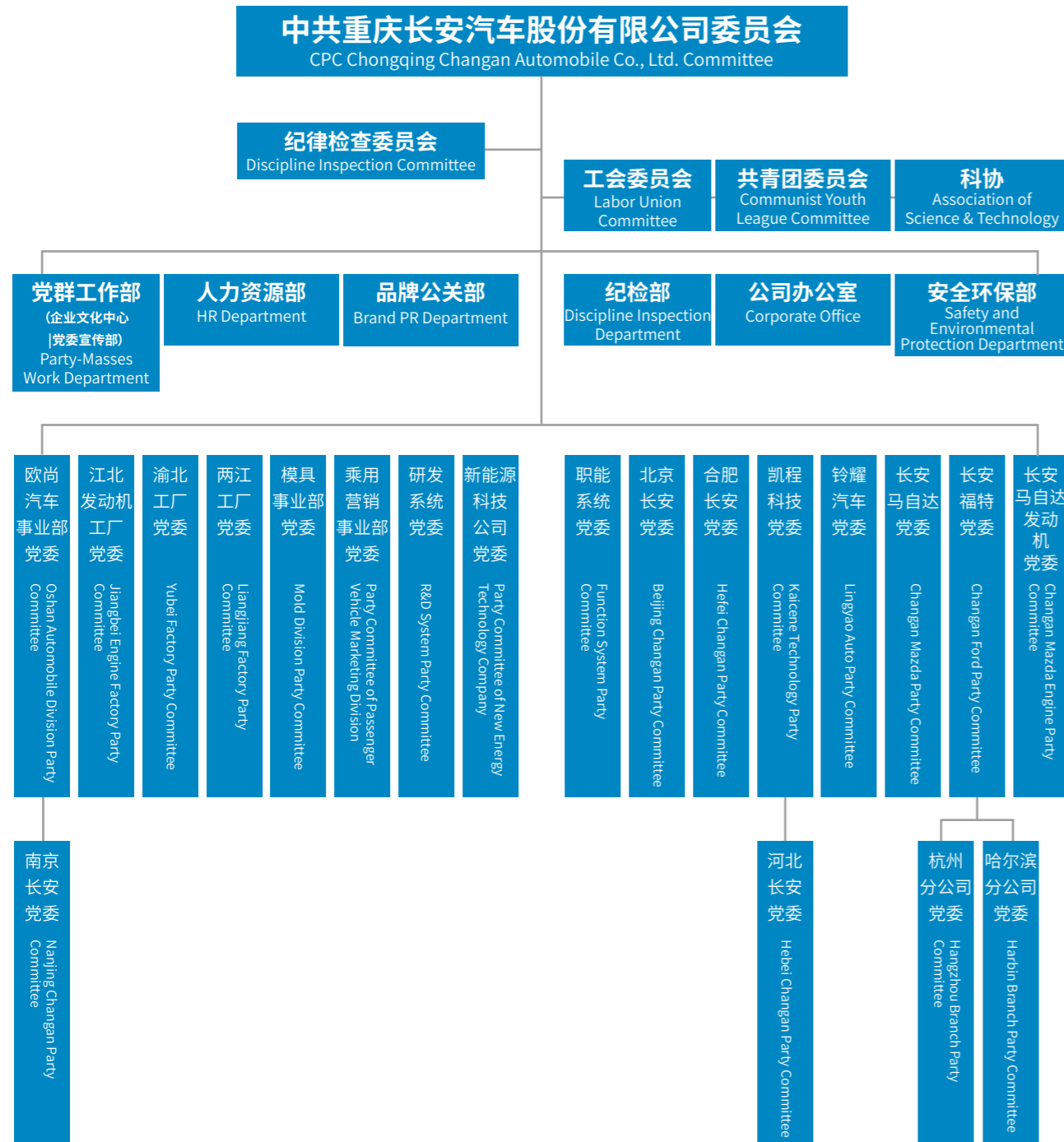


党建领先

Party building first

长安汽车党委下设20个基层党委, 19个基层纪委, 284个党(总)支部, 党员10194名。

Under the Party committee of Changan Auto, there are 20 grassroots party committees, 19 grassroots commissions for discipline inspection, and 284 party (general) branches, with 10,194 party members.



长安汽车党委坚持以习近平新时代中国特色社会主义思想为指导, 增强“四个意识”, 坚定“四个自信”, 做到“两个维护”, 贯彻落实“四心四好”党建思路, 紧紧依靠和团结广大党员和全体员工, 全面推进第三次创业, 以高质量党建引领公司高质量发展。

Insisting on the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, the Party Committee of Changan Auto has enhanced the "consciousness of the need to maintain political integrity, think in big-picture terms, uphold the leadership core, and keep in alignment", maintained "confidence in our path, guiding theories, political system, and culture", achieved the "defense of the status of General Secretary Xi Jinping as the core of the CPC Central Committee and the whole Party and the authority and leadership of the CPC Central Committee", implemented the Party building thought of "maintaining the core, focusing on the center, winning employees' favor, and making concerted efforts with partners", relied on and united Party members and all employees to fully propel the third business venture, and to guide Changan's high-quality development with high-quality party building.

深入学习贯彻习近平新时代中国特色社会主义思想、党的十九大及十九届二中、三中、四中、五中全会精神, 把习近平总书记和党中央决策部署落实到公司战略、自主创新等具体工作中, 明确了智能低碳出行科技公司新定位, 切实发挥党委“把方向、管大局、促落实”作用。

Thoroughly studying and implementing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, the spirit of the 19th CPC National Congress, and the second / third / fourth / fifth plenary sessions of the 19th CPC Central Committee, Changan has implemented the decisions and arrangements made by General Secretary Xi Jinping and the CPC Central Committee into its corporate strategy, independent innovation and other specific work, determined its new orientation of being a low-carbon smart mobility technology company, and given full play to the party committee's role in "Steering the Direction, Controlling the Overall Situation and Promoting Implementation".

坚持党建创造价值, 把党建优势转化为经营优势, 统筹疫情防控和复工复产, 全力落实“16字”经营方针和“24字”应对策略, 完成长安PSA、重庆铃耀、江铃控股、凯程汽车等五大改革项目, 推进公司高质量发展。

Insisting on value creation through Party building, Changan has transformed the advantage of Party building into its management advantage, coordinated epidemic control with work resumption, fully implemented its business guideline and coping strategy, and completed five reform projects concerning Changan PSA, Chongqing Lingyao, Jiangling Holdings and Kaicene Auto to propel Changan's high-quality development.

贯彻落实“四心四好”党建思路, 坚持全面从严治党, 坚持党管干部、党管人才原则, 层层压实党建工作责任制, 基层党建工作结构化、体系化进一步提升, 为第三次创业提供坚强保障。

Changan has implemented the Party building thought of "maintaining the core, focusing on the center, winning employees' favor, and making concerted efforts with partners", persisted in the full and strict governance over the Party and the principle of management of officials and talents by the Party, fulfilled the Party building work responsibility system level by level, and further improved the structuring and systemization of grass-roots Party building to provide a strong guarantee for the third business venture.

“四心四好”党建思路

Taking the lead in Party building

维护核心,把习近平新时代中国特色社会主义思想深学笃用实践好

Maintaining the core to thoroughly study and practice xi Jinping thought on socialism with Chinese characteristics for a new era

围绕中心,坚持两个“一以贯之”,把企业发展好

Focusing on the center, and adhering to two "consistencies" to develop the enterprise

员工欢心,把“以人民为中心”理念落实好

Winning employees' favor to implement the "people-centered" concept

伙伴齐心,把产业生态维护好

Making concerted efforts with partners to maintain the industrial ecology

廉洁从业

Incorruptible employment

长安汽车纪委立足党章赋予的监督执纪问责职责定位,坚持严的主基调,忠诚履职尽责,紧紧围绕党中央决策部署和上级党组织要求贯彻落实情况,不断强化政治监督和日常监督,一体推进不敢腐、不能腐、不想腐,以高质量纪检工作保障公司转型升级高质量发展。

Based on the orientation of supervising the accountability of discipline enforcement stipulated in the Party Constitution, the Discipline Inspection Committee of Changan Auto has insisted on the main keynote of strictness, loyally performed duties, focused on the decisions and arrangements made by the CPC Central Committee and the implementation status of superior Party organizations' requirements to continuously strengthen political and daily supervision, and fully propelled the mechanism to ensure that officials do not dare, are not able, and have no desire to be corrupt, and guaranteed Changan's transformation and upgrading for high-quality development with high-quality discipline inspection work.

全力推动作风建设。持续纠治“四风”,推动整治形式主义突出问题,推动公司上下新学风、改文风、转作风,持续培养求真务实、干事创业新风正气。

Spare no effort to promote work style construction. Changan has continuously rectified "Four Forms of Decadence" (formalism, bureaucratism, hedonism and extravagance), boosted the rectification of prominent problems in formalism, enabled all members of the company to maintain a new study style and change their writing style and work style, and continued to cultivate a new healthy trend of working in a realistic and practical manner.

扎实做好执纪问责。一刻不停推进党风廉政建设和反腐败斗争,无禁区、零容忍。全年处置问题线索48件次,处置率100%,共给予14人党纪处分,33人提醒谈话、诫勉、免职、解除劳动合同等组织处理,以正风肃纪高压态势



廉洁承诺,以上率下!2020年4月3日,公司召开党风廉政建设和反腐败工作会议。会上,党委书记、董事长朱华荣带领全体班子成员及高职级人员进行集体廉洁从业承诺。

Making an integrity commitment, with superiors leading subordinates! On April 3, 2020, Changan held a meeting on improving Party conduct, upholding integrity and combating corruption. At the meeting, Zhu Huarong, chairman and secretary of the party committee, led all team members and senior executives to make a collective integrity commitment.

巩固良好的生产经营环境。

Ensure the accountability of discipline enforcement. Changan has stepped up efforts to improve Party conduct, uphold integrity, and fight against corruption, with no restricted zones and zero tolerance. Throughout the year, it has dealt with 48 clues to relevant issues, with the disposal rate of 100%, taken Party disciplinary actions against 14 persons and other measures against 33 persons, including warning conversations, admonishments, dismissal and dissolution of the labor contract so as to maintain a tough position in improving conduct and tightening discipline and to consolidate a sound production and business environment.

持续抓好“长治久安”工程。构建大监督工作机制,坚决遏制重大风险和腐败行为滋生蔓延。6家供应商进入黑名单,对19家经销商违反廉洁共建协议进行了违约索赔,坚决打造奋斗、廉洁、干净的文化氛围。

Continue to ensure "Long-Term Peace and Order. Changan has established a large supervision mechanism to resolutely deter the breeding and spreading of major risks and corruption. In this aspect, it has blacklisted six suppliers, and pursued a claim against 19 dealers violating the joint integrity building agreement to resolutely create a diligent, uncorrupted and clean cultural atmosphere.

合规守法

Legal compliance

认真贯彻落实十九届五中全会精神,建立法治建设第一责任人制度;顺应国际形势变化、全球化发展战略,重构法务管理体系,率先建立“合规管理委员会+首席合规官+合规管理处”的管理模式;持续推进全面法务合规执行落地,细化职能职责,深入管理死角,对长安汽车法律风险全面管控,为第三次创新创业保驾护航。

Changan has established the primary responsible person system for legal construction while earnestly implementing the spirit of the fifth plenary session of the 19th CPC Central Committee; restructured the legal affairs management system in line with the change of international situations and the globalization development strategy, taken the lead in building the "Compliance Management Committee + Chief Compliance Officer + Compliance Management Section" management mode; continued to propel the full implementation of legal compliance, refined functional responsibilities, gone deep into the blind angles of management, and controlled the legal risks of Changan Auto in an all-round way to ensure the third innovation and entrepreneurship program.



4月15日,举办2020年“长安汽车法律大讲堂”第二期专题培训。长安汽车部分领导班子成员,公司各业务单位、长安福特、长安马自达、长安新能源等单位主要负责人及相关人员,共计100余人参加培训。

On April 15, the second training phase of the 2020 "Changan Law Lecture" was held. Some members of Changan's leading group, the principal heads and relevant personnel of all businesses units, Changan Ford, Changan Mazda, and Changan New Energy, a total of over 100 persons, participated in the training.



11月12日,公司纪委书记华骛开展《合规经营,效率优先》培训,各部门负责人参加。

On November 12, Hua Dubiao, Secretary of the Discipline Inspection Committee, carried out the training entitled "Compliance Business, Priority for Efficiency", attended by the heads of all departments.

02

责任管理

Responsibility
Management

责任理念

Responsibility concept

责任体系

Responsibility system

责任沟通

Responsibility for communication



责任理念 Responsibility Concept

长安汽车致力于向社会作出源源不断的贡献,向行业输入长期持续的创新,为人类创造美好自由的出行生活作贡献。

We are committed to make a continuous contribution to the society, to the long-term industry input sustainable innovation, and to a better and free travel life for the humans.



责任体系 Responsibility System

长安汽车按照《重庆长安汽车股份有限公司社会责任的管理程序》的要求,明确企业社会责任规划管理、执行管理和运营评价管理等方面的内容,严格执行对外捐赠流程和信息披露制度等,实现社会责任工作规范化与体系化。

According to the requirements of Chongqing Changan Auto's social responsibility management procedures, we clearly define the contents of corporate social responsibility planning management, execution management and operation evaluation management, strictly implement the external donation process and information disclosure system, and realize the standardization and systematization of social responsibility work.



坚持“文化驱动,理念指导,业务支撑”,将经济、环境、安全、社会等责任贯穿研发、生产、供应、销售等全业务链,不断强化社会责任与经营业务融合。

We adhere to the "culture driven, concept guidance, business support", unite the economic, environmental, safety, social liabilities throughout the whole business chain of R&D, production, supply, sales and other fields, and constantly strengthen the integration of social liability and business.



责任沟通 Responsibility Communication

长安汽车非常重视社会责任沟通工作,充分看待和回应利益相关方的各项要求,积极探索更加多样化的社会责任沟通方式,如在企业官方网站设置社会责任专栏、开通微信微博、开展用户体验官活动等,向社会和利益相关方传播责任理念,展示履行经济责任、环境责任和社会责任方面的进展和成果。

Changan has been attaching great importance to social responsibility communication, and fully recognizing and responding to stakeholders' requirements, and actively explored more diversified modes of social responsibility communication, e.g. setting the social responsibility column on its official website, registering WeChat and Weibo accounts, and carrying out the User Experience Officer activity, so as to convey the concept of responsibility to the society and stakeholders, and to demonstrate the progress and achievements in fulfilling economic, environmental and social responsibilities.

利益相关方 stakeholder	沟通理念 Communication concept	诉求 Appeal	我们的行动与措施 Our actions and measures
客户 Customers	我们坚持客户至上,满足客户在不同场景下对产品和服务的需求,直达、精准、快捷、互动,为客户带来高品质的出行生活。 We adhere to transparent, efficient, honest and pragmatic operation, pursue profit and sustainable growth of performance, and provide long-term, stable and good returns for shareholders.	提供高质量产品 提供愉悦的体验 提供感动欣喜的服务 Provide high quality products Provide a pleasant experience Provide a service that touches the heart	客户体验评价机制、质量卓越绩效模式 长安FAN“问答”服务、客户体验官、粉丝盛宴 知音伙伴计划、诚信服务五大承诺 Establishing a customer experience evaluation mechanism, introducing a quality performance excellence mode Changan FAN "Q&A" service, the Customer Experience Officer, the Fans Feast The Bosom Partner Program, the Five Commitments of Sincere Services
员工 Employees	员工是企业的价值财富,我们鼓励并支持员工能力提升,致力于构建“安全、尊重、快乐、创造”的平台并分享价值。 Employees are the value of the enterprise. We encourage and support the ability of employees to improve, committed to building a "safe, respect, happy and creative" platform and share the value.	获得职业发展 强化管理互动 保障员工权益 工作生活平衡 Gain career development Enhance management interaction Employee protection Work-life balance	职位发展体系、长安汽车大学、员工技能大赛、经理级继任者培养、合理化建议、沟通园地 股权激励机制、递延奖金计划 员工协会活动 The job development system, Chang'an Automobile University, the employee skill competition, the junior staff competition mechanism Reasonable suggestions, communication sites The equity incentive mechanism, the deferred bonus plan Staff association activities
股东 Shareholders	我们坚持透明高效、诚信务实的经营,追求盈利和业绩的可持续增长,为股东提供长期、稳定和良好回报。 We adhere to transparent, efficient, honest and pragmatic operation, pursue profit and sustainable growth of performance, and provide long-term, stable and good returns for shareholders.	经营业绩 合规守法 投资项目及收益 Business performance The law of compliance Investment items and benefits	股东大会、年度报告 风险防控管理 投资者关系 General meeting of shareholders, annual report Risk prevention and control management Investor relations
合作伙伴 Partner	我们坚持以诚信、平等、共赢的原则,建立风险共担、价值共创、利益共享的长期合作伙伴关系。 We adhere to the principle of integrity, equality and win-win, to establish a long-term partnership of risk sharing, value creation and benefit sharing.	共同发展 长期合作 能力帮扶 Common development A long-term cooperation Ability to support	经销商大会、“1241”营销赋能体系、单店赋能培训 供应商大会、阳光采购体系、数字化供应链建设、供应商帮扶和认证 CA-QIP长安质量改进流程 The dealers' conference, the "1241" marketing empowering system, the single store empowering training The suppliers' conference, the sunshine procurement system, digital supply chain construction, supplier assistance and certification CA-QIP Changan Quality Improvement Process
社会 Society	我们致力于做负责任的企业,不断扩大就业,践行节能减排,积极倡导绿色生活,为社会、经济和环境的发展贡献力量。 We are committed to being a responsible corporate role model, constantly expanding employment, practicing energy conservation and emission reduction, actively advocating green living, and contributing to social, economic and environmental development.	扩大就业 依法纳税 节能环保 公益慈善事业 Expand employment Shall pay taxes according to law Energy conservation and environmental protection Public welfare and charity	第三次创业 可持续发展 “香格里拉”计划、绿色制造 共同抗“疫”、脱贫攻坚 公益及志愿者活动 The third business venture Sustainable development Mission Shangri-la, green manufacturing Joint fight against "COVID-19", and poverty alleviation Public service and volunteer activities

03

树立抗疫标杆 率先复工复产

Setting a model for the fight against COVID-19, taking the lead in resuming work

万众同心, 共克时艰

Joining hands to fight against rough times

拉动产业链, 推动复工复产

Boosting the industry chain, promoting work resumption

防范化解供应链风险

Preventing and defusing supply chain risks



新冠肺炎疫情爆发以来, 长安汽车第一时间启动重大事件应急机制, 先后组织召开党委会、专题会、疫情防控领导小组例会62次, 推进“591”防控措施, 以产业自身独特优势, 紧急驰援抗疫一线, 千方百计复工复产, 防范化解供应链风险, 充分展现出央企的责任担当。长安汽车、长安汽车渝北工厂及长安福特荣获重庆市“抗击新冠肺炎疫情先进集体”称号。

Since the outbreak of COVID-19, Changan Auto has launched the emergency response mechanism for major incidents immediately, organized and convened the Party committee meeting, the special meeting and the regular meeting of the leading group for epidemic prevention and control 62 times, advanced the "591" prevention and control measures, rushed to the front line of epidemic fighting with the unique advantages of the industry itself, resumed work and production by all means, and prevented and resolved supply chain risks, fully demonstrating the responsibility of central enterprises. Changan Auto, Yubei Factory and Changan Ford won the title of "Advanced Collectives against COVID-19" in Chongqing.

万众同心, 共克时艰 Joining Hands to Fight Against Rough Times

第一时间发起抗疫捐赠

Immediately initiating donations for the fight against COVID-19

抗疫工作紧急启动, 长安汽车第一时间响应。1月29日, 长安汽车捐赠1000万元人民币, 全力驰援新型冠状病毒肺炎疫情的防控工作。其中长安汽车捐赠500万元, 长安福特捐赠200万元, 长安马自达捐赠200万元, 长安跨越捐赠100万元。

本次资金用途包括采购疫情防控所需的医疗、医用、生活等应急物资, 帮扶奋斗在抗疫一线的医护人员等群体。

With the emergency launch of epidemic prevention, Changan Auto responded to it immediately. On January 29, Changan announced a donation of RMB 10 million to aid COVID-19 prevention and control work. Changan Auto donated RMB 5 million; Changan Ford donated RMB 2 million; Changan Mazda donated RMB 2 million; Changan Kuayue donated RMB 1 million.

The fund was used to purchase emergency supplies concerning healthcare, medical use and daily necessities required for epidemic prevention and control, and to help the medical workers at the frontline of epidemic control.

案例 case 大小都是一份爱 Love can be any size

自从疫情爆发后, 河北长安营销部党支部党员郑永会每天通过各种信息渠道关注着疫情的发展情况。当他知道可以通过中国红十字会基金进行捐款后, 立即通过网络捐款方式支持疫区的疫情防控。他说, 幸福很小, 希望如期而至的不止春天, 还有疫情过后平平安安的每一个人。

Since the outbreak, Zheng Yonghui, a member of the party branch of Hebei Chang'an Marketing Department, has been following the development of the epidemic situation through various information channels every day. When he knew that he could donate through the Red Cross fund of China, he immediately supported the epidemic prevention and control in the epidemic area through online donation. 'happiness is very small,' he said. 'I hope it will not only come in the spring, but also everyone safe after the outbreak.'



发挥优势, 火线驰援

Making full use of advantages to give assistance rapidly

在新型冠状病毒肺炎重大疫情面前, 长安汽车以产业自身独特的优势、资源和渠道, 保障物资运送、提供疫区出行服务后勤支援, 响应政府号召、组织员工加班加点, 紧急生产抗击疫情所需特种救护车, 齐心行动, 全力参与到抗击疫情全战线, 与全社会一起共克时艰。

Changan will be in the front of COVID-19 major outbreaks, with industry's own unique advantages, resources and channels, and purchasing medical supplies, can meet the production demands of special medical, infrastructure, security supplies, logistics support area travel service, etc., work, fully involved in the outbreak of the front, and the whole society together to overcome the difficult.

军工级AI智能热成像测温系统

Military AI intelligent thermal imaging temperature measurement system

长安汽车推出一款“神器”——军工级AI智能热成像测温系统, 实现10米超远距离测温, 误差0.2°C以下, 能够完成多目标同时监测。它的出现大大降低社区及人员密集场所出现的“接触式”、“遗检漏检”、“高误差”的防疫风险。

Changan Auto launched a "artifact" -- military grade AI intelligent thermal imaging temperature measurement system, to achieve 10 meters of ultra-long distance temperature measurement, error of 0.2 °C below, can complete multi-target monitoring at the same time. The emergence of it will greatly reduce the community and crowded places of "contact", "leakage inspection", "high error" epidemic prevention risk. The car will be provided free of charge to municipal, transportation and medical services such as Chongqing's high-speed railway stations and communities.

T3出行提供应急出行服务

T3 provides emergency travel services

长安T3出行积极响应重庆市两江新区政府号召, 率先为两江新区医护人员免费提供通勤、公务和执行应急任务的出行服务。

Changan T3 travel actively responds to the call of the government of Liangjiang New Area, Chongqing, and takes the lead in providing free commuting, official and emergency travel services for medical workers in Liangjiang New Area.



案例 case 科技赋能, 防疫先锋! Science and technology endow, epidemic prevention pioneer!

3月2日, 长安热成像防疫车在重庆单日巡测重庆3大区域、6大交通枢纽, 巡测人数超过5000人, 随着各企业有序复工复产, 火车站、机场迎来了不少返渝人员, 长安热成像防疫车为一线测温工作人员减轻了不少负担。

On March 2, Changan thermal imaging epidemic prevention vehicle in Chongqing in a single day survey of Chongqing three regions, six major transportation hubs, inspection of more than 5,000 people, with the orderly resumption of work and production of enterprises, railway stations and airports welcomed a lot of people returning to Chongqing, Changan thermal imaging epidemic prevention vehicle for the first line temperature measurement staff to reduce a lot of burden.



长安汽车旗下凯程汽车、江铃汽车生产的负压监护型救护车驰援武汉

Changan Kaicene Auto and Jiangling Motors (JMC) produced negative pressure ward-type ambulances to aid Wuhan

生产线就是生命线, 长安汽车旗下的凯程汽车、江铃汽车全力以赴加紧开展生产。2020年1月29日, 首辆负压救护车下线; 2月1日, 2辆负压救护车在火神山医院建成前24小时运抵武汉, 成为全国最早驰援武汉的负压监护型救护车。全年生产负压监护型救护车1.1万辆。

The production line is the lifeline. Changan Kaicene Auto and Jiangling Motors (JMC) spared no effort to step up production. On January 29, 2020, the first negative pressure ambulance was released. On February 1, two negative pressure ward-type ambulances were transported to Wuhan 24 hours before the completion of Huoshenshan Hospital, becoming China's earliest negative pressure ward-type ambulances aiding Wuhan. 11,000 negative pressure ward-type ambulances were produced throughout the year.



2020年3月20日, 长安汽车向重庆武警总医院捐赠救护车

On March 20, 2020, Changan donated ambulances to Chongqing Armed Police General Hospital

长安民生物流提供无偿运输服务和仓储服务

Changan Minsheng APLL Logistics provided transportation and warehousing services free of charge

长安汽车物流供应商长安民生物流, 无偿为政府及公益组织提供运输服务和仓储服务, 协助重庆两江新区管委会运输口罩200余箱、消毒用品6吨; 支援南京江宁开发区管委会运输消毒应急物资500箱, 完成武汉火神山医院55.125吨的疫情急缺物料运送。

Changan's logistics supplier Changan Minsheng APLL Logistics (CMAL) provided transportation and warehousing services free of charge for the government and public service organizations, assisted the Management Committee of Liangjiang New Area (Chongqing) in transporting more than 200 boxes of masks and 6 tons of disinfection supplies; assisted the Management Committee of Jiangning Development Zone (Nanjing) in transporting 500 boxes of emergency disinfection supplies, and completed the transportation of 55.125 tons of badly-needed materials for epidemic control of Wuhan Huoshenshan Hospital.



案例 case

连夜生产负压救护车, 凯程汽车紧急驰援武汉

With overnight production of negative pressure ambulance, Kaicene Auto rushed to aid Wuhan

疫情爆发以来, 长安凯程陆续接到负压救护车采购需求, 火速成立项目团队。身为党小组组长的田晓光, 从接到任务开始, 连夜开展工作。一系列马不停蹄的工作, 让这个北方汉子看起来有些许憔悴。正是有许多像田晓光这样的同志共同努力, 首批34台负压式救护车迅速生产、抵达一线。

After the outbreak of COVID-19, Changan Kaicene received the demands for negative pressure ambulance procurement in succession, and established a project team quickly. As the leader of the Party group, Tian Xiaoguang started working that very night after receiving a task. A series of nonstop work made this northern man look a bit haggard. Due to the concerted efforts of many comrades like Tian Xiaoguang, the first batch of (34) negative pressure ambulances were quickly produced and arrived at the frontline.



集聚资源 紧急生产医护口罩

Pooling resources, urgently producing medical masks

随着全国各地企业陆续复工, 社会对医疗防护物资的需求不断增加。在此特殊时期, 长安汽车联手合作伙伴, 集聚资源生产防护口罩, 仅用28天建成口罩生产线, 累计生产1213万只, 捐赠300万只, 为满足社会对防护物资的迫切需求尽一份力。

With the work resumption of enterprises nationwide in succession, the social demand for medical protective materials continuously increased. In the special period, Changan worked with its partners to pool resources and produce protective masks, doing their bit to satisfy the society's urgent demand for protective supplies. It completed a mask production line within 28 days, produced a total of 12.13 million masks, and donated 3 million masks.



关爱用户 健康车投产

Caring for users, putting health vehicles into production

长安汽车利用现有技术储备, 研发“健康汽车”, 3月10日, “PM0.1级”复合抗菌杀毒高效过滤器实现量产, 实现超强的过滤、杀菌、换气功能, 使整车达到优于“N95口罩”级别的防护。长安健康汽车的出现, 标志着乘员保护标准从过去的“安全”升级为“安全+健康”。

Changan utilized its existing technical reserve to research and develop "Health Vehicles". On March 10, "PM0.1" anti-bacterial and antivirus efficient filters realized mass production, achieved the functions of super filtration, disinfection and gas exchange, and enabled the vehicle to reach a protective effect superior to that of "N95 masks". The emergence of Changan health vehicles marks that the passenger protection standard will be upgraded from "Safety" to "Safety + Health".

海外团队全球紧急采购口罩

Overseas team urgently purchased masks worldwide

长安汽车海外团队临危受命成立专责小组, 向国内紧急采购、运回防疫口罩450万只, 为长安汽车复工复产和重庆地区抗疫做出巨大贡献。

Changan's overseas team stepped in and established a task force to purchase and transport 4.5 million epidemic prevention masks to the Chinese Mainland, making a huge contribution to Changan's work resumption and the epidemic control in Chongqing.



为物流企业制定疫情防控管理办法。利用大数据跟踪、一人一档全程监管, 确保物流链条防疫安全、顺畅运转。

Develop administrative measures for epidemic prevention and control for logistics enterprises. Changan utilized big data tracking and whole process supervision with "One Person, One File" to ensure the epidemic prevention and smooth running of the logistics chain.

与经销商开启“云上”营销行动。创新开展“万紫千红”直播营销引流, 一对一闭馆销售8911场、线上总经理签售3455场、上门试乘试驾体验下订1040场, 收集客户订单6805个。

Launch a "Cloud" marketing campaign with dealers. Changan has innovatively carried out "A Riot of Color" live-streaming marketing to attract users, realized 8,911 sessions of one-to-one closed sales, 3,455 sessions of online general manager's signed sales, and 1,040 orders for drop-in test drive, and collected 6,805 customer orders.



3月9日 渝北工厂健康车下线
March 9th, Yubei Factory Health Car was offline



自动化率达90%
The automation rate is 90%

拉动产业链, 推动复工复产 Boosting the Industry Chain, Promoting Work Resumption

新冠肺炎疫情肆虐全国, 长安汽车一直与时间赛跑, 推动所属单位复工复产, 生产经营重回正轨。搭建政企沟通平台, 推动向武汉市等地方政府发函56次, 向合作伙伴发函100余次, 协调解决1000余问题, 有序推动5000余家合作伙伴复工、复产、复市。

As COVID-19 has raged all over China, Changan has been racing against time to promote the work resumption of its affiliated units and to get production and management back on track. Besides, it set up a government-enterprise communication platform, propelled the sending of official letters to local governments including Wuhan (56 times) and official letters to partners (over 100 times), coordinated and solved more than 1,000 problems, and orderly boosted the work, production and market resumption of over 5,000 partners.

与供应商联手制定解决方案。组建资源协调团队, 帮扶供应商顺利复业复产。

Work with suppliers to develop solutions. Changan built a resource coordination team to help suppliers successfully resume work and production.



生产线
Production line



生产线
Production line

案例 Case

李克强总理鼓励长安汽车：“长安汽车稳住了！”

During a visit to Changan Auto, Premier Li Keqiang sent encouragements to us: "Changan Auto hung on!"

2020年8月, 李克强总理视察长安汽车, 说“在国产汽车行业, 长安汽车是走在前列的。销量高、竞争力强, 这跟大家长期的奋斗是分不开的。取得这样向前奔的成绩, 你们的努力没有白费! 疫情期间, 销售还在逆势上扬, 员工的收入也没有下降。大家继续努力为企业奋斗, 也是为国家奋斗, 同时也让自己的生活一步一步改善。长安, 长安, 平安前行, 长久闪光!”

总理鼓励大家: “此次疫情期间, 消费受到了冲击, 汽车也受到了冲击, 但是你们长安汽车稳住了, 这是为国家消费和重庆市发展做出了贡献的。”

In August 2020, during a visit to Changan Auto, Premier Li Keqiang said, "In the domestic automobile industry, Changan Auto is at the forefront. Your high sales and strong competitiveness are inseparable from your long-term efforts. You've made such remarkable achievements. Your efforts are not in vain. During the epidemic, your sales bucked the trend, and your employees' income did not decline. Please continue to fight for your enterprise and our country, and improve your life step by step. Changan means lasting safety, driving forward safely, shining everlastingly!"

The premier encouraged the personnel of Changan Auto, "During this epidemic, both consumption and the automobile industry took a hit. However, Changan Auto hung on, and made a contribution to China's consumption and Chongqing's development."



2020年8月21日, 李克强总理考察长安汽车
Premier Li Keqiang visited Chang'an Automobile on August 21, 2020.

防范化解供应链风险 Preventing and Defusing Supply Chain Risks

受新冠肺炎疫情及其他各种因素影响, 全球汽车零件短缺引发的连锁反应在汽车行业持续蔓延。长安汽车成立专项工作组, 全力保障紧缺物资, 积极化解保供风险, 储备相应的关重零部件, 制定替代方案。

针对芯片类物料短缺, 成立资源保障能力提升工作组, 所有公司领导, 采购、物流、生产部门干部员工, 靠前指挥、蹲点守候, 有效化解2500余种进口物料保供风险, 有力彰显了新时代的创新创业精神, 成为既感动自己, 也感动社会的长安。

Affected by COVID-19 and other factors, the chain reaction caused by the global shortage of auto parts continues to spread in the automobile industry. Changan Auto has set up a special work team, spared no effort to guarantee badly-needed materials, actively defused supply risks, reserved relevant key parts and made alternative plans

In consideration of the shortage of chips and other materials, Changan established a working team for resource guarantee capability improvement. All leaders of the company and the cadres and employees of procurement, logistics and production departments led the way and waited at the forefront, thereby, effectively defusing the supply risk of more than 2,500 imported materials, strongly demonstrating the innovation and entrepreneurship spirit in a new era, and enabling Changan to impress not only itself, but also the society.

案例 Case

资源保障团队推动, 这就是长安人的狼性

Resource guarantee and team impetus demonstrate the wolf spirit of Changan's personnel

2020年12月, 某重要零件告急。12月5日, 采购中心STA团队紧急赶赴北京某供应商工厂, 明确需求、梳理排产、追踪出货时间, 将安全在库时间延至了1月19日。

供应商的产能有限, 主机厂就得去“抢资源”, 还得看谁的反应速度快。颜晓燕和石宇春两名STA工程师干脆就不回家, 连续27天每天18小时蹲守, 解除了1、2月保供风险。

In December 2020, there was an urgent need for an important auto part. On December 5, the STA team of the Procurement Center rushed to a supplier's factory in Beijing, specified requirements, sorted out production scheduling, tracked the delivery date, and postponed the safe storage date until January 19.

Due to the supplier's limited production capacity, main engine factories had to "grab resources", which depended on their reaction speed. Without going home, the two STA engineers Yan Xiaoyan and Shi Yuchun stayed there 18 hours every day for 27 consecutive days, and finally relieved the supply risk of January and February.



04

科技长安， 勇担民族汽车 品牌振兴重任

Technology Changan
takes the responsibility for
national automobile brand
revitalization

坚定不移打造民族汽车品牌

Unswervingly building national
automobile brands

掌握关键核心技术

Mastering key and core technologies

持续发展新能源汽车

Continuing to develop NEVs



在新一轮科技革命和产业变革兴起的时代背景下，习近平总书记对汽车产业提出更高要求，“一定要把民族汽车品牌搞上去”“一定要把关键核心技术掌握在自己手中”“发展新能源汽车是迈向汽车强国的必由之路”。长安汽车坚决贯彻落实习近平总书记的殷殷嘱托，坚定不移自主创新，大力提升科技水平、发展新能源汽车，奋力开创第三次创业新局面。

In the context of a new round of scientific & technological revolutions and industrial changes, General Secretary Xi Jinping raised higher requirements for the automobile industry, "Be sure to push national automobile brands forward;" "Be sure to hold key and core technologies in our hands;" "Developing NEVs is the only way to marching towards a powerful automobile country." Changan Auto has resolutely implemented General Secretary Xi Jinping's earnest instructions, unswervingly made independent innovations, vigorously improved scientific & technological level, developed NEVs, and strived to create a new situation for the third business venture.

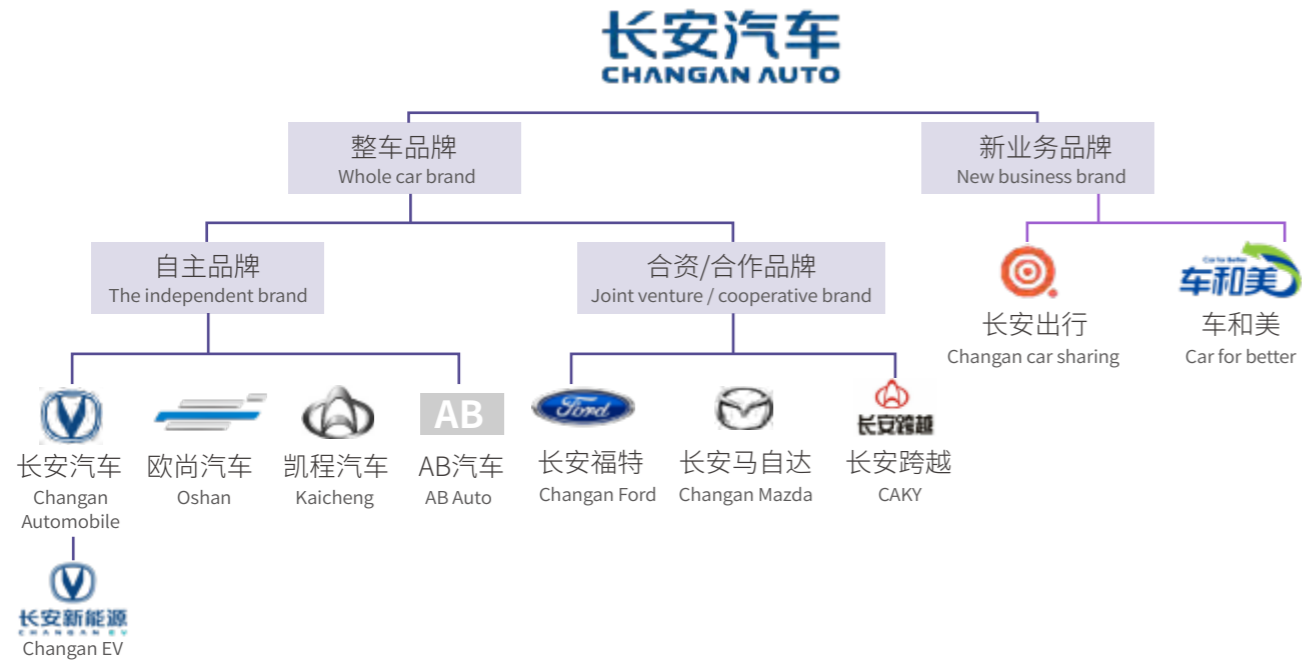
坚定不移打造民族汽车品牌 Unswervingly Building National Automobile Brands

“1361” 品牌向上计划

"1361" Brand Upgrading Plan

长安汽车强化集团品牌管理, 明确品牌向上路径, 明确四大业务品牌架构; 焕新长安汽车品牌VI视觉形象, 建立品牌ROI效果评价体系 and 月评制度。制定“1361”品牌向上计划, 力争五年内实现溢价水平接近合资品牌。

Changan Auto has reinforced group brand management, defined the brand upgrading path and the structure of four business brands; refreshed the visual image (VI) of the brand Changan Auto, and established a brand ROI effect evaluation system and a monthly assessment system. Moreover, it has worked out the "1361" Brand Upgrading Plan, striving to make its brand premium level close to that of joint venture brands within five years.



优化品牌标识

Optimizing brand logo

长安汽车集团品牌 Changan Auto Group brand	before 长安汽车 CHANGAN	→	after 长安汽车 CHANGAN AUTO
长安汽车品牌 Changan Auto brand	长安汽车 CHANGAN	→	长安汽车 CHANGAN AUTO

产品、人群焕新

Refreshing products and users

进一步清晰乘用车“科技长安, 智慧伙伴”、欧尚汽车“与美好生活同行”的品牌定位。新序列产品UNI-T, 57%用户由合资品牌转化而来, 其中90后用户占比达55%, 高出SUV市场28%; UNI-K亮相引起公众、媒体高度关注, 引发口碑热潮。

Changan further defined the brand orientations of passenger vehicles -- "Technology Changan, Smart Partner" and Oshan Auto -- "Travel with wonderful life". For the new product series UNI-T, 57% of users are transformed from joint venture brands, wherein, post-90s users account for 55%, 28% higher than that in the SUV market; the appearance of UNI-K attracted great attention from the public and media, and aroused a boom of public praise.



创新推广传播

Making innovations on promotion and communication

创新品牌传播, 克服日内瓦车展取消影响, 如期实现UNI-T亮相发布, 树立“未来科技量产者”标签。通过上市直播、《在一起》影视植入等, 直通直达新生代消费人群。

全新策划了长安汽车品牌日系列活动, “长安、华为、宁德时代联合打造高端智能汽车品牌”“长安汽车方舟架构”等话题成为新闻热点。全年累计直播42万余场, 观看量达到10亿次。品牌喜好度同比提升11%。

Making innovations on brand communication, Changan overcame the impact of the cancelled Geneva Auto Show, unveiled and released UNI-T as scheduled, and established the label of "Future Technology Mass Producer". Through live-streaming product launch and advertising implanted in *Together* and other films / TV plays, Changan has made its brand directly face the new generation of consumers.

Changan planned the Changan Auto Brand Day series campaign. Such topics as "Changan, Huawei, CATL Jointly Builds a High-end Smart Auto Brand", and "Changan Auto Ark Structure" became issues in the news. In addition, it has carried out a total of more than 420,000 sessions of live-streaming shows and 1 billion view counts. Its brand preference increased by 11%.



提升海外影响力

Improving overseas influence

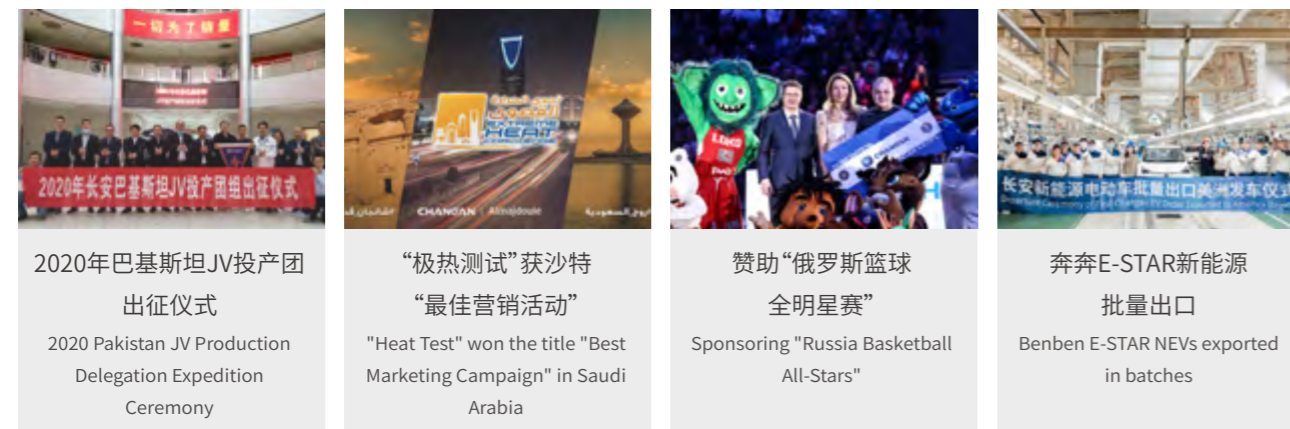


经过30年耕耘海外, 长安汽车足迹已遍布全球50余个国家, 其中68%为“一带一路”沿线国家, 形成多个重点万辆级核心市场, 包括中东北非、中南美、亚太、俄罗斯等在内重要经济体和市场区域。

全球设置超过370家海外销售与服务网点。每一天每一分钟, 为近50万的海外用户提供亲情、感动、快捷的服务。2020年出口5.3万辆, 位居中国品牌第四位; 在沙特、科威特、秘鲁、智利、巴基斯坦等多个市场实现中国品牌“数一数二”, 沙特、秘鲁、巴基斯坦进入世界品牌TOP10。

Through 30 years of development at abroad, the traces of Changan Auto have covered more than 50 countries worldwide, 68% of which are countries along the "Belt and Road"; a number of 10,000-vehicle-level core markets have been formed, including the Middle East and North Africa, Central and South America, the Asian-Pacific region, Russia and other major economies and market areas.

Changan has established 370 overseas sales and service outlets worldwide. Every minute of every day, it provides affectionate, touching and fast services for nearly 500,000 overseas users. In 2020, Changan exported 53,000 vehicles, and ranked fourth among Chinese brands; made the Chinese brand rank "among the best" in many markets concerning Saudi Arabia, Kuwait, Peru, Chile and Pakistan, and entered the world's TOP 10 brands in Saudi Arabia, Peru and Pakistan.



掌握关键核心技术 Mastering Key and Core Technologies

研发实力领先

Taking the lead in R&D capability

坚持自主研发, 每年将销售收入的5%投入到研发, “十一五”至今累计投入近1000亿。研发实力连续5届、10年蝉联中国汽车研发实力行业第一。入选国家技术创新示范企业, 成为2017年国家级工业设计中心; 累计申请国内外专利14477件, 其中申请发明专利4733件(截至2021年2月)。

Insisting on independent R&D, Changan invests 5% of its annual sales revenue in R&D every year, and the total investment has amounted to nearly RMB 100 billion since the "11th Five-Year Plan". In terms of R&D strength, Changan has ranked first in China's automobile R&D strength industry. Selected as a national demonstration enterprise of technological innovation, it became a National Industrial Design Center in 2017; applied for 14,477 domestic and foreign patents, including 4,733 invention patents (as of February 2021).



技术立标

Establishing technical labels

构建“4+N”整车核心技术能力。具备零部件、系统到整车的正向开发能力。聚焦资源打造“时尚、智能、绿色、愉悦”四大技术标签。掌握造型、车身、底盘、热管理、智能化、操控匹配、NVH、CAE仿真等870项整车核心技术。

Changan has formed "4+N" core vehicle technology capabilities; possessed the forward development capability from parts and systems to vehicles; focused on resources to establish four technical labels -- "Fashion, Intelligence, Green and Pleasure"; mastered 870 core vehicle technologies concerning modeling, auto body, chassis, thermal management, intelligence, manipulation matching, NVH, CAE and simulation.

国内首创动力总成品牌—蓝鲸动力。以“劲、净、静”为核心价值, 动力平台热效率最高可达40%, 达到全球小排量增压机型领先水平。NE14TG-AA、NE15TG-AA等发动机分别荣获“中国心”年度十佳发动机称号。

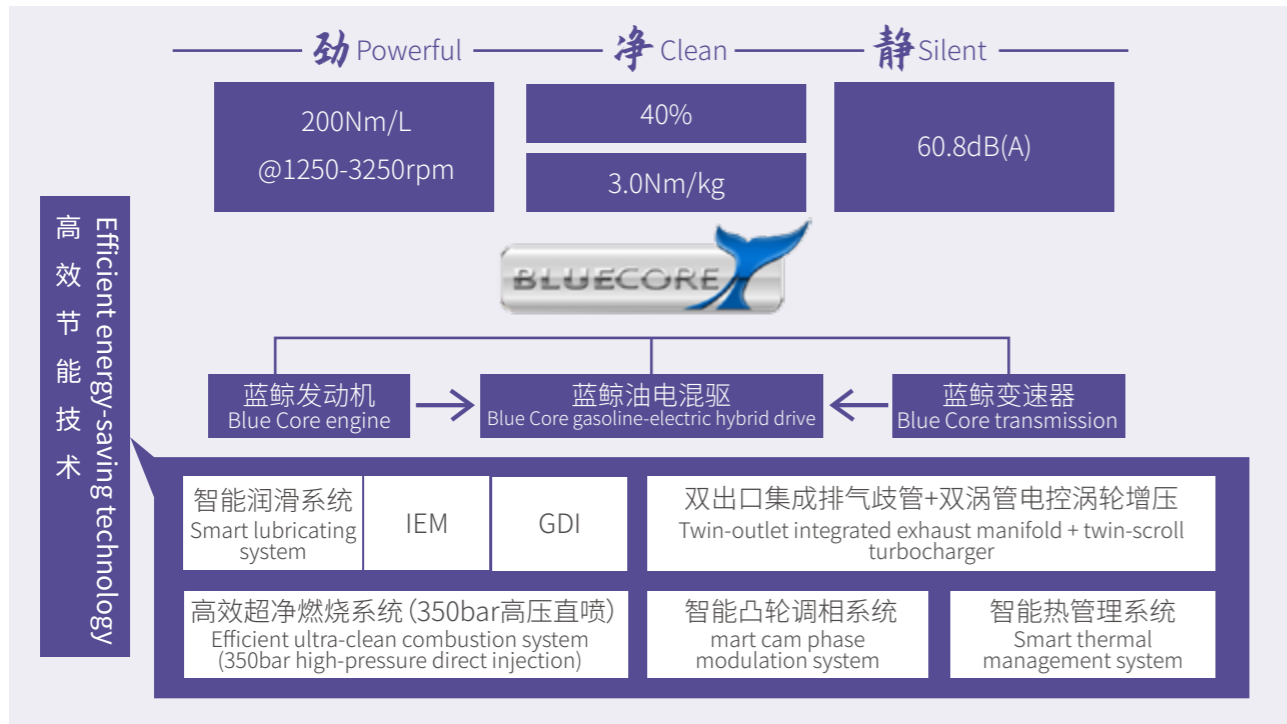
Changan has created China's first power assembly brand -- Blue Core. With the core value of "Power, Cleanness and Quietness", the power platform can realize the maximum thermal efficiency of 40%, reaching a leading level among global small-displacement superchargers. Such engines as NE14TG-AA and NE15TG-AA won the title of "China Core" Top 10 Engines.



蓝鲸D系列
Blue Core D series



蓝鲸NE系列
Blue Core NE series



构建国际一流人才团队

Building a world-class talent team

长安汽车拥有来自全球24个国家的工程技术人员1万余人, 打造了精细的研发体系, 成立“7院3部4中心”: 七大研究院、三大产品部、四大中心。

Changan Auto has employed more than 10,000 engineers and technicians from 24 countries worldwide, built a fine R&D system, and established "Seven Institutes, Three Departments and Four Centers": seven research institutes, three product departments, and four centers.

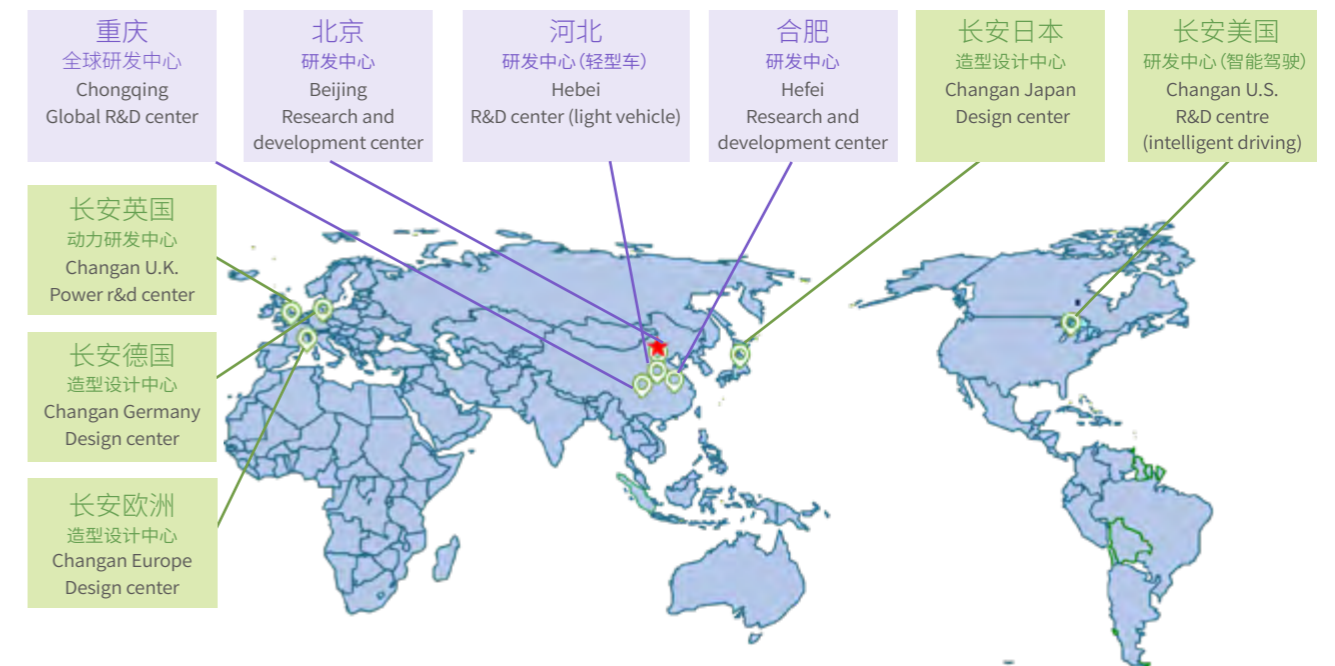


六国九地全球研发格局

Global R&D pattern in six countries and nine regions

长安汽车在重庆、北京、河北、合肥、意大利都灵、日本横滨、英国伯明翰、美国底特律、德国慕尼黑建立起“六国九地”各有侧重的全球协同研发格局。

Changan Auto has established a global collaborative R&D pattern in "Six Countries and Nine Regions", i.e. Chongqing, Beijing, Hebei, Hefei, Turin (Italy), Yokohama (Japan), Birmingham (UK), Detroit (US), Munich (Germany).



六国九地研发布局
Global R & D pattern of six countries and nine regions

全球研发中心

Global R&D Center



总投资43亿元, 占地1000余亩, 拥有设计、试验、管理等7大功能, 涵盖仿真分析、噪声振动、碰撞安全等12大领域, 含有混合动力、空调系统、非金属材料等180多个实验室, 是一个整合全球资源的开放式共享智慧研发平台。

With a total investment of RMB 4.3 billion, covering an area of more than 1,000 mu (1mu=0.0667 hectares), the center has seven functions including design, testing and management, covers 12 fields concerning simulation analysis, noise vibration harshness (NVH), and crash safety, and contains more than 180 laboratories concerning hybrid power, air-conditioning system and non-metallic materials. It is an open R&D platform for sharing wisdom.






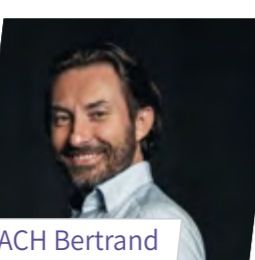


全球设计中心

Global Design Center

 <p>重庆 设计中心 Chongqing Design Center</p> <p>专业领域全面且连续两届评为国家级工业设计中心 With comprehensive professional fields, rated as the National Industrial Design Center for two consecutive terms</p>	 <p>欧洲 设计中心 Europe Design Center</p> <p>意大利最大规模设计公司之一 One of Italy's largest-scale design companies</p>	 <p>日本 设计中心 Japan Design Center</p> <p>当地最大的设计公司之一 One of the largest design companies in the local region</p>	 <p>德国 设计中心 Germany Design Center</p> <p>新能源内外饰、人机交互设计中心 New Energy Interior / Exterior, HMI Design Center</p>
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400余人设计团队

A design team of over 400

 <p>Atsuhiko Yamada</p> <p>前MAZDA设计总监 Former Design Director of MAZDA</p>	 <p>ZAPATINAS Andreas</p> <p>前BMW、主设计师 天使眼、火焰曲面设计师 Former chief designer of BMW, Designer of Angel Eyes and Flame Surfacing</p>	 <p>DI BUDUO Andrea</p> <p>前FORD德国中心外饰经理 Former Exterior Manager of FORD Germany Center</p>
 <p>BACH Bertrand</p> <p>前VOLKS WAGEN德国总部主设计师 Former chief designer of VOLKS WAGEN Germany HQ</p>	 <p>PETERSSON Jakob</p> <p>前欧宝外饰总监 Former director of Opel Exterior</p>	 <p>CECH Jaromir</p> <p>前TOYOTA尼斯中心首席设计师 Former Interior Chief Designer at Toyota Europe</p>

智能化“北斗天枢计划”

"Dubhe Intelligent Program"

2018年8月,发布“北斗天枢计划”,助推长安汽车向智能低碳出行科技公司转型。

以智能网联、智能交互、智能驾驶三大领域技术为支撑,实现智能网联运营,分阶段打造智能汽车平台。

掌握三大领域200余项智能化技术,已实现70余项智能化功能的量产搭载,21项为国内首发。

In August 2018, the "Dubhe Intelligent Program" was released to boost the transformation of Changan Auto into a smart low carbon mobility technology company.

Supported by three fields of technology, i.e. intelligent connectivity, intelligent interaction and intelligent driving, it aims to realize intelligent connectivity operation, and to build an intelligent vehicle platform in stages.

Changan has mastered more than 200 intelligent technologies in three fields, and realized the mass production and equipping of more than 70 intelligent functions, among which, 21 functions were released for the first time in China.



智能网联

Intelligent connectivity

- 实现远程控制、手机互联等50项功能;国内首次实现V2X与自动驾驶融合;
- 以云端为中心,通过语音入口实现人、车、智能家居为一体的新体验。
- 50 functions including remote control and mobile interconnection have been realized; the integration of V2X and automatic driving has been realized for the first time in China;
- Centered on the cloud, the new experience integrating humans, vehicles and smart homes could be realized via the voice inlet.



实现人、车、智能家居为一体的新生活
Realize a new life integrating humans, vehicles and smart homes

智能驾驶

Intelligent driving

- 掌握L3级自动驾驶关键核心技术30余项,实现八大核心功能;
- 2020年3月,中国首个实现L3级自动驾驶量产体验;
- 2019年7月,国内首次实现L4级自动驾驶技术在开放道路下的示范运营。
- Changan has mastered more than 30 key and core technologies of L3 automatic driving, and realized eight core functions;
- In March 2020, Changan was the first one to realize the mass production of L3 automatic driving in China;
- In July 2019, Changan realized the demonstrative operation of L4 automatic driving technology on an open road for the first time in China.



2020年3月,中国首个L3级自动驾驶量产体验
In March 2020, Changan was the first one to realize the mass production of L3 automatic driving in China;

智能交互

Intelligent interaction

- 国内首发智能语音3.0——“小安”智能语音秘书, 实现主动唤醒、个性化设置、人性对话等功能, 已在多个车型上搭载;
- 国内首发微信车载版, 搭载CS75PLUS。
- Intelligent Voice 3.0 -- "Xiaoran" intelligent voice secretary made its debut in China, which has realized the functions of positive wakeup, personalized setting and humanized conversations, and has been added to a few types of vehicles.
- Vehicle-mounted WeChat made its debut in China, arranged with CS75PLUS.



智能网联运营

Intelligent connectivity operation

- 打造“智慧门店”, 打通“人-车-店”闭环, 将传统4S门店升级为涵盖高速通行、停车、4S店等场景的智慧零售新生态。
- Changan has built "Smart Stores", opened up the closed loop of "Human-Vehicle-Store", and upgraded traditional 4S stores into a new ecosystem of smart retail covering expressway pass, parking and 4S stores.



打造以智能化、大数据为抓手的“智慧门店”
Build "Smart Stores" characterized by intelligence and big data



2020年3月10日, 搭载长安汽车L3级自动驾驶量产系统的UNI-T从起点出发, 中国首个L3级自动驾驶量产体验之旅正式开启

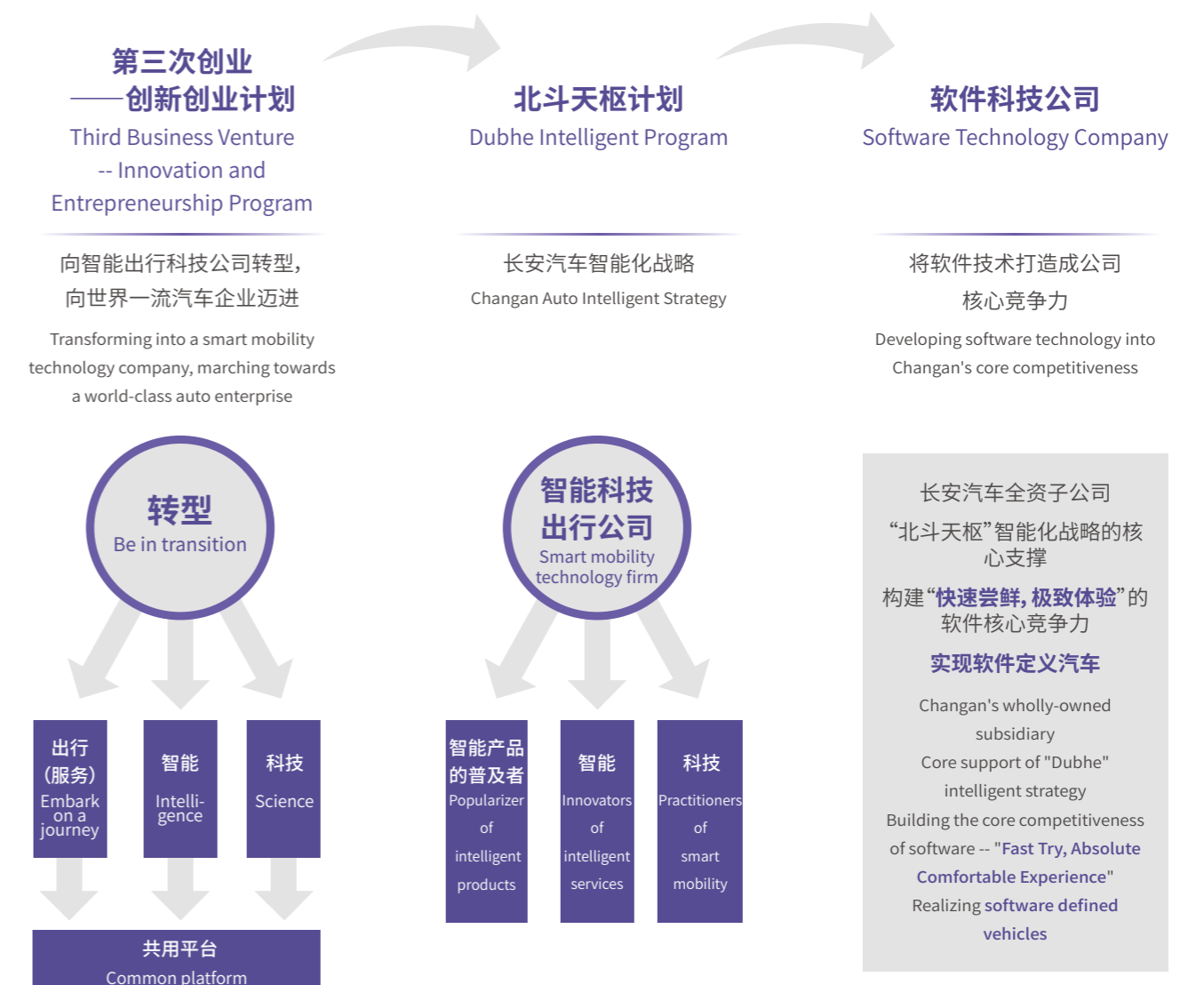
On March 10, 2020, with the UNI-T equipped with Chang'an Automobile L3 autopilot mass production system, China's first L3 automatic driving mass production experience tour officially began.

软件科技公司

Software Technology Company

以智能化“北斗天枢”战略为牵引, 高度聚焦整车软件平台的研发, 致力于快速构建长安汽车软件核心竞争力, 革命性地提升用户体验, 打造舒适的驾乘环境, 实现人、车、生活完美互联。

Driven by the intelligent strategy -- "Dubhe Intelligent Program", focusing on the R&D of a vehicle software platform, Changan has been committed to quickly building the core competitiveness of Changan Auto software, revolutionarily improving user experience, creating a comfortable driving environment, and achieving the perfect interconnection of humans, vehicles and life.



持续发展新能源汽车 Sustainable development in NEVs

新能源“香格里拉”计划

Mission Shangri-La new energy strategy

2017年10月, 发布“香格里拉计划”, 致力于成为智慧新能源汽车领导者。

千亿行动: 到2025年, 将在全产业链上累计投入超过1000亿元;

万人研发: 依托领先的全球研发体系能力, 加速新能源研发, 致力于打造世界领先、中国最强大的新能源研发能力;

伙伴计划: 整合全球优秀的资本、顶尖的技术、专业的人才等资源, 携手跨界企业形成新能源生态圈;

极致体验: 紧紧围绕客户需求, 提供“最安全、最便捷、最智能”的优质体验最安全、最便捷、最智能。

In October 2017, Changan announced "Mission Shangri-La", striving to be a leader of smart NEVs.

One Hundred Billion Action: By 2025, Changan will invest more than RMB 100 billion in the whole industry chain;

R&D by Ten Thousand People: Relying on its cutting-edge global R&D system capability, Changan will accelerate new energy R&D, and strive to build China's most powerful new energy R&D capability at the world-leading level;

Partner Program: Changan will integrate excellent capital, advanced technology and professional talents and other resources worldwide, and cooperate with crossover enterprises to form a new energy ecosystem;

Absolute Comfortable Experience: Focusing on customers' requirements, Changan will provide "Safest, Most Convenient and Smartest" experience.

到2025年, 全面停售传统意义燃油车

By 2025, the sale of traditional fuel vehicles will be completely stopped



打造“数字化电动汽车普及者”的长安新能源

Changan New Energy: Developing into "Popularizer of Digital Electric Vehicles"

掌握新能源“大三电”等核心技术384项;完全独立自主开发的**七合一电驱动系统**将在2022年3月投产。

电驱动系统: 从分体式总成 → 三合一系统 → 七合一系统。

打造完全自主整车域控制器“**长安智慧芯**”。

成功推出**34款**新能源产品, 销量累计**26.3**万辆。

正在打造新能源**EPA1、EPA2**全新平台, 以及**高端智能网联汽车品牌**。

Changan has mastered 384 core technologies of NEVs concerning "Power Batteries, Motors and Motor Controllers"; its independently developed **seven-in-one electric drive system** will be put into production in March 2022.

Electric drive system: Split assembly → Three-in-one system → Seven-in-one system

A fully autonomous vehicle controller "**Changan Wisdom Core**" has been developed.

34 new energy products have been successfully launched, with the cumulative sales of **263,000** vehicles.

Changan is building new energy **EPA1** and **EPA2** platforms, and high-end intelligent connectivity automobile brands.



奔奔 E-Star
Benben E-Star



CS15 E-Pro
CS15 E-Pro



逸动EV460
EADO EV460



CS55 E-Rock
CS55 E-Rock

05

价值长安， 推动转型升级 高质量发展

Valuable Changan promotes transformation and upgrading for high-quality development

向智能低碳出行科技公司转型

Transforming into a low-carbon smart mobility technology company

稳步提升经营质量

Steadily improving management quality

打造经典产品，实现逆势增长

Creating classic products, bucking the trend



中国经济正由高速增长阶段转向高质量发展阶段，为顺应时代发展趋势，长安汽车坚定向领先的智能低碳出行科技公司转型，稳步提升经营质量，持续打造经典产品，不断创造价值，也正是第三次创业的使命召唤和战略安排。

China's economy is shifting from a rapid growth stage to a high-quality development stage. To follow the development trend of the times, Changan Auto is determined to transform into a leading low-carbon smart mobility technology company, steadily improving management quality, and continuing to create classic products and value, which is the call of duty and strategic arrangements of the third business venture.

向智能低碳出行科技公司转型 Transforming into a low-carbon smart mobility technology company

紧跟发展趋势, 坚定战略转型

Following development trends, standing firm on strategic transformation

全面解读全国两会、十九届五中全会等重要会议精神, 持续关注疫情、中美关系等重大事件走向, 不断为经营提供判断依据。组织开展28场内外研讨, 编制形成第三次创业——创新创业计划4.0版、2030愿景及“十四五”规划, 未来发展路径更加明晰。

Changan has thoroughly construed the spirit of such important conferences, including the two sessions and the fifth plenary session of the 19th CPC Central Committee, paid continuous attention to the progress of such major events as epidemic situation and China-US relations, and continued to provide criteria for business judgment. Besides, Changan has organized and carried out 28 discussions, and prepared the Third Business Venture -- Innovation and Entrepreneurship Program Version 4.0, the Vision of 2030 and the "14th Five-Year Plan". Its future development path will be further clear.



聚焦核心领域, 深化产业合作

Focusing on core fields, deepening industry cooperation

聚焦智能、科技、出行, 签订33项战略合作协议; 与华为、腾讯、宁德时代、一汽、东风等深度合作; 与中汽中心、中汽院、国药集团等强强联手, 持续扩大开放共享“朋友圈”。

Focusing on intelligence, science & technology and mobility, Changan has signed 33 strategic cooperation agreements; maintained in-depth cooperation with Huawei, Tencent, CATL, FAW and Dongfeng; worked with CATARC, CAERI and Sinopharm Group to continue to expand the "Circle of Friends" for openness and sharing.



智能化合作

Intelligent cooperation

整合全球资源, 构建智能驾驶、智能网联、立体交通三大产业生态联盟, 与合作伙伴实现共赢。

Changan has integrated global resources, and built three industrial ecological unions, i.e. intelligent driving, intelligent connectivity and 3D transportation to achieve win-win cooperation with partners.

智能驾驶生态领域 Intelligent driving

立体交通生态领域 3D transportation system

智能网联生态领域 Intelligent connectivity



新能源合作

New energy cooperation

整合互联网、智能化、新能源产业链上下游、充电运营、金融等资源, 构建新能源命运共同体。在新能源汽车充电网络建设、运营及新能源汽车技术方面与华为、腾讯等100余家全球优秀企业展开全方位合作。

Changan has integrated Internet, intelligence, upper and lower reaches of the new energy industry chain, charging operation, finance and other resources to build a community of shared future in new energy. In terms of NEV charging network construction, operation and NEV technology, Changan has carried out all-round cooperation with more than 100 excellent enterprises worldwide, including Huawei and Tencent.



稳步提升经营质量,保障股东权益 Steadily improving the quality of operation and protecting the rights and interests of shareholders

深入推进供给侧结构性改革,持续强化“16字”经营方针,坚决落实特殊时期“24字”应对策略,主动淘汰落后产品,近三年(2018-2021年3月)关停并转整车产能96万辆(结构产能41万辆,综合产能55万辆),关停发动机结构产能72万台,长安PSA、欧尚、铃耀汽车改革顺利结题,公司整体经营稳中有进。

It deepens the supply-side structural reform, continues to strengthen the “16-character” business policy, works with resolve to implement the “24-character” response strategy in special periods, and takes the initiative to eliminate outdated products. In the past three years (2018-2021.3), it has shut down and transferred complete vehicles with a production capacity of 960,000 vehicles (a structural production capacity of 410,000 vehicles and a comprehensive production capacity of 550,000 vehicles), and has shut down the engine structural production capacity of 720,000 units. The reform of Changan PSA, Oushang and Lingyao Automobiles was successfully completed, and the company's overall operation was stable and improved.



2020年第一次临时股东大会
2020 First Extraordinary General Meeting of Shareholders

- 公司2020年经营业绩持续回暖,带动股价大涨118.15%,2020年底市值为1173.42亿元,全体股东分享了公司成长发展的红利。
- 召开股东大会5次,应邀参加机构投资者策略会38场,现场接待16次58家机构,组织经销商调研18场,电话会议49场;回答投资者提问533条,回复率达98%;确保与投资者沟通顺畅、良好。
- 第一时间召开2019年年报业绩说明会,全景网直播(观看人数达6.3万人)引导投资者正确解读财报信息。
- The company's operating performance in 2020 continued to recover, driving the stock price to rise by 118.15%, with a market value of 117.342 billion yuan at the end of 2020. All shareholders have shared dividends from the company's growth and development.
- It convened 5 shareholder meetings, was invited to participate in 38 institutional investor strategy meetings, received 16 on-site visits from 58 institutions, organized 18 dealer surveys and 49 conference calls; answered 533 questions from investors, with a response rate of 98%; ensured smooth and good communication with investors.
- The 2019 annual report performance briefing meeting was held in the first place through VRA live broadcast (with 63,000 viewers), guiding investors to correctly interpret the financial report information.

打造经典产品,实现逆势增长 Creating classic products for growth against the trend

打造领跑市场的经典车型 Creating classic vehicles to lead the market

秉承“科技时尚、节能环保、安全智能”产品理念,推出CS系列、逸动系列、锐程系列等一系列经典产品,获得市场、用户的高度好评。逸动PLUS、CS55PLUS蓝鲸版、UNI-T等新产品,领跑细分市场,长安乘用车品牌市占率和销量排名快速上升,进入中国品牌第一阵营。

秉承“专注、极致”产品理念,成功推出欧尚X7、欧尚X5、科赛5、科赛Pro、科尚等一系列经典产品。

基于短途智慧物流领导者业务定位,成功推出了凯程F70大皮卡、神骐系列卡车、睿行系列客车、星卡等经典产品。

长安福特、长安马自达成功推出全新金牛座、锐界PLUS、探险者、昂克赛拉、CX-5、CX-8等经典产品车型。

With the product concept of “technological fashion, energy conservation, environmental protection, safety and intelligence”, it has launched a series of classic products such as CS series, Eado series, Ruicheng series, which were highly praised by the market and users. New products such as Eado PLUS, CS55PLUS Blue Core Edition, and UNI-T have led the market segment. Changan passenger car brands, whose market share and sales ranking have risen rapidly, have entered the first lineup of Chinese brands.

With the product concept of “focus and perfection”, the company has successfully launched a series of classic products such as Oushang X7, Oushang X5, Corsay 5, Corsay Pro, and Keshang.

Based on the business positioning of the short-distance smart logistics leader, the company has successfully launched classic products such as Kaicheng F70 pickup truck, Shenqi series truck, Ruixing series bus, and Xingka.

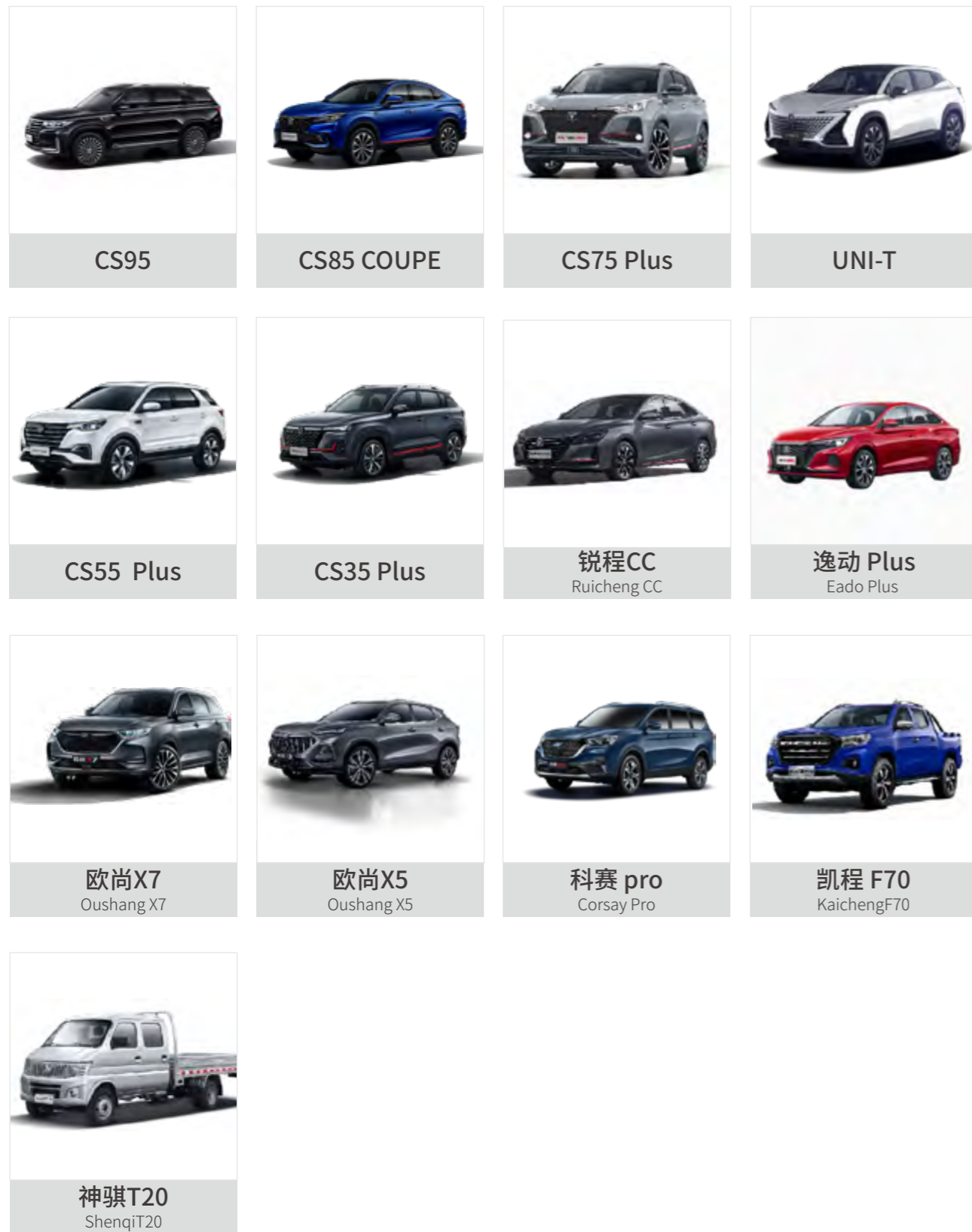
Changan Ford and Changan Mazda have successfully launched new classic products such as Taurus, Edge PLUS, Explorer, Axela, CX-5, and CX-8.

逆势增长,用户打CALL Growth against the trend and recommendation by users

自主、合资聚力向上,全年销售200.4万辆;CS75系列销售26.7万辆;逸动PLUS销售13.6万辆,零售排名中国品牌紧凑型轿车市场第二;CS55PLUS蓝鲸版全年突破10.5万辆;UNI-T销售6.9万辆;欧尚X5上市后订单突破4万辆。逆势增长,用户打CALL。

Independent and joint ventures work together, with annual sales of 2 million 4 thousand vehicles; CS75 series with a sale of 267 thousand vehicles; Eado PLUS with a sale of 136 thousand vehicles, ranking second in the retail of Chinese brand compact car market; CS55PLUS Blue Core Version with a sale of over 105 thousand vehicles throughout the year; UNI-T with a sale of 69,000 vehicles; after the launch, Oushang X5 has an order size of over 40,000 vehicles. We have won the users' recommendation.





合资品牌部分经典产品

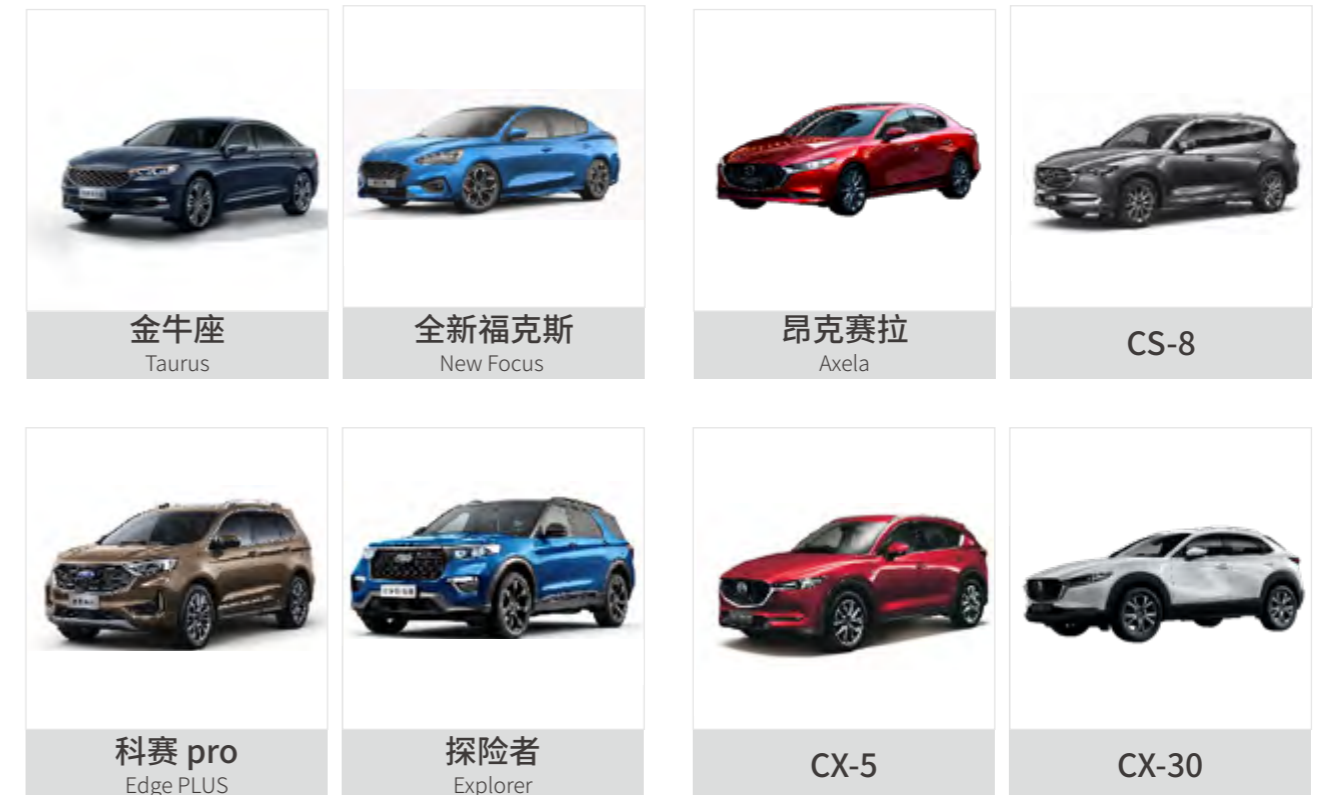
Some classic products of joint venture brands

长安福特 Changan Ford

2001年4月成立 was established in April 2001

长安马自达 Changan Mazda

2005年4月成立 was established in April



06

伙伴长安， 为客户提供极致 体验和服务

As a partner, Changan provides customers with the best experience and service

成为高质量产品提供者

Becoming a provider of high-quality products

诚信服务“五大承诺”

“Five Commitments” for integrity service

为客户提供极致体验

Providing customers with the best experience



长安汽车坚决贯彻共享发展理念，把“价值共创、价值共享”作为企业的价值观之一，努力实现企业和客户的共同发展。以直达客户、直击痛点为基础，深入洞察客户需求，以“快捷、直达、精准、互动”为理念，全面推进“一号工程”，努力为客户提供极致体验和服务。

Changan Automobile resolutely implements the concept of shared development and views “value co-creation and value sharing” as one of the company's values, putting every efforts in realizing the common development of the company and customers. Based on direct access to customers and pain points, it has got an insight into customers' needs, and with the concept of “fast, direct, precise, and interactive”, it has fully implemented the “No. 1 Project”, striving to provide customers with the best experience and service.

成为高质量产品提供者 Becoming a provider of high-quality products

长安汽车坚持“面向世界一流, 打造质量先导型企业”, 践行“持续提升、客户满意、追求卓越”的质量理念, 致力于做“高质量产品的提供者”。

坚持绝情抓质量, 全面启动公司级质量责任追究, 加强供应商管理, 推进6Sigma业务。提升实物质量, 延伸管理触角、优化检测手段, 强化智能化领域质量管控, 建立客户体验评价机制。提升管理水平, 导入质量卓越绩效模式, 基层结构化流程有效运行, 体系能力向行业一流迈进, 确保在保证质量的前提下, 实现高效交付。

We adhere to the "facing the world first-class, to build a quality leading enterprise", continue to practice the "continuous improvement, customer satisfaction, the pursuit of excellence" quality concept, committed to do "high-quality products provider".

It persists in improving the quality, fully initiating company-level quality responsibility investigation, strengthening supplier management, and promoting 6Sigma business. It improves the quality of physical objects, extends management tentacles, optimizes detection methods, strengthens quality control in the field of intelligence, and establishes a customer experience evaluation mechanism. It improves the management level, introduces a high-quality performance model, makes basic structured processes work efficiently, and advances system capabilities to the industry's first-class level to ensure efficient delivery under the premise of ensuring quality.

产品质量稳步提升

Steadily improving the quality of products

按照满足用户使用**10年/26万公里**目标进行产品设计, 每开发一款车型, 都要经过综合试验场可靠性道路试验(240万公里)、“三高”环境适应性试验(40万公里)和全国道路试验(120万公里), 共计400万公里的严格测试, 确保产品品质。

产品质量已达到并部分超越合资品牌水平(乘用车千车故障率5.36); “高质量产品提供者”品牌形象深入人心。

Products are designed based on the goal of meeting the user's **10-year use/260,000 kilometers**. Each model developed must undergo the comprehensive test field's reliability road test (2.4 million kilometers) and "three highs" environmental adaptability test (400,000 kilometers) and the national road test (1.2 million kilometers), with a total of 4 million kilometers of rigorous testing to ensure the quality of products.

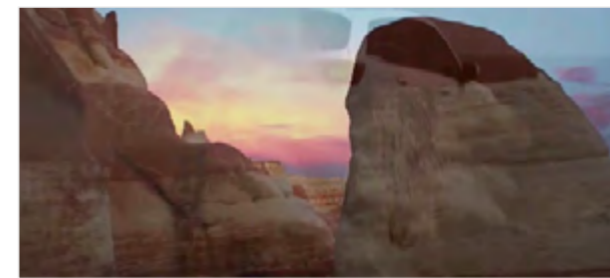
The quality of products has reached and partially surpassed the level of the joint venture brands (passenger car malfunction rate per thousand vehicles is 5.36); the brand image of "high-quality product provider" is deeply rooted in the hearts of the people.



5200m海拔青藏高原
The Qinghai-Tibet Plateau with 5200m above sea level



120mg/cm³高粉尘吐鲁番荒漠
120mg/cm³ high dust Turpan desert



50°C极热中东沙漠
50°C extremely hot Middle East desert



-50°C极寒俄罗斯雪原
-50°C extremely cold Russian snowfields

亚洲精度最高, 国内功能最全的长安汽车综合试验场——垫江试验场

The highest precision in Asia and the most complete functions in China
Changan Automobile Comprehensive Test Field



4500米国内典型路面评价道路
4500 meters of typical domestic road surface evaluation road

总投资约20亿元人民币
The total investment is about 2 billion yuan

总占地3500亩
It covers a total area of 3500 mu

70余种特殊路面
More than 70 kinds of special pavement

诚信服务“五大承诺” “Five Commitments” for integrity service

以“快捷、直达、精准、互动”为理念, 发布“诚信服务五大承诺”。建立CA-CPT客户服务组织管理体系, 精益化标准243项; 乘用车J.D.POWER CSI 行业排名从41名上升至15名, 欧尚从47名上升至29名; 获得2020年度中国消费者协会消费者满意度调研排名第一。

With the concept of “fast, direct, precise, and interactive”, “Five Commitments for integrity service” were released. A CA-CPT customer service organization and management system was established, with 243 lean standards; passenger car J.D.POWER CSI rose in industry ranking from 41 to 15, Oushang rose from 47 to 29; Ranked first in the 2020 China Consumers Association Consumer Satisfaction Survey.



排名	品牌	4S店总体满意度	NPS	4S店设备设施	4S店销售服务	4S店售后服务	4S店投诉处理
Ranking	Brand	Overall satisfaction of 4S stores	NPS	Equipment and facilities of 4S stores	Sales service of 4S stores	After sales service of 4S stores	Complaint handling of 4S stores
总体		82.7	28.0%	83.3	84.4	83.5	69.2
1	长安	84.2	33.9%	84.5	84.9	84.6	64.9
2	大众	83.9	36.5%	84.2	86.3	84.7	69.8
3	奇瑞	83.7	29.6%	84.1	85.4	84.2	56.0
4	吉利	83.5	36.8%	84.3	85.8	84.4	74.3
4	丰田	83.5	30.4%	83.5	86.5	84.3	61.0
6	五菱	83.3	21.4%	83.2	85.5	83.9	81.7
6	日产	83.3	31.9%	83.6	85.3	84.5	72.5
6	宝马	83.3	32.3%	84.8	82.3	84.2	68.6
9	奥迪	83.2	30.8%	83.8	87.5	84.3	57.0
10	别克	82.8	23.1%	83.2	82.4	83.7	77.4
11	本田	82.7	27.9%	83.6	85.1	83.6	54.6
12	奔驰	82.6	27.5%	84.3	86.1	83.3	67.0

2020年度中消协消费者满意度排名
2020 China Consumers Association Consumer Satisfaction Ranking

*排名根据总体满意度得分进行
* ranking is based on overall satisfaction score

为客户提供极致体验 Provide customers with the best experience

与客户高频互动 High-frequency interaction with customers

组建近7000人规模的客户体验官团平台, 实现客户与公司高层有效互动, 收到改进意见956条, 解决客户问题883个。上线长安FAN“问答”服务, 日均提问量超过350个, 排名全网汽车类问答产品互动量第一。启用“长安百科”, 日浏览量1.3万余人次。创新客服5G远程在线服务模式, 长安工程师在线解决客户问题。

A customer experience official group platform with nearly 7,000 people has been established for effective interaction between customers and the company's senior management. 956 suggestions for improvement have been received and 883 customer problems have been resolved. The Changan FAN “Q&A” service has been launched, with an average daily number of questions exceeding 350, ranking first in the number of interactions of auto Q&A products on the entire network. The “Changan Encyclopedia” has been enabled, with more than 13,000 page views per day. Innovative customer service 5G remote online service mode enables Changan engineers to solve customer problems online.

案例 case 在长安, 他们看见了科技和未来 In Changan, they have seen technology and the future



2020年, 长安汽车知音伙伴体验官与研发、制造工程师们面对面直聊, 交流车辆的使用状况, 近距离观摩爱车生产过程; Open Day活动为体验官们解锁造型密码, 13名造型发烧友体验官受邀走进全球研发中心, 体验官们首次在产品上市前感受新车魅力, 第一次与造型开发团队面对面交流, 他们提的每一个问题, 工程师们都以最高效率解答。传递了“有你更好”的品牌价值。

In 2020, Changan Automobile's Bosom Partner Program officers talked face-to-face with R&D and manufacturing engineers, exchanged vehicle usage conditions, and observed the production process of the car up close; the Open Day event unlocked styling codes for experience officers, and 13 experience officers who are styling enthusiasts were invited to walk into the global R&D center. The experience officers felt the charm of the new car for the first time before the product was launched, and had a face-to-face communication with the styling development team for the first time. Every question they asked was satisfied by the engineers with the highest efficiency, passing on the brand value of "It's better with you".

与客户直通直联

Direct connection with customers

成立线上线下融合的新营销平台—车和美汽车商城, 开启多品牌、多商品、直通直达直销的汽车营销服务业态, 直连用户提供一站式“选、购、用、养、换”全生命周期的创新车生活服务。

线上直销商城—长安商城入选工信部制造业与互联网融合发展试点示范项目; 线下体验门店—建立智能化、数字化体验店, 已完成20城32店全国布局。

Car for Better, a new online-offline integrated marketing platform was established, starting an automobile marketing service form with multiple brands, multiple products, and direct access, delivery and sales, and directly connecting users to provide innovative car life services with one-stop “selection, purchase, use, maintenance, and replacement” life cycle.

Changan Mall, the online direct sales mall, was selected as the pilot demonstration project of the integration of the manufacturing industry and the Internet by the Ministry of Industry and Information Technology; the offline experience stores—the intelligent and digital experience stores have been established, with a layout of 32 stores in 20 cities across the country.



全天候24小时服务

24/7 service

通过“95热线”、官网在线、官方APP、微信、微博等23个直达客户的沟通渠道, 提供随时、随身、随地的全天候24小时亲情服务, 做到客户有反映、立即有回应。

Through 23 direct customer communication channels such as “95 Hotline”, official website online, official APP, WeChat, Weibo, 24/7 family friendly services are provided at any time and any place to give customers a quick response.

长安系中国品牌用户累计
突破1980万

The cumulative number of users
of Changan Series Chinese brands
exceeded 19.8 million



建立会员体系
会员已达1501万人

Establishment of a membership system,
with 15.01 million members



提供随时、随身、随地的全天候24小时服务
Providing 24/7 service at any time and any place

数字长安， 推动智能制造 与管理升级

Digital Changan promotes the upgrading of intelligent manufacturing and management

智能制造, 打造行业标杆

Intelligent manufacturing builds industry benchmark

智能管理, 推动数字化转型

Intelligent management promotes digital transformation



随着大数据、互联网、人工智能技术的大力发展与运用, 数字驱动全产业链重构, 数字化成为重要战略方向。十九届五中全会再次提出打造数字中国, 数字化被提升到国家战略层面, 长安汽车第三次创业——创新创业计划也将数字经营、智能制造、智能管理作为公司战略的重要构成。

With the vigorous development and application of big data, the Internet, and artificial intelligence technologies, digitalization drives the reconstruction of the entire value chain, and has become an important strategic direction. The Fifth Plenary Session of the 19th CPC Central Committee once again proposed to create a digital China, making digitalization a national strategy. Changan Automobile's third entrepreneurship-Innovation and Entrepreneurship Plan also views digital operation, intelligent manufacturing and intelligent management as important components of the company's strategy.

智能制造, 打造行业标杆 Intelligent manufacturing builds industry benchmark

长安汽车是中国汽车行业首家“国家智能制造示范企业”, 智能柔性焊接生产线、智能柔性高速冲压生产线、基于“互联网+”协同制造、5G虚拟企业专网建设入选国家智能制造示范专项。生产线整体自动化率达60%, 其中, 两江工厂焊接生产线达95%。以数字化、信息化、自动化为基础, 以平台化、轻量化、精益化为抓手, 集成大数据、云计算、人工智能、物联网技术, 实现高质、柔性制造, 快速满足客户个性化定制需求。



Changan Automobile is the first "National Intelligent Manufacturing Demonstration Enterprise" in China's automobile industry. Intelligent flexible welding production lines, intelligent flexible high-speed stamping production lines, collaborative manufacturing based on "Internet plus", and 5G virtual enterprise private network construction have been selected as national intelligent manufacturing demonstration projects. The overall automation rate of the production line reaches 60%, of which the welding production line of Liangjiang Factory reaches 95%. Based on digitization, informatization, and automation, with platformization, lightweight, and lean as the starting point, big data, cloud computing, artificial intelligence, and Internet of Things technologies are integrated to achieve high-quality and flexible manufacturing and quickly meet customer demand in personalized customization.



两江工厂二厂区智慧工厂集成了大数据、人工智能、物联网、边缘控制等技术, 关键装备数控化率超过80%、设备综合自动化率超过了90%、数据自动传输率达到100%, 是长安汽车高起点规划、高标准设计、工业互联网与精益制造相结合的智能生产基地。

The smart factory in the second factory area of Liangjiang Factory integrates big data, artificial intelligence, Internet of Things, edge control and other technologies. The numerical control rate of key equipment exceeds 80%, the comprehensive automation rate of equipment exceeds 90%, and the automatic data transmission rate reaches 100%. It is Changan's intelligent production base that combines high starting point planning, high standard design, industrial Internet and lean manufacturing.



冲压车间 Stamping workshop

采用国内领先的全封闭防尘降噪技术, 生产过程中噪声控制在82分贝以下, 有效改善人员作业环境。整体生产效率行业领先。

The domestic leading fully-enclosed dust-proof and noise-reduction technology is adopted, and the noise during the production process is controlled below 82 decibels, which effectively improves the working environment of personnel. The overall production efficiency is industry-leading.



焊接车间 Welding workshop

主线实现自动化柔性生产, 共计采用390台工业机器人, 焊点自动化率100%左右。

The automated and flexible production in the main line has been realized, with a total of 390 industrial robots and the welding point automation rate of about 100%.



涂装车间 Painting workshop

利用机器人代替人工喷涂内表面, 喷涂自动化率达到100%, 达到行业先进水平。采用水性3C1B工艺, 工艺水准更高。

Robots are used for spraying the inner surface instead of manual operation, with the spraying automation rate of 100%, reaching the advanced level of the industry. Water-based 3C1B process is adopted, with higher process level



总装车间 Assembly workshop

采用扭矩控制系统打造总装智能制造系统, 保证装配扭矩的准确性和可追溯性。

The torque control system is adopted to create an intelligent manufacturing system for the assembly to ensure the accuracy and traceability of the assembly torque.

智能管理, 推动数字化转型 Intelligent management for digital transformation

长安汽车聚焦核心业务, 启动“数字经营工程”, 运用数字化技术, 全面贯通信息流、物流、资金流, 实现业务与技术双轮驱动, 推动数字化转型。

Changan Automobile focuses on its core business and launches a “digital management project”. through digital technology, information flow, logistics and capital flow are fully integrated to realize the two-wheel drive of business and technology and promote digital transformation.

发布四大运营流程架构, 上线2000余个运营指标。推动PDS (产品开发流程) 向IPD (集成产品开发流程) 转型, 实现PMS、OTD客户订单线上透明, 完成13.5万辆UNI-T、逸动PLUS订单全过程跟踪。

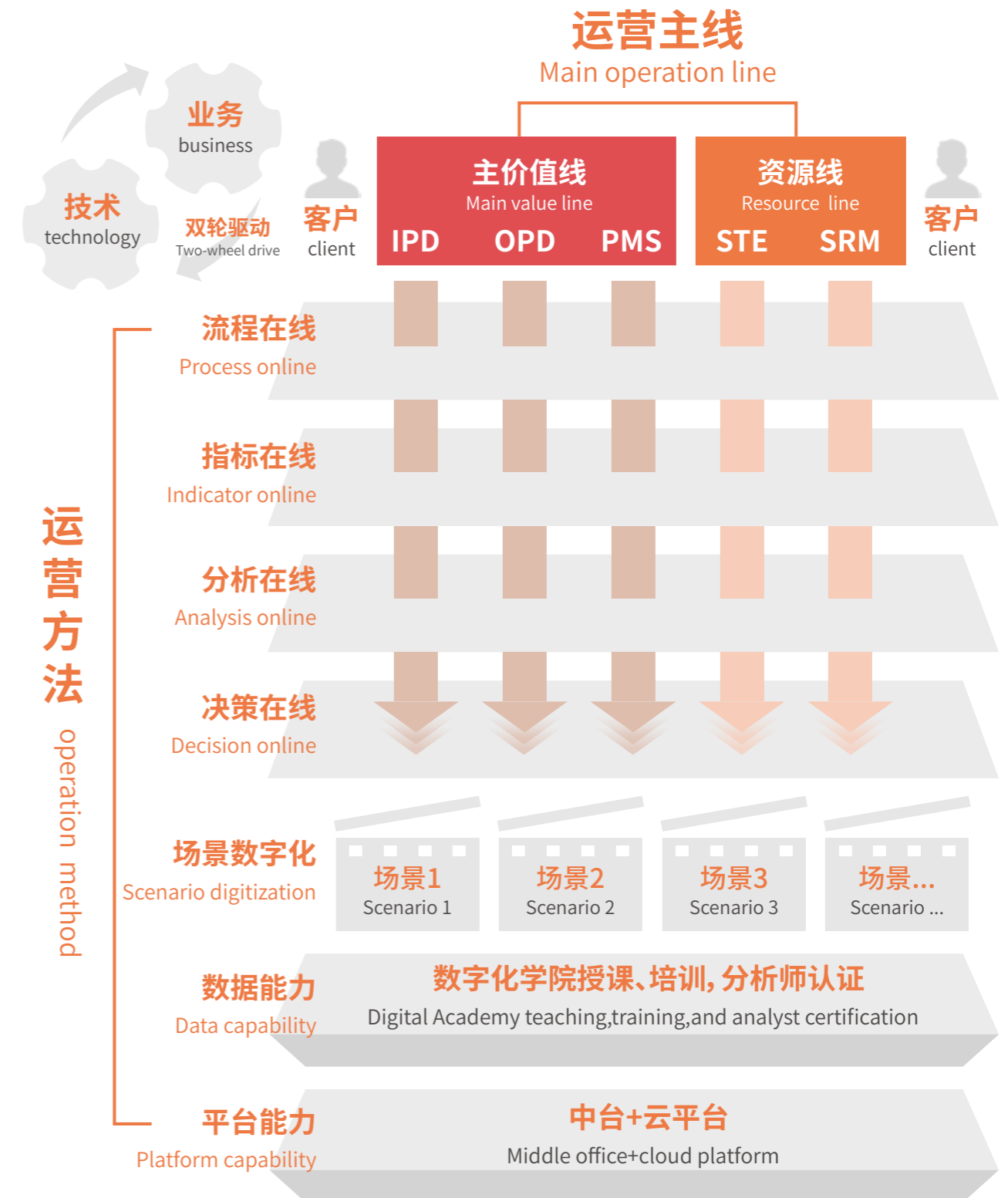
Released four major operational process architectures, launched more than 2,000 operational indicators, and promoted the transformation of PDS (product development system) to IPD (integrated product development) to realize online transparency of PMS and OTD customer orders and complete the whole process tracking of UNI-T and Eado PLUS orders of 135,000 vehicles.

建立大数据运营体系 (CA-DDM), 整合内部130余个系统, 构建2400余个运营指标, 融合20000余家互联网大数据, 形成数亿级的数据规模, 指导研、产、供、销各业务领域。

Established a big data operation system (CA-DDM), integrated more than 130 internal systems, built more than 2,400 operational indicators, combined more than 20,000 Internet big data, and formed a scale of hundreds of millions data to guide business areas in terms of research, production, supply and sales.

营造数字文化, 开展“数据分析大赛”“种子计划”“数字化大讲堂”, 举办民间数据分析师训练营, 认证通过834人, 营造“看数据、信数据、用数据”的文化氛围。

Created a digital culture, carried out the “Data Analysis Contest”, the “Seed Plan”, and the “Digital Lectures”, held a training camp for private data analysts, and had 834 people certified to create a cultural atmosphere of “seeing data, trusting data, and using data”.



五纵七横 Five verticals Seven horizontal



奋斗长安， 构建共创共享 价值平台

Make great efforts in Changan
for a platform with co-creating
and sharing values

员工就业

Employee employment

薪酬福利

Salary and benefits

员工发展

Employee development

安全与健康

Safety and health

激发活力

Vitality motivation

文化生活

Cultural life



长安汽车始终视员工为企业的价值财富，把员工对美好生活的向往作为奋斗目标，鼓励并支持员工能力提升，致力于构建“安全、尊重、快乐、创造”的平台并分享价值。努力为员工提供丰厚的物质生活和精神文化保障，满足员工个性化成长需求。

Changan Automobile always regards employees as the value and wealth of the company, takes employees' yearning for a better life as the goal, encourages and supports the improvement of employees' abilities, and is committed to building a "safe, respectful, happy, and creative" platform and sharing value. It is making efforts to provide employees with abundant material life and spiritual and cultural protection to meet their needs for individual growth.

员工就业 Employee employment

长安汽车全面落实“六稳”“六保”要求, 2020年新增各类就业**3492**人。目前, 长安汽车及子公司从业人员总数**40298**人, 建立了完善的招聘与录用机制, 录用标准公开透明, 劳动合同签订率达到**100%**, 不存在使用未成年员工情况, 招聘录用中不存在性别、民族、生理歧视等情况。

据估算, 长安汽车带动了产业上下游约**150**万人就业。

Changan Automobile has fully implemented the requirements of “six-stability” and “six-guarantee”, and created **3492** new jobs in 2020. At present, The total number of employees of Changan Auto and its subsidiaries is **40298**. They have established a complete recruitment and employment mechanism, with open and transparent recruitment standards and a labor contract signing rate of **100%**. It has no use of underage employees or gender, ethnic, and physical discrimination.

It is estimated that Changan Automobile has provided about **1.5 million** jobs in the upstream and downstream industry.

长安汽车2020年保障员工权益数据

Changan Automobile's employee rights protection data in 2020

指标 Index	单位 unit	实际情况 Situation	备注 Remarks
员工总人数 Total number of employees	人 person	40298	按从业人员口径统计 Statistics according to the caliber of employees
新增就业人数 Number of new employees	人 person	3492	
劳动合同签订率 Labor contract signing rate	%	100	
社会保险覆盖率 Social insurance coverage rate	%	100	
人均带薪休假天数 The number of paid leave days per capita	天 Day	5.6	按职工实际带薪休假天数计算 Calculation based on the actual number of paid leave days of employees

案例 case

锦Show长安 走进百年学府 Jin Show Changan Enters Centennial Universities

9月24日, 长安汽车“自有引力, 所向无前”锦Show长安·2020校园招聘活动分别走进清华大学、北京大学, 为“第三次创业——创新创业计划”寻找志同道合的“合伙人”, 助力长安向智能低碳出行科技公司转型。

On September 24, Changan Automobile's “Attractive Force is Unstoppable” Jin Show Changan and 2020 Campus Recruitment Activities were carried out in Tsinghua University and Peking University respectively, seeking like-minded “Partners” for the “Third Entrepreneurship-Innovation and Entrepreneurship Program” to help Changan transform into a smart low-carbon travel technology company.



薪酬福利 Salary and benefits

薪酬待遇。长安汽车不断建立和完善员工收入与公司业绩、个人业绩及能力相匹配的薪酬管理机制, 通过员工正常薪酬增长、年度业绩奖、利润分享奖等, 让员工共享公司发展成果。同时, 不断优化员工福利项目, 2020年共办理9521名员工公积金提取, 160人次生育津贴申报, 52人异地医保报销等工作, 有效保障了员工权益的实现。

Payment and benefits. Changan Automobile continues to establish and improve the salary management mechanism that matches employees' salary with company performance, personal performance and ability, and allows employees to share the company's development results through employees' normal salary growth, annual performance awards, and profit sharing awards. At the same time, it continues to optimize employee benefit programs. In 2020, there were a total of 9,521 employee provident fund withdrawals, 160 maternity allowance declarations, and 52 non-local medical insurance reimbursements, which effectively guarantees the realization of employees' rights and interests.

健康关怀。为员工提供健康管理, 包括年度体检、ERP心理咨询服务。在五险一金等基础保障外, 还为员工及其家属提供补充医疗保险, 为女工办理女职工特殊疾病保险, 减轻其医疗负担。

Health care. It provides employees with health management, including annual physical examinations and ERP psychological counseling services. In addition to basic guarantee such as five social insurances and one housing fund, supplementary medical insurance is also provided for employees and their families, as well as special disease insurance for female workers to reduce their medical burden.



节日慰问。每年春节、中秋节、员工生日等, 长安汽车都会为员工提供节庆福利, 此外, 长安汽车为员工提供弹性工作时间和充足的带薪假期, 让员工更好地应对工作之外的一切。

Holiday cheer. Every Spring Festival, Mid-Autumn Festival, and employee birthday, Changan Automobile provides employees with festival benefits. In addition, Changan Automobile provides employees with flexible working hours and sufficient paid holidays to help employees better cope with everything outside of work.



员工发展 Employee Development

优化职业发展通道 Optimizing career development channels

基于公司战略转型需要, 从评聘逻辑、职位体系、任职资格标准等方面对任职资格体系进行全面优化。构建“评能力”“聘职位”“升职级”员工成长“三分开”任职资格体系。



Based on the company's strategic transformation needs, the qualification system is fully optimized in terms of evaluation logic, position system, and qualification standards for a “three-separation” qualification system of “ability evaluation”, “position recruitment” and “title promotion”.

促进技能人才发展 Promoting the development of skilled talents

2020年培养和发展全国劳动模范1人、国务院政府特殊津贴6人、全国技术能手1人、兵装首席科技专家1名、兵装科技带头人3名、兵装青年科技拔尖人才4人、重庆杰出英才1人、重庆英才3人、兵装技能大师1名、兵装技能带头人5名、兵装青年技能拔尖人才4人。



In 2020, it cultivated and developed 1 national model worker, 6 persons with special government allowances from the State Council, 1 national technical expert, 1 CSGC chief scientific and technological expert, 3 CSGC scientific and technological leaders, 4 CSGC outstanding young scientific and technological talents, 1 outstanding talent in Chongqing, 3 talents in Chongqing, 1 CSGC skilled master, 5 CSGC skill leaders, and 4 CSGC outstanding young skilled talents.

搭建全员学习平台 Building a learning platform for all employees

2020年共完成1166名高级级人员单人90学时年度教育目标管理; 完成技术、制造、营销、通用等领域副总经理继任者认证项目、经理级继任者认证项目, 累计认证通过967人; 强化体系搭建与知识沉淀, 发布5个体系文件, 优化课程15门。



In 2020, it completed the annual education goal management of 1166 high-level personnel with 90-hour for a single person; completed the deputy general manager successor certification project and manager-level successor certification project in the fields of technology, manufacturing, marketing, and general purpose, with a total of 967 people passing the certification; strengthened system construction and knowledge accumulation, released 5 system documents and optimized 15 courses.

举办技能竞赛 Holding skills competitions

坚持“技高行天下, 能强走世界”理念, 协办兵装集团汽车维修工职业技能竞赛暨中国长安第二届职业技能竞赛, 派出10名代表参赛, 最终获得二等奖1名, 三等奖3名。

Adhering to the concept of “going out to the world with high technology”, it co-organized the Auto Maintenance Worker Vocational Skills Competition of China South Industries Group Corporation and the second China Changan Vocational Skills Competition. 10 representatives were sent to participate in the competition, of which 1 representative won the second prize and 3 representatives won the third prize finally.



安全与健康 Safety and health

绝情抓安全

Persisting in improving safety

层层落实主体责任。全年召开4次安委会会议, 层层签订安全责任书1000余份, 全年未发生安全主体责任事故。集中学习习近平总书记关于安全生产工作的重要指示批示精神, 发布安全履职情况12期, 监督安全履职到位, 保障员工权利。



Implementation of the main responsibility at all levels. Four safety committee meetings were held throughout the year, and more than 1,000 safety responsibility warrants were signed at all levels. There were no safety accidents with principal responsibility throughout the year. Concentration was made on learning the spirit of General Secretary Xi Jinping's important instructions on safe production work, 12 issues of safety performance were publicized, and the safety performance was supervised in place to protect the rights of employees.

强化体系完善与落地。修订管理手册1个, 制度办法11个, 程序文件20个; 强化风险识别与控制, 梳理岗位危险源25292条, 重要危险源2597条。

Strengthening of the perfection and implementation of the system. 1 management manual, 11 system measures and 20 procedure documents were revised; risk identification and control was strengthened, and 25,292 post hazards and 2,597 key hazards were sorted out.

强化隐患排查与治理。推进11余个新、改、扩建设项目“三同时”评价; 查处隐患2272项, 整改2272项; 强化应急处置能力, 全年开展消防演练353场(次), 共计55228人/次参加。

Strengthening of the investigation and management of hidden dangers. The “three-synchronization” evaluation for more than 11 new, modified and expanded construction projects was promoted; 2,272 hidden dangers were investigated and rectified; emergency response capabilities were strengthened, 353 fire drills (times) throughout the year were carried out, with a total of 55,228 participants.

强化培训教育和全员安全氛围。开展“危险品、危险化学品安全专项整治”“特种设备安全专项整治”“工艺、工程安全专项整治”“交通安全专项整治”等各类安全主题活动, 强化安全红线意识, 全年共计安全培训16.7万人次。

Strengthening of training and education and a safety atmosphere for all employees. Various safety theme activities were carried out, such as “special rectification of hazardous materials and hazardous chemicals”, “special rectification of special equipment safety”, “special rectification of process and engineering safety”, and “special rectification of traffic safety”, and the awareness of safety red lines was strengthened, with a total of 167,000 participants for safety training throughout the year.

职业病零发生, 员工健康有保障

Zero occurrence of occupational diseases and guaranteed employee health

2020年, 长安汽车保持急性工业中毒事故连续“零”发生, 完成职业病危害因素2768个点位检测; 组织3430名职业病危害岗位接害员工周期性职业健康检查, 覆盖率100%; 投入1982余万元为员工配备和发放劳动防护用品, 切实保障员工身体健康。

In 2020, Changan Automobile maintained a continuous “zero” occurrence of acute industrial poisoning accidents, and completed the detection of occupational hazards at 2,768 positions; periodic occupational health inspections for 3,430 employees in the occupational hazard positions was organized, with a coverage rate of 100%; more than 19.98 million Yuan was invested on labor protection supplies for employees to effectively protect their health.

指标项 Index	2018年 In 2018	2019年 In 2019	2020年 In 2020
安全生产费用投入(万元) Safety production cost investment (ten thousands yuan)	3809	3695	5230
劳动保护经费投入(万元) Labor protection investment (ten thousands yuan)	1176	1001	1982
安全培训人数(人次) Number of participants for safety training (person-times)	88406	236027	167411
工作场所职业病危害因素检测率 Detection rate of occupational hazards in the workplace	100%	100%	100%
职工健康体检覆盖率 Coverage rate of employee health examination	100%	100%	100%

激发活力 Vitality motivation

提高组织活力

Improving organizational vitality

围绕“以客户为中心、产品服务为主线”, 按照“小总部+事业群+共享平台+孵化创新”的组织变革, 打造人力、财务、IT、行政、党群五大共享服务平台, 强化矩阵协同, 推动公司战略性业务落地。

构建与战略相匹配的组织体系, 完成组织机构调整25次, 精简撤销机构420个。成立平台开发中心、大客户业务部, 构建专职化战略业务承载团队; 成立制造中心、国际物流处等, 打造平台化业务部门, 不断激发组织活力和全员激情。

Focusing on “customer-centered, product and service as the main line”, based on the organizational reform of “small headquarters + business group + sharing platform + incubation innovation”, five shared service platforms for human resources, finance, IT, administration, and Party groups respectively have been created to strengthen the matrix coordination and promote the implementation of the company's strategic business.

To construct organizational system that matches the strategy, 25 organizational adjustments have been made and 420 organizations have been streamlined and abolished. A platform development center and a business department for key customers have been built for a full-time strategic business bearing team; a manufacturing center and an international logistics department have been built for a platform business department to continuously motivate organizational vitality and all employees' passion.

创新激励机制

Innovation incentive mechanism

构建全面薪酬激励体系, 牵引价值创造、价值共创, 提升员工感知。坚持效益决定分配, 实施人岗匹配, 建立员工共享发展成果机制, 在国企中率先采取股权激励、产品CEO、项目跟投等, 建立企业长期稳定发展预期、绑定企业发展与个人分享, 最大限度激发员工主动担当和激情活力。

A comprehensive salary incentive system is constructed to drive value creation and value sharing, and enhance employee perception. It persists in the distribution based on benefits, implements personnel and job matching, establishes a mechanism for employees to share development results, takes the lead in adopting equity incentives, product CEOs, and project follow-up investment among state-owned enterprises, established long-term stable development expectations, ties enterprise development with personal sharing, and motivates employees' initiative and passion to the maximum.

文化生活

Cultural life

关心员工生活

Caring about employees' lives

关心青年婚恋交友, 举办“爱行千里·后浪潮起”第九届青年集体婚礼, 50对来自一线的青年新人参加, 历年累计745对新人参加; 分群体共开展9次单身青年联谊活动, 共计600余名青年参加, 成功牵手40对, 配对比例达6.66%。推进落实“择优招聘劳务工为合同工”“搭建员工购房信息共享平台”等好事实事4件。



To care about young people's marriage and dating, the 9th Youth Group Wedding of "Love Traveling Thousands of Miles and the Wave Rising" was held for 50 young couples from the front line, with an accumulative number of 745 couples in the past years; 9 parties for single youth were carried out in groups, with a total of more than 600 young people, and 40 couples were successfully paired, with a pairing ratio of 6.66%. 4 good deeds were promoted and implemented in terms of "recruitment of labor workers as contract workers who are understanding" and "construction of an information sharing platform for employees to purchase houses".



关心特殊群体

Caring about employees' lives

优化退休员工欢送活动, 为每一名退休员工赠送工作数码相册和纪念品。为生产一线员工配送加点餐21.7万份, 开展“爱心妈咪小屋”功能拓展升级建设工作, 建设“心理咨询室”4间。组织有毒有害、生病和退休员工疗休养229人。

The farewell activities for retired employees have been optimized, providing each retired employee with digital photo albums and souvenirs. 217,000 additional meals for front-line employees were delivered, the expansion and upgrading of functions of the "Love Mummy Hut" was carried out, and 4 "psychological consultation rooms" were built. 229 employees who were poisoned, sick and retired were organized for recuperation.



丰富的协会活动

Rich association activities

举办“长安行天下·明天更美好”第六届员工运动会“6+1”项目(登山、羽毛球、乒乓球、钓鱼、台球、游泳等6个竞技类项目和1项全员体育活动)的比赛, 参与员工达到2.5万余人次。为参加全员体育活动的24416名员工发放运动服, 受到普遍欢迎。



The "Changan Traveling the World and Better Tomorrow" 6th Employee Sports Meeting on "6+1" events (6 competitive events such as mountaineering, badminton, table tennis, fishing, billiards, and swimming, and 1 all-staff sports activity) was held, with more than 25,000 participants. Sports uniforms were distributed to 24,416 employees participating in the all-staff sports activity, which was generally welcomed.



案例

Case

组建“BUFF联盟”

Formation of "BUFF Alliance"

积极探索员工自我管理, 招募联盟成员240名, “渝姐帮”“密友吧”“开锁酱”“甜蜜觅”“搭把手”活跃在员工中, 帮助解决工作困难、思想困惑、婚恋交友等方面的问题。

Employee self-management has been actively explored and 240 members of the alliance have been recruited. "Yujiebang", "Miyouba", "Kaisuojiang", "Tianmimi" and "Dabashou" are active among employees, helping to solve difficulties in work, mentality, marriage and dating, etc.





责任长安，共筑美好家园

Green Development

绿色制造，守护绿水青山

Green production

传递公益理念，弘扬志愿精神

Conveying the concept of public welfare and promoting the spirit of volunteerism

乡村振兴，脱贫帮扶

Rural revitalization and poverty alleviation assistance



长安汽车始终坚持践行“爱行天下”公益理念，围绕“科技教育、绿色环保、脱贫帮扶”三大领域积极履行社会责任，探索经济效益与环境效益的双赢发展，提高资源利用率，实施清洁生产和绿色制造，传递公益理念，推进精准扶贫，助推形成员工、企业、社会公众联动的责任机制。

Changan Automobile always upholds the public welfare concept of “traveling with love”, actively fulfills its social responsibilities around the three major areas of “scientific and technological education, environmental protection, and poverty alleviation assistance”, explores the win-win development of economic and environmental benefits, improves resource utilization, and implements clean production and green manufacturing, conveys the concept of public welfare, promotes targeted poverty alleviation, and helps to form a responsibility mechanism for employees, enterprises, and the public.

绿色制造, 守护绿水青山 Green production

围绕低碳制造、循环经济、绿色排放、愉快制造四大抓手, 通过低碳工艺设计、设备能效提升、能源智能调配、能效机构调整、碳汇技术开发、废固循环、废液循环、三废处理、作业环境改善等13项关键路径, 提升绿色制造体系的有效性, 实现制造全过程高效化、节能化、环保化, 建立全球一体化绿色制造管理体系, 达到行业先进水平, 打造绿色汽车制造标杆工厂。

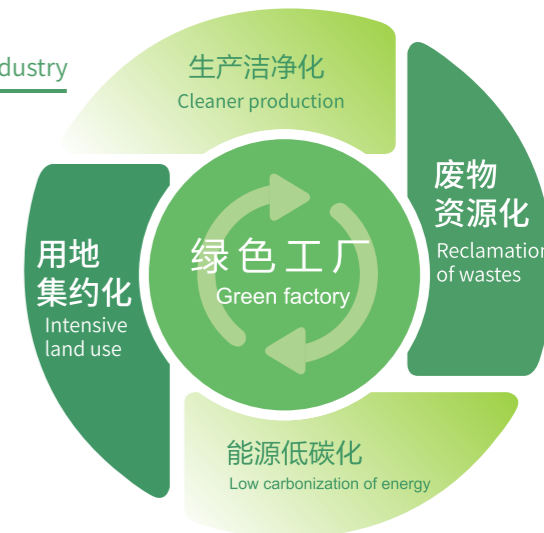
Focusing on the four major starting points of low-carbon manufacturing, circular economy, green emissions, and happy manufacturing, through 13 key routes such as low-carbon process design, equipment energy efficiency improvement, intelligent energy deployment, energy efficiency agency adjustments, carbon sink technology development, waste and solid recycling, waste liquid recycling, three wastes, and operating environment improvement, the effectiveness of the green manufacturing system has been improved to realize the high efficiency, energy conservation and environmental protection of the whole manufacturing process, establish a global integrated green manufacturing management system, reach the advanced level of the industry, and create a bench-marking factory for the green automobile manufacturing.



案例 case 渝北工厂打造行业绿色标杆 Yubei factory to build green benchmark in the industry

长安汽车渝北工厂自2017年入选国家绿色工厂示范名单以来, 始终坚持用地集约化、生产洁净化、废物资源化、能源低碳化为目标, 成为汽车行业的绿色标杆。

Since Changan Auto Yubei factory was selected into the national green factory demonstration list in 2017, it has always been adhering to the goals of land intensification, clean production, waste recycling and low-carbon energy, and has become a green benchmark in the automotive industry.



用地集约化 Land intensification

渝北工厂占地面积约750亩, 容积率满足《工业项目建设用地控制指标》, 单位用地面积产值连续五年满足要求并且远超其数倍之多。

Yubei factory covers an area of about 750 mu, and its floor area ratio meets the "control index of industrial project construction land". The output value of the factory's unit land area has met the requirements for five consecutive years and far exceeded it by several times.



生产洁净化 Land intensification

渝北工厂2020年单车废物(固废+液废)产生量为0.99吨。制造过程废物产生量控制处于行业领先水平。

固废主要为钣金废料、胶类辅料、包装废弃物等, 经分类、处理后回收或流出。

液废主要为涂装工艺的生产废水, 其经污水处理系统进行处理, 达标后排放。

The water resource of Yubei factory comes from municipal water supply. In 2020, the total consumption of water resources is 1407,572 tons, and the consumption of single vehicle is 5.38 tons.

The main wastewater is the production wastewater of coating process, namely degreasing wastewater, phosphating wastewater, electrophoresis wastewater and spray paint treatment wastewater.

The base treated all kinds of wastewater through sewage treatment system, installed waste water flow meter and online monitoring system at the main waste water outlet, and connected with the local environmental protection department to realize online monitoring of total phosphorus, CODcr, etc., and discharge after monitoring the standards.



废物资源化

Waste recycling

针对废水、废气和废渣三大主要污染物进行处理回收利用, 取得了显著成效。

Remarkable results have been achieved through the treatment and recycling of the three major pollutants including waste water, waste gas and waste residues.

废水 Waste water

废水中COD因子排放浓度达到一级排放标准(100mg/L以下), 2020年度平均排放浓度43.44mg/L

The emission concentration of COD factor in wastewater reaches the first-level emission standard (below 100mg/L), and the average emission concentration in 2020 is 43.44mg/L.

废气 Waste gas

涂装洗衣房和危废暂存场VOC无组织废气改为经设施处理后有组织排放, 无组织量减少20%, 排放浓度降低90%。

The VOC unorganized waste gas from the coating laundry room and the temporary storage site for the hazardous waste is changed to an organized discharge after being treated by the facility, with a 20% reduction in the unorganized volume, and a 90% reduction in the emission concentration.

固废 Solid waste

应用漆渣末端干化技术, 降低含水量35%, 实现单车危废降低4kg; 通过提高钢板材料利用率、降低废料、密封胶回收利用等多方面实施固废减量化, 实现单车固废减少10%。

After applying painting residue drying technology, there is a 35% reduction in the moisture content, and a 4kg reduction in the hazardous waste per vehicle; solid waste reduction can be achieved by improving the utilization rate of steel plate materials, reducing waste materials, and recycling sealant, with a 10% reduction in the solid waste per vehicle.

工业废水处置率

100%

Industrial wastewater disposal rate 100%

VOC排放为

20 g/m²

The VOC emission is 20 g/m²

工业固体废物综合利用率

89%

The comprehensive utilization rate of industrial solid waste is 89%

能源低碳化

Energy low-carbonization

通过能源管控四大维修挖排产模式优化, 工艺技术突破、节能改造、管理提升等措施, 降低工厂运行能耗, 减少碳排放量。

Energy consumption in plant operating and carbon emissions are reduced through the optimization of energy management and control for the four major areas including maintenance, excavation, emission and production, and measures such as technological breakthroughs, energy conservation transformations, and management improvement.

能源节能管理 Energy conservation management

完善能源管理体系, 推动智慧能源系统建设。以“云、大、物、移、智”技术为支撑, 制定并实施整车制造各工艺设备启停标准, 开展重点能耗点监控, 日监控全厂68个重点耗能点, 实现综合能耗同比下降10%。

Improve the energy management system and promote the construction of the smart energy system. Supported by “cloud, large, material, mobile, and smart” technologies, the start and stop standards for all process equipment of complete vehicle manufacturing have been formulated and implemented, and monitoring of key energy consumption points has been carried out, with a daily monitoring of 68 key energy consumption points of the whole plant to achieve a 10% reduction in comprehensive energy consumption year-on-year.

节能措施 Energy conservation measures

电泳循环泵变频改造, 建立2种运行模式(生产/非生产), 实现非生产状态减少用电量50KW/小时。

空压系统供气方式多样化, 提升供需匹配性, 涂装采用小空压机定点保压, 焊总车间实现非生产日不保压, 全年节约电耗90万度以上。

The frequency conversion of electrophoresis circulating pump is transformed and two operating modes (production/non-production) are established to achieve a 50KW/hour reduction in power consumption in the non-production state.

Diversified air supply methods for the air compressor system can improve the matching of supply and demand. A small air compressor used for coating to maintain the pressure at fixed points, and pressure is not maintained for the welding workshop on non-production days, which saves more than 900,000 degrees of electricity consumption throughout the year.

2020年, 渝北工厂
单位产品
综合能耗

87kgce/辆

In 2020, the comprehensive energy consumption per unit product of the Yubei factory is 87kgce/vehicle

2020年, 渝北工厂
单位产品
碳排放量

319kgCO₂e/辆

In 2020, the carbon emission per unit product of the Yubei factory is 319kgCO₂e/vehicle

传递公益理念, 弘扬志愿精神

Conveying the concept of public welfare and promoting the spirit of volunteerism

植树活动

Tree-planting activity

2020年, 长安汽车种植“智慧林”共有120株樱花, 樱花的花语是“守护、智慧”, “守护”与全国上下、团结一致、众志成城的“战疫精神”内在相连; “智慧”与公司“科技长安、智慧伙伴”的品牌定位一脉相承。

In 2020, Changan Automobile planted a total of 120 cherry blossoms in the “Smart Forest”. The flower language of cherry blossoms is “Guardian and Wisdom”. “Guardian” is intrinsically connected with the “spirit of fighting against the epidemic”, that is, unity and determination across the country; “Wisdom” is directly in touch with the company's brand positioning, that is, “Changan with technology, a smart partner”.





马拉松比赛

Marathon

长安汽车连续多年赞助重庆国际马拉松比赛，将活力进取的企业形象与持之以恒的马拉松精神紧紧绑定在一起，长安汽车的用户、员工、合作伙伴等前进团成员，用实实在在的行动，践行着健康中国的理念，传递“有你更好”的品牌价值。

Changan Automobile has sponsored the Chongqing International Marathon for many consecutive years, and has closely connected the vigorous and enterprising corporate image with perseverance, the spirit of the marathon. Changan Automobile's users, employees, partners and other aggressive group members have truly acted on the concept of Healthy China, conveying the brand value that "it's better to be with you".



抗洪抢险

Flood fighting and rescue

2020年8月下旬，重庆市防汛二级响应升级为一级响应并即刻进入紧急防汛模式。长安志愿者联盟成员胡潇文、杨钢等10人，主动请缨赶往江北区郭家沱抢险救灾，支援抗洪三天两夜，展现长安人的责任担当。

In late August 2020, Chongqing's secondary response for flood control was upgraded to primary response and the emergency flood control mode was started immediately. Ten people including Hu Xiaowen and Yang Gang, members of the Changan Volunteer Alliance, voluntarily headed for Guojiatuo, Jiangbei District for rescue and disaster relief, and supported the flood fighting for three days and two nights, showing the responsibility of Changan members.



科技教育

Scientific and Technological Education

每年邀请中小學生、社会公众、行业媒体等走进长安汽车品牌体验基地，截止2020年底，累计接待参观者**186**余万人。

Every year, elementary and middle school students, the general public, and industry media are invited to the Changan Automobile Brand Experience Base. As of the end of 2020, it has received more than **1.86** million visitors.



乡村振兴, 脱贫帮扶

Rural revitalization and poverty alleviation assistance

公益捐赠

Charity donation

长安汽车全面贯彻党的十九大以及中央扶贫开发工作会议精神，切实推进精准扶贫、教育捐赠、公益救济和公共事业建设等工作，2020年共投入资金**2866**万元，近四年累计投入资金超亿元。

在社会扶贫方面，长安汽车按照统一捐赠计划，对云南泸西县及砚山县、重庆彭水县及酉阳县等地区完成对口扶贫地区扶贫工作，扶贫金额共计**1200**万元(包含长安马自达100万元)。

在教育捐赠方面，长安汽车向雅安天全长安汽车希望小学、崇州何家长安汽车希望小学捐赠实物资产**7.4862**万元。落实对口扶贫地区教学需求，捐赠运动鞋**80**双、打印机**1**台、电子教具**1**套。

Changan Automobile fully implements the spirit of the 19th National Congress of the Communist Party of China and the Central Conference on Poverty Alleviation and Development, and earnestly promotes targeted poverty alleviation, education donations, public welfare relief and public undertakings. In 2020, it invested a total of **28.66** million yuan, and has invested an accumulative amount of over 100 million yuan in the past four years.

In terms of social poverty alleviation, based on the unified donation plan, Changan Automobile completed poverty alleviation work in the corresponding poverty alleviation areas in Luxi County and Yanshan County in Yunnan, Pengshui County and Youyang County in Chongqing, with a total amount of **12** million yuan for poverty alleviation.

In terms of educational donations, Changan Automobile donated **74,862** yuan of physical assets to Changan Automobile Hope Primary Schools in Ya'an, Tianchuan and Hejia, Chongzhou. To meet the teaching needs of the targeted poverty alleviation areas, **80** pairs of sports shoes, **1** printer, and **1** set of electronic teaching aids have been donated.



指标项 Index	2017年 In 2017	2018年 In 2018	2019年 In 2019	2020年 In 2020
捐赠扶贫资金 (万元) Donation of Poverty Alleviation Fund (10000 yuan)	3667.11	3171.99	3190.738	2866

教育扶贫

Education for poverty alleviation

组织技能大师深入云南技师学院砚山分院、泸西分院，通过技能大师讲座授课的形式，深化校企合作。长安马自达投入100万，在云南泸西县援建第七所希望小学。邀请云南砚山县民族职业中学12名教师来公司进行为期一周的专业技术学习培训，促进学校教学质量可持续提高。推动“长安汽车班”招聘工作，全年共计在泸西县、砚山县、彭水县招聘录用学生191人，实现了一人就业，全家脱贫。

Skilled masters were organized to go to Yanshan branch and Luxi branch of Yunnan Technician College, and school-enterprise cooperation was deepened through lectures by skilled masters. Changan Mazda invested 1 million on the construction of the seventh Hope Primary School in Luxi County, Yunnan. 12 teachers from Yunnan Yanshan National Vocational Middle School were invited to the company for a week-long professional skills study and training to promote the sustainable improvement of school teaching quality. The recruitment of “Changan Automobile Class” was promoted, and a total of 191 students were recruited in Luxi County, Yanshan County, and Pengshui County throughout the year. As a result, one student who is employed helps his family out of poverty.



消费扶贫

Rural revitalization and poverty alleviation assistance



2020年5月9—10日，长安汽车携手人民日报客户端在云南·砚山举办公益直播带货活动

From May 9 to 10, 2020, Changan Automobile, together with People's Daily client, held a public welfare live broadcast with goods in Yanshan, Yunnan Province.



长安汽车积极转变扶贫工作思路，寻求高效创新手段，以直播带货消费扶贫为突破口，努力解决疫情带来的农产品滞销问题。联合人民日报客户端，以“脱贫攻坚·爱有新意”为主题，完成首次车企与央媒协作的全网公益直播带货活动，全网累计观看人数高达3410万，点赞数破千万，为云南两县带货销售113万元，帮扶农户创效增收脱贫，为扶贫地区决胜脱贫攻坚、防止返贫贡献新的力量。

广泛发动公司各单位、全体员工，以及长安汽车生态圈所属的企事业单位、社会组织、干部职工以及社会爱心人士购买对口帮扶地区农副产品110余万元，促进贫困群众增收致富。5000余名员工注册成为“中国社会扶贫网重庆市扶贫馆”会员，参与消费扶贫。

Changan Automobile actively changes its thinking on poverty alleviation and seeks efficient and innovative means, striving to solve the problem of unsalable agricultural products caused by the epidemic by applying live broadcast to sell goods and increase consumption for poverty alleviation as a breakthrough. In combination with the People's Daily client, based on the theme of “Poverty Alleviation and Love with New Ideas”, it completed the first network-wide charity live broadcast activity in collaboration between car companies and central media, with a total number of viewers on the network of 34.1 million, and the number of likes of tens of millions, selling 1.13 million yuan of goods from two counties of Yunnan, helping farmers to create efficiency and increase income to alleviate poverty, and contributing new strength to poverty alleviation areas in fighting against poverty and preventing poverty.

It extensively mobilizes the company's units, all employees, as well as the Changan Auto Ecosystem affiliated enterprises, social organizations, cadres and employees, and social warmhearted people to purchase more than 1.1 million yuan of agricultural and sideline products in the corresponding poverty alleviation assistance areas, promoting the income of the poor and making them rich. More than 5,000 employees have registered as members of the “China Social Poverty Alleviation Network Chongqing Poverty Alleviation Center” to participate in consumption for poverty alleviation.

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Description



企业荣誉 Honors

长安汽车2020年获得荣誉

Honor of 2020 by Changan Auto

序号	荣誉名称 Name of the honor	颁发单位 From
1	重庆长安汽车股份有限公司、长安汽车渝北工厂、长安福特荣获“重庆市抗击新冠肺炎疫情先进集体” Chongqing Changan Automobile Co., Ltd., Yubei Factory, and Changan Ford were awarded the “Chongqing Advanced Group in Fighting the Novel Coronavirus Pneumonia Epidemic”	中共重庆市委、重庆市人民政府 Chongqing Municipal Committee of the Communist Party of China and Chongqing Municipal People's Government
2	安全环保部蒋敏荣获全国中央企业抗击新冠肺炎疫情先进个人 Jiang Min from Department of Safety and Environmental Protection was awarded the National Advanced Individual in the National Central Enterprise's Fighting against the Novel Coronavirus Pneumonia Epidemic	国务院国资委 Party Committee of State-owned Assets Supervision and Administration Commission of the State Council
3	车联科技-入选车联网先导项目 Autolink Technology-Selected as a pilot project for Internet of Vehicles	国家工信部(CDEVAPA) Ministry of Industry and Information Technology
4	海外事业发展部陈思良获得政府特殊津贴 Chen Siliang from Overseas Business Development Department was awarded special government allowances by State Council of the People's Republic of China	中华人民共和国国务院 The State Council of the People's Republic of China
5	CS55、CS35、逸动三款车的新车满意度获得中质协CACSI细分市场第一名 The three models including CS55, CS35 and Eado won the first place in the new car satisfaction of the CACSI market segment of the China Association for Quality.	中质协CACSI CACSI of the China Association for Quality
6	重庆长安汽车股份有限公司荣获“六西格玛推进先进企业” Chongqing Changan Automobile Co., Ltd. was awarded the “Advanced Enterprise of Six Sigma Promotion”	国际研发方法论协会 International Research and Development Methodologies Institute

7	重庆长安汽车股份有限公司荣获“2020年网络安全和信息化先进单位” Chongqing Changan Automobile Co., Ltd. was awarded the “Advanced Unit of Cyber Security and Informatization in 2020”	中国兵器装备集团有限公司 China South Industries Group Corporation
8	2020年度PMI(中国)项目管理大奖——优秀PMO奖 2020 PMI (China) Project Management Award-Excellent PMO Award	PMI(项目管理协会) PMI (Project Management Institute)
9	《汽车智能主被动安全一体化设计关键技术及产业化》科技进步奖一等奖 The first prize of Science and Technology Progress Award of “Key Technologies and Industrialization of Integrated Design of Active and Passive Safety for Automobiles”	中国汽车工程学会科技奖励工作委员会 China Society of Automotive Engineers Science and Technology Award Working Committee
10	2020中国量产车性能大赛紧凑型SUV(15万级)综合冠军 Compact SUV (150,000 Class) Overall Champion for 2020 China Mass Production Car Performance Competition	中国量产车性能大赛组委会 China Mass Production Car Performance Competition Organizing Committee
11	2020最受关注精英座驾UNI-T 2020 the Most Concerned Elite Car UNI-T	2020中国汽车产业峰会 2020 China Automotive Industry Summit
12	i-VISTA年度智能车型、i-VISTA智能泊车奖 i-VISTA Smart Car of the Year, i-VISTA Smart Parking Award	中国汽车工程研究院 China Automotive Engineering Research Institute
13	2020年,逸动PLUS荣膺“2020年度用户满意度指数细分市场第一” In 2020, Eado PLUS was awarded “No. 1 in User Satisfaction Index Market Segment in 2020”	中国质量协会 China Association for Quality
14	第二代逸动蓝鲸版(SC7145KB6)、第二代逸动XT(SC7145MB6)、锐程CC(SC7157AB6)、CS55PLUS(SC7155ABB6)、逸动PLUS(SC7145KCA6SC7169KBC6)、逸动PLUS(SC7145KCA6SC7169KBC6)、UNI-T(SC7151AAA6)、CS75PLUS(SC6479BEH6) CS85 COUPE(SC6476ABH6)入选工信部“第五批绿色制造名单”,荣获“绿色设计产品”称号 The second-generation Eado Blue Core Edition (SC7145KB6), the second-generation Eado XT (SC7145MB6), Ruicheng CC (SC7157AB6), CS55PLUS (SC7155ABB6), Eado PLUS (SC7145KCA6, SC7169KBC6), Eado PLUS (SC7145KCA6, SC7169KBC6), UNI-T (SC7151AAA6), CS75PLUS (SC6479BEH6), CS85 COUPE (SC6476ABH6) were selected into the “Fifth Batch of Green Manufacturing List” of the Ministry of Industry and Information Technology of the People's Republic of China, and awarded “Green Design Product”	中华人民共和国工业和信息化部节能与综合利用司 Ministry of Industry and Information Technology of the People's Republic of China Energy Saving and Comprehensive Utilization Department

15	<p>公司荣获“2020年汽车企业绿色发展指数优秀企业”</p> <p>The company was awarded the “Excellent Enterprise in the 2020 Automotive Enterprise Green Development Index”</p>	<p>汽车工业节能与绿色发展评价中心</p> <p>Automotive Industry Energy Conservation and Green Development Evaluation Center</p>
16	<p>张永忠荣获“重庆市杰出英才奖”荣誉称号</p> <p>Zhang Yongzhong was awarded the honorary title of “Chongqing Outstanding Talent Award”</p>	<p>中共重庆市委、重庆市人民政府</p> <p>Chongqing Municipal Committee of the Communist Party of China and Chongqing Municipal People's Government</p>
17	<p>奔奔E-Star获轿车-A00组综合冠军、最佳加速性能奖、最佳制动距离奖、最佳节能能力奖、最佳操控性能奖、最佳内饰设计奖、最佳外观设计奖、最佳爬坡能力奖、最佳科技配置奖、最佳空间设计奖、最佳静音效果奖、涉水能力挑战40cm</p> <p>Benben E-Star won the Overall Championship of the car-A00 group, the best Acceleration Performance Award, the Best Braking Distance Award, the Best Power Saving Ability Award, the Best Handling Performance Award, the Best Interior Design Award, and the Best Exterior Design Award, Best Grade Ability Award, Best Technology Configuration Award, Best Space Design Award, Best Quiet Effect Award, and Wading Ability Challenge 40cm</p>	<p>第七届环青海湖(国际)电动汽车挑战赛</p> <p>The 7th Tour of Qinghai Lake (International) Electric Vehicle Challenge</p>

展望未来 2021 Outlook

2021年是中国共产党成立100周年,是全面实现“十四五”规划的开局之年,是国企改革三年行动的攻坚之年,也是长安汽车向智能低碳出行科技公司转型发展的关键之年。长安汽车将以习近平新时代中国特色社会主义思想为指导,全面贯彻党的十九大和十九届二中、三中、四中、五中全会精神,落实兵装集团“133”战略和公司第三次创业——创新创业计划,以优异成绩向建党100周年献礼。

展望未来,我们致力于做负责任的企业楷模,持之以恒向社会做出源源不断的贡献,向行业输入长期持续的创新,顺应人们对美好自由出行的向往,从客户的需求和体验出发,提供高品质的出行生活,为社会、经济和环境的发展作出更大的贡献!

2021 is the 100th anniversary of the founding of the Communist Party of China. It is the first year for the full realization of the “14th Five-Year Plan”. It is a critical year for the three-year reform of state-owned enterprises, and also for Changan Automobile to transform and develop into a smart low-carbon travel technology company. Changan Automobile will take Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era as its guidance, fully implement the spirit of the 19th National Congress of the Communist Party of China and the spirit of the second, third, fourth and fifth Plenary Sessions of the 19th CPC Central Committee, and implement the Group’s “133” strategy and the company’s third Entrepreneurship-Innovation and Entrepreneurship Plan, presenting the 100th anniversary of the founding of the Communist Party of China with outstanding achievements.

Looking forward to the future, we are committed to do responsible business model, to make continuous contribution to the society, to continue the long-term innovation industry input, to create a better free travel for the people. Starting from the customer’s needs and experience, Changan provides high quality of life, the development of society, economy and environment to make a greater contribution!

报告说明 Description

报告说明:

2008年以来,长安汽车每年编写和发布社会责任报告,《长安汽车2020年社会责任报告》时间跨度为2020年1月1日至2020年12月31日。

Report content:this report truly discloses the concept, practice and performance of Changan Auto in corporate social responsibility management and practice of economic, environmental and social responsibilities.

报告内容:

本报告真实披露了长安汽车在企业社会责任管理及践行经济、环境、社会等责任方面的理念、实践和绩效。

Report content:this report truly discloses the concept, practice and performance of Changan Auto in corporate social responsibility management and practice of economic, environmental and social responsibilities.

质量保证:

本报告发布前,所有数据及内容均通过审核,公司承诺本报告不存在虚假记载、误导性陈述。

Quality assurance:before the release of this report, all data and contents have been reviewed, and the company undertakes that there is no false record or misleading statement in this report.

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