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On June 20, the Great Wall Motor (GWM) launched a thanksgiving event to “hand out red envelopes worth RMB 300 million and gifts worth RMB 3 million to costumers as a token of gratitude” in order to celebrate that the sales volume of HAVAL SUVs has exceeded 3 million for the first time.

In today’s China where foreign auto companies dominate the auto market, HAVAL has actually become a leader in Chinese SUV market, not only taking over the SUV market from foreign auto enterprises, but also making the nation recognize and accept HAVAL and domestic vehicles. It is extraordinarily significant for the Chinese to equate SUV with HAVAL of GWM and domestic vehicle.

HAVAL’s success is a miniature of the fast developing auto industry of China. Quite a lot can be learned from GWM and HAVAL.

In fact, the focus strategy has always been a business strategy of GWM. Wei Jianjun, the president of GWM, once said, “GWM puts all its limited resources on hand into the SUV category, which is actually to focus on the core. We have emphasized this for no less than ten years.” Of course GWM’s car and SUV are all well developed, but Mr. Wei still didn’t think the company’s resources and strength were great enough to support the two major categories. So, he decided to focus on SUV. Many people had doubt about his decision at that time, but Wei’s move turned out to be correct.

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Be down to earth without the eagerness for quick success, instant benefits and superficial compliments is the second feature of GWM and Wei Jianjun. Being one of the oldest Chinese auto brands, GWM hasn’t got much support of resources as a private business. If it was not clear about reality or not down to earth, only seeking for compliments, this enterprise couldn’t have come such a long way. There are a few Chinese auto companies which were born in the same period as GWM. Some of them are successful, some not. The successful companies are all down-to-earth, while the unsuccessful companies or those who are struggling to survive are most likely to crave for greatness, instant success, large scale, and full range. Without many loans from the government, GWM has conducted careful and strict budgeting and become the most profitable auto company as a result. GWM has fixed its mind on developing SUV. It seems that GVM has given up the huge car market, but it has actually made itself a leader of SUV for this reason. Being a leader of SUV, GVM is more worthy of recognition.
Since it set its mind on SUV, it must do intensive work in this segmented market so as to come up with a rich range of models; thus anyone with a demand for SUV can find his or her favorite product in GWM. We can see from the present situation that GWM has made it. HAVAL SUV product line, from HAVAL H1 to H9, has formed a complete range of SUVs with large, medium and small sizes, high, medium and low ends, urban and off-road utilities. It has remained the sales champion of SUV for 13 consecutive years. Thus, GWM has gained higher and more professional technology R&D strength and higher level of marketing service.

The number of its users has exceeded 3 million. This has not only laid a solid public foundation for the brand of HAVAL to make further breakthrough, but also won numerous praises and reputation for Chinese brands. Meanwhile, it has also greatly improved the R&D strength and marketing service of GWM.

Generally speaking, the sales volume of HAVAL SUVs exceeding 3 million has made HAVAL the banner and benchmark of Chinese auto brands. It is a milestone in the development of Chinese SUV market, not only breaking the situation that the joint-venture brands dominate Chinese passenger car market, but also witnessing the rise of Chinese brands in the field of SUV. This has enhanced the confidence of China’s auto industry to go further. Some Chinese brands, including HAVAL, have been fully equipped with ability and strength to compete with foreign brands. They shall stride forward bravely for the next challenge with the expectation of China’s auto industry.

Speaking of this, in the face of the situation that the SUV market has moved from the blue sea to the red sea, the rest of Chinese brands should learn the essence of GWM’s focus strategy to create new market segments in the SUV field, and make their business greater, finer and stronger. This is the only right way.
Please talk about your growing experience, such as personal hobbies, and experience of learning and career.

I am Sulaiman Al Rashdi. I came from a beautiful country, called Oman in Arab Gulf. I have grown in the interiors of Oman in a village called Al Quratain. My passion always with Cars since binging. I have completed my high school then I had the chance to study marketing in Cairo University and I got a scholarship from Al Zubair Automotive Group to do MBA in UK in 2009 at UWIC. I like sports, campaigns, horses, reading and travelling.

Please talk about the history of cooperation between your esteemed company and Great Wall Motors. What is the best memory for you?

I was the first employee dealing with Great Wall Motors in ZAG. I have known of this brand at 2004 when I joined ZAG and I have witnessed the fast growth of GWM from that time. I have seen how this brand got developed and gained consumers’ trusts and market share, it has become one of the preferable pickup in Oman.

Please talk about your opinion of HAVAL brand.

When I saw HAVAL at first time I said wow. HAVAL SUV is really beautiful and I am looking forward to the overseas success of the brand after succeeding in China. Nobody can guess it is a Chinese auto brand if we don’t tell him. I am really satisfied with HAVAL and I am driving HAVAL H9 now after Pajero/Jeep Grand Cherokee/ Audi and many other cars where I did not find difference in the feeling of luxury and prestige. In my opinion, only need better price, can HAVAL has access to market and win the share of other brands in Oman.

Would you share your work style and manage experience with us?

I use the free management style. In other meaning I am a friend to my team and I make them believe on their target before I set up target for them. I accept the arguments and judgments from others. I always learn from my team, my customers and my management. I believe that, if we don’t believe in our product we will never be able to convince any others.

Since we launch HAVAL brand, what activities of brand promotion have you company done and what effects did these activities achieved?

We did a press launch. The launch covered in most of the press in Oman. We displayed HAVAL models in malls and did test drive campaigns. Afterwards we had launched many advertisements and introduced a very good sales scheme and launched last month for Ramadan sales.

What is your idea for the prospects of HAVAL in local market and future plan for HAVAL?

I wish HAVAL can come with bigger engine and very attractive price, then I am sure this brand will be NO1. in Oman as well.
Full Automation of Welding

The HAVAL H7 fleet arrived at the Welding Workshop II at 9 am. As one of GWM’s most automated workshops, the Welding Workshop II covers an area of about 65,000 m² with planned capacity of 250,000 units and 100% welding automation rate. There are a total of 525 units of production line robots in the workshop, including 521 Swiss ABB robots and 4 German KUKA robots, which can automatically complete all welding and handling operations, meeting the requirement of the high-tempo operation of the line body. It takes on average 52 seconds to finish welding a vehicle.

The internationally advanced German Bosch welder is used, which effectively guarantees the welding quality of the bodywork and in turn improves the reliability of the product.
CLOSE CONNECTION BETWEEN PARTS AND COMPONENTS ASSEMBLING PROCEDURES

After visiting the welding workshop, the car fans went to the Final Assembly Workshop II, which is primarily for the assembly and testing of H7 whole vehicle, parts and components. The workshop covers an area of more than 68,000 m² and is one of China’s largest assembly workshops with the most advanced production technology. It has three main production lines, including the interior line, the chassis line and the assembly line, three auxiliary packaging lines and six professional conveyor lines. All the line bodies are closely linked to achieve timely delivery and installation of numerous components.

OVER 2,000 STRICT INSPECTION STANDARDS FOR QUALITY ASSURANCE

It is learned that an acceptable H7 must go through over 2,000 quality inspections, during which the principle of “no acceptance of defective products, no manufacturing of defective products and no release of defective products” is strictly practiced. Meanwhile, precision control and on-line monitoring are conducted over the four major whole vehicle production techniques so as to enhance the accuracy of the vehicle and parts.

Take the main welding line in the welding workshop for example. Robots are used for online real-time detection, so defects can be discovered and eliminated in time, thus preventing unacceptable products from being released. Meanwhile, real-time recording and saving of data are achieved through scientific process management, thus forming “digital archives”, which can prevent the outflow of nonconforming products and make accurate tracking of problematic vehicles.

CREATING A WORLD-CLASS FACTORY

After the visit, the visitors have found that HAVAL’s Xushui Project (Phase II) lives up to the title of “a world-class factory”. It not only owns world leading automatic production lines and equipments, exquisite manufacturing technology and safe and fine manufacturing process controls, but also integrates production concepts of technicalization and intellectualization with the aim of creating a world-class production factory and improving product quality and production capacity.

The wide application of robots substantially increases the hardware level of the production workshop, which not only sets employees free from onerous physical labor, but improves the protection level and product quality as well.

STEADILY INCREASING SALES VOLUME OF HAVAL H7

As HAVAL’s first intermediate SUV model, H7 has won the wide recognition of consumers. Over 8,000 orders have been received in one month since the model was launched. However, GWM, known for high demand on quality, does not blindly pursue rapid sales increase. Instead, HAVAL takes every possible means, including highly automated production lines, over 2,000 test items and road tests to ensure that every H7 rolling off the production line are of rigid tests and inspections, and of high quality.
On a sunny weekend in the bright summer, HAVAL dealer Spb-yug”” organized an outdoor test drive in St Petersburg, Russia. Themed “HAVAL Family Day”, 150 locals were invited for this event, including HAVAL owners. As many as 80 exciting test drives not only pleased the participants’ mind and body, but also offered a relaxing and delightful weekend for the audience on the spot.
A Passionate Test Drive of HAVAL SUV in the Open Field

Under the blue sky and white clouds, the local people either drove in person to feel the surging power of HAVAL models when taking in the vast and boundless views in front of the vehicle, or just sat in the back row to feel the spacious and quiet interior when looking forward to the lofty horizon through the sunroof of the vehicle. Strong power output, flexible control and steering, fine-tuned suspension and relatively higher ground clearance brought in a superb sense of twisting, turning, jumping and shifting when driving the HAVAL SUV on the rugged ground. The HAVAL fleet ran fast with passion in the grassy open field. Carrying the laughing drivers and passengers, the HAVAL fleet took the test-drive journey to a climax, leaving many memorable and splendid moments.

Rugged mountains with crisscross ravines and gullies made each HAVAL model show its best.

The entire HAVAL family in Russia showed up to present a marvelous outdoor experience for this activity. HAVAL H9, an all-terrain 7-seat SUV model, which is second to none in cross-country driving and crossing ravines and gullies was the first to show up and demonstrated its superior off-road performance and strength. The 2.0T turbocharged engine plus 6 AT power assembly are well-tuned with strong power output. Professional SUV chassis and suspension equipped with intelligent four-wheel drive system give the HAVAL H9 strong passing ability which enables the SUV to deal with mountain, mud, desert, beach and other complex terrain. HAVAL H8, a premium business SUV takes you to have a thrilling ride in the vast openness. As a super deluxe SUV model, HAVAL H8 integrates urban driving and cross-country driving. Equipped with the same engine as H9, H8 also boasts strong power. The combination of a double wishbone suspension in the front and a multi-link suspension in the rear can significantly reduce the bumping on the road and create a quiet, comfortable riding space for people in the addition of intelligent four-wheel drive doubles the competence of the H8, so it can easily cross the gully. HAVAL H6, an urban intelligent SUV model, stands out with stable and reliable performance instead of cross-country driving. As a star model with average monthly sales over 40,000 sets in the first half of 2016, H6 boasts reliable quality, rich configuration and all-round balanced performance, which help it win the hearts of consumers.

Fine weather, beautiful views, good mood, photography and delicacy elevated the experience.

Good things are worth sharing. Let’s review wonderful moments of the event!

After the tense and thrilling test drive, the local people present began to have a break and enjoy delicious drinks and desserts, which started a delicacy journey to reflect on the driving experience. A unique picnic in the open field, refreshing fragrance of grass and wild flowers and the moist soil air blowing on the face made everything so fresh and wonderful.

When enjoying the break, the participants came to take photos with HAVAL SUVs and posted the photos on social media, like FACEBOOK, to share their joy with more friends.

The test drive is a big success.

Wonderful test drive experience, well-prepared outdoor picnic and impressive feedback after the event proved the test drive a complete success. The success couldn’t have been achieved without sufficient preparation by the HAVAL dealer Spb-yug. They had launched online publicity very early to attract people’s attention, and formulated detailed road map, which made it convenient for the public to attend the event. At the same time, they had also made sufficient material support to ensure everything would go well as planned. The pleasant and relaxing “HAVAL Family Day” has come to an end. For the participants, this may not just be an event, but the start of HAVAL’s coming into their lives as well.
Haval is the No.1 SUV brand in China. Can it tackle the Australian Outback then?

If you are a regular BSCB reader, you will already be familiar with the Chinese brand Haval. It has been the best-selling SUV brand in China for the past 13 consecutive years. Great Wall has been very efficient at developing the Haval lineup, earning the #1 spot in our annual ranking of the Most impressive Chinese brands both at the Beijing Auto Show in 2014 and the Shanghai Auto Show in 2015.

Already extremely successful at home, Haval is now spreading its wheels worldwide and has been available in Australia since last October, even though the brand has yet to make its appearance in the Australian sales charts. Speaking with Haval PR Manager Andrew Ellis, it turns out this is because Haval is still in the process of getting certification by the FCAI – so it should pop up later this year.

The sole Haval dealership in Sydney, located in the Western suburb of Lansvale.

In fact, Great Wall is now present in a dozen worldwide markets: starting in June 2015 with Russia and Chile, the marque then expanded further in Latin America with Ecuador, Bolivia, Peru and Uruguay, to Asia with Azerbaijan, Georgia and Malaysia, Africa and the Middle East with Iraq, Oman, the UAE, Benin and South Africa and its only truly mature market to-date: Australia.

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The sole Haval dealership in Sydney, located in the Western suburb of Lansvale.

In Australia, the brand operates out of 6 dealerships: one in Sydney (pictured above), two in the Melbourne area, one in Brisbane, one in Perth and one in Wagga Wagga near Canberra. If at BSCB we have been very impressed with Haval’s commercial success at home, lightning fast lineup expansion, as well as attractive exterior and interior design, we had not driven one yet. This gap is now filled: today we have access to a Haval H8 for one week. When given the same length of time for a review, local Australian press such as Motoring.com.au only took the car through “freeway-biased commuting [to work]”.

This is not how we do things at BSCB…

We want to drive the Haval H8 from Sydney to Birdsville – and back.

We are aiming at driving the Haval H8 well into the harsh Australian Outback: all the way to Birdsville at the border between Queensland and South Australia, through the unsealed, rough-as-guts and legendary Birdsville Track. It’s a gruelling 5,000 km return trip to be completed in one week only, going through bitumen, dirt, sand, mud, gravel, rocks and bull dust. Needless to say, no Haval-branded vehicle has ever set its wheels that far into the Australian continent yet, so if we manage this feat, it will be a world first, no less. We want to find out whether the No. 1 SUV brand in China can take on the Australian Outback and its treacherous conditions. If nowadays the Birdsville Track can be traversed with any vehicle in dry conditions, wet weather can render it totally impassable in a matter of minutes and the region has received more rain so far in 2016 than it normally does in three years, making it a true challenge for any car.
I took a Mitsubishi Mirage through the Oodnadatta Track in 2003. There are a few elements at stake in this challenge. The first is pure and simple survival. The areas we will be exploring with the H8 are some of the most isolated in the world, with almost no traffic, no mobile coverage, no towns for hundreds of km and sometimes no petrol station for up to 500 km. I have chosen to undergo the trip alone, with no sat phone. Foolish? It will test the solidarity of fellow travellers as well as the Haval promise of 24/7 roadside assistance in case any technical issues were to point their ugly head. Extra water, food, clothing and fuel in the form of two 20L jerrycans are mandatories in order to survive any type of ordeal. The second challenge is a branding one. In the rare mature markets where they have ventured so far, Chinese manufacturers have to deal with the same level of hostility Japanese carmakers had to suffer in the 1950s and 1960s, then Korean carmakers in the 1980s – some would argue until just recently. Launched in 2009 in Australia, Great Wall has been the only success story of its kind so far here, peaking at #16 in 2011 and selling 37,163 units to-date. An asbestos controversy and disagreement with its previous importer Ateco has meant the brand is currently at a standstill (11 sales in 2016), but is staging a comeback later this year with the new generation Wingle 6 pickup through the same importer as Haval: Performax. Even though insults continue to be hurled at the brand on local automotive forums, they mostly come from customers having never tested a Great Wall vehicle, whereas owners are by and large very satisfied with the reliability of their purchase, especially in the Australian Outback: in 2014 I met a Great Wall owner in Bourke who replaced her ailing Toyota Hilux with a Great Wall SUV and has never looked back since.

The Haval H8 in a scary – yet controlled – posture at the Guangzhou Auto Show 2015.

However, launching yet another brand, Haval, means Great Wall has to start from scratch again and build its reputation from the bottom up. I have been sceptical of this branding strategy that seems like a lot of work where the Great Wall brand had already cleared some ground. I'll be sure to speak with as many locals as possible throughout the trip to gage the chances of this new brand making its mark in Australia. There are only a handful of other Chinese carmakers operating in Australia currently, but none is coming anywhere near the success Great Wall achieved in its first couple of years in market. LDV (625 sales) and Foton (356) both hold a tiny 0.1% market share so far in 2016, whereas Chery has all but disappeared (9) and both Geely and MG have thrown the towel for now. In other words, market conditions are at an all-time low for Chinese carmakers in Australia and adverse perceptions at an all-time high.

The Haval H8 Premium AWD – with a facetious license plate.

The third challenge – and arguably the most interesting – is a capability one. The vehicle we have at our disposal for the week is the Premium AWD. It competes with the likes of the homegrown Ford Territory, the Holden Captiva 7, Nissan Pathfinder and Jeep Grand Cherokee. The H8 is part of a three-model lineup currently offered by Haval in Australia along with the small crossover H2 and the Toyota Prado-competing full time 4WD H9 complete with snow and sand modes.

If the H9 is expected to go anywhere, testing the H8 is where the true challenge resides, as it is what is called in Australia an AWD SUV, meaning the 4WD mode is switched on electronically when the car feels it needs it, prompting some to say it’s not a real 4WD. Add to this the fact that China hasn’t really yet caught up with the worldwide off-road driving fever – most SUVs and crossovers sold there are 2WD-only and never get taken out of the city – it begs the question: is the H8 actually a true 4WD-capable vehicle and can it perform on very poor road conditions? Australia has a long tradition of off-road exploring and true adventure, so it’s the perfect sandpit for such a test.

Welcome to the Australian Outback, Damo. There’s only one way to find out, and it’s called a wet and muddy Birdsville Track. Before we can set off though, our H8 needs a name. After Albert, Bob the Rams and Charlie our Hawaii Jeep Wrangler, H8’s name has to start with D and he has been baptised Damo – Aussie short for Damian – so he fits in with all the other kids in the yard (See why I chose a male name here). Indeed in Australia, and in particular in the Outback, no name stays intact – even Matt becomes Matty – and all are fondly played with: Jonathan becomes Jono, Dick becomes Dicko. And it doesn’t stop with names: see favourite Australian slang: When in doubt, add an “o”.

Give a warm welcome to Damo, our Haval H8 for one week.
GWM saw sales of 65,600 vehicles in June with 29.03% year-on-year growth

According to the production and sales news lately released by GWM, 65,583 vehicles were sold in June, with a rise of 29.03% over the same period of last year, and 450,252 vehicles were sold accumulatively in the first half of this year with 8.41% year-on-year growth, thus realizing steady sales growth during the slack season.

On the fiercely competitive SUV market, HAVAL SUV still takes an absolute leading place, achieving sales of 57,547 vehicles in June, an increase up to 35.37% year on year, and realizing accumulated sales of 378,718 vehicles in the first half of this year. For specific models, HAVAL H6 maintains strong sales of 37,547 vehicles in June, an impressive increase of 60.06% year on year, and achieves accumulated sales of 240,253 vehicles in the first half of this year with 30.68% year-on-year growth. HAVAL H2 continues to sell well, with 100,89 vehicles sold this month and 72,334 vehicles the first half of this year, a record kept for 21 months for selling more than 10,000 vehicles monthly. Known as "a new growth point" in the automobile industry, HAVAL H7 makes steady progress in sales, with 3,594 vehicles sold in June, a 13.20% month-on-month growth, and achieves accumulated sales of 8,059 vehicles since its launch at Beijing Auto Show. As demand exceeds supply on the end user market, HAVAL H7 will see very considerable sales as the production capacity improves.

Meanwhile, GWM maintains stable performance on pickup and passenger car markets, with 68,644 Wingle pickups sold in June, a 10.91% year-on-year growth, and 11,722 passenger cars sold in June. Totally 52,450 pickups and 19,083 passenger cars were sold in the first half of this year.

GWM Shortlisted in Top 500 Enterprises of China as Listed in Fortune

On July 13th, American magazine Fortune (Chinese version) has shortlisted the top 500 Chinese enterprises in 2016. Great Wall Motor Company Limited (GWM) was shortlisted in them for the seventh consecutive year and ranked the 76th, with significant improvement in ranking and an 18-place rise when compared with last year.

It is understood that the Fortune's list of top 500 enterprises of China is an inventory list of the Chinese enterprises which are listed in Chinese stock market, selected based on the information and data officially disclosed by those listed companies in stock exchanges. In the list of top 500 enterprises of China issued in 2016, some automobile enterprises such as GWM, SAIC Motor and DFM ranked among the top 100 enterprises.

It is reported that GWM's outstanding quality performance and service have been accepted by authorities and the media since 2016 and GWM has won the prizes of "Top 10 Brands of Automobile After-sales Service in China", "Top 30 Enterprises in China's Automobile Industry", "China's Top 500 Enterprises in Brand Value" and "Top 2000 Enterprises in Forbes List 2016".