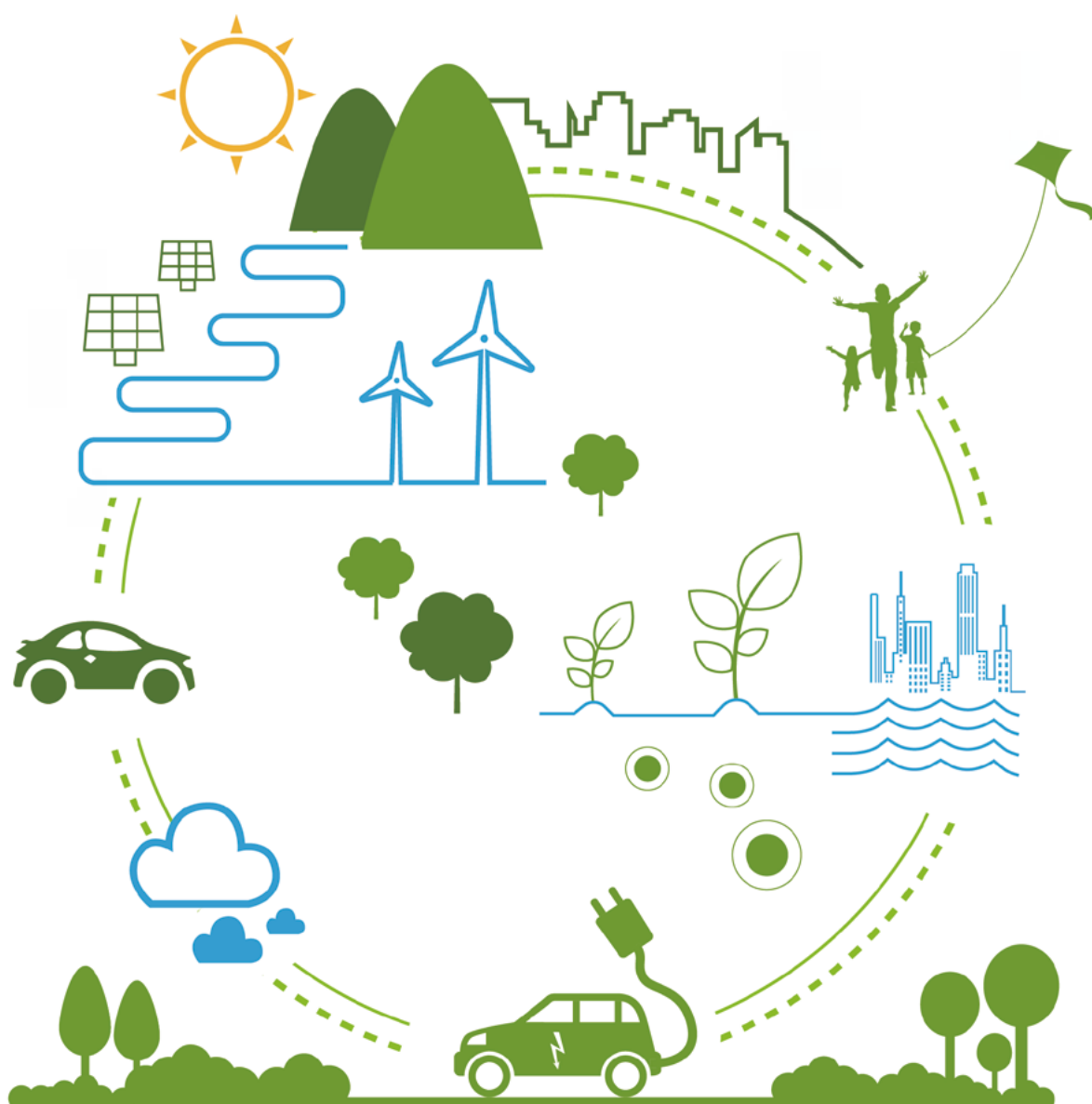


# 长安汽车 CHANGAN AUTOMOBILE

## 社会责任报告 SOCIAL RESPONSIBILITY REPORT

### CSR2018



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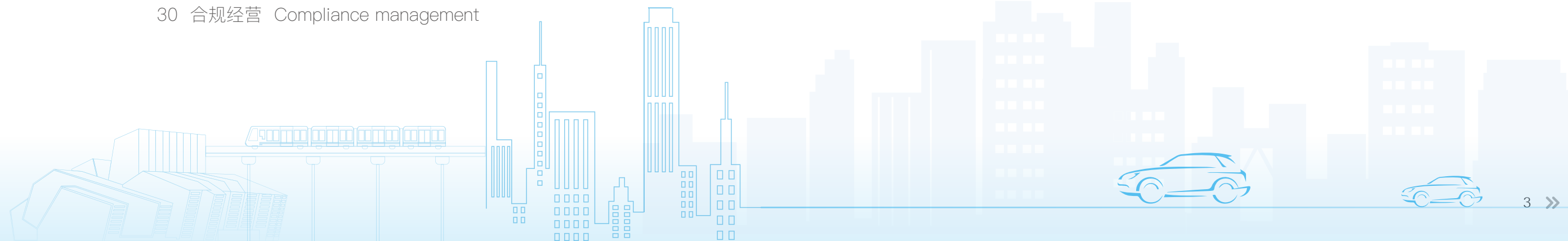
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Report  
foreword

# 报告前言

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## 管理者致辞

### Manager's speech

欢迎阅读长安汽车2018年社会责任报告。愿我们一路同行、相伴成长,心怀使命、回馈社会。

多年来,长安汽车始终坚守“引领汽车文明,造福人类生活”的使命,持续为客户、员工、合作伙伴、股东及社会的发展创造价值,为打造世界一流汽车企业而不懈努力。

我们坚持科技创新,研发实力连续5届10年居中国汽车行业第一。我们坚持客户至上,为客户带来高品质的出行生活,2018年推出第二代逸动XT、CS35Plus、科尚、CS75PHEV等9个全新产品。我们坚信员工是企业的价值财富,鼓励并支持员工能力提升,近8万名员工中有研发人员1.2万余人,来自全球18个国家。我们坚持建立“诚信、平等、共赢”的合作伙伴关系,携手腾讯、华为、蔚来、百度、一汽、东风共谋转型发展,与供应商朋友深化合作、携手并进。我们坚持为股东提供长期、稳定和良好的回报,在迈入证券市场22年间,共实施现金分红19次,累计金额120亿元,派送红股和转增股本5次。2018年,长安汽车入选“2017年度最受投资者尊重的百强上市公司”、“上市公司丰厚回报榜单”前100家。我们坚决做负责任的企业楷模,围绕“科技教育、绿色环保、爱心捐赠”积极履行社会责任,开展“益起爱河”等公益活动,精准扶贫云南省泸西、砚山等地,三年来累计捐赠近亿元。

在全球新一轮经济发展的大潮中,所有产业正在经历前所未有的变革,新能源、智能化将为汽车产业带来颠覆性的变化。党的十九大明确提出,“中国特色社会主义进入新时

代”,要“加快建设制造强国”“坚持人与自然和谐共生”,要推动“人工智能和实体经济深度融合”“推进绿色发展”等。这一系列的重要精神,为汽车产业、为长安汽车的发展指出明确的方向、提出更高的要求。

使命在心,担当在行。我们积极投身“第三次创业——创新创业计划”,致力于成为智能出行科技公司。新能源“香格里拉计划”深入推进,2018年销售新能源汽车8.7万辆,同比增长42.9%;智能化“北斗天枢计划”有效实施,L2、L3级智能技术领先行业;长安出行、新营销等业务稳步开展。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。

推动绿色发展、打造智能出行科技公司,这是时代的呼唤,是贯彻落实高质量发展的需要。长安汽车将以创新为驱动,勇于变革,开放合作,主动肩负起对国家、对民族、对社会的神圣使命,为实现中国汽车强国梦贡献力量。

长安行天下·明天更美好!

长安汽车董事长

张宝林

Welcome to Changan Auto's 2018 Social Responsibility Report. I hope that we will grow together, grow up with our mission, and give back to the community.

Over the years, Changan Automobile has always adhered to the mission of “To Lead Auto Culture and Build a Better Life”, and continues to create value for the development of customers, employees, partners, shareholders and society, and make unremitting efforts to build a world-class automobile company.

We adhere to scientific and technological innovation, and our research and development strength ranks first in China's auto industry for 5 consecutive years. We insist on customer first and bring high-quality travel life to our customers. In 2018, we launched 9 new products such as the second generation EADO XT, CS35Plus, COSMOS and CS75PHEV. We firmly believe that employees are the value wealth of the company, encourage and support the improvement of employees' ability. Among the nearly 80,000 employees, there are more than 12,000 R&D personnel from 18 countries around the world. We have established a "good faith, equality, and win-win" partnership, and work together with Tencent, Huawei, Weilai, Ali, Suning, Baidu, FAW, and Dongfeng to achieve transformation and development, and go hand in hand with partners. We insist on providing shareholders with long-term, stable and good returns. In the 22 years of entering the securities market, we implemented a total of 19 cash dividends, with a total amount of 12 billion yuan, and distributed bonus shares and increased share capital five times. In 2018, Changan Automobile was selected as one of the top 100 listed companies in the “Top 100 Listed Companies Respected by Investors” in 2017. We resolutely act as a responsible corporate model, actively fulfilling our social responsibilities around “scientific and technological education, green environmental protection, and charitable donation”, and carry out public welfare activities such as “Love and Love” to accurately help the poor in Yunnan Province, Shaanxi and Laoshan, and accumulated in three years. Donated nearly 100 million yuan.

In the new wave of economic development in the world, all industries are undergoing unprecedented changes. New energy and intelligence will bring subversive changes to the automobile industry. The 19th National Congress of the Communist Party of China clearly stated that "socialism with Chinese characteristics will enter a new era", "accelerate construction and manufacturing of a strong country", "adhere to the harmonious

coexistence of man and nature", promote "integration of artificial intelligence and the real economy" and "promote green development". Wait. This series of important spirits points out clear directions and higher requirements for the automotive industry and for the development of Changan Automobile.

The mission is in the heart, and it is in the line. We are actively involved in the “The Third Breakthrough-Innovation and Business Venture Program” and are committed to becoming a global leading automobile company. The new energy “Shangri-la” was further promoted, and 87,000 new energy vehicles were sold in 2018, a year-on-year increase of 42.9%; The intelligent “Dubhe Plan” is effectively implemented, and the L2 and L3 level intelligent technologies are leading the industry; Changan's travel, new marketing and other businesses are developing steadily. We continue to meet the people's growing needs for a better life, and work together with the government and investors to create a green and smart travel city. Promoting green development and building intelligent travel technology company is the call of the times and the need to implement high-quality development. Changan Automobile will be driven by innovation, be brave in change, open to cooperation, and take the initiative to shoulder the sacred mission of the country, the nation, and the society, and contribute to the realization of China's automobile power.

Changan Drives the World • For A Better Tomorrow!

Zhang Baolin,  
Chairman of Changan Automobile



## 公益足迹

Public welfare footprint



第二季“长安汽车杯·青春愉悦跑”圆满收官

The second season of "Changan Auto Cup • Youthful Pleasant Run" ended successfully.



长安汽车开展植树活动，种下“创新创业林”

Changan Automobile carried out tree planting activities and planted "Innovative Entrepreneurship Forest"

长安汽车总冠名的2018年重庆国际马拉松赛在渝开跑

Changan Automobile's 2018 Chongqing International Marathon was opened.



长安汽车慰问关爱雅安天泉、崇州何家希望小学

Changan Automobile Consolation Guan Ai Yaan Tianquan, Chongzhou Hejia Hope Primary School.



长安汽车举办第三次粉丝盛典

Changan Automobile held its third fan festival.



长安汽车在重庆、北京、河北、合肥、南京五大基地联动再次发起“益起爱河”水资源保护公益活动

Changan Automobile launched the "Yiqi Aihe" water resources protection public welfare activity in Chongqing, Beijing, Hebei, Hefei and Nanjing.

长安汽车举办“三世缘·新长安——”员工集体公益婚礼

Changan Automobile held the "Three Worlds • New Changan" collective public welfare wedding.



1月

长福马发动机公司党工团发动员工参与除雪行动

the party team of Chang Fuma Engine Company launched an employee to participate in the snow removal operation.

2月

合肥长安举行“爱，点亮孤独的星——关爱自闭症儿童”公益活动

Hefei Chang'an held a charity event called "Love, Light the Lonely Star - Caring for Autistic Children".

3月

5月

长安汽车服务中心积极参与暴雨灾害救援

Changan Automobile Service Center actively participated in the rainstorm disaster relief.

7月

8月

长安汽车义务接送昆明理工大学楚雄分校新生上学报到

Changan Automobile was obliged to pick up the freshman from the Kunxi University of Technology Chuxiong Campus.

9月

长安汽车举办“北斗天枢，智领未来”新技术展，向社会公众展现多项“黑科技”

Changan Automobile held a new technology exhibition "Beidou Tianshu, Zhiling the Future" to present a number of "black technologies" to the public.

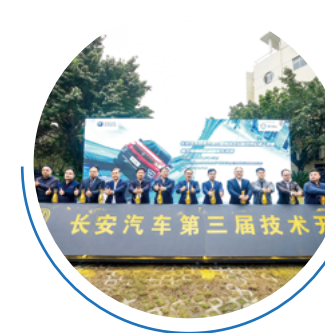
10月

兵器装备集团、中国一汽、东风汽车签订组建T3科技平台公司意向协议

China Ordnance Equipment Group, China FAW, Dongfeng Motor will form T3 Technology Platform Company.

11月

12月







## 发展历程

Development path

### ► 157年历史底蕴 157 years of history

1862年, 创建上海洋炮局, 开启中国近代工业之先河

In 1862, the creation of the Shanghai Marine Artillery Bureau opened the first modern Chinese industry.

1863年, 上海洋炮局迁往苏州, 更名为苏州洋炮局

In 1863, the Shanghai Marine Artillery Bureau moved to Suzhou and changed its name to Suzhou Artillery Bureau.

1865年, 迁往南京, 更名为金陵制造局

In 1865, moved to Nanjing, renamed 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, moved to Chongqing to provide 60% of the weapons and ammunition for the Chinese army during the Anti-Japanese War.

## 关于长安汽车

About changan automobile

### 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, 在全球拥有15个生产基地、35个整车及发动机工厂, 研发实力连续5届10年居中国汽车行业第一, 推出了睿骋系列、CS系列、逸动系列等一系列经典产品, 自主品牌产销多年位居行业前列, 是中国汽车四大集团阵营企业之一。

Changan Automobile is affiliated to China Ordnance Equipment Group Co., Ltd. Chang'an has 15 production bases and 35 vehicle and engine plants globally. For 5 sessions in the past 10 years, Chang'an has been NO.1 in R&D capability in China's automotive industry. Chang'an Automobile has launched a series of classic products including RAETON series, CS series, EADO series and ect. and sales for many years in the forefront of the industry, is one of the four major groups of Chinese auto companies.

2018年, 长安汽车发起“第三次创业——创新创业计划”, 致力于实现向智能出行科技公司的转型。以打造世界一流汽车企业为目标, 以创新为驱动, 将效率打造成为组织核心竞争力, 着力推动四大转型, 三大创新, 将长安汽车打造成为具有国际竞争力的中国品牌。

In 2018, Chang'an unveiled The Third Breakthrough-Innovation and Business Venture Program, with an aim to build a global leading automobile company. With this blueprint, Chang'an is committed to transforming itself into a leading technology company offering smart mobility solutions and services. The program expects to drive growth by innovation, enhance efficiency as the core competitiveness in organization, transform the company in four key areas and boost innovation in three fields.

资产总额 Total assets

**1753.54**

亿元

175.354 billion yuan

销售汽车 Sales car

**213.8**

万辆

21.38 million yuan

营业收入 Operating income

**1711.92**

亿元

171.192 billion yuan

缴纳税额 Pay tax

**129.79**

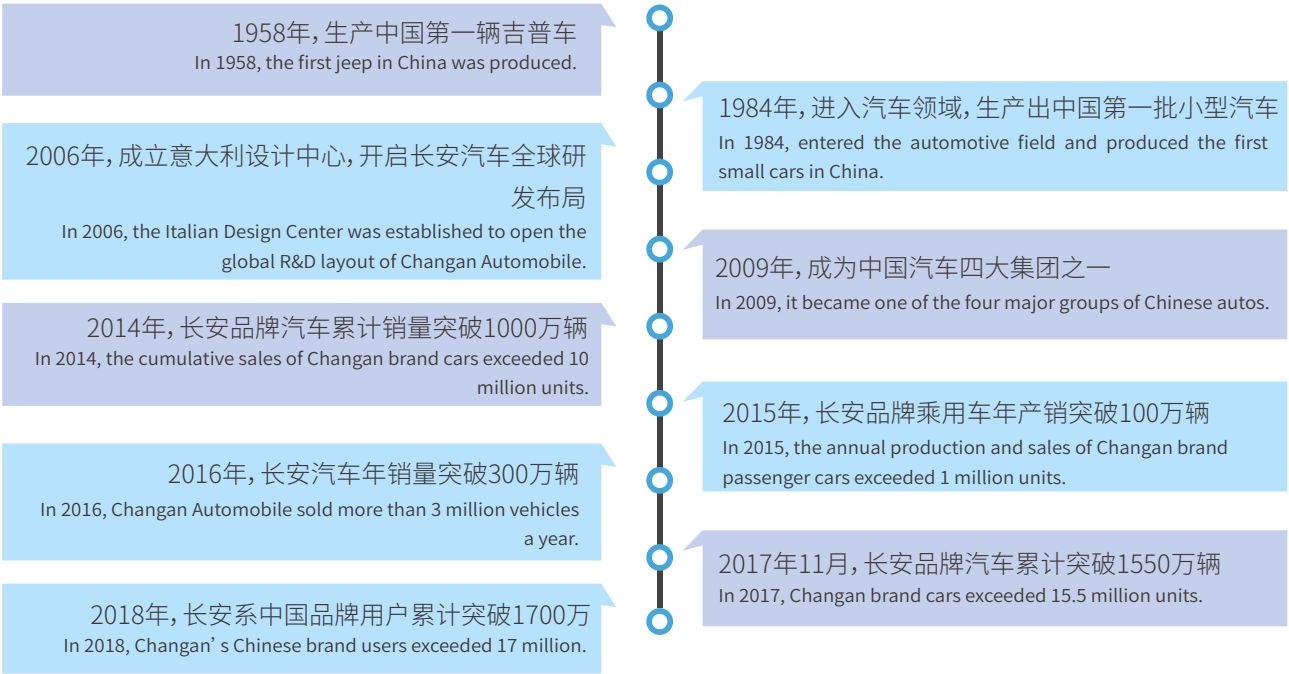
亿元

12.979 billion yuan





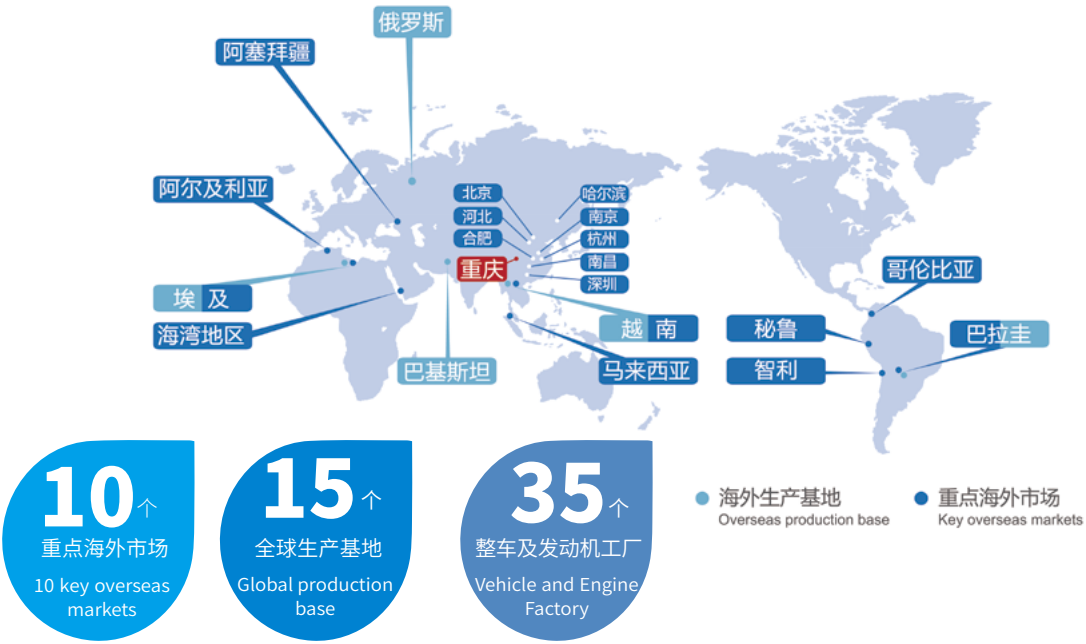
35年造车积累 35 years of car accumulation



产业布局

Industrial layout

长安汽车拥有全球15个基地, 35个整车及发动机工厂, 10个重点海外市场。  
Changan Automobile has 15 bases worldwide, 35 complete vehicle and engine factories, and 10 key overseas markets.



公司治理

Corporate governance

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。

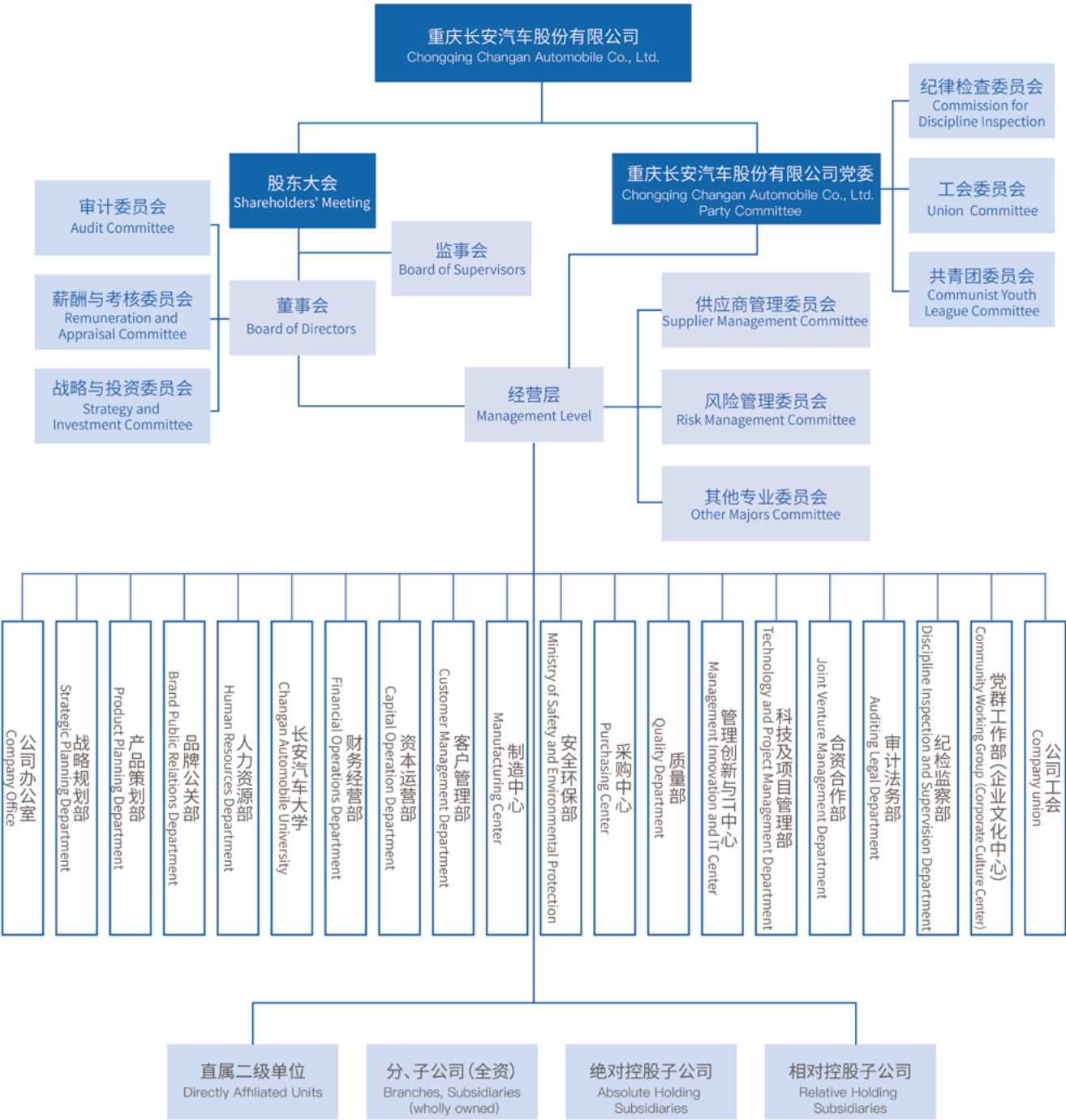
2018年, 先后召开股东大会2次, 董事会会议20次, 监事会会议7次, 共审议通过90项议案, 并通过公司专业委员会、职能部门、二级单位、分子公司、合资企业执行落实。

Changan Automobile has continuously improved its corporate governance structure, with decision-making, supervision and management systems based on the shareholders' meeting, the board of directors, the board of supervisors and the management layer. The operational level has been continuously improved and standardized. In 2018, it held 2 general meeting of shareholders, 20 meetings of the board of directors, and 7 meetings of the board of supervisors. A total of 90 proposals were passed and passed through the company's professional committees, functional departments, secondary units, molecular companies and joint ventures.

董事会 Board of Directors	监事会 Board of Supervisors	经营层 Management Level	党群组织 Party group organization
张宝林 董事长 Zhang Baolin Chairman	严 明 监事会主席 Yan Ming Chairman of the Board of Supervisors	朱华荣 总裁 Zhu Huarong President	朱华荣 党委书记 Zhu Huarong Party Secretary
朱华荣 董事 Zhu Huarong Director	孙大洪 监事 Sun Dahong Supervisor	袁明学 常务副总裁 Yuan Mingxue Managing Vice President	王 俊 党委副书记 工会主席 Wang Jun Deputy Secretary of the Party Committee Chairman of the Labor union
周治平 董事 Zhou Zhiping Director	赵慧侠 监事 Zhao Huixia Supervisor	刘 波 执行副总裁 Liu Bo Executive Vice President	华驊 纪委书记 Huazhanbiao Disciplinary Committee Secretary
张德勇 董事 Tan Xiaogang Director	张安国 职工监事 Zhang Anguo Employee Supervisor	何朝兵 执行副总裁 He Chaobing Executive Vice President	
谭小刚 董事 Tan Xiaogang Director	罗 艳 职工监事 Luo Yan Employee Supervisor	张竞竞 执行副总裁 Zhang Jingjing Executive Vice President	
张东军 董事 Zhang Dongjun Director		李 伟 执行副总裁 Li Wei Executive Vice President	
刘纪鹏 独立董事 Liu Jipeng Independent Director		谭本宏 执行副总裁 Tan Benhong Executive Vice President	
李庆文 独立董事 Li Qingwen Independent Director		刘正均 执行副总裁 Liu Zhengjun Executive Vice President	
谭晓生 独立董事 Tan Xiaosheng Independent Director		张德勇 执行副总裁 Zhang Deyong Executive Vice President	
庞 勇 独立董事 Pang Yong Independent Director		叶 沛 副总裁 Ye Pei Vice President	
陈全世 独立董事 Chen Quanshi Independent Director		赵 非 副总裁 Zhao Fei Vice President	
任晓常 独立董事 Ren Xiaochang Independent Director		陈 伟 副总裁 Chen Wei Vice President	
卫新江 独立董事 Wei Xinjiang Independent Director		李名才 副总裁 Li Mingcai Vice president	
曹兴权 独立董事 Cao Xingquan Independent Director			

组织结构

Organization



企业文化

Company culture

领先文化是长安事业发展的根基、源动力、核心源泉、精神支柱，是长安人的战略共识、目标共识、发展共识，更是长安人对初心的坚守和未来的期望。

Leading culture is the foundation, source of power, core source and spiritual pillar of Changan's career development. It is the strategic consensus, goal consensus and development consensus of Chang'an people. It is also the Changan people's persistence and expectation of the future.





A photograph of a line of red Eado cars driving on a paved road lined with lush green trees. The cars are moving from left to right, with the closest car in sharp focus. The background shows more cars further down the road under a clear blue sky.

Responsibility  
management

# 责任管理

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责任理念 Responsibility concept

责任体系 Responsibility system

责任沟通 Responsibility communication

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## 责任理念

### Responsibility concept

#### 引领汽车文明 造福人类生活

##### Leading automobile civilization to benefit human life

我们致力于向社会做出源源不断的贡献, 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 making a steady stream of contributions to society, inputting long-term and continuous innovation into the industry, and contributing to the creation of a beautiful and free life.



对客户  
To 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, 为客户带来高品质的出行生活。

We insist on customer first, satisfy customers' needs for products and services under different scenarios, and bring high-quality travel life to customers.



对员工  
To 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。

And employees is the value wealth of the company, we encourage and support the improvement of employees' ability, and strive to build a platform of "safety, respect, happiness, creation" and share value.



对合作伙伴  
To partners

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 honesty, equality and win-win, and establish a long-term cooperative partnership of risk sharing, value creation and benefit sharing.



对股东  
To 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、稳定和良好的回报。

We adhere to transparent, efficient, honest and pragmatic operations, pursue sustainable growth in profitability and performance, and provide shareholders with long-term, stable and good returns.



对社会  
To the society

我们致力于做负责任的企业楷模, 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 model, continuously expanding employment, practicing energy conservation and emission reduction, actively promoting green living, and contributing to the development of society, economy and environment.

## 责任体系

### Responsibility system

我们按照《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。

In accordance with the requirements of "Chongqing Changan Automobile Co., Ltd. Social Responsibility Management Procedures", we clarify the contents of corporate social responsibility planning management, execution management and operational evaluation management, and strictly implement the external donation process and information disclosure system to achieve social responsibility. Work standardization and systematization.





我们坚持“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", and the economic, environmental, security, social and other responsibilities throughout the entire business chain of research and development, production, supply, sales, and continuously strengthen the integration of social responsibility and business operations.



责任沟通

Responsibility communication

我们通过在企业官方网站设置社会责任专栏、定期发布社会责任报告、微信微博等多种渠道, 向社会和利益相关方传播责任理念, 以及展示在履行经济责任、环境责任和社会责任方面的进展和成果。

We set up social responsibility columns on the official website of the company, regularly publish social responsibility reports, WeChat Weibo and other channels to disseminate responsibility concepts to society and stakeholders, and demonstrate progress in fulfilling economic responsibility, environmental responsibility and social responsibility. And results.

利益相关方 stakeholder	诉求 Appeal	我们的行动与措施 Our actions and measures
客户 Client	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 Providing a delightful service	顾客驱动的质量管理体系 “客户之声”沟通机制 客户关爱捐助项目 “长安FAN”粉丝圈层 Customer-driven quality management system "voice of the customer" communication mechanism Customer Care Donation Project "Changan" Fan Circle
员工 Staff	获得职业发展 强化管理互动 保障员工权益 工作生活平衡 Get professional development Strengthen management interaction Protect employee rights Work-life balance	职位发展体系、长安汽车大学、员工技能大赛、后干赛马机制 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、敬业度调查、满意度调查 Position Development System, Changan Automobile University, Employee Skills Competition, Post-Running Horse Racing Mechanism Rationalization proposal, communication field Equity incentive mechanism, deferred bonus plan Staff Association Activities, Engagement Survey, Satisfaction Survey
合作伙伴 Partner	共同发展 长期合作 能力帮扶 Develop together Long-term cooperation Ability support	经销商大会、两双营销战略、经销商管委会 供应商大会、阳光采购体系、投诉平台 CA-QIP长安质量改进流程 QCA长安汽车供应商能力体系认证 Dealer Conference, two-pair marketing strategy, dealer management committee Supplier Conference, Sunshine Purchasing System, Complaint Platform CA-QIP Changan Quality Improvement Process QCA Changan Automobile Supplier Capacity System Certification
股东 Shareholders	经营业绩 合规守法 投资项目及收益 Operating results Compliance Investment projects and income	股东大会、年度报告 风险防控管理 投资者关系 Shareholders' meeting, annual report Risk prevention and management Investor Relations
社会 Society	扩大就业 依法纳税 节能环保 公益慈善事业 Expand employment Pay tax according to law Energy saving and environmental protection Charity	第三次创业 可持续发展 香格里拉计划、绿色生产 公益及志愿者活动 Third venture sustainable development Shangri-La plan, green production Public welfare and volunteer activities





# Innovation and development

## 创新发展

自主创新 Independent innovation  
改革发展 Reform and development  
管理提升 Management improvement  
合规经营 Compliance management

长安汽车坚决贯彻创新发展理念, 在新常态中奋发有为, 在转型发展中提质增效, 奋力开创第三次创业新局面。

Changan Automobile firmly implements the concept of innovation and development, strives for excellence in the new normal, improves quality and efficiency in transformation and development, and strives to create a new situation for the third venture.



## 自主创新 Independent innovation

### 第三次创业——创新创业计划

The third breakthrough-innovation and business venture program

我们深刻洞察行业发展趋势，在全面启动“第三次创业——创新创业计划”的基础上，再次审时度势，围绕创新创业、资本运作、品牌建设、前瞻技术四大领域开展战略研讨，优化发展思路与发展目标，制定第三次创业——创新创业计划2.0版。

We have a deep insight into the development trend of the industry. On the basis of launching the “Third Entrepreneurship-Innovation and Entrepreneurship Plan”, we will review the situation and conduct strategic discussions on four areas of innovation and entrepreneurship, capital operation, brand building and forward-looking technology to optimize development ideas. With the development goals, the third venture - the Innovation and Entrepreneurship Plan Version 2.0.

### 新能源“香格里拉”计划

New Energy "Shangri-La" Project

成立新能源科技公司，获战略投资者巨额投资意向。与比亚迪、蔚来等汽车企业战略合作，与高德、华为等科技企业深度融合，与国家电网、特来电联合布局未来充电生态，“香格里拉”联盟初具规模。与重庆两江新区签订战略合作框架协议，打造开放的新能源汽车科技园和产业园。

The establishment of a new energy technology company has received huge investment intentions from strategic investors. Strategic cooperation with BYD, Weilai and other auto companies, deep integration with high-tech, Huawei and other technology companies, and the national grid, special calls to jointly deploy the future charging ecology, "Shangri-La" alliance has begun to take shape. Signed a strategic cooperation framework agreement with Chongqing Liangjiang New District to create an open new energy auto science park and industrial park.

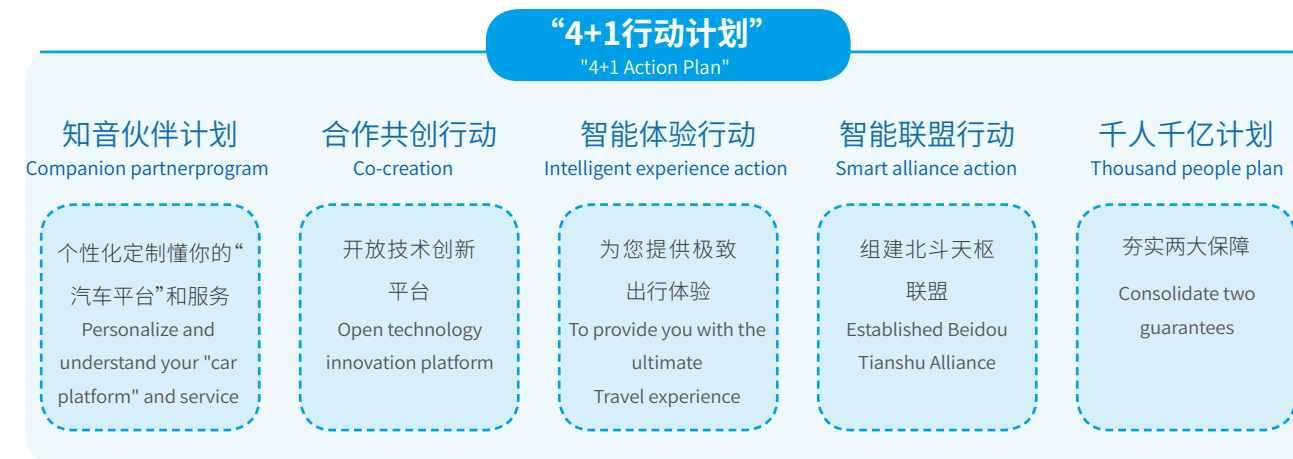


### 智能化“北斗天枢”计划

Intelligentization "Dubhe" plan

我们发布智能化战略——“北斗天枢”计划，致力于从传统的汽车制造企业向智能出行科技公司转型，以“在你身边，相知相伴”为理念，打造车内智能出行伴侣“小安”，为客户提供安心、开心、知心、省心的“四心”智能移动体验，创造美好出行生活。

We released the intelligent strategy - "Dubhe" plan, from the traditional automobile manufacturing enterprise to the intelligent travel technology company, with the concept of "being around you, knowing each other", to create a smart travel assistant "Xiaoan" in the car, To provide customers with safety, happiness, thoughtfulness, convenience, "four functions" intelligent mobile experience, create a beautiful travel life.



### 案例 Case

2018年11月28日，长安汽车技术开放日暨挑战吉尼斯世界纪录™荣誉活动在重庆垫江试验场举办，55辆长安CS55在试验场的高环道路上保持匀速行进，顺利通过全程3.2公里的距离，成功挑战吉尼斯世界纪录™荣誉——“最大规模的自动驾驶车巡游”，长安汽车成为全球首个成功创造该纪录的汽车品牌。

On November 28, 2018, the Changan Automobile Technology Open Day and Challenge Guinness World Records™ honorary event was held at the Chongqing Dianjiang Test Site. 55 Changan CS55s continued to travel at a constant speed on the high-altitude road of the test site, successfully passing the entire 3.2 km. The distance, successfully challenged the Guinness World Record™ honor - "the largest self-driving car parade", Changan Automobile became the world's first car brand to successfully create this record.





研发实力

R & D strength

我们坚持自主研发，每年将销售收入的5%投入到研发，建立全球研发中心，建设全球智慧研发平台，持续打造世界一流的研发实力，支撑长安自主品牌向上发展。

We adhere to independent research and development, invest 5% of sales revenue every year in R&D, establish a global R&D center, build a global smart R&D platform, and continue to build world-class R&D capabilities to support the development of Changan's own brands.



**研发实力行业第一：**国家发改委公布的国家认定企业技术中心2017-2018年评价结果中，长安汽车以96.4分位列全国第三、行业第一，研发实力连续5届10年位居中国汽车行业第一。在中国汽车工程学会科技奖励工作委员会发布的2018年中国汽车工业科学技术奖终评结果中，长安汽车夺得9项大奖，获奖总数排汽车行业第一。

R & D strength industry first: Among the results of the 2017-2018 evaluation of the Nationally Recognized Enterprise Technology Center announced by the National Development and Reform Commission, Changan Automobile ranked third in the country with the highest score in the industry with 96.4 points, and its R&D strength ranked first in the Chinese automotive industry for five consecutive years. In the final evaluation of the 2018 China Automotive Industry Science and Technology Award issued by the China Automotive Engineering Society Science and Technology Awards Working Committee, Changan Automobile won 9 awards, and the total number of awards ranked first in the automotive industry.



**技术创新示范企业：**2018年，获批重庆市年度优秀创新型企业、重庆市智能网联汽车技术创新中心。

Technological innovation model enterprises: In 2018, it was approved as the Chongqing Excellent Innovation Enterprise and Chongqing Intelligent Network Automotive Technology Innovation Center.



**专利申请：**截止2019年1月31日，累计申请国内外专利11187件，其中申请发明专利3263件，专利申请量居国内领先。

Patent application: As of January 31, 2019, a total of 11,187 domestic and foreign patents were applied, including 3,263 invention patents, and the number of patent applications was leading domestically.

品牌向上

Brand construction

我们打造基于战略、基于客户、满足不同细分市场的品牌架构，形成AB汽车（高端品牌）、长安汽车、欧尚汽车和凯程汽车四个独立品牌，推动各品牌业务高质量发展。

We have built a brand structure based on strategy, customer and satisfying different market segments, forming four independent brands of AB Auto (high-end brand), Chang 'an Auto, Oshang Auto and Kaicheng Auto, and promoting high-quality development of the business of each brand.

国家企业技术中心2017-2018年评价结果

序号	国家企业技术中心所在企业名称	地区	评价结果
一、评价为优秀			
1	海尔集团公司	青岛市	97.8
2	南京南瑞集团公司	江苏省	96.9
3	重庆长安汽车股份有限公司	重庆市	96.4
4	中国航天三江集团公司	湖北省	96.3
5	华为技术有限公司	深圳市	96.3
6	株洲中车时代电气股份有限公司	湖南省	94.8
7	上海建工集团股份有限公司	上海市	94.5
8	金发科技股份有限公司	广东省	94.4
9	长城汽车股份有限公司	河北省	93.7
10	烽火通信科技股份有限公司	湖北省	93.7



AB汽车  
AB Car

高端乘用车品牌  
High-end Passenger Car  
Brand

长安汽车  
Changan Automobile

大众化乘用车品牌  
Popular Passenger Car  
Brand

欧尚汽车  
Oushang Automobile

品质可靠、经济实用的  
第二乘用车品牌  
Second Passenger Car  
Brand with Reliable Quality,  
Economical and Practical

凯程汽车  
kaicheng Automobile

短途智慧物流解决方案  
领导者  
Leaders of Short-distance  
Intelligent Logistics  
Solutions

改革发展 Reform and development

高管团队 Top management team

兵器装备集团党组对长安汽车经营班子进行调整、充实、加强，新一届领导班子成员都是从技术研发、生产制造、营销服务一线中多年摸爬滚打成长起来的，在中国汽车行业是非常专业化、年轻化的团体，班子整体活力和战斗力进一步增强。

The leading party group of Weapons and Equipment Group has enriched and strengthened Chang 'an Auto's management team. The members of the new leadership team have all grown up from the frontline of technology research and development, production and manufacturing, and marketing services for many years. It is a very professional and younger team in China's auto industry. The overall vitality and fighting capacity of the team have been further enhanced.

组织效率 Organizational efficiency

启动组织顶层架构设计，致力构建与战略相匹配的组织体系，坚持“小总部+事业群+共享平台+孵化创新”模式，打造了人力、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。

We started the top-level organizational structure design, committed ourselves to building an organizational system that matches our strategy, adhered to the model of "small headquarters+business groups+shared platform+incubation innovation", and built five shared service platforms of human resources, finance, IT, administration, and the party and the masses, strengthened matrix coordination, and pushed the company's strategic business to the ground.

激励约束 Incentive constraint

构建全面薪酬激励体系，牵引价值创造、价值共享，提升员工感知。坚持效益决定分配，实施人岗匹配，推进项目激励约束。

We have built a comprehensive salary incentive system to promote value creation, value sharing and employee perception. We adhere to the principle that benefits determine distribution, implement personnel-post matching, and promote project incentives and constraints.

结构调整 Structural adjustment

三年累计淘汰21款低竞争力产品，关停并转整车产能140万辆、发动机产能126万台，严格控制库销比。

Over the past three years, a total of 21 low-competitive products have been eliminated, 1.4 million complete vehicles and 1.26 million engines have been shut down and converted, and the ratio of stock to sales has been strictly controlled.

管理提升 Management improvement

高价值车型销售结构占比达  
Sales Structure of  
High-Value Vehicles

55.4%

工具备件库存降低  
Tool spare parts  
inventory reduction

17%

坚持效益是长安的生命力

Priority to efficiency is the vitality of chang 'an

实施经营质量提升项目，强力推进增收、降本、节支、控投、降库工作。优化产品结构，高价值车型销售结构占比达55.4%，同比提升7.7%。推进供应商备库模式、处置呆滞物料等工作，工具备件库存降低17%。

We will implement projects to improve the quality of our operations and vigorously promote the work of increasing income, reducing costs, saving expenses, controlling investment and reducing the stock market. Optimize the product structure, the sales structure of high-value vehicles accounted for 55.4%, up 7.7% year on year. Push forward the supplier's stock-keeping mode and dispose of inactive materials, reducing the stock of tools and spare parts by 17%.

优化流程  
Optimize process

120余个

审批效率提高  
Approval efficiency  
improved

72%

流程移动化率达  
Process Mobility  
Rate Reaches

96.6%

将效率打造为组织核心竞争力

Make efficiency be core competence of organization

开展流程“5/7/10”工程。优化流程120余个，流程月均执行时长大幅度缩短，审批效率提高72%，流程移动化率达96.6%。

完善大数据管理系统。整合内外部系统，实现核心系统全覆盖；完成多个板块指标上线运行，整合E化报表，全面提升数据共享效率。

提升数据运营水平。从“看数据”“信数据”向“用数据”转型，定期发布运营报告。CA-DDM大数据管理系统逐步向合资企业推广，长安福特、长安马自达、江铃控股等已启动运用。

关注员工“软效率”，提高员工的工作积极性、主动性和创造力，激发员工活力和士气，让员工更具拼劲、闯劲，更有成就感。

Carry out the process "5/7/10" project. More than 120 processes were optimized, the average monthly execution time of the processes was greatly shortened, the approval efficiency was increased by 72%, and the process mobility rate reached 96.6%.

Perfect the big data management system. Integrate internal and external systems to achieve full coverage of core systems; Complete the online operation of multiple plate indicators, integrate E-statements, and comprehensively improve the efficiency of data sharing.

Improve the data operation level. From "looking at data", "believing in data" to "using data", operating reports will be issued regularly. Big Data Management System is gradually being promoted to joint ventures, and Chang' an Ford, Chang' an Mazda, Jiangling Holdings and others have been put into operation.

Pay attention to the "soft efficiency" of employees, improve their working enthusiasm, initiative and creativity, stimulate their vitality and morale, and make employees more energetic, aggressive and more fulfilling.



## 合规经营

## Compliance management

### 党建领先

#### Party building takes the lead

长安汽车党委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精神,认真落实新时代党的建设总要求,纵深推进全面从严治党向基层延伸,党建领先战略深入实施,党的建设质量不断提升,为第三次创业和高质量发展提供了坚强保障。

聚焦政治建设,全力配合集团公司政治巡视,进一步增强“四个意识”;聚焦思想文化建设,坚定理想信念,打造突显狼性特征的领先文化;聚焦组织建设,打造坚强战斗堡垒,造就高素质干部人才队伍;聚焦作风纪律建设,强化监督执纪问责,廉洁从业生态持续营造;加强党对群团工作的领导,发挥好桥梁纽带作用,建设幸福美好长安。

Under the guidance of Xi Jinping's socialism with Chinese characteristics in the new era, the party Committee of Chang 'an automobile fully implements the spirits of the 19th National Congress of the Communist Party of China, earnestly implements the general requirements of the party's construction in the new era, promotes in depth the extension of all-round and strict party management to the grassroots level, implements in depth the leading strategy of the party construction, continuously improves the quality of the party's construction, and provides a strong guarantee for the third start-up and high-quality development.

Focus on political construction, fully cooperate with the group company's political tour, and further enhance the "four consciousness"; Focus on ideological and cultural construction, strengthen ideals and beliefs, and create a leading culture that highlights wolf characteristics; Focus on organizational construction, build a strong battleground and train high-quality cadres and talents. Focus on the construction of work style and discipline, strengthen supervision, discipline and accountability, and continuously create a clean working environment. We will strengthen the Party's leadership over the work of mass organizations, play a good role as a bridge and link, and build a happy and beautiful Chang 'an.



### 廉洁从业

#### Honest employment

长安汽车认真落实管党治党政治责任,深入学习贯彻党的十九大精神和上级工作要求,压实党风廉政建设工作责任,加强全面从严治党 and 党内政治生活监督;加强作风建设,严肃查处违反中央八项规定精神问题,持续纠治“四风”,建立作风建设长效机制;加强纪律教育,强化警示教育与日常提醒,开展党风廉政教育月活动,推动全员全价值链廉洁从业;严格监督执纪问责,不断深化廉洁审查,紧盯重点领域开展监察监督,保持惩治腐败高压态势,党风廉政建设和反腐败工作不断向前推进。

Chang 'an Automobile earnestly implements the political responsibility of monitoring the Party, thoroughly studies and implements the spirit of the 19th Congress and the work requirements of higher authorities, compacts the responsibility of building a clean and honest government, and strengthens the supervision of the overall and strict governance of the Party and the political life within the Party. Strengthen the construction of style of work, seriously investigate and deal with spiritual problems violating the eight central regulations, continuously rectify "four ethos" and establish a long-term mechanism for the construction of style of work; Strengthen discipline education, strengthen warning education and daily reminders, carry out the party conduct and clean government



education month activities, and promote the integrity of all employees in the whole value chain. We will strictly supervise and enforce discipline and accountability, continuously deepen integrity checks, strictly enforce discipline and accountability, closely monitor and supervise key areas, maintain a high-pressure situation of punishing corruption, and continuously push forward the construction of a clean and honest government and anti-corruption work.

### 合规守法

#### Compliance

长安汽车坚持“建设法治长安、打造法治央企”,持续建设和完善全面法律风险防控体系,为全球化发展战略提供专业法律支持。推行企业总法律顾问制度,重要决策的法律审核把关率达到100%;完善内控评价和全面风险管理体系,搭建风险分级管理机制、风险信息收集联络机制和风险定期报告机制,公司经营管理进一步规范、科学化、程序化。

Chang 'an Automobile insists on "building Chang 'an under the rule of law and building central enterprises under the rule of law" and continuously builds and improves a comprehensive legal risk prevention and control system to provide professional legal support for the globalization development strategy. The implementation of the enterprise's general legal adviser system, the legal audit check rate of important decisions reached 100%; We will improve the internal control evaluation and comprehensive risk management system, set up a risk classification management mechanism, a risk information collection and liaison mechanism and a risk regular reporting mechanism, and further standardize, scientifically and procedurally manage the company.







# Eco Development

## 绿色发展

绿色采购 Green procurement  
绿色生产 Green production  
绿色产品 Green product

长安汽车坚决贯彻绿色发展理念，积极探索经济效益与环境效益的双赢发展，始终坚持提高资源利用率，采用环保工艺及设备，实施清洁生产和智能制造，减少污染物排放，致力打造资源节约型、环境友好型企业。

Chang'an Automobile resolutely implements the concept of green development, actively explores win-win development of economic benefits and environmental benefits, always insists on improving the utilization rate of resources, adopts environmental protection technologies and equipment, implements clean production and intelligent manufacturing, reduces pollutant emissions, and devotes itself to building a resource-saving and environment-friendly enterprise.



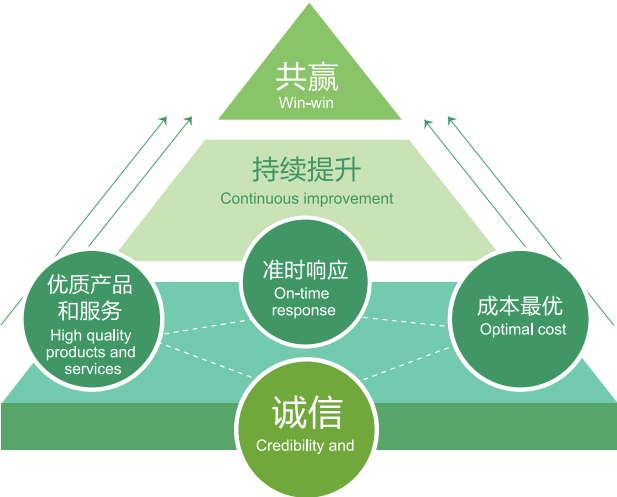
绿色采购 Green purchasing

采购政策方针

Procurement policy guidelines

长安汽车的采购理念以诚信为基石、共赢为目标，重点围绕质量、成本、交付三大核心，以最短时间响应客户需求，为客户提供全生命周期质量最优、成本最低的产品和服务，持续提升供应链管理能力和打造合作共赢的绿色供应链。

Chang 'an Automobile's procurement philosophy is taking honesty as its cornerstone and win-win as its goal. It focuses on the three cores of quality, cost and delivery. It responds to customers' needs in the shortest possible time, provides customers with the best quality and lowest cost products and good services in the whole life cycle, continuously improves the supply chain management capability, and creates a green supply chain with win-win cooperation.



采购管理体系

Procurement management system

长安汽车从与供应商建立战略合作、督促供应商体系认证、加强供应商环境管理、维护改善合作关系以及降低零部件采购成本等六大方面搭建采购管理体系，保障满足企业所需要的货物和服务。

Chang 'an Automobile has set up a purchasing management system from six aspects, including establishing strategic cooperation with suppliers, urging supplier system certification, strengthening supplier environmental management, maintaining and improving cooperation relations, and reducing parts purchasing costs to ensure that goods and services needed by enterprises are met.



供应商战略合作

Supplier strategic cooperation

为促进与供应商的共赢发展，长安汽车与爱信、博世、宝钢、科大讯飞等企业建立了战略合作关系；通过与战略供应商共同开发新技术、共建实验室和技术标准，提升公司核心技术能力。

In order to promote the win-win development with suppliers, Chang 'an Automobile has established strategic cooperation relations with AISIN, Bosch, Baosteel, iFLYTEK and other enterprises. Through joint development of new technologies, joint construction of laboratories and technical standards with strategic suppliers, the company's core technical capabilities will be improved.



供应商体系认证 (QCA)

Supplier system certification (QCA)

长安汽车结合自身特点，建立自主品牌汽车企业供应商能力认证体系 (QCA)，从质量、研发、物流等六个方面对供应商的能力进行认证和提升，确保供应商提供的零部件符合国家环保规定和要求。

Chang 'an Automobile has established a supplier competency certification system (QCA) for its own brand automobile enterprises in combination with its own characteristics, which certifies and improves the supplier's capability from six aspects, including quality, research and development, and logistics, to ensure that the parts provided by the supplier meet the national environmental protection regulations and requirements.



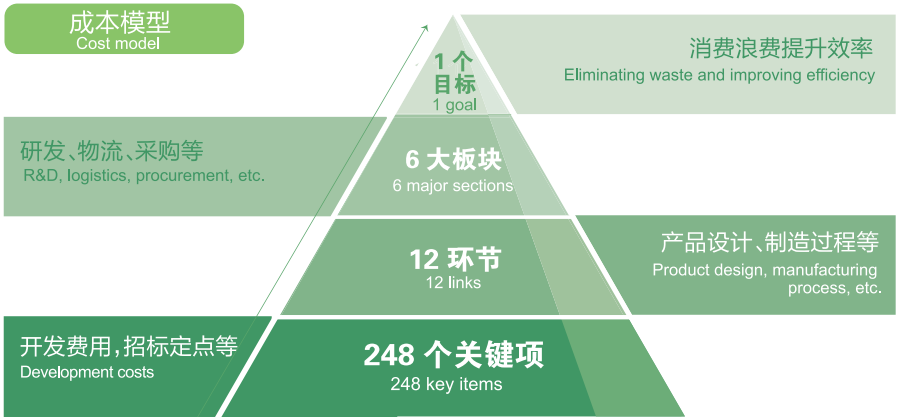


### 零部件成本管理

Cost management of spare parts

以全价值链成本最低为原则，建立了供应商的成本诊断模型，并成立了供应商成本帮扶专家团队，提升一级和关键二级供应商成本管理能力，实现全价值链的的成本最优。

Based on the principle of the lowest cost in the whole value chain, a cost diagnosis model for suppliers is established, and an expert team for supplier cost assistance is set up to enhance the cost management capability of primary and key secondary suppliers so as to achieve the best cost in the whole value chain.



### 供应商环境管理

Environmental management of suppliers

为提高企业的环保意识，鼓励企业改善环境绩效，树立节约能源、可持续发展的思想，长安汽车仅与通过ISO14001环境管理体系认证的供应商实施合作。

In order to improve the environmental awareness of enterprises, encourage enterprises to improve their environmental performance, and establish the idea of energy conservation and sustainable development, Chang 'an Automobile only cooperates with suppliers that have passed ISO14001 environmental management system certification.

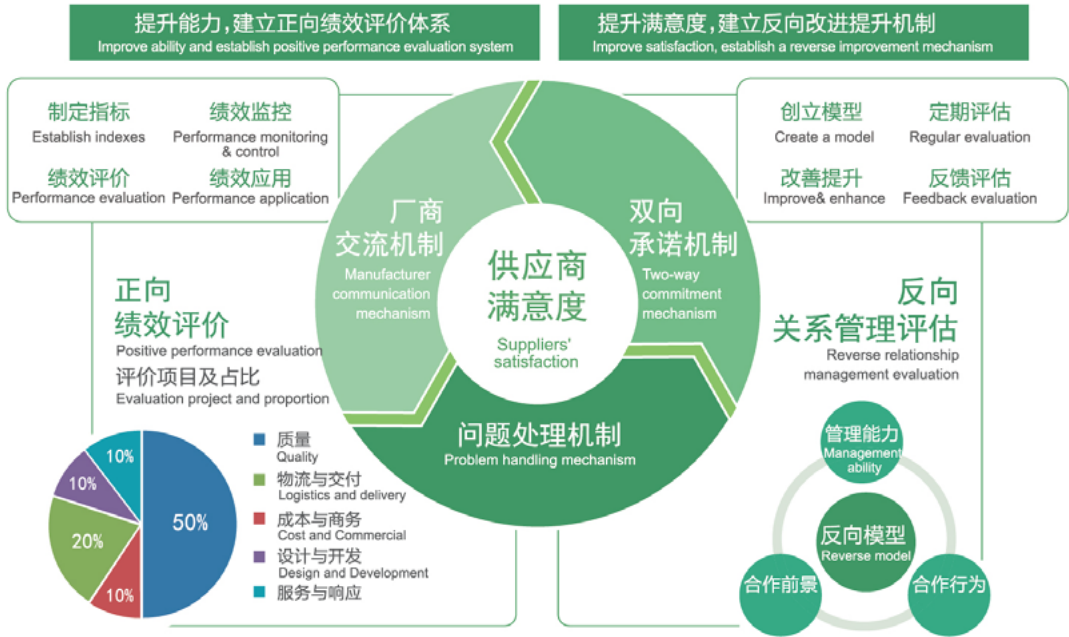
类别 Category	管理要求 Management requirements
准入前商谈 Pre-admission talks	1.获得ISO14001认证, 且在有效期内 1. Obtain ISO14001 certification, and within the validity period 2.获得排污许可证, 且在有效期内 2. Obtain a pollution discharge permit, and within the validity period
新准入供应商 Newly admitted suppliers	ISO14001体系认证作为供应商准入标准中否决项条款 SO14001 System Certification as Denial Clause in Supplier Access Standard
体系内供应商 In-system suppliers	1.已通过ISO14001认证的供应商, 确保证书处于有效期内 1. Suppliers who have Passed ISO14001 certification shall ensure that the certificate is within the validity period 2. 2019年12月1日起长安汽车将对未通过认证或认证失效的供应商, 停止其新品开发资格 2. From December 1, 2019, Chang 'an Automobile will stop the development qualification of new products for suppliers who fail the certification or whose certification is invalid

### 供应商合作关系管理

Supplier cooperation relationship management

为提升合作效率、改善合作关系，长安汽车在传统的单向管理的基础上，建立了自主品牌第一个反向评价体系，提升供应商关系管理能力。

In order to enhance cooperation efficiency and improve cooperation relations, Chang 'an Automobile has established the first reverse evaluation system of its own brand on the basis of traditional one-way management to enhance supplier relationship management capability.

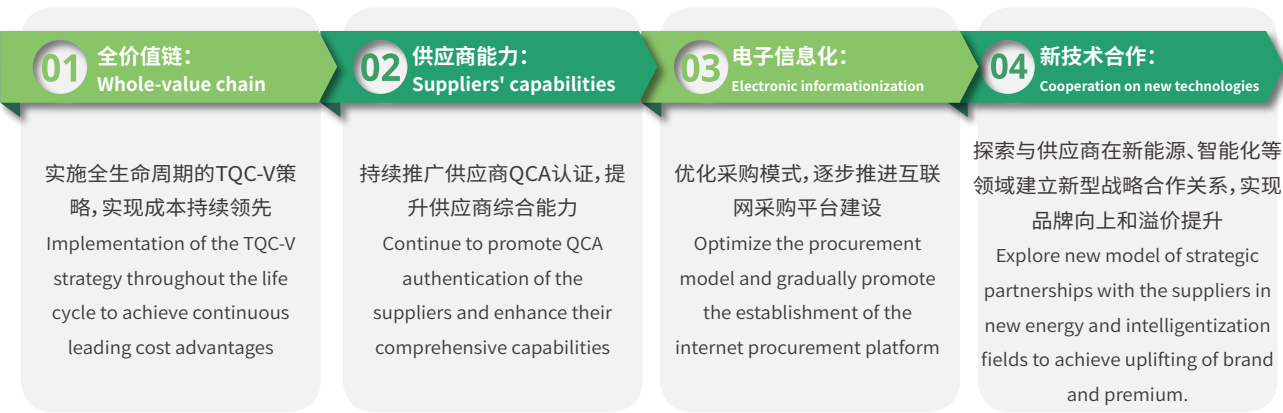


### 未来发展规划

Future development planning

未来，长安将从全价值链、供应商能力、电子化信息、新技术合作四个方面持续优化采购管理，实现全面绿色采购。

In the future, Chang 'an will continue to optimize procurement management from four aspects: full value chain, supplier capability, electronic informatization and new technology cooperation to realize full green procurement.



## 绿色生产

Green production

我们以打造绿色精益制造标杆工厂为目标，建立方针展开、标准化工作、目视化管理、过程确认、持续改进、时间数据管理六大一致性流程以及QOS、DOS、COS、POS、MOS、EOS、SOS七大操作系统，提升精益制造体系的有效性，实现制造全过程高效化、节能化、环保化，建立全球一体化精益制造体系，达到行业先进水平。

With the goal of building a green manufacturing benchmarking factory, we have established six consistent processes of policy deployment, standardization, visual management, process confirmation, continuous improvement, and time data management as well as seven operating systems of QOS, DOS, COS, POS, MOS, EOS, and SOS to enhance the effectiveness of manufacturing system, realize high efficiency, energy conservation, and environmental protection in the whole manufacturing process, and establish a global integrated manufacturing system to reach the advanced level of the industry.

### CPS体系 CPS system



消除一切浪费 Eliminate all waste

精益方法 & 工具 Lean methods & tools

### 案例 Case

乘用车鱼嘴基地是长安汽车高起点规划、高标准设计、以精益制造标杆工厂为目标而打造的全新生产基地，其四大生产工艺在国内自主品牌中首屈一指。

Yuzui Base for Passenger Cars is a brand-new production base built by Chang'an Automobile with high starting point planning, high standard design and the goal of lean manufacturing benchmarking factory. Its four major production processes are second to none among domestic independent brands.

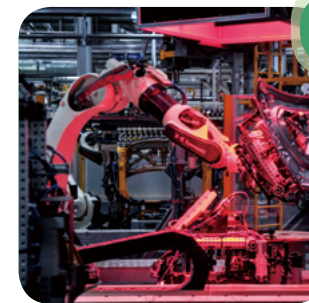
#### 冲压车间 Stamping workshop



采用国内自主研发、制造的压机，拥有2条5序“多连杆机械压机+双臂横杆传输方式”的封闭式高速冲压生产线，智能化程度达到国内一流水平。

It adopts domestic independently developed and manufactured presses, and has 2 closed high-speed stamping production lines with 5 sequences of "multi-link mechanical presses+double-arm crossbar transmission mode", with the intelligence reaching the first-class level in China.

#### 焊接车间 Welding workshop



采用同平台、多车型柔性共线生产，拥有机器人535台，自动化率达92%，属国内一流。

It adopts the same platform and multi-model flexible collinear production, with 535 robots, with an automation rate of 92%, belonging to the first class in China.

#### 涂装车间 Painting workshop



采用的水性漆工艺涂装线、全自动机器人喷涂线、双组份清漆工艺线，均处于国际领先地位。

The water-based coating line, automatic robot coating line and two-component varnish process line adopted are all in the leading position in the world.

#### 总装车间 General assembly workshop



采用国际先进设施设备，运用先进工艺技术，实现了高自动化、高柔性化及深度的人际工程。

With international advanced facilities and equipment and advanced technology, high automation, flexibility and depth of interpersonal engineering have been realized.



## 案例 Case

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,始终坚持以用地集约化、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。

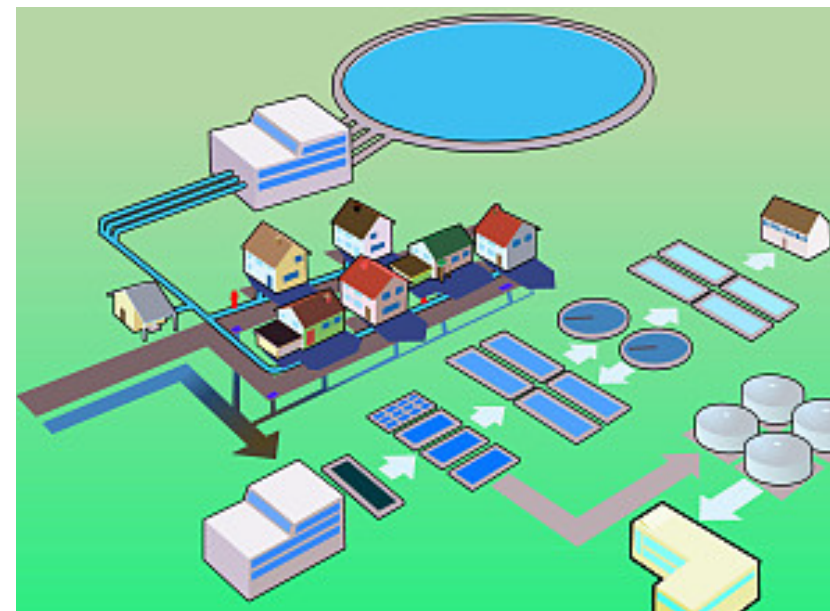
Since its inclusion in the national green factory demonstration list in 2017, Chang'an Auto Yubei Factory has always adhered to the objectives of intensive land use, cleaner production, waste recycling and low-carbon energy, and has become a green benchmark for the auto industry.



## 生产洁净化 Cleaner production

渝北工厂水资源来自市政供水,2018年水资源消耗总量为1682543吨,单车消耗为4.614吨/辆。

The water resources of Yubei factory come from municipal water supply. In 2018, the total consumption of water resources was 1,682,543 tons and that of bicycles was 4.614 tons/vehicle.



废水主要为涂装工艺的生产废水,即脱脂废水、磷化废水、电泳废水以及喷漆处理废水。基地将各类废水分别经污水处理系统进行处理,在废水总排口安装废水流量计及在线监测系统,并与当地环保部门联网,实现总磷、CODcr 等的在线监测,监测达标后排放。

The waste water is mainly the production waste water of painting process, namely degreasing waste water, phosphating waste water, electrophoresis waste water and painting treatment waste water.

The base will treat all kinds of waste water by sewage treatment system respectively,

install waste water flowmeter and online monitoring system at the waste water main discharge port, and connect with local environmental protection department to realize online monitoring of total phosphorus, CODcr, etc., and discharge after the monitoring reaches the standard.



## 用地集约化 Intensive use of land

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》。根据《重庆市工业用地规划导则》都市区内的特色工业园区工业用地产出强度数据应不低于60亿元/km<sup>2</sup>的要求,渝北工厂单位用地面积产值连续三年满足要求并且远超其数倍之多。

Yubei factory covers an area of 750 mu, and the floor area ratio meets the "Control Index of Construction Land for Industrial Projects". According to the "Guidelines for Planning Industrial Land in Chongqing", the output intensity data of industrial land in characteristic industrial parks in metropolitan areas should not be lower than the requirement of 6 billion yuan /km<sup>2</sup>, and the output value of unit land area of Yubei factory has met the requirement for three consecutive years and far exceeded several times.





## 废物资源化 Waste recycling

渝北工厂针对废水、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。

Yubei factory has made remarkable achievements in the treatment and recycling of wastewater, waste gas and waste residue.

### 废水 Waste water

生产、生活产生的各类废水经污水处理系统进行处理回收利用。

All kinds of waste water from production and living are treated and recycled by the sewage treatment system.

### 废气 Exhaust gas

通过源头+末端控制方式,应用水性喷涂+70%大比例循环风工艺,再通过沸石转轮+TAR等设备处理实现VOC降低,并进行余热回收。

Through the source+end control mode, water-based spraying+70% large proportion circulating air process is applied, and then VOC is reduced and waste heat is recovered through zeolite wheel+TAR and other equipment processing.

### 固废 Solid waste

针对危险固废建立了危废暂存库房,按种类进行分类分区存放,交由有资质的公司进行集中处理。针对一般固废进行最大化的资源再循环利用,废钢料、焊料出售给相关企业进行再利用。

For hazardous solid wastes, a temporary storage warehouse for hazardous wastes has been established, which is classified and stored in different areas according to types and handed over to qualified companies for centralized treatment. To maximize the recycling of resources for General solid waste, scrap steel and solder are sold to relevant enterprises for recycling.

工业废水处置率

100%

100% of wastewater treatment reuse rate

VOC排放为

25g/m<sup>2</sup>

VOC emission is 25g/m<sup>2</sup>

工业固体废弃物综合利用率

66.84%

The comprehensive utilization of industrial solid waste reaches 66.84%



## 能源低碳化 Energy low carbonization

渝北工厂通过实施工艺技改、节能措施,来降低工厂运行能耗,减少碳排放量。

Yubei factory has implemented technological innovation and energy saving measures to reduce energy consumption and carbon emissions in the operation of the factory.

### 能源节能管理 Energy conservation management

搭建能源管理系统,分车间级、生产级、区域级布置600余块智能仪表,采集分析能耗、环境排放等异常耗能,通过人员实现能源精益化管控;同时减少抄表人数2人,节约费用16万/年。

Build an energy management system with more than 600 intelligent instruments at workshop level, production level and regional level, collect and analyze abnormal energy consumption such as energy consumption and environmental emission, and realize lean energy management and control through personnel. At the same time, reduce the number of meter readers by 2, saving 160,000/year.

### 节能措施 Energy saving measures

采用中频一体化焊机较传统工频焊机,功率减少20%,焊接时间缩短15%,单点节能32%。

Compared with the traditional power frequency welder, the intermediate frequency integrated welder has the advantages of 20% power reduction, 15% welding time reduction and 32% single-point energy saving.

2018年,渝北工厂单位产品综合能耗

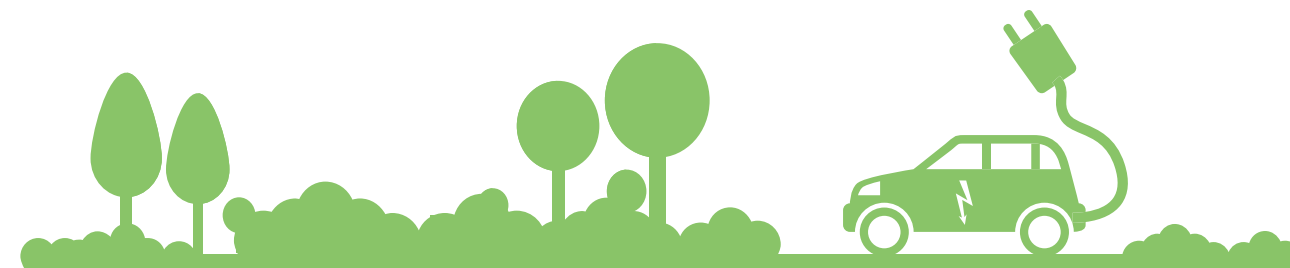
132kgce/辆

In 2018, Yubei Factory's Unit Product Comprehensive Energy Consumption 132kgce/ vehicle

2018年,渝北工厂单位产品碳排放量

484kgCO<sub>2</sub>e/辆

In 2018, Yubei Factory's Carbon Emission Per Unit Product 484kgCO<sub>2</sub>e/ vehicle





## 绿色产品 Green product

### 新能源汽车

#### New energy vehicles

目前已设立重庆、北京两大研发基地及重庆电池系统集成生产基地,形成了重庆、北京、保定、合肥、南京、南昌、深圳等七地新能源汽车整车生产能力,累计推出CS75PHEV、CS15EV、逸动EV460、逸动PHEV、新奔奔EV等26款新能源车型。2018年,长安新能源汽车销售8.68万辆,同比增长42.9%。

At present, Chongqing and Beijing have set up two research and development bases and Chongqing battery system integrated production bases, forming the vehicle production capacity of new energy vehicles in Chongqing, Beijing, Baoding, Hefei, Nanjing, Nanchang, Shenzhen and other seven places. A total of 26 new energy vehicles, including the CS75PHEV, CS15EV, EADO EV460, EADO PHEV, and New Benni EV, have been launched. In 2018, Chang 'an sold 86,800 new energy vehicles, up 42.9% year on year.

#### 逸动EV460

EADO EV460



补贴后售价:¥11.99-12.99万元

电池容量 (kwh) :52.56

电机功率 (kW) :100

综合续航里程 (km) :405

充电时间快/慢充:33min/8h

Price after subsidy:¥ RMB 119,900-129,900

Battery capacity (kwh):52.56

Motor power (kW):100

Comprehensive cruising range (km):405

Fast/slow charging time: 33min/8h

#### CS15EV

CS15EV



补贴后售价:¥8.98-9.88万元

电池容量 (kwh) :49.14

电机功率 (kW) :55

综合续航里程 (km) :351

充电时间快/慢充:0.5h/8.5h

Price after subsidy:¥ RMB 89,800-98,800 yuan

Battery capacity (kwh):49.14

Motor power (kW):55

Comprehensive cruising range (km):351

Fast/slow charging time: 0.5h/8.5h

#### 新奔奔EV360

New Benni EV360



补贴后售价:¥6.48-7.68万元

电池容量 (kwh) :34

电机功率 (kW) :55

综合续航里程 (km) :301

充电时间快/慢充:45min/11h

Price after subsidy:¥ RMB 64,800-76,800 yuan

Battery Capacity (kwh):34

Motor power (kW):55

Comprehensive cruising range (km):301

Fast/slow charging time: 45min/11h

#### CS75PHEV

CS75PHEV



补贴后售价:¥16.58-19.68万元

最大功率 (kw) :255

最大扭矩 (N·m) :605

纯电续航里程 (km) :60

充电时间慢充:4h

Price after subsidy:¥ RMB 165,800-196,800

Maximum power (kw):255

Maximum torque (n.m): 605

Pure electric range (km):60

Charging time slow charging: 4h

#### CS55蓝动版

CS55 Blue Motion Edition



售价:¥8.49-13.39万元

发动机:Blue Core 1.5T VVT DOHC

变速器:爱信6速手自一体变速箱

最大扭矩 (N·m) :225

Price:¥ RMB 84,900-133,900

Engine: Blue Core 1.5T VVT DOHC

Transmission: Aixin 6-speed manual self-integration gearbox

Maximum torque (n.m): 225

智能汽车

Intelligent automobile

长安汽车以国家智能汽车创新发展战略为牵引, 审视技术发展、市场趋势、用户消费习惯, 以智能驾驶、智能网联、智能交互三大领域技术为支撑, 分阶段打造智能汽车平台。

Chang 'an Automobile, guided by the national strategy for the innovation and development of intelligent automobiles, surveys technological development, market trends and consumer habits, and builds an intelligent automobile platform in stages supported by technologies in three major fields: intelligent driving, intelligent Internet connection and intelligent interaction.

智能网联

Intelligent internet connection

率先在国内实现智能人-车-生活功能量产, 以云端为中心, 打通长安、京东、科大讯飞后台建立三端互联, 通过三个语音入口(手机、车机、智能家居)实现人、车、智能家居为一体的智能人车生活体验。

It is the first to realize mass production of smart people-car-life functions in China. It takes the cloud as the center and connects Changan, Jingdong and HKUST's back offices to establish a three-terminal connection. It realizes the life experience of smart people-car and smart home through three voice portals (mobile phone, car machine and smart home).

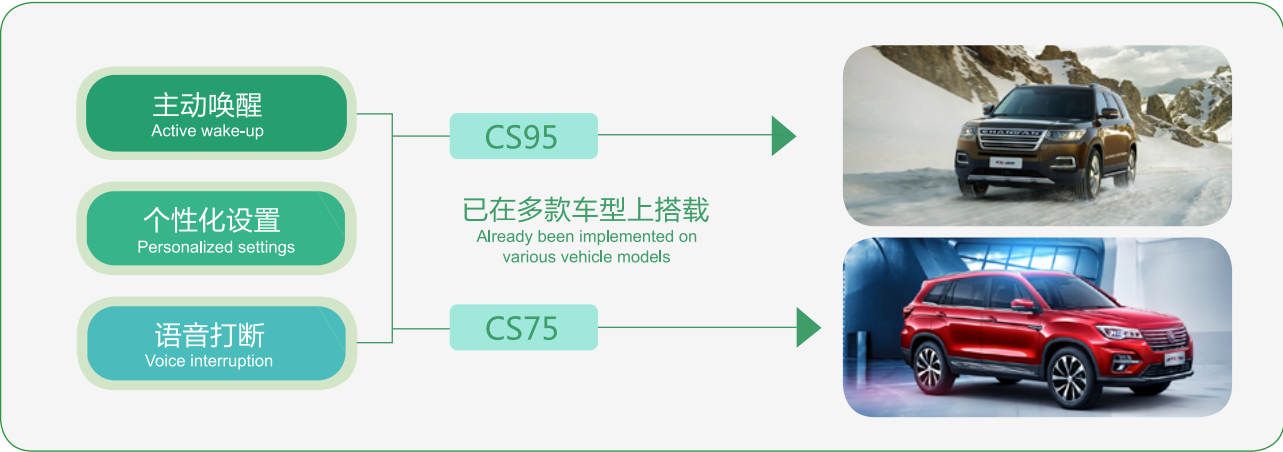


智能交互

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、语音打断、天窗控制等功能, 已在CS95、新CS75等车型上搭载。

China's first intelligent voice 3.0-"Xiao' an" intelligent voice secretary, which realizes functions of active wake-up, personalized setting, voice interruption, skylight control, etc., has been installed on CS95, new CS75 and other models.



智能驾驶

Intelligent driving

L1级驾驶辅助技术已普及应用

已完成全速自适应巡航ACC-SG、自动紧急刹车AEB-C/I/P、前碰撞预警FCW等14项技术首次量产开发, 其中并线辅助LCDA、追尾预警RCW、限速标识识别TSR、自动远光灯FAB、准高清全景、行人自动紧急制动AEB-P等6项技术做到了中国品牌。

L1 level driving assistance technology has been widely applied

14 technologies such as full speed adaptive cruise ACC-SG, automatic emergency brake AEB-C/I/P, and front collision early warning FCW have been developed for the first time in mass production. Six technologies such as parallel auxiliary LCDA, rear collision early warning RCW, speed limit identification TSR, automatic high beam FAB, quasi-high definition panorama, and pedestrian automatic emergency brake AEB-P have achieved Chinese brand.

中国品牌首发 Initial launch of Chinese brand

并线辅助  
Doubling auxiliary

全景辅助系统  
Panoramic auxiliary system

交通标志识别  
Traffic sign recognition

后追尾预警  
Rear-collision warning

自动灯光控制  
Automatic light control

AEB-P  
AEB-P

ACC S&G ( 全速自适应巡航 )  
Full-speed adaptive cruise control

AEB-C/I/P ( 自动紧急制动 )  
Automatic emergency braking

FCW ( 前防撞预警 )  
Front collision warning

L2级自动驾驶技术已实现量产

已完成集成式自适应巡航IACC、全自动泊车APA4.0等PA级自动驾驶关键技术量产开发。其中全自动泊车技术已搭载在新CS75上量产上市、集成式自适应巡航技术已搭载新CS55上量产上市。

L2-level autopilot technology has been mass produced

We have completed the mass production development of key PA automatic driving technologies such as integrated adaptive cruise IACC and fully automatic parking APA4.0. Among them, the fully automatic parking technology has been put on the new CS75 for mass production and the integrated adaptive cruise technology has been put on the new CS55 for mass production.





### L3级有限自动驾驶技术正在快速推进

2018年4月, 长安汽车获取重庆自动驾驶道路测试牌照。预计2020年实现L3级量产车型的规模化搭载应用。

L3-level limited automatic driving technology is advancing rapidly.

In April 2018, Chang 'an Automobile obtained Chongqing Autopilot Road Test Licence. It is expected to realize the large-scale carrying application of L3-class mass production vehicles by 2020.



### L4级自动驾驶技术完成首次示范体验运营

2018年8月23日, 长安汽车实现国内首家成功面向公众开放L4级自动驾驶商用示范体验, 成功展示手机APP预约自动驾驶车辆、V2X智慧交通、远程全自动泊车、市区道路环境L4级自动驾驶、智能家居互联、无线充电等技术。预计到2025年, 实现L4级量产。

L4-level Autopilot Technology Completed First Demonstration Experience Operation

On August 23, 2018, Chang 'an Auto realized the first commercial demonstration experience of L4-level automatic driving successfully opened to the public in China. It successfully demonstrated technologies such as mobile phone APP reservation automatic driving vehicle, V2X intelligent transportation, long-distance full-automatic parking, L4-level automatic driving in urban road environment, smart home interconnection, wireless charging, etc. It is estimated that L4-level mass production will be realized by 2025.



## 共享汽车

### Car-sharing

长安汽车旗下“长安出行”互联网+智能出行平台现已在重庆、南京、合肥、杭州、厦门、泉州等地投入近万台车辆。目前平台上线运营分时租赁、长短租业务。

截止2019年1月, 平台注册用户超过91万人, 预计2019年一季度突破百万用户量。

Chang 'an Auto's "Chang 'an Travel" internet plus Intelligent Travel Platform has now invested nearly 10000 vehicles in Chongqing, Nanjing, Hefei, Hangzhou, Xiamen, Quanzhou and other places.

At present, the platform goes online to operate time-sharing leasing and long-short leasing services.

As of January 2019, the platform has more than 910,000 registered users and is expected to exceed one million users in the first quarter of 2019.







# Win-win development 共赢发展

客户至上 Customer first

关爱员工 Caring for employees

合作共赢 Win-win cooperation

股东权益 Shareholders' equity

长安汽车坚决贯彻共享发展理念，把“价值共创、价值共享”作为企业的基本伦理，努力实现企业和客户、员工、合作方、股东的共同发展。

Chang'an Automobile resolutely implements the concept of shared development, regards "value creation and value sharing" as the basic ethics of the enterprise, and strives to realize the common development of the enterprise and its customers, employees, partners and shareholders.



客户至上 Customer first

我们坚持“以客户为中心,提供极致体验和服务“,嗅觉敏锐,洞察需求,抢抓机会,情系老客户、开发新客户,以高品质的产品和体验、服务,打动客户,让客户认同、喜爱。

We insist on “ taking customers as the center, providing extreme experience and good service", insight into needs, catching opportunities, loving old customers and developing new customers, moving customers with high-quality products, experiences and services, and making customers identify with and love the products.

提供优质产品

Provide high-quality products

**新品投放按期达成。**第二代逸动XT、CS35Plus、CS75PHEV等9个新品按时投产上市。

**Delivery of new products will be completed on schedule.** 9 new products, such as the second-generation EADO XT, CS35Plus and CS75PHEV, were put into production on time.



**产品质量稳步提升。**我们坚持“面向世界一流,打造质量先导型企业”,通过顾客驱动的质量管理体系,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”。

**The product quality has been steadily improved.** We adhere to the principle of " facing the world first class and creating a quality-oriented enterprise". Through a customer-driven quality management system, we continue to practice the quality concept of "continuous improvement, customer satisfaction and pursuit of excellence" and are committed to being a " provider of high-quality products".

质量提升发展历程

Development process of quality improvement



2018年,长安汽车产品实物质量持续提升,达到合资企业平均水平以上,高质量产品提供者形象更加稳固。

(乘用车与欧尚) R/1000@3MIS同比改善37.5%;R/1000@12MIS同比改善23.3%。

In 2018, the physical quality of Chang 'an automobile products continued to improve, reaching above the average level of joint ventures, and the image of high-quality product suppliers became more stable.

( Passenger cars and Auchan) R/1000@3MIS improved 37.5% year on year; R/1000@12MIS improved 23.3% year on year.

案例 Case

2018年9月,全球领先的市场研究机构J.D.Power发布了2018年中国新车质量研究(IQS)报告,其中CS55斩获紧凑型SUV细分市场第一。

In September 2018, J.D.Power, the world's leading market research institution, released the 2018 China new car quality study (IQS) report, in which CS55 won the first place in the compact SUV segment.



提供优质服务

Offering high-quality service

实施差异化服务

Implement differentiated services



乘用车、欧尚客户保持率分别达85.6%、70.7%,提升了客户粘性。  
建立CPS团队,击碎重点投诉问题,客户投诉满意率达88%。

Customer retention rates for passenger cars and Auchan reached 85.6% and 70.7% respectively, increasing customer stickiness.  
The CPS team was established to break down key complaint problems, and the customer complaint satisfaction rate reached 88%.

打造核心客户圈层

Building core customer circle



客户规模达654.1万,活跃数达39.8万。  
实施经纪人计划,提升全价值链客户经营能力。

The number of customers reached 6.541 million and the number of active customers reached 398,000.  
Implement the broker plan to enhance the operating capability of all value chain customers.

开展粉丝狂欢月

Launch fans carnival month



粉丝盛典等关怀活动,吸引活跃会员25.5万人,同比增长264.3%,助推终端销量1.6万辆。

Concern activities such as the Fans Ceremony attracted 255,000 active members, up 264.3% year-on-year, boosting terminal sales of 16,000 vehicles.

关爱员工

Care for employees

我们始终坚持密切联系群众,把员工对美好生活的向往作为奋斗目标,致力于构建“尊重、快乐、创造并分享价值”的平台,营造“公平公正、简单透明、真诚合作”的工作氛围,支持员工不断提升能力。

We always regard employees as the value wealth of the enterprise, take their yearning for a better life as our goal, encourage and support the improvement of employees' abilities, and devote ourselves to building a platform of " safety, respect, happiness and creation" and sharing values.

带动就业发展

Promoting employment development

2018年,长安汽车及下属企业从业人员总数82383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。

In 2018, there were 82,383 employees in Chang 'an Automobile and its subordinate enterprises. A perfect recruitment and employment mechanism was established. The recruitment criteria were open and transparent. The labor contract signing rate reached 100%. There was no use of underage workers. There was no discrimination of sex, nationality or physiology in recruitment and employment.

It is estimated that Chang 'an Auto has driven about 1.5 million people in the upstream and downstream of the industry to find jobs.

长安汽车2018年保障员工权益数据

Chang 'an Auto's Data on Protecting Employees' Rights and Interests in 2018

指标 Indicators	单位 unit	实际情况 Actual situation	备注 Remarks
员工总人数 Total number of employees	人 People	89978	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 jobs	人 People	4799	即新招收员工人数 That is, the number of new employees
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 Number of paid vacation days per capita	天 Day	6.26	按职工实际带薪休假天数计算 According to the actual paid vacation days of employees

关心员工成长

Concern for the development of employees



优化职业发展通道

建立横向七类,纵向22级的职位职级体系。2018年,78人晋升为专家,17人通过高级技师评审;14名操作工人、19名技术管理人员享受公司高管待遇,并成功打造张永忠、刘源、李虎、张传华等国家级技能大师工作室。公司目前共有20个大师工作室,其中国家级4个,省部级7个,市级2个,公司级7个;7名技术工人出国留学。

Optimizing career development channels

The establishment of horizontal seven categories, vertical 22 level position rank system. In 2018, 78 people were promoted to experts and 17 passed the evaluation by senior technicians. 14 operators and 19 technical management personnel enjoy the treatment of senior management of the company, and have successfully built state-level skill master studios such as Zhang Yongzhong, Liu Yuan, Li Hu and Zhang Chuanhua. The company currently has 20 master studios, including 4 at the national level, 7 at the provincial and ministerial levels, 2 at the municipal level and 7 at the company level. Seven skilled workers studying abroad.



搭建全员学习平台

长安汽车大学开发631门培训课程,培养培训师841名,2018年培训16万余人次,持续为打造世界一流汽车企业的愿景提供人力保障。

Building a learning platform for all staff

Chang 'an Automobile University has developed 631 training courses, trained 841 trainers, trained more than 160,000 person-times in 2018, and continuously provided manpower guarantee for the vision of building a world-class automobile enterprise.



举办《打造组织能力的杨三角》大型讲座  
hold a large-scale lecture on " Yang Triangle Building Organizational Capacity"





### 举办技能竞赛

坚持“劳动创造未来，技能成就梦想”，承办“巴渝工匠”杯重庆市新能源汽车维修技能大赛、中国兵器装备集团有限公司“长安汽车”杯汽车装配工大赛，举办长安汽车第十六届技术技能运动会，打造长安工匠队伍，强大中国制造。

#### Hold skills competition

Adhering to the principle of "labor creates the future, skills achieve dreams", hosting the "ba Yu craftsmen" cup Chongqing new energy vehicle maintenance skills competition, the "Chang'an automobile" cup auto assembler competition of China weapons and equipment group co., ltd., and holding the 16th Chang'an automobile technical skills games to build Chang'an craftsmen team and make it strong in China.



## 关心员工生活

Concern for the life of employees



### 服务员工

践行“双关心”，推进工资改革、优化任职资格、培训方式等9项好事、实事项目。开展“五送”活动，慰问员工13.54万人次，为2.4万名员工办理重大疾病互助保障。

#### Service staff

Practise the "double concern", push forward the salary reform, optimize the qualifications, training methods and other nine good and practical projects. The "Five Deliveries" campaign was carried out, offering condolences to 135,400 employees and providing mutual assistance for 24,000 employees in major diseases.



### 服务青年

打造长安青年员工情感关怀生态链，关心青年婚恋交友，举办“三世缘·新长安”长安汽车2018年青年集体婚礼暨江北区第一届职业青年集体婚礼，66对青年新人参加，累计共有625对新人参加；分群体开展30次单身青年联谊活动，共计810名青年参加，成功牵手77对，配对比例达9.5%。

#### Serve the youth

Build an emotional chain of Changan youth employees, care for young people and love friends, hold the "Three Worlds New Chang'an" Changan Automobile 2018 Youth Collective Wedding and the first professional youth collective wedding in Jiangbei District, 66 pairs of young people to participate, cumulative A total of 625 newcomers participated; 30 single youth networking events were organized in groups, with a total of 810 young people participating, and 77 pairs were successfully hand-in-hand, with a pairing ratio of 9.5%.







### 丰富文化生活

开展“长安行天下·明天更美好”——长安汽车第五届职工运动会系列活动；优化调整文体协会组织机构，强化跑步、摄影、太极、心理等20个协会建设；开展了一系列建工会小家活动1018项次，6.95万人次参与，进一步丰富文化生活，激发员工活力。

#### Enrich cultural life

Carry out With Chang' an traveling around the world · tomorrow will be better!"-Chang 'an Auto's 5th Staff Games Series Activities; Optimize and adjust the organizational structure of sports associations, and strengthen the construction of 20 associations such as running, photography, tai chi and psychology. A series of 1,018 small-family activities were carried out with 69,500 people participating, further enriching cultural life and stimulating employee vitality.

## 安全与健康

Safety and health



安全管理 Security management

- **围绕安全履职，落实主体责任。**召开5次安委会会议，研究、部署安全生产有关事项，公司总裁/副总裁与各部门总经理签订安全责任状64份，公司所属单位签订安全责任状1000余份，层层分解，责任到人，严格履职，全年未发生安全主体责任事故。
- **围绕体系建设，强化标准落地执行。**新增4项专项应急预案，修订375个现场处置方案，完善体系运行评价标准，建立安全健康体检表，通过OHSAS18001和 ISO14001体系国家审核。
- **围绕现场安全，强化基层基础管理。**开展应急演练591场，共计61632人/次参加，提升了全员应急能力。
- **围绕源头管控，强化安全防控能力。**发动全员开展岗位危险源全面辨识，梳理岗位危险源48788条，重要危险源4411条，通过分级管理并落实控制措施，确保安全风险有效控制。
- **围绕风险识别，强化隐患排查与治理。**严格依法合规，推进10余个新、改、扩建设项目安全、环保、职业卫生、消防“三同时”评价；公司所属各单位自查并整改20964项安全风险，持续提升风险识别与控制能力。
- **围绕科技兴安，强化安全创新管理。**长安汽车全国各生产基地共建立13个微型消防站，消防管控能力持续得到提升。
- **围绕培训教育，强化全员安全氛围。**开展“职业病防治月”“应急演练月”“安全生产月”“消防安全宣传日”“交通安全宣传日”等各类安全主题活动，普及全员安全常识，提升应急处置能力，强化安全红线意识，全年共计安全培训6184学时、88406人次。

**Carry out the main responsibilities around the safe performance of duties.** Five safety committee meetings were held to study and deploy safety production-related matters. The president/vice president of the company signed 64 safety responsibility certificates with the general managers of various departments, and the subordinate units of the company signed more than 1,000 safety responsibility certificates, which were broken down layer by layer. The responsibilities were transferred to the people, and the duties were strictly performed. No safety principal responsibility accidents occurred throughout the year.

**Around the system construction, strengthen the implementation of standards.** Four special emergency plans were added, 375 on-site disposal plans were revised, system operation evaluation standards were improved, and safety and health examination forms were established, which passed the national review of OHSAS18001 and ISO14001 systems.

**Focus on site safety and strengthen basic management at the grassroots level.** 591 emergency drills were carried out, with 61,632 participants each time, improving the emergency response capability of all personnel.

**Focus on source control and strengthen safety prevention and control capability.** To mobilize all staff to carry out comprehensive identification of post hazard sources, comb 48788 post hazard sources and 4411 important hazard sources, and ensure effective control of safety risks through hierarchical management and implementation of control measures.

**Focus on risk identification and strengthen investigation and management of hidden dangers.** Strictly abide by laws and regulations, and promote the " three simultaneous" evaluation of safety, environmental protection, occupational health and fire protection for more than 10 new, modified and expanded construction projects. All subordinate units of the company have self-checked and rectified 20964 safety risks and continuously improved their risk identification and control capabilities.

**Focusing on the prosperity and safe development of science and technology, strengthening safety innovation management.** A total of 13 mini fire stations have been set up in all production bases of Chang 'an Auto, and the fire control capability has been continuously improved.

**Around the training and education, strengthen the safety atmosphere of all personnel.** Carry out various safety theme activities such as " occupational disease prevention month", " emergency drill month", " safety production month", " fire safety publicity day" and " traffic safety publicity day" to popularize the safety knowledge of all employees, enhance the emergency response capability and strengthen the awareness of safety red line. A total of 6184 hours of safety training and 88406 person-times were provided throughout the year.

职业健康

2018年, 长安汽车保持职业病连续“零”发生, 完成2018年度职业病危害因素1271个点位检测; 组织3681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1176万余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。

Occupational Health

In 2018, Chang 'an Automobile kept the occurrence of occupational diseases " zero" continuously, and completed 1271 point detection of occupational hazard factors in 2018. Organize 3,681 employees exposed to occupational hazards to undergo periodic occupational health examination, with a coverage rate of 100%; More than 11.76 million yuan has been invested in equipping and distributing labor protection articles for employees to ensure their physical health.

指标项 Indicator item	2016年 In 2016	2017年 In 2017	2018年 In 2018
安全生产费用投入 (万元) Investment in production safety expenses (RMB 10,000)	3828	4200	3809
劳动保护经费投入 (万元) Investment in Labor Protection Funds (RMB 10,000)	1379	1577	1176
安全培训人数 (人次) Number of safety trainings (person-times)	76958	98015	88406
职工健康体检覆盖率 Health examination coverage rate of employees	100%	100%	100%

维护员工权益

Safeguarding staff rights and interests



1



民主管理

长安汽车坚持以职工代表大会为基本形式的企业民主管理, 召开5次职工代表大会团 (组) 长联席暨专委会, 审议通过2018年工资专项集体合同、职工工资制度 (试行)、安全生产奖惩管理办法等7项议案, 完成《重庆长安汽车股份有限公司2018工资专项集体合同》《重庆长安股份有限公司集体合同》签订, 职工合法权益切实得到维护, 劳动关系更加和谐稳定。

Democratic management

Chang 'an Automobile insists on democratic management of enterprises in the form of staff and workers' congresses. It has held five joint and special committees of heads of staff and workers' congress groups (groups) to consider and pass seven proposals, including the 2018 special collective wage contract, the staff and workers' wage system (for trial implementation) and the measures for the administration of rewards and punishments for safe production. It has completed the signing of the 2018 special collective wage contract of Chongqing Chang 'an Automobile Co., Ltd. and the Chongqing Chang 'an Co., Ltd. collective contract. The legitimate rights and interests of workers have been effectively safeguarded and the labor relations have become more harmonious and stable.

2



薪酬福利

我们不断建立和完善员工收入与公司业绩、员工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, 2018年共办理11814名员工公积金提取, 465人次生育津贴申报, 44名员工办理特殊疾病的申报工作, 76人异地医保报销等工作, 有效保障了员工权益的实现。

Compensation and benefits

We have continuously established and improved a compensation management mechanism that matches the employee's income with the company's performance, personal performance and ability. Through normal salary growth, annual performance award, profit sharing award, etc., employees can share the company's development results. At the same time, staff welfare programs have been continuously optimized. In 2018, a total of 11,814 employees were allocated provident funds, 465 were declared maternity allowances, 44 were declared for special diseases, and 76 were reimbursed for medical insurance in different places, thus effectively ensuring the realization of staff rights and interests.



## 合作共赢

### Win-win cooperation

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，实现共赢、协同和高效。

We adhere to the principles of honesty, equality and win-win results, and establish a long-term partnership of risk sharing, value creation and benefit sharing to achieve win-win, synergy and efficiency.

### 与供应商共同提升

#### Co-promotion with suppliers

##### 完善供应商及采购供应链管理

着力完善质量管理体系，把提升产品实物质量放在战略层面高度重视，加强对零部件质量的管理工作。积极增进与供应商的互动交流，深化厂商合作关系，有效推动质量管理提升、零部件降本以及资源保障问题。

##### Perfecting supplier and purchasing supply chain management

Efforts should be made to improve the quality management system, attach great importance to improving the physical quality of products at the strategic level, and strengthen the management of parts quality. Actively promote interaction and communication with suppliers, deepen cooperation between manufacturers, and effectively promote quality management improvement, cost reduction of parts and resources guarantee.

##### 维护供应商合法权益

积极推进“公开、公平、公正”阳光采购体系建设，完善供应商合法权益维护的管理机制。

##### Safeguarding the legitimate rights and interests of suppliers

We will actively promote the construction of an "open, fair and just" sunshine procurement system and improve the management mechanism for safeguarding the legitimate rights and interests of suppliers.

1

完善采购信息化平台系统，实现对生产零部件、物资类采购业务流程系统的监控与追溯管理。  
Improve the procurement information platform system to realize the monitoring and traceability management of the production parts and materials procurement business process system.

2

健全供应商投诉问题处理机制，搭建微信投诉平台（供应商qtm），公开供应商投诉电话及邮箱，广泛收集意见，快速响应，维护供应商合法权益。  
Improve the mechanism for handling supplier complaints, set up wechat complaint platform (supplier qtm), open supplier complaint telephone and email, widely collect opinions, quickly respond, and safeguard the legitimate rights and interests of suppliers.

3

实施采购关键业务与廉政内审风险检查机制，实现对生产零部件、物资类采购招标、议价流程风险的季度检查，不断规范采购业务流程。  
Implement the risk inspection mechanism for key procurement businesses and clean and honest internal audit, realize the quarterly inspection of the risks in the bidding and negotiation processes for the production of spare parts and materials, and continuously standardize the procurement business process.



##### 提升供应商能力

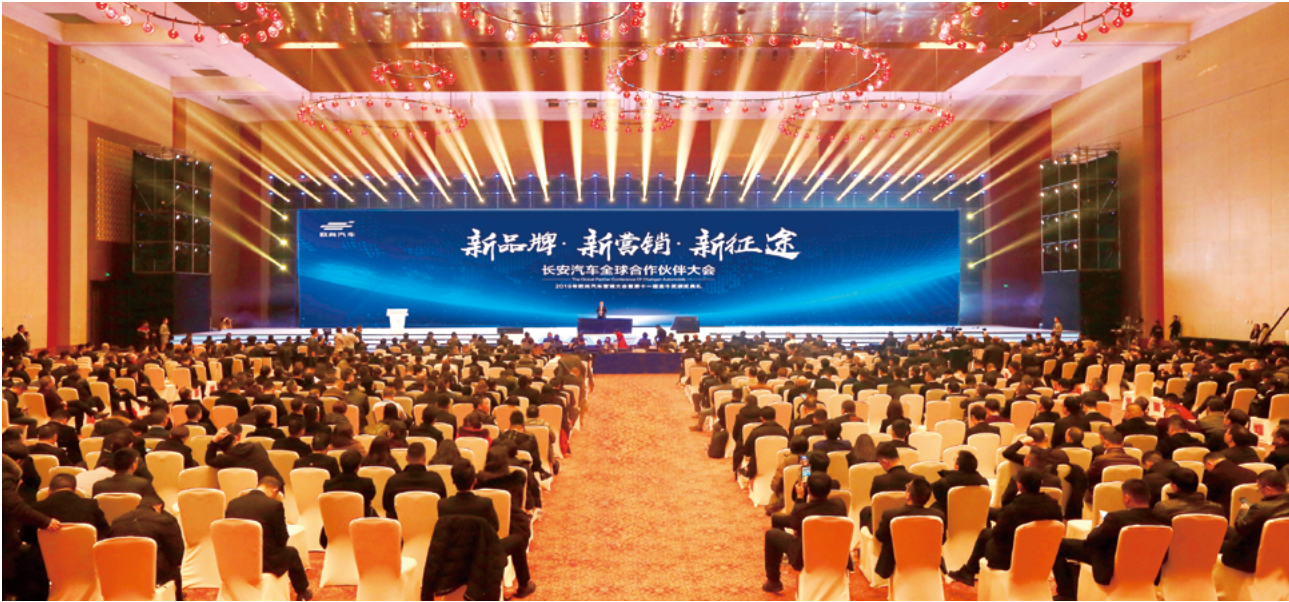
建立供应商质量认证体系，按照“以顾客为关注焦点”的质量管理原则，从体系、业绩、质量控制、满意度等方面对供应商开展辅导和认证，帮扶供应商提升质量管理能力。

##### To improve the capability of suppliers

Establish a supplier quality certification system. According to the quality management principle of "focusing on customers", provide guidance and certification to suppliers in terms of system, performance, quality control, satisfaction, etc. To help suppliers improve their quality management capabilities.

### 与经销商共同发展

#### Develop with distributor



我们坚持共享为基的准则，通过MQOS助推经销商服务经营能力提升，搭建厂商知识共享、经验交流、比学帮超的沟通交流平台。2018年，组织“技赢未来”营销技能大赛，共计3660人参赛；开展经销商岗位认证培训202期，培训4144人次，认证通过4093人次，认证通过率98.79%，提升经销商单店销售能力、单兵作战能力，实现厂商双赢。

We adhere to the principle of sharing as the basis, and use MQOS to promote the service and operation ability of distributors, and build a communication platform for manufacturers to share knowledge, exchange experiences, and help each other better than others. In 2018, organize the marketing skills competition of "technology wins the future", with a total of 3,660 participants. We conducted 202 training sessions on dealer job certification, with 4,144 training sessions and 4,093 certification passes, with a certification pass rate of 98.79%, Thus improving dealer's single-store sales ability and individual combat ability and achieving win-win results for manufacturers.





## 与合作伙伴深化合作

Deepening cooperation with partners

我们秉承“优势互补、共赢发展”的理念，坚持“自主创新”和“合资合作”两条腿走路，不断与合作伙伴深化合作，与合作伙伴共同研究产品与技术，开创合资合作新局面。2018年，正式运行长安福特全国营销服务机构，进一步深化了长安与福特的合作；与马自达合作支持长安马自达开发J59E纯电动车，持续深化双方合作。

We uphold the concept of "complementary advantages and win-win development", adhere to the two legs of "independent innovation" and "joint venture cooperation", continuously deepen cooperation with our partners, jointly study products and technologies with our partners, and create a new situation of joint venture cooperation. In 2018, Chang'an Ford's national marketing service organization was officially put into operation, further deepening the cooperation between Chang'an and Ford. Cooperate with Mazda to support Chang'an Mazda in developing J59E pure electric vehicles and continuously deepen the cooperation between the two sides.

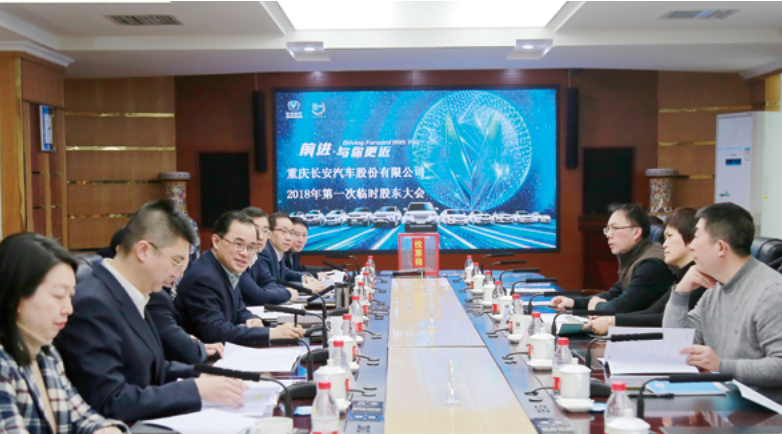


## 股东权益

Shareholders' equity

我们持续提高公司信息披露的及时性、准确性、完整性和透明度，增加主动披露的信息内容，切实保证公司股东特别是中小股东的知情权。

We have continuously improved the timeliness, accuracy, completeness and transparency of the company's information disclosure, increased the content of information voluntarily disclosed, and effectively ensured the right to know of the company's shareholders, especially small and medium shareholders.



长安汽车2018年第一次临时股东大会  
CChang 'an Automobile's First Extraordinary Shareholders' Meeting in 2018

**开展投资者关系管理活动。**2018年，接待投资者实地调研33批次，投资者关系平台收到和有效回复投资者提问以及建议1058条。

**Carry out investor relations management activities.** In 2018, the investor relations platform received and effectively responded to 1,058 questions and suggestions from investors after receiving 33 batches of field research.

**现金分红回报投资者。**截止目前，共实施现金分红19次，累计金额120亿元，派送红股和转增股本5次。

**Cash dividends return investors.** Up to now, a total of 19 cash dividends have been paid, with a cumulative amount of 12 billion yuan, and bonus shares have been distributed and increased 5 Times.

近3年，公司以现金方式累计分配的利润达53.11亿元，分配的现金股利占年均可分配利润的29.34%，为股东提供长期、稳定和良的回报。

In the past three years, the company has accumulated 5.311 billion yuan in cash dividends, accounting for 29.34% of the annual distributable profits, providing long-term, stable and good returns to shareholders.

分红年度 Dividend year	现金分红金额 (含税).亿元 Cash dividend amount (tax included). 100 million yuan	分红年度合并报表中归属 于上市公司股东的净利润 Net profit attributable to shareholders of listed companies in the annual consolidated statement of dividends	占合并报表中归属于上市公 司股东的净利润的比率(%) Percentage of net profit attributable to shareholders of listed companies in the consolidated statement (%)
2018年	0.86	6.81	12.70%
2017年	21.42	71.37	30.01%
2016年	30.83	102.9	29.98%





Social  
welfare

# 社会公益

科技教育 Science and technology education  
绿色环保 Environmental protection  
捐赠扶贫 Donation to help the poor  
马拉松精神 Marathon spirit

长安汽车坚持始终“爱行天下”公益理念，围绕科技教育、绿色环保、爱心捐赠三大主题，持续开展公益活动，履行社会责任，树立企业公民形象。

Chang 'an Automobile adheres to the public welfare concept of "loving the world" all the time. Around the three major themes of science and technology education, green environmental protection and loving donation, Chang 'an Automobile continues to carry out public welfare activities, fulfill its social responsibility and establish the corporate citizenship image.



## 科技教育

### Science and technology education

我们坚持开展“科技体验营”活动，每年邀中小學生、社会公众、行业媒体走进长安汽车品牌体验基地；打造“智慧小镇”，面向公众开放L4级自动驾驶商用示范体验，近距离感受汽车制造的魅力，深入了解、认可以长安汽车为代表的中国制造，传递汽车文明。截止2018年底，累计接待参观者180余万人。

We insist on carrying out "Science and Technology Experience Camp" activities, inviting primary and secondary school students, the public and industry media to enter Chang 'an Automobile Brand Experience Base every year. Build a "smart town" and open L4-class self-driving commercial demonstration experience to the public. Feel the charm of automobile manufacturing in close quarters, deeply understand and recognize the Chinese manufacturing represented by Chang 'an Automobile, and pass on the automobile civilization. By the end of 2018, more than 1.8 million visitors had been received.



## 绿色环保

### Environmental protection

我们坚持开展“益起爱河”水资源保护、植树护绿系列公益行动。

We have persisted in carrying out a series of public welfare actions such as protecting water resources and planting trees to protect the green.



### 案例 Case

#### 情系希望小学 托起孩子们的汽车梦 Love hope primary school supports children's car dream

2018年5月27日至5月29日，长安汽车青年志愿者们，为雅安天全希望小学、崇州何家希望小学的孩子们送去满满的爱心和礼物。期间，向雅安天全希望小学捐赠优质的音响设备，使孩子们课堂教学的硬件设施得到完善；向崇州何家希望小学捐赠长安CX30笼式半剖车身，为孩子们打造一个汽车文化科普教室，托起孩子们心中的汽车梦。

From May 27 to May 29, 2018, the young volunteers of Chang 'an Auto sent full love and gifts to the children of Ya 'an Tianquan Hope Primary School and Chongzhou Hejia Hope Primary School. During this period, high-quality audio equipment was donated to Ya 'an Tianquan Hope Primary School to improve the hardware facilities for children's classroom teaching. Donate Changan CX30 cage-type semi-split car body to Chongzhou He Jia Hope Primary School to build a popular science classroom for children's car culture and hold up the car dream in their hearts.

### 案例 Case

2018年10月13日，长安汽车“益起爱河”水资源保护公益活动再次起航。志愿者在嘉陵江畔和长江岸边清理河道、拾取垃圾，通过自身的行动，感染和呼唤人们对水资源的关注和保护，唤起公众的节水意识，共同致力于保护水生态资源。

On October 13, 2018, Chang 'an Automobile "Yiqi Aihe" water resources protection public welfare activities set sail again. Volunteers clean up rivers and collect garbage on the banks of Jialing River and Yangtze River. Through their own actions, they infect and call people's attention and protection of water resources, arouse the public's awareness of water conservation, and make joint efforts to protect water ecological resources.



## 捐赠扶贫

Donation to help the poor

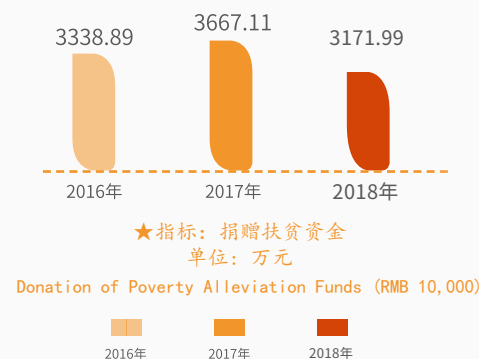
积极响应“十三五”脱贫攻坚号召，切实推进精准扶贫、教育捐赠、公益救济和公共事业建设等工作，共投入资金3171.99万元。

We responded positively to the call of the 13th Five-Year Plan to shake off poverty and effectively promoted the work of precise poverty alleviation, education donation, public welfare relief and public utility construction, with a total investment of 31.7199 million yuan.



**在社会扶贫方面**，长安汽车对云南省泸西、砚山两县精准扶贫，捐赠现金2200万元，并定向招聘在校毕业生；对重庆市彭水县、酉阳县定点扶贫，捐赠现金50万元。长安马自达对泸西县定点扶贫，捐赠现金100万元。

**In the area of social poverty alleviation**, Chang 'an Automobile has made a precise contribution to poverty alleviation in Luxi and Yanshan counties of Yunnan Province, donating 22 million yuan in cash and recruiting graduates. Donation of 500,000 yuan in cash to Pengshui County and Youyang County of Chongqing for targeted poverty alleviation. Changan Mazda donated 1 million yuan in cash to luxi county for targeted poverty alleviation.



**在教育捐赠方面**，长安汽车向雅安天全希望小学、崇州何家希望小学捐赠实物资产3.25万元。长安福特汽车有限公司向北京市西部阳光农村发展基金会捐赠现金328.74万元。

**In terms of educational donations**, Chang 'an Automobile donated 32,500 yuan in kind to Ya 'an Tianquan Hope Primary School and Chongzhou He Jia Hope Primary School. Changan Ford Motor Co., Ltd. donated 3.274 million yuan in cash to Beijing Western Sunshine Rural Development Foundation.



**在公益救济和公共福利事业捐赠方面**，长安汽车向中国汽车产业创新发展联合基金、重庆市残疾人基金会等捐赠现金，共480万元。长安马自达、长安福特马自达发动机有限公司向南京市江宁区慈善总会，共捐赠现金10万元。

**In terms of public welfare relief and donations to public welfare undertakings**, Chang 'an Automobile donated 4.8 million yuan in cash to China's Joint Fund for Innovation and Development of Automobile Industry and Chongqing Disabled Persons Foundation. Changan Mazda and Changan Ford Mazda Engine Co., Ltd. donated 100,000 yuan in cash to Jiangning District Charity Federation of Nanjing City.

## 马拉松精神

Marathon spirit

我们连续多年赞助重庆国际马拉松赛，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，带动用户、合作伙伴，用实实在在的行动，大力弘扬马拉松精神，践行着健康中国的理念，传递着“前进，与你更近”的品牌价值。

We have sponsored the Chongqing International Marathon for many years in a row. We have tightly bound the dynamic and enterprising corporate image with the persistent marathon spirit. The users, employees, partners and other members of Changan Auto's progressive team are carrying out the concept of healthy China and passing on the brand concept of "advancing, getting closer to you" with real actions.







Postscript of  
the report

## 报告后记

企业荣誉 Enterprise honor

展望未来 Looking forward to the future

报告说明 Note to the report

长安汽车坚持始终“爱行天下”公益理念，围绕科技教育、绿色环保、爱心捐赠三大主题，持续开展公益活动，履行社会责任，树立企业公民形象。

Changan Automobile adheres to the charity concept of “Love the World” and focuses on the three major themes of science and technology education, environmental protection and love donation, and continues to carry out public welfare activities, fulfilling social responsibilities and establishing corporate citizenship.



企业荣誉Enterprise honor

长安汽车2018年获得荣誉(部分)

Chang 'an automobile won honor in 2018 (part)

序号	荣誉名称	颁发单位
1	2017年度最受投资者尊重的百强上市公司 Top 100 Listed Companies Most Respected by Investors in 2017	中国上市公司协会 China Association for Public Companies
2	2017年度信息披露考核评级为“A” The information disclosure assessment rating for 2017 is " A"	深圳证券交易所 Shenzhen stock exchange
3	上市公司丰厚回报榜单”前100家(49位) Top 100 Listed Companies (49)	中国上市公司协会、沪深交易所 China Association of Listed Companies, Shanghai and Shenzhen Exchanges
4	国家高技能人才基地 National High-skilled Talents Base	国家人社部、财政部 Ministry of Human Resources and Social Security, Ministry of Finance
5	北京长安获评“全国职工教育培训示范点” Beijing Chang 'an Won the Evaluation of " National Staff Education and Training Demonstration Site"	中华全国总工会 All-China Federation of Trade Unions
6	合肥长安获评“两化融合管理体系” Hefei Chang 'an Wins Evaluation of " Two-cultural Integration Management System"	国家工信部 National Ministry of Industry and Information Technology
7	全国产品和服务质量诚信示范企业 National Product and Service Quality Integrity Demonstration Enterprise	中国质量检验协会 China Association for Quality Inspection
8	2017-2018年度 “中国汽车质量奖.优质售后服务奖” 2017-2018 " China Auto Quality Award. Excellent After-sales Service Award"	中国汽车质量网/中国质检报刊社 China Auto Quality Network/China Quality Inspection Press
9	中国新能源乘用车企业创新TOP6 China's New Energy Passenger Car Enterprises Innovate TOP6	中国汽车企业创新大会 China Auto Enterprise Innovation Conference
10	2013-2018年公益助残先进单位 2013-2018 Advanced Public Welfare Units for Disabled Persons	重庆市残疾人福利基金会 Chongqing Welfare Foundation for the Disabled

11	2018中国年度最佳雇主 China's Best Employer of the Year 2018	智联招聘 Zhaopin
12	中国汽车品牌发展峰会.中国卓越品牌 China Auto Brand Development Summit. Outstanding Brand in China	《中国汽车报》社有限公司 China Automotive News Co., Ltd.
13	55辆长安CS55挑战吉尼斯无人驾驶纪录 55 changan CS55 Challenge Guinness World Record for Unmanned Driving	吉尼斯世界纪录咨询(北京)有限公司 Guinness World Records Consulting (Beijing) Co., Ltd.
14	2018年度国防科技工业企业管理创新成果二等奖 ——《大型汽车企业营销与服务新零售模式的建设》 Second Prize for Management Innovation Achievements of National Defense Science, Technology and Industry Enterprises in 2018 Construction of a New Retail Model for Marketing and Service of Large Automobile Enterprises	中国国防工业企业协会 China National Defense Industry Enterprise Association
15	中国汽车工业科学技术进步奖 ——《汽车双离合自动变速器(DCT)关键技术及产业化》 ——《汽车整车级电磁兼容性分析预测关键技术研究》 ——《新能源汽车功能安全技术开发及应用》 ——《基于能量流分析的整车油耗开发关键技术研究与应用》 ——《汽车结构与动力电池碰撞安全关键技术研究与应用》 ——《长安CX70系列乘用车开发》 ——《长安H15T系列汽油机开发》 ——《环境友好型发动机机加生产线制造开发》 ——《整车电器系统安全性关键技术研究及应用》  China Automotive Industry Science and Technology Progress Award Key Technologies and Industrialization of Dual Clutch Automatic Transmission (DCT) Research on Key Technologies for Analysis and Prediction of Vehicle-level Electromagnetic Compatibility Energy Development and Application of Functional Safety Technology for New Energy Vehicles Research and Application of Key Technologies for Fuel Consumption Development of Vehicle Based on Energy Flow Analysis Research and Application of Key Technologies for Collision Safety between Automobile Structure and Power Battery Development of Changan CX70 Series Passenger Cars Chang 'an H15T Series Gasoline Engine Development Manufacturing and Development of Environmentally Friendly Engine Machining Line Research and Application of Key Technologies for Safety of Vehicle Electrical System	中国汽车工程学会科技奖励工作委员会 Science and Technology Award Committee of China Automotive Engineering Society



16	2018低碳榜样奖 2018 Low Carbon Model Award	中国新闻社/中国新闻周刊 China News Agency/China Newsweek
17	睿骋CC荣获2018年德国埃森红点颁奖 Ruicheng Cc Won 2018 German Essen Red Dot Award	德国设计协会评委会 German Design Association Jury
18	中国智能汽车指数评价中获得评分第一名——长安CS75 China's Smart Car Index Ranks First-Chang 'an CS75	I-VISTA I-VISTA
19	2018年汽车用户满意度测评紧凑型SUV第一名——长安CS55 National High-skilled Talents Base	中国质量协会全国汽车用户满意度测评 (CACSI) China association for quality's National Automobile User Satisfaction Assessment (CACSI)
20	中国生态汽车评价 (C-ECAP) ——长安新CS55 48V蓝动版 China Eco-car Evaluation (C-ECAP)-Changan New CS55 48V Blue Motion Edition	中国汽车技术研究中心 China Automotive Technology Research Center
21	J.D.Power新车质量研究(IQS)紧凑型SUV第一名——长安CS55 J.D.Power New Car Quality Research (IQS) First in Compact Suv-Changan CS55	J.D.Power (君迪) 中国新车质量研究 J.D.Power (jundi) quality research on new cars in China
22	2018续航及经济性能最佳车型——逸动EV460 2018 Model with Best Endurance and Economic Performance-EADOEV460	国际新能源汽车评价大会/中国新能源汽车大赛 International New Energy Vehicle Evaluation Conference/China New Energy Vehicle Competition



展望未来

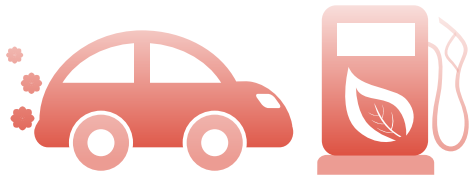
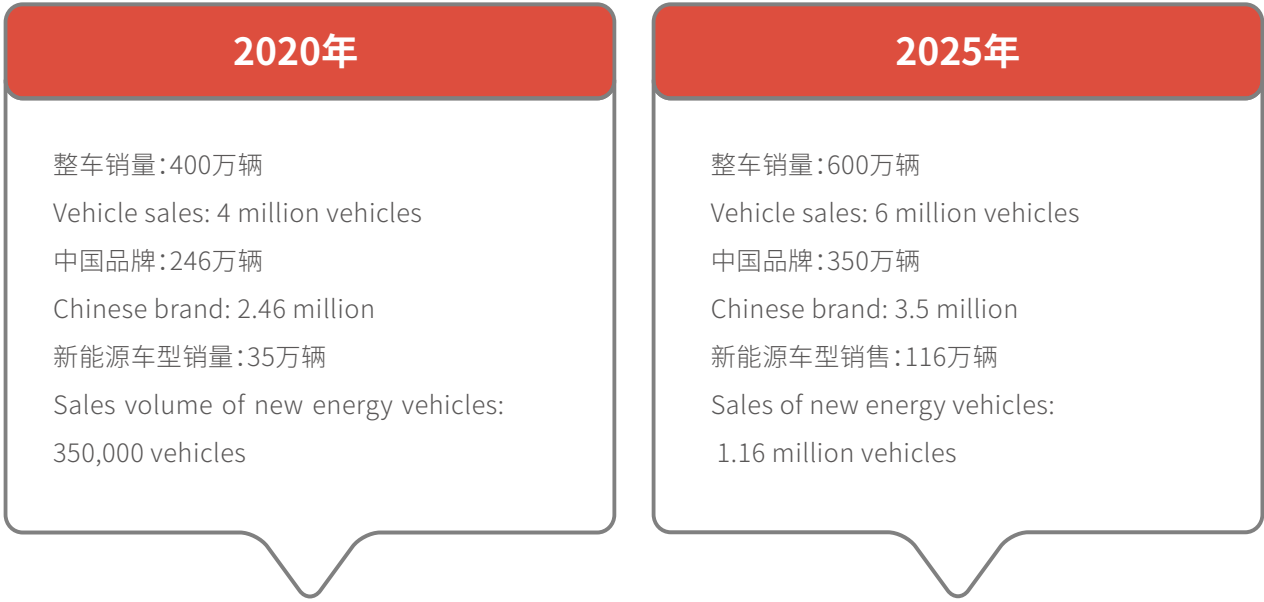
Looking forward to the future

长安汽车将以习近平新时代中国特色社会主义思想 and 党的十九大精神为指导，落实兵器装备集团质量提升“365”登高行动要求，以“深化改革、提升效率、狠抓营销、质量领先”为关键，全力推进第三次创业——创新创业计划，助力公司高质量发展，向世界一流汽车企业坚定迈进，以优异成绩向建国70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！

Chang 'an Automobile will be guided by Xi Jinping's new era of socialism with Chinese characteristics and the Party's 19th spirit, implement the " 365" high-altitude action requirement for quality improvement of the Weapons and Equipment Group, take " deepening reform, improving efficiency, paying close attention to marketing and quality leadership" as the key, and fully push forward the third venture-innovative venture plan to help the company develop with high quality, firmly stride forward to the world's first-class automobile enterprises, and present the 70th anniversary of the founding of the People's Republic with outstanding achievements!

Looking to the future, we are committed to being a responsible enterprise model, making continuous contributions to the society, introducing long-term and continuous innovations to the industry, complying with people's yearning for a better and free travel, providing high-quality travel life based on customers' needs and experiences, and making greater contributions to social, economic and environmental development!





报告说明

Note to the report

《长安汽车2018年社会责任报告》是重庆长安汽车股份有限公司向社会公开发行的第九份社会责任年度报告。报告时间跨度为2018年1月1日至2018年12月31日，部分内容超出上述范围。

**The report states:** "Changan Automobile 2018 Social Responsibility Report" is the ninth annual social responsibility annual report issued by Chongqing Changan Automobile Co., Ltd. to the public. The reporting time span is from January 1, 2018 to December 31, 2018, and some of the content is beyond the above range.

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。

**Contents of the report:** This report truly discloses Chang 'an Automobile's concept, practice and performance in corporate social responsibility management and fulfillment 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 guarantee:** Before the release of this report, all data and contents have passed the examination. The company promises that there are no false records or misleading statements in this report.

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