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Presented by:

**Lifan Industry (Group) Imp. & Exp. Co., Ltd.**

A subsidiary of Lifan Holdings Co., Ltd.





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# Motors from China

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## Industry data:

1. Scale: The second largest automobile production and consumption country in the world.
2. Annual output: Over 7.0 million units (fiscal 2006)
3. National brands: Around 30 brands
4. Category: Sedan, Hatchback, Mini, MPV, SUV etc.

## Advantages:

1. Industrial talents collected
2. Mass of suppliers for technologies and parts
3. Low labor and material costs
4. Acceptable quality and service
5. Competitive prices

## Chapter one: Lifan Holdings Co., Ltd.

**LIFAN**



# Profile

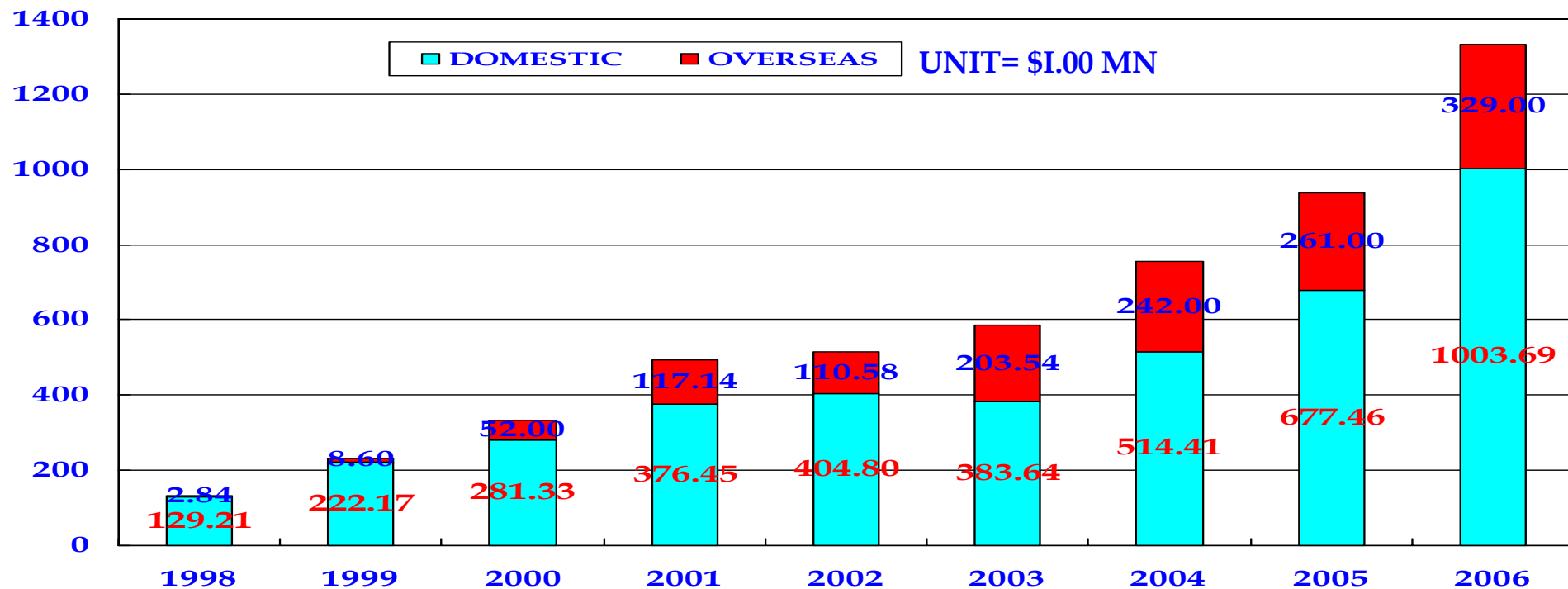
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A leading motorcycle & automobile manufacturer in P.R.China.

1. Started in 1992 by 9 persons with only \$25,000 capital.
2. Grown to 12,000 employees (fiscal 2006) with over \$300,000,000 assets.
3. Output of 2006 (Units) :  
Passenger vehicles: 10,200 / Commercial vehicles: 48,300  
Motorcycle: 1,337,500 / Engine: 2,546,300
4. Revenue : \$1.33 billion (Fiscal 2006)

# Exportation

**No.1** motorcycle products exporter in China for the 7th year till 2006.



# Exportation

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- Totally exported to **147** countries and regions.
- A team of **215** engineers & technicians provides a wide range of technic support and services.

## CKD projects:

- Motorcycle factories in Vietnam & Thailand in production.
- Motors factories in Vietnam in production.
- Motors factories in Russia (sep. 2007), Iran (Nov. 2007) , Egypt (Apr. 2008) and Ukraine (Jun. 2009).



EUROPE	AFRICA	ASIA	OCEANIA	AMERICA
1: Estonia	1: Gambia	1: Georgia	1: Nauru	1: Belize
2: Latvia	2: Guinea Bissau	2: Azerbaijan	2: Wallis & F. (Fr.)	2: Guatemala
3: Lithuania	3: Bulgaria	3: Armenia	3: Samoa	3: Honduras
4: Czech Rep.	4: Sierra Leone	4: Lebanon	4: Tokelau (NZ)	4: El Salvador
5: Slovakia	5: Luxembourg	5: Cyprus	5: Am. Samoa (US)	5: Nicaragua
6: Austria	6: Ghana	6: Israel/Palestine	6: Niue (NZ)	6: Costa Rica
7: Hungary	7: Togo	7: Jordan	7: Pitcairn (UK)	7: Panama
8: Slovenia	8: Benin	8: Kuwait	8: Guyana	8: Guyana
9: Bosnia & H.	9: Eq. Guinea	9: Bahrain	9: Surinam	9: Surinam
10: Croatia	10: Rwanda	10: Qatar	10: Guyana (Fr.)	10: Guyana (Fr.)
11: Yugoslavia	11: Burundi	11: Bangladesh	11: Haiti	11: Haiti
	12: Malawi	12: Brunei	12: Dominican Rep.	12: Dominican Rep.
			13: Porto Rico (US)	13: Porto Rico (US)
			14: Trinidad & Tobago	14: Trinidad & Tobago

# Lifan worldwide

**LIFAN MARKET**  
**LIFAN OFFICE**



# Reputation

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- Listed in *The **10** Most Credible Companies In China* by China Enterprise Confederation & China Enterprise Directors Association.
- Ranked **No.222** in *The 500 Most Valuable Brands in China* by World Davos Economy Forum.

# Awards



# Awards



• Certificate For Product Exemption From Quality Surveillance Inspection awarded by the General Administration of Quality Supervision, Inspection and Quarantine of China in 2004.

# Awards



编号: 04-046-01-240



**中国名牌产品证书**

根据中国名牌战略推进委员会评价结果, 特授予 重庆力帆实业(集团)有限公司 生产的力帆 LIFAN 牌摩托车 (100CC 以上) 为:

**中国名牌产品**

有效期: 二〇〇四年九月至二〇〇七年九月



国家质量监督检验检疫总局  
二〇〇四年九月

- Awarded as one of *the Most Famous Brands* by the General Administration of Quality Supervision, Inspection and Quarantine of China in 2004.

# Innovation

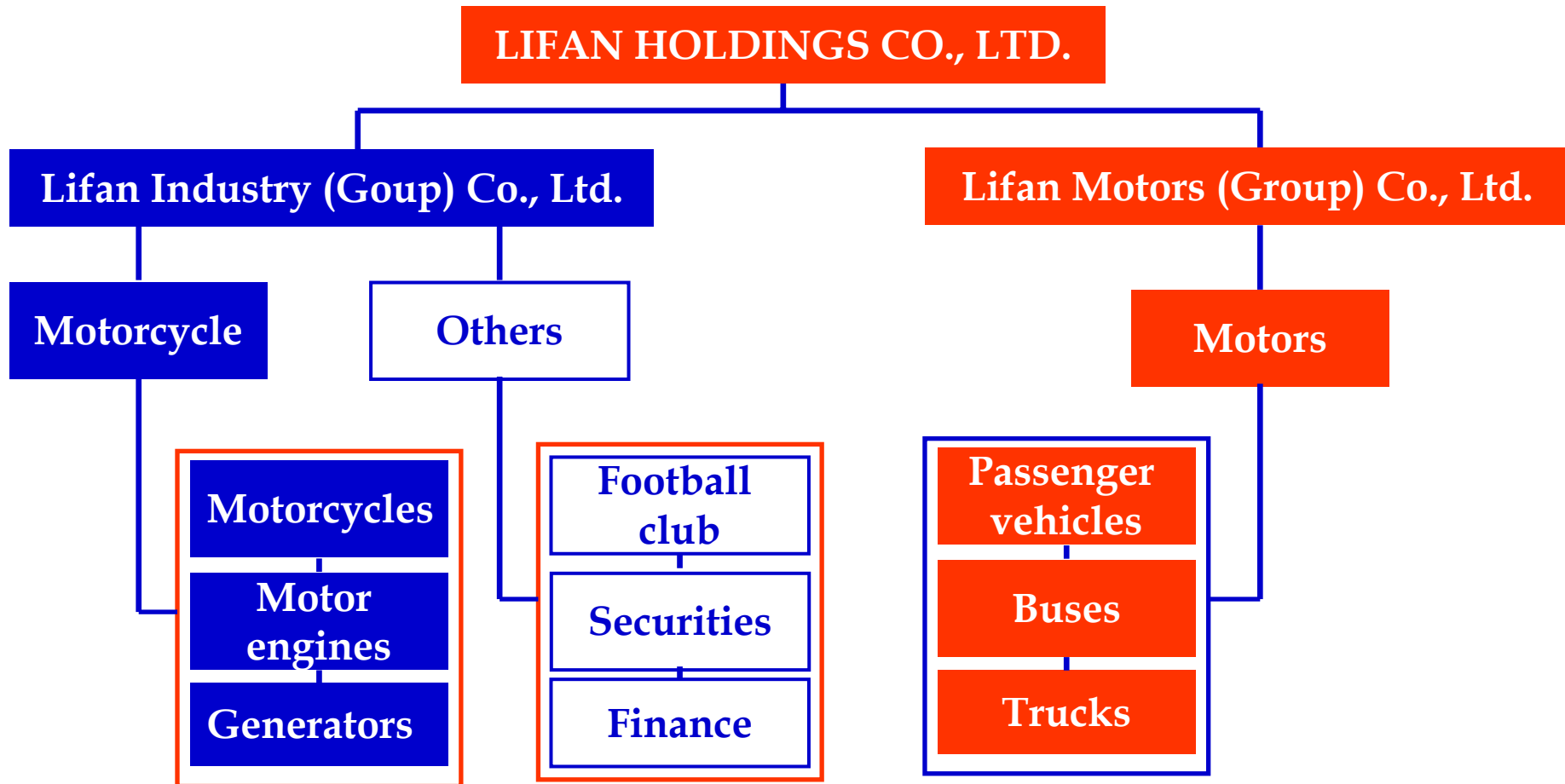
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Over 5% of the total income is invested in technical R & D.



- 427 patents were applied for passenger vehicles till July. 2007.
- 3655 patents were applied for motorcycles till July. 2007.

# Business structure



# Series of Products: passenger vehicles

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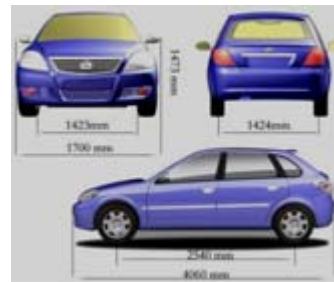


Product range: Sedan, Hatchback, Mini, SUV, MPV.

Core business: Engines, gearbox.

Research and development team: expertises from Chrysler

Annual output: 100,000 units.



# Series of Products: commercial vehicles

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- Exported to over 20 countries
- Seats: From 17 to 34
- Annual output: 10,000 units



# Series of Products: commercial vehicles

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- Exported to 18 countries
- Capacity: from 1.5 tons to 25 tons
- Annual output: 40,000 units



# Series of Products: motorcycles

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- Exported to over 120 countries and regions.
- World market share: Over 5% since 2002.
- Displacement: From 50cc to 600cc
- Diversified product lines: Water cooled, multi-valves



LF150ST-3(EEC)



# Series of Products: engines

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- Exported to over 150 countries and regions

- World market share: Over 10% since 2002.

- Displacement: From 50cc to 600cc

- Diversified product lines: Water cooled, multi-valves



# Series of Products: generators



- Exported to 85 countries.
- Offices in Europe and U.S.A.



# Quality control



  
*Certificate of Quality Management System*  
Registration Number: 04006Q13304ROM

This is to certify that

**CHONGQING LIFAN PASSENGER VEHICLE CO., LTD.**  
No. 1539 Jinkai Avenue Northern New Area, Chongqing, China, 401122

has been assessed and registered against the following quality management standard:  
**ISO9001: 2000**

**CERTIFICATION SCOPE:**  
Development, Manufacture and Service of Passenger Car, Automobile Engine (Petrol Engine) (the National Laws Admits the Scope)

Date: July 21, 2006  
Valid Until: July 20, 2009

This Certificate is Valid When the Company Passed the Annual SURV Audit and Got the Notice of Keeping Certification

Signed and issued by: 

CCIC CONFORMITY ASSESSMENT SERVICES CO., LTD.

ISO 9001:2000  
certified for  
Passenger vehicles  
production in 2006.

# Quality control



**CCC** CERTIFICATE FOR CHINA COMPULSORY PRODUCT CERTIFICATION  
No. : 2005011101162472

NAME AND ADDRESS OF THE APPLICANT  
CHONGQING LIFAN PASSENGER VEHICLE CO., LTD.  
NO. 1539, JINKAI AVENUE, NORTHERN NEW AREA, CHONGQING, CHINA

TRADE MARK: LIFAN

NAME AND ADDRESS OF THE MANUFACTURER  
CHONGQING LIFAN PASSENGER VEHICLE CO., LTD.  
NO. 1539, JINKAI AVENUE, NORTHERN NEW AREA, CHONGQING, CHINA

NAME AND ADDRESS OF THE FACTORY  
CHONGQING LIFAN PASSENGER VEHICLE CO., LTD.  
NO. 1539, JINKAI AVENUE, NORTHERN NEW AREA, CHONGQING, CHINA

NAME, MODEL AND SPECIFICATION  
Passenger car  
LF7160/LF7160L/LF7130/LF7130A/LF7130/CNG/LF7160L1

THE STANDARDS AND TECHNICAL REQUIREMENTS FOR THE PRODUCTS  
CNCA-02C-023-2002/A2

THIS IS TO CERTIFY THAT THE ABOVE MENTIONED PRODUCTS HAVE QUALIFIED FOR THE REQUIREMENTS OF IMPLEMENTATION RULES FOR COMPULSORY CERTIFICATION

ISSUED DATE: Mar. 15, 2007

THE VALIDITY OF THE CERTIFICATE DEPEND ON THE FOLLOW UP INSPECTION BY THE CERTIFICATION BODY AT REGULAR INTERVALS  
(ORIGINAL ISSUED DATE: Oct. 11, 2005)

President:   
Li Huailin

Section 9, No. 188, Nansihuan Xilu, Beijing 100070 P.R. China <http://www.cqc.com.cn>

CCC certified  
for passenger  
vehicles production  
in 2007.

# Quality control



  
Quality Assurance Centre of China Association for Quality  
**CERTIFICATE OF QUALITY MANAGEMENT SYSTEM**  
Certificate No. 00604Q10882R2L

This is to certify that the Quality Management System of  
**Chongqing Lifan Industry (Group) Co., Ltd.**  
Address: No.60, Zhangjiawan, Shangleiao, Shapingba District, Chongqing City, People's Republic of China  
Post Code: 400037  
is in conformity with  
**GB/T 19001-2000 idt ISO 9001:2000**

This certificate is valid to the following scope:  
**Design and Manufacture of Motorcycles, Engines & Spare-Parts  
(Exclusion Item 7.5.2)**

Term of validity of this certificate from: 12th.Nov.2004 to 11th.Nov.2007

Quality Assurance Centre  
of China Association  
for Quality  
(QAC)

Representative:   
Huang Jimfu  
General Manager  
Issue Date: 12th.Nov.2004

  
Registration No. CNAB006-Q

ACCREDITED  
BY MEMBER OF  
THE IAF MLA  
FOR GMS

ISO 9001:2000  
certified for  
motorcycles  
production in 2004.

# Quality control



RDW  
*Centrum voor voertuigtechniek en informatie*

NEderland  
(THE NETHERLANDS)



EEC type-approval certificate

Communication concerning: - TYPE-APPROVAL<sup>(1)</sup>  
- EXTENSION OF TYPE-APPROVAL<sup>(1)</sup>  
- REFUSAL OF TYPE-APPROVAL<sup>(1)</sup>  
- WITHDRAWAL OF TYPE-APPROVAL<sup>(1)</sup>

of a type of vehicle with regard to directive 92/61/EEC as last amended by directive 2000/7/EC.

EEC type-approval number : e4\*92/61\*0223\*00

Heading No	General	Term	Yes	No
<b>1.</b>	<b>General</b>			
1.1	Make: LIFAN, SKYGO, HONLEI, BRANSON	CONF	<input checked="" type="checkbox"/>	<input type="checkbox"/>
1.2	Type (specify any variants or versions): LF100-A Variants: n.a. Versions: LF100-A, SG100-A, HL100-A, BWN100	CONF	<input checked="" type="checkbox"/>	<input type="checkbox"/>
1.3	Name and address of manufacturer: Chongqing Lifan Industry (Group) Co., Ltd. No.60, Zhangjiawan, Shangqiao Shapingba District, Chongqing 400037 P.R. China	CONF	<input checked="" type="checkbox"/>	<input type="checkbox"/>
1.4	Name and address of manufacturer's authorized representative, if any: not applicable	CONF	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Postbus 777  
2700 AT Zoetermeer  
s.c. 0061x

Europaweg 205  
Zoetermeer

Tel+31 79 345 81 43  
Fax+31 79 345 80 33

EEC approved  
for kinds of  
motorcycle  
products.

# Lifan culture

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Three treasures: **Innovation, Exportation, Reputation.**



- A kind leader with loyal employees in a harmonious organization will achieve a huge success.
- Without a famous brand, our products are just like a pile of scrap iron.
- Without improvement in variety and quality, we will be deprived of all income and wealth.

# Culture



- Dared spirit, vigorous to cross over the planet!

- Join *LIFAN*, enjoy life!



# Glory activities

• Being a member of the Glory Projects Promoting committee, Mr. Yin Mingshan is very zealous for education careers.



• From the beginning of Lifan's business, over **6 million** USD was donated on **education**.



# Glory activities



- From 1992 to 2006, over **7 million USD** was donated on social charities.

- **73** glory primary schools were founded by Lifan and another 27 will be built up before 2010. It is a project of over **\$15 million**.



## With the leaders

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- In March of 2004, Mr. Yin Mingshan, Chairman of Lifan, was received by **Hu Jintao**, Chairman of China.

# With the leaders

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- In December of 2005, Premier **Wen Jiabao** highly appraised Lifan 520 sedan at the East Asian Commercial Exhibition held in Malaysia.

# Our contacts

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## **LIFAN INDUSTRY (GROUP) IMP. & EXP. CO., LTD.**

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E-mail: [iec00@lifan.com](mailto:iec00@lifan.com)

[iecauto@lifan.com](mailto:iecauto@lifan.com)

Website: [www.lifan.com](http://www.lifan.com)



**Chapter two: Lifan Passenger Vehicle Co., Ltd.**

# Lifan passenger vehicle co., ltd.

A subsidiary of Lifan Motors (Group) Co., Ltd.



# Profile

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- Establishment: 2000
- Employees: 1506
- Landscale: 200,100 m<sup>2</sup> in use; 466,690 m<sup>2</sup> under construction
- Quality control: ISO9001:2000 & CCC certified
- Annual output: 100,000 units
- Revenue: \$70.90 million (fiscal 2006)
- Overseas market: East Europe, Southeast Asia, South Asia, Central & South America, Africa.

# Milestones

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2000:

- Establishment of the company and the R&D center.

2002:

- Earth-break of LIFAN automobile base.

2004:

- The first LIFAN car came down from the lines.

2006:

- Global launch of LIFAN car 1.6L & 1.3L.

2007 Jan:

- The 10,000th car was sold.

# Production lines

## 1. Punching lines:

- **Line one:** Consisted of one 2000 tons and four of 1000 tons punches with a daily capacity of 300 sets.
- Line two: under construction.



# Production lines

## 2. Welding lines:

- **Line one:** Has totally 13 steps of welding..
- **Line two:** under construction. Robotics will be installed.



# Production lines

## 3. Painting lines:

- **Line one:** Using Toyota nozzles and Kansai paints.
- Line two: under construction.



# Production lines

## 4. Assembly lines:

- **Line one:** Designed by Beijing Automatic Institute, is one of the most advanced assembly lines in China.
- Line two: under construction.



# Testing lines

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Braking system testing

# Testing lines

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Engine & emission testing

# Testing lines

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Raining testing

# Testing lines



Final checking

# R & D center

## Experts

### Dr. Delun Wang

#### Dean of the R & D Center

#### Former technical director of DaimlerChrysler Corporation

#### Expert on engine and transmission

王德伦，男，1954年10月6日

1978年：考人大连理工学院（现大连理工大学）

1982年：在大连理工学院就读硕士、博士，成为该校第一名博士。

1987年：到北京石油化工学院任教

1994年：国家公派到美国密西根大学[University of Michigan]做访问学者，后进入密西根大学吴贤铭先进制造技术中心，后根据吴贤铭先进制造技术中心与克莱斯勒的技术合作协议，作为技术专家组组长进入克莱斯勒，参与2毫米工程研究（2毫米工程最先由美国密西根大学吴贤铭先进制造技术中心发起，并在通用、克莱斯勒等企业资助下，为迅速提高车身产品制造精度而提出的一个完整的尺寸控制体系，2毫米工程在车身制造领域的应用已被认为是汽车制造企业是否在车身尺寸控制方面达到国际先进水平的衡量标准）。后成为克莱斯勒公司质量控制高级工程师。

2003年：响应国家号召回国，到重庆工程学院，从事甲醇发动机研究

2004年至今：重庆力帆汽车集团副总裁，技术研究院汽车分院院长，



# R & D center

## Experts

### Dr. Nanshao Xu

vice dean of the R & D center

Expert on CAD research & development of the automobile and motorcycle industries.

许南绍，男，中共党员，1953年生于上海市

1970~1976	知青	黑龙江生产建设兵团
1977~1980	大学生	大连理工大学机械系，机械制造专业
1980~1983	硕士研究生	大连理工大学机械系
1983~1988	讲师	重庆大学机械系，流体传动与控制教研室
1988~1995	研究所所长 副教授	重庆大学DC数控技术研究所 重庆大学流体传动与控制教研室
1995~1997	访美客座教授	美国密西根大学，先进制造技术研究中心
1998~2002	美国底特律汽车工装公司 顾问教授，研究员	产品设计、分析高级工程师。 汕头大学智能控制技术国家重点实验室
2003~至今	教授	重庆工学院
2004~至今	重庆力帆汽车集团技术研究院汽车分院副院长，	



# R & D center

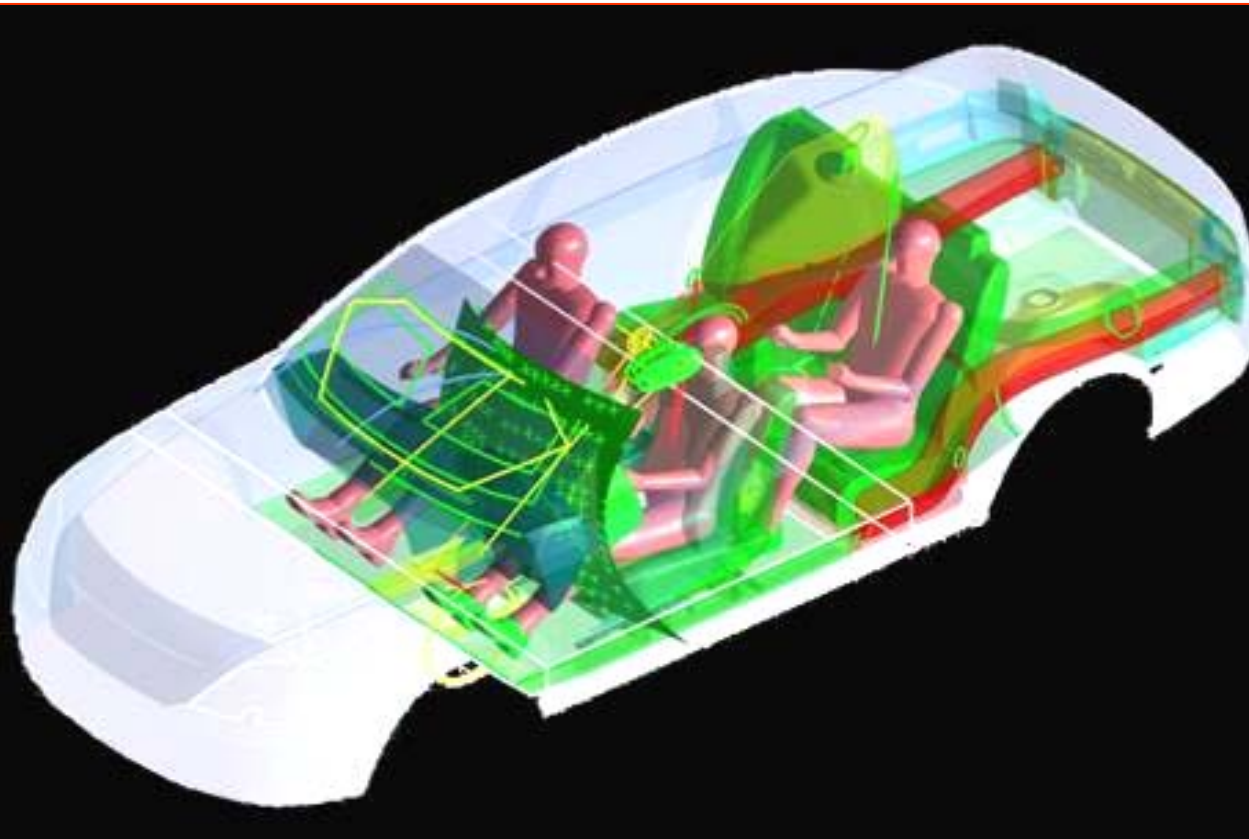
## Capability 1



Fully computer  
assisted  
designing

# R & D center

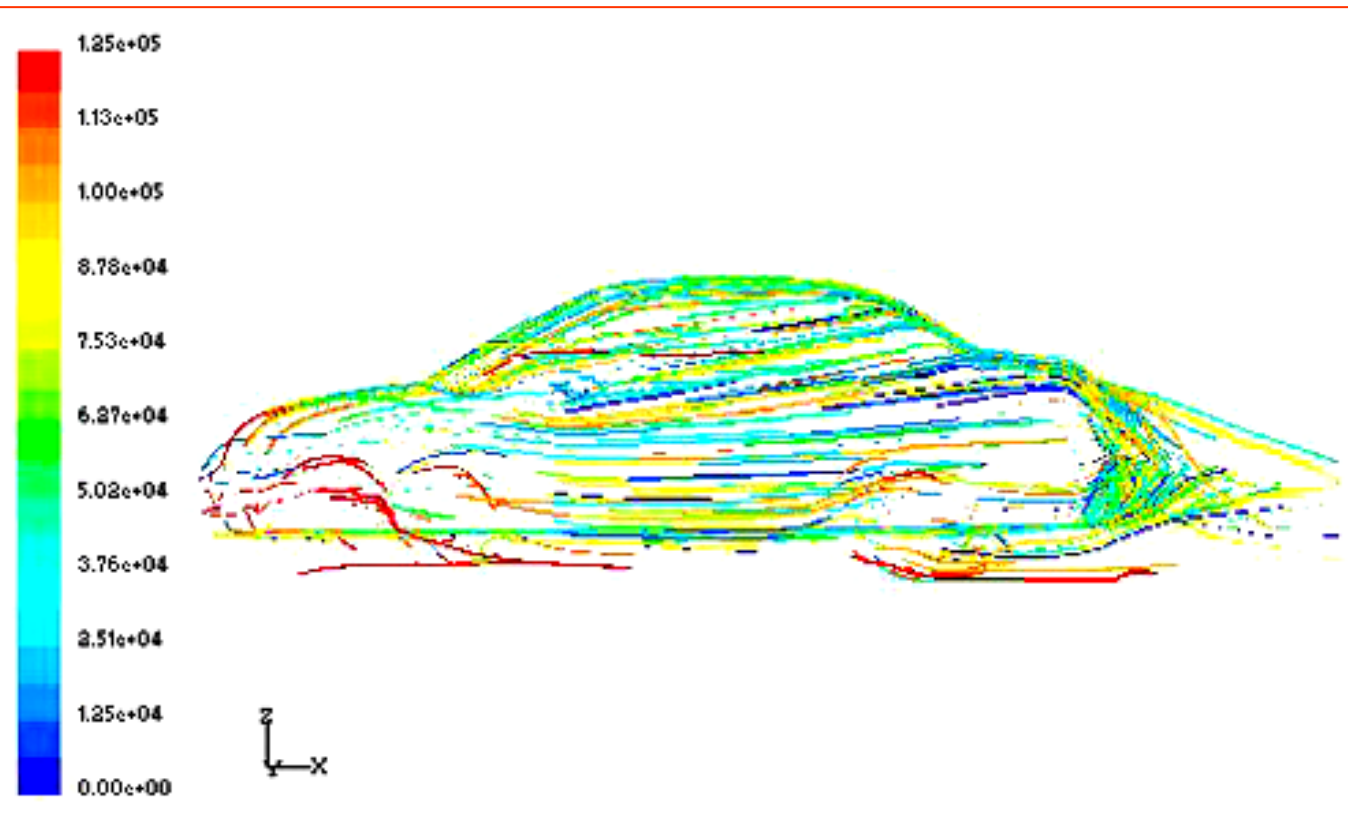
## Capability 2



Fully computer  
assisted  
analyzing

# R & D center

## Capability 3



Assisted  
aerodynamical  
analyzing

# R & D center

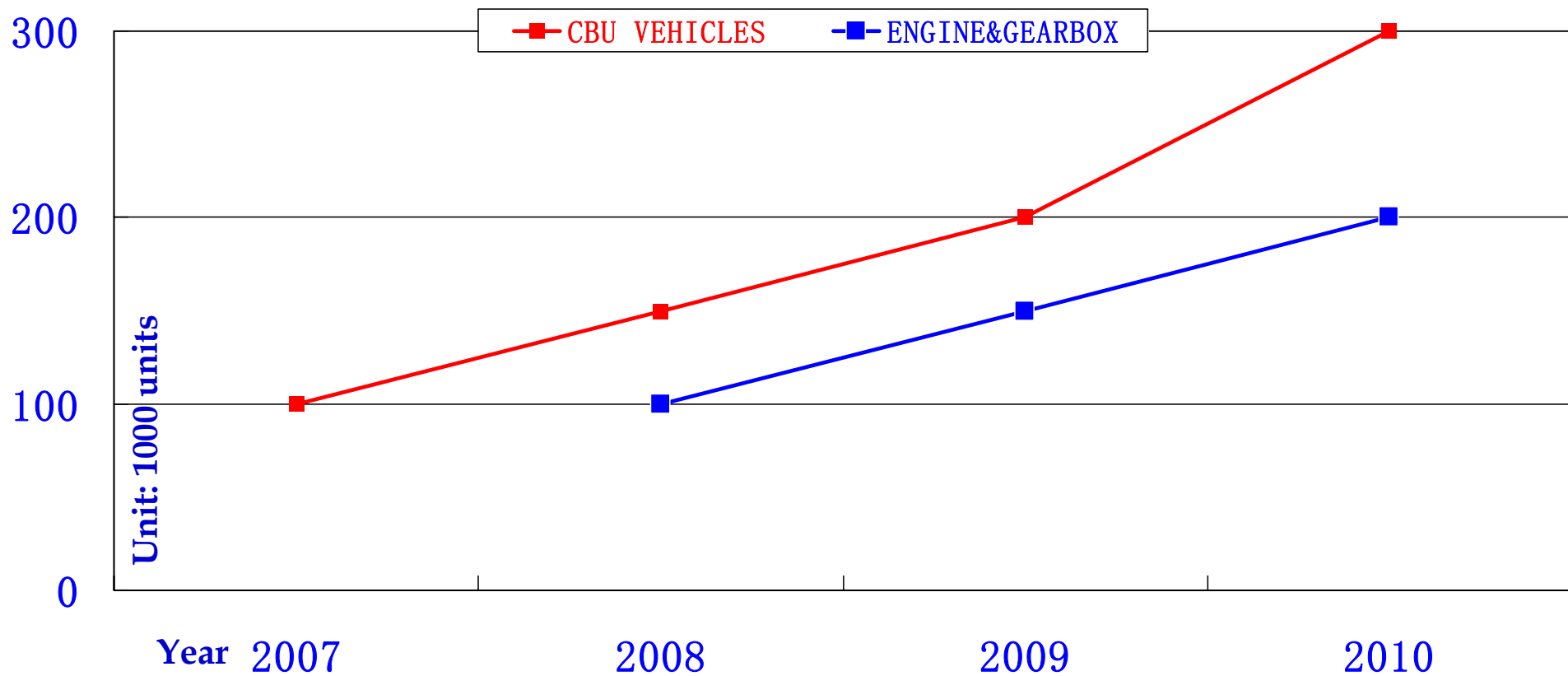
## Capability 4



Advanced die  
developing  
technology.

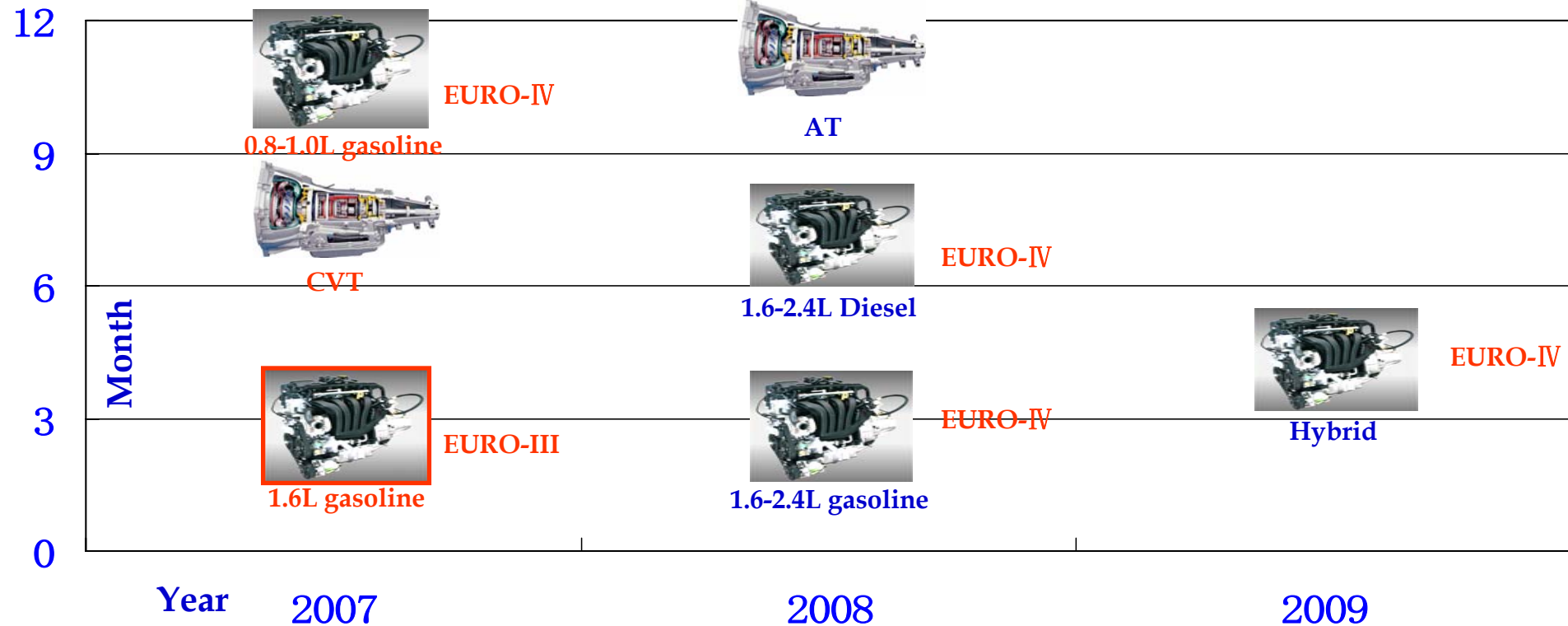
# Schedule

## Production schedule



# Schedule

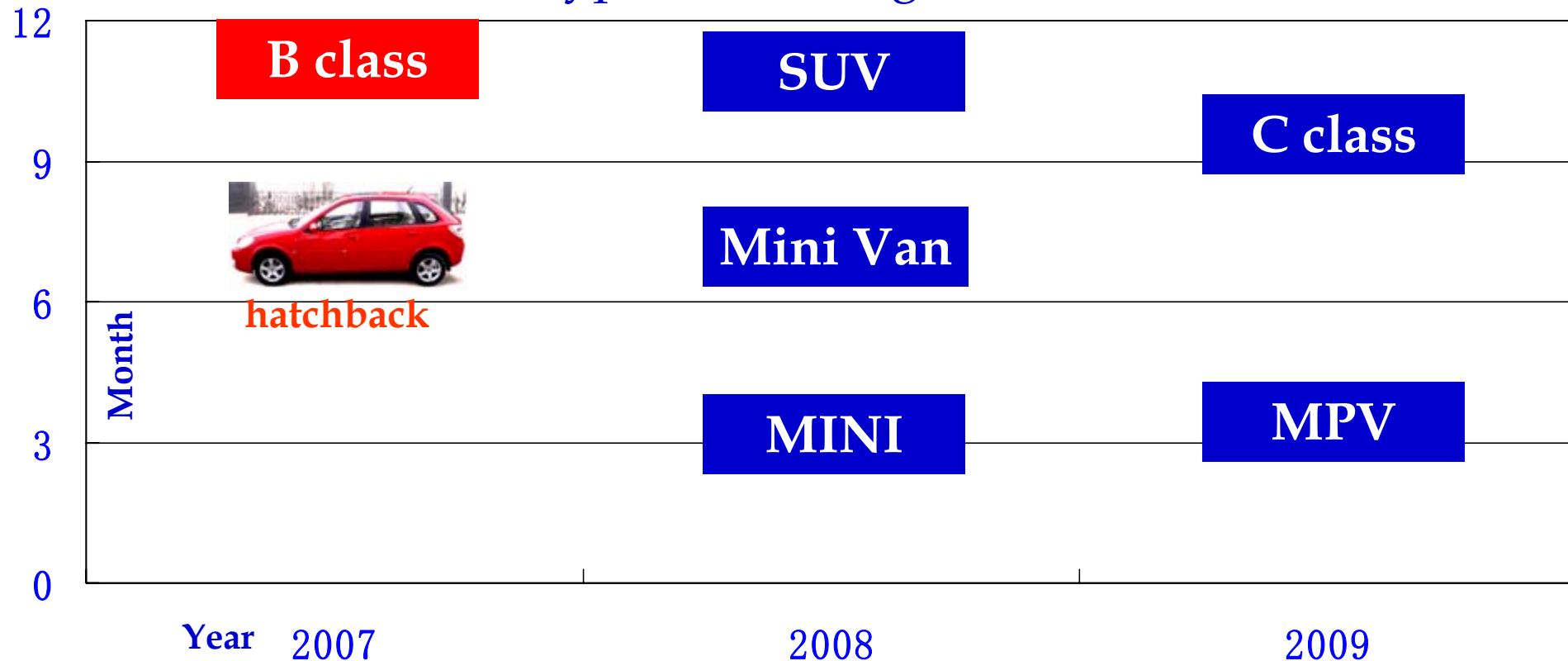
## Engines & gearbox launching schedule



**\*\*CNG modification is available from Jun. 2007.**

# Schedule

## New types launching schedule



**\*\*RHD modification will be available from Oct. 2007.**

## Great events: 4S Stores



Global launch ceremony of LIFAN520 on 19th Jan. 2006.

# Great events: 4S Stores

137 domestic 4S stores were opened before the end of 2006.



# Great events: 4S Stores

The opening ceremony of the **first** overseas 4S store on 19th, Jan, 2006



# Great events: 4S Stores

4S stores were opened in 17 countries till Jun. 2007.



# Great events: Sports

In Sep. 2006, LIFAN 520 1.3L Played **fourth** in the National Auto Rally tournament in Kaiyang stage, Guizhou.



# Great events: Taxi projects



Till Jun. 2007, over  
**10** taxi companies  
are using  
LIFAN520.

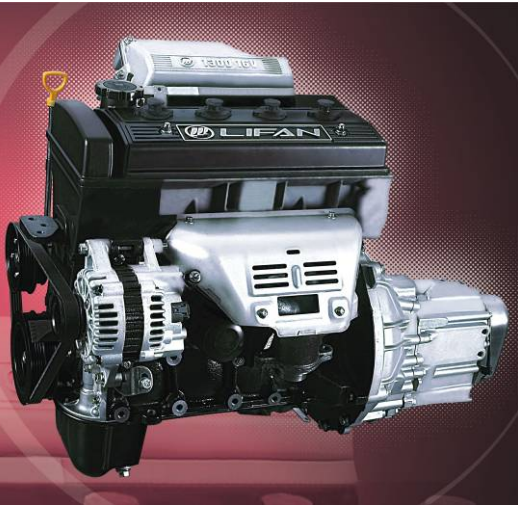
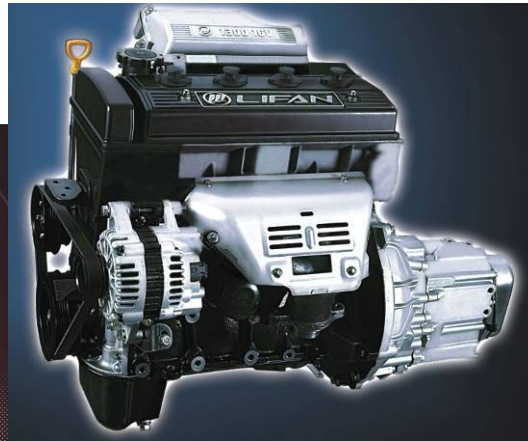
# Highlights of LF520



Engine type	<b>Tritec</b> / F481Q / LF479Q
Cylinder Capacity (L)	<b>1.6</b> / <b>1.6</b> / <b>1.3</b>
Engine power (KW)	85 / 82 / 65
Max torque (N.M)	149 / 135 / 115
Wheelbase (MM)	2540
L×W×L (MM)	4370×1700×1473
Tire size	185/60 R14
Max speed (KM/H)	≤186 / ≤180 / ≤155
Fuel consumption (L/100KM)	5.64 / 7.8 / 6.4

# Highlights of LF520

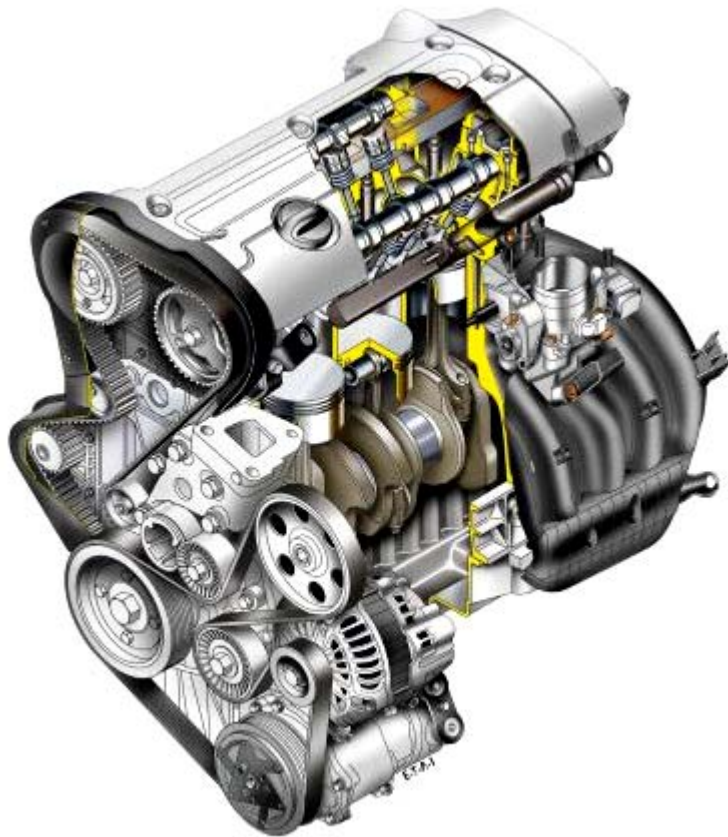
**Tritec**, one of the best engines in the world, gives you the power to explore the planet.



**F481Q & LF479Q**, the self-developed engines by Lifan, also deliver a wild strength to meet your willing.

# Highlights of LF520

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Cooperation between  
**Ricardo and LIFAN** will  
ensure the power stain for  
the new cars.

# LF520 colors

Seven colors available

**GREEN**



**BLACK**



**WHITE**



**BLUE**



**GREY**



**SILVER**



**RED**



**\*\*Display varies from monitor to monitor, please refer to the [Color Board](#) for sure.**

# Highlights of LF520



## Special offers:

- Double airbags
- ABS+EBD
- Negative oxygen ion generator
- OBD (On-Board Diagnostic)
- Reverse View Radar
- DVD system (MP3)
- Remote control
- Children protection lock
- Power windows

# International partners are invited

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Currently we are looking for regional **exclusive distributors** for our passenger vehicles.

Any response regarding to this issue will be highly appreciated and seriously treated.



Thanks for your attention!



## BUS DIVISION



# Lifan Bus Co., Ltd.

A subsidiary of Lifan Motors (Group) Co., Ltd.



# Profile

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- Establishing date: 1964
- Employees: 894
  
- Quality control: ISO9001-2000 certified
- Annual output: 10,000 units
- Revenue: \$61.92 million (fiscal 2006)
  
- Overseas market: East Europe, Southeast Asia, South Asia.

# Products



Capacity:  
from 17 to 34 seats



# Products



LF6781B

Chongqing, China



LIFAN

Capacity:  
from 17 to 34 seats



LF6721C

Chongqing, China



LIFAN

# TRUCK DIVISION



# Yunnan Lifan Junma Vehicle Co., Ltd.

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A subsidiary of Lifan Motors (Group) Co., Ltd.



# Profile

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- Establishing date: 1997
- Employees: 3670
  
- Quality control: ISO9001 certified
- Annual output: 17,200 trucks / 24,900 tractors
- Revenue: \$261.54 million (fiscal 2006)
  
- Overseas market: Southeast Asia, South Asia, Africa.

# Products

## Light duty



Capacity:  
From 1.5 tons to 10 tons



# Products

## Heavy duty



Capacity:  
From 10 tons to 30 tons



# International partners are invited

---



Currently we are looking for regional **distributors** for our buses and trucks.

Any response regarding to this issue will be highly appreciated and seriously treated.



Thanks for your attention!

