



# GAC GONOW Auto Co., Ltd. Company Profile

Year 2011

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董事长：

A handwritten signature in black ink, consisting of stylized Chinese characters.

GAC GONOW Auto Co., Ltd., founded on December 9, 2010, is a new joint company holding by GAC Group and GONOW Auto.

Standing at the new historical point, GAC GONOW is facing a new developing opportunity, and we believe that it can create a new prospect when all staff work together sincerely and enterprisingly.

GAC GONOW has advantages in found, technology, talent, management and scale of state-owned company and agile operation mechanism of private-owned company. It is critical for the future development of GAC GONOW when the advantages can be fully exerted.

Looking ahead, the future of GAC GONOW is promising. The joint company will invest 6 billion RMB in total with production capacity of 500 thousand vehicles annually. GAC GONOW will definitely becoming one of the most competitive Chinese-owned brand in Chinese auto industry through integration of resources, continuous innovation, technology upgrading and exploration of auto market actively.



副董事长兼总经理:



GAC GONOW is a new brand born on December 2010, which is a perfect combination of GAC Group and GONOW Auto, and model of state-owned and private-owned company cooperation in Chinese auto industry. GAC GONOW has given high expectations since it's born with strength of GAC group and vitality of GONOW Auto, and it is aspired to be the most excellent Chinese-owned brand car in China loved by its staff and trust by public.

During the past seven years, GONOW Auto implemented the strategy of "Pickup leader, Mini-van challenger and SUV Competitor." with accurate market positioning and differential development mode in hardship, with brave and innovative spirit, thus realized innovation and cross-region development from simple manufacture,

and formed complete sales and service system in and out of broad.

With aspiration, GAC GONOW will never stop. Standing at a new starting line, GAC GONOW will take this great opportunity, under the development of Chinese-owned brand auto to transform, enhance quality and be stronger under the guidance of "create super quality with international standard" in GAC Group, thus propel Chinese auto industry to a manufacturing leader from large manufacturer, and make contribution to the development of Chinese-owned auto brand.

GAC GONOW Auto Co.,Ltd. was founded on December 9,2010, hold by Guangzhou Auto Group Co., Ltd. and Zhejiang GONOW Group Co., Ltd., with share of 51:49 respectively.

GAC GONOW was formerly GONOW Group Co., Ltd. with headquarter located in Taizhou, Zhejiang. Since the foundation in 2003,GONOW Group has made a rapid growth with agile operating mechanism and sustained self-innovation. Now it has three manufacturing bases (Taizhou, Hangzhou and Dongying), one R & D institute, 2 sales companies,7 spare parts companies with 3000 staff, of which 300 staff are mid and

senior engineers and management.

It is mainly supported by Zhejiang provincial government, and also

one of the National Automobile Export Base Enterprise. After

seven years of hard work,

GONOW has become a comprehensive group with auto

manufacturing and spare parts manufacturing.



## GAC GONOW Luqiao Branch



GAC GONOW Luqiao Branch covers an area of 300 hectares (200,000 square meters), with designed annual production capability of 70,000 vehicles.

GAC GONOW Luqiao Branch—Stamping, Welding, Painting and General Assembly Line



## GAC GONOW Xiaoshan Manufacturing Base



GAC GONOW Xiaoshan **Branch** covers an area of 752 hectares (500,000 square meters), with designed annual production capability of 250,000 vehicles.



GAC GONOW Xiaoshan Manufacturing Base---General Assembly line



## GAC GONOW Dongying Branch



GAC GONOW Dongying Branch covers an area of 2000 hectares (1,330,000 square meters), with designed annual production capability of 200,000 vehicles, the first phase is 1000 hectares(667,000 square meters)

GAC GONOW Dongying Branch--General Assembly line



## Logo Interpretation



**GO:** Start, action, enterprising——GAC GONOW will go forward with self-discipline.

**GO NOW:** Go now, immediately——Go now, you can grasp now and size future; go now, you can grasp opportunity and be stronger.

**GO ON:** Continue—— Only by focus and perseverance, pursue excellence and challenge yourself, you can realize long term sustained development.

**GO UP:** Rising, Climbing——GAC GONOW will always keep exploring and proactive spirit to pursue new goals, transcend new step, and realize new breakthrough and new pattern finally.

**GO ALL OUT:** Do with all efforts——whatever the goal, whatever the product, whichever work procedure, whichever details, GAC GONOW people will go all out with perfect, that is, pave way for GAC GONOW in globe with high quality product and high standard service.

Except for the combination of “GO”, the GAC GONOW LOGO is also combination of two concentric circles, signifying “same heart” “work together” “keep in step”, and also start from the same point.

Meanwhile, the concentric circles design expresses the understanding the “harmony” in Chinese traditional culture. It also signs that GAC GONOW pursues development with harmony and integrates into industry, society and world. It is looking forward for the virtuous circle and realizing long-term sustained development.

Two concentric circles---one big and one small, co-existence in perfect, showing old saying “all rivers run into sea”

## 2003

Sep. 27, GONOW Company (main company before GONOW Group was founded) was founded  
Nov.26, GONOW Company was added in the list of 2003 provincial main construction program (Class A)

## 2004

April 18, The first GONOW SUV and pickup was off-line.  
July 3, GONOW auto was first delivered to Nanning, Guangxi.  
Dec 30, GONOW auto was first exported Ghana, Africa

## 2005

June 22, 161 GONOW SUV was exported to Europe, which broke a record that there was no Chinese-owned brand auto exported to Europe before.

## 2006

Jan. 7, 2050 GONOW auto was exported to Africa, which was the first big order in our auto export in 2006.  
August 17, GONOW Company was awarded “National Automobile Export Base Enterprise” by the National Business Department and the National Development and Reform Commission.  
Dec. 7-17, GONOW Group attended the Italy Bologna motor show with two new models, taking 850 square meters.

## 2007

April 1, 2007 GONOW Auto was approved to applying for auto export license.

June 13, GONOW mark was honored the Chinese well-known mark.

July 17, GONOW Auto South Africa Co., Ltd was founded officially, which signs that GONOW Auto was launched into South Africa market in republic.

## 2008

Jan. 20, GONOW Alter pickup was honored “Top ten influential brand in Chinese Pickup market”

On June, GONOW Brand was honored “Chinese credit brand”

## 2009

Jan 7, first model of mini-van “Way” was debut in Shandong province, with three years of R&D by GONOW Group.

April 18, the first new model SUV—Saboo was launched officially in Dongying manufacturing base.

April 20, GONOW Auto attended the Shanghai Auto Show for the first time, during which two models were first arrival in the nation.

May 25, GONOW Group Xiaoshan manufacturing base was finally put into production, and the base is the only scaled private-owned mini-van manufacturing base in China.

## 2010

April 23, GONOW Auto shown on 11th Beijing International Auto Show with three series of SUV, Pickup and Mini-van, showing the manufacturing ability of Chinese national auto to the world, and the confidence and strength of entering into global market.

April 26, GAC Group and GONOW Auto made a strategic cooperation and signed contract in Hangzhou, which signs GAC Group and GONOW Auto will insist on self-innovation and enlarge auto market on mutual complimentary and win-win strategy, which is also another milestone in the event of Chinese auto industry reorganization.

Dec.9, GAC GONOW Auto Co.,Ltd. was founded officially.

## 2011

Jan.8,the first board meeting was held at Hangzhou. During the meeting, it confirmed the new management, mechanism and business plan of GAC GONOW, and also business plan and direction.

Jan.8-9,GAC GONOW convened the first National Business Annual Meeting-Aoosed G5 Introduction Meeting and Supplier Business Annual Meeting, sharing new development plan with partners of GAC GONOW. Qinghong Zeng, General Manager of GAC Group and Chairman of GAC GONOW, Xuezhong Miao, General Manager of GAC GONOW, and dealers and partners of GAC GONOW from all over the country attended the meeting.

Jan.17,1000 pickup from the 5000 order was delivered from Shandong Dongying. The vehicles are exported to Algeria, including pickup and SUV.

March 16,on the occasion of foundation of GAC GONOW Auto Co.,Ltd. for 100 days,10 main media from China Economic Times, China Automotive News, National Business Daily, Sina Net, Ifeng Net, etc. came to GAC GONOW and had a coverage from leaders of GAC GONOW.

April 12,GAC GONOW Auto Co.,Ltd. Dongying Branch was established on Dongying, Shandong Province. As a new branch of GAC Group, its establishment gives a new meaning and hope to Chinese brand of GAC Group; and the first model-Aoosed G5---mid and high-level SUV of Chinese owned brand in GAC Group was off-line in scaled production.

April 19-28,GAC GONOW Auto Co., Ltd. debut in the Shanghai International Auto Show for the first time since its foundation, and new model Aoosed G5 was on arrival.



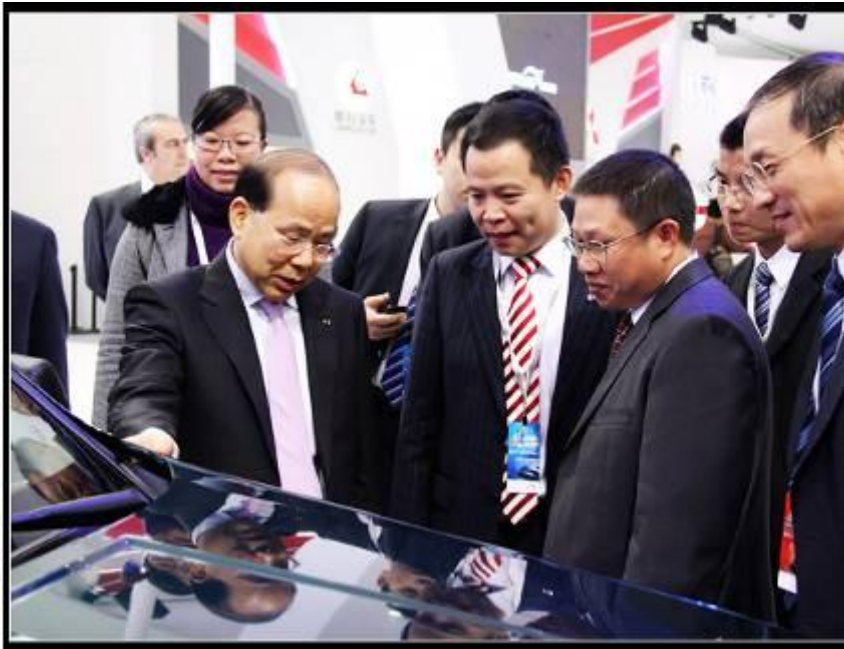
## Foundation of GAC GONOW Auto Co., Ltd.

On December 9, 2010, Guangzhou Automobile Group Co., Ltd. (hereinafter GAC Group) and Zhejiang GONOW Group Co., Ltd. (hereinafter GONOW Group) made a joint venture- GAC GONOW Auto Co., Ltd. (hereinafter GAC GONOW), which was held in Hangzhou, Zhejiang. Leaders from Zhejiang provincial government and Guangzhou municipal government, as well as friends from all walks of life attended the ceremony. It marks the cooperation entering into operation, and from now on, the new company will continue self-innovation, expand Chinese owned brand and explore Chinese and overseas auto market on the bases of complement each other's advantages and win-win strategy.



## GAC GONOW Debut on Guangzhou Show with Ten New Models

December 20, the last show in China—8th Guangzhou Auto Show was held in Guangzhou Pazhou exhibition center. Auto brand in and out of China gathered together in Guangzhou, and GAC GONOW attended the show with three theories and 10 models, which is the first Debut for GAC GONOW since its foundation.



## One Hundred Days Foundation of GAC GONOW, Main Media Came for Coverage

New beginning means new hope, as well as new challenge and opportunities. March 18 is the 100 days foundation of GAC GONOW. As the first state-owned and private-owned joint venture, it has been paid high attention since it is foundation. When it is in 100 days foundation, some main media come to have a visit and interview.



## GAC GONOW Dongying Branch Was Established and Aoused G5 Off-line in Scaled Production

On April 12,GAC GONOW Auto Co.,Ltd. Dongying Branch was established on Dongying, Shandong Province. As a new branch of GAC Group, its establishment gives new meaning and hope to Chinese owned brand of GAC Group; and the first model-Aoused G5---mid and high-level SUV of Chinese owned brand in GAC Group was off-line in scaled production.



## GAC GONOW Shown on Shanghai Auto Show, Aosed G5 Was Given High Attention

The Shanghai Auto Show was held on April 19, and GAC GONOW Auto Co.,Ltd. attended the show with three series and five new models on the theme of “GAC GONOW quality comes in the world”. It launched mid and high level SUV Aosed G5 officially with the price as follows:Standard:99,800 RMB, Luxury 109,800RMB,Super Luxury:123,800 RMB.



1.

Chinese well-known mark

2.

Zhejiang Provincial Brand product

3.

National Automobile Export Base Enterprise

4.

Chinese credit brand

5.

Top ten influential brand in Chinese Pickup market

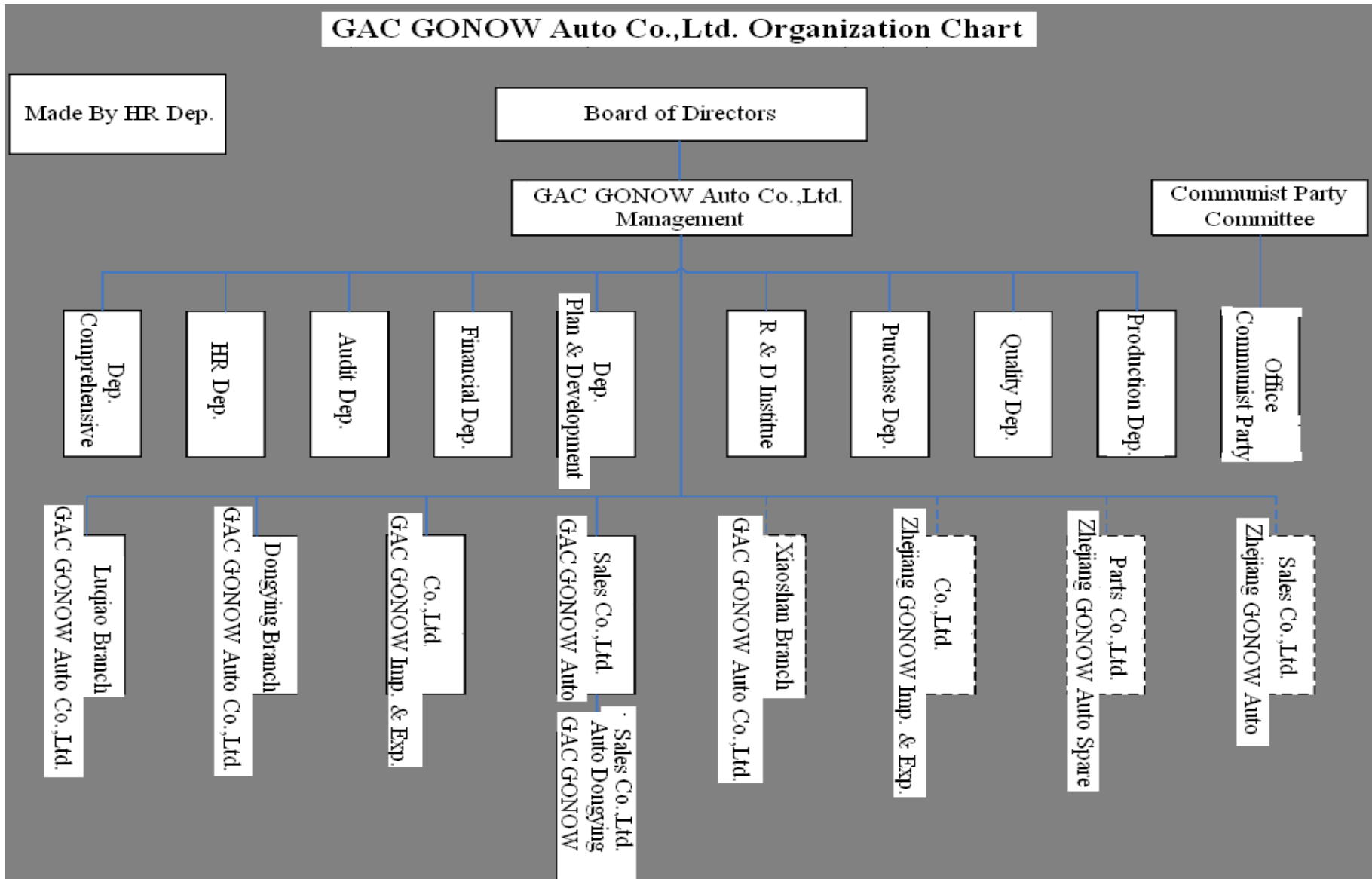
6.

The preferred brand of energy-saving and environmental friendly satisfied by users in Chinese SUV market

7.

The most popular auto brand in country (mini-van)

GAC GONOW Auto Co.,Ltd. Organization Chart



SUV, Pickup, Mini-van:

SUV: Jetstar, Aosed G3, Aosed G5

Pickup: Troy 100, Troy 300, Troy 500

Mini-van: Way, Way L





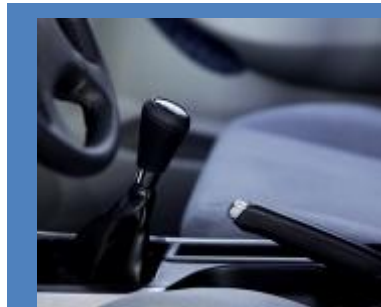


### GAC GONOW: Jetstar

Different engine can be chosen, thus satisfy different needs of power. The application of high-tech gives high power make you drive freely.



Model		GA6510CRE3A/B6B-16	GA6511CRE3A/B6B-37	GA6510E3A/B6B-32	GA6510/B6B-18
		Standard	Standard	Standard	Standard
Emission Standard		GB II	GBIII	GBIII	GBIII+OBD
Power	Engine Model	4L20TDI	GA4D28TC	GA486QEB	4GE1
	Displacement (L)	1.997	2.771	1.998	1.997
	Power (kw)	62	70	70	62
Brake Type		Front Disc , Rear Drum			





### GAC GONOW: Aosed G3

European style, nice-looking appearance with boldness line and vivid structure shows handsome, dynamic and aspiration of G3 2.0.



Model		GA6460E4/B1B-42 <sup>+</sup>	GA6460E4/H1B-42 <sup>+</sup>	GA6460E4/Z1B-42 <sup>+</sup>
		Standard	Luxury	Super Luxury
Emission Standard		GBIV+OBD <sup>+</sup>	GBIV+OBD <sup>+</sup>	GBIV+OBD <sup>+</sup>
Power	Engine Model	4G63S4M <sup>+</sup>	4G63S4M <sup>+</sup>	4G63S4M <sup>+</sup>
	Displacement (L)	1.997 <sup>+</sup>	1.997 <sup>+</sup>	1.997 <sup>+</sup>
	Power (kw) <sup>+</sup>	90 <sup>+</sup>	90 <sup>+</sup>	90 <sup>+</sup>
Brake Type		Front Disc /Rear Disc		
Suspension		5-Link,Coil Spring		





### GAC GONOW: Aosed G5

Aosed G5 is the first model when GAC GONOW was founded. It inherited simple style, immersed beauty elements, and the appearance is fashion and nice-looking. It is equipped with Mitsubishi 4G69 engine, and Delphi electric injection system, which is a perfect combination of Japanese Mitsubishi technology and Delphi advanced management system. It has high power, high torque, low fuel consumption, low noise and low emission; except for high power, better performance, large and comfortable inner space. One spot on Aosed G5 is that it is very quiet, the noise on idle is 42DB, and can reach mid and high level limousine in China, which is named as “SUV silent leader in Chinese owned brand”.

Model	GA6461E4、GA6461WE4	GA6461CRE3	GA6461WCRE3
Engine Model	4G69S4N	4G63S4M	GA4D25TCI
Bore×Stroke (mm)	86.5×100	85.5×88	93×92
Displacement (L)	2378	1997	2499
Compression Ratio	9.5:1	10:1	17.2:1
Rated Power (kW/rpm)	100/5250	90/5500	75/3600
Max. Torque (N×m/rpm)	200/2500-3000	2500~3500	265±5/1800~2400





### GAC GONOW: Troy 100

Power with multiple choose. Different choice of diesel engine is practical and energy-saving. Newly upgraded high pressure common rail diesel engine with good power of 92 HP, fuel consumption of integrated condition is less than 7.9L /100KM, and it is equipped with the optimum fuel feeding system, thus 15%~20% fuel can be saved. The unique European style, chrome grille front face design shows bold and aggressive style. Lengthened cargo, thicken leaf spring, widen portal frame and hidden bound hook device can load more.

Model		GA1020E3/J3	GA1020E3/S3	GA1020CRE3A	GA1020CRE3A	GA1020CRE3A	GA1021CTE3A
		BZ-30 <sup>Ⓟ</sup>	BZ-30 <sup>Ⓟ</sup>	/B3BZ-9 <sup>Ⓟ</sup>	/S3BZ-9 <sup>Ⓟ</sup>	/B3BZ-37 <sup>Ⓟ</sup>	/B3BZ-40 <sup>Ⓟ</sup>
		Standard	Standard	Standard	Economical	Standard	Standard
Emission Standard		GBIII+OBD <sup>Ⓟ</sup>	GBIII+OBD <sup>Ⓟ</sup>	GBIII	GBIII	GBIII	GBIII
Power	Engine Model	BJ491EQ3 <sup>Ⓟ</sup>	BJ491EQ3 <sup>Ⓟ</sup>	LL485BZL <sup>Ⓟ</sup>	LL485BZL <sup>Ⓟ</sup>	GA4D28TC <sup>Ⓟ</sup>	GA4D28TDI <sup>Ⓟ</sup>
	Displacement (L)	2.237 <sup>Ⓟ</sup>	2.237 <sup>Ⓟ</sup>	2.156 <sup>Ⓟ</sup>	2.156 <sup>Ⓟ</sup>	2.771 <sup>Ⓟ</sup>	2.771 <sup>Ⓟ</sup>
	Power (kw)	76 <sup>Ⓟ</sup>	76 <sup>Ⓟ</sup>	48 <sup>Ⓟ</sup>	48 <sup>Ⓟ</sup>	70 <sup>Ⓟ</sup>	70 <sup>Ⓟ</sup>





### GAC GONOW: Troy 300

It is originated from European design, showing the best quality of Chinese Pickup. Every detail can satisfy your need. Troy 300, flash in a moment. Same pickup, feelings different.

The engine has good power, which adopts German Bosch high pressure common rail and turbo charging inter-cooling technology, thus can fully satisfy your need for power. High temperature of 40° C and low temperature of -35° C can be exerted as you want, and on the 5000 meters plateau, the power is still good. Unique grille design and dynamic body line interpret its fashion and good taste.



Model		GA1020E3/H6B	GA1020CRE3A/B6BZ	GA1020CRE3A/B6BZ	GA1021CTE3A/B6BZ
		Z-30 <sup>⊕</sup>	-9 <sup>⊕</sup>	-37 <sup>⊕</sup>	-40 <sup>⊕</sup>
		Luxury	Standard	Standard	Standard
Emission Standard		GBIII+OBD <sup>⊕</sup>	GBIII	GBIII	GBIII
Power	Engine Model	BJ491EQ3 <sup>⊕</sup>	LL485BZL <sup>⊕</sup>	GA4D28TC <sup>⊕</sup>	GA4D28TDI <sup>⊕</sup>
	Displacement (L)	2.237 <sup>⊕</sup>	2.156 <sup>⊕</sup>	2.771 <sup>⊕</sup>	2.771 <sup>⊕</sup>
	Power (kw)	76 <sup>⊕</sup>	48 <sup>⊕</sup>	70 <sup>⊕</sup>	70 <sup>⊕</sup>



### GAC GONOW: Troy 500

It adopts German Bosch CRS2.0 common rail fuel feed system, fuel feed pressure is 1450 Pa, the whole working process is completely real time control ECU, and control sensitivity is below 0.2 microseconds. The emission standard can reach GBIII requirement with lower noise, better economy, compact body dimension, better reliability and better power.

It can adapt to various environment and climate, ECU control software is modified at filed in plateau, low temperature, high temperature, thus it can guaranty good work when started at — 35° C and running normally on 5000 meters plateau and 40° C.



Model		GA1020CRE3A/JAD-37 <sup>Ⓟ</sup>	GA1020CRE3A/JAD-35 <sup>Ⓟ</sup>	GA1020E3/JAD-30 <sup>Ⓟ</sup>
Emission Standard		GBIII	GBIII	GBIII+OBD <sup>Ⓟ</sup>
Power	Engine Model	GA4D28TC <sup>Ⓟ</sup>	4L22CR <sup>Ⓟ</sup>	BJ491EQ3 <sup>Ⓟ</sup>
	Displacement (L)	2.771 <sup>Ⓟ</sup>	2.156 <sup>Ⓟ</sup>	2.237 <sup>Ⓟ</sup>
	Power (kw)	70 <sup>Ⓟ</sup>	66 <sup>Ⓟ</sup>	76 <sup>Ⓟ</sup>



GAC GONOW Mini-van: Way

**Power——61 HP high power, leader in the same level mini-van.**

**Environmental——0.998L GB IV emission standard**

**Stable——Testing engine in field with conditions of plateau, low temperature, high temperature “Three high”**

**Anti-resistant——upgrading and special anti-resistant oil!**

Series		Way 1				Way 2		
Model		GA6380SE4/H9T0-83	GA6380SE4/S9F0-83	GA6380SE4/B9FN-83	GA6380SE4/J9F0-83	GA6380SE4/J9FN-83	GA6380E3/J9F0-80	GA6380E3/J9FN-80
Configuration		Luxury	Comfort	Standard	Standard with A/C	Standard	Standard with A/C	Standard
Emission Standard		GBIV	GBIV	GBIV	GBIV	GBIV	GBIII+OBD	GBIII+OBD
Engine	Engine Model	GA465QED	GA465QED	GA465QED	GA465QED	GA465QED	LJ465Q3-1AE2	LJ465Q3-1AE2
	Displacement (L)	0.998	0.998	0.998	0.998	0.998	1.051	1.051
	Power(Kw)	44	44	44	44	44	38.5	38.5

## GAC GONOW: Way L

The whole length is 3970mm and wheel base is 2615mm, making it owns the longest length, more space in the same level model, which satisfy all-round demand of rural and urban customers. It is equipped with new generation high performance gasoline engine, the maximum power is 44KW/5600 rpm, maximum torque is 85N m/3500~4000rpm. It also equipped with DELPHI MT22U new generation matured electric injection system, the efficiency is better and emission is lower, and can meet GB IV emission standard. The vehicle is tested in field with conditions of plateau, low temperature, high temperature “Three high”, and the working condition is stable. Meanwhile, it is equipped with 5-speed manual transmission, shifting is agile, power is more smooth and torque can be changed as you want.

Vehicle Model	GA6401SE4			
Configuration	Comfort		Luxury	
Model	GA6401SE4/S9FN-83	GA6401SE4/S9FO-83	GA6401SE4/H9FN-84	GA6401SE4/H9FO-84
Engine	GA465QED		LJ465QR1E1	
Emission Standard	GB IV+OBD		GB IV+OBD	









Thank you for your attention to GAC GONOW !

For more information, please go to official website of GAC GONOW

Web: <http://www.gonowauto.com/gloable>

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