

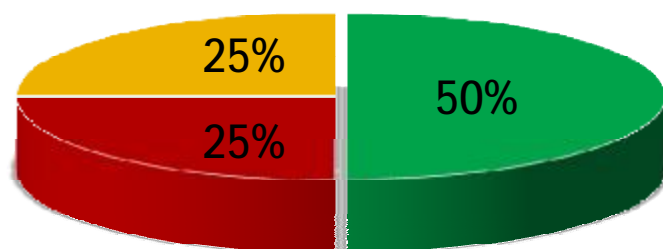


SOUEAST

品致一生 缘启东南

INTRODUCTION FOR SOUEAST(FUJIAN)MOTOR CORP.LTD

April.2014



Fujian Motor Industrial Group Co.,Ltd.



Taiwan China Motor Co.of Yulon Enterprise Group



Mitsubishi Motors CO.,Ltd

President : Lian Xiao Qiang

General manager : Tso, CHI-SEN

Registered Capital : US\$138million

Total Investment : US\$226.90million

Land Space : 833,034 square meters

Employee : 3305人 (by2014/1)



With the common development of national automobile industry across straits, Fujian Motor Industrial Group Co.,Ltd and Taiwan China Motor Co.of Yulon Enterprise Group set up a joint venture company South East(Fujian)Motor Co.,Ltd in Nov 1995 which is the biggest motor manufacture across straits. And build the South East Motor Zone in 26th,Sep in 1999. In April 2006, Mitsubishi Motors Co.,Ltd joined in , South East Motor rising to International level Motor Manufacture enterprise.

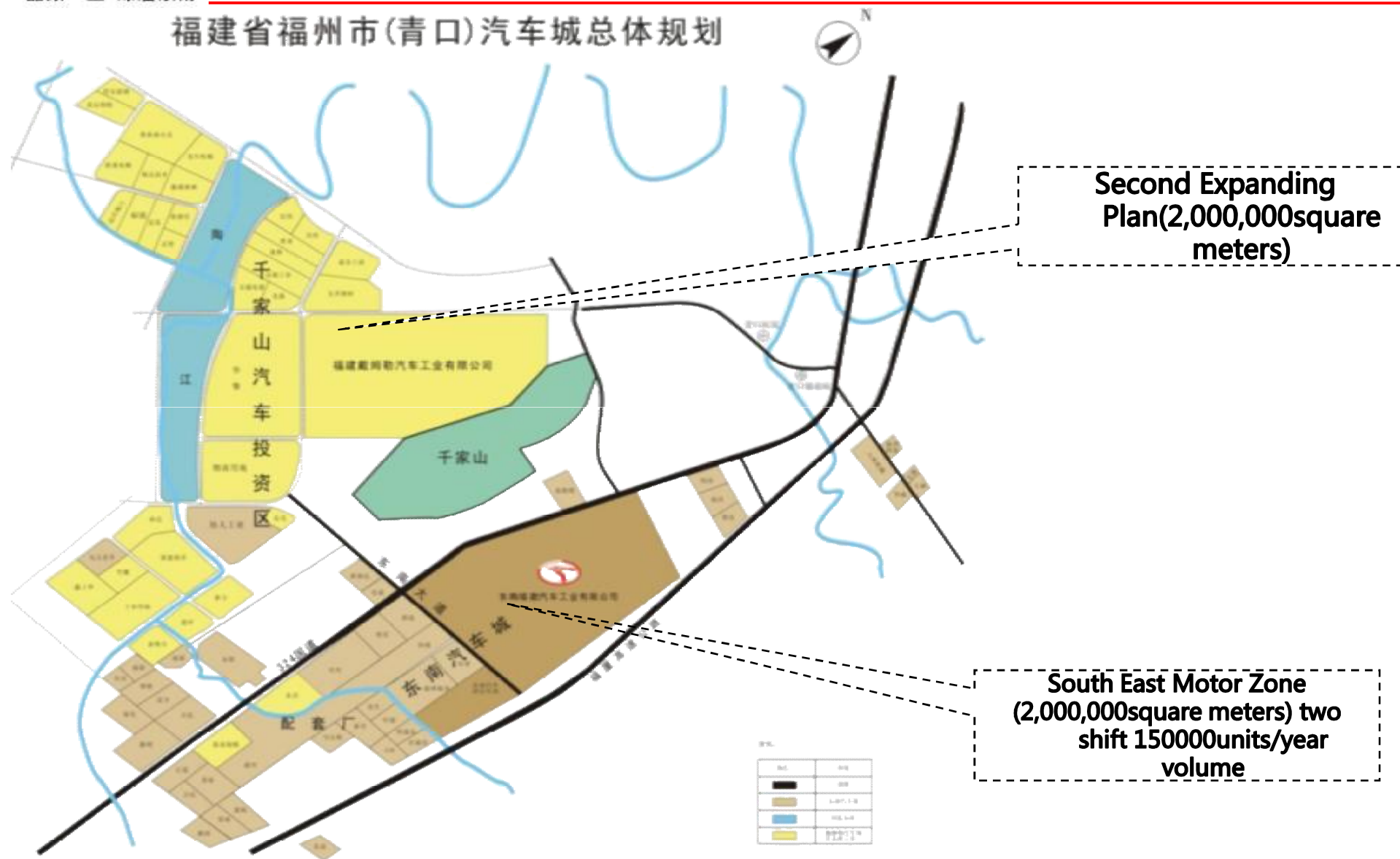


SOU EAST

品致一生 绿启东南

GEOGRAPHY LOCATION

福建省福州市(青口)汽车城总体规划





SOUEAST

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PRODUCT HISTORY

SEM **DELICA** Launching



得利卡 (DELICA)

1996-7

SEM LIONCEL Launching



菱帅 (LIONCEL)

85mm

2000-3

2003-3

SEM VERYCA Launching



菱利 (VERYCA)

2005-12

MMC LANCER X-SPEED Launching



三菱蓝瑟运动版 (X-SPEED)

2006

2007-11



富利卡(FREECA)

SEM FREECA launching



菱绅 (SPACE WAGON)

SEM SPACE WAGON Launching



三菱蓝瑟 (LANCER)

MAY, MMC LANCER Launching



三菱戈蓝 (GALANT)

Nov, MMC GALANT Launching



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PRODUCT HISTORY

OCT SEM V3 Launchi ng



东南V3菱悦

DEC, MMC ZINGER Launchi ng



三菱君阁 (ZINGER)

Feb, SEM C1 Launchi ng



东南希旺C1

Sep, SEM V5 Launchi ng



东南V5菱致

2008

2009-11

2011-2

2012-9

2013



三菱翼神 (LANCER EX)

MMC LANCER EX Launchi ng



东南V6菱仕

April, SEM V6 Launchi ng



三菱风迪思 (FORTIS)

Aug, MMC FORTIS Launchi ng



V5/V6 1.5T

Nov, V5/V6 1.5T Launchi ng



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PRODUCT HISTORY

New energy resource

South East Motor is engaged in new energy resource development , and cooperate with Automotive Research Institute of Fujian Motor Industrial Group Co.,Ltd , take the advantage of technology in new energy , activate the research and development work of EREV.

- Jun 2011, V3 battery change model has been run over 15 million KMs, and quality is stable and durable
- Feb 2013, V3 battery change model has been approved by the MIIT, become the first battery change model of new engery sedan.



Soueast Motor R&D center has been completed in Jun 2006, and equipped with vehicle emission lab, environmental lab, strength lab、Modelling lab、Computer aided design studio、Clay model room、Three dimensional room and Five elements analysis room . R&D center has the ability of self-design, body remould, chasis design and vehicle test.

- 2006: awarded "Provincial technology center "
- 2007: awarded "Fujian province high and new technology enterprise"
- 2008: awarded "National laboratory"
- 2011: establish SOUEAST AUTOMOTIVE RESEARCH
- INSTITUTE
- 2012:establish Academician working communication station





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Complete vehicle manufacturing process

vehicle manufacturing process

PRESS
HEM

Capacity: 1,440,000 units/Year(3 shift)

Feature:

- | Press line, forming not to cause concavity to ensure accuracy of single part and whole body easily .
- | Hem line, multi-model and robot hemming system are used.

Production management :

- | The die-changing time is less than 3minutes, the same level with advanced motor co.
- | Parts production are allowed by “Just in Time” ruler.

Quality Assurance :

- | Inspection jigs for part and assembly parts.
- | Error proof function used in production equipments.



WELDING

Capacity: 200,000 units/Year (2 shift)

Feature:

- | A highly automatic and efficient process,77 robots in production line.
- | Production line monitored by computer system ,Expand the TPM activity to improve production efficiency.

Quality Assurance :

- | Non-destructive ultrasonic welding inspection.
- | In line body accuracy inspection, Error proof function.
- | Parameter measurement of welding equipment monthly.
- | Accuracy measurement of Main Assembly Jig periodically.





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Complete vehicle manufacturing process

vehicle manufacturing process

PAINTING

Capacity: 150,000 units/Year (2 shift)

Feature:

! Production process designed by Durr. The painting sequence regulated by computer system to optimize process of multi-model & reduce VOCs exhaust.

! PVC under coating by robot, automatic painting of ESTA used in primer and top coat spraying .

Quality Assurance :

! Specification based on Mitsubishi Motor Co. Rust proof ability Salt Spray Test (SST) over 1000 hours.

! Quality controlled by production process and final inspect station , quality feedback per two hours.

Capacity: 180,000 units/Year (2 shift)

Feature:

! Mixed-models production method to reduce inventory and meet the market demands .Supply parts by kits method to raise produce rate.

! The door-less assembly method to improve installation process.

Quality Assurance :

! At the key (critical) station, fool-proof devices used to assure safety & function parts installed process.

! Inspection line is certified and authorized by the Department of Transportation (DOT)





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SALES AND SERVICE NETWORK



Sales network all over the country

Total 465

SERVICE & 4S CENTERS

(till '14/1)

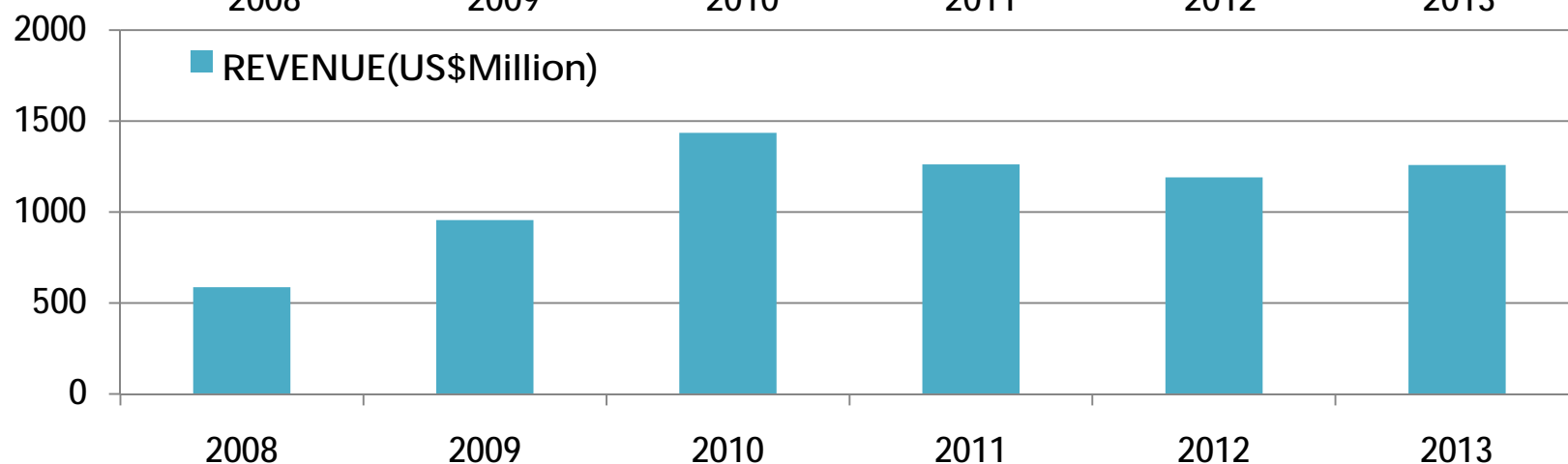
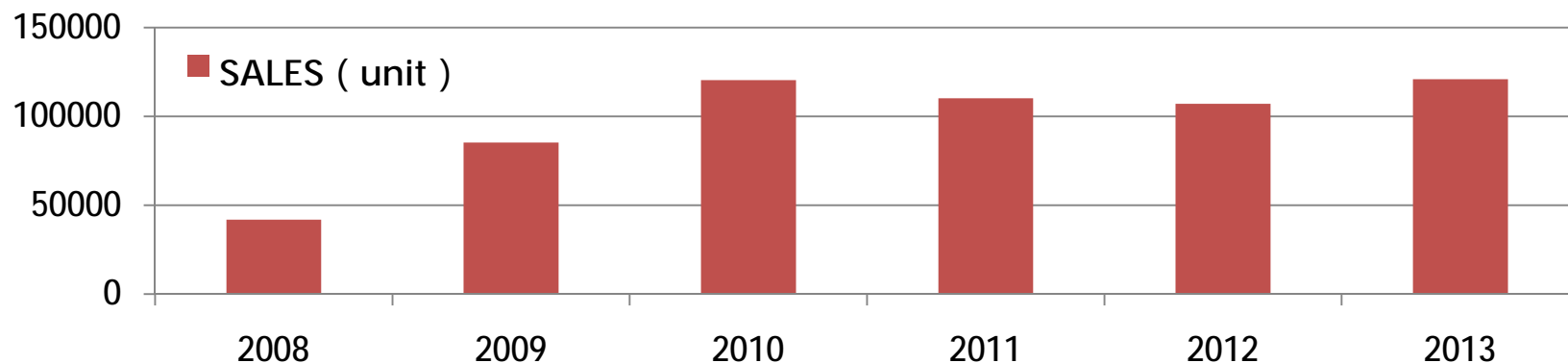


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SALES AND REVENUE

YEAR	2008	2009	2010	2011	2012	2013
SALES (UNITS)	41,932	85,364	120,369	110,162	107,072	121,016
REVENUE (US\$ Million)	586.2	955.4	1,435.8	1,261.4	1,190.4	1,258.7





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THE END

After 18 years of development , with the advantage of international technology ,South East Motor product line has covered sedan, multi-function passenger car and light commercial vehicles and other fields which provides a solid foundation for the development of the southeast Motor.

In prospect of the future ,South East Motor will continue to take the advantage of the cross-straits location, deepen industrial and technological cooperation, keep independent research and innovative. contribute to the cross-straits economic and national industry.

學習先進 自主創新
緊密合作 民族品牌

為東南汽車研發中心題
二〇〇六年五月 鄒家驊



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Thank You!