



Brief company presentation

Litex Motors' automotive factory is the first one to manufacture Chinese vehicles in Europe, and its main role will be to facilitate the expansion of GWM in the Balkan region and the East European Countries. The designed capacity is 50,000 vehicles per year. The production began in January 2012.

The Main Facts

- ***Exclusive manufacturer of Great Wall Motors in Europe***
- ***Location: Lovech, Bulgaria***
- ***Investment: Strategic for the country***
- ***Construction works phase one: 10.2009 – 11.2011***
- ***Designed annual capacity: 50,000 vehicles in two shifts***
- ***Total area: 500,000 m²***
- ***Employees: up to 2,000 people***
- ***Production start: January 2012***
- ***Further development:***
 - *Expansion of the production and facility*
 - *Production localization establishing partnerships with local suppliers*
- ***Market: EU, EEC***



Certificates, awards and other facts

- *2009 - Bulgarian Foreign Investment Agency awarded Litex Motors with certificate for investor “Class A” in Bulgaria;*
- *2010 - Litex Motors’ factory was registered by the European Automobile Manufacturers’ Association (ACEA), as a Great Wall assembly plant;*
- *2010 - Litex Motors become member of Society of Motor Manufacturers and Traders (SMMT);*
- *2011 - Litex Motors received the Investor of the Year Award (a national contest for New Business Ideas);*
- *2011 - Litex Motors received the Building of the Year Award in “Production facilities” category (a national contest organized with the support of Ministry of Regional Development and Public Works);*
- *2012 – Litex Motors received two awards at the international distributor conference held by Great Wall Motors – “Best KD Assembly Award” and “Best Network Construction Award”*
- *10.2012 - On 18th October 2012 The Litex Motors plant received ISO 9001:2008 quality certificate for vehicle assembly from the UK based vehicle certification agency (VCA).*
- *2013 – Litex Motors received for the second year in row “Best KD Assembly Award” at the international distributor conference held by Great Wall Motors*

Certificates, awards and other facts

- 12.2012- The President of Bulgaria – Mr. Rosen Plevneliev presented Litex Motors' CEO Mr. Iliya Terziev with the **Investor of the Year Award** in the Machine building sector from Bulgarian Foreign Investment Agency

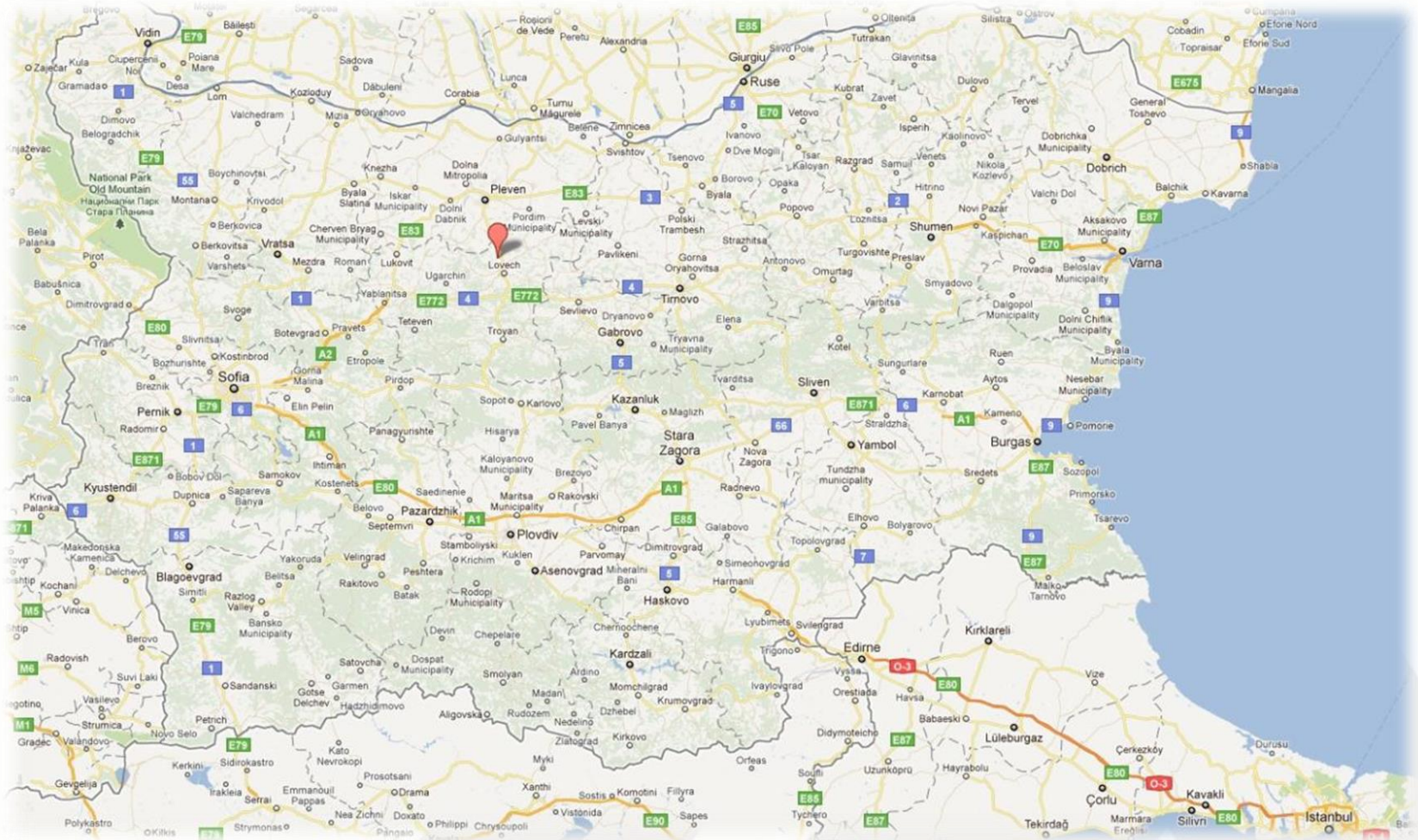




The Factory



The Factory Location



08.2009 – The Project





Mr. Boyko Borisov – The Prime Minister of Bulgaria and Mr. Xi Jinping – Vice-President and General Secretary of CPC are attending the signing of the distributorship agreement by Ms. Wang Fengying – President of Great Wall Motor Company and Mr. Grisha Ganchev – Chairman of the Board of Directors of Litex Motors JSC.



08.2009 – Groundbreaking Ceremony



10.2011 – The Factory



10.2011 – The Team



11.2011 – Visit of the Prime Minister



11.2011 – The First Car



02.2012 – The Plant Grand Opening



- ❑ More than **2 000** guests worldwide
- ❑ More than **1 200** online articles worldwide
- ❑ More than **100** articles in press worldwide
- ❑ More than **30** TV and radio reports worldwide



04.2012 – The Bulgarian Production





04.2012 – The Bulgarian Production



04.2012 – The Bulgarian Production



04.2012 – The Bulgarian Production



In the global automotive manufacturing there are 3 main indicators to show the levels of quality throughout the production process.

- ***1.The Quality Gates** at the end of each production zone – these “gates” record the small amount of defects found and repair each one.*
- ***2. VES-S** is a “Static” evaluation of the vehicle at the end of the production process.(example: gaps & fits & alignments)*
- ***3. VES-D** is a “Dynamic” evaluation of the vehicle at the end of the production process (example: rattles & squeaks)*

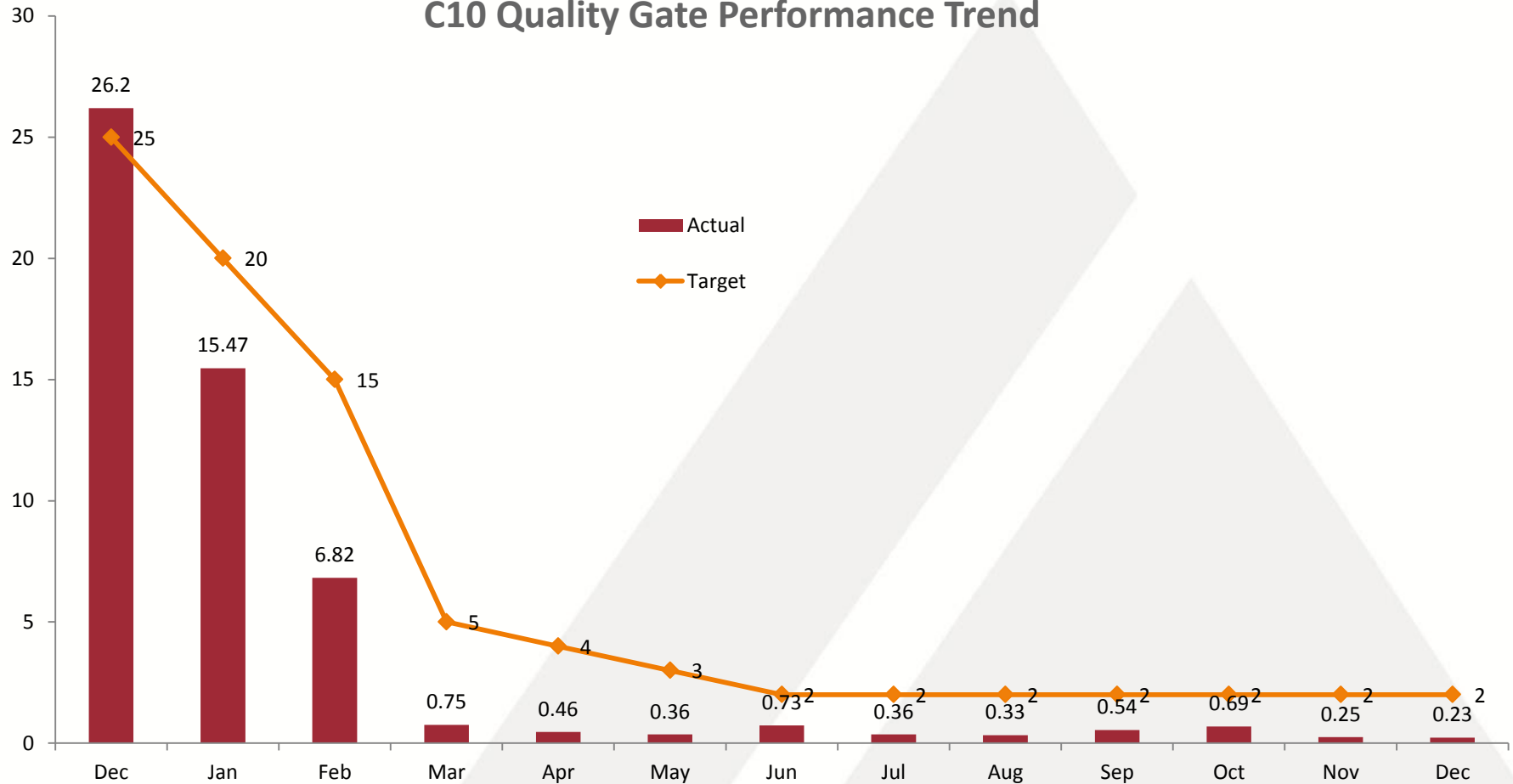


Quality of Production

The Quality Gate quality is controlled by thoroughly inspecting each car through the process, to a standard checklist covering all key aspects of the vehicle. There are five quality meetings per day at each of the quality gate check points. Quality reports are issued for defect identified throughout the process

12.2012 - Quality of Production

C10 Quality Gate Performance Trend





Quality of Production

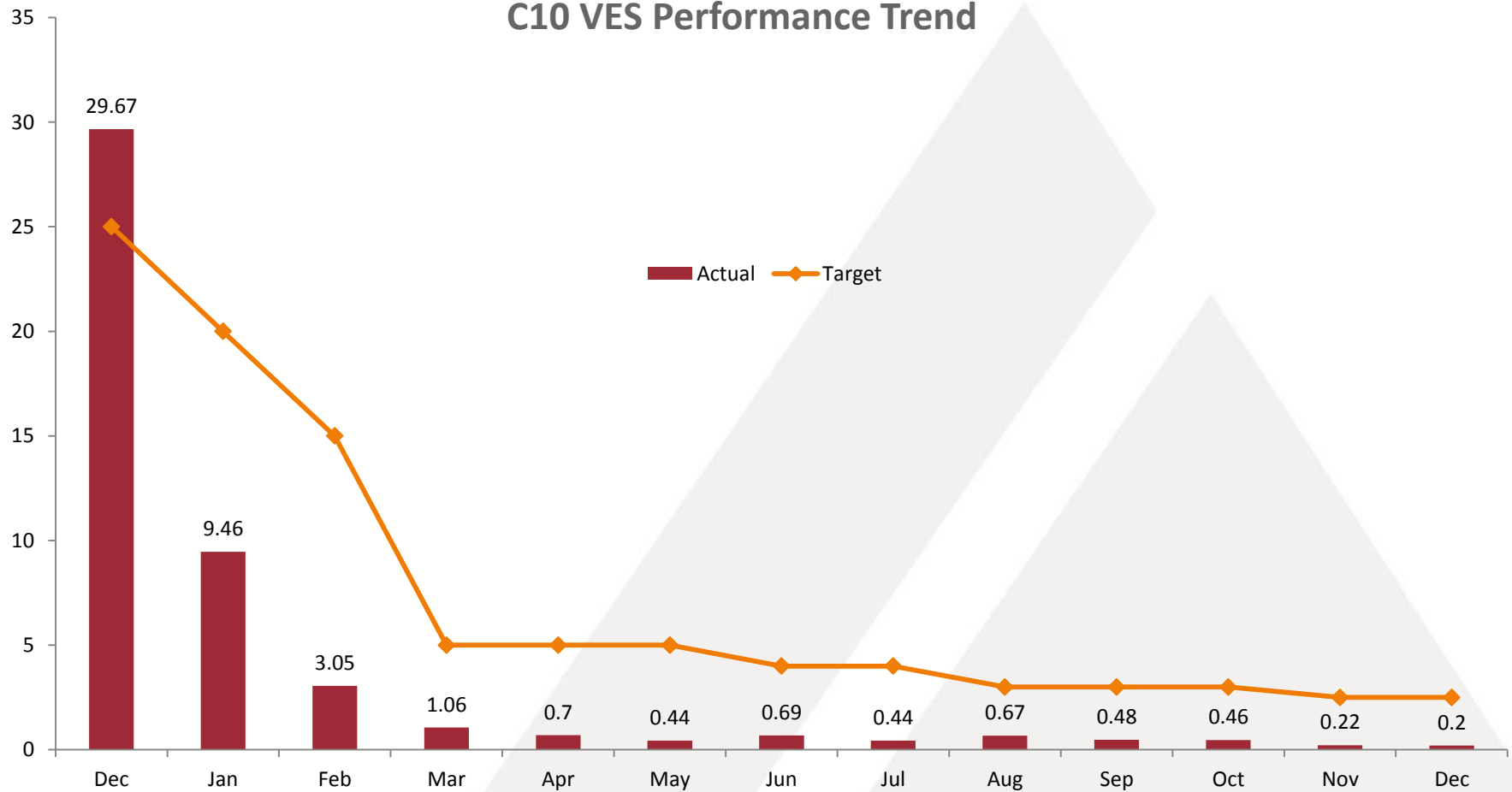
The VES result is controlled thorough Quality checks at each stage of the process:

- *incoming part evaluations*
- *checking and repairing the painted body before production*
- *stopping the production line when any defects occur.*

All QC Inspectors have been trained and passed the VES auditor examinations. Daily meetings are held and Quality reports are issued for each defect.

12.2012 - Quality of Production

C10 VES Performance Trend





11.2012 - Quality of Production

On 18th october 2012 The Litex Motors plant received ISO 9001:2008 quality certificate for vehicle assembly from the UK based vehicle certification agency (VCA).

This is the first time quality certificate for automotive assembly is issued to a Bulgarian company. The document confirms that the production of the Litex Motors plant corresponds to the latest and highest levels in the European vehicle assembly standards.



The Products



The Products



C10

*Production Litex Motors
1.5 Gasoline Jan 2012 - Feb 2013*

Segment	Segment B (small car)
Dimensions L/W/H (mm)	3810×1705×1540
Wheel base (mm)	2460
Drive Type	Front
Engine	1.5 Petrol, 97hp
Emissions	According to EU regulations
Vehicle Type	M1, N1 Class I
Transmission	5 MT
E-NCAP	E-NCAP 3 Star
SOS (START OF SALES)	2011

The Products



C20R

Segment	Segment B (small car)
Dimensions L/W/H (mm)	3870×1705×1540
Wheel base (mm)	2460
Drive Type	Front
Engine	1.5 Petrol, 97hp
Emissions	According to EU regulations
Vehicle Type	M1, N1 Class I
Transmission	5MT, CVT (not certified, depending on sales volume)
E-NCAP	E-NCAP 3 Star
SOS	2013



C30

The Products

Segment	Segment C (small sedan)
Dimensions L/W/H (mm)	4452×1705×1480
Wheel base (mm)	2610
Drive Type	Front
Engine	1.5 Petrol, 97hp
Emissions	According to EU regulations
Vehicle Type	M1
Transmission	5MT, CVT (not certified, depending on sales volume)
E-NCAP	E-NCAP 3 Star
SOS	2013



Steed 5

Start of production (SOP) Litex Motors

2.4 Gasoline May 2013, 2.0D Gasoline Oct 2013

The Products

Segment	Pick-up
Dimensions L/W/H (mm)	5040×1800×1730
Wheel base (mm)	3050
Drive Type	2WD / 4WD
Engine	2.4 Petrol, 122hp 2.0 Diesel, 143hp
Emissions	According to EU regulations
Vehicle Type	N1 Class III
Transmission	5MT (gasoline) 6MT (diesel)
E-NCAP	E-NCAP 2 Star
SOS	2011

The Products



H5

Segment	Medium SUV
Dimensions L/W/H (mm)	4650×1820×1730
Wheel base (mm)	2700
Drive Type	2WD / 4WD
Engine	2.4 Gasoline, 126hp
Emissions	According to EU regulations
Vehicle Type	N1 Class III
Transmission	5MT
E-NCAP	E-NCAP 4 Star
SOS	2011



H6

*Start of production (SOP) Litex Motors -
2.0 Diesel Jul 2013, 1.5T Gasoline Jan 2014*

The Products

Segment	Medium SUV
Dimensions L/W/H (mm)	4640×1820×1730
Wheel base (mm)	2680
Drive Type	2WD / 4WD
Engine	2.0 Diesel, 143hp 1.5Turbo Petrol, 150hp
Emissions	According to EU regulations
Vehicle Type	M1, N1 Class III
Transmission	6MT / 6AT (not certified, depending on sales volume)
E-NCAP	E-NCAP 4 Star
SOS	2013 Diesel 2014 Petrol

The Product Range 2013

Passenger cars



C10
2011



C20R
2013



C30
2013

SUV Range



H5
2011



H6
2013

Commercial Range



Steed 5
2011

NOTES:

All vehicles certified according to EU regulations with a full vehicle type approval

The years below the pictures has to be considered as a start of sales

Coming Soon Models



04/2013 Shanghai Motors Show – Great Wall Hover H2 Compact SUV with 4,3 m length

Coming Soon Models



04/2013 Shanghai Motors Show – Great Wall Hover H8 Premium SUV 4,8 m length



04/2012 Beijing Motors Show – Andreas Deufel lead designer of Great Wall Motors presented a new Hover-E Concept compact SUV with hybrid 4x4 drivetrain

The Philosophy

To ensure long term success, Litex Motors is implementing an integrated brand strategy which has five major tasks:

**BEST PRICE-
PRODUCT
RATIO**

**ATTRACTIVE
PRODUCTS
AND
COMPETITIVE
PRODUCT
QUALITY**

**3 TO 5 YEAR
WARRANTY**

**BEST AFTER
SALES SERVICE**

**BRAND
IMAGE**

The Market Development Plan 2013



The Market Development Plan 2013



Country	Population (million)	New vehicles sales 2012 (thousands)	2012	2013
Bulgaria	7,28	24.2	√	√
Macedonia	2,1	4.4	√	√
Serbia	7,12	23.5		√
Romania	19,04	75.8		√
Greece	10,79	62.1		√
Albania	2,83	2.1		√
Montenegro	0,63	3.3		√
Bosnia and Herzegovina	3,84	34.5		√
Hungary	9,94	63.9		√
Slovenia	2,06	55.1		√
Slovakia	5,45	74.3		√
Czech Republic	10,51	198.1		√

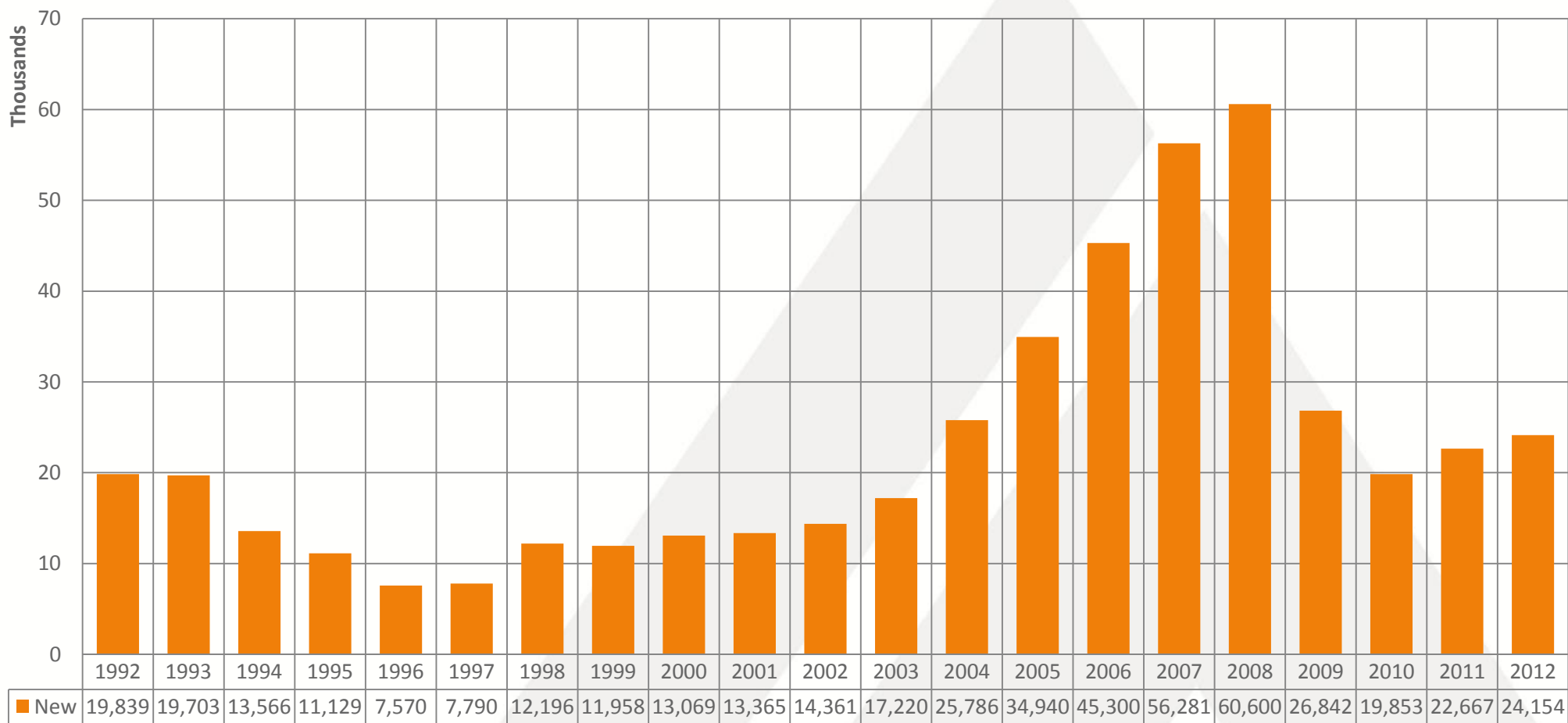


The Domestic Dealer Network

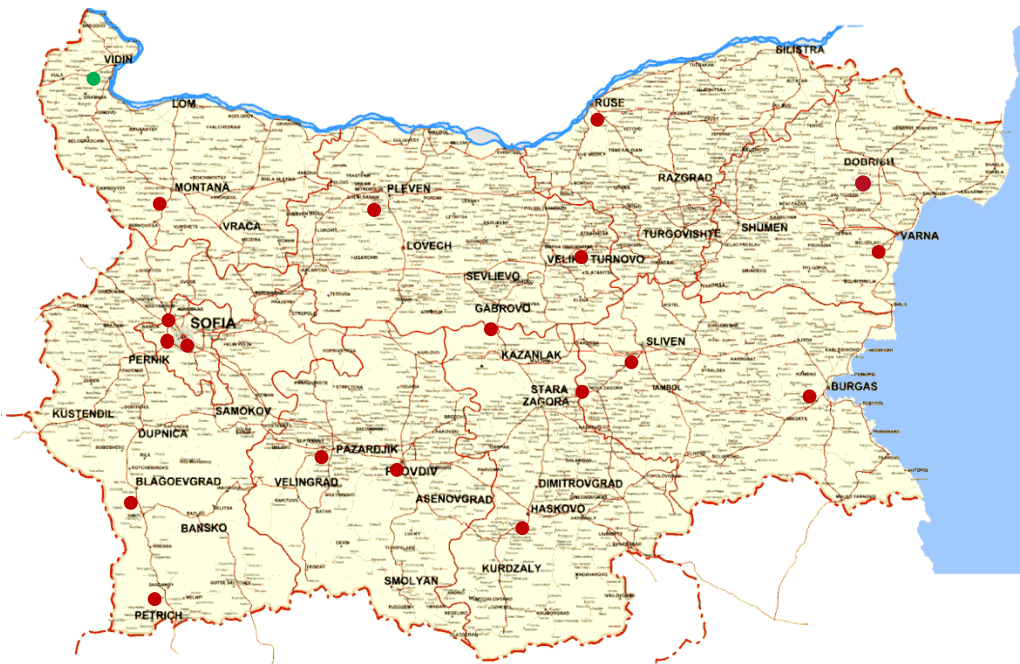


Domestic Automotive Market

Vehicle Sales Bulgaria 1992 - 2012



The Network Plan of Great Wall



Population 7.28 Million (2012)

Sofia (capital), Plovdiv, Varna and Burgas are biggest cities witch cover approximately 80% of the Bulgarian vehicle market

The car park is approximately 3,2 million vehicle

The second hand import (mainly from EC) is 8 to 10 time bigger than new car sales

City / Town	Population (thousand)	Share	Dealership Class	Multibrand	2011	2012	2013	2014
Sofia	1205	61.4%	4S Class A	Yes	√	√	√	√
			4S Class A	No	√	√	√	√
			1S Class C	No	√	√	√	√
			4S Class A	No			√	√
Varna	343	8.5%	4S Class B	Yes	√	√	√	√
Plovdiv	338	8.3%	4S Class B	No	√	√	√	√
Burgas	200	5.4%	4S Class B	Yes	√	√	√	√
Ruse	150	3.4%	4S Class C	Yes	√	√	√	√
Stara Zagora	138	2.5%	4S Class C			√	√	√
Veliko Tarnovo	69	1.8%	4S Class C	Yes	√	√	√	√
Gabrovo	59	0.6%	4S Class C	Yes	√	√	√	√
Blagoevgrad	71	0.7%	4S Class C	Yes	√	√	√	√
Pleven	107	1.6%	4S Class C			√	√	√
Pazardjik	72	1.5%	4S Class C		√	√	√	√
Haskovo	76	1.0%	4S Class C	Yes		√	√	√
Sliven	92	0.9%	4S Class C	Yes				√
Dobrich	91	0.1%	4S Class C	No	√	√	√	√
Montana	47	0.3%	4S Class C	Yes	√	√	√	√
Shumen	81	0.3%						√
Vidin	48	0.1%						√
Sandanski	27	0.1%	4S Class C				√	√
Others								√
Total dealerships BG					13	16	18	22

06.2011 – The Domestic Launch



** Sofia Motor Show 2011 (Included in OICA calendar)*

09.2011 – The Brand Structuring





10.2011 – The First Sales Training



18.10.2011 – The Sales Start





Litex Motors

10-12.2011 – Launch advertising campaign

The First Bulgarian automotive TV advert



Litex Motors wins first prize given by “New Business Ideas”



2012 - Dealership network - Bulgaria



Sofia



Sofia



Sofia



Varna



Plovdiv



Burgas

2012 - Dealership Network - Bulgaria



Ruse



Veliko Tarnovo



Gabrovo



Blagoevgrad



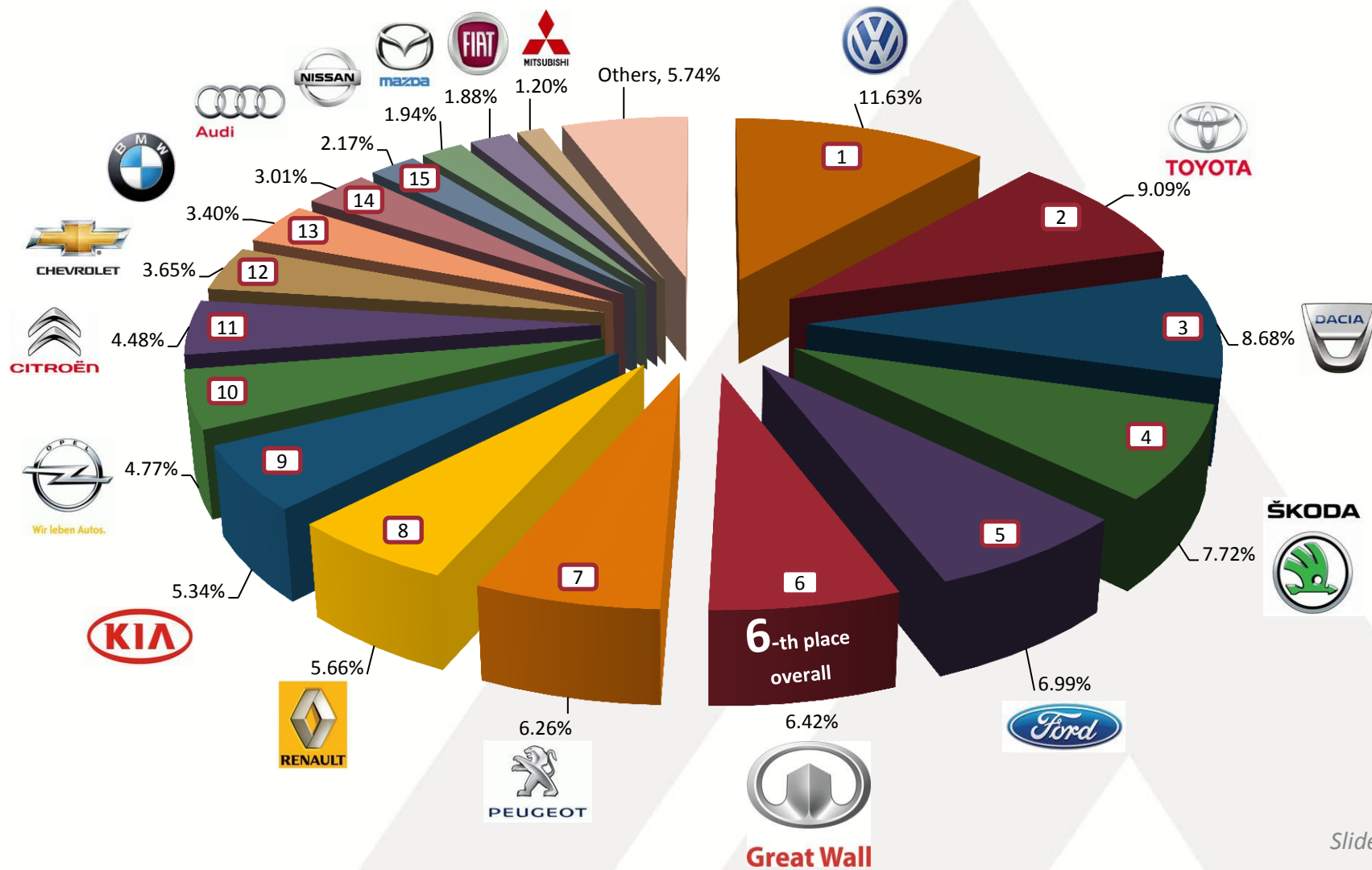
Haskovo



Pleven

Sales Performance Bulgaria 2012

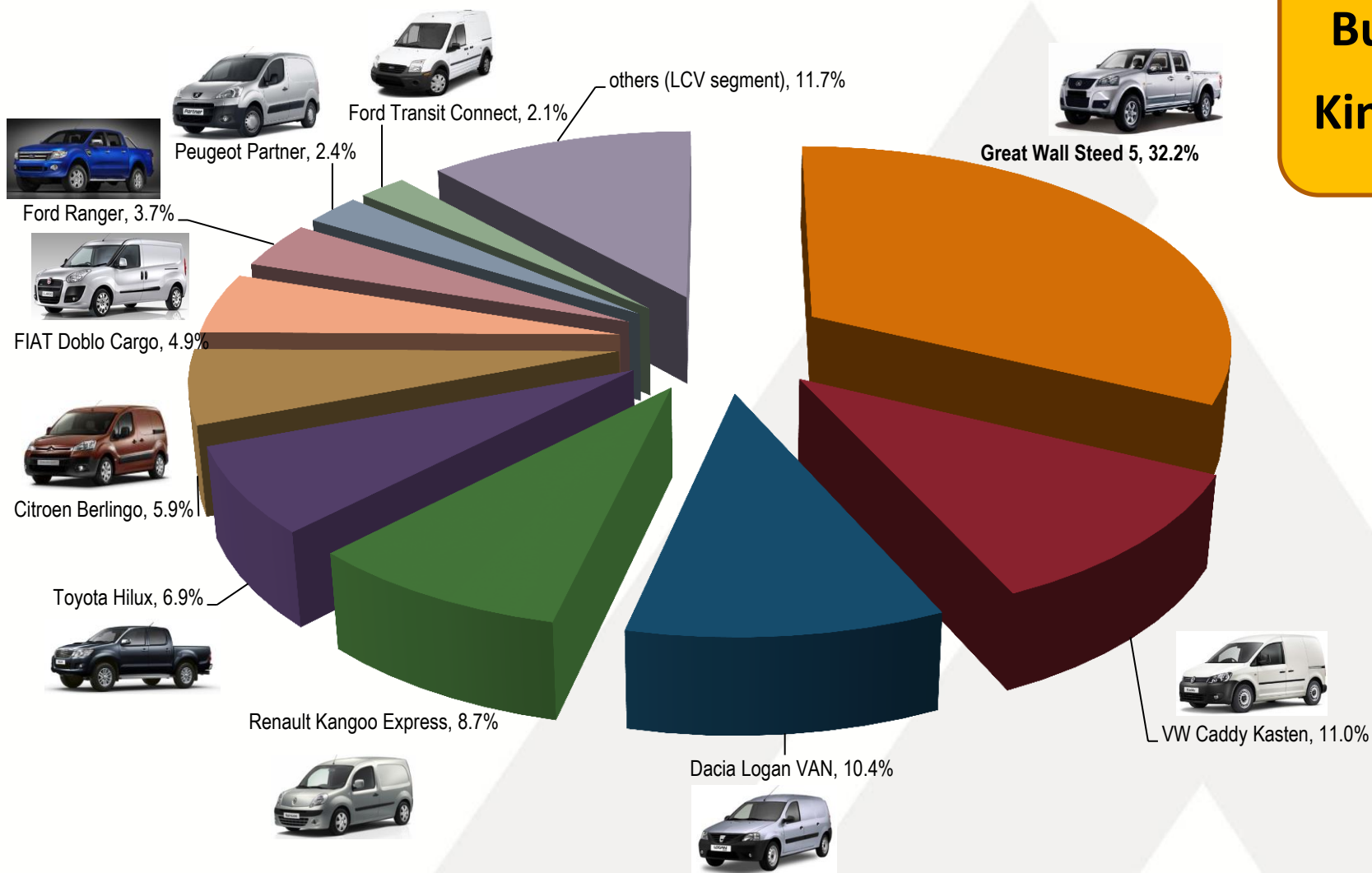
Market Share in Bulgaria total sales 2012



Sales Performance Bulgaria 2012

Top 10 BG market all LCV Total 2012

**Bulgaria's
King of LCV**

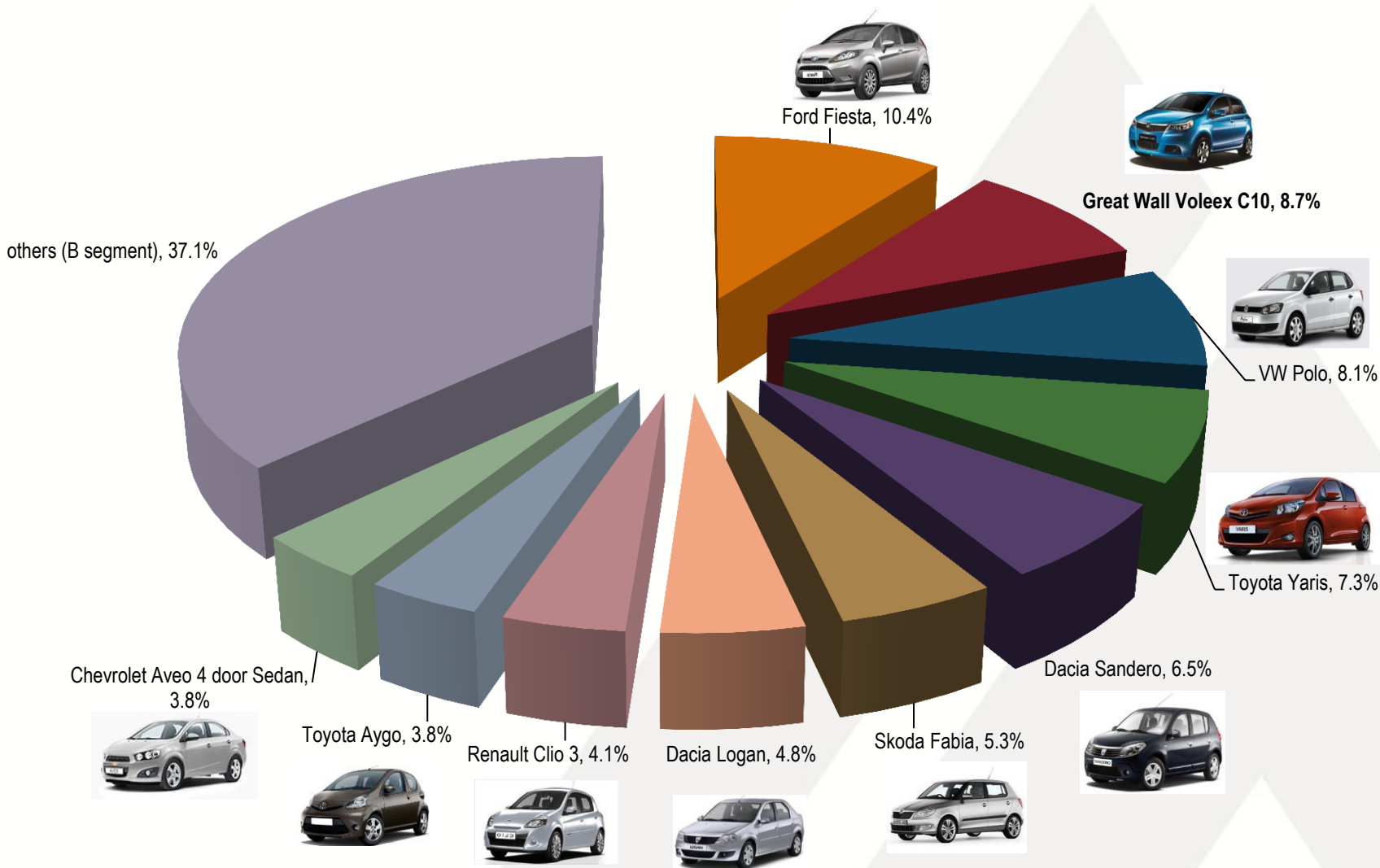


Sales Performance Bulgaria 2012

Top 10 small car BG market Total 2012

2nd

**Best selling
Small car in
Bulgaria**

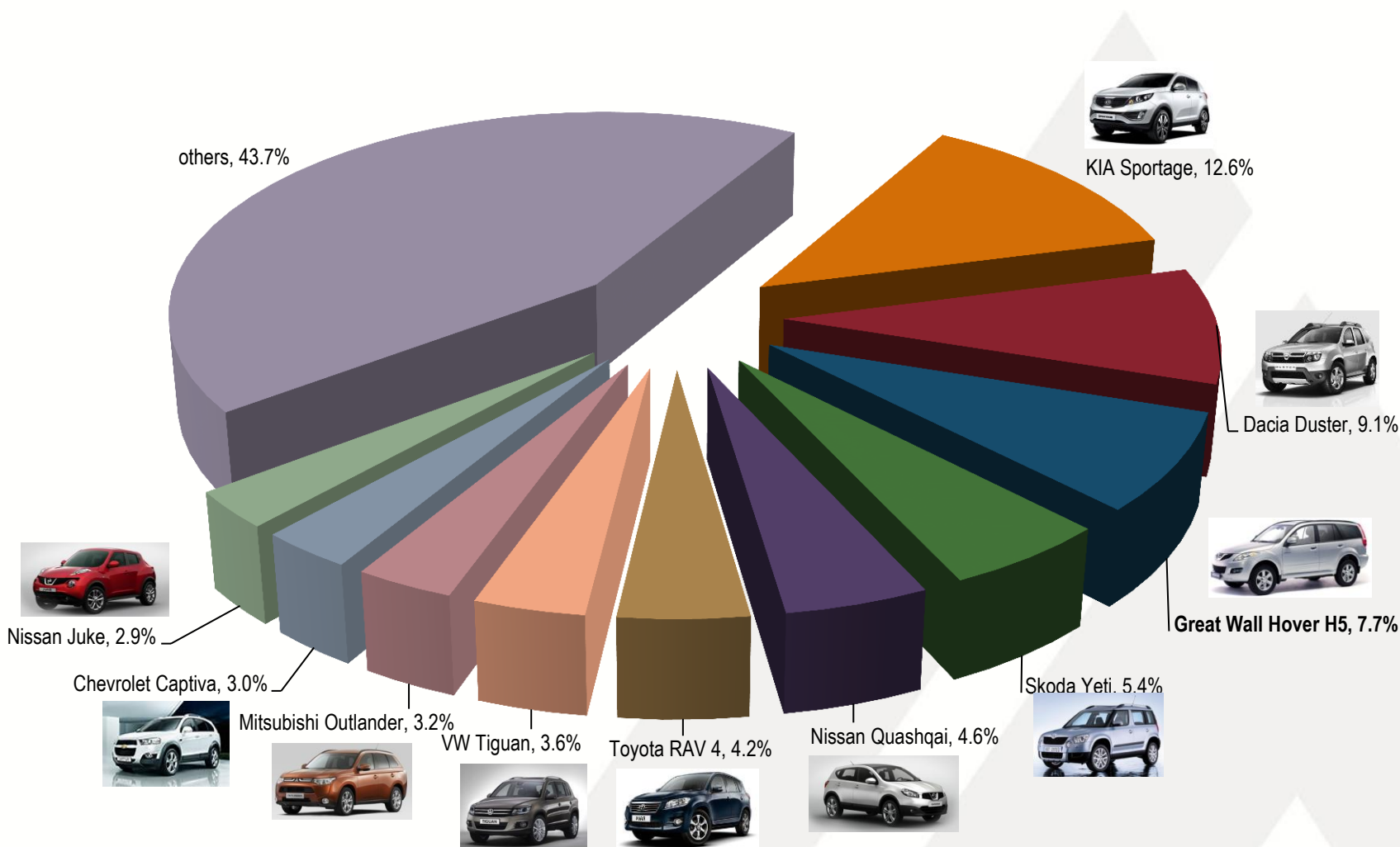


Sales Performance Bulgaria 2012

Top 10 BG market (SUV segment) Total 2012

3rd

**Best selling
SUV in
Bulgaria**



Bulgarian Cars for Bulgaria





***Thank you for your
attention***