

14th

2021 可持续发展报告

SUSTAINABILITY REPORT

东风汽车集团有限公司

东风化雨 润泽四方
NURTURING





2021

东风汽车集团有限公司 可持续发展报告

DFM CORPORATION
SUSTAINABILITY REPORT



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领导致辞

Leadership Speech



董事长、党委书记 竺延风

Zhu Yanfeng, Chairman and Secretary of the Party Committee

感谢大家一直以来对东风公司的关心与支持，这是我们发布的第十四份社会责任报告。

2021 年是中国共产党成立 100 周年，是“十四五”的开局之年，也是东风事业发展进程中极为特殊、极为重要的一年。面对异常复杂的外部环境、多发频发的风险挑战、深入演进的科技革命和产业变革、日益激烈的市场竞争，在以习近平同志为核心的党中央坚强领导下，东风公司深刻把握汽车行业变革调整的重要机遇期，迎难而上、拼搏进取，各项工作取得新的成效，争取了最好的经营结果，实现了“十四五”的良好开局。

这一年，公司系统发布“十四五”规划，作出向科技型企业转型的战略安排；坚决克服疫情、芯片短缺、市况波动等不利因素，实现高质量运营；加快科技创新和自主发展，持续构筑核心能力；深入推动改革三年行动落地见效，发展活力不断释放；持续加强党的领导党的建设，党建引领保障事业高质量发展的体系能力进一步增强。公司勇担央企经济责任、政治责任和社会责任，打好全面脱贫与乡村振兴“接续战”，实现清洁低碳绿色发展，投身社会公益事业，为推动汽车强国建设，满足人民享有新时代美好汽车生活作贡献。

2022 年，是党的二十大召开之年，是“十四五”规划落地实施的重要一年。公司始终坚持以客户为中心，深刻把握“快鱼吃慢鱼”的竞争形势，加快产品迭代和创新成果转化，努力在严峻复杂的市场竞争中争取更为主动的位势。坚持科技高水平自立自强，夯实面向未来竞争制高点的自主创新能力，实干苦干，赶超跨越，加快建设卓越东风和世界一流企业，以优异成绩迎接党的二十大胜利召开。

董事长致辞

Speech of the Chairman

Thank you for your concern and support to DFM. This is the 14th social responsibility report we have released.

The year of 2021 is the 100th anniversary of the founding of the Chinese Communist Party as well as the opening year of "14th Five-year Plan". Moreover, the year of 2021 is an extremely special and important year in the development course of DFM. Facing the extremely complicated external environment, more frequent risks and challenges, gradual scientific and technological revolution and industrial transformation and increasingly fierce market competition, and under the leadership of the Party Central Committee with Comrade Xi Jinping at the core, DFM firmly seizes the important opportunity of reform and adjustment in automobile industry, takes the initiative to tackle the difficulties, works hard to make new achievements and strives for the best operation results, thus achieving a good start for "14th Five-year Plan".

In 2021, the company has systematically released the "14th Five-year Plan" and made proper strategic arrangement on developing the company into a technology-based enterprise; achieved high-quality operation by overcoming the unfavorable factors such as epidemic, chip shortage and market fluctuation; accelerated the scientific and technological innovation and independent development and constantly developed its core abilities; deeply promoted the implementation of three-year reforms and continuously released the development vitality; constantly enhanced the construction of the leading Party and led the further enhancement of the system capacity

that can guarantee the high-quality development of the undertakings. Moreover, company has actively assumed the economic, political and social responsibilities of the central enterprise, constantly struggled for comprehensive poverty alleviation and rural revitalization, achieved clean, low-carbon and green development and actively devoted itself into social welfare undertaking, thus making a contribution to promoting the construction of a powerful nation of automobile and meeting people's needs of living a good automobile life in the new era.

The year of 2022 is the year to hold the 20th National Congress of the Communist Party of China and an important year to implement "14th Five-year Plan". The company will always adhere to the customer-centered principle, firmly grasp the competitive situation of "survival of the fittest", accelerate the product upgrade and transformation of innovative achievements and make every effort to gain a more active position in the severe and complicated market competition. Adhering to high-level and independent technological development, the company constantly develops its independent innovation ability in order to hold the high ground in the future competition, works hard to make breakthroughs and accelerate developing DFM into a world-class enterprise in order to embrace the success of the 20th National Congress of the Communist Party of China with outstanding performance.

领导致辞

Leadership Speech



总经理、党委副书记 杨青

Yang Qing, General Manager and Deputy Secretary of CPC

2021 年，东风公司深入学习贯彻习近平新时代中国特色社会主义思想，坚决贯彻落实党中央、国务院决策部署，积极应对疫情、关键资源供应紧张等挑战，总体经营持续向好，各项工作稳中有进。2021 年公司销售汽车 328 万辆，实现营业收入 5564 亿元。

2021 年，东风公司切实履行央企社会责任，发布“润”计划 3.0，明确了东风公司社会责任工作的战略愿景、目标路径及实践体系，揭开了东风社会工作发展的新篇章。东风公司将在“十四五”期间积极构建社会责任“RUN”实践体系，重点开展“润丰行动”“润兴行动”“润美行动”3 项行动，扎实开展各类公益实践，持续推进“东风梦想车”大赛、“东风润苗行动”等公益品牌项目，彰显东风的责任与担当。

据中国社科院发布的《企业社会责任蓝皮书（2021）》显示，东风公司连续 6 年入围国有企业 100 强社会责任发展指数 10 强，第三次跻身中国企业 300 强社会责任发展指数 10 强。东风公司的履责工作持续深入，履责能力不断加强，履责成果不断拓展。

扬帆正当时，乘风破浪。我们将持续加强核心能力建设，

加快推进高质量发展，向着建设卓越东风和世界一流企业的目标不断前进。同时，我们将按照“润”计划 3.0 的整体安排，以“致力于成为可持续发展的卓越科技企业”为愿景，秉承“东风化雨、润泽四方”的履责理念，践行“诚信、创新、赋能、致善”的责任价值观，扎实推进社会责任工作，为人民享有新时代美好汽车生活，为建设汽车强国作出更大贡献。

总经理致辞

Speech of the General Manager

In 2021, DFM has deeply studied and implemented Xi Jinping Thought on Socialism with Chinese Characteristics in the New Era, firmly implemented the decisions and deployment made by the Party Central Committee and the State Council, actively coped with the challenges such as epidemic and tight supply of key sources and achieved good performance in overall operation and the steady progress. In 2021, DFM has sold 3.28 million vehicles, realizing the operating revenue of 556.4 billion yuan.

In 2021, DFM has effectively performed the social responsibility of the central enterprise and released "Nurturing" plan 3.0, which specifies the strategic vision, target path and practice system of DFM's new round of social responsibility work, and opening a new chapter in the development of DFM social responsibility work. During "14th Five-year Plan" period, DFM will actively construct the social responsibility "RUN" practice system of social responsibility, focus on the three actions of "Runfeng Action", "Runxing Action" and "Runmei Action", carry out various public welfare activities, and constantly promote the public welfare brand projects such as "DFM dream car" competition, "Dongfeng Runmiao Action" to show DFM's responsibility.

According to *Blue Book of Corporate Social Responsibility (2021)* released by Chinese Academy of Social Sciences, DFM has been ranked top 10 among the top 100 Chinese enterprises in social responsibility development index for six consecutive years and ranked top 10 among

the top 300 Chinese enterprises in social responsibility development index for the third time. With deepened assumption of DFM's responsibilities, DFM's ability to perform responsibility is constantly enhanced, with performance results being constantly expanded.

Under rapid development, we will continue to enhance the core capability construction, accelerate the high-quality development and strive to achieve the goal of "developing DFM into an excellent and world-class enterprise". Meanwhile, based on the overall deployment of "Nurturing" Plan 3.0, we will adhere to the vision of "committed to becoming a sustainable development of excellent technology enterprise" and the concept of "Dongfeng, the Nurturing East Wind" to earnestly practice the responsibility values of "integrity, innovation, empowerment and goodness" and promote the social responsibility work, thus making greater contributions to helping people live a good automobile life in the new era and constructing a powerful nation of automobile.

关于东风公司

About DFM

公司简介

Company Profile

公司概况

Summary

• 1969

始建于 1969 年

DFM was founded in 1969

• 131251

从业人员总数 131251 人

The total number of employees is 131251

• No.7

中国制造企业 500 强 : 第 7 位

Top 500 Manufacturers in China: No. 7

• No.9

中国企业 300 强社会责任发展指数排名 : 第 9 位

Ranking of responsibility development index of China's
Top 300 enterprises: 9th

• 5513

现有总资产 5513 亿元人民币

The total assets are 551.3 billion yuan

• 85

《财富》世界 500 强 : 第 85 位

Fortune World 500: No. 85



主营业务

Main Businesses

- **商用车：涵盖重、中、轻、微全系列卡车和客车产品**
Commercial vehicles (CVs): Covering a full range of mini, light-duty, medium-duty and heavy-duty trucks as well as bus products
- **乘用车：涵盖基本型、SUV、MPV、交叉型等全系列**
Passenger car: covering the basic model, SUV, MPV, crossover model and other full series
- **新能源汽车：涵盖纯电动轿车、纯电动客车、纯电动工程车、纯电动物流车、纯电动环卫车及混合动力城市客车、BSG 混合动力轿车、插电式混合动力城市客车等**
New energy vehicles: covering pure electric cars, pure electric buses, pure electric engineering vehicles, pure electric logistics vehicles, pure electric sanitation vehicles and hybrid city buses, BSG hybrid cars, plug-in hybrid city buses, etc.
- **军车产品：包括军用越野车和军用运输车**
Military vehicle products: including military off-road vehicles and military transport vehicles
- **汽车零部件：覆盖动力系统、制动系统、转向系统、悬架系统、内饰系统、汽车电子等**
Auto parts: covering the power system, braking system, steering system, suspension system, interior system and automotive electronics, etc.
- **装备业务：包括汽车自动线专用设备、模具、检具等**
Equipment business: including auto automatic line special equipment, mold, inspection tools, etc.
- **水平事业：覆盖汽车金融、汽车物流、二手车、汽车租赁、出行服务等相关业务**
Relevant business: covering auto finance, auto logistics, used car, car rental, travel service and other relevant businesses



运营地域 Operation Area

四大基地 武汉、十堰、襄阳、广州

"N" 柳州、郑州、杭州、重庆、常州等



立足湖北、面向全国，形成“4 + N”事业布局，在国内 20 多个城市建有子企业。

发展历程

Development History

东风 品牌发展历程



公司治理

Corporate Governance

东风公司是国务院国有资产监督管理委员会管理的国有独资企业，于 2011 年 4 月成立董事会，构建了以国资委为出资人代表、董事会为决策机构、监事会为监督机构的治理结构。在党中央坚强领导下，东风公司深入贯彻落实党的十九大精神，认真学习落实习近平总书记系列重要讲话精神和建设中国特色现代国有企业制度重要要求，扎实推进中管企业规范董事会建设，不断提升公司法人治理水平。2021 年，全年共召开 10 次董事会会议，共形成了 33 项决议。

As a wholly state-owned enterprise managed by the State-owned Assets Supervision and Administration Commission of The State Council, DFM established the board of directors in April 2011, which built a governance structure with the SASAC as the investor representative, the board of directors as the decision-making institution, and the board of supervisors as the supervisory institution. Under the strong leadership of the CPC Central Committee, DFM has thoroughly implemented the spirit of the 19th CPC National Congress, earnestly studied and implemented the spirit of General Secretary Xi Jinping's series of important speeches and the important requirements of building a modern state-owned enterprise system with Chinese characteristics, steadily promoted the construction of the board of directors of central enterprises, and constantly improved the level of corporate governance. In 2021, 10 board of directors meetings have been held throughout the year, forming 33 resolutions.

组织治理

Organizational Governance



文化治理

Cultural Governance

东风公司于 2012 年发布社会责任“润”计划，2014 年发布“和”文化战略，2015 年在中央企业和中国汽车行业率先发布《商德公约》。至此，东风初步构建起以“和”文化、“润”计划和《商德公约》为主体的“三位一体”企业软实力体系。2021 年，东风公司发布“润”计划 3.0，指引东风社会责任工作开启全新征程。

DFM released the CSR "Nurturing" Plan in 2012 and the "Harmony" Culture Strategy in 2014, and took the lead to launch the Commercial Ethics Convention in 2015 among central enterprises in the domestic automobile industry. Up to now, DFM has preliminarily established a "three-in-one" corporate soft power system composed by "Harmony" culture, "Nurturing" Plan and the Commercial Ethics Convention. In 2021, DFM released "Nurturing" Plan 3.0, guiding the new journey of DFM social responsibility work.



责任专题

CSR Special Topics

履责新篇章，奋进“十四五”——“润”计划 3.0

Take Responsibility for a New Chapter, Promote the Implementation of "14th Five-Year"- "Nurturing" Plan 3.0

“十四五”期间，为适应国家经济社会发展要求和企业发展战略，东风公司制定新一轮社会责任行动计划——“润”计划 3.0，明确东风公司新一轮社会责任工作的战略愿景、目标路径及实践体系，开启东风公司社会责任工作发展的新篇章。

During the period of "Fourteenth Five-Year", in order to adapt to the requirements of national economic and social development and the development of enterprise development strategy, DFM develops a new round of social responsibility action plan - "Nurturing" plan 3.0, clarifying the strategic vision, target path and practice system of DFM's new round of social responsibility work, and opening a new chapter in the development of DFM social responsibility work.

响应时代号召，为责任赋新意

Respond to the call of the times and create new ideas for responsibility

面向“十四五”，东风公司面对乡村振兴、“碳中和”、交通强国等新形势、新要求、新任务，成立专项课题研究组，通过环境扫描、理论研究以及利益相关方调研访谈相结合的方式，总结梳理社会责任工作成果，在东风公司战略规划的总体框架下，制定新一轮社会责任行动计划——“润”计划 3.0，以进一步提高东风的履责水平和可持续发展能力。

2012 年

发布中央企业首份社会责任中期行动计划——“润”计划

2016 年

进一步升级行动计划，推出“润”计划 2.0 推动社会责任工作与公司战略融合

2021 年

面向“十四五”，推出“润”计划 3.0 回应新时代号召，促使公司社会责任工作再提升，为建设卓越东风和世界一流企业提供有力支撑



• 东风公司董事长、党委书记竺延风出席会议并讲话

强化价值共生，为责任添新能

Strengthen value symbiosis and add new energy to responsibility

“润”计划3.0是东风“十四五”规划的重要组成部分，是东风“十四五”社会责任工作的行动指南。该计划明确了东风公司“十四五”社会责任工作的战略愿景、目标路径及实践体系，开启全新履责征程。

战略愿景：致力于成为可持续发展的卓越科技企业

履责理念：东风化雨 润泽四方

责任价值观：诚信 创新 赋能 致善

工作目标：努力建设高质量的可持续发展社会责任工作体系，构建社会责任“3+1”支撑架构，打造东风责任软实力，助力公司事业高质量发展。

实践体系：构建东风社会责任“RUN”（润）实践体系，重点开展“润丰行动”“润兴行动”“润美行动”3项行动，推进12个社会责任实践议题。

社会责任“3+1”支撑架构



努力建设高质量的可持续发展社会责任工作体系，构建社会责任“3+1”支撑架构，打造东风责任软实力，助力公司事业高质量发展

践行使命担当，促责任开新局

Fulfill our mission and promote new responsibilities

作为中央企业，东风公司强化“国家队”的使命担当，积极履行企业社会责任，持续为国家经济社会发展和人民共同富裕助力。2021年，东风公司按照社会责任“润”计划3.0的部署，在抗灾救灾、乡村振兴、社会公益等方面全力施为，推动东风社会责任工作高质量发展；东风公司社会责任案例《“润”计划3.0：强化战略引领，推动责任管理水平再上新台阶》入选《中央企业社会责任蓝皮书（2021）》责任管理类优秀案例。

起航新征程，一起向未来！东风公司将更加紧密地团结在以习近平同志为核心的党中央周围，认真贯彻落实党中央的决策部署，在“润”计划3.0的指引下，继续探索履责新路径，为美好生活赋能，为共同富裕助力，为社会创造更大价值，奋力书写新时代东风的责任担当。

Set sail for a new journey, work together for a better future! In the future, DFM will unite more closely under the core leadership of the Party Central Committee with Comrade Xi, earnestly implement the CPC Central Committee's decision deployment, continue to explore new path under the guidance of "Nurturing" plan 3.0, strive for a better life and common prosperity, create greater value for society and earnestly assume the responsibility of DFM in the new era.

东风 2021 年度履责纪实

DFM 2021 Annual Responsibility Performance Documentary

1 东风公司召开脱贫攻坚总结表彰大会

DFM held a poverty alleviation summary and commendation conference

5月25日，东风公司在武汉召开脱贫攻坚总结表彰大会，总结脱贫攻坚经验，表彰脱贫攻坚先进，并正式发布东风公司乡村振兴规划，为东风下阶段乡村振兴工作更好地开展奠定基础、凝聚共识。

2 东风公司举办脱贫攻坚成就展

DFM held an exhibition of poverty alleviation achievements

2021年5月，以“回望来时路”为主题的东风公司脱贫攻坚成就展（1994-2020）正式开展。成就展通过“线上+线下”形式，全面总结、系统梳理、生动展示东风27年来的扶贫工作的历程以及取得的累累硕果，展现了东风帮扶地区经济社会发展的巨大变迁。



• 东风公司举办脱贫攻坚成就展

3 启动产业协作“东风县”项目

Start the industrial cooperation “Dongfeng County” project

4月10日，结合帮扶地区特点，东风公司乡村振兴办先行先试，正式启动产业协作“东风县”项目，在满足汽车消费需求、延伸汽车产业布局、升级乡村建设行动等方面进行深入探索。2021年，东风公司创新乡村振兴工作模式，开展社会责任助力营销，牵头打造“产业协作东风县-房县”模式并在帮扶地区及十堰全域推广，全年在帮扶地区销售东风车超2400辆，为政企“双赢”和人民享受美好汽车生活加油助力。



• 东风集团共建产业协作“东风县”启动仪式

4 积极驰援河南抗洪救灾

Actively help Henan province for flood relief

2021年7月，河南发生特大洪涝灾害。东风公司总部携各事业单元迅速行动，积极捐款捐物并提供必要的救援，累计为河南抗洪救灾捐助4780万元。此外，东风公司还通过参与十堰市人民政府民政服务用车捐赠、“母亲健康快车”公益项目车辆捐赠等公益活动，持续传递央企大爱。

5 乡村振兴工作取得新成效

Make new progress in the rural vitalization work

2021年，东风公司严格落实“四不减”要求，实施“赋能工程”、打造“帮扶套餐”，围绕党建、产业、教育、就业、消费等领域开展帮扶工作。在消费扶贫方面，东风公司开展“巩固脱贫攻坚成果 爱心消费助农兴农”专项工作，通过打造特色农产品明星品牌、爱心团购、慰问品集中采购等举措，持续推进消费帮扶工作，公司2021年消费帮扶金额较上年度增幅12%，进一步巩固拓展脱贫攻坚成果，助力全面推进乡村振兴。



• 东风公司总经理、党委副书记杨青调研马山县沃柑产业基地

6 社会责任“润”计划 3.0 正式发布

Officially release social responsibility “nurturing” plan 3.0

2021年5月，东风公司正式发布社会责任“润”计划3.0，明确东风“十四五”社会责任工作的战略愿景为“致力于成为可持续发展的卓越科技企业”，责任价值观为“诚信、创新、赋能、致善”，同时还明确了“润丰行动”“润兴行动”“润美行动”3项行动和12个实践议题，为东风公司下阶段履责工作提供了行动指南。

7 “东风梦想车”大赛品牌热度再升级

“DFM dream car” competition brand becomes popular again

2021年，东风公司持续推进“东风梦想车”大赛，同时打造了以科技创新为主题的“梦想车之夜”全新责任品牌，发布聚焦青年创新创业的“逐梦之星”计划，进一步拓展履责路径，为青年成长成才提供更广阔的舞台。



• 东风“梦想车之夜”

8 东风公司发布《2020 可持续发展报告》

DFM releases “2020 Sustainable Development Report”

2021年9月，东风公司正式发布《2020可持续发展报告》，这是东风公司第13次发布履责报告。《报告》集中展现了2020年东风公司在履行社会责任、推动可持续发展上的举措及成效，被评为“五星佳级”，是企业社会责任报告中的典范。

9 东风公司社会责任发展指数位居国企第7位

DFM's social responsibility development index ranked seventh among state-owned enterprises

12月3日，社科院发布《企业社会责任蓝皮书（2021）》。《蓝皮书》显示，东风公司2021社会责任发展指数位列中国企业300强第9位，国有企业100强第7位，均较2020年进步1位。

10 第八届东风“社会责任月”成功举办

Successfully hold the 8th DFM “Social Responsibility Month”

2021年6月-7月，东风公司以“新征程 新使命 新价值”为主题，启动2021年（第八届）“社会责任月”系列活动。东风公司总部及各事业单元围绕乡村振兴、社会公益、节能环保等领域开展了67项履责实践活动，形成上下联动、相互呼应、整体推进的工作格局，全面营造良好履责氛围，共筑“和悦东风”好形象。

责任管理

CSR Management

责任组织

CSR Organization

责任治理

CSR Governance

根据《东风汽车集团有限公司社会责任管理办法》，东风公司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内容，严格执行对外捐赠流程和信息报送制度等，实现社会责任工作规范化与体系化。

Based on Measures of DFM for CSR Management, the Company specifies the contents of the CSR planning management, implementation management and operation evaluation and other contents, strictly implements external donation procedure and information reporting system and realizes the standardization and systematization of the CSR related work.

设立东风公司社会责任工作委员会，委员会设主任、副主任和成员若干，社会责任工作办公室作为牵头部门，归口管理全系统社会责任工作，并组织公司旗下各单位相应部门和人员协调推进社会责任工作。

It has set up DFM CSR working committee, with several directors, deputy directors and members. The Work Department of the Party Committee acts as a leading department to be in charge of the CSR-related work and organize the relevant departments and personnel of various affiliated units to coordinate and advance the CSR-related work.

东风汽车集团有限公司社会责任工作委员会

主任：分管社会责任工作的公司领导

成员单位：公司（党委 董事会）办公室、战略规划与科技发展部、经营管理部、人力资源部、财务控制部、党委工作部、审计部、法务合规部、纪律检查委员会监察专员办公室、工会、团委、区域管理中心等部门或单位

委员会下设社会责任工作办公室

社会责任工作办公室是委员会的办事机构，也是公司社会责任工作的日常管理机构。东风公司社会责任工作办公室设在公司（党委 董事会）办公室

东风旗下各二级单位

各二级单位专业厂、子公司

责任理念
CSR Idea



责任规划
CSR Planning

2021年，东风公司正式发布新一轮社会责任行动计划——“润”计划3.0，明确东风公司新一轮社会责任工作的战略愿景、目标路径及实践体系，指引东风公司社会责任工作迈向新征程。

In 2021, DFM officially released a new round of social responsibility action plan – "Nurturing" Plan 3.0, clarifying the strategic vision, target path and practice system of DFM's new round of social responsibility work, and guiding DFM's social responsibility work to a new journey.

● 战略统领 Strategic leadership

面向“十四五”，东风公司将持续秉承“东风化雨、润泽四方”的履责理念，以“致力于成为可持续发展的卓越科技企业”为战略愿景，切实践行“诚信、创新、赋能、致善”的责任价值观，助推东风社会责任工作再上新台阶。

Facing the "14th Five-year Plan", DFM will continue to adhere to the concept of "Dongfeng, the Nurturing East Wind", take "committed to becoming a sustainable development of excellent technology enterprise" as the strategic vision, earnestly practice the responsibility values of "integrity, innovation, empowerment and goodness", and boost DFM social responsibility work to a new level.

“润”计划3.0 总体思路 Overall Thinking of "Nurturing" Plan 3.0

坚持以习近平新时代中国特色社会主义思想为指导，认真贯彻落实党中央、国务院重大决策部署，以推动高质量发展为主题，以满足人民日益增长的美好生活需要为根本目的，重点围绕国家“十四五”规划中创新驱动、乡村振兴、绿色发展、民生福祉等重要内容，全面推进社会责任工作与生产经营相融合，奋力实现公司社会责任“十四五”发展目标，为加快建设卓越东风和世界一流企业注入责任动力。

Adhering to taking Xi Jinping's Chinese characteristics in new era as guidance, the company earnestly implements the major decision deployment of CPC Central Committee and the State Council. Moreover, the company also takes the development of high quality as the theme and takes "meeting people's growing needs for a better life" as the fundamental purpose, focuses on the innovation driven, rural revitalization, green development, well-being and other important contents in national "14th Five-Year Plan", comprehensively promotes the integration of social responsibility work and production and operation, strives to achieve corporate social responsibility development goals under "14th Five-Year Plan", and speeds up the construction of excellent DFM and world-class enterprise.

● 实施路径 Implementation Path

根据规划，东风公司新一轮社会责任工作将采取完善机制，优化布局；深耕实践，打磨成果；稳固提升，传播价值的“三步走”路径，助力社会责任工作高质量发展。

According to the plan, the new round of social responsibility work of DFM will adopt the "three-step" path to improve the mechanism, optimize the layout, deepen the practice, polish the results, and help the high-quality development of social responsibility work.

“润”计划 3.0 “三步走”路径 "Three-step" Path of "Nurturing" Plan 3.0

● 完善机制，优化布局（2021 年 -2022 年）

Improve the mechanism and optimize the layout (2021-2022)

在“3+1”支撑架构方面深入布局，提升社会责任管理支撑能力。二级单位按照“润”计划 3.0 规划推进落实，夯实社会责任管理及实践基础。

We will deepen the layout of "3+1" support framework, and improve the support capacity of social responsibility management. Secondary units shall promote the implementation of the "Nurturing" Plan 3.0 and consolidate the foundation of social responsibility management and practice.

● 深耕实践，打磨成果（2023 年 -2024 年）

Deeply implement practices and improve results (2023-2024)

全面落实“润”计划 3.0 实践体系，统筹推进社会责任工作，通过社会责任共赢平台实现资源整合与共享，推进公司社会责任工作的价值创造。

We fully implement the practice system of "Nurturing" Plan 3.0, promote the social responsibility as a whole, realize the resource integration and sharing through the social responsibility win-win platform, and promote the value creation of the company's social responsibility work.

● 稳固提升，传播价值（2025 年）

Make steady improvement and spread value (2025)

形成社会责任工作闭环管理，不断推进社会责任工作的可持续发展；树立社会责任实践典范，持续推动东风履责共同体建设，打造央企履责典范。

We form a closed-loop management of social responsibility work, and constantly promote the sustainable development of social responsibility work; set up a model of social responsibility practice, continuously promote the construction of DFM responsibility community, and build a model of central enterprises.

● 实践体系 Practice System

东风公司坚决落实国家“十四五”规划总体部署，为推动履责工作提质增效，积极构建社会责任“RUN”实践体系，重点开展“润丰行动”“润兴行动”“润美行动”3项行动，推进12个社会责任实践议题。

DFM resolutely implements the overall deployment of the national "14th Five-Year" Plan, in order to promote the quality and efficiency of the responsibility performance work, actively constructs the social responsibility "RUN" practice system of social responsibility, focuses on the three actions of "Runfeng Action", "Runxing Action" and "Runmei Action", and promotes 12 social responsibility practice issues.



● 东风公司发布“润”计划3.0

<p>润丰行动 为国计民生添新色、共繁荣</p> <p>Runfeng Action Add new vitality to the national economy and people's livelihood, and share common prosperity</p>	<ul style="list-style-type: none"> ● 贯彻落实党中央、国务院重大决策部署 Implement the major decisions and plans of the CPC Central Committee and the State Council ● 做强做优做大国有资本和国有企业 Make state-owned capital and state-owned enterprises stronger, better and bigger ● 增强科技创新实力 Strengthen strength in scientific and technological innovation ● 合规合纪合法经营 Adhere to compliance and legal operation
<p>润兴行动 与产业经济同增进、共发展</p> <p>Runxing Action Common growth and development with the industrial economy</p>	<ul style="list-style-type: none"> ● 加快新兴产品研发与应用 Accelerate the research, development and application of emerging products ● 为客户提供优质服务 Provide high-quality services for customers ● 提升国际市场产品及服务质量 Improve the quality of products and services in the international market ● 加强产业链价值链责任管理 Strengthen the responsibility management of the industrial chains and value chains
<p>润美行动 为社会环境赋美好、共和谐</p> <p>Runmei Action Develop beautiful and harmonious social environment</p>	<ul style="list-style-type: none"> ● 打好全面脱贫与乡村振兴“接续战” Continue to fight against comprehensive poverty alleviation and rural revitalization ● 实现清洁低碳绿色发展 Achieve clean, low-carbon and green development ● 保障员工合法权益及身心健康 Guarantee the legitimate rights and interests of employees and their physical and mental health ● 推动社会公益事业发展 Promote the development of social public welfare undertakings

责任融合

Integration of
Responsibilities

责任议题

Responsibility Issues

● 核心议题筛选流程及结果 Selection Process and Results of Core Issues

议题识别：东风公司社会责任议题选择兼顾国际标准、国家政策要求、社会舆论关注点、汽车行业企业和相关行业企业议题趋势以及公司发展规划。参考国际标准与趋势、国家政策要求和社会舆论关注点形成一般议题；通过分析国内汽车行业企业及相关行业企业形成行业议题；结合公司发展规划和运营实践形成东风公司社会责任议题。

Topic identification: DFM's social responsibility issues are selected after considering the international standards, national policy requirements, public opinion concerns, topic trends of automobile industry enterprises and related industries and the development plan of DFM. General issues are formed according to international standards and trends, national policy requirements and public opinions and concerns; industry issues are formed by analyzing domestic automobile enterprises and related industries; and DFM's social responsibility issues are formed in combination with corporate development planning and operation practice.

审核确定：对筛选出的社会责任议题进行审核并最终确定东风公司社会责任议题。

Review and determination: the selected social responsibility issues are reviewed to finally determine the social responsibility issues of DFM.

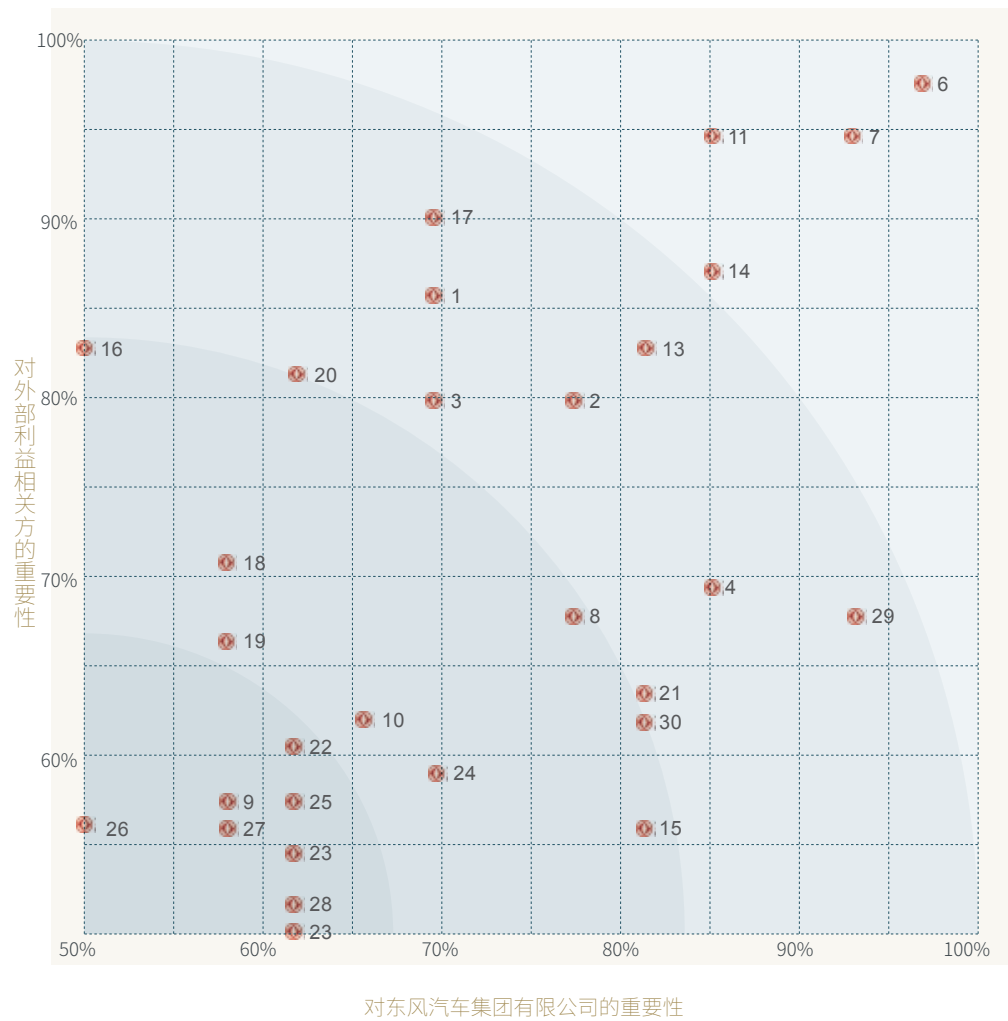
划分优先等级：东风公司通过电子问卷、访谈等形式，针对内外部利益相关方开展社会责任议题重要性调研。根据“对东风公司经营的影响”和“对利益相关方的重要性”两个维度建立核心议题矩阵，对议题池中的议题进行优先等级排序。

Division of priority classification: DFM carries out the research on the importance of social responsibility issues for internal and external stakeholders through electronic questionnaires and interviews. DFM establishes a core issue matrix from the two dimensions of "the impact on the operation of DFM" and "its importance for stakeholders" to prioritize the issues in the issue pool.

● 核心议题筛选结果 Selection Results of Core Issues

01. 公司治理	11. 自主品牌建设	21. 积极参与“碳达峰”“碳中和”行动
02. 守法合规	12. 维护股东权益	22. 打造绿色产品
03. 诚信廉洁	13. 产品安全与质量	23. 践行绿色办公
04. 贯彻国家决策部署	14. 客户服务满意度	24. 发展循环经济
05. 全面深化改革	15. 投诉处理与汽车召回	25. 经销商管理
06. 坚持创新驱动	16. 市场开拓	26. 经销商能力建设
07. 加速布局新能源	17. 员工权益保障	27. 供应商管理
08. 助力乡村振兴	18. 员工健康与安全	28. 供应商能力建设
09. 海外发展	19. 员工培训与发展	29. 打造公益品牌项目
10. 支持地方经济发展	20. 员工关爱	30. 开展社会公益实践

东风汽车集团有限公司 2021 年可持续发展报告实质性议题分析



责任绩效

Responsibility
Performance

在“润”计划 3.0 的逻辑结构下，东风公司结合《中国企业社会责任报告指南之汽车制造业（CASS-CSR4.0）》以及企业社会责任管理“三步十法”模型，搭建起涵盖 15 个一级议题、43 个二级议题的东风公司社会责任评价体系，对二级单位进行系统考评，促进履责工作的规范化、体系化运作。

Under the logical structure of "Nurturing" Plan 3.0, DFM sets up DFM social responsibility evaluation system covering 15 primary issues and 43 secondary issues in combination with Chinese Corporate Social Responsibility Report Guidelines on Automobile Manufacturing (CASS-CSR4.0) and "three-step and ten-method" model of corporate social responsibility management to systematically evaluate the secondary units and promote the standardized and systematic operation of the responsibility performance work.

责任沟通

Responsibility
Communication

责任报告

Responsibility Report

东风公司不断完善社会责任内部沟通机制。一方面,通过沟通会、形势目标教育、访谈等形式,就企业发展、薪酬福利等内容与员工进行面对面沟通交流;另一方面,向旗下各单位发放年度《社会责任报告》,及时披露责任绩效,增进责任沟通与信息共享。

DFM continues to improve the internal communication mechanism of social responsibility. On one hand, DFM organizes face-to-face communications with employees on the contents such as enterprise development, salary and welfare through communication meeting, situation and objective education and interview; on the other hand, Social Responsibility Report is issued to the units to timely disclose responsibility performance and enhance responsibility communication and information sharing.



- 旗下单位发布《社会责任报告》

利益相关方参与

Stakeholder
Participation

东风公司不断丰富社会责任外部沟通方式。一方面,在改善现有沟通平台传播效果的基础上,充分利用互联网等新技术,开发新的传播渠道,建立多元化、多层次的传播机制,努力实现精准传播;另一方面,积极参加系列社会责任会议,不断拓展责任沟通渠道。

DFM continuously enrich the external communication methods of social responsibility. On one hand, it makes full use of new technologies such as the Internet to develop new communication channels, establish diversified and multi-level communication mechanisms and strive to achieve accurate communication based on the improved communication effect of the existing communication platforms; on the other hand, it actively participates in a series of social responsibility meetings to continuously expand responsibility communication channels.

权益人组别	权益人最关注的议题	沟通渠道 / 反馈方式	频率 / 次数
 股东 / 投资者	<ul style="list-style-type: none"> • 经营业绩 • ESG 治理理念 	<ul style="list-style-type: none"> • 股东大会 • 投资者见面会 • 业绩发布会 • 新闻稿 / 公告 • 现场调研 • 路演和反向路演 	每年举行一次股东大会 若有特殊情况举行临时股东大会或类别股东会议 不定期举行投资者见面会及现场调研 每年至少一次路演和反向路演
 员工	<ul style="list-style-type: none"> • 雇佣及劳工薪酬福利 	<ul style="list-style-type: none"> • 员工培训 • 工会活动 • 团委活动 • 职工代表大会 • 意见和合理化建议征集 	每年每人至少一次员工培训 不定期举行工会活动 每年至少一次团委活动 每年至少一次职工代表大会 不定期意见和建议征集
 经销商	<ul style="list-style-type: none"> • 产品责任 • 社区投资 	<ul style="list-style-type: none"> • 产品培训 • 消费者投诉处理 • 产品维保 	不定期
 供应商	<ul style="list-style-type: none"> • 供应链管理 • 产品责任 	<ul style="list-style-type: none"> • 现场调研 • 供应商考核 • 质量沟通 • 电话 / 书面来往 • 驻场办公 • 供应商大会 • 公开采购招标 	每年一次供应商大会 每半年进行准入评价 不定期驻场办公
 客户 / 消费者	<ul style="list-style-type: none"> • 产品责任 • 研发创新 	<ul style="list-style-type: none"> • 线上推广 • 线下展销会 / 推广活动 • 电话 • 微信 / 微博 • 新品发布会 • 市场调研 • 客户满意度调研 • 客户座谈和走访 • 处理客户投诉 	不定期
 政府部门	<ul style="list-style-type: none"> • 绿色生产 • 经营业绩 	<ul style="list-style-type: none"> • 现场调研 • 会谈 • 实地抽查 • 参与政策、标准、规划 • 调研与制定 	不定期
 社区人士	<ul style="list-style-type: none"> • 绿色生产 • 经营业绩 	<ul style="list-style-type: none"> • 现场调研 • 会谈 • 社区公益活动 • 社区共建活动 	不定期

润丰



润丰行动
为国计民生添新色
共繁荣

Runfeng Action: Add New Vitality to the
National Economy and People's Livelihood
and Share Common Prosperity

01



落实政策部署

Implement Policy Deployment

建设卓越东风

Develop Excellent DFM

2021 年，东风公司发布实施“东方风起”计划和科技“跃迁行动”，确立以“为用户提供优质汽车产品和服务的卓越科技企业”为定位，加快构建整车业务、科技板块和服务生态“一主两翼”融合发展的事业格局，突出抓好“自主发展、深化改革、强化协同、创新驱动”四大战略任务，进一步深化开放合作。

In 2021, DFM issued and implemented "Dongfeng" Plan and technology "action", determined the positioning of "being an excellent technology enterprise providing users with high-quality automobile products and services" to accelerate the construction of the pattern integrating vehicle business, technology sector and service ecology, highlight the four strategic tasks of "independent development, deepened reform, strengthened synergy and innovation driven development" and further deepen the opening up and cooperation.

2021 年，东风公司运营质量稳中提质，关键核心技术领域取得有效进展，产品市场竞争力持续性提升；大力推进自主发展，重点打造的岚图、东风风神和豪华电动越野品牌东风猛士迎来突破；加快国际化步伐，深度融入“一带一路”建设，推动中国汽车产品“走出去”，推动品牌向上。

In 2021, DFM's operation quality has been improved steadily, effective progress was made in its core technologies and product market competitiveness was improved continuously; DFM vigorously promoted independent development and its core brands Lantu, Dongfeng Fengshen and luxury electric cross-road brands had made breakthroughs; moreover, DFM accelerated the international development pace and deeply integrated the construction of "One Belt and One Road", promoted "going-out" strategy of Chinese automobile products and promoted the development of brands.



- 东风公司董事长、党委书记竺延风发布东风“十四五”规划即“东方风起”计划

响应国家政策

Response to National Policies

东风公司积极响应、落实《新能源汽车产业发展规划（2021 年 — 2035 年）》要求，加快改革创新，推动企业向智能化、网联化、数字化、电动化等方向升级。2021 年，东风公司加速豪华电动越野 M 品牌建设，在新能源和智能网联的赛道上，推动东风自主乘用车事业迈向高端。

DFM actively responds to and implements the requirements of the "New Energy Vehicle Industry Development Plan (2021-2035)", accelerates reform and innovation, and promotes the upgrade of the enterprise in the intelligent, networked, digital and electric directions. In 2021, DFM has accelerated the construction of luxury electric off-road M brand, and promoted the DFM independent passenger vehicle business to the high-end level in the field of new energy and intelligent network.

智能化

逐步实现 L1-L3 级产品全覆盖，其中，乘用车领域 L3 级技术于奕炫 MAX 搭载上市；商用车领域自主 L3 级产品进入实车测试阶段。2021 年具备 L4 级技术的 Robotaxi 于武汉经济开发区示范应用；悦享科技多款 Sharing-X 产品陆续于雄安、洛阳、房山、嘉兴、苏州、军山新城等地部署落地，提供无人接驳、无人清扫、安防巡逻、无人配送等高等级自动驾驶商业服务；商用车无人集卡实现批量交付，并发布“鲲鹏”生态品牌，拟逐步推出智慧高速物流、绿色智慧矿山、绿色智慧城市等系列高等级自动驾驶解决方案包。

网联化

自主打造的 Windlink 人工智能车机系统已迭代升级到第 6 代，引入 KTV、华为 / 小米智能车控手表、央视影音、华为 Hicar 等丰富生态，能主动为用户推荐衣、食、住、行、玩等服务，用户体验市场领先。

电动化

“三电”基本完成产业化布局，建设 2 个“三电”工业园，形成规模化“三电”生产能力，掌控多合一电驱动总成、高效扁线电机、电池系统管理、IGBT 封装集成等关键技术，并在行业推广应用。

轻量化

建立整车开发重量管理流程、轻量化工作流程，并覆盖新开发车型，岚图 FREE、奕炫 MAX 获 2021 年中国十佳车身奖。

前瞻研究技术

氢燃料领域，实现 80kW 系统实现 -30°C 冷启动、120kW 大功率电堆完成短堆测试，开发国内首款量产的全功率燃料电池乘用车东风“氢舟”，氢燃料商用车实现产业化运营。

基础研究 与应用研究

在国内率先实现 2GPa 超高强钢产业化应用，高强钢用量及应用水平行业领先；实现镁合金轮毂、仪表板骨架、显示屏升降支架及铝合金半固态气室支架产业化应用；实现碳纤维增强复合材料在车身外覆盖件上的产业化应用。



• 东风高端新能源越野车项目

增强改革实效

Enhance the
Effectiveness of Reform

2021 年，东风公司对标对表党中央要求，聚焦重点任务，推进国企改革三年行动向纵深推进，整体完成进度近 80%，进一步激发企业发展活力。完善前置事项清单、落实董事会职权、三项制度改革、中长期激励机制建设、党建与生产经营深度融合等五项重点改革任务取得重要进展。

In 2021, DFM promoted three-year action of state-owned enterprise reform based on the requirements of CPC Central Committee and key tasks under the leadership of the Party, with 80% tasks completed, which further stimulated the vitality of the enterprise development. Moreover, DFM made important progress in five key reform tasks including improvement of the priority items, implementation of powers of the board of directors, reform of three systems, construction of medium and long-term incentive mechanism and deepening integration of Party construction and production.

东风汽车集团有限公司技术中心以“构建敏捷高效组织、激发人才创新活力”为主线，全面启动体制机制改革，重新梳理业务范围、调整组织架构，重构人才分布、深化激励机制，优化体系流程，展示高质量发展新气象。

DFM Technology Center takes "transformation and development and deepened reform" as the main line to fully launch the system and mechanism reform, re-organize the business scope, adjust the organizational structure, reconstruct the talent distribution, deepen the incentive mechanism, optimize the system and process, showing high-quality development.

旗下岚图汽车科技有限公司作为国企改革“双百行动”试点单位，在集团的协同推进下混改工作取得了较好成效，实现核心员工持股占比 10% 以上，成为首个采用市场化机制让员工参股的汽车央企，进一步激发员工创业激情。

Voyah Automobile Technology Co., Ltd. worked together with the Economic Management Committee and the Group to promote the mixed reform and the core employees held more than 10% of the total shares in the company, making the company become the first auto enterprise that adopts market mechanism for employees to hold the shares, thus further stimulating the employees' entrepreneurial passion.



• 东风汽车集团有限公司技术中心举行首批揭榜挂帅签约仪式

坚持党建引领

Adhere to the Guidance
of Party Construction

2021年，东风公司以习近平新时代中国特色社会主义思想为指导，深入贯彻落实党的十九大和十九届历次全会精神，通过隆重庆祝建党100周年、深入开展党史学习教育、认真落实“中央企业党建创新拓展年”各项任务，推进党建与生产经营深度融合，引领公司的发展在开局之年取得新进展、新成效。

In 2021, guided by Xi Jinping's Chinese characteristics in new era, DFM deeply implemented the spirit of the 19th National Congress of the Communist Party of China and 19th plenary session and promoted the deep integration between Party construction and production operation through celebration of the 100 anniversary of Party construction, deep study and education on the history of the Party and careful implementation of various tasks in "Innovation and Expansion Year of the Party Construction for Central Enterprise", so as to lead the new progress and achievements of the company in the opening year.

以庆百年、学党史为主线激发奋进力量

Inspiring the employees to make progress based on the main line of centennial celebration and studying the history of the Party

制定19类39项具体安排，推动党史学习教育见行见效。组建公司党史宣讲团，开展宣讲106次，覆盖8000余人次。各级党组织开展党史专题学习培训3000余次，覆盖近10万余人次。开展“四史”暨企业文化知识竞赛，累计337万人次参与线上答题。

以“促落实”为重点推动党建再上新台阶

Taking Party construction to a new level by focusing on the principle of "promoting implementation"

印发《公司党委促落实指导意见》，明确10个方面促落实的主要内容。全年制订完善12项党建制度，不断强化制度的指导性。在抗洪救灾、疫情防控等急难险重任务中淬炼党性，8个临时党支部、11支志愿服务队，10818名党员到社区报到，1500多名党员积极投身疫情防控一线。

以激发活力为着力点加强干部人才队伍建设

Enhancing the team construction of cadres and talents by focusing on stimulation of the vitality

抓好干部选拔任用、教育管理和监督激励，严格执行干部管理制度和流程。以“1025专项”“928工程”项目为先导，培养科技领军人才8人、骨干拔尖人才16人。制定《职业技能等级认定管理办法》《技能人才薪酬激励指导意见》等制度。

以加强党的宣传思想工作为契机凝聚党心民心

Enhancing the unity and cohesion of the Party and the masses based on the opportunity of strengthening the Party's propaganda and ideological work

围绕党中央最新精神，推进政治理论学习清单化管理。修订《党委意识形态工作实施细则》《党委网络意识形态工作责任制管理规则》等制度。推动“满天星”计划和融媒体建设，构建公司级、二级单位融媒体中心，整体粉丝量突破100万，持续扩大正面主流声量。

以专项整治为抓手持续深化党风廉政建设和反腐败工作

Constantly deepening the construction of the Party and the clean government and anti-corruption work based on special rectification

深化“室企地”联合办案机制，与多个地方纪委监委在衔接贯通、联合实训、优势互补等方面构建起具有“东风特色”的联合办案模式。开通“廉洁东风”微信公众号，打造党性教育、纪律教育阵地。

以统战群团工作为依托凝聚发展合力

Developing the cohesion by relying on the united work and mass organization work

东风公司党委6次研究统战群团工作。开展“庆百年、爱东风、献良策、做贡献”活动，统战成员积极建言献策。制定“青马工程”培养方案，抓实团建事业计划，开展“创青春”“青春工匠”等活动，360余支青年突击队奋战在防疫复工、高温高寒试验等一线。

做优国有资本

Optimize the State-owned Capital

国有资产 保值增值

Maintenance and
Appreciation of State-
owned Assets

● 风险管控 Risk Management and Control

2021 年，东风公司认真贯彻落实党中央、国务院关于防范化解重大风险和推动高质量发展决策部署，紧密围绕“两抢抓、两加快、四强化”工作方针和推动高质量发展主题，着力推动重大风险防控管理能力提升，牢牢守住不发生系统性风险底线。

In 2021, DFM carefully implemented the decisions of the CPC Central Committee and the State Council on preventing and resolving major risks and promoting high-quality development, adhered to the working policy of "two-enhancement, two-acceleration and four-improvement" and promoted the high-quality development themes, thus focusing on the improvement of major risk prevention and control management ability and holding the bottom line of "avoiding systematic risk".

○ 持续完善风险管理制度体系



制定并出台《东风汽车集团股份有限公司投资项目专项风险管理实施细则》，进一步强化投资项目事前—事中—事后各阶段风险防控；完善风险管理“十四五”规划和编制公司风险管理 2021MTP。

○ 开展年度风险评估及防范化解



组织开展 2021 年度风险评估和“十四五”战略风险评估，评估出 5 项重大风险及 6 项重要风险，共制定 69 条防范化解措施。

○ 紧盯中央巡视问题阶段性整改



针对“防范化解重大风险措施乏力”问题点，2021 年组织制定整改措施 61 项。通过定期跟踪监控、问题整改“销号”管理等方式，2021 年措施到期完成率达成 98%。

○ 开展新能源业务风险评估及防范化解



持续跟踪推进东风股份新能源业务风险防范化解；在东风乘用车公司等 8 家乘用车单位开展风险排查，增加新能源排产计划、双积分缺口情况协同诊断评价。

● 市场开拓 Market Expansion

2021年，东风公司全年销售327.53万辆，行业排名第三。

In 2021, DFM sold 3.2753 million vehicles through the year, ranking third in the industry.

旗下岚图汽车科技有限公司整合东风公司造车技术和优势资源，以用户为中心构建创新的商业模式，自2021年7月开启交付以来，年度累计交付总量达6791辆，位列中国品牌中大型SUV第二位，高端电动SUV第四位。用户累计行驶里程超过1400万公里，足迹已经遍布全国263个城市。

Voyah Automobile Technology Co., Ltd. integrated DFM's vehicle manufacturing technology and superior resources, and built an innovative user-centered business model. In 2021, the total delivery volume of Voyah FREE was 6,791 units, ranking second in the large SUVs of Chinese brands and fourth in high-end electric SUVs. Users' accumulated mileage exceeded more than 14 million kilometers, covering 263 cities across the country.

旗下东风商用车有限公司围绕牵引、载货、工程、专用4大品系11款主销车型，结合商品上市运营节奏，开展旗舰王者版川藏线挑战、燃气车气耗竞技赛，东风天龙DDi75国六载货车节油挑战等营销活动，拓展市场。

Dongfeng Commercial Vehicle Co., Ltd. carried out the marketing activities such as flagship King Version Sichuan-Tibet line challenge, gas vehicle and gas consumption competition, Dongfeng Tianlong DDi75 national VI-standard truck fuel saving challenge to expand the market for four major brands and 11 types of vehicle models namely traction, cargo, engineering and special models in combination with the launch and operation speed of the products.

旗下郑州日产汽车有限公司实行双品牌发展战略，拥有NISSAN、东风两大品牌，多年来稳居国内皮卡市场前三位，具有从产品研发、供应链管理、生产制造到营销服务的全价值链业务体系，主销车型为皮卡和越野型SUV。2021年，皮卡市场累计销量55.4万台，同比增长12.9%；公司皮卡累计销量50067台，同比增长14.2%，跑赢大市。2021年，公司累计皮卡市占率9.0%，行业排名第三、合资第一。同时，终端上险量统计显示，郑州日产2021年累计上险市占率10.4%，同比+1pts，增速明显。

Zhengzhou Nissan Automobile Co., Ltd. implemented the dual brand development strategy and owned two major brands namely NISSAN and Dongfeng, ranking top 3 in the domestic pick-up truck market over years and owned a full value chain business system from product research and development, supply chain management, manufacturing to marketing services. The main models sold are pickup truck and off-road SUVs. In 2021, the cumulative sales volume of pickup trucks reached 554,000, with year-on-year growth of 12.9%; the cumulative sales volume of the company's pickup trucks reached 50,067, with year-on-year growth of 14.2%, outperforming the market. In 2021, the company's accumulated market share of pickup trucks was 9.0%, ranking third in the industry and first among the joint ventures. At the same time, it can be shown from the terminal insurance volume statistics that the accumulated insurance market share of Zhengzhou Nissan brand in 2021 was 10.4%, up by 1pts on a year-on-year basis, showing obvious growth.

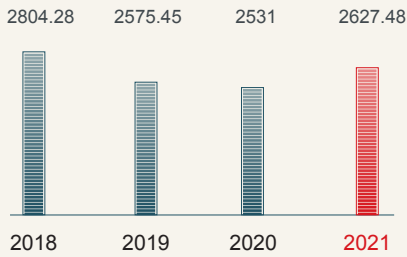
旗下东风越野车有限公司着眼军方市场拓展，联合上装企业培育重点项目列装，全年实现军品销量7199台，达到历史新高；聚焦应急救援、公安特警、野外作业领域，完善民品营销体系建设，实现市场导入从“0”到“1”的突破；不断拓展军援军贸市场，全年实现海外销量278台，持续挖掘增长点。

Dongfeng SUV Co., Ltd. focused on the military market development and developed key projects with loading enterprises, with the annual sales volume of the military products being 7199 units, reaching a record level; it focused on the emergency rescue, special police, field operation businesses, improved the consumer goods marketing system construction and achieved market introduction and "0" to "1" breakthroughs; continuously expanded the military market and achieved the annual overseas sales volume of 278 units, continuously creating the growth points.

旗下东风鸿泰控股集团有限公司推进结构调整，增强企业抵御风险能力。把握行业趋势，全力开发新能源市场；携手东风总部，推进低碳服务业务价值转型；延展零部件业务，持续完善零整协同机制。2021年，获取零部件新业务101项，产品生命周期收入预计为83.7亿元。

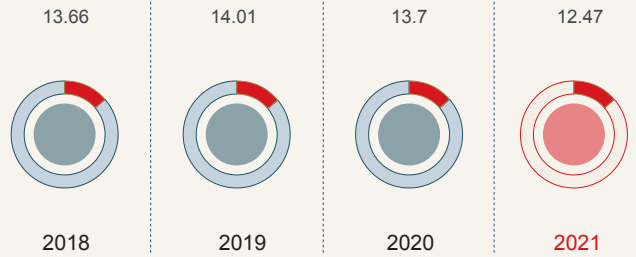
Dongfeng Hongtai Holdings Group Co., Ltd. promoted the structural adjustment and enhanced the enterprise's ability to resist risks. It grasped the industry trend and fully developed the new energy market; worked together with DFM headquarters to promote the value transformation of low-carbon service business; expanded the business of parts and continuously improved the whole coordination mechanism. In 2021, the branch obtained 101 new parts businesses and the product life service revenue is expected to be 8.37 billion yuan.

汽车行业销量 (单位: 万辆)



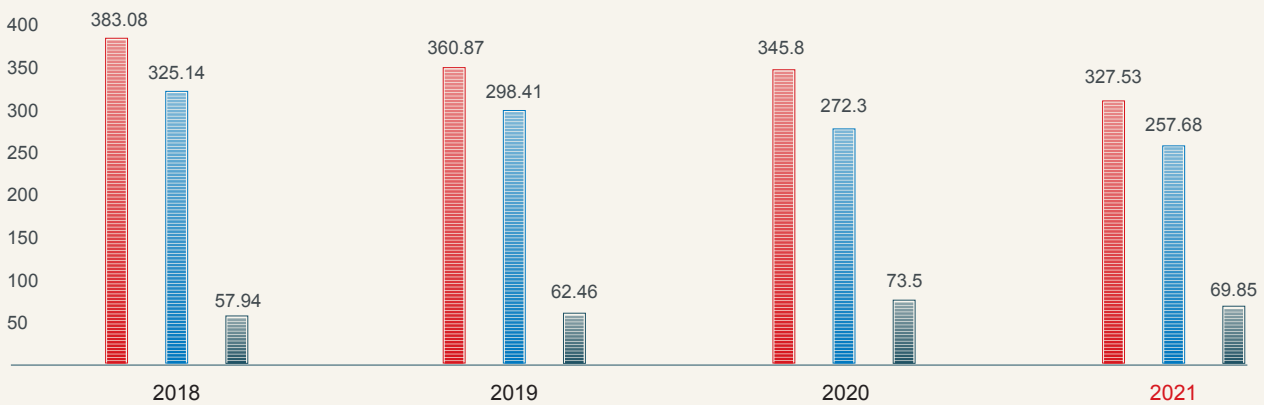
东风市场占有率 (单位: %)

其他 □ 东风 ■

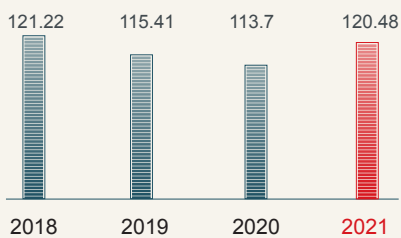


东风汽车销量 (单位: 万辆)

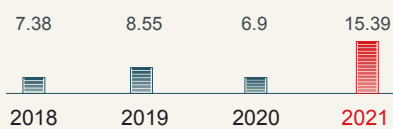
整车 ■ 乘用 ■ 商用 ■



自主品牌销量 (单位: 万辆)

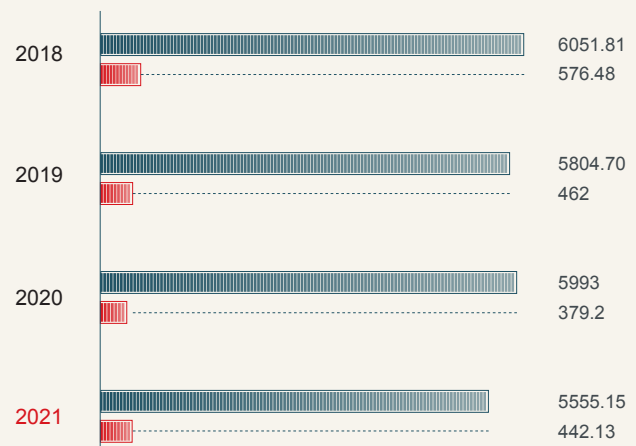


出口销量 (单位: 万辆)



东风销售收入 / 纳税总额 (亿元)

收入 ■ 纳税 ■



增强科技创新实力

Enhancement of the Strengths in Scientific and Technological Innovation

● 研发机构 R&D Institutions

东风公司现行的研发体系是以总部统一协调指导，以东风公司技术中心和东风商用车有限公司技术中心为核心主体，各子公司研发机构协同运作，合作伙伴、科研院所、外部企业等协同创新的复合开放式研究开发体系。

The current R&D system of DFM is under the unified coordination and guidance of the headquarters, with DFM Technology Center and Dongfeng Commercial Vehicle Co., Ltd. as the core entities, which is a composite and open R&D system allowing the R&D institutions of the subsidiaries to operate together and allowing the partners, scientific research institutes and external enterprises make collaborative innovation.

东风公司研发体系

- 科技决策——东风公司科技领导小组
- 科技管理——东风公司战略规划与科技发展部
- 研发实体——以东风公司技术中心、东风商用车有限公司技术中心为核心主体，包括各控股子公司和合资子公司的技术中心、专业研究所

● 科技创新战略 Scientific and Technological Innovation Strategy

东风公司在“十四五”开局之年发布科技创新“跃迁行动”，以深厚技术积淀、前瞻技术布局和创新技术理念，发力新能源、智能驾驶等领域，推进智能网联汽车创新发展等方面取得丰硕成果，为高质量发展和转型升级凝聚强大动能。

DFM issued the technological innovation "action" in the opening year of "14th Five-Year Plan" to explore the new energy, intelligent driving and other fields with its profound technological accumulation, forward-looking technological layout and innovative technological concepts, achieving fruitful results in the intelligent networked automobile innovative development and gathering strong power for high-quality development, transformation and upgrade.



扫一扫

一图看懂东风
“跃迁行动”



● 东风公司发布科技创新“跃迁行动”

● 自主创新战略实施情况 Implementation of independent innovation strategy

东风公司始终以科技引领高质量发展，不断强化核心技术、增强自主创新能力。2021 年，东风公司在国家发改委发布的国家企业技术中心 2021 年评价结果中得分 95.4 分，获评“优秀”，名列全国第 11、汽车行业第 2。东风公司坚持“改进一代、开发一代、预研一代”，始终把创新驱动作为公司发展的根本动力。推进“928 新长征”科技发展规划、科技创新“跃迁行动”的实施，围绕“绿能”“智能”两大核心战略，协调发展整车、动力总成、轻量化、电动化、智能化、网联化、共享化、制造技术及装备 9 大重点技术领域，实施促进科技发展的研发体系、人才队伍、激励机制等建设的八大举措。

DFM has always adhered to the science and technology-led high-quality development to continuously enhance the core technology development and strengthen the independent innovation ability. In 2021, DFM scored 95.4 points in 2021 evaluation results of the National Enterprise Technology Center released by the National Development and Reform Commission and was awarded "excellent enterprise", ranking 11th in China and 2nd in the automobile industry. DFM sticks to "improvement generation, development generation and pre-research generation" and always takes innovation-driven strategy as the fundamental driving force of the company development. DFM promotes the implementation of "928 New Long March" technology development planning and technology "action" and coordinates the development of nine major technical areas namely vehicle, power assembly, lightweight, electric, intelligent, networked, shared development, manufacturing technology and equipment based on two core strategies namely "green" and "intelligent" development, and implements eight measures on construction of R&D system, talent team and incentive mechanism for promotion of technological development.

● 2021 年科技创新工作进展 Scientific and Technological Innovation Progress in 2021

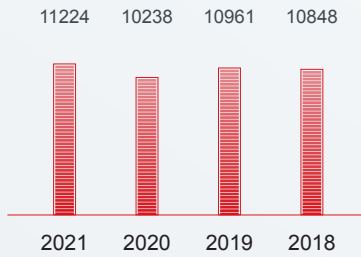
东风公司扎实落实国资委“发挥中央企业中坚作用，加快突破关键核心技术”的总要求，以市场为导向，集中公司优势资源及力量协同攻克技术难题。2021 年，东风公司坚持开放创新理念，深化央企合作、“汽车 + 互联网”跨界合作，构建 PNP 创新中心等创新平台，集聚创新资源，激发创新动力。

DFM has steadily implemented the general requirements of SASAC on “playing the backbone role of central enterprises and accelerating the breakthrough of key core technologies”, adhered to market-oriented development, gathered superior resources and strengths of the company to overcome technical problems. In 2021, DFM adhered to the opening up and innovation concept, deepened the cooperation between central enterprises and "automobile + Internet" cross-border cooperation, developed PNP innovation center and other innovation platforms, gathered innovation resources and stimulated the innovation power.

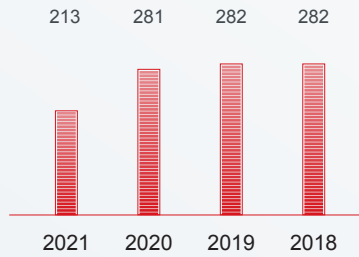


● 2021 年 9 月 26 日，国务委员王勇视察东风科技创新成果展

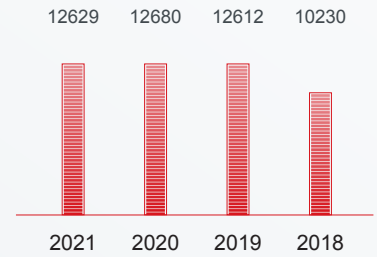
有效专利 (单位: 件)



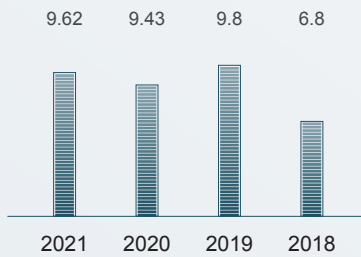
省部级以上专家数量 (单位: 名)



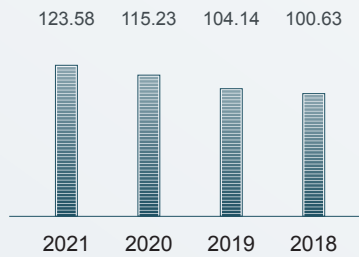
研发人员数量 (单位: 名)



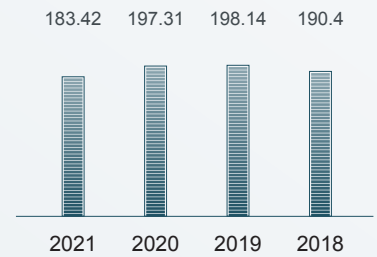
研发人员所占比例 (单位: %)



东风研究与试验发展经费与支出额 (单位: 亿元)



东风科技活动经费支出 (单位: 亿元)



● 重大创新项目 Significant Innovation Projects

- | | |
|-------------------------|--------------------------------|
| ☆ 全功率燃料电池乘用车动力系统平台及整车开发 | ☆ 高性能镁 / 铝合金高品质铸件制备技术 |
| ☆ 高功率燃料电池发动机关键技术研究及平台开发 | ☆ 电动自动驾驶汽车关键技术研究及示范运行 |
| ☆ 开放环境下安全可信的人机共驾系统 | ☆ 高效轻量化轮毂直驱电动轮总成关键技术研究与应用 |
| ☆ 柴油车 PM 后处理关键技术 | ☆ 基于一致性超级感知容器的自动驾驶汽车传感数据智能全息融合 |
| ☆ 柴油车整车排放控制集成及应用示范 | ☆ 基于路况预测的电动汽车智能能量管理 |
| ☆ 重型卡车混合动力系统关键技术研究 | ☆ 智能汽车故障诊断与容错控制技术 |



● 东风公司自主研发的龙擎 16L 大马力柴油机成功点火



● 东风公司智能网联成果亮相世界智能网联汽车大会

提升自主品牌优势

东风公司秉承“品质、智慧、和悦”核心价值理念，坚持乘商并举业务布局，为用户提供全方位、全生命周期的优质汽车产品和服务。2021 年，东风公司自主品牌奋力向上，高端新能源汽车品牌“岚图”实现量产下线，商用车领域发布“鲲鹏”生态品牌。



东风风行 T5 EVO

上市时间：

2021 年 3 月 22 日

车型简介：

定位紧凑型 SUV，动力搭载 1.5T 涡轮增压发动机，最大功率 145KW。



岚图 FREE

上市时间：

2021 年 6 月 19 日

车型简介：

定位性能级智能电动 SUV，NEDC 综合续航 860km。内含 20 项智能科技，支持 L2+ 级以上的驾驶辅助功能。



东风猛士 M50

上市时间：

2021 年 7 月 8 日

车型简介：

东风猛士首款民品，是国内首款军转民用特种车，填补国内载重两吨级高性能特种越野车市场空白。



东风风神奕炫 MAX

上市时间：

2021 年 9 月 1 日

车型简介：

首款搭载且全系配备“马赫动力”的车型；配置搭载持续迭代的 WindLink 车机系统和首搭 L3 级别自动驾驶系统。



东风风神全新 AX7 马赫版

上市时间：

2021 年 9 月 26 日

车型简介：

搭载全新马赫动力 1.5T 发动机，集成高效抗爆震快速燃烧系统技术，实现燃油最大转化率；提供 RCTA 倒车侧后预警系统、BSD 盲区监测系统智能安全辅助系统。



东风启辰大 V

上市时间：

2021 年 9 月 27 日

车型简介：

定位紧凑型 SUV，采用全新的 V-Galaxy 家族设计风格；装载智能车家互联系统可实现汽车、智能家居、智能手机之间的互通互联。

Improvement of Independent Brand Advantages

Adhering to the core value concepts of "quality, wisdom and harmony", DFM sticks to the integrated layout of passenger and commercial vehicles and provides users with all-round and full-life-cycle high-quality automobile products and services. In 2021, DFM's self-owned brand was well developed. The high-end new energy automobile brand "Voyah" achieved mass production. The ecological brand "KUNYO" in the commercial vehicle field was launched.



东风风光新 580

上市时间：
2021 年 11 月 5 日

车型简介：
定位 6 座智选 SUV，搭载全新 1.5TGDI 米勒循环发动机，最大输出功率可达 135kW，百公里油耗 6.8L。



东风天龙旗舰 GX

上市时间：
2021 年 7 月 20 日

车型简介：
长途物流市场的精工细作，满足客户需求的定位于干线物流的高端重卡。



东风天龙 KX 王者版

上市时间：
2021 年 4 月 29 日

车型简介：
适用于配货、零担、绿通和冷链等长途高效运输和山区高效运输领域，具有大马力、低油耗、高舒适、高可靠等特点。



东风天龙 KL 氢燃料牵引车

上市时间：
2021 年 8 月 14 日

车型简介：
匹配 110kW 氢燃料系统 和 100kWh 动力电池，动力输出有保障。



郑州日产纳瓦拉国六版 AT

上市时间：
2021 年 1 月 7 日

车型简介：
高端 SUV 级皮卡，搭载日产 QR25 高效发动机。



郑州日产新锐骐

上市时间：
2021 年 1 月 15 日

车型简介：
基于日产 D22 平台打造，在省油、品质、行驶安全、驾乘舒适、造型等进行全方位的焕新升级。

依法合规经营

Operation in Accordance with Laws and Regulations

促进公平竞争

Promote the Fair Competition

东风公司秉承公平竞争理念，致力于推进行业健康良性发展，推动构建更加规范、诚信公平、透明的市场秩序，争做优秀企业公民。2021 年，东风公司持续强化践行《商德公约》，在生产经营活动中，遵循自愿、平等、公平、诚信的原则；坚决反对具有排除、限制市场竞争的垄断行为；严格禁止和防范内幕人员及以不正当手段获取内幕信息的人员违反法律、法规的规定，泄露内幕消息；坚持对外开放合作，助力优化外商投资企业的竞争环境。

Adhering to the concept of fair competition, DFM is devoted to promoting the healthy and sound development of the industry, promoting the construction of a more standardized, honest, fair and transparent market order and striving to be an excellent enterprise. In 2021, DFM continuously strengthened the implementation of Convention on Business Ethics and adhered to the principles of free will, equality, fairness and integrity in the production and operation activities; DFM was strongly opposed to the monopoly behaviors that exclude and restrict the market competition; strictly avoided and prevented the inside personnel from disclosing the inside information by improper means and in violation of the laws and regulations; adhered to opening and cooperation so as to help optimizing the competitive environment of the foreign-invested enterprises.

坚守合规底线

Stick to the Bottom Line of Compliance

东风公司积极推进守法合规体系建设，围绕全面建设治理完善、经营合规、管理规范、守法诚信的法治央企目标，筑牢合规经营底线，支撑东风高质量发展。

DFM actively promotes the construction of law compliance system and builds a firm bottom line of compliance operation based on the objective of comprehensive construction of a central enterprise with sound governance, compliant operation, standardized management, law compliance and integrity, so as to support the high-quality development of DFM.

旗下东风本田汽车有限公司设立合规委员会机制，定期开展各领域专项合规梳理工作，排查不合规的隐患并制定相关对策；加强合规制度建设，将合法合规的管控手段嵌入业务流程中，实现系统性风险预防功能。

Dongfeng Honda Automobile Co., Ltd. sets up a compliance committee mechanism to regularly carry out special compliance management work in various fields, identifies potential dangers of non-compliance and formulates relevant countermeasures; strengthens the construction of compliance system, integrates legal compliance control measures into business processes, and prevents the systematic risks.

旗下神龙汽车有限公司结合“12.4”国家宪法日，开展“宪法宣传周”集中宣传活动并在全公司举行在线普法答题，普及宪法知识，传播法律观念。

Dongfeng Peugeot Citroen Automobile Company Ltd carries out centralized publicity activity of "Constitution Publicity Week" on December 4 "National Constitution Day" and held online law dissemination Q&A activity in the company to popularize knowledge about constitution and communicate the legal concepts.

旗下东风鼎新动力系统科技有限公司制定《合规监督管理制度》，搭建公司内控体系；围绕关键控制点完善内控制度与业务流程；在采购、资产、资金、投资领域，打造监督“清单”；通过日常监督审核强化合规意识。

Dongfeng Dingxin Power System Technology Co., Ltd. prepares the Compliance Supervision and Management System to develop the company's internal control system; improves the internal control system and business process in the key control points; creates supervision "list" in the fields of procurement, asset, fund and investment; and strengthens the compliance awareness through daily supervision and review.

旗下东风畅行科技股份有限公司针对董事（监事）管理、廉洁风险防控等组织开展 5 场法律合规培训，参训人员超 150 人次，有效提升参训人员的合规合法意识。

Dongfeng Changxing Technology Co., Ltd. organizes 5 legal compliance trainings on directors (supervisors) management, integrity risk prevention and control, with over 150 participants, effectively enhancing the compliance and legal awareness of the participants.



• 旗下东风畅行科技股份有限公司开展守法合规培训

强化诚信经营

Strengthen the Integrity Management

东风公司加快建设市场化经营机制，明确公司诚信责任主体，创建公司诚信经营体系；遵守诚实守信的行为准则，保证披露的信息真实、准确、完整，提供真实、健康、文明的广告和商业宣传，抵制虚假广告和不实宣传；严格依法纳税，未曾拖欠企业所得税等经营性税收；严格履行所签订的合同、协议或其他承诺，按期履行合同，全年合同履行情况良好。

DFM accelerates the construction of a market-oriented operation mechanism, defines the subject of the company's integrity responsibility, and establishes the company's integrity management system; abides by the code of conduct for honesty and trustworthiness, ensures that the information disclosed is true, accurate and complete, and provides true, healthy and civilized advertising and business promotion, avoids false advertisements and false propaganda; pay taxes in strict accordance with the laws, and has no arrear of business tax such as corporate income tax; strictly performs contracts, agreements or other commitments signed, perform contracts on time, and perform contracts well throughout the year.

2021 年，东风公司健全“黑名单”监管机制，对 304 家存在行贿行为、不诚信行为的供应商及关联企业实行禁入管理，并在行业内共享，推进全产业链履约诚信建设。

In 2021, DFM has improved the "blacklist" supervision mechanism and implemented restricted access management over the 304 suppliers and affiliated enterprises that have committed bribery and dishonesty and announced the list in the industry to promote the integrity of the entire industry chain.

涵养廉洁风气

Create Honest Atmosphere

• 保持反腐高压态势，强化“不敢腐”的震慑

Maintain a Strict Anti-corruption Atmosphere and Strengthen the Deterrence of "Do not Dare to Corrupt"

东风公司坚决落实十九届中央纪委五次全会关于“持续惩治国有企业腐败问题”的工作要求，严肃查处干部员工违纪违法行为，深挖细查背后的腐败问题。2021 年，公司各级纪委全年立案 222 件，处分 235 人。加强与地方监委工作协同，全年对 46 人采取留置措施，移送检察机关 33 人。坚持受贿行贿一起查，对 12 名行贿人采取留置措施，对 2 人采取强制措施。

DFM strictly implements the work requirements of the Fifth Plenary Session of the 19th Central Commission for Discipline Inspection on "continuously punishing corruption in state-owned enterprises", seriously investigates and punishes the violations of discipline and laws by cadres and employees, and deeply investigates the corruption problems. In 2021, the company's discipline inspection commissions at all levels has filed 222 cases throughout the year and punished 235 people. DFM has strengthened work coordination with local supervisory committees, took detention measures on 46 people throughout the year, and transferred 33 people to procuratorial organs. Moreover, DFM also insists on the investigation of offering and taking bribes, takes detention measures on 12 bribers, and takes compulsory measures on 2 people.

● 坚持标本兼治，筑牢“不能腐”的笼子

Insist on Addressing both Symptoms and Root Causes and Consolidate the Foundation of "No Corruption"

东风公司深入分析研判案件背后的政治生态问题、管党治党责任落实问题、体制机制问题、基础管理问题。公司纪委全年下发纪检监察建议 29 份，按照巡视整改的工作标准“闭环管理”，督促案发企业及主管部门堵塞监管漏洞，扎紧制度笼子。通过查办腐败案件，全年为公司挽回数亿元经济损失，有效化解案发企业因腐败酿成的重大经营风险。

DFM makes deep analysis and research on the political ecological issues behind the cases, the responsibility of governing the Party, the system and mechanism issues, and the basic management issues. The company's Disciplinary Committee has issued 29 disciplinary inspection and supervision recommendations throughout the year. According to the work standard of "closed-loop management" for inspection and rectification, DFM has urged the enterprises and competent departments to avoid the supervision loopholes and consolidate the foundation. After investigating and handling the corruption cases, the company has saved economic losses of hundreds of millions of yuan throughout the year, and effectively resolved the major business risks caused by corruption of the companies involved.

● 强化纪律教育，增强“不想腐”的自觉

Strengthen the Discipline Education and Enhance the Consciousness of "Don't Want to Have Corrupt Behavior"

结合党史学习教育做好反腐败形势任务宣传，传递中央信号，体现政治导向。正式开通“廉洁东风”微信公众号，打造党性教育、纪律教育阵地，传播廉洁价值理念，弘扬新风正气。将案件“活教材”转化为警示教育资源，结合腐败案件，摄制警示教育片 4 部。编印违纪违法党员干部忏悔录。组织近 400 名党员领导干部、关键岗位人员旁听腐败案件庭审。

In combination with the study and education of the Party history, DFM properly organizes the publicity on the anti-corruption tasks and transmits the central signal, and reflects the political orientation. The official WeChat account of "Clean DFM" is officially opened to create a position for Party spirit education and discipline education, spread the concept of incorruptibility and promote the new style and uprightness. The "live teaching materials" of the cases are transformed into warning education resources, and 4 warning education films are produced based on the corruption cases. DFM has compiled and printed the confession of party members and cadres who violated discipline and laws. Moreover, the company has also organized nearly 400 party members, leading cadres and key personnel to attend the trial of corruption cases.



● 2021 年 8 月 13 日，东风公司召开党风廉政建设工作会暨警示教育大会

推动地方发展

Promote Local Development

坚持本地化 雇佣

Insist on localized employment

东风公司在员工招录过程中，严格按照《中华人民共和国就业促进法》，建立企业公开招聘制度，不因民族、种族、性别、地域、户口、用工形式等因素而存在就业歧视。截至 2021 年 12 月 31 日，东风公司从业人员总数为 131251 人，外籍员工 32 人，本地化雇佣比例达 99.98%。

During recruitment of the employees, DFM strictly follows the Employment Promotion Law of the People's Republic of China, and establishes an open recruitment system for enterprises to avoid employment discrimination due to factors such as nationality, gender, race, gender, region, household registration and employment form. As of December 31, 2021, DFM has a total of 131,251 employees, including 32 foreign employees, with a localized employment ratio of 99.98%.

推进本地化 采购

Promote localized procurement

东风公司携手优质供应商，持续推进本地化采购战略，合力打造可持续供应链。2021 年，东风公司密切与本地供应商的沟通与交流，构建有效本地化采购机制，推动地方经济发展。

DFM has cooperated with excellent suppliers to continuously promote the localized procurement strategy and jointly build a sustainable supply chain. In 2021, DFM has closely communicated and exchanged with local suppliers to build an effective localized procurement mechanism, and promote local economic development.

旗下东风乘用车公司积极推进“零部件采购近地化、本土化课题”，实施零部件近地化、本土化采购计划，持续推动武汉嘉华、长沙林骏等供应商在武汉或周边投资建厂。2021 年，武汉地域供应商占比 22.5%，湖北省域的供应商占比 36.7%，华中区域的供应商占比为 47.2%。

Dongfeng Passenger Vehicle Company actively promotes the "proximity and localization of parts procurement", implements the proximity and localization procurement plan for parts, and continues to promote Wuhan Jiahua, Changsha Linjun and other suppliers to invest or build factories in Wuhan or surrounding areas. In 2021, suppliers in Wuhan have accounted for 22.5% of the total suppliers, suppliers in Hubei Province have accounted for 36.7% of the total suppliers, and suppliers in Central China have accounted for 47.2% of the total suppliers.

旗下东风商用车有限公司在质量、交付满足的前提下，优选本地化供应商，实现河北亚大、浠水天雄等供应商在十堰建厂，缩短物流运输距离，节约运输成本，进而拉动十堰市政府税收。2021 年生产性物料的供应商 319 家，供货金额 216 亿元。

Under the premise of meeting the quality and delivery requirements, Dongfeng Passenger Vehicle Company selects excellent local suppliers. Suppliers from Hebei Yada and Xishui Tianxiong have built factories in Shiyan which can shorten the logistics and transportation distance, save transportation costs, and then drive the government revenue in Shiyan. In 2021, the number of the company's suppliers in Hubei Province has increased to 319, with the procurement amount being added to 21.6 billion yuan.

旗下东风本田发动机有限公司积极推进混合动力车型零部件的本土化采购，结合车型推进计划以“三步走”战略推进本地化采购落地，不仅优化公司运营成本，而且加速电装、日立安斯泰莫等跨国集团新技术在国内的生产布局，推进国内汽车产业转型升级。

Dongfeng Honda Engine Co., Ltd. actively promotes the localized procurement of components for hybrid vehicles, and promotes the implementation of localized procurement with a "three-step" strategy in combination with the model promotion plan, which not only optimizes the company's operating costs, but also accelerates the domestic production layout with new technologies of DENSO, HITACHI ASTEMO and other multinational groups, thus promoting the transformation and upgrading of the domestic auto industry.

旗下智新科技股份有限公司立足于阳光采购、价值采购规范，推动采购本地化。2021 年，实现 3 个量产项目，其中一级供应商共 57 家，湖北省内供应商占比超 60%，省内供应商采购金额占年度总采购总金额 88%，有效拉动当地经济增长。

Zhixin Technology Co., Ltd. promotes the localization of procurement based on the norms of transparent procurement and value procurement. In 2021, 3 mass production projects have been realized, including 57 first-tier suppliers, with more than 60% of the suppliers in Hubei Province, and 88% of the total annual purchase amount from suppliers in the province, effectively driving local economic growth.



润兴行动

与产业经济同
济增
共发展

Runxing Action: Common Growth and Development with the Industrial Economy

02



匠心产品·铸造卓越品质

Ingenious Products with Excellent Quality

数字化体系 建设

Digitalized System
Construction

东风公司紧抓技术革命和产业变革带来的重大机遇，以建设制造强国、网络强国、数字中国等为指导思想，稳步推进东风公司“十四五”数字化规划落地，加快建设数字化东风。

DFM grasps the major opportunities from technological revolution and industrial transformation, takes "building a strong manufacturing power, a cyberpower, and a digital China" as the guiding idea to steadily promote the implementation of DFM's "14th Five-Year" digital plan, and accelerate the construction of digital DFM.

东风公司数字化战略



愿景：“数字东风、驱动梦想”，即通过数字化转型实现“卓越东风，世界一流”的梦想。

目标：模式创新、价值提升、平台共享、文化重塑，即通过数字化转型完成商业模式和业务模式的变革和创新，实施数字化战略的关键领域涵盖传统业务价值链和汽车+互联网的新事业。

具体路径：在两个方向并行发力推进数字化转型。一是面向传统价值链业务开展数字化优化，二是面向未来的“新业务”开展数字化创新。

● 构建数字化保障体系

Build a Digital Guarantee System

技术支持 Technical support

东风公司通过三张网、两态云、一平台，实现“人、车、物”的智能连接和智慧应用，为数字化转型各业务平台提供技术支持。

DFM realizes the intelligent connection and application of "people, vehicles and things" through three networks, two clouds and one platform, and provides technical support for various business platforms of digital transformation.

组织和人才支撑 Organization and talent support

东风公司从“提升战略洞察能力、提升运营敏捷性、强化中台赋能”三方面入手，加强产业、技术前瞻研究机构建设，建设模块化、平台型敏捷组织。建立多渠道人才开发、培育机制，与互联网企业共建“数字化赋能机构”，孵化数字化业务创新教练团队，打造长期、可持续的数字人才优势。

DFM enhances the construction of industry and technology forward-looking research institutions and builds module and platform-based agile organization from three perspectives of "improving strategic insight capability, improving operational agility, and strengthening middle-ground empowerment"; builds a multi-channel talent development and cultivation mechanism, builds a "digital empowerment agency" with Internet companies, incubates a digital business innovation coaching team, and create a long-term and sustainable digital talent advantage.

● 多维度打造数字化东风

Create Digital DFM From Multiple Dimensions

东风公司重点聚焦研发、制造、营销及后市场等四个领域，利用数字化手段推进传统业务提升；聚焦智慧汽车、智慧出行，大力发展数字化新业务，加速公司从“产品”到“产品+服务”的战略转型。

DFM focuses on four areas including R&D, manufacturing, marketing and after-market, and makes use of digital means to promote the improvement of traditional businesses; focuses on smart cars and smart travel business, vigorously develops new digital businesses, and accelerates the company's strategic transformation from "products" to "products + services".

2021年，东风公司深入推进“1+4平台”（公司管理控制系统 MOCS、商用车完好率中心、东风出行大数据平台、联友科技网联汽车平台、南斗六星新能源监控平台）建设，打通商品、技术、客户和市场的循环，助力东风数字化转型迈出稳健步伐。

In 2021, DFM has further promoted the construction of "1+4 platform" (company management control system MOCS, commercial vehicle integrity rate center, Dongfeng travel big data platform, Lanyou technology network connected vehicle platform, Nandou Liuxing new energy monitoring platform), opening up the circulation of commodities, technologies, customers and markets, and helping DFM steadily achieving the digital transformation.



● 公司管理控制系统 MOCS



● 商用车完好率中心



● 2021年11月19日，岚图梦想家在广州车展正式亮相

新能源汽车 研发

New Energy Vehicle
R&D

东风公司积极布局新能源业务，加速推进新能源车的研发与应用。2021 年，东风公司坚持电动、混动、氢动技术路线并进，基本完成“三电”产业化布局，建设两个“三电”工业园；在氢燃料领域，国内首款量产的全功率燃料电池乘用车东风“氢舟”实现示范运营。2021 年，东风公司新能源车在售车型达 30 多款，共销售 18.3 万辆，同比增长 2.3 倍，位居行业第四位。

DFM actively deploys its new energy business and accelerates the research and development and application of new energy vehicles. In 2021, DFM has adhered to the parallel development of electric, hybrid and hydrogen technology, basically completing the industrialization layout of "three electrics" and building two "three electrics" industrial parks; in the field of hydrogen fuel, the first mass-produced full-power fuel cell passenger car named "DFM Hydrogen Boat" achieved demonstration operation. In 2021, there are more than 30 new energy vehicles on sale, with a total sales volume of 183,000 units and with a year-on-year increase of 2.3 times, ranking fourth in the industry.



• 东风“氢舟”示范运营



• 东风悦享 Sharing-Smart 全区域自动化清扫车

把控产品质量

Control Product Quality

东风公司始终关注客户需求，从客户角度出发，完善全价值链的质量管理体系，不断提升商品企划、研发、采购、制造、营销、服务各环节的品质水平，向客户提供更可靠、更安全的优质产品。

DFM always pays attention to the customer needs and improves the quality management system of the whole value chain from the perspective of customers, continuously improves the quality level of product planning, research and development, procurement, manufacturing, marketing and service, and provides customers with more reliable and safer high-quality products.

● 强化品质管理 Strengthen Quality Management

旗下东风汽车零部件（集团）有限公司通过编制《DFPC 质量职能管理体系》，推进管理体系化，工作标准化。实施职能管理优化，进一步明确东风零部件集团质量职能的管理范围、管理内容、管理平台、管理制度流程工具及管理强度，有效落实“管理体系化、工作标准化、服务精准化”。

Dongfeng Automobile Pieces Co.,Ltd., a subsidiary of DFM, has formulated DFPC Quality Functional Management System to promote the systematic management and standardized operation. Functional management is optimized and the management scope, management content, management platform, management system process tool and management strength of the quality functions of Dongfeng Automobile Pieces Co.,Ltd. are further clarified so as to effectively implement "systematic management, standardized operation and precise service".

旗下东风日产乘用车公司完善新车品质管理体系，建立良好的车辆品质基因；排除品质隐患，力争做到质量问题零流出；实施全覆盖质量体系监察，开展“工厂健康诊断”、品质论坛等活动，保障产品质量。

Dongfeng Nissan Passenger Vehicle Company has improved the new car quality management system and established good vehicle quality foundation; explored hidden quality problems and strived to achieve zero quality problem; moreover, it has implemented full-coverage quality system monitoring, and carried out "factory health diagnosis", quality forum activities and other activities to ensure the product quality.

旗下东风特种商用车有限公司开展“金银铜铁”工序能力评价，提升产品制造质量；建立日报预防性改善例会听证及大客户市场走访机制，改善市场反馈质量问题，问题关闭率达 100%。

Dongfeng Special Commercial Vehicle Co., Ltd. has carried out the process capability evaluation of "gold, silver, copper and iron" to improve product manufacturing quality; established a daily preventive improvement regular meeting and key customer market visit mechanism to improve quality problems reported in the market, with the problem closure rate reaching 100%.

● 制造安全产品 Manufacturing of Safe Products

旗下郑州日产汽车有限公司通过设计和匹配先进的 ABS 制动系统以及开发匹配司机侧 / 副司机侧安全气囊，完善主动安全、被动安全技术，使整车安全、可靠。

Zhengzhou Nissan Automobile Co., Ltd. improves active safety and passive safety technology by designing and matching advanced ABS braking system and developing matching driver side/co-driver side airbags, making the vehicle more safe and reliable.

2021 年，旗下神龙汽车有限公司新项目（E43C\D78）通过严格的测试，安全性能开发验证均达到目标值，完成率 100%。E43C 项目作为燃油车型，性能目标直指 CNCAP5 星，通过两轮 CNCAP 摸底试验（包含高速碰撞、行人保护和主动安全）验证，达到安全性能目标。D78 作为神龙公司自主研发的纯电车型，通过正面、侧面及后部的高速碰撞，以及电池包相关安全试验验证，也均达到安全性能目标。

In 2021, the new project (E43C\D78) of Dongfeng Peugeot Citroen Automobile Company Ltd. passed the strict tests, with safety performance development and verification reaching the target value, with a completion rate of 100%. As a fuel vehicle, the E43C project has a performance target of CNCAP 5 stars. It has passed two rounds of CNCAP diagnostic tests (including high-speed collision, pedestrian protection and active safety) to achieve the safety performance target. As a pure electric vehicle independently developed by Dongfeng Peugeot Citroen Automobile Company Ltd., the D78 has passed the frontal, side and rear high-speed collision tests as well as battery pack-related safety tests and verifications, achieving the safety performance goals.

2021 年，东风公司根据《缺陷汽车产品召回管理条例》和《缺陷汽车产品召回管理条例实施办法》的要求，向国家市场监督管理总局备案召回计划。召回 2021 年 5 月 8 日至 2021 年 7 月 20 日生产的东风日产启辰品牌 D60EV 和 T60EV 电动汽车，共计 1136 辆。

召回原因：因供应商制造原因，导致动力电池包内高压配电盒的继电器部件焊接强度不足，长期耐久使用后焊接部位有可能断裂，造成继电器不工作。如在车辆行驶过程中继电器焊接部位发生断裂，会造成车辆动力中断，存在安全隐患。

处理办法：免费为召回车辆检查动力电池包内高压配电盒的批号，对属于风险批次的零件更换为合格零件，以消除安全隐患。

● 保护知识产权 Protect the Intellectual Property

东风公司结合国家知识产权强国建设纲要要求，从制度优化、管理创新、产权运用等方面保障知识产权，打通知识产权创造、运用、保护、管理全链条；开展发明专利提升工作评价，建设集团知识产权信息管理系统，加强知识产权文化宣贯。

DFM protects the intellectual property in combination with the national requirements for the construction of intellectual property power from the perspectives of system optimization, management innovation and property right application, opens up the whole chain of intellectual property creation, application, protection and management; carries out the evaluation on the improvement of invention patents, and builds the intellectual property information management system of the group and strengthens the propaganda of intellectual property culture.

知识产权创造：

制定技术成果布局规划，对涉及企业利害的时间、地域、技术和产品的核心技术构建专利保护网，形成对企业有利格局的专利组合；制定知识产权申请计划，围绕专业技术规划和研发项目开展技术成果布局规划，挖掘、保护核心技术。

知识产权管理：

建设知识产权信息化管理系统，实现知识产权工作信息化，提升专利、科技成果等知识产权工作质量和效率；开展发明专利提升工作评价，促进二级单位从制度建设、人才培养、信息化保障等维度构建完成知识产权管理体系。

2021 年，东风公司累计拥有专利 14174 件，其中发明专利 2683 件，实用新型专利 8476 件，外观设计专利 3015 件；新增授权专利 2559 件，其中发明专利 965 件。

In 2021, DFM has accumulated 14,174 patents, including 2,683 invention patents, 8,476 utility model patents, and 3,015 appearance patents; owned 2,559 newly authorized patents, including 965 invention patents.



旗下东风汽车股份有限公司根据国家企业知识产权管理规范，开展知识产权贯标工作，进一步加强知识产权管理和保护。截至 2021 年底，公司累计拥有发明专利 104 项、商标 137 件。

Dongfeng Motor Co., Ltd. has implemented the intellectual property standards in accordance with the national enterprise intellectual property management standards, and further strengthened the management and protection of intellectual property rights. By the end of 2021, the company has accumulated 104 invention patents and 137 trademarks.

旗下东风越野车有限公司开展知识产权培训，提升研发人员专利撰写水平及挖掘能力；制定《知识产权管理办法》，规范公司知识产权的申报管理。2021 年，全年申请专利 245 项，其中 123 项发明专利，获得 13 项发明专利授权。

Dongfeng Off-Road Vehicle Co., Ltd. has carried out intellectual property training to improve the patent writing level and exploration ability of R&D personnel; formulates the "Intellectual Property Management Measures" to standardize the company's intellectual property declaration management. In 2021, 245 patents have been applied for throughout the year, including 123 invention patents, with 13 inventions obtaining the patent licensing.

重视客户·提供优质服务

Attach Importance to Customers and Provide Quality Services

提升服务品质

Improve Service Quality

东风公司坚持以客户中心，牢固树立客户观念、客户意识，加快推动东风成为“为客户提供优质产品和服务的卓越科技企业”。

DFM adheres to customer-centered development and firmly establishes the customer awareness and promotes DFM to become an excellent technology enterprise that provides customers with high-quality products and services.

● 智能网联 便捷服务 Intelligent Network and Convenient Service

旗下东风乘用车公司推进精准高效的客户直达，数字化驱动业务发展。2021年，发布“C位服务计划”，实现24个服务项目导入，数字化销量达2.7万台，同时推进短视频直播开展，建立53家经销商直播矩阵。

Dongfeng Passenger Vehicle Company promotes precise and efficient direct customer-centered and digitalization-driven business development. In 2021, it has issued "C-position service plan", introducing 24 service items and selling 27,000 units of digital products. Meanwhile, it has promoted the short video live broadcast and established a live broadcast matrix of 53 dealers.

● 用心关怀 优质服务 Attentive Care and High-quality Service

旗下东风日产乘用车公司启动感心专线项目，实现“走乡到县做保养”。截至2021年，累计开展活动超过4900站，服务偏远地区客户超18万，客户满意度达98%，用行动带给每位车主服务与关怀。

Dongfeng Nissan Passenger Vehicle Company has launched "GANXIN" Mobile Service to realize "county-to-county maintenance". As of 2021, it has carried out more than 4,900 activities, serving more than 180,000 customers in remote areas, with a customer satisfaction rate of 98%, bringing thoughtful service and care to every car owner.

提高客户满意度

Improve Customer Satisfaction

东风公司秉承“关怀每一个人，关爱每一部车”的经营理念，以客户为中心，竭力从销售到售后各个环节打造令客户高度满意的服务体验。

DFM adhere to the business philosophy of "caring for everyone and caring for each car", takes customers as the center and strives to create a highly satisfactory service experience from sales to after-sales.

● 完善客户管理 Improve Customer Management

旗下东风本田汽车有限公司不断创新客户关系管理，导入“东风Honda售后服务”微信服务号，推动客户管理，实现客户价值最大化。截至2021年底，服务号注册认证的真实车主达492万。

Dongfeng Honda Automobile Co., Ltd. continuously innovates customer relationship management, and introduces the WeChat service account of "Dongfeng Honda After-sales Service" to promote customer management and maximize customer value. By the end of 2021, there will be 4.92 million real car owners registered with the service number.

● 应对投诉建议 Respond to Complaints and Suggestions

旗下东风柳州汽车有限公司建立 400 热线、官网服务、邮件、微信小程序等客户投诉渠道。2021 年，开展 11 期倾听客户之声，针对客诉焦点问题实施 95 个改善行动，客诉率由 0.47% 降至 0.45%。

Dongfeng Liuzhou Automobile Co., Ltd. has established several channels for customer complaints such as 400 hotline, official website service, email and WeChat applet. In 2021, it has carried out 11 programmes "Voice of Customer" and taken 95 improvement actions to handle customer complaints, with customer complaint rate dropping from 0.47% to 0.45%.

旗下东风越野车有限公司完善《首问负责制管理规定》，全面应对客诉的接待、处理、过程监督、建立文件管理等业务。

Dongfeng Off-Road Vehicle Co., Ltd. has improved the "Primary Responsibility System Management Regulations" to comprehensively handle the businesses such as customer complaints reception, handling, process supervision and establishment of document management system.

● 保护客户信息 Protect Customer Information

旗下神龙汽车有限公司重视客户信息保护，将客户信息保密等级上升到 C3（核心商秘）级别；建立健全的客户信息安全保密管理制度，实行客户信息安全保密责任制，确保客户信息的安全。

Dongfeng Peugeot Citroen Automobile Company Ltd. attaches importance to the protection of customer information, raises the confidentiality level of customer information to C3 (core business secret) level; establishes a sound customer information security and confidentiality management system, implements the customer information security and confidentiality responsibility system, and ensures the security of customer information.

● 提升满意度 Improve Satisfaction

东风公司始终以客户为中心，建立客户满意度调查制度，致力于为客户提供卓越服务。

DFM adheres to the customer-centered principle, establishes a customer satisfaction survey system, and is committed to providing customers with excellent services.

旗下东风乘用车公司优化客户满意度评价体系，以客户满意至上为原则，从客户体验出发，了解客户的需求与切身感受。2021 年满意度调查结果显示，客户满意度（销售）为 98 分，客户满意度（售后）为 96.7 分。

Dongfeng Passenger Vehicle Company optimizes the customer satisfaction evaluation system, takes customer satisfaction as the principle and tries to understand the customer needs and personal feelings from the perspective of customer experience. The 2021 satisfaction survey results show that customer satisfaction on sales is 98 points, and customer satisfaction on after-sales is 96.7 points.



- 2021 年 10 月 16 日，有着“公路火箭”之称的东风风神全新 AX7 马赫版客户交车

携手伙伴·创造共赢价值

Join Hands with Partners to Create Win-win Value

深化跨界融合

Deepen the Cross-border Integration

东风公司坚持“品质、智慧、和悦”的企业价值观，遵循“商道共赢”的商业文明准则，与合作伙伴携手并进，共谋发展。

DFM adheres to the corporate value of "quality, wisdom and harmony" and follows the principle of commercial civilization of "win-win business" and joins hands with partners for common development.

2021年4月17日，在东风汽车品牌春季盛典上，东风公司发布一系列战略合作，加速在新能源汽车和智能驾驶领域落棋布子。

东风公司、中远海运、中国移动在5G智慧港口无人驾驶领域的战略合作项目

联合打造智慧港口无人驾驶整体解决方案，推动我国“5G+智慧港口”建设，探索运营模式，向国内外更多港口推广，并致力于推动智慧港口无人驾驶行业标准升级为国家标准。

东风公司与中国石化在氢燃料汽车、氢能产业链领域的战略合作项目

双方将发挥各自优势，围绕氢燃料汽车和氢能产业链，共同打造示范运营项目，形成在氢燃料汽车领域的新优势，助力实现“碳达峰、碳中和”目标。

东风公司与佛山市政府关于东风“氢舟”氢能汽车示范运营的战略合作项目

联合开展东风“氢舟”氢燃料电池乘用车示范运营，探索氢燃料汽车规模化运营模式，助推氢能汽车产业高质量发展。



• 2021年9月26日，东风公司发布5项重大战略合作项目



• 2021年6月20日，东风公司牵头成立武汉智能汽车产业创新联盟



• 2021年11月20日，由东风公司、中国一汽、中国三峡、武汉经开区共同出资8亿元投资的电池银行项目于武汉举行签约仪式

维护股东权益

● 股东关系管理 Shareholder Relationship Management

Maintain the Rights and Interests of Shareholders

东风汽车集团股份有限公司高度重视信息披露工作，根据上市规则和相关的法律法规，将信息披露工作制度流程化，根据《公司法》《证券法》以及联交所《上市公司规则》等法律法规制定《东风汽车集团股份有限公司信息披露制度管理办法》；在集团内部构建日常沟通渠道，通过主要业务板块和合营公司召开“信息披露联系人会议”，并建立信息披露联系人制度，完善各职能部门、下属合资企业以及重要业务板块的信息披露联系人渠道；与合营企业、合营企业外方股东建立信息披露沟通机制，东风汽车集团股份有限公司先后与多家企业沟通并签署信息披露备忘录，就合营企业的信息披露协同统一达成一致意向。

DFM attaches great importance to information disclosure. According to the listing rules and relevant laws and regulations, the information disclosure work becomes more institutionalized. DFM formulates Administrative Measures for Information Disclosure System of Dongfeng Motor Corporation according to Company Law, Securities Law and the Listed Company Rules of the Stock Exchange and other laws and regulations; establishes daily communication channels within the Group and holds "information disclosure contact person meeting" through major business segments and joint ventures, and establishes information disclosure contact person system to improve the information disclosure contact channels for functional departments, subordinate joint ventures and important business sectors; establishes information disclosure communication mechanisms with joint ventures and foreign shareholders of joint ventures and has communicated with many companies and signed information disclosure memoranda to reach a consensus on the collaboration and unification of information disclosure of joint ventures.

2021 年，东风汽车集团股份有限公司组织举行 2020 年业绩电话会和 2021 年中报业绩电话会；通过法定渠道（联交所网站及公司网站）披露内幕信息、关联交易信息、新闻信等公告共计 124 次；召开一对一电话会 50 余次，出席线上及线下大型投资峰会 17 次。

In 2021, DFM has organized 2020 annual report results conference and the 2021 interim report and performance conference; disclosed insider information, related party transaction information, news-letters and other announcements through statutory channels (the website of the Stock Exchange and the company) for 124 times; held more than 50 one-to-one telephone conferences and attended 17 online and offline large-scale investment summits.

● 股东权益维护 Maintain the Rights and Interests of Shareholders

中小股东保护 Protection of medium and small shareholders

为保证中小股东权利，东风汽车集团股份有限公司特别界定了召开类别股东大会的条件、大股东回避表决条件以及类别股东大会召开程序。类别股东大会的召开使利益相关股东回避表决，而中小股东在类别股东大会充分表达自己的声音，有效保障了中小股东权利。另外，东风汽车集团股份有限公司根据上市公司规则要求聘请的外部独立董事，在涉及到如关联交易的独立董事表决中起到了“独立人”的作用，可有效保护中小股东权益。

In order to guarantee the rights of medium and small shareholders, DFM has specially defined the conditions for holding classified shareholders' meetings, the conditions for major shareholders to abstain from voting, and the procedures for convening classified shareholders' meetings. The convening of the classified shareholders meeting can make the interested shareholders abstain from voting, while the medium and small shareholders can fully express their voices at the classified shareholders' meeting, thus effectively guaranteeing the rights of the medium and small shareholders. In addition, the external independent directors hired by DFM in accordance with the requirements of the listed company rules have played the role of "independent persons" in the voting of independent directors involving related transactions, which can effectively protect the rights and interests of small and medium shareholders.

股东回馈数据 Shareholder feedback data

东风汽车集团股份有限公司董事会制定并发布《东风汽车集团股份有限公司股息政策》，明确规定在东风汽车集团股份有限公司股份维持足以应付公司资金需求、未来增长、股权价值以及公司业绩、现金流等条件下，每年度拟分发不少于当年可分配净利润的 15% 作为股东股息。2021 年，东风汽车集团股份有限公司向公司股东分红派息 1 次，2021 年特别分红 0.4 元 / 股，合计分红为 0.4 元 / 股，分红金额为 34.46448 亿元，自上市以来累计分红约 190.42 亿元。

The board of directors of DFM formulates and issues the Dividend Policy of DFM to clearly specify that DFM proposes to distribute at least 15% of the distributable net profit of the year every year as the dividends of shareholders under the condition that DFM can properly meet the corporate fund needs, future growth, equity value, company performance and cash flows. In 2021, DFM has distributed dividends to the shareholders of the company, including special dividends of 0.4 yuan per share in 2021, totaling the dividend of 0.4 yuan per share, with the dividend amount being 3.446448 billion yuan. Since its listing, DFM has accumulated the dividends of about 19.042 billion yuan.

供应商建设

Construction of Suppliers

东风公司本着合作共赢、效益效率、公平公开的理念，不断深化与广大供应商的战略合作，以达成双方协作共赢的最终目标。

Based on the concepts of win-win cooperation, efficiency, fairness and openness, DFM continuously deepens the strategic cooperation with lots of suppliers in order to achieve the ultimate goal of win-win cooperation between both parties.

旗下东风汽车股份有限公司制定《供应商选择程序》，严格执行供应商筛选标准；与供应商签订包含廉洁共建协议；对供应商定期进行评价。2021 年对 23 家供应商开展质量监察活动，提升供应商质量管控能力。

Dongfeng Motor Co., Ltd. prepares the Supplier Selection Procedure and strictly implements the supplier selection standard; signs the agreements with suppliers that include integrity and co-construction contents; and regularly evaluates suppliers. In 2021, quality supervision activities have been carried out for 23 suppliers to improve the quality control capabilities of suppliers.

旗下东风本田汽车零部件有限公司修订完善《供应商管理规定》，针对不同业务领域供应商制定评价办法，实现采购业务评价的“全覆盖”，强化新供应商准入管理。

Dongfeng Honda Auto Parts Co., Ltd. revises and improves the Supplier Management Regulations, formulates evaluation methods for suppliers in different business fields, achieves "all-round" procurement business evaluation, and strengthens the access management of new suppliers.

旗下东风汽车财务有限公司为解决供应链融资痛点，经过分析供应商应收账款保理融资痛点、研讨可行性方案和调研现有案例，完成供应链金融平台开发立项。2021 年，累计办理供应链金融业务 50.62 亿元，同比增长 8.6%，减轻供应链上游中小微企业现款压力。

Dongfeng Motor Finance Co., Ltd. completes the development and establishment of the supply chain financial platform after analyzing the difficulties of supplier accounts receivable factoring financing, discussing feasible solutions and investigating existing cases in order to solve the pain points of supply chain financing. In 2021, a total of 5.062 billion yuan of supply chain financial businesses have been handled, with a year-on-year increase of 8.6%, reducing the cash pressure of small, medium and micro enterprises in the upstream of the supply chain.

经销商建设

Construction of Distributors

东风公司始终高度重视与经销商共同打造新型战略合作伙伴关系，实现共赢共享。通过为经销商提供全方位优质服务的制度建设，实现经销商能力提升，建立与经销商共生共荣、持续盈利的模式。

DFM always attaches great importance to jointly developing the new type of strategic partnership with distributors to achieve win-win and sharing. By constructing the system of providing all-round high-quality services for distributors, the distributors' ability is improved and a model of symbiosis, co-prosperity and sustainable profitability with distributors is established.

旗下东风乘用车公司完善经销商风险管理体系，对经营异常经销商进行妥善处置；组建小组制定经销商帮扶改善计划；通过集中培训、直播培训、分区培训等方式为经销商赋能。2021 年，组织 242 家经销商开展“开源节流防风险 1.0”教材培训。

Dongfeng Passenger Vehicle Company has improved the dealer risk management system and properly handled the abnormal operation of distributors; formed a team to formulate distributor assistance and improvement plans; and provided supports for distributors through centralized training, live stream training and regional training. In 2021, "Income-increasing and Expenditure-reducing Risk Prevention 1.0" textbook training has been organized for 242 distributors.

旗下神龙汽车有限公司结合经销商运营情况、绩效评估及风险识别情况，对其进行分类管理，通过区域巡视辅导、网点对标改善等方式，开展销售、售后、二手车等经销商业务领域精准帮扶。

Dongfeng Peugeot Citroen Automobile Company Ltd carries out the classified management over the distributors according to the operation condition of the distributors, performance evaluation and risk identification and provides accurate assistance and support in the distributor business fields such as sales, after-sales and used cars through regional inspection and guidance, outlet standard improvement and other ways.

旗下东风柳州汽车有限公司积极推进经销商渠道建设，2021 年，新增 83 家一级销售服务网络，地市级一级网络覆盖率达 90% 以上；新增 88 家地市专营形象店和 200 家县域直营店形象店，打造持续稳定、互惠互利的伙伴关系。

Dongfeng Liuzhou Automobile Co., Ltd. actively promotes the construction of distributor's channel. In 2021, a total of 83 first-tier sales service networks have been added, with the coverage rate of the prefecture-level first-level network reaching more than 90%; 88 new prefecture-level image stores and 200 county-level directly-operated stores have been established to create a sustainable, stable and mutually beneficial partnership.



- 旗下东风乘用车公司江岸风神店优化交车服务，举行新车交付仪式

境外履责·推进共同繁荣

Fulfil Responsibilities at Abroad and Promote Common Prosperity

海外战略

Overseas Strategy

在双循环新发展格局下，东风公司按照第九次党代会出“建设世界一流企业”的新愿景稳步推进“走出去”战略，促进东风品牌国际化。利用优势资源协同培育海外战略市场，稳固提升海外营销力；聚焦区域重点市场，主动融入“一带一路”建设；深耕战略市场，积极实施本地化战略；强化海外商品企划，丰富海外产品系列；优化渠道资源，提升海外网络营销及服务能力；持续推进物流示范线建设，开展海外出行服务、金融服务支持试点；有效防范风险，提升收益，筑牢“走出去”体系能力，实现东风海外安全、健康、可持续发展。

Under the new development pattern of dual circulation, DFM steadily promotes the "going out" strategy in accordance with the new vision of "building a world-class enterprise" at the ninth Party Congress, and promotes the internationalization of the DFM brand. The company makes use of advantageous resources to synergistically cultivate overseas strategic markets and steadily enhance overseas marketing capabilities; focuses on key regional markets and actively integrates into the "One Belt and One Road" construction; deeply cultivates strategic markets and actively implements localization strategies; strengthens overseas product planning and enriches overseas product series; optimizes channel resources, improves overseas network marketing and service capabilities; continuously promotes the construction of logistics demonstration lines, and carries out pilot projects for overseas travel services and financial service support; effectively prevents risks, increases revenue, and strengthens the "going out" system capabilities to realize the safe, healthy and sustainable development of DFM at abroad.

东风公司海外事业“十四五”战略目标：



2025 年实现海外出口 30 万辆，其中自主品牌出口 20 万辆，中国汽车行业出口排名进一步提升；东风商用车跻身全球成熟市场，东风高端新能源乘用车实现成熟市场品牌布局。

持续推进海外事业

推进本地化运营：推进“本地化营销、本地化制造”模式，着力打造 5 个万辆级市场，10 个以上千量级市场；实现本地化能力突破，建设海外万辆级组装阵地。

完善产品体系：丰富海外产品系列，推进全球车型走向海外；建立海外车型生命周期管理，健全海外产品收益管理。

明确市场方案：专项制定并推进商用车、新能源乘用车进入成熟市场的系统化方案，明确打开海外市场路径。

优化海外渠道：促进重点区域核心市场网络建设质量与数量双提升；加强战略协同，推进“一带一路”央企工程汽车业务合作。

全球化营销：制定全球化品牌战略及传播策略；建立全球化品牌营销传播新机制。

凝聚品牌合力：优化海外业务体制机制、人才队伍建设、信息化及风险保障体系作为战略支撑体系。

海外实践

Overseas Practice

2021 年，面对严峻的环境与诸多困难挑战，东风公司准确研判形势，主动奋发作为，积极抢抓全球经济复苏机遇，努力克服海外疫情持续蔓延、国际物流紧张、海运价格暴涨、汇率大幅波动、芯片供应紧张、原材料上涨等不利因素，坚持目标导向，不断深化改革创新，全年实现海外出口 15.4 万辆，同比增长 124%，其中新能源汽车出口 4.2 万辆，占比 27%。

In 2021, facing the severe environment and lots of difficulties and challenges, DFM has accurately judged the situation, taken the initiative to seize the opportunity of global economic recovery, and strived to overcome the unfavorable factors such as continuous spread of overseas epidemics, pressure on international logistics, sharp increase in shipping prices, large exchange rate fluctuations, tight supply of chips and increase in price of raw materials, adhered to target orientation and continued to deepen reform and innovation. In 2021, the company has achieved overseas export volume of 154,000 vehicles, with a year-on-year increase of 124%, of which 42,000 new energy vehicles have been exported, accounting for 27% of the total volume.



润美行动

为社会环境赋美好
共和谐

Runmei Action: Develop Beautiful and Harmonious Social Environment

03



助力乡村振兴

Support Rural Revitalization

乡村振兴规划

Rural Revitalization Planning

“十四五”时期，东风公司将以乡村振兴规划为指引，进一步巩固脱贫攻坚成果，形成东风全方位乡村振兴工作体系，确保帮扶地区人民满意，人民获得感、幸福感、安全感明显提高。2021年，东风公司结合自身优势，携手帮扶地区在满足汽车消费需求、延伸产业布局、升级乡村建设行动等方面开展深入合作，共同探索乡村振兴新路径。

During "14th Five-Year Plan", DFM will further consolidate the achievements of poverty alleviation under the guidance of the rural revitalization plan, and form a comprehensive rural revitalization work system of DFM to ensure that the people in the areas obtaining assistance and support are satisfied and significantly improve people's sense of gain, happiness and security. In 2021, based on its own advantages, DFM has helped the areas to carry out in-depth cooperation in meeting the needs of automobile consumption, extending industrial layout, and upgrading rural construction actions, thus jointly exploring the new paths for rural revitalization.

东风公司“十四五”乡村振兴规划要点：

着力推动脱贫攻坚与乡村振兴工作衔接：

确保派出干部力度不减、帮扶资金力度不减、消费帮扶力度不减，加强已建在建项目管理，确保项目有效运行。

进一步完善和加强乡村振兴工作体系：

构建并优化东风乡村振兴工作组织体系，提升派驻干部能力和素质，坚持对帮扶地区的调研与指导工作，加强对帮扶工作过程的审计和监督，调动参与乡村振兴工作的积极性。

强化创新帮扶路径：

发挥东风公司产业优势，发动东风员工等全价值链力量，推进产业帮扶创新、消费帮扶创新、民生帮扶创新，夯实党建，加强新时代农村精神文明建设，全面助力乡村振兴。



• 东风公司发布“十四五”乡村振兴规划

乡村振兴实践

Rural Revitalization Practice

东风公司深入学习贯彻习近平总书记关于实施乡村振兴战略重要讲话和重要指示精神，巩固拓展脱贫攻坚成果和乡村振兴有效衔接。东风公司进一步加大消费帮扶力度，购买定点帮扶县农产品 4,682 万元，帮助定点帮扶县销售农产品 1,746 万元，消费帮扶案例入选国家发展改革委“2021 年全国消费帮扶助力乡村振兴典型案例”。

DFM deeply studied and implemented the important speech and important instruction spirit of General Secretary Xi Jinping on implementation of the rural vitalization strategy, consolidated and expanded the effective connection between achievements in poverty alleviation and rural vitalization. DFM has further enhanced the consumption support, purchased the agricultural products of 46.82 million yuan from designated counties accepting the assistance and support and helped the designated counties to sell agricultural products of 17.46 million yuan. The consumption support case is listed into “typical cases of national consumption support for rural vitalization in 2021” by the National Development and Reform Commission.

● 援桂 Provide Assistance to Guangxi



2021 年东风公司投入援桂资金 696 万，定点帮扶广西马山县，实施帮扶项目 19 个。规划建设东风立星村产业发展中心，推进东风帮扶千禧番茄园、农村产业路、山塘建设工程等项目实施，继续扶持东风沃柑产业扶贫基地发展，持续助力天涌山泉瓶装水的宣传和消费，策划开展东风南方汽车维修技师班等项目。

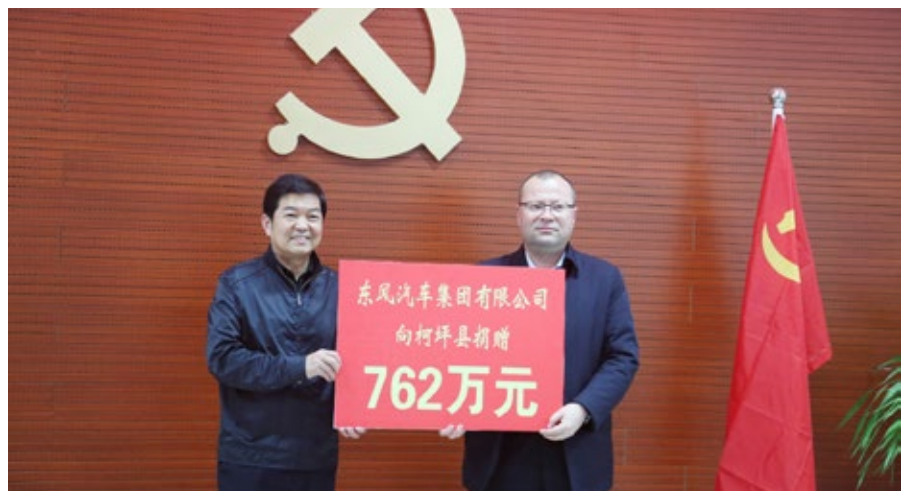


● 东风公司与马山县人民政府签订消费帮扶协议

● 援疆 Provide Assistance to Xinjiang



2021 年东风公司投入援疆资金 762 万，定点帮扶新疆柯坪县，实施帮扶项目 11 个。支持建设疆牧草原无土栽培工厂推动水培牧草产业发展，筹建柯小驼服饰商贸物流有限公司，推动成立柯坪县东风机电物流园，整合优势资源扶优扶强当地龙头企业，助力地方产业振兴。



● 东风公司向柯坪县捐赠资金 762 万元



● 援藏 Provide Assistance to Tibet

2021 年东风公司投入援藏资金 1700 万，对口支援西藏贡觉县和江达县，实施帮扶项目 19 个。打造贡觉县相皮乡查然村“东风示范小康村居”，扶持江达县境界矿泉水公司生产线改造升级，持续推进“东风润苗教育基金”项目，协调国药东风总医院定点帮扶贡觉县人民医院等，助力幸福西藏建设。



● 2021 年 6 月，东风公司汽车集团有限公司技术中心前往西藏贡觉县中学开展公益助学捐赠活动



● 润楚 Provide Assistance to Hubei

东风公司积极探索乡村振兴新路径、新模式，2021 年直接投入 300 万帮扶资金，在房县实施 6 个帮扶项目，创新开展“产业协作”东风县乡村振兴，实现帮扶消费 1050 万。同时，在兴山县、恩施市、五峰县，累计投入资金 400 万，开展美丽乡村、健康卫生、人才培养等项目，取得了良好的效果。



● 2021 年 9 月，东风南方汽修技师班（房县班 2 期）开班仪式

注重生态保护

Pay Attention to Ecological Protection

部署“双碳”行动

Deploy "Dual Carbon" Action

● “绿色东风 2025” "Green DFM 2025"

推进碳达峰碳中和既是国家要求，也是企业可持续发展的需求。东风公司准确把握“双碳”工作在高质量发展进程中的重大意义，组织编制“绿色东风 2025”行动计划，促进汽车制造全价值链和产品全生命周期绿色发展，将绿色低碳贯穿于企业研发、设计、采购、生产、营销、服务全过程，不断提高原辅材料和能源利用效率，推动企业实现低碳转型。

Promoting carbon neutrality is not only a national requirement but also a requirement for sustainable development of enterprises. DFM accurately grasps the significance of the "dual carbon" work in high-quality development, organizes the formulation of the "Green DFM" action plan, promotes the green development of the entire value chain of automobile manufacturing and the entire life cycle of products, and integrates green and low carbon concept into the whole process of research and development, design, procurement, production, marketing and service of enterprises to continuously improve the efficiency of raw and auxiliary materials and energy utilization, and promote the realization of low-carbon transformation of enterprises.

2021 年，东风公司全力推动“绿色东风 2025”行动计划。在 2021 年国家工业和信息化部公布的第六批绿色制造名单中，旗下东风柳州汽车有限公司的 T5 EVO 入选“绿色设计产品”名单；东风商用车有限公司入选“绿色供应链管理企业”名单。

In 2021, DFM has fully promoted the "Green DFM 2025" action plan. In the sixth green manufacturing list announced by Ministry of Industry and Information Technology of the People's Republic of China in 2021, the T5EVO of its subsidiary Dongfeng Liuzhou Automobile Co., Ltd. was incorporated into the list of "Green Design Products"; Dongfeng Commercial Vehicle Co., Ltd. was incorporated into the list of "Green Supply Chain Management Enterprises".

旗下东风汽车零部件（集团）有限公司结合“绿色东风 2025”行动计划，制定完善“绿+制造”行动计划，明确到 2025 年消除高度风险单位，持续达成节能减排任期的目标。

Dongfeng Automobile Pieces Co., Ltd., a subsidiary of DFM, has formulated and improved "Green+ Manufacturing" Action Plan in combination with "Green Dongfeng 2025" Action Plan to clarify that high-risk units shall be eliminated by 2025 so as to constantly achieve the goal of energy saving and emission reduction.

● 应对气候变化 Cope with Climate Change

东风公司积极响应国家双碳目标号召，将气候变化风险识别工作纳入企业管理的重要部分，根据自身运营地的地理位置，参考国家政策与地区规划、并结合历史极端天气事件，完成气候变化风险识别工作，并通过评估一系列风险与本集团的业务相关性与影响程度，制定针对性的应对举措，在降低未来风险的同时主动探索低碳转型方向，持续提升东风公司的低碳发展能力。

DFM actively responds to the call of dual-carbon objective and incorporates the climate change risk identification into an important part of corporate management. Based on the geographic location of its own operation areas, according to national policies and regional planning, and in combination with historical extreme weather events, the company has completed the identification of climate change risks and prepared targeted countermeasures upon assessment of the relevance and impact of a series of risks to the Group's business and actively explored the direction of low-carbon transformation while reducing future risks, and continuously improved DFM's low-carbon development capabilities.

● 环境管理体系 Environmental Management System

东风公司严格遵守法律法规，制定并完善《建设项目环境保护管理办法》《节能环保管理办法》《绩效管理辦法》等内部制度，指引环境管理工作的有序开展；推进目标考核体系、法规制度体系、管控体系、监测体系、事业计划体系及信息交流平台的“5+1”管理体系建设与运行任制。2021年，东风公司87家工厂（子公司）通过环境管理体系认证，建立覆盖集团总部、二级单位及附属公司（工厂）的节能环保三级责任体系审核（ISO14001），体系覆盖率94%。

DFM formulates and improves internal systems such as "Administrative Measures for Environmental Protection of Construction Projects", "Administrative Measures for Energy Conservation and Environmental Protection" and "Measures for Performance Management" in strict accordance with the laws and regulations to guide the orderly development of environmental management; promote the "5+1" management system construction and operation responsibility system of target assessment system, regulations and systems, management and control system, monitoring system, business planning system and information exchange platform. In 2021, 87 factories (subsidiaries) of DFM have passed the environmental management system certification, and established a three-level responsibility system audit system for energy conservation and environmental protection (ISO14001) covering the group headquarters, secondary units and subsidiaries (factories), with a system coverage rate of 94%.

● 环保应急管理体系 Environmental Emergency Management System

东风公司及各单位依据国家、地方环境法规以及环境管理体系要求，系统地识别、评价环境风险，建立公司突发环境事件应急制度、应急演练制度，每年对应急文件进行回顾、修订，并定期开展应急预案的演练。

DFM and other units systematically identify and evaluate environmental risks, establish the company's emergency response system for environmental emergencies and emergency drill system, review and revise emergency documents every year, and conduct regular drills on emergency plans according to the national and local environmental regulations and environmental management system requirements.

旗下东风柳州汽车有限公司为预防和减少突发环境事件的发生，控制、减轻和消除突发环境事件引起的危害，策划建立《突发环境事件应急管理体系》。

In order to prevent and reduce the occurrence of environmental emergencies, control, mitigate and eliminate the harm caused by environmental emergencies, Dongfeng Liuzhou Automobile Co., Ltd. plans and establishes the Emergency Management System for Environmental Emergencies.

制造绿色产品

Manufacture Green Products

● 环保技术 Environmental Protection Technology

东风公司注重环保技术的改造和推广应用，2021年投资1.81亿元实施节能环保项目。

DFM pays attention to the transformation, promotion and application of environmental protection technology and has invested 181 million yuan to implement energy-saving and environmental protection projects in 2021.



电驱动领域

自主掌握 IGBT（绝缘栅双极型晶体管）核心资源，同步开发自主电机控制软硬件平台，实现高效扁线电机、油冷电机关键技术突破；开展基于 SiC（碳化硅）功率器件的高速电机产品开发，掌握高速电机关键技术。



关键核心零部件领域

在混动电驱、减速箱、电机控制器关键核心零部件方面通过自主掌控及优化，实现国产替代，进一步提升性能，降低消耗。



• 智新半导体 IGBT 模块正式投产



• 东风氢燃料电池系统——东风氢元，体积小、轻量化、氢气利用率高，氢气利用率达到 95%，整体效率高出行业 5% 到 10%



• 东风日产正式导入 e-POWER 动力技术。该技术是高效燃油技术和先进电驱技术的有效融合，可显著降低产品碳排放

● 环保产品 Environmentally Friendly Products

东风公司坚持“节能环保地造车，造节能环保的车”的理念，着力保护生态环境，全面开展“绿色东风 2025”行动，加快构建绿色全价值链，积极提供绿色产品，努力培育绿色东风文化。

DFM insists on the concept of "manufacturing vehicles in an energy-saving and environmentally-friendly manner and manufacturing environmentally-friendly vehicles", focuses on protection of ecological environment, fully implements "Green DFM 2025" Action, accelerates the construction of green full-value chain, actively provides green products and strives to develop green DFM culture.

2021 年，东风公司以 BEV、PHEV、FCV 多元化技术路线应对市场需求，推出“龙擎动力”“马赫动力”绿色低碳动力品牌，积极发展高效节能动力技术。马赫动力 MHD 混动系统荣获 2021 年度“中国心”十佳发动机。

In 2021, DFM has made use of diversified technical routes of BEV, PHEV and FCV to cope with the market demands, launched the green and low-carbon power brands of "Dragon Power" and "Mach Power", and actively developed high-efficiency and energy-saving power technology. The Mach Power MHD Hybrid System was awarded the 2021 "China Heart" Top Ten Engines.

打造绿色工厂

● 循环经济 Circular Economy

Build Green Factory

东风公司积极响应国家全面推行循环经济的号召，遵循“减量化、再利用、资源化”原则，改造和推广余热余压、中水、废水、固体废弃物、废旧汽车及其零部件的资源回收利用，推进绿色循环经济发展，助力建设资源节约型、环境友好型社会。

DFM actively responds to the national call of full implementation of the circular economy, follows the principles of "reduction, reuse and resource utilization", transforms and promotes the recycling and utilization of waste heat and pressure, reclaimed water, waste water and solid waste, and promotes the development of green circular economy and help building a resource-saving and environment-friendly society.

旗下郑州日产汽车有限公司以包装“4R”为原则，针对年度新增的零件包装，优先选用可降解、可回收、可循环利用材料及包装方案；严格规范包装方案的审核内容，禁止使用一次性包装。2021年循环包装比例提升至94%，显著提升包装材料的可持续性。

Zhengzhou Nissan Automobile Co., Ltd. takes the packaging "4R" as the principle, and preferentially adopts degradable, recyclable and recyclable materials and packaging solutions for the packaging of newly added parts; strictly regulates the audit content of packaging solutions, and prohibits the use of disposable packages. In 2021, the proportion of recycled packaging has been added to 94%, which can significantly improve the sustainability of packaging materials.

● 能源管理 Energy Management

东风公司通过不断推进和完善能源管理体系构建，积极应用清洁能源，优化能源结构，提高能源效率；建立能源绩效改进的节能文化，提升能源管理与能源利用水平，降低成本，实现有效能源管理。2021年，东风公司进一步倡导各单位积极使用清洁能源，光伏发电总容量为104092千瓦，实际发电使用量为10002.62万千瓦时。

DFM actively applies the clean energies, optimizes the energy structure and improves the energy efficiency by continuous improvement of the construction of energy management system; establishes an energy-saving culture with improved energy performance, improves energy management and energy utilization level, reduces costs and achieves effective energy management. In 2021, DFM has further encouraged all units to actively use clean energy. The total photovoltaic power generation capacity is 104,092 kilowatts, and the actual consumed power is 100,026,200KWH.

旗下东风乘用车公司围绕“依法生产、节能降耗、全员参与、持续改进”的能源管理方针，开展监视测量、节能改善等工作；制定能源体系监视测量计划，根据工厂情况下达单车能耗、单车水耗等相关能源控制指标；通过专业机构监督审核，能源管理体系保持认证。

Dongfeng Passenger Vehicle Company carries out monitoring and measurement, energy-saving improvement and other tasks based on the energy management policy of "production in accordance with the laws, energy saving and consumption reduction, full participation and continuous improvement"; formulates a monitoring and measurement plan for the energy system, and issues energy control indicators such as single vehicle energy consumption and single vehicle water consumption according to the conditions of the factory; keeps the energy management system be certified through the supervision and audit by professional institutions.

旗下神龙汽车有限公司投资4100万元在武汉工厂导入3兆瓦太阳能光伏发电系统，2021年全年光伏发电150万KWH，减少二氧化碳排放789吨，以实际行动践行低碳环保理念。

Dongfeng Peugeot Citroen Automobile Company Ltd has invested 41 million yuan to introduce a 3 MW solar photovoltaic power generation system in Wuhan factory. In 2021, photovoltaic power generation amount has reached 1.5 million KWH, reducing carbon dioxide emissions by 789 tons and taking practical actions to implement the concept of low-carbon environmental protection.



• 旗下神龙汽车有限公司武汉工厂光伏发电项目

按类型划分的直接及 / 或间接能源总耗量 (2021 年)

指标名称		计量单位	2021 年实际
直接能源	天然气	万立方米	13059
		吨标煤	173680
间接能源	电力	万千瓦时	301338
		吨标煤	370345
	热力	百万千焦	445637
		吨标煤	15196
	汽油	吨	14781
		吨标煤	21748
	柴油	吨	24104
		吨标煤	35122
其它	吨标煤	45445	
能源消费总量		吨标煤	661536



● 节能减排 Energy Saving and Emission Reduction

东风公司各单位结合自身实际和业务特点，从汽车产品全价值链的各个环节开展节能减排改善活动。

All units of DFM carry out the energy saving and emission reduction activities at different links from the whole value chain of automobile products based on their own actual conditions and business characteristics.

旗下东风本田发动机有限公司投入 600 万元，导入节能型 T6 热处理炉。新处理炉天然气使用量对比旧炉下降 20% 以上，折算成单台用气节约 1.33Nm³/台，年节约天然气 41.2 万立方米。

Dongfeng Honda Engine Co., Ltd. has invested 6 million yuan to introduce energy-saving T6 heat treatment furnaces. Compared with the old furnace, the natural gas consumption of the new treatment furnace is reduced by more than 20%, which can be converted into the saved single gas consumption of 1.33Nm³/unit, with an annual natural gas saving of 412,000 cubic meters.

旗下东风日产乘用车公司开展涂装烘房间接燃烧器排烟余热回用项目，通过热管换热器回收间接燃烧器的高温排烟热量，将回收的热量对新风进行预加热，从而减少燃气用量，节能率达到 17.4%，一年削减 1237 吨二氧化碳。

Dongfeng Nissan Passenger Vehicle Company carries out the recycling project of the exhaust heat of the indirect burner of the painting and drying room. The heat of the high-temperature exhaust heat of the indirect burner is recovered through the heat pipe heat exchanger to pre-heat the fresh air with recovered heat, thereby reducing the consumption of gas, with the energy saving rate reaching 17.4%, reducing 1,237 tons of carbon dioxide a year.

● 三废管理 Three-waste Management

东风公司重视废水、废气、固体废弃物等污染物排放管理工作，以“深化污染防治攻坚战”为重点，持续探索创新管理方法、提升绿色生产能力，尽可能减少生产运营对环境的影响。

DFM attaches great importance to the emission management of pollutants such as waste water, waste gas and solid waste and focuses on "deepening the battle against pollution" to continuously explore the innovative management methods, improve green production capabilities, and minimize the impact of production operation on the environment.

废水治理 Waste water treatment

旗下东风本田汽车零部件有限公司通过技术改造，将涂装线纯水制造系统所产生的废水单独收集，直接回用于制冷站和动力站冷却塔，每日削减涂装污水排放 36 吨，减少自来水用量和污水处理成本。

Dongfeng Honda Auto Parts Co., Ltd. collects the wastewater generated by the pure water coating device separately through technical transformation and transports it to the end of the sewage station process, skips the bottleneck processes (physicochemical and biochemical treatment), and reuses it after disinfection and filtration or uses it to make up water for cooling towers in refrigeration stations, reducing coating sewage discharge by 36 tons per day.

废气治理 Waste gas treatment

东风公司各单位持续强化废气管理水平，严格开展重污染天气分级评价、废气无组织排查等工作，并落实相关减排与整改措施。2021 年，东风公司下属 3 家单位被属地政府列为重污染天气重点行业绩效评级 A 级企业。

All units of DFM continues to strengthen the level of waste gas management, strictly carries out grading evaluation of heavily polluted weather and unplanned investigation of waste gas and implements relevant emission reduction and rectification measures. In 2021, three subordinate units of DFM have been listed as A-level enterprises in key industries under heavy pollution weather by the local government.

固体废弃物治理 Waste treatment

旗下岚图汽车科技有限公司投资 450 万元，按规范建设 1732 平方米的固体废物库房，针对工业固体废物处置过程中存在的边界模糊的问题，进一步优化工业固废清单，促进固废管理精细化。

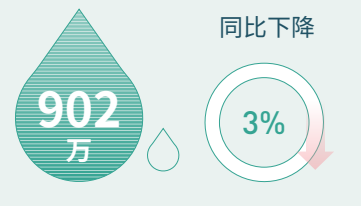
Voyah Automobile Technology Co., Ltd. has invested 4.5 million yuan to construct a 1,732-square-meter solid waste warehouse according to specifications and further optimized the list of industrial solid waste based on the problems of blurred boundaries in the process of industrial solid waste disposal and promoted the refined solid waste management.

旗下东风柳州汽车有限公司利用高温热解技术进行危险废物减量化、无害化处置和资源化再利用，使公司危险废物排放总量下降 60% 以上。

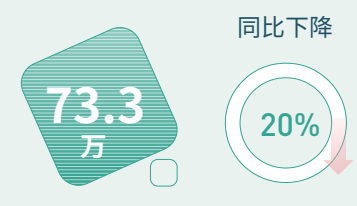
Dongfeng Liuzhou Automobile Co., Ltd. uses high-temperature pyrolysis technology to reduce, harmlessly dispose and reuse hazardous wastes, reducing the company's total hazardous waste emission by more than 60%.

东风公司废弃物排放量及减排量 (2021)
Waste Emissions and Emission Reductions of DFM (2021)

废水排放量 (单位: 吨)



固体废弃物排放量 (单位: 吨)



● 绿色供应链 Green Supply Chain

东风公司通过加强供应商资格准入、签定《环境与安全协议书》等, 将各利益相关方纳入整体行动中, 成为绿色行动的约束者和参与者。

DFM incorporates the stakeholders into the overall action by enhancing the qualification of suppliers and signing Environment and Safety Agreement and becomes the contractor and participant in green action.

旗下东风本田汽车有限公司秉承绿色价值链理念, 建立 slim office 本田绿色采购系统, 持续加强供应商绿色管理工作。截至 2021 年底, 总计 223 家重点供应商导入 slim office 本田绿色采购系统并上传 GHG (温室效应气体) 排放数据, 供应商排放较 2020 年减少约 1.95%。

Dongfeng Honda Automobile Co., Ltd. adheres to the concept of green value chain, establishes the slimoffice Honda green procurement system, and continuously strengthens the green management of suppliers. By the end of 2021, a total of 223 key suppliers have been introduced to the slimoffice Honda green procurement system and GHG (greenhouse gas) emission data are uploaded. The supplier emission has been reduced by 1.95% compared with that of 2020.

● 绿色运输 Green Transportation

东风公司通过零部件供应、工厂生产加工、产品仓储和运输及产品消费角度倡导全过程的绿色物流理念, 推进物流机械化、物流自动化、物流信息化, 以降低产品的碳足迹。2021 年, 东风公司在智慧物流解决方案领域推出鲲鹏生态品牌, 打造绿色智慧物流生态解决方案。

DFM promotes the logistics mechanization, logistics automation and logistics informatization by encouraging the whole-process green logistics concept from the perspectives of parts supply, factory production and processing, product storage and transportation and product consumption in order to reduce the carbon footprint of products. In 2021, DFM has launched the "KUNYO" ecological brand in the field of smart logistics solutions to develop ecological solutions for green and smart logistics.

旗下郑州日产汽车有限公司改善运输方式, 由公路运输向铁路运输或水路运输优化, 有效利用车辆, 提高配送效率; 利用数字化分析工具, 搭建数学模型, 优化前端取货路线排布方式、近地化出货模式, 报告期内运输路线距离降低 2%。

Zhengzhou Nissan Automobile Co., Ltd. improves the mode of transportation, achieves optimization from road transportation to railway transportation or waterway transportation, effectively utilizes vehicles and improves distribution efficiency; utilizes digital analysis tools to build mathematical models and optimize the front-end pickup route arrangement and nearby delivery mode. The distance of transportation routes decreases by 2% during the reporting period.

推进绿色运营

● 绿色文化 Green Culture

Promote Green Operation

旗下东风商用车有限公司组织环保管理人员 28 人，就固体废物污染防治法、环境因素识别、排污许可证证后管理、土壤地下水环境改善等内容开展专题培训，有效提升培训人员环保意识。

Dongfeng Commercial Vehicle Co., Ltd. has organized 28 environmental management personnel to accept special trainings on the solid waste pollution prevention and control law, identification of environmental factors, post-discharge permit management, and soil and groundwater environment improvement, thus effectively enhancing the environmental protection awareness of the trainees.

旗下东风柳州汽车有限公司组织开展公司全员节能环保培训考试，共 6300 名员工完成考试，考试合格率 100%；邀请总部环保首席专家开展公司 vocs 治理、空调等动力站房节能控制等 6 期专项培训，营造绿色文化氛围。

Dongfeng Liuzhou Automobile Co., Ltd. has organized the training and examination about energy conservation and environmental protection for all employees of the company. A total of 6,300 employees have completed the examination, with the pass rate being 100%; the chief environmental protection expert from the headquarters is invited to carry out 6 special trainings on vocs management, air conditioning and energy-saving control of other power stations, thus creating a green cultural atmosphere.



- 旗下东风商用车有限公司开展环保专题培训

● 绿色办公 Green Office

旗下东风商用车有限公司对车桥十堰工厂分散办公点的分体空调进行节能改造，通过安装无线终端监管系统，将信息接入能源信息系统，实现对各办公大楼各楼层空调用电情况、使用时间和状态的实时在线监控，减少办公用电。

Dongfeng Commercial Vehicle Co., Ltd. has carried out energy-saving renovation of the split air conditioners in the scattered offices of the Cheqiao Shiyan Plant and installed a wireless terminal monitoring system to connect the information to the energy information system, thus realizing the real-time online monitoring of the electricity consumption, use period and status of the air conditioners on each floor of each office building and reducing office electricity consumption.

● 绿色公益 Green and Public Service

旗下东风本田汽车有限公司开展东风 Honda 动物保护知识小课堂，将教育与环境保护相结合，为丰富物种多样性、创造人与自然和谐共生的环境做出贡献。

Dongfeng Honda Automobile Co., Ltd. has organized Dongfeng Honda Animal Protection Knowledge Class to combine the education and environmental protection, so as to enrich species and create a harmonious environment between human and nature.



● 旗下东风本田汽车有限公司开展东风 Honda 动物保护知识小课堂

旗下东风越野车有限公司十堰地区党支部与下沉包联社区动力新村及其他包联单位志愿者，前往社区所辖山林坡地开展义务植树活动。

The Party Branch of Dongfeng SUV Co., Ltd. in Shiyan has carried out the voluntary tree planting activities in the mountain and forest slopes under the jurisdiction of the community together with the volunteers from joint Community Power Village and other joint units.



● 旗下东风越野车有限公司开展义务植树活动

共创员工幸福

Create Happiness for Employees

保护员工权益

Protect Rights and Interests of Employees

- 东风公司全面落实劳动法律法规，依法制定了招聘录用、劳动合同、劳动纪律、休息休假、人事档案等劳动用工管理制度，严格承担法律责任，积极履行企业道德规范，维护公司和员工的合法权益。
 - DFM fully implements the labor laws and regulations, formulates labor management systems such as recruitment, labor contracts, labor discipline, rest and vacation and personnel archives, strictly undertakes legal responsibilities, actively implements corporate ethics, and safeguards the legitimate rights and interests of the company and employees.
- 东风公司建立了人力资源合规管理评价体系，定期对下属用人单位开展劳动用工合规管理诊断，通过 PDCA 循环，不断提高人力资源管理水平，积极构建和谐稳定的劳动关系。
 - DFM establishes a human resources compliance management evaluation system, regularly makes labor and employment compliance management evaluation for subordinate employers, continuously improves human resources management level through the PDCA cycle, and actively builds a harmonious and stable labor relationship.
- 东风公司充分尊重员工隐私，不收集与工作无关的员工隐私信息。
 - DFM fully respects employee privacy and does not collect the employee privacy information not related to work.
- 东风公司依法按时按标准支付员工劳动报酬，及时为员工缴纳养老、医疗、失业、工伤、生育等社会保险和住房公积金、企业年金、补充医疗保险、重大疾病保险、意外伤害和交通工具意外伤害保险、困难救助基金等。
 - DFM pays the labor remuneration to employees on time based on standards and pays the social insurances such as pension, medical care, unemployment, work-related injury, maternity insurance, housing accumulation fund, enterprise annuity, supplementary medical insurance, major disease insurance, accidental injury and accident insurance of transportation for employees and hardship relief fund.
- 东风公司严格遵守国家相关法律法规，在招聘过程中对员工实际年龄进行核实，杜绝使用童工，充分尊重员工的择业自由及工作自由权利，杜绝任何理由的强制性劳动，不以任何方式限制员工的人身自由。
 - DFM strictly abides by the relevant national laws and regulations, checks the actual age of employees during the recruitment, avoids recruitment of child labor, fully respects the employees' freedom in choosing occupation and working, eliminates forced labor for any reason, and prohibits restricting the personal freedom of employees in any way.
- 东风公司认真贯彻实施带薪年休假制度，2021 年员工人均带薪年休假为 9.98 天。
 - DFM carefully implements paid annual leave system. In 2021, the average paid annual leave for employees reaches 9.98 days.

指标名称 The index name	2021	2020	2019	2018	2017	2016
劳动合同签订率 (%) Labor contract signing rate	100	100	100	100	100	100
所属单位与工会集体合同签订率 (%) Unit of affiliation and labor union collective contract signing rate	100	98	98.12	98	98	98
参加工会员工的比例 (%) The percentage of unionized employees	99.9	100	99.1	99	98	100
吸纳就业 (人) Employees recruited	22696	16762	16222	19208	25577	28680
本地化雇用比例 (%) Localized employment ratio	99.98	99	99	98	95	98
少数民族员工比例 (%) Proportion of minority employees	4.24	3.92	3.8	1.4	1.68	1.51
员工流失率 (%) Employee turnover rate	8.7	9.8	5.99	6.1	5.7	4.5
人年均带薪年假 (天) Annual paid vacation	9.98	10	10.6	10	10	10
女性高级管理者比例 (%) The proportion of women in senior management	8.31	7	6	6	7	7
公司残疾人总数 (人) Total number of disabled persons in the company	447	1512	1600	1650	1726	1989
男女员工比例 Ratio of male to female employees	8:2	8:2	8:2	7:3	7:3	7:3

保障员工安全

Safeguard the Safety of Employees

● 安全生产责任制 Safety Production Responsibility System

东风公司发布《东风汽车集团有限公司各业务领域安全生产及环境保护履责管理规定》，建立了基于岗位特征的风险、责任、能力、考核四位一体各业务领域安全生产责任制横向到边、纵向到底的责任体系。

DFM releases the Regulations on the Management of Safety Production and Environmental Protection Responsibility Performance in Various Business Fields of DFM and establishes four-in-one all-round safety production responsibility system for each business field based on job characteristics.

● 安全教育活动 Safety Education Activities

东风公司及各单位围绕“法律法规、基础知识、管理方法、技术手段”四项内容，通过集中培训、现场培训和云端培训等多种方式开展安全教育培训活动。2021年，东风公司共培训职工571554人次，其中三级教育34983人次、危险作业人员25210人次、班组长13930人次、相关方33146人次、“四新”培训17626人次、职业健康培训90104人次，其他培训356555人次，为提升安全专业化管理水平奠定基础。

DFM and all units carry out the safety education training activities based on the four contents namely "laws and regulations, basic knowledge, management method and technical means" by various means such as centralized training, site training and cloud training. In 2021, DFM has trained 571,554 employees, including 34,983 third-level education trainees, 25,210 hazardous operators, 13,930 team leaders, 33,146 related parties, 17,626 "four-new" trainees, 90,104 occupational health trainees, and 356,555 trainees accepting other trainings, laying a foundation for improving the level of professional safety management.



● 旗下东风特种商用车有限公司开展突发火灾事故应急救援演练



● 东风汽车集团股份有限公司技术中心开展触电事故应急演练

● 安全职业健康保障 Safety and Occupational Health Guarantee

2021年，东风公司在总结“十三五”工作的基础上，发布“十四五”安全职业健康战略规划确定未来安全管理发展方向；建立公司安全职业健康信息系统，提高信息化管理水平；建立“健康东风”服务体系，落实职工免费体检、女职工健康险、EAP心理关怀；督促各单位普遍建立心理驿站、健康小屋等，引导员工强身健体、合理膳食，践行科学健康的工作生活方式。

In 2021, DFM has released "14th Five-Year" safety and occupational health strategic plan based on summary of "13th Five-Year" work to determine the future development direction of safety management; established the safety and occupational health information system to improve the level of information management; established "Healthy Dongfeng" service system, implemented free physical examinations for employees, female employees' health insurance, and EAP psychological care; urged all units to fully establish psychological stations and health rooms to guide employees to keep fit, have a reasonable diet, and practice a scientific and healthy work and lifestyle.

● 工伤事故预防 Prevent the Work-related Accidents

东风公司注重事故事件管理和防范能力，制定下发《东风汽车集团有限公司重要安全生产风险防控管理规定》，明确重要安全风险的管控方案，建立公司级重要安全风险清单，并实施动态管理。针对发生的事故，按照“四不放过”的原则，严肃查处。对典型的事故案例，予以及时通报，对事故的直接责任人和负有领导责任的人员追究责任。

DFM pays attention to develop the accident management and prevention capabilities, formulates and issues the Regulations of DFM on the Prevention and Control of Important Safety Production Risks to clearly specify the management and control plans for important safety risks, establish a list of important safety risks at corporate level, and implements dynamic management. Accidents shall be investigated seriously in accordance with the principle of "four investigations". Typical accident cases shall be reported in a timely manner in order to investigate and affix the responsibility of the individuals directly responsible for the accident and individuals with leadership responsibilities.

推动员工发展

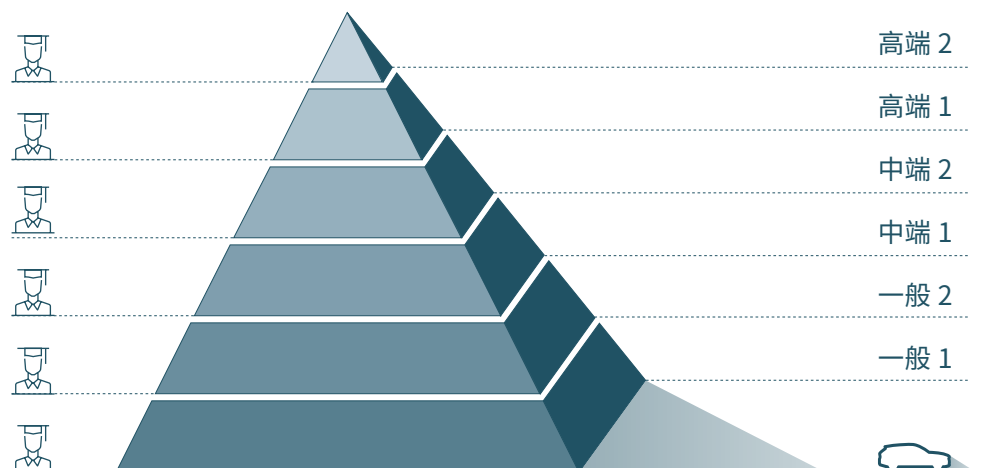
Promote Employee Development

● 完善人才发展渠道 Improve the Talent Development Channel

东风公司建立了完善的专业人才发展通道，高端领军人才方面，公司以《东风公司“公司级”专业人才管理办法》为指引，建立公司级专业人才网；科技领军人才方面，发布《东风公司技术总师管理办法》和《公司科技人才队伍建设的实施意见》，建立公司各专业技术委员会平台；青年人才方面，提供管理和专业双渠道职业发展路径，以《东风公司青苗人才管理办法》为指引，以“建机制、树品牌、活全局、育人才”为主要方向，构建东风青苗 U30 人才生态系统，向高级管理人才和专业技术、高技能人才梯队源源不断输送年轻力量。

DFM establishes a sound development channel for the professional talents and establishes a professional talent pool at corporate level for high-end talents under the guidance of Management Methods of DFM for Professional Talents at "Corporate Level"; releases Administrative Measures of DFM for Chief Technical Engineer and the Implementation Opinions on the Construction of the Company's Scientific and Technological Talent Team for the leaders in science and technology field and establishes the company's professional technical committee platform; provides management and professional dual-channel career development paths for young talents under the guidance of Management Measures of DFM for Young Talent, takes "building mechanism, cultivating brand, overall planning and cultivating talents" as the main direction and constructs Dongfeng Qingmiao U30 talent ecological system to constantly cultivate senior management talents, professional technical personnel and high-skilled talents.

东风人才结构图



● 构建人才培养体系 Build a Talent Cultivation System

东风公司强化人才教育培养体系建设，夯实年轻干部实践锻炼平台和基础，建设高素质专业化干部人才队伍。面向新事业发展及各业务领域需求，公司从经营管理能力、通用能力、专业能力等方面确定人才培养目标，制定人才培养路径，搭建内外部交流平台，并持续开展员工教育培训和技能提升活动，强化对员工的专业知识、职业素养、政策法规等在岗教育。

DFM strengthens the construction of the talent education and training system, consolidates the platform and foundation for the practice and training of young cadres, and builds a high-quality professional cadre & talent team. Facing the development of new businesses and the needs of various business fields, the company determines the talent cultivation goals in terms of management capabilities, general capabilities, and professional capabilities, formulates talent training paths, builds internal and external communication platforms, continues to carry out employee education and training and skill improvement activities and strengthens on-the-job education for employees on professional knowledge, professional quality, policies and regulations.

2021 年，东风公司以《东风公司 2018-2022 管理人员教育培训规划》《东风公司“十四五”领跃 2025 人力资源规划》为指引，组织培训 34223 期，培训人次达 149.9 万，人均 65.24 学时，培训费用达 0.83 亿元。

In 2021, under the guidance of Management Personnel Education and Training Plan of DFM from 2018 to 2022 and Human Resources Plan of DFM during "14th Five-Year" Period for 2025, DFM has organized 34223 trainings, with a total of 1.499 million trainees and 65.24 training hours per trainee and the training cost of 83 million yuan.



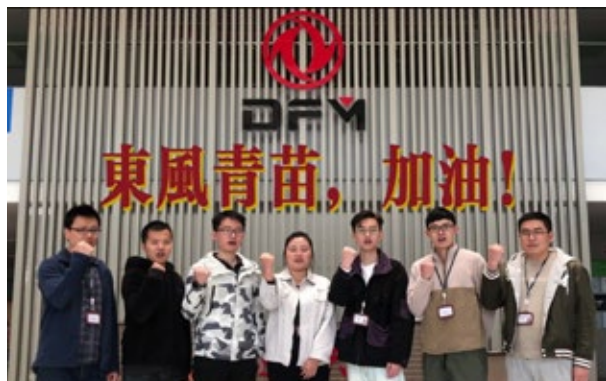
● 建设科创学堂，推动现有人才向“五化”转型



● 打造工匠学堂，培育工匠型技能人才队伍



● 完善营销学堂，加强营销人才梯队建设



● 创建青苗学堂，量身定制青年人才培养方案

平衡工作生活

Balance the Work and Life

● 员工满意度调查 Employee Satisfaction Investigation

东风公司根据“三个领先、一个率先”战略目标要求，对员工满意度调查模型进行升级完善，从“组织契合”和“员工心悦”双视角，检查衡量达成战略目标的内驱力。2021年员工满意度调查覆盖29家二级单位，抽样率为86%，员工满意度总体得分70。

DFM upgrades and improves the employee satisfaction investigation model based on the strategic objective requirements of "three leadership and one lead" and inspects the internal driving force to achieve the strategic goal from the perspectives of "organization appropriateness" and "employee happiness". The employee satisfaction investigation for 2021 covers 29 secondary units, with a sampling rate of 86% and an overall employee satisfaction score of 70 points.

● 开展文体活动 Organization of Recreational and Sports Activities

东风公司倡导“开心工作，快乐生活”的管理理念，关爱每一位员工的身心健康，鼓励员工平衡工作与生活。2021年，东风公司上线悦东风APP，开展全员健身打卡活动，倡导全员健身新风尚；围绕庆祝建党100周年的主题，相继开展“还是那个少年——公司工会团委庆五一、迎五四主题活动”“永远跟党走 放歌新时代”文艺汇演、“悦享东风‘羽’你健康”东风杯全民健身羽毛球赛等活动，展示了东风员工团结心向党、奋进新时代的昂扬斗志，为加快推进东风公司“三个领先、一个率先”目标实现提供强劲动力。

DFM advocates the management concept of "happy work and happy life", cares for the physical and mental health of each employee and encourages the employees to balance their work and life. In 2021, DFM has launched the online DFM APP to encourage the employees to participate in the fitness check-in activities and develop full employee fitness lifestyle; based on the theme of celebrating 100th anniversary of Party construction, DFM has successively organized the themed activities such as "Stay Young-Company's Labor Union and CCYL Committee's Celebration of International Workers' Day and Celebration of Chinese Youth Day and the art performance of "Following the Party in the New Era", showing the unity and strong will of DFM employees in the new era, thus providing a strong power for accelerating the realization of DFM's "three-leadership and one-lead" objective.



● 东风公司举办庆祝中国共产党成立100周年职工文艺汇演

特殊员工关爱

Care for Special Employees

东风公司认真把握员工对美好生活的向往，针对女性员工、困难员工、离退休员工等细分群体的个性化需求，暖心关怀，真情慰问，竭力提升员工幸福感。2021年，公司各级工会帮扶慰问职工1819人次，发放慰问金293.95万元；公司“爱心工程”及基层“爱心分会”帮扶救助5749人次，金额736.72万元；公司级困难职工户数由135户减少到104户。

深耕社会公益

Deeply Organize the Public Service Activities

公益管理

Public Service Management

● 东风公益基金会介绍 Introduction of Dongfeng Benevolence Foundation

东风公益基金会是 2012 年由东风公司经国家民政部审批筹建的非公募基金会，原始注册资金为 5000 万元人民币，主要为公司“润”计划中公益项目的实施提供执行平台和资金支持。

Dongfeng Benevolence Foundation is a non-public foundation built by DFM in 2012 upon approval of Ministry of Civil Affairs of the People's Republic of China, with the original capital of 50 million yuan, which mainly aims to provide execution platform and fund support for the public welfare project in "Nurturing" Plan.

2021 年，东风公益基金会全年支出人民币 1112.34 万元，捐赠领域主要涵盖抗洪救灾、教育事业、残疾人事业和公共福利事业，以及项目活动支出。

In 2021, the annual expenditure of Dongfeng Benevolence Foundation reached 11.12 million yuan, mainly including the donations for flood relief, education, disabled people and public welfare, as well as the expenditures for project activities.



● 召开东风公益基金会理事会

● 基金会管理体系 Management System of the Foundation

东风公益基金会设置系统完善的管理制度，严格遵守《基金会章程》，按时召开理事会，向与会成员单位通报基金会的情况，报请理事会审议相关议题，并就基金会的重大事项进行决策。经国家民政部审计，东风公益基金会 2021 年度总体运作情况良好，各项业务均按照业务范围开展，无违规事项。

Dongfeng Benevolence Foundation establishes a systematic and sound management system, strictly abides by Articles of Association of Foundation, holds the board meeting on time, reports the foundation information to the membership units, files an application to the board for deliberation of issues and makes decisions on significant matters of the foundation. Upon audit of Ministry of Civil Affairs of the People's Republic of China, Dongfeng Benevolence Foundation is under good operation in 2021 and the operations are carried out within the business scope, without any violation.

公益实践

Public Service Practice

● 志愿服务 Volunteer Service

志愿服务理念、体系 Volunteer service concept and system

东风公司成立“东风志愿者工作指导委员会”，统一规划东风公司志愿服务活动。委员会根据公司社会责任“润”计划 3.0 的总体部署，持续组织和动员广大青年积极参与到志愿者服务活动中。截至 2021 年，已构建 190 余支“三化四有”（规范化、机制化、常态化，有组织、有制度、有计划、有活动）志愿服务队，注册志愿者 5000 余人。

DFM establishes "DFM Volunteer Work Steering Committee" to plan DFM's volunteer service activities in a unified manner. The committee makes an overall deployment according to the social responsibility "nurturing" plan 3.0 and continuously organizes and encourages young people to participate in the volunteer services. As of 2021, the company has built more than 190 "three-standardized and four organized" (standardized, institutionalized, normalized, organized, systematic, planned and activity-based) volunteer team, with more than 5000 registered volunteers.

志愿者活动 Volunteer's activities

在东风志愿者工作指导委员会的统一领导下，东风公司各级团组织内部围绕疫情防控、重大赛事、生产经营重点工作，外部围绕便民利民、助学帮扶、抢险救灾、社企共建等工作，合计开展大小型志愿服务活动 740 次，以实际行动弘扬“奉献、友爱、互助、进步”的志愿精神，以高度的社会责任感彰显青春大爱。

Under the unified leadership of DFM Volunteer Work Steering Committee, the organizations of DFM at different levels organize the epidemic prevention and control, major events, and key production and operation work internally, and provide convenience, study assistance, rescue and relief and co-construction of the community and enterprise externally and have organized 740 large and small-sized volunteer service activities in total, carrying forward the volunteer spirit of "dedication, friendship, mutual assistance and progress" with practical actions and demonstrating the love with a high sense of social responsibility.



● 2021 年，东风公司各级团组织实施社区志愿服务计划，在武汉、十堰、襄阳等地开展 8 场志愿服务活动，共计服务 4200 余人



● 旗下神龙汽车有限公司“龙狮车展助销队”志愿者服务站讲解

截至 2021 年



已构建“三化四有”志愿服务队

190
余支



注册志愿者

5000
余人

● 特色公益实践 Featured Public Service Practice

参与减灾赈灾 Participate in disaster relief

2021 年 7 月，河南省遭遇历史罕见特大暴雨，发生严重洪涝灾害。一方有难，八方支援。东风公司第一时间开展救援工作，总部携各事业单元迅速行动，积极捐款捐物并提供必要的救援，累计为河南抗洪救灾捐助 4780 万元，助力抗洪救灾，与河南同胞风雨相守、共克时艰。

In July 2021, Henan Province suffered from a rare heavy rainstorm and severe flood. When trouble occurs at one spot, help comes from all quarters. DFM carried out rescue work immediately, and the headquarters and various business units acted quickly to donate money and materials and provide necessary rescue. The accumulated donations for flood fighting and relief in Henan reached 47.80 million yuan. All employees joined hands with Henan people to overcome difficulties.



● 旗下东风物流集团股份有限公司参与河南灾区浚县、辉县紧急物资运输



● 旗下东风日产乘用车公司向郑州市捐赠抗洪救灾援助物资



● 旗下东风本田汽车有限公司组织 50 名志愿者对水淹车进行抢修

打造东风公益品牌 Create Dongfeng public welfare brand

第五届“东风梦想车”中国青年汽车创意设计大赛

Fifth "DFM Dream Car"-Youth Automobile Creative Design Competition for Chinese Youth

“东风梦想车”大赛由东风公司与中国青年创业就业基金会、东风公益基金会联合主办，是面向国内外高校学生的专业汽车设计赛事。2021 年 9 月，东风公司正式启动“逐梦之星”计划和第五届“东风梦想车”中国青年汽车创意设计大赛，并发布第四届“东风梦想车”大赛成果，同时携手 10 所高校宣布成立“青年梦”校企创新联盟，为青春梦想助力。

The "DFM Dream Car" competition is jointly held by DFM, China Foundation for Youth Entrepreneurship and Employment and Dongfeng Benevolence Foundation and is a professional automobile design competition for college students at home and abroad. In September 2021, DFM officially launched the "Dream Star" plan and initiated the Fifth "DFM Dream Car" Automobile Creative Design Competition for Chinese youths and announced the results of the Fourth "DFM Dream Car" Competition and worked together with 10 colleges and universities to announce the establishment of "Youth Dream" university-enterprise innovation alliance to help the young people to realize their dreams.

“逐梦之星”计划



该计划立足青年人才培养，聚焦青年创新实践，将为青年学子培养创新精神、提升实践能力、实现自我价值提供舞台，为中国汽车行业筑梦造星。包括以下 4 项具体实践：

打造“青年梦”校企
创新联盟

深耕“东风梦想车”
大赛

设立圆梦东风
奖学金

开展“创青春”
品牌活动



• 第四届“东风梦想车”大赛颁奖典礼



• 发布“逐梦之星”计划



• 第四届东风梦想车大赛“东风梦想车”大奖获奖作品《DONGFENG YUTU 2045》

东风润苗行动

Dongfeng runmiao action

“东风润苗行动”是东风公益基金会联合湖北省青少年发展基金会自 2013 年开展的系列公益助学项目。东风公司通过“东风润苗行动”公益项目，累计投入 2560 余万元资金，在湖北、四川、云南、广西等地援建 20 所东风希望小（中）学，为 1.3 万余名学生打造安全、明亮、美丽的校园。

"Dongfeng Runmiao Action" is a series of public welfare student-aid projects launched by Dongfeng Benevolence Foundation and Hubei Youth Development Foundation in 2013. Through the public welfare project of Dongfeng Runmiao Action, DFM has invested a total of more than 25.6 million yuan to build 20 Dongfeng Hope Primary (Middle) Schools in Hubei, Sichuan, Yunnan, Guangxi and other places, creating safe, bright and beautiful schools for more than 13,000 students.

各单位爱心助学微公益活动

Education-aid and micro public welfare activities organized by units

东风公司联合旗下各单位围绕“衣、食、住、行、学”五个方面，配套打造“东风希望校舍”“东风希望校服”“东风希望厨房”“东风希望校车”“东风希望图书室”“东风希望助学金”等助学项目，不断改善和提升教学环境及硬件设施。

DFM has cooperated with different units to develop education-aid projects such as "Dongfeng Hope School Building", "Dongfeng Hope School Uniform", "Dongfeng Hope Kitchen", "Dongfeng Hope School Bus", "Dongfeng Hope Library" and "Dongfeng Hope Grant" from five aspects of "clothing, food, housing, transportation and learning" to continuously improve and upgrade the teaching environment and hardware facilities.



• 旗下东风汽车有限公司带领 250 名新疆游学小学生开展筑梦课堂



• 旗下郑州日产汽车有限公司开展“牵手工程 - 成才圆梦”助学活动



• 旗下东风商用车有限公司开展“大手拉小手”送暖活动



• 旗下东风柳州汽车有限公司邀请学生参观现代化工厂



• 旗下东风本田汽车零部件有限公司实施“筑梦计划”，向惠阳崇雅中学捐赠50万元



• 旗下深圳市东风南方实业集团有限公司开展“乡村振兴·送课下乡”优质课下乡公益爱心助学活动

倾情奉献爱心 Devotion of love

东风公司助力公益慈善事业，联合旗下各单位在乡村振兴、关注弱势群体发展等领域开展公益活动，带动更多社会力量谱写爱心篇章，用实际行动共建和谐美好社会。

DFM has actively developed the public welfare and charity undertakings and cooperated with different units to carry out public welfare activities in the fields such as rural revitalization and care for development of disadvantaged groups so as to gather more social power to devote love and build a harmonious and beautiful society with practical actions.



• 东风公司向十堰公安捐赠200万元关爱基金



• 旗下东风商用车有限公司开展“东风商用车幸福卡车关爱计划”



• 旗下东风本田汽车有限公司举办第二期东风Honda少儿足球训练营



• 旗下东风汽车财务有限公司志愿者队走进中南财大普及金融知识

未来展望

Future Outlook

面向未来，东风公司将深入学习贯彻习近平新时代中国特色社会主义思想，坚决贯彻落实党中央、国务院决策部署，按照新一轮社会责任行动计划 -- “润”计划 3.0 的整体部署，重点开展“润丰行动”“润兴行动”“润美行动”3 项行动，推进 12 个社会责任实践议题，围绕公益助学、创新创业、汽车文明、环境保护等方面积极作为，在抗灾救灾、助力乡村振兴、响应“碳中和”目标等重点领域全力施为，推动东风公司社会责任工作高质量发展。

In 2022, DFM will deeply study and implement the Thought of Xi Jinping on Socialism with Chinese Characteristics in a New Era, resolutely implement the decisions and deployments of the CPC Central Committee and the State Council. According to the overall deployment of the new "Nurturing" Plan 3.0, DFM will focus on three actions namely "Runfeng Action", "Runxing Action" and "Runmei Action", and promote 12 social responsibility practice issues and actively participate in public welfare education, innovative entrepreneurship, automobile civilization, environmental protection and other fields, make every effort in key areas such as disaster relief, rural revitalization, and response to the "carbon neutrality" goal, and promote the high-quality development of DFM's social responsibility.



责任荣誉

Responsibilities and Honors

荣获
中华人民共和国民政部授予的
全国农村留守儿童关爱保护和困境
儿童保障工作先进集体
称号



荣获 2021
责任金牛奖
责任企业奖



“润”计划 3.0 入选
中央企业社会责任优秀案例（2021）



抗击新冠肺炎疫情相关工作入选
金轩奖·2021 年度公益类案例



消费帮扶案例
入选国家发展改革委
2021 年全国消费帮扶
助力乡村振兴典型案例



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关于本报告

About the Report

时间范围：本报告内容的时间跨度自 2021 年 1 月 1 日至 2021 年 12 月 31 日，部分内容超出上述范围。

Time range: the time span of the contents in the Report starts from Jan. 1, 2021 and ends on Dec. 31, 2021. Some contents are beyond the above range.

组织范围：本报告内容来自东风汽车集团有限公司及下属机构（参见公司组织结构）。为便于表达，在报告的表述中分别使用“东风公司”“公司”“我们”。

Organization scope: The contents of the Report come from DFM and its subsidiaries (refer to the organizational structure). In order to facilitate expression, the terms of "DFM", "the company" and "we" are respectively used in the report.

以往报告发布情况：公司已连续发布公司 2008—2020 年度报告，此报告为第十四次发布的年度报告。

Release of previous reports: the company has successively released the annual report of the company from 2008 to 2020 and this report is the 14th annual report released.

数据说明：本报告所引用的数据均来自公司内部统计数据，如与财报有出入，以财报为准。

Data description: all data quoted in this report come from the internal statistical data of the company. In case of any discrepancy with the financial report, the financial report shall prevail.

参考标准：本报告编制严格遵守真实、客观、公开原则，参照国务院国有资产监督管理委员会《关于中央企业履行社会责任的指导意见》、全球报告倡议组织 GRI Standards、中国社会科学院《中国企业社会责任报告指南（CASS-CSR4.0）》。

Reference standard: the report is prepared in strict accordance with the principles of truthfulness, objectivity and openness and based on Guiding Opinions on the Fulfillment of Social Responsibility by Central Enterprises issued by State-owned Assets Supervision and Administration Commission of the State Council, GRI's Guideline for Sustainable Development Report (Version 4.0) and Guidelines for Chinese Corporate Social Responsibility Report (CASS-CSR4.0) issued by Chinese Academy of Social Sciences.

利益相关方参与报告过程的程序和方式：本报告编写得到了部分利益相关方的支持。我们通过问卷调查的方式向内外部利益相关方收集信息，对重要社会责任议题进行评分并形成关键议题矩阵；同时，公司邀请利益相关方对东风社会责任实践做出客观评价，并作为报告内容的一部分。

Procedures and ways for stakeholders to participate in the reporting: the report is prepared under the support of partial stakeholders. We collect information from internal and external stakeholders through questionnaires, score important social responsibility issues and form a matrix of key issues; meanwhile, the company invites stakeholders to make an objective evaluation of DFM's social responsibility practices, which will constitute a part of the report.

获取方式：本报告提供纸质印刷版和 PDF 格式电子文档两种版本。您可以通过以下地址索取报告，或通过公司网站社会责任专栏下载：

How to obtain the report: the report is made in paper version and electronic version in PDF format. You can obtain the report through following address or download the report from the column "social responsibility" in the company's website.

地址：湖北省武汉市经济技术开发区东风大道特 1 号

Address: Address: No. 1, Dongfeng Avenue, Economic and Technological Development Zone, Wuhan, Hubei Province

邮政编码：430056

Zip code: 430056

电话：027-84285555

Tel.: 027-84285555

网址：<http://www.dfmc.com.cn>

Website: <http://www.dfmc.com.cn>

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东风汽车集团有限公司 2021 年可持续发展报告指标索引

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报告评级

Rating of the Report

《东风汽车集团有限公司 2021 可持续发展报告》评级报告

受东风汽车集团有限公司委托，“中国企业社会责任报告评级专家委员会”推选专家组成评级小组，对《东风汽车集团有限公司 2021 可持续发展报告》（以下简称《报告》）进行评级。

一、评级依据

中国社会科学院《中国企业社会责任报告指南之汽车制造业（CASS-CSR 4.0）》暨“中国企业社会责任报告评级专家委员会”《中国企业社会责任报告评级标准（2020）》。

二、评级过程

1. 评级小组审核确认《报告》编写组提交的《企业社会责任报告过程性资料确认书》及相关证明材料；
2. 评级小组对《报告》编写过程及内容进行评价，拟定评级报告；
3. 评级专家委员会副主席、评级小组组长、评级小组专家共同签署评级报告。

三、评级结论

过程性 (★★★★★)

公司社会责任工作办公室牵头成立报告编制工作组，工会主席、东风公益基金会副理事长担任组长，把控整体方向及关键内容，并负责报告终审；将报告定位为完善社会责任工作体系、提升社会责任管理水平、强化利益相关方沟通的重要工具，功能价值定位明确；根据国家宏观政策、国际国内社会责任标准、行业对标分析、公司发展规划、利益相关方调查等识别实质性议题，推动下属企业东风本田独立编发社会责任报告，深化社会责任管理的纵向融合力度；计划通过官方网站发布报告，并将以电子版、印刷品、中英文版的形式呈现报告，具有卓越的过程性表现。

实质性 (★★★★★)

《报告》系统披露了贯彻宏观政策、客户关系管理、确保产品安全、支持科技研发、产品召回机制、职业健康管理、安全生产、新能源汽车研发与销售、节约能源资源等汽车制造业关键性议题，叙述详细充分，具有卓越的实质性表现。

完整性 (★★★★★)

《报告》主体内容从“润丰行动”“润兴行动”“润美行动”等角度系统披露了汽车制造业核心指标的 92.52%，具有卓越的完整性表现。

平衡性 (★★★★★)

《报告》披露了“客诉率”“员工流失率”“安全生产事故数”“纪委全年立案数量”“纪委处分人数”等负面数据信息，并详述召回启辰 D60EV、启辰 T60EV 的原因及处理办法，平衡性表现卓越。

可比性 (★★★★★)

《报告》披露了“纳税总额”“市场占有率”“女性高级管理者比例”“安全生产投入金额”“废水排放量与 2014 年相比增减”“万元产值综合能耗与 2014 年相比增减”等 46 个关键指标连续 3 年的对比数据，并通过“中国制造企业 500 强第 7 位”等进行横向比较，可比性表现卓越。

可读性 (★★★★★)

《报告》延用“东风化雨 润泽四方”的主题，紧扣主题，以“润”为关键字，通过三大行动系统阐述年度履责理念、实践及成效，全面回应利益相关方的期望与诉求；封面设计及篇章跨页设计各型号“汽车”实景大图，凸显行业特征，增强了报告的辨识度与感染力；嵌入二维码延伸解读报告内容，提升了报告的沟通力；整体设计简约大气，案例绩效丰富详实，具有卓越的可读性表现。

创新性 (★★★★★)

《报告》设置“履责新篇章，奋进‘十四五’—‘润’计划 3.0”责任专题，发布社会责任“润”计划 3.0，明确“十四五”社会责任工作战略愿景、责任价值观，确定 3 项行动和 12 个实践议题，为履责工作提供行动指南，彰显了企业将发展战略与国家经济社会发展要求相联结的使命担当；围绕“润”计划 3.0 逻辑结构，构建社会责任评价体系，对二级单位系统考评，促进履责工作规范化、体系化；设置“东风 2021 年度履责纪实”，集中呈现年度行动，凸显了企业的履责意义，创新性表现卓越。

综合评级 (★★★★★+)

经评级小组评价，《东风汽车集团有限公司 2021 可持续发展报告》的过程性、实质性、完整性、平衡性、可比性、可读性及创新性均达到五星级，综合为“五星佳”级，是企业社会责任报告中的典范。



中国企业社会责任报告
评级专家委员会
Chinese Expert Committee on CSR Report Rating

东风公司可持续发展报告

连续六年获得五星级、连续第二年获得五星佳级评价

四、改进建议

增加行业核心指标的披露，提高报告的完整性。

黄晓慧

评级专家委员会副主席

张洪 张喜

评级小组组长 评级小组专家

出具时间：2022 年 10 月 13 日



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企业评级档案

关键绩效表

Table of Key Performance

经济绩效					
项目	单位	2018	2019	2020	2021
总资产	亿元	3,266	3,753	4,353	5,513
有效专利 (件)	项	10,848	10,961	10,238	11,224
省部级以上专家数量	名	282	282	281	213
研发人员数量	名	10,230	12,612	12,680	12,629
研发人员所占比例	%	6.80	9.8	9.43	9.62
东风研究与试验发展经费支出	亿元	100.63	104.14	115.53	123.58
东风科技活动经费支出	亿元	190.40	198.14	197.31	183.42
纳税总额	亿元	576.48	503.90	379.2	442.13
销售收入	亿元	6,051.81	5,804.70	5,993	5,555.15
出口销量	万辆	7.38	8.55	6.9	15.39
自主品牌整车销售量	万辆	121.22	115.41	113.7	120.48
行业排名	位	2	2	3	3
汽车行业销量	万辆	2,804.28	2,575.45	2,531	2,627.48
市场占有率	%	13.66	14.01	13.7	12.47
东风公司销量	万辆	383.08	360.87	345.8	327.53
商用车销售量	万辆	57.94	62.46	73.5	69.85
乘用车销售量	万辆	325.14	298.41	272.3	257.68
社会绩效					
项目	单位	2018	2019	2020	2021
从业人员总数	万人	15	14.1	13.4	13.1
劳动合同签订率	%	100	100	100	100
所属单位与工会集体合同签订率	%	98	98.12	98	100
参加工会会员的比例	%	99	99.1	100	99.9
吸纳就业	人	19,208	16,222	16,762	22,696
本地化雇佣比例	%	98	99	99	99.98
员工流失率	%	6.1	5.99	9.8	8.7
人年均带薪年假	天	10	10.6	10	9.98
女性高级管理者比例	%	6	6	7	8.31
男女员工比例	/	7:3	8:2	8:2	8:2
困难员工帮扶人数	人次	4,352	2,829	2,395	1819
发放慰问金	万元	551.77	379.89	553.92	293.95
安全培训	人次	390,759	327,546	34,735	571,554
安全生产投入金额	万元	70,200	69,000	48,055	49,704
安全生产事故数	起	17	11	8	8
培训次数	万次	3	3	2.58	3.42
培训投入	亿元	1.90	3.1	4.45	0.81
志愿服务队	支	200	200	190	190
东风公益基金会年末余额	万元	5,740.30	5,359.4	5,569.11	5,482.46
东风公益基金会全年支出	万元	1,193.20	997.9	6,414.23	1,112.34
环境绩效					
项目	单位	2018	2019	2020	2021
ISO 14001 环境管理体系覆盖率	%	93.20	90.91	93.5	94
天然气使用量	万立方米	14,315	13,073	12,325	13,059
废水排放量与 2014 年相比增减	%	-41.19	-54.55	-59.1	-60.4
固体废物产生量与 2014 年相比增减	%	-26.03	-30.36	-18.0	-34.6
二氧化硫排放量与 2014 年相比增减	%	-80.00	-98.55	-98.6	-98.4
以 2014 年为基数, 产值节能量	万吨	52.08	70.9	69.4	55.1
万元产值综合能耗与 2014 年相比增减	%	-36.41	-50.81	-53.3	-53.4

注: 因各单位统计口径发生变化, 安全培训人次数据与往年相比差别较大。

意见反馈

Feedback

尊敬的读者：

本报告是东风公司向社会公开发布的第十四份社会责任报告，为了不断改进报告编制工作，我们特别希望倾听您的意见和建议。请您协助完成反馈意见表中提出的相关问题，扫码填写问卷，谢谢。

邮寄：湖北省武汉市经济技术开发区东风大道特 1 号 602 室
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扫码填写问卷

您的信息

姓名：_____ 联系电话：_____

工作单位：_____ 传真：_____

选择题 (请在相应位置打✓)

1. 本报告全面、准确地反映了公司对经济、社会、环境的重大影响。

很好 较好 一般 较差 很差

2. 本报告对利益相关方所关心问题的回应和披露。

很好 较好 一般 较差 很差

3. 本报告披露的信息、指标、数据清晰、准确、完整。

很好 较好 一般 较差 很差

4. 本报告的可读性，即报告的逻辑主线、内容设计、语言文字和版式设计。

很好 较好 一般 较差 很差

开放性问题

1. 您认为本报告最让您满意的方面是什么？

2. 您认为还有哪些您需要了解的信息在本报告中没有反映？

3. 您对我们今后发布可持续发展报告有何建议？



中国企业社会责任报告
评级专家委员会
Chinese Expert Committee on CSR Report Rating

报告出版的环境考虑

纸张：采用环保纸张印刷

油墨：采用环保油墨以减少空气污染

设计制作： 创意云
CREATIVITY
CLOUD
DESIGNING



东风公益基金会
微博



东风公益基金会
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