

Hongqi Brand Tour



First acquaintance with the Hongqi brand

What do you think of when we talk about China?

You may think that China is one of the four ancient civilizations with a civilization history of 5000 years, the Great Wall of China is one of the eight wonders of the world, and the giant panda is China's national treasure. Yes, these are the signs and symbols of China.

Now we can proudly introduce to you another national business card of China and the representative of China's automobile industry - Hongqi brand.

Because it is the portrayal of the development of the People's Republic of China, the essence of China's automobile industry, and the pride of Chinese people



Walking into the Hongqi brand

What is a brand?

A brand is a clear vision of a distinct image and characteristics in the mind of customers. When customers buy products, the first thing in their mind is not the product itself, but the brand. Therefore, a good brand can give people beautiful enjoyment, make people remember it and promote product sales.

So what kind of brand does the Hongqi brand want to leave to customers?

Vision of the Hongqi brand:

The only luxury brand in China to develop with China, leading the era and rebuilding the legend

It expresses in this way:

The historical weight of the Hongqi brandIt is the first limousine brand in China that can represent the national image.

It expresses in this way:

Today' s Hongqi brand has the concept and technology of leading the times. It is a brand that can continue to be brilliant and legendary.

Walking into the Hongqi brand

Four charms of the Hongqi Brand

How to make the Hongqi brand imprint in the mind of customers?

Just as products have advantageous selling points, each brand also has unique and exclusive brand charms. Only by highlighting these charms can we reflect the brand value and form a clear brand in the mind of customers. So what are the charms of the Hongqi brand?

Founding

Leading

Pioneering

Creating



The founder of China's automobile industry from scratch



The leader of China's automobile industry from weak to strong



The pioneer of "being the first in China and famous in the world"



Creator of the international top technology strength

Appreciating the brand charms

1. The founder of China' s automobile industry from scratch



If a brand can be called a pioneer and founder in a field, this can become the greatest value and charm of the brand.

FAW Group, the parent company of the Hongqi brand, founded China' s automobile industry. The establishment of the Hongqi brand is also the beginning of China' s independent production of limousines. So we say that the Hongqi brand is the founder of China' s automobile industry from scratch!

Let' s enjoy the charm of the Hongqi brand as a founder.



Appreciating the brand charms



Founder

The founder of China' s automobile industry from scratch

- The establishment of FAW laid the foundation for China' s automobile industry
- FAW is truly the “No. 1” .
- The Hongqi brand was born and opened a brilliant era.
- Origin of the Hongqi brand

Appreciating the brand charms

The **establishment** of FAW laid the foundation for China' s automobile industry.

The full name of FAW is China FAW Group Corporation. Formerly known as the first automobile works, it is the earliest automobile manufacturing enterprise established in China, ending the history that China could not manufacture cars. Since then, China' s automobile industry began to start and develop rapidly.



Memories of 1953

In the early days of the founding of the People' s Republic of China in 1953, in order to realize the dream of the national automobile industry, a group of hot-blooded young people dedicated themselves to the country and the nation in the bitter cold land of -20° and in the place of post-war ruins. The national leaders laid the foundation and started the grand construction of the first automobile works, which was established. Just three years later, China' s first domestic truck was successfully manufactured.

Appreciating the brand charms

FAW is truly the "No. 1"



**The
earliest**

FAW is the earliest automobile manufacturing enterprise in China.



**The
strongest**

FAW is the strongest automobile manufacturing enterprise in China. It has a wide range of vehicle products, many specifications, large output, wide coverage, complete range of parts manufacturing, and the ability is the first in China. At the same time, FAW is also Audi's largest partner in the world.



**The
highest**

FAW is an automobile manufacturing enterprise with the highest brand value in China. Its Hongqi and Jiefang brand values rank first among China's independent passenger vehicles and independent commercial vehicles; In the list of China's Top 500 Brands in 2021, the brand value of FAW reached 52.268 billion yuan RMB. Among the top 500 enterprises, 21 brands were selected from the automotive industry, and FAW ranked first.

Appreciating the brand charms



The Hongqi brand was born and opened a brilliant era

Due to the needs of the country and the consideration of safety, Chinese national leaders need their own limousines. The Hongqi brand was born, which has created a brilliant career of the Hongqi brand and marked the beginning of the revitalization of China's automobile industry.



Memories of 1958

On February 13, 1958, Chairman Mao Zedong inspected FAW. At that time, FAW only produced trucks and no cars. Chairman Mao asked the Director of FAW accompanying him: "when can we get on our own car?" Mao Zedong's wish soon became a reality. The Hongqi brand was born, which filled a gap in China's automobile industry. It ended the history that a great country could not produce cars, and opened a new era in the development of China's automobile industry.

Appreciating the brand charms

紅旗

Red is the representative color of China, and the flag is a symbol of pioneer and leadership. In China, we are the only automobile brand that can represent the country and lead the development of China's automobile industry, so we deserve to use the "Hongqi" as the brand name.

Origin of the Hongqi brand

Chairman Mao Zedong inscribed the word "Hongqi" on the cover of the Hongqi magazine, which was founded in May 1958, so that our brand was named "Hongqi", and the two Chinese characters of "Hongqi" inscribed by Chairman Mao Zedong in that year have been inherited and continued to this day as the vehicle tail mark.

Appreciating the brand charms

2. The leader of China's automobile industry from weak to strong



In the 1950s and 1980s, China did not introduce foreign automobile brands to establish joint ventures. At that time, China's R & D capacity and manufacturing level were far lower than today. In the absence of foreign aid and weak foundation, the Hongqi brand could still produce limousines representing China's image, which is the most proud brand charm of Hongqi..

At the beginning of the birth of the Hongqi brand in the 1950s, it has made a series of brilliant achievements and attracted worldwide attention; in the 1960s and 1980s, the Hongqi brand customized cars for national leaders and established the brand status of "national image representative" .

Let's enjoy the charm of the Hongqi brand as a leader.



Appreciating the brand charms



Leader

The leader of China's automobile industry from weak to strong

- The Hongqi brand reached its peak when it was born in 1950s.
- From the 1960s to 1980s, the Hongqi brand established the brand status of "national image representative"

Appreciating the brand charms

The Hongqi brand reached its peak when it was born in 1950s

As the first limousine in China, Hongqi CA72 broke through technical difficulties in the development process, and the vehicle technology created a number of firsts in China, thus opening the chapter of Hongqi CA72 as a classic model



CA72 China' s first limousine - Hongqi CA72

After the completion of the first Hongqi sample car in 1958, FAW decided to redesign the model according to formal procedures. It was finalized after five rounds of sample car trial production and improved design.

The length, width and height of the redesigned Hongqi vehicle took the maximum size, and the size of the internal rear seat was particularly prominent. The self-developed V8 engine and hydraulic automatic transmission were adopted. The interior was still made of national arts and crafts, and the instrument panel and window frame were made of Fujian paint and Chibao sand.

In the first quarter of 1959, the drawings were completed and production preparation began. In August, mass production was put into operation, and the product number was determined to be CA72

Appreciating the brand charms

The Hongqi brand reached its peak
when it was born in 1950s

The Hongqi brand was born with the national mission, and its birth was the peak with the support of the whole country. The Hongqi CA72, which gathered the strength of the country, reached the brilliant peak in a short time and created many miracles



Hongqi CA72, Not only in China, It also won honors in the international community

On the eve of China's national day in 1959, more than 20 Hongqi CA72 cars were allocated to some Chinese state leaders and received unanimous praise;
At the celebration of the 10th Anniversary of the Founding of the People's Republic of China in 1959, two Hongqi CA72 review cars and six Hongqi CA72 cars participated in the military parade and celebrations, which attracted national attention;
In March, 1960, Hongqi CA72 car participated in Leipzig International Expo. Since then, the annual World Automobile Yearbook has a Chinese column, and the Hongqi cars have become the world-class famous cars here

Appreciating the brand charms

The Hongqi brand ensured the brand status of **“national image represents”** in the 1960s and 1980s



With the birth of Hongqi CA770, it was officially designated as a new “concierge car” and a car for Chinese state leaders, which became a “classic” worthy of the name

“Eternal classic” - Hongqi CA770

From the birth of the Hongqi car in 1958 as a state vehicle for national leaders and major national activities, the Hongqi cars were a banner of China’s automobile industry throughout the 1960s and 1970s. In 1965, the design of CA770 Hongqi three-row limousine was completed, which was another attempt of Hongqi to be independent, self-designed and bold innovation. CA770 won a lot of praise for its solemn and atmospheric design and leading technology. Facts prove that the design of CA770 red flag three row luxury car was successful, and it also proves that China has the ability to independently design high-level super limousines

Appreciating the brand charms

The Hongqi brand ensured the brand status of **“national image represents”** in the 1960s and 1980s

Hongqi CA770 met the vehicle needs of national leaders. They were the designed and manufactured official vehicles for the Chinese government and luxury vehicles for state guests. Therefore, the influence scope of the Hongqi brand was further expanded

Hongqi CA770 with the largest output and the greatest impact



The largest output - from 1958 to 1981, there were 1560 Hongqi cars produced, while there were more than 1200 CA770 series of cars

The most influential - from 1967 to 1978, they were used as state guest cars welcoming foreign heads of state visiting China many times. In the 1960s and 1970s, there was a saying that foreign heads of state had three wishes when visiting China, one of which was “taking the Hongqi car” . The influence of Hongqi cars was obvious

Appreciating the brand charms

3. The pioneer of “being the first in China and famous in the world”



After 63 years of trials and hardships, Hongqi has witnessed the development process of China's automobile industry from scratch and from weak to strong. In the new era, as the first brand of state cars, Hongqi has never stopped on the road of innovation and change. Planning the brand development direction from an international perspective and reflecting the pattern of luxury brand is the most commendable charm of the Hongqi brand.

It is our goal to build the Hongqi brand into a new noble brand of “the first in China and famous in world”. Hongqi will also shoulder the pursuit of global consumers for “beautiful life and wonderful travel” in the new era.

Let's enjoy the charm of the Hongqi brand as a pioneer



Appreciating the brand charms



Pioneer

The pioneer of “being the first in China and famous in the world”

- New chapter, new concept and new goal of the Hongqi brand
- Interpretation of brand concept, target customers, sales and after-sales service concept
- Based on China, it realizes the brand goal of “being the first in China”
- Focusing on the world, it contributes to the goal of “being the famous brand in the world”

Appreciating the brand charms

China has entered a new era and the Hongqi has opened a new chapter

On the evening of January 8, 2018, China FAW Hongqi Brand Strategy Conference was grandly held in the Great Hall of the People in Beijing. Xu Liuping, Chairman of FAW Group, released the new strategy of the Hongqi brand, which opened a new chapter of “new era, new Hongqi”

New ideas and goals

The brand concept of Hongqi is “**Chinese new noble delicacy**”, and the brand goal is to become a “new noble brand” of “**being the first in China and famous in the world**” so as to meet consumers’ pursuit of “**beautiful life and wonderful travel**” in the new era



Appreciating the brand charms

Interpretation of the Hongqi brand concept

The brand concept is the soul of the brand, the action guide of the brand and the gene that the brand should be inherited. So how do we interpret the brand concept of "Chinese new noble delicacy" ?

Chinese new noble delicacy

Build the only China' s first luxury brand with strong self-confidence that can represent China and provide consumers with top-level products and services



Chinese style

Representing the inheritance of Chinese traditional aesthetics and culture, and integrating the active and enterprising spirit of today' s China



New nobility

Representing the profound heritage of the Hongqi brand and being full of strong self-confidence in China' s first automobile brand under the background of China' s rise



Delicacy

It is reflected in the understanding of exquisite aesthetics, the pursuit of quality and modern technology, the dream of green environmental protection industry and the beautiful vision of Hongqi leading industrial upgrading

Appreciating the brand charms

Interpretation of target customers of the Hongqi brand

Target customers: people with new noble feelings

New nobility	Feelings		
	Family feelings	Career feelings	Social feelings
			
Full of strong self-confidence and extreme pursuit of exquisite life	Having a strong sense of responsibility for the family and maintaining family harmony	Having a strong sense of responsibility for work, going all out and innovating	Having social awareness and sense of social responsibility, full of love for others

Appreciating the brand charms

Hongqi brand sales concept

Experiencing the Hongqi brand sales concept

Combining with the characteristics of overseas customers, we will design a new set of Hongqi MOT process. Based on the new Hongqi MOT process, the staff of overseas experience center should pursue the ultimate service details, provide customers with the ultimate and thoughtful service from the heart, and let customers feel the "VIP" service



Valuing customers' expectations

It is not a slogan to really pay attention to customers' expectations, and strive to meet customers' expectations and provide the highest customers' purchase experience, but to implement it into our actual service standards



Providing the noble experience

Through the detailed design of the sales process, it reflects the meticulous care for customers so that customers can deeply feel the noble car purchase experience when they go to the store, and make customers feel "exceeding expectations" and "very satisfied" in the whole sales process so as to promote the sales of Hongqi products

Appreciating the brand charms

Hongqi brand after-sale service concept

Recognizing the after-sale service concept of the Hongqi brand

The after-sale service personnel of Hongqi overseas experience center shall provide customers with reassuring vehicle guaranty and privileged service experience with professional standards



Professional

Advanced equipment, standard technology, professional attitude, defining the specialty with norms and technology, and creating the leading industry standards



Reassuring

Pure spare parts, transparent operation, reasonable price, guaranteeing peace of mind with commitment and action, and winning sincere trust



Privileged

Exclusive service, considerate care, extraordinary courtesies, enjoying privilege with details and sincere interpretation, and going ahead without worries

Appreciating the brand charms

Based on China, it realizes "the first in China"

Since 2018, the Hongqi brand has made proud achievements in many aspects and accelerated the pace of achieving the goal of "the first in China"



Hongqi has made a clear plan for the sales target and will strive to reach the target of 1 million sales in 2025, of which the sales of new energy vehicles account for 40%

Sales are growing rapidly

- Since the release of the new Hongqi brand strategy in 2018, the sales volume of the Hongqi brand has increased **42 times in three years**, which has made a good story in China's automobile industry
- In 2019, the sales volume reached 100000 vehicles, with a year-on-year increase of **220%**
- In 2020, the sales volume will reach 200000 vehicles, with a year-on-year increase of **100%**
- In 2021, the sales volume reached 300000 vehicles, with a year-on-year increase of **50%**

Hongqi brand sales



■ Sales volume (10...)

Appreciating the brand charms

Based on China, it realizes "the first in China"

Since 2018, the Hongqi brand has made proud achievements in many aspects and accelerated the pace of achieving the goal of "the first in China"

Brand status embodiment

- The Hongqi brand won the "national brand award" in the first "China Annual IP Selection" 2020-2021.
- The brand value of Hongqi remains the first among China's independent cars

Product quality certification

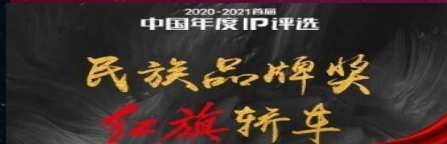
- In 2019, FAW won CQC (China Quality Certification Center) vehicle certification as a class A enterprise.
- Hongqi H9 and HS5 participated in and successfully passed the world's first open double vehicle high-speed rear end collision test

Product value presentation

- In 2021, Hongqi H9 and E-HS9 won the "China's Car of the Year 2021" award and the "China's Top 10 Cars of the Year 2021" award, respectively.
- In 2020, in the evaluation of automobile user satisfaction index 2020 sponsored by China Quality Association, Hongqi HS5 won the first place in the users' satisfaction of "more than 200000 B-class SUV"

Highlighting social responsibility

In terms of social responsibility, the Hongqi brand initiated the construction of 6 "Hongqi dream wisdom schools", opened 140 "Hongqi dream self-improvement classes", trained more than 800 art teachers, and benefited more than 130000 primary and secondary school students; in terms of people's livelihood and employment, the Hongqi brand invested 5 million yuan to officially launch the "Hongqi Employment Dream Fund", focusing on supporting entrepreneurial youth groups and realizing entrepreneurship and employment. These warm-hearted actions highlighted the Hongqi brand's sense of social responsibility



Appreciating the brand charms



Focusing on the world, it helps “become famous in the world”

Hongqi cherishes the dream of becoming an international top automobile brand, starts the pace of going to the world, and helps to achieve the goal of “becoming famous in the world”



Layout of overseas markets



While based on the Chinese market, the Hongqi brand is actively exploring overseas markets and forming a global layout.

Showing the strength of Hongqi



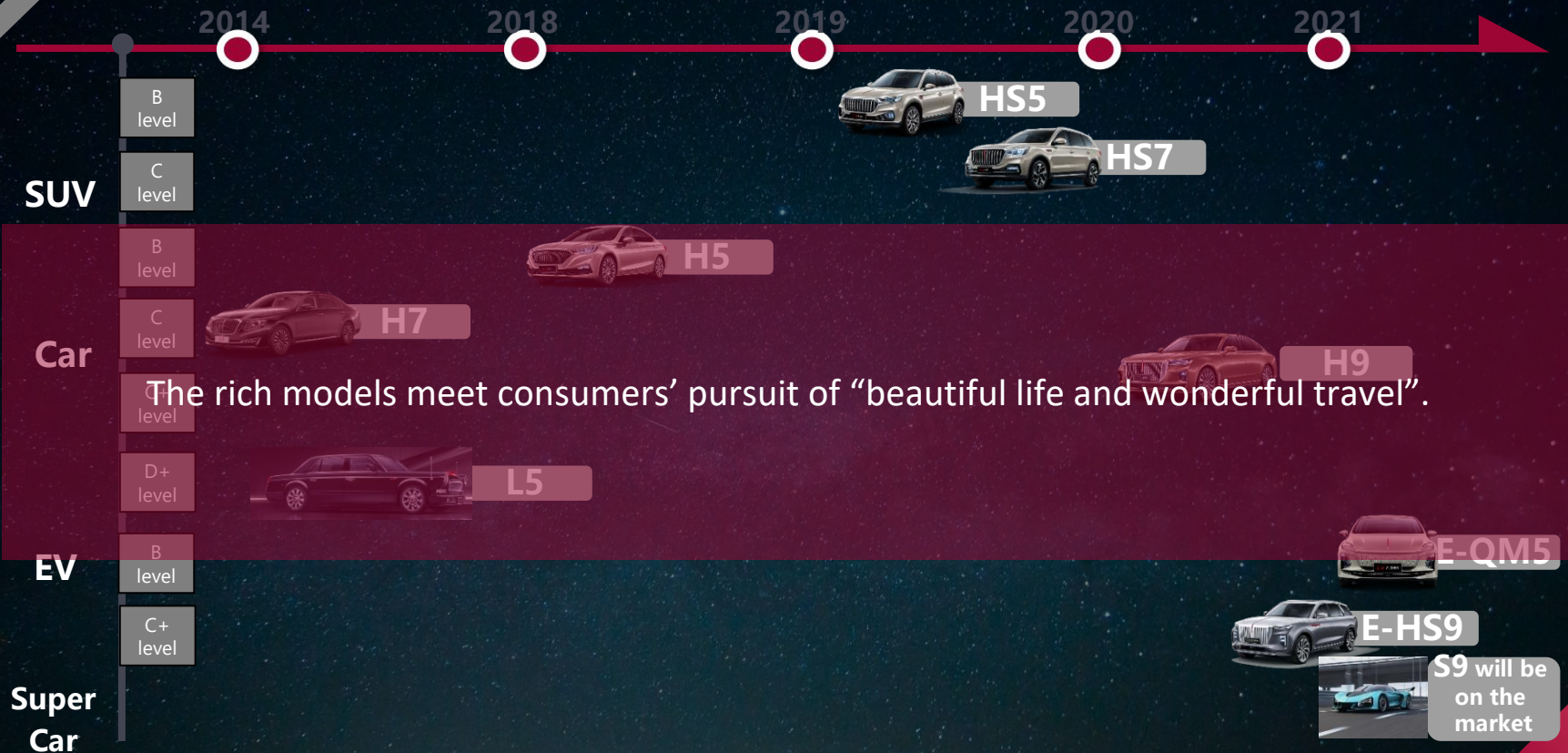
Since 2018, the Hongqi brand has participated in many world-famous auto exhibitions, showing the strength of the Hongqi brand to the world.

Highly recognized



The Hongqi brand has been highly recognized. For example, the Crown Prince's Office of Saudi Arabia ordered 20 H9 models as royal cars at one time.

领略品牌魅力



Appreciating the brand charms

4. Leader of the international top technology strength



International luxury brands have advanced technology and technology in the industry. This is the case of the Hongqi brand. Since its birth, Hongqi has been praised for its strong technical strength, which is the most proud charm of the Hongqi brand.

The Hongqi brand has always been a leader in the international automotive industry in terms of process, science and technology, and has continuous innovative R & D capability. Therefore, it is not too much to call Hongqi a leader in the top technical strength of the international automotive industry.

Let's enjoy the charm of the Hongqi brand as a leader.



Appreciating the brand charms



Creator of the international top technology strength

- Craft creator
- Technological creator
- Development creator
- Quality creator

Appreciating the brand charms

Craft creator: top luxury craft, highlighting the craftsman spirit of a big country



Fujian bodiless paint technology

The interior trim panel of Hongqi L series of models is made by Fujian bodiless paint technology, which is listed as the “three treasures” of Chinese technology together with cloisonne and Jingdezhen porcelain, and is a national intangible cultural heritage. The glass value hardness of large paint can reach 0.6 ~ 0.8, which is much higher than that of ordinary chemical paint. The interior trim panel is made through hundreds of processes. It is characterized as brightness and beauty, and it is not afraid of water immersion, no deformation, no fading and corrosion resistance. It is the representative of the top process



Appreciating the brand charms

Craft creator: top luxury craft, highlighting the craftsman spirit of a big country



Magnolia art embroidery process

The door trim panel and roof interior trim panel of Hongqi H9 + Magnolia model adopt the Magnolia art embroidery process, which is manually embroidered by 5 intangible cultural heritage masters using 23 kinds of embroidery threads for 10 days. It complements the star elements of the roof, bringing the elegant driving experience and reflecting the ingenuity of the Hongqi brand



Appreciating the brand charms

**Technological creator:
leading technology, advanced in the industry**

L4 Autodrive system

The Hongqi E-HS3 equipped with the Hongqi L4 automatic driving system is equipped with 4 laser radars, 1 smart camera, 5 millimeter wave radars and high-precision positioning multi-source sensors. It can detect up to 200 meters above the distance and has a 360° perception ability. It can perceive the surrounding people, vehicles, objects, and so on at the real time, and realize the driverless driving in the restricted road. At the same time, FAW has completed the construction of a 10.5km smart road, put in four E-HS3 L4 Hongqi smart cars, built an automatic driving service cloud platform, and conducted smart travel demonstration operation. By now, it has safely operated nearly 30000 km

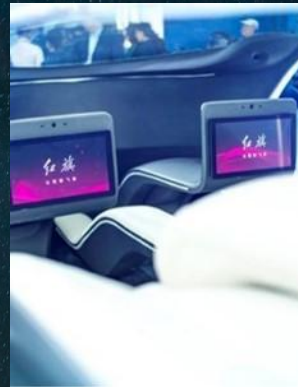


Appreciating the brand charms

**Technological creator:
leading technology, advanced in the industry**

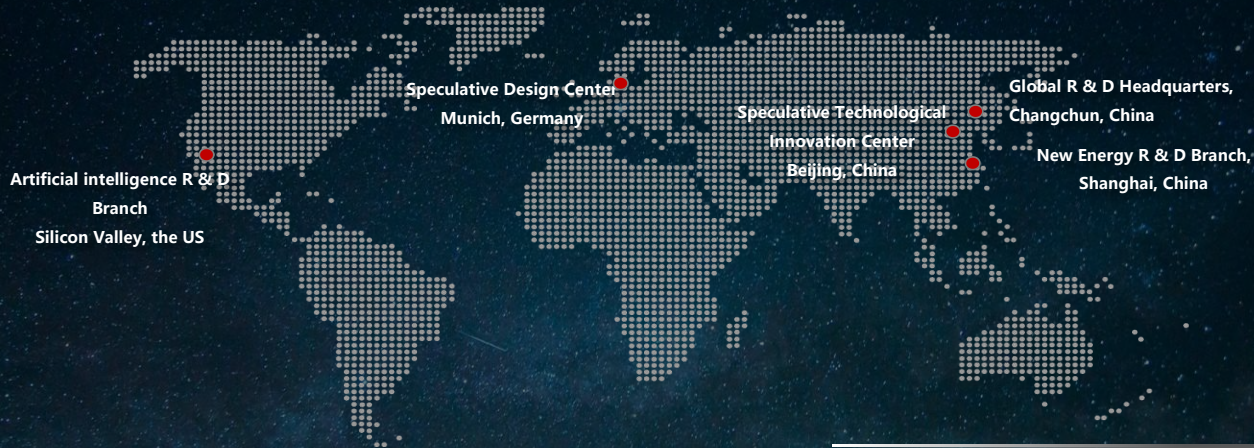
Intelligent cabins

The intelligent cabins are divided into two parts: the front cabin and the rear cabin. The front cabin has the only four interactive 12.3-inch screens in the industry, and the rear cabin is equipped with 15.6-inch dual screens, high-definition recognition camera and full array microphone, which makes the extraction and recognition of image and sound information more accurate, brings the ultimate three-dimensional internet of vehicles service to passengers, and makes passengers have more interaction possibilities. The Hongqi intelligent cabins not only have the ability of "black technology" such as full scene face ID recognition, AR group photo experience and MR mixed reality experience. The full-voice human-computer barrier-free interaction can not only "understand what you say" but also "know" what you don't say. At present, various technologies of the intelligent cabins are gradually applied to mass-produced models to bring better experience to drivers and passengers



Appreciating the brand charms

**Development creator:
global first mover, brand-new and pioneering R & D layout to create handed down products**



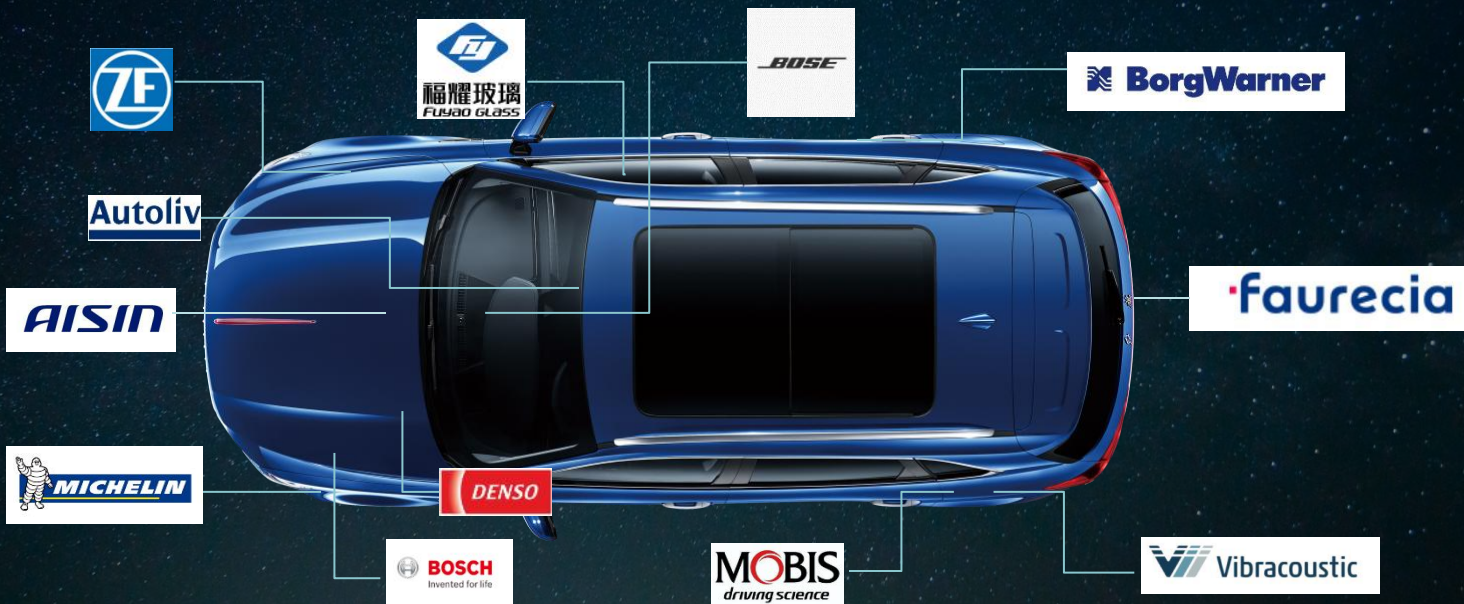
Integrate global advantageous resources to form the R & D system of “three countries and five places”

The R & D team has a professional team of more than 5000 people, including many international top masters, such as Mr. Giles Taylor, former Rolls Royce design director. At present, he is the Vice President and Chief Creative Officer of FAW global design, mainly responsible for formulating the unique modeling concept and design strategy of the Hongqi brand

Appreciating the brand charms

Quality creator:
join hands with the world's top parts suppliers, and the quality is trustworthy

Gather the world's best parts suppliers for our use, we ensure that every part should be reliable and excellent, and create a limousine with the high quality!



Message from the Hongqi Brand

It will meet your expectations in the future

The Hongqi brand has gone through the development process of more than half a century. Now Hongqi condenses the technology and process accumulated for many years into Hongqi products, and uses the same manufacturing standards as national leaders require to create the models with luxury and comfort, integrating driving control and safety. In the future, the Hongqi brand will continue to be rooted in providing customers with better products and more considerate services. Here we welcome you to join the Hongqi brand. We believe that the Hongqi brand will meet your expectations in the future!

Brand introduction



One-minute speech of brand introduction - let customers know the brand at the beginning of brand display

Founded in 1958, the Hongqi brand is the business card of China's national image and the representative of China's automobile industry! Since the establishment of Hongqi, the history of China's independent production of limousines has been opened. In history, Hongqi cars were often used as Chinese national celebration cars, national leaders' cars and state guests' reception cars, and were highly recognized and affirmed. Nowadays, the Hongqi brand has made many achievements and is gradually moving towards the goal of "being the first in China and famous in the world". At the same time, the process level and technical strength of the Hongqi brand can be called world-class, which can give you the top driving experience.

Brand introduction



Three-minute speech of brand introduction - deepen brand awareness when customers are interested

The Hongqi brand is the first car brand in China, and also the top limousine brand in China. The long history has condensed the design essence and technical details of China's automobile industry. The top brand image has interpreted the noble and elegant taste and vision, and the ideas and aspirations of use for breakthrough. All these are consistent with China's global image. The Hongqi brand is worthy of the country's business card and represents the country's style. It comes from the trust and appreciation of the Hongqi brand, as well as the recognition and affirmation of the Hongqi products. In the history of more than 60 years of the People's Republic of China, the Hongqi models have been used as the exclusive cars and concierge cars of national leaders every time, which has been highly recognized and affirmed, and the process technology has also made many honors and achievements all over the world. Now, the Hongqi brand is moving towards the goal of "being the first in China and famous in the world", passing the concept of "Chinese new noble delicacy" to more users all over the world so that more people can feel the car experience of state-level treatment and enjoy this process. At the same time, Hongqi integrates the technology and process accumulated over the years into Hongqi products, and uses the same manufacturing standards as national leaders require to create excellent products with both luxury and comfort, integrating driving control and safety

New Era, New FAW, New Hongqi, New Dream and New Journey

