



**Geely Automobile Holdings Limited**

**OFFICIAL LAUNCH OF "GEELY EMGRAND"**

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**PATH THE ROAD TO NEW IMAGE OF CHINESE AUTOMOBILE**

(HONG KONG, 30 July 2009)--- Geely Automobile Holdings Limited ("Geely Automobile"/the "Group")(Stock code: 175) announced that the Group has officially launched its new brand – the "Geely Emgrand" on 28 July. "Geely Emgrand" is a new individual model developed by the Group, it is also the first individual brand positioning on medium-high end market in China. The logo of "Geely Emgrand", which is designed with the inlay of 3 pieces of ruby and 3 pieces of onyx, has won among "Geely 3.6 million candidate new logos". Meanwhile, the Group first B segment model EC718, including the "Sedan EC718" and "Hatchback EC718-RV", was released on the same day. By now, all the 3 new brands of the Group's 2007 "Strategic Transformation" Campaign have been released and put into operation.

"Geely Emgrand" covers all categories of the Group, such as medium-high end sedan, SUV, MPV and high-end pick-up, etc. It is learnt that first models exhibited on Shanghai Auto Show are also of "Geely Emgrand", including C-segment car EC825, MPV EV825, luxury SUV EX825, cross-country vehicle EX925 and luxury pick-up ET925. The Abovementioned models will play an important role in the automobile industry of China with great market potential and competitiveness.

Equipped with advanced BMBS system, "Geely Emgrand EC718" is the first car model aiming at European and American market. From the design R&D, equipment & process brand system to service system, the Group invested a lot to reach international advanced level. The release of the "Geely Emgrand" and off-line of "Emgrand EC718" emblems the success of "Strategic Transformation" Campaign of the Group. From models with low-quality and low price (Merrie, Haoqing and Ulion) to models with technology, quality and services completion (Freedom Cruiser, Kingkong/MK Hatchback and Vision), the Group developed greatly from single brand with economic cars. The Group now covers all ranges of low-medium-high end cars, SUV MPV and pick-up with 3 brands, i. e. "Global eagle", "Shanghai Englon" and "Geely Emgrand", they signify the leap of the Group's development technology, manufacturing technology and marketing strategy. It is a significant milestone for the Group to enter first rank in automobile industry of China and it paths a road to build new image of Chinese Automobile.

The spokesman of Geely Automobile said, ' "Geely Emgrand" will strategically enter the market as an individual brand. Upon the mid of July, over 200 agencies are eligible for the standard have applied for the dealership. It is anticipated that the construction of 80 4S stores will be completed with new image by the year end of 2009, whereas the first batch of 20 stores will be put in operation on 1Aug. '

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### **About Geely Automobile Holdings Limited (175)**

The Group is principally engaged in automobile manufacturing. Geely Automobile entered into the Joint Venture Agreement to establish the JV Company with the subsidiary of Zhejiang Geely Holding Group Ltd., Zhejiang Geely Automobiles, on 30 March 2003. The JV Company is named "Zhejiang Geely Guorun Automobile Company Limited" and engages in the manufacture of economic class sedans in Beilun Economic and Technological Development Zone, Ningbo, Zhejiang Province. Geely Automobile owned 46.8% of the share capital of the JV Company. The company's name was subsequently changed to Zhejiang Geely Automobile Company Limited on 23 March 2004. In October 2003, the Group also entered into an agreement with Zhejiang Geely Holding Group Ltd. to establish "Shanghai Maple Guorun Automobile Company Limited". Geely Automobile was interested in 46.8% of the shareholdings. In May 2004, the Group's 46.8%-owned associate Zhejiang Geely Automobile Co. Limited agreed to acquire 90% shareholdings of the Zhejiang Haoqing Automobile Manufacturing Company Limited and the paid research and development cost of car model CK-1. At the same time, its another 46.8%-owned associate Shanghai Maple Guorun Automobile Co. Ltd. also agreed to acquire 90% shareholdings of Zhejiang Geely Automobile Research Institute Ltd. and 90% shareholdings of Ningbo Geely Engine Research Institute Ltd. In October 2006, the Group set up another two 46.8%-owned joint-venture with Geely Holding Limited through transferring the production facilities in Linhai and Luqiao from Zhejiang Geely to the two new associates called Zhejiang Kingkong Automobile Company Limited and Zhejiang Ruhoo Automobile Company Limited. The Group's interests in these JV Companies were raised to 91% on 1 July 2008.

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