



北京汽车股份有限公司
BAIC MOTOR CORPORATION LTD.

(A joint stock limited company incorporated in the People's Republic of China with limited liability)

(於中華人民共和國註冊成立的股份有限公司)

(1958.HK)

2016 Q3 Results

Announcement Presentation

October 2016

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Chapter 1

Highlights of Operating Results

for Q1-Q3 2016

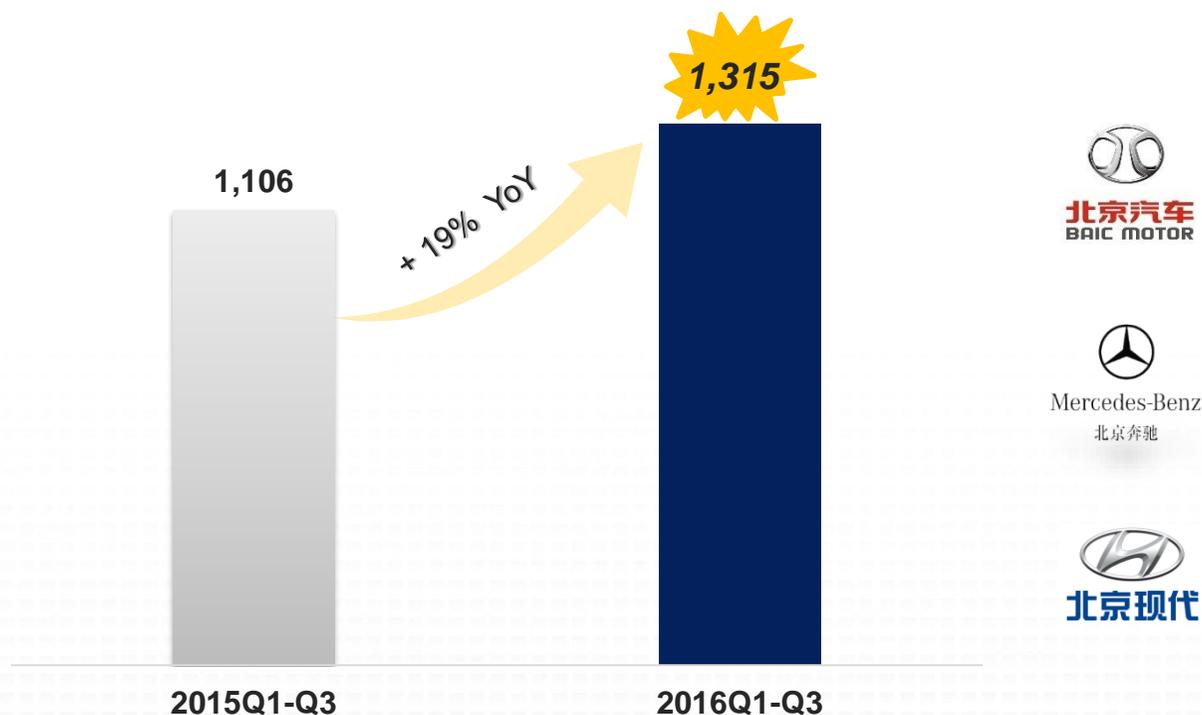
Overall Operating Performance for Q1-Q3 2016



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From January to September 2016, the sales of Beijing Brand, Beijing Benz and Beijing Hyundai in aggregate amounted to 1.315 million vehicles, representing a year-on-year increase of 19%, with 4 percent faster than the average growth rate of the entire industry. The successive launch of more competitive new vehicles contributed to a significant growth of operating result.

Total Sales ('000)



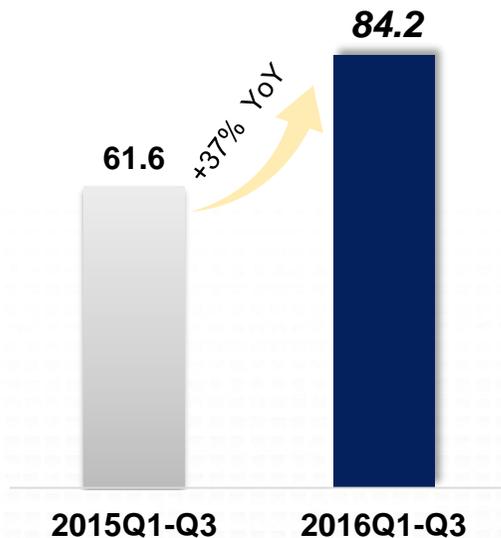
Overall Financial Performance for Q1-Q3 2016



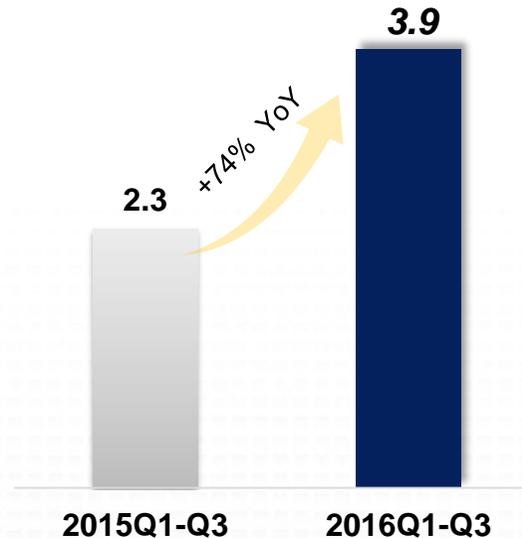
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During the operating result period, the Group achieved the consolidated revenue of RMB 84.18 billion, representing a year-on-year increase of 36.6%. The Group recorded net profits attributable to the equity holders of the company of RMB 3.92 billion and earnings per share of RMB 0.52, representing a significant year-on-year increase of 74.2%. Each indicator exceeds the whole-year indicator of 2015.

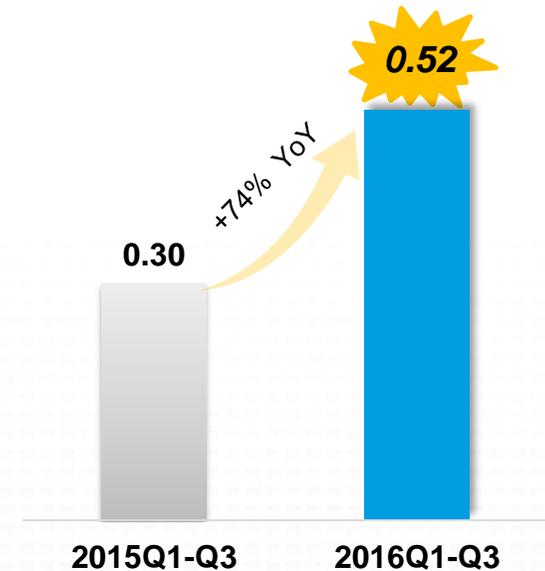
Total operating income (RMB billion)



Net profit attributable to owners of the parent(RMB billion)



Earnings per share (RMB)



Note: Preparation is subject to the GAAP, and data is unaudited

Diversified Industry Segment and Extended Business Model

On 18 September 2016, the Group completed the change of registration with the relevant Industry and Commerce Administration Bureau in respect of the acquisition of 35% equity interest in Fujian Benz, and therefore the number of joint venture of the Group were increased to four. Consolidated operation of Beijing Benz and Fujian Benz in Southern and northern China will further benefit from synergy and achieve phenomenal development.



Chapter 2

Overviews of Passenger Vehicles

Market for Q1-Q3 2016

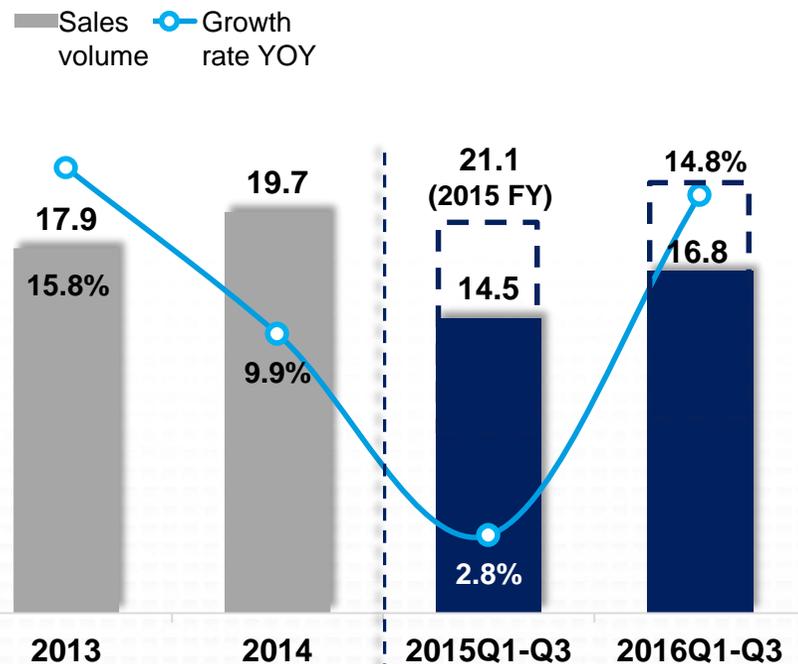
Overall Performance of Passenger Vehicles Market for Q1-Q3 2016



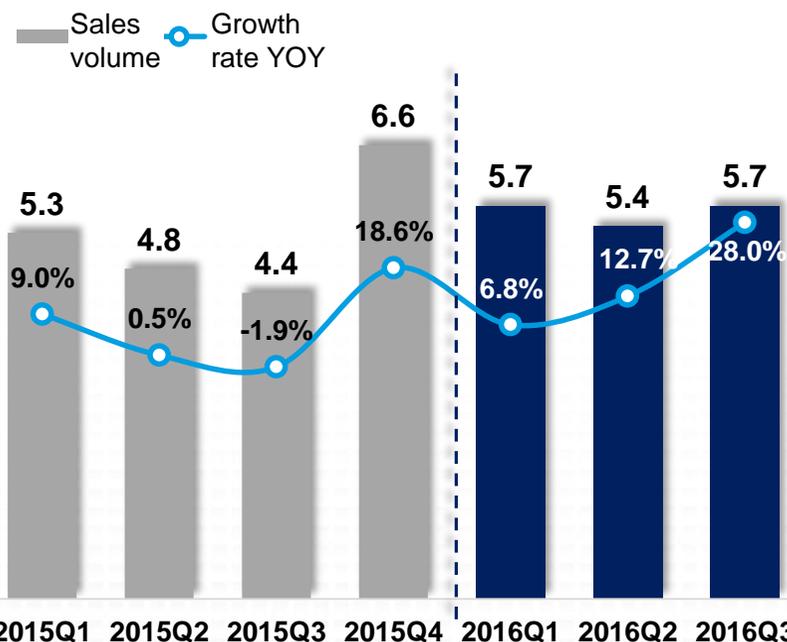
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From Q1-Q3 2016, sales of passenger vehicles in the PRC market achieved 16.752 million units, representing a year-on-year increase of 14.8%. The sales continued a fast-pace growth quarter by quarter. The industry showed an upward momentum

Previous Sales of Passenger Vehicles (Million)



Quarterly Sales of Passenger Vehicles Market for 2015 to 2016 (Million)



Source: China Association of Automobile Manufacturers

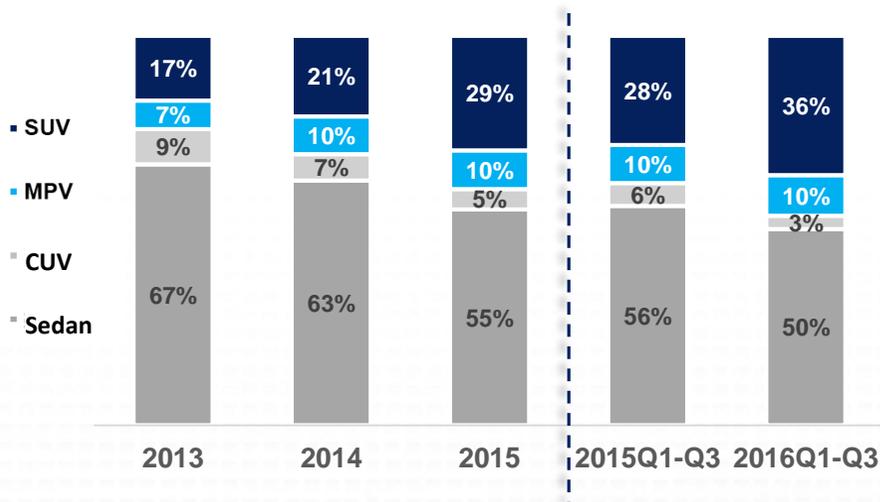
Segment Market Performance of Passenger Vehicles



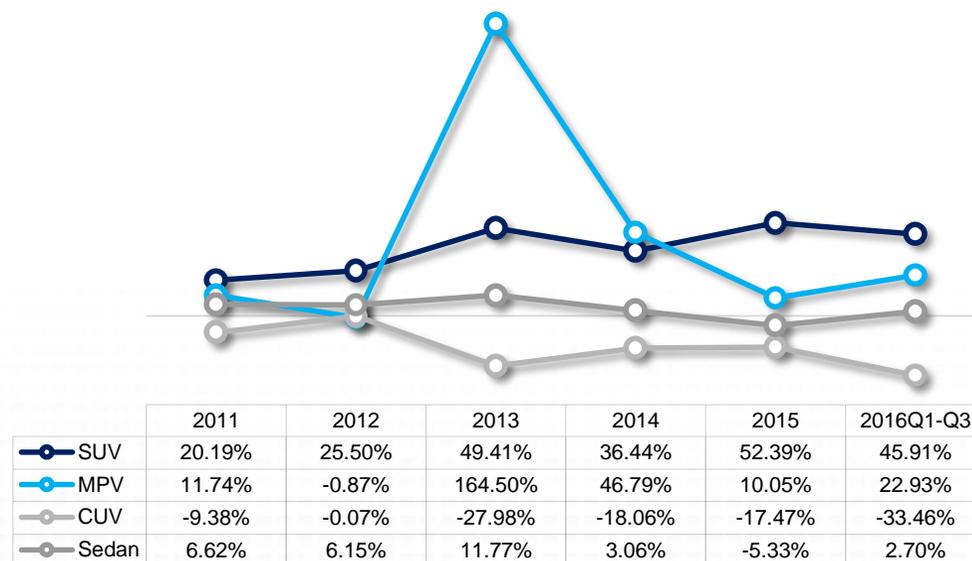
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In terms of segment market, SUV products continued to develop rapidly with a growth rate of 45.9% and recorded an rise of market share of 8 percentage points to 35.8%, MPV products recorded a growth rate of 22.9%, and the sedan products managed a turnaround, recording a positive growth of 2.7%

Percentage of Previous Sales of Vehicle Models in Segment Markets



Previous Year-on-Year Change of Vehicle Models in Segment Markets



Source: China Association of Automobile Manufacturers and CPCA

Brand Market Performance of Passenger Vehicles

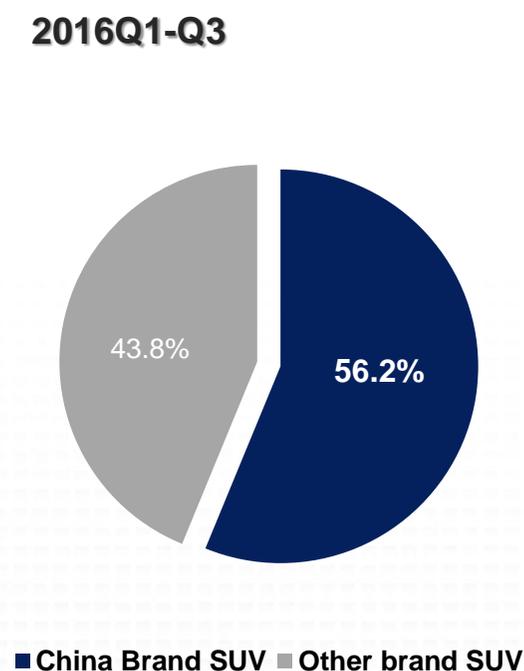
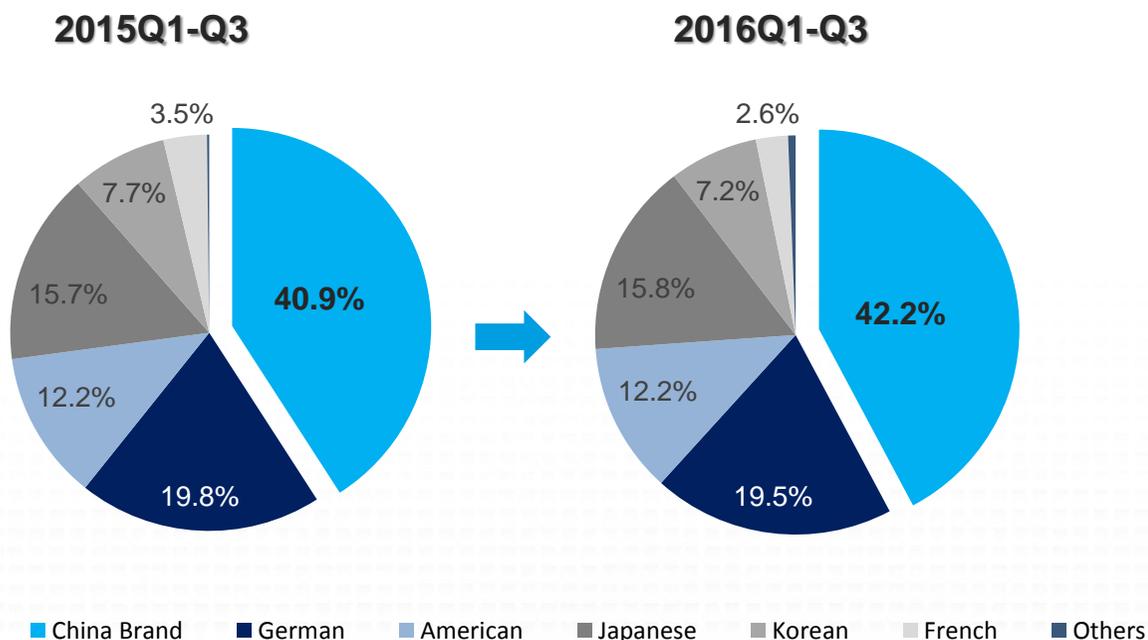


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In terms of brand market, sales of Chinese branded passenger vehicles amounted to 7,072 thousand units, representing a YoY increase of 18.7%, and the market share climbed to 42.2%; sales of Chinese branded SUV amounted to 3,373 thousand units, representing a YoY increase of 56.6%, and the market share climbed to 56.2%, accounting for the absolute majority

Market shares of passenger vehicles brands

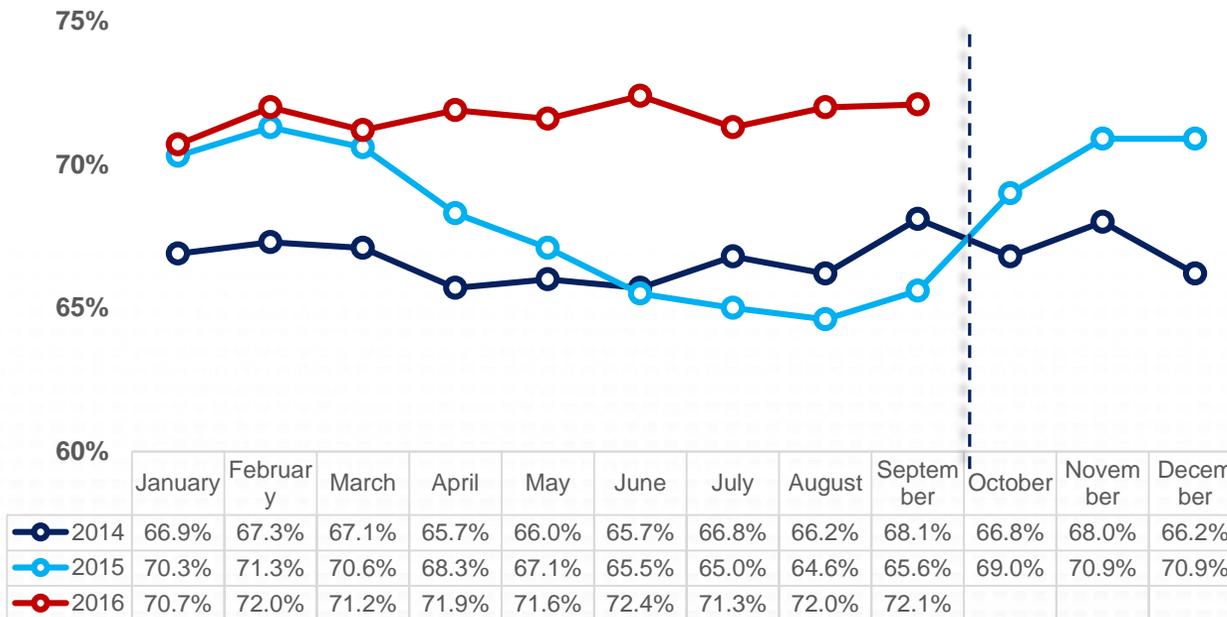
Market share of SUV



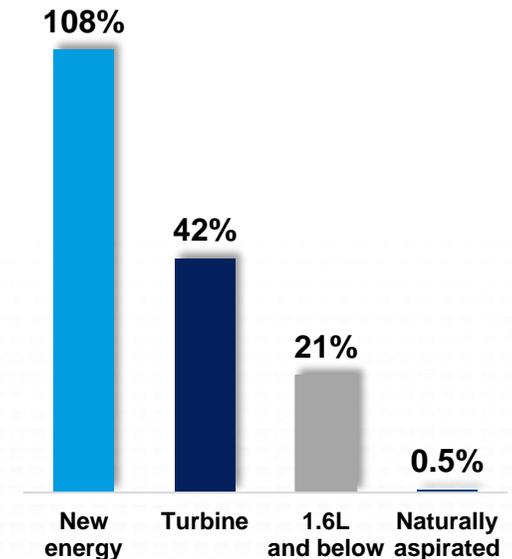
Performance of Passenger Vehicles In Dynamic Category

Influenced by tax incentives and consumer preferences, passenger vehicles with the characteristics of energy conservation and technology upgrading were usually preferred. Growth in sales of passenger vehicles with 1.6L or below, which have captured almost two-thirds of the market share, remained higher than the average of the industry

Market shares of models with capacity of 1.6 L or below



YoY growth of each dynamic category

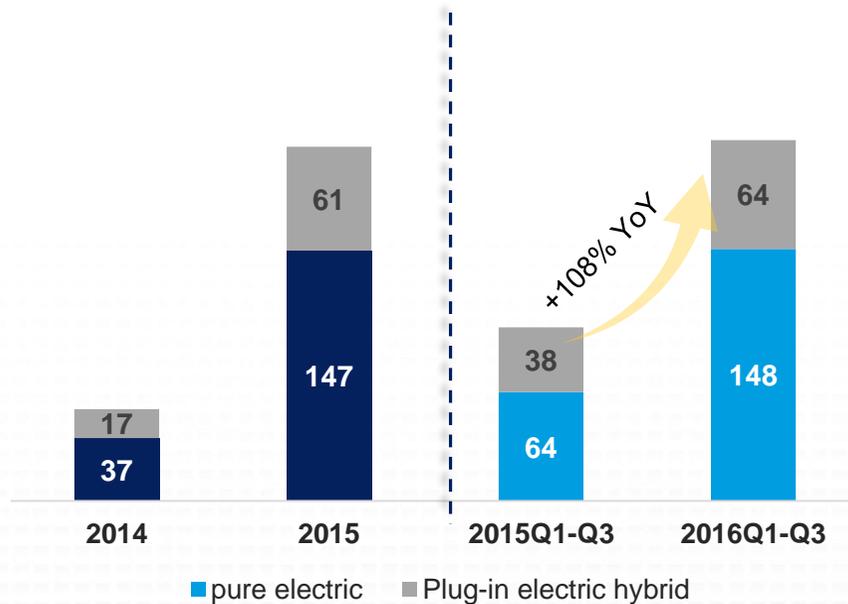


Source: China Association of Automobile Manufacturers and CPCA

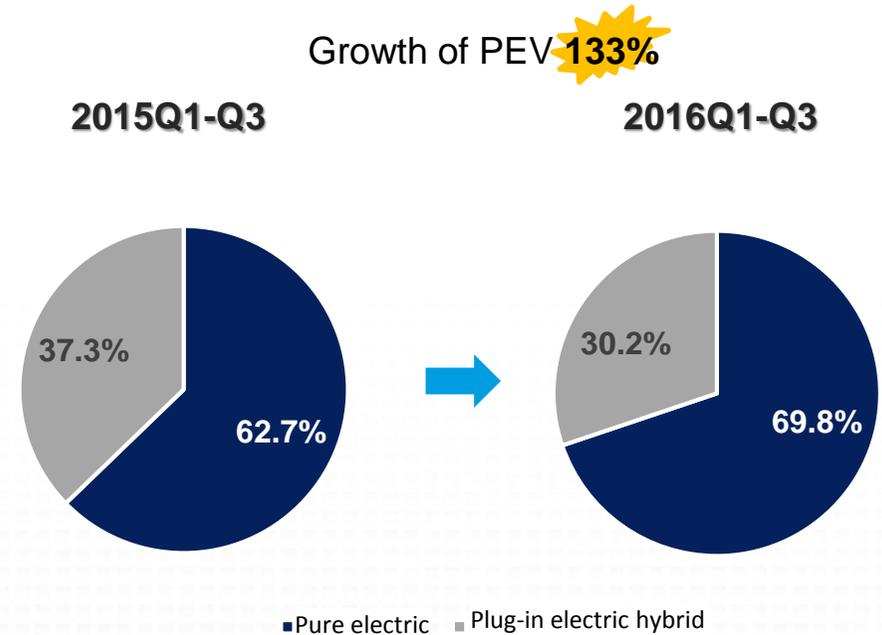
Performance of New Energy Vehicles

From January to September 2016, sales of new energy vehicles amounted to 21 thousand units, representing a significant YoY increase of 108%; while sales of pure electric vehicles, accounting for 69.8% of new energy vehicles, recorded a YoY increase of 133%. Leading positions of pure electric vehicles has been reinforced

Change in sales of New Energy Vehicles ('000 units)



Sales structure of New Energy Vehicles



Source: China Association of Automobile Manufacturers and CPCA

Chapter 3

Results and Performance for Q1-Q3

2016

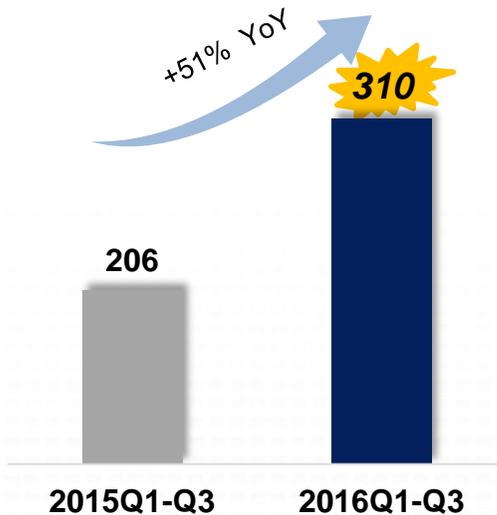
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Performance of Beijing Brand

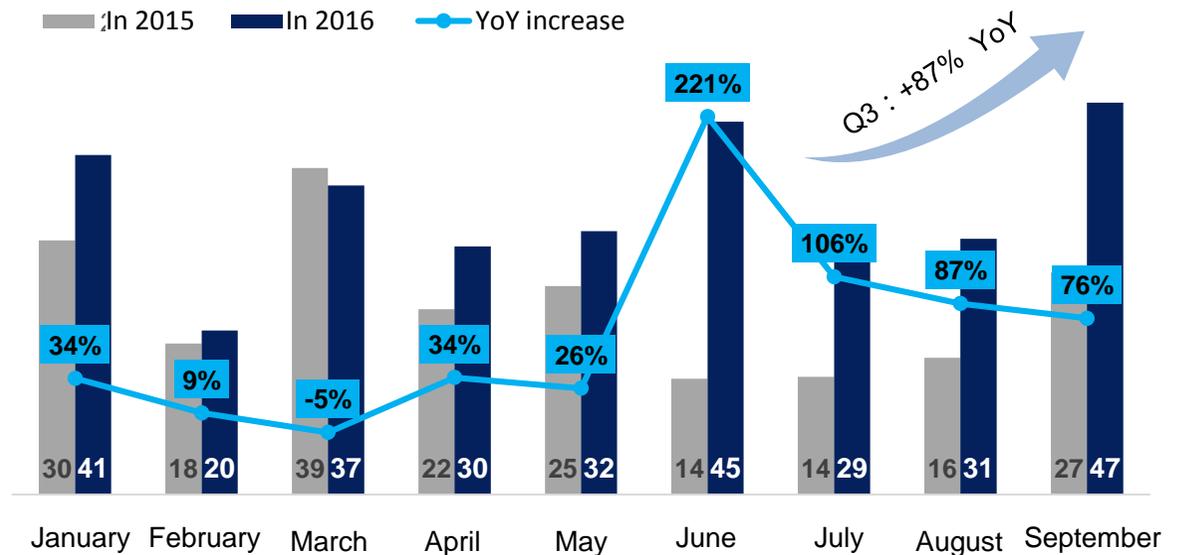
Sales Performance of Beijing Brand

From Q1-Q3 2016, Beijing Brand achieved sales of 310 thousand units, representing a sharp rise of 50.6% YoY, far beyond average growth rate of the industry and the passenger vehicles of Chinese brand. Sales in Q3 grew by 86.9% YoY, showing a significant trend of growth

Sales volume ('000 units)



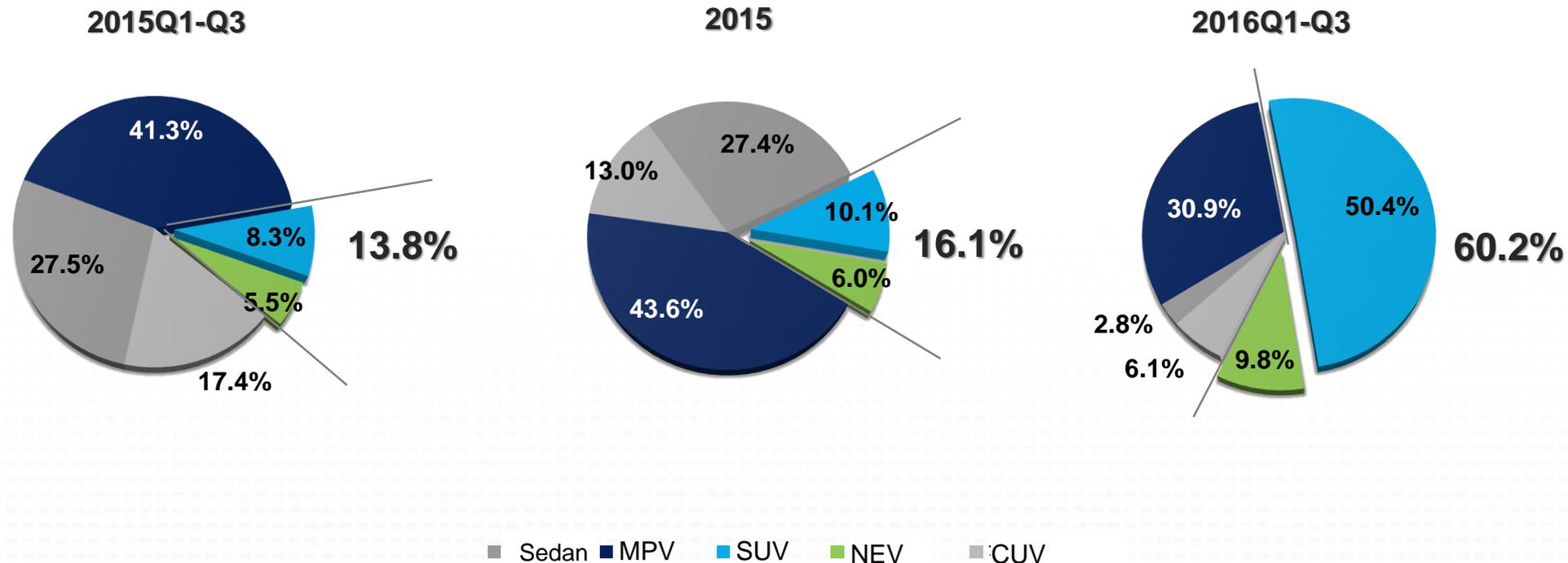
Monthly sales volume and YoY change ('000 units)



Product Structure of Beijing Brand

Benefited from the promotion of “E+S”, product structure of Beijing Brand has been further optimized. In the period, sales of new energy products and SUV of Beijing Brand amounted to 186 thousand units, the percentage of which increased to 60.2%, becoming an absolute main driver of brand development

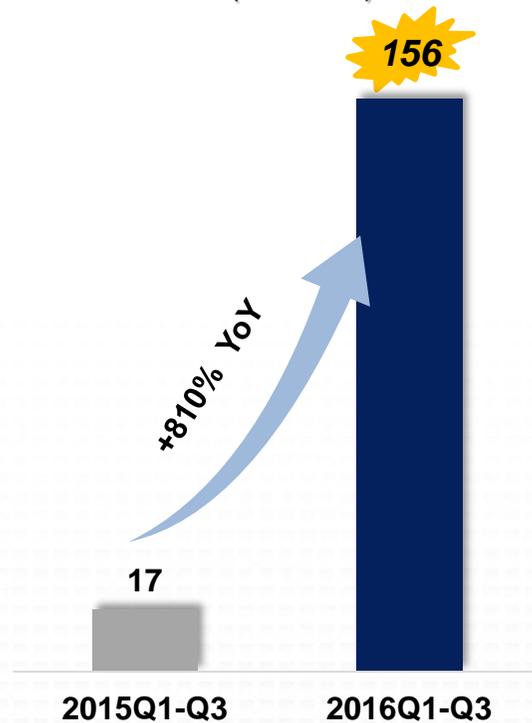
Percentage of Beijing Brand by product type



Sales Performance of SUV of Beijing Brand

Sales of SUV products from January to September 2016 amounted to 156 thousand units, representing a significant increase of 8 times YoY. With more star vehicle models being successfully launched, it has taken the lead in A0-class SUV niche market

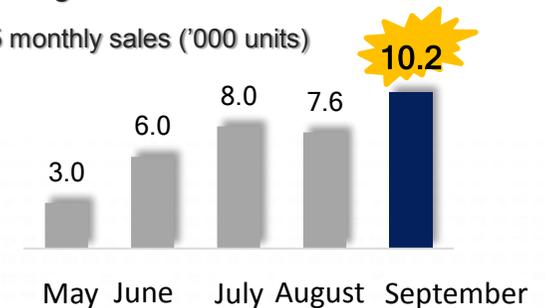
Sales of SUV ('000 units)



BAIC Senova X35

Monthly sales of **over ten thousand** in the fifth month after launching

X35 monthly sales ('000 units)



BAIC Senova X25

Accumulated sales of **61 thousand** units for the past three quarters with sales ranking **First** among comparable models

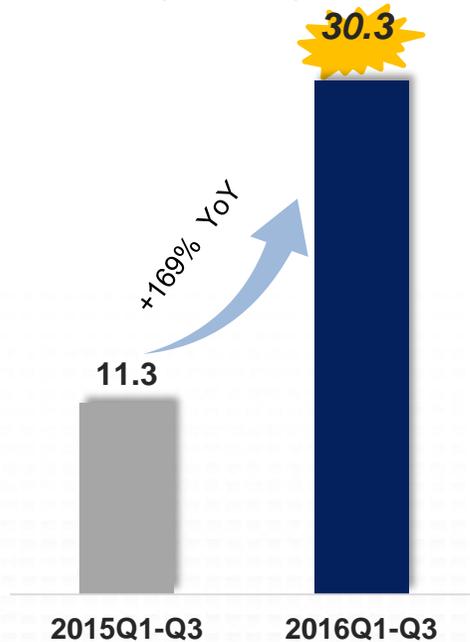
Sales Performance of New Energy Products of Beijing Brand



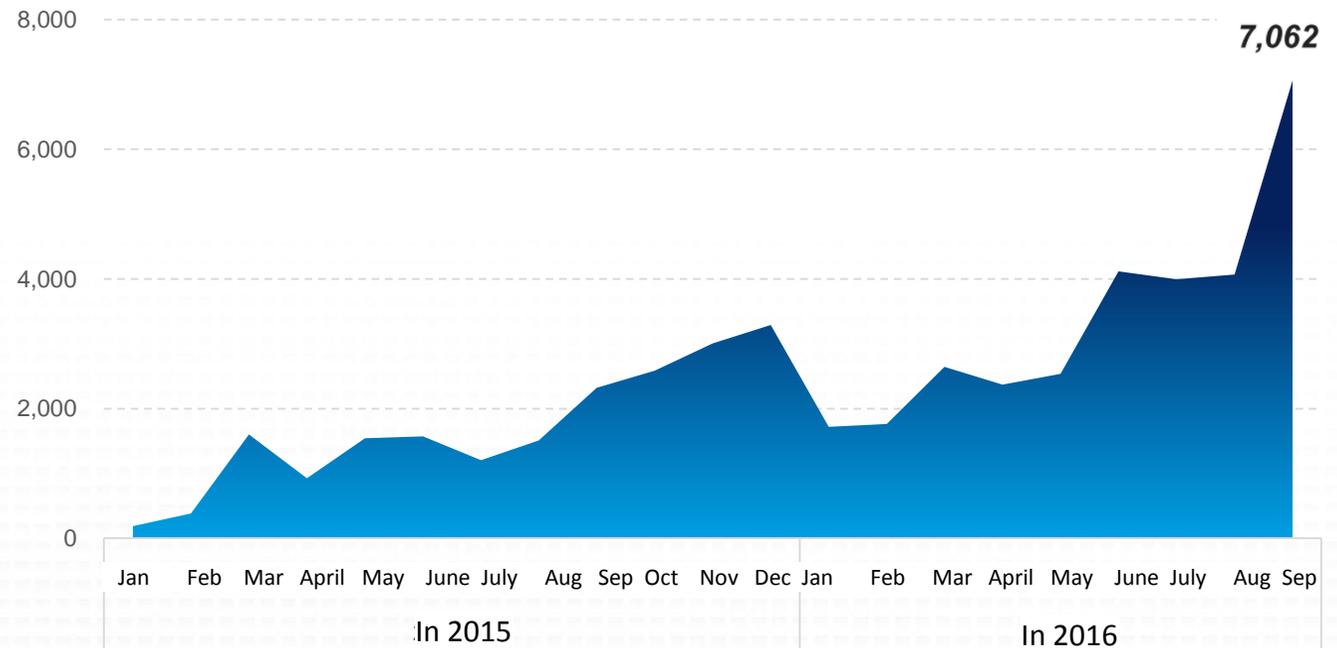
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Beijing Brand kept its leading positions in pure electric new energy vehicles industry. In the period, sales of new energy vehicles amounted to 30 thousand units, representing a significant increase of 169.1% YoY. Its monthly sales kept on climbing since the third quarter and hit a new record high of over 7,000 in September

Sales of new energy vehicles ('000 units)



Monthly sales of new energy vehicles (units)



Distribution of First Generation of Beijing Brand

During September to October 2016, Beijing Brand completed its layout of first generation products by launching 2 strategic models of BJ20 and Wevan M50F, fully capturing the growing NEV, SUV and MPV markets

E+S+M series of Beijing Brand

“E” – New energy



EV series



EU260



ES210



EH400 (note)



EX200

“S” – Off Road Vehicle



BJ20



BJ40/BJ40L



BJ80

“S” - SUV



Senova X25



Senova X35



Senova X55



Senova X65



Wevan S50

“M” - MPV



Wevan M50F



Wevan M20/30

Note: not yet launched

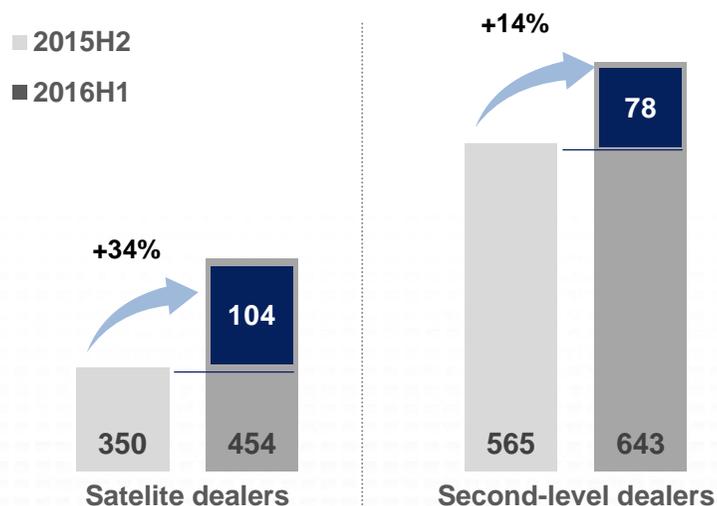
Channel Expansion & Innovation of Beijing Brand



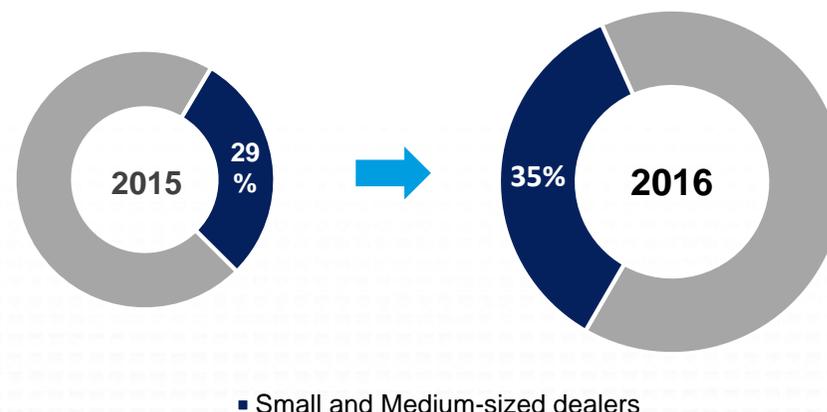
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Upon the development of the primary dealers, Beijing Brand covers the small and medium-sized markets by utilizing the second-level and satellite dealers, which is increased by 78 and 104 separately. The coverage of small and medium-sized markets has been increased from 29% in 2015 to 35%

Speeding up the construction of second-level and satellite dealers



The coverage of small and medium-sized markets increasing sustained



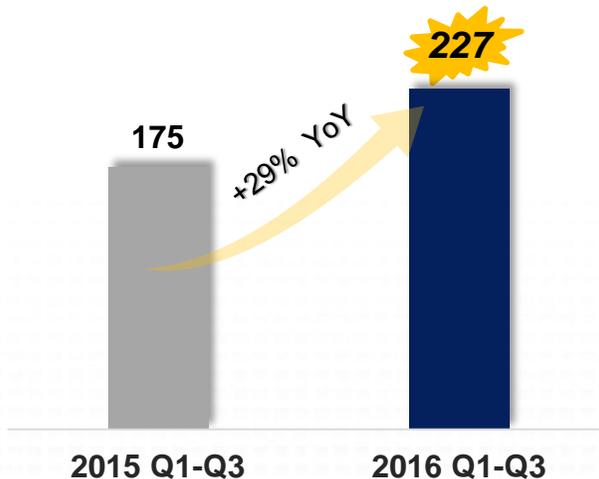
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Results and Performance of Beijing Benz

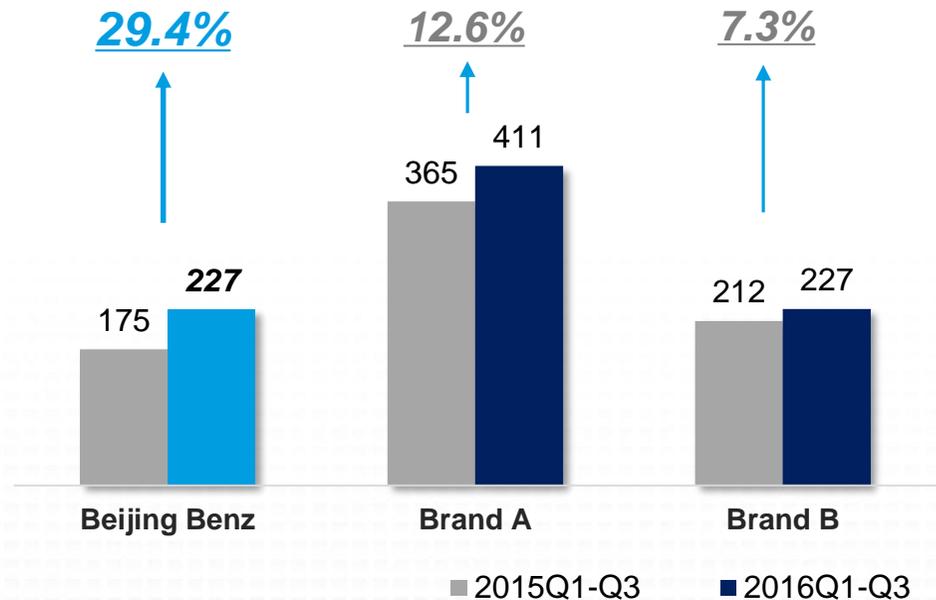
Sales Performance of Beijing Benz

In January to September 2016, Beijing Benz maintained an explosive trend of growth and recorded sales volume of 227 thousand units, representing a significant YoY increase of 29.4%, maintaining a strong growth leader in domestic luxury vehicles market.

Total Sales ('000 units)



Sales volume of top 3 of domestic high-end passenger vehicles ('000 units)



Source: China Association of Automobile Manufacturers, wholesales

Product Layout of Beijing Benz

Beijing Benz launched the all new long wheelbase E-class sedan on 22 August 2016. This represents the final step in the complete update of all models and its competitiveness has been reinforced, laying a solid foundation for its rapid development in the future.

E-class sedan



Over **8,000 units**
Sales in the first month

GLC-SUV



Near **10,000 units**
Annual monthly sales peak

GLA-SUV



Near **8,000 units**
Annual monthly sales peak

C-class sedan



Over **11,000 units**
Annual monthly sales peak

2014

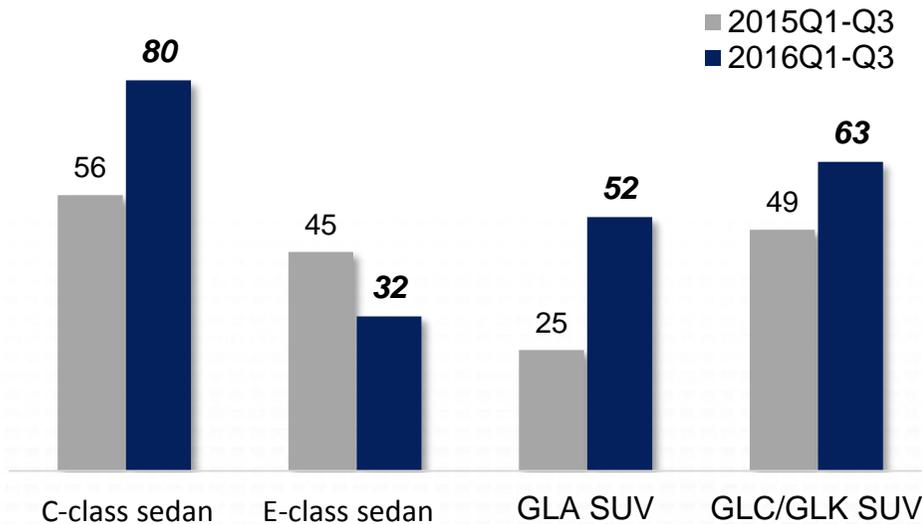
2015

2016

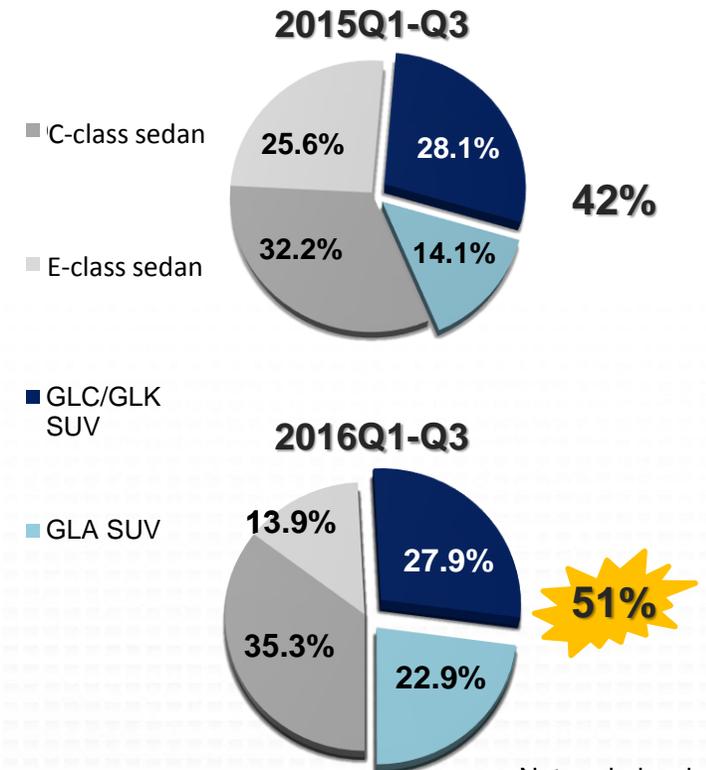
Product Mix of Beijing Benz

Beijing Benz not only maintained its sales growth but also kept optimizing its product mix and series. In Q1-Q3 2016, percentage of SUV surpassed 50%.

Sales of Beijing Benz models ('000 units)

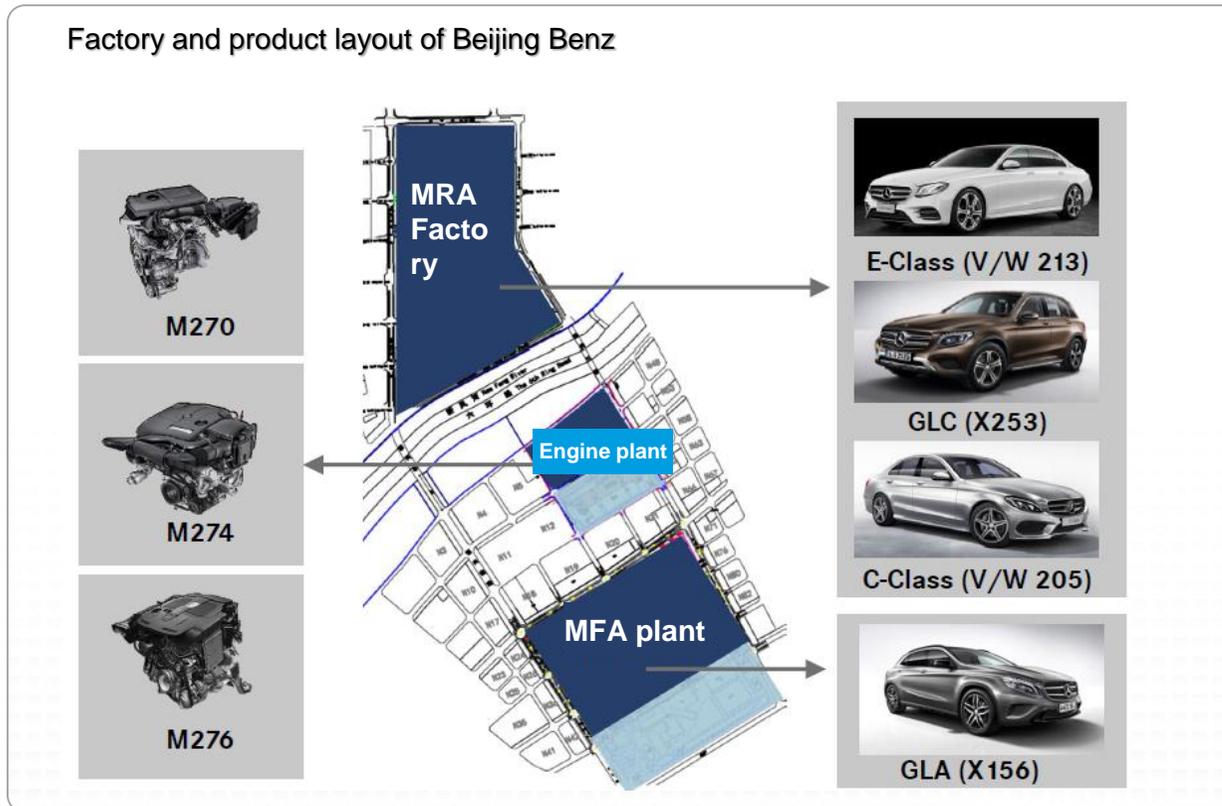


Product mix of Beijing Benz



Factory And Product Layout of Beijing Benz

Besides Daimler, Beijing Benz owns the largest engine factory in China. With the gradual diversification of its products, output and sales volume of its engine also showed a rapid grow, which further enhanced its strategic position in the global production systems of Daimler.



3

Results and Performance of Beijing Hyundai

Sales Result of Beijing Hyundai

From Q1-Q3 2016, Beijing Hyundai achieved sales of 779 thousand units, up by 7.5% YoY, and the proportion of SUV and D+S has further improved. Its sales volume ranked 4th among the joint venture brands, and the SSI, CSI and IQS ranked Top 3 in 2016.

Main Operations

Wholesales 779,000 +7.5%

Ranking Fourth Flat

Proportion of D+S 51.5% +2 Percent

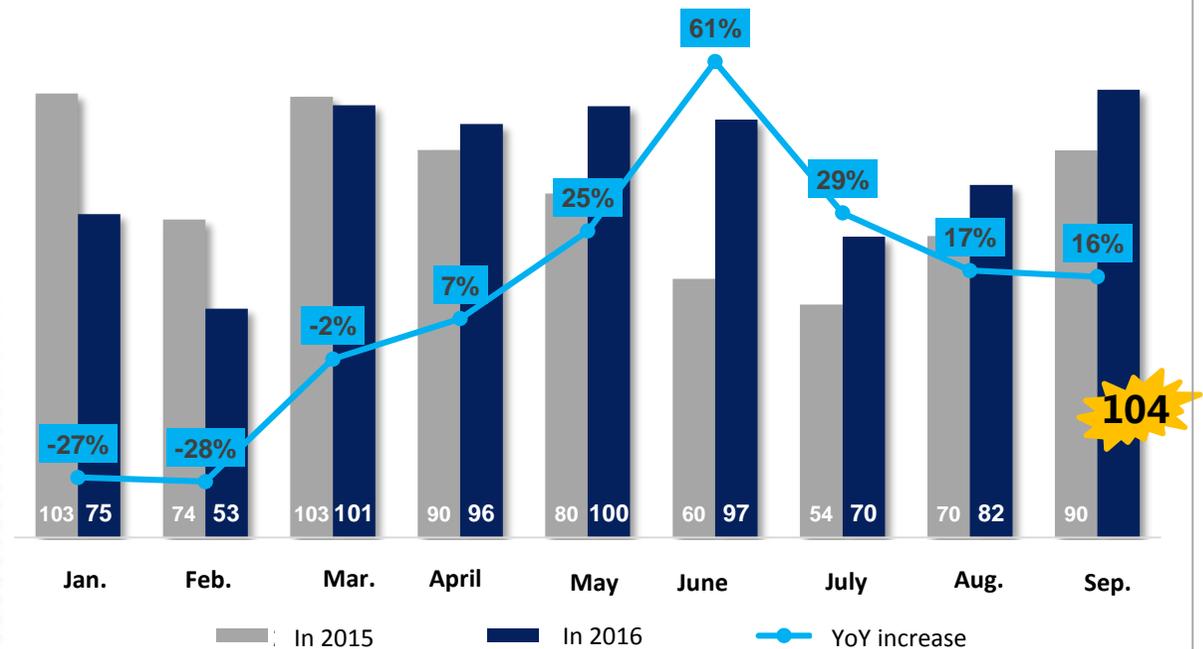
Proportion of SUV 34.2% +6.4 Percent

SSI Ranking Second

CSI Ranking Third

IQS Ranking First

Monthly sales volume and YoY change ('000 units)



Product Structure of Beijing Hyundai

During the period, SUV sales of Beijing Hyundai grew significantly by nearly 50% YoY; sales of sedan has also remained positive increase and several models stand among Top 10 in terms of domestic sales of same category.

Model	Sales Q1-Q3	YoY	Total	YoY
SUV	ix25	7.6	26.6	46%
	ix35	5.6		
	New Tucson	11.8		
	New Santafe	1.6		
C	Verna	9.9	37.8	1.2%
	Elantra	0.4		
	Yuedong	1.7		
	Langdong	17.4		
	Lingdong	8.4		

New Tucson

Reported sales in Sep. of more than **20 thousand** units, ranking SUV **TOP10** for several times in Jan. to Sep.



Elantra Langdong

Reported sales in Sep. of **28 thousand** units, ranking **No.7** among sales of domestic sedans



Development Strategies of Beijing Hyundai

To cater to industry development and consumption upgrade, Beijing Hyundai endeavored to implement new energy strategy, launch more attractive Turbine-powered (T-powered) models and promote expansion of sales channel to develop nearly 300 stores in the year.

Sonata 9th generation-2017 style



Configuration updates



1.6T standard daytime running lights
New-added smart phones interconnection

Brand-new appearance design

New-added PIO air purifier

New Santa Fe - medium-term face-lifted style



Brand-new appearance decorations



Technology configurations updates

Increase T-powered models (Hyundai's prospect)

Brand new Elantra



Add **1.4T GLS** low class models

Mistra



Add **1.6T GLS** models

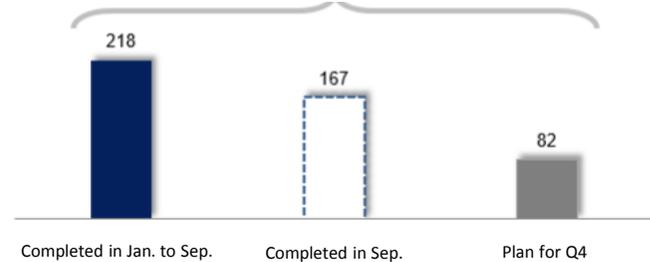
ix25



Add 1.6T GLS and DLX models

Target stores to be developed

Annual plan of **300**



New energy strategies

—NEW Plan

N, nine, i.e. the nine energy products to be launched by Beijing Hyundai by 2020, to further expand the distribution of new energy products in each niche segment;



W, New Way, i.e. a healthy and eco-friendly life style and way of travel initiated by Beijing Hyundai.

E, i.e. new energy technology. HEV, PHEV, EV and FCV technologies will be fully applied in new energy products of Beijing Hyundai in the future;

Capacity and Composition of New Products of Beijing Hyundai

On 18 October 2016, Cangzhou Plant has been built and put into operation, thus effectively relieving the capacity pressure; on the same date, new Verna model was launched, which is expected to further promote the leading position of Hyundai brands in C-class sedan field.

The newly launched compact car - Verna



Cangzhou Plant formal complete put into production



Chapter 4

Financial Indicators for Q1-Q3 2016

(Consolidated)

Financial Indicators from Q1-Q3 2016 (consolidated)



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(RMB million)	January to September 2016	January to September 2015	YOY
Total operating income	84,176.7	61,637.1	36.6%
Operating costs	62,331.6	46,896.9	32.9%
Investment gain	2,641.2	2,488.8	6.1%
Net profit	7,438.6	4,309.9	72.6%
Net profit attributable to owners of the parent	3,923.9	2,252.9	74.2%
Basic and diluted earnings per Share (RMB)	0.52	0.30	74.2%
(RMB million)	2016/9/30	2016/1/1	Change
Total assets	151,149.1	127,393.1	18.6%
Total liabilities	97,050.8	80,323.7	20.8%
Total equity attributable to owners of the parent	37,782.8	35,010.0	7.9%



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