# Heritage with a history of 120 years

Time is the catalyst for qualitative leaps Profound accumulation leads to new life

◆ SAIC MAXUS – The Legendary International Brand of Vehicle

As one of Europe's most influential and recognizable commercial vehicle brands, MAXUS not only accumulates a century-old development experience of commercial vehicles and strong technologies, but also leads international commercial vehicle market with its constant efforts of innovative expansion. It is now being seen all over the world and is known as a legendary International brand of commercial vehicle.

In 2009, SAIC Motor, the world's Fortune 500 enterprise, made a full acquisition of British Motor Corporation's technology platform and intellectual property rights of MAXUS brand. MAXUS was introduced into China and named as "Da Tong" in Chinese. This initiative not only set a new milestone in the development of commercial vehicles in China, but also ushered a brilliant new chapter of the legendary brand MAXUS.



One century ago, British LDV model came into birth, which can be traced back as the legendary start of Maxus

1896 Legendary Origin



Morris | was launched

1981 Leyland Joined In Rover

Freight Rover department was established in 1981, marking Sherpa's joining in Rover Group

200 series and Leyland

Freight Rover 300 Series

Large Edition of 200 Series.

DAF were launched.

# 1917 Royal Family's Favor

1907 Fast Development Lancashire Group in fast development was officially re-named as Leyland Motor.

As the house of Windsor came into power, Leyland models had the honor ofjoining imperial motorcade. 1974-1982 Sherpa, Leyland was

launched



### 1987 Second Transition

Sherpa Freight Rover

became a part of Land Rover brand.

Commercial department in Rover Group joined in DAF Trucks Group, turning Freight Rover into Leyland DAF.



400 Series Leyland DAF

# 2004 Birth of New Vehicle

1982-1984

1993-2006

LDV Co. Ltd was established.

Pilot LDV was brought out as

a narrowed edition of Convoy.

1993 New Start

officially established.

LDV Limited was

A new model of commercial vehicle named Maxus, the rototype of LDV V80, was reated by LDV, becoming a shining star in the history of mmercial vehicle.



## 2009 Legendary Rebirth

SAIC acquired the intellectual property right of LDV MAXUS. The lengendary "MAXUS" came to the stage .



MAXUS V80 light truck officially launched satisfying customers' needs

on refitting and gaining favor of users.

2012

# 2011 Legend Cont



SAIC launched MAXUS V80, with overall upgrading on the basis of LDV Maxus original style.

### 2014 New GI0



# 2014 Great and Valuable Built for Your Future



SAIC MAXUS EV80 Debut of pure electric wide-bodied light passenger vehicle in China

# 2015 Dual Power Brings You to Anywhere





Launch of the first AT wide-bodied light passenger vehicle in China

#### 2016

Guangzhou Automobile Exhibition SAIC MAXUS T60 Pickup Global Launch



2016 Innovation Drives
Diversified Future

SAIC MAXUS GIO PLUS Launch Intelligent MPV



2017





SAIC MAXUS SUV

2017



SAIC MAXUS V80 Overall Upgrad

2018

SAIC MAXUS RG10 Launch



MAXUS DELIVER 9 Launch



2019

### 2018

SAIC MAXUS G50 Launch MAXUS e DELIVER 3 Launch



SAIC MAXUS Hydrogen FCV80 Launch









