



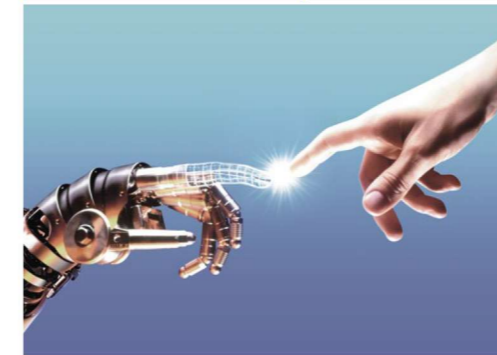
## VISION



Create value for customers through providing customers driven automobile products and living services with global competitiveness

## Core Brand Values

**Driven by technology** Progress with the future of the industry



SAIC MAXUS gathers leading resources from worldwide and is driven by technology and sees industry leadership as its mission. SAIC MAXUS dedicates to establish a technology conceptual platform that is competitive internationally. As the pioneer that promotes the industry revolution, SAIC MAXUS moves forward together with the future of the industry.

**Rooted by trust** Marching to the future of consumers



SAIC MAXUS dedicates to meet the needs of global customers and progress with the future of the consumers based on trust and with the support of global R&D, standardized manufacturing, Fortune 500 spare part supplier, carefree service and various other competitive advantages.

**Guided by ambition** Progress with the future of time



SAIC MAXUS continuously push for the development trend of new era commercial vehicle with its enterprising and innovative spirit. SAIC MAXUS dedicates to become a comprehensive commercial vehicle producer with a broad product category, leading the trend and progressing with the future of the era.