

**HAVAL**

No.1 SUV brand in China

# HAVAL E-MAGAZINE

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**HAVAL H2**  
Launched in  
Uruguay

**HAVAL H2**  
Launched in  
Malaysia

Amazing Experience Ride  
of HAVAL Car Owners  
in Chile





Haval E-Magazine ISSUE 21

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# LAUNCH OF HAVAL H2 IN MALAYSIA LED THE TREND AGAIN

Since GWM M4 received positive market response in Malaysia, Go Auto, the distributor of GWM in Malaysia, seized the opportunity to locally introduce the star model HAVAL H2 that is more upscale and luxurious and is provided with stronger drive. Professional SUVs with a very strong sense of fashion and perfect controllability are now brought to SUV fans in Malaysia.

Since its debut at ASEAN Auto Show at the end of 2015, HAVAL H2 has impressed the automobile industry of Malaysia with fashionable appearance, exquisite and upscale interior trim as well as rich and practical configuration. Long awaited, HAVAL H2 was formally launched in Malaysia at the end of May.



In Kuala Lumpur's core business district ONE UTAMA, the focus of this activity HAVAL H2 under the spotlight is fascinating at first sight as the red-black and white-black double-color body shines with fashionable and dynamic metal luster, and the graceful and smooth body curve manifests the unique charm of HAVAL model.

The release conference was opened with a large audience after the personage from government and banks and the mainstream media guests arrived at the venue successively. Ahmad Azam Datuk Sulaiman, Mr CEO of Go Auto, made a wonderful speech and said "Despite a wholly new brand model on automobile market in Malaysia, HAVAL H2 is bound to have a broader market prospect as it satisfies customers' requirements on SUV visual

beauty and actual use by virtue of its fashionable appearance, rich configuration and reliable quality."

The special all-match appearance with a sense of fashion and the upscale interior trim made of exquisite materials provide customers with solid guarantee for product quality. A series of intelligent safety configurations including keyless entry, push-button, two-zone air conditioning, electronic parking, six airbags, tire pressure monitoring and blind area visualization systems bring an outstanding cost performance of HAVAL H2, far exceeding audience's expectations. With 1.5T+6AT golden power assembly, HAVAL H2 has strong power output and excellent calibration, providing consumers with exciting driving experience.

The fast growing automobile market of Malaysia is increasingly valued by globally well-known auto brands and has emerged as one of the most important automobile markets in the Southeast Asia region over recent years. Among the SUV categories filled with fierce competition, HAVAL is confident to survive the "red sea" and compete with other global auto brands only if it has strong product strength to customers' satisfaction. This is all about the mission of HAVAL H2 and what we expect of it.





# HAVAL H2 APPEARED ON URUGUAY MARKET

## PROFESSIONAL SUV QUALITY ATTRACTED OVERSEAS ATTENTION



Recently, HAVAL H2 has been formally unveiled to Uruguayan consumers following the launch activity co-organized in Capital Montevideo by Homero A. De Leon and BOR, two dealers of GWM's in Uruguay. Its trendy all-match appearance, effective and strong power, rich and practical configuration, excellent drivability and professional controllability grabbed wide attention of many well-known local media like EL PAIS and AUTOBLOG.



HAVAL H2 is reported to have become a hit on China market within only one year and grown into a "benchmark model" that sells best among Chinese auto brands. The dealers made meticulous efforts to organize static experience and test ride & drive activities, allowing Uruguayan consumers to better understand the product performance of HAVAL H2.



During the static experience of HAVAL H2, representatives of the dealers made a detailed introduction to all guests about product characteristics and practical configuration of HAVAL H2.

The guests present at the ceremony expressed one after another that HAVAL H2 is superior to its counterparts at the same level in terms of appearance design and safety configuration thanks to its convenient and practical configuration of keyless entry, cruise control, electronic hand brake and automatic parking. What is the most surprising is that HAVAL H2's interior trim with a strong sense of texture, especially the center console covered with soft materials in a large area, creates a sense of luxury and quality for the whole car.

At the test drive afterwards, superior quality and excellent driving performance of HAVAL H2 were unanimously recognized by test drivers, who commented that "HAVAL H2 has really done a good job in driving comfort. Electric power steering gear combined with Mac Pherson independent front suspension offers flexible and effortless steering. While providing good support, rear multi-connecting rod independent suspension substantially absorbs the vibration from roads, and works with the indoor HiFi audio to bring comfortable and quiet ride to all passengers in the car." A great number of media expressed they would continue to keep an eye on market performance of HAVAL H2.

After the test ride & drive activity

ended, representatives of the dealers said: "We have established good cooperative relations with GWM since 2006. As HAVAL model with reliable quality can actually meet consumers' practical needs, we are fully confident about HAVAL brand success in Uruguay. We have built a professional team to operate HAVAL brand since 2015 so as to provide strong support for localization operation of HAVAL brand and allow HAVAL to find its position in Uruguay SUV segment."

By this June, HAVAL brand has been launched in eight South American countries including Chile, Ecuador and Peru. The launch of HAVAL H2 in Uruguay marks that HAVAL brand has completed the overall layout in the Central and South American market.



# Interview with HAVAL H7 Owner



**A**s HAVAL H7 has become increasingly popular since its launch at the end of April that led to a sales volume exceeding the target by 8000 orders in May. From curiosity about sales, and in order to research into why HAVAL H7 is so attractive, we initiated another round of interview with HAVAL H7 owners to find answer to the questions—why HAVAL H7 is so popular to draw in a huge number of buyers.



## **HAVAL H7 Owner:**

Mr. Li, 34 years old

## **Job:**

Self-employed business owner

## **Annual income:**

More than RMB 200,000

## **Personality:**

Smart, sophisticated and sensible





“ Haval H7 is the best choice I made after prudent trade-off and comparison. Just like doing business, you must be good at weighing the options with certain measurements to find the best one that is most cost-effective. ”

Said by Mr. Li.



Mr. Li is a sensible businessman who looks smart and sophisticated as a result of years of fight in business arena. Mr. Li can fully explain why he selected Haval H7 for car buyers.

*Q1: Mr. Li, why did you choose Haval H7? Have you paid attention to Haval brand for a long time?*

Answer: “Before buying Haval H7, I had a Hyundai car. With improvement of financial status, I wanted to have a SUV with better road-handling performance and ground clearance, and bigger space that can give me more pleasure on road and convenience to access to resorts and fishing ponds in the suburbs in my spare time. Before buying the car, I paid close attention to many brands like Envision, Highlander and Edge. Although I

seldom paid attention to Haval before, I finally selected Haval H7 after a period of weighing because what impressed me most is its rich configurations and high cost-performance ratio in terms of its lower price. After using the car for a period, I felt that Haval H7 has strong power, smooth and reasonable sense of shift and solid chassis. It is not a bit inferior to joint venture brands in terms of quality. I believe that it is only a right choice to buy Haval H7.”

*Q2: Besides favorable performance in power, transmission and chassis, what else has made you happy with Haval H7?*

Answer: “I have become an expert in cars after driving cars for many years, and also I paid more attention to the refined details of

cars. Haval H7 has stylish and elegant appearance and design, with concise line, which manifests masculine features conforming to my esthetic taste. The interior trims have exquisite craftsmanship, and the areas within touch are covered with soft materials, satisfactorily improving the grade and texture effect of the car. Stepless electrically-operated tail door can be operated conveniently, and its opening angle can be set according to the height of a person to accommodate individual needs. In addition, its detail design is very appealing. For example, the design of engine hood supported by hydraulic rod is not only user friendly but reflects genuine goodwill of the manufacturer who doesn't stint cost, making such car far above other cars of the same class. My personal opinion is that the minor details of manufacturing

cars can reflect whether a car manufacturer focuses on its products and whether it really wants to satisfy its customers.”

*Q3: Would you please tell us how you feel when you drive Haval H7?*

Answer: “I have used Haval H7 for one month, and the accumulated mileage is more than 1200km. As I come to know more about the power and handling performance of the car, my love of the car have become more and more intense. It proves to be a car worth buying due to its performance conforming to my expectation. Although it is a mid-sized SUV with heavy body, but the performance of its 2.0T TGD engine makes driving of Haval H7 full of passion. Acceleration is beyond my expectation. DCT double clutch

transmission makes the smoothness of shift close to AT. For the recent one month of driving, I made rough estimation of Haval H7's fuel consumption. As it is still in the run-in period, the fuel consumption is about 12L per 100km. I believe that after such period, the Haval H7's fuel consumption will be much lower.”

*Q4: What improvement do you think should be made on Haval H7?*

Answer: “I think Haval H7 should be provided with side pedals, providing convenience for children and older persons to get on/off. In addition, my personal opinion is that the modeling of Haval H6 Coupe at tail looks better. It's better for H7 to be manufactured as the same as H6 Coupe. As a mid-sized SUV, Haval H7 has wide space. I hope that the

manufacturer can launch 7-seat car as soon as possible so that families will have a large variety to choose from.”

**Summary:**

In the eyes of customers, Haval H7 is not only a mid-sized SUV with diversified configurations, wide space and high cost-performance ratio but also a SUV with strong power that can be driven under your perfect control. Furthermore, it is a SUV with more attentions to details which are more appealing to customers. Every aspect of such SUV satisfies the needs of customers. It is expected to be accepted by more customers with great potential in market expansion.



## TEST DRIVE OF HAVAL H7 2.0T WITH STRONG POWER AND RICH CONFIGURATION

Source: SUV.cn



China's SUV market is growing so rapidly that all automakers would like to take up a share of it. As a leader in the field of SUV, Haval would

definitely seize this opportunity. When we have a look at Haval's product line, it's obvious that all SUV segments have been covered. Haval H7, on which we

had a test drive features strong power and rich configuration, and properly makes up the gap between H6 Coupe and H8.

### Appearance:

Flat Design of Haval Family with a Sense of Dynamics and Grandeur



A trendy wide-bodied design with a sense of dynamics and elegance has been used for Haval H7. Combined with wide body and designed with simple and straight lines, and hexagonal grille which is unique combination to Haval family element, Haval H7 is chic and sporty. The delicate design of integrated high

and low beam lights, and C type layout of LED daytime driving lights make H7 full of the sense of science and technology and it comes out a nice visual effect with the lights on.

The max. ground clearance of Haval H7 is 199mm, which enables the vehicle to easily

accommodate the severe road conditions on city streets. H7 series models have standard configuration of 19-inch and 5-spoke super large wheels with a large ground contact area, making sure of the vehicles with good road holding performance and riding comfort as well as.

### Interiors:

Strong Sense of Luxury and Technology



With luxurious interiors, Haval H7 stands out among others with a distinct sense of magnificence. All at touch are soft materials which feel fine, soft and smooth. The multi-functional real leather steering wheel is comfortable to hold onto. The big 10.1-inch touch display screen has a clear interface and sensitive reaction, in addition to the sense of technology. Moreover, the model under test drive has been

equipped with a 12.3-inch full liquid crystal dashboard with rich functions and cool effects. At the same time, technologically comfortable devices like panoramic sunroof, automatic parking and lane departure have been used in this H7. In other words, H7 once again takes the lead in configuration.

The seats incorporating ergonomic design is strongly

supported and well covered, offering comfortable ride. The long distance drivers can benefit most from this car's three functions of seats ventilation, heating and massage as the driver seat is eight-direction electric adjustable and lumbar supported, which can meet the driver's various requirements of sitting positions. The wheelbase of Haval H7 is 2850mm, offering spatial riding room.



## Configuration: The State-of -the-Art “Strong Configuration with Delicate Appearance”



Equipped with multiple high-tech configurations like automatic parking, LCA (Lane Change Assist) and LKA (Lane Keeping

Aid), which are hardly available on the brands at the same level, the striking Haval H7 makes driving easier, more convenient,

faster and safer.

Moreover, many configurations of this car are practical in daily life, including the seat venation and heating, automatic star-stop system, electrically-operated tail door, ESP, and HDC (Hill Descent Control). These high-tech configurations overshadow such configurations as keyless entry, push start, electronic hand brake, automatic parking automatic, dual-zone conditioner, cruise control, and automatic anti-dazzling rear-view mirror.

## Handling Control : Powerful Engine and Smooth Gearshift



Good mechanical performance is the foundation for passionate and delighted driving. Equipped with 2.0T GDI, Haval H7 has a strong driving force; and 6-speed wet type of dualclutch transmission allows no abruptness.

The 2.0T engine also lives up to the driver's expectations during regular driving. A strong sense of pushing back was arose spontaneously when the rotation speed reaches 2500 rpm, and this kind of feeling would continue until the speed up to 5000 rpm, which made driving enjoyable.

However, after the accelerator was released the car then turned back to the normal state. Besides, the transmission of H7 was also so smart that it lowered two or three gears continuously to ensure sufficient dynamics response.

Furthermore, there are three driving modes available, namely Standard Mode, Comfort Mode and Sport Mode, and each mode varies in vehicle steering, accelerating , and logic in transmission shifting

As the tough MacPherson independent suspension is installed in the front and the Multi-connecting rod type independent suspension in the rear, people sitting in H7 can hardly feel the tiny bump and deceleration strip when driving at a low speed. And the support of the suspension to the car body is also satisfying when it was in a high-speed range, thanks to the stability whenever the car sharply changes shift or continuously changes it direction.

## Conclusion:



It turns out, through this test drive, that H7 is an amazing and impressive model by virtue of its powerful engine and rich configuration and high-tech feeling. Haval H7 filled the void of mid-sized SUV in Haval series with outstanding comprehensive strength and the super high cost-performance ratio. It is learned that Haval H7 makes a hit while receiving over 8000 orders within 20 days since its launch. The great progress made by Haval in the SUV field makes us confident about the development of the Haval brand in the future.





# AMAZING EXPERIENCE RIDE OF HAVAL CAR OWNERS IN CHILE

To extend gratitude and give back to HAVAL customers for their trust and make customers fully experience HAVAL's super performance under various road conditions, Derco S.A., the HAVAL dealer in Chile organized the first experience drive journey for HAVAL car owners in early May. Along this journey, the car owners not only got comprehensive exceptional driving feelings of HAVAL SUV, but also had access to magnificent mountains and spectacular natural scenery.





# HAVAL

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At eight o'clock in the morning, twenty Haval car owners accompanied with their friends and relatives gathered at Movicenter of Haval exclusive store and took a family photo in the Auto Exhibition Area with Haval H2 that would carry them to begin a field trip. Haval H2, with "a smile" on its big-mouth front face, a typical feature of the Haval family, was quite eye-catching among the crowd.

Afterwards, an orderly fleet of

Haval H2 embarked on their journey to the beautiful Casablanca Valley, which might be familiar to those fond of wine as it is a world-renowned wine region. When the fleet moved on the highways winding through mountains, morning mist and sea wind greeted them thanks to the fairly low altitude of hills. While enjoying the natural scenery, Haval car owners keenly felt the glamour of Haval H2 racing on the highways and understood its capability of coping with bumpy

and complex road conditions including uphill and downhill, earth road, and gravel road. So fantastic that, the bright, color all-matched Haval H2 fleet also made a sight in the valley.

After a two-hour ride, they came to the famous Tunkuen Beach where the drive journey climaxed with the barbecue well prepared by Derco S.A.. Everyone actively shared their ride experience while enjoying their meals, and laughter was heard throughout their meal.

Haval H2 exhibited outstanding performance throughout the journey and was more than capable of coping with complex road conditions by drawing on its comfortable suspension and flexible operating performance. The event won high praise from Haval

car owners as well as their friends and relatives, who one after another expressed their favor and support to Haval brand and thanked the Haval dealer for organizing such an experience activity, which deepened the relations of Haval family members.

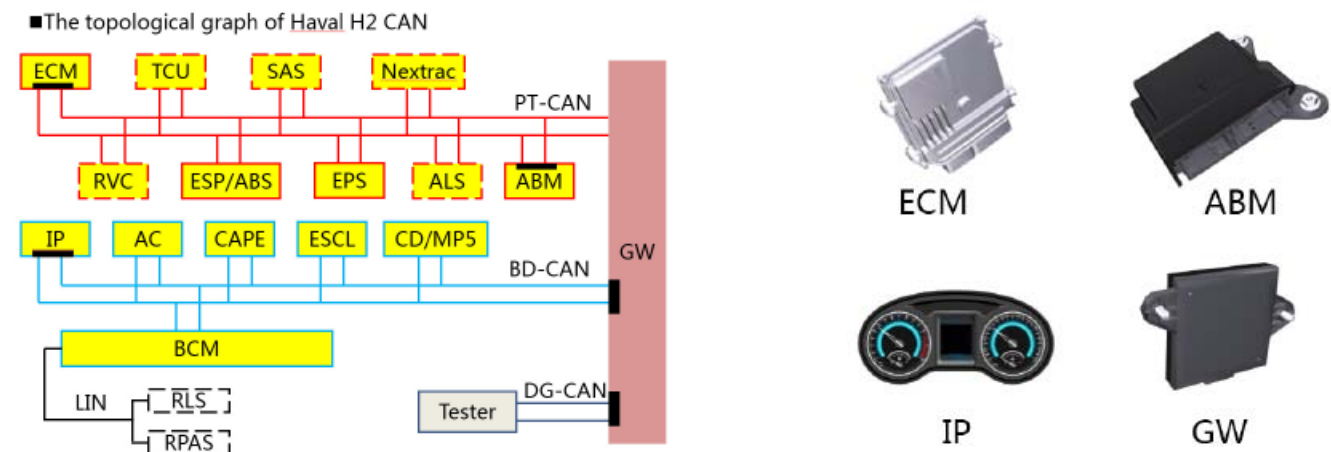




# HAVAL H2 CAN BUS

**CAN-Bus is short for Controller Area Network, it is a serial communication protocol that exchange the real-timing data between different control units and test instrument. The information between different control units can be exchanged through the simple circuits by the related protocol.**

► **Haval H2 CAN topological graph:**



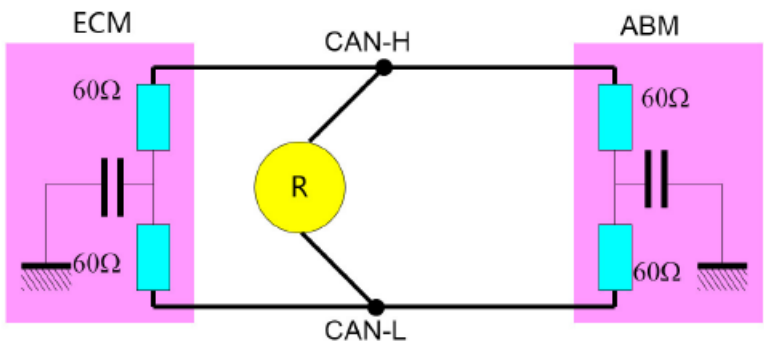
► **Node abbreviation and meaning**

Abbreviation	Meaning	Abbreviation	Meaning
GW	Gateway	Nextrac	Front intelligent four-wheel drive system
EPS	Electric power steering	CD/MP5	Entertainment system
ESP	Electronic stability program	CAPE	Car access passive entry system
ABS	Anti lock braking system	BCM	Vehicle body control system
ECM	Engine control module	AC	Air conditioner control module
ABM	Air bag module	ESCL	Electronic steering lock
SAS	Steering wheel angle sensor	IP	Instrument system
TCU	Transmission control unit	RPAS	Reversed parking auxiliary system
ALS	Headlamp leveling system	RLS	Rain light sensor
RVC	Rear-view camera		

Haval H2 adopts a PT\_CAN (high-speed CAN), a Body\_CAN (medium-speed CAN), a Diag\_CAN (diagnosis CAN), a LIN bus (LIN-BUS) and an independent gateway to realize network architecture of the vehicle. Terminal resistances of High-speed CAN are respectively in ABM and ECM, and those of medium-speed CAN are respectively in gateway and instrument. Each terminal resistance is 120Ω, the diagnosis CAN of the gateway is 66Ω.

► **The resistance measurement in CAN BUS**

Turn off the ignition switch and make the power supply is cut off, then measure the resistance between CAN\_H and CAN\_L with a multimeter, the resistance is 60 W.

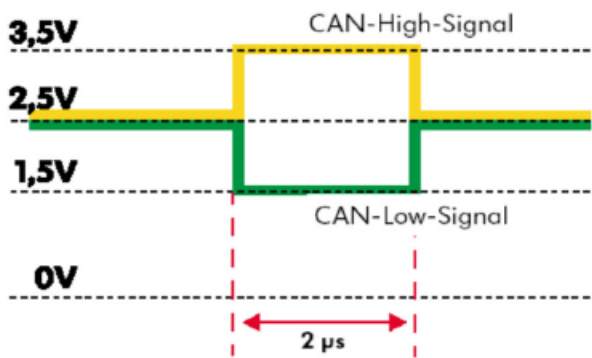


$$\frac{(60 + 60) \times (60 + 60)}{(60 + 60) + (60 + 60)} = 60W$$

R > 60W disconnected circuit  
R < 60W short circuit

► **The measurement of voltage in CAN BUS**

The power supply in ON gear, in the recessive state, the voltages of CAN-H and CAN-L are 2.5V; in the dominant state, the voltage of CAN-H is 3.5V , CAN-L is 1.5V.





# Important News of HAVAL



## GWM: 71,600 Vehicles Sold in May, A 9.54% Increase over the Previous Year

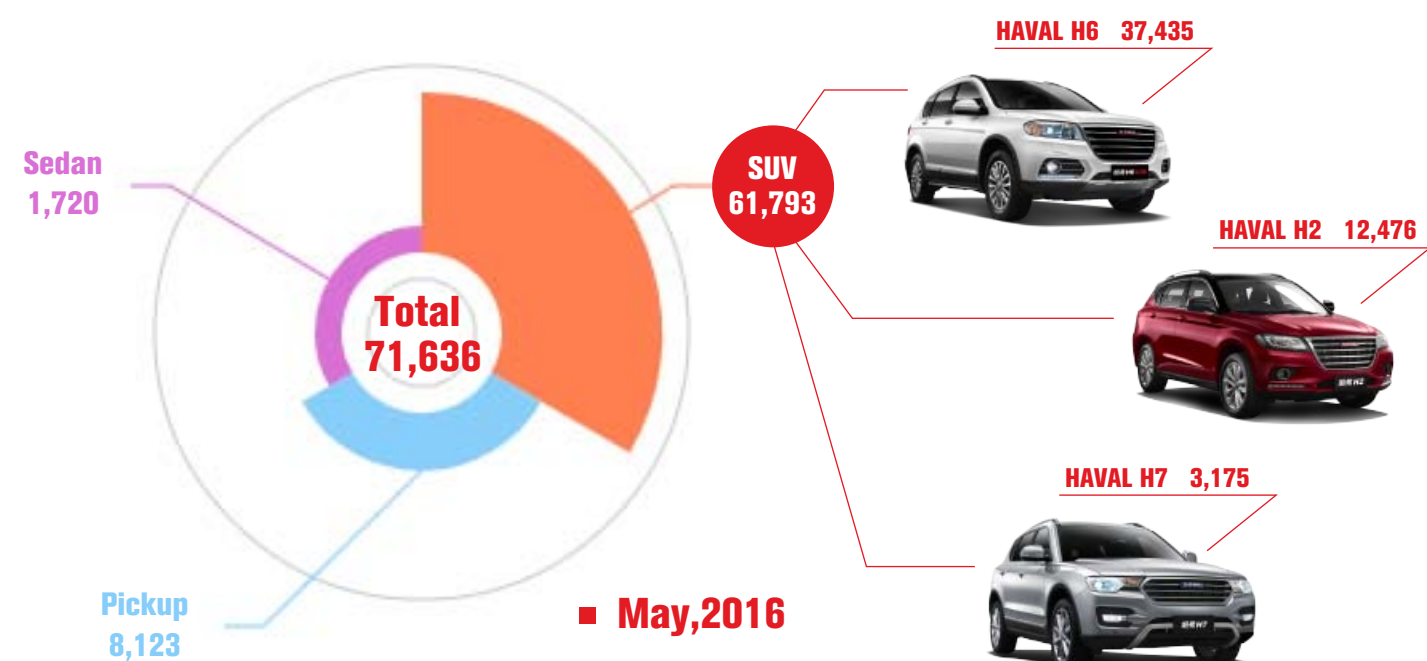
Today, Great Wall Motors (GWM) released the latest production and sales data:

71,636 vehicles were sold in May, a 9.54% increase over the previous year. This figure includes 61,793 SUVs, an increase of 12.82% over the previous year, 8,123 pickups, an increase of 6.11% over the previous year, and 1,720 passenger cars.

From January to May, GWM sold 384,669 vehicles in total, a 5.53% increase over the previous year, including 321,171 SUVs, 45,586 pickups and 17,911 passenger cars.

As far as models are concerned, the champion model HAVAL H6 achieved sales of 37,435 in May, an increase of 24.65% over the previous year, and accomplished total sales of 202,706 in the first five months, a 36.46% increase

over the previous year. 12,476 HAVAL H2s, a hot model were sold in May, an increase of 12.66% over the previous year, and 62,245 HAVAL H2s were sold in total in the first five months, realizing sales of over 10,000 for 20 consecutive months. As HAVAL H7 has just been launched recently, the capacity improvement is being expedited. 3,175 vehicles were sold, a 146.12% increase over the previous month.



## Great Wall Motors Once Again Among "China's Top 30 Auto Manufacturers"



An information conference of China's Top 100 Machinery Enterprises & Top 30 Auto Manufacturers was launched on May 26. With operating revenue of RMB 76.033 billion, Great Wall Motors (GWM) ranks ninth, the 12th time to win the honor in a row.

As auto market is running down, industry competition has turned white hot and SUV market has also developed into a fiercely competitive red sea from a promising blue sea in recent years. Thanks to its prudent operation, GWM has achieved both gratifying sales and remarkable performance by bringing new ideas about production, operation and management modes and investing more in technical innovation to improve product competitiveness.



## Great Wall Motors Once Again Among the Top 500 Valuable Chinese Brands

With a brand value as high as RMB 44.401 billion, GWM has been ranked 62<sup>nd</sup> among the Top 500 Valuable Chinese Brands recently.

It is learnt that, this event is co-organized by more than 200 Chinese organizations, aiming to predict the possible supernormal profit of a brand based on its profitability over the past three years. The final results are corrected on the basis of such factors as industry characteristics, market status, market position of the brand, and brand history. This event has been successfully held ten times so far and is one of the most authoritative and influential prizes in the field of brand research in China.







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