



W E Y



GWM ORA

About Great Wall Motor (GWM)

“Making perfection more perfect” – that is the guiding motto of Chinese multi-brand automaker Great Wall Motor (GWM), which is now ushering in a new generation of mobility with the European premieres of its WEY and GWM Ora brands in Europe. For GWM, perfection means giving absolute priority to digital innovations and technological developments for greater safety and zero-emission power units.

In China, GWM is the market leader for premium SUVs. And the company is already successfully positioned in the market worldwide as one of the first Chinese automakers to sell vehicles outside China. Today, the vehicle producer, founded in 1984, is one of the most innovative companies in China. With its three major product segments SUV, passenger car and pickup, GWM offers its customers both traditional and electric drive models. The group includes the vehicle brands Haval, WEY, GWM ORA, GWM Pickup and TANK. GWM has been SUV sales champion in China for 11 years, and pickup sales champion for 23 years.

GWM is an industry leader in the design of intelligent networks and a pioneer in the research and development of key technologies such as 5G, Autopilot and V2X. In addition, GWM is investing heavily in new solutions in “three electricity” (batteries, motors and electric control), one of the core technologies for new energy vehicles (NEVs, a category that covers both pure battery electric vehicles and plug-in hybrids and fuel cell vehicles in China). In the next five years, Great Wall Motor will invest 100 billion CNY in research and development.

To ensure its high quality standards, GWM maintains strategic partnerships with renowned international automotive manufacturers and suppliers. GWM is active in 500 networks in over 60 countries. With BMW, GWM maintains the Spotlight Automotive joint venture, which drives the development and production of battery electric vehicles. GWM also has strategic partnerships with Continental, Bosch, Webasto, BorgWarner, ZF and Hella.

Currently, GWM has a presence in Russia, South Africa, Australia, Central and South America, South Asia, the Middle East and Africa. European operations will begin with the launch of the WEY brand in Germany and the GWM ORA brand in Spain.

At the end of 2020 GWM sold 1,1 Million units. In the first six months of 2021, a total of 618,000 vehicles were sold, an year on year increase of 56.3 %. The company has more than 100 subsidiaries and employs over 60,000 people.