



W E Y



GWM ORA

Xianghua Qiao

With more than ten years' experience as head of Research and Development teams at Great Wall Motor, Xianghua Qiao has profound experience in the new energy sector. He has recently been appointed Regional Vice President of Great Wall Group Europe.

Qiao has extensive expertise in the new energy sector. He focuses on the development of automated driving solutions. To this end, he works with computer vision and deep learning as well as precise positioning on computing platforms. As Regional Vice President of the European branch of the Great Wall Group, he is responsible for the overall operational development of two of Great Wall Motors' main brands, Wey and GWM Ora.

With research facilities in Germany and Austria, Great Wall Motor Group Europe specialises in fuel cell development and driving motor technology. As Regional Vice President, Mr Qiao contributes his decade-long experience within the new energy sector to the Great Wall Group's efforts to establish itself as part of the European market.

In 2013 Mr Qiao was appointed Project Director of the Great Wall Group Technology Research and Development Centre. In this position, he was responsible for the project management of the three brands Haval, GWM Ora and Wey. From 2018 to 2021, Mr Qiao served as CEO of Ora, leading the brand's overall operational management and strategy as well as marketing, products and sales. In his current position and with his extensive experience within the company, Mr Qiao is directly involved with two of the Great Wall Group's most important current projects in the field of connected vehicles: The „Coffee Intelligence“ technology platform and the „Double Intelligence Fusion“ concept, which seek to advance connected vehicle and automated driving technology.