
上海汽车集团股份有限公司

2014 全年业绩介绍



第一部分 2014年业绩回顾

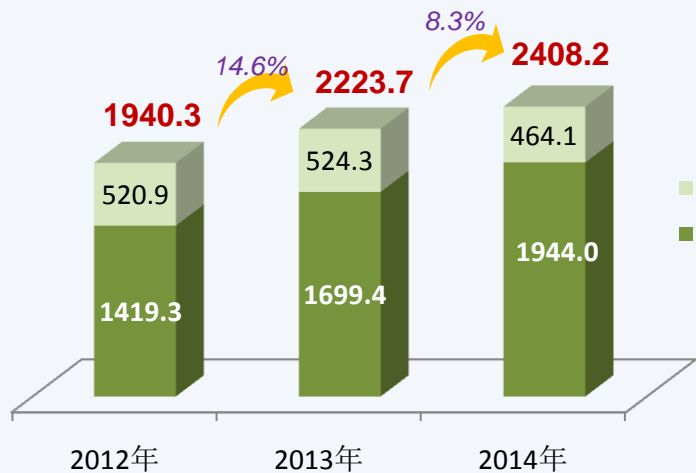
2015

业绩情况



2014

2012-2014



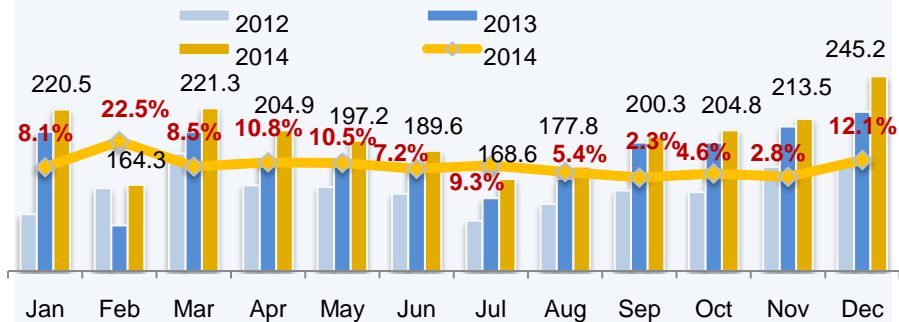
1

2014

2408.2

8.3%

2014



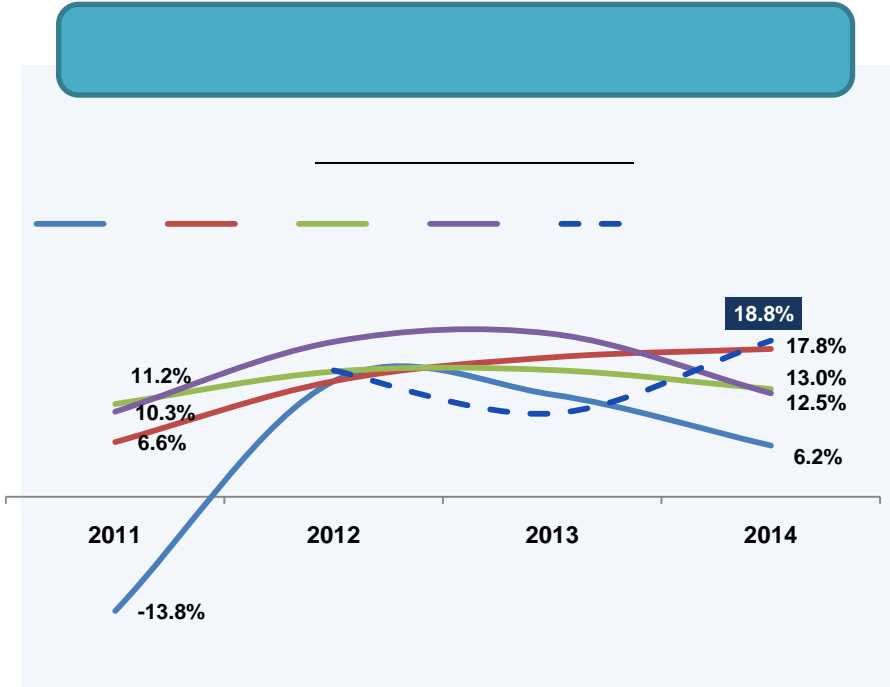
2014

2



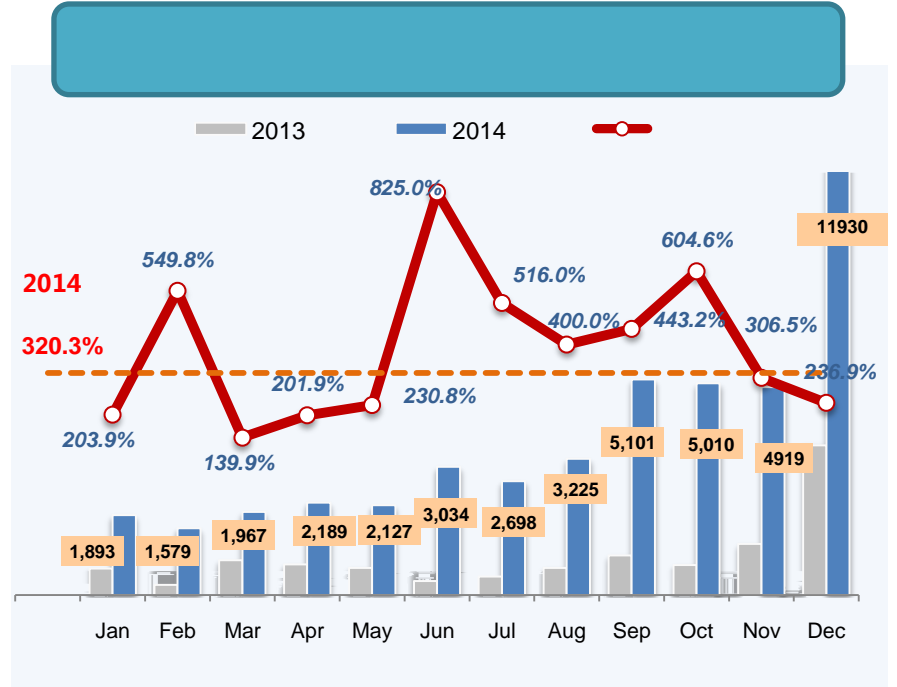
61.4

2014



5

2014



2014

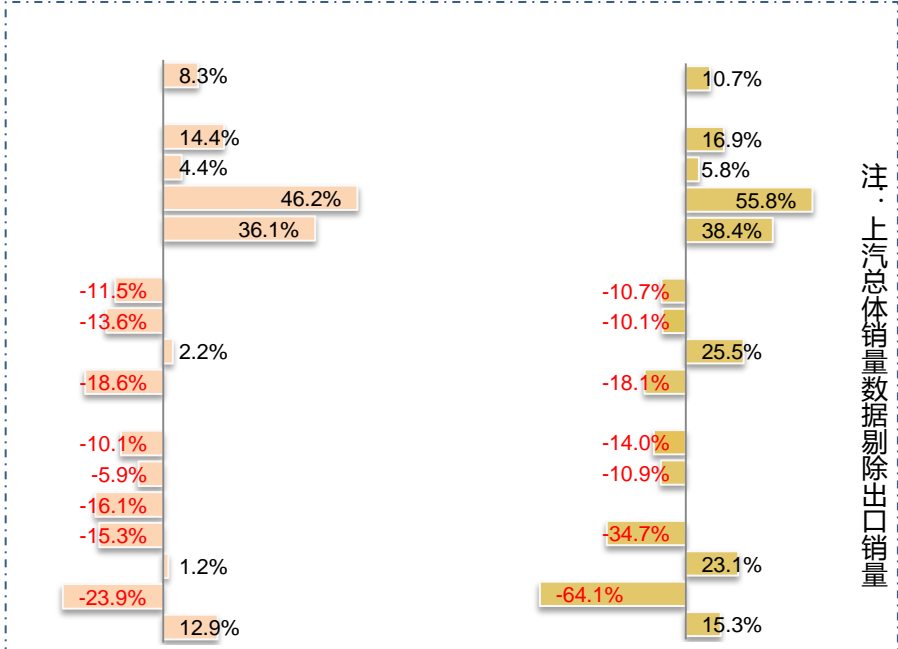
6

		2014	2013	
		111.6	86.1	29.7%
		348.5	310.0	12.4%
		460.1	396.1	16.2%
		87.3	97.0	-10.0%
		14.6	17.5	-16.9%
		101.9	114.5	-11.0%
		562.0	510.6	10.1%

2014	562
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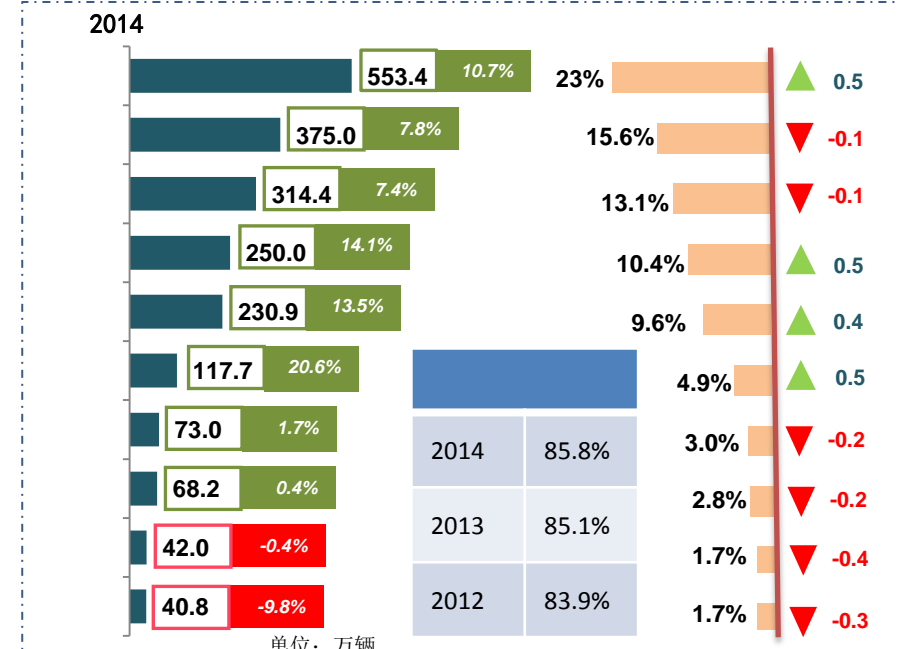
*

MG



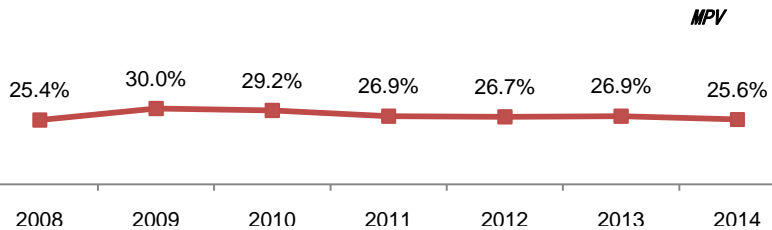
注：上汽集团销量数据剔除出口销量

2014



2014 0.5 23%

	2013	2014	
	230,020	180,018	-21.7%

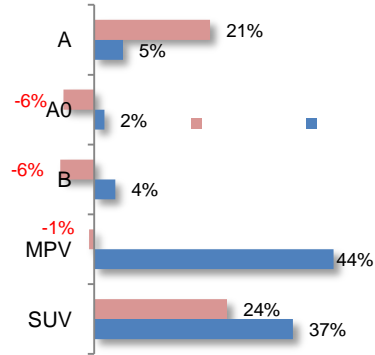
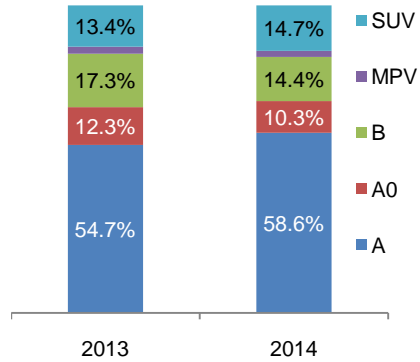


2014



MG ;
100%
90% 30%

2013-2014



2014



2013	1,293,808	231,200	1,525,008
2014	1,442,616	282,390	1,725,006
	+11.5%	+22.1%	+13.1%




B

CSI J.D.Power SSI

2 7

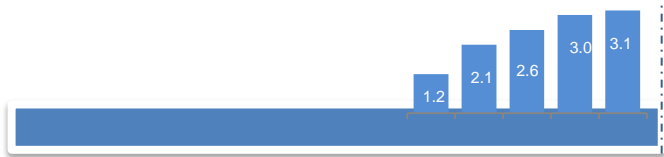


2014
 , 64%
 1600

	 CHEVROLET			
2013				
2014	767,140	919,518	73,500	1,760,158
	+7.3%	+13.5%	+47.0%	+11.7%

AT-S-L
 30%

MPV



()



14.5%

G10

V80

4000

74

—2014

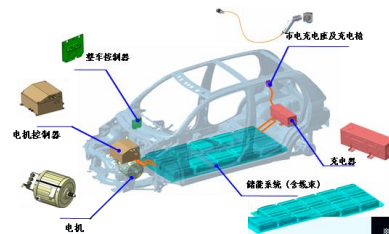


米其林必比登挑战赛 成都2014

2014

4106

6 2014



2014

6





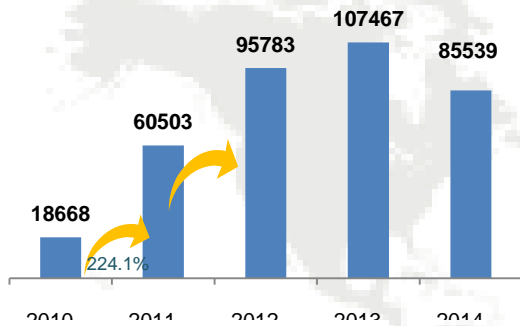
O2O



车享汇

O2O

1



8.6

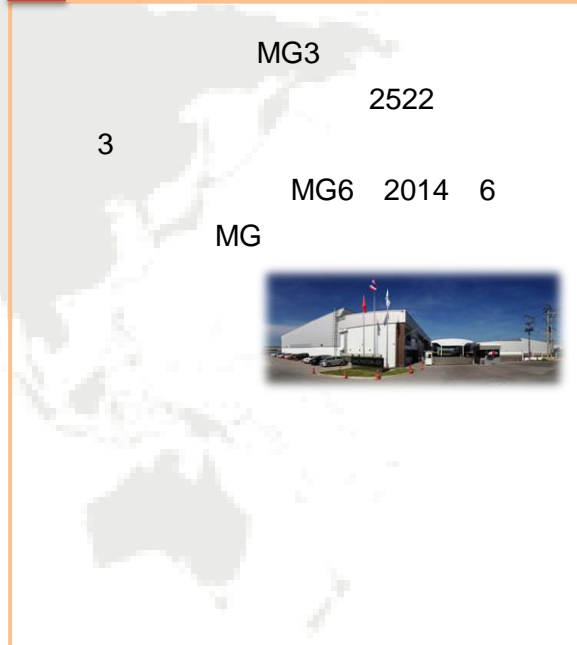
20.4%

5

2



3





OEM

EDU

DCT250

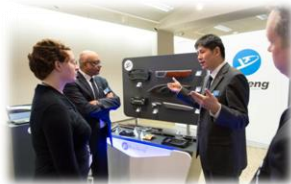
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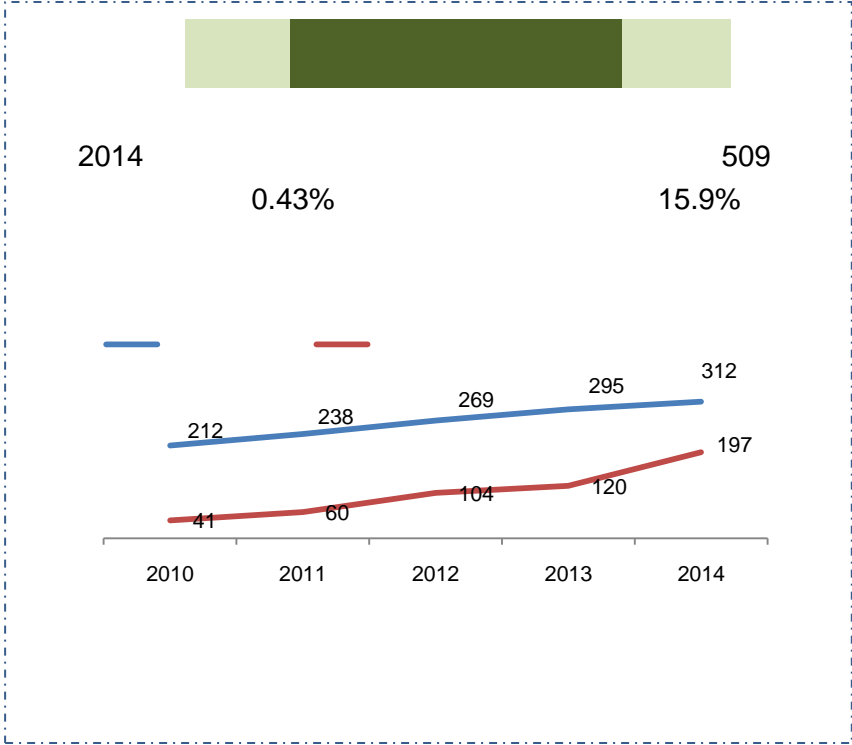
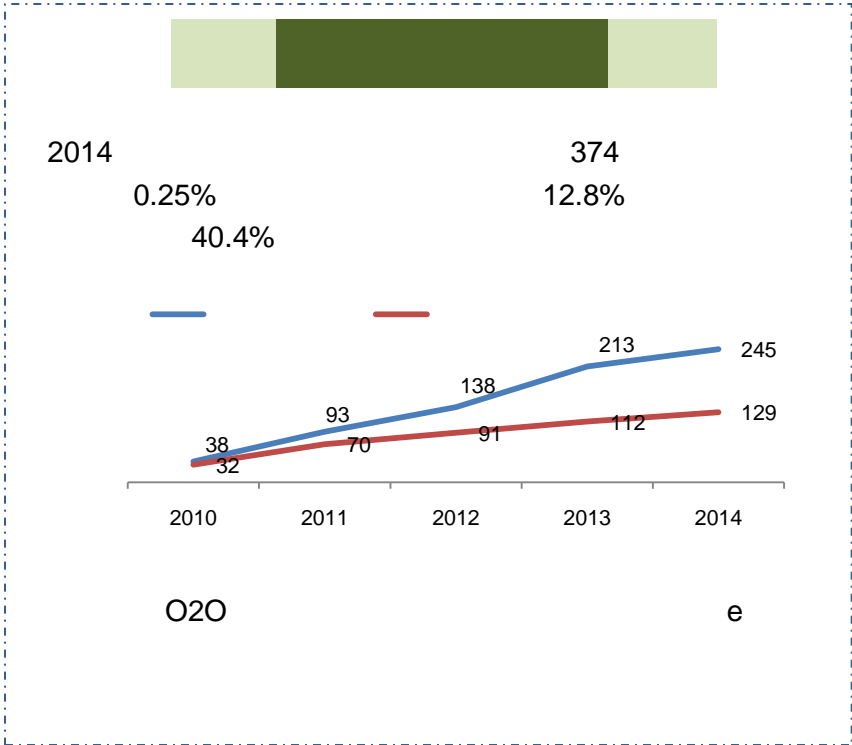
2014

789

9.4%

4318





财务情况



2014

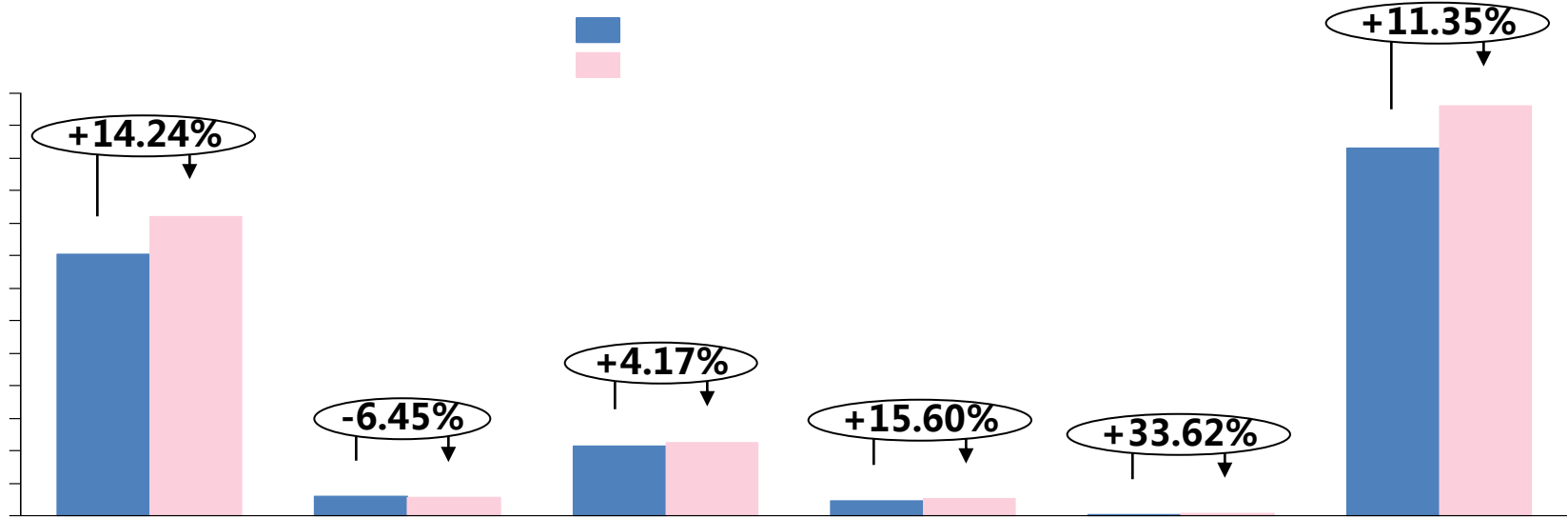
	2014 1-12	2013 1-12	
	562.02	510.58	10.07
	6300.01	5658.07	11.35
	382.51	355.84	7.49
	279.73	248.04	12.78
	2.537	2.250	12.76
	2.351	2.066	13.79
	2.112	1.869	13.01
	232.84	206.03	13.01
%	18.97	19.07	0.10

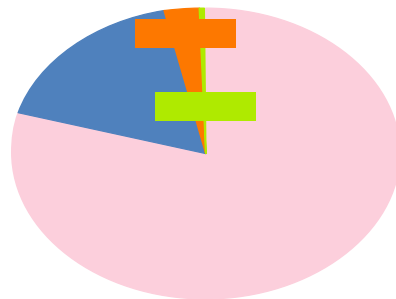
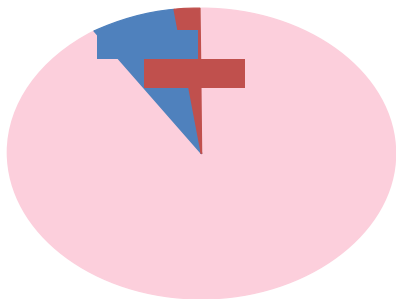
2014

	4,148.71	3,736.41	11.03
	1,849.99	1,617.32	14.39
	1,576.64	1,377.57	14.45
	14.30	12.49	14.49
%	55.41	56.71	1.30









	单位: 万元
	2,530,064
	193,716
	59,688
	2,783,467

	单位: 万元
	2,012,968
	429,505
	72,824
	14,767
	2,530,064



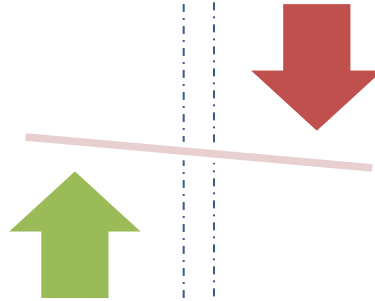
2014 1-12				
0.00	18.02	0.00	18.02	0.00
0.41	50.30	0.00	50.63	0.08
0.41	68.32	0.00	68.65	0.08
	1.09%		1.09%	

2014 1-12				
0.00	16.35	0.00	16.35	0.00
0.00	18.54	0.00	18.54	0.00
0.00	34.89	0.00	34.89	0.00
	22.80%		22.80%	

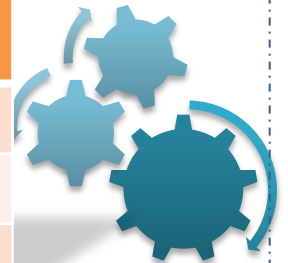
第一部分 2015年市场预测

2015

2015



	2014	2015	%
	1944.0	2120	9.1%
	464.1	460	-0.9%
	2408.2	2580	7.1%



2015

1

2

3

4

5

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