

DS AUTOMOBILES

前卫·巴黎

Conférence X-Auto

"Le Défi du premium français en Chine, l'expérience du lancement de la marque DS"

Gilles Boussac (X80) - CEO CAPSA (Changan PSA)

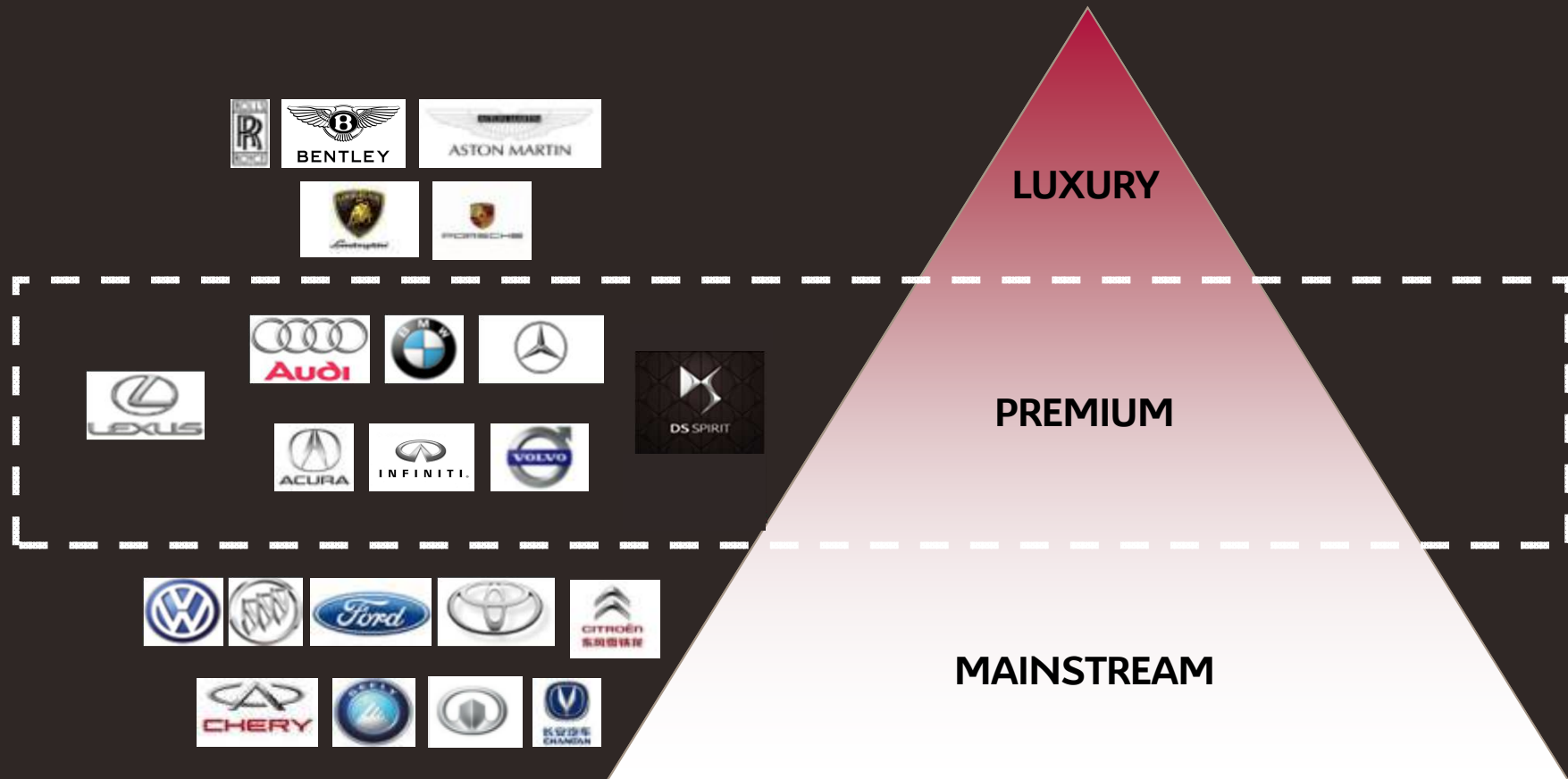


Welcome to Premium World in China

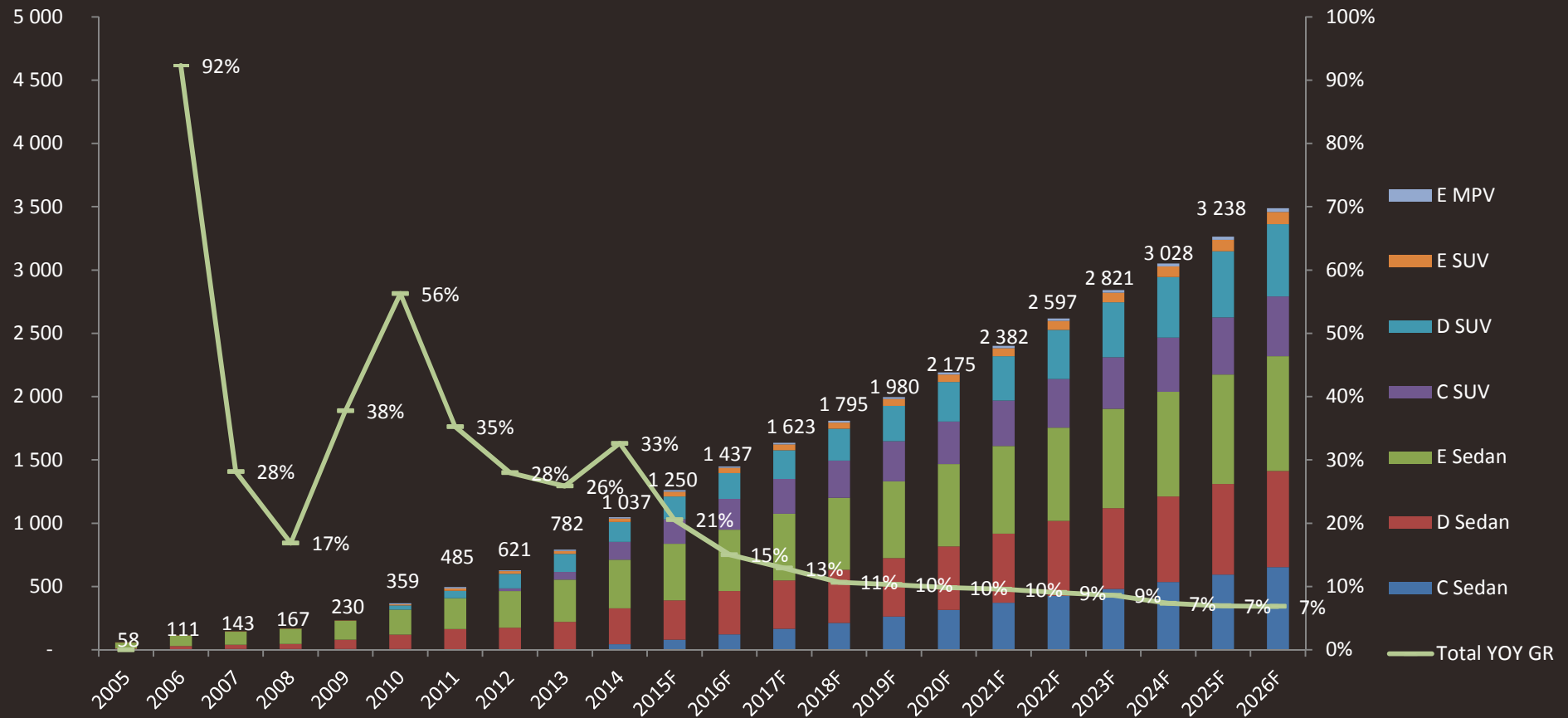
DS Challenge

2015/04/27

0- Chinese Premium car market



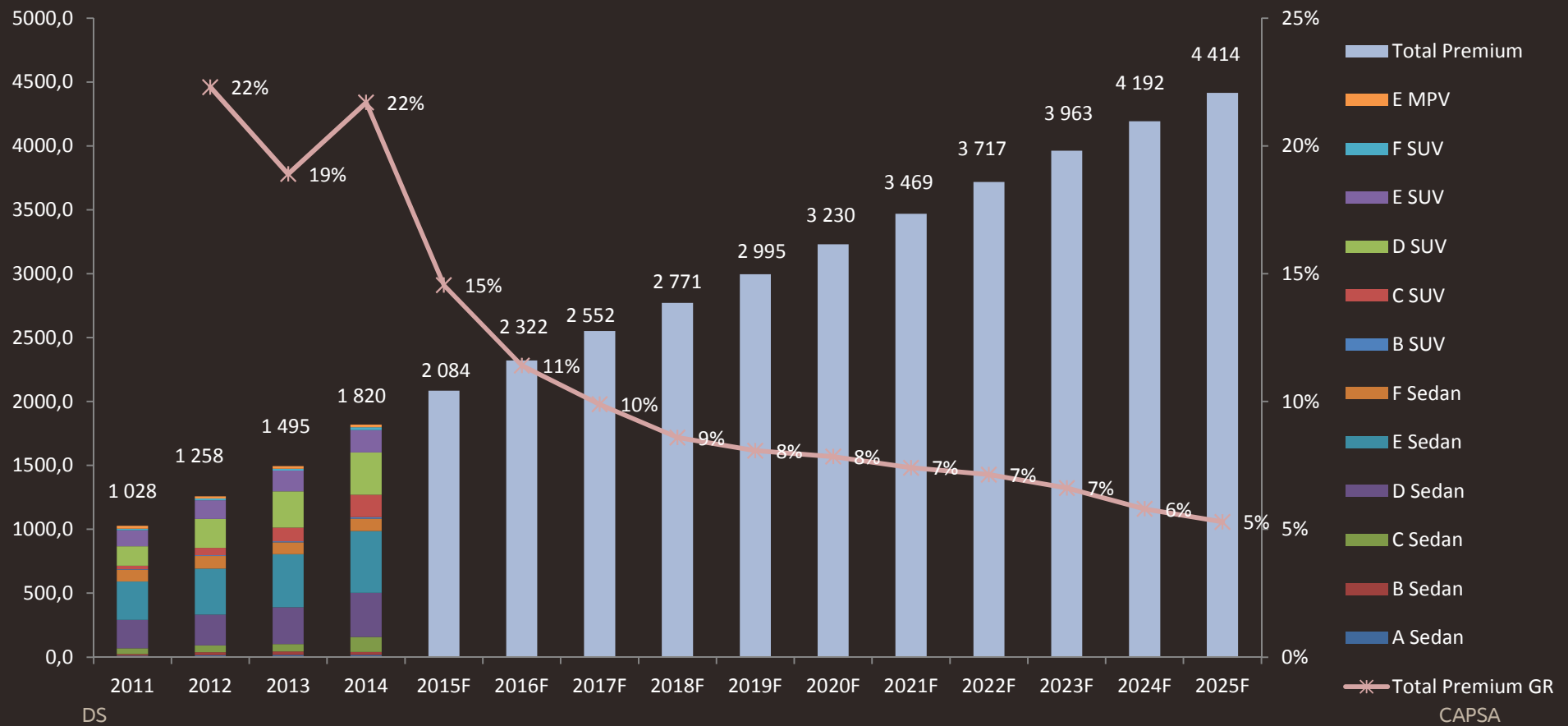
Chinese Local Premium car market



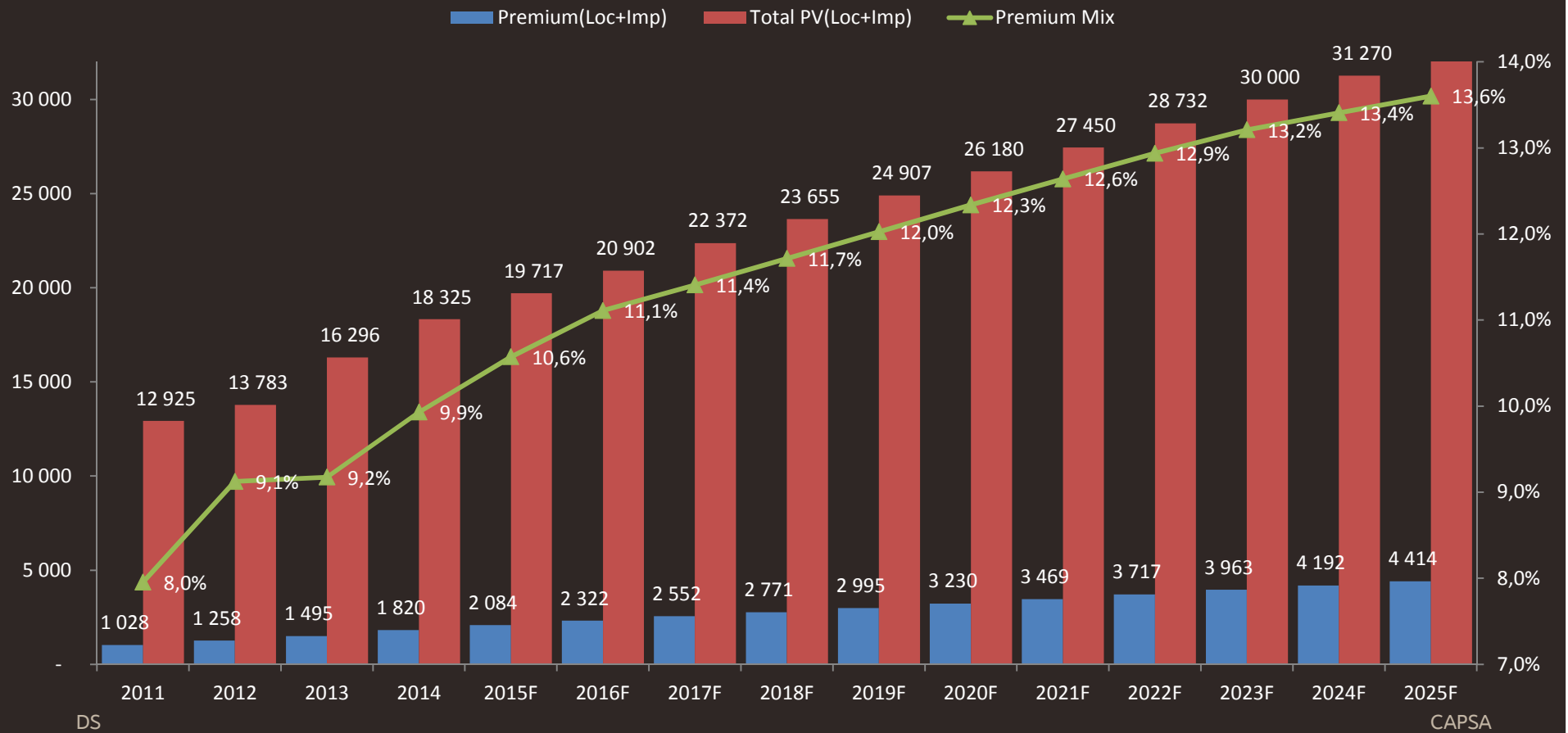
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Chinese Premium total (local + imported) car market

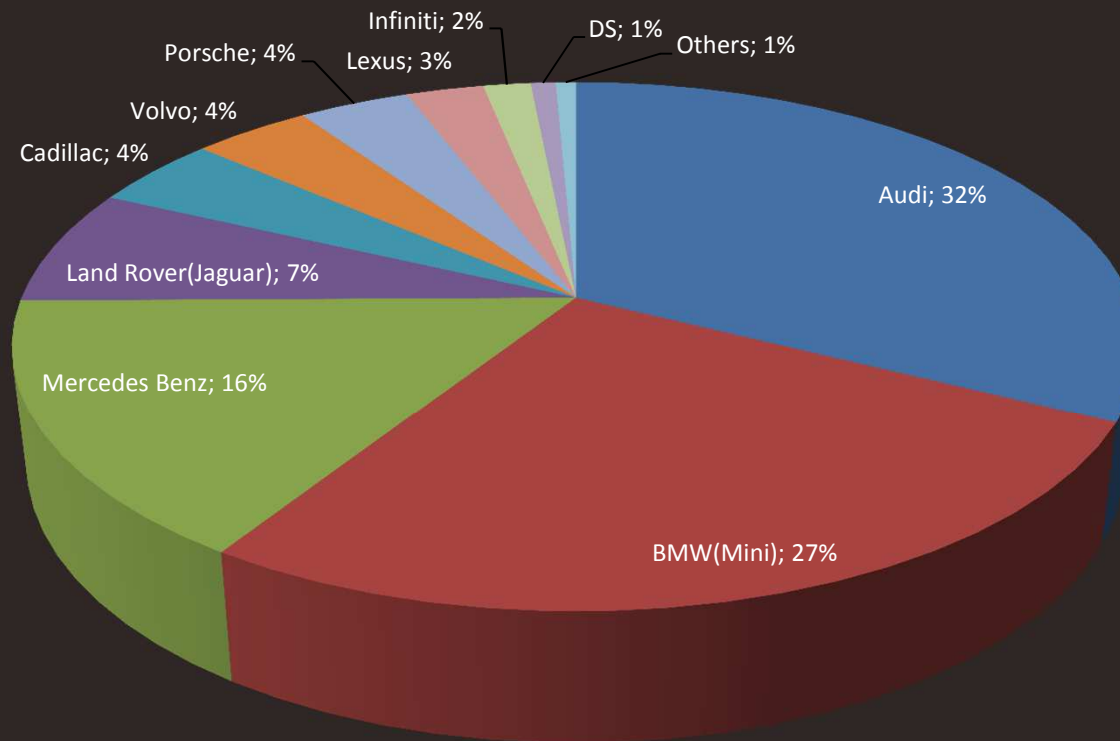


Chinese Premium car market

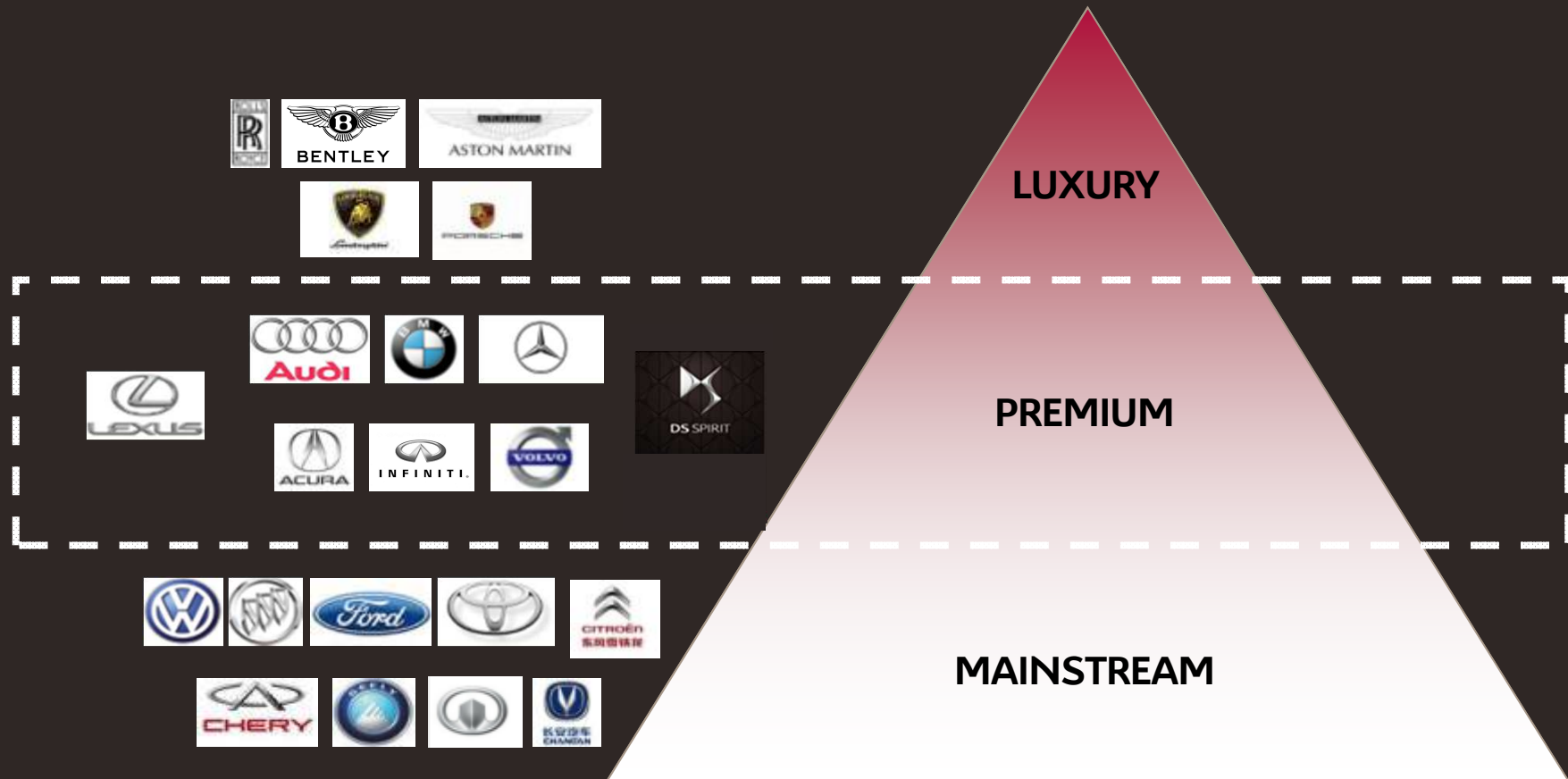


Chinese Premium car market

MKS in 2014



1- DS Positioning





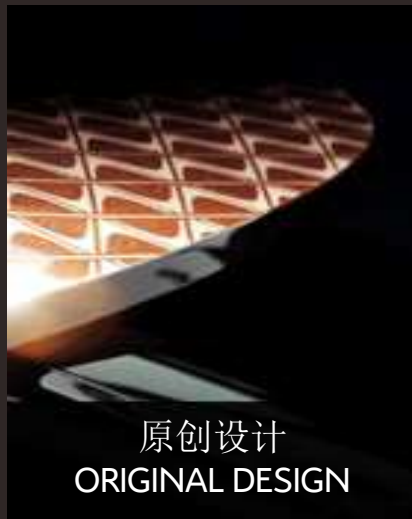
DS SPIRIT

DS, a New Generation of Premium Brand

DS is a Premium Brand



DS Brand DNA



原创设计
ORIGINAL DESIGN



精湛工艺
REFINEMENT



人性科技
HUMAN-FRIENDLY
TECHNOLOGY

品牌差异点 Brand Differentiation

原创设计
ORIGINAL DESIGN

精湛工艺
REFINEMENT

人性科技
HUMAN-FRIENDLY
TECHNOLOGY

经典传承 HERITAGE

传承50多年历史，1955年巴黎车展首日订单即达到12000。

法式精湛及太空科技时代的象征。

Inheriting 50 years history, reaching 12 000 orders in Day 1 Paris Auto Show.

Is the symbol of French craftsmanship & advanced technology.

品牌基础和故事 Foundation & Story

经典传承
HERITAGE

高端品质
HIGH QUALITY

DS is ...

DS was...

来自巴黎的创新精神

Innovative Spirit From Paris

Original Design 原创设计
Technology for Well Being 人性科技

Refinement 精湛工艺
Heritage 经典传承
High Quality 高端品质

Innovative Spirit from Paris 来自巴黎的创新精神



DS

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CAPSA

2- DS Customer Profile: "Independent Modern Elites"

- Independent Spirit 独立精神
- Admired For Unique Personality 拥有独特个性
- Cosmopolitan Spirit 时尚都会精神
- Enjoyment, Quality of Life 追求高品质生活
- Desire to be a Trendsetter 引领潮流者.



3- DS Launch in China

First 4S store in june 2012 – Start of sales with imported DS3, DS4 and DS5



4- Local Products

DS 5 (sept 2013)



DS SPIRIT

“飞”同凡想 跨界领航

全新DS5 新世代豪华跨界车

创所未见的巴黎灵感,突破想象,独辟跨界格局
精湛工艺,搭配航空式驾驶舱,升华驾驭体验
高效THP200双涡轮增压引擎,释放澎湃动力
全新DS5,汇集万千倾赏,蓄势锐意而出

源自巴黎的创新精神

官方网站: www.ds.com.cn
贵宾热线: 400-650-5556
关注DS精神: weibo.com/dsspirit

苏菲·玛索 Sophie Marceau

DS

上海绿地北诚汽车销售有限公司 上海市闸北区康宁路968号 021-64310011

All New DS 5 Launch Event (Shenzhen)



DS

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DS 5LS (march 2014)



DS SPIRIT

TASTE

- Dual zone intelligent automatic climate control with 0.5°C adjustment
- NAPPA® SEMI ANILINE leather
- Rear central air conditioning
- Zebra stripes
- Dynamic alarm
- Full digital dashboard

DS CONNECT

- Start/Stop engine system
- Keyless entry system
- ESP
- ABS

TOUCH THP200

- 200 HP power and 270 Nm torque
- Double injection turbo engine
- DS Performance
- DS Performance

T时代驾临

DS 5LS 全感官豪华轿车

TASTE | 顶级真皮内饰，搭配“DS之翼”飞翼式前脸设计，宣告革新之力

THP | 双涡轮增压增压发动机，释放200马力澎湃动感

TOUCH | DS CONNECT 智能互联，触感未来人性科技

DS 5LS 赋予全感官体验，打造T时代新生之作

源自巴黎的创新精神

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DS CONNECT
新世代互联驾行

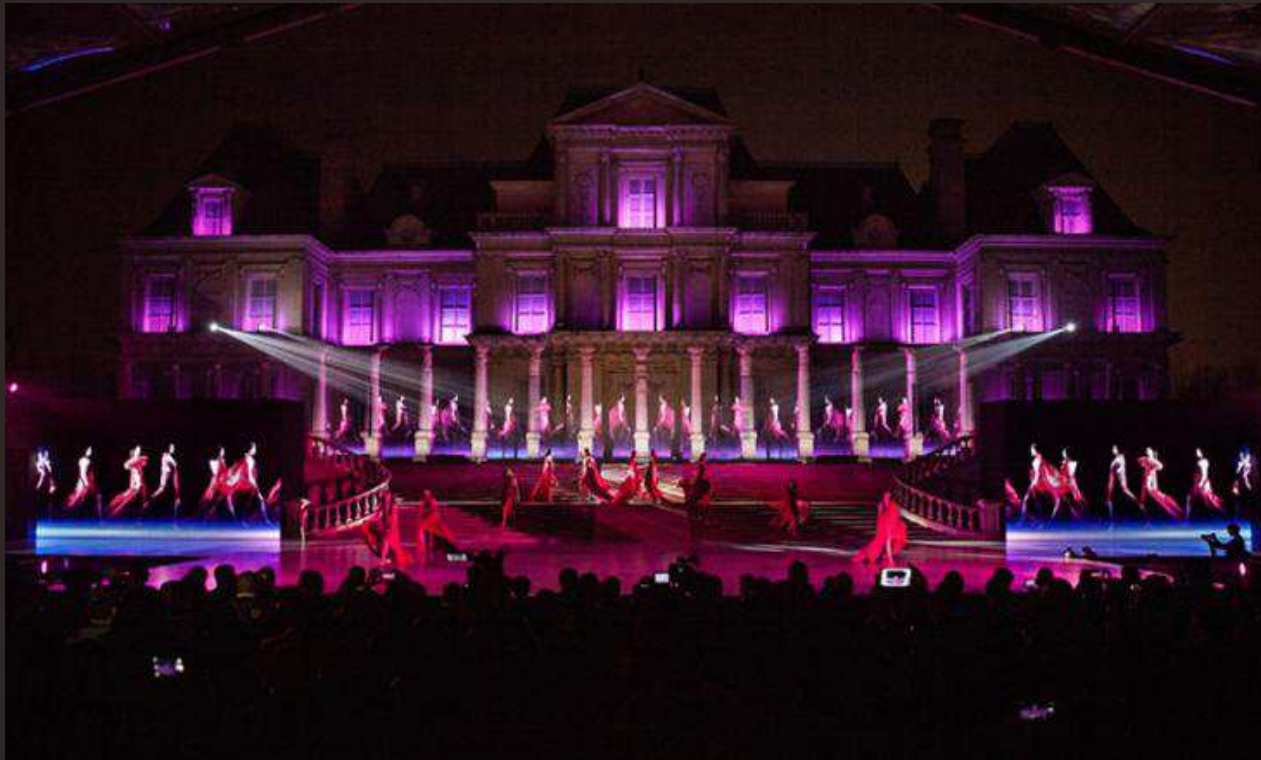
DS 5LS Media Test Drive (Sanya)



DS

CAPSA

DS 5LS Launch Event (Beijing – Chateau Laffitte)



DS 6 (sept 2014)



DS SPIRIT

DS 6 野性优雅豪华SUV 狂野上市

动感亦美感，征服未知路途，又征服倾覆目光。THP 200双涡轮增压压发动机，GRIP CONTROL多路况适应性系统，以全能驯服野性。NAPPA+SEMI ANILINE表链式豪华真皮座椅，以精美领奢优雅。当力与美契合新生，DS 6取野性，愈优雅。

源自巴黎的创新精神



DS CONNECT
新世代互联驾行



苏菲·玛索
Sophie Marceau



官方网站: www.ds.com.cn
贵宾热线: 400-650-5556
关注DS微信: DS精神

DS

长安PSA荣誉出品

DS 6 Media Test Drive (Sichuan)



DS

CAPSA

DS 6 Launch Event (Beijing – Great Wall)



5- DS World Shanghai (march 2013)



DS



CAPSA

6- Events and Sponsorship



DS

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CAPSA

Shanghai Fashion Week



DS

CAPSA

Mission Hills Golf Club



DS

CAPSA

DS World Modern Art Exhibition



DS



CAPSA

50th Anniversary Sino/ French Diplomatic Relations



DS



CAPSA

Chinese New Year Gala



DS

CAPSA

DS 60th Anniversary (begin in June)



DS 60周年

DS 60th Anniversary

传承•未来

Heritage • Future

From the past to the future

DS always hold the spirit of audacious, uniqueness and progressive

and keep moving forward

7- DS Service

DS Service Brand has been launched in 2012 Guangzhou Auto Show



DS Connect

DS Telematics Brand have been revealed in Paris on 19th of December 2013



DS CONNECT
新 世 代 互 联 驾 行

8- DS Network

Frontage with curtain wall and central pillar (showroom entrance)



The full view of showroom



Center Hall



Welcome Area



One to One Aftersales Reception



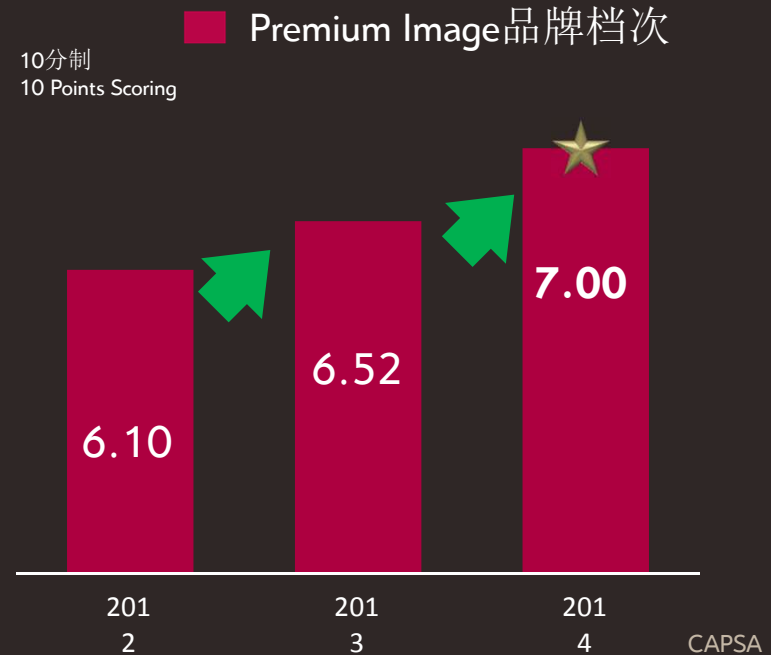
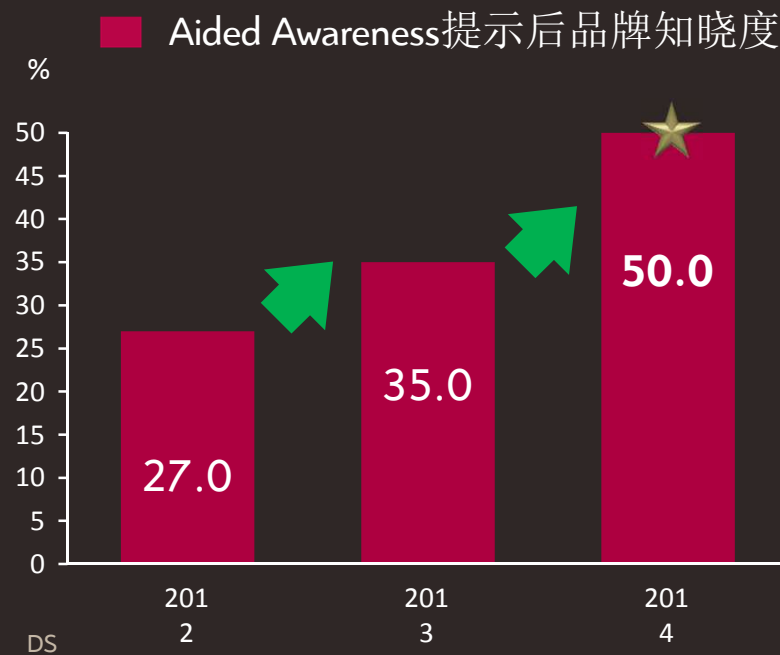
AfterSales Lounge



9- DS figures

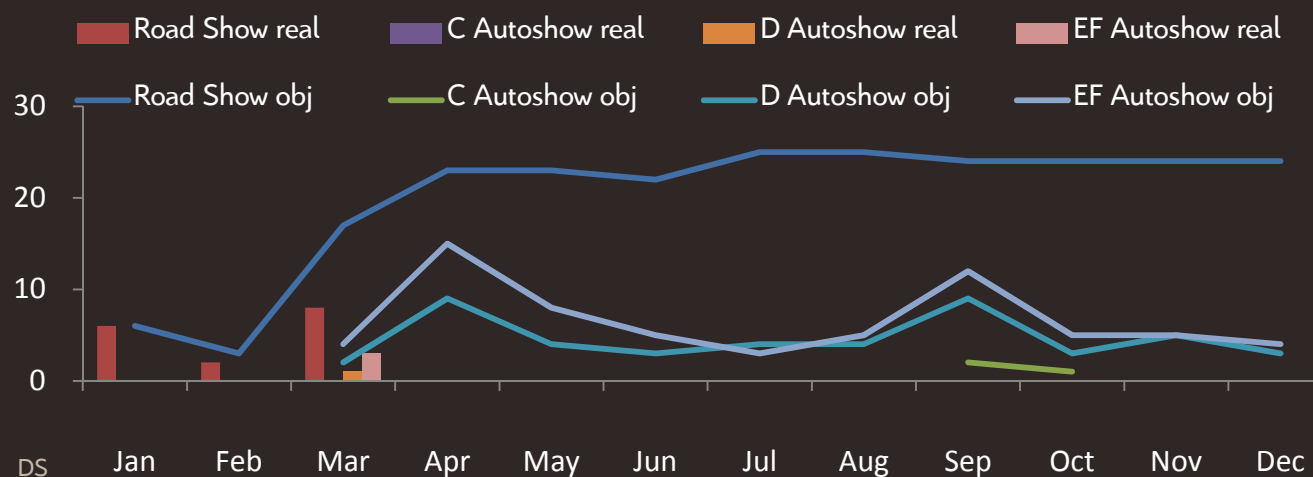
Review of Y2014 Brand Awareness and Image

DS's brand performance continues to improve significantly in premium market and has exceeded the target by the end of 2014.



Dealers Activities – Road Show - Regional Motor Show

Dept. and Action		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2015 Total
MKT	Road Show obj	6	3	17	23	23	22	25	25	24	24	24	24	240
	Road Show real	6	2	8										6
	C Autoshow obj				1		2			2	1			6
	C Autoshow real													0
	D Autoshow obj			2	9	4	3	4	4	9	3	5	3	46
	D Autoshow real			1										0
	EF Autoshow obj			4	15	8	5	3	5	12	5	5	4	66
	EF Autoshow real			3										0



Situation analysis

Have improved methodology of dealing with data collected and follow-up and its accuracy.

Improvement & Execution

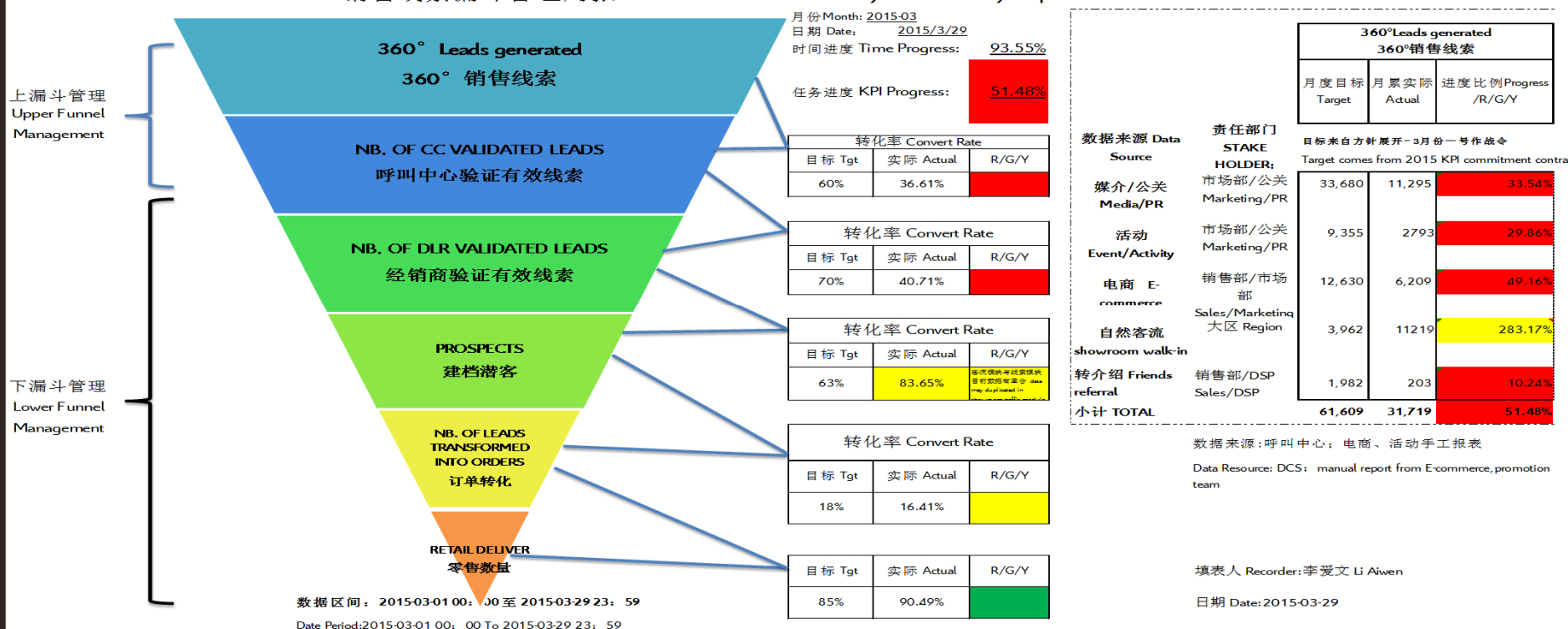
Further improve the planning and data follow-up.

2015Y Mar DS Sales Leads Status

Situation Analysis

1. Upper funnel: not enough leads from media/PR activity, E-commerce: low leads validation rate
2. convert rate from orders to retail delivery has been meet the target for the continuous two weeks and slowly improving;

DS 销售线索漏斗管理周报 DS Sales Leads Funnel System Weekly Report

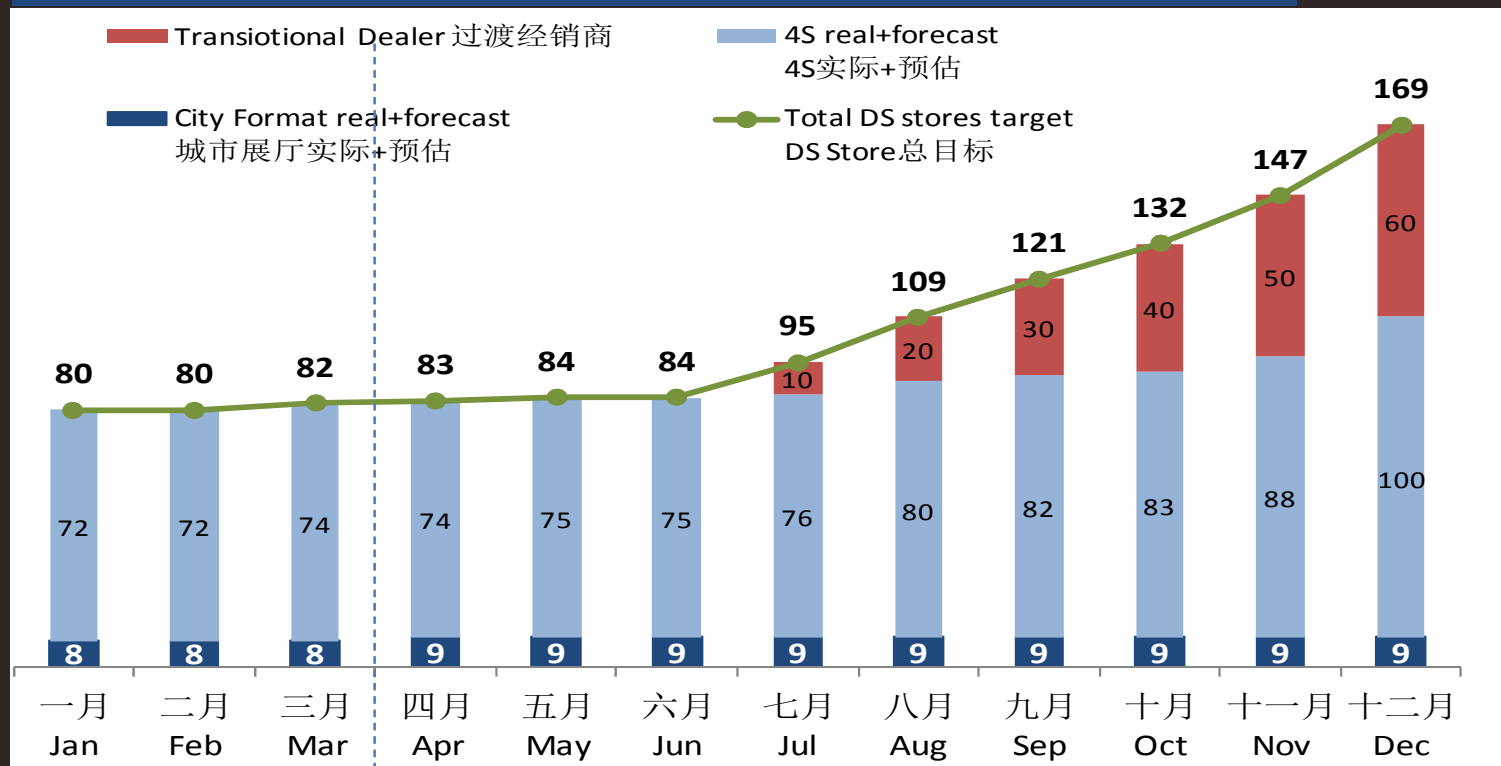


2015 – Deliveries March + YTD

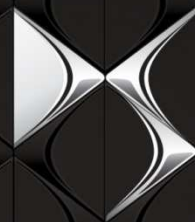
- Retail Volume in Mar. is much higher than budget.
- Whole-year retail progress 14%.

2015 – Network Development - March + YTD

2015 Network Development analysis - DS Stores



- 74 4S Store in operation
- 100 MOU already signed
- Ambitious targets for 2016



DS AUTOMOBILES

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