Introduction to Chery South Africa

- Tony Liu
- CEO of Chery Group SA

Chery Group—History

- Chery Holding Group was founded in 1997 and is a diversified group with the automotive value chain as its core business.
- Chery Automobile is one of the Chinese automotive brands that have surpassed 10 million in sales.
- In 2024, the company’ s revenue exceeded 480 billion, and its sales reached 2.6 million units.

Tough Entrepreneurshi



1999.12
The first Chery sedan rolled off the production line.



2007.08
The one-millionth vehicle rolled off the production line.



2021
Chery engines have won the "Heart of China" honor.



2022.10
For the first time in the year, 1 million vehicles rolled off the production line.



2023.08
"Annual total sales exceeded 1 million units."



2024.08
"Entered the Fortune Global 500, ranked 385th."



2024.10
Chery's 15 Millionth Vehicle Rolls off the Production Line



Phase Ⅱ
Rapid growth

Phase Ⅲ
Strategic Transformation

Phase Ⅳ
NEW STAGE

0.73mil
0.96mil
1.23mil
1.88mil
2.60mil
2.88mil

1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

Chery Group 2025 Performance

CHERY

Group Sales of 2025

2.80 mil

YOY 8%

Global Customers

18 mil

Export Sales of 2025

1.34 mil

Rank No.1 in Chinese brand export

One Car Sold Oversea per

23 seconds

NEV Sales of 2025

0.9 mil

YOY 55%

Global Coverage

180+

Markets and Regions

Sales Forecast of 2026

3.2 million



Powering the Future: The Worldwide NEV Expansion

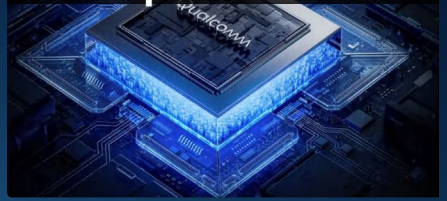
Carbon Neutrality



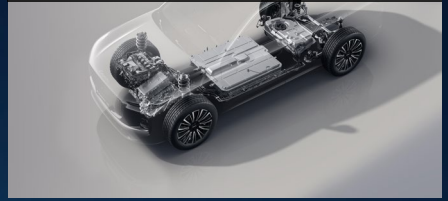
Industrial Upgrading

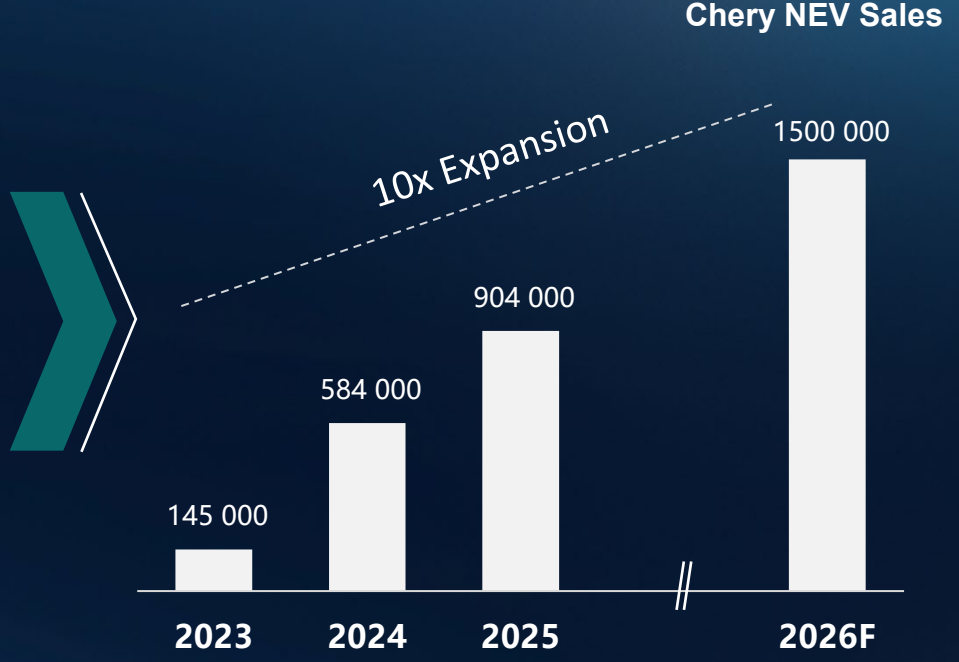


Technological Empowerment



Advanced Platform





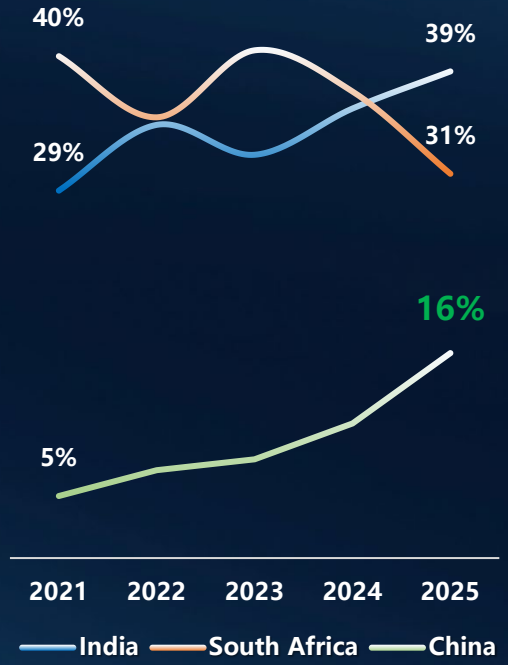
Market Overview

2025 Sales: 596,818 units, YoY +20.02%; India import surge to 39%; Chery takes up 6% Marketshare

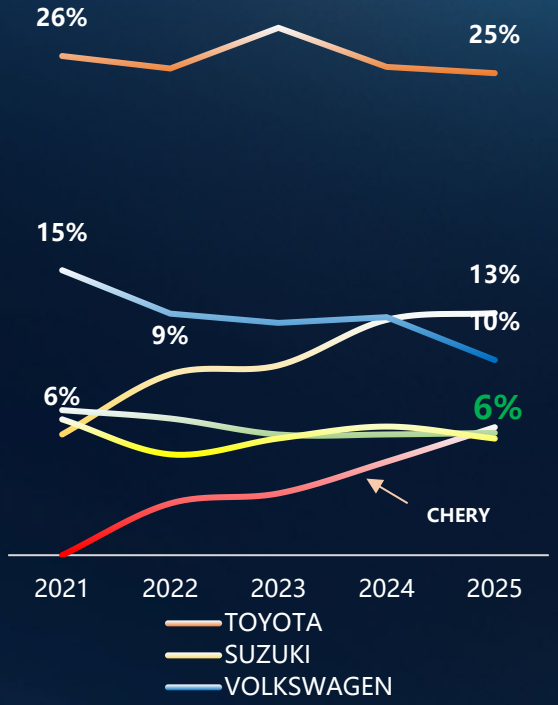
Growth of SA Market



Country of Origin



Brand Performace



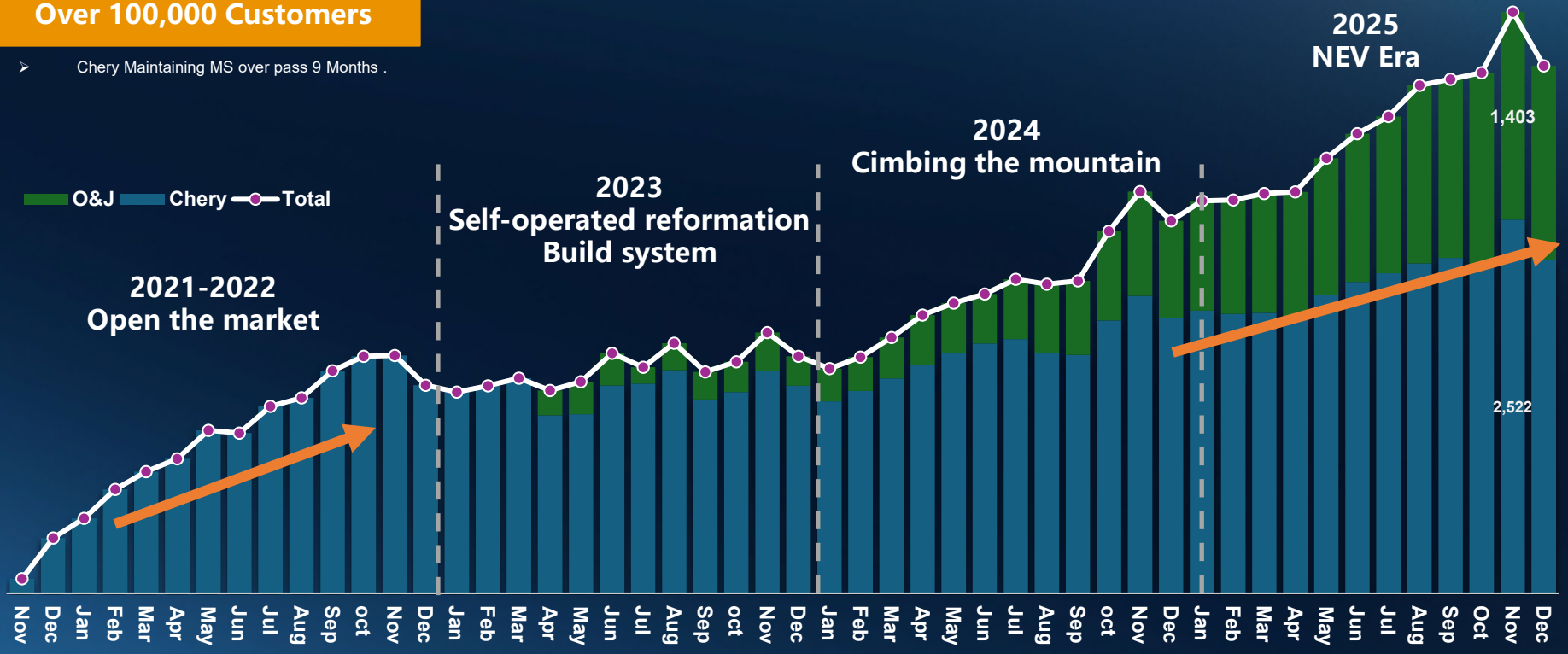
CHERY SA - Sales Performance

CHERY SOUTH AFRICA 2025 sales volume 37,923, YoY +54%

Passenger maketshare 9%, No.4 in South Africa

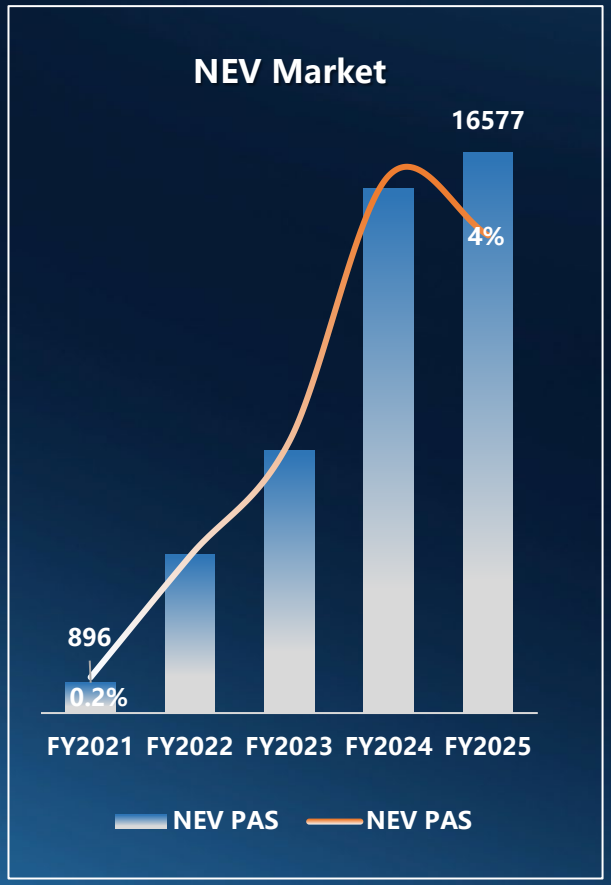
Over 100,000 Customers

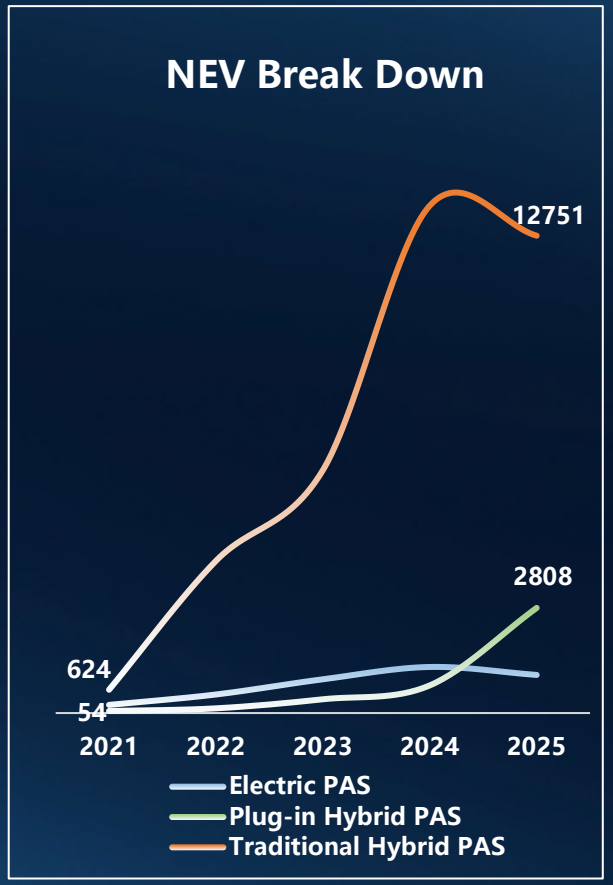
- Chery Maintaining MS over pass 9 Months .



NEV is the Future

2025 NEV sales: 16,577 units (+18.69% YoY); NEV penetration at 4.37%, slightly down YoY; Chery Group holds ~40% PHEV share.





PHEV Performance 2025

Type	2025	Share %
Total	2808	100%
Chery Group	1341	48%
HAVAL H6	448	16%
CHERY Tiggo 7	419	15%
JAECOO J7	317	11%
BMW X3	289	10%
OMODA C9	218	8%
CHERY Tiggo 8	176	6%
CHERY Tiggo 9	156	6%
BMW X1	138	5%

Key Barriers of NEV in South Africa

CHERY



Chery Group - Technology - BEV

To continuously build leading BEV technology

Build the world's leading BEV technology

Fast Acceleration-3S
(0-100km/h)



800kW Vector Motor

Fast Charging-8min
(10-80%)



KV high-voltage plat.

Long Range-81%
(achievement rate)



6C Fast Charging

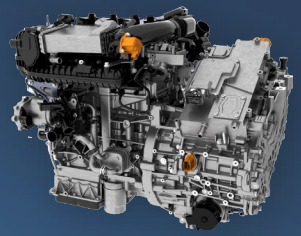
Chery Group - Technology - PHEV/REEV

To continuously build No.1 Super Hybrid

Build the world's No.1 Super Hybrid technology

Low Fuel Cons. - 3L

5L/100km



Hybrid Gen 5

Thermal Efficiency: 44.5%
DHT Efficiency: 87%

3L/100km (EU7)

Hybrid Gen 7

Thermal Efficiency: 48.57%
DHT Efficiency: 93%

Long Range-1600→2000Km+



Mexico



Thailand

CHERY SA - Multi-Brand Strategy

Change Trend of Customer Group

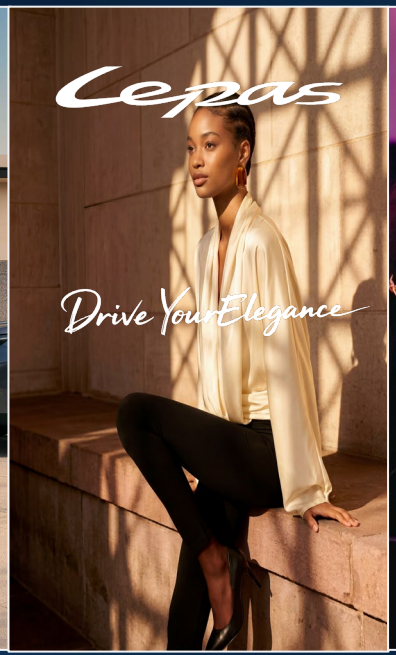


The younger generation of consumers are more inclined towards fashion and modernization , achieve 29% in 2030.

CHERY SA - Multi-Brand Strategy

CHERY











CHERY SA - Product Layout

Comprehensive planning for hybrid power across all brands, aiming to become the global leader in hybrid technology through PHEV, HEV, and REEV.

CHERY

TIGGO 9
(ICE+PHEV)



TIGGO 8
(ICE+PHEV)



TIGGO 7
(ICE+PHEV)



TIGGO 4
(ICE+HEV)



TIGGO 2
(HEV+BEV)

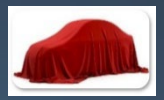


KP31 PUP
ICE/HEV



T1T-P
ICE/BEV





TIGGO 1
(BEV)

OMODA | JAECOO

C9 (RX)
(ICE+PHEV)



C7
(ICE+PHEV)



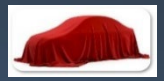
C5
(ICE+HEV/BEV)



C3
(ICE+PHEV/BEV)



MPV



M1F-O Sedan
ICE/BEV/PHEV

J8
(ICE+PHEV)



J7
(ICE+PHEV+HEV)



J5
(ICE+HEV/BEV)



T1T-J
ICE/BEV



LEPAS

L 8
(ICE+PHEV)



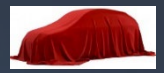
L 6
(ICE+HEV/PHEV/BEV)



L 4
(ICE+PHEV)



L 2
(IHEV)



iCAR

V23
(BEV/REEV)



03T
(BEV/REEV)



03
(BEV)



05
(BEV/REEV)



Chery Group – CHERY DEALER DEVELOPEMENT





Current Network **90**

2026 Target **95**



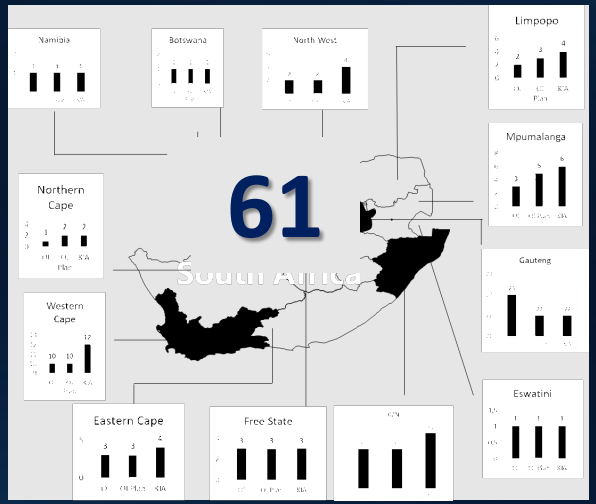




Chery Group- OMODA & JAECOO DEALER DEVELOPMENT





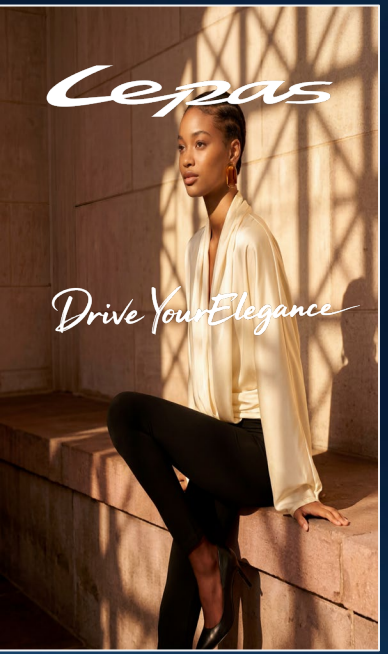




Current Network **61**

2026 Target **75**

Chery Group – LEPAS DEALER DEVELOPEMENT







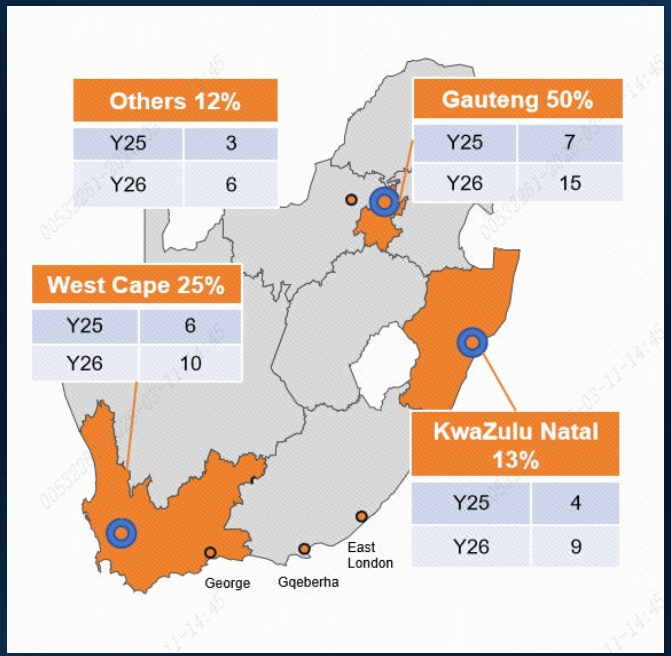


Current Network IOL **24**

2026 Target **40**

Chery Group- ICAUR DEALER DEVELOPMENT







Current Network IOL **23**

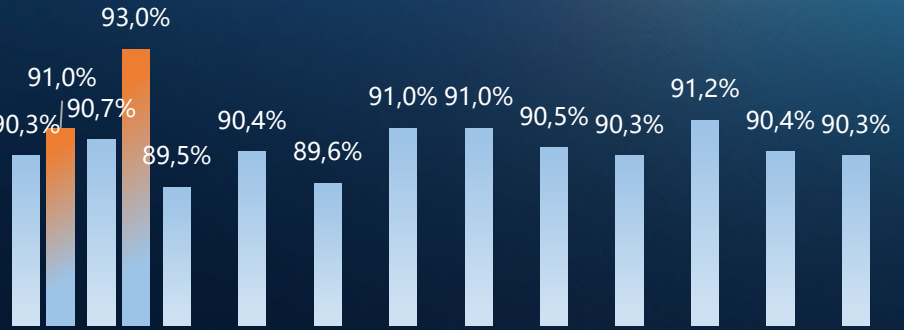
2026 Target **40**

Chery Group- Aftersales

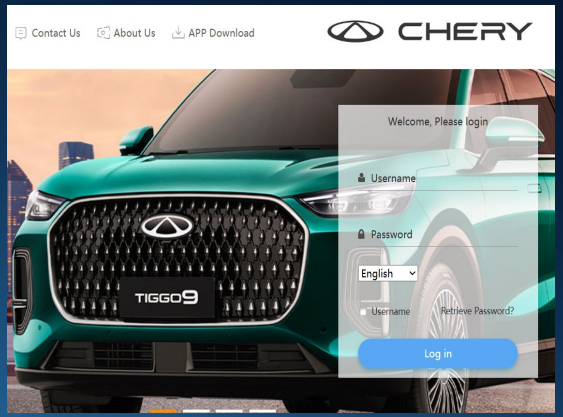
SSI



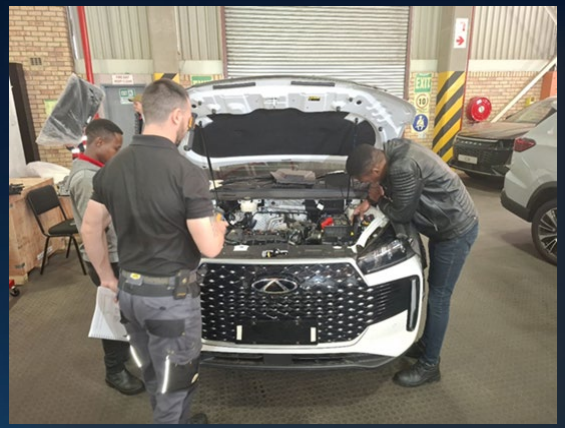
CSI



Online Training



Training



Focus on NEV training



CHERY: Ancient Chinese wisdom meets modern tech

ICE → Intelligence → AiMOGA







Chery South Africa- AiMOGA

CHERY

Born to be useful

Solving real-world problems via innovation

Sales Assiatance



Extreme work conditions



Child without caring



Hospital reception & guidance

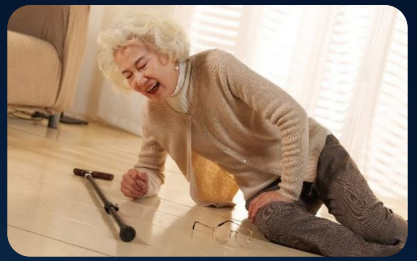




Training & Education



Dangerous Operation



Elderly Care



Hadicapped

Chery South Africa’ s Vision

In South Africa



For South Africa



Be South Africa




Let’s join hands for our future !