

# EN ROUTE

| YUTONG NEWSLETTER

| ZHENGZHOU YUTONG BUS CO., LTD

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## Customer-orientation and Staff-orientation

Here we are——Yutong's marketing activities in Latin Americas

### YUTONG SHINES AT CHINA BEIJING INTERNATIONAL BUS & TRUCK EXPO

Arise at the right moment  
——Yutong ZK6132H



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# PREFACE

## Customer-orientation and Staff-orientation



Tang Yuxiang  
President of Yutong Group

“Customer-orientation and Staff-orientation” is regarded as the management philosophy of Yutong, since staying in a highly competitive industry, a company will not exist if it has no customers and if there is no staff, a company can not exist either. This is a basic truth.

Yutong’s existence value is to do products and services well with a highly responsible attitude, provide safe, reliable, energy-saving, cost-effective products to customers and offer customers service experience in comply with the No.1 bus brand in China and beyond their expectations. Only through this way, the company can get the customer’s long-lasting recognition and have a sustainable development. Yutong’s key to success is to adhere to “Customer-orientation” and insist on providing products and services needed by customers and creating value for customers. If you can not accomplish this, the company will not have competitiveness and can not win the trust of customers.

Meanwhile, Yutong must recognize that it needs excellent and talented staff to provide good products and services to customers. Without a large number of outstanding and competent staff, it can not implement the “Customer-orientation” philosophy well. Therefore, the implementation of “Customer-orientation” relies on “Staff-orientation”. Therefore, selecting and training excellent staff, creating a healthy and harmonious corporate culture and maximizing the motivation, initiative and creativity of staff are the basis to achieve “Customer-orientation” with high standards, which are also the basis for the development of the company.

The customer-orientation is the fundamental requirement for the survival and development of Yutong while the staff-orientation is the basis and guarantee for the implementation of customer-orientation. Both two are the guideline of our business and the basis of performing social responsibilities. Whether we can implement the “Customer-orientation and Staff-orientation” philosophy with high standards or not is related to the survival and development of the company and the competitiveness of the company as well as whether the company and staff can shoulder the social responsibilities or not. All the staff of Yutong Company should give priority to the overall interests of the company, not care about the personal gains and losses, do the work related to “Customer-orientation and Staff-orientation” well and embody it in our products and services so as to continuously enhancing our competitiveness.

陈云华





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## Yutong new energy buses contribute to world's first city with two BRT ring-roads



The Bus Rapid Transit (BRT) route of the Third Ring-road was officially put into operation in Zhengzhou on June 26. The route

adopted the largest city bus model in China – Yutong plug-in hybrid city bus ZK6180CHEVNP3, and the length of the bus reaches 18 meters.

The 490 plug-in hybrid city buses newly put into operation for the BRT route of ring-road include 180 units of Yutong 18-meter plug-in ZK180CHEVNPG3 city buses for trunk route and 310 units of 12-meter plug-in ZK6125CHEVNPG4 city buses for branch routes. This is the first time in China to apply plug-in city buses to the BRT route in large quantity.

The operation of nearly 500 Yutong plug-in city buses on the BRT routes of the Third Ring-road in Zhengzhou marks Zhengzhou city has become the first city in China and even in the world which has two BRT ring-roads, having the significance of milestone in the development of the city.

## Yutong Heavy Industries attends Conexpo-Con/Agg



BAUER of Germany, MAIT and SOILMEC of Italy and some other companies also take the drilling rigs as their main exhibits and Yutong Heavy Industries competed with them on the expo in Las Vegas. During the expo, Yutong Heavy Industries mainly received three partners who have agencies. They have more than 30 customers in North America, and an intended demand of two rotary drilling rigs was achieved on site.

Li Yong, chairman of the board of Yutong Heavy Industries, saluted the on-site working staff and conducted a friendly communication with the general manager of its partner PACO company, laying the foundation for its future cooperation in the North American market.

Conexpo-Con/Agg held in Las Vegas is one of the world's three major exhibitions of construction machinery, and the other two are Bauma (German) and Intermat (France). Yutong Heavy Industries attended the expo and witnessed the grow-up of "Made in China" in the international arena together with hundreds of thousands visitors from around the world.

Yutong Heavy Industries brought two products to the expo, namely YTR200D multifunction rotary drilling rig and the country's first dual power head drilling equipment. Based on the multifunction rotary drilling rig series of Yutong Heavy Industries, the YTR200D is adapted especially for the North American market, i.e. additional lubricating oil tank radiator, application of winch pressurization technology and so on. The dual power head drilling equipment is the highlight of the exhibits of the company. This technology is emerging in the foreign countries now, and the professional pile foundation manufacturers in China haven't had the technology and mature application yet.



Through the expo, Yutong Heavy Industries got the chance to see the leading construction machinery products in the world closely and learned more about the needs of the American market, thus making a good preparation for the exploration of the American market in the future.



## EU releases the world’s toughest CO<sub>2</sub> emissions target



The European Parliament set up the world's most stringent vehicle emissions control target, and the target requires carmakers to cut the auto CO<sub>2</sub> emissions by 27% by 2021.

The European Parliament officially announced the formal implementation of auto carbon emissions control target which was overwhelmingly approved by voting results. It will force the auto makers to develop high-performance engines and vehicles and expand the scale of investment greatly in order to reduce the CO<sub>2</sub> emissions of vehicles. The auto CO<sub>2</sub> emissions control plan approved by EU this time applies to all automobiles sold in the 28 member countries of EU.

The above auto carbon emissions control target requests that 95% of new cars sold within the scope of EU by 2020 shall fulfill the requirement of averagely less than 95 grams CO<sub>2</sub> emissions per kilometer, and by 2021, the requirement must cover all new cars sold in EU. If the car manufacturers can not meet the above criteria by then, the vehicles above the carbon emission criteria will be fined 95 euros/car/gram/km. Now the carbon emissions control target of new cars applied in EU is averagely 130g per km by 2015 and the CO<sub>2</sub> emissions level in 2012 was 132g per km. In countries outside the EU, the CO<sub>2</sub> emissions control targets of new cars in the USA, China and Japan are 121g per km, 117g per km and 105g per km respectively.

## European clean energy project gets 2b euros of support

Since achieving the 300 million emissions permits in the NER300 financing project, the European Investment Bank recently announced to invest two billion euros in a bid to support the renewable energy innovative project and carbon capture project.

The NER300 financing project refers to: through selling the reserved quota of 300 million carbon emissions within the territory of EU, the proceeds obtained will be used in the construction of more than 30 renewable energy production facilities and nearly ten factories which capture carbon from the atmosphere.

Jonathan Taylor, vice president of the European Investment Bank, said the bank is willing to support the low carbon demonstration project. "The monetization mission of carbon emissions permits in NER300 project has been accomplished successfully. This will be helpful to the formation of commercial scale for the carbon capture and storage project and renewable energy innovative project," said he.

In September 2012, the first phase of NER300 ended. In this phase, the European Investment Bank has raised more than 1.5 billion euros, of which 1.2 billion euros was used to support 23 projects selected from 79 project options. In the second phase, the European Investment Bank will add 548 million euros to support the current 33 projects which have successfully achieved the



application.

Taylor said the European Investment Bank would strengthen the cooperation with the European Commission to ensure the excellent application projects can obtain the funding of NER300 project.

The monetization of the last 100 million emissions permits of EU would be completed on April 11, 2014, marking the successful conclusion of the project and the end of the sales request of emissions permits planned by NER300.

Meanwhile, the study results released recently revealed that the total investment of the global clean energy in the first quarter of 2014 was USD\$61 billion, up 14 percent than USD\$53.4 billion in the same period of last year.

## Chinese buses hold 20.7% of Chile’s Market in 2013



According to Asociacion Nacional Automotriz de Chile (ANAC), buses made in China accounted for 20.7% of Chile's market in 2013, following only after German bus brands, which held up to 56.5% of the total market. Then it is followed by Sweden (9.3%), Japan (4.5%), South Korea (4.5%), Brazil (4.5%) and Italy (1.4%). The total sales volume of Chinese buses in Chile in 2008 and 2010 numbered 120 and 239 units respectively. The number rose to 678

units and 964 units in 2012 and 2013 respectively.

Juan Esteban, Director of Chile Chamber of Commerce (Chicit) points out that Chinese buses are high quality and are competitive in their prices. The durability of Chinese buses is actually same as that of conventional bus brands, the technology and components also compare favorably with them, but the prices are 30% lower than that of conventional bus brands.

## Havana to replace buses to Chinese-made Yutong buses by 2016



Havana, capital city of Cuba, will replace all buses to Chinese-made Yutong buses by the year 2016 thanks to the bus financing agreement signed between Cuba and China. People from the board secretary's office confirmed the news.

It is reported that there are about 500 Yutong city buses in Havana, accounting for over 80% of the total volume. According to the planning of Havana Provincial Bureau of Transportation, from 2012 to 2016, the city of Havana will purchase 90 Yutong buses every year.

According to the statistics, Yutong has accumulatively exported more than 6,500 buses to Cuba since 2005. Among them, 400 buses were exported to Cuba in 2005 and 630 buses were exported in 2006. In 2007, Yutong signed a 5,348-bus contract with Cuba.

South America invests in transportation



The governments of Brazil and Chile have announced major investments in urban transport. In Brazil, the federal government, in partnership with state and municipal governments, is to invest USD\$59.54 in urban mobility. The total investment will cover 3,500 kilometres of transport, including metros, trains and bus lanes.

Chilean President Michelle Bachelet and Minister of Transport Andres Gomez-Lobo are to take responsibility of improving the public transport system in Santiago. A key area for the new government administration will be the development of road infrastructure for transport during the next four years. Investments for the traffic improvement of Santiago will be accelerated, including exclusive bus lanes and operational infrastructure, involving the development of roads and fleet control systems to speed up services, reduce waiting times and make journey times more reliable. The government also envisages investing in technology to manage fleets of 6,400 buses.

Philippine govt allots Php53.87 to upgrade airports, train system

The Philippine Department of Budget and Management (DBM) announced on February 13 that the government has set aside Php53.87b to improve the infrastructure. Among it, the Php48.89b budget for the improvement of the international airports in Bicol, Puerto Princesa, Bohol (Panglao) and Laguindinga. The Light Rail Transit (LRT) system will also be expanded through the Line 1 South and North Extension projects and Line 2 East Extension project.

Public-private partnerships that will benefit from the Php4.98b strategic support fund include eight expressways like Manila North Expressway. Aquino government has set aside Php48.89b to upgrade airports and the train system. DBM will broaden the investments over the next two years and increase infrastructure spending to 5.1 percent of the country's gross domestic product (GDP) by 2016. In addition, DBM is looking at boosting the initiatives for tourism, rural electrification and development of small and medium-sized enterprises.

LTA plans roadmap for adoption of electric vehicles

The Singapore-based Lianhe Zaobao reported that Land Transport Authority (LTA) started the bidding of Electro-mobility research roadmap so as to launch the electric vehicles in Singapore in the future. This is the first comprehensive research conducted by the Singapore government to promote the electric vehicles. At present, the TUM-CREATE research center jointly founded by the Campus for Research Excellence and Technological Enterprise (CREATE) and Technical University of Munich (TUM), and Nanyang Technological University (NTU) have jointly set up a team and tried to compete the bidding. The bidding will be ended on March 27th

and opened in the second quarter of this year. The research period is one year, which is expected to be finished in the second quarter of next year.



At present, the Singapore public is still reluctant to accept the electric vehicles and the infrastructure like charging stations is far from enough (only 50-odd charging stations). In addition, the charging time of electric vehicles is too long. All these factors make the prospect of widely promoting the electric vehicles not so optimistic. The government can conduct pilot operation in some specific market segments like buses, taxis, police vans and so on.

11 companies are interested in the bidding of Philippine city bus project

The newspaper Philippine Star reported on March 6 that the announcement issued by Philippine Department of Transportation and Communication (DOTC) said that eleven companies from home and abroad are interested in the bidding of Integrated Transport System (ITS) – Southwest Terminal Project. The project with an estimated cost of about PHP 2.5 billion is located in the south of Manila, capital city of the Philippines. The deadline of the bid is May 15, 2014. ITS is one of the Public-private Partnership (PPP) projects with a total costs of PHP 7.7 billion and has three subprojects, namely one Northern Terminal project and two Southern Terminal projects.

Yutong Group qualified for exemption from export inspection

It is learned from the Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) on April 3 that the buses and coaches, in-plant motor vehicles, special-purpose vehicles, construction machinery, environmental & sanitary machinery manufactured by Zhengzhou Yutong Group Co., Ltd. are granted the Certificate for Exemption from Export Inspection, which means Yutong Group became the first batch of enterprises in China which are qualified for exemption from export inspection.

The exemption from export inspection is an important measure taken by AQSIQ to improve the competitiveness of Chinese products and enterprises in the international market, which is dubbed as the “reputation signboard” and “green pass”, and represents the highest level of the industry.



It is reported, Zhengzhou Yutong Bus Co., Ltd. has become the first enterprise in China's bus industry which was granted the Certificate for Exemption from Export Inspection early in 2006.

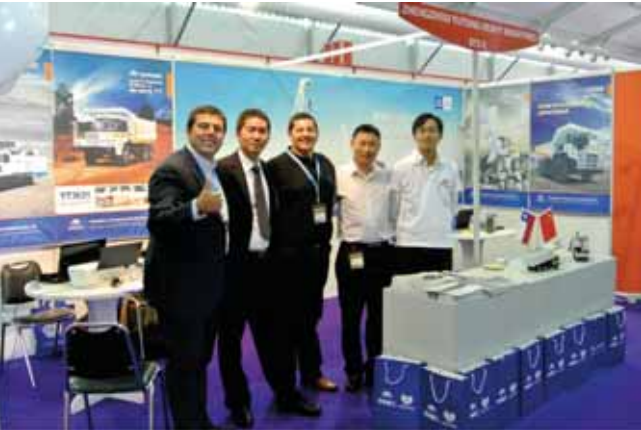


Yutong engineering machinery appeared at EXPOMIN 2014



On April 21, 2014 (Chile local time), "EXPOMIN 2014" had its grand opening at the Resco International Convention and Exhibition Center in San Diego.

EXPOMIN is the largest exhibition in Latin America and the second-largest professional mining exhibition in the world. At the exhibition,



YTQ165 down-hole driller, YT3621 mining vehicle, YTG5 mining vehicle, YTE800 excavator and 966H loader made by Zhengzhou Yutong Heavy Industries were showed. Yutong's mining machinery competed with two international brands, Liebherr and Caterpillar. Yutong's engineering machinery, with the advantages of advanced configuration, excellent performance and higher cost performance, received widespread attention at the exhibition, attracting customers from different countries and winning widespread praises. Yutong also accepted an interview

from the local television station. Feng Zhanyong, the regional manager of the Americas talked about the development of Zhengzhou Yutong Heavy Industries. in the Americas and expressed sincere thanks to customers in the Americas for their trust and support.

During the exhibition, Yutong local distributor in Chile, Mr. Edward helped our staff receive the customers and introduced our products throughout the exhibition, laying a good foundation for the development of the local customers and market in the future.

Through this exhibition, we showed our brand and superior products, expanded brand awareness and product influence in the South American market and laid solid foundation for Yutong's mining machinery so as to improve its competitiveness and market share in the South American market.



Yutong Bus releases output and sales Data of Jun. 2014

	May 2014(unit)	Jan- May2014 (unit)
Output	4,312	20,626
Large Bus	1,836	9,653
Medium Bus	2,042	8,979
Light Bus	434	1,994
Sales	4,793	23,389
Large Bus	2,062	10,622
Medium Bus	2,276	9,965
Light Bus	455	2,802

Note: This table shows the express data, the final report is subject to the company's regular report.

From the above table we can see, 4,793 buses and coaches were delivered in June. From January to June, the accumulated sales volume reached 23,389 units.



# GREEN SAFETY INTELLIGENCE



Yutong shines at China Beijing International  
Bus & Truck Expo

Themed with "Green, Safety and Intelligence", the 2014 China Beijing International Exhibition on Buses, Trucks & Components was held at Beijing National Convention Center on May 14. Yutong brought five bus models independently developed by itself to the exhibition, including coach, electric bus, plug-in hybrid bus and sightseeing bus. The electric bus E7 made its premiere at this exhibition is of revolutionary sense: the total component number is cut by 57%, the charging threshold is reduced to civil level and the operational cost is only 0.3 yuan per kilometer. All these make it get a lot of attention in the industry.



## E7, a platform-based, standardized and modular product

According to the analysis of industry experts, the use of eco-friendly vehicles in China will be transferred from "pilot application" to "popularized application". As a leading company in China's bus industry, Yutong always attaches great importance to the development and popularization of eco-friendly buses. The E7 electric bus launched this time is of revolutionary sense in the new energy bus area. Seen from the perspective of vehicle structure, power control and technical specification, E7 is really an innovative product. Wang Wenbing, vice GM of Yutong Bus Company, expressed at the launching ceremony that E7 is the first medium-sized bus in China's bus industry which adopted integral body, it is also Yutong's first platform-based, standardized and modular product.

According to the introduction of Liu Junrui, light vehicle product manager of Yutong's Product Planning Dept., E7 has achieved three major breakthroughs, solving the problems of operating costs, charging restraint and operational reliability in the popularization of electric vehicles.

Firstly, E7, featuring simple structure, low failure rate, high reliability and low maintenance costs, is a product with high degree of integration and modularization, which adopts Yutong's unique Rectrl technology and reduces the component number by 57%. Secondly, under the condition of public transport, the power consumption of E7 is only 0.3 kWh, which equivalent to 0.3 yuan operating costs per kilometer (supposed electricity price 1 yuan per kWh), far lower than that of fuel or even gas taxis, and its seat number is six times of a taxi. So the operating benefits brought by E7 are very considerable. The most important thing is that E7 has achieved the barrier-free charging solution for the first time in the industry, breaking the restraint of charging stations for electric vehicles. It is learned, you can use either 380V dynamic electricity or 220V civil electricity to charge the E7 bus.

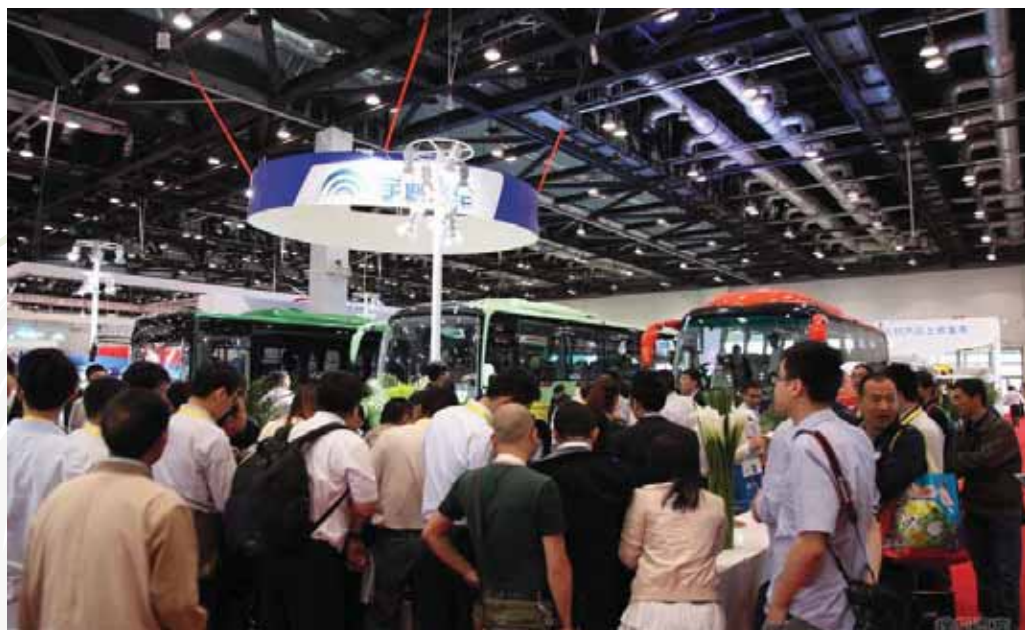
In respect of charging mode, Yutong has developed different versions for different customers: for customers of public transport, it launched products with 380V voltage and 80~150km driving range, which can be fully recharged within one hour; for customers of commuter buses, E7 has a slow charging version with 220V voltage via the portable charger.



Like Apple Inc. changed people's understanding on mobile phones and Tesla changed our ideas on automobiles, Yutong E7 bus is expected to change people's knowledge on electric buses, making the electric bus market from "distant" to "imminent" status. As Liu said, "There are quite a few registered electric bus models of 6m~8m, but it is not easy to make them become competitive products. Through three years of development, we believe that E7 is a product which can change the market structure and the pattern of eco-friendly vehicles."

#### Yutong granted five awards at the exhibition

Besides E7, Yutong also launched a new 11m high-decker bus ZK6118HQY8, a plug-in hybrid bus ZK6120CHEVNP4 equipped with Rectrl technology, a sightseeing bus tailor-made for 5A-class scenery spots in China and an updated medium-sized bus model ZK6876H1Y which adopted the engine thermal management system 2.0 featuring good fuel-efficiency. Yutong's bus products have attracted a lot of industry insiders and visitors during the exhibition.



ZK6118HQY8 is a high-end bus model launched by Yutong for the market of mid- and long-distance passenger transportation, featuring comprehensive advantages of "large capacity, high cost efficiency, good safety and excellent ride comfort". Yutong has applied its safe technologies to the bus to the maximum extent. Totally 16 active and passive safety technologies can provide safety aids for the whole vehicle and reduce the possibility of accidents. Take the AEBS (Advanced Emergency Braking System) safety technology as an example, it includes four pre-warning systems, five visual field guarantees, six control technologies and one load monitoring system. It is learned, the AEBS is independently developed by Yutong itself, which is similar to its European counterparts. This technology can reduce the rear-end collision rate by over 80%. Compared with 11m bus products, this bus has more seat number; compared with 12m bus products, it features low sales prices, low fuel consumption and high seat number, thus ensuring the profitability of customers.

It is learned, Yutong, with its powerful strength on products and technologies, was granted the Telematics Service Platform of the Year 2014, New Energy Bus of the Year 2014 and New Energy & Environment Award of the Year 2014. Both two bus models, ZK6118HNQY8 and ZK6876H1Y, were granted the Coach of the Year 2014.

Nowadays, the resources are becoming less and less and the competition is getting fiercer. So the value of buses is undergoing subtle changes. The change of the market values is meant to trigger new ideas of product development. Seen from the characteristics of products launched by Yutong at the exhibition, Yutong, as a leading company in the industry, continues to lead the development of the industry in terms of in-depth insight into the market trend and figuring out the customers' needs.



## Striking Appearance

### Upgraded Space Superior Comfort



## ZK6122H9/ZK6132H

Eye-catching appearance with relaxing ergonomic seats and large windows enables you to fully enjoy the comfort and scenery along your journey.

The passenger compartment has been upgraded to provide with more space and comfort. Seats with comfortable foam padding and three-point seat belt ensure your safety. In addition, the one-button fresh air system offers a more comfortable ride to you. The super large space meets various operational demands, thus creating more value for you.

ZHENGZHOU YUTONG BUS CO., LTD.

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## Rectrl platform speeds up the development of Yutong electric buses

It is learned along with the implementation of new round of eco-friendly vehicle subsidy policy, Yutong's electric buses have achieved fleet sales in Tianjin, Zhengzhou and other cities. The sales of Yutong's electric buses in large quantities just kicked off. In December 2013, 47 units of Yutong 12m electric city buses were put into operation in Tianjing. In 2014, 100 units of Yutong 12m electric city buses and 50 units of Yutong 13.7m electric city buses were delivered in Zhengzhou and will be put into operation soon. Previously, ten Yutong 12m electric buses went on trail in Tianjing in August 2012. In addition, Yutong launched E7 electric bus at the 2014 China Beijing International Exhibition on Buses, Trucks & Components held in May 2014.



Currently, Yutong has formed a 6m-14m product lineup of electric buses which have passed the homologation and been listed on the corresponding subsidy catalog, covering various market segments like city bus, tourism coach, commuter bus, special-purpose vehicle and so on. According to the introduction of Yutong staff from the New Energy Technology Dept., Yutong, based on the Rectrl technical platform, adopts the idea of "Maximize space layout and optimize wiring, pipeline and comprehensive energy management" to carry out the engineering of vehicles.

Respecting the battery, Yutong adopts commonality and modularity design and equips different bus models with different numbers of batteries so as to take full use of the structural



space of vehicles. In respect of electric motor and its electrical accessories, Yutong adopts integrated controller which reduces the number of key components of the powertrain by 25% and costs by 15%. This design can not only cut the space occupied by components, but also reduce cables and connectors of high voltage, thus reducing the volume by 65% and weight by 45% and improving the safety. Speaking of the whole vehicle control, Yutong adopts the development process of whole vehicle control strategy based on V-model to ensure the effectiveness and reliability of the development of the whole vehicle control. Meanwhile, the system is provided with calibration and diagnostic functions, which can carry out rapid optimization and safety control of whole vehicle control strategy. In terms of air conditioner, the energy-saving design of electric air conditioner can effectively reduce the energy consumption of the vehicle and ensure the ride comfort of passengers. Talking about charging issue, based on various requirements of different areas, cities and routes, Yutong has developed two charging modes, namely large-power AC charging mode and DC charging mode, so as to meet the needs of various operating modes.



Up to the end of April 2014, totally 17 Yutong electric bus products has passed the homologation and 493 electric buses (incl. dual-source electric buses) were delivered to Zhengzhou, Tianjin, Xinxiang, Guangzhou, Jinan and other cities with a total running mileage of over 20 million kilometers and a total turnover of 490 million yuan, bringing a driving effect of 2.4 billion yuan to the whole industry chain. Every year, these vehicles can cut the fuel consumption by 1.242 million liter, reduce the carbon emissions by 30,000 tons, cut down NOx emissions by over 773 tons and reduce PM emissions by more than 3 tons, showing notable economic and social benefits.

## Maximize the Value With Comprehensive Optimization



### ZK6838HA

Inheriting the good genes of Yutong medium-sized products, ZK6838HA has full rounded appearance with a more approachable feeling. The whole vehicle is widened and heighten, and the steering stability, noise, ride comfort, weight, fuel consumption and so on are optimized. More optional items are available so as to meet various needs of tourism, passenger transport and commuter users.







Here we are  
— Yutong's marketing activities in Latin Americas

### Yutong appears at Cuba Industrial Exhibition



Yutong delivered a keynote speech as a co-sponsor on the Negotiation Meeting on Professional Services and Technology, and talked with important leaders and related key customers. Meanwhile, Yutong has showed two buses, a ZK6122H9 coach and a 7.5m NIANA bus which uses Yutong chassis and body parts, on the exhibition to help the market development in the future.

Through elaborating its development status and technical advantages, introducing its cooperation with Cuba and contacting government's high-level officials of industrial and agricultural sectors from different

countries, Yutong tried to enhance its influence in the American market and explore more cooperation opportunity.

The Cuba Industrial Exhibition organized Cuban Ministry of Industry by which is especially for the Cuban industrial enterprises and suppliers from different countries was held for the first time on June 23-27, 2014. As a long-term partner of Cuban Ministry of Industry, Yutong was invited by GUILLERMO, president of Cuban Industrial Group, to attend this exhibition as a "co-sponsor" of TECNOSIME (Ministry of Industry).

The exhibition held for the ministerial officials of industrial sectors from various countries of the American introduced Yutong's development situation in Cuba and conducted negotiations with the leading members of industrial sector and key customers from various countries. The government leaders and corporate top management from Cuba, Venezuela, Ecuador, Bolivia, Haiti, etc. also attended the exhibition.





Handover ceremony of Yutong buses in Paraguay



government officials were present on the ceremony. This event enabled the Paraguayan government departments and local customers to better understand Yutong's products and services. "The performance of Yutong buses in the Paraguayan market during the past year has made me and my peers realize that, besides Brazil, China can also provide cost-effective products meeting the public transport needs in Asuncion," a customer said to Yutong staff.

Yutong has conducted a series of positive and effective preparations to enter the bus market in Paraguay since its first prototype bus entering Asuncion, capital city of Paraguay. Meanwhile, it also has positive and far-reaching impact on the bus industry of Paraguay.

By the end of 2013, Yutong successfully completed its first order for the Paraguayan market. Through the cooperation with Yutong and six-month smooth operation of the vehicles, La Sanlorenzana Company—one of Yutong's customers in Paraguay, are very satisfied with the performance of Yutong's products and services. The good reputation showcased Yutong's strength in the local area quickly and widely and also gradually obtained more recognition and support of local customers.

Together with other large public transport companies, Yutong and its dealer in Paraguay Gnsys S.A. grandly held a bus handover ceremony on Costanera Square of Asuncion on May 7, 2014.

The president of Paraguay, minister and vice minister of Public Works and Communications, as well as other high-ranking

The event promoted the ZK6108HGD bus model for the Paraguayan market, established Yutong's brand image of superior



quality and good service in the public transport industry of Asuncion, enhanced the interaction with the local government, customers and major media, laid a solid foundation for further strengthening Yutong's brand influence and also created good conditions for winning more orders in the future.

Yutong attends ANAC Auto Show

The ANAC Auto Show is one of the most important exhibitions for Chile's transport sector. This is the ninth time for Asociación Nacional Automotriz de Chile A.G. (ANAC) to hold such kind of exhibition, totally 57 auto and truck brands participated in the event. In addition to the huge number of auto brands, there were about 20,000 people visiting the exhibition hall of 70,000-sq -m during the five days. The scale of the exhibition has hit record high.

Yutong new bus model was officially launched in front of dozens of media on the auto show at eight o'clock p.m. on May 13. Through this occasion, Yutong also released other related information including corporate brand, development history, launched bus model, after-sales service and so on. Meanwhile, a team consisting of several show girls also gave a performance to all the media friends and visitors and brought the atmosphere to an exciting climax. Through this event, Yutong's popularity in the local bus industry has been further enhanced and the Yutong brand also widely publicized as well.

After the launched ceremony, Yutong invited about 50 end users and top management of passenger transportation companies for



dinner. In addition, a cocktail party for 200 people was also held. The activity went very smoothly, all the guests spoke highly of Yutong's products and service philosophy.

During the Public Days (May 14-18) of ANAC Auto Show, Yutong staff have prepared a series of activity programs and customer reception process. Small-sized performance was given every evening to warm up the atmosphere and attract visitors. Meanwhile, the dealer and Yutong sales people were on standby on site all the time, received the customers and promoted Yutong brand and its products.

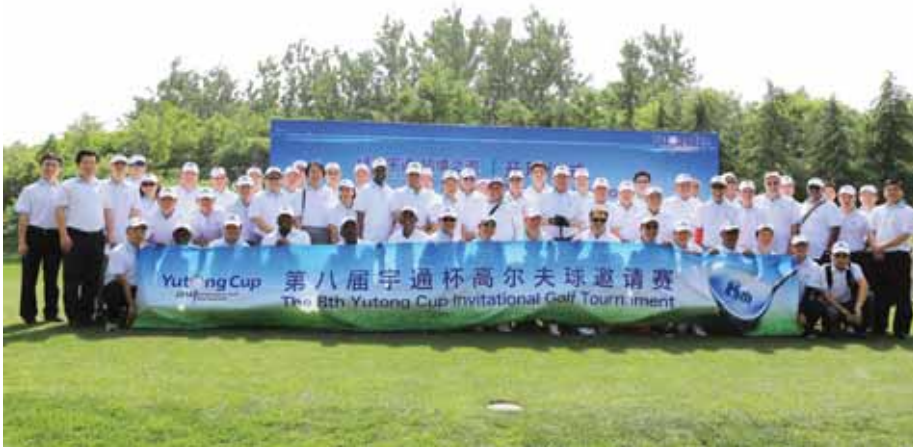


## 02

### The 8th Yutong Cup Invitational Golf Tournament ends successfully

Recently, Yutong successfully held the 8th Yutong Cup Invitational Golf Tournament. Themed with “Green Yutong, Warm Invitation”, the activity invited customers and partners to attend the tournament. With experience and reputation accumulated during the golf tournaments held in the past years, the activity has become a unique and well-known event of Yutong Bus Company, which is dubbed as Yutong’s sample marketing campaign for overseas customers.

The tournament in this year hit record high both in size and participant number. Yutong has invited over 130 key customers and dealers from 13 countries and regions including the Philippines, Singapore, Israel, Ghana and Hong Kong. During the activity, Yutong also organized the customers to visit the Yutong New Energy Bus Plant and the plants of Yutong Heavy Industries and Yutong Specialty Vehicle, helping them to better



know about Yutong and comprehensively showcasing Yutong’s corporate strength and cultural deposits.

Choosing Zhengzhou, where the Yutong Bus Company is located, as the site of the activity is aimed to deepen customers’ understanding on Yutong in a bid to maintain a good relationship with Yutong and broaden the cooperation channels of both sides.

The golf tournament has not only established a platform for customers, dealers and Yutong to learn golf skills and make communication with each other, but also made them personally feel Yutong’s corporate culture of “customer-orientation”. The successful conclusion of the tournament has laid a solid foundation for the maintenance of customer relationship and enhancement of making deals in the future, thus bringing customers’ loyalty on Yutong brand to a new height.

## 03

### Yutong ZK6120D1 bus launched in Africa



Yutong ZK6120D1 bus, the updated version of the classic bus model ZK6116D, was launched in Tanzania on April 16, 2014, creating a new era for Yutong brand to lead the development of African bus market.

Yutong, the synonym of popular Chinese bus brand, is one of the most representative brands in China’s bus market. Along with the growing of the company, Yutong has set numerous glories and legends. After decades of efforts, the bus brand has become the pacesetter of Chinese bus brands going abroad and the African market has become the key area of Yutong’s overseas market. In the year of 2014, the African bus market has entered a new consumption age and the market demands are brewing up into profound changes. Adhering to the self-reliance innovation all the time, Yutong is dedicated to improving the technological content of bus products and providing powerful, safe, comfortable and superior quality bus products to the African market. The launch of the new bus model marks a new round of Yutong’s booming trend in the African market.

#### Warm atmosphere on site

At the product launch ceremony of ZK6120D1 held in Tanzania, Yutong invited the major local media and customers to come and learn about the new bus. The provincial governor attending the ceremony conducted a test drive, bringing the ceremony atmosphere to a climax. After seeing the newly launched bus, the attendees also asked Yutong salespeople about the preferential



policy of the bus in detail. Some customers even placed orders directly.

#### Specially designed for Africa

Early at the beginning of the design and development phase of ZK6120D1 bus model, the project team had visited the customers in Tanzania, Zimbabwe, South Africa and other countries many times to make a comprehensive market investigation, and then integrated the collected information into the design and development of the product, thus achieving five innovative breakthroughs on the ZK6120D1 bus model.

Based on the reputation and customer royalty accumulated by ZK6116D, predecessor of ZK6120D1, in the African market for years, the launch of ZK6120D1 is meant to blow the new round of horn for Chinese bus makers to further explore the African market.



# 04

## Share operational management experience and promote transportation industry of China and Saudi Arabia

— Symposium on Exchange of Operational Management Experience 2014 was held in Jeddah



Hosted by China Auto International Exhibition Tour Committee affiliated to CCPIT and organized by Zhengzhou Yutong Bus Co., Ltd., the Symposium on Exchange of Operational Management Experience 2014 was held in Jeddah, Saudi Arabia on May 21, 2014. The representatives from Saudi Ministry of Transport, Development Agency, International Chamber of Commerce, transportation companies, Commercial Office of Chinese Embassy in Saudi Arabia, Society of Automotive Engineers of Henan, Zhengzhou Transportation Group and Zhengzhou Yutong Bus Co., Ltd. were present at the event.

With the theme of "Jointly promote the rapid development of Sino-Saudi road transportation undertaking", the attendees conducted in-

depth discussion, recognized the achievements of China and Saudi Arabia obtained in recent years on transport cooperation and operational management, and proposed important plans for the development prospect of passenger transportation market in both countries. A number of experts pointed out that the passenger transportation industry of both countries is in the emerging phase and the demand on buses is expanding year by year, but the systematicness and advancement of operational management still need to be further improved. At present, Saudi Arabia and China have their own advantages in the field of road transportation, and how to take full use of the complementary advantages and deepen the cooperation has become the key research direction of both countries. Therefore, it is

important for the road transport development of both countries to strengthen exchanges and cooperation of both countries in terms of the passenger transportation and improve the experience of bus quality check and operational management.

During the meeting, Wang Zhenbin, chairman of the board and GM of Zhengzhou Transportation Group, introduced the successful experience on passenger transportation management in China. Focusing on some key Chinese long-distant routes, he analyzed the features of operation pattern, vehicles usage and organizational management in details. Taking Yutong buses, a brand which owns the largest market share in China, as an example, he introduced its features of good stability and safety, advanced performance,



energy-efficiency, outstanding service and cost-efficiency. Wang also shared the experience on selecting bus models and specification for four kinds of passenger transportation routes and elaborated how the scientific management style enhances the operational efficiency and economic benefit.

Meanwhile, the head of Yutong Overseas Products Department



introduced the development of Chinese buses in Saudi Arabia as well as TSM intelligent management system, the latest technology of Yutong. Along with the rapid development of China's passenger transportation industry, Saudi Arabia began to import more and more Chinese buses. By the end of 2013, the number of Chinese buses in Saudi Arabia reached more than 18,000 units. Commuting between cities and towns in Saudi Arabia, these Chinese buses have made great contribution to the local road transportation industry.



The representatives of Saudi operators also shared their operating experience in the meeting.

How to manufacture buses of high quality, improve the passenger transportation management level and provide safe and convenient means of transportation to the public has already become an important issue of many countries. We believe, through this meeting, China and Saudi Arabia will continually deepen the cooperation and develop together so as to bring greater benefits to the people of both countries.

# 05

## Yutong attends UITP MENA Transport Congress & Exhibition 2014



The UITP MENA Transport Congress & Exhibition is the most important event for UITP to promote the public transport in the world, which is also a platform of carrying out international cooperation and sharing information. This year it was held in Dubai, economic center of UAE, on April 27-30 and included two parts: summit forum and exhibition.

Themed with "GROW YOUR CITY WITH PUBLIC TRANSPORT", the event was jointly organized by UITP MENA and Road, Transportation Authority (RTA) of UAE. The distinguished guests present at the event were Sheikh Hamdan Bin Mohammed Bin Rashid Al-Maktoum, Prince of Dubai, Chairman of RTA of Dubai, secretary general of UITP, Qatar Minister of Transport, chairman of UITP MENA, Lebanese Minister of Transport and so on. The major operators and suppliers in the Middle East area also attended the event.

Currently, UITP has more than 3,400 members in 92 countries, including government departments of public transport management

and transportation, research organizations, experts and scholars of laws and regulations of public transport, manufacturers and so on, covering public transportation means like subway, city bus, light rail, train, etc. Beijing Public Transportation Group, Shenzhen Metro Group Co., Ltd., Hongkong MTR Corporation Limited and so on are the UITP members in the Chinese area, and Yutong is the only UITP member in China's bus industry.

During the event, Kent Chang, vice director of Yutong International Business Dept., delivered a speech with the title of "Join us, take buses for a better city life". Yutong's production and operation scale and the market performance of its BRT and eco-friendly products made the audience have a new understanding of "Made in China".



Meanwhile, the speech has also been praised by the chairman of the meeting. Through participating in this event, Yutong not only further strengthened its relationship with the old customers in the Middle East area, but also got to know some new customers with a wide range of cooperation potential, which would play a positive role in promoting Yutong's business in the Middle East market .

# 06

## Choose Yutong for Mutual Success

—Promotion conference of 956H loaders of Yutong Heavy Industry Co., Ltd. in Peru



On the afternoon of March 28, 2014 (Peru Local Time), the promotion conference of 956H loaders of Yutong Heavy Industry Co., Ltd. was held in Lima, the capital of Peru. Physical prototypes of 936H were exhibited and professional operators were invited for site operations and demonstrations, presenting a spectacular scene and leaving a very deep impression on customers. Our customers also appreciated the stylish appearance of the loaders, and took pictures.

During the conference, in order to better answer customers' questions, local professional engineers and representatives from

the Weichai Engine representative office in Peru were invited to answer customers' questions, allowing customers to learn more about our products and have more trust in our quality.

On that day, two intention orders were received, which is another good beginning for Yutong Heavy Industry Co., Ltd. in Peru. The promotion conference also officially marks another strong entry of Yutong Heavy Industry Co., Ltd. into the Peruvian market since

1995. Let us create greater value for our customers in Peru with military's quality and service standards and win success together.







## Arise at the right moment

——Yutong ZK6132H

□ Contributing Writer / Qian Jinchang

Taking into account the market characteristics of South America, Yutong developed ZK6132H bus, a lengthen version based on the common platform of ZK6122H series. Inheriting the catching front wall and luxury interiors of ZK6122H9 and keeping the large passenger capacity and large luggage compartment advantages of lengthened ZK6129H, the ZK6132H has a more innovative styling and more excellent handling performances. It exceeded the planned sales volume by 87.5% after being launched for one year, achieving good results among the best-selling bus models of Yutong's overseas market. Good-looking appearance, super large space and first-class quality make the vehicles a moving scenery in the South American market.

The 12.65-meter length of ZK6132H enables the seat capacity to reach over 50. The enlarged luggage compartment volume improves the operational capability of the vehicle and greatly increases the operating income. Due to the mountainous feature in

the South America, the 380-horsepower engine is equipped to make the vehicle have a powerful performance and good gradeability. The ZF manual transmission makes shifting more convenient. The Voith eddy current retarder perfectly meets the requirement of long-time brake while driving down a slope in the



mountainous area and avoids the failure of brake disc. The unique thermal management system of engine is adapted to the high temperature environment in South America and its cooling performance is superior to that of the counterparts. The partition structure makes the driver free of disturbance and greatly improves the safety. Two 300L plastic fuel tanks can effectively cut the weight of the whole vehicle. The full-steel body with annular frame member technology features high structural strength and good energy absorption performance, thus effectively improving the passive safety of vehicles.

In the early stage of design and production, ZK6132H has gone through the analysis of FMEA, CAE and the Experiment Center so as to improve the efficiency, reduce the risk and save the unnecessary losses. Taking the strength and rigidity of the vehicle and ergonomics into account, the layout inside the vehicle is rational. During the production, strict quality control was conducted

to ensure the fineness of the product. The NVH test of the whole vehicle achieved a good result after the prototype was completed, since great efforts had been made in terms of the improvement of NVH performance indicators in the earlier stage.

Yutong actively responded the related issues raised by the customers after the product was launched in a bid to improve the adaptability of the product in the target area. Respecting the rise of the homologation threshold in Ecuador, the related departments of Yutong worked together, timely improved the non conformities and ultimately obtained the first authentication certificate of Chinese buses in Ecuador in 2014 which would greatly help the sales of Yutong buses in the local area in the future. Inheriting the advantages of Yutong large-sized buses, ZK6132H will forge ahead into the future and make contribution to the fulfillment of the annual sales planning 2014 of Yutong.



## New 8 Series



### Scale new heights

#### —Yutong medium-sized coach ZK6838HA

□ Contributing Writer / Wang Yanpeng

Specifically designed for the needs of customers in the South American market, ZK6838HA inherits the advantages of Yutong medium-sized coach ZK6831HE and also integrates the customers' requirements and regional characteristics of South America to enhance the adaptability and attraction of the vehicle. ZK6838HA is a medium-sized coach adapted for the tourism market of South America following the ZK6831HE, which features catching appearance, excellent performance and good ride comfort.

Adopted the FAMILIY design concept for the styling, ZK6838HA uses the appearance of Yutong New 8 Series which feature classic products and appealing styling. The products of New 8 Series have been delivered to many countries and regions with lowered product costs and improved capabilities of spare parts guarantee. The "smiling face" front wall of New 8 Series brings you the joyful feeling and the design of full-sized side windows makes it a moving scenery. The larger ride space enables each passenger to enjoy a comfortable journey.

Based on the mountainous feature of the South America and requirements of customers on smaller turning radius of the vehicle, ZK6838HA for the first time adopts the front axle with a large steering angle, reducing the turning radius of the vehicle to the maximum while ensuring the seating space. Meanwhile, ZK6838HA also adopts high-powered engine and optimized design method of



powertrain matching and vehicle weight, effectively enhancing the powerful performance of the vehicle and enhancing the active safety of the vehicle in the mountainous area.

Through the CAE simulation analysis, 8,000 km reliability test on the proving ground as well as performance testing and quality assessment of whole vehicles, ZK6838HA has obtained good results on the vehicle strength, noise, cooling performance, powerful performance and so on. Adopted the full-steel body of annular frame member, ZK6838HA features high structural strength and good energy absorption performance, thus effectively improving the passive safety of vehicles. Through the joint efforts of Yutong Technology Research Institute and Yutong Experiment Center, ZK6838HA has a groundbreaking improvement in terms of the noise inside the vehicle, effectively enhancing the seating environment of the passenger compartment.

Taking the maintenance costs of foreign customers into account,



the bus uses split front windshield; taking the road conditions into account, the bus adopts the design that the steering wheel and radiator are on the same side so as to ensure the cleanliness of the vehicles; add the optional luggage doors on the rear and side wall to allow the extra-large parcels of European and American passengers and meet the differentiated requirement of customers.





## Yutong YT3621 mining dump truck

□ Contributing Writer / Andy Wang

Yutong YT3621 mining dump truck is the high power, high strength, good applicability in mining area and high price performance ratio transportation equipment developed by Yutong Heavy Industries. For the strip coal mine, strip metallic ore, cement lime mine, large scale stonework project and water conservancy and hydroelectric project requiring higher trafficking basing on the leading research capacity of Yutong according to the development trend of home and abroad mining dump truck.

### The performance characteristics of YT3621

#### High safety

The complete vehicle adopts dual-circuit braking system and engine secondary braking system to make it more suitable to the driving conditions on complicated roads; and it combines the skeleton-type reinforced cab to fully ensure the driving safety of the vehicle and drivers.



#### Solid and durable

The large-section box-shape welded rigid frame designed based on engineering concept and mine conditions has greatly enhanced the bending resistance and twisting resistance ability of the frame; the adoption of high-strength steel for girders has ensured great carrying capacity, strong impact resistance, and long fatigue life; mining vehicle suspension and engineering vehicle axle designed for mining working conditions are more suitable to the mine environment with severe working conditions.

#### Attractive appearance and comfortable seat

The well-designed appearance of the vehicle not only displays



sturdy and powerful impression of mining machineries also unfolds the coordination and beautify of automobiles. It is a perfect combination of the appearance design of engineering machinery and automobiles. The luxury and delicate interior decoration of the cab, streamlined instrument panel, assembled instruments, and the environmentally friendly flame-retardant interior materials have created a comfortable operating environment and reflected the



design concept to have the engineering machinery as comfortable as cars.







■ Steven Zhang

■ Zhengzhou Yutong Bus Co., Ltd.

■ Director of Latin American Division I

## Opportunities in Latin Americas

—— Interview with Steven Zhang

☺ Yutong has grown into the world's largest bus manufacturer. Do you think what Yutong's core competitiveness in the Latin American market is and what measures Yutong will take to further enhance its competitiveness?

After ten years of efforts in the Latin American market, Yutong has achieved a sales volume of over 10,000 units, ranked first in China's bus industry. Its core competitiveness has been formed and will be further enhanced. Our core competitiveness is mainly the cost-effective bus products based on customers' requirements, competitive lead time, comparatively well-established and trusted service network as well as spare parts guarantee system.

In the coming years, Yutong will improve depth and fineness of its market management through adhering to the "Customer-orientation" philosophy in a bid to enhance its brand influence and further boost its competitiveness in the Latin American market. Yutong sales people will work with the partners to deeply analyze the market and customers' needs so as to develop products suitable to the local market; improve the ability, quality and efficiency of responding the customers based on "iron triangle" and "one-stop" mechanism; enhance the service network coverage and service quality through the LCC management, thus ensuring the good operating of the sold vehicles and supporting the fulfillment of the investment target.

☺ Would you please make a brief introduction of Yutong's market performance in the Latin American market? What kind of main or new products will be launched in 2014 and which activities will you carry out in the market?

Through years of efforts in the overseas market, the exported volume of Yutong buses in this area firmly ranked first in China's bus industry and the gap with the competitors is widening. Yutong has become one of the major bus product and service providers in the Latin American market. In some



key markets, Yutong has become the synonym of the local bus products and covered various market segments. The products and services are recognized and praised by the users, realizing the transformation from “made in China” to “created in China”. In 2014, Yutong will launch two new products, ZK6122H and ZK6838H, to the market, which can better fulfill the requirements of loading capacity, fuel consumption and comfort raised by the customers and bring optimal operating experience and income to the customers in the area.

☺ Generally speaking, Chinese bus products are inferior to the foreign counterparts in terms of the brand strength and product level. Can we say that the competitiveness of Yutong buses or Chinese buses is still the price?

Of course, the price plays an important role in purchasing bus products, but it is not the only factor, since what the customers need is the comprehensive performance-to-price ratio and return on investment. In addition to the price advantage, Yutong’s fast delivery capability of large quantity can not be ignored. Compared with bus builders in Europe and Latin America, Yutong’s large-scale production ensures the fast delivery capability and is worthy of the trust of customers. Meanwhile, Yutong always concerns about how to help customers save the costs of repair and maintenance, reduce the operating losses and cut the fuel consumption. Since taking the whole life cycle costs (LCC) into account, the procurement costs only takes up about 30 percent, and the other costs like fuel consumption, repair and maintenance costs accounts for about 70 percent. Therefore, the price advantage at the procurement phase is far from enough, that is why Yutong always advocates the LCC concept.

☺ Many well-known multinational companies are trying to carry out the “global operations, local management” mode. How do you think of this trend? Could you please introduce the development situation of Yutong’s sales network in Latin America and the localization status?

Although Yutong is a China-based bus brand, it is committed to the global production and market management. In our view, the “global operations, local management” means making use of the global layout and optimized production and sales mechanism to manufacture products in comply with the requirements of local customers and conduct localized services. At present, Yutong has comparatively mature sales and service networks in the key markets of Latin America. Through setting up branches or offices in key markets and sending staff to settle in the local area, as well as cooperating with partners, Yutong has effectively covered the market with its sales and service networks and can provide an easy access for operators to purchase our products and get effective service support.

In respect of the localized cooperation, Yutong supports the local partners through cooperatively setting up factories in the key markets or via technical input. Through conducting cooperative production with the local enterprises from 2005 via technical support and transfer, Yutong supported the production of local enterprise and assembled three Yutong bus models in the local areas. In Venezuela, the joint venture has been approved by the governments of both sides and the construction of the plant is about to begin. In Mexico, we have set up the relationship with the local partner and the localized assembling will kick off soon. For the regional market management, Yutong strengthened its cooperation with the local partners via the product technology, service support and financing to achieve the global operation and local management.

☺ Yutong always advocates the “Customer-orientation” philosophy. How do you understand this philosophy while serving the Latin American market and are there some feelings or stories which impressed you most during the process?

Yutong adheres to the “Customer-orientation” and “Create more value for customers” philosophy all the time in the Latin American market. My understanding of it is the sales people should correctly figure out the common needs of customers, requirements on vehicles and expectations for service through in-depth research of the market and solve the problems in professional, rapid and effective way. The philosophy requires us to stand in the customers’ shoes and accurately understand the customers’ needs. Providing customers with products and services in comply with their operating expectations and adding value for customers are the existence value of Yutong and the internationalization responsibility Yutong should assume.

During the process of exploring the Cuban market, Yutong provided the Cuba Long-distance Transportation Company with Yutong sophisticated and reliable 12-meter buses in accordance with their requirements on reliability, fuel efficiency and high operating intensity through in-depth and comprehensive research. Compared with their old bus products, the advantages of Yutong buses on fuel efficiency, reliability and durability are spoken highly by the Cuba Long-distance Transportation Company and state leaders. Fidel Castro, president of Cuba, has repeatedly praised that Yutong buses are the best bus products he has ever seen. It also tells us we can only be recognized by the customers and have a long-term cooperation with them when we stand in the customers’ shoes, research and fulfill their requirements and provide them with products and services in comply with their expectations.





■ **Luis Bastidas**  
■ **Petróleo de Venezuela**  
■ **Director of Logistics**

## A wise choice

—— Interview with Luis Bastidas

◎Comparing with other counterparts of bus brands, why did you choose to cooperate with Yutong? Could you talk about the process how you knew Yutong at the beginning and ultimately cooperated with Yutong?

After the utilization promotion regulation of CNG vehicle worked out by Ministry of Petroleum and Energy was issued in August 2010, the Venezuelan National Oil Company acted as a role model and decided to purchase 500 CNG city buses. I was designated to be sent to China to investigate the suppliers. Actually to say, before the investigation, the Venezuelan National Oil Company already has had over 130 Yutong buses and their overall performance is quite good. Therefore, before my departure, the minister also reminded me to inspect Yutong. For me, the visit in 2010 was my first time to contact with Yutong.

First of all, the sales people of Yutong were more thoughtful and knew the Venezuelan culture and the characters of Venezuelan people better. The reception was very considerate. The overall program made by Yutong was the most completed one and in line with the habits of Venezuelan customers, which showed Yutong people had done a good homework in advance. I think the quality of the staff reflects the quality of the enterprise and we can see the professional competence and organizational capacity of the enterprise from the reception.

In addition, Yutong has a better after-sales network. In Venezuela, the overall vehicle environment is relatively poor. Especially for our company, the thoughtful service and professional technical advice is very critical for the extension of the service life of the vehicles. Before my departure for the inspection, Yutong already had two service stations and two resident service people in Venezuela, but another Chinese bus builder doesn't have any service station yet.

Last but not least, Yutong's strength on technology and R & D is stronger. Through visiting the electrocoating process and the experiment center, I felt Yutong's professional attitude on bus manufacturing, which can not be achieved by other competitors.

◎For the bus industry, the reliable products are the basis while the trusted service is the guarantee. How do you evaluate the products and after-sales service of Yutong?

The Venezuelan market was once dominated by the European and American auto brands and local auto brands. Thanks to the good political relations between Venezuela and China, the Chinese products entered Venezuela in large scale in the last five and six years. As far as I know Yutong has entered into the front rank of all the Chinese brands in terms of the after-sales service. From the two service stations in 2010 to the current seven service stations, the serive network has been basically built up and can meet the service requirements of the National Oil Company. The technical people of Yutong often visit the users and provide free trainings, so the operating rate of vehicles remains at a high level.

Speaking of the products, the item attracts me most is the distinctive appearance,

which always turns heads while running on the street. In addition, Yutong has done well in many details of the vehicles, especially for school buses, both the kids and parents speak highly of them.

◎Localization cooperation is a trend for the development of multinational companies. How do you think Yutong should further carry out the localization cooperation so as to make its own products and services more in line with the demand characteristics of local customers?

I personally have two suggestions. The first one is to quickly set up the assembly factory in Venezuela and provide technical transfer through the assembly factory, which is the fundamental way and means of the localization cooperation. Seen from the macro environment, the Venezuelan government also has introduced a number of policies in recent years to support the investment of building factory. The second one is to localize some parts through the technical transfer and cooperation with other local producers. This will not only solve the problems of spare parts supply, but also enhance the influence of Yutong brand in Venezuela. I think, with the above two methods, Yutong will better conduct the extensive, in-depth and long-lasting cooperation with Venezuela.

◎How do you think of the development trend of the bus market in Venezuela and even in Latin America in the future? What efforts should Yutong make to win the market under this trend?

The buses in most Latin American countries are relatively old, including Venezuela, and most of them exceeded their service lives already, especially the city buses. Therefore, I suggest Yutong to concern the city bus market in the future. In addition, a growing number of Latin American countries begin to focus on the new energy bus products now, i.e. Venezuela and Bolivia are promoting the CNG vehicles all the time. So Yutong should maintain a high degree of sensitivity to the policies of different countries.

Meanwhile, Yutong needs to learn more about the utilization habits and concerns, road conditions, climate and other information of the Latin American customers so as to design differentiated products adapt to different types of users.

◎Finally, please talk about your most impressive feelings during the process of doing business with Yutong Company? What kind of relationship would you like to develop with Yutong Company in the future?

Yutong people have supported me a lot, both at work and in my life, which makes us establish a deep friendship outside the work. Let me put it this way, Yutong now has become a part of my life. Yutong people always communicate with me with the sincerity of "solving problems", never shirk responsibility and always actively help me to find out solutions, which satisfied me the most. In my impression, Yutong people almost never said "impossible" in their fields, and this makes me have enough confidence in Yutong.

Personally, I hope the the National Oil Company will have a long-term, mutually beneficial and win-win cooperation with Yutong. Nowadays, Yutong already has a high reputation in the National Oil Company. I also hope Yutong can become the synonym of buses in the National Oil Company and wish Yutong can design more products which are more adapted to the requirements of customers.





■ Ariel Sanchez Fernandez

- Grupo Empresarial de Transporte Turístico  
TRANSTUR S.A.
- Technical Director

# Friends forever

## — Interview with Ariel Sanchez Fernandez

☺ Why did you choose to cooperate with Yutong? What kind of impression did Yutong and its staff gave to you during the process?

Transtur has been working with Yutong for over seven years. The working relationship between the two companies has been consolidated year by year. Transtur currently has 850 Yutong buses, which accounts for 80% of its fleet. Mutual trust and constant exchanges on technical and commercial areas enable Yutong to meet the demands and requirements of Transtur, reduce the failure rate of vehicles, increase the overall quality standards of the fleet and improve the service level of the tourism and transportation in Cuba.

Yutong team has a very prominent professional level, from leaders at all levels to ordinary employees. They can figure out the needs of every market and every customer, and make good preparation for engineering, technology and commerce so as to meet various requirements proposed by customers. Because of this, Yutong is gradually becoming a major renowned bus supplier in the world.

☺ In order to achieve customers' success on operation, Yutong is committed to providing customers with quality products and timely and effective services. How do you evaluate Yutong's products and services in Cuba?

From my experience of operating Yutong buses, Yutong is constantly improving the quality of its products and services. Yutong also attaches great importance to its Cuban customers, and its professionalism upon customers is really commendable. Yutong's equipment experts and technical staff settled in Cuba all concern about the operational status of vehicles and are on standby all the time. They always respond rapidly when something is wrong with the vehicles and can find out correct and appropriate solutions.

☺ Through long-term stable cooperation, Yutong brand has been very popular in Cuba. What do you think Yutong should do to better maintain and

consolidate this advantage?

In order to continuously improving Yutong's after-sales service in Cuba, the main point is the guarantee mechanism of spare parts. Shortening the procurement cycle of spare parts from China and speeding up the response time of customs warehouse for spare parts are very crucial for reducing the downtime of vehicles, especially when it comes to special parts for maintenance, wearing parts and consumable parts.

In consideration of the requirements of the tourism transportation service in Cuba, Yutong should try to overcome the technical problems occurred on 16-seat buses in recent years. Cuban market has a high demand on buses of this category which have a high failure rate and some failure even occurred in the warranty period.

☺ From the perspective of a customer, how do you think the bus builders can better know and understand the customers so as to make their products and services fully meet the demands of customers?

We think Yutong did quite well in this aspect, since they always concern about the requirements of customers. Because of this, Yutong has laid a good foundation in Cuba, meeting the customized needs of every customer by virtue of its strength and continuously improving its strength. The staff of Yutong and Transtur not only contact with leaders and administrative staff of different companies, but also get close to their drivers and technicians so as to timely learn about the current situation, problems and suggestions made by customers and solve the problems in the short period of time.

☺ It is our permanent goal to achieve win-win situation with our customers. What kind of partnership would you like to have with Yutong in the future?

I think we should further enhance the cooperation of both sides on the basis of existing good technical and business exchanges. I hope that Yutong can provide more technical training for our technicians and operators so as to make them better grasp the technical knowledge of the vehicles and improve the operating rate of the fleet.

Transtur feels it is highly possible in the future that the buses will be assembled with CKD form in Cuba which will be very helpful for the Cuban industry to learn the advanced technology. Meanwhile, it can also make the technical support, warranty and after-sales service become more accessible to each end user, and facilitate the tracking of vehicle problems and the feedback upon customers' suggestions.





■ Matthew Tian

■ Zhengzhou Yutong Bus Co., Ltd.  
■ Director of Latin American Division II

## We are on the road

—— Interview with Matthew Tian

◎Yutong has grown into the world's largest bus manufacturer. Do you think what Yutong's core competitiveness in the Latin American market is and what measures Yutong will take to further enhance its competitiveness?

In the Latin American area, the competition is very fierce due to the comparatively open market. Yutong needs to face not only the strong competitors from Brazil, but also a number of Chinese counterparts. The Brazilian bus builders have many years of experience in the Latin American market and the major chassis suppliers here are world's renowned brands like MERCEDES, VOLVO, SCANIA and VW. Therefore, it is hard to change the market scenario in a short period. In addition, the Chinese products have serious homogenization and their competition is mainly limited in the price level.

Compared with its competitors, Yutong's core competitiveness in the Latin American area is the "Customer-orientation, staff-orientation" philosophy and the "Self-reliance" market management strategy. But so far, the in-depth degree of them is far from enough and we still need to optimize in terms of the depth, width and precision, continuously improve the ability of the organization and team and enhance the competitiveness in technology, products, services, channels, financing and even the business mode.

◎Generally speaking, Chinese bus products are inferior to the foreign counterparts in terms of the brand strength and product level. Can we say that the competitiveness of Yutong buses or Chinese buses is still the price?

Foreign brands or Chinese brands are not merely a simple definition, but rather a broad concept, which can not be compared simply.

Among numerous foreign brands, the most influential brands are mainly the big brands from European and American area, like VW, NEOMAN, SCANIA and VOLVO. There are big differences among various Chinese bus brands, and we can not classify the buses only by its manufacturing country.

As the No.1 bus brand in China, Yutong's benchmark should be the major bus brands in Europe and we still need to face the price competition in some specific markets. But the price is only one of the important means of competition, the key factor is still the competition of comprehensive strength.

◎Many well-known multinational companies are trying to carry out the "global operations, local management" mode. How do you think of this trend? Could you please introduce the development situation of Yutong's sales network in Latin America and the localization status?

If an enterprise wants to become larger and stronger, the globalization is an inevitable development direction. Not only the market but also the allocation of resources needs to be globalized. Many products of Chinese enterprises have been sold all over the world, but this is not the real transnational operation.

Right now the customization degree in the bus industry is high, and the cultural traditions, customs, laws and regulations, geography, climate and road conditions vary from one area to another. Therefore, it is very important to figure out the real needs of customers, and the sales and service networks which are convenient for customers should be set up as well.

Up to now, the sales and service networks we have established in the key markets are still limited in capitals or first-tier cities and cover few second and third-tier cities. For some markets with high barriers, the final solution is the localized production. This kind of markets is most likely influenced by the government policies, and we can concern the market opportunities that may occur.

◎When the channels cover more and more countries and regions, the supply system of spare parts and after-sales service will be faced with enormous challenges. How would Yutong deal with that?

With our constant efforts in the Latin American market, the channels are meant to cover more and more countries and regions and the behavior of the company should be adapted and improved accordingly along with the different time nodes and market environment.

So far, in the field of services, Yutong still relies on the temporary allocation of staff and spare parts to deal with emergency problems. But in the future, this kind of solution can not meet the practical requirements when Yutong's market share and the number of on-road vehicles go up.

Therefore, the fundamental solution is to establish a set of complete after-sales service operation system, optimize the standard and scientific personnel training guidelines and gradually push forward the development of local service providers so as to form a set of after-sales service standards which can showcase Yutong's soft power and brand characteristics.





■ **Jaime Pineda**  
■ Kenworth de la Montaña S.A.S  
■ President

## In the future, we will do better

—— Interview with Jaime Pineda



◎Comparing with other bus brands entering the Colombian market, why did you choose to cooperate with Yutong? Could you talk about the process how you chose Yutong at the beginning in the Republic of Colombia?

Six years ago, I saw Yutong buses in Peru. Through the introduction of the local dealer, I knew about Yutong buses and found them very good. Therefore, I visited Yutong Company personally, felt its strength and influence and decided to be the dealer of Yutong buses in Colombia. Up to now, I have been cooperating with Yutong for six years.

◎From the perspective of a customer, how do you think the bus builders can better know and understand the customers so as to make their

products and services fully meet the demands of customers in the Republic of Colombia?

The professional engineers must be available to jointly concern and develop the potential customers with dealers and make the potential customers have a deep understanding of Yutong products, so that the customers can clearly know the technical advantages of Yutong products. Meanwhile, professional communications can make customers have a deep understanding of Yutong's leading characteristics in terms of technical areas and help them choose suitable products to meet their needs in the local area. In addition, when the professional engineers are available, they can help the customers to make procurement decision, provide professional ideas to guide their operation and solve after-sales service problems so as to keep the vehicles in good shape, reduce the maintenance costs, bring greater benefits for customers and meet their needs purposefully.

◎As far as the bus industry is concerned, products need brands and services also need brands. How do you evaluate Yutong's products and after-sales service in The Republic of Colombia?

From 2009 to now, Yutong always has service people settled in Colombia to assist the after-sales service of Kenworth, which is very important for the reputation of Yutong brand in the local area. The after-sales service plays a boosting role for the brand reputation. In addition, spare parts centers need to be widely set up in the local area to ensure the timeliness of the after-sales service and help enhance the brand building. Colombia has good conditions to set up spare parts centers. If Yutong sets up the spare parts centers in the local area, they will play a positive role in constructing the Yutong brand and improving the customers' satisfaction.

There is a large demand on 7m and 8m buses in the local area, 12m buses are also needed here, and 18m articulated buses are also popular, which are the BRT solution for the local government. Hybrid city buses will be another new highlight in the future. The public transportation in Colombia has a very large potential demand, Yutong can have a try in this market segment. This is also a market segment the customers particularly like to operate. If Yutong brings suitable products to this market, they will help boost the Yutong brand.



☺How do you think of the development of the Colombian bus market in the future? And do you have any particular expectations to Yutong's development in the market in the future?

In Colombia, the bus market is always growing, and the Colombian bus market will become the world's leading market in 20 years. Due to the nature, geography and economic environment of Colombia, more and more people will come to Colombia. Meanwhile, Yutong's brand and products are getting better and better in Colombia right now, although Kenworth encountered some difficulties in the early dealership time like its truck business. But we believe Yutong will become a famous brand in South America like Kenworth trucks. All brands will have recognition and trust problems during their growing process. Nowadays, Chinese brands have trust problems in Colombia and even in the whole South American market. If Yutong can give Kenworth a better brand agency status, we will be confident and also capable to make Yutong a well-known bus brand in the local area.

☺Finally, could you talk about your feeling about what impressed you most during your business contact with Yutong? And what kind of partnership would you like to develop with Yutong in the future?

I felt Yutong was a very large and powerful company when I visited Yutong. Actually I was shocked and have never had such kind of feeling before. Yutong is really a world-class enterprise. After visiting Yutong and being the dealer of Yutong products, Kenworth even attempted to invest USD10~15 million to manufacture one Yutong product in the local area, since Yutong's strength and product lineup convinced Kenworth to conduct an in-depth cooperation. For the future cooperation, Kenworth may consider to invest USD40 million to conduct KD cooperation with Yutong and jointly develop the bus market of Colombia in the future. For Kenworth, there is no problem to have an all-round cooperation with Yutong, such as technology, after-sales service, products, production and investment. Kenworth is very optimistic about the future of Yutong and also sincerely hopes to conduct deeper and more cooperation with Yutong in the local area.



■ **Andres Felipe Gomez Pineda**  
■ Kenworth de la Montaña S.A.S  
■ Sales Manager

## Yutong in my mind

—— Interview with Andres Felipe Gomez Pineda



Andres F. Gomez Pineda is a devoted and handsome manager with rich sales experience. Being a nice and professional guy, he holds the post of the sales director of Kenworth Company in charge of Yutong business. During the interview, he was full of passion all the time and answered my questions seriously.

Kenworth has been working with Yutong for six years. The local people have begun to know about Yutong brand and Yutong brand also has comparatively good reputation in the local area. The local bus industry has been familiar with Yutong brand and also recognized it. Andres F. Gomez Pineda felt Yutong could think about the entering form of its products in



Colombia so as to better meet the local requirements and make more people better understand Yutong brand.

Vehicles with good reliability and durability enable customers to have a good impression of its brand. Otherwise, the brand effect will be greatly impacted. Therefore, the influence and reputation of the brand play an important role for the sales of new buses.

When it comes to the aftermarket, Andres F. Gomez Pineda made some suggestions.

For the aftermarket of buses, the accessibility of spare parts is crucial. When a vehicle breaks down, if no spare parts are available, it will affect the operator to perform the contract and conclude new contracts. This is also a point customers concern about very much while purchasing new vehicles. It is very important for the bus builder to send professional service people to the Colombian market and settle there to provide timely after-sales service. Yutong has conducted in-depth study and exploration in this aspect and made a lot of efforts. Kenworth Company was satisfied with it and really appreciated it. It also hopes that more Yutong service people can be sent to the market in the future and provide guidance and support for them.

Speaking of the customers' requirements on products, Andres F. Gomez Pineda gave a further elaboration. The localization of an international brand might bring a great attraction and make the decision-making much easier for customers since the localization can reduce the costs of manufacturers, which means the customers can get their needed products and services with lower prices. What the customers need is a suitable solution which can bring them benefits rather than just a single bus product.

The interview with Andres F. Gomez Pineda has given us a lot of useful insights. In our future work, we will convert the obtained information into productive force so as to achieve a better result in the market. We really appreciate the professional and sincere advices made by Andres F. Gomez Pineda.



## Ambulance-ZK5030XJH1 exterior&interior

YUTONG ZK5030XJH1 focus on convenience of patients, highly maneuverable and flexible. It's the powerful guarantee for emergency treatment medical security and unforeseen event or circumstance service.







## People-orientation

□ Contributing Writer / Yi Xing

Among the definitions of Yutong brand, the product value of “Safety, durability and high-quality” has always been considered as the principle and guideline needed to be followed. Up to now, the good reputation Yutong has obtained mainly stems from its insisting of the product value. Seeing from the present stage, Yutong has already had a very good product platform.

Respecting the experience of market development, the completeness of the product platform can ensure the products to meet the requirements of customers, but it does not necessarily mean we are able to get the brand effect perfectly. In the future, Yutong has to

further figure out the customers’ needs based on the good safety and durability of Yutong buses, and manufacture bus products which have more technical content and are more ergonomic and eco-friendly, thus giving full play of Yutong’s brand value and becoming a must selection of customers rather than an optional selection.

A company will not exist if it has no customers. Yutong’s existence value is to provide safe, reliable, energy-saving and cost-effective products to customers and offer customers service experience living up to the world-class brands and beyond their expectations.

Currently, the “Customer-orientation” philosophy in respect of products and service has been widely accepted and followed in the industry. The next step for Yutong is to further establish the “People-orientation” brand mind, namely focusing mainly on the customers’ needs and passengers’ experience, understanding driving and riding habit of drivers and passengers as well as the customer management requirements and carry out product design, engineering, production, sales, service, brand promotion and marketing activities based on that. Only starting from the customer’s needs and feelings can Yutong have the unique advantages in various aspects like safety, functionality, high-tech configuration and improvement of driving and riding experience, thus providing customers with high quality products and services.

Specifically speaking, Yutong must adhere to the “People-orientation” philosophy on the entire value chain, rather than only focus on “Customer-orientation” in the market aspect. All the steps like engineering, manufacturing, R&D, service, sales and usage should focus on the usage, experience and needs of customers, build the most approachable and humanized brand with technological content based on the deep understanding of users’ needs and maintain the safe, durable and high-quality features of Yutong products.

In the early stages of product engineering, the R&D team needs to communicate with the marketing team and integrates customers’ needs into the product development. They should follow the design philosophy of ergonomics, take into account the collected information of market investigation and try to fully embody them in the product engineering and development, thus making them different from that of our competitors.

In addition, the marketing ideas are also upgraded along with the upgrade of products and services. Yutong should spare no effort to build a customer experience platform with unique characteristics. In addition to the traditional plant tours and recreational activities of customers, Yutong also needs to promote its brand and products with reinforced experiential marketing. This is a good idea, after all, the customers’ product and service experience will play a positive role for the implementation of “People-orientation” brand strategy.

The concept of “People-orientation” is based on the in-depth understanding of customers’ appeals, which should be implemented in different steps like manufacturing, R&D, marketing and after-sales service in the future. It can help Yutong to build a more approachable brand image and make the consumers all around the world to comprehensively experience Yutong’s high-quality products and services of “People-orientation”.





# THE ROAD TO GLORY

Yutong warmly celebrates the 40th anniversary of the establishment of the diplomatic relationship between Venezuela and China



Adhering to “Welfare of the people is the first priority”, Hugo Chavez, the former President of Bolivarian Republic of Venezuela, attached great importance to promote the establishment and improvement of the integrated public transport system nationwide. In view of this, Yutong started the cooperation with Venezuela's public utilities department.

In 2011, Yutong signed a 1,216-unit city bus contract with Venezuelan Ministry of Transportation. The conclusion and implementation of the contract helped Venezuela build and complete its first BRT public transportation system, thus greatly improving the public transportation situation in the capital city of Venezuela and enhancing the overall image of the urban traffic in Caracas. In order to continue this mission, the incumbent president Nicolas Maduro is further vigorously implementing the plan of public transport socialism operators nationwide.

In 2013, Yutong obtained the 2,000-unit city bus order from the Venezuelan Ministry of Transportation again. With this procurement, Venezuela will simultaneously build the ground public transport systems in eight cities. By then, there will be 3.2 million Venezuelan people benefiting from this. After the ground public transport systems are finished and put into operation, the daily capacity is expected to reach approximately 940,000 passengers.

Yutong warmly celebrates the 54th anniversary of the establishment of the diplomatic relationship between Cuba and China



The first batch of 12 Yutong buses exported to Cuba in March 2005 triggered the cooperation between Cuban public transport sector and Yutong, and both sides have gradually established a long-term, stable, in-depth and mutually trusted partnership. By the end of 2013, Yutong had totally delivered 4,497 buses to Cuba, covering various segments. The good performance of vehicles, excellent service and stable channel of spare parts enable Yutong to become the most competitive bus brand in the procurement projects of the Cuban government.

Cooperated with the related local departments, Yutong set up a consignment warehouse early in 2005. In 2008, Yutong established a customs warehouse to meet the demand of the market and continually provide maximum guarantee for the basic operation and maintenance requirements of Yutong buses.

In addition to the CBU exports of whole vehicles, Yutong also cooperated with CAISA factory which is affiliated to the Cuban Ministry of Industry to conduct CKD assembly in the local area. Such new form of cooperation not only achieved Yutong's product exports and technical transfer, bus also greatly improved the overall assembly level of Cuban bus industry, reduced the imports of auto parts and components and saved nearly 15% of the foreign exchange expenditures. The great efforts made by Yutong in the Cuban market have made Yutong brand the synonym of high-end Chinese products in the Cuban market.



Vitality and passion <<<  
——Yutong Sports Game

□ Photographed by Pan Yun



Love forever <<<  
——Yutong group wedding ceremony

□ Photographed by Pan Yun





## Amazing moment <<<

—2014 Yutong Cup Invitational Golf Tournament





## Mutual trust <<<

—Yutong customers visited Yutong New Energy Bus Plant







May 23, 2014    Friday    **Bogota, Colombia**



The first time I heard of Colombia is in a book of Echo Chan— *Long and Arduous Journey*. Colombia in the book is a place “acting strangely”. The magnificent church on Monserrat Mountain, Gold Museum in the downtown of Bogota and even a series of hardship after landing have made the experienced woman very impressed.

"That is Colombia, a very special country." This is Colombia described by Echo Chan in 1981, which is also my only impression of the country. Since I have such a first impression, go there or not, I have struggled with this problem for a long time.

I have been to many countries, either due to business trips or personal visits, but I never set foot on the continent of South America. This time, my old friend coincidentally wanted to go there as well, I decided to go along after careful consideration and tried to explore the piece of land full of mystery.



Spanish is the official language of Colombia, but I do not know it at all. Since I didn't have an interpreter along with me, ordering meals became a frustrated but funny time for me every day. It was the first time in my life that I felt body language is more useful than words. Gestures are the only way to have a full table of cuisines in a foreign country, but sometimes it is not a bad thing to have the language barrier, at least, you will not have such kind of fun experience in your motherland.



Bogota, capital city of Colombian, has time-honored history and humanities, which is dubbed as "Athens of South America". It is also the center of local arts and culture. Because of this, a lot of culture seekers attracted by its reputation came here.





May 24, 2014

Saturday

## Montserrat Mountain, Colombia



Most Columbia residents are Catholic, because of this, there are rows of the Catholic Churches and monasteries here. On the Monserrat Mountain, which is over 3,200 meters and not far away from Bogota, there is a Catholic church - Cerro de Monserrate. The church, which is located on the top of Monserrat Mountain with an altitude of over 3,200 meters, was built in the year 1650 and is a place for Catholic pilgrimage. There is only one sculpture in the church, depicting the suffering scene of Jesus Christ.

Montserrat Mountain is the most famous tourist spot in the local area, which is also dubbed as the patron saint of the locals in Bogota. It is a rare chance for us to escape from the noisy and disturbed life in China and get close to the nature in the wilderness of a foreign country. We gave up the cable cars and small trains going up to the mountain, and climbed the mountain along with the stone steps. The mountain road was steep and narrow, but the scenery was beautiful and impressive.

Arrived on the top of the mountain, the first thing we saw is a white church, which is solemn and respectful. Time was still early, 9:30 in the morning, but a large number of tourists and devout Catholics already gathered on the top of the mountain.

We entered the church along with the crowd and founded there were no empty seats. The devout Catholics were waiting for the prayer quietly, some even kneeling forward slowly. Standing in the quiet church with piety and awe, we could feel the deep charm of the religion. The magnificent dome of the church with ancient and solemn internal structure is full of beauty. The chanting voices of the choir lingered in the church as if time stopped.

After the ritual ended, we walled out of the church. Only at this moment, we really got the chance to overlook the mountain opposite the church. The sun was right above the mountain, and it seemed we could touch the blue sky and white clouds with our hands. A feeling welled up in my heart: the beauty of nature is simple and magnificent, wordless and moving.

May 25, 2014

Sunday

## Bolivar Square, Colombia



There are century-old buildings as well as urban plaza with a strong regional style in the downtown of Bogota. As time goes by, the simplest and most mellow history, culture and religion have left over after being corroded by winds and rains. Staying in the downtown, we were bound to go to the Plaza Bolivar.

The pigeons on the plaza making the same leisure steps like pedestrians are not afraid of human beings. The architectural style of the plaza is similar as that of Athens, and the cathedral built in 1823 is the most magnificent classical architecture landmark at the Plaza Bolivar. The Congress Hall and mayor's official residence are next to the cathedral, but their style is very divergent from that of the cathedral. However, they coexist with each other harmoniously. It seems all the buildings themselves are a demonstration of beauty and needs no rhetoric.

On the weekends, sometimes there are performances conducted by Indian teams, which are tranquil and calm, giving people a sense of spirituality as if they were from another time and space.

Coming to the other side of the world which is very distant to many Chinese people, we looked around with great interest. Actually to say, Columbia is already a far cry from the description of Echo Chan thirty years ago.

There are hospitable locals, world famous Colombian coffee and beautiful precious emeralds here; there are one of the top ten world's forest coverage and world's No.2 flower exports here; there are modern cities located at an altitude of 2,600 meters and Indian tribes settled in the primeval forest here; there are also enthralling sceneries at Caribbean coast and the hometown of the singer Shakira...With a short trip, we can not experience all the beautiful things of Colombia, but all we have experienced in Colombia has become one of the most beautiful sceneries in my memories.





June 3, 2014 Tuesday **Angel Falls, Venezuela**



I think most Chinese people learned about the Angel Falls in Venezuela from an animation called Up. For me, who almost never watch animations, never heard about Up and of course know little about the world-renowned tourist spot in Venezuela.

During the trip in South America, my friends discussed the route in Venezuela with me. A local friend mentioned the Angel Falls and said all the people who had ever been there spoke highly of the scenery there, with no exception. Therefore, we set Angel Falls as our first site in Venezuela.

On the day of departure, we took airplane from the capital of Venezuela to Ciudad Bolivar.

After landing, we took a small aircraft to fly to the tourist spot. It was a very small propeller aircraft, swaying even after liftoff. After about less than one hour, our aircraft landed on a small airport. Actually to say, it is only an area of flat open land rather than an airport, and some large and small aircrafts parked here. Following the local tour guide, we bought the entrance tickets to the park and entered the campsite for that night.

Without electricity supply and equipped with simple facilities, the campsite was a bit shabby. It got dark earlier in Venezuela in this season. At six o'clock in the evening, the guide and boatman began to grill the chickens on the stand made of branches. After trekking a whole day in the primeval forest, even a simple meal seemed to be very precious, and every one enjoyed his or her meal very much.

It still rained at nine o'clock of that evening. We lay down in the simple hammocks and fell into sleep while wondering whether we could start the trip to Angel Falls tomorrow or not.

We started a new day's trip in the early morning of the next day. We



took the boat to the opposite shore and went upstream. The river winds through the bushes along both shores, and we finally experienced the jungle style of the South American. Passing through the jungle and no man's land, the boat brought us to the falls area.

Angel Falls is a waterfall with the largest water drop in the world, which reaches about 979 meters. After we arrived, we began to climb the mountain to take a close look at the magnificent scenery of the Angel Falls.

After two hours of trekking, we finally arrived at our destination - viewing platform of the waterfalls. The so-called viewing platform is actually a ridge opposite the waterfalls which is not far from it. There are three flat large stones, enabling you to watch the Angel Falls in close range. After such a long arduous journey, we expected the moment to come and all the fatigue and hardships in the past days vanished in an instant.

The Angel Falls in close distance looked like a white Hada, a piece of silk used as a greeting gift of Tibetan nationality, dropping from steep palisades suddenly. The water mist created by the waterfalls whirled about in the wind like thin veil.

The sun rose gradually and shone on the palisades, and the rainbow could be seen from time to time. The water mist ascended higher and higher, merging into the clouds on the top of the waterfalls. This is the gift of nature and uncanny workmanship of the creator. The scenery was too amazing to describe it in words. What we could do only is to engrave the magnificent scenery in the heart and make it an eternity.





# COMPANY INTRODUCTION



Zhengzhou Yutong Heavy Industries Co., Ltd, a national top 500 company, is a core enterprise of Yutong Group. It's a professional manufacturing enterprise and a new high-tech enterprise of Henan province integrating scientific research and development, production and sales service and providing productions and services like engineering machinery for both national military and civilian usage, sanitation products and special vehicles. The total area of the company is 1,000,000 m<sup>2</sup> with about 4000 staffs, of which, over 550 are engineers and technicians. Our company has built academician workstations and an enterprise technical center of provincial level, and plays a leading role in technical creation and new product research and development. Besides, it owns a priority in importation and exportation business. As an equipment manufacturing enterprise, it obtains industrial emphasis fostering policies both from the city and the province.

Five Divisions and a sub-company have been developed according to the product classification of Yutong Heavy Industry, including: Basic Construction Machinery Division, Special Vehicle Division, Mining Machinery Division, Sanitation Machinery Division, International Business Division and Zhengzhou Yutong Environmental Protection Technology Co., Ltd., providing more than 120 types of productions of six series with the business fields covering the systems like road, railroad, water conservancy, building, coal mine, petroleum, municipal engineering , and environment protection, etc.

Inheriting its 56 years' experience and accumulation of military industry, Yutong Heavy Industry is customer-centric, and the total sales in 2013 and that of International Business Division have increased greatly, and our products have been sold to American countries like USA, Venezuela, Peru, Chile, Argentina and so on; to Africa like Ghana, Algeria, Libya, Nigeria, South Africa, Angola, Zambia, Tanzania; to middle-east countries like UAE, Saudi Arabia , Kuwait; to Asia countries like Singapore, Malaysia, Indonesia, Cambodia and so on.

Website: <http://www.yutonghi.com>



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- 
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### Requirements on articles

- 1) The articles shall be the original work of the author and never published elsewhere (if an article is sent to many journals or has been published, please specify.)
- 2) Comments of the hotspots of the bus industry and analysis of the industrial status quo and trend at home and abroad are welcome. Articles with unique perspective which make sense are preferred.
- 3) Original photography and articles related with the bus industry are welcome. (We reserve the right to amend the articles.)
- 4) Please leave the author's real name, address, zip code and contact way.

Please send you articles to [enroute@yutong.com](mailto:enroute@yutong.com)