

(A-1)自分の興味のある自動車会社、または自動車(車種)を選び、その歴史について調査せよ。

Report (A – 1): Investigate the history of your interested automobile company or vehicle(model), selecting your interested company or vehicle.

Since I was a member of Dongfeng Yulon Motor Co., Ltd. severed in the EE team of Research & Development Headquarter, and took part in the development of Luxgen U6 from FT to SOP. It would be very lucky for me to investigate the Dongfeng Motor Corporation (东风汽车公司) which is traditionally one of the "Big Three" Chinese automakers, along with First FAW (First Automobile Works) Group, and SAIC (Shanghai Automotive Industry Corporation) Motor.



[PIC-A-1-1 DFM logo]

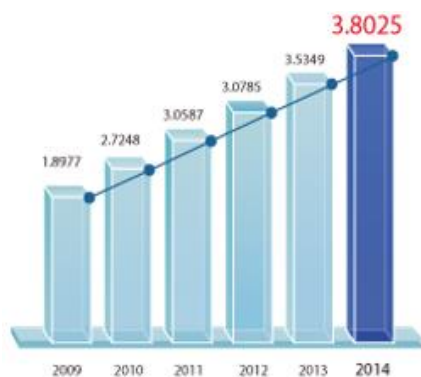


[PIC-A-1-2 FAW logo]

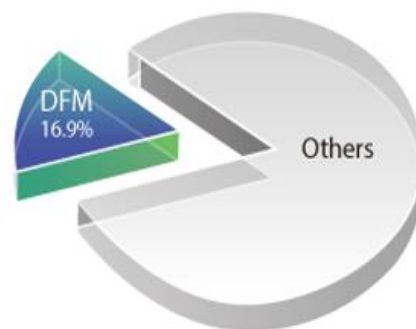


[PIC-A-1-3 SAIC logo]

Dongfeng Motor Corporation (DFM) is the only Chinese automobile brand ranked in the World's Top 500 (ranked at No.113), The No.1 Chinese automobile brand in inter brand 2014, Sales volume of 3.80 million units in 2014, A growth rate as high as 14.91% for five consecutive years.



[PIC-A-1-4 DFM Vehicles Sales (in million units)]



[PIC-A-1-5 DFM Market Share in 2014]

Known as Second Automobile Works Co., Ltd. (SAW, 第二汽車製造廠) until 1992. Dongfeng, or "East Wind" in Chinese, was founded in 1969. Its origins from part of Chairman Mao Zedong's "Third Front" strategy, and its far inland location in Hubei Province which was aim to protect it from foreign invasion.

In June 1975, the SAW developed and put into production its first basic model, the 2.5t Off-Road EQ240 independently.

In November 1975, with approval of the State Council, the SAW's product brand was officially named 'Dongfeng(东风)'.

In July 1978, the production base for the second automotive model - EQ140 5t Heavy-Duty Truck was established and put into production, realizing the transformation from military use to civil use.



[PIC-A-1-6 EQ240]



[PIC-A-1-6 EQ140]

In April 1983, the SAW established its Research & Development Center, built the product development pattern 'Centralization in Large Scale and Scattering in Small Scale', and made definite the product Research & Development philosophy 'Improve and develop this generation of products while researching the next' in order for the product development to enter a brand-new stage.

In December 1990, Factory Director of the SAW Chen Qingtai and Chairman of the France-based Citroen Company Calvi signed the SAW-Citroen Sedan Project JV Contract in Paris, France. And then Dongfeng Peugeot Citroen Automobile Company Co., Ltd. (DPCA) was founded on May 18th, 1992. DPCA is one of China's first three major passenger vehicle manufacturing industry bases planned and built according to economic scale.

On September 1st, 1992, the SAW made public that it was formally being renamed the Dongfeng Motor Corporation (DFM), and the Dongfeng Automobile Industry Joint Operation Company was renamed the Dongfeng Motor Group (DFG).



[PIC-A-1-7 DFM rename]



In August 2002, DFM joined hands with Jiangsu Yueda Investment Co., Ltd. and Hyundai KIA Automotive Group to found the Dongfeng Yueda KIA Automobile Company.

On September 19th, 2002, DFM and the Nissan Motor Company signed a comprehensive cooperation agreement which gave rise to a JV project with the largest scale, the deepest cooperative level and the broadest cooperative fields in China's automobile industry.

In July 2003, Dongfeng Honda was established, and began automobile production in April 2004, with the Honda CR-V sport utility vehicle initially its only product

On September 8th, 2007, DFM delivered the first batch of hybrid electric buses (30 units in the first batch, 100 units in all) to the Wuhan City Bus Group. The Dongfeng Hybrid Bus became China's first electric vehicle type that has been put into batch production and sales.

In Recent years, plenty of JV projects such as Dongfeng Yulon Motor Co., Ltd (Dec 2010), Dongfeng Infiniti Motor Co., Ltd.(Sep 2014), Dongfeng Commercial Vehicle Co., Ltd.(a joint venture between DFG and Volvo Group) was invested, Large amount of technical and financial support will be import to DFM, what will the legendary be like in the future? Let's witness.



[PIC-A-1-8 DFM JV Companies]

(A-2)自動車の歴史の調査から、自動車(会社)の技術や経営のポリシー(考え方)について感じたことを記述せよ。

Report (A-2): Report the management policy of automobile company or vehicle engineering from your investigated process on automobile company or vehicle model.

As plenty of JV projects is presented in report A-1, the management philosophy of Dongfeng Motor Corporation is 'Together'.

DFM's 'Together' means 'Tide over difficulties together, and live and thrive together'.

'Tide over difficulties together' is the Company's cultural aspiration for coping with challenges and developing the business; 'Live and thrive together' is the Company's cultural notion for a common dream and win-win outcomes. Keeping in mind this ultimate goal, DFM will devote itself to building 'Harmony between people, vehicles, nature and society'.

1. We advocate a 'people-oriented' philosophy.
2. We espouse the integration of people and vehicles.
3. We revere rules and nature.
4. We make more contributions to society.



[PIC-A-1-8 DFM 'Together' Conception System]

(A-3) 授業の感想について記述せよ。**Report (A-3): Report your impression and comments of today's lecture.**

It's a great lucky for me to have such a lecture which is related with my work experience. There are four parts in lecture given by T.Ishi, the engine structure, the Development history of automobile, the improvement of car design & engine technology, the future of car.

Professor introduce himself at beginning, and his contribution to vehicle emissions research impressed me deeply.

Professor begin the class with the Introduction to Engine's structure and working procession. Then Professor present the development history of World Motor Industry from Benz to after WWI and periods of Japanese Motor Industry development history .Thirdly, Professor explain the procession of car's planning, researching, designing, manufactory, marketing which I thought is the most important part of this lecture. And at last, Professor introduced us the latest automobile technology, directions of automobile technology's development, as well as various advanced engines parameters.

Among the topics, the most impressive one is the complex structure of Motor Company, it's quite a huge project of car form planning to marketing. Only ensure each step perfect, can a company make a legend car.

As the development of the industry going through the four-periods from start up, growth, maturity and decline. With the brilliant wisdom of this industry, both technology and management theory, I true believe this industry has a bright future. New energy cars, unmanned driving would be a bravo step of human history.

Reference

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