

Operational Review



22.9.2001

*Northern Star's 1st Charity
Golf Tournament.*

北星汽車第一屆慈善
高爾夫球大賽



汽車部

中國

歷來我們均為平治汽車在中國的主要經銷商。二零零一年成績尤為卓越，營業額和盈利都持續上升。轎車和商用車輛銷售數目較上年度上升60%，銷售收入亦比二零零零年增加一倍。

新推行的零件銷售程序，加上嚴格監控經銷商的水準，使零件銷售總收入較前一年超出36%。

繼續擴充業務

中國加入世界貿易組織後，入口關稅不斷下降。對於許多顧客來說，進口汽車變成較為可負擔的商品。預期關稅的下調最終會加劇與其他進口汽車品牌的競爭，所以我們會不斷擴充在中國的零售覆蓋面。

我們經銷各種不同的型號，包括 S、E、C 和 M 系列，以及深受歡迎的 MB100 小客車。新的零售點設於西安、哈爾濱、杭州、青島和濟南。未來一年，我們會於北京、上海、溫州及寧波設立汽車展廳，亦會在其他主要城市指派新的經銷商，而新的服務中心將設於黑龍江和陝西省。

我們正計劃在上海的 318 國道上興建旗艦大廈，分別陳列平治和卡特彼勒的產品。

Automobile Division

CHINA

Building on our long history as China's major distributor of Mercedes-Benz, 2001 has been an excellent year in which both turnover and profits have continued to rise. Total passenger and commercial vehicles unit sales increased 60% on the previous year and total sales revenue rose 100% on 2000.

A new parts-sale procedure, coupled with closer and more stringent monitoring of dealer standards, resulted in total parts sales revenue exceeding last year's total by 36%.

Continued Expansion

China's accession to the WTO has led to an ongoing reduction in import duties, thereby making imported cars a more affordable commodity for many consumers. In anticipation that these reduced duties will eventually lead to increased competition from other imported marques, we have therefore continued to expand our retail coverage in China.

We distribute a full range of models, including the s, e, c and m classes, as well as the popular MB100 van. New retail sales outlets have been set up in Xian, Harbin, Hangzhou, Qingdao and Jinan. In the year ahead, we will be opening new showrooms in Beijing, Shanghai, Wenzhou and Ningpo, and appointing new dealers in other major cities. New service centers will also be opened in Heilongjiang and Shaanxi Provinces.

A flagship building is now being planned on Shanghai's National Highway 318, for the showcasing of our Mercedes and Caterpillar products.

10.2001

*Supplied 60 cars (S600)
for chauffeuring VIPs
at the APEC Summit,
Shanghai*

提供六十輛 S600 房車，
接載上海亞太經合會議
的重要貴賓



27.2.2001

*Supplied 300 ambulances
(MB100) to China's
Ministry of Health*

供應中國衛生部三百部
MB100 救護車



保持市場優勢

我們會繼續投資以改善工序，尤其是銷售、市場推廣和售後服務。新成立的客戶服務管理部門有助提昇顧客的滿意程度，令他們成為公司的長期忠誠客戶。

雖然非特約經營的維修中心對我們構成很大的競爭，但預計在二零零二年我們的維修中心收入會上升。為了區別我們與非特約經營的供應商的服務，我們會繼續在國內及海外進行員工培訓，以提昇我們的銷售和技術能力。

憑著同事的努力和供應商的不斷支持，我們期望來年有更加強勢的業務增長。

Securing Our Market Pre-eminence

Investment continues to be made in improving our work processes, most notably in our sales, marketing and after-sales services.

The creation of a new Customer Relationship Management Department also enables us to achieve higher levels of customer satisfaction, leading to greater long-term customer loyalty.

Despite strong competition from unauthorized workshops, our workshop revenue is expected to rise in 2002. To further differentiate our service from unauthorized vendors, we are continuously conducting staff training programmes both locally and overseas to upgrade our sales and technical competencies.

With concerted efforts from our staff and the continued support from our suppliers we look forward to another year of strong growth.

Our workshop revenues continue to increase in China, reinforced by comprehensive staff training both locally and overseas

我們維修中心的收入持續增長；
成功因素之一是員工在國內及
海外接受全面培訓





15.1.2002

*The new
Porsche showroom, Seoul*

漢城最新的保時捷專門店

For 2002

Design concept of new showroom, Seoul

漢城最新汽車展廳的設計概念



韓國

雖然全球經濟不景，而韓國貿易環境亦不明朗，韓星自動車株式會社在二零零一年卻取得不俗的業績。該年平治汽車在韓國市場佔有率上升，為集團的車輛銷售數目增加84%。

在來年，本集團會積極推出多項市場推廣計劃，包括嶄新廣告宣傳活動、設立先進的汽車展廳、擴充汽車維修中心的設備，以及設立更龐大的經銷網絡，以增加銷量。

推廣優質產品

韓國顧客對實力型跑車需求日增，為此集團最近在漢城開設了一間保時捷汽車專門店，讓顧客在富時代感的環境中選購保時捷跑車。重點是，突顯品牌更能加強本集團在韓國正在發展中的高檔豪華汽車產品市場上所佔席位。

KOREA

Despite a generally poor economy worldwide and unpredictable trading conditions in Korea, Han Sung Motor was able to achieve favourable results in 2001. During the year, Mercedes' market share in Korea improved, resulting in a unit sales increase for the Group of 84%.

In the year ahead, the Group will increase its sales through an aggressive marketing drive consisting of a new advertising campaign, the creation of a state-of-the-art showroom, expanded workshop facilities and a wider dealer network.

Prestige Brands

To further cater to the increasing demand for performance-oriented sports cars in Korea, the Group has recently opened a new showroom in Seoul dedicated solely to the distinctive Porsche marque. Customers can now enjoy a display of select Porsche models in the sophisticated ambience of this showroom. Importantly, this brand distinction further reinforces the Group's position in Korea's blossoming high-end luxury market.