

11.6.2001
*Sponsorship of
a Placida Domingo
concert in Taiwan*

贊助 Placida Domingo
在台灣的演唱會



6.2001
*2001 Mercedes Trophy,
Taiwan-Charity Tournament*

2001中華賓士盃慈善高爾夫球賽



台灣

二零零一年對於台灣來說是不容易的一年。政治、經濟和氣候的不穩定，嚴重削弱消費意欲。在這情況下，我們在豪華轎車市場的銷售額下跌了18%。

開展策略性新方向

在審計年度末，我們與DaimlerChrysler AG 組成之共同控權合資企業——台灣戴姆勒克萊斯勒股份有限公司，經銷平治、克萊斯勒、吉普車及微型轎車。中華賓士汽車股份有限公司會繼續透過分支網絡，零售平治汽車。其產品種類亦已擴大至包括克萊斯勒、吉普車及微型轎車的產品。

長遠目標

我們啟用了一套經銷商軟件系統，大大改善了貨存控制和客戶服務。

展望將來，台灣經濟復甦需時，競爭將會更趨激烈，本公司將會增加銷售點及維修服務設施，以經營克萊斯勒及微型轎車的品牌，同時精簡組織架構，以求達致最佳的成本效益。

TAIWAN

2001 was a difficult year for Taiwan. Political, economic and climatic uncertainty combined to produce poor consumer sentiment. Against this backdrop, our sales in the luxury-car segment fell by 18%.

Strategic New Beginnings

At the close of the year under review, a jointly-controlled entity, DaimlerChrysler Taiwan Limited, was formed with DaimlerChrysler AG for the wholesale distribution of Mercedes-Benz, Chrysler, Jeep and Smart products. Capital Motors Inc. will continue to retail Mercedes-Benz automobiles through its branch network. Its product range has also been expanded to include Chrysler, Jeep and Smart products.

Long-term Vision

The implementation of an extensive dealer software system has significantly improved inventory controls and customer service.

Looking to the future, Taiwan's economy may take a while to recover, and competition will be even keener. The company will establish additional sales and service facilities to cater for the Chrysler and Smart brands, and at the same time streamline its organization to achieve cost-effectiveness.

*The Group is now firmly
established in Asia's blossoming
high-end luxury market*

本集團在亞洲的高檔豪華汽車
市場上紮穩根基



