

2014年长安海外独立店建设支持政策

Supporting policy of CHANGAN Overseas Independent Image Showroom 2014

长安 国际公司 市场运营部

Marketing & Operation Dept. of CIC

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一、独立店定义及建设标准 Definition of CHANGAN Independent Image showroom and construction standards

(一)长安品牌专卖店定义 Definition of CHANGAN Independent Image showroom

——专门经营长安自主品牌汽车产品的零售业态。

Specializes in retailing CHANGAN brand products

(二)软硬件要求 Software and hardware requirements

1. 独立展厅及建筑 Detached building and separating exhibition

2. 独立门头及店招 standard door head and shop signs

店门(外侧)宽度4.6米以上; The outside of the door at a width of over 4.6 meters

临街面宽(玻璃幕墙及门,转角有效) C级店不小于10米, B级不小于12米, A级不小于16米。

The width of the shop(glass wall and door,the corner is valid) : Class-C Independent Image Showroom is no less than 10 meters, Class-B is no less than 12meters and Class-A no less than 16 meters.

3. 标准室内形象墙及展厅布置 Standard layout of interior image wall and exhibition hall

4. 配套售后站点: 原则上与展厅一体。如个别市场不能达到, 要求距展厅20KM以内, 配符合长安要求的认证服务站。

After-sales service station: In principle, the station needs to be integrated with the exhibition hall. Some certain markets which can't meet with the requirement need to build the station at a distance to the exhibition hall within 20 km and the ancillary should conform to CHANGAN requirements.

5. 独立IT系统: 规范安装、使用独立的长安DMS系统, 库存及实销数据、信息完备。 Independent IT system: installing and applying independent CHANGAN DMS system conform to standards. Keep stock and sales data ,information intact.

6. 独立人员配备: 专职人员负责销售、品牌推广、促销等事项。 Full-time employees: full-time employees in charge of sales, brand promotion, products promotion and so on.



转角临街面宽有效 the corner is valid



标准门头店招 standard door head and shop signs

(三)内部效果图及功能、形象要求

Interior sketch map and requirements for functions and image

展厅布局: Exhibition hall layout



展车区外其他功能区要求: requirements for function areas except exhibition area

C级 class-C	B级class-B	A级class-A
<ul style="list-style-type: none"> □接待台及办公区 Reception and office □休息及洽谈区 Rest and discussion area □卫生间 Restroom 	<ul style="list-style-type: none"> □办公区 Office □接待台 Reception □休息洽谈区 Rest and discuss area □卫生间 Restroom 	<ul style="list-style-type: none"> □接待台 Reception desk □休息区 Rest area □卫生间 Restroom □办公区 Office □洽谈区 discussion area

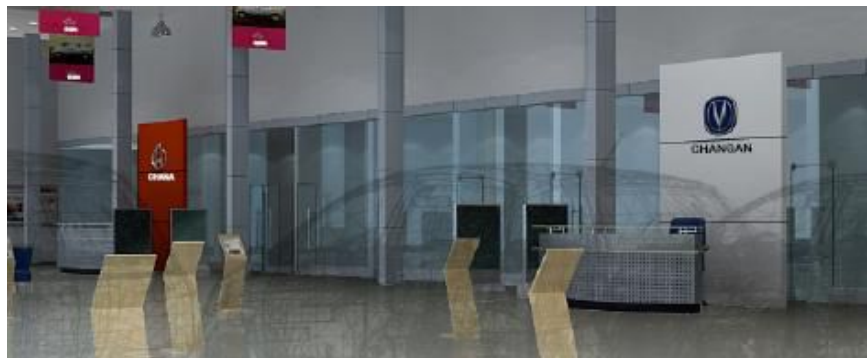
A级店须具备完整的独立功能区

Class A must feature separating functional areas.

B级店休息区、洽谈区可根据店面情况整合布置

Class B may integrate the rest and discuss areas.

形象墙: Image wall
接待台: Reception desk



一、独立店定义及建设标准

Definition of CHANGAN Independent Image Showroom and construction standard

1. 长安品牌独立店包括以下三种业态：

1.Three types of CHANGAN Independent Image Showroom

业态 Type of Independent Image Showroom	说明 Interpretation
1、乘用车品牌独立店 PV Independent Image Showroom	用于销售长安乘用车 It may sell CHANGAN PVs.
2、商用车品牌独立店 CV Independent Image Showroom	用于销售长安商用车 It may sell CHANGAN CVs.
3、商乘混合品牌独立店 PV & CV Independent Image Showroom	混合销售长安乘用车和长安商用车 It may sell a mixture of CHANGAN PVs and CVs

2.长安汽车海外乘用车品牌独立店外观效果图

Sketch Map for PV Independent Image Showroom of CHANGAN



2.1 长安汽车海外乘用车品牌独立店分级标准参考数据

Reference data of CHANGAN overseas PV Independent Image Showroom

区域 Area	A级Class A 旗舰店	B级Class B 标准店	C级Class C 社区店
建筑总面积 total construction area	3000m ²	1000m ²	200m ²
展厅面积 exhibition hall	500m ²	250m ²	150m ²
维修车间面积 repair workshop	440m ²	300m ²	72m ²
备件库面积 parts warehouse	100m ²	60m ²	30m ²
维修工位 maintance section	8	5	2
试乘试驾车位 test drive lot	5	3	1
洗车区 car wash area	3	2	1

□展厅面积为主要考核指标项 exhibition hall is key factor for assess

3.长安汽车海外商用车品牌独立店外观效果图

Sketch Map for CV Independent Image Showroom of CHANGAN



3.1 长安海外商用车品牌独立店分级标准参考数据

Reference data of CHANGAN overseas CV Independent Image Showroom

区域 Area	A级Class A 旗舰店	B级Class B 标准店	C级Class C 社区店
建筑总面积 total construction area	3000m ²	1000m ²	200m ²
展厅面积 exhibition hall	500m ²	250m ²	150m ²
维修车间面积 repair workshop	440m ²	300m ²	72m ²
备件库面积 parts warehouse	100m ²	60m ²	30m ²
维修工位 maintance section	8	5	2
试乘试驾车位 test drive lot	5	3	1
洗车区 car wash area	3	2	1

□ 展厅面积为主要考核指标项 exhibition hall is key factor for assess

4.长安海外商乘混合品牌独立店效果图

Sketch Map for PV & CV Independent Image Showroom of CHANGAN



4.1长安海外商乘混合品牌独立店分标准参考数据 Reference data of CHANGAN overseas PV& CV Independent Image Showroom

区域 Area	A级Class A 旗舰店	B级Class B 标准店	C级Class C 社区店
建筑总面积 total construction area	3500m ²	1000m ²	300m ²
展厅面积 exhibition hall	700m ²	350m ²	200m ²
维修车间面积 repair workshop	600m ²	400m ²	150m ²
备件库面积 parts warehouse	150m ²	100m ²	60m ²
维修工位 maintance section	10	6	2
试乘试驾车位 test drive lot	5	3	1
洗车区 car wash area	3	2	1

□展厅面积为主要考核指标项exhibition hall is key factor for assess

5. 配套服务站形象效果及要求 The image and requirements for service station



□服务店内外形象达到长安标准。如悬挂醒目的长安汽车标识；布置文化墙等；interior and exterior of Independent Image Showroom achieve CHANGAN standards: such as hanging CHANGAN mark, laying out CHANGAN culture wall.

□独立长安备件库房,标配长安诊断仪；exclusive CHANGAN spare parts warehouse and equipped with CHANGAN diagnostic instrument

□验收或抽检:服务运营管理得分达到标准800分以上(包括服务团体、工具设备、服务核心流程执行、备件销售及技术质量问题处理等方面评价)。Acceptance or spot check: the scores of service operating and managing need to achieve at least 800(including appraisal of service team, tools and equipments, core procedure implementation, spare parts sales and technical problems handling.)

二、2014年市场分类标准 Classification for CHANGAN overseas markets in 2014

经公司会议讨论、审议, 2014年长安海外市场分类标准如下: The classification is as follows:

备注: 海关出口数据(扣除非中国品牌)

Remark: customs export data (Chinese brand)

市场类型 Classification of markets	国家countries	容量market capacity	中国品牌出口export volume of Chinese brand (2013年1-10月) (Jan.-Oct., 2013)	长安出口目标(2014) the sales goal of CHANGAN in 2014
战略投资型Strategic investment markets	俄罗斯Russia	280m	73066	6000
	伊朗Iran	80m	39170	3000
	巴西Brazil	360m	19799	1000
营销型 Marketing markets	阿尔及利亚Algeria	30m	92918	6000
	智利Chile	37m	63794	4500
	埃及Egypt	19m	25877	1500
	哥伦比亚Columbia	30m	17839	1500
	伊拉克Iraq	30m	25403	1000
	秘鲁Peru	18m	24692	1150
	乌克兰Ukraine	23m	24320	200
贸易型Trade markets	泰国Thailand	120 m	3536	500
	阿塞拜疆Azerbaijan	3m	1844	500
	委内瑞拉Venezuela	13m	13816	1000
	南非South Africa	65m	9985	500
	沙特Saudi Arabia	67m	16567	500
	其它others	—	—	500

三、2014年海外独立店建设政策覆盖范围

Scope of supporting policy for overseas Independent Image showroom in 2014

(一)支持条件: Supporting preconditions

□ 适用于长安国际签订《经销商协议》的经销商; Applicable to the distributors signing agreement with CHANGAN

□ 申请支持的经销商, 须与长安签订书面协议: 承诺独立店运营3年以上, 提交该店3年销量提升计划并获得长安认可。The dealers who apply for supports need to sign official agreement and promise to operate the Independent Image Showroom at least 3 years, as well as submit the sales plan which has to be accepted by CHANGAN.

□ 适用于新建/改建长安品牌独立店, 专用于销售长安自主品牌乘用车、商用车车型;

Applicable for new/converted CHANGAN Independent Image Showroom, selling CHANGAN brand PV & CV exclusively.

□ 建店规模/品牌形象符合长安规范及要求, 独立店软硬件条件达到长安验收标准。

Independent Image Showroom scale/image conforms to CHANGAN requirements, the conditions of the Independent Image Showroom need to meet with CHANGAN acceptance check standard.

□ 适用于销售长安自主乘用车、商用车品牌产品, 特惠车除外; 适用品牌车型如有调整, 长安将以书面形式另行通知;

Applicable to sell CHANGAN own PV、CV, except special promotion vehicles. If applicable vehicles are adjusted, CHANGAN will officially inform .

□ 本支持政策适用于在2014年1月1日-2014年12月31日期间建成并运营的标准独立店。伊拉克于2013年建成的一个旗舰店包含在内。

This supporting policy is available for the facilities completed and put into use from Jan.1st to Dec.31th ,2014.(including a flagship shop in Iraq built in 2013)

三、2014年海外独立店建设政策覆盖范围

The scope of supporting policy for overseas Independent Image showroom in 2014

(二)支持范围:supporting scope

□ 2014年政策覆盖范围为2014年战略市场和营销市场(3+7)。The policy cover the strategic markets and marketing markets(3+7)

市场类别type of markets		国别countries
√ ₁	战略市场strategic investment markets	巴西Brazil、俄罗斯Russia、伊朗Iran
√ ₂	营销市场 Marketing markets	阿尔及利亚Algeria、智利Chile、秘鲁Peru、哥伦比亚Columbia、埃及Egypt、伊拉克Iraq、乌克兰Ukraine
3	一般贸易市场 trade markets	一事一议depending

□ 符合特定条件的一般贸易类市场可以申报和适用2014年长安海外独立点建设支持政策。

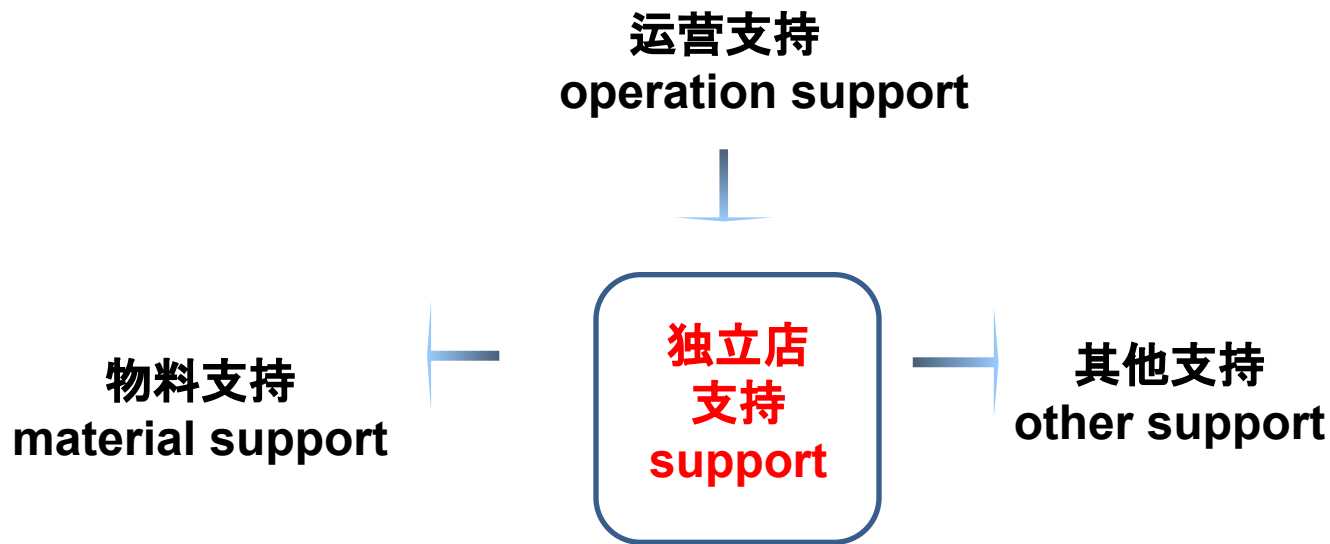
The trade markets qualified for certain requirements can apply for the supporting policy.

详见P37:六、补充说明。For details please refer to the Supplement in P37.

四、支持及兑现细则

Articles of the policy for supporting and fulfilling

- **物料支持**material support: 形象物料image materials;
- **运营支持**operation support : 实销单车返利支持kickback by each unit sale;
- **其他支持**other support: 紧俏产品优先保供、奖励及荣誉、销售服务技能培训、试乘试驾。Prior to supply best-selling products、rendering honor and reward、offering sales skills training、providing test drive/ride vehicles



(一) 物料支持 material support



□ 长安海外乘用车独立店/商用车独立店/商乘混合独立店物料支持:

Material support for overseas PV/CV/PV&CV Independent Image Showroom of CHANGAN

1) 销售展厅形象物料支持3万/2万美金/0.5万美金; Materials amount to US\$30,000/US\$20,000/US\$5,000 for PV/CV/PV&CV respectively

2) 服务店物料支持0.5万美金。Materials amount to US\$5,000 for service Independent Image Showroom

□ 支持操作方式 :How to support:

1) 实物、返现两种操作方式, 经销商自行选择; dealers free to choose material or cash.

2) 形象物料(1.1-1.4)根据需求选择, 总金额(含运费)不超过基础支持上限;

Image materials (1.1-1.4) provided according to demand and the total amounts (including transportation fees) less than the up limit of basic support.

3) 其他促销物料需求长安仅提供代购, 费用经销商自理。

CHANGAN can purchase other materials needed but the expense need to be paid by dealers.

1.1 长安海外乘用车品牌独立店可提供物料种类

Available Materials Support for PV Facilities

形象物料: A级店3万美金, B级店2万美金, C级店0.5万美金
 Image materials support: USD30,000 for class-A Independent Image Showroom, USD20,000 for class B and USD5,000 for class C.

序号 No.	图例 Illustration	名称 Name	序号 No.	图例 Illustration	名称 Name	序号 No.	图例 Illustration	名称 Name
1		厂家招牌灯箱 Changan lightbox	9		接待台 Reception desk	17		指引导向牌 (顾客休息区, 售后接待) Guidance board (Rest area, reception area)
2		经销商招牌灯箱 Distributor lightbox	10		技术参数牌 Technical parameters board	18		汽车铭牌 Automobile nameplate
3		空白单元 Blank cell	11		色板架 Color board	19		科室牌 Office board
4		维修车间入口标识牌 Workshop entrance sign	12		资料架 Materials stand	20		防撞条 Anti-corrosion bar
5		10米标志柱 10m sign post	13		轿车展台 PV display	21		胸牌 Name tag
6		品牌店导示牌 Independent Image Showroom guidance	14		海报架 Poster stand	22		服务形象墙 Service image wall
7		停车指示牌 Parking sign	15		广告屏风 (双面) Advertising screen (double-sided)	23		工位吊牌 Maintenance section tag
8		形象墙 Image wall	16		收银指示牌 Cashier Sign	24		长安汽车入口门头灯箱 Lightbox of storefront




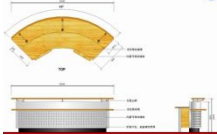







1.2 长安海外商用车品牌形象店可提供物料种类 Available Materials Support for CV Facilities

形象物料: A级店3万美金,
B级店2万美金, C级店0.5万美金
Image materials support: USD30,000 for class-A
Independent Image Showroom,
USD20,000 for class B and USD5,000 for class C.

序号 No.	图例Illustration	名称 Name	序号 No.	图例 Illustration	名称 Name
1	单LOGO独立吸塑 灯箱Single-logo lightbox		7	图腾柱Totem pole	
2	双LOGO独立吸塑 灯箱Double-logo lightbox		8	导示牌 Guidance board	
3	空白单元Blank unit		9	形象墙Image wall	
4	入口门头柱灯箱(单 面)Lightbox of storefront		10	接待台 Reception desk	
5	侧翼灯箱Side lightbox		11	形象标识牌 Image board	
6	高杆旗帜High stand flag		12	资料架 Materials stand	

1.3 海外品牌商乘店可提供的物料种类

Available Materials Support for CHANGAN Auto Supermarkets

序号 No.	图例Illustration	名称 Name	序号 No.	图例Illustration	名称 Name
1		店招Changan signboard (CV) (商用车单元)	6		混合店总标识 (立体字)不亮灯Overall sign for supermarket
2		店招Changan signboard (PV) (乘用车单元)	7		接待台Reception desk
3		店招 (维修服务单元) Signboard (Maintenance service)	8		商用车形象墙 Image wall of CV
					
4		长安商用车 入口门头灯箱 Lightbox of storefront (CV)	9		乘用车形象墙 Image wall of PV
5		长安乘用车 入口门头灯箱 Lightbox of storefront (PV)	10		11米立牌11m sign post

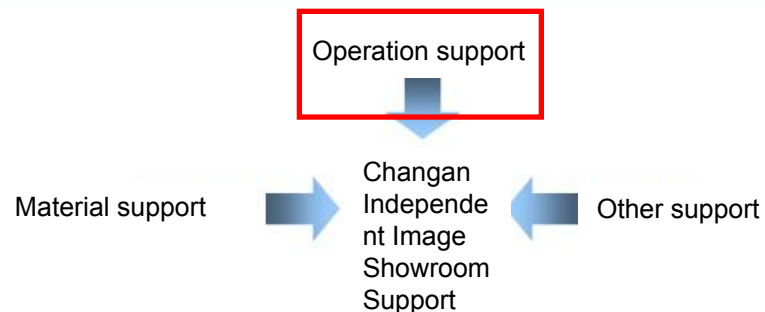
1.4 海外服务标杆店可提供的物料种类 Available Materials Support for CHANGAN A/S Service Model

服务店物料0.5万美金
Service shop materials support USD5000

序号No.	图例Illustration	标牌名称Name	序号No.	图例Illustration	标牌名称Name
1		车间工位牌Maintenance section tag	4		车间功能区门牌workshop sign
2		长安文化宣传海报 Changan billboard	5		服务站背景墙logo Background logo for Service stations
3		长安工作服 Changan uniform			

项目Item	单价(元)	数量	合计(元)	备注Remark
接待台背景墙logo Background wall of reception desk	6,300	1个	9,300	
工位吊牌Maintenance section tag	200	10	2,000	
工作服Work uniform	200	28	5600	按B级店平均14人计算 (每人2套) Calculated as Class B standard(14 persons, 2 for each)
工位划线及地面处理Maintenance section and	10,000	1	10,000	
文化墙及正品备件宣传画 (含设计印刷) Culture wall and genuine spare parts poster	500	6张	3000	文化墙仅对独立店(5张/店) 备件宣传画1张 Culture wall only for Changan Independent Image Showroom(5 for each) one spare parts poster
总计: 29900元(0.5万美金) Total: RMB 29900(USD5000)				

(二)运营支持——实销现金返利 Operation Support-Retail cash back



形象店级别Independent Image Showroom Class	A级 Class A	B级 Class B	C级 Class C
支持标准(万美元) Support Standard	USD100,000	USD80,000	USD40,000
独立乘用车店Changan PV Independent Image Showroom	实销单车返现 Retail cash back for each sales unit	实销单车返现 Retail cash back for each sales unit	实销单车返现 Retail cash back for each sales unit
独立商用车店Changan CV Independent Image Showroom	同上 Same as above	同上 Same as above	同上 Same as above
独立商乘混合店 Changan Auto Supermarket	同上 Same as above	同上 Same as above	同上 Same as above

2.1 兑现方式Support Pattern



□ 兑现条件: Support prerequisite

- 1) 独立店运营支持有效期三年, 以验收通过(长安书面确认)之日起; The operation support for Changan Independent Image Showroom is valid in three years, from the date that the Independent Image Showroom is accepted by Changan (confirmed in writing)
- 2) 依据独立店DMS实销量(限零售, 不含大客户销售, DMS客户信息为准)单车返利, 在下季度产品订单价格中体现; Changan will give cash back for each retail unit according to the retail amount of Changan Independent Image Showroom(only for retail, excluding the key account sales, and the customer information in DMS shall prevail), the cash will be returned in the form of order price deduction of the next quarter.
- 3) 未使用DMS系统的, 不予支持。If DMS is not applied, there will be no support.

□ 兑现金额: 单车返现\$130; Support amount: \$130 cash return for each unit

□ 兑现方式: 奖励金额在后续订单价格中抵扣; Support pattern: Cash will be returned in the order price of the next quarter

- 1) 对于二级独立店, 由长安国际、总代及二级签定三方协议; For the Changan Independent Image Showroom of sub-dealer, Changan, distributor and the sub-dealer shall sign a tripartite arrangement.
- 2) 对于二级独立店, 长安在收到二级收款书面确认后, 向总代兑现支持。For the Changan Independent Image Showroom of sub-dealer, Changan will give the support to the distributor after receiving the confirmation from sub-dealer.

□ 兑现时间: 建店验收后, 根据实销量, 季度兑现; Support time: Quarterly realized according to the retail volume after the Independent Image Showroom is accepted.

一般贸易类市场, 达到独立店建设政策支持条件的, 在补签协议, 验收通过后, 年度兑现(按独立店DMS实销数据) For the trade markets, after reaching the standard of Changan Independent Image Showroom, the support will be fulfilled according to the DMS retail data annually after the agreement is signed and Independent Image Showroom is accepted

(三) 其他支持——销售/售后顾问奖励 Other support ——Sales/After-sales service consultant reward

Material support

Operation support

Changan
Independent Image
Showroom
Support

Other support

□ 销售顾问季度奖励 Quarterly reward for sales consultant

依据独立店DMS实销数据, 季度销量排名取前10名; According to the DMS retail data, the top 10 sales consultant of each quarter will be rewarded.

1. 季度兑现方式: 奖励金额以现金为主; Quarterly reward pattern: mainly in cash
2. 奖励时间: 按照4月评价1、2、3月, 结果作为4、5、6月季度奖励依据. reward time: Access the first quarter in April and the result will be applied in the second quarter.

□ 销售/售后顾问年度奖励(中国行培训) Annual reward for sales/After-sales service consultant (China visiting and training)

1. 销售顾问 Sales consultant

独立店DMS系统, 销售顾问实销排名前5名; 金牌顾问“中国行”; Consultants whose retail volume rank top 5 will be arranged a China visiting

奖励时间: 次年一季度。reward in the first quarter of the next year

2. 售后顾问 A/S service consultant

评选方式: 年度评选“优秀售后经理”综合排名前5; Evaluation method: Select the top 5 A/S service manager

优秀售后经理“中国行”, 并参加服务技能培训 Selected A/S service manager will visit China and participate the service skills training

(奖励兑现时间如有调整, 另行通知) If the rewarding time is adjusted, it will be noticed



Quarterly
rewards for sales rep

(三)其他支持——荣誉激励 Other support----Honor Incentive

年终评比: Annual Appraisal

□渠道建设优秀奖:年度独立店建设成果显著经销商1家;2万美金

Channel developing reward: Best distributor on Independent Image Showroom developing; USD20,000

□运营管理优秀奖:年度运营管理最佳独立店1家;2万美金

Operation management reward: Best Independent Image Showroom in operation management;USD20,000

□单店冠军奖:年度终端销售冠军独立店1家;2万美金

Single shop sales champion: Independent Image Showroom of annual retail champion; USD20,000

□形象店优秀奖:年度品牌形象建设最佳独立店1家;1万美金

Image shop reward:Best Independent Image Showroom in brand image building;USD10,000

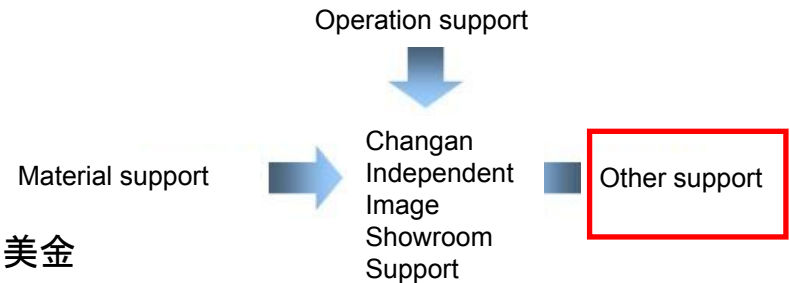
□服务优秀奖:年度服务优秀独立店1家。1万美金

A/S service reward:Best Independent Image Showroom in A/S service;USD10,000

□兑现方式:年度商务大会授牌、授奖。

reward pattern: rewarded in the annual commercial conference.

具体评选细则长安国际2014年6月发布。



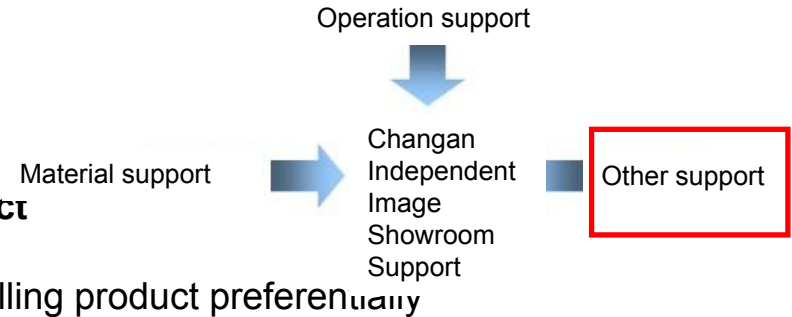
(三)奖励支持——产品专卖及试乘试驾车 reward support---proprietary product and test drive/ride vehicle

专享支持: 产品专卖 Exclusive support: proprietary product

- 原则: 紧销产品, 优先保供。Principal: Supply the best-selling product preferentially

试乘试驾新车型优惠 Discount for test drive/ride new vehicle

- 对试乘试驾新车型, 独立店采取“一店一车”的支持原则, 乘用车给予8折优惠支持, 商用车给予85折优惠支持(俄罗斯已有专门政策, 不在此列); For the test drive/ride new vehicle, each Changan Independent Image Showroom will receive support for one vehicle:20% discount for PV and 15% discount for CV.(Russia market is not included here because of its special strategy)
- 兑现方式: 提车时直接折让(限主力销售车型, 计入运营支持总额); Support pattern: Discount of the vehicle price (only for the main model, the discount will be counted in the operation support)
- 长安国际不定期来访, 检查试驾车使用情况; Changan will check the applying condition of the test drive/ride car irregularly
- 试乘试驾车使用期限1年, 使用满1年必须更换, 不再继续作为试乘试驾车使用。The life span of the test drive/ride car is one year, it must be replaced after one year and can not be used for test drive/ride any more.



其他要求Other requirements

- 独立店按要求使用DMS, 每月报送相关信息齐全、完备; The Independent Image Showroom should apply DMS as required and submit corresponding information.
- 办事处人员进驻。办事处人员可进驻长安独立店工作, 经销商应提供必要的协助及办公条件; Changan agency staff can enter the Changan Independent Image Showroom for work. Distributors shall provide essential support and office working conditions.
- 办事处人员参与销售、服务、网络建设、网络运营检查等工作, 与总部及经销商保持畅通交流与沟通; Changan agency staff will join in the work of sales, service, network building, network operation check and so on and keep smooth communication with headquarter and distributors
- 经销商切实按照双方确认的三年销售提升计划, 阶段提升单店实销能力。如实际销量与该计划出现重大偏差, 长安有权终止支持; Distributor should periodically improve the sales ability of single shop as the three-year sales promoting plan agreed by both sides. If the retail sales has big difference with the plan, Changan has the right to stop supporting.
- 经销商须切实履行运营独立店3年以上的承诺。否则长安有权诉诸法律, 索回所有支持并要求合理赔偿。Distributors should carry out the promise of operating the Changan Independent Image Showroom for more than three years. Otherwise, Changan has the right to take legal actions to withdraw all the support and claim for reasonable compensation

(以上条款列入双方/三方协议) The above provisions shall be listed in the agreement

五、支持及验收附属文件 Appendix

1. 支持附属文件 Appendix of support policy

- 长安独立店物料需求申请表; Application form of Changan Independent Image Showroom materials requirement
- 长安独立店建设信息收集表; Collection form of Changan Independent Image Showroom establishment information
- 长安专营车型申请表; Changan special vehicle model application form
- 试乘试驾车型申请资料; Test drive/ride application materials
- 服务营销活动计划表 Service marketing plan schedule

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2. 验收附属文件

Appendix of Changan Independent Image Showroom acceptance

□ 长安品牌独立店建验收表;

Changan Independent Image Showroom Acceptance Evaluation Form



长安品牌独立店建验收表
Changan

□ 服务标杆评价标准表

Service Model Evaluation Form



服务标杆评价标准表

3. 支持费用会签表Support fee countersign form



支持费用会签表

- 长安品牌独立店物料支持会签表;

Countersign form of Changan Independent Image Showroom materials support



- 长安品牌独立店 现金支持会签表

现金支持会签表

Countersign form of Changan Independent Image Showroom cash support

七、补充说明: Additional remarks

□ 一般贸易市场适用支持政策的条件 Support prerequisite for trade markets

1. 对于一般贸易市场, 自行建设独立店并运营DMS系统, 如年度销量(发运)达到1000辆以上, 可申请纳入独立店支持范围; For the ordinary trade market which establishes Changan Independent Image Showroom by itself, apply DMS and the annual sales reaches 1000 units, it can be included in the support range.
2. 长安将在店面验收后给予基础支持、运营支持(依据独立店DMS实销数据), (具体标准及细则同战略、营销类市场)。Changan will give the basic support and operation support(according to the DMS retail data), the detailed standard is the same with strategic market and marketing market.

□ 伊拉克旗舰店 Iraq flagship shop

参照A级店标准执行。依据2014年该店DMS实销数据予以兑现。Refer to the standard of class A Independent Image Showroom. Support will be realized according to the DMS retail data of this Independent Image Showroom in 2014.

□ 建设计划确认时间要求 Construction plan confirm and deadline

1. 为保证计划精准, 减少资源浪费, 结合各大区年度商务谈判进度, 要求在2月20日前确认。市场运营部将按照建设计划实施内部任务管理; To make the plan precise and decrease the resource waste, each market is required to confirm the construction plan before Feb, 20th. Marketing Dept. will carry out the target management as planned.
2. 对开发中的新市场, 如伊朗、乌克兰可适度放宽时间要求。For the markets under developing, such as Iran and Ukraine, the deadline can be reasonably extended.

长安行天下
CHANGAN DRIVES THE WORLD