

# Corporate Social Responsibility of General Motors China

**通用汽车中国**之企业社会责任

2007年年度报告





*GM is committed to helping create  
**greener, safer and healthier**  
communities in China.*

通用汽车将与中国共创更环保、更安全、  
更健康的家园。

# **In China With China For China**

立足中国 / 携手中国 / 用心中国



通用汽车公司董事长兼首席执行官瓦格纳  
Rick Wagoner, Chairman & Chief Executive Officer of GM

中华人民共和国国家主席胡锦涛  
Hu Jintao, President of the People's Republic of China

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# Making Corporate Social Responsibility a Priority

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**General Motors believes that we have an obligation to do more than just build and sell great products. We also have an obligation to give something back to the places in which we do business. In other words, corporate social responsibility.**

No doubt our company's commitment to corporate social responsibility, or CSR, has been a key factor behind GM's success in China over the past decade.

CSR is not just about developing big programs or signing big checks. It is also not about doing activities for the sole purpose of generating good public relations. CSR is about doing our best to do what's right every day, as a company and as individuals, to help build a better tomorrow. It is also about making the extra commitments that go beyond what is merely required of us.

Each year, GM chooses a number of CSR projects in our local communities around the world. In China, GM is committed to helping create safer, cleaner and healthier communities. We select key initiatives to support these focus areas.

The many CSR programs in which we are actively engaged, are helping improve the lives of our friends and neighbors across China. GM China will continue to make CSR a vital component of our business to demonstrate our long-term commitment to China.

Thanks for your support and care for GM.



**Kevin Wale**

President and Managing Director of GM China





# 以企业社会责任为先

通用汽车认为，企业的责任和义务不止是生产和销售优质的产品，我们还有义务回馈我们发展业务的所在地。换句话说，我们必须承担企业社会责任。

毫无疑问，通用汽车之所以过去十年来能在中国取得成功，一个重要原因是我们履行了企业对社会责任承诺。

但是，企业社会责任绝不等同于开展几个庞大的项目或签署几张巨额支票，也不是单纯为了建立好的公共关系。企业社会责任的真谛是：无论作为公司还是个人，每天都要尽力做该做的事情，创造一个更美好的明天。这也意味着我们要高标准、严要求，超出他人对我们的期待。

每年，通用汽车都会在全球各地选择参与许多企业社会责任项目。在中国，通用汽车致力于创造更安全、更清洁、更健康的社会，并有若干主要计划来支持这些重点领域的工作。

我们积极参与的众多企业社会责任项目，正在努力改善我们中国社区及民众的生活。通用汽车中国公司会一如既往将企业社会责任视为我们业务发展的一个重要组成部分，以兑现我们对中国的长期承诺。

感谢你们的对通用汽车的支持和关心。



甘文维  
通用汽车中国公司总裁兼总经理



Buick's New Excelle / 别克新凯越



# Brief Introduction

The General Motors-China relationship dates back more than eight decades. GM China's vision is together with its partners, to be the best automotive group in China.

GM has eight joint ventures and two wholly owned foreign enterprises as well as more than 20,000 employees in China. GM, along with its joint ventures, offers a broad lineup of vehicles and brands in China. Products are sold under the Buick, Cadillac, Chevrolet, Opel, Saab and Wuling nameplates. In 2007, domestic sales of vehicles by GM and its joint ventures rose 18.5 percent on an annual basis to a record 1,031,974 units. GM ended 2007 with an estimated market share in China of 12.1 percent. It has been the sales leader among global automakers in China for three consecutive years.

GM is a "catalyst for change" and "best partner" that is helping China move toward a safer, cleaner and healthier society through technology, education and philanthropy. It will continue to provide leadership in these areas while serving as a positive example for other companies.

Please visit <http://csr.gmchina.com>

## 总述

通用汽车进入中国已超过80年。通用汽车在中国的发展愿景是：携手战略合作伙伴，致力于成为中国汽车工业的最佳参与者和支持者。

通用汽车在中国建立了8家合资企业和2家全资子公司，拥有员工超过20,000人。通用汽车在中国进口、生产和销售别克、凯迪拉克、雪佛兰、欧宝、Saab萨博及五菱等品牌的系列产品，所提供的产品系列之丰富位居所有在华跨国汽车企业之首。2007年，通用汽车中国公司及在华合资企业销售汽车1,031,974辆，同比增长18.5%，通用汽车在中国的市场份额达到12.2%，连续第三年成为在华销售汽车最多的跨国公司。

通用汽车是中国最可靠的合作伙伴，通用汽车将积极参与中国社会的发展和进步，将通过技术、教育和公益事业与中国携手共创更安全、更清洁、更健康的家园，并在企业社会责任方面为行业及企业树立良好榜样。

请访问 <http://csr.gmchina.com>

# GM in China Today

## 通用汽车在中国

More than  
**20,000**  
employees in China

在中国拥有员工超过20,000人

First Global OEM  
to sell more than  
**1,000,000**  
new vehicles  
in China a year

首个一年在中国销售车辆  
超过一百万辆的跨国企业（2007）

**Broad lineup  
of vehicles and brands**

所提供产品丰富位居所有  
在华跨国汽车企业之首



# 8 joint ventures in China

在中国建立了8家合资企业

Shenyang  
沈阳

Yantai  
烟台

Qingdao  
青岛

Shanghai  
上海

Liuzhou  
柳州





# Sustainable Mobility

可持续发展的产品和服务



# GM Environmental Principles

The GM Environmental Principles, adopted in 1991, outline the company's approach to environmental responsibility. As a responsible corporate citizen, GM is dedicated to protecting human health, natural resources and the global environment.

The following environmental principles provide guidance to General Motors personnel worldwide in the conduct of their daily business practices.

- We are committed to actions to restore and preserve the environment.
- We are committed to reducing waste and pollutants, conserving resources, and recycling materials at every stage of the product life cycle.
- We will continue to participate actively in educating the public regarding environmental conservation.
- We will continue to pursue vigorously the development and implementation of technologies for minimizing pollutant emissions.
- We will continue to work with all governmental entities for the development of technically sound and financially responsible environmental laws and regulations.
- We will continually assess the impact of our plants and products on the environment and the communities in which we live and operate with a goal of continuous improvement.

GM is committed to promoting sustainable development in China through its leadership in the development of advanced energy-efficient and environmentally friendly technologies.

早在1991年，通用汽车开始实施“全球环境原则”。这项原则概括了公司环境责任的核心内容，成为指导公司履行环保责任的重要准则。“全球环境原则”推行之后，通用汽车公司在世界范围内大大降低了生产、产品对环境的影响。

为一个有责任心的社会公民，通用汽车致力于保护人类健康，自然资源和全球环境，以达到比把合理的环境法规融入日常商业决策更深远的目标。下面的环境原则为通用汽车全世界的员工每天的商业实践提供了指导方针：

- 我们致力于恢复和保护自然环境。
- 我们致力于减少浪费和污染，节约资源以及在产品生产周期的每一个环节上进行材料的循环使用。
- 我们将继续积极的投身于公众环保意识的教育。
- 我们将继续积极的开发并应用最低污染排放的技术。
- 我们将继续和政府机构合作，制定技术和资金上均具可行性的环境法律法规。
- 我们将继续评估我们的工厂和生产对环境和社区造成的影响，以期达到持续性的改进。





# 1 ■ Introduce and Apply Advanced Technology with the Aim of “Zero Emissions”

积极引入、应用先进环保技术，致力于实现 “零排放”

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GM is committed to the research and development of new technologies to promote energy efficiency and reduce fuel consumption. GM has set near-term, mid-term and long-term goals of the application of various technologies, including a long-term goal of hydrogen fuel cell technology.

## 1) Promote Advanced Internal Combustion Engine Technology

Over the past 30 years, the fuel efficiency of GM passenger cars has increased 130 percent while hydrocarbon emissions have been reduced by over 96 percent since 1960.

## 2) Hybrid Technology

In October 2004, GM partnered with SAIC in operating hybrid buses to explore their market potential. By the summer of 2008, GM plans to launch its Buick Lacrosse Hybrid designed in China. It will be GM's first hybrid mid-size car outside of the U.S.

## 3) Fuel Cell Project

As a clean, reliable energy, fuel cells don't need gasoline and emit only water vapor. In October 2004, GM and its strategic partner in China, SAIC, signed the Cooperative Memorandum for Clean Energy Projects. In October 2005, GM and SAIC joined hands to strengthen their cooperation in clean energy vehicles and promote the development and production of high-efficiency and clean energy in China. GM and SAIC's cooperation provided a blueprint for China's automotive industry for driving it from the era of gasoline into the hydrogen era.

## 4) GM's E-Flex Technology

GM's E-Flex propulsion system is flexible, enabling it to convert various fuels such as gasoline, ethanol, bio-diesel and hydrogen into electricity. This system has the potential to greatly promote the process of energy diversity for the automotive industry.

通用汽车的策略是节流与开源双管齐下，终极目标是实现以氢燃料电池技术为核心的远景解决方案。

### 1) 内燃机技术的改进

通用汽车一直以来都致力于研发新技术，以进一步提高提高汽车效率、减低油耗。例如涡轮增压技术、随选排量、可变气门正时，以及正在开发中的具有高效火花点火直接喷射(SIDI)技术的发动机等。在过去30年中，使汽油动力轿车的燃油使用效率提高130%，在汽油动力卡车上提高了75%。而在汽车排放方面，碳氢化合物等的排放量自1960年以来削减超过96%。

### 2) 混合动力技术

2004年10月，通用汽车公司在华宣布与合作伙伴上汽集团联手打造用于日常运行的混合动力客车，以探索商业化潜力。2008年夏，通用汽车计划在中国推出别克君越混合动力车，它将是通用汽车在北美之外的其他地区推出的首辆中级混合动力轿车。

### 3) 燃料电池项目

燃料电池是一套电化学设备，它将氢和氧化合，把化学能转化为电能，同时产生水。由于燃料电池没有普通发动机的燃烧过程，不产生对环境的污染，因此它是一种清洁、可靠的能源。2004年10月，上汽集团与通用汽车签署清洁能源汽车项目合作谅解备忘录。2005年10月，通用汽车与上汽集团进一步强化在清洁能源汽车领域的合作，以促进高效、环保的清洁能源汽车在中国的开发和生产。上汽集团和通用汽车的合作计划描绘了中国汽车产业从燃油时代迈向“氢经济”的蓝图。

### 4) E-Flex驱动系统

E-Flex驱动系统，被业界喻为“真正改变了汽车的DNA，是驱动汽车行业进入电气时代的先驱”。E-Flex驱动系统可灵活适应多种能源，将汽油、乙醇、生物柴油、氢气等能源转化成电能，从而为车辆的行驶确保有足够的电力驱动能力，将大大推动全球汽车能源多元化的进程。



**FUEL EFFICIENCY**



**E85 ETHANOL**



**HYBRID**



**ELECTRIC**



**FUEL CELL**

Gas-Friendly to Gas-Free

GM's strategy is energy diversity to reduce environmental impact and improve energy security by reduced dependence of vehicles on oil.

通用汽车的能源多样化战略：

降低汽车对石油的依赖，提高能源安全，并减少汽车对环境的影响。

(图中下方文字从左至右依次为：燃油经济性、乙醇E85、混合动力、电驱动和燃料电池)



## 2. Greening the Supply Chain

### 环保的生产及供应链

In 2005, GM worked with the World Environment Center (WEC) and China's Society of Automotive Engineers (SAE) and Shanghai GM to launch the Green Supply Chain (GSC) program. GM provided the funding and technical support for the GSC project in China and the WEC administered the project.

As the first activity of its kind in China, it is aimed at promoting sustainable development in every link in the supply chain of China's automotive industry. It is helping suppliers improve their manufacturing processes by lowering their consumption of raw materials and energy. The program is representative of GM's long-term commitment to support the development of China's automotive industry. It is also in line with the Chinese government's call to build a society that conserves its resources. Shanghai GM's tier-one parts suppliers are engaged in this program.

This has been a very successful pilot project. On a five-year basis, the cash flow alone is over \$1 million in net present value (NPV) using a discount rate of 15 percent. Reducing CO<sub>2</sub> emissions by over 2,500 tons and eliminating the consumption of over 28 million gallons of water per year are just some of the positive results. At current market rates, if the suppliers could sell their tons of CO<sub>2</sub> abatement it would raise the NPV of this initial phase of the project to over \$1.3 million.

On July 30, GM joined with the MOC Multinational Study Center to host the MNC's Role in China's Environmental Protection Forum, which received an enthusiastic response from participants.



## “绿色供应链”项目

2005年，通用汽车中国公司携手世界环境中心（WEC）和中国汽车工程学会，在中国启动“绿色供应链”示范项目，帮助汽车零部件供应商提高环保能力，减少能源、原材料消耗，以切实促进中国汽车产业价值链各个环节的可持续发展能力。同时，作为通用汽车以实际行动兑现“支持中国汽车产业发展、支持中国建设节约型社会”承诺的重要一步，该项目的实施不仅是通用汽车对中国政府关于推动清洁生产的要求的积极响应，也将对促进整个汽车产业与社会、环境的和谐发展具有重要的实际和借鉴意义。

“绿色供应链”项目首先在上海通用汽车公司的一线零部件供应商中开展，参与的供应商包括巴斯夫汽车涂料系统公司，华克排气系统公司等著名公司。

实施一年多来，绿色供应链项目成功地减轻了供应商生产对于环境的影响，同时降低了运营成本，切实促进了中国汽车产业价值链各个环节的可持续发展能力。该项目至今共计节省资金254,500美元。同时，根据世界环境中心专家的预计，如果以五年为一个实施过程来计算，仅目前参与绿色供应链项目的上海通用汽车的供应商，每年就能减少二氧化碳排放2500多吨，节约用水超过2800万加仑。在目前市场汇率下，如果供应商能够卖出减少下来的数千吨的二氧化碳配额，相关企业在该项目上就能得到相当可观的经济效益。以上数字充分证明了，在汽车行业的发展过程中，环境保护和企业经营是完全可以做到和谐且同步发展的。

7月30日，商务部国际贸易经济合作研究院跨国公司研究中心携手通用汽车中国公司，举行“跨国公司与中国环境保护”高层论坛，通用汽车“以主人翁姿态参与环保，将环保理念贯穿业务发展每一步”的观点得到了与会政府相关部门和专家的热烈反响。通用汽车中国公司总裁兼总经理甘文维和上海通用汽车有限公司总经理丁磊一起为在上海通用汽车绿色供应链项目中获奖的“绿色”供应商进行了现场颁奖。



Green supply chain project to save energy / 发动机绿色供应链项目可节约能耗

# 3. Helping Shape China's Automotive Energy Strategy

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On October of 2007, GM announced support of research on the pursuit of energy-efficient and environmentally friendly transportation in China.

China Automotive Energy Research Center (or CAERC) is a joint effort of GM, Shanghai Automotive Industry Corp. Group (SAIC) and Tsinghua University. The non-profit scientific research and educational institution, which is located at Tsinghua University, is the first professional research institution in the area of automotive energy in China. It will support the development of a comprehensive automotive energy strategy specifically for China while serving as a training base for high-level and multidisciplinary research talent.

The goal is to help China move away from its reliance on petroleum-based fuel and toward sustainable transportation.

CAERC will conduct multidisciplinary, systematic, objective and in-depth research on energy supply chains and demand, leveraging the technical and human resources of its partner companies. At the same time, it will work with various organizations in government, the academic community and related industries in China in order to participate in the formulation and discussion of China's overall energy roadmap and policy.



位于清华大学的中国车用能源研究中心

China Automotive Energy Research Center (CAERC) at Tsinghua University

## 支持中国首个专业车用能源研究中心

2007年10月29日，通用汽车宣布了一个雄心勃勃的新战略计划，它将对建设资源节约型、环境友好型的交通体系起到极大的推进作用。

通用汽车携手清华大学和上汽集团，在北京成立一个中国车用能源技术研发中心。这是中国第一家由中国前沿学术单位主导、并将跨国汽车制造商引入研究流程的车用能源研究机构。这是中国能源研究领域第一家专业针对车用能源的研发单位。通用汽车和上汽集团将作为该中心的坚实后盾，为该中心提供全方位的支持，通用汽车和上汽集团也因此成为第一批直接参与中国车用能源研究的汽车制造商。

此举将有助于进一步推进“立足中国、携手中国、用心中国”的在华战略，更好地支持中国建设资源节约型、环境友好型的交通体系。

该中心将通过实施研究项目，组织独立、开放的研究队伍，对能源供应链、需求和能源载体特征等开展客观、科学的综合研究分析，创造和传播建设经济、安全、环境友好的车用能源体系所需的知识，并为中国及全球未来车用能源发展的战略与政策提供支持，为中国及全球向可持续车用能源体系过渡提供综合解决方案。



Rick Wagoner, Chairman & Chief Executive Officer of GM and Lawrence D. Burns, Vice President of GM in GM's Equinox hydrogen fuel cell vehicle at Diaoyutai Guest House in Beijing. 通用汽车公司董事长兼首席执行官瓦格纳先生与通用汽车副总裁波立达先生在北京钓鱼台国宾馆试乘试驾通用汽车的Equinox氢燃料电池车。





# Ecosystem Protection & Environmental Protection Education

## 生态系统保护及环保教育

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GM has done many projects on environmental protection, in order to achieve the harmony between humans and nature.

长期以来，通用汽车在环境保护及其环保教育方面做了大量的工作，为实现人与自然的和谐相处而贡献力量。



# 1 ■ Activities Committed to Environmental Protection

## 积极致力于复原和保护环境的行动

Preserving the environment is a key GM environmental principle. In conjunction with its rapid development in China, GM is addressing what it regards as its environmental responsibility through various means. One of the newest and most important projects is the Chongming Dongtan Wetland Protection Program.

Chongming Dongtan is the most integrated wetland in the Yangtze River Delta. It is an important bird migration stopover point and has a fast-developing ecosystem, which is rare worldwide. Protection of the Chongming Dongtan Wetland National Nature Preserve is therefore of great importance to China's wetland protection strategy and to Shanghai's ecologically friendly growth.

GM and The Nature Conservancy (TNC) started cooperation on environmental protection in 1994. In 1999, GM and GM China began supporting The Nature Conservancy of China with cash and vehicle donations to assist TNC's conservation efforts. In 2006, GM provided funding to TNC for research and development of the biodiversity evaluation system for the Chongming Dongtan Wetland National Nature Preserve as well as the first phase research project for the preserve's biodiversity assessments. The material is under review with the goal of gaining a better understanding of the Chongming Dongtan Wetland National Nature Preserve and how to protect.

On July 30, 2007, GM announced a donation to TNC for the second phase of its study on the Chongming Dongtan Wetland project. It includes a Chongming Dongtan conservation management plan, Chongming Environment Education Center Planning Proposal (the facility is expected to be open to the public in time for World Expo 2010 Shanghai) and an English version of a Chongming Island book.

在通用汽车的企业环境原则中，第一条就是致力于恢复被破坏环境，保护现有环境。通用汽车中国公司在业务快速发展的同时，通过多种方式，积极履行在中国的环境责任。崇明东滩湿地保护项目就是通用汽车在中国最新以及最重要的环保行动之一。

崇明东滩属长江口典型的河口湿地，地理位置十分重要。其生物多样性价值体现在物种的多样性和生态系统的多样性，是候鸟迁徙途中的集散地，也是水禽的越冬地。

通用汽车与美国大自然保护协会的合作始于1994年。1999年，通用汽车和通用汽车中国开始资金支持并捐赠了工作用车以帮助美国大自然保护协会的环保工作。2006年9月，通用汽车向美国大自然保护协会捐赠20万美元，用于协助崇明东滩国家湿地自然保护区研发保护区生物多样性评估系统及保护区规划建议的第一期研发。目前，一期研发已经取得了阶段性成果。这些资料的准备，为崇明东滩湿地未来进一步的保护提供了极其重要的参考文献，也为第二阶段的保护项目奠定了坚实的基础。

2007年7月30日，通用汽车宣布向崇明东滩国家湿地自然保护区捐赠16万美元，用于第二期科研项目的经费，以帮助当地居民建立人与自然和谐相处的社区，包括提出保护区科学管理对策、崇明环保教育中心规划以及崇明岛英文版画册的出版。



Chongming Dongtan Wetland national nature preserve  
崇明东滩湿地国家级自然保护区

# 2. Environmental Protection Education

积极参与对公众的环境保护教育

## **GM actively participates in and supports environmental protection education.**

### 1) Sponsor Lijiang Visitor Center

GM has been cooperating with TNC on protecting the ecosystem in Yunnan Province for 9 years. In 2005, GM provided funds to TNC to support the establishment of the Lijiang Visitor Center for Nature and Culture in China's northwestern Yunnan province. The Lijiang Visitor Center, which opened on May 1, 2005, showcases the abundant biological and cultural diversity of the region and promotes TNC's conservation approaches and methods. It is intended to encourage both local and foreign visitors to protect the spectacular and unique environment of northwestern Yunnan, lead them to consider environmentally friendly methods of tourism and development, and encourage their support for related conservation activities. The Lijiang Visitor Center provides environmental activists and volunteers opportunities to work as interpreters and tour guides at the center.

GM's HydroGen3 visited Heilongtan Park in the city of Lijiang on August 2, 2007, becoming the first hydrogen-powered fuel cell vehicle to appear in Yunnan province. Volunteers who had given their time to the Lijiang Visitor Center were recognized at this event and encouraged to continue working hard and make the center an outstanding environmental protection showcase.

### 2) Lijiang Photo Exhibition Tour Sponsorship

A traveling photography exhibition launched by students of the Naxi minority studying in Beijing began on October 9, 2007 at Beijing Normal University. Entitled "Lijiang, Our Home," the month-long exhibition was supported by GM China, TNC and the Lijiang municipal government's Beijing Liaison Office. It visited 10 Beijing universities, including Renmin University, Peking University and the Central University for Nationalities.

The exhibition showcased the glory of the Naxi culture through a large number of stunning photographs. It also promoted green tourism and environmental protection, encouraging more people to become involved in the preservation of China's natural environment.





### 1) 支持滇西北绿色旅游推广中心

通用汽车与美国大自然保护协会在云南开展生态保护工作已经9年。通用汽车1999年资助滇西北保护与发展规划项目并于2005年在丽江古城设立滇西北绿色旅游推广中心。该项目将主要展示丽江三个世界遗产和滇西北的生物多样性和民族文化多样性，是一个集环保宣传展示和绿色旅游宣传推广于一体的公益活动。

2007年8月2日，代表全球新能源领域最前沿解决方案的“氢动三号”燃料电池车亮相丽江古城黑龙潭公园，这也是这款氢燃料电池车在云南的第一次亮相。作为对过去工作的总结，通用汽车和美国大自然保护协会表彰了滇西北绿色旅游推广中心的优秀志愿者，嘉奖他们为提高民众环保意识而付出的贡献，并鼓励他们在今后的工作中继续努力，使绿色旅游推广中心成为一个环保教育的优秀平台。

### 2) 助展“丽江，我们的热土”纳西文化首都高校图片巡展

10月9日，由一批在首都高校就读的纳西学子发起的“丽江，我们的热土”纳西文化首都高校图片巡展在北京师范大学举行了开幕式。活动将为期一个多月，在北师大、人大、北大、中央民族大学等十所北京高等学府巡回，通过大量珍贵的图片展现纳西文化的魅力，培养“绿色旅游”和生态保护的意识；呼吁更多人参与到保护自然和环境的行动中。此次图片巡展得到了通用汽车中国公司、美国大自然保护协会和丽江市政府驻北京联络处的大力支持。此次图片活动也是通用汽车在大学校园进一步推广生态理念和环保精神的又一积极行动。



Launch Ceremony of Harmonious China Roadshow  
“和谐交通，中国行”启动仪式



# Road Safety

## 道路安全

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As the world's largest automaker and an industry pioneer, GM has become a leader in the development, adoption and promotion of advanced vehicle safety technology. GM also takes seriously its responsibility to strengthen the awareness of all road users, improve the transportation environment, and reduce the number of injuries and fatalities caused by traffic accidents.

在环保领域之外，通用汽车还在安全以及公共健康方面积极开展和参与了社会公益活动。通用汽车的道路安全合作伙伴覆盖各个方面：政府、合资企业、经销商、非政府组织、专业机构、媒体以及公众。

通用汽车公司作为全球最大的汽车制造商和汽车安全技术的领导者，一直处于研发和推广汽车安全技术的最前沿。同时，通用汽车积极推动人、车与道路基础设施协调发展的道路交通安全理念，帮助提高整体道路使用者的安全意识和行为规范，积极参与改善中国的交通环境，为减少中国道路交通伤害以及共创和谐交通的目标而努力。

通用汽车认识到，公众的互动参与是强化道路安全意识的有效途径。因此我们也在传统的道路安全教育手册上做了新的尝试，以便于让安全教育的内容引起公众的兴趣并确保其持久性。

# China's Response to Global Road Safety Week “Harmonious China Roadshow”

全球道路安全周 “和谐交通中国行”

大型车队路游活动



On April 23, following the official opening of the First United Nations Global Road Safety Week at the side of Geneva Lake, China's "United Nations Global Road Safety Week - China Region 2007" organized by the Center for Disease Control under the auspices of seven of the State's ministries and commissions including the Ministry of Health; the Ministry of Education and the Ministry of Public Security, was unveiled. As the world's largest car manufacturer and the leader in car safety technologies, GM China also actively took part in the event. GM exclusively supported one of the events – “Harmonious Traffic in China – Convoy for the Inspection and Promotion of Road Safety” – by donating RMB 2 million; and also organized a fleet of 10 Chevrolet vehicles to accompany the event across China, so as to assist in the survey and research in the inaugural event in Beijing and five other cities.

GM has always focused on the research and promotion of car safety technologies. While continuing to enhance the safety of GM's products, the company also actively promoted the road safety concept of “Harmonious development of people, cars and roads”, a theme which happens to be consistent with that for the Global Road Safety Week. Through this event, the company helped China's drivers to raise their awareness of safe driving and cultivate safe driving habits.

The Roadshow covered cities throughout China of varying topographic and road conditions and cultural characteristics. . It started in Beijing and travelled through Xi'an; Chengdu; Changsha; Shanghai, Tianjin and back to Beijing. The event involved traffic safety education and promotional activities such as survey and testing of road safety; public education of road safety; recruitment of road safety volunteers; distribution of safety bookmarks and collection of signatures of road safety supporters, etc. It was aimed at appealing to the society especially in the case of youths, to take joint-action to reduce traffic hazards and to ensure safety inside and outside the cars; to further improve road infrastructure and emergency rescue system and capabilities; to use road safety as a platform to demonstrate harmony between people, cars and roads, as well as to establish a harmonious relationship throughout society.

At Kunlun elementary school in Xian, GM's experts Terry Pritchett and Iris Wang, taught a lively group of students the traffic safety glossary and road safety practices and asked them to share what they have learned with their parents. At the Sichuan University, the students, divided into passersby, auto drivers and bicycle riders, fiercely debated on the traffic safety issues, with the enthusiasm to improve traffic conditions and their strong personal-responsibility. The bookmark embodied with safety knowledge and information was distributed; various activities such as volunteers' signature drive, painting and emergency demonstration were passionately performed by the students.



今年4月，为配合联合国与世界卫生组织在全球范围内举办的首届联合国全球道路安全周活动，通用汽车赞助200万人民币以及10辆雪佛兰车，与中国疾病预防控制中心共同承办本届全球道路安全周“和谐交通 中国行”大型车队路游活动。

今年的道路安全周的主题是年轻的道路安全使用者。他们是社会的新生力量，是人类的未来，但也受到了道路交通伤害的威胁。在进行安全教育的时候，应该充分发挥他们的积极性，而志愿者模式是他们参与进来的有效途径。

此次活动前后持续1个多月，路经北京—西安—成都—长沙—上海—天津等地，并开展社会招募驾驶员和志愿者、沿途道路安全调查和访问，以及在落地城市学校开展急救现场演示和志愿者参与签名绘画等形式多样的交通安全教育活动。

比如在西安昆仑小学，通用汽车的外国专家溥希德先生，以生动有趣的方式教授小学生们安全方面的英语词汇，向小学生布置家庭作业，希望他们将自己学到的安全知识传达给家长；在四川大学，大学生分为行人组、机动车组和自行车组进行现场辩论，呈现了大学生积极参与改善交通环境的热忱和意气风发的主人翁精神。我们还通过现场发放可用作小书签的安全提示卡的方式传达了道路安全的信息；另外，还有道路安全志愿者横幅签字、绘画活动以及具互动性的现场急救演练等丰富多彩的活动形式。







# Public Health

## 公共健康

Public health is closely linked with human life and social and economic development. GM believes that improvements in public health and the promotion of social welfare are fundamental to sustainable social and economic development.

健康与人们的生活以及社会经济的发展息息相关。通用汽车相信促进公共健康和提高社会福利是社会经济可持续发展的基石。



# 1. AIDS Prevention and Awareness Education

## 预防艾滋病的公益事业

**As a company that manufactures and sells its cars and trucks in more than 200 countries, GM is actively engaged in AIDS education and other health related projects worldwide.**

### 1) Support of the Chinese Version of "A Closer Walk"

In 2006, GM supported the production and showing of a Chinese version of the documentary "A Closer Walk." It called on people to be aware of the struggle against AIDS and to show concern for those impacted by the disease. It also served as a call for more proactive support in preventing the spread of AIDS.



### 2) Playing Card Project

In 2007, GM helped fund and participated in the Rural Workers Health Education Project organized by the Global Business Coalition (GBC). The project aimed to educate migrant workers in China's capital about AIDS and other communicable diseases. As part of the program, useful information about AIDS, tuberculosis and malaria prevention was put on playing cards, which were given free of charge to migrant workers. University volunteers distributed playing cards at railway stations. GM China Vice President David S. Chen (second from left) donated playing cards to migrant workers in Beijing.



### 3) AIDS Orphans Summer Camp

In August 2007, GM participated in the AIDS Orphans Summer Camp initiated by the Chi Heng Foundation. The camp provided students the opportunity to visit GM's Shanghai GM joint venture assembly plant to help build their confidence and self-esteem, while giving them an insight into business and urban life.



### 4) Care and Health Campaign for a Harmonious Campus

Before World AIDS Day 2007, the Care and Health Campaign for a Harmonious Campus was launched by GM China in partnership with the GBC and World Health Organization. The program involved eight universities. It encouraged students to adopt a positive attitude toward life and build strong, healthy campuses. GM believes students are energetic, sophisticated and responsible individuals who need to be made aware of the need for AIDS prevention and the importance of not discriminating against AIDS victims.



作为在全球近200个国家进行生产和销售的汽车公司，通用汽车在世界各地积极参与了预防艾滋病的公益事业。

#### 1) 预防教育纪录片—《走得更近》中国版

2006年，在卫生部领导下，通用汽车联合全球企业抗击艾滋病联合会出资拍摄播出了国际艾滋病预防教育纪录片—《走得更近》中国版，获得了广泛关注和好评。旨在让中国公众了解包括中国在内的世界各地政府和人民与艾滋病做斗争以及关爱艾滋病人的感人故事，从而进一步提高和增长中国公众的防艾意识和知识，并呼吁全社会积极地参与到艾滋病防控这一事业中来。

#### 2) 扑克牌艾滋病预防宣传活动

2007年5月，通用汽车积极参与了全球企业抗击艾滋病联合会发起的扑克牌艾滋病预防宣传活动，对中国广大的流动人口进行艾滋病预防教育宣传。通过这次活动，有更多的普通民众正确了解艾滋病，获得关于艾滋病预防的基本知识，并帮助人们减少和消除对艾滋病患者的歧视。通用汽车副总裁陈实先生（左起第二位）也向北京的农民工同志捐赠扑克牌。

#### 3) 艾滋孤儿夏令营

2007年8月，通用汽车还积极参与了由智行基金会发起的艾滋孤儿夏令营，为他们提供了参观上海通用汽车金桥工厂的机会，以帮助他们增加对城市生活的了解，提升自信心。

#### 4) 提升大学生艾滋病防治意识

2007年，临近12月1日“世界艾滋病日”之际，由通用汽车中国公司联合全球企业抗艾滋病、结核和疟疾联合会以及世界卫生组织等单位，共同主办2007北京高校预防艾滋病知识宣讲暨大学生身心健康咨询系列活动，该活动以创建“和谐校园”为宗旨，受到了大学生的欢迎，并取得了普及艾滋病预防知识的积极效果。该系列活动在北京第二外国语学院、北京林业大学、北京体育大学、中国人民大学、北京大学站、北京理工大学、中央民族大学和北京航空航天大学举行。



# 2. China Rural Clean Drinking Water Seminar

## 中国农村饮用水研讨会

The China Rural Clean Drinking Water Seminar co-hosted by GM and the China Friendship Foundation for Peace and Development and supported by the Ministry of Water Resources was held in September 2007, and involved 10 cities and provinces. It focused on approaches and technology for addressing quality and supply drinking water.

2007年9月19日，支持中国友好和平发展基金会共同举办“中国农村饮用水问题研讨会”，其中，来自10个省、市、自治区、直辖市的学者、专家出席并在研讨会上发言。会议探讨了我国农村缺水和水质差等问题，收集整理专家论文报告，为下一步开展水项目公益活动提供了有力指导。





# Philanthropy

## 其他公益项目

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As a responsible corporate citizen, we also take actions to help build a better tomorrow for China.

作为一个有责任感的企业社会公民，通用汽车领域期望在其他领域也为中国的美好明天贡献自己的力量。







# 1 ■ GM Fellowships Given to 57 Individuals to Carry Out Research in Social Sciences

“通用汽车·中国发展研究青年奖学金”项目



On September 19, 2007, 57 university students from across China were named recipients of GM Fellowships during a ceremony held at Beijing's Tsinghua University.

GM Fellowship recipients received funding to continue their research in the social sciences. They also have the opportunity to engage in internships and field study at the CDRF, which will help them along in their professional careers.

The GM Fellowship Program is part of the CDRF's Young Professionals Program. Its purpose is to cultivate outstanding talent in the social sciences who can find solutions to the issues that are affecting China's development and reform agenda, and involve energy security, environmental protection and the opening of the financial sector.

9月28日，2007年度“通用汽车·中国发展研究青年奖学金”颁奖仪式在北京举行。这是中国发展研究基金会第一次与企业携手在社会科学研究领域设立的奖学金项目。颁奖仪式上，从近300名来自全国多家知名高校申请者中脱颖而出的57名青年学者获得了由中国发展研究基金会和通用汽车中国公司共同授予的奖学金。

多年来，通用汽车通过支持学术研究机构以及创立科技人才奖励基金，为中国汽车工业以及整个社会营造了良好的人才培养及技术创新的基础和氛围。此项目把对人才培养的支持扩大到社会科学领域，体现了通用汽车长期致力于改善中国民众社会福利的承诺和实际行动。

# 2. GM Signs MOU with Ministry of Education to Accelerate Automotive Research and Development in China

## 汽车领域产学研全面合作战略



GM announced on May 8th of 2007 that it has formalized a Memorandum of Understanding (MOU) with China's Ministry of Education to strengthen its cooperation with Chinese universities in the research and development of automotive technologies.

GM will share its industry-leading technology and expertise with Chinese universities as part of its effort to encourage technology innovation. GM will support the Ministry of Education by funding a three-year program that will reward researchers at Chinese universities who make major achievements in automotive technology innovation. GM and the ministry will also organize five annual industry seminars to share the latest industry technology and promote cooperation among participants.

As a key component of the MOU, the Ministry of Education will support GM's promotion of the PACE program at Chinese universities. PACE (Partners for the Advancement of Collaborative Engineering Education) was founded in 1999. It has supported 40 leading academic institutions in 10 countries around the world through the contribution of computer-based engineering tools.

2007年5月8日，教育部和通用汽车公司签署了科技发展合作备忘录。这是教育部首次与国际产业巨头开展的全方位产学研战略合作。此次合作将大力促进企业对中国高校在汽车领域科学研究方向的支持力度，拓展高校专家与国际汽车产业间的交流途径，引进国外汽车领域的领先技术及其全球先进的研发经验与中国高校共享，从而提高中国高校在汽车领域的科学技术研究及创新能力。

据悉，双方将在为期三年的合作期开展一系列互惠合作，主要内容包括：面向中国高校科研人员设立“通用汽车中国高校汽车领域创新人才奖”，奖励在汽车领域基础研究和前沿技术研究中取得重要成果，实现产学研有机结合，并为企业技术创新做出突出贡献的高校科研人员；组织通用汽车全球高水平研发人员与中国高校专家学者开展汽车前沿技术系列研讨交流活动，研讨国际汽车产业前瞻性发展趋势，探讨共性技术和关键技术攻关难题，提高双方在汽车领域重点研究方向的创新能力；推动实施教育推进伙伴计划（PACE），帮助中国高校培养具有国际化工程经验的科研人员；同时合作双方还将在条件成熟时，推进通用汽车公司在中国高校设立联合研发机构等。



# 3. GM Donation for the Snow Relief Fund

## 雪灾捐赠

During the winter of 2007-2008, a number of provinces in southern China were impacted by extremely heavy snow, which caused huge economic losses. GM China donated to the snow relief fund and was honored with the Humanitarian Service Medal by the Red Cross Society of China.

2007年入冬以来，受罕见低温、雨雪冰冻等极端灾害性天气侵袭，我国南方多个省区市受到重大经济损失和一定程度人员伤亡。通用汽车中国向南方灾区进行了爱心捐赠，并荣获了中国红十字会总会颁发的人道服务奖章。



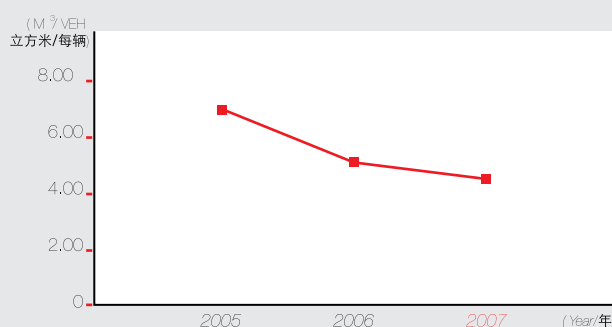
捐赠仪式—通用汽车中国副总裁陈实先生与中国红十字会总会秘书长王海京先生  
Donation Ceremony - GM China Vice President David S. Chen and Wang Haijing  
General Secretary of the China Red Cross

# Facility Environmental Performance

## 各生产厂环境数据

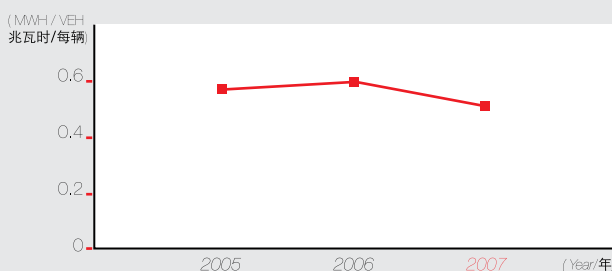
### Water Use Per Vehicle Produced

#### 单车生产用水



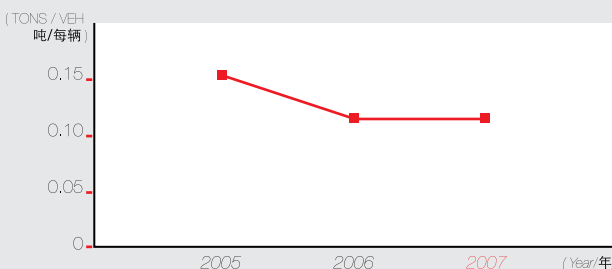
### Electricity Use Per Vehicle Produced

#### 单车生产用电



### Total Waste Per Vehicle Produced

#### 单车生产的 废弃物产生



Data Source: SGM Facilities in Shanghai, Yantai and Shenyang & SGMW Facilities in Liuzhou and Qingdao

数据来源: 上海通用汽车有限公司上海、烟台、沈阳各厂区及上汽通用五菱有限公司柳州、青岛各厂区



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