







2015



32.2%

6 30	2014	2015	
	7,948	7,892	- 0.7%
	2,244	2,541	+ 13.3%
(EBITDA)	2,066	2,402	+ 16.3%
	1,527	1,814	+ 18.8%
	1,271	1,498	+ 17.9%
()	0.19	0.21	+ 13.2%
()	0.08	0.11	+ 37.5%
%	2014	2015	()
	28.2	32.2	+ 4.0
	16.0	19.0	+ 3.0
(EBITDA Margin)	26.0	30.4	+ 4.4

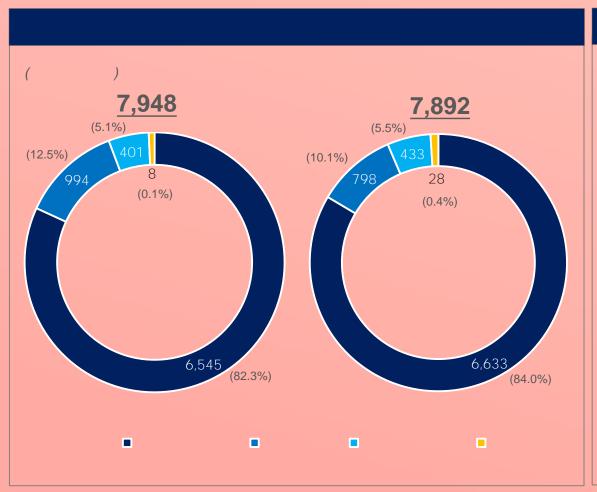


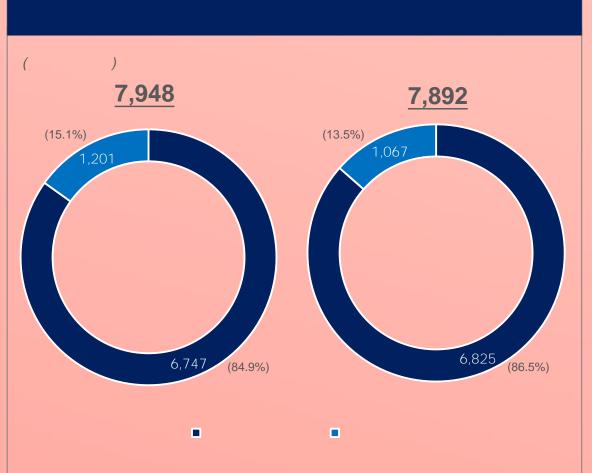


45.4 30%

收入分析

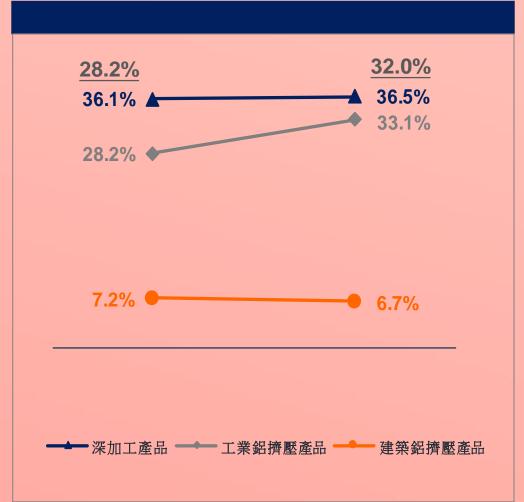














()	2014	2014	2015
1	16	17	30
2	164	96	116
3	111	110	107

(2014 6 30	2014 12 31	2015 6 30
	48,797	53,769	59,251
4	16,177	11,231	10,969
	23,582	24,329	25,377
()	3.34	3.44	3.59
5	51.7%	54.8%	57.2%

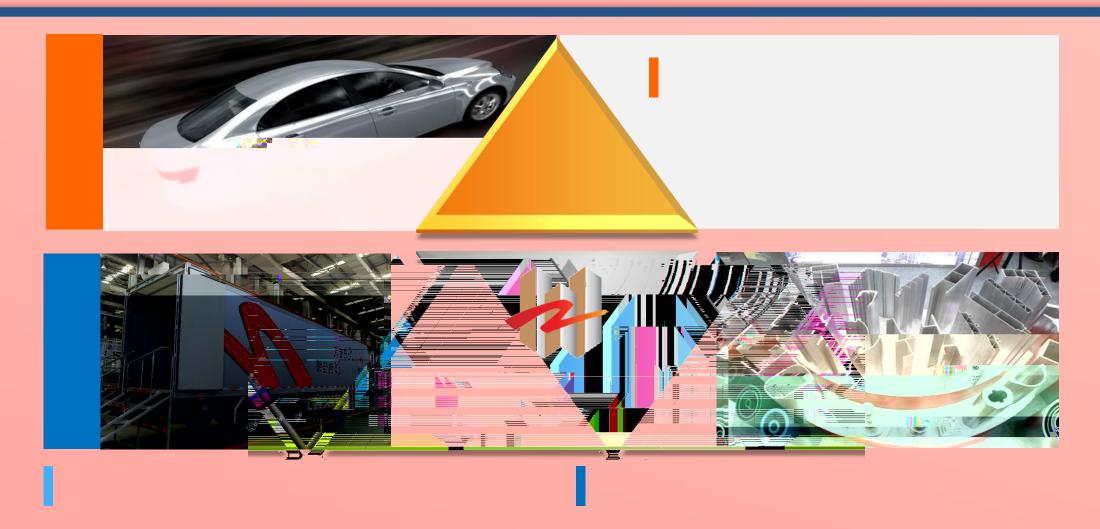




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	2015
	90
75MN	21 (4 125MN)
()	22,999
()	11,731 /
	33.1%







2015	
()	8.0
	2.9
()	27,643 /
()	16,375 /
	36.5%









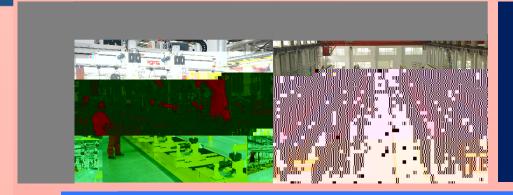


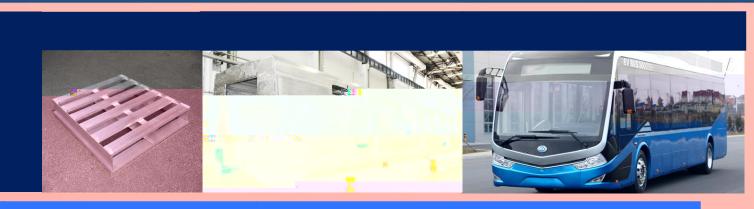


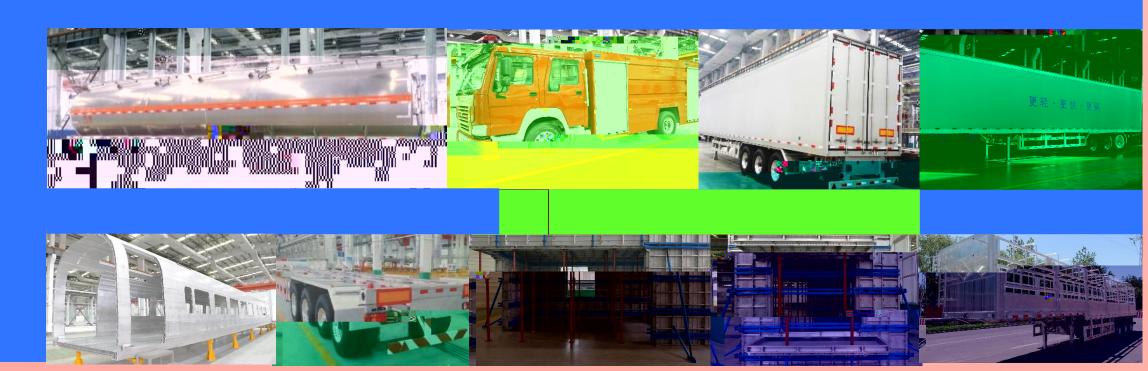


4,000











2015	2016		
60	120		
00	120		
			6)
	V	V	



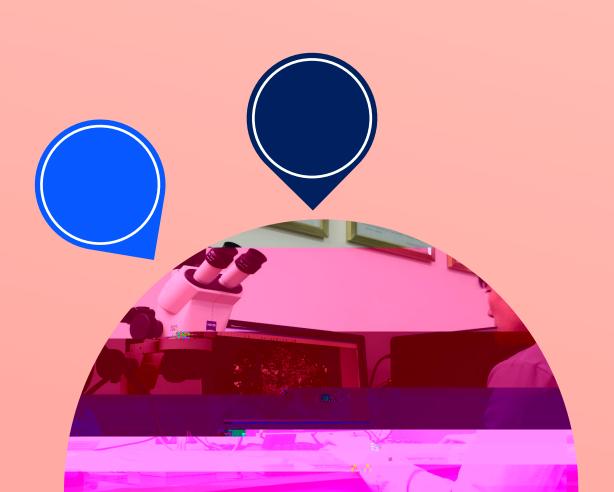
















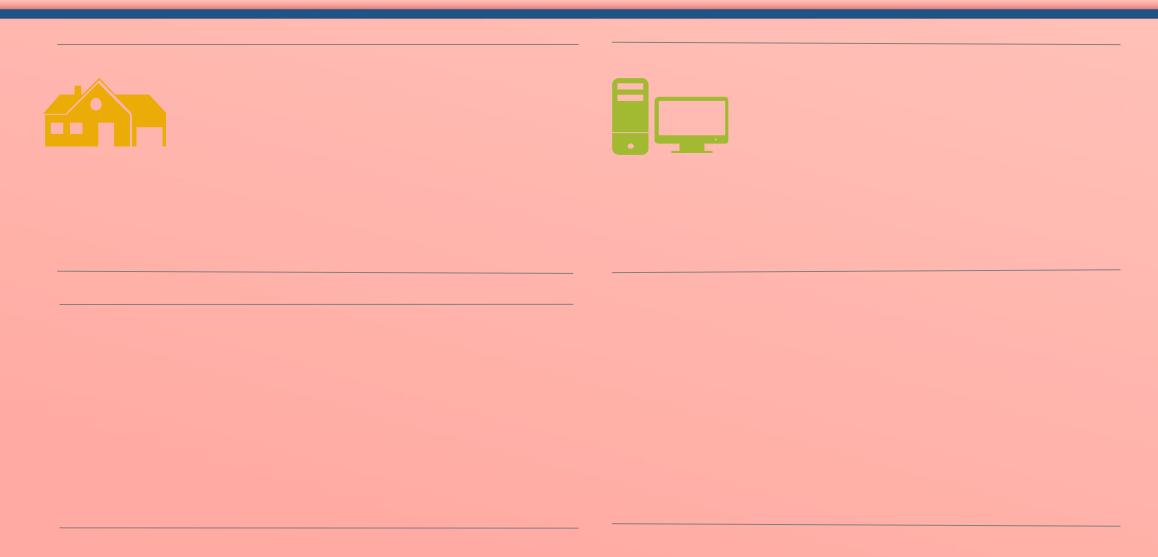
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21 2016-2020	2025	+









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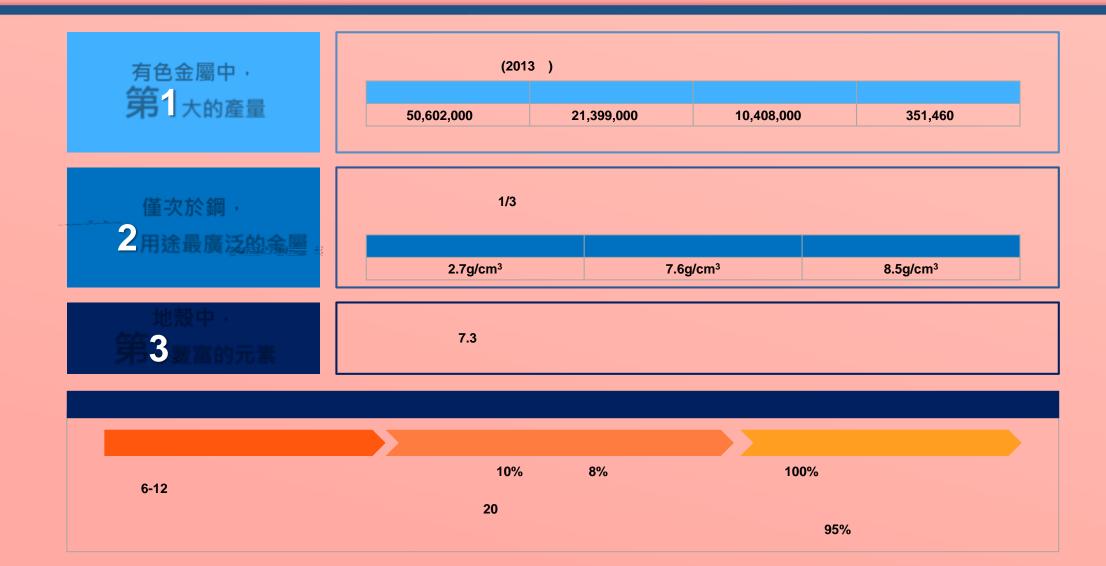




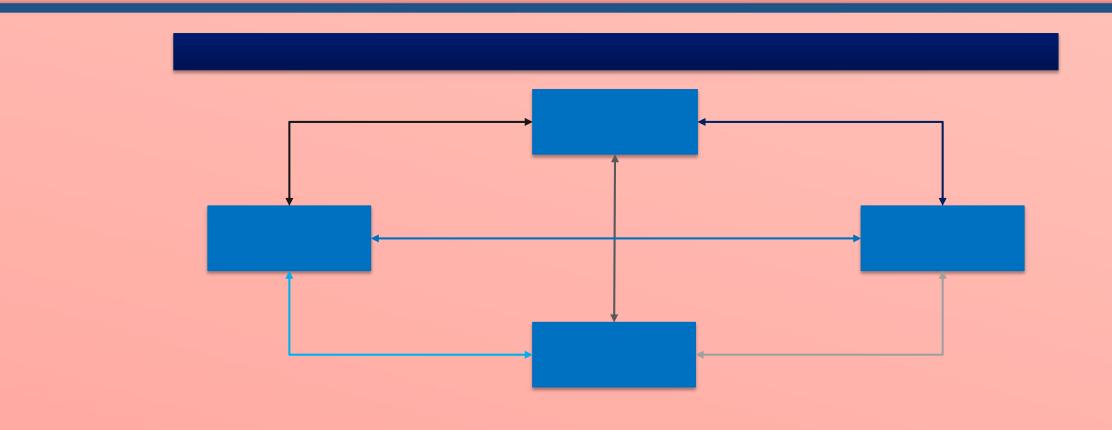
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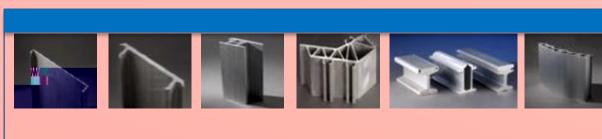




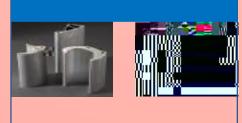








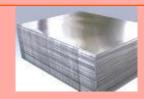


















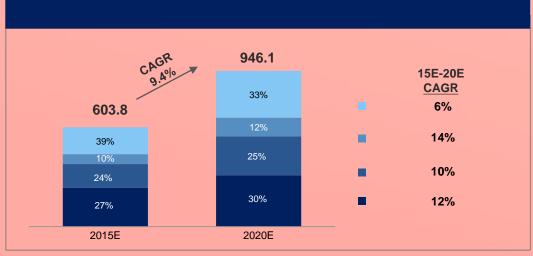


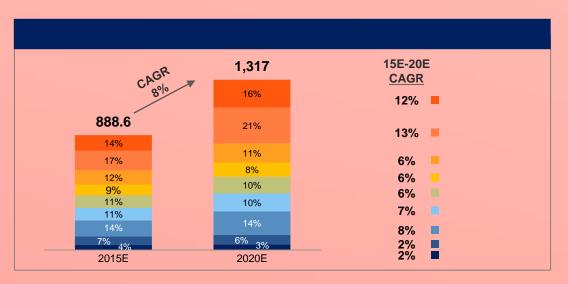












, BCG





2017-2025

CAFE

4.3

2025

20%





8

2015

6.9

2015

GDP 2020

15





2020

CO₂ 2015

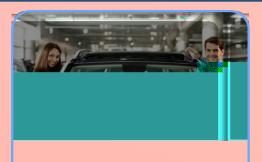
95

95

2025

CO₂

68~78



2015 F-150

97%

450

320

30%

Model S

Wrangler

A8 CLA Corvette

1. CAFE





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