

# 2024 AITO Presidents' Forum

## 2024 年世界联盟会议主席论坛

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Sept. 20, 2024 Xi'an, China

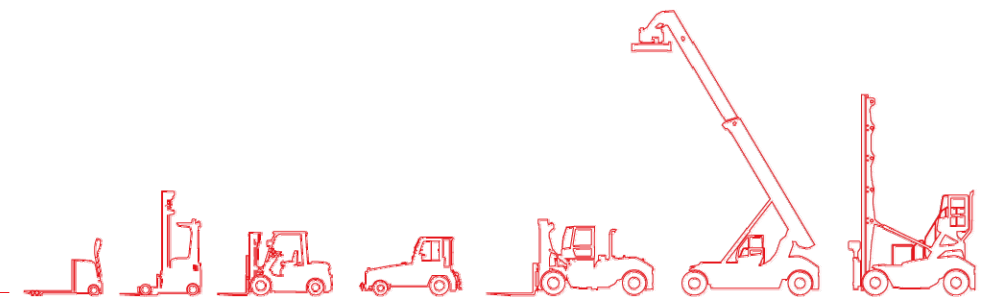
中国·西安 2024 年 9 月 20 日



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# 01

## The Trend of China's Economy in Recent Years

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近 年 来 中 国 经 济 发 展 形 势

## Globalization is a key feature of world economy nowadays

经济全球化是当代世界经济的重要特征

### Earth changes from "Round" to "Flat"

从“地球是圆的”到“世界是平的”

- Taking **geographical discoveries of new shipping routes** at the end of the 15th century as a starting point, economic globalization has gone through more than 500 years.
- In 1990s, **a new round of economic globalization** has been surging, becoming the most important driving force for world development.

如果以 15 世纪末**新航路开辟**带来的**地理大发现**作为起点，经济全球化已经走过了 500 多年。

20 世纪 90 年代开始 **新一轮经济全球化**风起云涌，成为世界发展最重要的动力源。

- From "round" to "flat", in **the 3.0 version of economic globalization**, the world economy has reached **unprecedented deep integration**, becoming an inseparable organic part.

从“地球是圆的”，到“世界是平的”，在经济全球化的 3.0 版本中，世界经济达到了前所未有的深度融合，成为一个**你中有我、我中有你、不可分割**的有机整体。



## China is not only a participant, but also a promoter in economic globalization

中国既是经济全球化的参与者，更是推动者

- After more than 40 years of reform and opening up, China has not only successfully integrated into the process of globalization, but also benefited from the tremendous growth momentum brought by globalization. In particular, since China's accession to the World Trade Organization, China's economy has developed rapidly, and it has continued to inject new impetus and provide new opportunities for world economic growth with China's development and speed.
- 经过四十多年的改革开放，中国不仅成功融入了全球化进程，也受益于全球化带来的巨大增长动能。特别是加入世界贸易组织以来，中国经济飞速发展，并不断以中国发展、中国速度为世界经济增长注入新动力、提供新机遇。



1978年，改革开放

Reform and Opening-up ( 1978 )



2001年，加入WTO

Be a member of WTO ( 2001 )

### 年均贡献率

#### Average global annual contribution rate

中国经济总量从2001年的世界第6位上升到第2位，对全球经济增长年均贡献率30%左右

### 占世界经济比重

#### Proportion of the world economy

入世以来，中国GDP全球占比从2001年的4%提高到2023年的18%左右

### 关税总水平

#### Total tariff level

关税总水平由入世之初的15.3%降至目前的7.3%，低于9.8%的入世承诺

### 世界500强在华投资

#### the Fortune Global 500 invest in China

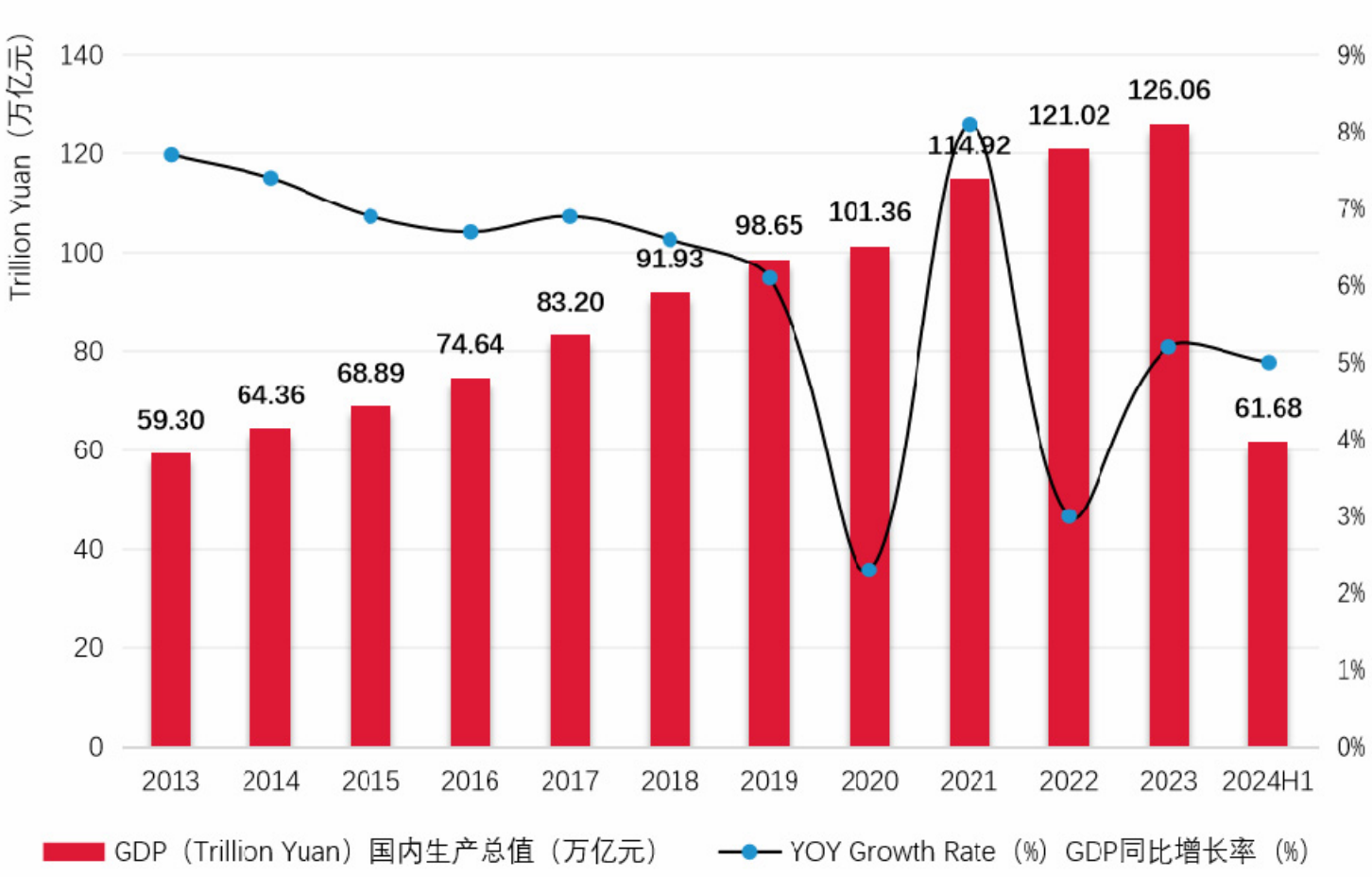
截至2019年8月，世界500强公司中已有约490家在华投资，约占总体数量的98%

# China's high-quality economic development, being a driving force and stability for the world economy

中国经济高质量发展稳步推进，为世界经济提供驱动力、带来稳定性

## China's GDP and GDP Growth Rate (2013-2024H1)

2013-2024年上半年中国国内生产总值及同比增长率



- In recent years, China's economy has been stable and rising. From 2013 to 2023, China's economy maintained an average annual growth rate of 6.1%, and its gross domestic product (GDP) exceeded 126 trillion yuan in 2023. In the first half of 2024, the GDP reached 61.68 trillion yuan, a year-on-year increase of 5.0%.
- 近年来，中国经济运行总体平稳、稳中有升。2013-2023年，中国经济保持年均6.1%的中高速增长，国内生产总值（GDP）稳步攀升，2023年GDP超126万亿元。2024年上半年实现国内生产总值61.68万亿元，同比增长5.0%。

Source : National Bureau of Statistics of China 中国国家统计局

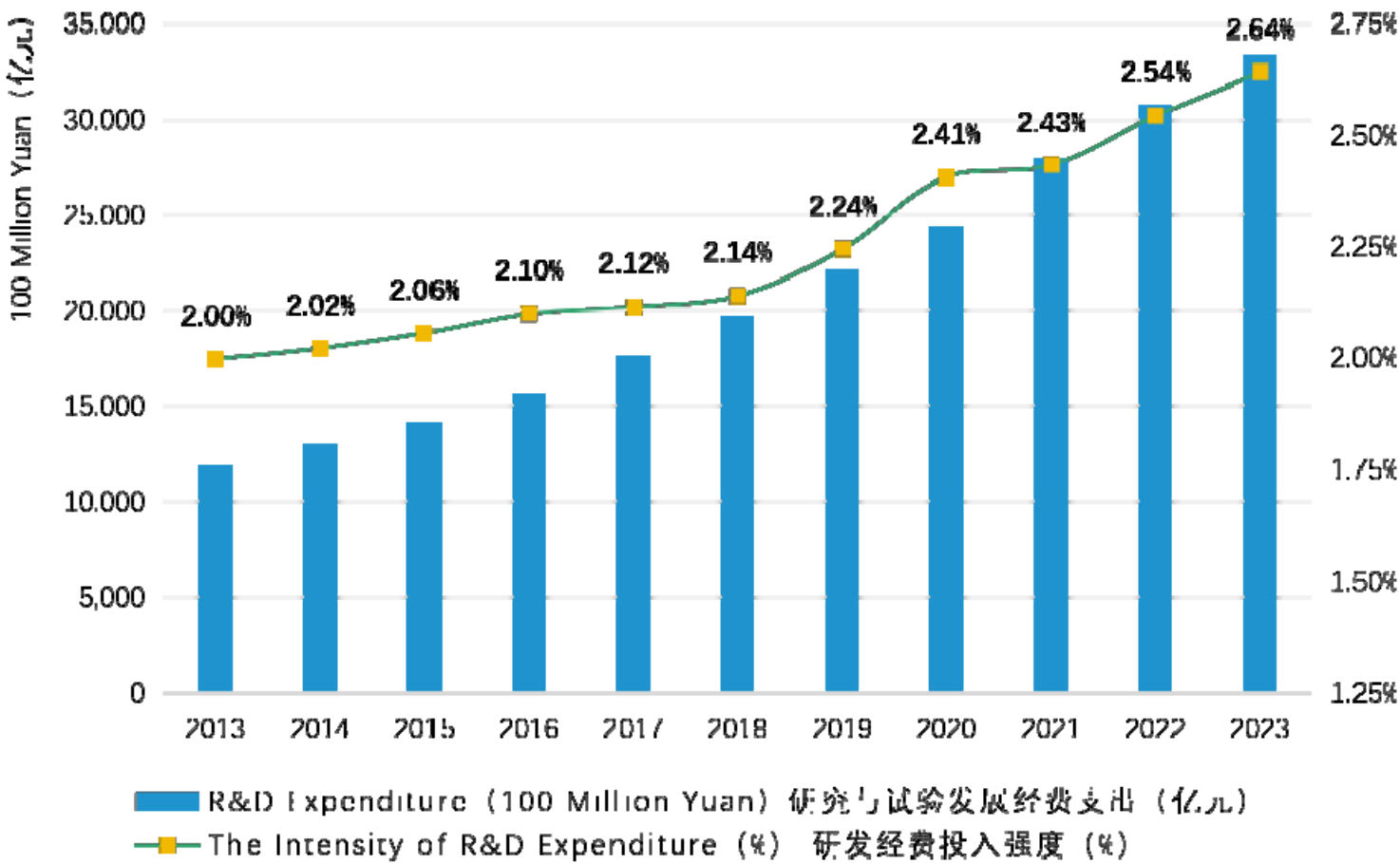
# China's high-quality economic development, being a driving force and stability for the world economy

中国经济高质量发展稳步推进，为世界经济提供驱动力、带来稳定性

- China's driving force of innovation has become prominent. In 2023, the expenditure on R&D was about 3.33 trillion yuan, 1.8 times than it was in 2013.
- 近年来，中国创新第一动力作用更加凸显。2023年，全社会研发（R&D）经费支出 3.33 万亿元，比 2013 年增长 1.8 倍。
- China's scientific and technological innovation has continued to empower the development of new productive forces. In 2023, the added value of China's "three new" economy is 22.35 trillion yuan, a year-on-year increase of 6.4%, 1.8 percentage points higher than the current GDP growth rate.
- 近年来，中国科技创新持续赋能新质生产力发展。2023年，中国“三新”经济增加值为 22.35 万亿元，同比增长 6.4%，比同期 GDP 现价增速高 1.8%。
- China's green and low-carbon transformation has been accelerating. From 2013 to 2023, China's energy consumption growth rate of 3.3% per year supported an average annual economic growth of 6.1%, and the energy intensity decreased by 26.1%.
- 近年来，中国绿色低碳转型不断加快。2013-2023 年，中国以年均 3.3% 的能源消费增速支撑了年均 6.1% 的经济增长，能耗强度累计下降 26.1%。

## China's Research and Development (R&D) Expenditure (2013-2023)

2013-2023年中国研发经费支出情况



Source : National Bureau of Statistics of China 中国国家统计局

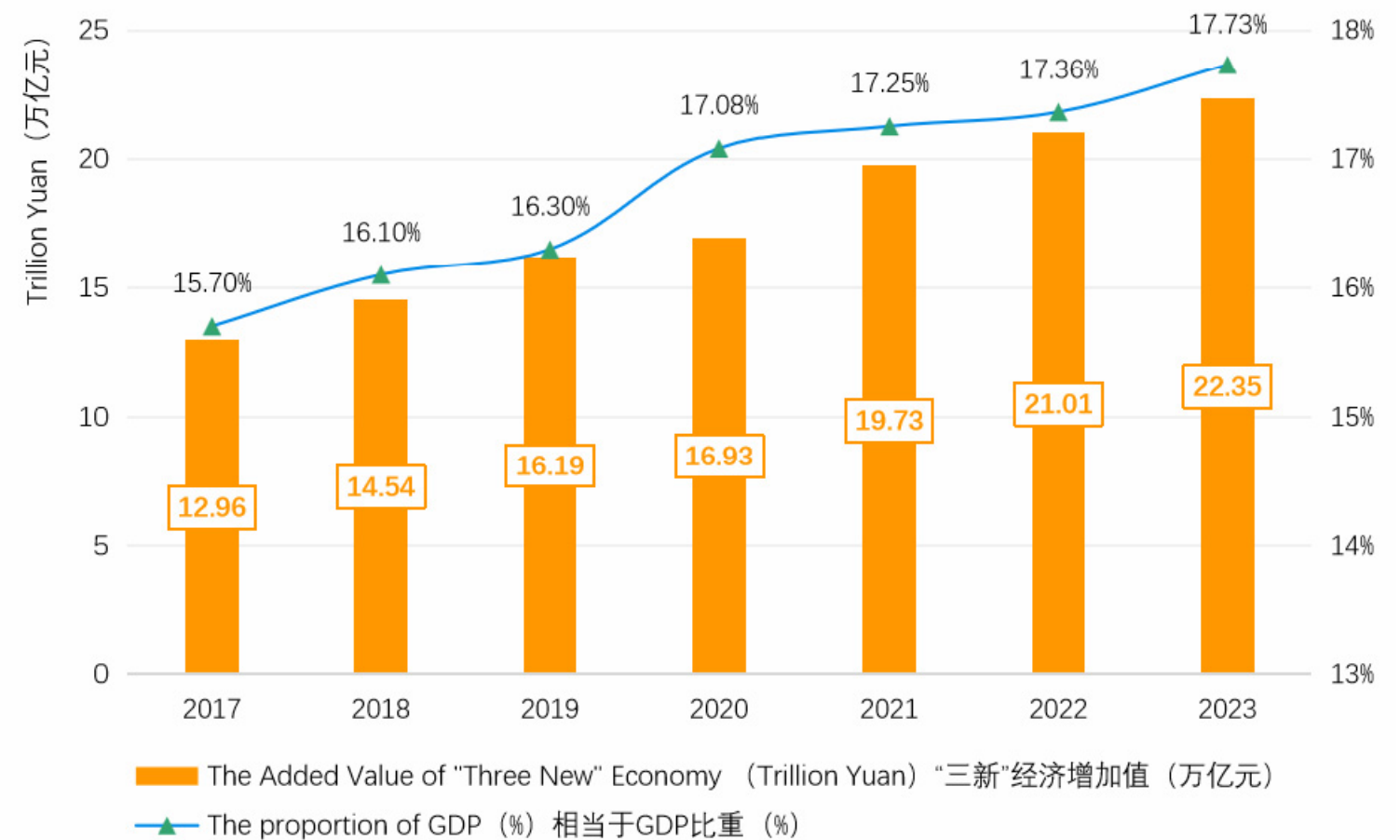
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### The Added Value of China's "Three New" Economy (2017-2023)

#### 中国“三新”经济增加值情况（2017-2023）



Source : National Bureau of Statistics of China 中国国家统计局



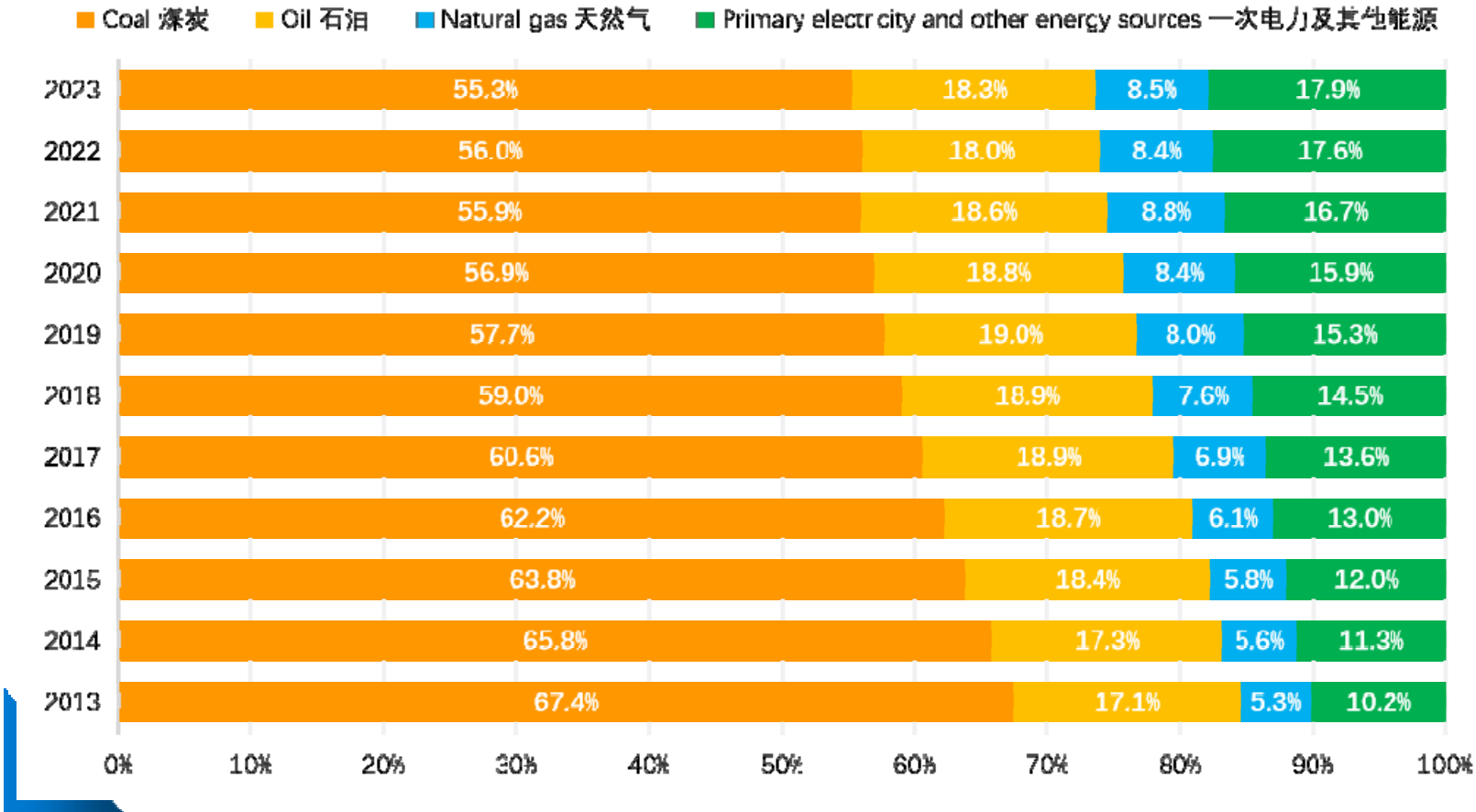
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## China's Energy Consumption Structure (2013-2023)

2013-2023年中国能源消费结构



Source : National Bureau of Statistics of China 中国国家统计局

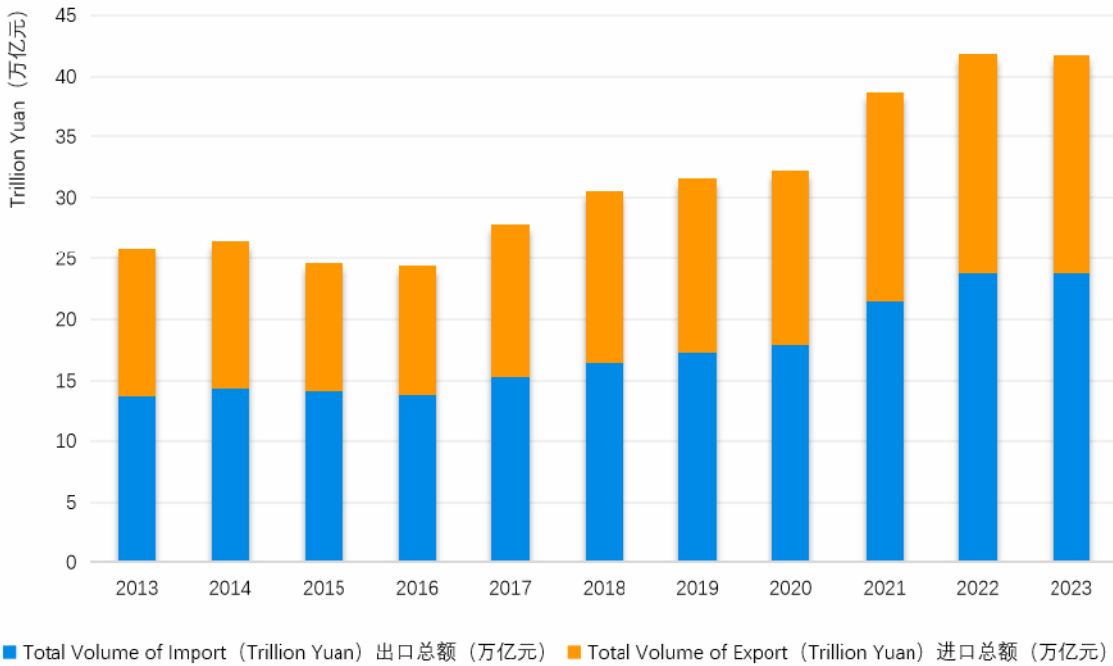
# China continues to open wider to the outside world, sharing a large market and creating new opportunities with other countries in the world

中国持续扩大对外开放，与世界各国共享大市场、共创新机遇

- In recent years, China has pursued a more proactive opening-up strategy, with imports increasing from 12.10 trillion yuan in 2013 to 18.0 trillion yuan in 2023. At the same time, the fundamental role of consumption in China's economic development has been consolidated, and the contribution rate of final consumption expenditure to economic growth in 2023 is 82.5%, an increase of 32.3 percentage points over 2013.
- 近年来，中国实行更加积极主动的开放战略，进口规模从2013年的12.10万亿元增加到2023年的18.0万亿元。同时，消费对中国经济发展的基础性作用不断巩固，2023年最终消费支出对经济增长的贡献率为82.5%，比2013年提高32.3个百分点。

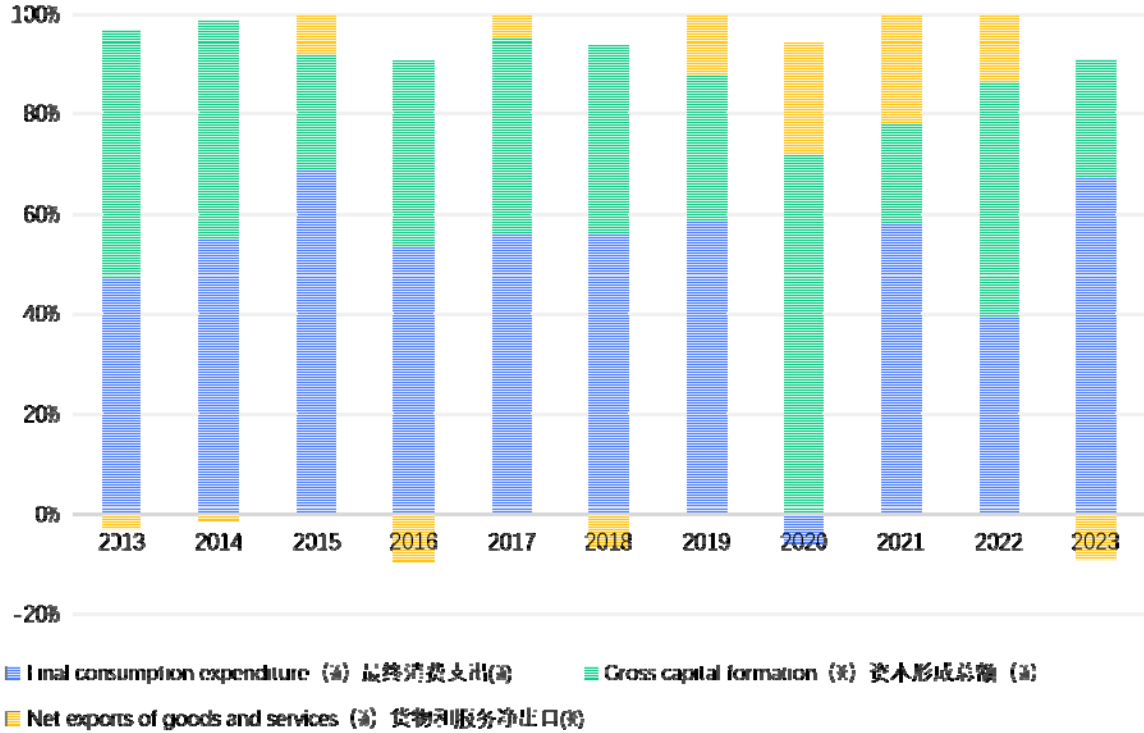
China's Total Import and Export Volume of Goods Trade (2013-2023)

2013-2023年中国货物贸易进出口情况



The Contribution Rate of the Three Major Demands to the Growth of GDP(2013-2023)

2013-2023年中国三大需求对GDP增长贡献率



Source : National Bureau of Statistics of China 中国国家统计局

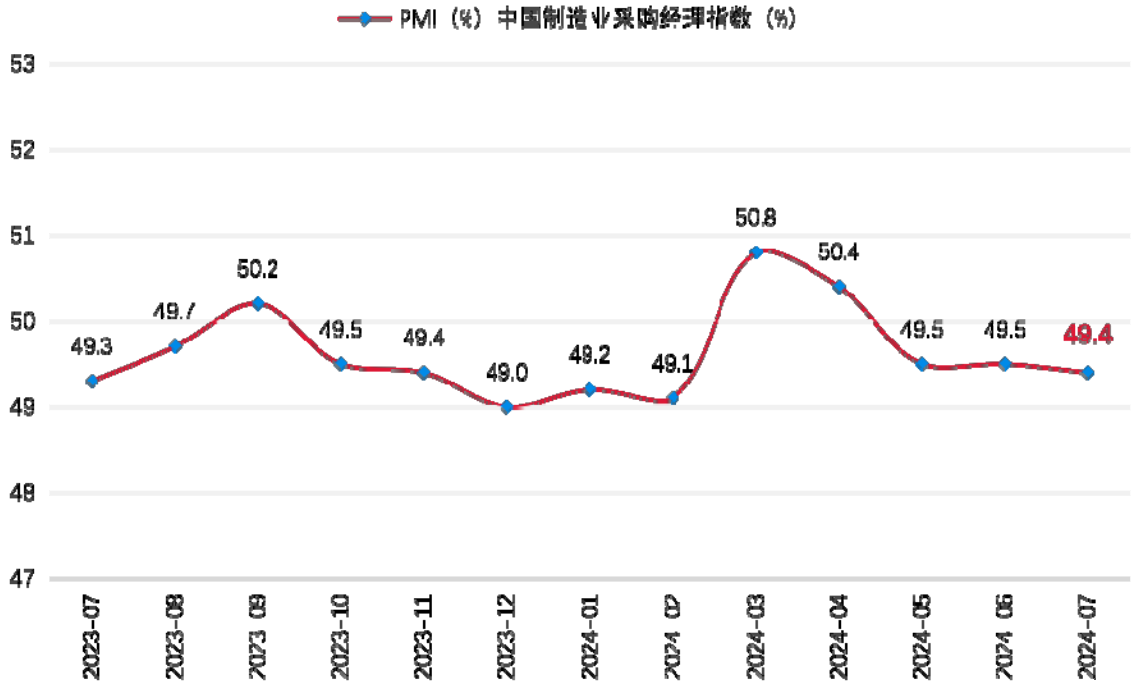
# Manufacturing is basically stable, logistics industry is booming

中国制造业景气度基本稳定，物流业景气度保持回升

- In July, the Purchasing Manager Index (PMI) of China's manufacturing industry was 49.4%, and the prosperity of the manufacturing industry stayed basically stable.
- In July, the China's logistics prosperity index (LPI) was 51.0%, maintaining expansion for five consecutive months.
- 7月份，中国制造业采购经理指数（PMI）为49.4%，制造业景气度基本稳定；中国物流业景气指数（LPI）为51.0%，连续5个月保持扩张。

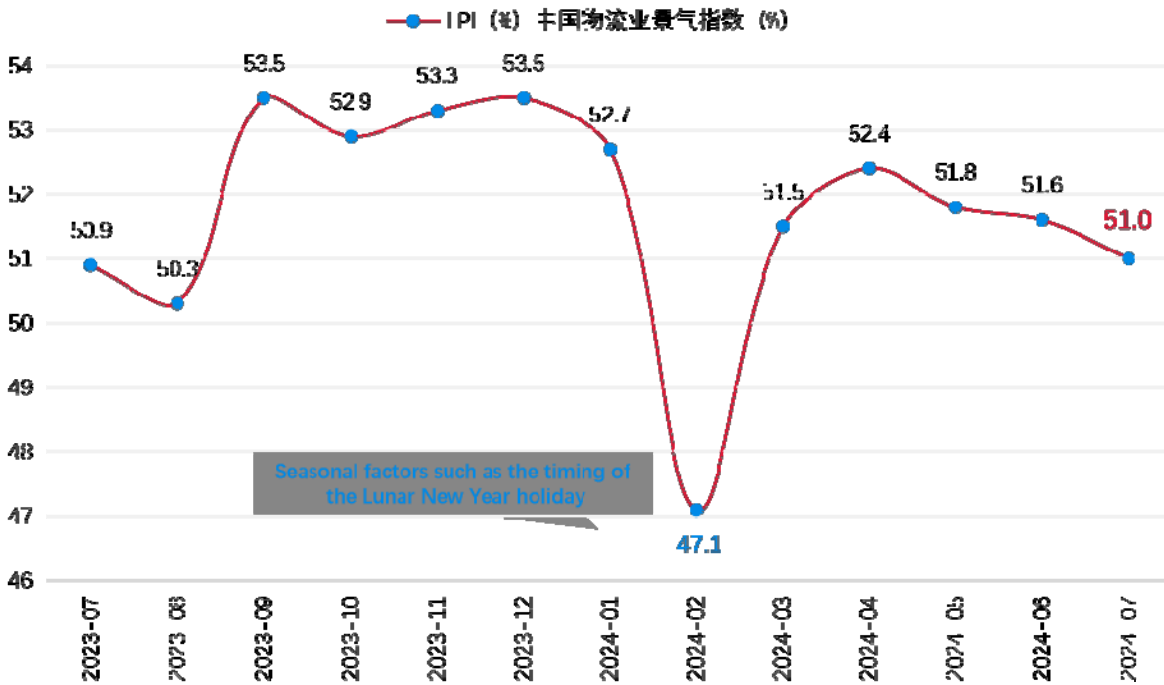
**China's manufacturing PMI (2023.07-2024.07)**

2023年7月-2024年7月中国制造业采购经理指数



**China's Logistics Prosperity Index (2023.07-2024.07)**

2023年7月-2024年7月中国物流业景气指数



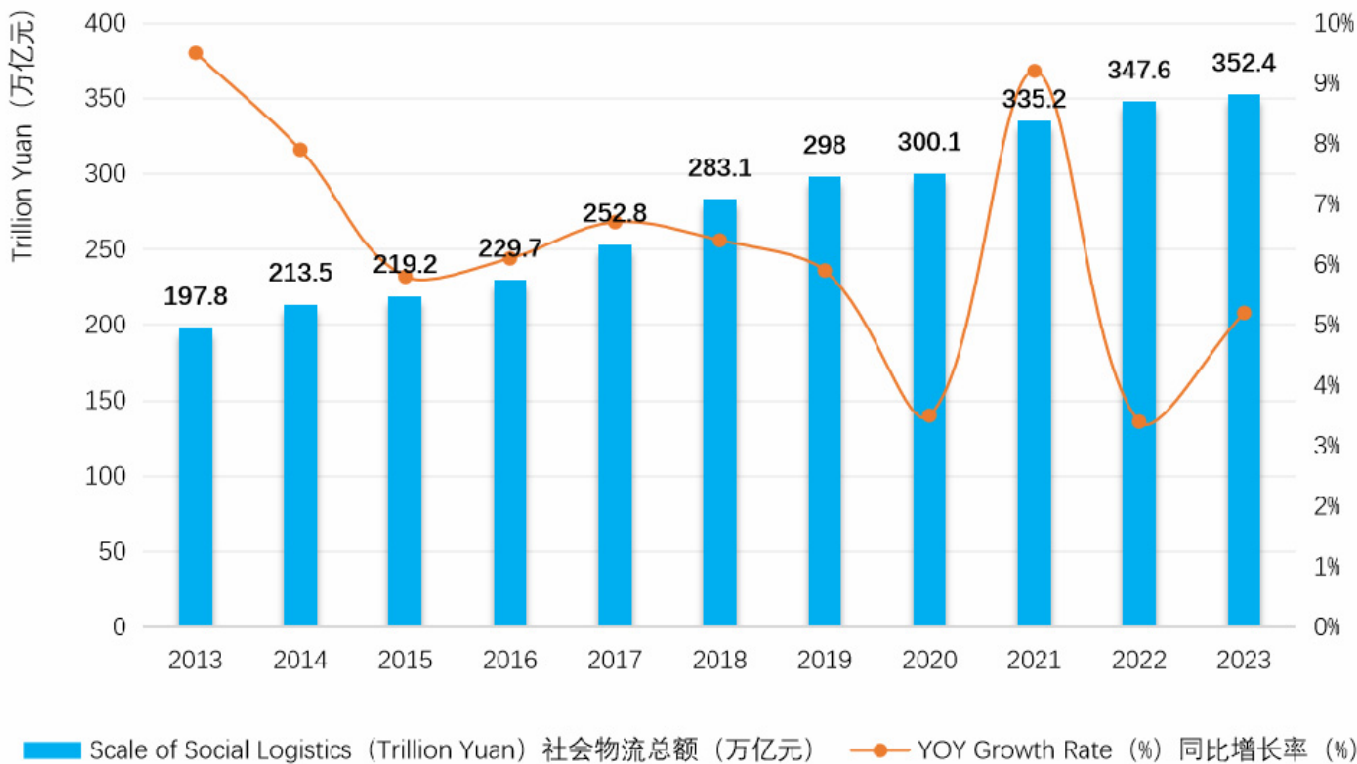
Source : National Bureau of Statistics of China 中国国家统计局 ; China Logistics Information Center 中国物流信息中心

# China's logistics operation environment continues to improve, demand continues to grow steadily

中国物流运行环境不断改善，物流需求规模持续稳定增长

## The Scale of China's Social Logistics and its Growth Rate (2013-2023)

2013-2023年中国社会物流总额及同比增长率



- In 2023, China's economic stability factors continued to accumulate, the logistics operation environment continued to improve, the overall recovery of the industry improved, and the recovery of market demand accelerated. The total amount of social logistics in the whole year exceeded 352 trillion yuan, a year-on-year increase of 5.2%, and the growth rate was 1.8 percentage points higher than that in 2022.
- 2023 年，中国经济稳定因素不断累积，物流运行环境持续改善，行业恢复整体向好，市场需求规模恢复加快。全年社会物流总额超过 352 万亿元，同比增长 5.2%，增速比 2022 年提高 1.8 个百分点。

- Among them, the demand for industrial logistics contributed more than 70% to the growth of total social logistics. It is expected that China's logistics market growth will maintain rapid and drive the vigorous development of the industrial vehicle industry.
- 其中，工业物流需求对社会物流总额增长贡献率超过 70%。预计向后中国物流市场规模将保持较快增长，同步带动工业车辆行业蓬勃发展。

Source : National Development and Reform Commission (NDRC) · PRC 中华人民共和国国家发展和改革委员会

# 02

## Current Situation of Industrial Vehicle Industry in China

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当前中国工业车辆行业发展现状

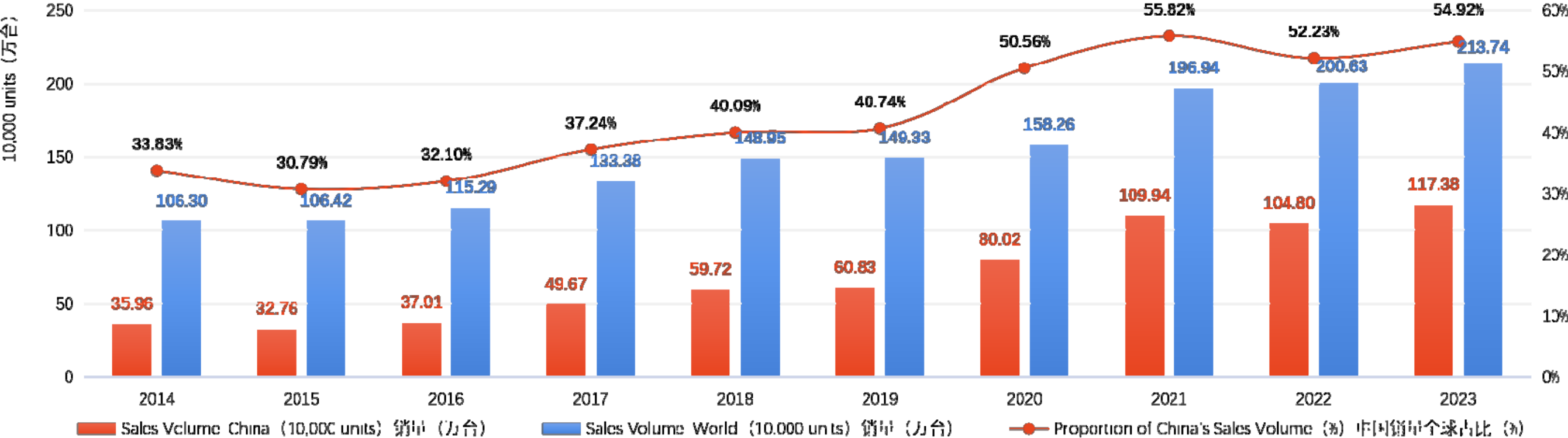
## Global industrial vehicle sales are growing steadily, China is the largest market

全球工业车辆销量稳步增长，中国是最大的单一市场国家

- In 2023, the market size of the global industrial vehicle industry exceeded 2.1 million units, of which China's industrial vehicle sales will account for more than 50%, a year-on-year increase of 12%. In the first half of 2024, China's industry continued to grow, achieving sales of 662,100 units, a year-on-year increase of 13.09%.
- 2023年，全球工业车辆行业市场规模超过210万台，其中中国工业车辆销量占比超5成，同比增长12%。2024年上半年中国行业继续保持增长，实现销量66.21万台，同比增长13.09%。

### Sales Volume of Industrial Trucks-World & China (2014-2023)

2014-2023年工业车辆销量情况（全球-中国）



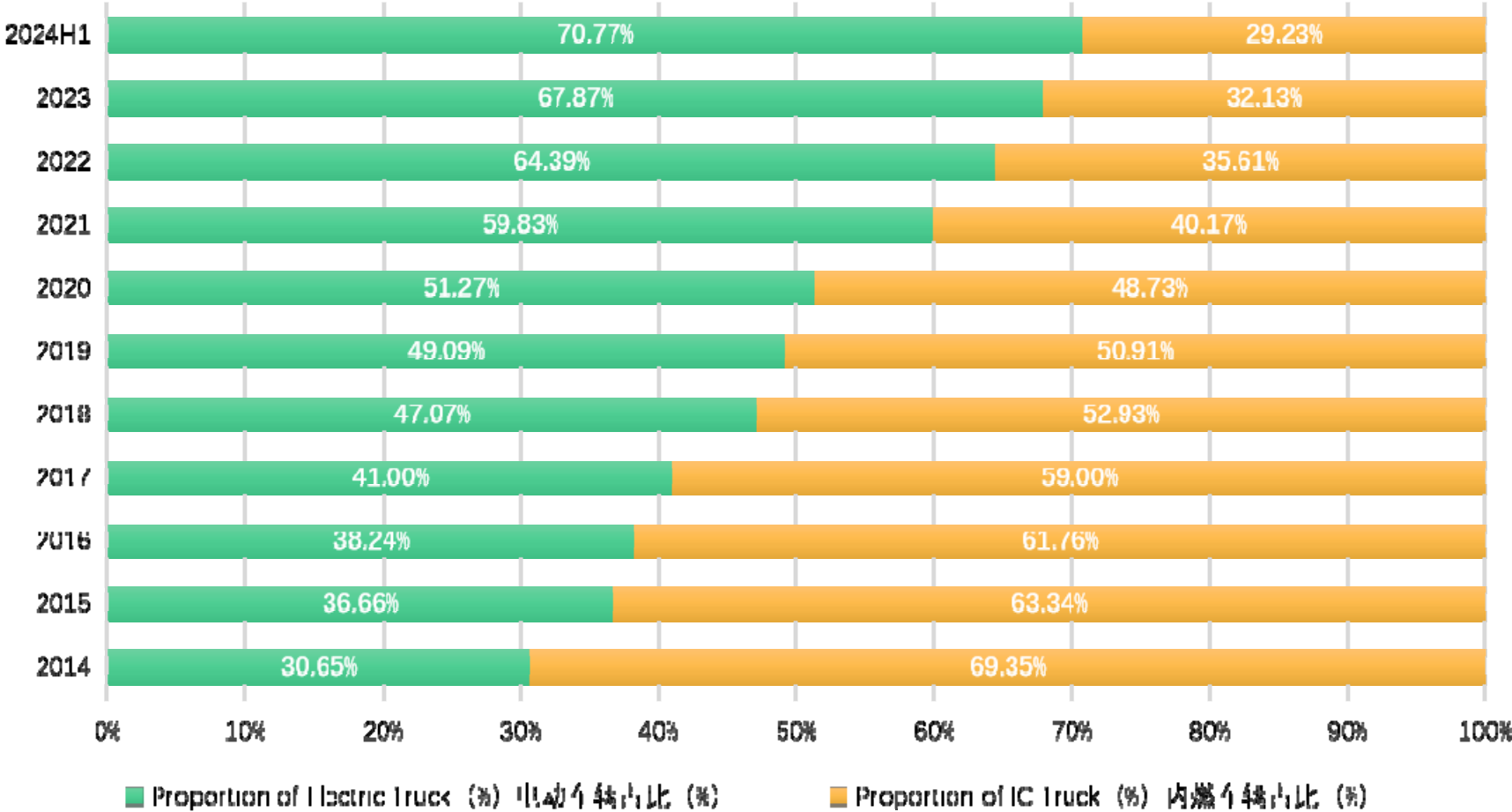
Source : WITS

# "IC to EC" process accelerates, China's electrification rate exceeds 2/3

"内燃转电动" 加速推进，中国工业车辆行业电动化率超 2/3

## Proportion of Electric Truck vs. IC Truck in China (2014-2024H1)

2014-2024年上半年中国市场电动车与内燃车比例变化情况



Source : WITS

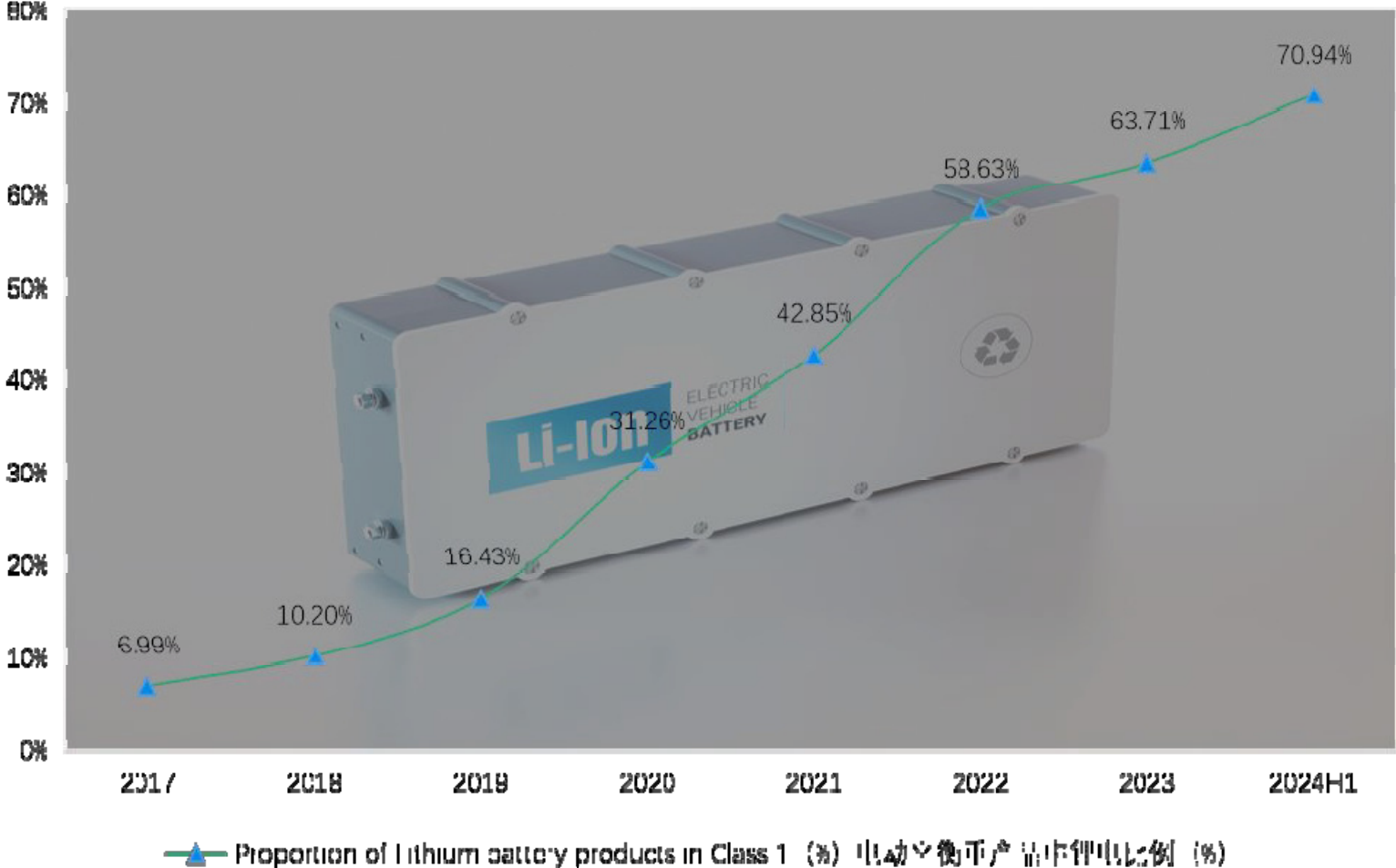
- In recent years, China's industrial vehicle market has accelerated the "IC to EC" movement, and the application of electric products has been further deepened. The electrification rate of products increased from 30.65% in 2014 to 67.87% in 2023, an increase of 37.22%. In the first half of 2024, the green development of the industry will further accelerate.
- 近年来，中国工业车辆市场“内燃转电动”加速推进，电动产品应用进一步深化。产品电动化率由2014年的30.65%提升至2023年的67.87%，提升了37.22%。2024年上半年，行业绿色化发展进一步加速。

# "Lead-acid to Lithium" trend is significant, lithium battery rate of electric counterbalance forklifts has increased rapidly

“铅酸转锂电”趋势显著，电动平衡重叉车锂电化率提升迅速

## Proportion of Class 1 Lithium battery products in China (2017-2024H1)

2017-2024年上半年中国市场电动平衡重产品锂电化率



Source : CITA

- Since 2017, the lithium battery rate of electric forklifts in China has increased rapidly. The sales volume of lithium batteries in electric counterbalanced forklifts increased from 3,700 units to 108,800 units in 2023, and the proportion of lithium batteries increased from 6.99% to 63.71%. With the continuous progress of lithium battery technology, the process of replacing lead-acid batteries with lithium batteries will accelerate.
- 2017年以来，中国电动叉车锂电化率提升迅速。电动平衡重叉车中锂电销量由0.37万台增长至2023年的10.88万台，锂电占比由6.99%提升至63.71%。随着锂电池技术的不断进步，电动平衡重产品中锂电池替代铅酸电池的进程将加速。

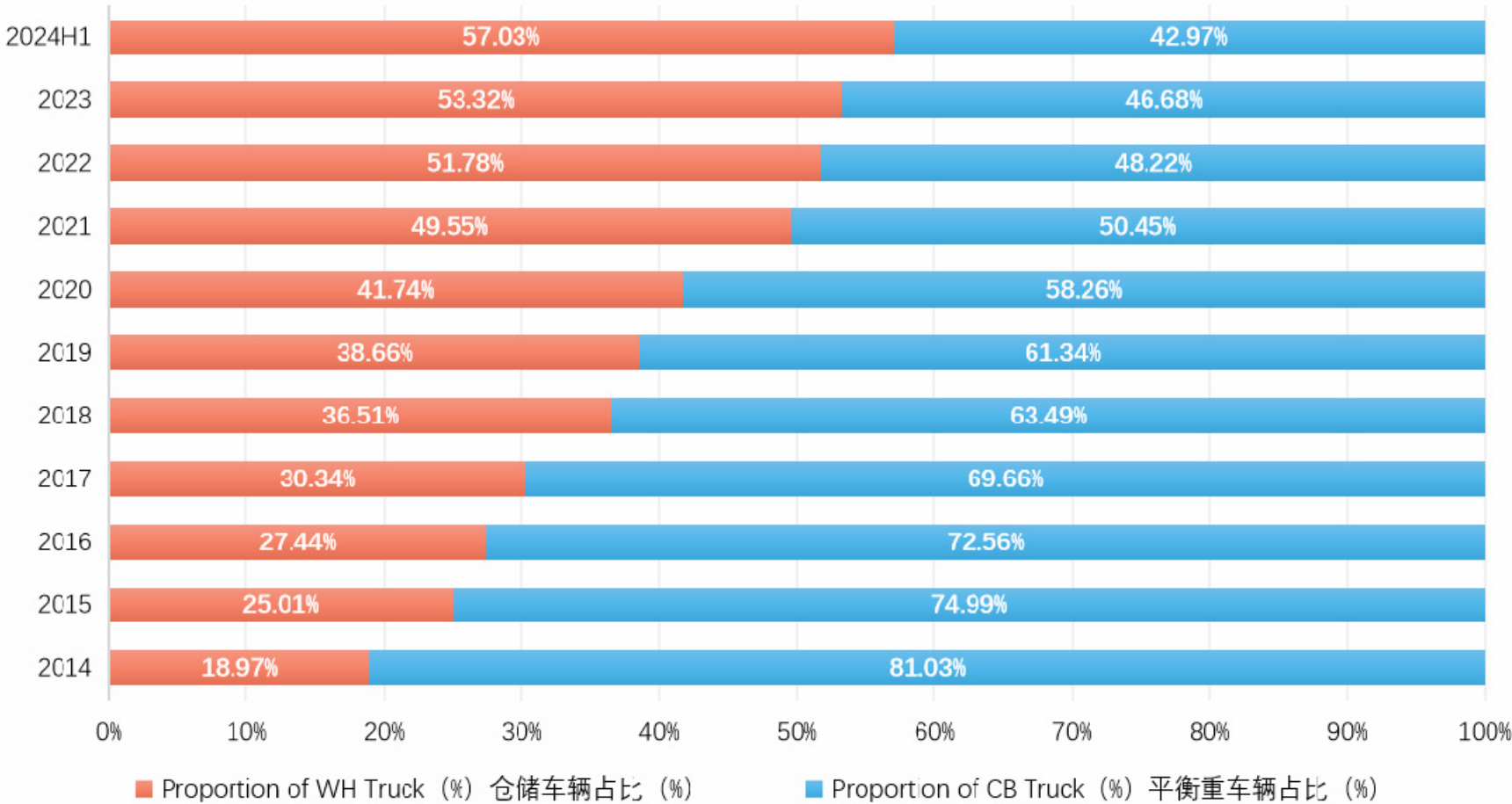


# "Warehousing application" deepened and expanded, and the penetration rate of warehousing vehicles in China exceeded 1/2

"仓储应用" 深化拓展 · 中国工业车辆行业仓储车渗透率超 1/2

## Proportion of CB Truck vs. WH Truck in China (2014-2024H1)

2014-2024年上半年中国市场平衡重车与仓储车比例变化情况



- In recent years, China's warehousing industry has continued to operate well, and the penetration rate of warehousing vehicles has continued to increase, from 18.97% in 2014 to 53.32% in 2023, 34.35 percentage points growth. Driven by the vigorous development of e-commerce, the warehousing and logistics industry is in strong demand, and the application of warehousing vehicles will be further expanded and deepened, and transform towards digitalization, intelligence and intensification.
- 近年来，中国仓储行业持续良好运行，仓储车辆渗透率不断提升，占比由2014年的18.97%提升至2023年的53.32%，提升了34.35%。在电子商务蓬勃发展的推动下，仓储物流行业需求旺盛，仓储车辆应用将进一步拓展深化，并加速向数字化、智能化、集约化方向变革。

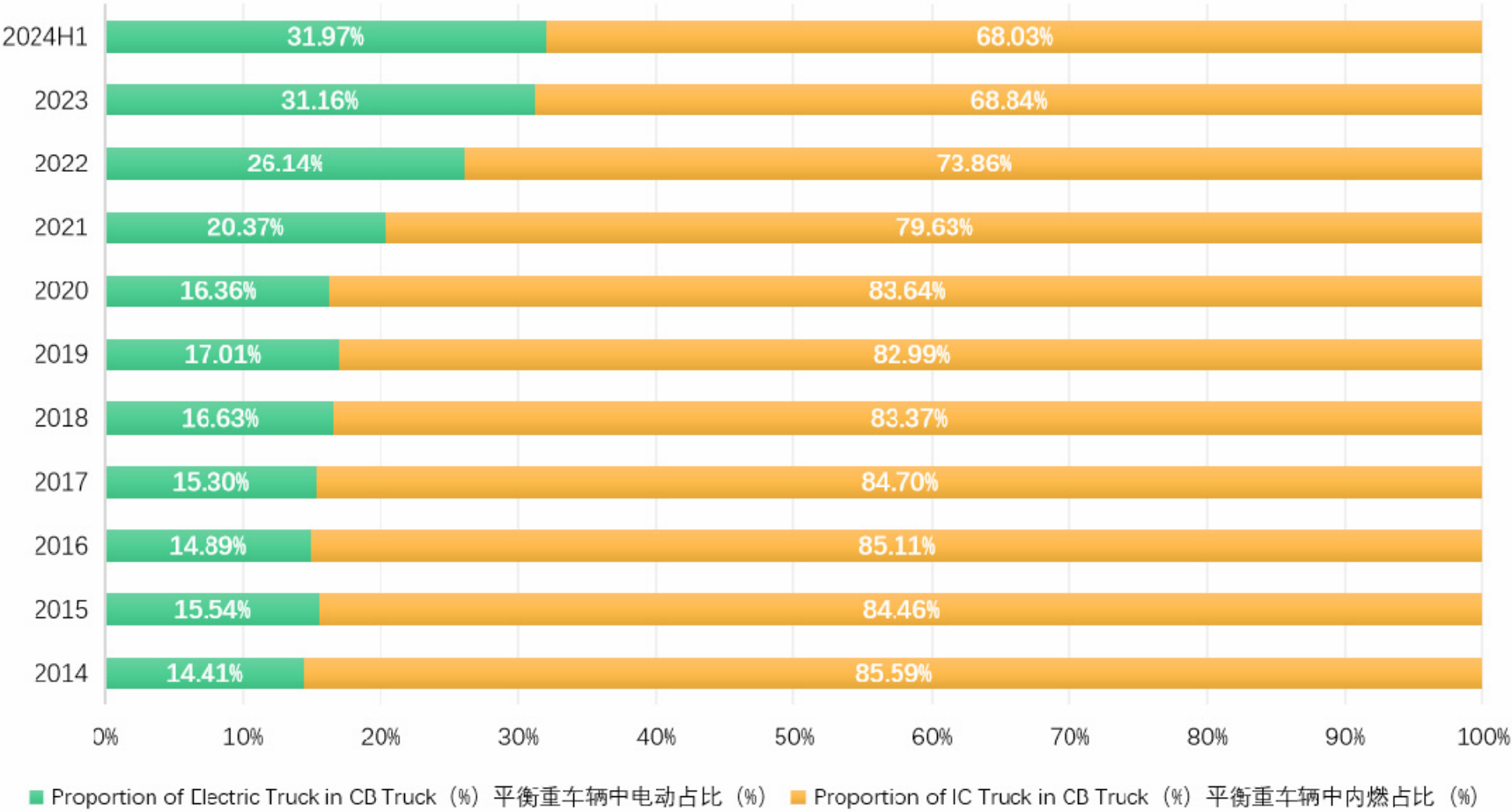
Source : WITS

# Room for electrification penetration rate of counterbalanced forklifts still remains, advantage of mid-to-high-end IC forklifts is significant

平衡重式叉车电动化渗透率仍有提升空间，中高端内燃叉车竞争优势显著

## Proportion of IC Truck vs. Electric Truck in CB Truck in China (2014-2024H1)

2014-2024年上半年中国市场平衡重车中电动与内燃比例变化情况



- In recent years, electric counterbalanced forklifts with high value have accelerated to replace IC forklifts. In 2023, the electrification rate of counterbalanced forklifts in China increased rapidly to 31.16%, an increase of 5 percentage points year-on-year, and still leaves a lot of room for penetration rate from a trend perspective. The IC vehicles market is still large, and the competitiveness of high-end IC products in the incremental market is significant.
- 近年来，价值量较高的电动平衡重式叉车加速替代内燃叉车。2023年，中国平衡重式叉车电动化率快速提升至31.16%，同比提高5个百分点，从趋势看渗透率仍有较大提升空间。内燃车辆存量市场也仍具规模，增量市场高端内燃产品竞争力优势显著。

Source : WITS

# China's industrial vehicle industry has accelerated transformation and upgrading, making positive contributions to the development of the global industry

中国工业车辆行业加速转型升级，为全球行业发展做出了积极贡献

## 01

**Promote the technological progress of the industry** 推动行业技术进步

- Adhere to the first driving force of innovation, actively participate in the formulation of national standards and international standards, strengthen basic technology research and cutting-edge technology development.

坚持创新第一动力，积极参与国家标准、国际标准制定，加强基础技术研究和前沿技术开发，全力打造叉车原创技术策源地，推动行业技术进步。

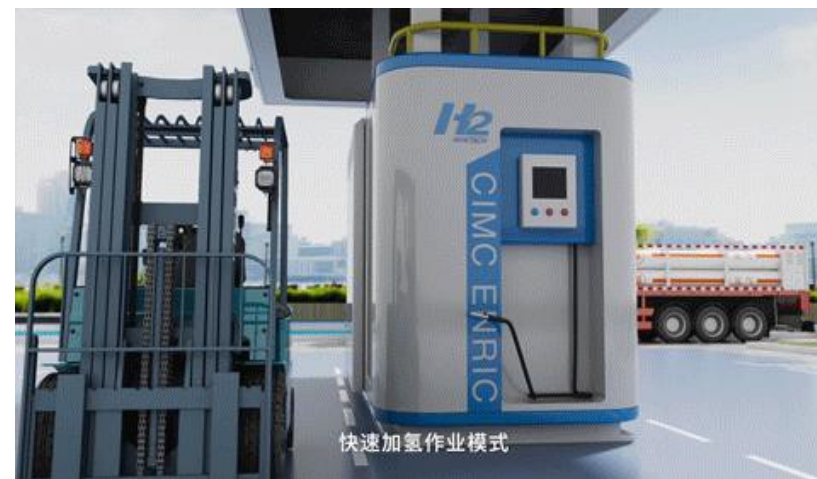


## 02

**Accelerate the penetration of clean power in the industry** 加速行业清洁动力渗透

- Follow the trend of green development, strengthen the research of new energy forklifts like lithium battery forklifts, realize the demonstration application of hydrogen fuel industrial vehicles, accelerate the penetration of clean power.

紧扣绿色发展趋势，加强锂电新能源车辆研究，实现氢燃料工业车辆的示范应用，加速清洁动力渗透，显著推动了行业绿色化、高端化进程。



## 03

**Accelerate the process of industry intelligence** 加快行业智能化进程

- Anchor the development of intelligence, strengthen the research of Internet of Vehicles technology and the development of intelligent control systems, and achieve a series of technological breakthroughs in low-speed unmanned driving.

锚定智能化发展，加强车联网技术研究、智能控制系统开发，实现低速无人驾驶系列技术突破，让更多行业更多用户尽享无人化红利。

## 04

**Empower the sustainable development of the industry** 赋能行业可持续发展

- Focusing on the construction of an open ecosystem, we will promote the deep integration of the innovation chain, industrial chain, capital chain, and talent chain, accelerate the construction of an ecological system of the entire industrial vehicle industry chain.

围绕开放生态构建，推动创新链、产业链、资金链、人才链深度融合，加快构建工业车辆全产业链生态体系，赋能行业高质量可持续发展。



## From product to brand, the global operation and management of enterprises is a long-term topic

从产品出海到品牌出海，企业全球化运营管理是长期课题



As a multiple-choice question becoming a mandatory question for going overseas, Chinese industrial vehicle companies have actively integrated into the international market and firmly implemented the internationalization strategy.

We will continue to improve the layout of the global market and strive to expand the dimension and depth of globalization.

随着出海由选择题成为必答题，中国工业车辆企业积极融入国际市场，坚定实施国际化战略，持续完善全球市场布局，努力拓展全球化建设维度和深度

### The "Three-Step Method" of internationalization 国际化“三步法”

#### High-quality products "Step out"

优质产品“走出去”

#### Comprehensive integration "Step in"

全面融入“走进去”

#### Global operations "Step up"

全球经营“走上去”

### Internationalization "Topics" 国际化“课题”

#### Cross-cultural Communication

跨文化交流

#### R&D Localization

研发本地化

#### Manufacturing Globalization

制造全球化

GLOBAL

# 03

## Development Trend of Industrial Vehicle Industry in China

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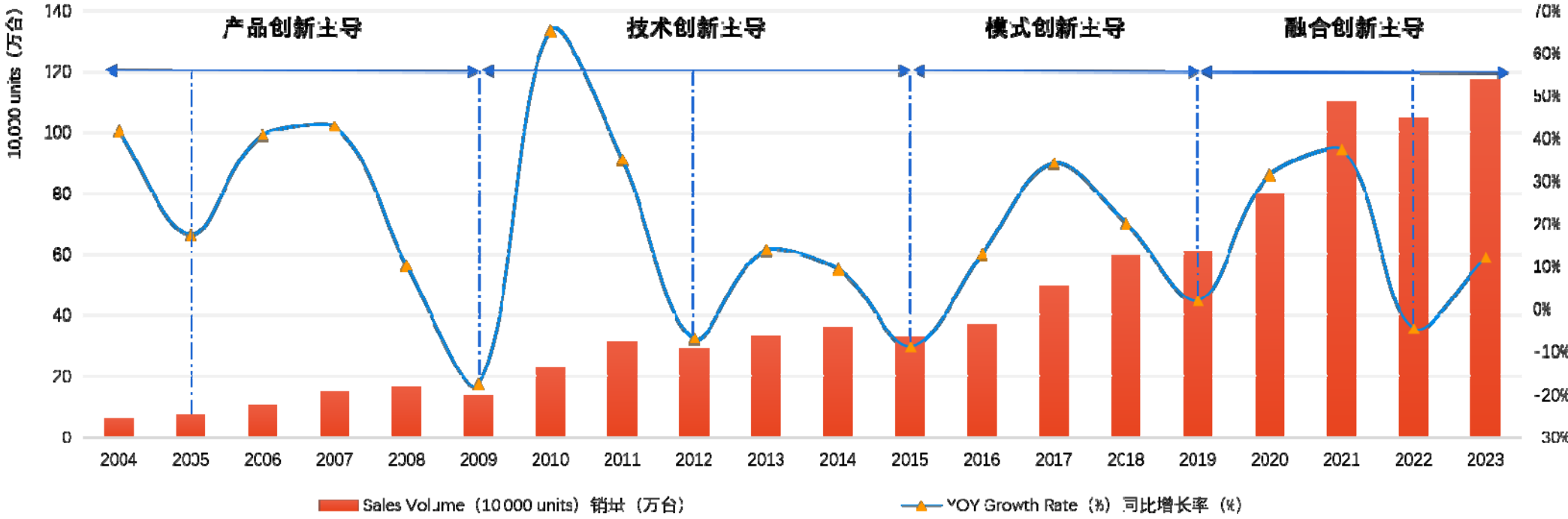
未 来 中 国 工 业 车 辆 行 业 发 展 趋 势

# The industry is in character of a weak cycle and is in a new round of upward channel

行业发展呈弱周期特征，处于新一轮景气上升通道

- The development of China's industrial vehicle industry presents a weak cyclical characteristic, with a 3-4 year fluctuation law, and is currently in a new round of economic upward channel. At the same time, with the continuous expansion of industry cognition, the transformation and development of products from "standardization" to "personalization", and the development and application of subdivided industry products that are fully integrated into the user scenario ecology will be significantly accelerated.

China's Sales Volume of Industrial Trucks (2004-2023)  
2004-2023 年中国工业车辆行业销量



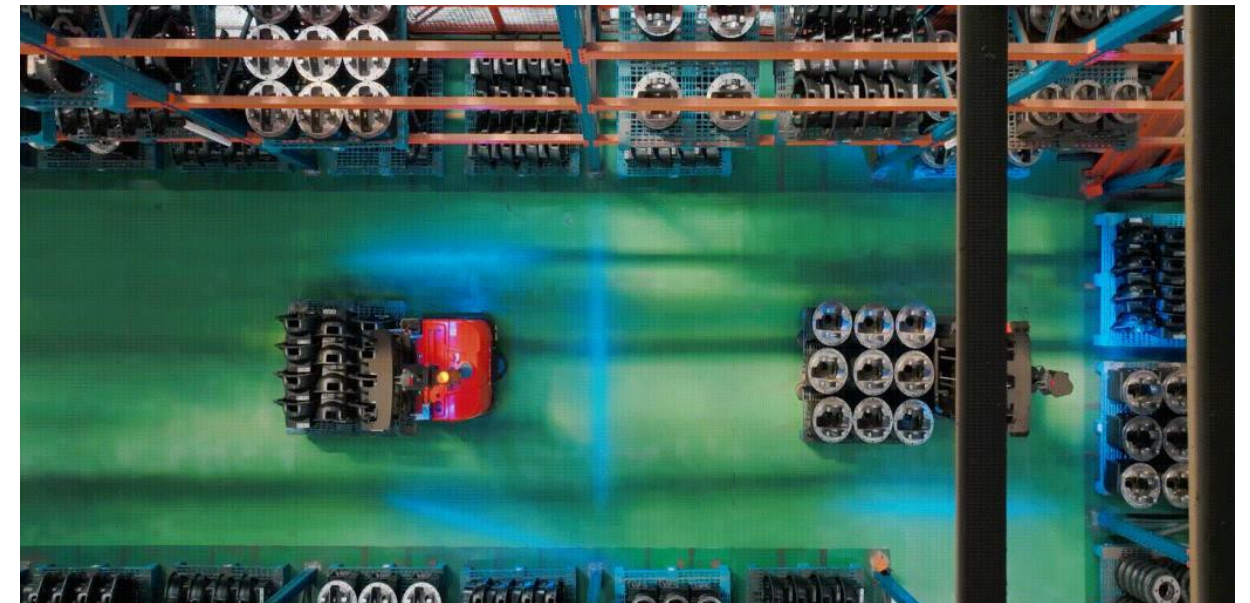
- 中国工业车辆行业的发展呈现弱周期特征，具有 3-4 年的波动变化规律，当前正处于新一轮的景气上升通道。
- 强大的内需市场规模叠加客户的个性化需求，工业车辆的渗透率将进一步提升。同时随着对行业认知的不断拓展，产品由'标准化'向'个性化'转型发展，充分融入用户场景生态的细分行业产品研发与应用将显著加快。

Source : WITS

## From Made in China to Created in China, build Chinese brands with Chinese quality

从中国制造迈向中国创造，以中国品质铸就中国品牌

- Closely following the development trend of high-end, intelligent and green manufacturing, China's industrial vehicle industry continues to gather innovative resources, shape industrial advantages, accelerate the transformation and upgrading from traditional manufacturing to intelligent manufacturing, from traditional logistics to intelligent logistics, and from traditional energy to new energy.
- 紧扣制造业高端化、智能化、绿色化发展趋势，中国工业车辆行业不断集聚创新资源、塑造产业优势，加速由传统制造向智能制造转型升级，由传统物流向智能物流转型升级，由传统能源向新能源转型升级，努力从中国制造迈向中国创造，以'中国匠心'铸就'世界品质'，持续推动品牌迈向中高端。

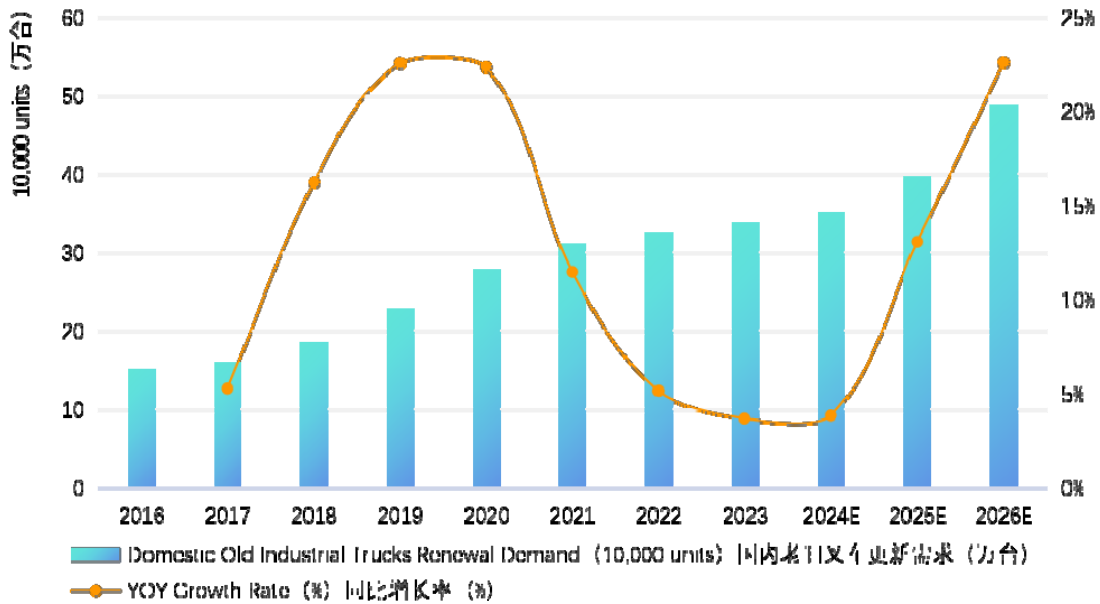


# The "dual carbon" goal is superimposed on "large-scale equipment renewal", and the process of high-end and green industry is accelerating

"双碳"目标叠加"大规模设备更新",行业高端化、绿色化进程加快

- The industry actively practices the concept of green and high-quality development, vigorously promotes the application of electric new energy products, and promotes the comprehensive green transformation of the social economy. At the same time, combined with the national "Action Plan for Promoting Large-scale Equipment Renewal and Consumer Goods Trade-in", the renewal demand of China's forklift industry will enter a period of rapid growth from 2025 to 2026, and the renewal of old internal combustion forklifts to electric forklifts will promote the upgrading of equipment to a higher end and greener.

Estimation of China's Old Forklift Renewal Demand (2016-2026E)  
中国老旧叉车更新需求测算 (2016-2026E)



"Old for New" activity plan for old forklifts  
企业推出老旧叉车'以旧换新'活动



- 行业积极践行绿色高质量发展理念，大力推进电动新能源产品应用，促进社会经济全面绿色转型。同时结合国家《推动大规模设备更新和消费品以旧换新行动方案》，中国叉车行业更新需求将于 2025-2026 年进入高速增长期，老旧内燃叉车向电动叉车更新将推动设备向更高端、更绿色升级。

Source : CITA 中国工业车辆分会; Everbright Securities Research Institute 光大证券研究所



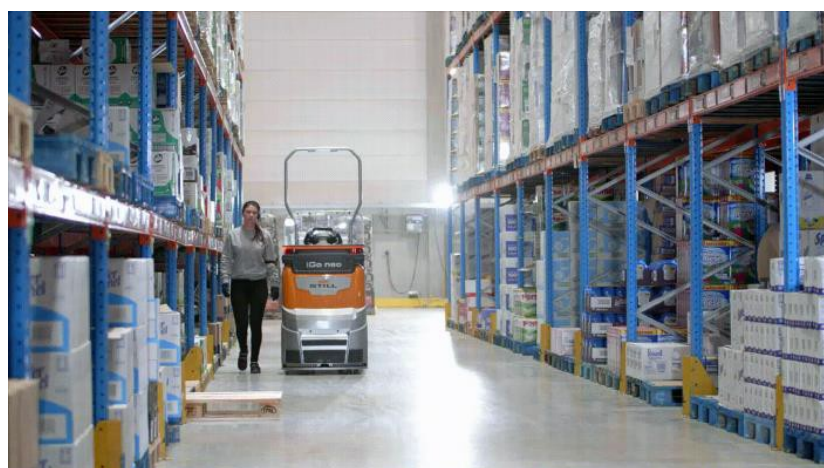
## "Digital and intelligent productivity" empowers the "Internet of Everything", and the picture of an intelligent future is clearer

“数智生产力” 赋能 “万物互联” ，智能化未来图景更加清晰

- With the acceleration of the aging era of Chinese population, the demand for "machine replacement" is becoming more and more urgent. At present, the "digital intelligent productivity" built based on 5G, artificial intelligence, Internet of Things, cloud computing, big data, digital twins and other new-generation information technologies has accelerated the transformation and development of the industry from "small handling" to "large logistics".
- 伴随着中国人口老龄化时代加速到来，'机器替人'需求日益迫切。当前，基于5G、人工智能、物联网、云计算、大数据、数字孪生等新一代信息技术构建的'数智生产力'加速推动行业由'小搬运'向'大物流'转型发展，企业进一步加快智能化、无人化、系统化应用实践，努力推进不同行业、不同生态、不同客户从定制化'解决方案'向标准化'智慧物流'迈进。

### Autonomous low level order picker : STILL OPX iGO neo

STILL 自动订单拣选机 OPX iGO neo



Source : STILL ; TOYOTA

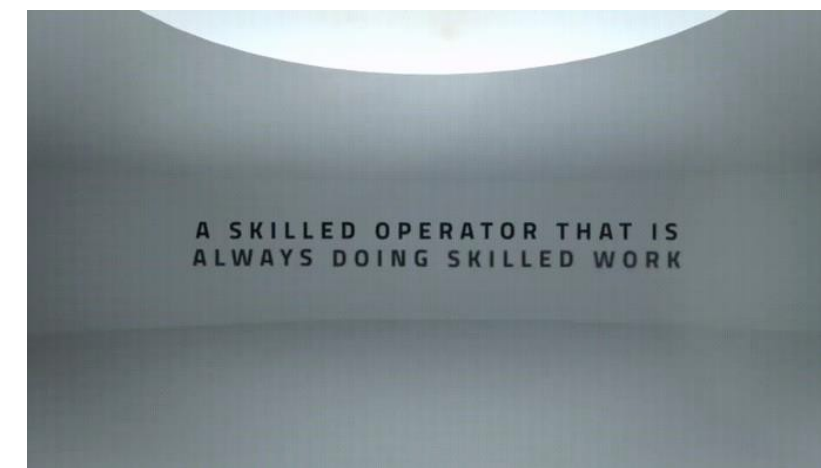
### Toyota's 'A.I.TeamLogistics' concept

丰田未来 "AI" 物流愿景：车载智能+车辆互联



### Future Technology-Logiconomi

未来技术



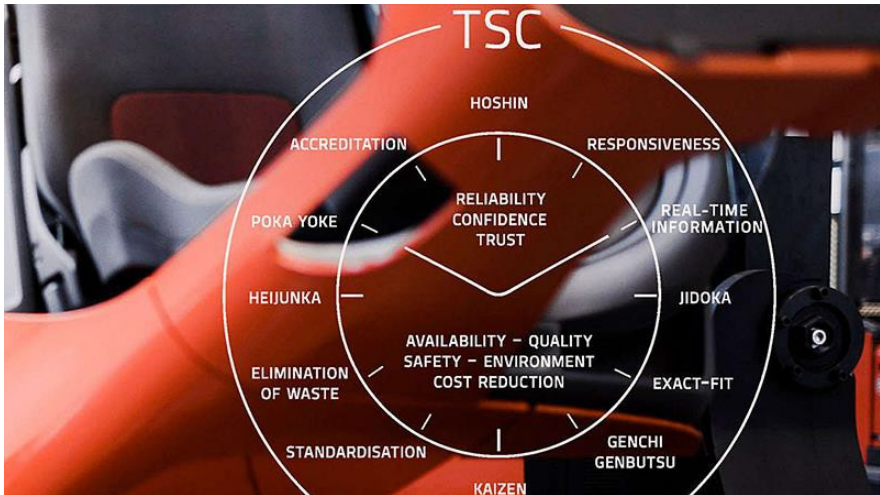
# Service leads value creation, explore new models for aftermarket services

服务引领价值创造·加快探索后市场服务新模式

- With the further acceleration of the electrification and intelligence, the acceleration of the formation of an open ecosystem, services will more profoundly lead the value creation of enterprises. In recent years, driven by the vigorous development trend of the "Three New" Economy in China, the demand for "asset-light" operation of downstream enterprises has increased, and the innovation of operation models such as equipment solutions, financial solutions, and aftermarket services will bring new performance growth points.
- 随着行业电动化、智能化进程进一步加速，开放生态加速形成，服务将更加深刻地引领企业价值创造。近年来，在国内“三新经济”蓬勃发展趋势带动下，下游企业“轻资产”运营需求增加，设备解决方案、金融解决方案、后市场服务等运营模式创新将带来新的业绩增长点。

## Toyota's after-sales service concept TSC

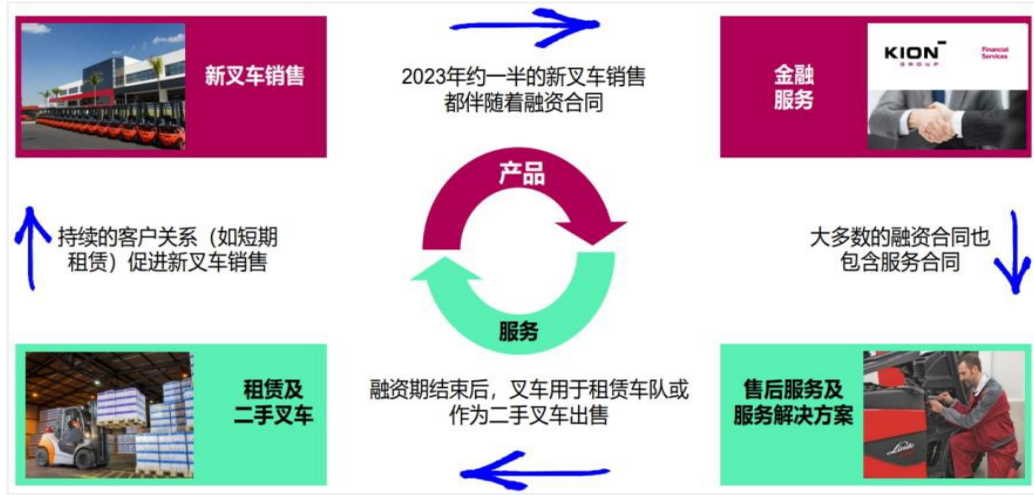
丰田售后服务理念 TSC



Source : TOYOTA ; KION

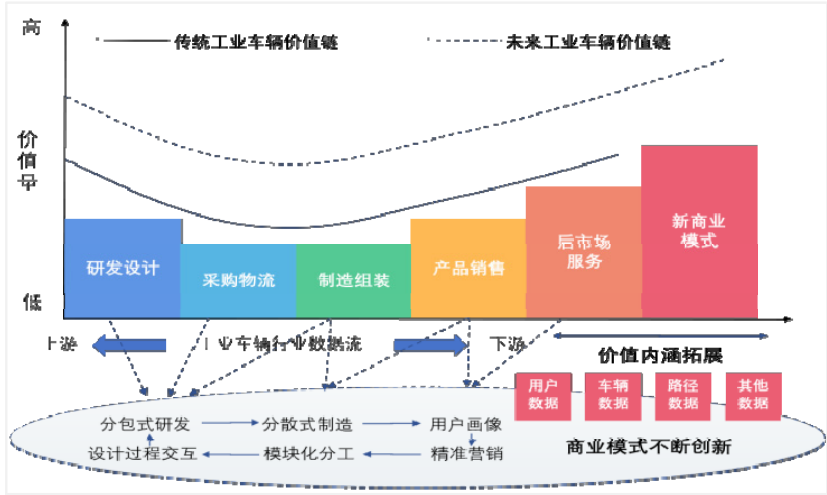
## KION's integrated business model

凯傲综合商业模式



## The future value chain of China's industrial vehicle industry

未来中国工业车辆行业价值链



# Deeply practicing ESG concepts, synergizing forces to enhance a sustainable industrial future

深入践行 ESG 理念，聚合力提升可持续的工业未来

- Focusing on the healthy and sustainable development of the industry, more and more Chinese enterprises are actively responding to the Sustainable Development Goals (SDGs), comprehensively accelerating the construction of ESG strategic management and practice systems with their own characteristics, continuing to pay attention to environmentally friendly management, occupational health and safety, corporate governance rules, community participation and common development, and are committed to contributing more wisdom to a better life, a more harmonious society and a more sustainable future.
- 聚焦行业健康可持续发展，越来越多的中国企业积极响应联合国可持续发展目标，全面加快构建具有自身特色的 ESG 战略管理与实践体系，持续关注环境友好管理、职业健康与安全、企业治理规则、社区参与及共同发展，致力于为更美好的生活、更和谐的社会、更可持续的未来贡献更多智慧。



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**THANK YOU**

谢谢

