

LIUGONG EXPRESS NEWS

HIGHLIGHTS 聚焦柳工

- 4月30日，柳工发布2019年公司年报。2019年，公司实现营业收入191.7730亿元，同比上涨6.04%；净利润10.1725亿元，同比增长28.74%。

On April 30, LiuGong released its 2019 Annual Report, announcing yearly sales revenue of 19.1773 billion Yuan, a 6.04% increase year-on-year and net profit increased by 28.74%, reaching 1.01725 billion Yuan.

- 4月30日，广西柳工机械股份有限公司和美国Herc Holding公司共同宣布，双方就赫兹设备租赁有限公司的股权转让事宜完成交割，赫兹设备租赁有限公司（以下简称“赫兹中国”）正式成为柳工全资子公司。加入柳工之后，赫兹中国将成为柳工设备租赁平台并赋能柳工经销商开展租赁业务。

As of 30 April 2020, Guangxi Liugong Machinery Co., Ltd. completed the equity transition of Hertz Equipment Rental Company Limited (AKA Hertz China), a former Herc Holding Inc. company, making it a wholly-owned subsidiary of LiuGong.



LIUGONG HAPPENINGS 柳工新闻

In China 国内新闻

- 第一季度，柳工工业总产值同比增长4.4%。在国内行业需求释放延迟、市场整体不容乐观的大环境下逆势“飘红”，装载机、挖掘机、推土机、压路机等产品市场占有率大幅提升，核心产品装载机市场占有率上升5个百分点，挖掘机产品进入行业前三甲。

LiuGong has announced a 4.4% year-on-year increase of total industrial output value in the 1st quarter 2020. Meanwhile, its market share of wheel loaders increased by 5%, and excavator product sales entered top three in the domestic market.

- 近日，柳工与铁甲网签署战略联盟协议。根据这项协议，铁甲将成为柳工在中国市场开展B2B定制化数字解决方案的首选合作伙伴，如在线拍卖、设备评估、以旧换新等。柳工将获得铁甲网的大数据信息和分析资料。此外，铁甲还将提供在线直播服务。双方期待通过更积极的数字化营销和更紧密的客户连接，为客户提供更好的服务，创造更大的价值。

LiuGong and Iron Armor recently signed a strategic alliance agreement. Under the agreement, Iron Armor will become LiuGong's preferred partner for the Chinese market; offering B2B customized digital solutions, like online auctions, evaluation of equipment, trade in process, etc. Additionally, Iron Armor will provide live broadcast online services. Through an enhanced and continued digital presence and connectivity, the two sides are expected to deliver significant benefits and services to LiuGong customers.

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In China 国内新闻

- 柳工庞淇文技能大师工作室被评为2020年度自治区级高技能人才培训基地和技能大师工作室建设项目。至此，柳工拥有国家级技能大师工作室3个，自治区级技能大师工作室2个，技能大师工作室已成为公司各单位推动技术革新建设和储备技能人才的主阵地。

庞淇文是柳工数控加工中心技能大师。作为一名厂龄不足十年的85后青年，已先后荣获全国青年岗位能手、全国机械工业劳动模范、自治区技能比赛“三连冠”、广西工匠等诸多荣誉称号。庞淇文技能大师工作室设在装载机业务群传动件公司变速箱区域，现有成员8人。近年来，工作室实现的技术改造累计节约制造成本200多万元，并为公司加工中心技能人才培养做出了突出贡献。

LiuGong's Pang Qiwen Skilled Master Studio was granted 2020 Provincial Skilled Master Studio and Training Base for High-level Technical Talent status. Currently, LiuGong has 3 national and 2 provincial skilled master studios.

Pang Qiwen is a CNC technician in LiuGong's transmission factory of the wheel loader division. He has won many honors such as National Youth Expert, National Labor Model of CE Industry and was the Champion of Provincial Vocational Skills Contest for three consecutive years and was honored with Craftsman of Guangxi during his career in LiuGong. The studio is comprised of 8 members and has achieved significant improvements that saved more than 2 million Yuan in manufacturing costs and played important roles in cultivating the craftsman spirit and encouraging innovations.



- 柳工装载机856H MAX获2020年中国工程机械产品TOP50“金手指”奖！由中国工程机械工业协会（CCMA）、国家工程机械质量监督检验中心指导，*工程机械与维修*杂志主办的TOP50已经成功举办15届，代表消费者心目中的最强工程机械产品。

LiuGong's 856H Max has won the "Golden Thumb" award of 2020 Chinese CE Products TOP 50. Directed by CCMA and National Construction Machinery Quality Supervision & Inspection Center and sponsored by *Construction Machinery and Maintenance Magazine*, TOP 50 has been awarded for 15 years and reflects consumers' true evaluations of Chinese CE products.

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LIUGONG HAPPENINGS 柳工新闻

In China 国内新闻

- 4月30日下午，在第130个国际劳动节和第101个“五四”青年节来临之际，柳工在国际工业园举办了畅谈“899”精神暨庆祝挖掘机4月产量创新纪录座谈会。柳工管理团队、公司老领导、“899”亲历者，劳动模范、青年榜样以及员工代表参会，会议通过网络直播的形式向全球柳工人同步播出。

活动现场同时举办了挖掘机单月入库4500台整机正式下线仪式，并表彰了公司生产标兵和先进集体。最后，曾光安董事长发表题为《使命必达，不负韶华；做国际化柳工的奋斗者》主旨讲话，号召全体员工勇做柳工国际化事业的奋进者、开拓者、奉献者，敢于有梦、勇于追梦、勤于圆梦，为柳工的梦想而战，为公司的战略目标而战，做国际化柳工的奋斗者，做新长征路上的追梦人。

On the occasion of the 130th International Labor Day and the 101st Youth Day, LiuGong held a symposium with the theme of “Remember the Spirit of ‘899’ and a Celebrate of New Breakthrough in Excavator Production in April” on the afternoon of 30 April at LiuGong International Industrial Park. LiuGong management team, former leaders, “899” participants, labor model, youth model and employee representatives attended the meeting. The celebration was also broadcasted live online.

Attendees witnessed the 4500th excavator produced in April was taken off the production line. At the event, the personnel and collectives were commended. Subsequently, the meeting was closed with a keynote speech, “*Cherish Your Time, Deliver Our Commitment, and Being a LiuGong International Fighter*” by Chairman Zeng, calling on all employees to fight for our dreams and be devoted to building an internationalized LiuGong together.



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- 4月，柳工开启云营销，分别在研发中心、叉车、东部基地和路面机械进行了4场直播，企业高层纷纷亮相，开启“带货”模式。通过网络互动模式，观众足不出户就可以深入了解柳工全系列产品，实现在线下单。

In April, LiuGong launched four online live broadcast, which took place in the R & D center, Forklift, LiuGong Eastern Manufacturing Base and the Road Equipment Company respectively. Top management of LiuGong attended the broadcast, introducing and selling our products. Through online live interactive activities, the audiences know our full line of products better and can buy our products with ease.

LIUGONG HAPPENINGS 柳工新闻

Around the World 海外新闻

- 柳工北美公司推出了针对经销商和客户的COVID救济合作计划，为共渡时艰给予全力支持。

LiuGong North America (LGNA) launched a COVID Relief Partnership Program for our dealers and customers to give our full support during these difficult times.

- 近日，北美新经销商，斗士设备（Warrior Machinery）开业。斗士设备是柳工洛杉矶大区的独家经销商，为该地区的农业、建筑、市政和物流等行业提供全系列柳工和锐斯塔设备。新经销商还将作为柳工产品在美国西部和加拿大的技术和产品培训中心，以及向同一地区的其他柳工经销商分销设备和零件的枢纽。开业不久，斗士设备成功出租柳工设备参与客户的建设项目。恭喜！

Warrior Machinery, a new LiuGong and Dressta dealer, recently opened in California, USA. Warrior Machinery serves as our exclusive dealer in the greater Los Angeles metropolitan area and offers a full line of LiuGong and Dressta equipment to the agriculture, construction, municipal, and material handling industries to the region. The new dealership will also serve as the technical and product training center for LiuGong products in the western U.S. and Canada, as well as a hub for equipment and parts distribution to other LiuGong dealerships in the same area. Congratulations!



LIUGONG EXPRESS NEWS

GROUP NEWS 集团新闻

本月初，柳工集团下属广西智拓科技有限公司（以下简称“智拓公司”）与广西科技商贸高级技工学校合作开发的产教融合实训基地项目——工业机器人（锚板）自动化生产线正式交付并投产运行。

At the beginning of this month, Guangxi Zhituo Technology Co., Ltd. (Zhituo), a LiuGong Group Company, launched an industrial robot (anchor plate) automation production line. Additionally, Zhituo started a training program with Guangxi Science & Technology Trade Senior Technic School to cultivate a more high-tech work force for the future.

智拓公司成立于2018年，是柳工实施“全面智能化”战略的“主引擎”，同时肩负着柳工“二次创业”的使命与重担，为推动企业高质量发展提供坚强支持。

Founded in 2018, Zhituo is the “main engine” for the implementation of LiuGong’s “total intellectualized” strategy. At the same time, it shoulders the mission of LiuGong’s “secondary entrepreneurship” and is a support for LiuGong’s high-quality development.

2019年，智拓公司实现销售收入同比约翻三番，并发布3款重载AGV（智能物流机器人）。智拓公司依托柳工智能装备制造产业园，品牌效应大幅提升。

In 2019, Zhituo reached new heights in the sales, tripling from the previous year and launched three heavy-duty AGVs. Relying on the LiuGong’s Intelligent Equipment Manufacturing Industrial Park, Zhituo also increased its brand awareness within the market.

“智能制造是当前国家工业发展的大势所趋，从单位面积产生、生产效率、质量和安全等方面都具有人工操作无法比拟的优势。”智拓公司常务副总经理周庆权介绍说，“在满足柳工内部需求的基础上，我们还积极拓展外部行业和市场，开放合作，用市场换取能力。”而面对此次疫情大考，智能化生产大大降低了用工短缺的影响，交出了一份高产出低耗能的高分答卷。

“Intelligent manufacturing is a trend of the national industrial development. It has incomparable advantages in terms of production efficiency, quality and safety.” Zhou Qingquan, Executive Deputy General Manager of Zhituo, said, “Our fundamental mission is to realize the manufacturing upgrading of LiuGong. At the same time, we are actively expanding the external business and opening new markets; we are striving to find a sustained development path and to continuously increase our capabilities in more industries.” Under the pandemic, the intelligent production has greatly reduced the impact of labor shortage and realized both high output and low energy consumption.



LIUGONG EXPRESS NEWS

MEDIA INTERVIEW 媒体采访

2020年全球遭遇新冠疫情影响。挑战之下，中国工程机械产业和制造商，依然保持定力。日前，知名行业媒体“工程机械观察”对话柳工集团董事长，曾光安董事长就工程机械行业发展趋势，放眼全球，把握未来，发表了以下观点。

The world was hit by an unpredictable pandemic in 2020, however, Chinese CE industry has maintained steady development in the first quarter. Recently, Chairman Zeng accepted an interview with "Construction Machinery Observation Magazine", Sharing his insights on the future development of global construction machinery industry.



自上一轮寒冬过后，全球范围内，中国、欧洲、北美等市场开始同步复苏并呈现出一些变化趋势。欧洲企业的产品开始更多地供给欧洲本土市场，尤其是挖掘机、装载机和伸缩臂式叉装车的市场份额逐年上升，而发展中国家的市场需求则越来越多地由亚洲新兴国家满足；北美市场产品需求更加多样化，且销售台量逐步上升，其中小型挖掘机上升明显；印度成为全球工程机械的又一新兴市场，未来发展空间巨大。

Along with the recovery of world economy, changes and new trends have emerged in the global CE industry. In Europe, the products made by European manufacturers are more popular, especially for excavators, wheel loaders and telescopic fork loaders, and market share has obviously increased for them. In the developing countries, products from emerging Asian countries have been widely accepted and welcomed in the market, while in North America, market needs are more diversified; in the meantime, sales volume are increasing, especially for small excavators; and India has become a nonnegligible market with huge potential in the industry.

中国市场的潜力也在进一步被挖掘。2019年，中国工程机械市场的销售额占全球销售额约1/5；产品上，挖掘机，尤其是小型挖掘机的重要性日益显著，而装载机产品市场份额被进一步压缩。

The potential of the Chinese market continues to flourish. In 2019, the sales volume in China was one fifth of global market; and sales for excavators, especially compact/small excavators, has significantly increased, while that of wheel loaders is decreasing.

全球及中国工程机械产业正在经历的重要转变，为行业的未来增添了更多神秘和变数。同时，全球以及中国经济形势的不确定性，给中国工程机械产业的未来增加了难度和风险。已经到来的2020年，以及由此开启的20年代，将是行业震荡的十年。

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MEDIA INTERVIEW 媒体采访

Both global and the Chinese construction machinery industry is undergoing an important transformation, adding more variabilities. Together with the uncertainty of economic development, the industry is facing big challenges. As a result, from the year 2020 and the coming decade, it is to be a defining time in our industry.

未来十年，行业竞争将更加充分，资源进一步整合的过程中，行业的生态环境将进一步发生巨变；由智能化等新技术应用引发的，对传统价值链的巨大冲击，会加速行业创新、洗牌、垄断的过程；在助力企业壮大的因素中，客户将起到愈发重要的作用，客户的演进升级能催动价值链重构，但品质和价值依旧是企业成功的核心；已经或即将出现的新需求和细分市场将产生新的行业热点，并带来快速和激烈的竞争；后市场产业链将替代整机，成为新的利润增长点；国际化拓展中，海外市场将成为少数企业的增长源泉，但收益和风险并存。

In the next decade, industry competition will be more complete, and the industry ecological environment will be changed along with the deepened integration of resources. The application of new technologies, intellectualization as an example, will impact the traditional value chain to accelerate the process of industry innovation and restructure; customers will become more important to the enterprises' growth, and it requires the enterprises to change to comply with their evolution and upgrading, but quality and value will still be the core of an enterprise's success; new demands and market segments will continue to develop and they bring fierce competition; aftersales market will become a new profit growth point; in the globalization process, overseas markets will become the blue ocean for a few enterprises, but with gains there are always risks.

这个十年，是创新、变革和整合的新时代，伴随着巨大的成功和失败，也意味着巨大的机遇和挑战。这对于中国企业而言，甚至可称之为“最好的时代”。虽然全球市场已进入下行周期，但未来中国仍然是全球工程机械最大、最有前途的市场。

The decade to come will be a time of innovation, change and integration. But to Chinese manufacturers, we are confident of the future. Despite the global uncertainties, China will still be the largest and the most promising market for construction machinery in the future.

柳工拥有61年的发展历史，广泛参与了我国各个经济领域的建设，时至今日，依然在全球范围内保持着装载机累计生产超过60万台的记录，同时柳工还是中国唯一一个国家级土方机械工程技术研究中心。经验、技术、理念、布局，柳工都有着不容忽视的筹码。

In our 61 years of development, LiuGong has been involved in various construction projects in China, manufacturing a record setting 600,000 wheel loaders and has the National Engineering Technology Research Center for Earthmoving Machinery in the country. Experience, technology, concepts, global layout, together have turned LiuGong into a force to be reckoned with.