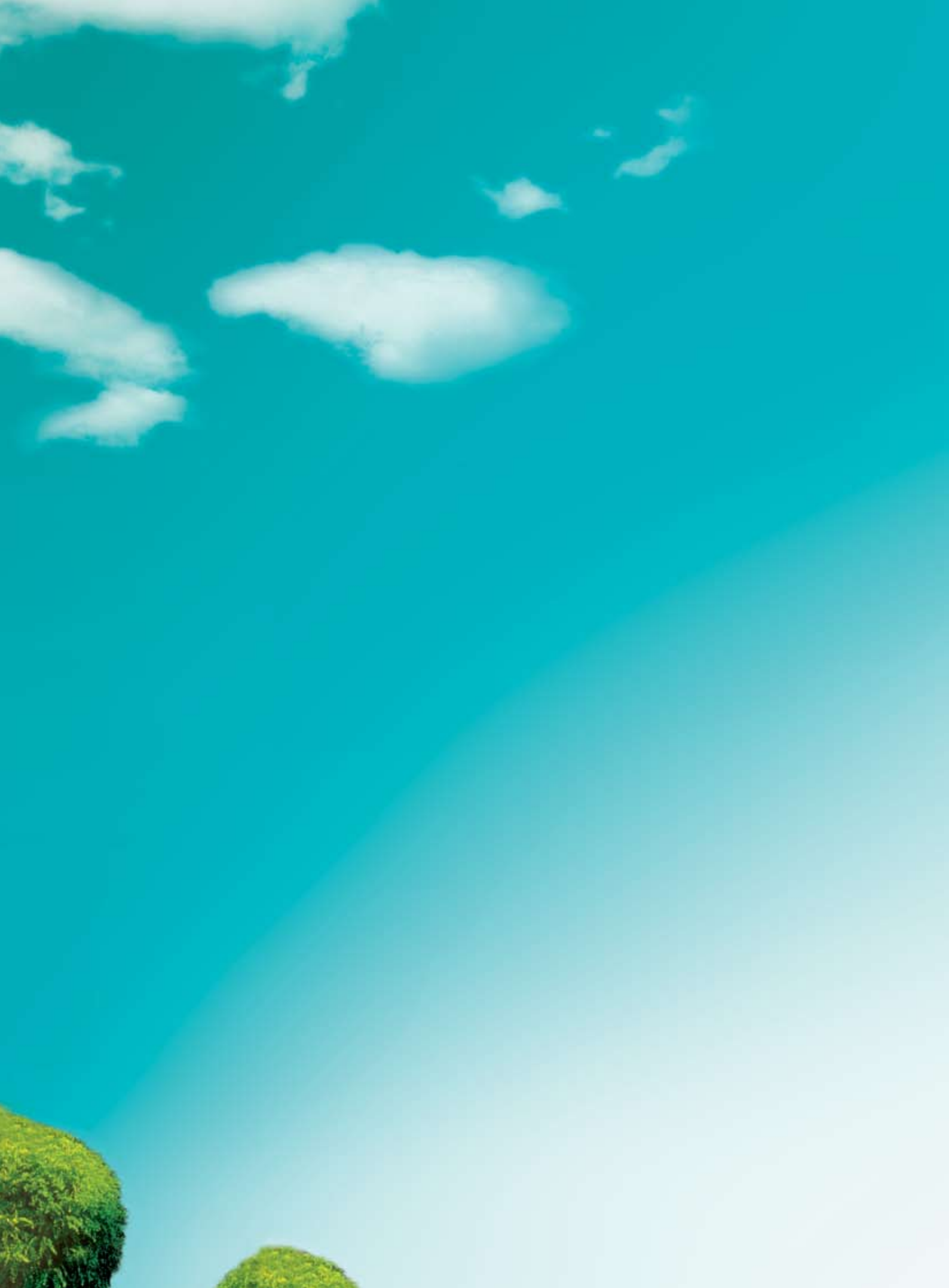




做优秀的企业公民 Connecting with Society

福特汽车(中国)有限公司 企业社会责任报告(2003-2005)
Ford Motor (China) Ltd. Corporate Social Responsibility Report (2003-2005)



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福特汽车中国董事长的话



让世界更美好——福特汽车公司的宏愿

福特汽车始终致力于成为企业公民的领导者。这不仅意味着带给顾客优质的产品与服务，还要竭尽全力让世界变得更美好。今年，福特汽车公司将走过第104个年头，也是福特汽车重新投身中国汽车行业的第12年。令人深感欣慰的是，福特汽车始终坚守这一信念，并将其深深植入企业的根基中，成为指导我们走向下一个百年的思想精髓！

无论在全球，还是在中国，福特汽车始终以严谨的态度和积极的行动自觉履行社会责任。企业社会责任的理念不仅融入在我们的日常工作，并且在产品的研发、采购、生产、制造、营销、服务和汽车金融的整个价值链体系中获得全面阐释；与此同时，我们还有责任尽力了解利益相关人的需求，他们包括员工、供应商、经销商、消费者、合作伙伴、社区、媒体和政府等。

在环境方面，福特汽车在中国的生产基地都采用了最先进的生产设备和环保设施，以确保我们的生产对所在区域的资源与环境的影响被控制在最小的范围内，并必须符合高于地方环保标准的福特全球生产标准。例如，我们在南京的整车生产基地特设了带有洁净装置的雨水收纳池，以防止污染物随雨水流入河流。此外，福特汽车还成功举办了七届“福特汽车环保奖”，资助中国上百个民间环保组织和个人，使他们能够继续从事有利于保护本地环境和提高公众环保意识的事迹。

福特汽车中国还在产品安全、道路安全等更广泛的社会领域，承担企业社会责任。福特汽车参与的全球道路交通安全行动（GRSI），旨在降低中国的交通事故发生率并提高道路安全管理能力。

为继续寻求低尾气排放、低油耗及清洁能源的有效途径和先进的方法，福特汽车公司已与中国政府主管部门和学术科研单位建立了广泛而深入的合作，致力于寻求行业和社会的可持续发展之道。

福特汽车中国认为，身为企业公民，完全可以，也有必要在实现自身增长的同时兼顾对社会的承诺，我称之为“并行解决之道”。无论过去、现在还是将来，福特汽车中国都将秉持“让世界更美好”的理念，争做中国企业公民的领导者。

福特汽车公司副总裁

福特汽车（中国）有限公司 董事长兼首席执行官



Message from Chairman of Ford Motor China

Making the World a Better Place – A Sincere Wish from Ford Motor China

Ford Motor Company is resolved to be a leader in corporate citizenship. This is not only a promise to deliver excellent products and services, but also a commitment to make the world a better place. What makes us proud is that Ford Motor Company, not only holds true to this principle, but looks to enlarge its prominence as we progress into our 104th year as a company and our 12th year of renewed involvement in China. The principle has taken deep root into our company culture and will continue to guide us.

Whether in the world arena or in China, Ford Motor Company always takes its social responsibility very seriously and proactively. The idea of corporate social responsibility is integrated in our daily work, and throughout the entire value chain, including R&D, purchasing of parts and components, manufacturing, marketing, sales, service, and auto financing. Ford Motor Company also takes the responsibility of understanding input from stakeholders, including but not limited to employees, consumers, suppliers, dealers, partners, community, media and government, and then addressing areas of mutual concern and mutual opportunity.

In terms of environmental protection, we build our production facilities with state-of-the-art equipment to minimize the impact of our presence on the local environment and resources, reaching the high environmental goals set by Ford Motor's global production standards. For example, our new assembly plant in Nanjing, Jiangsu Province was designed to collect rainwater and special retention ponds were built to prevent any hazardous pollutant exiting the site. Furthermore, during the past seven years, we have been financially supporting more than 100 grassroots environmental organizations and individuals in China through Conservation & Environmental Grants Program, allowing them to continue their work in protecting the local environment and raising environmental awareness.

Ford Motor China has expanded the idea of corporate social responsibility to even broader fields. Ford Motor and other 6 global companies launched the Global Road Safety Initiative (GRSI), with the objective of reducing accidents and building capacity to manage road safety in China.

As we continue to search for and develop advanced methods to control exhaust emissions, reduce energy consumption, and develop clean and alternative fuels, we have established deep co-operation with government and academic institutions, committing ourselves to finding a route to sustainability for the industry and society.

Ford Motor China believes as a corporate citizen it is possible and necessary to achieve our business goals while meeting our social obligations. I call this the "And Solution". Ford Motor China is committed to the belief – whether in the past, at present, or in the future – we can make the world a better place and exemplify leadership in corporate citizenship in China.

Vice President, Ford Motor Company
Chairman and CEO, Ford Motor (China) Ltd.

福特汽车中国的企业社会责任



当一个市场成为福特汽车公司全局的一部分，当那里的员工成为福特全球大家庭的成员，我们就不仅仅把自己视为在这个国家做生意的外国公司，我们更要把自己当作这个国家的“公民”，一个具有国家感和责任感的公民。

——福特汽车公司董事长 比尔·福特

愿景

福特汽车中国致力于成为中国汽车工业的领导者。为消费者提供卓越的产品和服务，不断满足消费者日益增长的需求和愿望，并努力使我们所服务的社会变得更美好。

价值

在福特汽车，消费者永远是第一位的。我们所做的一切努力旨在更好地服务消费者，带给利益相关人更多的回报，改善环境，为社会发展做出贡献。

使命和指导原则

福特汽车公司在全球的行动必须对社会负责，并因其正直、诚信和对社会的积极贡献而受人尊重。

目标

- 巩固与利益相关人之间的关系，其中包括但不限于员工、合作伙伴、媒体、消费者、社区和政府；
- 福特汽车在中国的社会参与活动，关注以下领域，按优先顺序分别是：环境、道路交通安全、教育和健康；
- 开展企业社会责任项目，从每个员工及管理层共同做起。

四项基本承诺

- 发展出一套清晰的商业原则，以使每个员工的行为都可契合福特汽车企业社会责任的价值；
- 鼓励交流、悉心听取外部的建议，与我们的利益相关人不断沟通，交流“企业社会责任”和可持续发展的理念；
- 设立更高的企业社会责任和可持续发展的目标；
- 通过多种途径与利益相关人分享进步、互相学习和吸取经验。

企业社会责任委员会

福特汽车公司对企业社会责任的高度重视具体体现在组织管理结构中。福特汽车中国专门组建了企业社会责任委员会，负责企业社会责任的整体管理。

- 委员会由公共事务、企业事务、业务规划与发展、人力资源、财务、市场销售和服务等部门的副总裁组成；
- 委员会定期举行会议，讨论企业社会责任的策略、总结过去的活动、研究新的需求和机会等内容，并指导各部门具体执行决议。



Ford Motor China's Corporate Social Responsibility

When a market becomes part of the Ford Motor Company world, and when its people become part of the global family of Ford employees, we do not see ourselves as an outside company doing business within a nation's border. We see ourselves as a corporate citizen of that nation, with a citizen's sense of country... and responsibility.

— Bill Ford, Chairman, Ford Motor Company

Our Vision

To become a leader in the automotive industry in China, provide customers with outstanding products and services that meet their increasing needs and desires as well as to make the community we serve a better place to live.

Our Value

At Ford, we value our customers. By improving everything we do for our customers, in a cost effective and efficient manner, we provide superior returns to our stakeholders, improve our environment and contribute to our society.

Our Mission and Guiding Principles

Ford Motor Company should act as a responsible global citizen throughout the world and conduct itself with honesty and integrity so as to earn the respect of everyone.

Our Objectives

- Reinforce relationship with stakeholders, including but not limited to employees, partners, suppliers, dealers, media, customers, communities, and government.
- Prioritize our efforts as follows: (1) environment, (2) road safety, (3) education, and (4) health.
- To approach all CSR programs with bottom up and top down approaches simultaneously, in the sense of company management and employees.

CSR Strategy

- We will develop a clear set of business principles that allows every employee to align his or her actions with Ford's commitment to corporate social responsibility.
- We welcome and embrace good ideas from inside or outside the company with genuine interest and we will engage in dialogue with our stakeholders to better understand the needs of our community and tailor our corporate social responsibility projects to those needs.
- We will set goals for our performance in corporate social responsibility and put in place the policies, resources and measurement systems needed to attain these goals in an ever-changing world.
- We will share our progress with stakeholders through vehicles such as the Corporate Social Responsibility Report and encourage input to allow us to step back, review our progress, learn from our experiences and learn from the experiences of our stakeholders.

Corporate Social Responsibility Committee (CSRC)

Corporate Social Responsibility at Ford Motor (China) Ltd. is seen in the formation of its Corporate Social Responsibility Committee (CSRC). The Committee, chaired by Vice President of Public Affairs, as well as members of key corporate divisions such as Corporate Affairs, Marketing Sales and Services, Business Development, Human Resources and Finance, holds regular meetings to discuss the overall management of Ford's Corporate Social Responsibility strategy, review activities, identify opportunities and instruct various departments on how to implement decisions.



福特汽车改变世界

福特汽车在全球

福特汽车公司是全球最大的汽车企业之一。由亨利·福特先生创立于1903年。

1908年，福特汽车公司生产出了第一辆属于普通百姓的汽车——福特T型车。1913年，福特汽车公司创造出历史上第一条汽车装配流水线，这一创举引发了汽车工业的巨大变革，福特汽车也以此“为整个世界装上了轮子”。在努力满足客户需求的同时，福特汽车也不忘回馈社会——1914年，福特汽车率先实行了日工资5美元的薪酬制度，让制造汽车的工人也能成为“汽车拥有者”。

时至今日，福特汽车作为世界一流的汽车企业，依然坚守亨利·福特先生开创的企业理念：“消费者是我们工作的中心所在。在工作中必须时刻想着我们的消费者，提供比竞争对手更好的产品和服务。”福特汽车公司旗下拥有八大汽车品牌，包括：福特(Ford)、林肯(Lincoln)、水星(Mercury)、马自达(Mazda)、Volvo、捷豹(Jaguar)、路虎(Land Rover)和阿斯顿·马丁(Aston Martin)。此外，福特汽车还拥有世界最大的汽车信贷企业——福特信贷，以及服务品牌 QualityCare。

福特汽车在中国

1995年10月25日，福特汽车(中国)有限公司正式成立。十多年间，福特汽车公司不断加大在中国的投资——目前拥有江铃汽车股份有限公司30%的股份，并已成功推出近20款福特全顺商务车型；与长安汽车集团共同投资成立了长安福特马自达汽车有限公司，生产满足中国消费者需求的轿车，并于2003至2005年间，成功推出了福特嘉年华、蒙迪欧和福克斯三款轿车。2006年，马自达3和Volvo S40先后在长安福特马自达汽车投产。

2005年4月19日，长安福特马自达南京整车厂项目正式启动，新工厂将于2007年投产，初期产能可达16万台；2005年9月27日，三方合资兴建的长安福特马自达汽车发动机有限公司也在南京奠基——计划于2007年投产；2006年上半年，长安福特马自达重庆工厂顺利将产能提升至20万台/年。至2005年底，福特汽车与中方伙伴共同追加的投资已超过10亿美元。

福特汽车公司还不断将引领全球汽车业潮流的产品引入中国市场。2004年10月，福特汽车在中国市场推出了第一款运动型多功能车(SUV)——福特“翼虎”(Ford Maverick)；次年5月，驰名世界的豪华全尺寸SUV——林肯领航员(Lincoln Navigator)亮相中国。

此外，福特汽车金融(中国)有限公司于2005年7月初正式成立，在中国开展汽车金融业务。





Ford Motor Company Shapes the World



Ford Motor Company Worldwide

Ford Motor Company (FMC) is one of the world's largest automotive companies, established by Henry Ford in 1903.

In 1908, the world's first automobile for the common people, the Model T came to birth. 1913 witnessed another "world's first" for Ford Motor Company - the moving assembly line. This innovation helped the sales of the flagship Model T reach 15 million units, a record that resulted in Henry Ford being acclaimed worldwide as "the man who put wheels on the world". In 1914, Ford Motor Company took the lead in offering a minimum wage system of five dollars a day.

Today, as the world's leading automotive company, we at Ford Motor Company still hold true to Henry Ford's founding principles: "Consumers are the focus of everything we do. Our work must be done with our consumers in mind, providing better products and services than our competition." Ford Motor Company's eight automotive brands include Ford, Lincoln, Mercury, Mazda, Volvo, Jaguar, Land Rover and Aston Martin. In addition, Ford Motor also has the world's biggest auto financing company, Ford Credit, and QualityCare-customer service brand.

Ford Motor Company in China

On October 25, 1995, Ford Motor (China) Ltd. was officially established. Today, Ford China has a 30% equity stake in Jiangling Motors Co., Ltd. and has successfully launched a range of nearly 20 derivatives of Ford Transit. In 2001, Ford China and Changan Automotive (Group) Co. jointly established Changan Ford Mazda Automobile Co., Ltd. (CFMA), and have introduced Ford Fiesta, Ford Mondeo and Ford Focus successfully to Chinese market. In 2006, Mazda3 and Volvo S40 were localized in CFMA respectively.

On April 19, 2005, the construction of a new manufacturing plant of CFMA started in Nanjing. The new plant will begin operation in early 2007, with a production capacity of 160,000 units. Changan Ford Mazda Engine Co., Ltd., a joint venture of the three parties, is scheduled to start production in 2007. In 2006, CFMA Chongqing plant smoothly completed the expansion to 200,000 units capacity. As of the end of 2005, Ford China along with its Chinese partner have already fulfilled the investment of more than \$1 billion.

In October 2004, Ford China introduced Ford Maverick, a compact sport utility vehicle (SUV). In May 2005, Lincoln Navigator, the large size and superior luxury SUV was also proudly introduced to China.

In addition, Ford Automotive Finance (China) Ltd. was established in July 2005, offering professional automotive financing services in China.



产品

福特汽车是全球领先的汽车制造商，旗下拥有八大誉满全球的汽车品牌，分别是福特、林肯、水星、马自达、Volvo、捷豹、路虎和阿斯顿·马丁。

福特汽车从在中国开展业务之初，就把其对质量、安全及环保的理念与承诺带给了中国消费者。现在，福特汽车中国严格按照全球统一的福特生产系统(FPS)进行生产，确保中国消费者享有与全球同步的优秀产品和服务。



福特在中国

1997年12月，福特汽车正式推出了与江铃汽车合作的第一款商用车——福特全顺。经过不断地改进和创新，福特全顺的近20款车型已相继问世，销量稳步提升，并成为轻客市场增长最快的车型，市场份额跃居第二。

长安福特马自达汽车公司于2003年1月推出了第一款国产的福特品牌轿车——福特嘉年华；2004年推出了被誉为“中高级别轿车标杆”的福特蒙迪欧；2005年又推出了在欧美市场屡创销售记录的明星产品——福特福克斯。这三款福特车型均赢得了中国消费者的喜爱，从而加速了福特汽车在中国市场前进的步伐。

2004年，福特汽车为中国市场引入原装进口的运动型多功能车(SUV)的杰出代表——福特翼虎，并迅速成为市场上的佼佼者，一举创下了骄人的业绩。



林肯在中国

2005年5月，福特汽车旗下的豪华SUV——林肯领航员登陆中国，开辟了“总统级、全尺寸SUV”的全新细分市场。



捷豹在中国

2004年3月，英国著名豪华品牌捷豹正式进入中国市场，一举推出了包括全新捷豹XJ8L皇家加长版、XJ6L皇家加长版、捷豹S型、捷豹S型动感典藏版、捷豹全新XK跑车在内的多款旗舰车型，为中国消费者带来了超乎想象的顶级享受。2005年，中国已成为捷豹在全球的第二大增长市场。



路虎在中国

从2003年在中国设立办事处至今，路虎这一全球奢华的SUV代表已把旗下的揽胜、发现、神行者等多款极具竞争力的车型引入中国。路虎无以伦比的越野性能和动感强劲的公路表现，为中国消费者带来了尊贵而惊喜的探险体验。2005年，中国已成为路虎全球销售增长最快的市场。



Products

Ford Motor Company is the world's leading carmaker. The company's core and affiliated automotive brands include Ford, Lincoln, Mercury, Mazda, Volvo, Jaguar, Land Rover and Aston Martin.

Ford has brought its philosophy and commitments to quality, safety and environment to China, since it started the business in China. Ford Motor China strictly adheres to the global Ford Production System (FPS) in order to ensure Chinese consumers, along with the rest of the world, enjoy the same outstanding products and services.

Ford in China

In December 1997, Ford Motor China launched the first commercial vehicle, Ford Transit, in cooperation with Jiangling Motors Co., Ltd. With continuous improvement and innovation, nearly 20 derivatives of the Ford Transit have already been introduced to the market. Now, Ford Transit is one of the most favorable models in the commercial vehicle segment, and became NO. 2 in terms of market share.

In January 2003, Changan Ford Mazda Automobile Co., Ltd. (CFMA) launched the first China-made Ford brand passenger car, Ford Fiesta. Since the launch in 2004, Ford Mondeo has been regarded as the new benchmark of the mid-size car market. In 2005, CFMA introduced its star model, Ford Focus, to the market.

In 2004, Ford introduced Ford Maverick, the first member of Ford China's SUV family, to China, which quickly became an outstanding market performer.



Lincoln in China

In May 2005, the luxury SUV, Lincoln Navigator, debuted in China, creating a brand new submarket of "full-sized, presidential class" SUV.



Jaguar in China

Officially launched in Chinese market in March 2004, the famous British luxury brand, Jaguar, has proudly introduced its gorgeous XJ8L, XJ6L, S-Type, S-Type Sports Edition and all-new XK models to China, bringing the Chinese consumer an unimaginably high-class experience. In 2005, China market became the second fastest growing market for Jaguar worldwide.



Land Rover in China

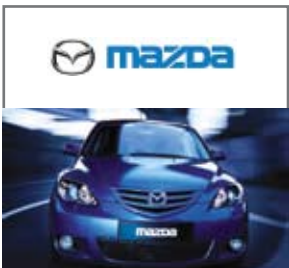
Since the establishment of its China office in 2003, the world-class luxury SUV brand, Land Rover, has successfully introduced many competitive models such as Range Rover, Discovery and Freelander to China. In 2005, China became the fastest growing market for Land Rover in the world.





Volvo在中国

作为全球最具竞争力的高档汽车品牌之一，Volvo汽车于1994年在北京成立了办事处。凭借享誉全球的品牌魅力以及专注于安全、质量和环保的核心价值，Volvo旗下的S80、XC90和全新S40等车型在中国的销量不断攀升。目前，Volvo S40已经正式国产化，并在中国40多个城市建立了专业的销售和售后服务中心，为中国消费者提供一流的产品和服务。



Mazda在中国

2006年3月，已在世界各地屡获殊荣的马自达3在长安福特马自达汽车投产。马自达3以其无与伦比的驾驶乐趣，赢得广大消费者的一致好评。

福特汽车中国正将旗下的八大品牌陆续地引入中国市场，以全面、丰富的产品线满足市场的需求，赢得消费者的青睐。

福特汽车旗下各品牌在中国的表现 Ford Motor's Performance in China	2005年销量 Sales Performance (2005)	销量同比增长率 Growth Rate yoy
长安福特马自达汽车有限公司 Changan Ford Mazda Automobile Co., Ltd.	61,013	41%
江铃汽车股份有限公司——福特全顺 Jiangling Motors Co., Ltd.— Ford Transit	18,002	48%
福特翼虎 Ford Maverick	2,787	194%
林肯领航员 Lincoln Navigator	423	-- *
Volvo	4786	83%
捷豹 Jaguar	640	220%
路虎 Land Rover	1415	107%
马自达 Mazda	133,778	51%

长安福特马自达汽车有限公司经销商数量 (截止到2005年底) Dealer number of Changan Ford Mazda Automobile Co., Ltd.(by the end of 2005)	150
Volvo品牌经销商数量 (截止到2005年底) Dealer number of Volvo (by the end of 2005)	49
捷豹品牌经销商数量 (截止到2005年底) Dealer number of Jaguar(by the end of 2005)	32
路虎品牌经销商数量 (截止到2005年底) Dealer number of Land Rover (by the end of 2005)	39
福特汽车金融 (中国) 有限公司开展业务的城市 (截止到2005年底) City Coverage of Ford Automotive Finance (China) Ltd. (by the end of 2005)	2

*林肯领航员于2005年引入中国市场，故没有2004年的销售数据。
Since the Lincoln Navigator was introduced in China in 2005, there was no sales data in 2004.

Volvo in China

Volvo Car Corporation, a reputable company that proclaims the values of quality, safety and environmental care, set up its first representative office in Beijing in 1994. Volvo car models of S80, XC90 and new S40 sell well in China. So far, Volvo S40 has already begun local production in China, setting up professional sales and service centers in over 40 Chinese cities to provide first class products and service to Chinese customers.

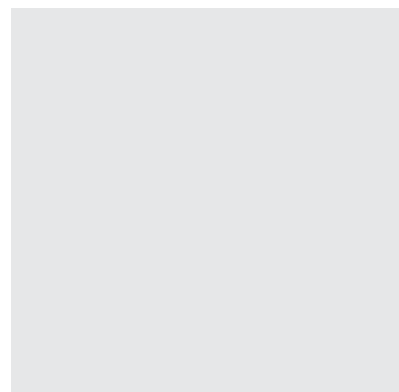
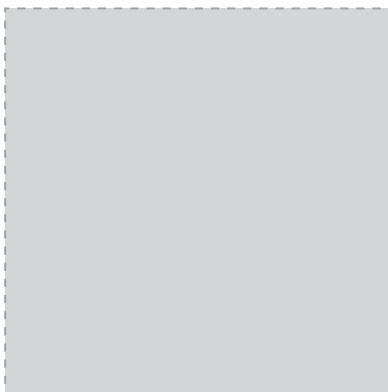
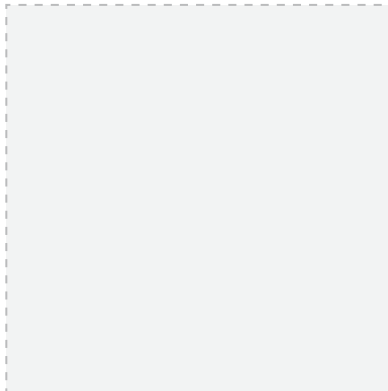
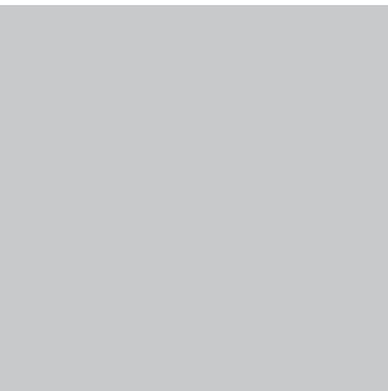


Mazda in China

In March 2006, the Mazda3, receiving worldwide acclaim, was localized in CFMA. With its excellent driving performance, Mazda3 meets the expectations of Chinese customers.



Ford Motor China introduces its eight automotive brands to China gradually, winning over consumers and satisfying their needs with full and rich product lines.



环境管理

身为环境保护的先行者，福特汽车在全球推行福特生产系统(FPS)，并将环境保护、污染防治、节能降耗作为工厂建设和生产的重点。福特汽车的环保理念体现于两个层面：一是注重生产过程中的节能与环保，二是生产环境友好型产品，最大程度地维护我们生存的环境。



环境方针

秉承福特汽车全球的环境政策，福特汽车在为中国消费者制造世界级产品的同时，也始终致力于持续提升环保绩效，做保护环境、负责任的优秀企业公民。因此，福特汽车在中国的轿车合资企业——长安福特马自达汽车制定了指导性的环境政策方针，并郑重承诺将长期而有效地落实环境保护工作。

环境保护原则和方法全面纳入公司经营决策之中；

恪守国家、地方有关环境保护的法律、法规、标准及其他要求；

建立、实施环境管理体系，包括为提高环境绩效制定目标和指标；

明确各层次职责，加强培训，提高全员环境意识和能力；

强化资源能源管理，实现废物减量化和再资源化；

对废水、废气、固体废物、噪声实施有效控制和管理，加强化学品管理和环境风险管理；

确保公司内的承包商满足福特环境管理体系的要求；

推行清洁生产方式，持续改进，创造美好环境。

Environmental Management

As a leader in environment friendliness, Ford Motor pushes forward the Ford Production System (FPS) all over the world, emphasizing environmental protection, pollution prevention and control, energy conservation and efficiency in the construction and operation of our plants. Ford Motor's environment protection concept is embodied by our emphasis on energy conservation and environmental protection during production and our drive to manufacture environmental friendly products, going the farthest to maintain the environment that we live in.

Environmental Policy

Staying in line with the environmental policies of Ford Motor Company, our passenger car joint venture in China, Changan Ford Mazda Automobile Company (CFMA) endeavors to continually improve environmental performance and be a responsible corporate citizen in protecting environment, while manufacturing world class products for Chinese market. Therefore, we have established environmental policy, making a serious commitment to long term and effective environmental protection.

Principles and measures of environment protection will be fully brought into management and decision-making process of CFMA.

Meet Chinese national and local environmental laws, regulations, standards and other requirements.

Establish and implement an Environmental Management System which includes objectives and targets to improve environmental performance.

Clarify roles and responsibilities at each level, strengthen environmental training and raise all employees' environmental awareness and capabilities.

Enhance resource and energy management to minimize waste and recycle resources.

Implement effective control and management of wastewater, air emissions, waste, noise; strengthen chemicals management and environmental risk management.

Ensure that on-site contractors meet the relevant requirements of CFMA Environmental Management System.

Push forward clean production mode, continue with improvement and create clean and beautiful environment.

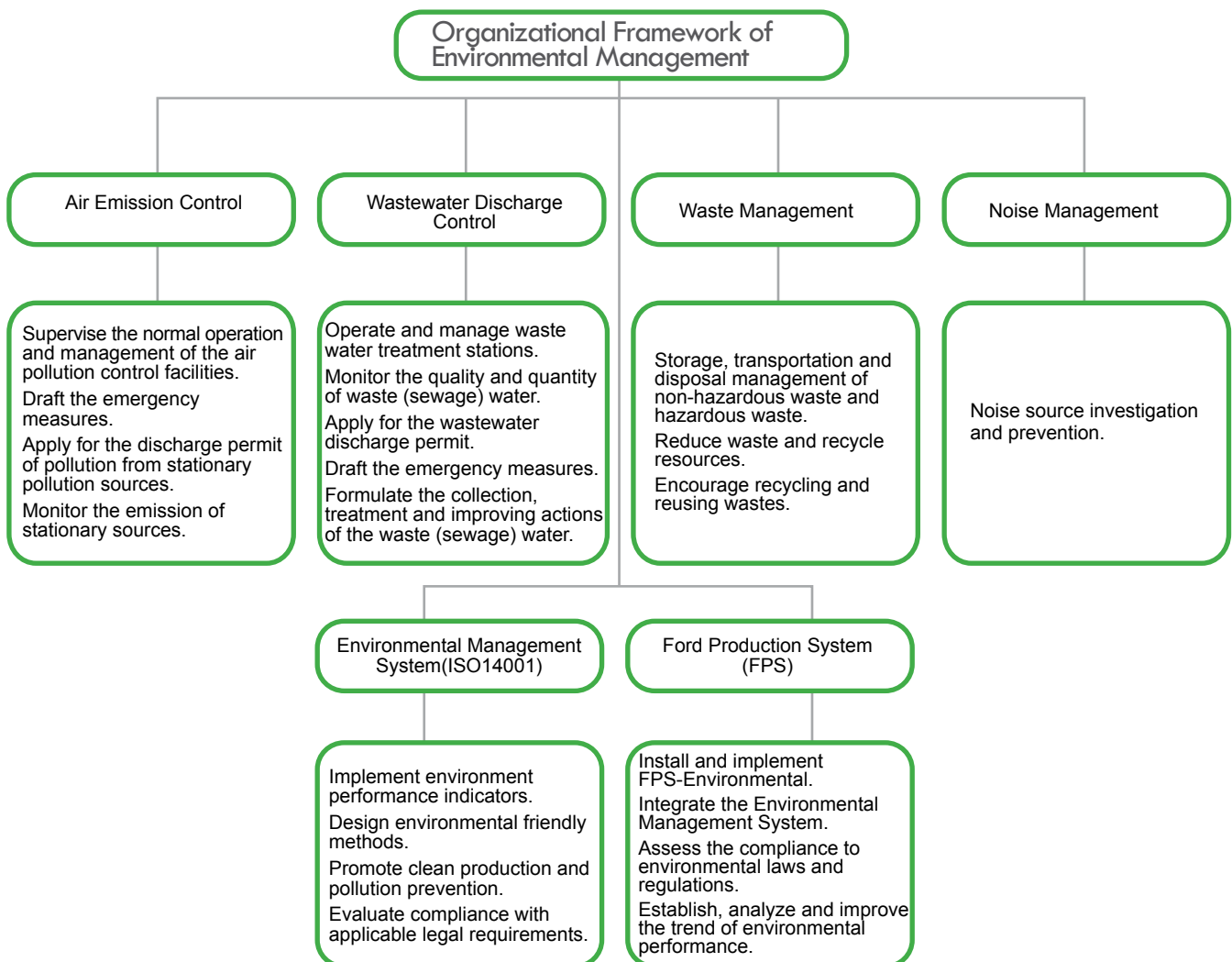
环境管理模式

环境管理涉及空气污染防治、水污染防治、废弃物管理和噪声管理四大方面。为卓有成效地实施环境管理，福特汽车在企业内部推行国际标准环境管理体系(ISO14001)和福特生产系统(FPS)。在中国，福特汽车的合资企业——长安福特马自达汽车有限公司、长安福特马自达汽车发动机公司以及江铃汽车股份有限公司均采用了这套先进的管理系统，为中国的环境保护事业做出贡献。



Environmental Management Model

The environmental management contains four major parts: air emission control, wastewater discharge control, waste management and noise management. In order to effectively implement environmental management, Ford Motor Company has implemented, within the company itself, the Environmental Management System (ISO14001) and Ford Production System (FPS). In order to contribute to the environmental protection in China, Ford Motor's joint ventures in China, Changan Ford Mazda Automobile Co., Ltd., Changan Ford Mazda Engine Co., Ltd. and Jiangling Motors Co., Ltd. have all adopted this set of advanced management systems.



环保执行措施

以长安福特马自达汽车为例，能清晰地了解福特汽车在环保方面的努力。长安福特马自达汽车致力于成为“环境保护的领先者”，其重庆工厂不仅配备先进的污染防治设施，同时还建立了完善的环境管理体系，是当地率先通过ISO14001认证的企业。

空气污染防治

空气污染源主要来自二甲苯废气、焊接烟尘和汽车检测尾气。长安福特马自达汽车对其进行了有效的治理：

- 涂装车间喷房所产生的二甲苯废气经水旋净化吸附漆雾后，再由高60米的排气筒进行高空排放。烘干工艺所产生的二甲苯废气经过催化燃烧处理后，净化率可高达99%，由高24米的排气筒达标排放；
- 焊接烟尘通过集排气系统收集后，再由高15米的排气筒达标排放；
- 汽车尾气检测产生的废气收集后经吸附处理设施净化，再由高27米的排气筒进行高空排放。

固体废弃物管理

固体废弃物实施分类管理，分为危险废物、一般工业废物及生活垃圾，并由专业的固体废弃物管理承包商进行转运、分类标识、储存、回收利用、处理等一系列工作，最终实现废物的无害化、资源化及减量化。

焊接残渣、漆渣、磷化废渣、废油、废有机溶剂及处理站污泥等属于国家危险废物。长安福特马自达汽车依据国家《危险废物贮存污染控制标准》(GB18597-2001)将这些固体废弃物送到公司内部的危废暂存库，并按照《危险废物转移联单管理办法》规定，定期交付给有处理资质的单位进行统一处置。

边角余料进行综合回收再利用。生活垃圾分类、袋装后，对可回收的废弃物实施再利用，对不能回收再利用的废物统一送市政垃圾场做处理。



Environmental Protection Measures

A case in point is Changan Ford Mazda Automobile Co., Ltd. (CFMA), which shows Ford Motor's efforts towards environmental protection in China. CFMA is striving to become "a leader in environmental protection." Its manufacturing plant in Chongqing has not only been equipped with advanced pollution control facilities, but also has established an excellent environmental system. It has become the first company in the local economic development zone to obtain ISO14001 certification.

Air Emission Control

The major sources of air pollution are xylene emission, welding fumes and exhaust fumes produced during vehicle tail-gas inspections. CFMA has conducted effective treatment of these air emissions.

- Xylene from the painting shop is purified with hydrospinning system. It is then discharged to the air through 60-meter exhaust stack. The xylene exhaust gas caused by the drying process, after catalytic combustion treatment, can reach a purification rate as high as 99%. It is then discharged through 24-meter exhaust stack.
- Fumes from welding shop are collected through the integrated venting system and then discharged through the 15-meter exhaust stack.
- Gases produced during vehicle tail-gas inspections are collected and discharged through 27-meter exhaust stack.

Solid Waste Management

Solid waste is separated into hazardous waste, non-hazardous industrial waste and domestic garbage. Professional solid waste management contractors are brought in to handle such work as transportation, separation, storage, recycling and treatment. In the end, the waste has been decontaminated, recycled, and reduced.

The wastes including welding residues, paint residues, phosphide residues, waste oils, waste organic solvents and sludge from wastewater processing stations are all listed in the National Catalogue of Hazardous Wastes. In accordance with the Standard for Pollution Control on Hazardous Waste Storage (GB18597-2001), CFMA moves the solid waste to its temporary storage facilities for hazardous waste. In accordance with the Measures on the Management of Duplicated Form for Transferring Hazardous Wastes, CFMA delivers, at regular intervals, all the wastes to qualified authorities for treatment.

Leftover industrial materials are recycled and reused as much as possible. Domestic garbage is separated and bagged. The recyclable material is reused, and the material that cannot be recycled is delivered to the municipal refuse dump for treatment.



水污染防治

生产废水与生活污水是水污染防治的重点。对此，长安福特马自达汽车主要采用物化和生化工艺进行处理：

- 生产废水均经公司废水处理站处理达到国家污水综合排放标准三级，并同时满足城市下水道水质标准后，排入市政下水道。
- 生活污水经过地埋式生化池处理达到国家污水综合排放标准三级，并同时满足城市下水道水质标准后，排入市政下水道。
- 对雨水实施清污分流，经雨水管网流入雨水收集池，隔油沉沙后，达到一级排放标准。

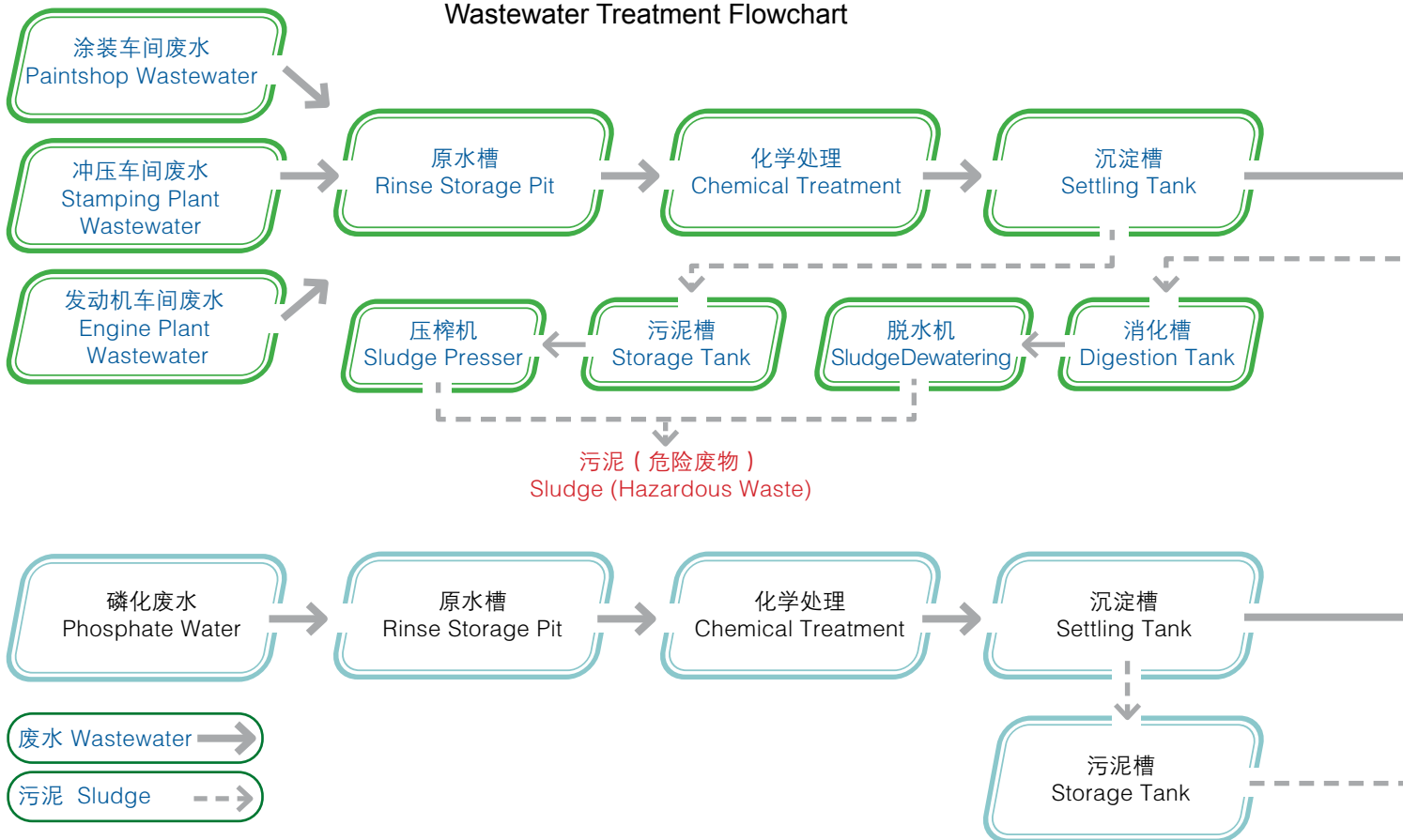
长安福特马自达汽车废水处理站占地面积为630平方米，主要采用物化和生化处理工艺，处理能力达到35吨/小时。此外，公司内部还建有水质分析实验室，并定期对公司总排口、废水处理站出口以及雨水收集池出口的水质进行监测，保护周边环境。



噪声管理

冲压车间的压力机和拆垛机是噪音的主要污染源。为此，长安福特马自达汽车采取了一系列有力措施，降低厂界噪声，达到国家标准。如：选购低噪声设备；对设备进行减振、隔声、吸声等处理；设备房建有吸音墙、隔声门和降噪窗等。

废水站工艺流程示意图
Wastewater Treatment Flowchart



Wastewater Discharge Control

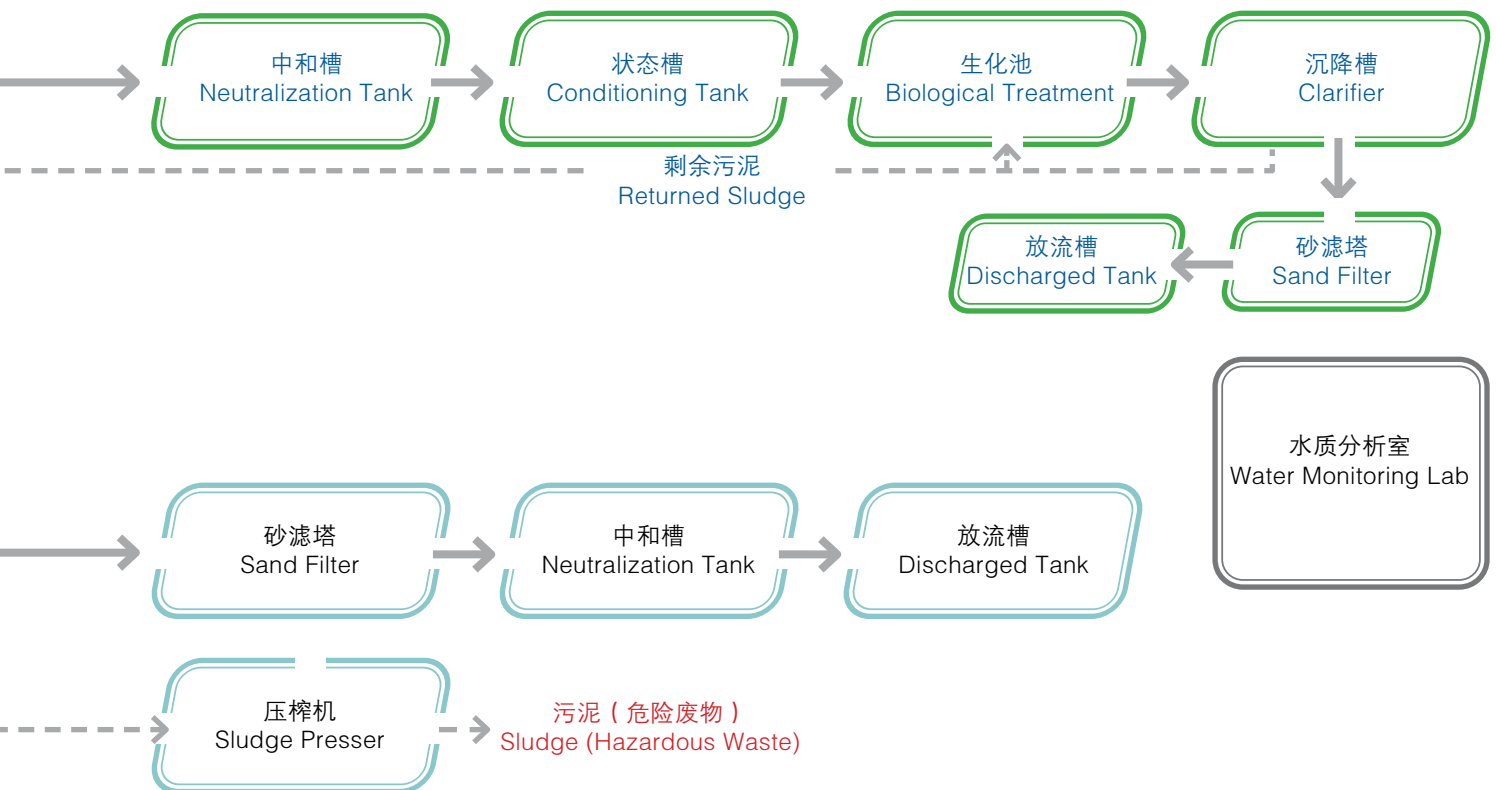
Industrial and domestic wastewater are the focus of wastewater discharge control. CFMA has mostly adopted physicochemical and biochemical treatment process.

- Industrial wastewater, after being treated by the company's wastewater treatment station, reaches class three of the National Integrated Wastewater Discharge Standard and also meets urban sewage standards. It is then finally discharged into the city's sewage system.
- Domestic sewage, after being treated by the buried biochemical treatment system, reaches class three of the National Integrated Wastewater Discharge Standard and also meets urban sewage standards. It is then finally discharged into the city's sewage system.
- Storm water is collected in special storm water ponds where oil particles and sediments are filtered and the water is purified to class one levels for discharge.

The wastewater processing station of CFMA covers an area of 630 square meters, using mainly biochemical and physicochemical means, with a treatment capacity of 35 tons per hour. In addition, the company has its own water quality analysis laboratory, which regularly monitors the quality of water from the main drainage outlet, the wastewater processing station outlet and the storm water collection pool outlets, so as to protect the neighboring environment.

Noise Management

The pressing machines and depalletizers in the stamping shops are the major sources of noise pollution. To deal with these problems, CFMA has carried out a series of effective measures to reduce the noise from production plants in order to meet national standards. These measures include: purchase the low noise equipments; control the equipment noise by shock absorption, soundproofing, noise absorption, etc; equipment rooms have sound-absorbing walls, sound-proof doors and noise-reduction windows.





安全责任

福特汽车认为，产品质量、工作场所安全、环境生态安全、道路交通安全等都属于“安全责任”的范畴。作为“优秀的企业公民”，福特汽车有责任为此付出不懈的努力。

福特汽车独有的“全球质量研究系统”，以消费者的标准追踪故障率，了解产品缺陷，并不断改进产品的安全性能；

福特汽车以“健康与安全评估系统”评估公司内部安全卫生的表现，减少伤害和疾病的发生，为员工提供安全的工作环境；

福特汽车是全球第一家要求所有的整车生产厂均达到ISO14001指标体系认证的汽车生产厂商；

福特汽车始终关注道路交通安全，并在全球范围内积极推进道路交通安全项目。



Safety Responsibility

At Ford Motor Company (FMC), safety responsibility includes product quality, workplace safety, environmental safety and road safety.

Global Quality Research System aims to track the malfunction rate to keep product safety performance.

FMC assesses its internal safety and health performance through Safety and Health Assessment Review Process (SHARP), providing employees with a healthy and safe working environment.

FMC became the world first automotive company to certify all its manufacturing plants worldwide under ISO 14001 environmental management standard.

FMC always devotes attention to road safety, and actively promotes road safety programs worldwide.



产品质量安全

一百多年来，福特汽车始终致力于不断提升产品的安全性能——从早期的安全玻璃、全钢车体，到五十年代的多项座舱保护功能，如吸能式方向盘、安全门锁、后视镜以及安全带等，无一不体现出福特对消费者的用心呵护。

在1967年，福特汽车又成立了业界首家研究如何“避免交通事故发生”的福特汽车安全研究中心。直至今日，福特汽车通过“碰撞安全性测试”（由美国国家高速公路交通安全管理委员会制定），赢得最高“五星级”的次数，依然在同级车型中名列前茅。



安全防护 滴水不漏——福特福克斯

福特福克斯是首辆同时在欧洲和北美市场上获得“年度风云车”奖项的车型。迄今，它已获得超过100项的大奖，并连创各地的销售记录。延续福特汽车对安全的承诺，中国生产的福克斯在坚固、具备保护力的车体结构下拥有同级车中最优秀、最先进的乘客安全系统。一旦发生冲撞，数个撞击吸收区将精密地计算撞击受力的分配路径，吸收外部撞击力。同时，车体的撞击受力，亦可凭借刚性极强的底盘，由车体底部有效地分散到地面，降低撞击力带来的伤害，最大程度地保证了乘客和驾驶者的安全。

福特福克斯采用先进的C3P车身结构设计软件，精确计算出最安全的车身结构模组，并以激光焊接技术接合大面积的钢板，提升整体车身结构的刚性和抗扭性。福克斯通过了各项安全防护测试，其中包括业界公认的、拥有世界“第一安全防护”美誉的Volvo安全测试中心(Volvo Safety Center)所执行的完整的安全认证测试。

福特福克斯安全车体发展及测试流程： Development and Testing of Safety Features of Ford Focus:





Product Safety



Product quality is always Job One at Ford Motor Company (FMC) over the hundred years.

In 1967, FMC established its Safety Research Center, the first of its kind in the industry, studying how to better avoid traffic accidents. FMC has since achieved numerous five-star ratings in crash tests conducted by the US National Highway Traffic Safety Administration.

No Compromise on Safety — Ford Focus

Ford Focus was the first car to be named Car of the Year both in the European and North American markets at the same time. Up to now, it has received more than one hundred prizes and has set new sales records in many markets. Ford Focus, produced in China, is designed to provide the best and most advanced passenger safety system in the class.

Ford Focus has the safest body structure unit, designed with the aid of C3P. It is constructed from laser-welded panels of large steel plates to form a super stiff body. It has been through a variety of crash tests, including the complete certification from the state-of-the-art Volvo Safety Center.



工作场所健康与安全

“员工是我们最宝贵的财富，他们的安全与健康最为重要，且不容妥协。我们的员工及其家属对此承诺坚信不疑。”这正是福特汽车所坚持的健康安全政策。

安全法则

- 安全的工作环境是雇佣的前提条件；
- 安全是管理责任的底线；
- 安全管理系统的目标是：
人身安全、流程安全、工具及设备安全。

安全管理系统

“健康与安全评估系统”(SHARP)是福特生产系统(FPS)的一个重要单元，其主要目标为评估公司内部安全卫生的表现，以减少伤害和疾病的发生，为员工们提供安全的工作环境。该系统遵循中国相关安全法律、法规和准则，以及福特全球安全标准的最低要求，共包括11个部分：

- | | |
|--|---------------|
| 1 安全风险评估 | 2 安全健康事件调查与分析 |
| 3 紧急应变准备 | 3 守则与工作许可 |
| 5 个人防护用具 | 6 工业卫生 |
| 7 医疗服务 | 8 一般宣传 |
| 9 承包商管理 | 10 人类工程 |
| 11 其他安全健康应遵守的事项
(包括高空作业安全、工厂行走安全和机械锁定等) | |

长安福特马自达重庆工厂	2003	2004	2005
损失工时件数率*(LTCR)	0.84	0.34	0.18
工伤缺勤率*(OAR)	4.91	1.54	1.58
江铃汽车(福特全顺工厂)	2003	2004	2005
损失工时件数率(LTCR)	0.00	0.29	0.00
工伤缺勤率(OAR)	0.00	3.21	0.00

*损失工时件数率：员工因公受伤或生病而导致全天休息所损失的工时件数。
*工伤缺勤率：员工因公受伤或生病而导致缺勤的总天数。



环境安全

福特汽车是全球第一家旗下所有整车生产厂均达到ISO14001国际指标体系认证的汽车生产厂商。同时，所有在中国生产的福特汽车均达到欧III排放标准。此外，福特汽车正与中国政府和科研单位积极合作，寻求控制汽车尾气排放量，以及可替代能源的方法和途径。例如，与中国科技部合作推出的替代燃料汽车发展项目、参与中国第一辆甲醇型灵活燃料汽车的开发、与机械工业部和国家自然科学基金会共同发起的稀土催化剂发展项目等。



道路交通安全

作为全球著名的汽车厂商，福特汽车不仅关注驾乘安全，同时也关注行人安全。2004年，福特汽车与其他六个世界可持续发展工商理事会(WBCSD)成员公司共同发起了全球道路交通安全行动(GRSI)，该项目旨在提供降低交通事故发生率并培养发展中国家的道路安全管理能力方面的最佳经验。该项目于2005年在中国和其他两个国家和地区启动，由全球道路交通安全伙伴负责实施。

Workplace Health and Safety

“Our most valuable asset is our people. Nothing is more important than their safety and health. Our co-workers and their families rely on this commitment. Safety will never be compromised.”

Safety Principles

- Working safety is a condition of employment.
- Safety is a line management responsibility.
- The goals of our Safety Management System are:
 - Safe people
 - Safe procedures
 - Safe tools, equipment and facilities

Safety Management System

Safety & Health Assessment Review Process (SHARP) is an integral part of Ford Production System (FPS). Its main purpose is to assess the company’s health and safety performance, in order to provide employees with a safe working environment. SHARP is designed to meet Chinese safety laws, regulations, standards, and minimum requirements specified in Ford global safety standards. It includes the following 11 topics:



- 1.Safety Risk Assessment
- 2.Incident Investigation and Analysis
- 3.Emergency Preparedness
- 4.Rules and Work Permits
- 5.Personal Protective Equipment
- 6.Industrial Hygiene Controls
- 7.Clinical Operations (medical services)
- 8.General Promotion
- 9.Contractor Safety (construction & equipment installation)
- 10.Ergonomics
- 11.Other Safety Systems
(including Work at Heights, Pedestrian safety, Lock-out of powered machines ...)

CFMA Chongqing	2003	2004	2005
Lost-time Case Rate*	0.84	0.34	0.18
Occupational Absence Rate*	4.91	1.54	1.58
JMC Ford Transit plant	2003	2004	2005
Lost-time Case Rate	0.00	0.29	0.00
Occupational Absence Rate	0.00	3.21	0.00

*Lost-time Case Rate (LTCR) is a measure of the number of occupational injuries and illnesses serious enough to result in at least one full day off work.
*Occupational Absence Rate (OAR) is a measure of the total number of working days lost due to occupational injury or illness.

Environmental Safety

Ford Motor became the world first automotive company to certify all its manufacturing plants worldwide under ISO 14001 environmental management standard. All Ford passenger cars produced in China can meet Euro III Emission Standards. In China, Ford Motor is actively cooperating with government agencies and research institutions, finding ways of reducing exhaust emissions and alternative fuels. Such co-operations include: Alternative Fuel Vehicle Project partnered with the Ministry of Science and Technology; China’s first methanol flexible fuel vehicle, and rare earth catalyst development project.

Road Safety

Ford Motor cares not only about drivers and passengers, but also the safety of pedestrians. Ford Motor and other 6 WBCSD member companies launched the Global Road Safety Initiative (GRSI) in 2004. The purpose is to transfer best practices, with the objective of reducing accidents and building capacity in developing countries to manage road safety. In 2005, the projects were launched in China and other two developing markets. The projects are being implemented through the Global Road Safety Partnership (GRSP).

消费者权益

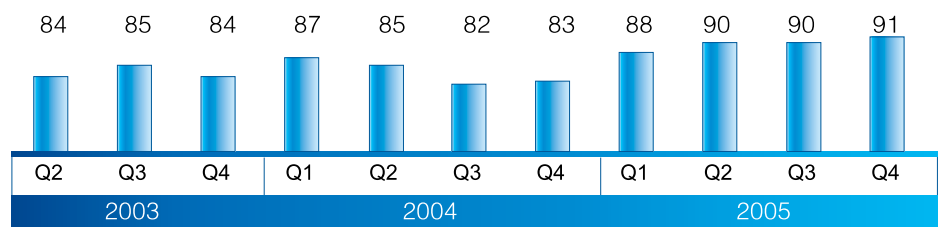
亨利·福特先生毕生的信念是“尽力了解人们内心的需求，用最好的材料、由最好的员工，为大众制造人人都买得起的好车”。今天，这一信念仍为福特汽车遍布全球的30万名员工所坚持，并形成了福特汽车全球的指导原则——“消费者是我们工作的中心所在，我们在工作中必须时刻想着消费者，为消费者提供比竞争对手更好的产品和服务”

客户满意度调查

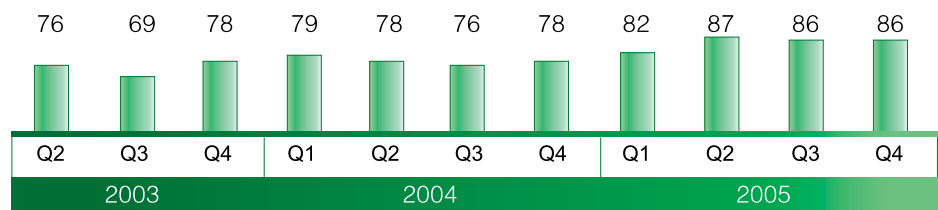
福特汽车中国是业内率先开展常规性“客户满意度调查”的汽车制造商，并委托第三方调研公司执行该项目。研究通过对产品销售、售后服务环节的追踪调查，分析反馈结果，改进销售、服务流程，以期更好地满足消费者的需求，带给消费者愉悦的购买和售后服务体验。

“客户满意度调查”是一个持续改进的过程（详见右页图示）。

福特品牌产品销售满意度(%)：
Sales Satisfaction (Ford Brand):



福特品牌产品服务满意度(%)：
Service Satisfaction (Ford Brand):



道路救援服务

道路救援服务是福特汽车中国承诺“永远把消费者放在首要位置”的又一体现。从2005年9月起，福特汽车中国开始为消费者提供道路救援服务，这是中国首家提供此项服务的汽车公司。这项综合全面的救援服务旨在为驾驶者提供各项紧急援助，包括：现场路边修复、拖车至维修站修复、修复咨询和事故协调等等。

该服务的网络现已覆盖到所有福特授权经销网点周边150公里以内的区域。客户只需拨打24小时道路救援服务热线，就能获得及时、专业的帮助，轻松解决路途中车辆故障的困扰，尽情享受福特汽车所带来的“无忧之旅”。

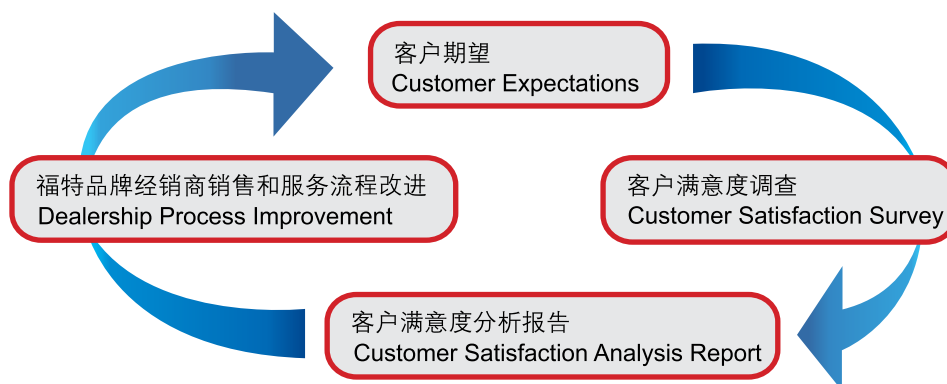
Caring of Consumer

“To truly understand the innate needs of the consumers, and utilize the best materials and best people to make affordable cars for everyone”, this is the founding principle developed by Henry Ford and has served as the basic rule for Ford Motor since its inception. It has formed the guiding principle, “Consumers are the center of everything we do. We need to keep the customers’ needs in our mind and provide better products and services than our competition.”

Customer Satisfaction Survey

Ford Motor China is the first auto company to entrust the 3rd party investigation and research company to conduct the “Customer Satisfaction Survey”. The Survey provides an analyzed result of a follow-up survey on the sales and after-sale services. This is all in the hopes of improving the sales and service process, meeting consumer expectations, and bringing consumers a more pleasant purchasing and after-sales service experience.

Customer Satisfaction Survey is a continuing cycle of improvement:



Road Assistance

Ford Road Assistance is another representation of Ford China’s promise “to always place the customer first”. Ford China began offering to its customers Ford Road Assistance in September 2005. The service provides comprehensive and complete emergency assistance to drivers, which includes: ROS (Repairs On the Spot), towing, information, accident coordination, etc.

The Assistance network already covers an area of 150 km from any Ford authorized 4S dealership. With a single call to the 24-hour road assistance hotline, customers could get timely professional assistance and enjoy Ford’s carefree journey.

经销商管理

随着产品线的不断丰富，福特汽车中国逐步建立了覆盖全国完善的经销商网络。截止至2005年底，福特品牌在中国拥有超过150家授权经销商，并依托完备的渠道系统，为中国用户提供包括咨询、销售、检测、维修、保养在内的一体化服务。同时，全国的福特品牌经销商统一遵循福特全球所倡导的QualityCare标准，不断提高服务水平，提升客户满意度。

QualityCare是福特品牌专有的一套经销商售后服务标准，涉及经销商的硬件设施、人员结构和业务流程等各个领域。在全球包括亚太、欧洲等地区，现已有超过3,000家经销商获得此认证。

QualityCare在中国

QualityCare于2002年起在中国市场推行，截止至2005年底，共有34家4S经销商服务站通过了福特汽车的认证。这些经销商通常花费7至16个月的时间对内部人员结构和业务流程、管理系统及相关的硬件服务设施进行彻底的改善，以达到QualityCare要求的标准，并最终通过了QualityCare的严格认证。获得认证的经销商意味着达到了福特品牌服务的国际水准。

QualityCare包含了3个部分：12步关键流程、5S现场管理和DCRC部门。

12步关键流程

满足客户需求和规范内部管理为导向的维修业务流程，涵盖了服务过程中每一个关键细节，以标准化的操作提高服务质量和效率。

5S现场管理

包括整理、整顿、清扫、清洁和素养，充分保证了经销商现场运作的准确高效和整洁有序。

DCRC部门（经销商客户关系中心）

整合了管理客户资源和推动流程运转的职能，集中体现了福特品牌对客户的关注与服务。



福特汽车金融服务

福特汽车信贷公司是全球最大的汽车金融服务公司，也是最早进入中国市场的外资汽车金融企业。福特汽车金融（中国）有限公司于2005年7月初在中国开展汽车金融业务，初期投资为6000万美元，投资额还将继续增加。迄今为止，福特汽车金融已经与80多家福特授权的经销商开展了批售融资业务，信贷额度达到1亿美元。

针对终端消费者的个人分期融资业务已在全国11个城市开展，并预计在2006年底扩展到全国21个城市。未来，福特汽车金融的业务将进一步拓展，将为福特汽车公司旗下的各汽车品牌经销商提供金融服务。

Dealer Management

By the end of 2005, Ford brand owns more than 150 authorized dealers nationwide, providing system services, including consulting, sales, service and maintenance. In order to reach the highest standards, QualityCare, Ford global service brand, has also been introduced into Chinese market. The ultimate aim is to increase the service quality of Ford brand dealers and improve customer satisfaction.

QualityCare is an after-service standard that is exclusive to the Ford brand, covering all aspects of customer service, from facility and staff structures to operations flow. So far, more than 3,000 dealers have been certified to provide QualityCare service globally.



QualityCare in China

Since its launch in 2002, a total of 34 authorized Ford brand 4S dealers have been approved to provide QualityCare service in China. In order to reach the high standards of QualityCare, every dealer has spent 7 to 16 months on a thorough improvement process of the operation flow, management system and related service facilities. After passing two strict review processes, these dealers are finally able to represent the international standards of the Ford brand.

QualityCare includes three parts: the 12 key flows, 5S local management and the Dealer Customer Relations Center (DCRC).

The 12 Key Flows

is a complete set of services designed to meet customer demands and the criteria of integrated management. Every key service detail is included and is standardized to increase service quality and efficiency.

5S Local Management

includes Sorting, Systemization, Sweeping, Standardization, Self-discipline, ensuring the high efficiency of local operation by dealers.

DCRC

pays special attention to the customer's feedbacks and queries to give the best possible service.



Ford Motor Financial Service

Ford Automotive Finance (China) Co., Ltd., a financial subsidiary to Ford Motor Credit Company, started providing auto financial services in July 2005, with an initial investment of US\$ 60 million. Up to now, Ford Automotive Finance has expanded wholesale financial business with over 80 Ford-authorized dealers, with a credit sum that has reached US\$100 million.

Retail financing has already been introduced in 11 Chinese cities, and is expected to expand to 21 cities by the end of 2006. Ford Automotive Finance will subsequently expand financing services to dealers of other Ford Motor Company brands.

供应商管理

福特汽车的社会责任感，不仅体现在公司自身的运营中，也延伸到与商业伙伴的合作关系中。“彼此信任，注重价值”是福特汽车与其供应商长期、稳定合作的重要纽带，也是福特汽车走向成功的关键所在。

为与供应商建立更加融洽的合作关系，福特汽车公司采购部门始终以“成为供应商的最佳顾客”为目标，鼓励供应商追求卓越的产品质量和客户满意度，并与供应商一起分享技术、市场和管理经验，帮助供应商成长。

供应链管理

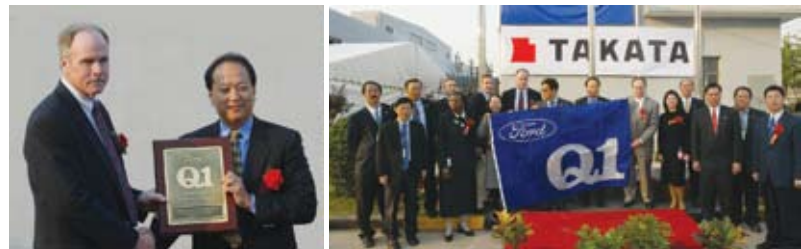
为了使供应商更清晰地了解福特汽车公司的原则，福特汽车颁布了“基本工作条件准则”。该准则代表了福特汽车和其管辖内的各国子公司对员工的承诺，并反映出福特汽车对包括国际劳工组织在内的各种团体所倡导的劳工标准进行了周全而细致的考虑。

福特汽车中国的供应商遵循福特汽车的国际化管理规定与标准，并遵守当地法律——严禁使用强迫劳动力和童工，杜绝体罚事件和滥用法律；尊重并确保员工的权益，如健康安全的要求、工资福利待遇等。

同时，福特汽车中国会经常对供应商实施审计，或要求供应商向第三方提交交规核查报告（包括核查文件、参观工厂、管理人员访问以及随机抽取员工进行暗访等），并依此选拔供应商。福特汽车也会根据需要对供应商进行指导和培训，以期和供应商长期合作，完善审核管理体系。

供应商培训

2004年起，福特汽车在中国发起了针对供应商的“管理层培训”活动。旨在帮助中国供应商了解福特汽车对供应商工作条件的期望和要求，以确保生产福特产品和零件的员工得到尊重，并遵守所有适用的法律。这将便于供应商更好地检查工作，改进不足。至今，已有100多名供应商的经理参加了这一培训。



福特Q1奖

福特Q1奖的设立旨在激励供应商长期、稳定地提供高质量的产品。这一奖项在福特汽车全球供应商体系中实施多年，已成为汽车行业内供应商进行产品质量评估与认证的“标杆”。

获得Q1奖意味着供应商已经达到甚至超越福特汽车公司所设定的产品质量标准，并且以其稳定的产品质量水平获得福特汽车公司的表彰与认可。在全球，已有80%到90%的福特供应商获得过Q1奖；在中国，有近30家供应商荣获Q1奖项。

依照规定，供应商必须通过Q1系统认证才能正式注册成为福特全球系统中合格的供应商，并被列入福特中国的认证供应商名单。

Q1评估系统的鉴定内容包括体系建设(ISO14001, QS9000/TS-16949, MS9000)，业绩表现，现场改进营运计划以及顾客满意度和持续改进。

Supplier Management

The social responsibility of Ford Motor Company (FMC) is also shown to extend to its cooperation with business partners. “To trust in each other and emphasize value” is an important factor in maintaining long-term partnerships between FMC and its suppliers.

In order to establish a much closer relationship with its suppliers, the purchasing department of FMC takes “becoming a supplier’s best customer” as its aim, encouraging suppliers to pursue excellence. By sharing technology and management experience, Ford China grows with its suppliers.

Supply Chain Management

In order to keep suppliers a clearer understanding of FMC’s principles, FMC issued its “Code of Basic Working Conditions”. The code represents the promise to their employees, reflecting FMC’s consideration of labor standards promoted by International Labor Organization.

The suppliers of Ford China abide by the international management rules and principles of FMC and obey local laws. Coercive labor and children labor are forbidden, as is physical punishment and misuse of laws. They respect and assure the rights and interests of their employees.

In addition, Ford China requires that suppliers comply with the labor laws and helps them to do this by assessments and training. Ford China selects its suppliers through this process.

Supplier Training

Since 2004, Ford China has held “management level trainings” for suppliers in China. The aim of the training is to help Chinese suppliers to understand Ford China’s expectation and requirements concerning work conditions. This allows suppliers to easily check their work and correct any deficiencies. So far, more than one hundred managers from its suppliers have taken part in the training.

Ford Q1 Prize

In order to upgrade the quality, management, and manufacturing level of suppliers, Ford Motor China executes a “system of accreditation and management of suppliers” (Ford Q1 suppliers’ verification system). Having been implemented among its suppliers globally, the Q1 evaluation system now becomes the benchmark of suppliers’ quality accreditation in the industry.

It represents Ford Motor Company’s recognition of its suppliers that have achieved a sustained level of excellent quality performance to meet or exceed requirements set by Ford Motor Company. In China, nearly 30 suppliers have been recognized, while in the rest of the world, 80% to 90% of all its suppliers have received Q1 prizes.

The suppliers must pass the Q1 system accreditation to register as formally qualified suppliers in the global system of FMC and be listed as qualified suppliers of Ford Motor China.

The Q1 evaluation system includes the system capacity (ISO14001, QS9000/TS-16949, MS9000), performance, operational plans of on-site improvement, customer satisfaction and improvement.

员工关系

在福特中国，员工的个人发展与公司的业务发展紧密相连，员工的个人发展已成为福特汽车整体发展的重要组成部分。建立和谐的雇佣关系，让员工在体会工作乐趣的同时，与福特中国共同成长，共同进步，这正是福特中国一直努力的方向。

关注培训

员工是公司可持续发展的动力，重视员工培训是福特汽车一贯的传统。全面而丰富的培训计划贯穿始终，陪伴每一位在福特中国工作的员工。目前，用于员工培训的投入占公司总费用支出的10%。

“全方位培训”

福特汽车中国为员工提供全方位培训，包括了四类培训，近40门课程：

平台培训，包括一些比较基本的培训项目，让员工更多地了解公司的文化，比如新员工入职引导、诚信、基本商业知识等课程。

技能提升培训，包括有效演讲、沟通技巧、项目管理等近20门课程。这是培训的重点内容，旨在提升全体福特员工的工作绩效。

领导力与管理培训，包括绩效管理、团队建设、督导技巧等。其目的在于培训各级管理人员的管理水平和沟通能力。

专业及职能性培训，由各个不同职能部门承担，如商务礼仪、公关知识、计算机技术应用等培训。

充分沟通

在福特中国，为了使每位员工都能自由地表达想法，公司开辟了立体化的沟通渠道。

■ 跨级会议：在轻松平等的氛围中，员工跨越等级体系，直接与高级管理人员进行交谈。员工可以提出任何关注的问题，得到高层的直接解答。这不仅为员工创造了良好的沟通环境，也为公司提供了集思广益的途径。在福特中国，每年的第一个“跨级会议”都由董事长亲自主持召开。

■ 脉动调查：福特汽车每年都会进行一项面向全球员工的网络在线调查——即“脉动调查”。该调查旨在提高管理者的领导水平，增加员工的参与度。“脉动调查”的问卷涉及公司运营、培训发展、员工关系、质量理念等多个维度。通过详尽的调查，公司可以找到员工关注的焦点问题，及时提供改进的方法。

Employee Relations

In Ford China, employee's individual development contributes to company's business growth. Ford China offers harmonious working environment to ensure employees develop together with the big family.

Training

Ford China continuously emphasizes on talent training and provides comprehensive training programs. So far, 10% of company's total expense is allocated for employee training.

General Training

- Platform Training: basic courses to expand employee knowledge of corporate culture, such as new employee orientation, integrity training and business acumen.
- Skill-building Courses: nearly 20 courses, such as presentation skills, communication skills, and project management. They are offered to enhance the working performance.
- Leadership & Management Training: performance management, team building, and mentoring. These training courses are aimed at building the management and communications capacity.
- Professional Training: courses in the responsibilities of each functional department, including PR awareness training, IT application training.

Communication

Ford China listens to employees and considers different opinions from different points of view.

- Skip Level Meetings: Employees may communicate directly with high-level executives at Ford China. This approach could develop a sophisticated decision-making process.
- Pulse Survey: Ford Motor Company regularly conducts its Pulse Survey to sample employee opinion regarding company operations, training and development, working relationships. Based on the survey, unit supervisors and employees establish an improvement plan via feedback and discussion.



享受工作

福特中国启动了名为“活得精彩”的员工凝聚力项目，以加强团队建设，让员工充分感受工作带来的乐趣。

- 平衡工作和生活：福特中国为员工提供了丰富的业余活动机会，既有户外拓展训练、福特年会等团队活动；也有汽车试乘试驾、福特家庭日等家庭共建项目；更有健康讲座和慈善义跑等健康项目；还有龙舟比赛、场地锦标赛等竞赛活动。
- 多元化：福特中国积极倡导多元化，并以支持多样化项目为荣。如每年“三·八”国际劳动妇女节，管理层向每位女员工赠送小礼物，并与女员工交流在福特汽车职业发展等话题。

关爱员工

“员工是我们最宝贵的财富。他们的安全和幸福无尚重要”——这是福特汽车对其员工及其家庭的承诺。

- “快乐星期五”：每周五员工可以着便服上班，以更轻松的心情开展工作。
- 弹性工作制：在合理安排工作进度的前提下，员工可以选择工作时间，自行安排工作计划。
- 健康保护服务：福特中国不仅为员工创造了健康安全的工作环境，还特邀相关领域的专家针对包括艾滋病、肝炎、非典型性肺炎和禽流感等疾病，为员工提供及时有效的健康培训和疾病预防讲座。
- 员工购车计划：作为福特中国为员工提供的福利，员工购车不仅能够享有一定的优惠和津贴，还可以申请免息购车贷款。同时，公司也面向员工开展“学习驾车计划”，以2005年下半年度为例，20多名员工通过该计划顺利拿到了驾驶执照。



Enjoy Working

Ford China initiates “Make Every Day Exciting” program, to strengthen team spirit and bring fun to work.

- **Work & Life:** Ford China often carries out a variety of team activities, ranging from team building and annual party, to test driving and Ford Family Day, as well as health courses, the Charity Run and dragon boat competition.
- **Diversity:** Diversity has been involved into Ford China’s spirit and culture. On International Working Women’s Day, the management team discusses with female employees on their equal career development.

We Care

“Our most valuable asset is our people, and their safety and happiness is most important.” This is Ford Motor’s commitment to its employees and their families.

- **Casual Friday:** Employees are allowed to dress business casually on Fridays.
- **Flexible Working Hours:** Keeping a reasonable working schedule in mind, employees may manage their own working hours more efficiently.
- **Health Protection Service (HPS):** Ford China not only ensures a safe and effective working environment, but also works closely with SOS to deliver the training that covers HIV/AIDS, Hepatitis, SARS, and Avian Flu.
- **Employee Purchase Plan:** Employee Purchase Plan encourages Ford China employees to own and drive Ford vehicles. At the same time, Ford China also provides employees with driving lessons. Taking 2nd half of 2005 for example, over 20 employees got their driving licences.





“从1993年开始加入福特，我已经在福特工作13年了。很多人会认为在一个公司待这么久，会感到乏味，但我却完全没有这种感觉。福特对财务人员的要求非常高，平均两年，我们会轮换到不同的工作岗位，这为我们提供了非常难得的学习机会和发展平台。”

解放
财务部 负责内部控制
长安福特马自达汽车有限公司

员工成长

福特中国不仅仅为有工作经验的员工提供丰富的机遇，亦为应届毕业生提供了广阔的职场天地。

福特汽车中国于2004年开展了“毕业培训生项目”。该项目面向优秀的应届大学毕业生，旨在培养福特中国未来的领导层。2005年，有37位优秀的毕业生成为福特中国的“毕业培训生”，公司针对他们的教育背景和特长进行发展规划，将其派往不同的部门接受为期一年的培训和工作。

杨洁华，公共事务部毕业培训生

担任福特中国内部刊物《福讯》的主编，并负责向国内外新闻媒体发布福特中国的新闻。

李彪，企业事务部毕业培训生

参与进口产品关税的谈判，为公司在进口业务上节省了数百万美元。

郑敏，人力资源部毕业培训生

独立开展“福特中国大学校园项目”，把“福特日”引入知名高校，成功推广福特品牌和公司文化。



Growing with Ford

Ford China offers opportunities for both experienced employees and fresh graduates.

Ford China launched the Graduate Development Program (GDP) from 2004, selecting high caliber talent to develop future leaders. In 2005, 37 outstanding graduates became Ford Graduate Trainees and were assigned real projects to feel the impulse of business world.

Sylvia Yang, trainee in the Public Affairs Department, takes the position of chief editor of Ford China Newsletter, and is responsible for releasing Ford China news to Chinese and global media.

Calven Li, trainee in the Corporate Affairs Department, has participated in negotiations on import tariffs, and has saved millions in US dollars for the company.

Mandy Zheng, trainee in the Human Resource Department, has carried out University Program, introducing “Ford Day” and promoting Ford brand image into campus.

“I’ve been enjoying my working experience in Ford family for 13 years. Working in one company for such a long time may be boring for some people, but I do enjoy my life. Rotating to different positions almost once every 2 years, I cherish the valuable learning opportunities and development platforms.”

Xie Fang
Internal Controller
Finance Department
Changan Ford Mazda Automobile Co., Ltd.



社会参与

企业是社会的公民，福特汽车始终把“回馈社会”视为自身义不容辞的责任和义务，并主动寻求适当的项目，积极参与到有利于社会进步的各项事业之中。与此同时，福特汽车还积极努力地在各个领域创造更大的价值，更好地回馈利益相关人，他们包括员工、消费者、供应商、经销商、合作伙伴、政府、媒体和社区等。

福特汽车中国志愿者项目

“福特汽车中国志愿者项目”与公司一贯坚持的企业社会责任策略相一致，并且充分考虑了社会的需求。热心的福特员工自发地投入到各项志愿者活动中，从公司高层到员工家属，都愿意亲手为中国的公益事业贡献一份爱心。

目前，“福特汽车中国志愿者项目”涉及了环境保护和慈善捐助等内容。



环境保护：



“福特汽车环保奖”在中国已成功举办了七届，是国内同类奖项中最具影响力的一个。员工志愿者们被邀请到项目现场实地考察项目的可信度与影响力，亲身体会环保志愿者的艰辛和奋斗。不少志愿者因此成为“福特汽车环保奖”的衷心拥护者，并加入到环保的队伍中，宣传环保的重要性。此外，在公司的组织下，员工志愿者们还坚持多年参加每年一度的植树活动。

慈善捐助：



“8公里慈善义跑”是一项鼓励“全民健身，全民参与”的慈善运动。募集的善款全部用于资助边远地区的贫困学生。福特汽车中国的员工志愿者们已连续两年参与了这项慈善活动。此外，福特中国还为青海省偏远地区的少数民族儿童捐赠衣物和玩具。

Connecting with Society

Ford China considers “giving back to society” as its responsibility. At the same time, Ford China is finding better ways to benefit its stakeholders and bring them a greater value. Stakeholders include employees, customers, suppliers, dealers, partners, governments, media and communities.



Ford China Volunteer Program

Ford China Volunteer Program is in line with the company’s persistent social responsibility strategy, taking the needs of society into consideration. Employees are encouraged to actively participate in various volunteer programs. Both company executives and employee family members make their contributions to the society.

Ford China Volunteer Program is involved in activities such as environmental protection and charitable donations.

Environmental Protection:



Ford Motor Company Conservation & Environmental Grants, China (CEGC) is now going on its seventh year. Selected employees are invited to “Project On-site Inspections”, through which the actual influence of the applying projects will be explored. Volunteers involved in CEGC, experience the importance of environmental protection. In addition, as a long tradition of Ford China, employees participate in tree planting each year.

Charity Donations:



Ford China’s volunteers have participated in 8 kilometer Charity Run for two years. All the donations from participants are used to support students in poverty. In addition, Ford China has donated clothes and toys to children in the remote areas of Qinghai Province.

福特汽车环保奖



享誉全球的“福特汽车环保奖”，是世界规模最大的环保奖评选活动之一。它于1983年在英国首发，当时被称为“亨利·福特环保奖”。

在过去的20多年中，福特汽车公司始终秉承“做优秀企业公民”的职责，坚持不懈地在全球范围内推行“福特汽车环保奖”，支持并奖励环保志愿者和工作者，普及环保意识，助推环保事业的发展。迄今，“福特汽车环保奖”已吸引了遍及全球五大洲62个国家和地区、逾12万个团体和个人参与到活动中来。

2000年，“福特汽车环保奖”首次进入中国。每年设立奖金100万元人民币（2006年为105万元），用于表彰并鼓励由国内民间团体或个人自行发起的保护自然环境和本地资源的环保项目和旨在促进、提升公众环境意识的环保教育项目。它为获奖项目提供了可持续发展的后备资金。目前，该活动已成功举办了七届，成为中国国内规模最大的由企业独立运作的环保奖项评选活动。

七年中，“福特汽车环保奖”为100多个优秀环保团体和个人提供了奖金资助。获奖者包括：为环境污染受害者奔走呼吁的环保志愿者；家族式的爱鸟护鸟热心人；至死不悔的绿化拓荒者；深入基层普及环保知识的教育工作者；以及刚刚走出校园，就将环保理念播撒四方的青年学生……

扎根中国，回馈社会。日渐成熟的“福特汽车环保奖”不仅得到了广大热爱环保事业人士的支持和参与，亦得到了各级政府、环保组织、新闻界和公众的肯定和赞誉。福特汽车正为进一步提升中国公众的环境保护意识，改善中国的环境状况做出持续的努力。



Ford Motor Company Conservation and Environmental Grants, China (CEGC)

The world-famous Ford Motor Company Conservation & Environmental Grants is one of the largest environmental protection award in the world. It originated in the UK in 1983, and was then known as the Henry Ford Conservation and Environmental Grants.

Ford Motor Company has been shouldering the responsibility of being an Excellent Corporate Citizen, continuously promoting the grants all over the world by supporting environmental protection volunteers and popularizing environmental awareness. Up to now, more than 120,000 organizations and individuals from 62 countries and regions have participated in this program.

In 2000, Ford Motor introduced this program to China. With annual grants of 1 million Yuan (1.05million for 2006), the program aims to encourage environmental protection and education projects initiated by Chinese environmental NGOs or individuals. CEGC provides financial support for the sustainable development of those outstanding projects. So far, CEGC has become the largest environmental grants program operated independently by a corporate in China.

In the past seven years, CEGC have awarded and supported more than 100 outstanding environmental organizations and individuals.

CEGC have gained not only the support of people engaged in environmental protection, but also the recognition from government, media and the public. Ford China has committed itself to continuously promoting public awareness of environmental friendliness.



企业社会责任里程碑

科研成果

1993	福特汽车公司与中国国家自然科学基金委员会建立“福特中国研究与发展基金”，向中国20所高等学校和研究机构的28个科研项目提供了科研基金。
1995	福特汽车公司替代燃料汽车项目开始，该项目主要面向中国压缩天然气和液化石油气汽车的开发并使之商业化。
1996	福特汽车公司、机械工业部及国家自然科学基金委员会签署了一项耗资300万美元，旨在开发用于排放控制的稀土催化剂的研究项目。
1996	福特汽车公司和中国科学院工程热物理研究所、山西省大同汽车厂密切合作，成功地开发了中国第一辆甲醇型灵活燃料汽车。
1997	“福特中国研究与发展基金”第二期工程开始实施，共资助15个基础和应用项目。
1998	福特汽车公司替代燃料汽车项目二期项目启动。
2002	“福特中国研究与发展基金”第三期正式启动，涉及汽车代用燃料、气动发动机、汽车新材料、智能系统等10个研究项目。
2005	福特汽车公司和英国石油公司联合清华大学开展“从油井到车轮”——有关可持续的能源和交通机动性的研究合作。
2006	福特汽车公司与中国汽车技术研究中心和公安部合作开展中国道路安全数据系统研究和分析，为研究中国的道路交通安全提供准确科学的统计数据。

捐赠及其他

1998	中国长江流域发生百年不遇的特大水灾，福特汽车公司向灾区人民捐助超过300万元的产品和现款。
1999	自1999年起福特汽车公司连续四年向上海市儿童福利机构捐赠全顺汽车。
2000	福特汽车在中国设立了“福特汽车环保奖”。
2000	福特汽车公司率先向上海市10万名小学生捐赠交通安全小黄帽，积极开展对未成年人的交通安全保护工作。
2001	福特汽车公司向江西当地小学提供价值人民币25万元的净水装置，改善当地师生的饮水条件。
2003	发布中国第一本企业公民报告《福特汽车（中国）有限公司 企业公民报告2002》，汇总福特汽车在近十年间以企业公民身份在中国所进行的运作、遵循的原则和取得的成就。
2004	福特汽车公司向重庆开县灾区捐赠100万元人民币，用于灾区重建和受伤人员的救治。
2004	长安福特汽车有限公司向中国青少年基金会捐款22.4万元人民币，在重庆草街镇龙潭村建立一所“长安福特小学”。
2005	向九江地震灾区献爱心，江铃汽车股份有限公司捐赠福特全顺二辆，折合人民币39.78万元，捐赠现金103,375元、衣物1062件、棉被17床。



CSR Milestones

Scientific Research

- 1993 Ford Motor Company and the National Natural Science Foundation of China jointly sponsor Ford China Research and Development Fund. 20 Chinese universities and institutes receive 28 scientific research grants supporting basic research.
- 1995 “Ford China Alternative Fuel Vehicle” program begins with a focus on the cooperative development and commercialization of compressed natural gas (CNG) and liquefied petroleum gas (LPG) vehicles in China.
- 1996 A US\$3 million agreement is signed with Ministry of Machinery Industry and National Natural Science Foundation of China for a three-year research and development program to develop rare-earth catalyst systems for emissions control.
- 1996 Ford Motor, in cooperation with the Engineering Thermal Physics Institute of the Chinese Academy of Science and the Datong Auto Works of Shanxi Province, manufacture the first methanol flexible fuel vehicle in China.
- 1997 Phase II of “Ford China Research and Development Fund” begins and supports 15 projects.
- 1998 Phase II of the “Ford Alternative Fuel Vehicle” program begins.
- 2002 Phase III of “Ford China Research and Development Fund” begins, covering over 10 research programs including alternative fuels, pneumatic engines, intelligence systems, etc.
- 2005 Ford Motor begins Well to Wheel Transportation Energy Study in China – cooperative research into sustainable energy resources and flexible transportation, in cooperation with Tsinghua University and BP.
- 2006 Ford Motor, cooperating with China Automotive Technology & Research Center and the Ministry of Public Security, begins China Road Safety Data Systems & Analyses – aiming to providing accurate and scientific statistics and data for research into road safety in China.

Charity and Others

- 1998 During the nationwide flood relief campaign in the summer of 1998, Ford China donates more than RMB 3 million in products and cash.
- 1999 Since 1999, Ford China has been donating Ford Transit to child welfare institutions in Shanghai for four years.
- 2000 Ford Motor Company Conservation & Environmental Grants was introduced into China.
- 2000 Ford China donates 100,000 traffic safety caps to primary school students in Shanghai.
- 2001 Ford China donates RMB 250,000 to schools in Jiangxi Province for water purification equipment.
- 2003 Release the “Ford Motor (China) Ltd. Corporate Citizenship Report 2002”.
- 2004 After the gas explosion tragedy in Chongqing, Ford China donates RMB 1 million yuan for rebuilding and medical services.
- 2004 Changan Ford donates RMB 224,000 yuan to the China Youth Foundation for building the “Changan Ford Preliminary School” in Longtan Village, Chongqing.
- 2005 Jiangling Motors Co., Ltd. donates two Ford Transit, valuing 397,800 yuan, 103,375 yuan in cash, 1062 pieces of clothes, and 17 quilts to earthquake victims in Jiujiang, Jiangxi Province.

荣誉和奖励 Awards and Recognitions

福特汽车在中国积极参与各项社会公益活动，包括创办“福特汽车环保奖”，不仅获得了政府有关部门的支持与鼓励，也赢得了“优秀企业公民”之美誉。

2004年至今，福特汽车中国在企业社会责任方面所获得的荣誉包括：

- 《环球企业家》杂志2004年最佳企业公民
- 《21世纪经济报道》2004中国最佳企业公民行为
- 《21世纪经济报道》2005中国最佳企业公民行为
- 中华环境奖2005年度企业环保绿色东方奖
- 2005年跨国公司最佳企业公众形象奖
- 中华慈善总会2005年中国优秀企业公民示范单位
- 上海美国商会2006年度企业社会责任奖一等奖
- 《光明日报》第三届光明公益奖

Ford Motor China actively participates in social activities including the introduction of CEGC into China.

Since 2004, Ford China's commitment to corporate social responsibility has been honored with:

- 2004 Best Corporate Citizen Award – Global Entrepreneur Magazine
- 2004 Corporate Citizenship in Action Award – 21st Century Business Herald
- 2005 Corporate Citizenship in Action Award – 21st Century Business Herald
- 2005 China Environment Award – Green Oriental Award
- 2005 Best Corporate Citizen Award for Multinational Company
- 2005 Model Company for Outstanding Corporate Citizen in China – China Charity Federation
- First Prize of 2006 Corporate Social Responsibility Award for CSR Program Excellence in China – Shanghai American Chamber of Commerce
- 2006 Guangming CSR Award – Guangming Daily





第三方声音

Comments from Third Party

“只要心中有梦，就能为中国添一份绿色”。6年来，福特视“添绿”为己任，已投入1200多万元人民币，2005年福特汽车环保奖开展“保护水资源，共创和谐生活”的活动。福特的老总和每一位员工，都特别关注环境保护。

——《光明日报》

“企业发展了，就更加需要理解‘承担社会责任是企业的境界’的真谛。企业必须参与社会的活动，但是企业的资源是有限的，这就要有选择性、有针对性地去，因此，我们在公司内部成立了一个企业社会责任委员会，直接向董事长汇报。”

——节选自《东方早报》

福特汽车公司在中国开展的“福特汽车环保奖”活动，是全球500家大企业在华进行的影响力、持续时间和资金量都位居前列的大项目。曾有人认为福特汽车公司这事做的不值，但事实证明，这项活动恰恰展现了有社会责任感的大企业的另一面。

——节选自《中国质量报》

“福特汽车环保奖”让我这位多年在农村为环保事业默默作贡献，却被人瞧不起，认为是傻子的农民受到了尊重。进京走入人民大会堂接受领导的颁奖，这是给我人生中最大的荣誉。虽说我没获得奖金，这是对我在搞好环保的多年工作中一次难忘的鼓励和支持。我要再接再厉，为搞好环保事业，更加努力，再做出新的贡献。

——河南开封年近七旬的环保老人 宋怀然

今年万鹤山回飞的鹭鸟比任何一年都多。动物是人类的朋友，也是地球村的成员。它越来越多地受到人类的关爱。我想，如果没有“福特汽车环保奖”的开展，我们万鹤山能有今天吗？一切都是你们给我们带来了希望。

——广西防城港万鹤山 许新邦

Ford China is committed to making China an environmental friendly place. With an investment of over RMB 12 million made through its Conservation and Environmental Grants, China (CEGC) Program, Ford China has shown its sincere commitment to environmental protection. “Water Resources Conservation” was the theme for the 2005 CEGC.

—Guangming Daily

Taking on social responsibility is at the heart of being a corporate citizen. Although Ford China is actively involved in various social activities, we have to maximize our limited resources by following a clear CSR strategy. The Corporate Social Responsibility Committee (CSRC) at Ford China reports to the chairman directly and is responsible for developing CSR strategy.

—Oriental Morning Post

Ford Motor Company's Conservation and Environmental Grants, China Program is one of the biggest and most influential programs operated by a global Top 500 enterprise in China in terms of duration and grant amounts. Although some may think that Ford Motor's efforts on environmental protection are not worth it, the fact remains that this program reflects its sense of corporate social responsibility.

—China Quality News

Just being recognized by the Ford Motor Company's Conservation & Environmental Grants has helped me earn the respect of others. Being able to receive this grant at the Great Hall of the People in Beijing is the greatest honor of my life. Though I did not receive grant money this time, I am still encouraged by this progress. I'll continue my efforts and contributions to environmental protection.

—Song Huairan, Environmentalist in Kaifeng, Henan Province

More birds have flown back to Wan He Mountain this year. Since animals are friends of humanity and members of this Earth, people are starting to care more and more about them. I believe it's the influence of Ford Motor Company's Conservation & Environmental Grants. They bring hope to us.

—Xu Xinbang,

a farmer from Wan He Mountain of Fangchenggang, Guangxi



福特汽车（中国）有限公司
Ford Motor (China) Ltd.

欲知福特汽车公司产品及服务信息，敬请垂询：

福特中国销售免费热线：800-810-8168

福特售后服务热线：800-807-6999（国产车） 800-810-0740（进口车）

道路救援免费热线：400-6501-668

福特汽车金融客户服务热线：800-988-3231（消费者） 800-988-3232（经销商）

For further information on Ford Motor Company and its products,
dealers and service centers, please call Ford China toll-free hotline:

Sales: 800-810-8168

After-sales Service: 800-807-6999 (local-manufactured vehicle), 800-810-0740 (imported vehicle)

Ford Road Assistance: 400-6501-668

Ford Automotive Finance: 800-988-3231 (customer), 800-988-3232 (dealer)

福特汽车公司企业及品牌网址：

福特中国网址：www.ford.com.cn

路虎中国网址：www.landroverchina.com

福特汽车信贷全球网址：www.fordcredit.com

林肯全球网址：www.lincoln.com

捷豹中国网址：www.jaguar-china.com.cn

QualityCare全球网址：www.qualitycareservice.com

Volvo中国网址：www.volvocars.com.cn

阿斯顿·马丁全球网址：www.astonmartin.com