



IT' S ALL ABOUT TRUST

仅供全球市场东风商用车使用

GLOBAL BRAND BROCHURE FOR DONGFENG COMMERCIAL VEHICLES

DONGFENG MOTOR CORPORATION

Website: <http://www.dongfeng-global.com>

Facebook: @Dongfeng Motor

TikTok: @dfmotor

Feb. 2023 Version

*Some features may not be available in this market. Exterior and interior colours are for reference only. Please refer to a local dealer for details

Contents

ABOUT US

Introduction

Chronicles

BRAND

Identity

Vision

Brand Slogan \ Core Value Points

Cornerstone

PRODUCTS

Tractor

Cargo Truck

Dumper

Special Truck

New Energy

Right-hand Dirve

R&D and MANUFACTURING

Research and Development

Manufacture



DONGFENG

目录

我们的企业

企业介绍

企业大事记

我们的品牌

品牌标识

品牌愿景

品牌Slogan \ 核心价值点

品牌基石

我们的产品

牵引车

载货车

自卸车

专用车

新能源

右置车

我们的研发制造

产品研发

产品制造

Dongfeng Motor Corporation was established in 1969 and is one of the largest automobile groups in China. The main business covers commercial vehicles, passenger vehicles, automotive assemblies, components, machinery and equipment, as well as other automotive related products and services.

Dongfeng Commercial Vehicles is one of the leading truck brands in China, with an independent research and development and production resource center. Its main business covers medium and heavy trucks, specialized vehicles, key truck assemblies, and aftermarket businesses. Our products cover medium and heavy trucks, and the five major commodity platforms KX, KL, VL, KR, and VR cover a full series of medium and heavy trucks with a capacity of 8 tons or more. We provide services for long-distance transportation, regional distribution, intercity transportation, construction engineering, and mining industries, meeting the value and quality needs of different customers.

With nearly half a century of experience in car manufacturing and thirty years of joint venture accumulation, Dongfeng has become a well-known enterprise with the most complete product line and business of medium and heavy trucks in China. It is a recognized national enterprise technology centers and high-tech enterprise, with a leading domestic research and development, manufacturing, marketing and service system, continuously providing consumers with beautiful automotive products and life.

东风汽车集团有限公司成立于1969年，是中国最大的汽车集团之一。主要业务 涵盖商用车、乘用车、汽车总成、零部件、机器设备以及其他汽车相 关产品和服务。

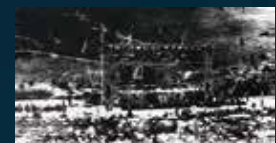
其中，东风商用车是中国领先的卡车品牌之一，公司拥有独立的研发和生产资源中心，主要业务涵盖中重型卡车、专用车、卡车关键总成、后市场事业等。产品覆盖中重型卡车，KX、KL、VL、KR、VR 五大商品平台覆盖8吨及以上全系列中重卡，为长途运输、区域配送、城际运输、建筑工程及采矿业服务，满足价值型和品质型的不同客户需求。

近半世纪的造车经验，三十年的合资积累，东风已经成为国内中重卡商品线和业务最齐全的知名企业，是国家认定企业技术中心、高新技术企业，具备国内领先的研发、制造、营销与服务体系，不断为消费者提供美好的汽车产品和汽车生活。

1969年9月28日
September 28, 1969

壮阔征程 铿锵启航
Grand journey and set sail

1969年，中国第二汽车制造厂开工建设。
In 1969, the construction of China's Second Automobile Factory began.



1992年9月4日
September 4, 1992

勠力前行 初心弥坚
Braced for progress and original aspiration becomes stronger

1992年，中国第二汽车制造厂更名为东风汽车公司。
In 1992, China's Second Automobile Factory was renamed Dongfeng Motor Corporation.



1999年7月1日
July 1, 1999

荣耀出发 未来可期
Glorious departure and the future is promising

1999年，东风汽车公司载重车公司成立。
In 1999, Dongfeng Truck Company was established.



2003年7月1日
July 1, 2003

携手并进 踔厉奋发
Go forward hand in hand and be in high spirits

2003年，东风汽车公司与日产汽车公司合资创立东风汽车有限公司，东风商用车公司成立并成为东风汽车有限公司的中重型卡车事业部。
In 2003, Dongfeng Motor Corporation and Nissan Motor Corporation jointly established Dongfeng Motor Co., Ltd. and Dongfeng Commercial Vehicle Company was established and became the medium and heavy duty truck division of Dongfeng Motor Co., LTD.

2013年1月26日
January 26, 2013

合作共赢 荣耀同行
Win-win cooperation and walk with honor

2013年，东风集团与沃尔沃集团签署战略联盟协议，同年7月1日东风商用车有限公司创立。
In 2013, Dongfeng Motor Corporation and Volvo Group signed a strategic alliance agreement, and Dongfeng Commercial Vehicle Co., Ltd. was founded on July 1, 2013.



2015年1月26日
January 26, 2015

奋斗征程 铸就辉煌
Struggle journey and create brilliance

2015年1月26日，由东风汽车集团股份有限公司和沃尔沃集团共同投资组建的东风商用车有限公司，在湖北十堰正式成立并运营。
On January 26, 2015, Dongfeng Commercial Vehicle Co., LTD., jointly invested by Dongfeng Motor Corporation and Volvo Group, was officially established and operated in Shiyan, Hubei Province.



2019年1月
January 2019

新一代东风天龙KL、天锦KR全国上市

The new generation of Dongfeng KL and KR are listed nationwide.

2019年1月，东风品牌新一代东风天龙KL重卡、东风天锦KR中卡荣耀上市。它是基于东风商用车五十年造车经验，历经五年坚持开发为客户精心打造的全新平台升级产品。
In January 2019, Dongfeng new generation of KL heavy trucks and KR medium trucks were launched. It has accumulated 50-years building experience of Dongfeng Commercial Vehicles. After five years to carefully build a new platform for customers to upgrade products.



2019年9月27日
September 27, 2019

东风商用车第600万辆正式下线
The 6 million vehicles of Dongfeng Commercial vehicles officially rolled off the production line

2019年，东风商用车天龙KX上市发布。9月27日，随着一辆东风天龙KX驶下生产线，东风商用车迎来了第600万辆下线的光荣时刻。
In 2019, Dongfeng Commercial Vehicle KX was launched. On September 27, with a Dongfeng KX driving off the production line, Dongfeng commercial vehicles ushered in the glorious moment of the 6 millionth vehicle off the production line.



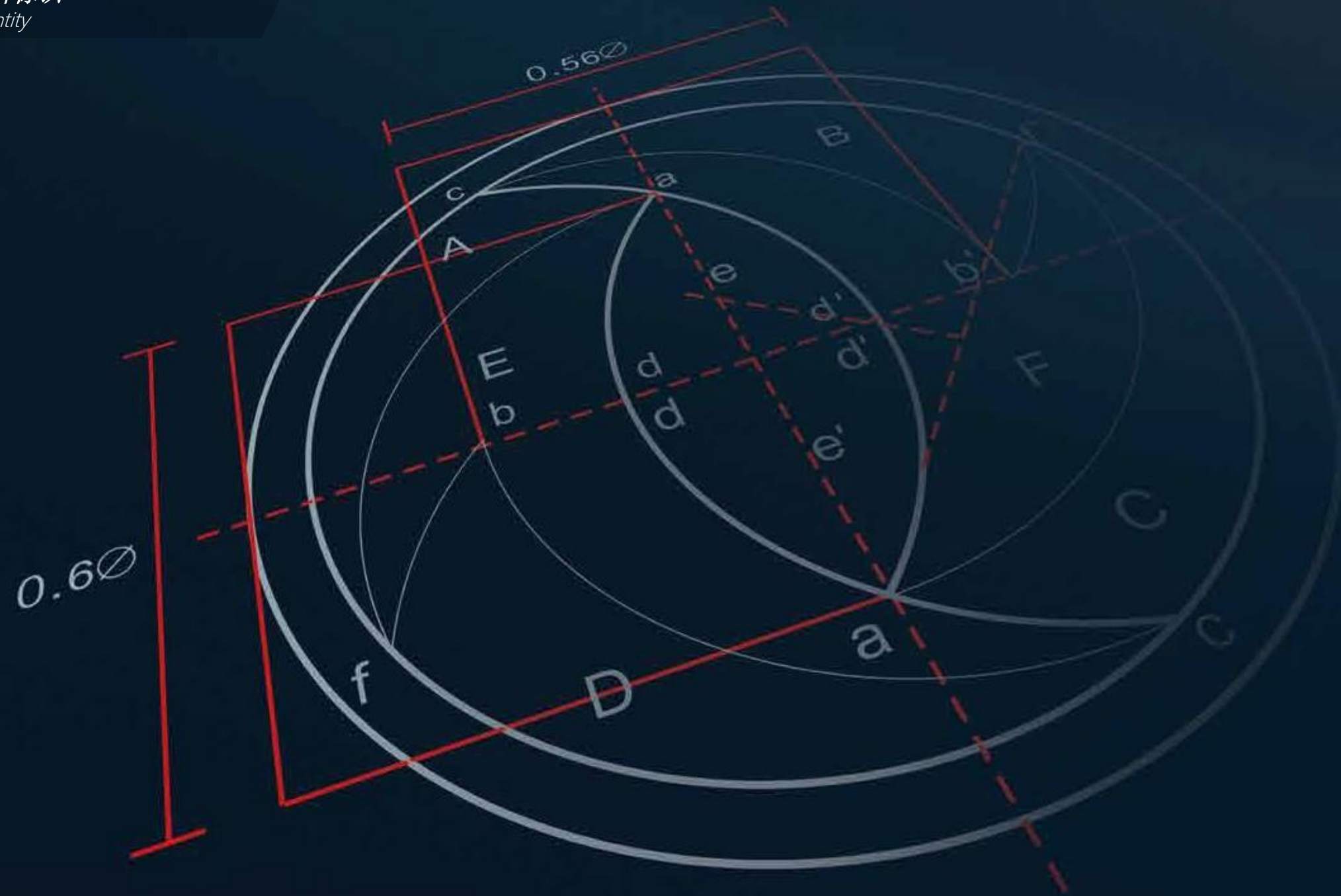
2021年
In 2021

东风商用车推出东风天龙GX高端重卡

Dongfeng Commercial Vehicles launched Dongfeng GX high-end heavy truck

2021年，东风商用车打造满足客户需求的定位于“干线物流专家”的高端重卡——东风天龙GX。它的精准定位夯实了东风商用车品系的完整性，也完成对物流市场的全场景精细化满足。
In 2021, Dongfeng Commercial Vehicles created the high-end heavy truck-Dongfeng GX, which is positioned as a "logistics specialist" to meet the needs of customers. Its precise positioning consolidates the integrity of Dongfeng commercial vehicle series, and also meet the full scene of the logistics market layout.





东风品牌的标识是展翅高飞的双燕，给人以勤奋、灵动、志远的想象；她寓意着滚滚向前的车轮，代表着东风专注于优质汽车产品和出行服务；她与东风品牌核心价值相得益彰，“品质”与“智慧”双燕飞舞，共创共享“和悦”生活。看上去又像两个汉字“人”字，暗示公司注入了以人为本的经营理念。标志中飞舞的燕子像车轮一样向前旋转，代表着DFM 的产品驰骋中国，走向全球市场。

The Dongfeng brand logo, featuring shapes of two high-flying barn swallows, delivers the message of diligence, agility and ambition. It also resembles a rolling wheel, standing for Dongfeng's unshakable commitment to high-quality auto products and mobility services. The logo perfectly matches the core values of Dongfeng brand, "Quality", "Intelligence" and "Harmony". The logo also resembles two Chinese characters of "people", suggesting the company's people-oriented business philosophy. The two high-flying swallows in the logo rotate forward like wheels, representing DFM's products galloping into China and entering the global market.

成为**最可靠**的中国卡车品牌
Becoming the most reliable
Chinese truck brand



一切源于**可靠**

IT' S ALL ABOUT TRUST

可靠

Reliable

人与车形成的一种关系，传递
DONGFENG给用户无形的可靠

People and cars form a
relationship, conveying the
invisible reliability of
DONGFENG to users

智慧

Intelligence

商用车未来发展方向，是结合人、
车、网的智慧之物，为未来带来无
限想象

The future development
direction of commercial vehicles,
combined with the wisdom of
people, cars and networks,
brings unlimited imagination to
the future

信赖

Trust

优质的商品及服务，以及过硬的技
术，为客户带来信赖产品

The high quality products,
services, and technology, bring
customers trust products



可靠的产品 Reliable Products

品类齐全的优质产品，匹配1000+量身定制的可靠方案，满足用户不同需求
A wide range of high-quality products, matching 1000+ customized reliable solutions to meet the different needs of customers.

可靠的服务 Reliable Service

全球高标准服务体系，一站式服务解决方案，全方位保障服务无忧
Establish a global high standard service system, provide one-stop service solutions, and ensure a full range of worry-free services

品牌实力 Brand Strength

全产业链一体化发展，以深厚的研发底蕴，缔造全球信赖的综合实力
Integrated development of the whole industrial chain, with profound research and development heritage to create comprehensive strength

专业技术 Professional Tech

自主掌控核心专业技术，深耕行业前瞻技术，构筑绿色智慧物流生态
Independently control the core professional technology, explore the industry foresight technology, and layout the green smart logistics ecology



拥有G、K、V三大平台，覆盖六大产品系列

It has three platforms, G, K and V and covers six product series



牵引车
TRACTOR



载货车
CARGO TRUCK



自卸车
DUMPER



专用车
SPECIAL TRUCK



新能源
NEW ENERGY



右置车
RIGHT-HAND DIRVE

牵引车
Tractor

牵引车 / TRACTOR

动力澎湃 高端高效 Powerful and Productive

牵引车
Tractor

东风天龙GX | DONGFENG GX

干线物流专家 LOGISTICS SPECIALIST

更可靠 - 智能科技护卫路途安全
更高效 - 完美动力链只为追求高效
更舒适 - 人机工程学设计享受极致体验
RELIABLE - intelligent and technology
PRODUCTIVE - perfect powertrain
COMFORTABLE - humanized interior



东风天龙KX | DONGFENG KX

澎湃动力，内蕴传奇 POWERFUL AS LEGEND

极致油耗 - 尽享滴滴燃油力量
安全护航 - 驾驶室固若金汤
操控便利 - 随心驾取全局掌握
FUEL ECONOMY - make every liter count
SAFE - as solid as rock
CONVENIENT - control as you wish



牵引车
Tractor

东风天龙KL | DONGFENG KL

高端高效，智能可靠 CLASSIC AND RELIABLE

动力十足 - 强悍动力引燃高效
经济节油 - 超低油耗带来超强经济性
温馨内饰 - 随时享受居家般的温馨

POWERFUL - extraordinary powertrain
ECONOMY - great fuel efficiency
INTERIOR - comfortable as home



东风天龙VL | DONGFENG VL

经济可靠，助力高效 PRODUCTIVE COMPANY

超低油耗 - 严格把关降低油耗
极低自重 - 材料结构多重升级
安全可靠 - 通过严苛法规试验

ECONOMY - better fuel economy
LIGHT - upgraded material and structure
SAFETY - compliance strict requirements



载货车
Cargo Truck

载货车 / CARGO TRUCK

经济高效 低重高利 Lightweight and Profitable

载货车
Cargo Truck

东风天龙VL | DONGFENG VL

坚固可靠，经济高效 SOLID RELIABILITY

承载更强 - 材料升级带来更强承载能力
经济油耗 - 节能降耗提高经济性
高效运营 - 多项措施保证车辆高效运营

CARRING CAPACITY - upgraded material
ECONOMY - energy saving and consumption reduction
UPTIME - bring more profit



东风天锦KR | DONGFENG KR

极低自重，高效出众 LIGHTWEIGHT WHILE PRODUCTIVE

强劲有力 - 超强动力链组合带来强劲力
舒适内饰 - 人性化内饰设计驾乘更舒适
品质升级 - 经济性及承载性加强

POWERFUL - golden powertrain
INTERIOR - comfortable driving experience
QUALITY - upgraded economy

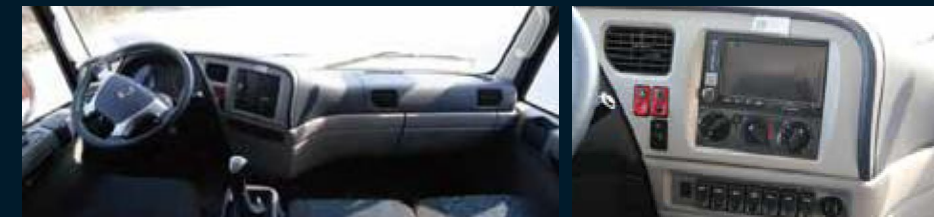


东风天锦VR | DONGFENG VR

经济耐用，安心可靠 SOLID AND DURABLE

经济节油 - 百公里油耗进一步降低
高强承载 - 工程结构带来可靠承载能力
安心安全 - 通过严苛安全试验保证安心

ECONOMY - great fuel economy
CARRYING CAPACITY - better performance
SAFE - determined safety



自卸车
Dumper

自卸车 / DUMPER

无惧险阻 坚实可靠 Fearless and Tough



自卸车
Dumper

东风天龙KC自卸 | DONGFENG KC

坚固耐用，高效盈利 RUGGED, EFFICIENT AND PROFITABLE

高效强劲 - 强劲动力保障车辆高效运营

高强承载 - 工程结构带来可靠承载能力

高通过性 - 专业设计保证车辆的高通过性

POWERFUL - great powertrain ensures efficient operation

CAPACITY - engineered structure brings reliable load capacity

TRAFFICABILITY - professional design ensures better trafficability



东风天龙VR自卸 | DONGFENG VR

高品质，高盈利 HIGH QUALITY, HIGH PROFITABILITY

动力足 - 巧妙搭配的动力链带来强劲动力

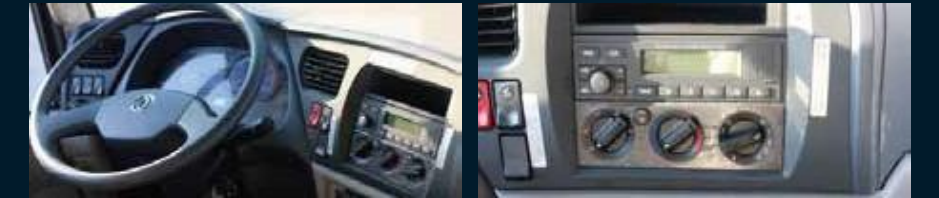
低自重 - 多处使用轻量化材料以降低车身重量

高盈利 - 高出勤率保障高盈利水平

POWERFUL - cleverly matched powertrain brings strong power

LIGHT - light weight materials are used to reduce weight

PROFITABLE - high attendance ensures high profitability



专用车
Special Truck

专用车 / SPECIAL TRUCK

专业细致，全面可靠 Professional and Comprehensive



专用车
Special Truck

高效节油 专业省心 | WORRY-FREE CHOICE

东风专用卡车覆盖多种应用场景，
无论哪种类型都有领先同级的优越性能，
助力客户实现商业成功。

Dongfeng special trucks cover a variety of application scenarios,
and no matter which type they are, they have superior
performance ahead of their peers, helping customers achieve business success.



搅拌车
Mixer Truck



随车吊
Crane Truck



油罐车
Oil Tank Truck

新能源
New Energy

新能源 / NEW ENERGY

东风公司新能源明星产品

New energy products in Dongfeng Motor Corporation



6X4充换电一体牵引车

6x4 Charging and changing integrated tractor

砂石料、矿产资源等公路运输

Road transportation of sand and mineral resources

©结构优化设计, 标载版低至10.4T,每趟多拉一吨货

©成熟传统总成+一流三电资源+最优系统匹配, 8个月整车可靠性验证, 大量严苛试验, 确保高端品质

©多态载荷标定+低电耗系统匹配+最优制动能量回收策略, 电耗更低, 续航更长, 经济性更好。

©Structure optimization design, as low as 10.4T as standard; Increase the weight of the cargo by one ton per trip

©Mature traditional assembly + core technology system + optimal system matching. 8 months of vehicle reliability verification, a large number of rigorous tests to ensure high-end quality

©Multistate load calibration+ low power consumption system+ optimal braking energy recovery strategy. Lower power consumption, longer battery life and better economy



6X4充电牵引车

6X4 Charging tractor

厂区、矿区运输

Factory, mining transportation

©零排放, 无污染, 符合政策要求, 助力企业环评升级, 污染预警天气也可正常生产, 减少限产损失

©双枪直流快速充电, 充电时间低至40分钟(20-90%)换电5分钟,满足24小时运营需求, 效率更高

©最大功率达360kw, 重载版配备东风轮减桥, 满足车辆低速大扭矩和频繁起停作业

©Zero emissions, no pollution. It meets the policy requirements and helps enterprises upgrade their EIA. It can also produce normally in pollution warning weather to reduce the loss of limited production

©Dual gun DC fast charging with charging time as low as 40 minutes (20-90%), 5 minutes of power change to meet the needs of 24 hours of operation

©The maximum power is 360kw, and the heavy-duty version is equipped with the Dongfeng sliding axle to meet the high torque of the vehicle at low speed and frequent start-stop operation



4X2充换电一体牵引车

4x2 Charging and changing integrated tractor

港口运输

Port transportation

©支持车电分离方式采购, 购车成本骤降, 基本与传统燃油车持平;多态载荷标定+低电耗系统匹配+最优制动能量回收策略, 电耗低至1.6kwh/km, 经济性更好

©成熟传统总成+一流三电资源+最优系统匹配, 3台试验样车, 8个月整车可靠性验证, 大量严苛试验, 确保高端品质

©Support the separation of vehicle and electricity procurement, the cost of car purchase plummeted, basically the same as traditional fuel vehicles. Multistate load calibration+ low power consumption system+ optimal braking energy recovery strategy. Power consumption as low as 1.6kwh/km.

©Mature traditional assembly + core technology system + optimal system matching. Three test vehicles and 8 months of vehicle reliability verification, a large number of rigorous tests to ensure high-end quality.



8X4重载、标载自卸车

8x4 Heavy duty, standard load dumper

城建渣土、矿区运输

Urban construction debris and mining transportation



6X4标载、重载自卸车

6x4 Heavy duty, standard load dumper

城建渣土、市政工程运输

Urban construction debris and municipal engineering transportation



8X4纯电搅拌车

8x4 Electric mixer truck

城市建设、市政路桥

Urban construction, and municipal engineering



6X4氢燃料电池牵引车

6x4 Hydrogen fuel cell tractor

港口、砂石料等运输

Port and sand transportation

右置车

Right-hand Drive



右置车 / RIGHT-HAND DRIVE

海外车型都有左/右置方向车可选

Overseas vehicles have left/right hand drive to choose

右置车

Right-hand Drive

东风VL | DONGFENG VL

动力性能 - 高扭矩发动机带来更多动力
经济性 - 高效的变速器系统可实现更好的燃油经济性
安全 - 成熟的技术将安全提升到一个新的水平

POWER PERFORMANCE - High torque engine brings more power
ECONOMY - Efficient transmission system enables better fuel economy
SAFETY - Mature technology upgrade the level of security



东风VR | DONGFENG VR

动力性能 - 巧妙匹配的动力系统带来更强的动力
承载能力 - 超大货物设计, 可承载更多
利润表 - 更好的正常运行时间性能带来更多利润

POWER PERFORMANCE - Cleverly matched powertrain brings stronger power
CARRYING CAPACITY - Extra large cargo design for carrying more
PROFITABLE - Better uptime performance brings more profits



东风KC | DONGFENG KC

效率 - 强大的动力总成带来更强的爬坡能力
容量 - 工程结构带来巨大的承载能力
交通性 - 专业设计确保更好的交通性

EFFICIENCY - Great powertrain brings more climbing ability
CAPACITY - Engineered structure brings massive load capacity
TRAFFICABILITY - Professional design ensures better trafficability





深厚的研发底蕴和前瞻的制造技术，铸就品牌实力

Profound R&D foundation and forward-looking manufacturing technology



康明斯发动机

东风康明斯发动机有限公司是由东风汽车股份有限公司和美国康明斯公司合资兴建的中重型发动机制造公司。依托强大资源优势，东风康明斯在产品开发、制造、质量和管理领域不断完善，采用先进的数字化智能技术，兼具自动化、柔性化、数字化、绿色化的特点，为客户提供品质优良的发动机，致力打造世界级的强劲动力。

Cummins Engine

Dongfeng Cummins Engine Co., Ltd. is a medium-sized and heavy-duty engine manufacturing company jointly built by Dongfeng Motor Co., Ltd. and Cummins Corporation in the United States. Relying on its strong resource advantages, Dongfeng Cummins continues to improve in product development, manufacturing, quality, and management. It adopts advanced digital intelligent technology, which combines automation, flexibility, digitization, and greenery to provide customers with high-quality engines and is committed to building a world-class strong driving force.

龙擎动力

东风龙擎动力有限公司是东风商用车有限公司旗下全资子公司，是中国唯一一家同时生产“龙擎”品牌的汽油、柴油、天然气发动机和中重型变速箱的制造厂，始终围绕“可靠、智慧、信赖”的品牌理念，以可靠的产品、可靠的运营、可靠的服务，为客户提供全生命周期的服务和最大化的价值。

Loong-gine Power

Dongfeng Loong-gine power Co., Ltd. is a wholly-owned subsidiary of Dongfeng Commercial Vehicle Co., Ltd. It is the only manufacturer in China that simultaneously produces gasoline, diesel, natural gas engines, and medium and heavy duty transmissions under the "Loong-gine" brand. It always revolves around the brand concept of "reliable, intelligence, and trust", providing customers with whole lifecycle services and value maximization with reliable products, reliable operations, and reliable services.



德纳车桥

东风德纳车桥有限公司是中国目前最大的商用车车桥公司，产品覆盖重、中、轻全系列商用车车桥，包括转向桥、单驱动桥、贯通式驱动双桥、转向驱动桥、支承桥5大类9000多个品种，是中国产品型谱最齐全的车桥公司及最具竞争力的车桥研发中心。

Dana Axle

Dongfeng Dana Axle Co., Ltd. is currently the largest commercial vehicle axle company in China. Its products cover a full range of heavy, medium, and light commercial vehicle axles, including more than 9000 varieties in five categories: steering axle, single drive axle, tandem axles, steering drive axle, and axle support. It is the most comprehensive axle company in China and the most competitive axle research and development center.



技术中心

东风商用车技术中心是东风中重型卡车的研发基地，具备车辆、总成、零部件及材料相关设计、开发、试制及验证等研发全价值链核心能力，掌握智能网联车辆、新能源车辆及传统车辆的整车、总成及关键研发技术，是“国家级企业技术中心”。

Technical Center

Dongfeng Commercial Vehicle Technology Center is the research and development base for Dongfeng medium and heavy trucks, with core capabilities in the entire value chain of vehicle, assembly, component and material related design, development, trial production, and verification. It has mastered the vehicle, assembly, and key research and development technologies of intelligent connected vehicles, new energy vehicles, and traditional vehicles, and is a "national level enterprise technology center".





总装配厂

东风总装配厂是行业领先的商用车制造工厂，累计装车近500万辆。业务覆盖汽车装调、KD包装、社会车辆检测及内饰、车身生产等领域，形成全系列、多品种、快节奏、高柔性、订单式生产格局。

Assembly Plant

Dongfeng General Assembly Factory is a industry's leading commercial vehicle manufacturing factory with a cumulative load of nearly 5 million vehicles. Our business covers fields such as automotive assembly and adjustment, KD packaging, social vehicle testing, interior decoration, and body production, forming a full series, multiple varieties, fast-paced, high flexibility, and order types production pattern.

发动机制造厂

东风商用车发动机制造厂是中国唯一的一家汽油、柴油、天然气并举的发动机制造厂。

目前发动机总成有：4H中型柴油机、dCi 11重型柴油机以及天然气发动机、X7中重型柴油机；

零部件主要有：缸体、缸盖、曲轴、凸轮轴、连杆。

发动机排量为5~11升，功率覆盖90~420KW，产品排放均达欧IV、部分产品可达欧V水平的发动机制造厂。

Engine Factory

Dongfeng Commercial Vehicles Engine Manufacturing Factory is the only engine factory in China that combines gasoline, diesel, and natural gas. At present, the engine assemblies include: 4H medium diesel engine, dCi 11 heavy-duty diesel engine, natural gas engine, and X7 medium and heavy-duty diesel engine.

The main components include: cylinder block, cylinder head, crank shaft, camshaft, and connecting rod.

The engine displacement is 5 to 11 liters, and the power is 90 to 420KW. It is an engine factory with product emission standard up to Euro IV and some products up to Euro V level.



车桥制作厂

东风德纳车桥有限公司拥有机加、热处理、锻造、冲压、油漆、感应处理等各类设备近5000台(套)，具有年生产车桥总成100万根，主从动齿轮100万套的能力。

Axle Plant

Dongfeng Dena Axle Co., Ltd. has nearly 5000 sets of various equipment such as machining, heat treatment, forging, stamping, painting, induction treatment, etc. It has the ability to produce 1 million axle assemblies and 1 million sets of master and slave gears annually.

