



Great Wall Motor and International Motors Nordic launch strategic partnership for Sweden

- Great Wall Motor and International Motors Nordic start a strategic partnership for import and distribution of the GWM ORA and WEY brands in Sweden
- Aim of the cooperation: joint marketing of Great Wall Motor's innovative models
- International Motors Nordic also contributes its expertise in the areas of logistics and aftersales

Munich, 15 September 2022. Now comes the next step to Europe: The Chinese car manufacturer Great Wall Motor (GWM) brings its brands GWM ORA and WEY to Sweden. The group had already announced its entry into the European market last year at IAA Mobility.

For the market launch in Sweden, the company has found a strong strategic partner in International Motors Nordic. Great Wall Motor will present a wide range of technologically advanced vehicles in the Nordic country.

"For GWM, this partnership is a milestone on the road to Europe. The cooperation with International Motors Group supports our market entry in Sweden. Together we are building a direct connection to our customers who are looking forward to our vehicles," says Harry Meng, GWM Head of Market Europe.

"International Motors Nordic are excited to partner with GWM and to take their high quality and innovative vehicles to the market," says Christer Blomdell, CEO of International Motors Nordic.

Import and distribution of the GWM ORA and WEY brands will be handled by International Motors Nordic, a subsidiary of International Motors Group. The partnership aims to jointly market Great Wall Motor's innovative models. International Motors Nordic will contribute its expertise in import, distribution, logistics and aftersales for GWM ORA and help develop new marketing strategies for WEY.

The website for GWM ORA Sweden www.ora.se will go live on the 15th September. Information on the dealer network offering brand experiences and test drives will be published afterwards. International Motors Nordic will develop a comprehensive network of retailers, with a focus on electric mobility education and after-sales service. While the cars will be sold primarily through a dealer network, they will also be available through an online sales platform.

Later this fall, Great Wall Motor will share more glimpses of its innovative product lineup at the Paris Motor Show (Oct. 17-23). GWM and IMN are already in talks about expanding their collaboration in Western and Northern Europe.

International Motors Group, parent company of International Motors Nordic, is a family-owned company founded in 1976 with 500 employees. It sells vehicles in the UK, Ireland, Sweden, Finland, Denmark, Estonia, Latvia and Lithuania.

Press contacts:

Great Wall Motor Germany GmbH

Philipp Maximilian Kemmler
E-Mail: philipp.kemmler@gwm-eu.com

fischerAppelt, relations GmbH

Meike Seves
E-Mail: Meike.Seves@fischerappelt.de

International Motors Nordic AB

Linda Ungh
E-Mail: lungh@imnordic.com

About Great Wall Motor (GWM)

Great Wall Motor Co, Ltd. is a China-based international multi-brand automotive manufacturer founded in 1984. In 2020, the Group was among the 15 most innovative OEMs in the Connected Car Innovation Index of the Center of Automotive Management (CAM). GWM has more than 100 subsidiaries and employs over 60,000 people. The company has over 500 networks in over 60 countries and has sold over 700,000 vehicles abroad. Currently, GWM has a presence in Russia, South Africa, Australia, Central and South America, South Asia, the Middle East and Africa.

About WEY

Founded in 2016, WEY is the premium SUV brand of Great Wall Motor (GWM). It represents luxury combined with leading technology and is named after Jack Wey, founder and president of GWM. WEY was developed by a global team of over 1,600 GWM designers and researchers to the highest standards of global premium brands. With Baoding as its center, the WEY brand has formed a research and design network in seven countries and ten regions, covering Europe, North America and Asia, and also including Japan, the U.S., Germany, Austria and India. GWM combines the Haval, WEY, GWM ORA, GWM Pickup and TANK vehicle brands

under its umbrella. The Group serves three major product segments with both traditional and alternative powertrain technologies: SUVs, passenger cars and pickups. To ensure its high quality standards, GWM maintains strategic partnerships with renowned international suppliers such as Continental, Bosch, Webasto, BorgWarner, ZF and Hella.

About GWM ORA

GWM ORA is the innovative and fashionable "Pure Electric Brand" from Chinese automaker Great Wall Motor (GWM). It brings a fresh new approach to electric mobility to the European market. GWM ORA offers much more than just cars: GWM ORA stands for fashion, lifestyle, design, pop culture as well as urban culture, sharing and the joie de vivre of young, creative and progressive people. "User centricity" is GWM ORA's maxim - GWM ORA was developed from the beginning together with those who will drive the cars. The young brand is an expression of its own individuality and its very own view of the world. It sends the message of creative urban lifestyle, with which the car is closely interwoven. GWM ORA's parent company, GWM, is an industry leader in the design of intelligent networks and a pioneer in the research and development of key technologies such as 5G, Autopilot and V2X.

About International Motors Group

International Motors Group, the parent company of International Motors Nordic, was founded in 1976 and is a family-owned company operating globally in various sectors, including automotive, real estate and finance. IM Group is based on the values of integrity, relationships, ingenuity and innovation and employs approximately 500 people worldwide. IM Group's automotive business operates in the UK, Ireland, Sweden, Finland, Denmark and the Baltic States of Latvia, Lithuania and Estonia. IM Group has a long-standing relationship with China, establishing its first office in Beijing in the mid-1990s. International Motors Nordic, headquartered in Malmö, has been distributing cars and commercial vehicles in the Nordic countries for 30 years and announced an official partnership with Great Wall Motor in 2022.