

Company Study of Pangda Automobile Trade Co., Ltd.,2011

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Abstracts

Pangda Automobile Trade Co., Ltd. is a large automobile marketing enterprise focusing on the trade of automobiles. It originally attached to Tang Shan Jidong Material Group Co., Ltd. with its predecessor "Tang Shan Jidong Mechanical and Electrical Equipment Co., Ltd." can be traced back to the Luan Country Materials Bureau Electrical Equipment Company established in 1988, with 1,048.6 billion of registered capital, and the legal representative is Qinghua Pang.

Pangda can sell 92 car brands in Europe, America, Japan, South Korea and China:

52 sedan brands including Benz, Audi, Subaru, Volkswagen, Honda, Toyota, Hyundai, etc.;

16 truck brands including Auman, Jiefang, Sinotruck, etc;

13 mini-bus brands including Wuling, Hafei, Jiabao, etc;

6 agricultural vehicle brands including Shifeng, Wuzheng, etc;

5 construction machinery brands including Lovol, XCMG, etc.

Starting from 2004, Pangda has been engaged in the general distribution of Subaru in the eight provinces in North China, being one of the three general distributors of SUBARU in China. As of Dec.31st, 2010, Pangda had owned 102 Subaru car stores.

At the end of 2011, the company has established 1257 sales outlets in 26 provinces, cities and autonomous regions of China and Mongolia. Its subsidiaries and affiliates as well as branches of subsidiaries is over 1525 including 984 automobile special shop (661 4S shops: including 511 passenger cars), 273 automobile markets of all kinds.

The dealer network of Pangda spreads especially in North China and Northeast China.

Till Dec.31st 2010, Pangda had possessed 66 passenger vehicle sales outlets in Beijing, sharing 7.13% in the company's all car sales outlets.

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