

Great Wall Motor joins the VDIK



The Association of International Motor Vehicle Manufacturers (VDIK) welcomes another new member. Following a decision by the Board of Directors, Great Wall Motor Deutschland GmbH (GWM) is admitted to the VDIK with the two brands WEY and GWM ORA. Thus, the association in Germany now represents 42 brands of passenger car and commercial vehicle manufacturers from 13 countries.

Great Wall Motor is one of the largest Chinese car manufacturers. In the future, only electrified vehicles will be offered in Germany. WEY plans to launch a plug-in hybrid in the premium segment. GWM ORA will initially present a fully electric compact car. VDIK President Reinhard Zirpel emphasized: “Our member companies stand for competence and experience with alternative drives. The international manufacturers have already launched electric cars on the market in Germany at a very early stage. Today, the VDIK brands offer around 150 electrified car and truck models. With WEY and GWM ORA, this offer becomes even more diverse and compelling.”

Xianghua Qiao, CEO of GWM Europe emphasized, “The European market, and especially the German market, is the focus of GWM’s development strategy. We want to offer advanced and intelligent automobiles in Europe and also establish localized R&D centers and production facilities. We also underline these ambitious goals by joining the VDIK.” Great Wall Motor opened its European headquarters in

Munich in October 2021. R&D, sales and management functions for Europe are concentrated there. GWM's team in Munich is expected to grow to up to 300 employees this year.