



# CHERY



**Official name:** Chery Automobile Co Ltd.

**Owned by:** the Chinese government.

**Current situation:** Founded in 1997, Chery's first model was the 1999 *Fengyun*, a Chinese version of the SEAT Toledo. Chery's blatant copies of Western vehicles have made it hard for Chery to form successful partnerships with other Western companies.

Chery has negotiated relationships with General Motors, Volkswagen, Chrysler, Fiat and Turkish automaker *Mermerler Otomotiv*. All these deals have fallen over. Chery's partnership with Israeli company *Qoros* was a disaster, with total 2014 sales of just 7000 vehicles.

A joint venture between Chery and the UK's *Jaguar Land Rover* produces Chinese-made Land Rovers.

Chery, meanwhile, is building huge numbers of cheap cars, mainly for the Chinese market. The five millionth Chery rolled off the assembly line in late 2015. However, Chery is probably not making much money: the Chinese government has deep pockets and a forgiving nature where its own businesses are concerned.

Chery is trying hard to break into the lucrative export market, but its products are crap and sales are slow. In a typical example, Chery entered the Australian market in 2011, but sold just 3644 vehicles up to January 2015.

**Chances of survival: ?** Chery has a huge presence in China. In the Western World, Chery is trying to run before it can walk. This usually ends in tears •

