



FEI YAO

Vice President, ORA, GWM EU

With nearly 20 years of comprehensive experience in the automotive industry from product development, product planning, branding and marketing systems to overseas globalization, as the initial member in the establishment of the GWM ORA brand, product development, merchandise planning and marketing system, Yao Fei continues to promote and practice the innovation strategy of Great Wall Motor from product-oriented to user-oriented.

Now, as the leader of Great Wall Motor's overseas globalization business, Yao Fei is leading the building of the European regional headquarters and national subsidiaries in Europe from zero to one, the building of GWM ORA brand and the achievement of a successful business model. At the same time, he has built a strong European partner ecology, establishing stable and trustful cooperation with the most headquartered dealer groups, rental car companies, banks and insurance companies in pan-Europe. Under his leadership, GWM ORA has established stable and trusting relationships with the top dealer groups, car rental companies, banks and insurance companies across Europe.