

Chinese automaker Great Wall presented two Wey-branded SUVs at the Frankfurt auto show, including their "S" (not to be confused with Tesla's).



Great Wall Chairman Wey Jianjun says the maker might again consider building a plant somewhere in the European Union if their sales there hit 50,000 units a year, as part of a push to seek growth in overseas markets.

Great Wall are the № 1 SUV and pickup manufacturer in China, and are now exploring sales and production in overseas markets to expand their global influence and seek higher profit, as growth slows in the Chinese domestic market—the world's largest auto market. They plan to start selling Wey-branded SUVs in Europe in two years, and maybe more of their mass-market brand Haval as well; they already sell some pickup trucks in Italy, at least according to their website. In June Great Wall started production at a plant in the Tula region of central Russia with a manufacturing capacity of 80,000 cars a year. The company sold 624,000 units in the first eight months this year, 5.7% higher than the figure in the same period last year. "We hope to take market share from foreign brands, we are vigorously investing in R&D. The technology we're focused on developing now is technology that will be suitable for use in the 2030s," Wey told Reuters.