



**Calvin Lee**  
Vice President  
LUXGEN Motor Co.

In his 20-years career in the automotive industry, Mr. Lee has been responsible for successfully positioning and differentiating leading brands in the competitive Asian and global automotive market. In 2005, Mr. Lee was honored to be selected by CommonWealth Magazine as the Top 10 Manager of the Year.

From 2003 to 2006 Mr. Lee served as General Manager of Mazda Taiwan where he set new sales records and gained the largest market share amongst all of Mazda's Asian markets with the market share increased from 0.7% to 6%. The successful marketing campaigns brought three Times Advertising Awards and two International Advertising Awards by New York Festival to Mazda Taiwan during Mr. Lee's term.

In 2006 Mr. Lee became the Director of the Marketing and Sales Division for Ford Taiwan where his creative advertising and marketing strategies contributed to a great leap forward in sales and opened new avenues in brand marketing, a Golden Award by Times Advertising Award is the best proof of Ford's successful differentiation in the market.

From 2008, as the Vice President of LUXGEN, Mr. Lee is responsible for leading the innovative marketing campaigns and driving the development of the LUXGEN brand in the Taiwanese and international markets. LUXGEN was nominated for the Times Advertising Awards twice, and the models of LUXGEN were selected as Car of the Year for three times in Taiwan. The market share of the new automotive brand LUXGEN increased largely from 0% to an average figure of 4%, and LUXGEN successfully wrote down a new record for Taiwan's independent brand.

LUXGEN is already available in the global markets, such as, Vietnam, Republic Dominican, Middle East, Russia etc. Mr. Lee is also driving the international marketing plan.