

# berita



KDN No. PP5666/10/2012

## FULL HOUSE MAA Annual Dinner had record 67 tables occupied!



This year's annual dinner attendance was the highest yet.

The 13th Malaysian Automotive Association (MAA) Annual Dinner held on 30th March 2012 received overwhelming response with all 67 tables 'available' sold out!. There were some last minute interested parties for tables which the MAA had unfortunately to turn down.

After the opening gambit of the evening of fun and songs, YBhg. Datuk Aishah Ahmad, President of the MAA, delivered her speech which summarised some of the major events of the year – including the two natural disasters which disrupted the automotive production supply chain. Diners also were given a brief on the meetings and dialogues that MAA had with the key local Ministries and government agencies that would have an effect on the local motor industry.

Then it was sumptuous food and live performances that drew the attention of all present. Many waited till late at night when the numbers of the top three lucky draw prizes that included a 51-inch 3D TV set were drawn by Guest-of-Honour YBhg. Datuk Rebecca Fatima Sta Maria, Secretary General of the Ministry of International Trade and Industry.

## SMOOTH AGM

MAA Members opt for continuity of leadership

Promptly at 11am on 30th March 2012, the Annual General Meeting (AGM) of the MAA began in the Bahamas Room, Sunway Resort Hotel. YBhg. Datuk Aishah Ahmad, President of the MAA, read the annual report with no objection of its contents from the floor.

This year's election of Council Members saw all nominees returned unopposed with Isuzu Malaysia Sdn. Bhd. becoming a new Council Member.

There was a brief press conference at noon before all present adjourned to a buffet lunch.



The MAA Management Council for 2012/2013 term.

## PM OFFICIATES CKD VW PASSAT ROLL-OUT

VWM to assemble more VW models in a new dedicated factory in Pekan.

On 11th March 2012, YAB Dato' Sri Mohd Najib Tun Haji Abdul Razak, Prime Minister of Malaysia officially unveiled the first locally-assembled Volkswagen Passat at the DRB-HICOM Automotive Complex in Pekan, Pahang. Also present at the ceremony were YAB Dato' Sri Diraja Haji Adnan bin

Yaakob, Menteri Besar of Pahang, YBhg Dato' Syed Mohamad Syed Murtaza, Chairman of DRB-HICOM, YBhg Dato' Sri Haji Mohd Khamil Jamil, Group Managing Director of DRB-HICOM and Dr. Christof Spathef, Senior Vice President Group Manufacturing Overseas of Volkswagen AG.

YAB Dato' Sri Mohd Najib also signed a plaque, signifying the laying of the foundation for DRB-HICOM factory that will be assembling Volkswagen vehicles.

In his speech at the unveiling ceremony, Dr Christof Spathef, Senior Vice President, Group Manufacturing Overseas of Volkswagen AG, said the Asean region and especially Malaysia, was an integral and important part of Volkswagen's global strategy.

The locally assembled Passat retails for RM171,967.20 (OTR without insurance).



YAB Dato' Seri Najib with Directors of VWG and DRB-Hicom and other VIPs at the first locally assembled VW Passat roll-out.

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# TIV DIPS IN FIRST QUARTER 2012

The Total Industry Volume (TIV) for the first quarter of 2012 dipped by 12.6% or 19,888 units compared to the same period last year. Total passenger vehicles (PV) was down by 19,708 or 13.8% with the greatest drop by passenger car segment. Passenger car segment dropped by 19,950 units or 17.6% but the window van and MPV segments improved slightly from its previous first quarter year performance.

The commercial vehicle (CV) segment did not fare well too. The sector saw a small dip of 1.1% or 180 units from the same period last year. It was propped up by good sales in the panel van, trucks and prime movers segments. The greatest drop in CV sales was the bus segment of 40% or 136 units while pickups dropped by 942 units or 8.3% compared to the first quarter of 2011.

The lower TIV achieved in the First Quarter of 2012 can be attributed to the tightening of Hire Purchase loan approval process following the implementation of Bank Negara's guidelines on responsible financing practices starting from 1st January 2012. This tightening of Hire Purchase loan approval process had impacted on the sales of passenger vehicles, particularly for those from the lower-income segment. In addition, the impact of last year's Thailand flood disaster has yet to be fully recovered, thus affecting the supply of certain Japanese makes in the market.

Nonetheless, the TIV for the rest of the year should pick up as the Malaysian Automotive Association (MAA) had forecasted a 2.5% increase to 615,000 units for this year.

## PRODUCTION & SALES FOR JANUARY–MARCH 2012

### 1. PRODUCTION

Segment	YEAR-TO-DATE MARCH			
	2012	2011	Variance	
			UNITS	%
Total Industry Production (TIP)	141,959	154,414	(12,455)	(8.1)
PV (Passenger Vehicles)	126,481	141,800	(15,319)	(10.8)
PC (Passenger Cars)	95,749	113,629	(17,880)	(15.7)
WV (Window Vans)	1,761	1,553	208	13.4
MPV (Multi-Purpose Vehicles)	26,425	23,965	2,460	10.3
4x4/SUV (Four Wheel Drives / Sports Utility Vehicles)	2,546	2,653	(107)	(4.0)
CV (Commercial Vehicles)	15,478	12,614	2,864	22.7
PV (Panel Vans)	692	883	(191)	(21.6)
PU (Pick Ups)	9,416	6,659	2,757	41.4
Trucks	4,909	4,607	302	6.6
PM (Prime Movers)	259	131	128	97.7
Bus	202	334	(132)	(39.5)

### 2. SALES

Segment	YEAR-TO-DATE MARCH			
	2012	2011	Variance	
			UNITS	%
Total Industry Volume (TIV)	138,544	158,432	(19,888)	(12.6)
PV (Passenger Vehicles)	122,837	142,545	(19,708)	(13.8)
PC (Passenger Cars)	93,421	113,371	(19,950)	(17.6)
WV (Window Vans)	1,238	1,215	23	1.9
MPV (Multi-Purpose Vehicles)	24,410	22,758	1,652	7.3
4x4/SUV (Four Wheel Drives / Sports Utility Vehicles)	3,768	5,201	(1,433)	(27.6)
CV (Commercial Vehicles)	15,707	15,887	(180)	(1.1)
PV (Panel Vans)	1,099	625	474	75.8
PU (Pick Ups)	10,373	11,315	(942)	(8.3)
Trucks	3,848	3,472	376	10.8
PM (Prime Movers)	183	135	48	35.6
Bus	204	340	(136)	(40.0)

## NEW VWM GROUP DIRECTOR



Mr Leonard Wong, formerly Network Development Director, assumes the post of Region Management Director, Volkswagen Group Malaysia with effect from 1st March 2012. He replaces Mr. Daniel Tan who has been identified to be part of an international project team by Volkswagen AG. The current portfolio of Network Development Director will be assumed temporarily by Mr Ricky Tay, Managing Director of VGM before a suitable candidate is identified.

## NEW SDMD MD

Mr. Dennis Ho is the Managing Director - Malaysian Region, Sime Darby Motors Division (SDMD) with effect from 1st February 2012. At the same time, Mr. Simon Rock becomes the Managing Director - Singapore, Thailand, Australia and New Zealand Regions at SDMD.



## HSDM MOVEMENTS



Mr. Lau Yit Mun, with effect from 1st February 2012, has been promoted to be the Managing Director of Hyundai-Sime Darby Motors (HSDM), replacing Mr. Dennis Ho who has assumed a new position at SDMD. Mr. Kelvin Chuah assumes the post of Head of Sales while Ms Kate Khoo Pei Leng is the new Marketing Manager. Mr. Sunny Lee, Head of Customer Care and Dealer Enhancement Programme has the Head of Central Service portfolio added on.

## NEW ISUZU MALAYSIA MD



Mr. Kimitoshi Kurokawa with Mr. Daisuke Ishida (left).

Mr. Kimitoshi Kurokawa is the new Managing Director and CEO of Isuzu Malaysia with effect from 1st October 2011. With a career spanning 28 years in Isuzu Motors immediately following his graduation with a Bachelor of Arts degree in Economics from Keio University in Japan, Mr. Kurokawa has held numerous positions in the company. He was recently the General Manager of International Department No. 5 handling the entire ASEAN market.

## ULTRA-MODERN LAND ROVER 3S CENTRE

Land Rover (Malaysia) Sdn Bhd had, on 2nd March 2012, moved its flagship 3S centre to a more premium and modern facility prominently located at Jalan 219 in Petaling Jaya along the busy Federal Highway.

The new 44,000 sq.ft. facility, which costs some RM2.5 million, sports the latest Land Rover corporate identity, is to cater to the new wave of Land Rover/Range Rover owners and to keep abreast with the changing identity of the marque. This follows the overwhelming response of 1,000 bookings for the multiple-award winning Range Rover Evoque.

A spacious showroom that accommodates the complete range of Land Rover/Range Rover products has a clear demarcation to reflect the unique Range Rover and Land Rover D.N.A. respectively. New vehicles will be delivered in a new purpose built 'Vehicle Delivery Bay'.



The comprehensively equipped service centre at the rear has 15 work bays that can cater for overnight service of vehicles.

*New prominent landmark along the Federal Highway in Petaling Jaya is LRMs 3S centre.*

## HYUNDAI 3S CENTRE IN KUALA LUMPUR

The newest Hyundai 3S Centre was opened in Kuala Lumpur on 23rd March 2012. Operated by NSC Motors Sdn Bhd, the new centre in Setapak was officially declared open by Mr. Kim Hoo-Kuen, Head of HMC Asia-Pacific Regional Office and Mr. Dennis Ho, Managing Director - Malaysian Region, SDMD. Also present were the Directors of NSC Motors, Mr. Lau Yit Mun, Managing Director, HSDM, senior management staff from HMC, HSDM and HSC, associates and customers.



Mr. Kim Hoo-Kuen, Mr. Ho, Mr. Lau and other VIPs at the latest Hyundai 3S Centre opening.



# MAA ANNUAL DINNER 2012



The backdrop says it all.



A quick chat at the VIP holding room.



All eyes were on the stage.



Great to meet up at an informal function.



The receptionists had to work extra hard.



Chit-chat before dinner begins.

YBhg. Datuk Dr. Rebecca Fatima Sta Maria, Secretary General of MITI was Guest-of-Honour, of this year's MAA Annual Dinner. Here is a pictorial review of that great evening.



Happy gathering.



Opening gambit.



Great entertainment to be captured on cameras.



Stage performance by all.



Full house for the night.



The very lucky Grand Prize winner of a 51-inch 3D TV.



Other VIPs of the evening.



Young singers stole the stage.



Just eight years old but a great performer.



Strutting like an adult pro.



YBhg. Datuk Dr. Rebecca picking up the top three grand prize numbers.

## TOYOTA AVANZA



Date: 11th January 2012  
 Prices (OTR):  
 1.5S Automatic – RM 79,590.00  
 1.5G Automatic – RM 77,290.00  
 1.5E Automatic – RM 72,590.00  
 1.3E Manual – RM 64,590.00

## BMW Z4 & M5



Date: 1st March 2012  
 Prices (OTR):  
 BMW Z4 sDrive20i - RM 358,800  
 BMW Z4 sDrive28i M Sports - RM 488,800  
 BMW M5 - RM 898,800

## PORSCHE 911



Date: 17th February 2012  
 Prices (OTR):  
 Carrera – from RM800,000.00  
 Carrera S – from RM900,000.00

## MITSUBISHI TRITON VGT



Date: 2nd March 2012  
 Price (OTR): RM105,997.10

## NISSAN NV200 VANETTE



Date: 18th February 2012  
 Price (OTR): from RM62,047.93

## VOLKSWAGEN GOLF R



Date: 5th March 2012  
 Price (OTR w/o ins.):  
 RM268,880.00

## NISSAN NAVARA SINGLE CAB



Date: 18th February 2012  
 Price (OTR w/o ins.):  
 from RM64,391.55

## NISSAN SYLPHY FL



Date: 9th March 2012  
 Prices (OTR):  
 2.0XL – RM114,880.00  
 2.0 XV – RM124,880.00

## VOLKSWAGEN SHARAN



Date: 19th February 2012  
 Prices (OTR w/o ins.):  
 TSI Standard – RM247,121.60  
 TSI Tech Spec – RM271,121.60

## BMW X3 xDRIVE20i



Date: 15th March 2012  
 Price (OTR): RM358,800.00

## TOYOTA PRIUS



Date: 20th February 2012  
 Prices (OTR):  
 Prius Standard – RM139,900.00  
 Prius Luxury – RM145,500.00  
 Prius C – from RM97,000.00

## HONDA JAZZ HYBRID



Date: 15th March 2012  
 Price (OTR): RM94,800.00

## INFINITI FX37 GT



Date: 22nd February 2012  
 Price (OTR w/o ins.):  
 RM435,000.00

## LEXUS GS



Date: 28th March 2012  
 Prices (OTR):  
 GS250 - from RM366,200.00 to RM400,600.00  
 GS350 - from RM456,800.00 to RM464,800.00

## HONDA INSIGHT FL



Date: 29th February 2012  
 Price (OTR w/o ins.): RM99,800.00

## CHEVROLET COLORADO



Date: 30th March 2012  
 Prices (OTR w/o ins.):  
 2.5LT MT Turbo Diesel 4x4 - RM90,267.00  
 2.8LT MT Turbo Diesel 4x4 - RM96,008.00  
 2.8LTZ AT Turbo Diesel 4x4 - RM106,008.00

## EVENTS/MEETINGS PARTICIPATED BY MAA

### JANUARY 2012

5th Society of Indian Automobile Manufacturers Auto Trade Dialogue, New Delhi, India.



### FEBRUARY 2012

15th Final round of consultation between MITI and the motor industry on the NAP review.  
22nd Consultative meeting between MAI and the OEMs on the specifications of the Energy Efficient Vehicles (EEV).  
24th Meeting with Bank Negara on HP loan application.

### FEBRUARY 2012

8th ASEAN Automotive Federation General Meeting, Cebu, Philippines.



9th-10th AMEICC WG on Automobile Industry Meeting, Cebu, Philippines.



### MARCH 2012

14th Meeting with JAMA Overseas Type Approval and Regulation Experts Sub-committee.



15th Meeting with MIROS on implementation guideline on UNECE WP29 regulations in Malaysia.  
26th Meeting on ASEAN New Car Assessment Programme at MIROS.

## 2012-2013 MAA COUNCIL MEMBERS

### President

Land Rover Malaysia Sdn. Bhd.  
(Represented by YBhg. Datuk Aishah Ahmad)

### Vice President (Trade)

UMW Toyota Motor Sdn. Bhd.  
(Represented by En. Ismet Suki)

### Vice President (Policy & Regulations)

Tan Chong & Sons Motor Co. Sdn. Bhd.  
(Represented by YBhg. Dato Dr. Ang Bon Beng)

### Vice President (Manufacturing)

Honda Malaysia Sdn. Bhd.  
(Represented by YBhg. Datuk Azhar Abd. Wahab)

### Honorary Secretary/Treasurer

Daihatsu (Malaysia) Sdn. Bhd.  
(Represented by Mr. Cheng Seng Fook)

### Council Members

1. Hyumal Motor Sdn. Bhd.  
(Represented by Mr. Dennis Ho)
2. Isuzu Malaysia Sdn. Bhd.  
(Represented by Mr. Tan Siow Chuan)
3. Mitsubishi Motors Malaysia Sdn. Bhd.  
(Represented by En. Ali Bin Mohamed)
4. Naza Kia Malaysia Sdn. Bhd.  
(Represented by YBhg. Datuk Syed Abdull Hafiz)
5. Swedish Motor Assemblies Sdn. Bhd.  
(Represented by Mr. David Stenstrom)
6. Tan Chong Industrial Equipment Sdn. Bhd.  
(Represented by Mr. Wong King Yoon)

## MAA Office Staff

### Secretary-General

Mr. Goh Cheng Meng

### Executive – Technical

Mr. Liew Wei Jye

### Executive – Administration

Ms Jennie Ong

### Administration Assistant

Ms Selvi Ravindran

### Administration Clerk

En. Rafinol Zaini

## Berita MAA Committee

### Head

YBhg. Datuk Aishah Ahmad

### Committee Members

Miss Eliza Goh

En. Mohd. Mazwan Mohd. Safwan

Mr. Goh Cheng Meng

Ms Jennie Ong

### Editor

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For feedbacks, editorial contributions and/or advertising matters, please contact the Editor at the above address.

## HONDA RM40 MILLION PDI CENTRE

Honda Malaysia held a groundbreaking ceremony on 28th February 2012 for the new RM40.12 million Pre-Delivery Inspection (PDI) Centre and Vehicle Quality Test Course at Honda's Pegoh Plant in Alor Gajah, Malacca. The high tech centre is expected to be ready this June.

(From left) En. Rohime Shafie, President and Chief Operating Officer of Honda Malaysia, Mr. Tan Hui Jing, Director of Honda Malaysia, YBhg. Dato' Syed Mohamad B. Syed Murtaza, Chairman of Honda Malaysia, YB Datuk Seri Haji Mohd Ali. B Mohd Rustam, Chief Minister of Malacca, Mr. Yoichiro Ueno, Managing Director and Chief Executive Officer of Honda Malaysia, YB Datuk Abdul Bin Atan, Dewan Undangan Negeri Melaka Kawasan Gadek, and Mr. Katsunori Ishii, Vice President of Honda Malaysia



## PERODUA-PETRONAS DEAL

Perodua and PETRONAS Dagangan Berhad (PDB) signed a RM225 million deal to supply the former with lubricant oil over the next 5 years. The new contract dubbed the Perodua Genuine Oil agreement will see Perodua using PETRONAS' SL/SM grade oil at all its service outlets nationwide worth RM45 million per annum for 5 years with immediate effect.



All local Perodua service centres will use Petronas lubricants.

## DAIHATSU TRANSMISSION PLANT IN SEREMBAN

Daihatsu Motor Company (Daihatsu) will begin construction of the region's first Electronic Automatic Transmission (EAT) plant in Seremban.

Daihatsu, through its subsidiary, Akashi Kikai Industry (M) Sdn Bhd is allocating RM100 million for capital. The plant will tentatively be in operations by November 2013 with some 120 workers. Akashi-Kikai Industry shareholders consist of Japan-based Akashi-Kikai Industry Co Ltd 51%, Daihatsu 39% and Perodua 10%.

## 4G FOR PROTON CARS

PROTON and Yes, one of the most advanced 4G networks in the world, announced on 22nd February 2012 a collaboration to offer Malaysia's first 4G Internet cars. In the partnership, Proton customers will enjoy Yes as a new value-added standard feature in new Proton models beginning with the soon-to-be launched sedan, the P3-21A.



Future Proton cars will be 4G enabled.

## MIEV PILOT PROGRAMME

Mitsubishi Motors Malaysia (MMM) launched on 22nd February 2012 its Electric Vehicle's Eco-tourism Pilot Demonstration Programme in partnership with Four Seasons Resort in Langkawi.

This programme sees one unit of i-MIEV (Mitsubishi innovative Electric Vehicle) car made available for the resort's guests, on complimentary basis, to travel around Langkawi for a period of two months, starting 23rd February. The aim is to gain better understanding of customer behaviour and expectations from operating electric vehicles in Malaysia.

The first unit of i-MIEV in Malaysia is also the first fully electric car registered in the country (last October) while the second unit was registered recently.



From L-R Resort Manager of Four Seasons, Mr. Philippe Larieu, EV Expert, Mr. Takayuki Yatabe, COO of MMM, En. Ali Mohamed and CEO of MMM, Mr. Tetsuya Oda