TIV EASES 1.4%
Against a difficult economic environment, slight drop in Jan-Sept TIV

Although the Total Industry Volume (TIV) for the first nine months of this year eased slightly by 1.4% or 6,934 units to 485,388 units compared to the same period last year, the 4x4/SUV segment showed a dramatic increase of 72.8% or 17,371 units. Aggressive marketing efforts by the respective motor companies could be one of the main reasons for the segment’s dramatic performance against a cautious overall market situation.

The Total Industry Production (TIP) figures for this year’s first nine months showed a positive 2.5% growth of 11,221 units. Passenger vehicle (PV) production increased by 2.6% or 11,324 units to reach 425,991 units while Commercial Vehicle (CV) production dropped marginally (0.3% or 103 units).

ASEAN TIV DIPS 7%
On the average, the Total Industry Volume (TIV) of ASEAN member nations in the first nine months of this year dipped 7% to 2,219,240 units compared to the same period last year. Countries that showed positive sales figures were Vietnam (+61%), Singapore (+59%) and the Philippines (+22%).

Production of four-wheelers in the ASEAN region eased 2% to 2,934,807 units in the first nine months of this year. Except for Indonesia (-15%), all other ASEAN nations showed positive production figures.

JAMA AND AAF TO STRENGTHEN TIES
On the occasion of the 16th AMEICC-Working Group on the Automobile Industry meeting in Siem Reap, Cambodia, a signing ceremony was successfully held on 3rd August 2015 by The Japan Automobile Manufacturers Association (JAMA) and ASEAN Automotive Federation (AAF). At the signing ceremony, a joint statement was issued whereby JAMA and AAF pledged to continue working closely together to strengthen the international competitiveness of the ASEAN auto industries and secure their sustainable further development, in cooperation with all the stakeholders concerned including governments, private-sector entities, academia, and the public at large.

JAMA was represented by Mr. Fumihiko Ike, Chairman of JAMA while AAF was represented by its President, YBhg. Datuk Aishah Ahmad.

TOYOTA HILUX FOR YAYSH
Transportation needs of orphanage eased

UMW Toyota Motor Sdn. Bhd. on 24th July 2015, donated a Toyota Hilux to Yayasan Anak-Anak Yatim Sultanah Haminah (YAYSH), Alor Setar, Kedah. UMW Toyota Motor Deputy Chairman, Mr Akio Takeyama handed over a mock key to DYMM Raja Permaisuri Agong Tuanku Hajah Haminah, patron of the foundation, in a simple ceremony in Alor Setar. Also present in the ceremony was UMW Toyota President, YBhg. Datuk Ismet Suki.

YAYSH was established in 2011 with the aim of taking care of the well-being and welfare of orphans who are poor and without or little proper supervision. These orphans, regardless of their academic achievements and levels, are placed under the care of the foundation and they are considerably independent.
**1. PRODUCTION**

<table>
<thead>
<tr>
<th>Segment</th>
<th>2015</th>
<th>2014</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNITS</td>
<td></td>
<td>%</td>
</tr>
<tr>
<td><strong>Total Industry Production (TIP)</strong></td>
<td>463,388</td>
<td>452,167</td>
<td>11,221</td>
</tr>
<tr>
<td>PV (Passenger Vehicles)</td>
<td>425,991</td>
<td>414,667</td>
<td>11,324</td>
</tr>
<tr>
<td>PC (Passenger Cars)</td>
<td>332,655</td>
<td>324,325</td>
<td>8,330</td>
</tr>
<tr>
<td>WV (Window Vans)</td>
<td>4,019</td>
<td>5,107</td>
<td>(1,088)</td>
</tr>
<tr>
<td>MPV (Multi-Purpose Vehicles)</td>
<td>48,735</td>
<td>62,321</td>
<td>(13,586)</td>
</tr>
<tr>
<td>4x4/SUV (Four Wheel Drive/Sports Utility Vehicles)</td>
<td>40,582</td>
<td>22,914</td>
<td>17,668</td>
</tr>
<tr>
<td>CV (Commercial Vehicles)</td>
<td>37,397</td>
<td>37,500</td>
<td>(103)</td>
</tr>
<tr>
<td>PV (Panel Vans)</td>
<td>1,141</td>
<td>1,300</td>
<td>114</td>
</tr>
<tr>
<td>PU (Pick Ups)</td>
<td>23,781</td>
<td>19,888</td>
<td>3,893</td>
</tr>
<tr>
<td>Trucks</td>
<td>11,181</td>
<td>14,588</td>
<td>(3,407)</td>
</tr>
<tr>
<td>PM (Prime Movers)</td>
<td>603</td>
<td>1,180</td>
<td>(577)</td>
</tr>
<tr>
<td>Bus</td>
<td>418</td>
<td>544</td>
<td>(126)</td>
</tr>
</tbody>
</table>

**2. SALES**

<table>
<thead>
<tr>
<th>Segment</th>
<th>2015</th>
<th>2014</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNITS</td>
<td></td>
<td>%</td>
</tr>
<tr>
<td><strong>Total Industry Volume (TIV)</strong></td>
<td>485,388</td>
<td>492,322</td>
<td>(6,934)</td>
</tr>
<tr>
<td>PV (Passenger Vehicles)</td>
<td>431,716</td>
<td>436,660</td>
<td>(4,944)</td>
</tr>
<tr>
<td>PC (Passenger Cars)</td>
<td>333,589</td>
<td>335,605</td>
<td>(2,016)</td>
</tr>
<tr>
<td>WV (Window Vans)</td>
<td>4,028</td>
<td>4,274</td>
<td>(246)</td>
</tr>
<tr>
<td>MPV (Multi-Purpose Vehicles)</td>
<td>52,865</td>
<td>72,918</td>
<td>(20,053)</td>
</tr>
<tr>
<td>4x4/SUV (Four Wheel Drive/Sports Utility Vehicles)</td>
<td>41,234</td>
<td>23,863</td>
<td>17,371</td>
</tr>
<tr>
<td>CV (Commercial Vehicles)</td>
<td>53,672</td>
<td>55,662</td>
<td>(1,990)</td>
</tr>
<tr>
<td>PV (Panel Vans)</td>
<td>2,056</td>
<td>3,142</td>
<td>(1,086)</td>
</tr>
<tr>
<td>PU (Pick Ups)</td>
<td>38,735</td>
<td>36,681</td>
<td>54</td>
</tr>
<tr>
<td>Trucks</td>
<td>11,181</td>
<td>11,913</td>
<td>(732)</td>
</tr>
<tr>
<td>PM (Prime Movers)</td>
<td>1,124</td>
<td>1,215</td>
<td>(91)</td>
</tr>
<tr>
<td>Bus</td>
<td>576</td>
<td>711</td>
<td>(135)</td>
</tr>
</tbody>
</table>

---

**Country**

1. **PRODUCTION**

<table>
<thead>
<tr>
<th>Country</th>
<th>PASSENGER VEHICLES</th>
<th>COMMERCIAL VEHICLES</th>
<th>TOTAL</th>
<th>YTD SEPTEMBER-2015</th>
<th>YTD SEPTEMBER-2014</th>
<th>VARIANCE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>633,472</td>
<td>209,882</td>
<td>843,354</td>
<td>993,776</td>
<td>-15%</td>
<td></td>
</tr>
<tr>
<td>Malaysia</td>
<td>425,991</td>
<td>37,397</td>
<td>463,388</td>
<td>452,167</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Philippines</td>
<td>26,112</td>
<td>47,652</td>
<td>73,764</td>
<td>68,537</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Thailand</td>
<td>583,161</td>
<td>848,598</td>
<td>1,431,759</td>
<td>1,408,540</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Vietnam</td>
<td>69,221</td>
<td>53,321</td>
<td>122,542</td>
<td>85,365</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1,737,957</td>
<td>1,196,850</td>
<td>2,934,807</td>
<td>3,008,385</td>
<td>-2%</td>
<td></td>
</tr>
</tbody>
</table>

2. **SALES**

<table>
<thead>
<tr>
<th>Country</th>
<th>PASSENGER VEHICLES</th>
<th>COMMERCIAL VEHICLES</th>
<th>TIV</th>
<th>TIV</th>
<th>VARIANCE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brunei</td>
<td>10,291</td>
<td>778</td>
<td>11,069</td>
<td>13,722</td>
<td>-19%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>557,562</td>
<td>207,121</td>
<td>764,683</td>
<td>932,668</td>
<td>-18%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>431,716</td>
<td>53,672</td>
<td>485,388</td>
<td>492,322</td>
<td>-1%</td>
</tr>
<tr>
<td>Philippines</td>
<td>84,036</td>
<td>122,248</td>
<td>206,284</td>
<td>169,727</td>
<td>22%</td>
</tr>
<tr>
<td>Singapore</td>
<td>43,176</td>
<td>9,661</td>
<td>52,837</td>
<td>33,533</td>
<td>59%</td>
</tr>
<tr>
<td>Thailand</td>
<td>253,038</td>
<td>300,794</td>
<td>553,832</td>
<td>648,410</td>
<td>-15%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>80,735</td>
<td>64,187</td>
<td>144,722</td>
<td>90,162</td>
<td>61%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1,460,779</td>
<td>758,461</td>
<td>2,219,240</td>
<td>2,380,544</td>
<td>-7%</td>
</tr>
</tbody>
</table>

*For more information on ASEAN Automotive Federation, logon to: [http://asean-autofed.com/index.html]*
HONDA OPENS RM22.2M NEW PDI

Honda Malaysia Sdn. Bhd. officially on 6th August 2015 opened its new Pre-Delivery Inspection (PDI) Yard 3 at its Pegoh Plant, Malacca. It invested RM15.1 million in its construction built on 50 acres of land directly opposite the Pegoh Plant to accommodate 6,000 units of vehicles and will function as the centralised delivery centre for new vehicles. It also invested another RM7.1 million in the construction of an Overhead Link Bridge to connect Yard 3 to Yards 1 and 2.

Managing Director and Chief Executive Officer of Honda Malaysia Mr. Yoichiro Ueno said, “In January last year, we opened the No. 2 Line which puts us on the path towards achieving our mid-term goal of doubling our production capacity to 100,000 units by 2016. In July 2014, we made a strategic decision to construct the new PDI Yard 3 in order to speed up the vehicle delivery process in support of the increase in production and sales volume. The capacity for PDI Yard 3 is increased by 56% compared to the combined capacity of PDI Yards 1 and 2. The existing Yard 1 and Yard 2 will be used for receiving new vehicles, installing accessories as well as inspecting vehicle interior and exterior.”

Mr. Ueno added that the completion of PDI Yard 3 will play an important role for Honda Malaysia to achieve its 2015 sales target of 85,000 units. PDI Yard 3 will play an important role for Honda Malaysia to achieve its 2015 sales target of 85,000 units. PDI Yard 3 will play an important role for Honda Malaysia to achieve its 2015 sales target of 85,000 units.

MERCEDES-BENZ MALAYSIA RECORDS HIGHEST SALES

Mercedes-Benz Malaysia cemented its leadership position in the luxury automotive passenger car segment, with an all-time high sales record in 1H2015. Logging 5,163 units in passenger car sales, Mercedes-Benz Malaysia saw a 53 per cent growth from 3,366 units during the same period in 2014.

Mercedes-Benz Malaysia President & CEO, Mr. Roland Folger commented that during 1H2015, the locally produced C-, E-, and S-Class models showed the most growth, with sales increasing by 62 per cent to 3,787 units. The E-Class, leading the pack for Mercedes-Benz Malaysia’s bread-and-butter models, registered 1,967 units. Demonstrating tremendous growth, the E-Class performance was a 41 per cent increase from the first half of 2014. The C-Class maintained its strong growth momentum, especially after being crowned ‘Car Of The Year’ in April 2015. Registered sales totalled 1,104 units, a 38 per cent increase from 1H2014. Another strong growth driver has been the S-Class. As the first fully-assembled luxury hybrid vehicle in Malaysia, the E-Class maintained its upward trend to record a 419 per cent increase to 719 units. Sales during the 1H2015 period alone equalled that of S-Class sales from 2004 to 2006.

BMW NEW PARTS HUB

BMW Group Malaysia and Pan Asia Logistics held the ground breaking ceremony on 8th September 2015 for the new BMW Group Parts Distribution Centre Malaysia at the Airport Free Industrial Zone at the Senai International Airport in Johor Bahru, Malaysia. Present at the ceremony were Mr. Alan Harris, Managing Director & CEO, BMW Group Malaysia, PAL Group’s Executive Chairman Mr. Christian Bischoff and YBhg. Dato’ Sri Che Khalib Mohamad Noh, Group Managing Director of MMC Corporation Berhad.

Located on a 25-acre land, the new BMW Group Parts Distribution Centre Malaysia will be a new state of the art logistics warehouse and parts distribution centre for the premium automaker, supporting over 22 countries in the region. It will replace the current centre in the Free Trade Zone of the Port of Tanjung Pelepas, Johor Bahru.

HONDA ACHIEVES 51% ANNUAL SALES TARGET BY Q2

Setting a sales target of 85,000 units for 2015, Honda Malaysia is on a positive track towards achieving it with 45,597 units sold in the first half of the year. Honda Malaysia began 2015 encouragingly as the No.1 in the Non-National Segment from January through June. Honda contributed 13.5% to the Total Industry Volume (TIV) as of June 2015 which was 2.3 points higher compared to the same period last year. On a year-on-year comparison for the same period, the sales units increased by 6,408 units or 17% higher compared with the 37,189 units sold in the first half of 2014.

The performance in the first six months of 2015 was more than 7,200 units of monthly average sales. In March this year, Honda Malaysia recorded its all-time high monthly sales of 9,582 units. Following this, the company also hit its highest market share of 15.1% in June 2015. City, which is the best-selling model for Honda Malaysia, contributed 41% to the overall sales, followed by Jazz at 19% and the HR-V at 17%. City alone stands to be a hot favourite with Malaysians, securing the top position in its segment. Jazz, HR-V, CR-V and Accord led their respective segments as of June 2015.

VOLKSWAGEN GROUP MALAYSIA EXTENDS PARTS HUB

To speed up parts requirements in Malaysia, Volkswagen Malaysia has extended its parts centre in Shah Alam to 10,000 sq.ft. Linked to its Singapore and German hubs, the extended parts hub promises better customer satisfaction.

BMW PARTNERS GREENTECH MALAYSIA

BMW i8 owners will access to some 300 ChargeEV stations by next year operated by Malaysian Green Technology Corporation (GreenTech Malaysia). This deal was inked on 18th August 2015. By 2020, GreenTech plans to have some 25,000 ChargeEV stations to cater for an expected 100,000 electric vehicles in Malaysia.

HONDA RAMPED UP PERSONA PRODUCTION

ROTON Holdings Berhad said on 6th September 2015 that it is ramping up production of its Persona at its Tanjung Malim, Perak plant to meet the steady increase in bookings.

“The sedan car segment has shown significant growth over the years and group of buyers have expanded from the traditional family to the young and professionals. Based on market feedback, we found that there is a steady demand for this type of sedan. Reflecting this demand, we are ramping up our production to meet the growing numbers after assembly of Persona was halted due to refurbishment activities,” said YBhg. Dato’ Abdul Harith Abdullah, Chief Executive Officer of PROTON.

“As we see a steady demand in numbers for locally made cars due to the drop in our Ringgit, we’re pleased that more and more Malaysians choose Persona as their preferred car due to its spacious size, moderate fuel consumption and low maintenance cost,” continued YBhg. Dato’ Harith. Launched on 15 August 2007, the Persona has sold 265,682 units up till 31 August 2015.
Harith Abdullah, CEO of PROTON was with the media at the launch of discounts on parts and other promotions. The programme will be ongoing until 31st October 2015 in all service centres. Our teams will be stationed at 5 different areas consisting of Petronas stations and an R&R area to cater to the needs of customers who are already on the way to their Kampung and holiday destinations,” said YBhg. Dato’ Dr. Ang. “As one of ETCM’s strategic partners and biggest fleet customer, we are continuously looking at Nissan vehicles for our ever-expanding business such as car, coach and van rental, leasing and chauffeur service. We support ETCM’s participation in the car rental and operating lease industry,” said YBhg. Datuk Aminar. “As one of ETCM’s strategic partners and biggest fleet customer, we are continuously looking at Nissan vehicles for our ever-expanding business such as car, coach and van rental, leasing and chauffeur service. We support ETCM’s participation in the car rental and operating lease industry,” said YBhg. Datuk Aminar. “As one of ETCM’s strategic partners and biggest fleet customer, we are continuously looking at Nissan vehicles for our ever-expanding business such as car, coach and van rental, leasing and chauffeur service. We support ETCM’s participation in the car rental and operating lease industry,” said YBhg. Datuk Aminar. “As one of ETCM’s strategic partners and biggest fleet customer, we are continuously looking at Nissan vehicles for our ever-expanding business such as car, coach and van rental, leasing and chauffeur service. We support ETCM’s participation in the car rental and operating lease industry,” said YBhg. Datuk Aminar. “As one of ETCM’s strategic partners and biggest fleet customer, we are continuously looking at Nissan vehicles for our ever-expanding business such as car, coach and van rental, leasing and chauffeur service. We support ETCM’s participation in the car rental and operating lease industry,” said YBhg. Datuk Aminar. “As one of ETCM’s strategic partners and biggest fleet customer, we are continuously looking at Nissan vehicles for our ever-expanding business such as car, coach and van rental, leasing and chauffeur service. We support ETCM’s participation in the car rental and operating lease industry,” said YBhg. Datuk Aminar. “As one of ETCM’s strategic partners and biggest fleet customer, we are continuously looking at Nissan vehicles for our ever-expanding business such as car, coach and van rental, leasing and chauffeur service. We support ETCM’s participation in the car rental and operating lease industry,” said YBhg. Datuk Aminar. “As one of ETCM’s strategic partners and biggest fleet customer, we are continuously looking at Nissan vehicles for our ever-expanding business such as car, coach and van rental, leasing and chauffeur service. We support ETCM’s participation in the car rental and operating lease industry,” said YBhg. Datuk Aminar.
NEWLY OPENED

PEUGEOT@PUCHONG
Official Opening: 14th July 2015
Status: Body & Paint Centre
Investment Cost: RM2 Million

TOYOTA@RAWANG
Official Opening: 10th July 2015
Status: 5S Centre
Operated by: UMW Toyota Motors Sdn. Bhd.
Investment Cost: RM24 Million

BMWW@KOTA BHARU
Official Opening: 22nd July 2015
Status: 4S Centre
Operated By: Raza Premium Auto Sdn. Bhd.

NISSAN@TAIPING
Official Opening: 3rd August 2015
Status: 3S Centre

NEWLY LAUNCHED

3rd July 2015
HYUNDAI ELANTRA
Price (OTR w/o Ins.):
- 1.6 Elegance: RM 85,928.47
- 1.6 Sport: RM 91,928.00
- 1.6 Executive: RM 96,820.57
- 1.6 Premium: RM 101,554.66

12th August 2015
BMW E40i GRAN SPORT
Price (OTR w/o Ins.): RM798,800.00

20th August 2015
RENAULT TWIZY
Prices (OTR w/o Ins.):
- Urban: RM 71,888.00
- Cargo: RM 73,888.00

20th August 2015
RENAULT MEGANE
Price (OTR w/o Ins.):
- R.S. 265 Cup: RM 234,888.00
- R.S. 275 Trophy: RM 300,000.00

21st August 2015
KIA SPORTAGE 2WD
Price (OTR): RM118,888.00

25th August 2015
LEXUS ES
Price (OTR w/o Ins.):
From RM259,900.00 to RM356,000.00

25th August 2015
AUDI A6
Prices (OTR w/o Ins.):
- 1.8 TFSI: RM324,900.00
- 3.0 TFSI Quattro (Est.): RM500,000.00

2nd September 2015
PERODUA ALZA S
Price (OTR): Auto Solid Colour - RM52,332.00

8th September 2015
MITSUBISHI ASX FL
Prices (OTR w/o Ins.):
- 2WD: RM112,571.39
- 4WD: RM125,040.67

8th September 2015
BMW X6 xDRIVE35i M SPORT
Price (OTR w/o Ins.): RM666,888.00

9th September 2015
TOYOTA@PANDAN INDAH
Official Opening: 25th September 2015
Status: 2S Centre

(Note: Prices are valid for W.Malaysia, Private Registration and subject to change without notice)
EVENTS/MEETINGS PARTICIPATED BY MAA

JUL-15
7-Jul Discussion session with MAI on B10 issue.
27-Jul Meeting with JAMA fuel experts

AUG-15
13-4 Aug AMEICC WG on Automotive Industry meeting, Siem Reap, Cambodia
18-Aug Meeting with JPJ Automotive Engineering on technical issues.
27-29 Aug 23th APEC Automotive Dialogue, Cebu, Philippines

SEP-13
15-16 Sep Asean Automotive Federation TC3-JAMA meeting, Singapore
18-Sep Meeting with Puspakom on headlamp inspection
22-Sep SIRIM TC on Petroleum Fuels

2015 - 2016 MAA COUNCIL MEMBERS

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

VICE PRESIDENT (Trade)
UMW Toyota Motor Sdn. Bhd.
(Represented by YBhg. Datuk Ismet Suki)

VICE PRESIDENT (Policy & Regulations)
(Represented by YBhg. Dato’ Dr. Ang Bon Beng)

VICE PRESIDENT (Manufacturing)
Honda Malaysia Sdn. Bhd.
(Represented by En. Mohamed Akkbar Bin Danial)

HONORARY SECRETARY/TREASURER
Daihatsu (Malaysia) Sdn. Bhd.
(Represented by Mr. Cheng Seng Fook)

MAA Office Staff

Secretary-General
Mr. Goh Cheng Meng

Head of Technical
Mr. Liew Wei Jye

Head of Administration
Ms Jennie Ong

Administration Assistants
Ms Selvi Ravindran
En. Rafinol Zaini

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(Represented by Mr. Sivaraj s/o Manickam)

(Represented by Mr. Hoffen Teh)

(Represented by Yg.Bhg. Datuk Syed Hafiz bin Syed Abu Bakar)

(Represented by Mr. Dennis Ho)

(Represented by Mr. Wong King Yoon)

(Represented by Mr. Keith Schafer)

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Head
YBhg. Datuk Aishah Ahmad

Editor
Mr. Leonard K.Y.Khong

Committee Members
En. Mohd. Mazwan Mohd. Safwan
Mr. Goh Cheng Meng
Ms Jennie Ong
PERODUA SENTRAL PJ OFFICIALLY OPENED
Most modern Perodua one-stop centre for customers with RTD counter

Perodua officially opened on 12th August 2015, the RM20 million Nissan 4S Centre ETCM’s new full-fledged 4S Centre comes with a total built-up area of 165,318 square feet. It stands complete with a Showroom, a Service and Spare Parts Centre, and a Body and Paint Centre. In addition, the 4S Centre provides services from MUV Certified Nissan Pre-Owned and Used Vehicles office and display area, Hire Purchase and Insurance Division, and a Vehicle Distribution Centre. ETCM has, for the first time, introduced a unique retail concept which houses a NISMO and IMPUL motorsports boutique, a V-Kool boutique and a Zen Lounge. The ceremony was officiated by YB Dato’ Sri Liow Tiong Lai, Minister of Transportation Malaysia, who was accompanied by YBhg. Dato’ Tan Heng Chew, President of Tan Chong Motor Holdings, Nissan was represented by Mr. Kenji Naio, Senior Vice President of Nissan Motor Asia Pacific Co. Ltd and ETCM was represented by YBhg. Dato’ Dr Ang Beng Beng, Executive Director of ETCM. Speaking at the opening ceremony, YBhg. Dato’ Dr. Ang said, “We stand by our philosophy to provide quality products and services to our customers across our network. Be it at a 1S or a 3S Centre, customer satisfaction comes first from the moment they step through the door. With a total investment of about RM20 million, this new flagship 4S Centre is the epitome of services that we envision to provide to our customers in ETCM and Nissan. Its strategic location – right in the heart of the established automotive industrial hub in Glenmarie makes it extremely convenient and accessible for our customers.” “In the past 12 months, we have been aggressively upgrading our network and facilities to meet the demands of Nissan owners nationwide. This is crucial, because with the full line-up of Nissan models we have introduced, we are also addressing the needs of a wider range of discerning customers. Additionally, with this new set up, we are offering employment opportunities and expect to hire up to 120 staff at this flagship 4S Centre once it is running at full capacity,” added YBhg. Dato’ Dr. Ang.

NISSAN FLAGSHIP 4S CENTRE OPENS
New one-stop centre that encompasses all its customers’ needs

OFFICIALLY OPENED on 12th August 2015, the RM20 million Nissan 4S Centre ETCM’s new full-fledged 4S Centre comes with a total built-up area of 165,318 square feet. It stands complete with a Showroom, a Service and Spare Parts Centre, and a Body and Paint Centre. In addition, the 4S Centre provides services from MUV Certified Nissan Pre-Owned and Used Vehicles office and display area, Hire Purchase and Insurance Division, and a Vehicle Distribution Centre. ETCM has, for the first time, introduced a unique retail concept which houses a NISMO and IMPUL motorsports boutique, a V-Kool boutique and a Zen Lounge. The ceremony was officiated by YB Dato’ Sri Liow Tiong Lai, Minister of Transportation Malaysia, who was accompanied by YBhg. Dato’ Tan Heng Chew, President of Tan Chong Motor Holdings, Nissan was represented by Mr. Kenji Naio, Senior Vice President of Nissan Motor Asia Pacific Co. Ltd and ETCM was represented by YBhg. Dato’ Dr Ang Beng Beng, Executive Director of ETCM. Speaking at the opening ceremony, YBhg. Dato’ Dr. Ang said, “We stand by our philosophy to provide quality products and services to our customers across our network. Be it at a 1S or a 3S Centre, customer satisfaction comes first from the moment they step through the door. With a total investment of about RM20 million, this new flagship 4S Centre is the epitome of services that we envision to provide to our customers in ETCM and Nissan. Its strategic location – right in the heart of the established automotive industrial hub in Glenmarie makes it extremely convenient and accessible for our customers.” “In the past 12 months, we have been aggressively upgrading our network and facilities to meet the demands of Nissan owners nationwide. This is crucial, because with the full line-up of Nissan models we have introduced, we are also addressing the needs of a wider range of discerning customers. Additionally, with this new set up, we are offering employment opportunities and expect to hire up to 120 staff at this flagship 4S Centre once it is running at full capacity,” added YBhg. Dato’ Dr. Ang.

MERCEDES-BENZ MALAYSIA SPONSORS MOYS/IKBN YOUTH TRAINING SCHEME
Selected students from IKBN to be trained at M-BM Apprentice Training Centre

In line with Malaysia’s vision of increasing the level of skilled workforce, Mercedes-Benz Malaysia has signed on 14th August 2015, a Memorandum of Understanding (MoU) with the Ministry of Youth and Sports (MOYS) to further develop the skills of the nation’s youth, specifically for the automotive industry. Speaking at the formalisation of the MoU, Mercedes-Benz Malaysia President and CEO, Mr. Roland Folger said, “As a corporate citizen of this country, we are committed to contributing to the growth of the nation not only in terms of technological transfer, but also in the development of human capital. We see this partnership between Mercedes-Benz Malaysia and MOYS as a strategic investment and contribution that is in line with Malaysia’s vision of increasing the level of skills in high-technology industries. We hope that this MoU will also serve to strengthen industry partnerships and pave the way for future collaboration in other areas.” Under the collaboration, 12 students, aged 19 to 25 years, from National Youth Skills Training Institute (IKBN) will be selected to undergo intensive three-month product and systems training at the Mercedes-Benz Malaysia Apprentice Training Centre. As part of the knowledge transfer, Mercedes-Benz Malaysia will also incorporate the “train-the-trainer” concept into the programme. Three IKBN trainers will not only be exposed to the latest changes and updates in automotive technology, but also the ethics and culture of today’s highly automated and customer-centric automotive industry.

MAI AND PERODUA DEVELOP LOCAL DEALERS
Helping mid-size dealers into the next playing field

The Malaysia Automotive Institute and Perodua are joining forces to further increase the competitive capabilities of the local automotive dealers by setting up a development programme which is aimed at medium-sized dealers (84 units per month). The Dealer Entrepreneurship Enhancement Programme or DEEP is a programme designed to give home-grown businesses the tools they need to improve their professionalism in the area of human capital development as well as improve their business acumen. “We partner with Perodua on this first-of-its kind programme because we believe that its (Perodua) sales and service dealers are at the stage where they ready to take the next step in being in the big leagues,” MAI CEO En. Madani said at a Memorandum of Understanding between MAI, Perodua and the Perodua Dealer Association held on 27th July 2015. “Together with Perodua, we are targeting to enhance more than 100 Perodua dealers within 5 years,” En. Madani added. Also at the event was YB’l Haji Hamim Samuri, Deputy Minister of International Trade and Industry, YBhg Datuk Aminar Rashid Salleh, President and CEO of Perodua and En Wan Kamal Wan Ismail, President of the Perodua Dealer Association.

Minister of Youth and Sports, YB Enick Khairi Jamaluddin, said, “We need to have a competitive course in order to address the industry demands while enhancing students’ employability. This partnership with Mercedes-Benz Malaysia is a result of our drive to up-skill Malaysian graduates with industry recognised technical knowledge. It is my fervent hope that students who graduate from IKBN will ultimately be able to work in any industry-relevant workforce.” The programme is expected to start in October 2015. Established over 30 years ago, Mercedes-Benz Malaysia’s Apprentice Training Centre has to date trained more than 700 apprentices, all of whom have been absorbed into the Mercedes-Benz nationwide dealership network.