



# PESTA SUKAN MAA A day of fun and joy for everyone

## RETURNS WITH VIGOUR !

After a five year break, the Pesta Sukan MAA returned. This time, Proton Edar and Perodua Sales made their debut to make it an 11-team sporting carnival.

A total of nine events were played at three different venues. Badminton, carrom, football, netball, tennis and table tennis were held at the Pusat Sukan Universiti Malaya, Kuala Lumpur. Bowling was held at U-Bowl Centre Bandar Utama while futsal was played at Sports Planet Subang. Golf was held earlier on 18 September at the Glenmarie Golf & Country Club.

At the end of a closely fought nine-event competition, UMW Toyota Motor retained its championship to win the overall Challenge Trophy donated by YBhg. Datuk Aishah Ahmad, President of the MAA.

The objective of the Pesta Sukan MAA was to foster goodwill and promote friendships among employees of MAA member companies. The theme chosen for this year's carnival was "Unity Through Sports".

"In line with the theme, I believe that players present here today who are from all levels of employment will be able to enhance teamwork and ties among your fellow colleagues," said YBhg. Datuk Aishah in her opening address.



Teams all ready for the march pass ceremony...



YBhg. Datuk Aishah presenting the challenge trophy to Overall Champion team UMW Toyota Motor.

"However more importantly you will also meet new friends from other companies and expand your network. Ultimately it is our hope that through such a sporting event, we will emerge as a united and stronger

organisation to face greater challenges ahead," she added.

It was a day full of non-stop activities with more than 700 participants sweating it out in various hard fought matches. Fortunately the weather on that fateful day of 9th October 2011 was kind and all outdoor games were completed on schedule.

UMW Toyota Motor chalked up wins in badminton, bowling, netball and table-tennis and with good placings in other events, scored a winning 250 points. The team also walked away with the best march pass award. Tan Chong & Sons Motor Co., which made it to the final round in five events, came close second with a total 190 points while second runner-up position went to Honda Malaysia with 130 points. Newcomers Perodua Sales and Proton Edar finished fourth and fifth respectively and no doubt will aim for higher positions in the next edition of Pesta Sukan MAA. Sime Darby Auto Connexion shared the fifth spot with Proton Edar.

YBhg. Datuk Aishah congratulated all the participants for their sportiness and the organising committee for a job well done.

*(More Pesta Sukan MAA pictures on page 6/7)*



Contingent flags surrounding En Azwan during oath taking

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### FIRST NINE MONTHS SALES REMAIN IMPRESSIVE

The Total Industry Volume (TIV) in Malaysia for the first nine months of this year compared to the same period last year remains impressive with only a negligible one percent difference taking into consideration the major Earthquake and Tsunami disasters earlier in the year that affected all Japanese motor manufacturers. The quick recovery also shows the resilience and skills of Malaysian motor assembly plants to cope with any eventuality. (Full details - pg.3)

## TIV MANAGES TO MAINTAIN STEAM

Despite the disastrous Tsunami early this year in Japan that affected most of its automotive manufacturers and subsequently, down the line to its Malaysian CKD operations, the Total Industry Volume (TIV) for the first nine months dipped to a mere 0.7%. This is a huge relief to local motor industry players who had feared for the worse.

The first nine months of this year saw a TIV figure reaching 450,244 units, down 3,005 units from the same period last year. The wide gap left in the first six months of this year seems to have narrowed and local industry players are confident that barring any unforeseen circumstances, the TIV may be at least on par with last year's performance. This is a year of natural disasters and hopefully nothing untoward will happen again soon.

Strong sales in the passenger car, 4x4/SUV, pickups, prime movers and buses segments add credence to the belief that the TIV of 2011 will end on a happy note. Many new models are expected to be launched in either this Q4 or Q1 of next year that would certainly boost local sales.

The healthy Total Production Figures indicate that all seems to be back to normal production runs in Malaysia. Many plants are gearing up for the New Year orders that usually peak in January.

Recent Budget 2012 announcement on the extension of import and excise duties on hybrid and electric vehicles will surely spur the strong growth of that segment. It would not be surprising that by 2012, all major local motor companies will be selling either a hybrid and/or electric vehicle to take advantage of the two-year tax exemption.

## PRODUCTION & SALES FOR JANUARY-SEPTEMBER 2011

### 1. PRODUCTION

Segment	YEAR-TO-DATE SEPTEMBER			
	2011	2010	Variance	
			UNITS	%
<b>Total Industry Production (TIP)</b>	<b>416,416</b>	<b>437,231</b>	(20,815)	(4.8)
<b>PV (Passenger Vehicles)</b>	<b>383,001</b>	<b>402,508</b>	(19,507)	(4.8)
PC (Passenger Cars)	301,256	306,107	(4,851)	(1.6)
WV (Window Vans)	4,064	3,553	511	14.4
MPV (Multi-Purpose Vehicles)	70,859	85,936	(15,077)	(17.5)
4x4/SUV (Four Wheel Drives / Sports Utility Vehicles)	6,822	6,912	(90)	(1.3)
<b>CV (Commercial Vehicles)</b>	<b>33,415</b>	<b>34,723</b>	(1,308)	(3.8)
PV (Panel Vans)	2,023	2,055	(32)	(1.6)
PU (Pick Ups)	18,080	19,382	(1,302)	(6.7)
Trucks	11,865	12,101	(236)	(2.0)
PM (Prime Movers)	515	385	130	33.8
Bus	932	800	132	16.5

### 2. SALES

Segment	YEAR-TO-DATE SEPTEMBER			
	2011	2010	Variance	
			UNITS	%
<b>Total Industry Volume (TIV)</b>	<b>450,244</b>	<b>453,249</b>	(3,005)	(0.7)
<b>PV (Passenger Vehicles)</b>	<b>402,676</b>	<b>408,450</b>	(5,774)	(1.4)
PC (Passenger Cars)	313,786	310,748	3,038	1.0
WV (Window Vans)	3,766	4,266	(500)	(11.7)
MPV (Multi-Purpose Vehicles)	70,947	82,762	(11,815)	(14.3)
4x4/SUV (Four Wheel Drives / Sports Utility Vehicles)	14,177	10,674	3,503	32.8
<b>CV (Commercial Vehicles)</b>	<b>47,568</b>	<b>44,799</b>	2,769	6.2
PV (Panel Vans)	2,347	2,931	(584)	(19.9)
PU (Pick Ups)	31,989	28,701	3,288	11.5
Trucks	11,591	11,851	(260)	(2.2)
PM (Prime Movers)	593	496	97	19.6
Bus	1,048	820	228	27.8

## TOYOTA VIOS 1.5G LIMITED



Date: 29th June 2011  
Price (OTR): RM89,600.00

## INOKOM i10 1.25 KAPPA CVVT



Date: 8th July 2011  
Prices (OTR):  
Standard: RM50,688.00  
High Spec: RM53,988.00

## MERCEDES-BENZ C250 CGI



Date: 12th July 2011  
Price (OTR w/o ins): RM290,888.00

## VOLVO S80 T5



Date: 15th July 2011  
Price (OTR w/o ins):  
T5 Powershift: RM268,000.00  
T5 Exclusive Powershift: RM295,000.00

## MITSUBISHI LANCER SPORTBACK RA EDITION



Date: 21st July 2011  
Price (OTR): RM137,980.00

## LAND ROVER 4.4LR TDV8



Date: 23rd July 2011  
Price (OTR w/o ins): RM730,000.00

## HYUNDAI GRAND STAREX ROYALE 2.5GLS DIESEL (A) VGT



Date: 27th July 2011  
Price (OTR): RM148,888.00

## MITSUBISHI TRITON RA EDITION



Date: 12th August 2011  
Price (OTR): RM103,980.00

## FERRARI FF



Date: 16th August 2011  
Price: (POA)

## VOLVO S60 T4/T5



Date: 16th August 2011  
Prices (OTR w/o ins.):  
T4 RM220,000.00  
T5 RM255,000.00

## CHEVROLET CAPTIVA



Date: 23rd August 2011  
Price (OTR): RM 153,888.00

## FORD FIESTA 1.6L SAPPHIRE XTR



Date: 23rd August 2011  
Price (OTR w/o ins): RM86,442.50

## NISSAN LAVINA X-GEAR



Date: 6th September 2011  
Price (OTR): RM82,800.00

## TOYOTA HILUX



Date: 21st September 2011  
Prices (OTR):  
Hilux Double Cab 3.0G (A/T) - RM 107,250.00  
Hilux Double Cab 2.5G (A/T) - RM 96,970.00  
Hilux Double Cab 2.5G (M/T) - RM 91,900.00  
Hilux Double Cab 2.5G STD (M/T) - RM 83,700.00  
Hilux Single Cab 2.5G (M/T) (non-Metallic) - RM 73,256.00

## MITSUBISHI PAJERO SPORT VGT



Date: 22nd September 2011  
Price (OTR w/o ins.): RM167,375.80

## PORSCHE PANAMERA S HYBRID & TURBO S



Date: 22nd September 2011  
Prices (OTR w/o ins): RM910,000.00 – RM1,360,000.00

## INOKOM SANTA FE PREMIUM



Date: 28th September 2011  
Prices (OTR w/o ins):  
2.4 Petrol Premium RM158,157.80  
2.2 Diesel Premium RM 169,258.10

## NISSAN LATIO FL



Date: 29th September 2011  
Prices (OTR):  
Latio (Sedan): 1.6 AT – RM89,800.00 (Comfort)  
Latio (Hatchback): 1.8 AT – RM99,800.00 (Comfort)

# PESTA SUKAN MAA KE-LIMA 2011



Different march pass styles and themes



YBhg. Datuk Aishah releasing the balloons to mark the start of the games.



Great time at the bowling centre!



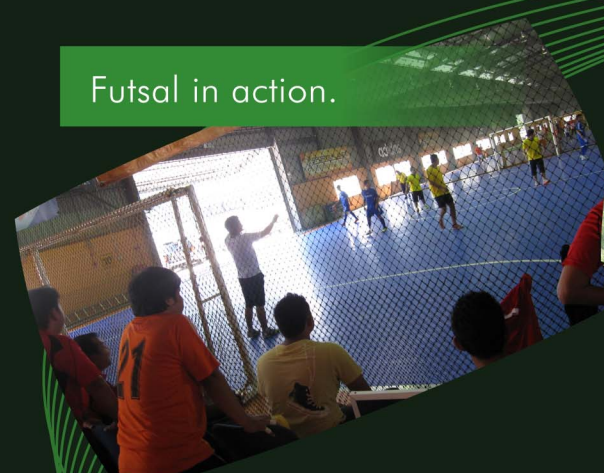
MAA Council Members and guests cheering the participants on.



Debut of Perodua Sales and Proton Edar teams.



MAA golfers before the tee-off.



Futsal in action.



Exciting football matches thrill the crowd.



'Got it'..... netballers jostle for wins.



Pretty faces at the Pesta Sukan MAA.

## PURE CONCENTRATION AND DETERMINATION



Some Of The Winners...

## PROTON-MMC COLLABORATION

**P**ROTON Holdings Berhad and Mitsubishi Motors Corporation (MMC) announced on 15th September 2011 that they are in serious discussion for strategic collaboration to further strengthen the competitiveness of both PROTON and MMC in the global marketplace.

The collaborative items being considered between the two parties are set to cover areas and activities such as:

1. Joint production of engines in Malaysia.
2. Consignment production of MMC-brand vehicles at PROTON facilities.
3. Sharing of major parts and components between MMC's "Global Small", which is to be launched next March starting in Thailand, and PROTON's upcoming "Global Small Car".
4. Provision of MMC's future technologies such as electric, plug-in hybrid and hybrid vehicle technology.

The two companies had jointly proceeded with feasibility studies since late 2010 and have identified these areas of collaboration that could be expected to provide both parties with the right synergy in the pursuit of global competitiveness.

## NEW HSDM SAFE DRIVE PROGRAMME

**H**undai-Sime Darby Motors (HSDM) launched on 22nd August its Hyundai Safe Drive Programme comprising of Hyundai's 5 years or 300,000km warranty, 24/7 Roadside Assist, Automotive Insurance and Customer Care Line.

"The Hyundai Safe Drive Programme is introduced in line with Hyundai's new brand concept and direction; 'New Thinking. New Possibilities.' With this aspiration, the brand aims to provide customers with service experiences beyond their expectations," said Mr. Dennis Ho, Managing Director of HSDM.

"Modern Premium is what we are offering our customers. While traditional premium is usually linked with high prices for the privileged few, Hyundai's 'Modern Premium' concept is based on the idea that high quality does not necessarily require a high price and only for a limited class.

"We offer high-end, high-quality values at a surprisingly accessible price and at values that customers have never experienced or expected. We are constantly thinking of ways of improving our services to satisfy the needs of our customers and there will be more surprises coming up for Hyundai car owners in Malaysia," added Mr Ho.

## NISSAN FOR FRESH GRADUATES

**F**resh graduates can afford a Nissan as their first car! Edaran Tan Chong Motor Sdn Bhd (ETCM) is offering an auto financing which gives 100% loan to fresh graduates who wish to purchase a Nissan Grand Livina, Sylphy or Sentra.

"We are always looking for ways to cater to the needs of our customers. And with this new package, fresh graduates can opt for Nissan as their first car, which is reliable and easy to handle," said YBhg. Dato' Dr Ang Bon Beng, Executive Director of ETCM.

Starting from August 2011, fresh graduates with Diploma certification and above and aged between 20 to 30 years old can enjoy a 100% loan with an interest rate of 3.65% per annum for 10 years.

## LATEST ISUZU 3S CENTRE



Mr. Takashi Hata, CEO of Isuzu Malaysia, opened Isuzu's new 3S Centre on 26th September 2011 at Seri Kembangan, Selangor, operated by Continental Top Motors Isuzu. The 21,000sf centre has eight working bays and handles all types of after sales services and repairs on Isuzu vehicles including the forthcoming larger trucks.

## NEW ETCM SHOWROOMS



Southgate – New ETCM Showroom in Cheras, Kuala Lumpur started operations from 2nd August 2011.



Miri – Newly opened on 25th July 2011.

## MMM EXPANDS 3S CENTRES



Mitsubishi Motors Malaysia (MMM), the sole distributor of Mitsubishi Motors vehicles in Malaysia, has strengthened its service network and plans to increase its nationwide dealer network to 50 outlets, with 35 being full-fledged 3S centres by the first quarter of 2012. Mitsubishi facilities at EON Service Centres will no longer service Mitsubishi Motors brand of vehicles from 1st July 2011.

"While building on the expansion of outlets, we also aim to improve the quality of after-sales service. This move is in line with Mitsubishi Motors Malaysia's effort to focus on the after-sales experience for its customers. Peace of mind is guaranteed by well trained and qualified Mitsubishi specialists, as well as the exclusive use of genuine parts," explained Mr. Tetsuya Oda, Chief Executive Officer of Mitsubishi Motors Malaysia.

## NEW PROTON GROUP MARKETING DIRECTOR

**M**r. John Doody Chacko is PROTON's new Director of Group Marketing & Branding (Group Chief Marketing Officer) with effect from 4th August 2011. With over 25 years of global marketing experience, he will spearhead the Group's Branding, Marketing and Motorsports to re-stage the PROTON brand locally and internationally.

PROTON Group Managing Director YBhg. Dato' Sri Haji Syed Zainal Abidin Syed Mohamed Tahir said, "John is a true manifestation of a successful Malaysian who has made a successful career abroad. Having lived and worked in five continents, nine countries and 11 cities, John considers himself a global citizen yet he remains very much a true Malaysian citizen at heart. But ultimately, his dream was to come back



and serve an iconic Malaysian brand, and I am glad that he has chosen PROTON."

Mr. Chacko comes back to Malaysia with vast experience.

## 2011-2012 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. Mercedes-Benz Malaysia Sdn. Bhd.  
(Represented by Mr. Roland S. Folger)
3. Mitsubishi Motors Malaysia Sdn. Bhd.  
(Represented by En. Omar Haron)
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

Mr. Leonard K.Y.Khong

Berita MAA is published by the Malaysian Automotive Association, No. F-1-47, Block F, Jalan PJU 1A/3, Taipan Damansara 2, Parcel 1, Ara Damansara, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

Tel: 03- 78439947  
Fax: 03-78430847  
e-mail: secretariat@maa.org.my  
Website: www.maa.org.my

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## EVENTS/MEETINGS PARTICIPATED BY MAA

### JULY 2011

15th – Meeting with JAMA delegation on issues relating to ASEAN MRA

20th – AAF Council Meeting and AAF TC 1 Meeting, Jakarta. ▶



26th – National Standards Committee Meeting.

28th – Meeting with Ministry of Domestic Trade on issues relating to the implementation of Hire Purchase Act (Amendments) 2010.

### AUGUST 2011

8th – Consultative meeting with Customs on Goods and Services Tax (GST).

18th – Meeting with the Minister of MITI on review of NAP.

### SEPTEMBER 2011

9th – Meeting with MAI on review of NAP.

10th – Meeting with Minister of Transport on fitment of airbags on new passenger cars.

14–17th – 15th APEC Automotive Dialogue, San Francisco.

27th – Briefing session on Customs Appeal Tribunal.

## HYBRIDS AND EVS EXEMPTIONS EXTENDED

The exemption of import and excise duties for hybrid and electric passenger cars below 2,000cc continues until end 2013, according to the recently announced Budget 2012. The MAA has asked for an indefinite tax exemption and condition-free ruling so that local industry players can make greater and more permanent investment plans.

To date, both Honda Malaysia and UMW Toyota Motor are enthusiastically marketing their respective hybrid vehicles which are well received by Malaysians due to the low retail prices. The Budget 2012 announcement must certainly awaken the rest of the motor companies which have so far taken a back seat on this new segment. Even the super niche players like Porsche, BMW and Lexus have recently joined in the fray in Malaysia.

## NAM ROLLS OUT 150,000TH VEHICLE

Naza Automotive Manufacturing Sdn Bhd (NAM), the manufacturing arm of the Naza Group, celebrated the production of its 150,000th vehicle on 22nd September 2011.

NAM began operations in May 2004 and rolled out its first vehicle, a Naza Ria, in August 2004. Seven years later, it has recorded a new milestone with the production of its 150,000th vehicle, a Naza Forte 1.6SX.

"NAM has indeed come a long way since 2004. Today, the cars produced at NAM are on the streets of Bangkok and Jakarta and soon we will export them to countries in Africa and Oceania," said En. SM Nasarudin SM Nasimuddin, Joint Group Executive Chairman of the Naza Group of Companies.

To mark the historic occasion, Deputy Minister of International Trade and Industry, Dato' Mukhriz Mahathir commemorated the 150,000th vehicle produced at NAM. The plant has produced 18 models including the Ria, Citra, Sorento, Spectra, Suria, Bestari, Forza, Sportage, Spectra 5, Optima, Rondo, Pregio, Picanto, Forte, Peugeot 407, Peugeot 308, Peugeot 207 and the Peugeot 3008 and is currently undergoing a RM714 million upgrading and expansion exercise over a six-year period.

"By the end of our current expansion exercise, NAM's total investment in this facility since 2004 will amount to RM1.21 billion," said En. SM Nasarudin.

For 2012, NAM is targeting to produce 30,050 units. For this year, NAM is on track to producing 15,640 units. NAM will produce 60,000 units of the C-segment Peugeot (T73) over a five-year period ending 2016 with approximately 60% of the units produced to be exported to right-hand drive countries in Asean as well as markets outside the region.



*Joy at the rolling out of the 150,000th vehicle at Gurun.*

## FORD'S SALES JUMP 230 PERCENT IN MALAYSIA

Ford announced a significant growth in sales and market share in Malaysia, highlighting its position as the number one growing automotive brand. In the first six months of 2011, Ford has sold 3,458 vehicles, a 230 percent increase from the same period last year.

The introduction of Eco-friendly, high-performance vehicles sporting innovative and smart designs have boosted Fords reputation in the region. In recognition of their achievements, Ford received three awards at the recent ASIAN Auto Industry Awards for the Ford Fiesta, Ford Mondeo as well as the Ford S-Max MPV.

"We are honoured to have been recognised with prize winning vehicles by the ASIAN Auto Industry Awards. Malaysian consumers are responding with great enthusiasm for our vehicles and we feel confident about meeting our customer needs, wants and expectations. The exceptional market growth we are experiencing in Malaysia is testament of our commitment to our customers and to the region,"

announced Mr. David Westerman, Asia Pacific Regional Manager - Ford Export & Growth Operations.

Ford Malaysian market share more than tripled June year-to-date compared to the previous year. It is now eighth in the Non-National ranking in contrast to 14th place at the same time last year.

The Ford Fiesta launched in October 2010 has been the driving force in Malaysia's growth this year with over 2,000 sales through the first half of the year.

In conjunction with SimeDarby AutoConnexion, Ford's authorised distributor in Malaysia, Ford has successfully appointed seven new dealerships and facilities in key locations nationwide. Adding to the 37 Ford showrooms and 32 service centres, Ford will continue their network expansion strategy to offer a superior sales and service experience to all Ford customers.

At the Asian Auto Awards 2011, Ford won several awards for its recent product launches; the Ford Mondeo EcoBoost received the 'Best Performance Family Sedan' award. Ford's S-Max EcoBoost MPV received the award for 'Best Value for Money Luxury MPV'. The hugely successful Ford Fiesta 1.6 5DR was singled out for the 'Best Value for Money Compact Car' award.

"These are certainly exciting times for the Ford Brand in Malaysia. Over the past few years we have launched seven new or redesigned models to the market and consumers are clearly impressed with what we have to offer. This year alone our sales have tripled making Ford the fastest growing automotive brand in Malaysia. But we are not standing still, and based on Fords strong commitment to this region we will continue to deliver a series of innovative, safe and environmentally friendly vehicles," concluded Mr. Westerman.



*More than 2,000 units Fiesta have been sold in Malaysia.*