



MAA SUPPORTS REVISED NAP

The revised National Automotive Policy (NAP) was officially released on 28th October 2009. In a direct response to media enquiries, the MAA through its President YBhg Datuk Aishah Ahmad commented that the MAA supports the Government's efforts to promote the local motor industry and to attract more tier one players.

MAA's support was also echoed by other related industry players and organisations.

Highlights of the revised NAP are featured on page 5 of this issue.



Revised NAP moving towards new era.

NEW DATES FOR KLIMS

3-12 December 2010 is Malaysia's Greatest Motor Show



The Committee of the Kuala Lumpur International Motor Show (KLIMS) has announced a new date for the show – from 3rd to 12th December 2010. The 7th edition of KLIMS which coincides with MAA's 50th anniversary celebrations promises to be a high-

energy, brilliant showcase of the latest in emerging auto technology including the newest models and a selection of concept and revolutionary vehicles.

"The past year has been a challenging year for everyone, in particular the automotive players," commented YBhg. Datuk Aishah Ahmad, President of MAA and Chairman of KLIMS 2010 Organising Committee. "Automakers have come to a decision to defer KLIMS to a later date to keep in line with consumer demand," she added.

"With signs of economic recovery beginning to show, The Committee felt next year will be a good time to stage the show and the new date is meaningful as it coincides with MAA's 50th

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BUDGET 2010 – RM10,000 AP FEE

The Prime Minister YAB Dato' Sri Mohd Najib Bin Tun Haji Abdul Razak unveiled the contents of the 2010 National Budget on 23rd October 2009.

The only item in the Budget 2010 that directly affects the local motor industry is the imposition of RM10,000 fee on each approved permit (AP) for the import of motor vehicles by open AP holders. The new fee will be imposed on APs issued from 1st January 2010 onwards. A portion of the fee collected will be channelled into a Bumiputra development fund in the automotive industry.

anniversary, KLIMS'10 will be a great platform for automakers to showcase their exciting new models as we aim to put on a fantastic show for all motoring fans, and we are confident that the new date will be timely and Exhibitors will be more prepared to showcase," Y.Bhg. Datuk Aishah continued.

"We would like to thank all our exhibitors and partners for continuing to support KLIMS as we look forward to staging a truly unique and exciting event," concluded YBhg. Datuk Aishah.

Despite the change of date, the message "We CARE" still stands as the official theme for KLIMS'10. CARE is the acronym for Commitment, Advancement, Reliability and Environment. As part of promotional roll-out, fans can expect an onslaught of marketing, promotion and exciting activities in the lead up to KLIMS'10. Extensive advertising will also be used to make KLIMS a key event in Malaysia's tourism calendar to attract more tourists. KLIMS'10 is expected to occupy 30,000 square meters of exhibition space, with an expectation to attract over 200 exhibitors from the automotive industry and targets to draw over 330,000 visitors.

For more information on KLIMS'10, kindly contact Beatrice Lim at Tel: +603-7710 3333, E-mail: beatrice@interexpo-my.com or visit www.klms10.com

VEHICLE SALES SHOW SIGNS OF RECOVERY

First three-quarter year sales and production volumes encouraging

Although the Total Industry Volume (TIV) in the first nine months of this year was down 7.5% (-32,294 units) compared to the same period last year, it was better than the 9.7% drop in the first six months of this year. Some segments like window vans, pick-ups and MPVs show some healthy increases in sales.

The introduction of many new passenger vehicles and the aggressive marketing efforts by local motor companies have helped to reduce the decline of sales in this sector while some financial institutions have eased the loan facilitation.

At a press conference held in July 2009 to announce the performance for the first six months of 2009, MAA has revised the TIV 2009 from 480,000 units to 500,000 units. This was because the TIV achieved for Jan to June 2009 at 251,092 units was already equivalent to 52% of the MAA's original forecast of 480,000 units. In the light of the first nine months' performance, the forecast TIV 2009 revised to 500,000 units could be exceeded.

In response to the market demands, the Total Industry Production followed closely the TIV trends.

PRODUCTION & SALES FOR JANUARY - SEPTEMBER 2009

1. PRODUCTION

Segment	YEAR-TO-DATE-SEPTEMBER			
	2009	2008	Variance	
			UNITS	%
Total Industry Production (TIP)	356,490	403,707	-47,217	(11.7)
PV (Passenger Vehicles)	325,644	368,594	-42,590	(11.7)
PC (Passenger Cars)	274,454	318,566	-44,112	(13.8)
WV (Window Vans)	4,255	3,477	778	22.38
MPV (Multi-Purpose Vehicles)	41,320	38,484	2,836	7.4
4x4 SUV (Four Wheel Drive / Sports Utility Vehicles)	5,615	8,067	-2,452	(30.4)
CV (Commercial Vehicles)	30,846	35,113	-4,267	(12.2)
PV (Panel Vans)	2,998	2,983	15	0.05
PU (Pick Ups)	16,993	17,355	-362	(2.1)
Trucks	9,834	13,206	-3,372	(25.5)
PM (Prime Movers)	481	731	-250	(34.2)
Bus	540	838	-298	(35.6)

2. SALES

Segment	YEAR-TO-DATE-SEPTEMBER			
	2009	2008	Variance	
			UNITS	%
Total Industry Volume (TIV)	397,619	429,913	-32,294	(7.5)
PV (Passenger Vehicles)	361,463	392,393	-30,930	(7.9)
PC (Passenger Cars)	303,878	334,818	-30,940	(9.2)
WV (Window Vans)	3,627	3,180	447	14.06
MPV (Multi-Purpose Vehicles)	46,410	44,602	1,808	4.1
4x4 SUV (Four Wheel Drive / Sports Utility Vehicles)	7,548	9,793	-2,245	(22.9)
CV (Commercial Vehicles)	36,156	37,520	-1,364	(3.6)
PV (Panel Vans)	2,621	2,784	-163	(5.85)
PU (Pick Ups)	22,280	20,324	1,956	9.6
Trucks	10,054	12,685	-2,631	(20.7)
PM (Prime Movers)	509	827	-318	(38.5)
Bus	692	900	-208	(23.11)



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REVISED NAP - THE HIGHLIGHTS

New incentives and measures to stimulate local motor industry growth

The revised National Automotive Policy (NAP) was officially released on 28th October 2009. Highlights of the revised NAP are listed below.

Objectives of the NAP review:

- ensure orderly development as well as long term competitiveness and capability of the domestic automotive industry as a result of market liberalisation;
- create a conducive environment to attract new investment and expand existing opportunities;
- enhance the competitiveness of the national car manufacturer through strategic partnership;
- foster the development of the latest, more sophisticated technology in the domestic automotive industry;
- develop high value-added manufacturing activities in niche areas;
- enhance Bumiputera participation in the domestic automotive industry;
- improve safety standards for consumers and promote environment-friendly opportunities; and
- enhance the implementation of current NAP's policy instruments.

NEW POLICIES AND MEASURE

Several new policies and measures, covering licensing, duties, incentives, technology, environment, safety, standards and regulations are being introduced under the NAP review, with the aim of fostering a more competitive industry and fair market. They include:

A. MANUFACTURING LICENCE (ML)

- (1) The freeze on issuance of new ML will be lifted for:
- luxury passenger vehicles with engine capacity of 1,800cc and above and on road prices not less than RM150,000;
 - pick-up trucks and commercial vehicles;
 - hybrid and electric vehicles; and
 - motorcycles with engine capacity of 200cc and above.

There will be no equity conditions imposed on ML. The current policy on contract assembly is being maintained to encourage utilisation of existing excess capacity.

- (2) The current policy on the freeze of ML for reconditioning and reassembling (rebuilt) activities is maintained.

B. DUTIES & TAXES

- (3) The rates of import duty (Most Favoured Nation) and excise duty for CBU and CKD vehicles are maintained.

- (4) Under the Free Trade Agreements (FTAs), Malaysia is committed to gradually remove or reduce its import duty. Details on duty structures are available in the respective Agreements (refer to MITI website: www.miti.gov.my).

- (5) Tax exemption on the value of increased exports of vehicles and parts / components. The tax exemption on statutory income for manufacturers in the automotive industry is enhanced from 10 to 30 per cent of the value of increased exports, provided the goods attain at least 30 per cent value added and from 15 to 50 per cent of the value of increased exports provided that the goods attain at least 50 per cent value added.

- (6) Gazette Price of Imported Used Vehicles to Address Under Declaration. Price for imported used CBU motor vehicles will be gazetted for the purpose of duty computation as well.

C. TECHNOLOGY: PROMOTING HIGH VALUE AND GREEN TECHNOLOGY

- (7) Critical and high value-added parts / components production:

Companies manufacturing transmission systems, brake systems, airbag systems and steering systems are eligible for better fiscal incentives i.e. Pioneer Status (PS) of 100 per cent fiscal deduction for 10 years or Investment Tax Allowance (ITA) of 100 per cent for five years.

- (8) Promote Hybrid/Electric Vehicles and development of related infrastructure. A comprehensive mix of fiscal incentives, duty exemptions and customised training and R&D grants to maximise returns on investment in the development of hybrid and electric vehicles are to be implemented.

Investments in the assembly or manufacture of hybrid and electric vehicles will be granted:

- 100 per cent ITA or PS for a period of 10 years;
- customised training and R&D grants in addition to the existing grants;
- 50 per cent exemption on excise duty for locally assembled/manufactured vehicles or provision of grant under the Industrial Adjustment Fund (IAF);
- PS of 100 per cent for 10 years or ITA of 100 per cent for 5 years for manufacture of selected critical components supporting hybrid and electric vehicles, such as electric motors, electric batteries, Battery Management System, inverters, electric air conditioning, air compressors;
- additional attractive, customised incentives will be considered based on proposed activities.

The Ministry of Energy, Green Technology and Water will draw up a roadmap to develop the infrastructure for electric vehicles.

D. SOFT LOANS/GRANTS:

- (9) To improve competitiveness of parts and component manufacturers and to enhance their contribution to the automotive industry and economy, the Automotive Development Fund (ADF) and Industrial Adjustment Fund (IAF) will be continued.

E. STANDARDS: EFFORTS FOR INCREASED SAFETY

- (10) Full Implementation of Vehicle Type Approval (VTA). Under the current NAP, the Road Transport Department (RTD) was assigned to implement the VTA project, which is yet to be established. Under the NAP Review, the Ministry of Transport (MOT) will accord priority in the 10th Malaysia Plan for full establishment of the VTA standards and testing facilities.

- (11) Gradual introduction and Enforcement of Mandatory Standards for Parts and Components. Due to the lack of a specific regulatory body responsible in enforcing standards, there is insufficient coordination in the enforcement of mandatory requirements for parts and components. Under the NAP Review, the Ministry of Science, Technology and Innovation will coordinate and formulate a roadmap for the introduction and enforcement of mandatory standards for automotive products.

- (12) Gradual Phase-out of Imported Used Parts and Components. The NAP Review is introducing a mechanism to prohibit imports of used parts and components, effective from June 2011.

- (13) Gradual Phase-out of Imported Used Commercial Vehicles. Imports of used commercial vehicles will be prohibited, effective from 1 January 2016 in line with the gradual phase-out of imports of used parts/components and the termination of AP system for used vehicles.

- (14) Implementation of Fuel Standards. Since September 2009, EURO 2M specification for



YB. Dato' Mustapa Mohamed briefing on the revised NAP.

petrol and diesel has been implemented. The Government will implement EURO 4M specification for petrol and diesel by 2011. The Ministry of Natural Resources and Environment will establish a roadmap for fuel standards and quality.

- (15) Gradual introduction of Vehicle End of Life Policy.

At present, there are 2.7 million passenger vehicles of 10 years or older on the road. Compared to other countries, Malaysia presents a very low vehicle scrap rate and relatively high average vehicle age. As a first step towards the implementation of a full Vehicle End of Life (ELV) Policy, the NAP Review introduces mandatory annual inspections as a requirement for road tax renewal for all vehicles aged 15 years or older. The Ministry of Transport will formulate a roadmap to reach full implementation of the ELV policy.

F. AP SYSTEM:

- (16) Open AP for used vehicles (commercial, passenger and motorcycles) to be terminated by 31 December 2015; and Franchise AP to be terminated by 31 December 2020.

- (17) Each Open AP issued will be charged at RM10,000. A fund will be established from the income collected and will be used to assist Bumiputera entrepreneurs in undertaking, among others, the following areas/activities:

- securing distributorship/franchise rights and dealership of other makes of vehicles;
- expansion programmes for authorised dealers;
- venturing into other automotive sub-sector or other businesses;
- upgrading show rooms and service centres; and
- participation in international seminars/motor shows/conferences/meetings or trade missions.

G. ESTABLISHMENT OF STRATEGIC PARTNERSHIP FOR PROTON

- (18) To enhance the competitiveness and ensuring long-term viability of the national car manufacturer, a strategic partnership between PROTON and a global established OEM will be encouraged. This partnership has to ensure:

- increase in exports and make Malaysia as a production hub for the region;
- transfer of latest technology and implementation of R&D activities in Malaysia;
- increase in local content and enhancement of development of Bumiputera vendor programme;
- increase Bumiputera participation in dealership network; and
- PROTON brand name and its domestic market share for specific segments are preserved.

H. EFFECTIVE DATE

Except for number (12), (13), (14), (15), and (16), the new policies and measures will be effective from 1st January 2010.

Note: In a press release dated 8th November 2009 by MITI, the Government has withdrawn the implementation of the ELV policy due to negative feedback from the public.

Source: Ministry of International Trade & Industry (MITI)



ALFA ROMEO MITO 1.4T

Date: 20th August 2009
Price: (OTR excl road tax, reg and ins)
RM153,888.00



FORD EVEREST SUV

Date: 7th August 2009
Price: (OTR excl road tax, reg and ins)
2.5L XLT (Man) – RM145,888.00
2.5L XLT (Auto) – RM156,888.00
3.0L XLT (Auto) – RM169,888.00



FORD RANGER XL

Date: 13th August 2009
Price: (OTR excl road tax, reg and ins)
RM72,888.00



HONDA ACCORD 2.0 VTI-L

Date: 15th July 2009
Sales target: 200 units per month
Price: RM149,800.00 (OTR with ins)



HYUNDAI i30

Date: 22nd July 2009
Sales target: 30 units per month
Price: (OTR w/o ins)
1.6 (M) – RM89,838.50
1.6(A) – RM95,208.50
2.0(A) – RM109,792.10



HYUNDAI GRAND STAREX ROYALE

Date: 22nd July 2009
Sales target: 100 units per month
Price: RM148,888.00 (OTR w/o ins)

HYUNDAI

Date: 22nd July 2009
Sales target: 300 units
Price: RM59,988.00 (OTR)



MERCEDES ACTROS

Date: 6th October 2009
Sales target: 150-200 units
Price: Actros 2035 from 1
Actros 2640 LS (6x2) from
Actros 2640 S (6x4) from



MITSUBISHI 2.0GT

Date: 30th July 2009
Sales target: 700 units
Price: RM120,598.10 (OTR)





GETZ SE

only
w/o ins)



mitsubishi GRANDIS 2.4 MPV

Date: 30th July 2009
Sales target: 300 units (2009)
Price: RM160,557.80 (OTR w/o ins)

NISSAN MURANO

Date: 29th July 2009
Sales target: 10 units (2009)
Price: (OTR excl. road tax, reg and ins)
From RM315,200.00



ES-BENZ

its in 2010.
RM 312,400.00
RM 361,600.00
RM 362,700.00



mitsubishi TRITON

Date: 11th September 2009
Sales target: 500 units per month
Price: Triton Lite - RM65,458.80
Triton 2.5 M/T - RM87,051.80*
Triton 2.5 A/T - RM91,921.80*
Triton 3.2 - RM99,143.80
(*Limited period)

TOYOTA PRIUS

Date: 3rd August 2009
Sales target: 100 units (2009)
Price: RM175,000 (OTR with ins.)



SHI LANCER

009)
R w/o ins)



NISSAN 370Z

Date: 29th July 2009
Sales target: 4 units (2009)
Price: (OTR excl. road tax, reg and ins)
From RM354,400

TOYOTA CAMRY

Date: 2nd September 2009
Sales target: 1,000 units per month;
Price (OTR with ins, pte. reg. in W.M'sia):
2.4V -RM 174,990.00
2.0G -RM 154,990.00
2.0E -RM 144,990.00





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Fax: 05-528 0641

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Fax: 09-588 9184

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SUBARU PALM CHALLENGE 2009

Ten finalists were selected on 26th September 2009 out of 40 hopeful contestants in the Subaru Palm Challenge 2009 held in Petaling Jaya, Selangor D.E. The finalists will represent Malaysia at a regional level including Singapore, Indonesia, Thailand, Philippines, Hong Kong, China and Taiwan in the 'MediaCorp Subaru Impreza WRX Challenge - The Asian Face-Off' where a Subaru Impreza S-GT and cash prizes worth up to SGD22,000 (around RM 54,300) will be given away.

Organised by Subaru's sole distributor, Motor Image Sdn Bhd, the Palm Challenge contestants were required to place their right palms flat on palm decals on the Subaru Impreza S-GT, while going through endurance tests at regular intervals during the elimination rounds.



Participants hopeful of entering the final round to win a Subaru.

HYUNDAI MEGA MOTORSHOW

Three of Hyundai's flagship models were brought in to complement the launch of the Hyundai i30 in Malaysia on 19th August 2009. Malaysians had the rare view of the newly launched Hyundai Equus, Genesis and Genesis Coupe during Hyundai's Mega Motorshow held at a popular shopping complex in Petaling Jaya, Selangor D.E. The three cars are believed to make their first appearance together in Asia Pacific since their launch in Korea this year.

The full range of other Hyundai models was also displayed, marking the first full appearance of the Korean vehicles since its consolidation under Hyundai-Ssang Yong Motor Sdn Bhd.



Mr. Dennis Ho (centre) with Mr. JY Park, Deputy General Manager, Marketing & Product Planning, Asia & Pacific Regional Head Quarters, HMC.

NAZA JURU 3S CENTRE

Naam Sdn Bhd (NSB), a member of the Naza Group of Companies and the official franchise holder of Peugeot Automobiles in Malaysia, opened on 12th August 2009 its first Peugeot sales, service and spare parts (3S) centre in the northern region. Located in Juru Auto-City, the Peugeot 3S centre is wholly owned and independently managed by NSB for the convenience of Peugeot owners in Penang, Perlis and Kedah. NSB operates two other Peugeot 3S centres, one in Shah Alam, Selangor and another in Johor Bahru.

"We have seen NSB grow from strength to strength with the launch of new Peugeot models and the expansion of our dealer network. We currently have eight Peugeot authorised dealers, and nine branches nationwide. The increasing sales of Peugeot vehicles sees a greater need for 3S centres to provide quality service with specialised tools," said Enck SM Nasarudin SM Nasiruddin, Joint Group Executive Chairman of the Naza Group of Companies.



(Left to Right) Mr. Dominique Dourouze, General Director ASEAN, Automobiles Peugeot, En. SM Nasarudin SM Nasiruddin and YBhg Dato' Haji SM Shalahuudin SM Amin, President, Naza Group of Companies.

TWO NEW MITSUBISHI 3S CENTRES

Mitsubishi Motors Malaysia together with authorised dealers, Gandingan Spektra Sdn Bhd and Target Orion Star Sdn Bhd, officially launched two new Mitsubishi Motors showrooms in Kuala Terengganu and a 3S Centre in Kepong, Kuala Lumpur, respectively during the third week of August 2009.

The new Kepong 3S Centre is the sixth for Mitsubishi Motors Malaysia, which includes a sales showroom, service reception area, a workshop with five service bays, delivery bay and customer lounge.

"Together with this new showroom and more in the pipeline, it is a reflection of our commitment to better serving our current and future customers," said Mr. Keizo Ono, Chief Executive Officer of Mitsubishi Motors Malaysia.

In total, Mitsubishi Motors Malaysia has 33 showrooms out of which six are 3S Centres, and 46 service centers nationwide.



More Mitsubishi 3S centres are expected to be opened soon.

TWO MILLIONTH HONDA CVJ

Honda's Pegoh Plant in Alor Gajah, Melaka marked the shipment of its 2,000,000th Constant Velocity Joint (CVJ) on 27th July 2009. The General Manager of Honda Motor Co. Ltd Tochigi Plant, Mr. Masafumi Suzuki and Managing Director and Chief Executive Officer of Honda Malaysia, Mr. Toru Takahashi witnessed the shipment scheduled for Thailand.

"This remarkable achievement of CVJ is by abiding to our company principles in supplying products and services of the highest quality at reasonable prices. This helps us to ensure worldwide customer satisfaction," said Mr. Takahashi in paying tribute to Honda's associates. Mr. Masafumi Suzuki remarked that the Pegoh Plant is the biggest CVJ exporter in the region and is impressed by its continuous production improvements.

The Pegoh Plant is the 4th production base after Japan, USA and China. Since its first shipment, the production capacity of CVJ has increased from 20,000 sets per year in 2002 to 540,000 sets per year in 2009,

of which 90% were exported to the United Kingdom, Turkey, Pakistan, India, Thailand, Vietnam, Philippines and Indonesia.



(L-R) Mr. Aoki Kazuhiro, Mr. Masafumi Suzuki, En. Azhar Abdul Wahab, En. Syafril, Mr. Toru Takahashi and Mr. Etsuo Nakayama posing with the plaque.

CLEAN ENVIRONMENT SHOWCASE

Honda's Pegoh Plant in Alor Gajah was recommended by Department of Environment (DOE), Melaka to Environment Institute of Malaysia (EIMAS), for its recent Environmental Management & Pollution Control training course. More than 15 participants from the Organization of the Islamic Conference (OIC) and Asia Pacific Countries visited the premise on 12th August 2009.

Participated by eight member states of OIC along with Singapore, Cambodia, Bhutan and Lao PDR, the visit to Honda's Pegoh Plant in Melaka was aimed at sharing the recommended waste management practice and system in a factory environment.



Participants at the Honda plant.

MERCEDES-BENZ PEKAN APPRECIATION DAY

The atmosphere on 16th July 2009 at Mercedes-Benz Malaysia assembly plant in Pekan, Pahang was bristled with excitement as the plant's entire staff and their families geared up for their first Appreciation Day. According to Dr. Alexander Roeder, Vice President, Production Plant, Mercedes-Benz Malaysia, the Appreciation Day was held to allow its staff to show their families their workplace where they spend five days a week, sometimes more. "Our team puts in countless hours of hard work and this was a nice way for them to share what they do with their families," he said.



It was fun and educational day at Pekan plant.



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EVENTS/MEETINGS PARTICIPATED BY MAA

July

- 6th - Visit to JPJ WP and Puspakom Centres and JPJ Stakeholders Committee meeting.
- 28th - Annual Dialogue with Minister of International Trade & Industry on issues affecting the automotive industry.
- 31st - Dialogue with Puspakom on various matters affecting the industry.

August

- 19th - Meeting with MITI Secretary General and his senior officials on review of the National Automotive Policy (NAP).

September

- 9th - JPJ Stakeholders Committee meeting at JPJ HQ in Putrajaya.
- 29th - Consultative meeting with MITI Minister on review of the NAP.
- 29th - Meeting on mandatory standards for imported iron and steel products.

October

- 7th - Dialogue with JPJ. Discussion with JPJ Director-General on various issues affecting the local motor industry.
- 8th - Steering Committee meeting at MITI on mandatory industrial standards.
- 22nd - ASEAN Public-Private Sector Policy Dialogue at Hua Hin, Thailand in conjunction with ASEAN Economic Ministers Meeting.
- 28th - Release of National Automotive Policy review at MITI.

HAPPY RETIREMENT

The President, Management Council and Members of the MAA express their deepest appreciation for the services rendered by YBhg. Datuk Syed Hisham Syed Wazir of Mitsubishi Motors Malaysia Sdn Bhd who, prior to his retirement, had been an active Council Member of the MAA.

A small but meaningful farewell dinner was given by the MAA on 13th October 2009 in Kuala Lumpur which ended with a token of appreciation presented to YBhg. Datuk Syed by MAA's President, YBhg. Datuk Aishah Ahmad.

MMM will be represented by En. Omar Haron, the company's Chief Operating Officer.



A happy gathering.

Another view of the farewell dinner



YBhg Datuk Aishah presenting a farewell present to YBhg Datuk Syed Hisham.

Wishing YBhg Datuk Syed Hisham a happy retirement



PM WITNESSES T33 PROJECT MOU

Naza Automotive Manufacturing Sdn Bhd has signed a memorandum of understanding (MOU) on 7th October 2009 with Automobiles Peugeot embarking on the "T33 Project" to manufacture a new, entry level Peugeot vehicle in Malaysia.

The T33 is seen as a first step towards an increased Peugeot presence in ASEAN, using Malaysia as an ASEAN base. Witnessing the signing ceremony in Paris, France was Prime Minister, YAB Dato' Sri Mohd Najib Bin Tun Haji Abdul Razak. Naza Automotive Manufacturing Sdn. Bhd. was represented by Joint Group Executive Chairman, En. SM Nasarudin SM



YAB Dato' Sri Najib witnesses the T33 MoU signing.

Nasimuddin while Automobiles Peugeot was represented by its President, Mr. Jean-Marc Gales.

"Nasim Sdn Bhd, a wholly-owned subsidiary of the Naza Group and the official distributor of Peugeot in Malaysia, already has a strong relationship with Peugeot. We are now taking it to the next level. We are hopeful that Automobiles Peugeot will make Malaysia its ASEAN hub. Having identified Malaysia as the biggest market for Peugeot in the region, we look forward to strengthening the Peugeot brand in Malaysia and expanding its reach to the rest of the ASEAN region," said En. SM Nasarudin after the ceremony.

The 2008 sales for Peugeot in Malaysia were 748 units, rising to 2758 units as of August 2009. The T33 is expected to contribute to further sales in the third quarter of 2010 and beyond. Positioned as an entry level Peugeot, the T33 will join the nine existing Peugeot variants currently available in Malaysia. It will be locally assembled at the Naza Automotive Manufacturing Sdn Bhd plant in Gurun, Kedah which currently employs 1,000 people. The Gurun plant has the capacity to produce 55,000 units annually.

En. SM Nasarudin also said that there was a possibility of introducing other models. "Our relationship with Peugeot is a long term investment and we recognise the marketability of introducing passenger cars, multi-purpose vehicles, sports utility vehicles and commercial vehicles to the ASEAN region."



TCMA (SERENDAH) ACCORDED TWO ISO CERTIFICATIONS

Tan Chong Motor Assemblies (TCMA) Serendah was accorded on 18th August 2009 two ISO certifications - ISO 14001:2004 Environmental Management System (EMS) and the ISO 9001:2000 Quality Management System (QMS).

The certifications acknowledge that TCMA's environment and quality management systems conform to internationally recognised standards and also meet the strict guidelines of Nissan Production Way (NPW).

"Within the community where we operate and work in, it is indeed our social obligation to be a responsible neighbour and to be able to operate in a sustainable manner and be one with the environment," said Mr. Low Seng Chee, Executive Director of TCMA during the certificates presentation ceremony.

TCMA (Serendah) is the first automobile plant in Malaysia to be certified with ISO 14001 and ISO 9001 simultaneously. "In line with our corporate sense of responsibility as well as fulfilling Nissan's EMS policy, the journey towards certification begun in June 2008 for ISO14001. Similarly for ISO9001, we started from Oct 2008," added Mr. Low. In achieving these certifications, TCMA (Serendah) underwent a stringent internal assessment and an external auditing process by Moody International and SIRIM.

YBhg. Dato' Dr Mohinder Singh, Chairman - Certification Advisory Board of Moody International, and Mr. Parama

Iswara Subramaniam, Senior General Manager of SIRIM QAS International Sdn Bhd presented the ISO certificates to TCMA. TCMA's (Serendah) next Quality Action Plan is to upgrade ISO 9001:2000 version to the 2008 version and the target is to complete the implementation with certification for the 2008 version by 2010.



(From left) Mr. Low Seng Chee, Executive Director of TCMA, Dato' Dr Ang Bon Beng, Executive Director of Eclan Tan Chong Motor (ETCM), Dato' Dr Mohinder Singh, Chairman-Certification Advisory Board of Moody International and Mr. Parama Iswara Subramaniam, Senior General Manager of SIRIM QAS International Sdn Bhd.