

## RECORD BREAKING VEHICLE SALES IN 2010!

### Double digit increase in TIV breaks all-time record

For the first time in the Malaysian motor industry history, the Total Industry Volume (TIV) exceeded the 600,000 units mark. For the year 2010, the TIV was 605,156 units – up 12.7% from the previous year and broke the previous best figure of 552,316 achieved in 2005.

YBhg. Datuk Aishah Ahmad, President of the Malaysian Automotive Association (MAA) said in a report to the media during a press conference that last year's TIV surpassed everyone's expectations. She attributed the achievement to –

- A strong economic growth of 7% estimated for 2010 compared to a contraction of 1.7% registered in 2009,
- A slew of new and bold plans and measures launched by the Malaysian government in 2010 such as the Government Transformation Programme (GTP) roadmap, New Economic Model (NEM), 10th Malaysia Plan and the Economic Transformation Programme (ETP) that resulted in higher consumer and business confidence as well as generated additional investment opportunities,
- Pent-up demand from the downturn in 2009,
- Increased consumer spending and consumption due to low unemployment rate and rising disposable income,
- Innovative and attractive offers and schemes for new car buyers,
- Introduction of several new models at competitive prices, and,
- Aggressive sales campaigns by local car companies.

Forecast for 2011 by Members of the MAA is that the TIV would hit a record of 618,000 units (up 2.1%) based on the current industry momentum. Passenger cars are forecasted to reach 555,000 units while commercial vehicles 63,000 units.

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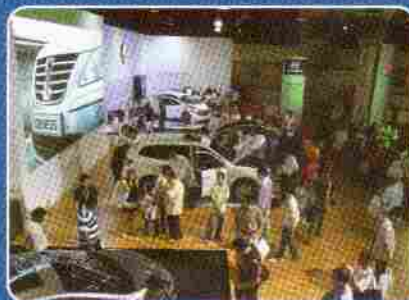
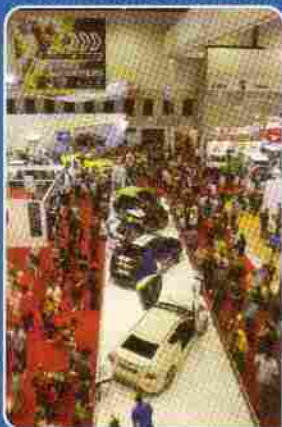
## CONGRATULATIONS

The President, Management Council, Members and staff of the MAA congratulate the following motor industry captains on their recent respective awards of honour –

- YBhg. Datuk Robert Tan Eng Hwa, Director of Tan Chong & Sons Motor Company Sdn. Bhd. and APM Automotive Holdings Bhd. on being conferred the Darjah Indera Mahkota Pahang (DIMPM) by the DYMM Sultan of Pahang.
- YBhg. Datuk Samson George, Chief Operating Officer, Nasim Sdn Bhd. and Director, Corporate Communications & Principal Liaison, Naza Corporation Group on being conferred the Darjah Setia Bakti Negeri Sembilan (DSBNS) by DYMM Yang DiPertua Negeri Sembilan.

## 2010 Event Highlights

### KLIMS '10 DREW LARGEST CROWD EVER



More than 300,000 people visited the Kuala Lumpur International Motorshow (KLIMS) held from 3-12 Dec 2010.

There were plenty of displays to thrill visitors of all ages and interests.

### 3<sup>RD</sup> KLIAC A SUCCESS



YAB Tun Dr Mahathir giving the Keynote Luncheon Address at the KL International Automotive Conference, 2 Dec 2010.

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## RECORD BREAKING YEAR!

TIV of 2010 surpassed all expectations to reach 605,156 units

Double digit increases in both Total Industry Volume (TIV) and Total Industry Production (TIP) meant a recording breaking year in 2010.

TIV increased by 12.7% or 68,251 units and TIP by 16% or 78,446 units surprised even the more experienced local motor industry players.

The highest sales increase is the Multi-Purpose Vehicles (MPV) sector which recorded a total of 107,714 units or a 68.9% (43,957 units) jump compared to the same period last year. The sharp increase in this sector can be attributed to the extended and large

family entity of Malaysians. The 4x4/SUV segment also showed a strong following with an increase of 47.2% or 4,941 units compared to 2009.

While the TIP is in line with the general overall sales performance, noticeable drops in production were in the Window Vans (-19.1% or 1,113 units) and Panel Vans (-35.4% or 1,446 units). There is reason to believe that the market for these two categories may have shifted to 4x4/SUV and/or Pick Ups. The strong economic recovery however did not help to boost the sales of Prime Movers (-4% or 28 units) last year.

## PRODUCTION & SALES FOR JANUARY-DECEMBER 2010

### 1. PRODUCTION

Segment	YEAR-TO-DATE DECEMBER			
	2010	2009	Variance	
			UNITS	%
<b>Total Industry Production (TIP)</b>	<b>567,715</b>	<b>489,269</b>	78,446	16.0
<b>PV (Passenger Vehicles)</b>	<b>522,568</b>	<b>447,002</b>	75,566	16.9
PC (Passenger Cars)	403,474	372,873	30,601	8.2
WV (Window Vans)	4,724	5,837	(1,113)	(19.1)
MPV (Multi-Purpose Vehicles)	104,647	61,055	43,592	71.4
4x4/SUV (Four Wheel Drives / Sports Utility Vehicles)	9,723	7,237	2,486	34.4
<b>CV (Commercial Vehicles)</b>	<b>45,147</b>	<b>42,267</b>	2,880	6.8
PV (Panel Vans)	2,633	4,079	(1,446)	(35.4)
PU (Pick Ups)	23,923	23,053	870	3.8
Trucks	16,929	13,771	3,158	22.9
PM (Prime Movers)	581	566	15	2.7
Bus	1,081	798	283	35.5

### 2. SALES

Segment	YEAR-TO-DATE DECEMBER			
	2010	2009	Variance	
			UNITS	%
<b>Total Industry Volume (TIV)</b>	<b>605,156</b>	<b>536,905</b>	68,251	12.7
<b>PV (Passenger Vehicles)</b>	<b>543,594</b>	<b>486,342</b>	57,252	11.8
PC (Passenger Cars)	414,539	407,004	7,535	1.9
WV (Window Vans)	5,925	5,106	819	16.0
MPV (Multi-Purpose Vehicles)	107,714	63,757	43,957	68.9
4x4/SUV (Four Wheel Drives / Sports Utility Vehicles)	15,416	10,475	4,941	47.2
<b>CV (Commercial Vehicles)</b>	<b>61,562</b>	<b>50,563</b>	10,999	21.8
PV (Panel Vans)	3,636	3,652	(16)	(0.4)
PU (Pick Ups)	40,414	31,216	9,198	29.5
Trucks	15,765	13,939	1,826	13.1
PM (Prime Movers)	666	694	(28)	(4.0)
Bus	1,081	1,062	19	1.8



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## NEW UMW TOYOTA MOTOR PRESIDENT

The UMW Group announced the appointment of En. Ismet Suki as the new President of UMW Toyota Motor Sdn Bhd, effective from 1st January 2011, to replace Mr. Kuah Kock Heng. Mr. Kuah will, with effect from 1st January 2011, head Toyota Capital Malaysia Sdn. Bhd. as President.

En Ismet Suki, is previously Executive Director, Customer Services Group & Human Capital Division of UMW Toyota Motor, a subsidiary in the UMW Group. He has served UMW Toyota Motor since 1990 in various capacities, benefiting from the job rotation system practised by the company.



En. Suki is the new President of UMW Toyota Motor.

En Ismet Suki has a Diploma in Business Administration from UiTM and also holds a Bachelor of Science (Marketing) degree from Syracuse University, New York, United States of America. He has also attended a Senior Executive Programme in Kellogg Graduate School, United States of America.

Given his extensive experience in the company's Service, Marketing, Customer Services and Human Capital Divisions, En Ismet is well-poised to take on the challenges of an increasingly competitive automotive sector.

## BMW MALAYSIA ON BUDGET 2011

Commenting on behalf of the BMW Group Malaysia, Mr. Geoffrey Briscoe, Managing Director, BMW Malaysia said he is pleased to hear of the government's continued focus on the development of Green Technology and commitment to reducing carbon emission intensity. He hoped that the government will provide the full details regarding the plans to introduce the B5, Blending of Biofuels with Petroleum Diesel Programme prior to making it mandatory by June 2011.

However, the most needs to be addressed that fuel standards in Malaysia are collectively improved to Euro minimum, as this would and wide spread carbon emission intensity-Malaysian passenger vehicle segments.

Furthermore, he said it is vital that the government incentives to encourage Advanced Diesel vehicles such as was done with and excise duty exemptions.

Under current standards established by the United Nations, the definition of hybrid cars requires that their engine specifications are of at least Euro 3 specification technology and have achieved not less than a 25% increase in combined city-highway fuel economy, relative to a comparable non-hybrid vehicle with a maximum carbon monoxide (CO) emission rating of 2.3 grams per kilometre.

Advanced Diesel engines such as those developed by BMW are already available with Euro 3 technology and specifications. Additionally, the fuel economy comparison between a BMW 320d and the BMW 320i will provide consumers with a 40% reduction in fuel consumption, not to mention a CO<sub>2</sub> emission rating of only 0.326 grams per kilometre.

Based on these points alone, Advanced Diesel vehicles should be viewed as far exceeding the "Green" requirements and would significantly boost the government's efforts to reduce carbon emissions, particularly, in light of Malaysia's ongoing commitment to reduce carbon emission intensity per Gross Domestic Product (GDP) by 40% in the year 2020 compared to 2005 emission levels.



Mr. Briscoe strongly urged the government to seriously consider the extension of import and excise duty exemptions to Advanced Diesel technology and vehicles.

pressing issue that locally is to ensure Malaysia are collectively improved to Euro minimum, as this would and wide spread carbon emission intensity-Malaysian passenger vehicle segments.

commented that it is also introduces the ownership of vehicles in Malaysia, the extension of importation on hybrid standards established

the definition of hybrid cars requires that their engine specifications are of at least Euro 3 specification technology and have achieved not less than a 25% increase in combined city-highway fuel economy, relative to a comparable non-hybrid vehicle with a maximum carbon monoxide (CO) emission rating of 2.3 grams per kilometre.

## NEW HONDA MALAYSIA MANAGING DIRECTOR & CEO

Honda Malaysia Sdn. Bhd. announced on 4th January 2011 the appointment of Mr. Yoichiro Ueno as Managing Director and Chief Executive Officer with immediate effect.

Mr. Ueno, 47, was previously the Assistant Vice President of Automobile Sales of American Honda Motor Co. Inc, where he was involved in the overall planning and coordination of national sales and marketing in the US market. He brought with him over 20 years of working experience in Honda's automobile business and a wealth of knowledge in the global automotive industry, having served markets outside Japan like New Zealand and Thailand, and worked with overseas divisions and countries such as Asia & Oceania, China and North America.



Mr. Ueno has a wealth of motor industry experience.

## NEW CA FOR PERODUA STAFF

Some 2,100 non-executive staff of Perodua Sales Sdn Bhd (PSSB) will enjoy new benefits following the signing of the 2011-2013 Collective Agreement (CA) between PSSB and its employees union on 22nd December 2010. Also under the new CA, a majority of the 2,100 PSSB employees will enjoy 8% to 10% salary increment and adjustment.

General Managers from Human Resource and Training Puan Mariah Ibrahim, Parts Operations En. Norhamidi Hashim and Service and Technical Support En. Zainal Omar signed on behalf of the company. The union was represented by its President En. Azhar Ramzah Noordin, Vice-President En. Jamal Abdul Nasir Abdullah and Secretary Cik Norapizah Abdul Aziz.

Department of Industrial Relations Selangor Director Puan Paeza Rosdi and Perodua Managing Director YBhg. Datuk Aminar Rashid Salleh witnessed the signing ceremony.

YBhg. Datuk Aminar in his speech lauded the management and union for the quick conclusion of the collective bargaining negotiations. "They reached the agreement in four discussion sessions within two months," he said. "The company appreciates the contribution of every Perodua staff that enabled us to become number one in sales and I hope they will continue to improve their productivity," he added.



The new CA signed benefits some 2,100 Perodua staff.

## LARGEST BMW 4S CENTRE IN SOUTHERN CORRIDOR

On 28th October 2010 - BMW Group Malaysia and Auto Bavaria, a fully owned subsidiary of the Sime Darby Group unveiled the latest addition to its dealership network in Malaysia Auto Bavaria Johor Bahru BMW 4S (Sales, Services, Spare Parts and Systems) dealership, the largest premium automotive showroom and service centre in the south of Peninsula Malaysia.

Welcoming Auto Bavaria Johor Bahru to the BMW Group Malaysia dealership network, Mr. Geoffrey Briscoe, Managing Director of BMW Group Malaysia said, "The southern state of Johor Bahru is an important and growing market for the premium car segment here in Malaysia, as the area contributes more than 600 cars to the segment annually. With the right presence and support, this market has the potential of growing to 1,000 cars over the next three years."

Explaining Auto Bavaria Johor Bahru's future plans for the state of Johor, Mr. Dean Brigham, Managing Director, Auto Bavaria, a division of Sime Darby Motor Division Sdn. Bhd. said, "Establishing our new BMW 4S facility here is only phase one of our expansion plans for Johor. Next year, we will move into the second phase of our plan which is to establish a new BMW Premium Selection centre, a new MINI showroom and a BMW Group Body and Paint facility here in Johor Bahru."



Biggest BMW centre in southern Peninsular Malaysia.

## HSDM REACHES OUT TO THE LESS FORTUNATE

Hyundai-Sime Darby Motors Sdn Bhd (HSDM) embarked on a CSR project with Hyundai Motor Company (HMC) to lend their support to the less fortunate children in Malaysia.

Children from 9 charity homes registered under Jabatan Kebajikan Malaysia (JKM) received donations in the form of new school uniforms, shoes and books.

According to Mr. Dennis Ho, Managing Director of HSDM, most of the children residing in those homes are between the ages of seven and 18 years old and essential items requested were mostly new school uniforms, shoes and books. It was the biggest Community Social Responsibility (CSR)



The biggest CSR programme undertaken by HSDM.

programme ever undertaken by HSDM. Besides essential school items, HSDM also donated roof, grill, washing machines, computers, book racks, mattresses, beds, refrigerators, lockers, cupboards, storage boxes and essential food items to the homes based on the homes' respective requirements.

Employees from HSDM put in their heart and soul into this donation drive to ensure the success of the project. Some of the teams even painted the homes to add a more cheerful colour to the homes of these unfortunate children.

## AUTOCAR ASEAN COTY AWARD WINNERS

The full list of the Autocar Asean, 2010 Car Of The Year Award winners -

- Overall Winner
  - Super Mini/Small Sedan
  - Compact Sedan/Hatchback/Coupe
  - Mid-size Sedan/Hatchback
  - Large Sedan
  - Luxury Hatchback/Coupe/Convertible
  - Compact Luxury Sedan/Wagon
  - Mid-size Luxury Sedan/hatchback
  - Large Luxury Sedan
  - Small Mid-size SUV
  - Large SUV
  - Premium SUV
  - Large Luxury SUV
  - Small/Medium MPV
  - Large MPV
  - Pickup
  - Performance
- Audi A5 2.0 TFSI Quattro
  - Hyundai i10 1.25 Kappa
  - Kia Forte
  - Ford Focus 2.0 TDCi Sport
  - Toyota Camry (Facelift)
  - Audi A5 2.0 TFSI Quattro
  - Volkswagen Passat CC
  - BMW 5 Series
  - Lexus LS460 Sport
  - Nissan X-Trail
  - Mitsubishi Pajero Sport GL
  - Renault Koleos
  - Range Rover (Facelift)
  - Perodua Alza
  - Mazda B 2.3
  - Mitsubishi Triton (Facelift)
  - Lotus Evora

## NST/MAYBANK CAR OF THE YEAR 2010 CATEGORY WINNERS

The winners of the 2010 Car Of The Year awards are -

- Entry Level Car
  - Compact Car
  - Family Car
  - Executive Car
  - Premium Executive Car (below RM300,000)
  - Premium Executive Car (above RM300,000)
  - Limousine
  - Performance Car (below RM300,000)
  - Premium Coupe/Cabriolet
  - Compact MPV (below RM150,000)
  - Large MPV
  - SUV (below RM200,000)
  - Premium SUV (RM280,000 - RM350,000)
  - Premium SUV (RM350,000 and above)
  - Pickup Truck (4x4)
  - Pickup Truck (4x2)
  - Best Design Award
  - Most improved brand in Malaysia
  - People's Choice Award
  - OVERALL CAR OF THE YEAR
  - AUTOMOTIVE MAN OF THE YEAR
- Hyundai i10
  - Ford Fiesta
  - Kia Forte
  - Hyundai Sonata
  - Volkswagen Passat CC
  - Mercedes-Benz E Class
  - Jaguar XJ
  - Volkswagen Golf GTI
  - Audi A5 Coupe
  - Perodua Alza
  - Ssangyong Stavic
  - Hyundai Tucson
  - Mazda CX7
  - Mitsubishi Pajero
  - Porsche Cayenne S-Hybrid
  - Isuzu D-Max 2.5 Super Common Rail
  - Ford Ranger Double Cab XL
  - Volkswagen Passat CC
  - Volkswagen
  - Kia Forte
  - Volkswagen Passat CC
  - SM Nasarudin SM Nasimuddin  
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NAZA Group of Companies

Recipients of the NST-Maybank COTY 2010 awards



**TOYOTA HILUX 3.0**



Date: 7th October 2010  
Price (OTR): RM106,000.00

**MINI**



Date: 19th November 2010  
Prices (OTR w/o ins):  
MINI Cooper – RM195,888.00  
MINI Cooper S – RM239,888.00  
MINI John Cooper Works  
RX (JCW) – RM275,888.00

**HYUNDAI SANTA FE**



Date: 2nd December 2010  
Price (OTR w/o ins):  
2.4 Theta II Petrol RM154,621.80  
2.2 'R' CRDI e-VGT RM165,362.10

**LAND ROVER DISCOVERY 4 3.0 TDV6**



Date: 6th December 2010  
Price (OTR): RM423,888.00

**LEXUS RX270**



Date: 26th October 2010  
Price (OTR w/o ins):  
RM340,000.00

**LEXUS HYBRID**



Date: 23rd November 2010  
Prices (OTR):  
LS 600HL RM979,699.00  
RX 450h RM520,000.00

**NISSAN 370Z ROADSTER**



Date: 2nd December 2010  
Price (OTR): RM399,900.00

**RANGE ROVER 3.6 TDV8 VOGUE**



Date: 6th December 2010  
Price (OTR): RM688,888.00

**PROTON INSPIRA**



Date: 10th November 2010  
Price (OTR):  
1.8 M/T – RM78,999.00  
1.8 CVT – RM84,999.00  
2.0 CVT – RM91,999.00

**NISSAN TEANA**



Date: 23rd November 2010  
Prices (OTR):  
2.0L Comfort – RM136,000.00  
2.0L Luxury – RM142,000.00  
2.5L V6 Premium – RM168,000.00  
3.0L V6 Exquisite – RM248,500.00

**TOYOTA AVANZA**



Date: 3rd December 2010  
Prices (OTR w/o ins):  
1.5 S Automatic – RM77,490  
1.5 G Automatic – RM74,990  
1.5 E Automatic – RM69,990  
1.3 E Manual – RM62,000

**BMW X1**



Date: 14th December 2010  
Prices (OTR w/o ins):  
X1 xDrive 20d RM298,800.00  
X1 sDrive18i RM238,800.00

**LAND ROVER DEFENDER 110 DOUBLE CAB**



Date: 11th November 2010  
Prices (OTR w/o ins):  
RM148,888.00

**VOLVO XC60 2.0 TURBO POWERSHIFT**



Date: 25th November 2010  
Price (OTR w/o ins): RM281,950.00

**HONDA INSIGHT**



Date: 5th December 2010  
Price (OTR): RM98,000.00

**PROTON SAGA FL**



Date: 15th December 2010  
Prices (OTR):  
1.3 Standard (B) MT RM36,998.00  
1.3 Standard (B) AT RM39,998.00  
1.3 Executive (E) MT RM39,498.00  
1.3 Executive (E) AT RM41,998.00

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Date: 11th November 2010  
Price (OTR): RM42,000.00

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Our Awards:



**Deloitte**  
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Asia Pacific 2006

The 8th instalment of the Kuala Lumpur international Motorshow (KLIMS '10) was held from 3rd to 12th December 2010 at the Putra World Trade Centre (PWTC). The official opening was by YB Dato' Seri Kong Cho Ha, Minister of Transport who later toured the show area. It was also a media only day after the official opening (2nd December) to allow for some good shots of the vehicles, accessories and of course, the pretty promoters.

KLIMS '10 covered the whole of PWTC exhibition area and even though not all the car companies participated, there were still a record number of visitors to see more than 150 special vehicles on display.

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Colourful Opening ceremony.



YB Dato' Seri Kong admiring Nissan Fairlady 370z.



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American representation at the show.



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**TEANA 2.5L V6** - Max Power: 182ps/6000rpm. Max Torque: 259Nm/4200rpm  
**TEANA 3.5L V6** - Max Power: 252ps/6000rpm. Max Torque: 328Nm/4200rpm

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Actual car specifications may vary from model shown. \*Standard licen charges apply.

## 2010-2011 MAA COUNCIL MEMBERS

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Mr. Goh Cheng Meng  
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## EVENTS/MEETINGS PARTICIPATED BY MAA

### OCTOBER 2010

12th – Networking session with MIDA, local chambers of commerce and trade associations.

14th – Dialogue with Ministry of Domestic Trade, Cooperative and Consumerism on amendments to the Hire Purchase Act 1967

20th – Dialogue with PUSPAKOM.

### NOVEMBER 2010

1st – ASEAN Automotive Federation (AAF) meeting in Singapore.

2nd to 4th – 13th APEC Automotive Dialogue, Singapore.

11th – Meeting with MITI on EU-Malaysia FTA negotiations.

### DECEMBER 2010

15th – 1st Malaysia Electric Vehicle Roundtable, Shah Alam.  
– National Standards Committee Meeting.

23rd – Meeting with MITI on Trans-Pacific Partnership (TPP) Agreement.



## KLIMS '10 A RESOUNDING SUCCESS

YBhg. Datuk Aishah Ahmad, Chairman of the KLIMS '10 Organising Committee and President of the Malaysian Automotive Association (MAA), announced at a gala dinner held on 17th December 2010 that a grand total of 321,958 visitors attended KLIMS '10, making the event the country's best motor show yet.

"Despite the absence of some brands, overall the event was well received and had an impressive turn-out. We are delighted that exhibitors seized the opportunity to debut their greatest and latest products on a larger platform. With the success of KLIMS '10, we hope that other brands will be eager to participate in the next show and enable us to further elevate this event," she added.

The winners of the three KLIMS '10 Grand Lucky Visitor Prizes were drawn during the Gala Night. The show organisers awarded the KLIMS 2010 Best Booth Award to Honda Malaysia Sdn Bhd, first runner-up UMW Toyota Motor Sdn Bhd and Second Runner-up Perodua Sales Sdn Bhd. In the non-automobile category, Tint-Shop (M) Sdn Bhd, first runner-up Ecotint (M) Sdn Bhd and Second Runner-up Lec Auto Leather Marketing Sdn Bhd were declared among the best.



YBhg. Datuk Aishah with the best booth winners.



A grand dinner was held to celebrate a job well done.

## THANK YOU

The President, Management Council, Members and staff of the Malaysian Automotive Association thank Mr. Kuah Kock Heng for his services and contributions to the MAA during his tenure as Vice President (Trade) and wish him all the very best in his new position.

The MAA welcomes En. Ismet Suki as the Vice President (Trade) to replace Mr. Kuah.

## A SPECTACULAR KLIMS '10

### SPECIAL CHILDREN VISITORS



MAA President YBhg. Datuk Aishah took the special children around the motor show.

### SOME OF THE VIPS AT KLIMS '10



YM Tengku Ismail Idris, Temenggung of Johor (2nd from right) at PROTON booth

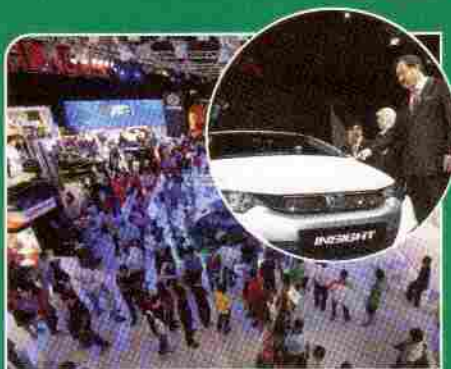


Generous donations to the needy.

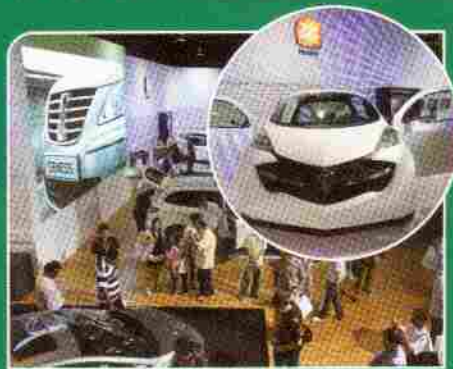


Tan Sri Mohd Sidek bin Hasson, Ketua Setiausaha Negara

### SOME OF THE LARGEST DISPLAYS



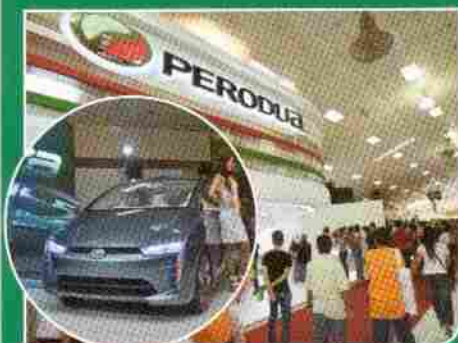
Honda Malaysia made a great effort.



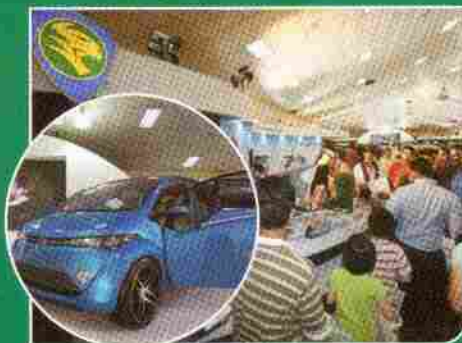
Increasing exposure from Korean auto makers like Hyundai.



Nissan never fails to attract.



A large crowd visited Perodua's booth.



Extremely keen interest on Proton's displays by visitors.



Toyota at its best at KLIMS '10.