

MEMBERS VOTE FOR CONTINUITY

Yet again another smooth Annual General Meeting

A large attendance of Malaysian Automotive Association (MAA) Members at its Annual General Meeting (AGM) held on 28th March 2008 reflected the strong support of the association. When the election for the new Management Council for 2008/9 came, there was overwhelming support for the previous committee members to remain at their respective posts to continue managing the affairs of MAA. The only change was Tan Chong Industrial Equipment Sdn. Bhd. (TCIE) taking over from Hino Malaysia Sdn. Bhd. in one of the six Council Members' posts.

Promptly at 11am, Yg. Bhg. Datuk Aishah Ahmad as President of the MAA (now representing Land Rover (M) Sdn Bhd), started the AGM going as there were more than enough Members to form a quorum. She read out the annual report and statement of accounts which were adopted without a question.

After the main AGM was over, members of the media were invited into the meeting room at Sunway Lagoon & Resorts Hotel for a press conference. There, the media met up with the newly elected Management Council members and had their queries on the local motor industry answered to their satisfaction.

Members of the media joined MAA Members for a sumptuous buffet lunch at the end of the meeting.



The newly elected MAA Management Council for 2008/9.



A large turn-up of media representatives after the AGM.



Attendance at this year's AGM was significantly higher.

CONDOLENCES

The President, Management Council, Members and Associates of the Malaysian Automotive Association express their deepest condolences to the family of the late Yg. Bhg. Tan Sri Dato' Seri Utama SM Nasimuddin SM Amin on his demise.



Go further. Overcome challenges. Ford Ranger TDCi.

Experience more with the new Ford Ranger TDCi. Unquestionable durability, extreme torque and power make it the perfect workhorse and off-road toy. Think you have what it takes to drive one? Visit your nearest Ford dealer or call Auto ConneXion Voice at 1 800 88 3181 now for details.



Actual picture and specifications shown in the picture may vary from the actual vehicle. Tow hook not included in a standard Ranger TDCi.

Brought to you by Sime Darby Auto ConneXion



ford.com.my

Make Every Day Exciting

For more information, please contact: • **Kuala Lumpur** Jalan Ipoh 03-4042 9829 • **Selangor** Klang 03-3342 0612 • **Tanjong Karang** 03-3269 8698 • **Petaling Jaya**, Federal Highway 03-7783 2000 • **Johor** Johor Bahru, Skudai 07-236 1084 • **Lebuh Raya Pasir Gudang** 07-351 8299 • **Batu Pahat** 07-434 2626 • **Muar** 06-952 1537 • **Segamat** 07-932 2699 • **Melaka** Taman Melaka Raya 06-284 3282 • **Kedah** Alor Setar 04-735 5555 • **Negeri Sembilan** Seremban 06-762 9067 • **Pahang** Kuantan 09-512 6799 • **Temerloh** 09-296 3881 • **Perak** Jalan Tun Abdul Razak 05-529 2284 • **Taiping** 05-848 1999 • **Telok Intan** 05-621 8971 • **Pulau Pinang** Prai 04-390 2595 • **Kelantan** Kota Bharu 09-744 4100 • **Terengganu** Kuala Terengganu 09-622 0995 • **Sabah** Kota Kinabalu 088-425 355 • **Labuan** 087-411 163 • **Sandakan** 089-202 020 • **Tawau** 089-775 133 • **Sarawak** Kuching 082-348 855 • **Bintulu** 086-313 219 • **Miri** 085-418 366 • **Sibu** 084-310 620

GOOD SIGNS TOWARDS FULL RECOVERY

Increases in production and sales figures

Production and sales figures reported in the first three months of this year showed encouraging signs towards a full recovery of the motor industry and trade. Total Industry Production (TIP) reflected the rush by local automotive plants to shift into top gear with a strong 44.1% increase over the same period last year. Part of the increase in TIP is due to public demand for new models while the other factor could be the effective marketing strategies that created new vehicle bookings rolling into the showrooms.

As expected, a new year has a new beginning and it is a tradition in Malaysia for motorists to buy new vehicles to welcome the new era. Total Industry Volume (TIV) showed a healthy 24.6% improvement in sales compared to the same period last year. Hopefully, if this trend continues, it could more than exceed the modest

forecast by the Malaysian Automotive Association (MAA) of an annual increase of 4.7% to reach 510,000 units by the end of this year.

Of special note is the growing multi-purpose vehicle (MPV) market segment where it showed a massive 44.9% increase in sales compared to the same period last year. This sector seemed to have outshined the previous second best performer - 4x4 pick-ups/Sport Utility Vehicle (SUV) market segment. Passenger cars continue to dominate the overall market by far with a large increase of 24.9% against MAA's forecast of a mere 4.5% segment annual increase.

Hopefully the impressive first quarter performance remains and not fizzles out until at least in the last quarter of the year.

PRODUCTION & SALES FOR JANUARY-MARCH 2008

1. PRODUCTION

Segment	YEAR-TO-DATE MARCH			
	2008	2007	Variance	
			UNITS	%
Total Industry Production (TIP)	132,744	92,123	40,621	44.1
PV (Passenger Vehicles)	120,844	83,026	37,818	45.5
PC (Passenger Cars)	103,710	68,275	35,435	51.9
WV (Window Vans)	900	1,369	(469)	(34.3)
MPV (Multi-Purpose Vehicles)	13,446	11,421	2,025	17.7
4x4/SUV (Four Wheel Drives/Sports Utility Vehicles)	2,788	1,961	827	42.2
CV (Commercial Vehicles)	11,900	9,097	2,803	30.8
PV (Panel Vans)	916	1,015	(99)	(9.8)
PU (Pick Ups)	6,032	4,123	1,909	46.3
Trucks	4,533	3,583	950	26.5
PM (Prime Movers)	201	154	47	30.5
Bus	218	222	(4)	(1.8)

2. SALES

Segment	YEAR-TO-DATE MARCH			
	2008	2007	Variance	
			UNITS	%
Total Industry Volume (TIV)	130,744	104,950	25,842	24.6
PV (Passenger Vehicles)	120,251	95,636	24,615	25.7
PC (Passenger Cars)	102,121	81,744	20,347	24.9
WV (Window Vans)	873	1,284	(411)	(32)
MPV (Multi-Purpose Vehicles)	14,070	9,708	4,362	44.9
4x4/SUV (Four Wheel Drives/Sports Utility Vehicles)	3,187	2,870	317	11
CV (Commercial Vehicles)	10,523	9,314	1,209	13
PV (Panel Vans)	717	937	(220)	(23.5)
PU (Pick Ups)	5,836	4,968	868	17.5
Trucks	3,388	2,998	390	13
PM (Prime Movers)	206	128	78	60.9
Bus	376	283	93	32.9

7-seater for 2™



Accommodates your future plan, big or small.

The Honda Stream banishes all thoughts of ordinariness even on first viewing. Consider the 1.8 litre i-VTEC powerplant. Then its low centre of gravity for better handling and stability. Coupled with the optimised flat floor design for much more space. The list grows but we think you

get the idea about the Stream's sporty yet sensible appeal. A better idea would be to experience first-hand how the Honda Stream opens up possibilities in spaces you once thought were limited.

STREAM
Renew your style.

RM149,800.00* On The Road (OTR) price (Peninsular Malaysia only). Subject to change without prior notice.*

* Actual model may vary in detail from image shown

45

Low Centre of Gravity with Optimised Flat Floor Design

Lowered overall height by 45mm for a sporty sedan look, sharper handling finesse and a more stable ride.



Guaranteed peace-of-mind and genuine after-sales support and services exclusive to purchases made through Honda Malaysia authorised dealers.



HONDA

Visit your nearest Honda authorised dealer or log on to www.honda.com.my today!

Authorised Dealers: **Kuala Lumpur** • Angkasa Motor Sdn Bhd, Jln Ipoh, 03-6257 0606 • Imavest Sdn Bhd, Ampang Point, 03-4252 8061 • Sri Utama Auto Sdn Bhd, Off Jln Genting Kelang, 03-4024 2266 • Noblekey (M) Sdn Bhd, Setapak, 03-4021 2104 • Kah Motor Co. Sdn Bhd, Jln Chan Sow Lin, 03-9221 0000 • Kah Motor Co. Sdn Bhd, Jln Tuanku Abdul Rahman, 03-2998 3356 • Kah Motor Co. Sdn Bhd, Bangsar, 03-2282 8585 • Roda BB Motor Sdn Bhd, Jln Imbi, 03-2142 5088 • New Era Sales (M) Sdn Bhd, Jln Pudu, 03-2032 2266 • Weststar Auto Sdn Bhd, Jln Ampang, 03-2031 5151 • Peringkat Sri Motor Sdn Bhd, Jln Kelang Lama, 03-7980 0000 • Wegro Sdn Bhd, Jln Cheras, 03-9130 2288 • The Millennium Auto & Carriage Sdn Bhd, Jln Damansara, 03-7728 1961 • MH Prestige Auto Sdn Bhd, Kepong, 03-6277 5548 **Selangor** • Actmar Sdn Bhd, Klang, 03-3345 2020 • Kah Motor Co. Sdn Bhd, Bdr Puchong Jaya, 03-8075 5616 • Nanyang General Enterprises Sdn Bhd, Klang, 03-3342 0272 • Sumber Auto Edaran Sdn Bhd, Petaling Jaya, 03-7360 2828 • Tenaga Setia Resources Sdn Bhd, Petaling Jaya, 03-7357 6611 • USJ Car Express Sdn Bhd, Subang Jaya, 03-5636 1100 • Kosmo Kars Sdn Bhd, Shah Alam, 03-5569 5259 • Shared Auto Cars Sdn Bhd, Shah Alam, 03-5510 0099 • Global Amity Sdn Bhd, Seri Kembangan, 03-8945 9508 **Kedah** • Lee Motors Alor Setar (Car Div) Sdn Bhd, Alor Setar, 04-7311 766 • Lee Motors Alor Setar (Car Div) Sdn Bhd, Sungai Petani, 04-4210 116 • Magna Speed Sdn Bhd, Kulim, 04-4959 595 • Yool Cars Sdn Bhd, Langkawi, 04-9557 002 **Penang** • Kah Motor Co. Sdn Bhd, Lebuhr Farquhar, 04-2698 244 • Kah Motor Co. Sdn Bhd, Lengkok Sungai Pinang, 04-2815 100 • Vivahill Auto Sdn Bhd, Sungai Nibong, 04-6441 111 • Motoria Sdn Bhd, Seberang Prai Tengah, 04-3905 313 • Formula Venture Sdn Bhd, Butterworth, 04-3244 186 **Perak** • Ban Hoe Seng Sdn Bhd, Ipoh, 05-2413 433 • Kah Motor Co. Sdn Bhd, Off Jln Tun Abdul Razak, 05-5273 500 • Sendi Auto Sdn Bhd, Sitiawan, 05-8920 028 • Delima Kinta Sdn Bhd, Taiping, 05-8483 888 **Kelantan** • Ban Chu Bee Sdn Bhd, Kota Bharu, 09-7445 893 **Terengganu** • Syarikat Tan Eng Ann Sdn Bhd, Kuala Terengganu, 09-6221 796 **Pahang** • Chuan Thye Motor Sdn Bhd, Temerloh, 09-2963 308 • Honhin Auto Credit Sdn Bhd, Kuantan, 09-5177 235 **Negeri Sembilan** • Ban Lee Heng Motor Sdn Bhd, Seremban, 06-7611 120 • Wanija Classic (M) Sdn Bhd, Seremban, 06-8786 760 **Melaka** • Kah Motor Co. Sdn Bhd, Jln Semabok, 06-2833 988 **Johor** • Hasilita Motor Sdn Bhd, Segamat, 07-9313 822 • Iptimas Motor Sdn Bhd, Kluang, 07-7730 924 • K.M. Lim Motor Sdn Bhd, Batu Pahat, 07-4327 899 • Syarikat Motor GS Tay Sdn Bhd, Muar, 06-9522 855 • Yong Ming Motor Sdn Bhd, Tampol, 07-235 1717 • Sutera Auto Sdn Bhd, Johor Bahru, 07-9321 898 **Sabah** • Boon Siew (Borneo) Sdn Bhd, Kota Kinabalu, 088-421 770 **Sarawak** • Jimisar Corporation Sdn Bhd, Kuching, 082-459 322 • Heng Ho Hing Co. Sdn Bhd, Miri, 085-436 746 **Labuan** • Premier Motor, Labuan, 087-412 282

MR. GHOSN AT NISSAN SYLPHY PREVIEW

Mr. Carlos Ghosn, President and Chief Executive Officer of Nissan Motor Company Ltd., affirmed on 21st March 2008 that strong products will be key for Nissan to achieve sustainable and profitable growth in Malaysia.

Speaking at a special preview of the Nissan Sylphy at Tan Chong's new plant in Serendah, Selangor, Mr. Ghosn outlined that clear business goals, a well-timed and concrete product introduction strategy, and a well-established service operations network are key drivers behind the dynamic partnership between Nissan and local partner Tan Chong Motor.

"Tan Chong Motor has represented Nissan in Malaysia for the last fifty years and has consistently demonstrated superior service and a focus on the customer. In January 2008, Nissan recorded its highest monthly sales in Malaysia since 1985 with 3,093 units. And with over 10,000 bookings for the Grand Livina, we can look forward to more growth to come," said Mr. Ghosn.

Sales success, attributed mainly to new products that were introduced into Malaysia last year, will be the foundation on which further growth will be built. Nissan has been progressively expanding its product range in Malaysia with the introduction of new products including the Latio and Latio Sport, the Grand Livina, and the new Sylphy, which will arrive in the second quarter of this year.

"We will earn our place in Malaysia by bringing products closely attuned to the needs and desires of our consumers. These products, offering customers a diverse and distinctive selection from the world of Nissan, will be backed by superior service through all phases of the ownership experience," he added.

Members of the media also had the rare opportunity to meet up with him to discuss on automotive matters in general and Nissan in Malaysia in particular during the preview of Nissan's new Sylphy.

Mr. Ghosn was visiting Malaysia on the invitation of Khazanah Nasional Berhad to speak at the Khazanah Global Lecture series.



Mr. Ghosn (3rd from left), President & CEO - Nissan Motor Co. Ltd, accompanied by (from left): Mr. Tan Eng Soon, Managing Director - Tan Chong Motor Holdings Bhd, Yg. Bhg. Dato' Dr Ang Bon Beng, Executive Director - Edaran Tan Chong Motor Sdn. Bhd., Yg. Bhg. Dato' Tan Heng Chew, Executive Deputy Chairman - Tan Chong Motor Holdings Bhd and Mr. Thierry Viadieu, Corporate Vice President of Nissan ASEAN Region

RECORD 2007 SALES FOR AUDI

Audi AG reported that in the year 2007, it achieved a record sales performance for the 12th consecutive year when 964,151 cars were sold. It was 6.5 percent higher than in 2006.

"Our growth in China was particularly remarkable," reported Mr. Ralph Weyler, Member of the Board of Management, Audi AG in charge of Marketing and Sales. "We're the first premium carmaker to sell more than 100,000 units here," he added. Sales in China, its biggest export market, was 101,996 units, up 24.8 percent. In Asia Pacific region, sales were up 20.5 percent to reach 134,176 units.



Audi recorded 12th consecutive year growth.

"We are on our way to break the one million sales barrier in the history of Audi," said Mr. Rupert Stadler, Chairman of Audi AG.

MERCEDES-BENZ C200K WINS LOCAL AWARD

CIMB Club and Get@Car magazine organised a CIMB Get@Car of the Year Award on 19th January 2008. Ten cars vied for the 2008 title, amongst them, Mercedes-Benz C-Class, Porsche 911, Porsche Cayenne, BMW 525i, Mini Cooper S & Lexus LS460. Each already a winner in their own distinctive categories but only one gets to become the very best. The cars were short-listed for the drive up to Cameron Highlands by the panel of guest judges to determine the overall winner for the overall Car of the Year.

Most of the judges agreed that the more aggressive looking C-Class is a welcome shift for Mercedes-Benz, a shift that goes on much further and deeper than aesthetics alone.

Quote: "The ghostly light steering comes alive at speed, providing most of its drivers with a level of confidence. Even the forgiving chassis hides bumps and road undulations amazingly well too, giving its testers ample opportunities to charge the baby Merc through its paces - rain or shine. The C 200 K was universally praised for moving the game on: not just in Mercedes-Benz terms, but for the segment as a whole. As a package, the C-Class is hugely impressive",

With such impressive characteristics, the new C-Class C 200 K Avantgarde clearly made its grand debut in Malaysia and was selected as the overall winner for the CIMB Get@Car of the Year 2008.



Mr Florian Mueller from MBM receives the Get@ Car of the Year Award from Mr Peter England, CIMB.



TOYOTA RUSH

UMW Toyota Motor Sdn Bhd, the franchise holder for Toyota vehicles in Malaysia, started the New Year brightly with the launch on 28th January 2008 of the new Toyota Rush, a modern SUV for urban adventurer.

Conceived as an Urban SUV for Rugged-Active Lifestyles, the new Toyota RUSH is a CBU model from Indonesia. In its development, Toyota designers have combined the advantages of a passenger car - fuel economy and manoeuvrability - with those of a SUV such as the high seating position and greater ground clearance.

Speaking at the media preview, UMW Toyota Motor newly appointed Managing Director, Mr. Kuah Kock Heng said, "Toyota RUSH is developed by Toyota for people who have active lifestyle and it is built to meet the renowned Toyota quality standards."

"UMW Toyota Motor is targeting sales of 600 units per month of Toyota RUSH for this year and we are confident that we will be able to capture a strong demand for these vehicles from our customers both in Peninsular and East Malaysia," he added.

Also present at the Media Launch were Deputy Chairman, UMWT, Mr. Takashi Hibi, UMW Corporation Sdn Bhd, Group Managing Director and CEO, Yg. Bhg. Dato' Dr. Abdul Halim Harun.



(From left) Mr Kuah Kock Heng, Managing Director of UMWT, Mr Takashi Hibi, Deputy Chairman of UMWT, Dato' Dr Abdul Halim Harun, Group MD of UMW Holdings Bhd, Tn Hj Aminar Rashid Salleh, Executive Director UMWT and Mr Akio Takeyama, Executive Coordinator of UMWT.



Rushing into the New Year with the Rush.



Newly appointed UMWT Managing Director Mr. Kuah with the all-new Rush.

BENZ R 280 L

Mercedes-Benz Malaysia (MBM) recently held a Media Launch for the new R-Class. The Mercedes-Benz R-Class continues to set trends and the media was impressed with this exceptional automotive concept which combines the acknowledged strengths of several vehicle classes. Many were also wowed with its extremely spacious accommodation and vast luggage compartment as well as its expressive design and hallmark Mercedes safety.

The morning started with a product/video presentation followed by an interactive Q&A session. Thereafter, the media was invited to more photography sessions (outdoors) at the lawn display and judging from their response, they were indeed captivated with the new R-Class.

The new R-Class undoubtedly reaffirms the role of Mercedes-Benz as the visionary and trendsetter amongst automotive brands. With a character all of its own, it truly personifies the concept: Design, Dimensions and Dynamism. MBM is confident that this new R-Class with its many combination options will certainly steer more sales given its enhanced versatility and appeal.

TOYOTA COROLLA ALTIS

UMW Toyota Motor Sdn Bhd (UMWT), the assembler and distributor of Toyota vehicles in Malaysia, launched on 13th March 2008 its 10th generation Corolla, the all-new Toyota Corolla Altis.

"The evolution in this 'Global Car' sees a lot of improvement to meet the change in the Corolla customers' demand. The Toyota Corolla Altis was first introduced to the Malaysian market in 2001 and from its introduction till 2007 we have sold a total of 30,787 units," said Mr. Kuah Kock Heng, Managing Director of UMW Toyota Motor Sdn Bhd. (UMW Toyota).

"Significant improvements have been made to this 10th generation Corolla model, both interior and exterior, making it bolder and more youthful in appearance. This new model has all the hallmarks of a Toyota - quality, safety, reliability, performance and excellent value," he added.

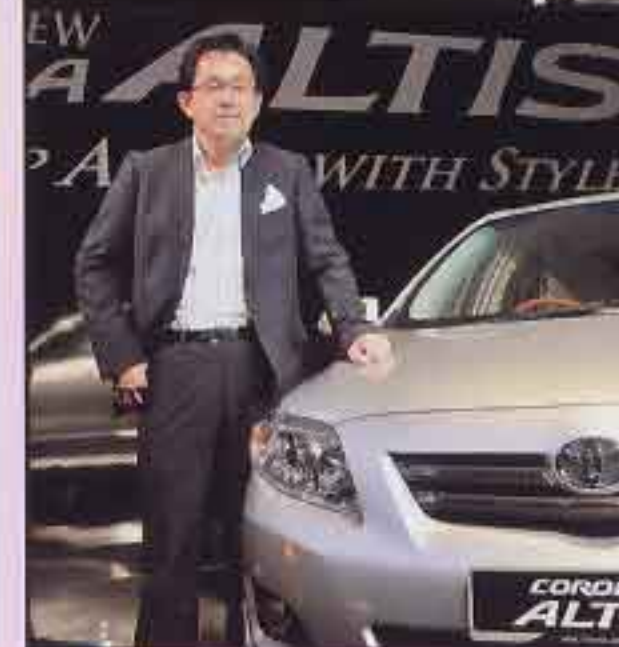
UMW Toyota has targeted sales of 800 units per month of the all-new Toyota Corolla Altis and is confident in capturing a good demand from customers in both Peninsular and East Malaysia.

Imported in completely built-up (CBU) form from Thailand, the all-new Toyota Corolla Altis, is available in five variants; 1.8G Sporty, 1.8G, 1.8E Sporty, 1.8E and 1.6E with five choice of colours. All versions feature Toyota's renowned VVT-i (Variable Valve Timing with Intelligence) engine and four-speed Automatic Transmission with Super ECT (Electronic Control Transmissions).

The all-new Toyota Corolla Altis on the road price with insurance is RM 117,900 for the 1.8G and RM 109,900 for the 1.8E while the 1.6E is priced at RM 102,900. UMW Toyota also offers a sporty version for the 1.8G and 1.8E which is priced at RM 120,250 and RM 112,250 respectively.



(From left) Mr. Masanori Hirano, Vice President Toyota Motor Asia Pacific (TMAP), Tn Hj Aminar Rashid Salleh, Executive Director UMW Toyota Motor, Mr. Kuah Kock Heng, Managing Director UMW Toyota Motor and Mr. Yasuo Kamata, Assistant Chief Engineer Toyota Motor Corporation, Japan.



Mr. Kuah expects 800 units of the Thailand-made Corolla to be sold every month.



Lovely models with a lovely car.



Mr. Florian Mueller with the newly launched Mercedes-Benz R 280 L.

WHAT A GREAT EVENING!

The MAA Annual Dinner 2008 was a great success



Full house at the Annual Dinner.

People filled the 69 tables inside the ballroom at the Sunway Lagoon Hotel & Resort on 28th March 2008 for the Malaysian Automotive Association's Annual Dinner. This was one of the best attendances yet for the annual event.

As mentioned by Yg. Bhg. Datuk Aishah Ahmad, President of the MAA in her welcome address, everybody was a VIP and that created a relaxed atmosphere of fun among colleagues and associates.

The evening started off with Yg. Bhg. Datuk Aishah's traditional welcome address where she also congratulated the newly elected Management Council members. She gave a brief outline of the MAA's activities last year.

The evening had live performances by the Oriental Odessey, a group that plays on Eastern classical musical instruments, followed by up and coming singer Rina. As usual lucky draws kept the diners on their toes. The food was sumptuous and the organising committee was praised for a job well done.



Yg. Bhg. Datuk Aishah congratulating the newly elected Management Council members.



Oriental Odessey uses Eastern musical instruments to play a medley of popular songs.



Singer Rina had the diners in stitches.



The long queue for collecting lucky draws prizes.



A night that was truly enjoyable and memorable.



The lobby was as packed before the guests moved into the ballroom.



Beautiful dancers in a lively opening gambit.

Some say Malaysians are hard to please.

We agree.

We always ask ourselves, when's "good enough"?

A simple design that's sleek and beautiful to the eye is very well indeed.

But it has to offer more cabin space for comfortable *balik kampung* trips, and enough boot space for sumptuous picnic treats.

It has to protect the family better. So the body structure needs to be stronger, and the chassis, tougher, to comply with international safety standards.

Comfort and handling shouldn't be compromised, however.

Of course, the enhanced 1.3 CamPro engine with new Integrated Air Fuel Module (IAFM) has to deliver more power to get there quicker. And with much less fuel.

When it came to the cost, we have one word to measure up to – affordability. Every Malaysian family should be able to own one. Because the new SAGA is built for them – the *rakyat*.

Tough on ourselves? Well, we're Malaysian too.



The all-new Proton SAGA is priced from RM31,500. For more information, call Proton i-care at 1 300 880 888 or visit our showroom today.

A New **SAGA** Begins



DESIGNED FOR
FUNCTION
& COMFORT

CAMPRO
1.3 DOHC

ACTIVE
SAFETY
FEATURES

EXTENDED
WARRANTY
175,000KM
OR 5 YEARS
WHICHEVER COMES FIRST



www.proton.com

NEW PRESIDENT/COO AND VICE PRESIDENT AT HONDA MALAYSIA

Honda Malaysia Sdn Bhd announced on 1st April 2008, two new appointments - En. Azman bin Idris as its new President and Chief Operating Officer (COO) and Mr. Ikuo Kanazawa as its new Vice President.

A Chemical Engineering graduate of Indiana State University in the USA, En. Azman, 40, started his career in the banking industry. After spending five years in one of the country's premier bank, he made his foray into the automotive industry in 1995 with Usahasama Proton & Diversified Resources Bhd (USPD).

Two years later, he moved on to Perodua. After working his way up in his ten years in the Sales Department of Perodua, En. Azman was enticed to join DRB-Hicom as its COO for Auto Solutions Sdn. Bhd in 2006.

His appointment as the new President and COO of Honda Malaysia is a natural progression for such a talented manager who is very excited at joining the management of a global brand.

"I have always had high regards for Honda as they are the epitome of a well organised and structured company and personally, I believe they excel in grooming personnel for success," said Encik Azman, who hails from Maran, Pahang.

Meanwhile, Mr. Ikuo Kanazawa, 52, will take over the

position of Mr Kenji Tanaka, 56, who will be returning to Japan. Mr Tanaka will be attached to Honda Automobile Production Planning Office in Honda Motor Japan upon his return. Mr Kanazawa's career spans 33 years in the production department, of which, five years were spent as the Chief Engineer at Honda's Head Office in Japan.

Prior to coming to Malaysia, Mr Kanazawa pioneered the setting up of the production line in Honda Vietnam Co., Ltd. He was in Honda Vietnam Co., Ltd. for two years as the Automobile Production Director.



En. Azman is the New President and COO of Honda Malaysia.



Mr. Kanazawa takes over from Mr. Tanaka as the Vice President of Honda Malaysia.

NEW EXECUTIVE DIRECTOR AT DAIHATSU MALAYSIA

Mr. Yoichi Shibaike has been appointed the Executive Director of Daihatsu Malaysia Sdn Bhd. with effect from 1st April 2008. Mr. Shibaike is not new in the local motor industry. He was involved in the setting up of Perodua as he was then the General Manager in charge of the Asean market.

Mr. Shibaike's career in Daihatsu started in 1978 when the Charade made its debut in Europe. Two years later, he was made the Commercial Representative at Daihatsu European Office. When Daihatsu Deutschland GmbH was established in 1988, he was its General Manager. He returned to Daihatsu' head office in Japan as its Asean Department head and other than the establishment of Perodua, he was also involved in the joint venture between his company and Astra International of Indonesia.

In 1994, Mr. Shibaike was made the General Director of Vietindo Daihatsu Automotive Corporation (VINDACO) which was given the licence to manufacture Daihatsu vehicles in Vietnam. The company captured 46% of the commercial vehicle market with just one model - the Hijet pickup.

Four years later, he returned to Japan as General Manager, Overseas Sales Division in charge of CBU and spares parts exports covering 152 countries. He travelled so much that he now has the honour to be the second person in Kansai area to have chalked up 1.5 million flight miles with Japan Airlines.

His presence in Malaysia must have something potent brewing in Daihatsu and could give the Malaysian motor industry a much needed boost in the country's aim to be the region's hub of the automotive industry.



Mr. Shibaike has a vast experience and success in new projects overseas.

BMW SHORTIES PREMIERE

BMW Malaysia Sdn Bhd on 28th February 2008 held the premiere of *Teddy & I*, a short film directed by BMW Shorties 2007 Award winner, En. Abdullah Zahir b. Omar. The premiere, a pinnacle event in the BMW Shorties 2008 calendar, stays true to the dual role of the short film competitions' principles of providing professional value to talented Malaysian filmmakers as well as enabling all Malaysians the opportunity to appreciate short films as a form of art.

At the premiere, En. Abdullah said, "Winning the BMW Shorties 2007 Award was an exciting moment for me. However, what the competition did, not just for me but for the other participants as well, was that it enabled more doors to be opened for the appreciation of our creations - short films. The competition has also fuelled the independent short film fire in this country, giving budding filmmakers like myself a chance to show our potential."

The evening also saw another Malaysian first. *Teddy & I* was premiered to a global audience on the BMW Shorties website at www.bmwshorties.com.my. This marked the first time a Malaysian independent film was premiered using the Internet as its primary platform.

Mr. Wolfgang Schlimme, Managing Director, BMW Malaysia Sdn Bhd, meanwhile, said, "It is truly remarkable to be able to watch the creativity of such talents as Zahir on the silver screen and it is gratifying to know that BMW Malaysia played an instrumental part in giving such talent a stage."

"We recently launched the latest edition of the BMW Shorties on January 22nd and since then; the competition has received a tremendous response. To date, our website www.bmwshorties.com.my has received 3,151 visitors coming not just from Malaysia but from 34 countries as far as the United States, Germany, Australia, Russia, Canada and Norway," said Mr. Schlimme.

The Volvo XC90

TRAVEL BROADENS THE MIND.
BUT CONVERSATION SHARPENS IT.



*Some people like to go
it alone. Not us.
We'd rather enjoy
someone's company
than enjoy a view.
With the XC90 we
don't have to choose.
A performance 7-seater
with luxurious design
and class-leading
safety, it's as fluent in
the country as in the
city. So you should find
plenty to talk about.*

THE VOLVO XC90

www.volvocars.com.my

LIFE IS BETTER LIVED TOGETHER

Volvo, for life



2008-2009 MAA COUNCIL MEMBERS
President

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

Vice President (Manufacturing)

Swedish Motor Assemblies Sdn. Bhd.
(Represented by Mr. Khoo Khay Chye)

Vice President (Trade)

UMW Toyota Motor Sdn. Bhd.
(Represented by Mr. Kuah Kock Heng)

Vice President (Policy & Regulations)

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

Honorary Secretary/Treasurer

Daihatsu (Malaysia) Sdn. Bhd.
(Represented by Ms Belinda Lim Hoon Eng)

Council Members

1. Honda Malaysia Sdn. Bhd.
(Represented by En. Azman Idris)
2. Hyumal Motor Sdn. Bhd.
(Represented by Mr. Dennis Ho)
3. Mercedes-Benz Malaysia Sdn. Bhd.
(Represented by Mr. Peter Theodor Honegg)
4. Mitsubishi Motors Malaysia Sdn. Bhd.
(Represented by Yg. Bhg. Datuk Syed Hisham Syed Wazir)
5. Naza Kia Sdn. Bhd.
(Represented by Yg. Bhg. Dato' Ahmad Ibrahim)
6. Tan Chong Industrial Equipment Sdn. Bhd.
(Represented by Mr. Wong King Yoon)

Executive Secretary

Mr. Francis Pereira

Berita MAA Committee
Head

Yg. Bhg. Datuk Aishah Ahmad

Committee Members

Ms Belinda Lim
Miss Eliza Goh
En. Mohd. Mazwan Mohd. Safwan
Mr. Francis Pereira

Editor

Mr. Leonard K.Y. Khong

Berita MAA is published quarterly by the Malaysian Automotive Association, No. F-1-47, Block F, Jalan PJU 1A/3A, Taipan Damansara 2, Parcel 1, Ara Damansara, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
Tel: 03- 78439947
Fax: 03-78430847
e-mail: maapom@tm.net.my
Website: www.maa.org.my

While every reasonable care is taken in the production of this publication, MAA assumes no responsibility for any error or omission. Opinions expressed in Berita MAA may not necessarily reflect that of MAA. All articles, illustrations and graphics published are copyright reserved. Written permission is required for any form of reproduction.

NAZA ENTERS SINGAPORE MARKET

The Naza brand made its debut in Singapore with its 1.1-litre DOHC 16 valve engine Sutera model.

"With an annual output of more than 12,000 units, we expect the Naza Sutera to outperform its class rivals and quickly gain popularity among young consumers," Naza's Group Chairman and Founder, Yg. Bhg. Tan Sri Dato' Seri Utama SM Nasimuddin SM Amin commented, adding that "...it will be a world-class car built in Malaysia that will be exported to Asian countries like Thailand, Indonesia, Brunei, Bangladesh and Nepal. Naza is also developing new models in different segments to be launched soon to further excite the market."

In Singapore, Mr John Ng, Managing Director of Nascar Pte Ltd, official distributor of Naza in Singapore remarked that he intends to make Naza, the Singaporean's car of choice and give its competitors a run for their money, having committed over S\$10 million in operations, customer care, technical expertise, workshop infrastructure and dedicated equipment.

Nascar is a subsidiary of The J & J Royal Group Pte Ltd, sole distributors for Perodua and TD 2000 from Malaysia as well as Golden Dragon Luxury Coaches, cargo and passenger commercial vehicles from China. Due to expanding business, the Group sets up regional offices in China and Malaysia in 2004. Hoping to compete globally with the aid of advanced management systems and software, the Group is supported by International Enterprise (IE) Singapore.

Mr John Ng surmised that the Naza Sutera will find immense popularity in Singapore owing to several crucial factors. The first being that it is a car acclimatised to the tropics. Designed for congested and long haul Malaysian roads, similar to Singapore's, it will appeal to the large emerging group of young executives for its sporty look and styling and for those aspiring to stand out from the crowd. Its low appetite for fuel promises excellent mileage. And lastly, while compact in design it is surprisingly roomy for a family of five.



Yg. Bhg. Dato' Haji SM Shalahuddin SM Amin, President of Naza Corporation with Mr. John Ng, Managing Director, Nascar Pte. Ltd. and Naza Sutera in Singapore.

CHARITY HOMES RECEIVE CHEQUES FROM UMW TOYOTA

UMW Toyota Motor Sdn Bhd (UMW Toyota Motor) concluded its Toyota Classics CSR programme on 28th February 2008 with a cheque presentation ceremony at its headquarters in Shah Alam.

According to En. Aminar Rashid Salleh, UMW Toyota Motor's Executive Director, Strategic Marketing Group, UMW Toyota Motor, "Each year, the proceeds from the ticket sales and corporate donations are donated to three or four pre-selected charitable organisations from all around Malaysia." He added that over the past 17 years, UMW Toyota has raised RM4.8 million and benefited 36 charities.

For 2007, the

Yayasan DiRaja Sultan Mizan, Terengganu, Rumah Kanak-Kanak Taman Bakti, Kepala Batas, Penang, Persatuan Penjagaan Kanak-Kanak Cacat Klang, Selangor and Persatuan Kebajikan Orang Cacat Manjung, Perak were the four selected beneficiaries of Toyota Classics.

The cheques were presented to representatives of the above charities by Yg. Bhg. Datuk Faizah Mohd Tahir, Secretary General, Family and Community Development, Ministry of Women, Family and Community Development and was witnessed by UMW Toyota Motor's Deputy Chairman, Mr. Takashi Hibi.



Recipients of the 2007 Toyota Classic CSR programme with Yg. Bhg. Datuk Faizah.

NISSAN GRAND LAVINA FOR LUCKY WINNERS

"Hot FM Makan Angin with Nissan Grand Livina" slogan contest winners receive prizes

The Prize Presentation for the "Hot FM Makan Angin with Nissan Grand Livina" Slogan Contest was held on 11th March 2008 at Nissan/ETCM's Jalan Raja Laut Showroom in Kuala Lumpur.

This contest which was held after the official launch of all new Nissan Grand Livina in Mid December 2007 collected close to 2,000 SMS.

Each Grand Prize winner will win a test drive of the attractive sedan-like MPV Grand Livina plus a 3-day-2-night Malaysia's Hot Spot Travel Package for 4 persons that will also include all petrol and toll charges.

ETCM Executive Director Yg. Bhg. Dato' Dr Ang Bon Beng who was present during the prize-giving ceremony to hand over the prizes said, "I'm very certain the winners will appreciate the Grand Livina's new generation engine that

offers brisk performance coupled with exceptional fuel economy especially for long travel journeys."

The three Grand Prize winners were Cik Suhaila Daud and En. Ahmad Zaidee bin Leham from Selangor; and Cik Maskiyah Bt Masduki from Kuala Lumpur.



Winners pose with Yg. Bhg. Dato Dr. Ang.