

GRAND OPENING OF NEW HOME

A beautiful morning marked the beginning of new MAA office

"Today, we stand at the doorstep of our brand new premises, a 3-storey shop lot owned by MAA which, God willing, will be the new home of MAA for many decades to come," said Yg. Bhg. Datuk Aishah Ahmad, President of the MAA in her speech at the official opening ceremony held on 21st February 2008.

Her sentiments were reflected by YB Dato' Seri Rafidah Aziz, Minister of International Trade and Industry who was gracious enough to officiate the auspicious milestone in the history of the MAA. YB Dato' Seri Rafidah also had the honour of opening the first MAA premises in Section 14, Petaling Jaya way back in 1989.

In her speech, YB Dato' Seri Rafidah gave a brief but positive outline of the Malaysian motor industry and its contribution to the nation's robust economy. She added, "...it is hoped that the MAA will continue to galvanise the efforts of companies in the automotive industry towards higher levels of performance spurred by the necessary efforts in technological development and product advancement."

The ceremony started with a multi-cultural welcome beats of the kompang and drums announcing the arrival of YB Dato' Seri Rafidah. More than 200 guests and members of the media were seated under the tents while the speeches were read out.

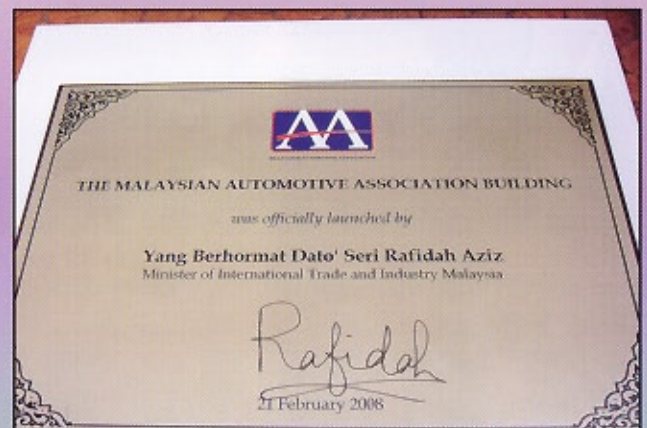


YB Dato' Seri Rafidah delivering her speech.

YB Dato' Seri Rafidah then signed the plaque before guided around the brand new MAA office by Yg. Bhg. Datuk Aishah and other MAA Council Members.



VIP drum beat to herald the official opening of the new premises.



The plaque commemorating the official opening of the new MAA office.

WHO ARE YOU NEXT?

INTRODUCING CHEVROLET CAPTIVA, THE MULTI-FACETED SUV. LIKE YOU.



Whoever you are next, the all-new Chevrolet Captiva delivers. This SUV is complete with every feature and finishing you need - whether you're going on the laterite, or red carpet. For more info, contact Customer Assistance Centre at 1 800 888 131 or visit www.whoareyounext.com.my

2.4L DOHC, 16-valve 4 cylinder



Enjoy peak performance with this 2.4 gasoline DOHC engine, developed for amazing power and torque output.

2.0L Turbo Diesel



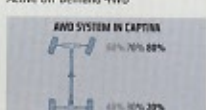
High performance yet very fuel-efficient, this environmentally friendly engine satisfies EU's strict environment standards.

Electronic Stability Program



Comprises Hill Descent Control, Traction Control System, Active Rollover Protection and Hydraulic Brake Assist for turning & cornering balance.

Active On-Demand 4WD



With its Active On-Demand 4WD, you can easily cruise on Auto, engage in active Manual mode or go 4WD.

7 Seater



Flexible seating accommodates 7 adult passengers, and folds easily to fit up to 930 litres of cargo.

Actual car specifications may vary from model shown.

WARRANTY **3** YEARS
100,000 km



CHEVROLET

2007 TIV SHOWS SIGNS OF FULL RECOVERY

Small drop in sales offers encouragements for growth

When the year 2007 ended, all in the motor industry sighed with relief that the both the production and sales figures ended better than the forecasted figures.

According to Yg. Bhg. Datuk Aishah Ahmad, President of the MAA at the press conference announcing the 2007's performance, some of the factors which contributed to the good performance were the encouraging GDP growth, the introduction of new models and the consumers' acceptance of lower used vehicle values.

At the same event, Yg. Bhg. Datuk Aishah also revealed MAA's forecast for the year 2008. It showed a positive outlook with a possible increase of the TIV to 510,000 units or 4.7% over the 2007 figures. Passenger car sales are expected to increase by 4.5% to 463,000 units in 2008 while commercial vehicles are forecasted to reach 47,000 units, up 6.1%. For the next four years up to 2012, the annual TIV increases are forecasted to be 3.9% (530,000 units), 3.8% (550,000 units), 2.7% (565,000 units) and 2.7% (580,000 units) respectively.

PRODUCTION & SALES FOR JANUARY-DECEMBER 2007

1. PRODUCTION

Segment	YEAR-TO-DATE DECEMBER			
	2007	2006	Variance	
			UNITS	%
Total Industry Production (TIP)	441,678	503,048	(61,370)	(12.2)
PV (Passenger Vehicles)	403,245	459,640	(56,395)	(12.3)
PC (Passenger Cars)	347,130	377,375	(30,245)	(8.0)
WV (Window Vans)	4,387	8,675	(4,288)	(49.4)
MPV (Multi-Purpose Vehicles)	41,024	62,303	(21,279)	(34.2)
4x4/SUV (Four Wheel Drives/Sports Utility Vehicles)	10,704	11,287	(583)	(5.2)
CV (Commercial Vehicles)	38,433	43,408	(4,975)	(11.5)
PV (Panel Vans)	3,723	3,860	(137)	(3.5)
PU (Pick Ups)	19,430	21,445	(2,015)	(9.4)
Trucks	13,688	15,982	(2,294)	(14.4)
PM (Prime Movers)	676	921	(245)	(26.6)
Bus	916	1,200	(284)	(23.7)

2. SALES

Segment	YEAR-TO-DATE DECEMBER			
	2007	2006	Variance	
			UNITS	%
Total Industry Volume (TIV)	487,176	490,768	(3,592)	(0.7)
PV (Passenger Vehicles)	442,885	446,172	(3,287)	(0.7)
PC (Passenger Cars)	379,639	365,422	14,197	3.9
WV (Window Vans)	4,853	5,944	(1,091)	(18.4)
MPV (Multi-Purpose Vehicles)	44,641	62,226	(17,585)	(28.3)
4x4/SUV (Four Wheel Drives/Sports Utility Vehicles)	13,752	12,560	1,192	9.5
CV (Commercial Vehicles)	44,291	44,596	(305)	(0.7)
PV (Panel Vans)	3,661	4,153	(492)	(11.8)
PU (Pick Ups)	23,995	22,798	1,197	5.3
Trucks	14,813	15,372	(559)	(3.6)
PM (Prime Movers)	548	922	(374)	(40.6)
Bus	1,274	1,351	(77)	(5.7)

YOU CAN'T IMAGINE WHAT
BROOKLANDS MOTORS
CAN DO FOR YOU...



BROOKLANDS MOTORS SDN BHD (610516-T)
SOLE IMPORTER & DISTRIBUTOR

Head-Office & Kuala Lumpur Main 3S Centre:

The Brooklands Centre, No.11, Jalan Satu, Off Jalan Chan Sow Lin, 55200, Kuala Lumpur. Tel: 603-9223 3636

Branches:

- **Johor:** No. 8, Jalan Mutiara 3, Taman Perindustrian Pientong, 81750, Johor Bahru, Johor. Tel: 607-352 0052
- **Penang:** 1679-G1, Highway Auto City, North South Highway, Juru Interchange, 13600, Prai, Penang. Tel: 604-602 3633
- **Kota Kinabalu:** Lot 2, Taman Industri Warisan Indah, Mile 7, Jalan Tuaran Inanam, 88450, Kota Kinabalu, Sabah. Tel: 6089-386 362

 **CITROËN**
Nothing moves you like a Citroën

citroen.com.my

NEW MD FOR UMWT

UMW Holdings Berhad announced the appointment of Mr Kuah Kock Heng as the new Managing Director of UMW Toyota Motor, effective 1st January 2008. Mr Kuah who was previously the Executive Director of the Group's Industrial Equipment Division which predominantly handles the Toyota forklift franchise in Malaysia, Singapore, Vietnam and also in China - Shanghai and Zhejiang Province, has been with the UMW Group for more than 25 years.

Yg. Bhg. Tan Sri Asmat Kamaludin, Group Chairman of UMW Holdings Berhad and Chairman of UMW Toyota Motor Sdn. Bhd. said, "Mr Kuah has had an excellent track record in managing the Industrial Equipment Division prior to his appointment to UMW Toyota Motor. I am confident in Mr Kuah's capabilities in carrying out his new duties as the Managing Director and to lead UMW Toyota Motor to face future challenges in the competitive automotive industry."

Yg. Bhg. Tan Sri Asmat added that Mr Kuah will replace Yg. Bhg. Dato' David Chen Yuen Thiam who officially retired from the position on 31st December 2007, after more than 24 years of service. Dato' David Chen was appointed as the Managing Director of UMW Toyota on 1st June 2004.

"Dato' David Chen has successfully laid down a strong foundation for the

company to move forward and to be a strong competitive player in Malaysia's automotive industry. He has been the driving force in increasing Toyota's market share for the past four years, through initiating and continuously enhancing the quality and standards of all aspects of the company's operations. He has also contributed immensely in the establishment of Lexus Brand in Malaysia and the development of human resources in the company," added Yg. Bhg. Tan Sri Asmat Kamaludin.

Meanwhile, the President, Management Council and Members of the Malaysian Automotive Association congratulate Mr. Kuah on his new appointment and wish Yg. Bhg. Dato' Chen a happy retirement.



Mr. Kuah replaces Yg. Bhg. Dato' Chen as the MD of UMWT

NEW MD FOR MMM

Mitsubishi Motors Malaysia announced the appointment of Mr Keizo Ono as its Chief Executive Officer, effective 13 December 2007. He takes over from Mr Fumihiko Minami, who will take up a new posting in Italy after four years setting-up and managing the Mitsubishi Motors Malaysia business in Malaysia.

Mr Ono brings more than 20 years of automotive experience to his new role in Mitsubishi Motors Malaysia. Mr Ono has vast experience in the automotive finance, having held the position as President for PT Dipo Star Finance in Jakarta, Indonesia from 1999-2007. Prior to that, he was attached to the Motor Vehicle Department of Mitsubishi Corporation in Japan, responsible for domestic and overseas market.

"I am truly delighted to be joining Mitsubishi Motors Malaysia. Already, the Mitsubishi Motors brand has a strong foundation in Malaysia and I am impressed with its achievements to date and I am looking forward to contribute to its further growth in Malaysia."

Mr Fumihiko Minami, outgoing Chief Executive Officer of Mitsubishi Motors Malaysia, said of his successor: "During



Mr. Ono was in Indonesia before moving to Malaysia.

the first three years of Mitsubishi Motors Malaysia's establishment, the company has achieved an exciting growth and I am confident that Mr Ono's appointment will bring an expertise and vision that will continue to strengthen Mitsubishi Motors' brand presence in Malaysia and position the company for continued future success."

The President, Management Council and Members of the Malaysian Automotive Association congratulate Mr. Ono on his new appointment and wish Mr. Minami all the best in his new posting.

MERCEDES-BENZ GETS ISO AND TS CERTIFICATION

Mercedes-Benz Malaysia Sdn Bhd was recently awarded with the ISO9001:2000 Recertification and TS 16949:2002 Compliance, by the TUV NORD (M) Sdn. Bhd. This was achieved after undergoing an intensive six days of auditing of the Mercedes-Benz Malaysia's business units and its production operations.

Being a main member of the International Automotive Task Force, it is imperative that DaimlerChrysler AG have a Quality Management System that fully meets the international standards for all its business and automotive production operations, worldwide. Hence since its incorporation in 2003, Mercedes-Benz Malaysia had achieved a few significant milestones in the local automotive industry, one of which is setting the benchmark by being one of the first vehicle assembly plants to pass the ISO/TS16949:2002 compliance audit directly without a second visit for major non-conformities.

"We are proud to be awarded with these two recognitions especially for our production plant in Pekan which showcased our commendable standards for an operation of less than two years old. We are also pleased to be one of the only few automotive distributors in Malaysia who has received this award," said Mr. Peter Honegg, President and CEO of Mercedes-Benz Malaysia Sdn Bhd.



Mr Honegg (right) receives the certificates.

BMW MALAYSIA WINS 3 COTY AWARDS

On 28th November 2007, BMW Group Malaysia won the New Straits Times - MAYBANK Car of the Year Award in 3 categories:

- Premium Small Car Of The Year - MINI Cooper
- Premium Family Car and Executive Car Of The Year - BMW 325i Sports
- Premium SUV Of The Year - BMW X5 3.0d



BMW Press & Corporate Affairs Manager, Mr. Vijayarajnam Tharumartnam (left) receives one of the COTY Awards from Mr. Yamin Yong, Editor of Cars.Bikes.Trucks (CBT), NST.



HONDA STREAM

The all-new Honda Stream, the second generation of the 7-seater MPV (Multi-Purpose Vehicle), was unveiled in Malaysia on 21st November 2007.

In his speech at the launch ceremony, Honda Malaysia Managing Director and Chief Executive Officer Mr. Atsushi Fujimoto thanked loyal customers for their interest in and patience for the arrival of the second-generation Stream.

"At Honda, we pride ourselves in providing our customers with products and services of the highest quality at reasonable prices," said Mr. Fujimoto. "As such, customers are assured of the best quality and value when they purchase the all-new Stream from authorised



More appealing look of the all-new Stream.

Honda dealers which come with a 3-year warranty and free maintenance for the first six months. Customers who purchase from authorised Honda dealers are also entitled to a 15% off on all-new Stream parts throughout the sales period. Besides, Modulo accessories will be made available at all authorised Honda dealers," he added.

Honda Stream was first developed to achieve a 7-seater value concept based on three themes: a design anticipating the changing needs and style of the 21st century; sporty performance for the individual; and an innovative approach to interior space, comfort and refinement.

The latest generation Stream re-offers the same 7-seater concept with 2 bonuses — a lower centre of gravity with optimised flat floor design that heightens its sporty performance; and an even more dynamic exterior that accentuates its stylishness, giving customers the desired improvements in both style and performance without compromising on its functionality as a family car.

As of September 2007, close to 75,100 units of the all-new Honda Stream have been sold in Japan alone since its recent launch



Flat floorboard and lower centre of gravity are some of the highlights.

in Japan. The stylish and family-friendly MPV has also accumulated a string of award accolades in the region, with the latest being Japan Car of the Year - Best Value; The Best Recreational Vehicle (Car and Driver Magazine, Hong Kong); Car of the Year 2006, Silver Prize (Car and Driver Magazine, Hong Kong); and Ten Best Car of the Year 2006 (Automobile Magazine, Hong Kong).

The all-new Honda Stream 1.8-litre i-VTEC is currently available in four colour variants and retails at RM149,800.00 (OTR, excl insurance for private ownership).

MAZDA BT-50



The all-new Mazda BT-50 aims to take a chunk of the lucrative 4x4 pickup sector.

The all-new Mazda BT-50, launched on 15th November 2007, is much more than a pick-up - it is a combination of attractive design and uncompromising performance. Tough, versatile and comfortable, the Mazda BT-50 is at home whether in the city or the country.

The all-new Mazda BT-50 is also the most powerful Mazda truck ever, perfectly encapsulating the meaning of Zoom-Zoom. Together with a new standard of build quality that sets the tone for pickup trucks, it ensures dependability for its buyers for years to come thus building on the success of the earlier Mazda B-Series.

These were disclosed by Mr. Steven Foster, Managing Director of Cycle & Carriage Bintang Bhd who officiated the launch at the Mazda showroom along Jalan Ampang, Kuala Lumpur. Present to witness the launch were Mazda dealers, customers and members of the media.

MERCEDES-BENZ C-CLASS

Mercedes-Benz Malaysia Sdn Bhd organised a series of activities to celebrate the arrival of its best-selling model - the fourth generation Mercedes-Benz C-Class. A two-day event was held at the Asia Pacific Auction Centre (APAC). To kick start, a glamorous Gala Night took place on 2nd November 2007 and the latest Mercedes-Benz C-Class was revealed. Aside from these customers, members of the lifestyle media were also present.

The next day, customers and members of the media were invited to bring their family and friends to 'C-Day' - a day filled with a variety of activities which focused on the ultimate Mercedes-Benz brand experience. These activities included opportunities to test drive the new Mercedes-Benz C-Class, partake in the Active Safety Driving Experience, have fun at the Go-Kart races as well as the chance to pick up some golfing tips from the golfing professionals present. Alongside these activities were fashion extravaganza, fine jewellery collectors, wine appreciation, cooking presentation, and wealth management consultation. Children were also entertained at the MobileKids corner and taught tips on road safety from various Mokitown games. The turnout for C-Day was very encouraging and customers gave positive feedback on the overall brand experience.



Gala launch of the new C-Class in Malaysia.

NISSAN GRAND LIVINA

Eduard Tan Chong Motor Sdn Bhd (ETCM) launched the all-new Nissan Grand Livina on 15th December 2007.

The Grand Livina is a mid-size 7-seater MPV and is the third model from Nissan's family of global cars, to be launched in Malaysia; the first and second were the Latio and Latio Sport models, respectively. The Grand Livina has been designed and engineered in the Nissan Technical Centre in Atsugi, Japan, and was introduced in China in 2006 and in Indonesia, Taiwan and South Africa the following year. The Nissan Grand Livina is currently the best-selling Nissan model in Indonesia with record sales bookings of 12,500 units by the end of November since its debut in April 2007.

Aside from its elegant and modern design, coupled with its luxurious and versatile interior, the Grand Livina provides a sedan-like standard of drivability, ride comfort and handling unparalleled in the mid-size MPV class and - hence, its communication tagline, "Drives Like A Sedan, Fits Like A MPV". In

addition, the Grand Livina comes with the new generation engine that offers brisk performance coupled with exceptional fuel economy to meet the lifestyle needs and desires of Malaysians.

Targeted at those who seek an active and modern lifestyle, the model name LIVINA is coined from the words "LIFE" & "LIVING" to signify Active & Lively.

In Malaysia, the Grand Livina is assembled at Tan Chong Motor's brand new Serendah plant utilising the Nissan Production Way (NPW), the Nissan's international standard for global quality manufacturing and assembly.

Powering the Grand Livina are the new weight-saving all-aluminium petrol engines in either 1.6 litre capacity (HR16DE) or 1.8 litre capacity (MR18DE). The MR18DE engine is equipped with Nissan's Continuously Variable Valve Timing Control (CVTC) technology which aids the engine in increasing power and torque efficiently

with every engine rotation. Grand Livina 1.8 delivers efficient fuel consumption of only 6.5L/100 km (AT,ECE+EUDE 90km/h).

"Today, we are very excited to introduce the first non-national OKD medium-size MPV in the 1.6 litre & 1.8 litre segments. We aim to capture 15% of the total MPV market with the Grand Livina," said Yg. Bhg. Dato' Dr Ang Bon Beng, Executive Director of Eduard Tan Chong Motor Sdn Bhd. "Grand Livina provides sedan-intenders an alternative choice for a high-quality and modern design with spacious and flexible seating," he added.

The all new Grand Livina will be offered in 3 variants in Malaysia, with a choice of two engine specifications - a 1.6L engine (offered with either manual or automatic transmissions), and a 1.8L engine (automatic transmission only). On-the-road prices (Inclusive of insurance, road tax, registration fee and ownership claim fee) valid for Peninsular Malaysia will be as follows: 1.6 MT - RM82,800, 1.6 AT - RM86,600 and the 1.8 AT - RM95,300.

The all new Grand Livina comes with a 3-year or 100,000 km (whichever comes first) warranty.



The Grand Livina is expected to have a large following.

BMW LIMITED EDITION 3 SERIES

BMW Malaysia Sdn Bhd on 1st December 2007, launched the Limited Edition BMW 320i Highline, a new limited edition BMW 3 Series variant.

Making its market presence in the same week its sister variant, the BMW 325i Sports won the Premium Family Car & Executive Car Award at the New Straits Times/ Maybank Car of the Year Awards 2007, the locally assembled BMW 320i Highline is the latest addition to the critically acclaimed segment leading 3 Series family.

Blending athleticism and elegance, the new premium sedan will only be made available in a limited run of 88 units from the month of December 2007 and features the new and exclusive Platinum Bronze Metallic as well as the Black Sapphire Metallic exterior colour.

The Platinum Bronze colour emphasises the sleek, coupe-like profile of the BMW 3 Series whilst the Black Sapphire metallic underlines the sporting aesthetics of the 320i Highline. In its interior, the BMW 320i Highline offers Burr Walnut interior trim and is available in Beige or Black Dakota Leather upholstery.

Unique to the new BMW 320i Highline are the special 17" Light alloy wheels 'Spide Spoke' 159 (225/45 R17) with runflat tyre technology, highlighting the car's broad and low stance. At the rear end of the car, the tail lights of the BMW 3 Series have been revamped to feature the special "Black Line" tail lights, further emphasising the width of the sedan with a chrome exhaust tail pipe finisher to complete the striking look of the rear with a touch of class.

The Limited Edition BMW 320i Highline is priced (on the road, without insurance) at RM242,800.



Only 88 units of the BMW 320i Highline will be available to Malaysian motorists.

BMW M3 COUPE

Bringing the year 2007 to an end on a high note, BMW Malaysia Sdn Bhd on 8th December launched the new BMW M3 Coupe.

The new BMW M3, for the first time, is powered by a high revving four litre V8 engine which is capable of delivering a maximum output of 309 kW (420 hp) at 8,300rpm. The power plant is also 15 kg lighter and enables the car to go from 0 to 100km/h in a mere 4.8 seconds, hitting an electronically limited top speed of 250 km/h.

The V8 power unit of the new BMW M3 features BMW's variable double-VANOS camshaft control. Keeping valve timing extremely short and quick, this technology reduces charge cycle losses and, in the process, improves engine output, torque and responsiveness, with an equally positive impact on both fuel economy and emissions.

The sports coupe engine, built with the technology of the current Formula 1 engine raced by the BMW Sauber F1 Team, also comes with eight individual throttle butterflies, two actuators operating four butterflies on each row of cylinders to provide particularly smooth engine reposition at low speeds combined with an immediate reaction whenever the driver requires supreme engine power and equally supreme performance.

Mr. Wolfgang Schlörmer, Managing Director, BMW Malaysia Sdn Bhd, on launching the new BMW M3 said, "The New BMW M3 is a driver's dream car! It is powerful, built to aerodynamic perfection and exhilaratingly innovative."

He added that the distinguishing factor of the thoroughbred sports car, however, was that it not only provides race car-like driving enjoyment but also doubles as a four-seater coupe with great everyday usability.

The retail price (on the road, without insurance) for the new BMW M3 Coupe is RM 688,800.00.



The exhilarating BMW M3 Coupe is a 4-seater super car.



For the ultimate in BMW motoring pleasure in Malaysia.



From left) Mr. Kenji Shimoda, President of Nissan Asia Pacific Pte Ltd, Yg. Bhg. Dato' Dr Ang Bon Beng, Executive Director of Eduard Tan Chong Motor Sdn Bhd., Yg. Bhg. Dato' Rosie Tan, Deputy Managing Director of Eduard Tan Chong Motor, Dato' Tan Heng Chew, Chairman of Tan Chong Motor, Mr. Thierry Wadoux, Corporate Vice President ASEAN Region of Nissan Motor Co Ltd.



HINO

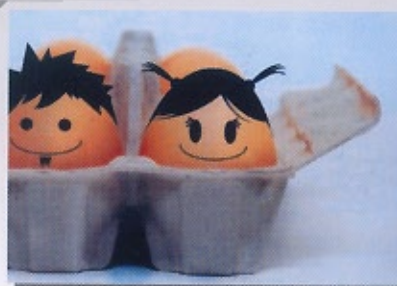
A Leader In Japanese
Trucks And Buses

ENGINEERED TO IMPRESS
BUILT TO LEAD

Introducing the all-new



RM1E & RK1JL | XZU423RD1



Same principles but of course with
better looks and technology.



HINO MOTORS (MALAYSIA) SDN BHD. (187863-U)

Head Office : Lot PT. 24, Jalan 223, Section 51 A, 46100 Petaling Jaya, Selangor Darul Ehsan, Malaysia. Tel : (603) 7957 5199 (12 lines) Fax : (603) 7957 2235 / 7954
Regional Office, East Malaysia : Lot 1076, Block 218, 4th Mile, Penrissen Road, 93250 Kuching, Sarawak. Tel : (082) 451 611 (5 lines) Fax : (082) 451 993



Hino TOP Parts : Competitive & Real

Authorised Dealers : PERLIS. AWS Jaya Motors 04-976 5390 (Kangar). KEDAH. AWS Jaya Motors 04-731 0427 (Alor Setar), 04-489 1148, (Kulim). PULAU PINANG. AWS Jaya Motors 04-398 8600 (Prai), 04-28 (Georgetown), Sammir Motors Malaysia 04-502 1458 (Prai). PERAK. Choong Kok Motors 05-254 0002 (Ipoh), Mergo Summit 05-529 2281 (Ipoh), Selangor Motors (1991) 05-506 1559 (Ipoh), SR Automobile Centre 05-43 (Bidar). WILAYAH PERSEKUTUAN, KUALA LUMPUR. Edaran Masrijaya 03-9223 9186, Hong Yee Motor 03-6251 8211, Kee Seong Enterprise 03-8252 5625. SELANGOR. Eng Kee Auto Enterprise 03-3167 9278, Jumbo Co 03-3341 8894 (Klang), Luton 03-5192 1488 (Shah Alam), Power Truck & Parts 03-8052 6882 (Puchong), Soo Chuan Motor Credit 03-3291 1770 / 3291 1673 (Klang), Soon Heng Motors & Commercial Truck 03-3344 1103 (Skudai), Sin Soon Hup 07-434 0626 (Batu Pahat), Sin Soon Hup 07-557 5533 (Skudai), Sin Soon Hup Services 06-975 6688 (Muar), Smart Edition Auto 07-863 6628 (Kulai). PAHANG. Minula Automobile 09-567 6363 (Kuantan), Okean Otomobile 09-568 8886 (Kuantan), Semantan Trucks & Equipment 09-290 1724 (Temerloh). TERENGGANU. Pengadang Baru Commercial Trading 09-622 9533 (Kuala Terengganu). KELANTAN. K&T Engineering & 09-785 7166 (Kota Bharu). SARAWAK. Jang Seng 086-327 866 (Bintulu), 082-330 066 / 480 066 (Kuching), 084-334 166 (Sibu), 085-661 166 (Miri), Rhino Automobile 082-457 775 (Kuching), Lu & Sons Engineering 086-3 (Bintulu). SABAH. ATSB Commercial Trucks Sdn. Bhd. 089-715 299 (Tawau), 089-667 178 (Sandakan), 089-883 067 (Lahad Datu), F.F Automobile Sdn. Bhd. 088-386 852 (Kota Kinabalu).

www.hino.com.my

PREMIUM VEHICLE, PREMIUM SERVICE

IT'S MERCEDES-BENZ MALAYSIA

DaimlerChrysler Malaysia Sdn. Bhd., the official importer of Mercedes-Benz in Malaysia, was renamed Mercedes-Benz Malaysia Sdn. Bhd. with effect from January 2008.

The new name is in line with a global name change from DaimlerChrysler to Daimler AG, with the Mercedes-Benz name being used in markets where distribution of the prestige brand is the key business activity. The change from Daimler AG for Germany and other key markets better reflect the broad nature of the group's business.

"The new name reflects our company's key business activity, which comes from the main contributor, Mercedes-Benz. With the name change, our operation and business model will remain status quo. In addition, we believe that our new name will further enhance all our future marketing and communication efforts," said Mr. Peter Honegg, President & CEO of Mercedes-Benz Malaysia Sdn. Bhd.

"On another note, our focus on Mitsubishi FUSO will continue to be strong and we look forward to its future expansion. Meanwhile, under the new name as well as the new Mercedes-Benz logo, we will continue to honour our brand's long and prestigious tradition," added Honegg.

NASIM TAKES OVER PEUGEOT

Nasim Sdn Bhd (NSB), a member of the Naza Group of Companies, announced that they would be officially handling the Peugeot brand from 1st January 2008. NSB brings to the French brand experience in handling various marques ranging from premium to mass market, a strong sales network, as well as a strong after sales network.

NSB will be supported by the Automobiles Peugeot regional training centre and regional office which is based in Petaling Jaya. The Automobiles Peugeot regional training centre caters to Peugeot's regional markets in Australia, Brunei, Cambodia, China, Hong Kong, Indonesia, Korea, Malaysia, Nepal, New Zealand, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam. It is equipped with the latest Automobiles Peugeot diagnostic tools as well as the latest Peugeot models which are brought in for training purposes. In addition, the Peugeot Platform which is a global online helpdesk for Peugeot service technicians worldwide will also be made available to all authorised Peugeot service centres here in Malaysia. With the technical support from Automobiles Peugeot, NSB believes that it is possible to enhance customer service as well as to provide prompt and reliable service to all Peugeot owners.

As a commitment to Peugeot owners, NSB will be starting a registration drive for all Peugeot owners. Those who register via the new Peugeot Malaysia website, www.nazapeugeot.com.my, will be entitled to special prices on selected spare parts. This is open to the first 1,000 registrants only. Those who register will also be given a Peugeot card which will entitle the holder to special parts prices, service packages, upgrade campaigns and a host of other benefits.

To further enhance the Peugeot ownership experience, NSB announced that they will rationalise parts pricing and the service network. NSB will also improve service levels as part of their take over programme and also include service packages and warranty programmes for all new Peugeot models sold.

NSB also announced that the new Peugeot Blue Box which will be operational from March 2008 and situated in Glenmarie will be a full 3S centre. The centre will feature state-of-the-art equipment, diagnostic and special tools and also display special Peugeot models.

FUSO REWARDS LOYAL CUSTOMER

For the second consecutive year, Mitsubishi FUSO together with Mercedes-Benz Malaysia Sdn Bhd, organised a Diamond Reward Contest 2007 for their loyal customers throughout 2007. The Grand Prize of the contest was a brand new Mercedes-Benz C 200 Kompressor which went to Nozomi Express (M) Sdn. Bhd.

Those who attended the lucky draw held at The Saujana Kuala Lumpur, Shah Alam, were owners of 1,100 new Mitsubishi FUSO

trucks registered from 1st January 2007 to 30th November 2007.

"The response from last year's debut contest was so successful that we were excited to organise it for the second time this year.

Participation this year was just as

overwhelming and the

great response has contributed significantly to the Mitsubishi FUSO brand," said Mr. Peter Honegg, President and CEO of Mercedes-Benz Malaysia Sdn Bhd.

Besides the grand prize winner, 19 other winners won body fabrication and service and parts vouchers for Mitsubishi FUSO trucks worth up to RM 40,000.00.



A Mercedes-Benz C200K to the lucky loyal Fuso customer.

INGRESS APPOINTED BMW DEALER

Ingress Auto Sdn Bhd and BMW Malaysia Sdn Bhd signed on 26th November 2007, a dealer agreement marking a very important milestone for both companies.

Yg. Bhg. Datuk Hj. Rameli Musa, Executive Vice Chairman and Group Chief Executive Officer of Ingress Corporation Bhd (Ingress) said, "At the current moment, we at Ingress Auto Sdn Bhd are painstakingly working towards our target of being in full operations by the first quarter of 2008. We are ensuring that our dealership will have the best and brightest people to meet the exacting standards of service that discerning customers expect."

He added that with the appointment, Ingress Auto will set the same high premium standards of its parent company Ingress Corporation Berhad of personalised care and excellent after-sales service for its customers, which has made them a respected auto parts manufacturer in the industry.

Mr. Wolfgang Schlimme, Managing Director, BMW Malaysia Sdn Bhd said, "In 2006, we announced Ingress Auto's intention of becoming an authorised dealer and with this important milestone they have proved their commitment. This signing signifies the beginning of our next level of partnership and a major step in our dealership network advancement."

Ingress was the recipient of the prestigious '2007 ASEAN Automotive Component Manufacturer of the Year (Malaysia)' award by Frost & Sullivan, a global growth consulting company that honours and recognises companies in variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer services and strategic product development.

Ingress Auto's new state-of-the-art BMW 4S centre occupies a total built up area of 9,783 square metres and is located along the prime thoroughfare of Jalan Damansara, fronting the Lebuhraya Damansara-Puchong Expressway (LDP) and facing Mutiara Damansara.



After the Dealership signing ceremony.

STRETCH YOUR LEGS AND RELAX



COMFORTABLE SEAT STRUCTURE

Minimises posture movement by supporting the body firmly, therefore reducing fatigue during long drives.



SPACIOUS LEGROOM

Spaciously comfortable, you can relax your legs without feeling cramped.



FLAT FLOOR

The flat floor leaves your passengers ample legroom to stretch out comfortably.



HIGH HIP POINT

Lets you step in and out the cabin with ease and allows you and your passengers' legs to be comfortably rested throughout the journey.

The all-new Vios is designed to ensure that each drive is a comfortable one. So no matter if it's just a stop to the local mall or a road trip with your friends, rest assured that you and your passengers will enjoy a pleasurable ride.

Test drive the spacious and comfortable all-new Vios at your nearest Toyota showroom today.

On the road price with insurance, from RM79,200 onwards.



ALL-NEW
VIOS
My Design. My Pride.

UMW TOYOTA MOTOR

2007-2008 MAA COUNCIL MEMBERS
President

Ford 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. DaimlerChrysler Malaysia Sdn. Bhd.
(Represented by Mr. Peter T. Honegg)
2. Hino Malaysia Sdn. Bhd.
(Represented by Mr. Johnny Chan)
3. Honda Malaysia Sdn. Bhd.
(Represented by En. Mohamed Shukor Ibrahim)
4. Hyumal Motor Sdn. Bhd.
(Represented by Mr. Dennis Ho)
5. Mitsubishi Motors Malaysia Sdn. Bhd.
(Represented by Yg. Bhg. Datuk Syed Hisham Syed Wazir)
6. Naza Kia Sdn. Bhd.
(Represented by Yg. Bhg. Dato' Ahmad Ibrahim)

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/3, Taipan Damansara 2, Parcel 1, Ara Damansara, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
Tel: 03-7843 9947 (hunting line)
03-7843 9950, 03-7843 9467, 03-7843 9706
Fax: 03-7843 0847

e-mail: maapom@tm.net.my / maa2003@streamyx.com
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.

R-CLASS FOR AIDS COUNCIL

Mercedes-Benz Malaysia Sdn Bhd presented a Mercedes-Benz R 350 L to Yg. Bhg. Dato' Mokhzani Mahathir of Kencana Capital Sdn. Bhd. late last year. The vehicle was part of the auction for the high profile Red Ribbon Gala 2007 - a prestigious event organised by The Malaysian AIDS Foundation (MAF), and proceeds from the auction will be donated to MAF's Circle of Hope Fund.

The charity auction which successfully raised close to RM1 million was a collaboration between MAF and the Malaysian AIDS Council. During the event, the Red Ribbon Media Awards (RRMA) was presented to members of the media who played significant roles in educating the public about HIV/AIDS. As a principal sponsor for the event, Mercedes-Benz Malaysia presented the RRMA winners with trophies and cash as well as a certificate to mark their efforts.

In addition, Mercedes-Benz Malaysia also sponsored RRMA winners to a 10-day field trip to DaimlerChrysler South Africa, to gain exposure and first hand experience on how media and corporate organisation work hand in hand to negate the impact of HIV/AIDS.

"We, at Mercedes-Benz Malaysia, started the sponsorship programme with Malaysian AIDS Foundation (MAF) / Malaysia AIDS Council (MAC) since 2004. As part of our ongoing corporate social responsibility, we are committed to being partners with MAC up till year 2008 as we all know that battles are never won in one day. Through our lead, we hope that other corporate citizens of the country will step forward to help champion the HIV/AIDS cause," said Mr. Peter Honegg, President & CEO of Mercedes-Benz Malaysia Sdn Bhd.



Yg. Bhg. Dato' Mokhzani (left) and Mr. Honegg at the ceremony.

A TRULY MEMORABLE OCCASION

YB Dato' Seri Rafidah Aziz sets the momentum for MAA to power into the future by declaring the new premises open.

More than 100 guests and media representatives turned up.



Yg. Bhg. Datuk Aishah delivering her welcoming address.

Modern and truly functional conference room.



Yg. Bhg. Datuk Aishah in her office at the new MAA office.



Clear directional sign at the entrance.



Some Council Members and staff of the MAA after the ceremony.



MAA staff Ms Selvi, En. Rafinol and Ms Jennie specially attired for the historic occasion.



Spacious general office layout.