

Proton saves RM145m a year with EMS

By Zuraimi Abdullah
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PROTON's competitive drive in the run-up to the Asean Free Trade Area (AFTA) has shifted up a gear with at least RM145 million savings a year from the indigenous development of an engine management system (EMS).

A Malaysian-engineered EMS, dubbed "the brain" of a car engine, will free Proton from paying up to 30 per cent of the total cost for a foreign system from partner Mitsubishi Motors Corp.

"The EMS project allows us to initiate considerable savings on foreign exchange costs estimated to be more than RM145 million a year," said chief executive officer Tengku

Tan Sri Mahaleel Tengku Arif.

"The cost saving is one of the main reasons enabling Proton to maintain the price of the Wira in spite of rising costs," he said before presenting certificates to 79 Proton engineers and support staff involved in the EMS project in Shah Alam yesterday.

The national car manufacturer has worked hard to reduce dependence on imported parts that not only carry currency risks but also expensive royalty payments.

Over the past year, Proton has localised some 270 car parts and components, which translates into some RM50 million cost savings a year, said OCBC Investment Research.

The research house pointed out

that Southeast Asia's number one automaker had also been successful in slashing its direct labour cost per car by five per cent.

Besides sourcing for cheaper parts, the next big step for Proton in cutting material costs will be the introduction of the Campro engine slated to be fitted into the Waja in the first quarter of next year.

Substantial savings are expected as an engine makes up about 40 per cent of the total cost of a car.

The 79 engineers and support staff worked on the EMS project in 1998 to enable the Wira to meet the more stringent European emission legislation for sale in 2001.

The goal had been met with the Wira 1.6 fitted with EMS 400 since last June.

The EMS project continues with EMS 700 to match it with the technological edge offered by the Campro, Proton's own engine unveiled by Prime Minister Datuk Seri Dr Mahathir Mohamad in the UK in July 2000.

The Waja would be the first vehicle to use the Campro engine by the first quarter of next year, said Tengku Mahaleel.

Utilising electronics, EMS controls functions such as fuel injection rate, ignition timing, idle speed control, cooling fans and air conditioning as well as other internal parts of the engine.

Proton engineers took 24 months to develop the EMS 400, working with subsidiary Jotus Engineering and SiemensVDO.

Better-than-expected Vehicle sales last year

Low rates and new models help spur growth

VEHICLE sales surged a better-than-expected 16 per cent in 2001, helped by low interest rates and the introduction of new models, the Malaysian Automotive Association (MAA) said yesterday.

The impressive growth was double the industry target of eight per cent.

The MAA, which represents most of the country's auto makers and distributors, said total vehicle sales rose to 396,381 units in 2001 from 343,173 in the previous year.

The numbers include all major brands sold in Malaysia except for South Korea's Hyundai Motor Co and Kia Motors Corp, which are not members of the association. Perusahaan Otomobil Nasional Bhd (Proton) accounted for 64 per cent of total passenger car sales in 2001. Perusahaan Otomobil Kedua Sdn Bhd (Perodua) was the second best seller with a 29 per cent market share. However, the total sales increase

was unlikely to be sustained this year though sales would still reach an all-time high, MAA president Aishah Ahmad said.

She said total sales were expected to grow at a more "modest" rate of three per cent in 2002.

"It is a realistic figure," she told the Press in Petaling Jaya.

Still, a three per cent increase means sales will hit an all-time high of 410,000 units, breaking the previous record of 404,837 units.

The surge in vehicle sales in 2001 made the auto sector one of the few bright spots last year in Malaysia's slowing economy.

Low interest rates, Government efforts to spur consumer spending, aggressive price discounting and the launch of new models such as the highly-popular Proton Waja by Proton drove up vehicle sales last year.

Other new models launched included Perodua's Kelisa, Toyota's Corolla Altis and Nissan's new

Sentra. "Last year there was a long waiting list for many new models and the lists have now been reduced. We were able to fulfil customers' demand in 2001."

Passenger car sales led the way last year, rising 16 per cent to 327,447 units. Growth for 2002 is forecast at four per cent, to 340,000 units.

In 2002, sale of commercial vehicles is forecast to increase by 1.0 per cent to 38,000 units compared to 37,623 units sold in 2001.

154 vehicles are expected to gain 2.0 per cent to 32,000 units this year against 31,211 units sold in 2001.

Aishah said the positive outlook was attributed to the Government's initiative to get Malaysians to continue buying and spending, coupled with an indication that economic growth would improve in the second half of 2002.

Apart from that, she said, bonuses and a 10 per cent pay hike

given to Government servants would also contribute to the positive growth.

"For year-end buying, many Government departments bought commercial vehicles especially Isuzu, Ford and Daihatsu that led to increased sales."

Asked whether it was a good time for the auto business at present, she said the industry was "cyclical. It would not be a bad time for the motor industry because it was still growing and there was still a big market."

As for the Asean region, a total of 1.179 million units were sold in 2001 versus 1.095 million in 2000, with Malaysia leading other countries, accounting for 33.6 per cent of market share.

Indonesia ranked second with 299,671 units sold in 2001 versus 300,947 units registered in 2000.

This was followed by Thailand with sales of 297,052 units in 2001 against 262,189 units in 2000.

Proton at crossroads with Afta deal

Kecerdas AF774

By Thomas Soon

KUALA LUMPUR: Perusahaan Otomobil Nasional Bhd's (Proton) market share of the passenger car segment is likely to gradually decline to 35% after the Afta Free Trade Area (FTA) agreement is implemented in 2005, said Intel's national marketing consulting firm, Frost & Sullivan.

However, the consulting firm said that although Proton's dominance will be significantly reduced by the impact of Afta, the onslaught of cheaper imported brands will not be enough to wipe it out of the market.

"Proton will still have the most extensive network of sales and service centres in the country," Frost & Sullivan research analyst for the Asia-Pacific automotive market, Annuar Jalaluddin, told theedgely.com in a recent interview.

Annuar said Proton's margins will be eroded because of lower prices as a result of the expected stiffer competition.

"Proton is at crossroads and the clock is ticking."

He said the host of government incentives have rendered Proton complacent over the years. Foreign makes such as Toyota, Honda and Nissan were enjoying brisk sales until the national car came into being in 1986.

The old order is expected to resume when Afta eliminates protectionism and consumers will be able to consider buying cheaper foreign cars that have better designs, safety features and technological advancement.

As reflected in the first-half sales figures this year, national cars from Proton and Perusahaan Otomobil Nasional Kedua Sdn Bhd (Perodua) still hold a dominant grip over the passenger car segment with a combined market share of almost 93%.

Proton holds a slightly lower market share of 64% this year, compared with the 65% in the same period last year. Perodua saw a slight increase from 27% last year to 28% this year.

The non-national car segment maintained its market share of about 8.0%.

Annuar said Perodua has an even bigger potential for growth compared with Proton as the small car segment has fewer rivals. He expects new car sales to grow by between 5.0 and 5.0% annually over the next few years to top 550,000 units in 2007.

This means Proton's domestic sales will only total about 200,000 units a year. Last year, vehicle sales totalled 343,173 units.

With that amount of domestic sales, he believes that Proton will still be able to survive the onslaught if it can penetrate into more overseas markets and take full advantage of its engineering capabilities within Lotus.

Annuar said Proton urgently needs to tie up with a new partner to reduce production costs through the sharing of platforms, engines, and parts, and to penetrate into other established export markets.

The latest news report has it that MG Rover has resumed talks with Proton on possible long-term engineering and technical collaboration on new models.

"It is time for Proton to wake up and find a new partner," Annuar said.

He sees Proton's potential partner as either Ford or Toyota, while other firms like General Motors and Daimler Chrysler are likely to concentrate their operations in Thailand and South Korea.

Toyota Motor Corporation of Japan owns a 39% stake in UMW Toyota Motor Sdn Bhd, which is a subsidiary of UMW Corporation Sdn Bhd.

Toyota also owns a 51% stake

in Daihatsu Motor Co Ltd, which holds 29% of Perodua, the second national car project. Toyota has operations in the Philippines, Thailand, and Indonesia.

It was announced on Sept 3 that Daihatsu and Mitsui & Co Ltd would take up a 51% stake in the manufacturing operations of Perodua. Mitsui and Daihatsu (Malaysia) Sdn Bhd now hold 7.0% and 5.0% respectively in Perodua.

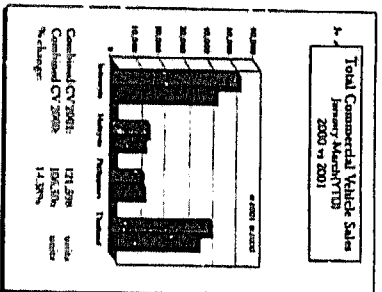
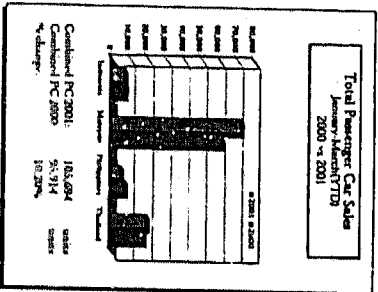
"The faster Proton finds a new partner is found, Mitsubishi will be phased out," Annuar said, adding that Mitsubishi has been slow in imparting technology.

A thorny issue for Proton may be the fear of losing its national identity as a result of the future partnership, unless it can produce the partner's brands separately from its own vehicles for the export market. — theedgely.com

see also PAGE 31

Bright outlook for automotive industry

Moderate growth expected in Asean with steady sales in Malaysia



WHEN the currency crisis hit the region in 1997, the automotive industry was among the hardest hit.

Consumers reeled from the shock and put off most of their big-ticket purchases, seriously reducing vehicle sales figures and forcing many companies against the wall.

That most companies were able to weather the great storm is testament to the resilience of the Malaysian auto industry.

Now, the proverbial light at the end of the tunnel has become quite clear and is brightening in intensity.

President of the Asean Automotive Federation, Alshah Ahmad's verdict on the situation is that the regional automotive industry has recovered from the recession.

She said that increasing sales are being registered in the four main Asean markets of Indonesia, Thailand, Malaysia and the Philippines.

Alshah, who is also chairman of Automotive Federation Malaysia, said that while 1998 was a very tough year for the industry, 1999 saw a 51.4 per cent increase in the combined volume of the four main Asean markets to 738,000 units.

The trend continued last year although growth was not as high compared to that of 1999. In 2000, the combined volume rose 51 per cent to over 1.1 million units, she said in her update on the Asean automotive industry.

Looking ahead, she expects prevailing economic situations and uncertainties in the Philippines and Indonesia to dampen sales.

"This will lead to moderate growth for the region this year.

In spite of the early 2001 figures being somewhat lower than those for the same period in 2000, Alshah contends that Thailand and Malaysia should be able to maintain steady growth.

With the moderate growth it will take some time before the high of the mid-1990s or almost 1.5 million units can be reached.

She noted the implementation of Alfa, an agreement which will enable duty-free intra-Asean trade of vehicles, is widely expected to boost sales after 2003.

But with Malaysia granted an extension till 2005 for its auto sector to open, which is two years later than the planned deadline for implementation, there is uncertainty as to how Alfa will affect sales since Malaysia has the largest passenger car market in the region.

She was speaking at the third Asean automotive dialogue in Bangkok recently.

On industry responses to government presentations, Alshah noted the various industry organisations have been responsive and moved quickly to find ways to assist and collaborate with Asean industries. A good example is the US Supplier Mission to several Asean countries which has helped automotive suppliers.

She said that e-commerce is a key area being focused on and leading groups like COVISINT, ANX and JNK are willing to share their experiences with Asean industry members.

"The Asean Automotive Federation recognises the significance of e-commerce and e-networking and desires to build up expertise and knowledge in the two areas.

She said that experiences shared by the Alfa group has been very useful to Asean members.

countries integrate their markets from 2003.

Although it has been rough going since the currency crisis, now increasing sales are being registered in the four main Asean markets of Indonesia, Thailand, Malaysia and the Philippines.

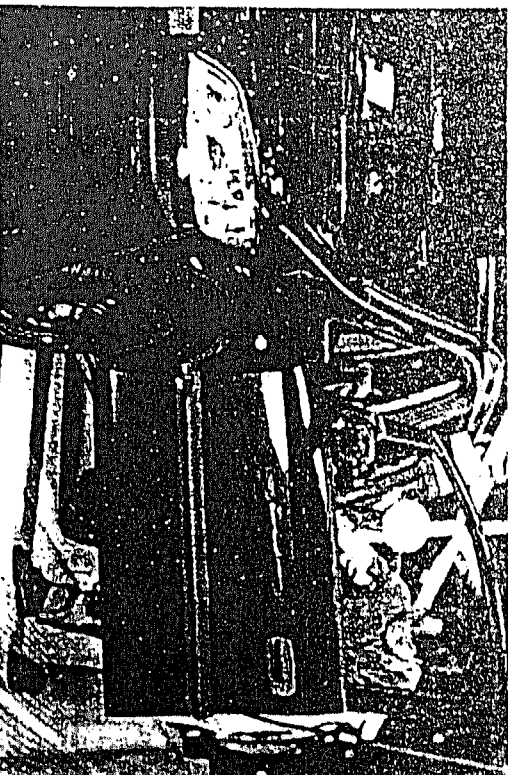
Alshah said that the Asean automotive industry had been through some very rough times in the late 1990s and there are current signs of heartbeats. She added:

"This regional integration will provide the experience and consideration that is necessary before Alfa becomes integrated in the APDC's sphere of trade in 2010 and with the realisation of the WTO in 2020.

"Asean's automotive industry had been through some very rough times in the late 1990s and there are current signs of heartbeats. She added:



Auto Auto Source



Thailand scored a coup when General Motors focused all its investment there. The Adam Opel factory in Rayong (above) now assembles the Zafira Multi Purpose Vehicle for the whole world.

In the Klang Valley we have assembly facilities for Ford, Volvo, BMW and

Land Rover capable of producing for the region. Malaysia is the first country where the Discovery Series II is assembled locally.

Proton also is the largest car plant in Asean but it may be burdened by their inefficient vendors.

Proton also is the largest car plant in Asean but it may be burdened by their inefficient vendors.

ITS not anymore about how prepared the Malaysian automotive industry is vis-à-vis the Asean Free Trade Area.

It's about whom is doing what about Alfa. The best sign today is the Waja model introduced by Perusahaan Otomobil Nasional (Proton) late last year. This is the first competitive Proton car in the Asean market. The significance is that Malaysian automotive industry leaders know that Malaysia will be ready for Alfa when Proton is ready for Alfa.

Positive signs are everywhere that the individual companies are getting ready in their own ways.

Perusahaan Otomobil Kedua (Perodua) is finalising a tie-up with Perhatisu, a Toyota-affiliated trademark. Bid this will strengthen its position as the main player in the Asean mini car segment. World class? Check out its new free four year, 100,000 km warranty.

How about traditional non-national, but Malaysian nevertheless, players like Tan Chong and Kah Motors.

Tan Chong is a confident competitor but will probably be handicapped by the recent dispute between Tan Kim Hor's family and the family of the late Tan Yuet Foh (which holds the majority stake via Ten Heng Chew/Heng Soon, etc).

Its recent run-away success with the Sentra is one sign of marketing maturity. Talk about Alfa with Tan Chong's veteran marketing executives and they will boast that

they can make a 1400 cc car cheaper than Proton. They are hardly afraid of Asean competition.

Anyway, its history how a family dispute led Asia Motors which had important brands like Mazda and Peugeot.

Kah Motors? Now that the legendary pioneers and loyal business partners Soichiro Honda and Loh boon Siew are departed, Honda is moving on and has cemented its Malaysian presence via a deal with the DRB-Hicom group. Honda Japan will manage the brand, DRB-Oriental-Honda will be the new company to distribute the cars and a new plant will be built to manufacture the cars. That's one new business partnership getting ready for the Asean market.

Taking a lead from the history books, Kah Motors has tied up with Hyundai and sees it as its Honda for the future. Naza, the biggest parallel importer in Malaysia, owned by street-wise Tan Sri Nasrudin, appears to have secured the Kia franchise via Naza KIA Sdn Bhd for its Asean platform. Kia is a fierce world class competitor. The factory-gate prices will be unimaginable to Malaysian car buyers. A mini-car like the Kanzi for RM12,000? Yes, true. The Kia Carnival is another example of a world class product in the MPV class.

Finally, the old European car brand owners that have old roots in Malaysia are re-engineering the traditional the traditional

principal competitor relationships. Referring this is a company like Volvo which has set up its own office and brand management in Malaysia, and rebranded Federal Auto, its former franchise holder, to dealership level. Volvo's direct participation in Malaysia will shortly be followed by other automotive brands, perhaps the Germans?

Ford is a tremendous brand manager and as the second biggest carmaker in the world, it is just ready for Alfa. It's taken a larger share in the Malaysian operations and reflecting this is the name change from AMIM to Ford Malaysia Sdn Bhd.

The problem is to convert the perception that Rayong Bay, the so-called Detroit of Asean, is a threat to the Malaysian auto industry. We should be thinking of how to gain a larger Asean market share. That's the problem with protectionism. People get comfortable and forget that it's a tough world out there.

For the Ministry of International Trade and Industry, how about wearing the industry of protectionism by scheduling tariff reductions over the next few years to 2005?

Yamin A Yong
Editor.

Waja is top seller

THE Proton Waja was a hot seller the moment it was launched and so far there is no sign of the demand abating.

With the waiting list stretching to more than half a year, the Waja seem even more popular now that motorists have had a chance to see it in the flesh.

According to Edaran Otomobil Nasional (EON), the Waja is the top seller in its segment, having chalked up sales for 40,000 units so far.

The car, which is Proton's first to be designed entirely in-house has also received rave reviews in the motoring press.

There were even reports in the business pages that the Waja is contributing significantly to Proton's bottom line.

For what is essentially a car which was launched with much caution, it has turned into a veritable runaway success.

Calling All Perdana Owners

SINCE the Proton Perdana was recalled to remedy a design defect late last year, not many owners have come forward.

According to Edaran Otomobil Nasional (EON), so far only 30 per cent of owners have come forward with their cars.

Since the recall was to rectify a rusting ball joint, the company would like to urge all Perdana owners to come to the nearest EON service centre with their cars for the rectification where necessary.

AFTA or the Asean Free Trade Area was launched in 1992 to liberalise trade among the 10 Asean member countries. The objective eventually is to have a free trade in Asean goods within Asean.

The main vehicle for this liberalisation is the **Common Effective Preferential Tariff (CEPT)** scheme.

Under the scheme, tariffs on products will be reduced to zero to 5 per cent. A total of 4,642 products which account for almost 98 per cent of total intra-Asean trade has been identified for tariff reduction. By 2003, almost 88 per cent of the products will bear no tax.

The main exceptions will be sensitive agricultural products and Proton which will be given more time – till 2005 to comply.

AFTA which is consistent with **World Trade Organisation (WTO)** rules, aims to:

1. Remove all quantitative restrictions and non-tariff barriers, beginning January 1, 1996;
2. Introduce greater transparency in standards and conformance;
3. Create a green lane system to expedite the clearance of CEPT products; and
4. Intensify cooperation with dialogue partners and other regional groupings.

The programme is to be implemented on two tracks – fast track for the more advanced members – Brunei, Indonesia, Singapura, Malaysia and the Philippines, – and the second track for the newer members – Cambodia, Laos, Myanmar and Vietnam – which are given more time to comply with the provisions. – Hardev Kaur

Perodua belanja RM1.3 bilion untuk pembesaran

SERENDAH 28 April -- Perusahaan Otomobil Kedua Sdn. Bhd., (Perodua) akan melabur sebanyak RM1.3 bilion untuk program pembesaran dalam tempoh lima tahun akan datang, kata Pengarah Urusannya, Abdul Rahman Omar hari ini.

Program pembesaran termasuk saluran pengeluaran baru di kilang kedua dan bangunan penyelidikan dan pembangunan (R&D) baru lengkap dengan makmal dan kemudahan ujian.

Abdul Rahman berkata, jumlah RM1.3 bilion itu akan digunakan sehingga tahun 2001. Beliau berkata, langkah itu merupakan unjuran awal kerana kajian ke atas program pembesaran dijangka siap hanya dalam enam bulan.

Beliau berkata, kilang kedua berkenaan lengkap dengan bahagian pemasangan serta sumber cat dan pembantuan badan kereta. Kilang itu didirikan di tapak seluas 40 hektar bersebelahan dengan kilang yang sedia ada.

"Kami telah menempah tanah itu daripada salah satu daripada pemegang saham kami, UMW Holdings

Profon 2
Bhd.," katanya kepada pemberita selepas majlis pelancaran saluran pemasangan berasingan model Perodua Rusa oleh Timbalan Perdana Menteri, Datuk Seri Anwar Ibrahim di sini.

Pembesaran kilang itu dan bangunan R&D diperlukan kerana syarikat itu mengunjurkan bahawa menjelang tahun 1999, jualan kenderaan pelbagai guna Perodua, iaitu Rusa dan Kancil serta model-model lain yang akan diperkenalkan, akan mencecah hampir 147,000 unit.

"Keputusan mesti dibuat sekarang kerana pembinaan bangunan, tempahan keengkapan dan pemasangan akan memakan masa lebih daripada 24 bulan," kata Abdul Rahman.

Malah dengan talian pemasangan berasingan bagi Rusa, keupayaan pengeluaran penuh boleh mencapai 20,000 unit setahun tetapi "masih terdapat masalah awal," katanya.

Dengan talian berasingan yang baru, Perodua berupaya memasang 20,000 Rusa setahun berbanding dengan

9,000 sebelum ini manakala pengeluaran Kancil boleh mencapai 66,000 unit daripada 47,000 unit. Perodua juga memasang kenderaan hibrid akan datang di Daihatsu.

Abdul Rahman berkata, Perodua akan juga memperkenalkan tiga model baru tahun depan, 1999 dan 2000.

Katanya Perodua telah memulakan kerja ke atas varian Daihatsu bagi model 1998, yang akan diperkenalkan dengan pengubahsuaian yang paling minimum menjelang Ogos tahun depan.

Beliau memberi jaminan bahawa kesemua tiga model berkenaan bukannya versi peningkatan Kancil atau pun Rusa.

Abdul Rahman berkata, biasanya bagi memajukan sesebuah model baru akan mengambil masa 24 hingga 36 bulan, bergantung pada tahap kandungan tempatan kereta tersebut.

"Adalah diharapkan dengan wujudnya R&D sendiri, kami akan memperkenalkan model kereta sendiri menjelang tahun 2001," tambahnya. — Bernama.

2002 <

New Proton City plant can build cars twice as fast

By JAGDEV SINGH SIDHU

PERUSAHAAN Otomobil Nasional Bhd (Proton) expects to build new car models at its Proton City plant twice as fast as its factory in Shah Alam.

The Proton City plant, which is to start production in 2000, will employ robotics more extensively than in Shah Alam and incorporate modular manufacturing operations to achieve that objective.

After a ceremony to start piling work at the new plant site in Tanjung Malim yesterday, Proton chief executive officer Tengku Mahaleel Tengku Ariff said making cars in half the present time was essential if Proton aimed to be a global manufacturer.

"Our Shah Alam plant is doing comparatively well but not enough for the global market," Tengku Mahaleel said.

The company's state-of-the-art Proton City plant will use robotics for 70 per cent of the stamping work, 60 per cent of welding, 65 per cent of painting and 10 per cent in trimming and final work, he said.

The company intends to use ro-

botics in all welding work in the future.

In comparison, the Shah Alam plant currently uses robotics in 55 per cent of stamping work, 30 per cent of welding, 63 per cent of painting and a small percentage of trimming and final work.

Proton will set aside 242.88ha for its modular vendors to set up operations on the site.

So far, only eight of the 15 essential modular vendors have agreed to transfer operations to Proton City but all are expected to do so when the project is completed in August 1999.

Tengku Mahaleel added that Proton did not rule out a partnership with another car manufacturer when it makes its new models in Proton City.

The new plant, which will have the capacity to build up to one million cars by 2010, will manufacture cars according to demand, Proton chairman Datuk Mohd Saleh Sulong said.

After starting production at 150,000 units a year in 2000, the Proton City plant will progressively increase its annual production



Saleh

capacity to 250,000 cars in 2003 and half a million units in 2005.

"By 2003, Proton will manufacture 500,000 cars, of which 150,000 will be for the export market," he said, adding that Proton cars would be on the roads of 60 countries by then.

With the output from Proton City double that the company will make this year, Saleh said it was essential that emphasis be placed on the export market.

"We are exporting to 46 countries now and we have to improve the performance of our distributors in those countries," he said.

Saleh said Proton would have to start entering competitive markets which had their own car industry.

"I do not think we should be discouraged by problems in entering these countries," he said in reference to news that Proton planned to penetrate the South Korean market.

"We would like to enter the Japanese market one day," Saleh said.

The Proton City plant will have three platforms, each capable of handling five models.

The 1,618.8ha RM5.75 billion Proton City project, of which Proton would take up 485.6ha, would cost RM5.75 billion to build.

Proton is to invest RM1.8 billion to build its second plant in the project.

The project, being handled by Proton City Development Corp Sdn Bhd, will also feature a rail link with Port Klang to expedite movement of export-bound cars from the plant.

UMW urges Perodua-Proton link-up

By HASNI MOHD NASIR

UMW Holdings Bhd, the biggest shareholder of Perusahaan Otomobil Kedua Sdn Bhd (Perodua), has suggested that some of the car maker's operations be merged with those of Perusahaan Otomobil Nasional Bhd (Proton) for better efficiency and economies of scale.

UMW group chairman Datuk Rahmat Jamari said that both being national car companies, Perodua and Proton should share their expertise and resources to meet growing competition arising

from the liberalisation of the region's car market in 2003.

The UMW group owns 38 per cent of Perodua through subsidiary UMW Corp Sdn Bhd.

"We have had ongoing communications with the Proton management to see where there can be total collaboration, and the advantage that can be derived from it," he told *Star Business* after launching UMW's Safar event in Shah Alam yesterday.

He said with new regulations being introduced along with the start of the Asean Free Trade Area (Afta), the two companies

should look at synergies for the benefit of the country.

He said Perodua would soon be investing substantially in a research and development centre to undertake design and technical work.

"These are very extensive investments and can be shared with Proton to make it more cost-effective for both the companies' operations," he added.

Rahmat said some form of collaboration had in fact been initiated as Perodua was using Proton dealers in countries like Malta and Britain to market its cars.

On UMW Holdings' performance, Rahmat said the group's second half results were expected to be marginally better than those of the first half despite the weaker ringgit.

"There will be no impact on our margins but we are still confident that with strong sales, the second half would top the first half results," he added.

He did not see any need for the company to raise its car prices as such a move would affect the acceptance of the car in the local market.

Proton dan Perodua menguasai pasaran

Oleh SAIDON IDRIS

PETALING JAYA 30 Jan. - Kereta nasional Proton dan juga Perodua terus mendahului pasaran kereta penumpang tempatan sepanjang tahun lepas dengan sejumlah 221,041 unit dijual mewakili 80.9 peratus daripada keseluruhan pasaran.

Jumlah itu, adalah 0.7 peratus lebih tinggi daripada penguasaan kereta nasional pada tahun 1995 sebanyak 80.2 peratus.

Dalam kategori kereta-kereta nasional itu, model-model Proton, termasuk Satria, mengekalkan penguasaannya dengan jualan sebanyak 176,100 unit atau 63.9 peratus daripada seluruh pasaran kereta penumpang.

Model-model Perodua pula, menguasai 17 peratus daripada pasaran de-

ngan sejumlah 36,941 unit it dijual, berbanding hanya 29,906 tahun 1995.

Peratusan penguasaannya itu bagaimanapun, merosot sedikit berbanding tahun 1995 sebanyak 17.7 peratus.

Pengerusi Kesatuan Peniaga Kenderaan Malaysia (MMTA), Aishah Ahmad, dalam satu sidang akhbar di sini, berkata, tahun lepas merupakan tahun yang cemerlang bagi industri kenderaan di negara ini.

Pertumbuhan

Sejumlah 364,788 unit kenderaan dijual iaitu pertumbuhan 27.64 peratus berbanding 285,792 unit yang dijual pada tahun 1995.

Menurutnya, daripada jumlah tersebut, sebanyak 275,615 unit adalah kereta-kereta penumpang, 69,114 unit terdiri



AISHAH AHMAD

daripada kenderaan komersial manakala baki 19,729 unit lagi adalah kenderaan pacuan empat roda.

Beliau berkata, di dalam kategori kereta-kereta penumpang, kereta-

kereta selain kereta nasional mencatatkan kenaikan jualan sebanyak 19.1 peratus kepada 52,574 unit.

Bagaimanapun, dari segi penguasaan pasaran, ia merosot 0.7 peratus, kepada 19.1 peratus berbanding 19.8 peratus sebelumnya.

Penguasaan

Aishah berkata, dalam pasaran kereta-kereta selain kereta nasional, Honda terus mendahului pasaran, dengan penguasaan keseluruhan kereta penumpang sebanyak 6.6 peratus diikuti oleh Toyota sebanyak 3.8 peratus dan Nissan 2.5 peratus.

Kereta-kereta Mercedes-Benz menduduki tangga keempat dengan penguasaan 1.6 peratus dengan jualan sebanyak 4,170 unit, katanya.

Mengenai prospek in-

dustri kenderaan bagi tahun ini, Aishah berkata, ia dijangka meningkat sekitar 12 peratus.

Menurut beliau kadar pertumbuhan tertinggi diramal dicatatkan di dalam kategori kenderaan komersial, iaitu sebanyak kira-kira 23 peratus, diikuti oleh kenderaan pacuan empat roda, sebanyak 21 peratus.

Tambahnya, jualan kenderaan penumpang pula diramalkan hanya akan naik sebanyak lapan peratus," katanya.

Aishah berkata, jualan kenderaan komersial tahun lalu naik 47 peratus manakala jualan kenderaan pacuan empat roda pula naik 45.4 peratus.

Peningkatan yang agak tinggi itu berikutan pertumbuhan pesat ekonomi negara, yang telah menyaksikan pelaksanaan pelbagai projek raksasa, katanya.

Proton and Perodua cars secure top four places

Proton and Perodua cars captured the top four spots of Malay-
 1996 Top 10 Model Series for last
 year, maintaining their 1995 posi-
 tion with a general increase in
 sales for all makes.

Proton was the best selling with sales of 89,564 units
 commanding a market share of
 24.6 per cent of the motor vehicle
 market. This compares with 89,564
 units (or 24 per cent) in
 1995. (BUKROS) 2.
 Second place was Proton Saga
 with 52,429 units (14.4 per cent)
 compared with 50,189 units (17.6
 per cent) in 1995.

Perodua Kancil was third with
 46,941 units (12.9 per cent) from
 46,941 (14 per cent) in 1995 and
 fourth with 18,830 units (5.2 per
 cent) compared with 13,320 units
 (4.7 per cent) in 1995.

It was Honda Civic, taking
 6,789 units (1.9 per cent) from
 6,789 (1.9 per cent) among the 10. The Japa-
 nese occupied the ninth place
 in 1995.

A spokesman from Kari Motor
 said the company enjoyed an
 increase in sales last year
 after the launch of its new City

with a total of 364,788 vehicles
 sold last year, an increase of
 7 per cent over sales volume
 in 1995.

Malaysian Motor Traders As-
 sociation (MMTA) chairman
 Aishah Ahmad said the as-
 sociation is forecasting a 12 per
 cent growth in sales for 1997 to
 1998.

Aishah said Malaysians' pas-
 senger cars was not likely to
 drop despite the various gov-

MARKET REVIEW FOR 1996 TOP 10 MODEL SERIES							
'96			'95				
Position	Model Series	Sales Unit	Share	Model Series	Sales Unit	Share	
1	WIRA	89564	24.6%	WIRA	68573	24.0%	
2	SAGA	52429	14.4%	SAGA/ISWARA	50189	17.6%	
3	KANCIL	46941	12.9%	KANCIL	39906	14.0%	
4	SATRIA	18830	5.2%	SATRIA	13320	4.7%	
5	CIVIC	11020	3.0%	PERDANA	8565	3.0%	
6	VANETTE	8900	2.4%	VANETTE	6345	2.2%	
7	DELTA V57	7570	2.1%	ACCORD	5569	1.9%	
8	RUSA	7240	2.0%	COROLLA	5519	1.9%	
9	NHR	6917	1.9%	CIVIC	5438	1.9%	
10	COROLLA	6789	1.9%	DELTA V SERIES	5224	1.8%	
TOTAL INDUSTRY VOLUME		364788	100.0%	TOTAL INDUSTRY VOLUME		285792	100.0%

ernment projects to improve
 public transport.

"I don't think car sales will
 drop. If you look at world trends,
 even in major cities with good
 transport systems, car sales do
 not drop," she said.

"People do need cars during
 weekends. This can be seen in
 the recreational vehicles seg-
 ment - 4 X 4 vehicles - which
 registered a growth of 45.4 per
 cent over last year to reach
 19,729 units," she said.

The 4 x 4 sector is expected to
 grow a further 21 per cent this
 year.

The other sector which en-

joyed more than 40 per cent
 growth is the commercial vehicle
 market which saw a jump of 47
 per cent to reach 69,444 units last
 year.

Aishah said this was due to the
 many mega projects in the pipe-
 line. Deregulation by the Govern-
 ment in this sector has also con-
 tributed substantially to the
 growth.

This sector is expected to grow
 by another 23 per cent this year.

As for overall motor sales, a
 total of 275,615 passenger cars
 were sold by MMTA members,
 with national cars making up the
 bulk (80.9 per cent) or 223,041

units. The figures include sales
 in Sabah and Sarawak.

Non-national passenger car
 sales recorded 52,574 units in
 1996, an increase of 19.1 per cent
 over the previous year.

Unlike the commercial and
 recreational car sectors, passen-
 ger cars sales are forecasted to
 grow by only 8 per cent.

Demand for upmarket cars like
 BMW and Mercedes Benz con-
 tinued to grow with market share
 of 0.9 and 1.6 per cent respective-
 ly.

Japanese cars like Subaru and
 Suzuki were being phased out
 while demand for Toyota and
 Honda makes continued.