

UMW TOYOTA MOTOR BEV LAUNCH
SPEECH FOR YANG BERHORMAT TUAN SIM TZE TZIN,
DEPUTY MINISTER OF INVESTMENT, TRADE AND INDUSTRY
2 APRIL 2026

- **Takashi Obata san**, Deputy Chairman, UMW Toyota Motor
 - **YBhg Datuk Ravindran K.**, President, UMW Toyota Motor
 - Distinguished guests, members of the media, ladies and gentlemen.
1. Thank you for inviting me to be part of this important milestone for UMW Toyota Motor and Malaysia's automotive industry. It is always encouraging to see continued innovation and investment in our automotive sector.
 2. Thanks to our stable government and strong economy through MADANI Economy framework and the New Industrial Master Plan (NIMP) 2030, we have created a safe and predictable environment where businesses can truly grow. Toyota's continued investment here is a testament to the friendly business ecosystem we offer. We aren't just putting new cars on the road, but we are creating better jobs for our people and building a brighter, more innovative future for Malaysia.
 3. Malaysia's automotive industry has long been one of the key pillars of our manufacturing economy. The industry supports hundreds of thousands of jobs and contributes significantly to

Malaysia's industrial output. More importantly, the automotive sector is not simply about assembling vehicles. It is an industry that drives high-value economic activity. It stimulates the development of local vendors, strengthens engineering capabilities, and accelerates the transfer of technology and innovation into our economy.

4. These are the elements that enable Malaysia to move up the value chain and compete in increasingly sophisticated industries. This progress has been built through sustained investment, strong collaboration between government and industry, and the commitment of companies that have chosen to grow alongside Malaysia.

Ladies and Gentlemen,

5. Toyota is one of Malaysia's long-standing automotive partners. Over the years, Toyota has produced more than 2.1 million units locally since 1968, reflecting Toyota's strong localisation commitment and long-term industrial presence in Malaysia.
6. Through sustained investments, technology transfer, and the development of local talent and suppliers, Toyota has contributed to strengthening the capabilities of Malaysia's automotive ecosystem.

7. It is also encouraging to see battery assembly capabilities being developed at Toyota's manufacturing facility in Bukit Raja. This is a positive step as our automotive industry moves further into electrification. We hope to see even more innovation in electrification technologies, advanced components and mobility solutions being developed here as the industry continues to evolve.

8. I would encourage Toyota to partner with our local Malaysian companies in these activities too. Our businesses are highly capable and ready to deliver. By using more local parts, Toyota can build a stronger supply chain that is safe from global delays. Plus, increasing your local content makes Toyota eligible for more government incentives. It is a win-win; we help your business grow, and you help us build a stronger Malaysian industry.

Ladies and gentlemen,

9. The global automotive industry is now entering another period of significant transformation. Technological innovation and the global transition towards cleaner mobility are reshaping how vehicles are engineered, manufactured and used. Electrification, digital technologies and new energy systems are redefining the future of mobility.

10. In Malaysia, we are already witnessing this transition take place. EV adoption has grown significantly from just 55 units on the road in 2020 to approximately 45,000 units today. Based on a Total Industry Volume of 820,752 units in 2025, electric vehicles now account for around 5.5% of new vehicle registrations. This reflects how Malaysia is moving beyond early adoption towards a more sustainable phase of growth in electrified mobility. Charging infrastructure is also expanding, with more than 5,000 public charging points already deployed nationwide and a national target of 10,000 chargers well underway.
11. For Malaysia, this transformation presents both opportunities and responsibilities. Our responsibility is to ensure that Malaysia continues to remain competitive as the industry evolves. This means strengthening the capabilities of our local ecosystem, developing the skilled workforce needed for advanced technologies, and ensuring that Malaysia remains an attractive destination for high-quality investments.
12. Malaysia welcomes investments that bring new technologies while strengthening the capabilities of our automotive ecosystem. Such investments contribute not only to new products and new markets, but also to the development of engineering expertise, supplier capabilities and skilled talent that will sustain the long-term growth of the industry. At the same time, the government remains committed to ensuring that

Malaysia's automotive sector develops healthily and competitively.

13. As Malaysia goal is to attract high value investments, Toyota's multi-pathway strategy is well aligned with Malaysia's national direction, as reflected in the National Energy Transition Roadmap. A combination of hybrid and fully electric technologies can coexist, ensuring that the transition towards low-carbon mobility remains practical, inclusive and aligned with market readiness and infrastructure development.
14. The introduction of three new battery electric vehicles today as completely built-up units represents an important market-building phase. As demand strengthens and the ecosystem matures, such initiatives may also open pathways towards deeper localisation in the future. This reflects the confidence that global automotive leaders continue to place in Malaysia not only as a market, but as an industrial ecosystem capable of supporting the future of mobility.

Distinguished guests,

15. I would like to commend UMW Toyota Motor for its continued commitment to Malaysia and for its contribution to the growth and development of our automotive industry.

16. In closing, I am confident that this partnership will bring great success to both Toyota and Malaysia. By working together, we aren't just selling cars; we are driving technology, creating jobs, and growing our economy. When Toyota succeeds, Malaysia succeeds. Let us continue this strong journey together for a more prosperous future.

Thank you