



## PRESS CONFERENCE



# NATIONAL AUTOMOTIVE POLICY (NAP) 2014 STATUS UPDATE

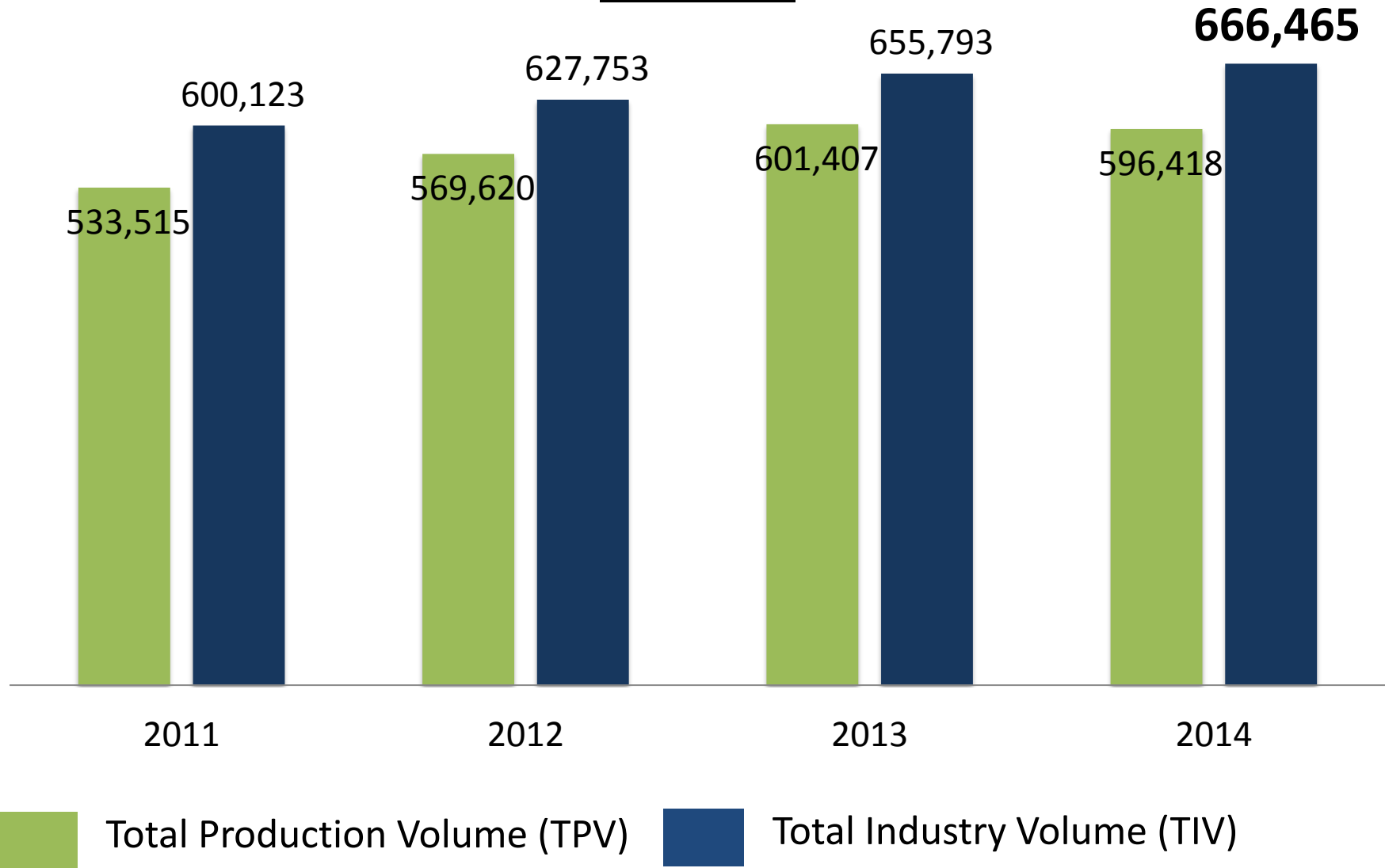


YB Dato' Sri Mustapa Mohamed  
Minister of International Trade and Industry

30 January 2015

# Industry Profiling 2011-2014

## TIV vs TPV



# Exports 2010-2014

<b>Sub-Sectors</b>	<b>2010 (RM mil.)</b>	<b>2011 (RM mil.)</b>	<b>2012 (RM mil.)</b>	<b>2013 (RM mil.)</b>	<b>2014 (Jan-Nov) (RM mil.)</b>
Motor Vehicle	882.0	779.9	963.9	806.1	550.6
Motorcycles	17.8	28.7	8.1	8.1	23.7
Components & Parts	3,701.3	3,781.8	4,309.1	4,390.6	4,323.8
TOTAL	4,601.1	4,590.4	5,281.1	5,204.8	4,898.1

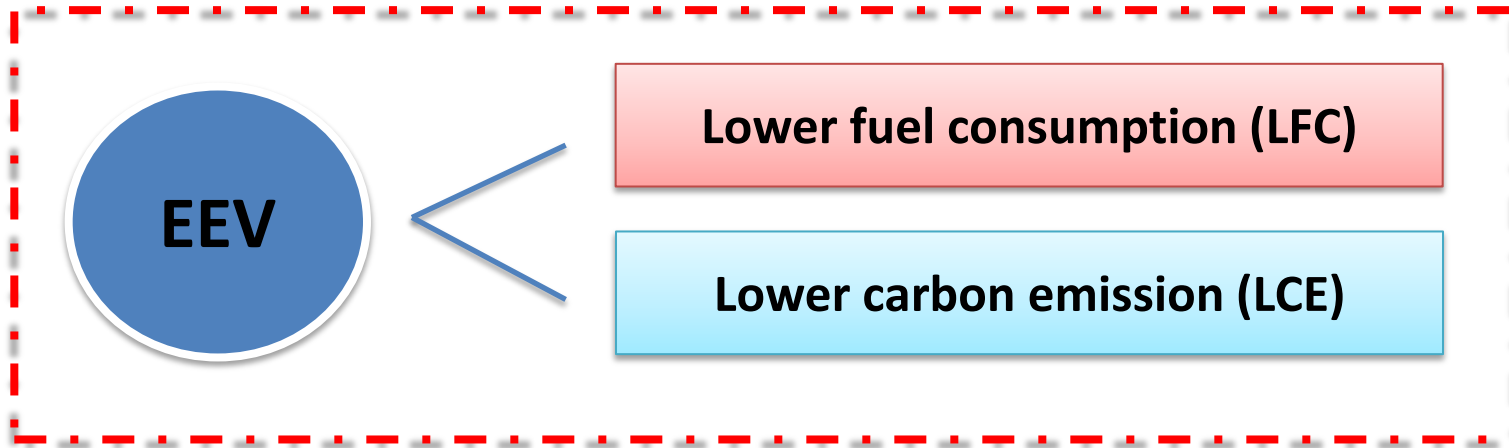
# Imports 2010-2014

<b>Sub-Sectors</b>	<b>2010 (RM mil.)</b>	<b>2011 (RM mil.)</b>	<b>2012 (RM mil.)</b>	<b>2013 (RM mil.)</b>	<b>2014 (Jan-Nov) (RM mil.)</b>
Motor Vehicle	11,437.5	10,853.4	13,591.6	10,177.4	8,835.3
Motorcycles	348.9	435.5	614.3	749.8	519.8
Components & Parts	6,006.6	5,970.8	7,551.8	6,981.6	7,675.2
<b>TOTAL</b>	<b>17,793.00</b>	<b>17,259.70</b>	<b>21,757.70</b>	<b>17,908.80</b>	<b>17,030.30</b>

# Total Trade 2010-2014 (Automotive)

	2010 (RM mil.)	2011 (RM mil.)	2012 (RM mil.)	2013 (RM mil.)	2014 (Jan-Nov) (RM mil.)
Exports	4601.1	4590.4	5281.1	5204.8	4898.1
Imports	17,793.00	17,259.70	21,757.70	17,908.80	17,030.30
Trade Balance	-13,191.90	-12,669.30	-16,476.60	-12,704.00	-12,132.20

# NAP 2014: Focus towards EEV



ASEAN HUB



RIGHT HAND DRIVE



TECH DEVEVELOPMENT

The focus towards EEV is to make Malaysia the **ASEAN HUB FOR EEV**, developing the **RESEARCH AND DEVELOPMENT CAPABILITIES FOR RIGHT HAND DRIVE (RHD)** vehicles and related technologies, such as **FUEL EFFICIENCY, LIGHT MATERIAL, TELEMATICS, TOOLING AND COMPONENT DESIGN.**

# Investments in 2013 and 2014



## Manufacturing Related Investment

### Approved Investment

**RM 11.5b**

worth of investment

Investment from

**8 OEMs**

**332k**

of planned capacity

### Realized Investment

**RM 4.1b**

worth of investment

Investment from

**8 OEMs**

**70k**

of actual capacity

**Investments started in 2013  
Expected completion by 2018**

# Investments in 2013 and 2014



After Sales & Services Related Investment

**Approved Investment**

**RM 2.6b**

worth of investment

**Realized Investment**

**RM 0.8b**

worth of investment

Automotive Design,  
Advance Material Dev,  
Restoration, Motorsport  
& Distribution

Investment from  
**6 Companies**

In the areas of

Manufacturing,  
After Sales &  
Service Training

Education, R&D and Remanufacturing

**Investments started in 2013**  
**Expected completion by 2017**



# Car Price Reduction (CPR): Target

2013

5%

In 2013, CPR achieved 4.97% reduction.

2014

5%

- In 2014, CPR achieved 7.01% reduction
- This reduction has benefited more than 81.5% of passenger vehicle sales in 2014.

# Car Price Reduction (CPR): Examples

## PERODUA MYVI



RM **4,988**  
Reduction

## PROTON SAGA



RM **4,923**  
Reduction

## HONDA JAZZ



RM **15,100**  
Reduction

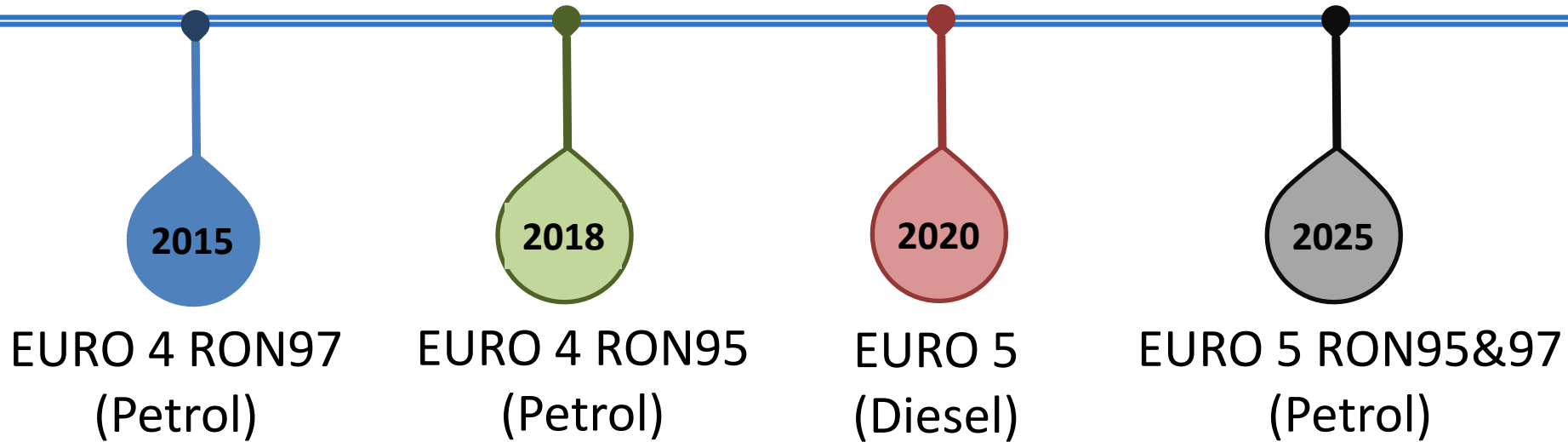
## MAZDA CX-5



RM **15,000**  
Reduction

# Euro 4/5 Implementation

## Euro 4/5 Introduction Timeline



## Diesel Euro 5 Rollout (HSU)



- In 2014, 12 stations has started the sales of Euro 5 Diesel in Johor.
- In 2015, roll out of EURO 5 diesel to other states especially in the Klang Valley.

# Talent Development & Jobs Creation in 2014

## TALENT DEVELOPMENT

5,538

Industry Led  
Professional  
Certificate (IPC)

1,764

Automotive Industry  
Certified Engineer  
(AICE)

668

Automotive  
Apprenticeship (AA)

105

Customized Company  
Wide HCD (C-HCD)



## JOBS CREATION

8,075

With salary of 25% above  
industry average

MAI's HCD  
Programme



12,997

Direct Recruitment  
from Industry

TOTAL OF

21,072

# Supply Chain Development in 2014

**277**  
LPS Companies

**2,250**  
Trained  
Workforce

**53**  
ASEP  
Companies

- ASEP was developed under the platform of Malaysia-Australia FTA(MAFTA)

- Lean Production System (LPS) programme was developed under the platform of Malaysia-Japan Economic Partnership Agreement (MAJEPA)

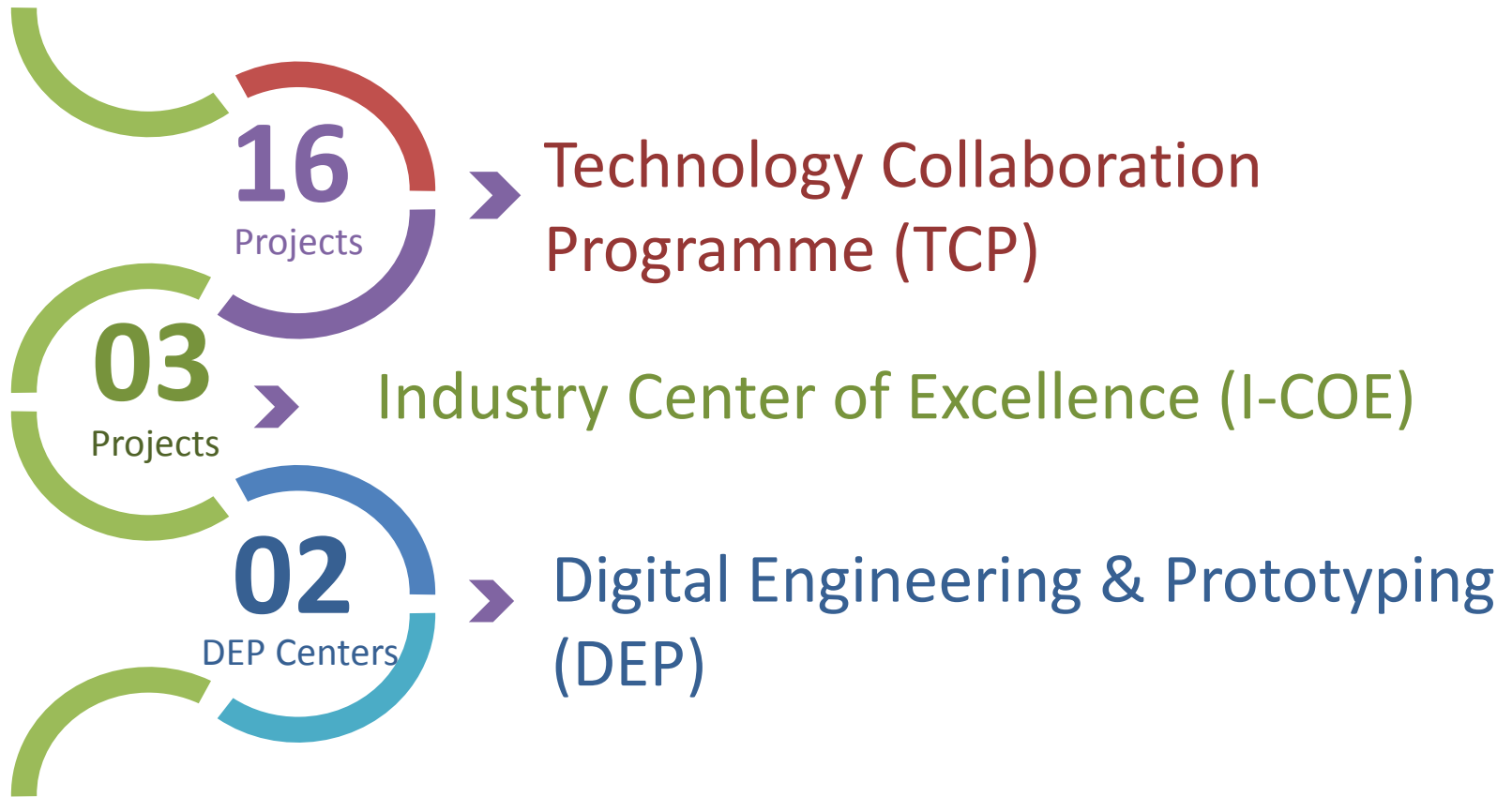
**Improved Productivity**

**21.5%**

**Cost saving of**

**RM 601.3m**

# Technology Development in 2014



**04 Projects**  
Commercialized

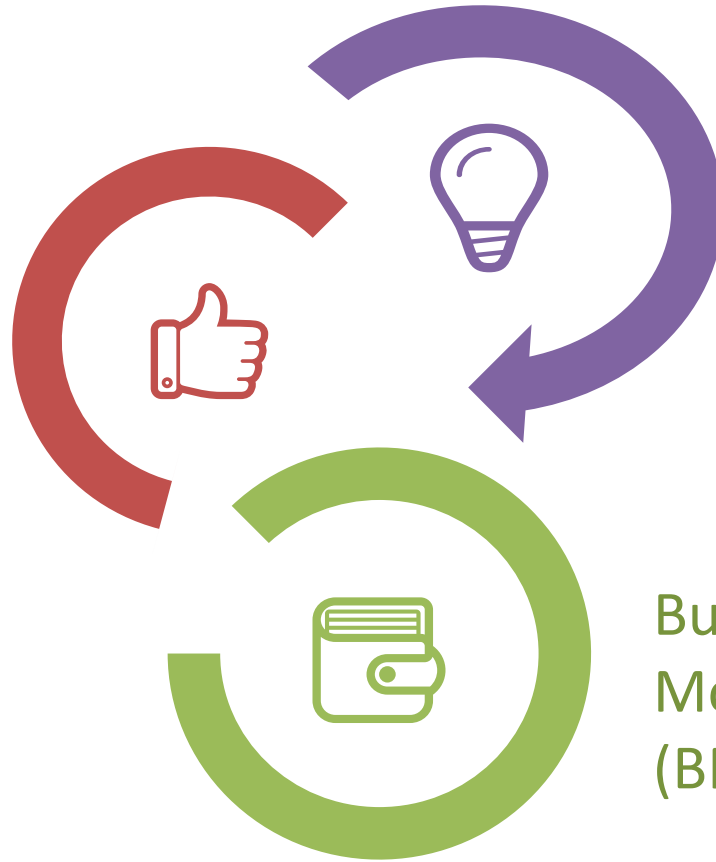
Total Project Value of  
**RM 39.9m**

- Tool Wear Prediction
- Design Optimization (vMould)
- Vehicle Tracking System
- Process Optimization

# Bumiputera Development in 2014

Bumiputera  
Workshop  
Development &  
Transformation  
(BWTP)

**150**  
companies



Bumiputera  
Automotive Business  
Opportunity Workshop  
(BumiAUTO)

**100**  
companies

Bumiputera  
Motorcycle Dealership  
(BMD)

**5**  
companies

Increased Revenue of  
**RM 83.6m**

# Impact of Low Crude Oil Price to EEV Strategy

- Transportation is the 2<sup>nd</sup> largest emission contributors in Malaysia



## CO<sup>2</sup> Emission



## Fuel Consumption

CVO Analysis:  
Saving of 4%  
based on the  
current fuel  
price.



## EEV



## Safety, Comfort & Security



## Tech Development

- Lightweight Material
- Low Resistance Tire
- Infotainment Features





# PERODUA New Factory, Rawang

PERODUA

# RM1.8b

## Investment in 2013/2014



# 100k

 Additional capacity

# 1,178

 Additional employment

# RM1.4b

## Investment in 2013/2014



# 50k

## Additional capacity

# 1,792

## Additional employment



**RM398m**

Investment in 2013/2014



**25k**

Additional capacity

**160**

Additional employment







# Body & Paint Repair and Training Center in Kulim



**RM11.2m**  
Investment in 2013/2014

**115** graduates  
Mazda Apprenticeship  
Program (MAP)



# Fastrack Iskandar in Nusajaya



# RM250m

## Investment in 2013/2014



# 1<sup>st</sup>

## Integrated auto hub in ASEAN

# 1,221

## Additional Employment by 2018



**RM489.2m**  
Investment in 2013/2014



**7,000**

Enrolment capacity  
by 2015

**487**

Graduates in 2014





# Remanufacturing Activities

## RM2.9m

### Investment in 2013/2014



**60**  
Jobs  
creation



**2,400**  
units vehicle  
per year

# Key Success Stories

## Human Capital Development



JOBS  
CREATION  
**8,075**

**With salary of 25% above  
industry average**



MAI's HCD  
Programme





# Key Success Stories

## Supply Chain Development

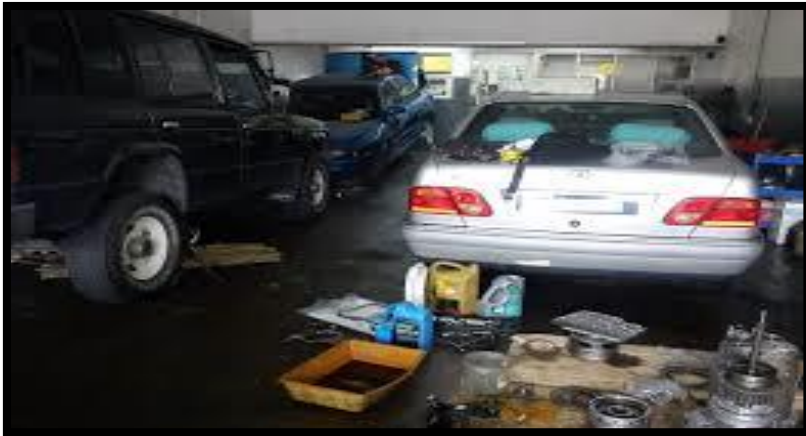


**BEFORE**

**AFTER**

# Key Success Stories

## Bumiputera Workshop



**BEFORE**

**AFTER**



**THANK YOU**

