Business Opportunities

MALAYSIA'S
Automotive Industry
Centrally located in the ASEAN region with a population of more than 500 million people, Malaysia offers vast opportunities for global automotive and component manufacturers to set up manufacturing and distribution operations in the country. Pragmatic government policies, political and economic stability, sound economic fundamentals, well-developed infrastructural facilities and an educated and skilled labour force have attracted major international automotive and component manufacturers to invest in Malaysia.

The rapid growth of the economy and the high purchasing power of its population have made Malaysia the largest passenger car market in ASEAN. At the same time, the establishment of national car projects, PROTON and PERODUA, has transformed Malaysia from a mere motor car assembler into a car manufacturer. The industry has boosted the development of engineering, auxiliary and supporting industries and contributed to skills development and the upgrading of technological and engineering capabilities. These factors have further enhanced the attractiveness of Malaysia as a base for global automotive manufacturers.

With a ratio of 200 cars for every one thousand people, Malaysia ranks among countries with high car ownership ratio in the region. Toyota, Honda, Nissan, Mercedes Benz, Volvo, BMW, Peugeot and Volkswagen are some of the global automotive companies which have set up operations in Malaysia to take advantage of the buoyant consumer demand. International component manufacturers, such as TRW, Delphi, Continental, Nippon Wiper Blade, Denso and Bosch have also made Malaysia their base to launch their products in the region.

Malaysia

Your Gateway to the
ASEAN Automotive Market

Currently, there are 28 manufacturing and assembly plants producing passenger and commercial vehicles, composite body sports cars as well as motorcycles and scooters. These plants have a total installed capacity of approximately 963,300 passenger and commercial vehicles and about 1 million motorcycles per year, with production catering primarily for the domestic market.

The automobile market has rebounded impressively from the effects of the Asian financial crisis of the 1990s. Total vehicle sales reached an all-time high of 605,156 units in 2010, surpassing the previous highs of 548,115 units in 2008 and 536,905 units in 2009. Total vehicle sales in 2011 were 600,123 units.

Technologically, Malaysia has made significant progress, with Proton unveiling its first locally-designed model in 2000 and developing its own engine in 2002. The new PROTON plant in Tanjung Malim is highly automated, employing robotic technology, and is designed for high volume production and efficiency, using lean manufacturing processes.
Malaysia - Production and Sales of Passenger and Commercial Vehicles

Expanding Global Network

Objectives

The overall objective of the National Automotive Policy (NAP) is to generate sustainable economic value creation. This will maximise the long term contribution of the automotive industry to the national economy and at the same time ultimately benefit the Malaysian consumer. The NAP therefore aims to facilitate the required transformation and optimal integration of the national industry into regional and global industry networks. Consequently, the Government has set out the following objectives for the national automotive sector:

- To promote a competitive and viable domestic automotive sector, in particular the national car manufacturers
- To promote Malaysia as an automotive regional hub, focusing on niche areas
- To promote a sustainable level of economic value added and enhance domestic capabilities
- To promote a higher level of exports of vehicles as well as components and parts that are competitive in the global markets
- To promote competitive and broad-based Bumiputera participation in the domestic automotive sector
- To safeguard the interests of consumers in terms of value for money, safety and quality of products and services.

To achieve the objectives of the NAP, the Government will:

- provide a comprehensive package of grants and incentives to support the development of the domestic automotive sector;
- encourage rationalisation of the automotive sector to create a leaner and more sustainable industry structure;
- encourage industry players to collaborate with external parties to establish strategic tie-ups;
- encourage existing industry players to deepen their commitment in Malaysia.

The measures to be undertaken by the Government will open up more investment opportunities for new and existing investors.
Review of National Automotive Policy

In October 2009, the Government reviewed the National Automotive Policy (NAP) with the objectives of:-

• ensuring orderly development as well as long term competitiveness and capability of the domestic automotive industry as a result of market liberalization;

• creating a conducive environment to attract new investment and expand existing opportunities;

• enhancing the competitiveness of the national car manufacturer through strategic partnership;

• fostering the development of the latest, more sophisticated technology in the domestic automotive industry;

• developing high value-added manufacturing activities in niche areas;

• enhancing Bumiputera participation in the domestic automotive industry;

• improving safety standards for consumers and promoting environment- friendly opportunities; and

• enhancing the implementation of current NAP’s policy instruments.

New Measures in the NAP Review (Effective from 1 January 2010)

• The freeze in issuance of new manufacturing licences will be lifted for selected segments namely:
  - luxury passenger vehicles engine capacity of 1,800 c.c and above and on the road price not less than RM150,000;
  - hybrid and electric vehicles;
  - pickup trucks;
  - commercial vehicles; and
  - motorcycles with engine capacity of 200 c.c and above

• The tax exemption on statutory income for manufacturers in the automotive industry is enhanced:
  - from 10 to 30 per cent of the value of increased exports provided the vehicles and parts/components attain at least 30 percent value added; and
  - from 15 to 50 per cent of the value of increased exports provided that the goods attain at least 50 per cent value added.

• Import duty removal/reduction of import duty in compliance with trade agreements.

• The import and excise duty rates for complete built-up (CBU) and complete knocked down (CKD) are maintained.
• The Government will establish gazetted price of imported used CBU motor vehicles in order to address under declaration.

• Companies manufacturing transmission systems, brake systems, airbag systems and steering systems (critical and high value added parts and components) are eligible for better fiscal incentives.

• Investments in assembly or manufacture of hybrid and electric vehicles will be granted:
  - 100 percent Investment Tax Allowance (ITA) or Pioneer Status (PS) for 10 years.
  - Customised training and R&D grants.
  - 100 percent exemption on excise duty (for locally assembled/manufactured vehicles or provision of grant under Industrial Adjustment Fund (IAF)).
  - 100 percent PS for 10 years or 100 percent ITA for 5 years for manufacture of selected critical components supporting hybrid and electric vehicles.
  - Customised incentives will be considered based on proposed activities.
  - The Ministry of Energy, Green Technology and Water will draw up a roadmap to develop the infrastructure for electric vehicles.

• Continuation of the Automotive Development Fund (ADF) and Industrial Adjustment Fund (IAF) to improve competitiveness of parts and components manufacturers.

• The Ministry of Transport (MOT) will accord priority in the 10th Malaysia Plan for full establishment of the Vehicle Type Approval (VTA) standards and testing facilities.

• The Ministry of Science, Technology and Innovation will coordinate and formulate a roadmap for the introduction and enforcement of mandatory standards for automotive products.

• The Government will introduce a mechanism to prohibit imports of used parts and components, effective from June 2011.

• Imports of used commercial vehicles will be prohibited, effective from 1 January 2016 in line with the gradual phase-out of imports of used parts/components; and the termination of Approved Permit (AP) system for used vehicles.

• The Government has now set a clear target of implementing EURO 4M specification for petrol and diesel by 2011 and the Ministry of Natural Resources and Environment will establish a roadmap for fuel standards and quality.

• The Approved Permit System where the Open AP system will be terminated by 31 December 2015, while Franchise AP will be phased out by 31 December 2020.

• Effective from 1 January 2010, a charge of RM 10,000 for each unit of open AP issued will be imposed and the collection will be used to establish a Bumiputera Automotive Fund to assist Bumiputera companies venturing into the automotive and other businesses.

• A strategic partnership for Proton and globally established original equipment manufacturer (OEM) will be established to enhance Proton’s competitiveness in a global market and its long term viability.

• The freeze on manufacturing license for reconditioning and reassembling (rebuilt) activities is maintained.

**Regional Opportunities under the ASEAN Free Trade Area**

In line with Malaysia’s commitment under AFTA and to encourage competitiveness in the automotive industry, import duties on CKD and CBU vehicles from ASEAN countries have been reduced to 0%. For vehicles from non-ASEAN countries, the import duties on CKD vehicles have been reduced to 10% while import duties on CBU vehicles were reduced to 30%. To maintain government revenue, excise duties are imposed on all vehicles, both locally manufactured/ assembled and imported. The import and excise duties imposed are as follows:
Total Motor Vehicle Sales in the 4 Major ASEAN Countries

Imports from ASEAN countries

<table>
<thead>
<tr>
<th>Items</th>
<th>Import Duties</th>
<th>Excise Duties</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKD vehicles</td>
<td>0%</td>
<td>60 - 105%</td>
</tr>
<tr>
<td>CBU vehicles</td>
<td>0%</td>
<td>60 - 105%</td>
</tr>
<tr>
<td>CKD motorcycles</td>
<td>0%</td>
<td>20 - 30%</td>
</tr>
<tr>
<td>CBU motorcycles</td>
<td>0%</td>
<td>20 - 30%</td>
</tr>
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</table>

Imports from non-ASEAN countries

<table>
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<tr>
<th>Items</th>
<th>Import Duties</th>
<th>Excise Duties</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKD vehicles</td>
<td>10%</td>
<td>60 - 105%</td>
</tr>
<tr>
<td>CBU vehicles</td>
<td>30%</td>
<td>60 - 105%</td>
</tr>
<tr>
<td>CKD motorcycles</td>
<td>0-10%</td>
<td>20 - 30%</td>
</tr>
<tr>
<td>CBU motorcycles</td>
<td>30%</td>
<td>20 - 30%</td>
</tr>
</tbody>
</table>

Source: Malaysian Automotive Association (MAA)

Trade liberalisation within ASEAN has opened up a vast regional market, providing export opportunities for automotive and component manufacturing companies. Carmakers will also be able to source cost-competitive components from ASEAN countries and benefit from potential economies of scale.

The elimination/reduction of tariffs on motor vehicles by the Malaysian government, levelled the playing field for all automotive industry participants. This is clearly an important step undertaken by the government towards trade liberalisation.

While Malaysia has no commitment to reducing import duty for vehicles imported from non-ASEAN countries, in order to be equitable, the Government has also reviewed the import duty structure on vehicles that are imported from Non-ASEAN countries.

A Growing Components Sector

The development of Malaysia’s automotive industry has made the country a production centre for major automotive component manufacturers. Today, there are more than 800 automotive component manufacturers, producing a wide range of components, such as body panels, brake parts, engine parts, transmission and steering parts, rubber parts and electrical and electronic parts. In 2011, the sub-sector generated sales of RM 6.9 billion, while imports amounted to RM 4.9 billion and exports RM 2.4 billion.
Among the major component manufacturers are foreign multinationals, such as Delphi Automotive Systems, TRW, ZF, Bosch and Nippon Wiper Blade while local companies include APM Automotive, Sapura, Delloyd and Ingress.

In addition to supplying to the local original equipment market, an increasing number of component manufacturers are exporting their products, especially to ASEAN countries. China and Thailand are also among the major export destinations.

The global trend in automotive manufacturing – the modular system – is also fast gaining prominence in Malaysia. Proton has taken the lead in implementing this modular system with the manufacture of the Proton Waja model. Some of the module manufacturers include Hicom Teck See Manufacturing, APM Industries Holdings, Delphi Packard Electric, Denso, Autoliv Hirotako Safety and Sapura Automotive.

**Benefiting from Strong Engineering Supporting Industries**

The engineering supporting industries have developed in tandem with the development of the manufacturing sector. The rapid development of the mould and die, metal casting, machining, metal stamping, surface treatment, finishing and heat treatment industries in Malaysia augurs well for the development of the automotive industry.

**Mould & Dies**

There are about 25 mould and die companies which cater to the automotive industry. These companies can manufacture specific types of moulds, dies and tooling to meet the needs of the industry.
Metal Casting
The metal casting industry, comprising sand casting, die-casting and investment casting, has developed into a major supply source supporting the automotive industry. Currently, about 21 die-casting companies supply the automotive industry with die-cast parts and components, such as front and rear wheel hub, front and rear brake panel and alternator housing and engine parts such as crank case, crank case cover and cylinder head cover.

Machining
There are over 53 companies undertaking specialized precision machining and over 100 small machining workshops. Some of these companies possess state-of-the-art machining centres with capabilities to machine minute precision gears and shafts for engine and transmission parts.

Metal Stamping
Metal stamping, another important supporting industry for the automotive industry, is a well-established industry in Malaysia, with over 300 companies in operation. A number of these companies undertake secondary processes, such as electroplating or spray painting and surface finishing treatment of stamped parts and components.

Metal Surface Treatment/Finishing
The metal surface treatment/finishing industry, with over 40 companies in operation, provides a variety of plating services, such as batch and continuous electroplating, precision electroplating, electroless plating, functional electroplating, cathodic electrodeposit, dacrotised treatment, phosphating, passivation, anodizing and chromating.

The Malaysian Economy - Key Statistics (2011)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Population</td>
<td>28.6 million</td>
</tr>
<tr>
<td>Total labour force</td>
<td>12.6 million</td>
</tr>
<tr>
<td>GDP Growth rate</td>
<td>5.1 %</td>
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<tr>
<td>Per capita income</td>
<td>US $9,508</td>
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<tr>
<td>Car ownership ratio</td>
<td>1:5</td>
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</table>
**A Conducive Investment Environment**

Against a backdrop of steady economic growth, highly developed infrastructure and pro-business government policies, Malaysia provides a conducive environment for manufacturing activities.

Malaysia is one of the fastest growing economies in the region with gross domestic product growing at an average of over five percent in the 1980s and over seven percent in the 1990s. GDP growth in 2011 was 5.1%.

The world-class Kuala Lumpur International Airport, well-equipped seaports and an extensive road and rail network form the backbone of an efficient transport system which are vital to the development of the economy.

Malaysia’s workforce is multi-cultural, multi-lingual (English speaking), well-educated and among the most dynamic and competitive in the region.

**Vast Investment Opportunities**

Committed to the development of the automotive industry, Malaysia offers vast and attractive opportunities for investors. The Malaysian government encourages investment in areas such as:-

- Critical components (eg engines, transmissions and chassis)
- Auto electronic components (eg. Engine management system and vehicle intelligence system)
- Fuel efficient engines and alternative fuel engines.
- Modular manufacture/systems integration
- Research and development, which will enhance domestic technical skills and engineering capabilities.

**Attractive Incentives**

To encourage continued investments in the automotive industry, Malaysia offers attractive tax incentives to automobile and component manufacturers as indicated under the NAP (National Automotive Policy).
Some Successful Foreign Automotive and Component Companies already in Malaysia

Honda Malaysia Sdn. Bhd. is a joint-venture between Honda Motor Co. Ltd. of Japan (51%), DRB-HICOM Berhad (34%) and Oriental Holdings Berhad (15%). It assembles Honda City, CR-V, Civic and Accord and manufactures CVJ (Constant Velocity Joint) in its plant in Pegoh, Melaka. The plant has a production capacity of 20,000 units of motor vehicles and 80,000 car sets of CVJ components per year. The CVJ are for both the domestic and export markets. The company also undertakes PDI (pre-delivery inspection) operations before the assembled units are distributed to Honda dealers nationwide. The company employs over 1300 employees, and has a strong and dedicated dealer network totaling 54 nationwide. In line with its goal to provide the best customer service, the company has a dedicated parts warehouse located in Klang, Selangor.

BMW Group Malaysia encompasses BMW Malaysia Sdn. Bhd. and BMW Asia Technology Center Sdn. Bhd. Its activities cover the wholesale of BMW cars, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and other related activities in Malaysia. BMW Asia Technology is responsible for the operations of the group’s Data Centre in Cyberjaya and the Parts Distribution Centre in the Port of Tanjung Pelepas. Retail sales of BMW and MINI cars fall under the purview of authorized BMW dealers. BMW Malaysia’s dealership network covers 14 showrooms and workshops in various cities in Malaysia.

BMW Malaysia Sdn. Bhd. is a joint venture between Bayerische Motoren Werke (BMW) AG, manufacturer of BMW vehicles based in Munich, Germany and Sime Darby Group.
Mercedes-Benz Malaysia Sdn. Bhd. a joint venture company formed in 2003, was established to manage the wholesale distribution of Mercedes-Benz passenger cars, commercial vehicles and spare parts, as well as additional services in the field of software development for global sales solutions and automotive apprentice training. Since 2004, it has expanded its brand portfolio to include the wholesale distribution of smart passenger cars, Maybach passenger cars and Mitsubishi Fuso Commercial Vehicles.

Mercedes-Benz (M) Sdn. Bhd has also expanded its operations to include the establishment of:

- Joint assembly operations in Pekan, Kuantan
- Apprentice Training Centre and Vehicle Preparation Centre in Shah Alam, Selangor
- Automotive Spare Parts Warehouse in Shah Alam, Selangor.

Today, Mercedes-Benz C, E and S-Class are locally assembled, adhering to the same high quality expected of the marque globally. The strategic partnership for a joint assembly operation with DRB-HICOM, has resulted in Mercedes-Benz Malaysia having the largest product range in locally assembled passenger car and commercial vehicles in the ASEAN region. Mercedes-Benz Malaysia also manufacturers commercial vehicles, consisting of Mercedes-Benz bus chassis, prime movers such as Actros trucks as well as Mitsubishi Fuso commercial vehicles. The company also imports other niche models, such as the Mercedes-Benz A-Class, M-Class, CLK, SLK, SL, C-Class Sport Coupe, Maybach, and smart.
Denso (Malaysia) Sdn. Bhd., established in 1980, is today one of the largest automotive component manufacturers in Malaysia. A pioneer in the development of many products, Denso (Malaysia) focuses on the manufacture of air-conditioning systems: cooling units, condensers, compressors and evaporators; engine management system components: starter motors, alternators and radiators; and instrument clusters and others: meters, windshield wipers, windshield washers, power window motors, flashers and relays. In addition to being a major automotive component supplier to the national car projects, the company also exports its products to Indonesia, Thailand, Taiwan, Philippines, Australia, Japan and the United States of America.

TRW Automotive, a world leader in steering and suspension systems and number one in the global market for electric steering systems, established TRW Steering and Suspension (Malaysia) Sdn. Bhd. in 1992 to manufacture steering gear boxes. Today, it has diversified into the manufacture of tierods, tierod ends, suspension...
ball joints, stabilizer bars, steering columns, steering linkages as well as cold forged parts and components for motor vehicle braking system.

**Nippon Wiper Blade (M) Sdn. Bhd.**, a 100% Japanese-owned company, manufactures wiper arms and blades for both OEM and after sales markets. The company has established itself as a world-class manufacturer of wiper blades and arms, and currently, more than 80% of its products are exported, with the major markets being the United States, Japan and Europe. The company’s products are used by major automotive manufacturers, such as Toyota, Daihatsu, Honda, Nissan and DaimlerChrysler in their global operations.

**Malaysia Automotive Lighting Sdn. Bhd.** is engaged in the research, design, development and manufacture of exterior automotive lightings and components, making it the only location for research and development activities in the Asia-Pacific region. The company exports more than 60% of its production, mainly to Japan and Thailand for Mazda, Suzuki, Isuzu and DaimlerChrysler while its domestic customers are mainly PROTON and PERODUA.
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