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 and Peugeot 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.

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 552,316 units in 2005, surpassing the previous highs of 487,605 units in 2004 and 404,837 units in 1997. Total vehicle sales in 2009 were 536,905 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

National Automotive Policy

The National Automotive Policy (NAP) was introduced on 22 March 2006 to facilitate the required transformation and optimal integration of the local automotive industry into regional and global industry networks within the increasingly liberalised and competitive global environment.

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.

The new policies and measures under the NAP Review are expected to provide significant contribution to the overall growth of the industry and the country. Emphasis will be given in attracting investments in high value-added manufacturing activities using latest and high technology. The opening up of Manufacturing License (ML) for manufacturing and assembling activities in the selected segments particularly for luxury cars and hybrid/electric vehicles will encourage new investments and expansion of existing investments in the country.

The emphasis on safety and environment aspects under the NAP Review will ensure the continued development of the domestic automotive industry. The phasing-out of imported used automotive products and introduction of mandatory standards for parts and components and standards for fuel and quality will spur the development of the automotive industry in the long run.
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% and 5% respectively. For vehicles from non-ASEAN countries, the import duties on CKD vehicles have been reduced to 0-10% 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:

<table>
<thead>
<tr>
<th>Imports from ASEAN countries</th>
<th>Import Duties</th>
<th>Excise Duties</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKD vehicles</td>
<td>0%</td>
<td>60 - 125%</td>
</tr>
<tr>
<td>CBU vehicles</td>
<td>5%</td>
<td>60 - 125%</td>
</tr>
<tr>
<td>CKD motorcycles</td>
<td>0%</td>
<td>20 - 50%</td>
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</tr>
</tbody>
</table>

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 690 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 2009, the sub-sector generated sales of RM 5.77 billion, while imports amounted to RM 4.42 billion and exports RM 1.98 billion.
Among the major component manufacturers are foreign multinationals, such as Delphi Automotive Systems, TRW, ZF, Continental, 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 20 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 18 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 50 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, electrolecless plating, functional electroplating, cathodic electrodeposition, darcotised treatment, phosphating, passivation, anodising and chromating.

Heat Treatment

In the heat treatment service industry, there are over 20 companies in operation, offering a range of services, covering continuous mesh-belt heat treatment, vacuum hardening, carburizing, carbonitriding, nitriding, annealing and tempering for a diverse range of products. Heat treatment services for high carbon steel and alloy steel materials, such as critical parts for bearing and automotive components, are the latest addition to the range of services provided.

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 2009 was -1.7%.

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.

<table>
<thead>
<tr>
<th>The Malaysian Economy - Key Statistics (2009)</th>
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<tbody>
<tr>
<td><strong>Population</strong></td>
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<tr>
<td><strong>Total labour force</strong></td>
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<tr>
<td><strong>GDP Growth rate</strong></td>
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<tr>
<td><strong>Per capita income</strong></td>
</tr>
<tr>
<td><strong>Car ownership ratio</strong></td>
</tr>
</tbody>
</table>
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.
To encourage continued investments in the automotive industry, Malaysia offers attractive tax incentives to automobile and component manufacturers. Among the major incentives provided are:

- Pioneer Status with partial/full exemption from the payment of income tax for 5 or 10 years
- Investment Tax Allowance of 60% of qualifying capital expenditure incurred within five years from the date the first capital expenditure was incurred
- Pioneer Status with full fax exemption from payment of income tax for 5 years or Investment Tax Allowance of 60% of qualifying capital expenditure incurred within five years deducted against 100% of statutory income for the manufacture of automotive component modules
- Incentives for Industrial Linkage
- Incentives for Research and Development
- Incentives for Training
- Incentives for Export
- Incentives for International Procurement/Regional Distribution Centres
- Special package of incentives (pre-package/customised) are granted for selected projects.

With a strong domestic car market, coupled with a conducive investment environment, Malaysia certainly has the right elements in place to forge ahead in becoming the region’s automotive hub.

The Malaysian Government’s budget for 2009 has introduced several incentives for further development of the domestic automotive industry, in line with the global trend towards the use of fuel efficient and environmental friendly vehicles. One of these is the exemption of 100 per cent import duty and 50 per cent excise duty on imported new hybrid cars with engine capacity below 2,000 c.c. Another incentive is the reduction of the road tax structure for diesel-powered vehicles for private use, making it similar with that of petrol-fuelled vehicles. These measures indicate the commitment by the Government to adjust its policies in order to face the challenges and take advantage of opportunities in the global and regional markets.
New Incentives under Revised NAP

Incentives for the Manufacture of Critical and High Value-added Parts and Components for the Automotive Industry

- Companies undertaking the manufacture of selected critical and high value-added parts and components for the automotive industry are eligible for:
  - Pioneer Status with income tax exemption of 100% of the statutory income for a period of ten years. Unabsorbed capital allowances as well as accumulated losses incurred during the pioneer period can be carried forward and deducted from the post pioneer income of the company; or
  - Investment Tax Allowance of 100% on the qualifying capital expenditure incurred within five years from the date the first qualifying capital expenditure is incurred. This allowance can be offset against 100% of the statutory income for each year of assessment. Any unutilised allowances can be carried forward to subsequent years until they are fully utilised.

The qualifying parts and components for the automotive industry are as follows:
- transmission systems;
- brake systems;
- airbag systems; and
- steering systems

- Investments in the assembly or manufacture of hybrid and electric vehicles will be granted:
  - 100 per cent ITA or PS for a period of 10 years;
  - customised training and R&D grants in addition to the existing grants;
  - 50 per cent exemption on excise duty for locally assembled/manufactured vehicles or provision of grant under the Industrial Adjustment Fund (IAF);
  - PS of 100 per cent for 10 years or ITA of 100 per cent for 5 years for manufacture of selected critical components supporting hybrid and electric vehicles, such as:
    - electric motors;
    - electric batteries;
    - Battery Management System;
    - inverters;
    - electric air conditioning;
    - air compressors;

Applications received by 31 December 2014 are eligible for these incentives.

- Tax Exemption on the Value of Increased Exports of Vehicles and Parts/Components
The NAP Review introduces substantially higher tax exemptions for exported goods with a significant portion of value added in Malaysia. This reflects the country’s goal to expand the amount and quality of exports. A tax exemption on statutory income for all sectors is offered based on the percentage increase in its value added.

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 goods attain at least 30 per cent 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.

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**

**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, horns, 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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