MALAYSIA MADANI
kemampanan

ASEAN MALAYSIA 2025
INCLUSIVITY AND SUSTAINABILITY

MIDA
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

DRIVING TRANSFORMATION AND VALUE CREATION



The People's Republic of China

CHERY

CHERY CORPORATE MALAYSIA SDN. BHD.

APPROVED INVESTMENTS
(New Project)
RM1.4 billion

MANPOWER
Total: 75
100% Malaysians

MANAGERIAL, TECHNICAL & SUPERVISORY (MTS)
97.87%

LOCATION
Shah Alam,
Selangor

TRANSPORTATION TECHNOLOGY
Electric Vehicles Industry

Chery Group, a global leader in automotive manufacturing, is investing over RM1.4 billion in Malaysia to expand its Energy Efficient Vehicles (EEVs) production, aligning with the National Automotive Policy (NAP). This investment supports Malaysia's ambition to become a regional hub for sustainable mobility, reinforcing the New Industrial Master Plan (NIMP) 2030 by driving high-value industrial growth, advanced manufacturing, and technology-driven automotive innovation.

All Chery-brand vehicles available in Malaysia proudly carry the EEV Label from the Malaysia Automotive Robotics and IoT Institute (MARii) and have successfully undergone Malaysia Driving Cycle (MDC) testing at the National Emission Test Centre (NETC) to assess emissions and fuel consumption.

As the only global automaker to achieve comprehensive growth across four key segments—New Energy Vehicles (NEVs), Internal Combustion Engine (ICE) vehicles, overseas exports, and domestic market sales—Chery continues to expand its presence worldwide. Its diverse export lineup includes ICE, Battery Electric Vehicles (BEVs), and Plug-in Hybrid Electric Vehicles (PHEVs), reflecting its commitment to a low-carbon future and intelligent mobility solutions.

As part of its commitment to the Malaysian market, Chery Malaysia has established a new assembly plant in Shah Alam, Selangor, following its vehicle assembly operations in Kedah since 2023. The plant will enhance localisation, ensure competitive pricing, and expand Malaysia's role in EV and ICE vehicle manufacturing. In November 2024, Chery launched its first locally assembled Completely-Knocked-Down (CKD) electric vehicle, the OMODA E5, and received Product Certification from Sirim Qas International Sdn Bhd for its EV battery packs.

Chery's long-term vision for Malaysia extends to developing a skilled local workforce, with 99% of employees being Malaysians. This aligns with the MADANI Economy Framework: Empowering the People initiative, ensuring job creation, technology transfer, and sustainable economic growth in the automotive sector.



INDUSTRY TRANSPORTATION TECHNOLOGY