



**PRESS RELEASE**  
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**SUZUKI MALAYSIA AUTOMOBILE SDN. BHD. VENTURES INTO THE EXPORT MARKET**

**Pekan, Pahang 29<sup>th</sup> April 2010** – Suzuki Malaysia Automobile Sdn. Bhd. announced its venture to export the Suzuki Swift at a Flag Off event today. Suzuki Malaysia will embark on the first expansion of Suzuki Swift to Brunei via Boustead Cars Sdn. Bhd., one of the leading automotive distributors in Brunei.

Suzuki Malaysia Automobile was established in December 2004 to import and market Suzuki automobiles. The company commenced the operations in the selling of Suzuki automobiles as the authorized distributor in May 2005. With a view to further establish and promote Suzuki automobiles in Malaysia, Suzuki Motor Corporation (SMC) and Itochu Corporation entered into a joint venture agreement with DRB-HICOM in early 2008 on a 40:20:40 shareholding ratio.

The distribution of Suzuki Swift by Suzuki Malaysia to Brunei was a congruent decision as the country held a thriving TIV record of 12,264 units in year 2009 alone and sales performance of Suzuki in Brunei contributed to a total of approximately 9.3% which placed Suzuki at the 2<sup>nd</sup> position in total market share.

The Completely Knock-Down (CKD) of the Suzuki Swift started its full assembly operations at HICOM Automotive Manufacturer Malaysia (HAMM), subsidiary of DRB-HICOM Berhad in April 2007. To date, HAMM had produced in total 10,600 units of Swift and target to achieve production of 500 units a month as of financial year 2010/2011.

Suzuki Malaysia is confident in fulfilling the monthly volume for the export market base on the track record achieved for domestic demand. The export to Brunei is a testimony to the quality and efficiency of Suzuki Malaysia's capacity for local assembly; with full compliance to global standards set by Suzuki Motor Corporation. Suzuki Malaysia

invested in total RM30.3 million in the set up and production facilities at the plant to ensure top quality for each car produced.

“We see a potential to grow the market share of Suzuki in Brunei with the help of Boustead Cars Sdn. Bhd. The export to Brunei is carefully planned by stages. We have taken cautious steps to control and analyze the export market before planning a further expansion in volume and location for export.” added En. Ibrahim Maidin.

The promising performance was due to the tremendous market response to the locally-assembled Suzuki Swift 1.5L which was launched in July 2007 and the three CBU models such as the Swift Sport, Grand Vitara 4x2 and the SX4 Sport Crossover.

“I am happy to announce that Suzuki Malaysia had achieved fantastic results in the last financial year. We have achieved a total registered volume of 5,588 units in Financial Year 2009/10. Suzuki Malaysia reaped a total growth of 13% in the last financial year, which totaled to an increase of 659 units compared to financial year 2008/2009. This is a formidable growth for Suzuki Malaysia despite the global economic downturn”, says En. Ibrahim Maidin Managing Director Suzuki Malaysia Automobile Sdn. Bhd.

The Suzuki Swift alone, contributed to an approximate 70% in total sales. This particular variant alone garnered 40% of the total market share in the sub compact passenger category. The product variant had won the hearts of the local consumers due its stylish design, excellent features such as the Keyless Entry & Start, Auto Retractable Side Mirrors with signal Indicators, Luggage Room Utility and the competitive price range in the non national passenger car category. It is evident to the company that the demand for Swift had increased locally and deemed to be an opportunity to expand its market share to neighboring regions.

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**About Suzuki Malaysia Automobile Sdn Bhd:**

Suzuki Malaysia Automobile was established in December 2004 to import and market Suzuki automobile. It began selling Suzuki automobiles in Malaysia in May 2005 as an authorized distributor.

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Suzuki Malaysia Automobile commenced the local assembly of Suzuki Swift back in 2007 with plans to assemble more models locally in the future at DRB-HICOM's Automotive Complex in Pekan, which at the end of the day will provide savings and benefits to the customers and generate the economy whilst promoting the local automotive market.