

HONDA MALAYSIA SDN. BHD. FACT SHEET

- Honda Philosophy:**
- **Basic Principles**
 - Respect for the Individual
 - The 3 Joys (the Joy of Buying, the Joy of Selling, the Joy of Creating)
 - **Company Principle**
 - Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality yet at a reasonable price for worldwide customer satisfaction

HMSB Date of Establishment: **15 November 2000**
Partnership between Honda Motor Co., Ltd. of Japan (51%), DRB-HICOM Berhad (34%) and Oriental Holdings Berhad (15%)

- Offices of HMSB:**
- **Head Office**
 - **Honda Malaysia Plant, Pegoh, Malacca** (established 17 January, 2003)
 - **Sales and Marketing Office**
 - Petaling Jaya, Selangor
 - **Parts Warehouse**
 - Shah Alam, Selangor
 - **Regional Office**
 - **East Malaysia Regional Office** (established 13 November, 2015)
 - Kota Kinabalu, Sabah

Honda's Pegoh Plant in Alor Gajah, Malacca

Description	No.1 Line	No. 2 Line
Completed	17 January 2003	16 January 2014
Total built-up area	46,543 m ²	49,190.50 m ²
Production Capacity	50,000 cars per annum	100,000 cars per annum (Both No.1 & No. 2 Combined)

- New Test Track – 2.15km long
- R&D (HRAP-MA)

PDI (Pre-Delivery Inspection) & Factory of HMSB:

- PDI, Malacca**
- Dealing with local CKD models that are produced at Pegoh Plant – City, Civic, Accord, CR-V, Jazz, HR-V
 - Main Activities: Inspection, Car Preparation, Storage and Deliveries

	PDI Yard 1 (Completed in June 2012)
Total Area	57,000 m ²
Building Area	6,570 m ²
Parking Capacity	2,500 units
	PDI Yard 2 (Completed in Nov 2013)
Total Area	18,300 m ²
Parking Capacity	1,350 units
	PDI Yard 3 (Completed in Aug 2015)
Total Area	202,463.96 m ²
Parking Capacity	6,000 units

- Logistics Hub:** East Malaysia Centralized Distribution Centres
- Kuching, Sarawak
 - Kota Kinabalu, Sabah

Honda's Involvement in Malaysia:

Product

CKD

- City 1.5L i-VTEC
- Civic 1.8L i-VTEC, 1.5L VTEC TURBO
- Accord 2.0L & 2.4L i-VTEC
- CR-V 2.0L & 2.4L i-VTEC
- Jazz 1.5L i-VTEC
- HR-V 1.8L i-VTEC

CBU

- CR-Z 1.5L i-VTEC & IMA
- Civic Hybrid 1.5L i-VTEC & IMA
- Odyssey 2.4L i-VTEC

Spare Parts

- Constant Velocity Joint (CVJ)

Manufactured at Pegoh Plant for export to 6 countries.

- United Kingdom
- Pakistan
- India
- Thailand
- Indonesia
- Vietnam

Corporate

- Safety Driving Course (SDC)
- Plant Tour
- Kuala Lumpur International Motor Show (KLIMS)
- Appointment of 5 authorised stockists to ensure genuine spare parts and fair pricing

Motorsports

- Honda Malaysia Racing Team (HMRT) S1000km Race

Philanthropy

- Honda Dreams Fund (HDF)

Dealership:

- 88 Dealers Nationwide
- 5 are 1S Dealers, 2 are 2S Dealer, 81 are 3S Dealers
 - 14 Body & Paint (BP) Centres

Staff

Total: 3,414 (as of July 2016)

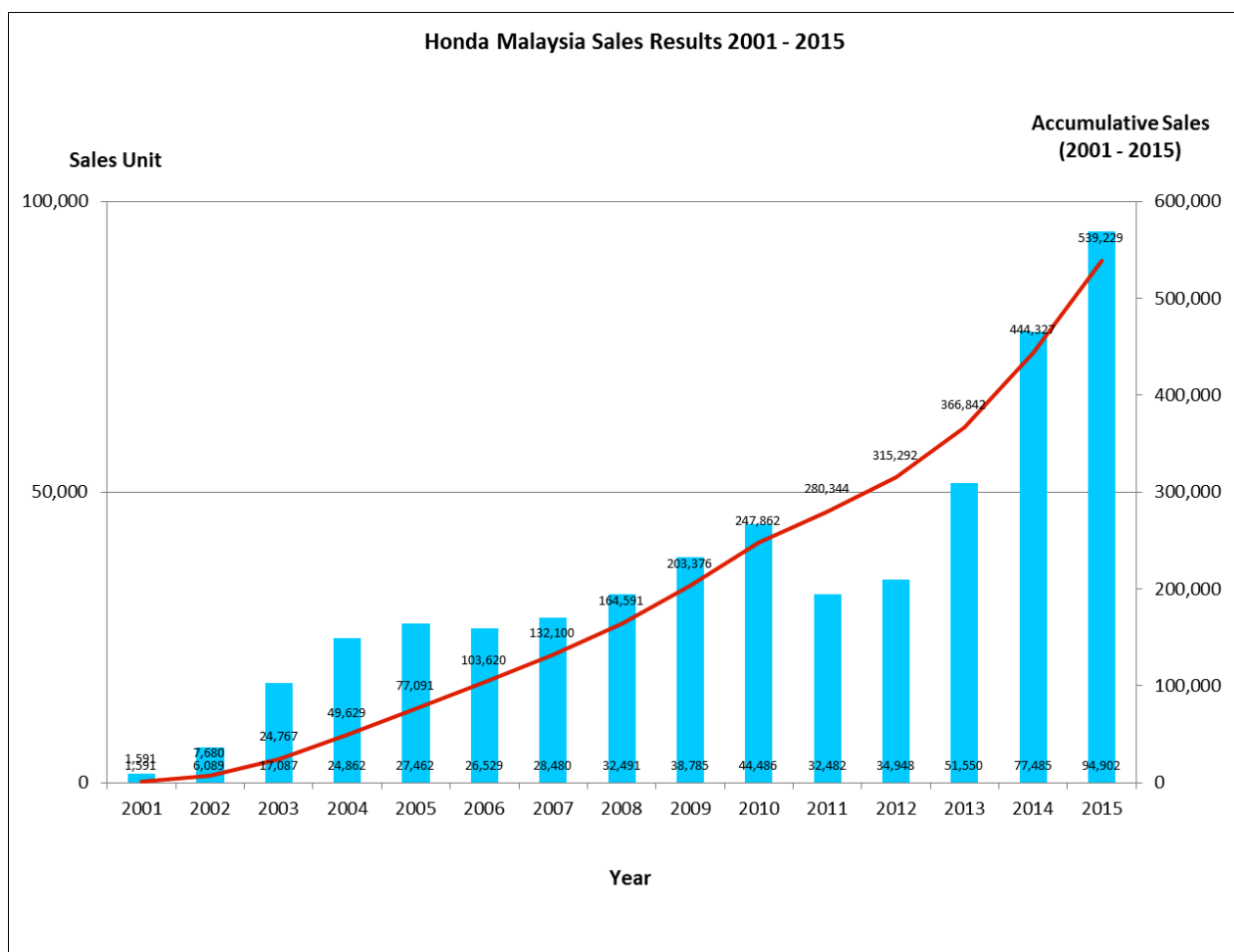
Strength:

**Including Management, Senior Executive & Executive, Engineer, Clerical, Technician, Production Office.*

Sales Figures (Overall):

YEAR	2001	2002	2003	2004	2005	2006	2007
ANNUAL SALES	1,591	6,089	17,087	24,862	27,462	26,529	28,480

2008	2009	2010	2011	2012	2013	2014	2015
32,491	38,785	44,486	32,482	34,948	51,550	77,485	94,902



For more information, please visit:
www.honda.com.my (Honda Malaysia) or www.world.honda.com (Honda Worldwide)

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