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Hyundai-Sime Darby Motors Aims To Grow Inokom Truck's Market Share To 20 Per Cent

KULIM, April 2 (Bernama) -- Hyundai-Sime Darby Motors Sdn Bhd aims to grow INOKOM Truck's market share to 20 per cent in the next three to five years, driven by increased production of existing models and introduction of new truck models.

Head of Commercial Vehicle Operations Ng Lian Bee said INOKOM Truck's current market share is 11 per cent with an average annual sale of some 1,600 units.

"With the technological improvements, I'm confident that INOKOM commercial vehicles will be able to compete in a level playing field with the Japanese makes.

"We anticipate greater demand for our commercial vehicles with new models introduced and hopefully we'll make giant leaps in terms of sales when the time comes," he told reporters after an event to celebrate the rollout of the 10,000th unit of the Lorimas AU26 here Tuesday.

He said the company plans to sell 1,400 INOKOM Truck units this year, from last year's 1,000 units, adding it will be introducing more Hyundai truck models in the near future to cater to the different needs of various businesses.

"Our current models will also be given a value added enhancement with the changing times and our promise of continuous quality improvement " Ng said, adding that the company plans to introduce one new model this year.

He said the company, currently ranked third in the 4-wheeler segment after the Japanese brands, is aiming to move up the ladder to become the leader of this segment.

"I am confident that we would soon catch up with the Japanese brands as we are offering much more in terms of modern premium features and advanced engine technology.

"With the support from Hyundai Motor Company and Sime Darby Motors, we are confident that it won't take long for us to make this a reality," he added.

Ng said the company plans to convert its service centres to 3S centres. INOKOM Truck has more than 37 authorised sales dealers and 40 service centres nationwide.

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