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# Inokom Truck aims 20% market share

by FARAH ADILLA

SIME Darby Bhd wholly-owned subsidiary, Hyundai-Sime Darby Motors Sdn Bhd (HSDM), plans to increase its market share in the light-duty commercial vehicle segment, the Inokom Truck, to 20% from the current 11% in the near future.

Its head of commercial vehicle operations Ng Lian Bee said the company aims to achieve this by increasing the production of its existing models and the introduction of new truck models that are in demand in today's businesses.

"Hyundai has steadily improved its powertrain technology, fuel consumption, safety features of its vehicles and has become a leader in design and technology.

"I am confident that we will soon catch up with the Japanese brands as we are offering much more in terms of modern premium features and advanced engine technology," he said in his speech at the rollout of 10,000th unit of Lorimas AU26 in Kedah yesterday.

Ng said Inokom Truck ranked third in the four-wheel-



**Ng (left) and Inokom Corp Sdn Bhd acting plant manager Mohd Rizal Jailan at a ceremony to celebrate the rollout of its 10,000th unit of Lorimas AU26 from the assembly line at the Inokom assembly plant in Kedah**

er segment after the Japanese brands. He added that the company also plans to introduce 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 for a continuous quality improve-

ment," he added.

Meanwhile, Inokom Truck held a ceremony to celebrate the rollout of its 10,000th unit of Lorimas AU26 from the assembly line at the Inokom assembly plant in Kedah yesterday.

"The Lorimas Au26, which is Korea's No 1 best seller, is selling very well here at an average sales of 1,200 units a year

since 2010," he said.

Ng added that beside Lorimas AU26, Inokom Truck also assembles the AD3 five-tonner, which is available in two variants — complied to Euro 1 and Euro 2 emission levels.

"With the production of these two new models, Inokom Truck is averaging more than 1,600 unit sales per annum," he said.