



Inokom eyes 20% share of truck market

BY **EE ANN NEE**

KULIM: Hyundai-Sime Darby Motors Sdn Bhd, a subsidiary of Sime Darby Motors and the sole distributor for Inokom trucks in Malaysia, plans to grow Inokom Truck's share in the local light-duty commercial vehicle market to 20% in three to five years from 11% currently, by increasing the production of its existing models and bringing in new models.

Hyundai-Sime Darby Motors head of commercial vehicle operations Ng Lian Bee said the company sells about 1,600 Inokom trucks per year, which consists an average 1,200 units of the Lorimas AU26 and 400 units of the AD3 5-tonner.

He said this year, Hyundai-Sime Darby Motors targets to sell 1,400 units of the Lorimas AU26 and plans to launch another new model.

"We aim to gain about 20% of the market share, which is about 3,000 units in three to five years," he told reporters after the rollout of Inokom Truck's 10,000th unit of Lorimas AU26 and media tour around the Inokom assembly plant here yesterday.

Ng said the company has tripled its sales to 1,600 units compared with 500 units three years ago, due to improved quality of its vehicles and parts, more advertising and marketing initiatives, as well as improved after-sales network.

The Inokom-badged Lorimas AU26 is



Ng and Rizal at the rollout of Inokom Truck's 10,000th unit of Lorimas AU26.

Inokom Truck's first Hyundai light-duty truck model to be assembled locally in 2000. With a price tag of RM58,000 on the road, Ng said the AU26 strength is its cost effectiveness.

Inokom Truck has more than 37 Inokom Truck authorised sales dealer and 40 service centres throughout Malaysia.

"At Inokom Truck, we don't only focus on assembling and selling trucks but we also strive to offer innovative services to our customers. We're planning to convert more of our service centres to 3S outlets," said Ng.

Inokom Corp Sdn Bhd managing director Rizal Jailan said it expects its Mazda and BMW contract assembly to

cater to more models this year, where more passenger cars are expected to be assembled at the Kulim plant.

Inokom Corp is principally involved in the manufacture and assembly of light commercial vehicles as well as contract assembly. Its annual production capacity is 30,000 units based on a two-shift system.

Among the makes that are currently assembled at Inokom plant are BMW, Hyundai, Inokom, Land Rover and Mazda.

Inokom Corp is owned by Sime Darby Bhd (51%), Hyundai Motor Co of South Korea (15%), Berjaya Group Bhd (15%), Pesumal (M) Sdn Bhd (14%) and Sime Darby Hyundai Sdn Bhd (5%).