

LOCAL NEWS

MAXUS V80 TAKING THE INDONESIAN COMMERCIAL VEHICLE MARKET BY STORM

WESTSTAR MAXUS recently made a big impact at Galindo Indonesia International Auto Show 2015.

Pressing ahead following its recent commercial vehicle expansion in Indonesia, Weststar Maxus kicked off its GIIAS 2015 participation with the much-anticipated launch of its V80 commercial van. As an industry leader in commercial vehicle, Weststar Maxus displayed the full range of Weststar Maxus vehicles at the exhibition. Innovation in commercial and personalized vehicles' customization in particular, attracted huge crowds to the Weststar Maxus booth during the show.

A member of The Weststar Group, currently, Weststar Maxus is the sole distributor of Weststar Maxus vehicles in Malaysia and Indonesia. Participating under Indonesian subsidiary, PT Weststar Maxus Indonesia, Weststar Maxus exerted a prominent presence at Indonesia's most prestigious automotive exhibition. With a strong end-to-end service, Weststar Maxus looks to cater to a growing segment of Indonesian buyers who are looking for personalization and customization for both personal and commercial applications.

Seven units of Weststar Maxus V80 commercial vans were on display at the exhibition. The line-up included a completely built-up caravan, two full-fledged ambulances, two luxury line VIP vans, one super luxury line VIP van and a 15-seater passenger van. These commercial vehicles exemplified the class leading space, unparalleled versatility and groundbreaking flexibility of the V80.

Known as a highly versatile and the safest commercial van, the long-standing V80 has earned its reputation as a reliable practical workhorse. Blending the advantages of contracting Fortune 500 suppliers for various parts and components, an extensive R&D over the years has brought to its overall improvement.

With a mass of up to 3.5 tons packaged together with a powerful 2.5-liter turbo diesel engine that churns out 136 HP and class leading safety features, this opens up an endless possibility for customization hence making the V80 the perfect commercial vehicle for the Indonesian market.

To date, a large order of ambulances, mobile offices, mobile police stations and other customized vehicles have rolled out of Weststar Maxus production line.



The Weststar Maxus Managing Director, Tan Sri Syed Azman explaining to Indonesian Vice President, Muhammad Jusuf Kalla the features of Weststar Maxus V80 Emergency Response Ambulance at GIIAS 2015.



Further, Weststar Maxus is pushing the envelope in catering to luxury van buyers who increasingly want their vehicles to be customized to suit their specific tastes to serve a niche high-end lifestyle market of up and coming Indonesians. The official launch bodes well with Weststar Maxus intent to expand its retail outfit in Indonesia following a sizable Malaysian market share.

Driving important stakes to establish its footing in Indonesia, Weststar Maxus started its retail operation in Jakarta in late 2014 following an announcement in 2013. The Weststar Group Managing Director, Tan Sri Syed Azman Syed Ibrahim remarked, "We have identified the Indonesian market as a viable destination for our regional expansion

for a good number of years. Businesses in various industries, in particular transportation has grown steadily benefiting from the ripple effects of Indonesia's growing tourism industry that's been driving more demand for commercial vehicles."

Tan Sri Syed Azman added, "Throwing our expertise in automotive engineering design, customization and fabrication into the mix, the V80 can be fitted or customized for any commercial, personal and luxury applications you want it to be. Another finding we stumbled across after studying the Indonesia domestic market was well to do Indonesians here really fancy the customizability of our V80 commercial vehicles. They want these vehicles to be customized into various

builds that characterize their personalized taste and individuality." Tan Sri Syed Azman emphasized.

Currently, Weststar Maxus has eight sales and service dealers in six regions in Indonesia namely Jakarta, Bandung, Surabaya, Makassar, Lampung and Bali. Headquartered in Jakarta, PT Weststar Maxus activities cover marketing, sales, after sales service, customization and related activities for the Indonesian market.

Tan Sri Syed Azman concluded, "We achieved fantastic results at the auto show, demonstrating our leadership in terms of commercial van technology, customization, design, and most importantly, our proven end-to-end service."