

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

Date of Establishment:

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

September 2002: DRB-Oriental-Honda (DOH) Sdn. Bhd. officially became Honda Malaysia Sdn. Bhd.

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	46,543.00 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 – 2.1km 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 – Jazz, Jazz Hybrid, City, City Hybrid, Civic, BR-V, HR-V, CR-V, Accord
- Main Activities: Inspection, Car Preparation, Storage and Deliveries

	PDI Yard 1 (Completed in June 2012)
Total Area	31,383 m ²
Building Area	6,570 m ²
	PDI Yard 2 (Completed in Nov 2013)
Total Area	16,438 m ²
Parking Capacity	1,350 units
	PDI Yard 3 (Completed in Aug 2015)
Total Area	166,705 m ²
Parking Capacity	7,928 units

Logistics Hub: East Malaysia Centralized Distribution Centres

- Kuching, Sarawak
- Kota Kinabalu, Sabah

Honda's Involvement in Malaysia:

Product

CKD

- Jazz 1.5L i-VTEC
- Jazz Hybrid 1.5L i-VTEC (Sport Hybrid i-DCD)
- City 1.5L i-VTEC
- City 1.5L i-VTEC (Sport Hybrid i-DCD)
- Civic 1.8L i-VTEC, 1.5L VTEC Turbo
- BR-V 1.5L i-VTEC
- HR-V 1.8L i-VTEC
- CR-V 2.0L i-VTEC, 1.5L VTEC Turbo
- Accord 2.0L & 2.4L i-VTEC

CBU

- Odyssey 2.4L i-VTEC
- Civic Type R 2.0L VTEC Turbo

Corporate

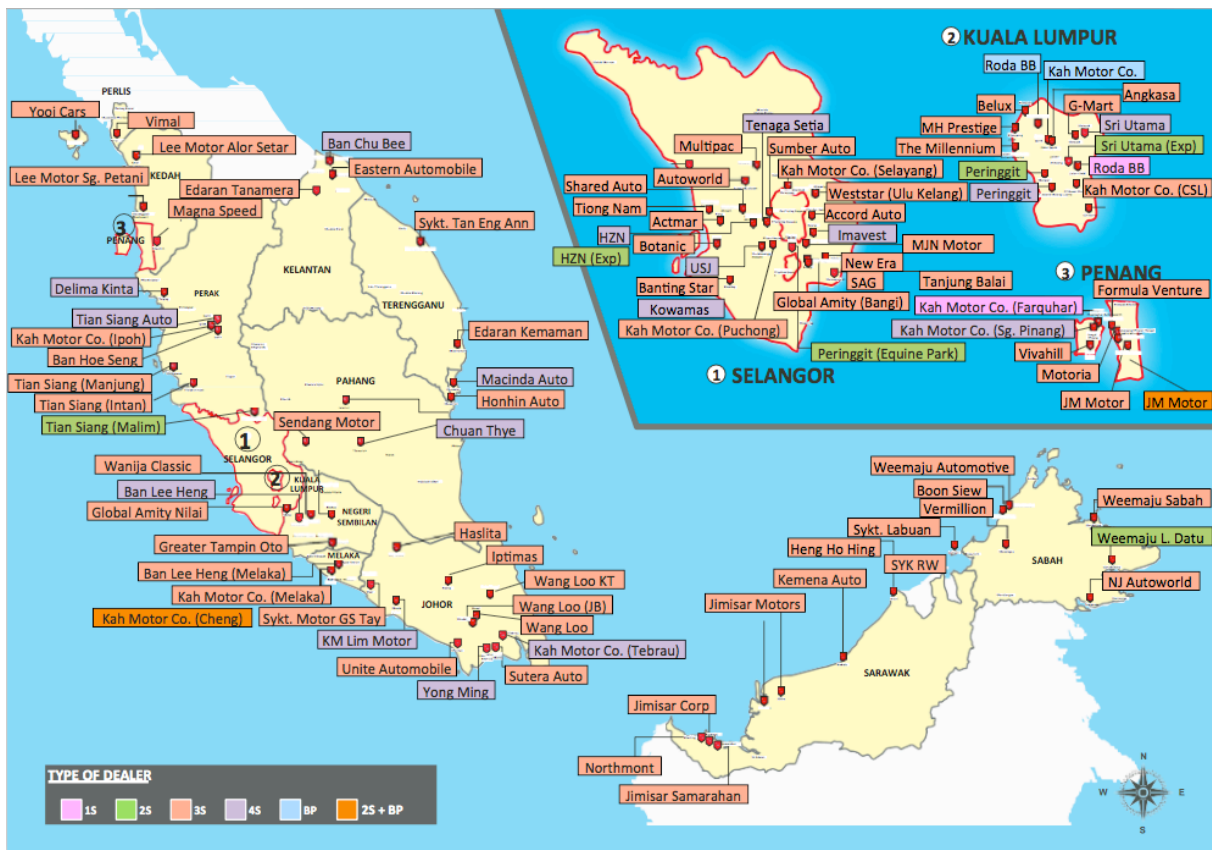
- Safety Driving Course (SDC)
- Plant Tour
- Kuala Lumpur International Motor Show (KLIMS)
- Appointment of 5 authorised stockists to ensure genuine spare parts and fair pricing

Motorsports

- Honda Malaysia Racing Team (HMRT) S1000km Race

Dealership: 96 Dealers Nationwide

- 3 are 1S Dealers, 8 are 2S Dealers, 85 are 3S Dealers
- 20 Body & Paint (BP) Centres



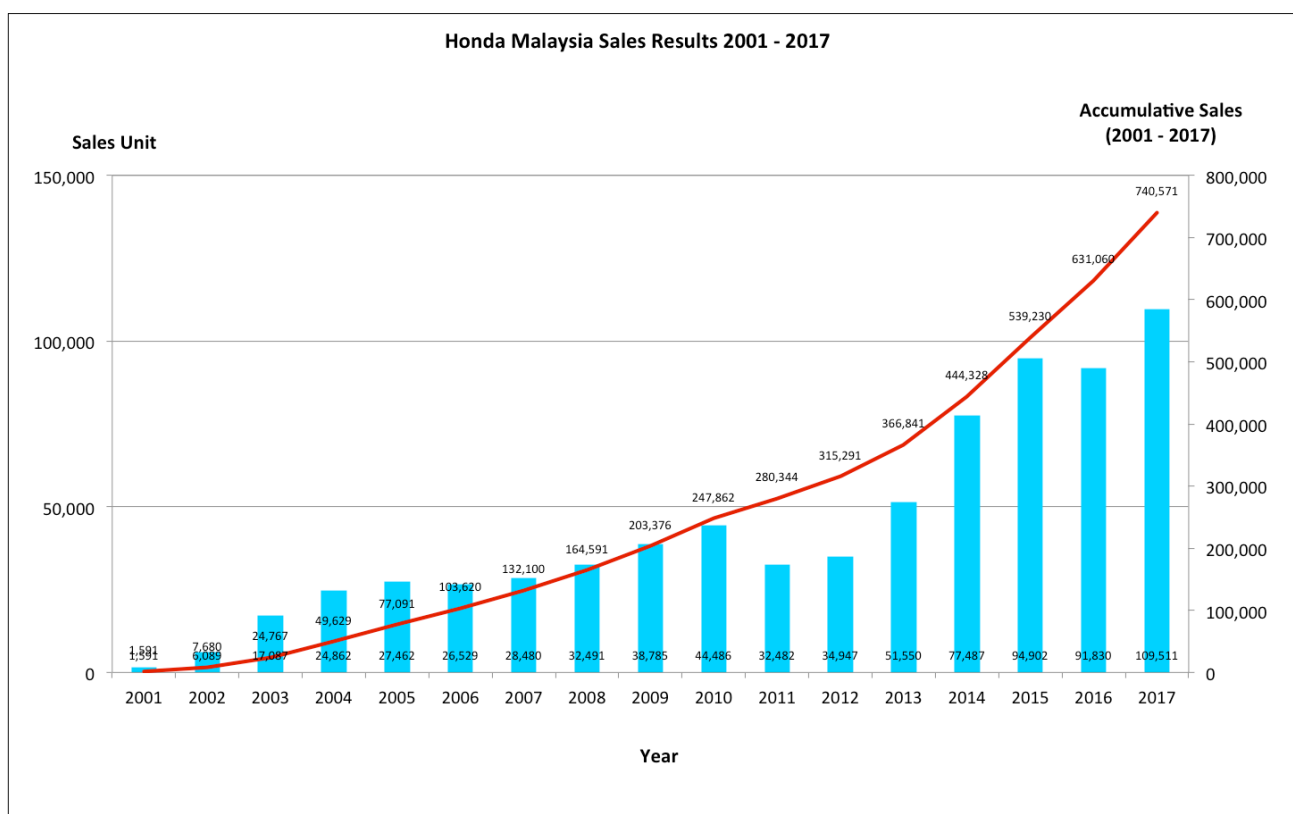
Staff Strength:

Total: 3,322 (as of June 2018)
**Including Management, Senior Executive & Executive, Engineer, Clerical, Technician, Production Office.*

Sales Figures (Overall):

YEAR	2001	2002	2003	2004	2005	2006	2007	2008
ANNUAL SALES	1,591	6,089	17,087	24,862	27,462	26,529	28,480	32,491

YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017
ANNUAL SALES	38,785	44,486	32,482	34,947	51,550	77,487	94,902	91,830	109,511



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

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