

HOW WE HAVE PERFORMED

AUTOMOTIVE

EQUIPMENT

MANUFACTURING & ENGINEERING

OTHERS

AUTOMOTIVE

ALL-NEW COROLLA

CROSS

REINVENT THE

REKAAN TERSENDIRI

Rules



Scan here for more information
www.umw.com.my/web/guest/automotive



Scan here for more information
www.toyotacapital.com.my/

OUR PERFORMANCE

REVENUE
RM7,483.7
MILLION

PROFIT BEFORE TAX
RM334.6
MILLION

SALES VOLUME
59,320
UNITS

TOYOTA CAPITAL
MANAGED ASSETS
RM5,776.0
MILLION

UMW TOYOTA



UMW Toyota is the sole distributor of Toyota and Lexus models in Malaysia, leveraging on our long-standing partnership with Toyota Motor Corporation to assemble and market vehicles that are well-known for their quality and durability. UMW Toyota also works closely with Toyota Capital Malaysia Sdn Bhd (TCAPM), which focuses on providing customers with innovative financing solutions for UMW Toyota's products.



NAVIGATING THE COVID-19 CHALLENGE

The COVID-19 pandemic was a major setback for the Malaysian automotive industry, but it presented the business with a unique set of challenges to manage and opportunities to capitalise on. The opportunities arose from our strategic response to the pandemic, as we navigated an altered consumer market, coupled with movement restrictions and new health-related SOPs.

This led to a rapid acceleration in our strategies, resulting in a pivot and shift in focus to selling our cars through digital channels while targeting segments of customers that were the least affected by the economic slowdown. For example, when the MCO was lifted in May 2020, we worked closely with TCAPM to launch the successful JomDrive campaign. Initially targeted at government school teachers, the campaign was later expanded to all civil servants.

The JomDrive campaign offered customers a hassle-free buying experience and leveraged the EZBeli programme, a tiered financing programme allowing lower repayment amounts during the initial years of the financing period. The EZBeli programme, launched in late 2019, is now the preferred financing option for TCAPM customers as the tiered repayment model fits in well with our customers' management of cashflow during the pandemic.

With these changes in our approach, together with the government's announcement of a sales tax holiday to boost the automotive industry, sales momentum returned to near pre-pandemic levels. During this time, we continued to leverage on the efficiency of our manufacturing plants, strong network, dedicated frontline sales staff and service centres to generate a commendable performance for the Group.

In addition to pushing ahead with our strategies, UMW Toyota also assisted the frontliners who were involved in combating the pandemic. Through our subsidiary, Toyota Boshoku UMW, we donated personal protective equipment comprising 15,000 boot covers, 15,000 head covers and 15,000 gowns to the Ministry of Health between April and May 2020.

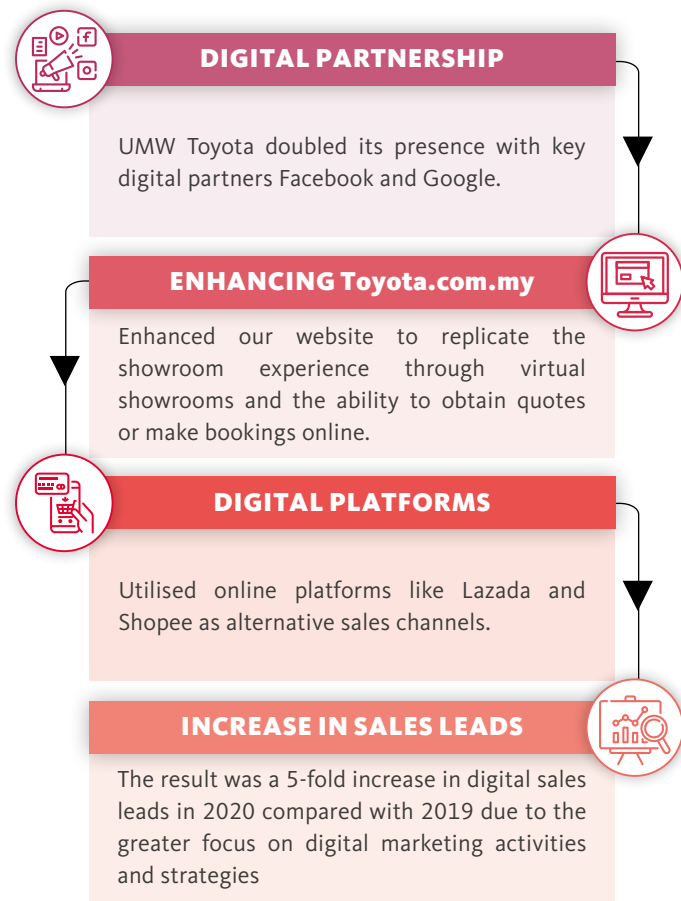
HOW WE HAVE PERFORMED
AUTOMOTIVE

UMW TOYOTA



PROGRESSING OUR KEY STRATEGIC PRIORITIES

The key change in the delivery of our strategy was our pivot to digital channels to minimise physical contact and mitigate the risk of infection. This change also involved how products were advertised as we moved from traditional billboard advertising to digital marketing in order to generate sales leads. A summary of our digital initiatives is as follows:



Following a three-year period between 2017 and 2019, during which UMW Toyota transformed its operations to be leaner and more efficient, the pandemic offered us further opportunities to improve the business. We will continue to capitalise on our expertise in lean management, leveraging IR 4.0 technologies, while investing to improve the efficiency of our processes.

AWARDS

<p>JUL 2020</p> <p>Award Provider: DSF.my - DSF.my Allianz Vehicle of the Year - VOTY</p> <p>LUXURY CROSSOVER OF THE YEAR – LEXUS UX</p> <p>Received by: UMW Toyota Motor Sdn Bhd</p>	<p>JUL 2020</p> <p>Award Provider: DSF.my - DSF.my Allianz Vehicle of the Year - VOTY</p> <p>EXECUTIVE SEDAN OF THE YEAR – LEXUS ES 250</p> <p>Received by: UMW Toyota Motor Sdn Bhd</p>	<p>JUL 2020</p> <p>Award Provider: DSF.my - DSF.my Allianz Vehicle of the Year - VOTY</p> <p>COMPACT CAR OF THE YEAR – TOYOTA COROLLA</p> <p>Received by: UMW Toyota Motor Sdn Bhd</p>
<p>JUL 2020</p> <p>Award Provider: DSF.my - DSF.my Allianz Vehicle of the Year - VOTY</p> <p>SPORTS CAR OF THE YEAR – TOYOTA GR SUPRA</p> <p>Received by: UMW Toyota Motor Sdn Bhd</p>	<p>FEB 2021</p> <p>Award Provider: Association of Accredited Advertising Agents Malaysia</p> <p>PUTRA BRAND AWARDS 2020 PLATINUM – AUTOMOTIVE CATEGORY</p> <p>Received by: UMW Toyota Motor Sdn Bhd</p>	<p>FEB 2021</p> <p>Award Provider: Toyota Daihatsu Engineering and Manufacturing (TDEM), Thailand</p> <p>"ZERO FIELD ACTION ACHIEVEMENT" AWARD</p> <p>Received by: Assembly Services Sdn Bhd</p>

ACCREDITATIONS

JUN 2020

Certified by: Quality Management System (QMS)

ISO 9001:2015 (BUKIT RAJA PLANT)

Received by: Assembly Services Sdn Bhd

OUTLOOK AND PROSPECTS

2021 TARGET

SALES TARGET

62,000

UNITS

Looking ahead, UMW Toyota is on track to launch a total of six models in 2021, including new sports utility vehicles (SUVs) and hybrid models. Based on these new models and the traditional strong sales of our Vios and Yaris marques, UMW Toyota projects to sell 62,000 cars in 2021, an increase from the 59,320 achieved in 2020.

The potential of our digital marketing initiatives is an exciting prospect and efforts in this area are underway to increase Toyota's visibility online. To ensure a more complete digital journey for the customer, UMW Toyota will continue to transform the toyota.com.my website into the most comprehensive portal for customers to view, select and purchase cars. TCAPM is also helping to improve our efficiency by upgrading the loan application system, making it easier for customers to apply for loans digitally.

Despite the pandemic's resurgence, UMW Toyota, together with its principal, Toyota Motor Corporation, remains focused on creating value now and into the future.

Transportation trends are also moving towards more innovative mobility solutions. In this regard, we have collaborated with TCAPM to launch the KINTO vehicle subscription programme. The KINTO programme offers customers the use of a new Toyota or Lexus car for a period of three years, whereby all vehicle and maintenance costs are integrated into a fixed monthly subscription payment, after which the car can be returned for a new one. While the programme currently caters to some models and variants of Toyota and Lexus cars, there are plans in the pipeline to expand it to cover a wider range from these marques and to introduce used models as well.

HOW WE HAVE PERFORMED
AUTOMOTIVE

PERODUA



IN EVERYTHING WE DO
#WeGoBeyond
FOR YOU

Scan here for more information
www.umw.com.my/ja/perusahaan-otomobil-kedua-perodua-

Perodua, Malaysia’s largest automotive manufacturer, continues to advance the nation’s automotive industry and remains deeply committed to producing safe, affordable, practical and fuel-efficient vehicles for all. The quality and value of our vehicles have enabled us to continue to record strong and consistent performance, resulting in Perodua being the No. 1 car company in terms of sales volume every year for the past 15 consecutive years.



NAVIGATING THE COVID-19 CHALLENGE

The COVID-19 pandemic had a swift and systemic impact on the automotive industry. The MCO crippled production and collectively affected the rest of the automotive ecosystem which included our service centres, dealers and vendors. Our customers, meanwhile, put their vehicle purchases on hold because of the economic uncertainty caused by the pandemic.

While the entire industry grappled with the unprecedented challenges, our immediate concern was on mitigating the pandemic’s impact on the livelihoods of our employees and our vendor ecosystem. Given Perodua’s substantial share of the Malaysian automotive market, this meant pushing for the soonest possible restart in production, to safeguard the jobs of our employees and vendors.

The first priority was to determine the best way for the industry to produce and sell cars safely during the pandemic. Following extensive discussions with health authorities and various government agencies, the industry was given the green light to operate as long as standard operating procedures (SOPs) were strictly adhered to. On Perodua’s part, we made extensive changes to our working arrangements to ensure that our people adhered to SOPs to safeguard their health and safety.

These changes included transitioning the entire workforce to two shifts in order to maintain physical distancing and instructing staff to only commute between the home and office. Free meals were provided for our employees for both lunch and dinner, both as an incentive and to minimise their potential exposure to the virus.

In terms of our relief measures for our vendors, Perodua took the unprecedented move of purchasing raw material inventory from our vendors to support their cashflow. This move effectively ensured that our vendors had sufficient funds to pay their own workers and sufficient working capital to see them through the crisis. This was important for the overall sustainability of our enterprise as reliable vendors are critical stakeholders in our overall production value chain.

When operations resumed in May, the automotive industry saw a sharp rebound in tandem with the Government’s announcement of a sales tax exemption for passenger cars. Sales subsequently climbed above 20,000 units monthly with our all-time monthly sales record broken in September after 25,035 units were sold. This record was then broken again in October with 26,852 units sold. This exceptional performance was further bolstered by focusing our sales on customer segments that were less affected by the pandemic.

HOW WE HAVE PERFORMED

AUTOMOTIVE

PERODUA

PROGRESSING OUR KEY STRATEGIC PRIORITIES

Perodua's slogan, 'Building Cars People First', sums up our approach in always having the people's welfare in mind in all that we do. This people-first mindset also applies to the development of our employees and vendors, improving the overall sustainability of our industry and reducing the environmental impact of our operations. These are strategic priorities that are important to us, as it will create value for both the Group and the nation.

Our investment of time and resources in our people has seen several of our suppliers reach world-class standards, and who are now direct suppliers to Daihatsu and Toyota. Similarly, the efforts invested in training and developing our employees have yielded dividends, with 54 of our employees now posted to Japan to work in research and development (R&D) for Daihatsu and Toyota. This also brings us closer to our long-term goal of becoming the R&D hub for Daihatsu.

In line with our commitment to sustainability, Perodua Global Manufacturing Sdn Bhd is Malaysia's first energy-efficient vehicle (EEV)-certified manufacturing plant, which assures that the production of our energy efficient cars is similarly energy efficient. As a result, Perodua is now Malaysia's largest EEV manufacturer with five EEV models currently in our product line-up that are produced with the cleanest and greenest practices. In addition, we collaborate closely with the relevant authorities to improve safety standards, industry regulations and policies, as well as emissions standards.



AWARDS

SEP 2020

Award Provider:
Majlis Rekabentuk Malaysia

2019 MALAYSIA GOOD DESIGN AWARD – AXIA & ARUZ

Received by:
Perodua

FEB 2021

Award Provider:
Association of Accredited Advertising Agents Malaysia

PUTRA BRAND AWARDS 2020 GOLD – AUTOMOTIVE CATEGORY

Received by:
Perodua

JAN & FEB 2021

Survey by:
IPSOS

MOST TRUSTED & BEST AT MANAGING A CRISIS AMONG MALAYSIAN CORPORATIONS

Received by:
Perodua

ACCREDITATIONS

JUL 2018

Certified by:
SIRIM QAS International Sdn Bhd

ISO 9001:2015 – QUALITY MANAGEMENT SYSTEM

Received by:
Perodua

JUL 2018

Certified by:
SIRIM QAS International Sdn Bhd

ISO 14001:2015 – ENVIRONMENTAL MANAGEMENT SYSTEM

Received by:
Perodua

OUTLOOK AND PROSPECTS

2021 TARGET

SALES TARGET
240,000
UNITS

Perodua continues to focus our efforts in exploring new technologies and concepts while strengthening our business to create long-term value for our stakeholders. Two areas that stand out in particular are Autonomous Vehicles and Mobility Solutions. While our newest product already contains Level 2 autonomous features, discussions are underway with the government on advancing to higher levels of this technology, noting that fully autonomous vehicles will require improvements to infrastructure and the implementation of 5G networks.

To further elevate the industry, we have started to jointly work with the relevant authorities to establish Malaysian standards for fuel-efficiency. While the industry has generally adhered to European or Japanese fuel efficiency standards in the past, a Malaysian standard which captures the unique road conditions in the country will assure buyers that the fuel efficiency ratings of new cars have been benchmarked accurately to give them greater confidence in their purchase considerations.

