



20th Anniversary Special Edition

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Malaysia Car of the Year 2024 20th Anniversary Edition

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objective remains
steadfast: to provide
valuable insights to
car buyers and uphold
the standards of
excellence in the
automotive sector”

– **Yamin Vong**
Founder, MCOTY

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“By honoring the best vehicles across more than 20 categories, this guidebook serves as both a celebration of success and a source of inspiration for industry stakeholders to embrace the future of mobility.”

– Azrul Reza Aziz
CEO, MARii

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Malaysia Car of the Year

The annual Malaysia Car of the Year (MCOTY) awards were inaugurated in 2002, heralding a new era in Malaysia's automotive landscape.

That inaugural year set the stage for what would become a highly anticipated event in the industry. The initial panel of judges were so inspired by Tan Sri SM Nasimuddin SM Amin's pioneering entry into the automotive industry, from an AP holder to become a captain of industry with two car franchises, that there was unanimous agreement who should be the Automotive Man of the Year.

That year also saw the Perodua Kelisa being awarded the prestigious title of Car of the Year and foreshadowing the great success that Malaysia's Second National Car company, or Perodua, had with its focus on small cars similar to Japan's specifications for its class of small urban cars, the Kei car class. From

MCOTY's inception, all new cars launched within the calendar year were automatically nominated for evaluation.

The year not only witnessed the emergence of new car makers and innovative models but also the introduction of electric vehicles from Tesla of the United States and many other new car marques from China, reflecting global trends towards sustainability and technological advancement.

A team of two professionals and ten full-time automotive journalists volunteered to categorize and evaluate vehicle performance, safety, design, value and other core criteria, in intensive sessions throughout the year. They provide insights into cars defined by software and connectivity.

The MCOTY's objective remains steadfast: to provide valuable insights to car buyers

and uphold the standards of excellence in the automotive sector, all while adapting to the rapid evolution of car technology and consumer preferences.

Their collaborative approach ensured that the MCOTY remained a credible and comprehensive guide for car buyers, facilitating informed decision-making in an ever-evolving automotive market.

However, the MCOTY faced a significant disruption with the onset of the COVID-19 pandemic, leading to a two-year hiatus. The lockdowns and restrictions affected new car launches and the automotive industry at large.

Nonetheless, the event made a triumphant return in 2023, coinciding with a notable resurgence in the market.

A stylized, handwritten signature in black ink that reads "Yamin Vong". The signature is fluid and cursive, with the first name "Yamin" and last name "Vong" clearly distinguishable.

Keynote

Salam Sejahtera, and Salam Malaysia MADANI.

Over the years, the MCOTY Awards have become a vital platform for spotlighting excellence in the automotive sector, inspiring greater innovation and setting the benchmark for mobility and sustainability.

Allow me to begin by extending my heartfelt appreciation to Mobility Media and the Malaysia Automotive Robotics & IoT Institute (MARii) for orchestrating this significant event. I am confident that the years ahead will witness even greater accomplishments in this dynamic sector.

Commitment to Sustainability in the Automotive Sector

Transportation, as one of the largest contributors to greenhouse gas emissions, is central to our National Energy Transition Plan. Our efforts to green the mobility sector are not solely about reducing carbon emissions; they represent a broader vision of integrating sustainable and innovative transportation solutions into the fabric of our economy and daily lives. This vision is already taking shape. Through initiatives promoting electric vehicles (EVs), the expansion of the charging infrastructure,

and the adoption of green technologies, Malaysia is positioning itself as a global leader in sustainable mobility.

Economic Significance of the Automotive Industry

The Government remains resolute in advancing the automotive industry, recognising it as a vital pillar of our economy. With an annual contribution of approximately 4% to our Gross Domestic Product, the automotive sector is a driving force of economic growth and innovation.

The Malaysia Car of the Year Awards epitomises this commitment to excellence. It represents not just recognition but inspiration, pushing the boundaries of innovation and setting new standards for the industry.

Beyond the accolades, MCOTY embodies the hard work, dedication, and vision that continue to propel Malaysia's automotive sector forward. It celebrates those who are not only meeting today's demands but also designing the transportation solutions of tomorrow.

Regional Leadership and ASEAN Collaboration

As Chair of ASEAN in 2025, Malaysia is poised to champion renewable energy transitions as a regional priority. This collective effort further underscores our commitment to achieving net-zero carbon emissions by 2050.

For the automotive sector, this presents a tremendous opportunity to align with broader sustainability goals. We urge OEMs to adopt eco-friendly practices, invest in green technologies, and integrate renewable energy into their operations, thereby driving innovation in sustainable mobility.

Let us remain steadfast in our shared commitment to innovation, sustainability, and safety, as we drive towards a brighter and more secure future for all Malaysians.

Yang Amat Berhormat
Dato' Sri Haji Fadillah bin Haji Yusof
Deputy Prime Minister of Malaysia



Welcome

Congratulations to the Malaysian Automotive, Robotics & IoT Institute (MARii) and Mobility Media Sdn Bhd for the successful organization of the Annual Malaysia Car of the Year (MCOTY) Awards.

This year's event is particularly significant, because it also marks the first hard-copy publication in the MCOTY's 20-year history. This publication is also timely in that it coincides with Malaysia's ASEAN Chairmanship in 2025. As Malaysia leads ASEAN towards inclusive and sustainable growth, the automotive sector is well-poised to benefit from being specifically included as one of our Priority Economic Deliverables (PED) in the agenda of ASEAN's Economic Pillar.

The Malaysian Government remains steadfast in its commitment to advancing the automotive industry as a vital pillar of our economy, contributing approximately 4% to our gross domestic product annually. Guided by the National Automotive Policy 2020 (NAP2020) and the New Industrial Master Plan 2030 (NIMP 2030), Malaysia is focused on enhancing this sector's global competitiveness, while fostering industrial sustainability, as well as creating high-value

jobs for Malaysians and opportunities for SMEs.

In line with these goals, significant milestones have already been achieved. PROTON's e.MAS 7, Malaysia's first locally developed electric vehicle (EV), has been launched and will serve as the official vehicle of the ASEAN Chairmanship, reflecting our ambition to develop leadership in the regional e-mobility space. Meanwhile, PERODUA is also gearing up to introduce affordable EVs by end-2025, with the aim of making e-transportation accessible to all Malaysians, as well as strengthening local assembly and supply chain capabilities.

To support this nation's e-mobility transition, as of September 2024, Malaysia had installed 3,354 public charging stations nationwide, including 956 DC fast chargers, and is on track to achieve 1,500 DC fast chargers by end-2025. These efforts are a testament to our vision of a developing a robust EV ecosystem, in alignment with the NAP2020 ambition to achieve 20% electrified vehicle market share by 2030 and 50% by 2040.

The ASEAN Chairmanship provides Malaysia with a unique position to drive regional initiatives that align with our automotive aspirations. By fostering collaboration, enhancing market integration, and prioritizing sustainability, we aim to position Malaysia as the ASEAN hub for next-generation vehicles (NxGV) and green mobility solutions.

The MCOTY Awards reflect this collective journey, capturing the spirit of innovation, collaboration, and excellence that defines Malaysia's automotive sector. As we celebrate this milestone, let us also recognize its role in driving the industry forward, both nationally and regionally.

Together, with industry stakeholders and partners, Malaysia will continue to lead with innovation and sustainability, propelling the automotive sector into a new era of growth and resilience.

Congratulations to all nominees and winners of the MCOTY Awards – your achievements inspire us all to reach greater heights.

Together, let us drive Malaysia's sustainable automotive future.

**YB Senator Tengku Datuk Seri Utama
Zafrul Tengku Abdul Aziz**
Minister of Investment, Trade and Industry (MITI)



Foreword

First and foremost, I would like to extend my heartfelt congratulations to the winners in each of the 24 car categories at the 20th Malaysia Car of the Year (MCOTY) Awards. Your dedication and innovation in pushing the boundaries of automotive excellence have significantly shaped the landscape of our industry and contributed to its sustained growth.

I am honored to present the inaugural hard-copy guidebook for the Malaysia Car of the Year contest, marking a pivotal milestone in Malaysia's automotive journey. This guidebook stands as a testament to our commitment to celebrating innovation, performance, and sustainability in the automotive sector.

This year's event occurs against a backdrop of transformative change—a "tsunami" in the global automotive industry, where decarbonisation of has taken centre stage and China has emerged as the world's largest automotive market.

The remarkable scale and ferocity of innovation from Chinese domestic manufacturers, particularly in electric vehicles (EVs), have enabled them to

capture substantial market share worldwide, influencing global automotive industry consolidations.

At MARii, an agency under the Ministry of Investment, Trade and Industry, we are dedicated to positioning Malaysia as a regional hub for the EV and automotive sectors. As the industry evolves, we are expanding the scope of recognition through the MCOTY Awards with new categories covering other areas of the automotive value chain, including the entire vehicle life cycle.

This ensures a more holistic approach to celebrating the innovation and contributions of various industry players. The EV transition is no longer limited to 4-wheel passenger vehicles but also extends to 2-wheelers, commercial vehicles, and even logistics operations. Logistic companies, in particular, play a crucial role in ensuring the safe and efficient transportation of EVs and their components, highlighting the interconnectedness of the entire ecosystem.

Our partnership with Mobility Media Sdn Bhd in organizing this prestigious contest underscores MARii's commitment to nurturing a culture of excellence and collaboration within the automotive ecosystem. By honoring the best vehicles across more than 20 categories, this guidebook serves as both a celebration of success and a source of inspiration for industry stakeholders to embrace the future of mobility.

As we align with the National Automotive Policy (NAP 2020) and work towards establishing Malaysia as a preferred regional destination for the production of Next Generation Vehicles (NxGV), including EVs, the role of these awards becomes even more significant.

Azrul Reza Aziz
Chief Executive Officer
Malaysia Automotive Robotics
& IoT Institute MARii

They reflect our collective vision to build an innovative, sustainable, and globally competitive automotive industry.

Together, let us drive progress, foster collaboration, and embrace the opportunities that lie ahead to ensure Malaysia continues to thrive in the global automotive landscape.

Thank you for your continued engagement and commitment to this vital industry.





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Save More



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- So much more

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Preface

As we unveil the annual guide for the Malaysia Car of the Year 2024, we stand at a pivotal moment in both our nation's automotive landscape and the global automotive industry.

For the first time in its 20-year history, we are publishing a hard-copy guide and this represents a significant milestone in our ongoing commitment to recognizing automotive excellence in Malaysia.

It is not merely a publication; it is a celebration of innovation, sustainability, and the shared vision for a cleaner future. 2024 marks the cusp of a transformative cycle initiated more than a decade ago, when the global community began to confront the urgent challenges of climate change.

This recognition has led to vital discussions around sustainable responses, particularly in the realm of decarbonization. As we moved forward, it became abundantly clear that electrification emerged as the gold standard for zero-emission transport.

China, seizing the moment, redefined its automotive industry, effectively leapfrogging traditional internal combustion engine technology and surprising the legacy car world with a ferocious speed of innovation.

Over the past two years, China has ascended to become the world's largest car market, captivating consumers worldwide with its innovative manufacturing and marketing prowess in the form of attractive cars and prices.

In the spirit of this evolution, we at the Malaysia Car of the Year (MCOTY) panel have made a significant decision: Electric Vehicles (EVs) will receive two bites of the cherry, with a dedicated category recognizing their unique status.

This reflects our understanding that EVs represent not just a technological shift, but a fundamental change in lifestyle attitudes.

To this year's winners, I extend my warmest congratulations to the winners for your exemplary achievements.

To those who didn't quite make it this time, I wish you better fortunes in the coming year in the full appreciation of the huge challenge for car makers to anticipate car designs today for car buyers in 3 years' time.

Together, let us continue to drive the Malaysian automotive industry forward into a sustainable future.

Yamin Vong
Founder
Malaysia Car of the Year Awards





Malaysia Automotive, Robotics & IoT Institute (MARii), is an agency established under the Ministry of Investment, Trade & Industry (MITI). As the engine powering the heart of Malaysia's automotive sector, MARii serves as the industry's focal point, coordination centre, and think tank.

Its core mission is to to empower and enhance the capabilities of all automotive stakeholders and ecosystems through technology, human capital, supply chain, market outreach, and aftersales.





SUSTAINABILITY

Cradle to grave or cradle to cradle?

by **Azrul Reza Aziz**

Photo credit: ©Shelyna Long from Getty Images Signature via Canva.com

This article first appeared in Digital Edge, The Edge Malaysia Weekly on July 8, 2024 – July 14, 2024

Environmental degradation and carbon footprint have become global concerns. Manufacturing activities across all aspects of production have led to widespread environmental pollution, while carbon emissions continue to contribute to climate change.

It is imperative for industries to prioritise eco-friendly practices. The automotive industry, as a significant contributor to industrial waste and carbon emissions, holds a moral responsibility to lead the way in environmental preservation efforts.

Traditionally, we have viewed a vehicle's life cycle as a journey from factory approval to purchase, life in use and eventual disposal. At its core, a vehicle's life cycle begins at the design and development stage, progresses through manufacturing, after-sales use and ultimately includes end-of-life considerations.

In short, the life cycle of a vehicle impacts the environment in several significant ways: non-renewable energy resources used during its life in use, manufacturing processes that pollute the environment, energy used during manufacturing is drawn from non-renewable power generation, logistics and means of transport to the marketplace after manufacturing and end-of-life waste.

The real game changer? Product design and development. Upstream decisions shape the entire value supply chain, defining the eco-friendly features that roll out at the final assembly line.

Major players in the automotive space are already steering towards sustainability, incorporating recycled and non-virgin materials such as bioplastics and water-based paints in their design programmes.

One of the many examples that demonstrate the industry's commitment is Tesla's integration of recycled materials such as aluminium and steel in its production. Volvo's new premium electric sub-brand uses carpets made from recycled fishing nets while Mercedes-Benz has joined the sustainable materials movement by incorporating waste-based materials in its vehicle components.



If we zoom in on Malaysia, a compelling narrative is emerging through energy-efficiency policies that not only expedite progress but also leave a positive mark on the environment.

Picture this: Malaysia, 2030 — a nation on a mission to push for net zero. The New Industrial Master Plan (NIMP) serves as the compass, guiding Malaysia's manufacturing industry towards decarbonisation. This is supported by the National Energy Transition Roadmap (NETR) that sets a clear national target: 20% of annual new car sales to consist of electrified vehicles (xEV) by 2030, escalating to 50% by 2040 and an impressive 80% by 2050. This bold commitment aligns with global efforts to address climate change, positioning Malaysia as a trailblazer in the race towards a net zero carbon future.

The transition to electrification appears inevitable and it is just a matter of time before electric vehicles (EVs) become the de facto standard for transport. Last year saw an increase in EV participants, providing consumers with the option to choose between EVs and traditional internal combustion engine (ICE) vehicles. Notably, we reached a significant milestone with xEVs in 2023, accounting for 4.47% of the total industry volume (TIV) — a substantial increase from 2.57% in 2022. This not only expanded choices for but also empowered



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them to make environmentally conscious decisions. The commitment to lead the EV revolution 'is further emphasised by the National Automotive Policy (NAP2020), spearheaded by the Ministry of Investment, Trade and Industry (Miti).

The mission is clear: To elevate the automotive industry in the age of digital industrial transformation by focusing on next-generation vehicles (NxGV), Industrial Revolution 4.0 (IR4.0) and mobility as a service (MaaS), with the overarching goal of positioning Malaysia as a regional leader in manufacturing, engineering and technology.

And it will not stop here. The ongoing commitment to review and drive the national target to ensure its alignment with the latest developments, both locally and globally, underscores the determination of Malaysia Automotive, Robotics and IoT Institute (MARii) to stay at the forefront of the industry.

Energy efficiency should be built into the manufacturing processes of vehicles and components throughout the entire supply chain. Green manufacturing technologies are increasingly common in today's competitive landscape. By considering manufacturing efficiency during product and process development, automotive

manufacturers can minimise waste and energy consumption.

In Malaysia, the Authorised Automotive Treatment Facility (AATF) addresses the rising concern of abandoned vehicles, recognised for their potential to cause environmental pollution if not handled appropriately.

Abandoned vehicles contain scheduled waste such as lead-acid batteries, lithium batteries, electronic components, asbestos from brake pads, used engine oil and cooling fluids, which need to be well managed to ensure environmental sustainability.

Through the AATF, car components are systematically segregated for reuse, recycling, recovery and final disposal, aligning with NAP2020's vision of a future with increased vehicle manufacturing and assembly plants.

To advance sustainable practices, we must go beyond recycling. Redesigning vehicle models is crucial, ensuring all manufactured products are easily recyclable or repurposed. This includes designing components that are easily disassembled, reassembled and retrofitted, fostering a circular economy that minimises waste and pollution, keeping products and materials in use.

For instance, at the end of a battery's service life, the collected material can be processed to produce black mass, which contains valuable metals like lithium, manganese, cobalt and nickel.

These materials can then be extracted and reused in new battery production or in new products and/or applications. Facilities in countries such as China, Japan and South Korea handle large volumes of battery waste and thus, exploring similar treatments in Malaysia could be a promising avenue, involving stakeholders in this environmentally conscious effort.

While environmental management can be effectively controlled through Malaysian standards and best practices before the point of purchase, challenges arise when it comes to consumer behaviour and attitudes towards environmental efforts.

To ensure sustainable development in the automotive industry, a shift in mentality from “cradle to grave” to “cradle to cradle” is necessary. The former reflects traditional practices from the early days of mass production, where vehicle design prioritised technical functionality, with little consideration for environmental issues at the end of the vehicle's life.

The latter approach demands that designers select environmentally friendly materials during the design stage, making components recyclable or reusable.

This mindset emphasises the importance of considering environmental consciousness in all activities and decision-making processes within the entire value chain. By embracing the cradle-to-cradle approach from design and development to remanufacturing, the industry can minimise its environmental footprint and remain sustainable as we approach the net zero global drive.

Initiatives such as incorporating recycled materials, implementing energy-efficient manufacturing processes and promoting consumer participation through economic incentives are key steps towards a more eco-friendly automotive industry. It is essential for all stakeholders to prioritise environmental preservation and work together to create a more sustainable future. Most noteworthy is that environmental consciousness must be an integral factor in all activities and decision-making processes within the entire value chain.



CAR WARS

of 2024

by Yamin Vong

The comfort zone of the world automotive industry's 150 years of evolution of the internal combustion engine (ICE) powered car has been very quickly disrupted over the past 2 years.

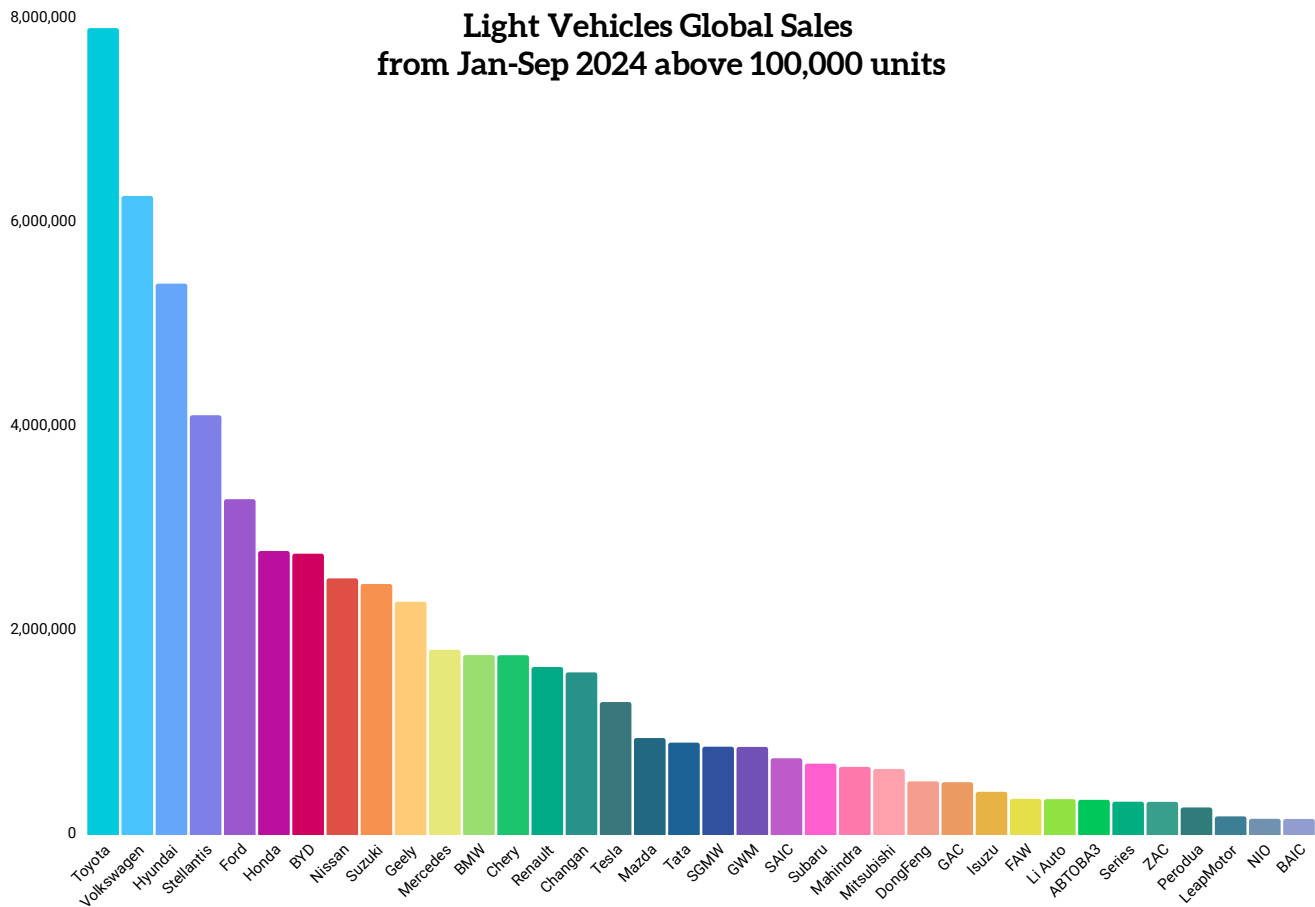
The China auto market which provided almost 20 years of profits for auto giants such as GM, VW and other legacy car marques has turned into loss-making territory. GM which has raked in profits since its JV with SAIC in 1997 will take in a USD8 billion hit in 2024.

All the foreign brands have lost market share to the domestic Chinese car brands which are in tune with China's EV policy

as well as the taste of Chinese car buyers in cabin design as well as car connectivity software.

The launch of the Tesla electric vehicle (EV) in the US almost a decade ago and China's policy decision to leapfrog the ICE era and provide comprehensive state support for battery electric vehicles is world changing.

However, it was in the aftermath of the COVID-19 pandemic, that the landscape shifted dramatically, leaving in its wake a tumultuous state that reverberated across the globe—including in the ASEAN automotive sector.



As the dust settled on the pandemic era, it became evident that China had repositioned itself as the uncontested leader in electric vehicle (EV) production, a move that had been deftly orchestrated over the past decade through unwavering policy support like cheap industrial land and state subsidies including cash-for-clunkers. Before the pandemic, legacy car makers had already

begun to step into the EV market, but many were caught flat-footed. China’s aggressive investment into battery technology, particularly lithium iron phosphate (LFP) batteries, allowed its manufacturers to leapfrog traditional automakers, who had initially relied on high energy density batteries — a pricey technology that China wisely chose not to chase.

BYD Outsells MG for Second Time in Three Months

Chinese brands' EV registrations across Europe

Brand	October registrations	YoY change
BYD	4,630	+167%
MG	3,846	-56
Xpeng	1,137	+302
Omoda	279	NA*
ZEEKR	249	NA*
Leapmotor	231	+600
All Chinese brands	11,113	-10%

Source: Jato Dynamics

Note: Excludes Polestar (2,610), Smart (1,841), Lotus. *Omoda, ZEEKR weren't active in year-ago period.

Leveraging its economies of scale and efficient labour force, China was able to produce vehicles at approximately 30% lower costs than countries across Europe and the U.S., creating a pricing wall that was difficult for these legacy automakers to breach.

To add to the misery, the legacy car makers seem to have placed billion Euro bets on battery makers like Northvolt and Argo Ai autonomous driving start-ups that went bad.

The VW group which is the biggest in Europe and world #3 car maker will start

mass retrenchment and plant closures for the first time in decades.

Carlos Tavares, who headed PSA Peugeot and forged the Stellantis group with a constellation of legacy car makers, resigned one year short of his contract in the face of plunging profits and sales especially in North America.

Stellantis which owns historical marques like Alfa Romeo, Chrysler, Citroën, Dodge, Jeep, Maserati, Peugeot, Vauxhall has just one Chinese EV marque in its stable. Leap Motor as it's called, is too small to balance

the weight of the traditional marques. This realignment of power within the automotive sector meant dire consequences for global supply chains.

Much of the EV supply chain, from chemicals and electrodes to batteries, is dominated by Chinese companies except for some minerals like cobalt.

In response to these new dynamics, the European Union governments has begun implementing tariffs on Chinese vehicles, attempting to protect their stuttering domestic industries and provide breathing space for local manufacturers.

Yet, rather than deterring China, these actions strengthened the Chinese car makers' resolve to penetrate these markets especially Europe and the UK through strategic alliances.

There are hardly any Chinese cars, EV or ICE, sold in the USA and while Trump's promised tariffs will further deny access to Chinese car makers, that will be offset by China's plan to stimulate its domestic consumption.

For one Malaysian industry participant who believes that EVs and hybrids are the future, he's putting his bets on China

because of its superior performance as a car manufacturing nation. "Tesla is already building its cars in Shanghai both for domestic and export sales. On another level, there's one premium German brand with a small EV model which has its software architecture based on a Chinese EV, the Ora Good Cat.



Chinese EV *Ora Good Cat* — a premium German brand uses its software architecture

As for productivity, Chinese workers get annual leave of 8 days: they work hard the rest of the year. They also have armies of engineers and programmers to code the thousands of lines of code that are core for today's EVs," he said.

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Past Winners



2023
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2019
Peugeot 3008



2018
Proton X70



2017
Honda Jazz
Hybrid



2016
Honda Civic



2015
Mazda 2 1.5
Skyactiv



2014
Honda Civic



2013
Volkswagen
Golf 7 GTI

2012
Ford Ranger



2011
Peugeot RCZ



2010
Volkswagen
Classic



2009
Peugeot 308





2008
Mazda 6 2.5 Sports
Liftback

2007
Mitsubishi
Lancer GT



2006
Honda Civic



2005
Mercedes-Benz
CLS (C219)



2004
BMW E60



2003
Volvo XC90



2002
Perodua Kelisa





WOMEN & CARS

by Lisa Kuok

Photo credit: ©Gettysignature via Canva.com

The view that women shouldn't be on the roads is still common in 2024 and it's not likely to change by 2026. If the thought of women drivers bothers you, here are some facts about cars, driving and female car ownership that might chill you into staying home.

In advanced countries, women influence more than 80 per cent of car purchase decisions. In Malaysia, women, across all income and education levels, are more likely to own a car or

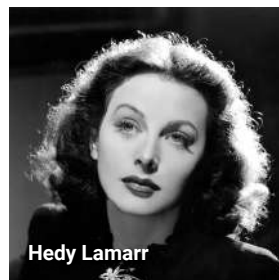
have a driver's licence than men.^[1] Women are more likely to buy a new car than pre-owned.

Windscreen wipers were invented by Mary Anderson. She patented an automatic car window cleaning device

controlled from inside the car in 1903. Turn signals and brake lights were invented by Florence Lawrence, a movie star, in 1914. The technology that led to GPS, wi-fi and mobile phones was invented by Hedy Lamarr, the movie star, in 1941.



Florence Lawrence



Hedy Lamarr



Dr Gladys West

^[1] Source: Lee & Cheah, 2020

Photo credit: ©wikipedia.org

GPS, satellite navigation, owes its accuracy to Dr Gladys West, a US military mathematician who created an accurate model of the planet which makes GPS functional. The Ford Mustang was the first car marketed solely at women. The first Mustang owner was Gail Brown, a 22-year old school teacher.

The first long-distance motorist was a woman, Bertha Benz. Her husband, Carl invented the automobile but wasn't confident that it was a good idea with a future. In August 1888, while Carl was sleeping, Bertha took the Benz Patent-Motorwagen Number 3 and took it on a joyride, successfully clocking up over 100km from Mannheim to Pforzheim, thus completing the first long-distance motorised journey.

Bertha Benz invented brake pads, as a result of her jaunt.

Bertha Benz was also the first car thief: she took the car without Carl's permission.

Stay safe on the roads. If you see a man driving, keep your distance.

- Male drivers are 2.4 times more likely to be involved in road crashes than female drivers.^[2]
- Men cause fatal accidents by a factor of three to one^[3] but women are 73 per cent more likely to be seriously injured or die in a road accident even when both are wearing seatbelts.^[4]



Above: A staged reenactment of Bertha driving a Model III, with her two sons. Credit: agefotostock / Alamy Stock Photo.



Left: Bertha Benz in 1944

Photo credit: ©wikipedia.org

^[2] Bukit Aman Traffic Investigations between 2018-2021

^[3] Insurance Institute of Highway Safety (IIHS)

^[4] University of Virginia study, 2019

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AION V



AION ES



AION Y *Plus*



M8



GS3
EMZOOM

EMKOO

 WHERE **CRAFT**
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GO WITH MORE GROW WITH MALAYSIA



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Panel of Judges



AMIRUL HAZMI

Driving Enthusiast,
Freelance Automotive
Journalist



With nearly a decade of experience, Amirul has a passion for reviewing all types of vehicles, from budget hatchbacks to high-performance sports cars.

As a judge for Malaysia Car of the Year, he advocates for an award system that benefits consumers while recognizing committed manufacturers.

He believes the 2025 Porsche 911 Carrera GTS T-Hybrid exemplifies innovation through its hybrid powertrain, prioritizing instant response over traditional efficiency.

For his dream car, Amirul envisions a fun-to-drive model with a responsive chassis, efficient engine delivering 250–300hp, and either an 8-speed auto or 6-speed manual transmission.

He is excited about the future of the automotive industry, where cars become safer and more integrated into everyday life.

CHIPS YAP

Senior Motoring Journalist,
Editor of **MotaAuto.com**



CHIPS YAP has been reporting on the motor industry for over 45 years, covering a broad spectrum of topics from industry developments to new product evaluations. He has also acted as consultant for foreign market research companies who have drawn on his extensive knowledge of the local auto industry.

Though he initially studied architecture, he realised that 'writing was more satisfying than drawing lines' and switched to journalism. Upon returning from the UK, he decided to specialise in the automotive industry as he was also interested in cars.

Over the 4 decades he has followed and reported on the industry, he has seen the evolution of cars and the numerous innovations that have been introduced. Having driven at least a thousand different vehicles, he is in a position to compare and see the changes made over time.

While the Chinese cars of today offer advanced features, he believes that the Japanese automakers are the ones that developed meaningful innovations which shaped the modern automotive industry.

"The industry will continue to advance and innovate in many ways and the era of EVs will bring new and exciting technologies that will make motoring even more enjoyable and safe," he says.

As a judge for the Malaysia Car of the Year for many years, Chips feels that the winners presented each year provide consumers with a starting point when they are shopping for new models. They recognise the models which have excelled in the different segments of the broad spectrum of products in the Malaysian market.

ERYWAN NOR SHAL

Managing Editor and
Motoring Reporter



Minat terhadap kereta bermula apabila saya pertama kali melihat Proton Satria GTI ketika pada remaja. Ia menjadi kegilaan peminat kenderaan ketika itu yang suka reka bentuknya, selain sebagai kereta sport kompak terbaik yang pernah dihasilkan oleh Proton.

Sebagai juri MCOTY, anugerah Malaysia Car of the Year (MCOTY) saya berpeluang memberi panduan kepada pembeli untuk memilih kenderaan yang terbaik dalam aspek teknologi, keselamatan dan reka bentuk.

Anugerah ini menjadi penanda aras bagi industri automotif untuk meningkatkan usaha supaya terus meneroka batasan teknologi sambil memenuhi keperluan pengguna.

MCOTY mampu mencetus persaingan yang positif dalam industri automotif.

Masa depan industri automotif sangat menarik kerana teknologi seperti kenderaan elektrik dan kenderaan tanpa pemandu akan mengubah cara kita bergerak.

Adanya perkembangan ini bukan sahaja menjadikan kenderaan lebih mesra alam, tetapi juga lebih selamat dan mudah digunakan. Dengan sokongan kerajaan dan teknologi baharu, saya yakin industri ini akan membawa banyak manfaat kepada kita semua dan alam sekitar.

GOGULAKANNAN KANDIAH

Journalist and Owner of
Bigwheels Malaysia



Gokul is an ever-evolving automotive content creator who is well-versed in Malaysia's passenger vehicle, motorcycle, and commercial vehicle segments. Currently the owner of Bigwheels Malaysia online portal and “Testpower” YouTube channel, he previously served as an editor at Topgear Malaysia, Carlist.my, Bikes Republic, Mail Motor, as well as Cars, Bikes, Trucks (NST) just to name a few.

Although Gokul began his career as an English writer almost two decades ago, today, he is among the very few automotive content creators who produce automotive content in both Bahasa Malaysia and English. He is also planning to produce automotive content in Tamil language on platforms such as TikTok in the near future to cater to the Indian community in Malaysia.

HARJINDER SINGH

Lawyer, Motoring
Industry Advisor
and Off-Road
Enthusiast



HARJINDER SINGH lawyer /
Motoring Industry Advisor and Off-
Road Enthusiast

Also known as Harry Sidhu, lawyer,
writer, adventurer, photographer and
raconteur.

As a senior lawyer, he has advised
stakeholders in the motoring industry
for the last 34 years on various issues.
He has handled various litigation
regarding the merchantability of
vehicles which experience offered
him an in depth insight into the
much-touted “Lemon Law” for
vehicles that is being very often
written about of late, in the Malaysian
media. He believes that Malaysia does
not need a special Lemon Law Act, as
Malaysia has sufficient legislature in
place, that can accommodate the
“Lemon Law” with some minor
tweaking to the existing legislature. He
is more interested to see an increased
effort at enforcement of the laws.

A self-confessed car nut and
enthusiast, in his spare time, he has
been writing occasionally for the

motoring media for a long time. His
articles have appeared amongst others
in the Sunday Times’s “Cars, Bikes &
Trucks”.

He is an avid sailor and has a keen
interest in boats and anything that
floats and the mechanics involved.
He also has a deep interest in anything
with wheels, be it 2 wheels, 4 or more.
He has participated in a few
monumental off-road
transcontinental adventure trips,
including the 2010 Trans-Amazon 4x4
adventure in South America in the
sweltering Amazon jungles. He also
participated in the epic 2012 Trans-
Asia 4X4 adventure to trace the
ancient winter silk route, driving from
the westernmost part of Asia to the
easternmost part of Asia.

Despite his core interest in ICE
technology, he recognises the
relentless EV movement, and its rapid
innovation, but remains sceptical of a
wholly holistic solution to Malaysia’s
transportation needs judging by its
current trajectory.

HEZERI SAMSURI

Editor/Founder of **Careta.my**
and automotive industry analyst.



Hezeri Samsuri has always had a deep passion for cars, a love that began with reading automotive magazines during his youth. This early interest sparked a curiosity about the influence of media on consumer opinions and ultimately set the stage for his career.

With the automotive industry constantly evolving, Hezeri believes that the unbiased opinions of a neutral party are invaluable in helping consumers make informed decisions amid the flood of new models and paid content on social media. He admires numerous cars, both past and present, for their innovation and impact on the industry. He cites the Toyota Prius hybrid for revolutionizing the market, Tesla for drawing in car enthusiasts regardless of their mechanical know-how, and the Ford Ranger for redefining the driving experience of pick-up trucks.

Hezeri firmly holds that there is no such thing as a perfect car, as perfection often equates to dullness.

Instead, he views a car's flaws as its defining characteristics, adding to its unique charm and personality. While the future of the automotive industry seems to be steering towards electric vehicles, Hezeri remains undecided about the dominance of battery electric vehicles (BEVs). He observes that the real pinnacle of automotive technology lies in autonomous vehicles, though this could spell the end for traditional car enthusiasts like himself.

With over 34 years of experience in automotive journalism, Hezeri's journey began during his days at University Malaya, where he worked as a stringer. Initially pursuing a career in IT, his unyielding passion for vehicles eventually led him to the editorial realm. Hezeri's career includes stints with NST and TopGear, transitioning into a TV programme for RTM. Today, he leads his own titles, Careta.my and the Tekan Habis podcast, sharing his extensive knowledge and insights with fellow car enthusiasts.



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TIGGO **7** PRO

TIGGO **8** PRO



TIGGO

by CHERY

JAY WONG

Freelance Automotive
Journalist



Jay Wong's passion for cars ignited at a young age when he encountered the sleek BMW 3 Series (E30), further deepened by witnessing the impressive performance of the BMW M1 (E26) at the Batu Tiga race circuit. This early exposure to iconic vehicles set him on a path to becoming a freelance automotive journalist, where he shares his enthusiasm and insights through detailed reviews.

He views the Malaysia Car of the Year (MCOTY) award not just as a trophy, but as a symbol of excellence that recognizes vehicles excelling in safety, comfort, performance, and build quality, while delivering strong value.

For Jay, the Toyota Prius represents groundbreaking automotive innovation, marking a shift toward sustainability and reducing the carbon footprint in the industry.

His ideal dream car would feature a sleek design that balances modernity with timeless style, a powerful yet efficient engine, spacious comfort for long drives, and a luxurious, tech-savvy interior that enhances both performance and driving pleasure.

LISA KUOK

Publisher, Managing
Editor, Motoring
Journalist at
autocarmalaysia.com,
Content creator and
Co-food trekker
@TransitTemptations
on Instagram.



Lisa has been a motoring journalist for over 12 years, writing and editing various car and motorbike publications. Lisa is the Publisher and Managing Editor of Autocar Malaysia Singapore (formerly known as Autocar ASEAN) and is the only female motoring media owner in the country.

Lisa's interest in driving began at three when she was given an electric car for her birthday. Cars and driving are a family interest which Lisa shares with her sisters and father.

As one of the judges, Lisa believes that the Malaysia Car of the Year should combine looks, features, innovation and technology, especially safety, within an affordable price range.

The car that best represents innovation in the automotive industry is the Ford Model T. The first mass-produced car changed the landscape of motorised personal mobility.

Similarly, the advent of electric vehicles has made the automotive market more competitive. In Malaysia, the numerous new brands have sped up the introduction of new, advanced automotive innovations and technology and elevated car buyers' expectations.

Lisa's dream car would be solar-powered, autonomous and maintenance-free. The long list of essential equipment would include matrix laser headlights, LED tail lamps, keyless entry, walk-away auto locks, auto-fold mirrors, hot and cold ventilated seats and a fridge. It would also be capable of zero-to-a-hundred in sub-four seconds and be magically restocked with her favourite snacks and chilled carbonated water every day because hydration is important.

NICHOLAS KING

Senior Editor for the
English editorial
division at
KeyAuto.My



Automotive passion has been a significant part of Nicholas' life since his first birthday, marked by a ThunderCats Thundertank cake. His encounter with the Ferrari Testarossa and Lamborghini Countach transformed his view of cars from mere transportation to fashion and potential.

With so many options in the automotive world, he believes the MCOTY judging highlights what truly matters. He champions the 6th Gen Honda Civic as a gold standard for innovation, thanks to its timeless design, customization, and benchmark performance in the C-segment, all at an accessible price.

Nicholas dreams of modernized Testarossas or Countachs but is equally thrilled by the idea of a Civic EK9 hatchback or a 5th Gen Volkswagen Golf GTI equipped with modern features and turbocharged or hybrid engines. As a Senior Editor at KeyAuto.My, he brings 15 years of experience, including nearly six years at the New Straits Times, where he focused on automotive journalism. He eagerly anticipates the future of various powertrain platforms.

SHAMSUL BAHARI MOHD YUNOS

Managing Editor
Elektronikar and **Fast TV**



With nearly three decades of automotive journalism expertise, Shamsul Yunos has been a steadfast voice in Malaysia's motoring landscape since 1994. Beginning his career at the New Straits Times, where he served as News Editor for the Cars, Bikes and Trucks pullout in the early 2000s, he played a pivotal role in establishing the prestigious NST-Car of the Year awards. Today, he continues to share his insights through his weekly column in the same publication.

As a founding member of the Malaysia Car of the Year panel, Shamsul has witnessed first hand the automotive industry's dramatic evolution.

Currently, he hosts Fast TV and Elektronikar, platforms dedicated to exploring the transition to renewable energy in transportation.

As an independent automotive journalist, his work focuses on helping consumers navigate the significant transformation in mobility, particularly as the industry shifts toward electrification and sustainable solutions.

His unique perspective, shaped by years of front-line experience in automotive journalism, continues to provide valuable insights during this pivotal period of automotive innovation and environmental consciousness.

**DATUK DR
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SIANG
CHIN
PJN**



Appreciates that human mobility has been a key enabler of advancing civilization. An enthusiastic driver and rider for over five decades, still celebrating each journey as a delightful learning experience.

A mature petrolhead who loves the planet but enjoys the sounds, shakes, and smells of ICE vehicles. Reflects on and respects the transformative transition towards vehicle electrification and autonomous driving, seeing it as significant as the invention of the wheel. Ever optimistic that the industry, while advancing towards Speed, Simplicity, and Safety, will be guided by the principles of Sustainability, Sensitivity, and Sensibility.

TEE YEE CHEING

Editor, Chinese division at **KeyAuto.my**



With over a decade of experience in journalism and four years dedicated to the automotive industry, she has built a diverse portfolio of work in the field. Currently, she serves as the Editor at KeyAuto.my, where she explores all facets of the automotive world. Before this, she honed her expertise as an automotive journalist with Oriental Daily News, contributing to the automotive column, and later as a writer for MyWheels automotive platform.

As a judge for the Malaysian Car of the Year (MCOTY) awards, she believes the Car of the Year (COTY) plays a significant role in both recognizing the efforts of manufacturers and providing valuable insights for consumers.

By highlighting the year's most outstanding models, MCOTY helps buyers make informed decisions while encouraging carmakers to strive for continuous innovation and excellence.

What excites her most about the future of the automotive industry is the rapidly evolving technological landscape. She remains captivated by the ceaseless evolution of technology and automotive progress. Whether test-driving the latest models or uncovering trends shaping the industry, she is driven by a deep passion for sharing the stories behind the machines that move us.

YAMIN VONG

Organising Chairman of the
Malaysia Car of the Year

Mobility Social Activist
with social media
platforms
anchored under
Yamin.com.my and
Mobility Media



Yamin Vong shares the credit for birth of the Malaysia Car of the Year Awards 22 years ago with his former marketing director, Joseph Raj, who said that automotive journalists should give credit where credit was due to the car makers who produced the best cars in the world. As the editor of one of Malaysia's most popular weekly car supplements in the 2000's, Yamin seized on this idea for a Car of the Year awards programme that would also guide readers who had questions about the cars that they needed and/or wanted to buy.

He duly selected four of his colleagues to join the panel of the first of

Malaysia's longest continuous Car of the Year awards programme. His criteria for selection were full-time employees who had at least 3 years experience in automotive journalism, including attending international car launches, international auto shows, and whose articles were timely, persuasive, insightful and educational.

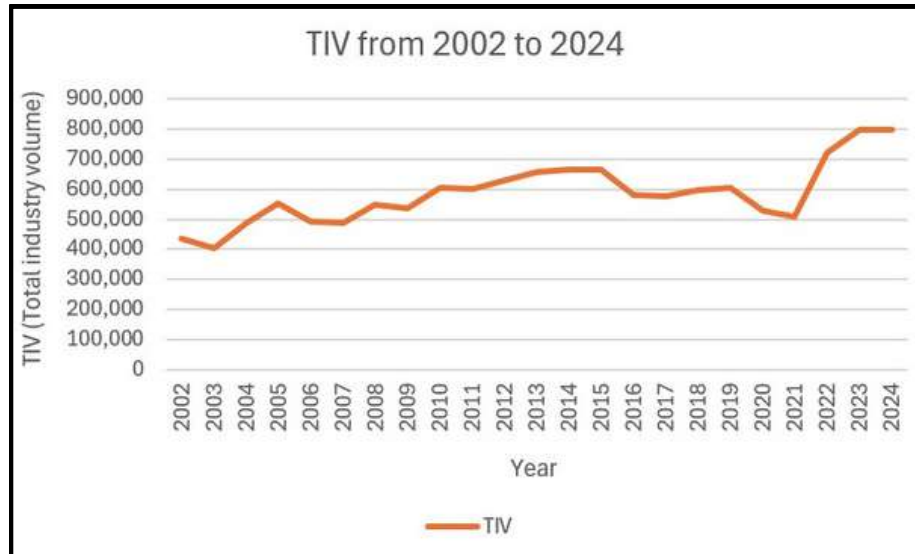
Today, Yamin is proud that the panel of judges has grown in depth and numbers to 12 including two from the legal and medical professions. And of this panel, beside himself, Yamin has the honour of the membership of one from the original panel of judges.

MALAYSIA SALES PEAK 2024

China Powers EV Models

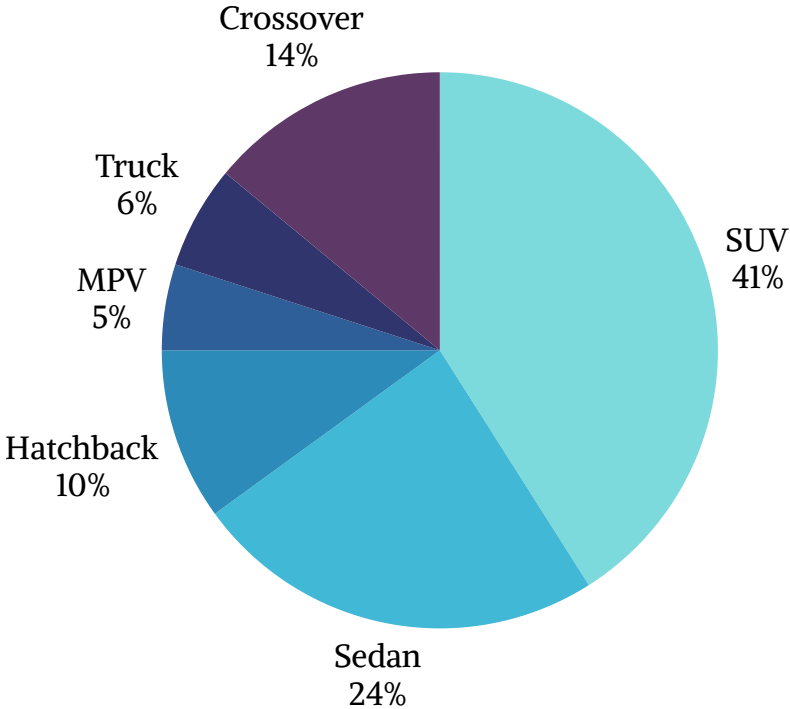
by Yamin Vong

Photo credit:
©Nafis Abman from Pexels via Canva.com



This line chart illustrates the disruption of Malaysia's new car market by China, which is now the world's largest car maker. New car sales in Malaysia registered organic single digit growth rates for 20 years until 2023, when sales reached a record high of almost 800,000 units due to three reasons:

1. Pent-up demand
2. A build-up of discretionary budget by salaried workers who couldn't travel or shop during the pandemic years
3. Car buyers liked the value and design propositions offered by the China car marques in Malaysia.



New cars launched between 1st August 2023 – 31st July 2024 (by categories):

Today’s car market is a dynamic affair and the Malaysia Car of the Year panel of judges categorise in six body-style segments for this year’s awards.

2023 Total registered
(Private vehicle + Commercial vehicle)

= 867,986 units
xEV = 35,723 units | ICE = 832,263 units

From 1 August 2023
to 31st July 2024
78 Models launched
from 30 brands

2024 (Jan – Sep)
(Private vehicle + Commercial vehicle)

= 651,717 units
xEV = 33,319 units | ICE = 618,398 units

Malaysian car brands sales
Perodua – **359,148 units**
Proton – **148,892 units**
1st Aug 2023 – 31st July 2024



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The specifications, colour and/or features of vehicle(s) shown here may vary from the actual models.

Car of The Year 2024

Rules & Regulations

Eligibility

- The contest is open to new car models (nominees) and facelifted models launched between **1 August 2023 to 31 July 2024**.
- The panel of judges will forego nominating a face-lift model for the MCOTY contest if the consensus is that the facelift is superficial.
- The car model must be on sale and delivered during the nomination window of **1 August 2023 to 31 July 2024**.

Judges

- The panel of judges will consist of **no less than 9 persons** and will include journalists focusing on motoring and/or automotive industry and/or land transport; motoring enthusiasts from the legal and medical profession; and **not more than 3 nominees** from MARii as the exclusive partner. The panel has the responsibility to define in accordance with the **National Automotive Policy**, the relevant categories in the **Electrified and Internal Combustion Engine (ICE) sectors**.
- Each category must have a **minimum of 3 nominees**.
- Where there are less than three nominees in a category, these nominees shall be homologated into the next most appropriate category wherever possible.
- The panel of judges are responsible for nominating cars in the most appropriate category.
- The nominated cars are to be judged on:
 - Appearance
 - Safety
 - Ergonomics
 - Value for Money
 - Practicality
 - Performance
 - Energy efficiency
 - Warranty



Judging Process

- There will be one Overall Car of the Year award and one overall EV of the year:
 - The Car of the Year
 - The EV of the Year
 - The Automotive Person of the Year

Other non-automotive awards including but not limited to **Vendors, 4S centres**, will be nominated by MARii as the exclusive partner.

- The judging process will be observed and refereed by MARii's panel. The CEO of MARii or its nominee will be consulted and entitled to cast the tie-breaking vote in the event of a tie.
- Judges will be invited to nominate their candidates for the Automotive Person of the Year for the CEO of MARii to endorse the winner.

Judging Duration

- Test Driving must be completed no later than **15 October 2024**.

Finality of Judging

- The judges' decision for car categorisations is final and judges scoring of cars will be tabulated by MARii's expert panel.
- The Awards will be presented to the public.

Car of the Year – People's Choice

- Peoples' Choice poll was conducted online from the list of cars released within the nomination period.
- A 'One person One vote' campaign was conducted through smartphone or web voting.
- People's Choice voting closed on **31 December 2024**.





ELETRE



THE LOTUS ELETRE
REDEFINING ALL-ELECTRIC HYPER SUV



CHINESE AUTOMAKERS

help develop the industry?

by Chips Yap

Over the past two years, the Malaysian market has seen the influx of the largest number of new brands in its history as automakers from China have stepped up their export activities. Like the Japanese companies in the 1960s, Southeast Asian markets with their ever-growing middle classes that can afford cars have been seen as being of high potential, drawing the Chinese brands one after another to quickly establish themselves.

In Malaysia's case, generous incentives in the form of tax-exemption for fully electric vehicles for a few years may also have brought the Chinese brands rushing in. With their lead in EVs, they have ready products to offer in a market that was just

transitioning to EVs. Being able to sell at tax-free prices is a golden opportunity for a newcomer and the battle is on for market share. Entry by foreign companies wasn't always this easy as there used to be a requirement for a local partner and the automaker could not set up a subsidiary of its own.

The Japanese companies followed the requirements and over the decades, made increasing investments and transferred technology. As a result, the Malaysian auto industry has kept advancing and is now preparing to enter the electric era.

The sudden availability of new Chinese models has given mainstream buyers many

new choices after decades of Malaysian national, Japanese and Korean cars. Leaving aside the questions of reliability and resale value (unknown currently), it's good for consumers but has become a disruption to the market as the inevitable price wars start when so many newcomers are fighting to capture meaningful market shares as

quickly as possible. Geely is making big investments in developing High-Tech Valley in Perak but that's probably because of its partnership in Proton. But what of the rest of the Chinese automakers? Will they invest in industrial development or simply sell and take the profits home? Only time will tell.



Automotive Awards Categories

**Overall
Car of
The Year**

**Best Value
for Money
Car**

**People's
Choice
Award**

**Crossover
of the Year:
RM200K &
Below**

**Crossover
of the Year:
RM200 -
RM500K**

**Hatchback
of the Year**

**MPV
of the Year**

**SUV
of the Year:
RM200K &
Below**

**SUV
of the Year:
RM200K -
RM500K**

**SUV
of the Year:
RM500K &
Above**

**Sedan
of the Year:
Below
RM200K**

**Sedan
of the Year:
RM200K
& Above**

**Truck of
The Year**

**xEV
of the Year:
Below
RM150K**

**xEV
of the Year:
RM150K -
RM300K**

**xEV
of the Year:
RM300K &
Above**

**Most
Energy-
Efficient
Vehicle**

**Best Selling
Car Brand in
Malaysia**

Auto Ecosystem Awards Categories



**Automotive
Person of
The Year**



**Automotive
Supplier
of the Year**



**Outstanding
Dealer
4S Award**



**Special
Mention
Contributing to
Government
Effort in EV
Motorcycle
Adoption**



**Best Local
Automotive
Supplier**



**Excellence in
Automotive
Sustainability
Management
Best Practices**

2024

Crossover Nominees

RM200K & Below

- **Chery** Omoda E5 EV
- **GAC** GS3 Exclusive
- **GAC** GS3 Premium R
- **Honda** CR-V 2.0 e:HEV RS
- **Hyundai** Tucson 1.6T
- **Hyundai** Tucson 2.0 Lite
- **Smart** #3 Pro

2024
Crossover Nominees
RM200K – RM500K

- **BMW iX1 eDrive20 M Sport**
- **BMW X1 sDrive20i xLine**
- **BMW iX M60 EV**
- **Smart #3 Brabus**
- **Smart #3 Premium**



Crossover of The Year: RM200K & Below **Smart #3 Pro**

Review by **Chips Yap**

The Smart #3 PRO is a fine representative of the new generation of fully electric vehicles, offering the latest in EV technology as well as having an appealing sporty appearance created by Mercedes-Benz Design.

Besides the advanced connectivity, infotainment, and safety features, the Smart #3 PRO also presents itself as a premium product with high quality in materials as well as build.

As a joint development between Geely and Mercedes-Benz, the Smart #3 PRO shows how the sharing of resources and expertise by two global automakers can lead to a very competently designed product.







Crossover of The Year: RM200 - RM500K **BMW iX1 eDrive20 M Sport**

Review by **Harjinder Singh**

Touted by BMW Malaysia as the first fully electric BMW iX in Malaysia, it marks a brave move by BMW Malaysia in the very competitive EV market in Malaysia. The Chinese have flooded the market with a plethora of EVs that are not too shabby and are increasing their efficiency and competitiveness at rocket speed.

The BMW iX1 eDrive20 M Sport, being BMW's baby EV, is touted as the perfect vehicle for city driving with its technology for quick charging with the ability to charge at speeds of 11kW and DC charging speeds of up to 130kW. At high charging rates, the All-New BMW iX1 eDrive20 M Sport can cover an impressive 120 kilometres with just 10 minutes of charging.

Owners of the All-New BMW iX1 eDrive20 M Sport can benefit from over 2,020 charging

facilities, made available by BMW Group Malaysia through partnerships with key local charging providers. However, it remains to be seen how the DC charger network will be expanded in Malaysia in due time. Range anxiety is always an issue with any EV in Malaysia.



The price point of the new iX is of course its main challenge as it retails at RM 264,000–00 in the entry point specifications. This immediately places this car against the likes of the Smart #3 which retails at the RM175,000 Pro, RM215,000 for the Premium and the range-topping Brabus, at RM255,000. What puts the iX in a solid position is that the iX provides the nearest to a conventional car experience. In almost any EV in Malaysia when you sit in it the car seems like something from a sci-fi movie, whereas the iX feels and drives like what most of us understand a premium car to feel and drive like. That may not be to everyone's taste.





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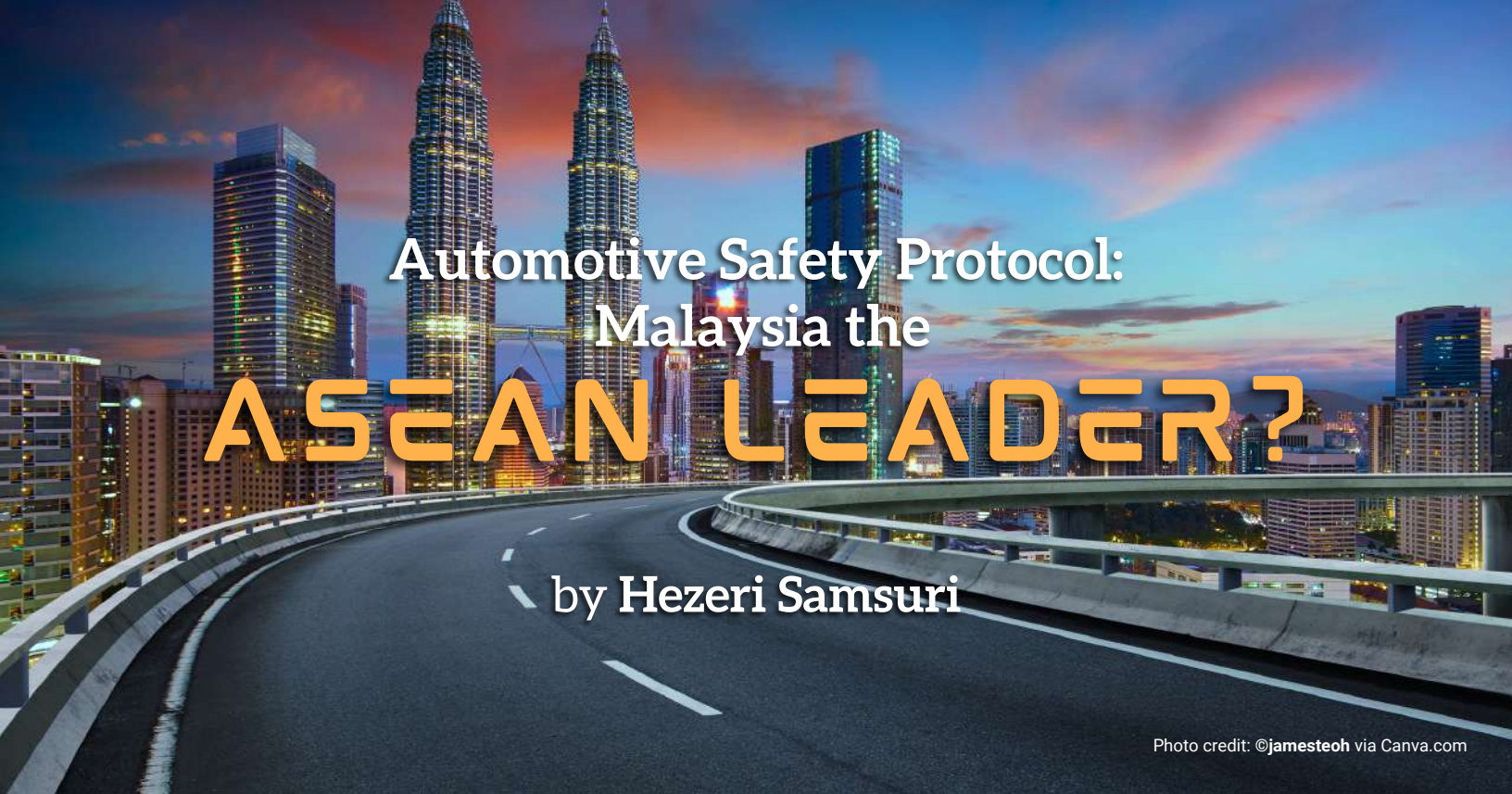
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Automotive Safety Protocol: Malaysia the ASEAN LEADER?

by Hezeri Samsuri

Photo credit: @jamesteoh via Canva.com

While ASEAN is considered as the 5th largest economy in the world, it punches above its weight in the global car market because of the economic bloc's attraction to Chinese car makers against a scenario of trade barriers by Europe, and as threatened by US President-elect Donald Trump.

But overarching economic status, ASEAN has a car safety standard, the ASEAN New Car Assessment Programme (ASEAN NCAP) that are pushing China's new car makers towards achieving higher safety for car occupants, pedestrians and motorcyclists.

With its own crash test facility in Melaka, ASEAN NCAP has turned Malaysia into an important hub when it comes to car safety. ASEAN NCAP also hosts a team of experienced engineers that research and develop strategies on how to better equip passenger vehicles in order to reduce road fatalities, especially of motorcyclists.

Unfortunately, if Malaysia does not step up efforts to do more "mystery buying" and accelerate its ASEAN NCAP testing of new cars, there is the probability that other countries will take the opportunity to set up their own NCAP crash-testing facilities.

Parked under the Ministry of Transport, the Malaysia Institute of Road Safety Research (MIROS), ASEAN NCAP seriously needs an injection of modern technology. The crash test lab needs upgrading, and even though it has a new headquarters being built in Sepang, the date of completion keeps getting postponed.

Malaysia's hosting of the ASEAN NCAP facility was due to its history of being the first ASEAN nation to host a modern Formula 1 but it cannot rest on its laurels.

Safety is never sexy but that is in the eyes of the beholder. If Volvo can build a premium brand based on safety, there needs a political understanding that the automotive industry is more than TIV numbers and EV sales.



2024 Hatchback Nominees

- **Electric Mini Cooper** SE J01
- **Honda** Civic Type R
- **MG** EXTD Range EV
- **MG** Luxury EV
- **MG** Standard EV
- **MG** XPower EV
- **Peugeot** 408
- **Suzuki** Swift Sport Silver Edition
- **Volkswagen** Golf R



Hatchback of The Year **Volkswagen Golf R**

Review by **Amirul Hazni**

The VW Golf R has evolved to be a more refined machine by sticking to the recipe of the original R32 Golf; an even more potent GTI with mointainous power along with an all-wheel drive system.

In today's hot hatch competition, the Golf R is right up there. It offers a duo personality (cliche, I know) whether you want to ferry your kids to school or setting your best laps at the track.

The minimalistic cockpit controls may not be in everyone's favour (including me) but generally the car is loaded with the latest features. It is a car that you'd be happy to spend a lot of your time in. Also, the spicy factory-fitted Akrapovic sport exhaust system and the friendlier price tag due to CKD simply makes the car very attractive.

Of course, the best thing about the Golf R is that it delivers its power very effortlessly and able to easily make you feel like a hero.







More Indian Buyers Accept **CHINESE BRANDS**

by Gokul Kandiah

Photo credit:
©sydaproductions via Canva.com

The recent influx of car brands from China in Malaysia has certainly shaken things up in the market.

With more than 20 new brands entering Malaysia since 2022, buyers are now spoilt for choice, especially in the EV and sub-RM150,000 SUV segments.

Although China-made vehicles were once known for inferior quality versus Japanese and European vehicles, they have evolved so much that they are winning awards worldwide for their groundbreaking design and features.

On top of the funky design and features, what makes it impossible to ignore these new brands from China is the warranty packages offered.

While Japanese and European manufacturers only offer up to five years or 150,000 km warranty packages, some Chinese brands now offer coverage up to 10 years and a million km!

In addition to the super comprehensive warranty coverage, Chinese manufacturers are also throwing all sorts of early bird promotions and discounts in an effort to



attract new buyers, and it is safe to say that the formula is working.

While buyers from the Chinese and Malay communities started showing early signs of acceptance towards brands from China, the more traditional and less adventurous Indian community has also started accepting Chinese cars as they simply offer great value for money.

Although older Indian buyers remain loyal to Toyota, Honda, Mercedes-Benz, and BMW in the name of “playing it safe”, younger buyers who are more

adventurous seeing beyond just the brand, and are willing to explore the path less traveled in order to purchase a product that offers the best value for money.

This is evident through the rising number of Indian motorists who have purchased models like the BYD Atto 3 and the Jaecoo J7 recently. When asked about their decision to purchase Chinese cars, some of these buyers who also happen to be my friends, said, “Great design, long list of features, good warranty coverage, and a competitive price! What else do you need bro?”

BYD SEALION 7

PINNACLE OF PERFORMANCE,
REDEFINED FOR TOMORROW.



Starting From RM 183,800

2024 MPV Nominees

- **GAC Aion** Y Plus EV
- **Lexus** LM 350h
- **Lexus** LM 350h
- **Maxus** MIFA 9 EV
- **Toyota** Alphard AH40 2.4
Turbo Executive Lounge
- **Toyota** Vellfire 2.5



MPV of The Year **Toyota Alphard AH40 2.4 Turbo**

Review by **Hezeri Samsuri**

The Alphard might have a history that was only relevant to the Japanese domestic market only at first but ever since Toyota has introduced the Alphard officially to the global market, many realise that this minivan is far more practical and far more luxurious than a German limousine.

It has since become a luxury vehicle that also doubles up as a spacious family vehicle. Toyota also has perfected its ride and handling, making it as one, if not, the most comfortable MPV there is in the global market while still being able to hold its line on those twisty black ribbons.







In recent years, legacy automotive brands such as BMW, Mercedes-Benz, Honda, Toyota, and the like, have faced increasing pressure as Chinese electric vehicle (EV) manufacturers rapidly gain market share and recognition on the global stage.

While legacy carmakers have decades of experience, brand equity, and a global presence, several factors contribute to their apparent lag compared to China's booming electric vehicle (EV) sector.

Rapid innovation and market agility by China's electric vehicle (EV) makers, including BYD and Xpeng (among others), have driven their innovation at an unprecedented pace. Such EV makers

are currently benefiting from a technology-driven approach and have been seen focusing on advancing their battery systems, software integration, and autonomous driving technologies.

Unlike legacy brands, which are grappling with the transition from traditional internal combustion engine (ICE) vehicles to EVs, the Chinese brands have built their businesses from the ground up around EV platforms.

This gives them the flexibility to adopt new technologies and business models quickly, while traditional brands contend with restructuring and phasing out older manufacturing processes.

One of the most important factors in the boom of Chinese EV makers over the last few years is government support and the adoption of favorable policies.

China's government has played a pivotal role in the rise of its EV industry, offering substantial subsidies, tax breaks, and incentives to both manufacturers and consumers.

Additionally, stringent emissions regulations and policies promoting EV adoption have created a promising environment for domestic brands to thrive.

Doing so has allowed Chinese carmakers to provide EVs at highly competitive prices without sacrificing innovation.

In comparison, many legacy brands, particularly those based in Europe and North America, face slower transitions due to varying levels of government support and consumer adoption of EVs.

Through localized production, Chinese EV makers' access to raw materials like lithium for batteries and high economies of scale have allowed them to keep the cost of production low.

Some Chinese EV makers have even developed vertically integrated supply

chains to maintain a low cost of production, thereby reducing dependency on third-party suppliers.

Some Chinese EV makers have even developed vertically integrated supply chains to maintain a low cost of production, thereby reducing dependency on third-party suppliers.

Legacy brands, however, often face higher production costs due to reliance on established supply chains designed for ICE vehicles and the expense of retooling factories to accommodate EV production.

With battery technology being the backbone of the "EV revolution," Chinese manufacturers can be deemed as the proverbial tip of the spear.



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Through localized production, Chinese EV makers' access to raw materials like lithium for batteries and high economies of scale have allowed them to keep the cost of production low.

Companies like CATL, a global producer of lithium-ion batteries, supply many of the world's top EV makers. Having this local expertise gives Chinese automakers a technological edge that provides EVs with ranges (depending on market demands), charging speeds, and cost efficiency.

Meanwhile, legacy brands, many of which rely on external suppliers for battery technology, face challenges in keeping up.

Aside from this, Chinese EV makers are also providing a wide range of EV options ranging from affordable urban vehicles to luxury SUVs, as well as diversifying into performance models—enabling them to cater to a diverse range of demographics.

Additionally, included features such as integrated smart technology, infotainment systems, and autonomous driving capabilities resonate well with younger, tech-savvy consumers, further adding attraction to their brand and/or model range.

Another factor is the speed at which Chinese EV brands are able to bring new models to market and respond swiftly to market feedback.



Typically, legacy brands are regularly burdened by bureaucratic decision-making processes, a more cautious approach, and significantly longer development and production cycles in comparison, despite already having established global networks.

Such delays can make it challenging to compete in an industry defined by rapid technological advancements. The slower transition to electrification and reliance on traditional business models have put them at a disadvantage in the fast-paced EV race.

As Chinese carmakers continue to expand beyond their domestic market, their rapid

growth in Europe, the Middle East, and other regions has significantly accelerated the adoption of electric vehicles (EVs).

Competitive pricing, advanced technology, and the willingness to invest in localized services and infrastructure have undoubtedly made them formidable players.

Thus, to compete effectively, legacy carmakers wishing to continue their charge into the realm of EVs must intensify their efforts to help accelerate their EV transition or risk falling further behind in the global automotive industry.



2024
SUV Nominees
RM200K & Below

- **Honda** CR-V 1.5 V Turbo
- **Neta** X 400 Comfort
- **Suzuki** Jimny 5-Door
- **Chery** Tiggo 7 Pro
- **Smart** #1 EV

2024
SUV Nominees
RM200K – RM500K

- **BMW** iX3 Final Edition
- **Ford** Everest Wildtrak 2.0 Bi-Turbo 4x4
- **GWM** Tank 300
- **Kia** EV9 GT-Line AWD EV
- **Lexus** LBX Luxury
- **Lexus** LBX Premium
- **Mercedes-Benz** EQE EV EQE500 4Matic AMG Line
- **Mercedes-Benz** EQE350+ AMG Line EVs
- **Mercedes-Benz** EQE350+ Electric Art Line
- **MINI** Countryman JCW
- **MINI** Countryman U25 SE EV
- **Range Rover** Evoque 2.0 Dynamic SE (M Spec)
- **Volkswagen** Touareg R-Line 3.0 V6 TSI

2024
SUV Nominees
RM500K & Above

- **Audi** SQ8 e-tron EV
- **Audi** SQ8 Sportback e-tron EV
- **Lotus** Eletre
- **Mercedes** – Maybach GLS 600
- **Mercedes-Benz** EQS 580 4Matic EV
- **Range Rover** Evoque 2.0 Dynamic SE



SUV of the Year: RM200K & Below **Honda CR-V 1.5 V Turbo**

Review by **Nicholas King**

Honda's latest design language successfully combines the spirit of Japanese engineering with Continental qualities, and the new CR-V greatly benefits from this.

While it is a modern Japanese SUV at heart it also has evolved its physical attributes to be very Scandinavian in nature. This gives it an added premium value.

Bigger, and more comfortable as it is modern than before, the 6th Gen 1.5L VTEC turbocharged variant also addresses the predecessor's need for more oomph to its drive performance.

The 2024 CR-V also has the monumental task of assuming the position as Honda's premier model after the local discontinuing of the Accord. With each layer peeled we find that every update made to the model

serves a greater purpose towards maintaining its position as one of the most popular and successful SUVs around.







SUV of the Year: RM200K - RM500K **Volkswagen Touareg R-Line 3.0 V6 TSI**

Big Contender

Review by **Jay Wong**

The Volkswagen Touareg R-Line 3.0 V6 TSI possesses an exceptional combination of performance, luxury, and technology.

The 3.0-litre V6 engine, with 335hp and 450Nm of torque, is capable of delivering a dynamic and exhilarating driving experience. The refined eight-speed automatic transmission, coupled with the 4MOTION all-wheel-drive (AWD) system, transforms this full-sized sports utility vehicle (SUV) into a joy to be driven in both on and off-road situations.

Design-wise, the Touareg R-Line possesses an aggressive yet elegant exterior with bold lines and distinctive styling. Inside, the cabin offers a plush, spacious cabin with high-quality materials and advanced technology, including a large 15-inch touchscreen infotainment system and a

fully digital cockpit that enhances both convenience and connectivity.

Moreover, the inclusion of sophisticated safety and driver assistance systems such as adaptive cruise control, lane-keeping assist, and emergency braking helps bolster confidence with a safe and secure driving experience.

Lastly, the adaptive air suspension system not only enhances comfort but also accords a smooth and composed driving experience across various terrains.

Overall, the Touareg R-Line delivers a well-rounded package of performance, luxury, and innovation, making it a standout contender while being priced on-the-road without insurance at RM472,272.







SUV of the Year: RM500K & Above **Lotus Electre**

Review by **Datuk Dr Teoh Siang Chin** PJN

"Simplify, then add lightness" seems contradictory for a 2.5-ton SUV, no matter how sporty. Yet, the spirit of Colin Chapman is embodied in the brand's first all-electric SUV, the Lotus Eletre. It seamlessly blends the marque's renowned performance pedigree with cutting-edge electric propulsion. The R version delivers hypercar performance, accelerating from 0 to 100km/h in just 2.95 seconds thanks to its 905 hp dual-motor setup. Its large 112 kWh battery provides an impressive range of up to 600 km (WLTP) and supports ultra-fast charging, allowing you to regain 400 km of range in only 20 minutes. The Eletre's exterior boasts a bold, aerodynamic design with an active front grille and sleek LED lighting.

Inside, the cabin is spacious and luxurious, featuring sustainable materials, a futuristic digital dashboard, and a cutting-edge infotainment system. Advanced technology includes LIDAR-based autonomous driving features and configurable drive modes for a dynamic or comfortable ride. The Eletre proves that Lotus can successfully transition into the EV era, offering thrilling performance, everyday usability, and innovative technology, making it a deserving winner in the SUV above RM500K subcategory, xEV RM300K & Above subcategory of MCOTY.







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SIGNS OF THE TIMES

by Harjinder Singh

Photo credit:
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Shares of Bermaz Auto Bhd, the distributor of Kia and Mazda, slipped to their lowest in 15 months, after the automotive assembler reported a weaker-than-expected second financial quarter. The company blamed the influx of affordable Chinese EVs as the reason for the almost 50% drop in net profits. This financial result is but the tip of the iceberg in the motoring world in Malaysia.

Let's get real. The electric vehicle (EV) market is rapidly transforming with the influx of affordable Chinese EVs. These vehicles, offering advanced technology at competitive prices, reshape consumer preferences and disrupt the traditional

automotive industry. A total of 10,663 EVs have been registered in Malaysia between January and June 2024.

This marks a 141.85% increase from the same period (January to June 2023) last year which recorded 4,409 registrations. As a reference, a total of 13,301 EVs were registered for the full year of 2023.

Chinese automakers like BYD, Geely and Great Wall Motors are aggressively entering Malaysia with budget-friendly EV models packed with high-end features such as extended driving ranges, advanced infotainment systems, and modern safety technologies. This strategic positioning

appeals to Malaysia's growing middle class, which seeks value-for-money products. Malaysian government's initiatives, such as EV tax exemptions and infrastructure investments, have further accelerated the adoption of EVs, making these Chinese brands even more attractive.

The playing field is not level. Chinese EV manufacturers, such as BYD and GAC, benefit from state-driven industrial policies that reduce costs, including subsidies for EV production, raw materials, and research. This allows them to export vehicles to Malaysia at highly competitive prices.

As consumers increasingly prioritize EV adoption, traditional internal combustion engine (ICE) vehicle manufacturers and distributors, are experiencing declining demand.

The arrival of affordable Chinese EVs in Malaysia is a market disruptor that could challenge many of the ICE manufacturers and distributors earnings trajectory.





Special Mention Contributing
to Government Effort in EV
Motorcycle Adoption



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honouring Blueshark as the only electric motorcycle brand to be awarded at MCOTY 2024.

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A photograph of a person's hands plugging a black charging cable into the port of a light blue electric vehicle. The person is wearing a grey t-shirt and dark pants. The background is slightly blurred, showing an outdoor setting with trees and a building.

EV ADOPTION IN MALAYSIA

awaits consumer trust

by Shamsul Bahari

Photo credit:
©Golfcphoto from Getty Images via Canva.com

The global electric vehicle (EV) market is experiencing rapid growth, largely driven by Chinese automakers. These brands have made significant strides in EV technology and offer competitive pricing. However, their dominance in the global market has yet to translate into widespread acceptance in Malaysia.

One of the primary challenges faced by Chinese EV brands in Malaysia is consumer skepticism. While their technological advancements are undeniable, many consumers remain hesitant to adopt these vehicles due to concerns about quality, reliability, and after-sales support.

This skepticism is compounded by the relatively unknown nature of these brands in the Malaysian market. To overcome these challenges and accelerate EV adoption, Malaysia needs the involvement of

traditional, well-established automotive brands. These brands, with their strong reputation, established dealer networks, and proven track record, can significantly boost consumer trust and drive demand for electric vehicles.

By offering EV options, these trusted OEMs can leverage their existing customer base and brand loyalty to attract a wider range of consumers. This strategic move can help alleviate concerns about after-sales service, spare parts availability, and overall vehicle reliability.

Ultimately, a diverse range of EV offerings from both established and emerging brands will be crucial in propelling Malaysia's transition to a sustainable future. This will not only reduce carbon emissions but also strengthen the country's position in the global automotive industry.

2024

Sedan Nominees

RM200K & Below

- **BYD** Seal Premium (Extended Range) EV
- **Proton** S70 1.5 Flagship
- **GWM** Ora 07 Long Range EV
- **Proton** S70 1.5 Premium
- **GWM** Ora 07 Performance EV
- **Tesla** Model 3 Rear-Wheel Drive (facelift) EV
- **Proton** S70 1.5 Executive

2024

Sedan Nominees

RM200K & Above

- **BMW** eDrive35 M Sport
- **Mercedes-AMG** C 43 4Matic
- **BMW** G60 520i 2.0T Mild Hybrid
- **Mercedes-Benz** C350e AMG Line (PHEV)
- **BMW** i4 eDrive35 EV
- **Mercedes-Benz** CLE300 4Matic mild-hybrid
- **BMW** i5 M60
- **Mercedes-Benz** EQE350+ AMG Line EVs
- **BYD** Seal Performance AWD EV
- **Porsche** Taycan Turbo GT
- G60 **BMW** i5 eDrive40 M Sport EV
- **Tesla** Model 3 Long Range Dual Motor All-Wheel Drive (facelift) EV



Sedan of the Year: Below RM200K **BYD Seal Premium (Extended Range) EV**

Review by **Lisa Kuok**

Among the many new sedans launched in 2024 under RM200,000 – spanning both petrol and electric models – the BYD Seal Premium stood out easily.

It had innovative build, sports car performance and handling, a spacious cabin, exceptional ride comfort and premium features, under a sleek, aerodynamic skin, at a competitive price.







Sedan of the Year: RM200K & Above **BYD Seal (Performance AWD EV)**

Review by **Hezeri Samsuri**

BYD might not have the experience of a legacy car company but by using a global team to develop a product such as the Seal proves that this young company has the right motivation and understanding to offer not only a good product, but a product that is ready to tackle those from the legacy auto brands.

Congratulations BYD!







POLARISED ATTITUDE

towards Chinese Cars in Malaysia

by Tee Yee Cheing

Photo credit:
©Pexels via Canva.com

In recent years, numerous Chinese car manufacturers have entered the Malaysia market, creating a dynamic and competitive automotive landscape. With affordable pricing as a key driver, these brands have vigorously promoted the development of electric vehicles (EVs) locally.

As of now, nearly 10 Chinese automotive brands have made their mark in Malaysia, including BYD, MG, Chery, Smart, GWM, Neta, Xpeng, GAC, and Dongfeng. But as these brands establish their presence, it has polarised the attitudes of the Malaysian consumer.

Chinese carmakers bring a new automotive experience to local market. One standout

feature is their technological offerings. Chinese cars are often equipped with better features, especially within the same price range and segment.

Consumer can enjoy larger screens, Apple CarPlay and Android Auto compatibility, panoramic sunroofs, ventilated seats, and advanced driver assistance systems (ADAS), etc.

This high level of equipment has changed how Malaysians perceive car purchases—realizing that such features are accessible within a reasonable budget. For some, the thinking is simple: if they're already paying a certain amount, why not try something new?

Of course, there are also some Japanese, German, and European car fans who have doubts about Chinese cars. Many prefer to stick with established brands they know and trust. After all, these familiar brands have well-documented strengths and weaknesses that consumers are willing to accept. This group tends to resist the novelty of Chinese cars, viewing them with curiosity but lacking confidence in their long-term reliability.

Some even continue to associate “Made in China” with low-quality products. This perception stems, in part, from past experiences where Chinese brands entered the Malaysian market but adopted a “hit-and-run” approach, pulling out when sales were poor. Coupled with inadequate after-sales service, these incidents left many hesitant to embrace Chinese cars.

There is also a group of neutral consumers who are neither biased toward nor against any specific brand. These individuals focus solely on choosing vehicles that best suit their personal preferences, regardless of the country of origin.

Regardless of how consumers feel about Chinese cars, one undeniable fact is that their arrival has ushered in a new era for the Malaysian automotive market. The increased competition has invigorated the industry, prompting established brands to accelerate

their efforts to bring in or launch new models. In such a competitive environment, consumers ultimately stand to benefit by gaining access to advanced automotive technology at more affordable prices.

However, whether Chinese carmakers can truly thrive in Malaysia depends heavily on their commitment to quality control and after-sales service. If these two aspects are well-executed, it is only natural that more consumers will be willing to embrace these brands.

大马市场对中国车态度两极

近几年，众多中国车企进入大马抢占市场，一时之间使本地汽车市场百花齐放，尤其以亲民的售价大力推动本地电动车发展。截至目前为止，本地已有近 10 家中国汽车品牌，包括 BYD、MG、Chery、Smart、GWM、Neta、Xpeng、GAC、Dong Feng 等。究竟中国车企大举入驻，本地消费者对其保持的又是什么态度？

对大马人而言，中国车企带来的是全新的体验。首先是科技化，中系对比日系品牌，配备都给好给满，至少在同级车型而言，同样的售价能获得大荧幕、Apple CarPlay 与 Android Auto、全景式天窗、座椅通风功能、ADAS 等。从售价和配备来看，无疑打开了人们对购车的新观念

——原来这个价位就能得到这么多。对一些本地消费者而言，反正都要付这么多，何不尝试新事物？

当然也不乏一些日系、德系、欧系车迷对中国制车抱有质疑的。相对于新事物，他们选择支持原有的老牌子，毕竟知根知底，有些缺点更是用户们都知道的，并且愿意接纳它的优缺点。他们不热衷于中国车的“新鲜”，或许会对它感到好奇，但并没有信心，甚至也有人依旧将“中国制造”与便宜货画上等号。因为在好多年前，中国车也曾进军本地市场，但行径犹如“hit and run”，在销量不好时就撤退，加上无法做好售后，让不少人却步。

当然，还有一派是介于两者之间的中立消费者，没有任何偏好的品牌，只是会根据自己的喜好选择适合的车。

无论消费者对中国车是什么态度，无可否认的是，中国车的入驻为本地市场打开新的篇章，让大马汽车市场热闹起来。各大品牌或多或少感受到中国车的来势汹汹，开始加快脚步引进/推出新车型。当竞争开始时，利益是属于消费者的，在享受汽车科技化的同时，我们也能用更低的价格购买到新车。不过，中国车究竟能不能在大马生存，就要看车企对于车子品质管控和售后的态度，只要两者做得好，消费者自然也愿意加入行列，掏腰包买单。

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TOGETHER WE EXCEL

2024 Truck Nominees

- **Ford** Ranger Platinum 2.0L Bi-Turbo diesel
- **Isuzu** D-Max 1.9 4X2 Auto Plus
- **Isuzu** D-Max 1.9 4X4(Premium)
- **Isuzu** D-Max 1.9 4X4(single cab)
- **Isuzu** D-Max 3.0 4X4 V-Cross (x terrain)
- **Isuzu** D-Max 3.0 4X4 V-Cross (single cab)
- **JMC** Vigus Pro White Series 4×4 2.0T
- **Peugeot** Landtrek 1.9D 4WD





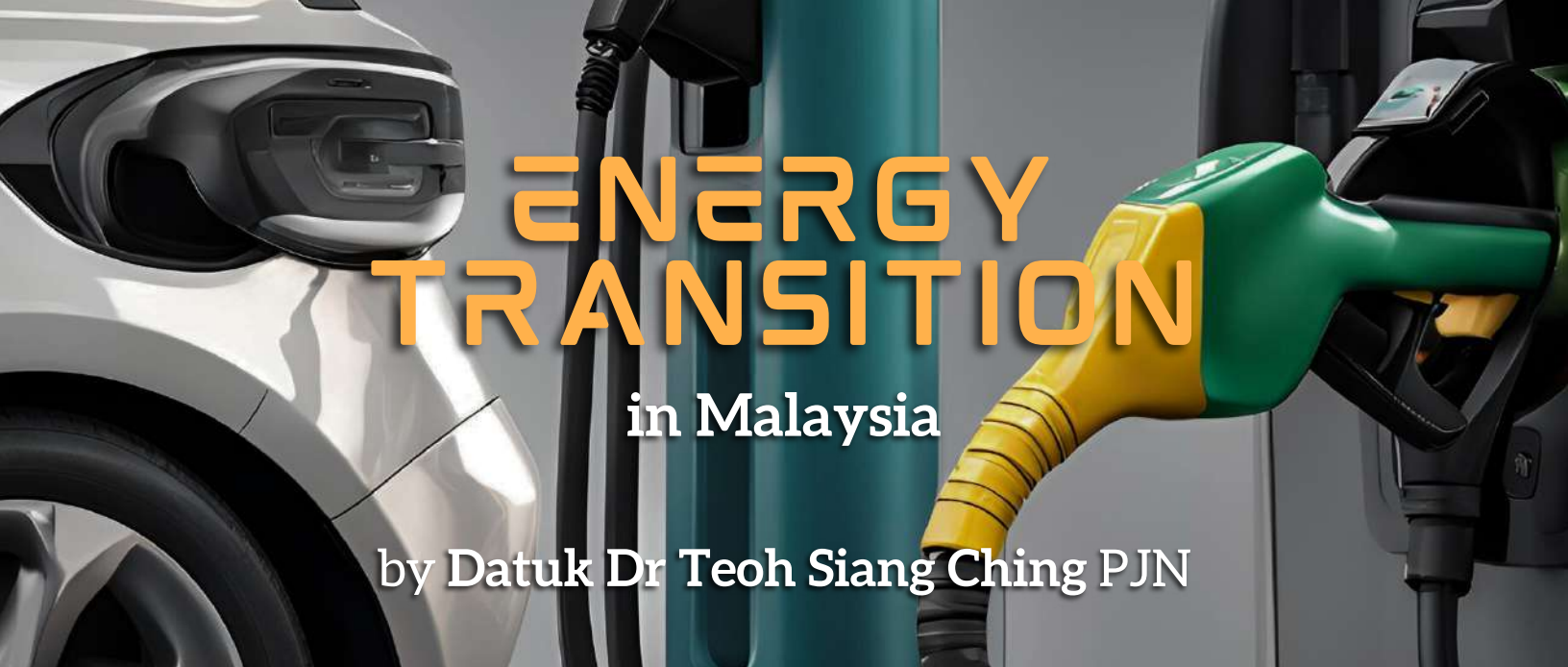
Truck of The Year **Ford Ranger Platinum 2.0L Bi-Turbo diesel**

Review by **Lisa Kuok**

The Ford Ranger Platinum combines the capabilities of a truck with premium features and the comforts of an executive saloon. Features like the flexible roof rack, swing-in-place roof rails and motorised roller shutter over the flatbed expand its versatility.

The union of rugged yet stylish exterior, sophisticated infotainment equipment and extensive advanced driver assistance systems features elevates the Ford Ranger Platinum above the alternatives.





ENERGY TRANSITION

in Malaysia

by Datuk Dr Teoh Siang Ching PJN

Yes. Legacy brands are better trusted but the transition in Malaysian towards EV is probably more than that. The cost of energy and the urban rural divide/long journeys is a factor. There will be an initial sharp increase amongst the early adopters who are landed property city dwellers affluent multiple car owners.

The main issues:

Malaysia's electric vehicle (EV) adoption faces notable challenges, primarily due to the low cost of petrol and limited appeal outside urban centres. While EVs offer long-term environmental and economic benefits, several socio-economic and infrastructural barriers slow their uptake in the country.

► **Low Petrol Prices**

One of the main factors deterring EV adoption in Malaysia is the country's subsidized petrol prices. Malaysia is an oil-producing nation, and government subsidies keep fuel prices relatively low compared to global standards. As a result, many Malaysians find internal combustion engine (ICE) vehicles more cost-effective for daily use. Unlike EVs, which have higher upfront costs, conventional vehicles offer immediate affordability, making them a preferred choice for middle- and lower-income groups. Furthermore, Malaysians are accustomed to petrol-powered vehicles and the widely available infrastructure such as fossil fuel stations and repair services.

Even as EV charging infrastructure expands, the cost-per-kilometer advantage of EVs over petrol vehicles is less pronounced in Malaysia compared to countries with high fuel costs. This weakens the financial incentive to switch to EVs, especially when coupled with concerns about battery replacement and long-term maintenance.

► **Urban-Centric Adoption**

EV adoption in Malaysia is primarily concentrated in developed and prosperous urban centres including Kuala Lumpur, Ipoh, Penang, Johor Bahru, Kuching and Kota Kinabalu.

These areas have better-developed charging infrastructure and a higher proportion of affluent residents who can afford the premium price tags associated with EVs. Urban dwellers are also more likely to understand the environmental benefits of EVs and embrace them as part of a modern, sustainable lifestyle.

In contrast, rural and semi-urban areas face significant barriers to EV adoption. Charging infrastructure is sparse or non-existent, creating “range anxiety” for potential buyers. Many Malaysians in these regions also rely on older, affordable vehicles for long-distance travel or agricultural work, making EVs

impractical. Additionally, rural buyers may be less familiar with EV technology, further limiting interest.

► **Economic and Policy Barriers**

Despite government incentives like tax exemptions and import duty reductions on EVs and a growing availability of RM100,000+ affordable EV's, a huge swathe of car buyers live in high-rises where charging infrastructure is undeveloped.

Moreover, while the government has set ambitious EV adoption targets, policy implementation and infrastructure development remain slow. For instance, the charging network is growing but not at the scale required to support widespread adoption, particularly in less densely populated regions. A lack of renewable energy integration into the grid further complicate efforts to present EVs as an eco-friendly alternative.

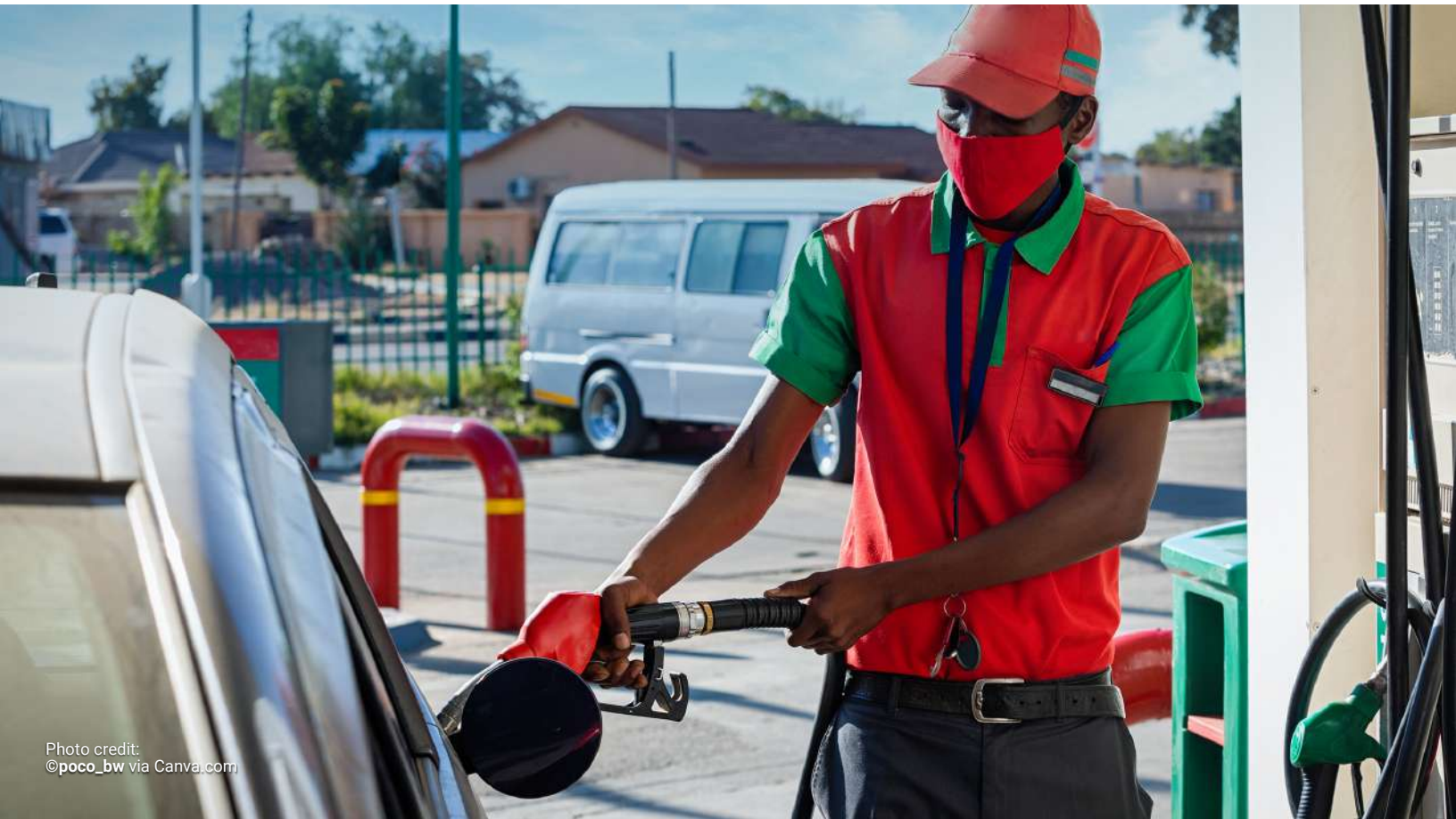


The Path Forward

For Malaysia to overcome these barriers, first, fossil fuel subsidies must end. As long as there's a cheaper and more efficient way of motoring, the people will buy.

Of course, incentives such as subsidizing EV purchases or incentivizing local manufacturing could further bridge the cost gap. Education campaigns can also raise awareness about the long-term benefits of EVs and dispel misconceptions.

While urban centres will likely continue to lead EV adoption in Malaysia, addressing the affordability and infrastructure gaps outside these areas is crucial for achieving widespread adoption. Until these challenges are addressed, Malaysia's reliance on petrol and ICE vehicles will persist, delaying its transition to sustainable mobility.



2024
xEV Nominees
Below RM150K

- **Chery** Omoda E5 EV
- **GAC Aion** Y Plus EV
- **MG** EXTD Range EV
- **MG** Luxury EV
- **MG** Standard EV
- **Neta** X 400 Comfort

2024
xEV Nominees
RM150K–RM300K

- **BMW** i4 eDrive35 EV
- **BMW** iX1 eDrive20 M Sport
- **BMW** iX3 Final Edition
- **BMW** X1 sDrive20i xLine
- **BYD** Seal Performance AWD EV
- **BYD** Seal Premium (Extended Range) EV
- **Electric Mini Cooper** SE J01
- **GWM** Ora 07 Long Range EV
- **GWM** Ora 07 Performance EV
- **Honda** CR-V 2.0 e:HEV RS
- **Lexus** LBX Luxury
- **Lexus** LBX Premium
- **Maxus** MIFA 9 EV
- **MG** XPOWER EV
- **MINI** Countryman U25 SE EV
- **Smart** #1 EV
- **Smart** #3 Brabus
- **Smart** #3 Premium
- **Smart** #3 Pro
- **Tesla** Model 3 Long Range Dual Motor All-Wheel Drive (facelift) EV
- **Tesla** Model 3 Rear-Wheel Drive (facelift) EV

2024
xEV Nominees
RM300K & Above

- **Audi** SQ8 e-tron EV
- **Audi** SQ8 Sportback e-tron EV
- **BMW** eDrive35 M Sport
- **BMW** G60 520i 2.0T Mild Hybrid
- **BMW** i5 M60
- **BMW** iX M60 EV
- G60 **BMW** i5 eDrive40 M Sport EV
- **Kia** EV9 GT-Line AWD EV
- **Lexus** LM 350h
- **Lexus** LM 500h
- **Lotus** Eletre
- **Mercedes-Benz** C350e AMG Line (PHEV)
- **Mercedes-Benz** CLE300 4Matic mild-hybrid
- **Mercedes-Benz** EQE EV EQE500 4Matic AMG Line
- **Mercedes-Benz** EQE350+ AMG Line EVs
- **Mercedes-Benz** EQE350+ Electric Art Line
- **Mercedes-Benz** EQS 580 4Matic EV
- **Porsche** Taycan Turbo GT



xEV of the Year: Below RM150K Chery Omoda E5

Review by **Erywan Nor Shal**

Rekaan yang menarik dengan ciri teknologi terkini, menjadikan Chery Omoda E5 sebuah kenderaan elektrik berbaloi untuk dimiliki. Omoda E5 adalah pilihan ideal untuk mencari kenderaan moden, cekap dan mesra alam tanpa mengorbankan keselesaan dan gaya. Penuh ciri unggul membuatkan SUV ini sesuai untuk keperluan masa kini, selain sebagai persediaan untuk mobiliti masa depan.

The attractive design with the latest technological features makes the Chery Omoda E5 a worthwhile electric vehicle to own. The Omoda E5 is an ideal choice for those seeking a modern, efficient, and environmentally friendly vehicle without compromising comfort and style. Its outstanding features make this SUV suitable for present-day needs, as well as preparation for future mobility.







xEV of the Year: RM150K - RM300K **BYD Seal Premium (Extended Range) EV**

Review by **Lisa Kuok**

The BYD Seal Premium stood out in the 'SEDAN – RM200K & below' category, and remained outstanding when compared to other electric and plug-in hybrid vehicles across a broader price range.

Beyond its award-winning attributes, the Seal Premium held its own when judged against the additional EV criteria of driving range, battery capacity, and charging speed. It was a close contest, but the Seal Premium's competitive pricing was its decisive advantage.







xEV of the Year: RM300K & Above **Lotus Eletre**

Review by **Datuk Dr Teoh Siang Chin PJN**

The Lotus Eletre redefines the EV segment with hyper performance, practicality, and luxury. Its dual-motor system offers exceptional supercar attributes of power, range and with ultra-fast charging. safety with autonomous emergency braking and lane-keeping assist enhance its sensibility, while its striking design and luxurious interior set it apart.

Combining value, performance, and cutting-edge technology, the Eletre stands out in the premium EV market.







Best Value for Money Car Proton S70 1.5 Flagship

Review by Tee Yee Cheing

The Proton S70 1.5 Flagship's selection for the Best Value for Money Car is undoubtedly well-deserved. With its powerful drivetrain, advanced digital features, and Level 2 advanced driving assistance system, this car offers the best value for money in its class, priced below RM90,000.

More than 16,000 units have been sold within just 10 months since its launch, demonstrating that it perfectly aligns with Malaysians' needs in terms of both features and affordability.







PERODUA

Most Energy
Efficient Vehicle

Perodua Bezza

Review by **Yamin Vong**

In the pursuit of a greener automotive future, Malaysia's Energy Efficient Vehicle (EEV) program recognizes vehicles that demonstrate exceptional fuel efficiency and reduced emissions. While various criteria contribute to this prestigious status, those tested at a local center like NETC and showcasing outstanding performance under the Malaysia Driving Cycle (MDC), a demonstration to real-world local conditions, gain a significant advantage in achieving EEV recognition.

Best Selling
Car Brand in Malaysia

Perodua

Review by **Hezeri Samsuri**

Perodua started as Malaysia's second national car brand. Staying true to its objectives and learning well from its partner, its cars have become the most popular automotive choice for Malaysians.

Helping the country quietly, Perodua has quickly become the jewel of the nation by producing its own technology and experts. Syabas!





People's Choice Award **Ford Ranger Platinum 2.0L Bi-Turbo Diesel**

Review by **Yamin Vong**

Our web-based people's choice contest drew most of its responses from the Central region of Peninsular Malaysia and mostly males in the 25-45 demographic.

It was certainly a huge and pleasant surprise, but not altogether unexpectedly.

In one judging sessions, a judge commented: "I think it is really the perfect truck; the electric roller shutter was good and what made it brilliant was that everything we stuffed inside the truck bed remained dry as a bone in raining weather." Another judge said: "The sound system is so good that one of my deaf friends could hear the music and he enjoyed it so much that he bought the truck."

Ford's pick-up established its credentials when its Ranger 2.2 XLT won the Malaysia's Overall Car of the Year in 2012.

Congratulations, Ford Malaysia.







KERETA SEMPURNA

Keseimbangan Harga, Kualiti, Keselamatan

by Erywan Nor Shal

Photo credit:
©CalypsoArt from Getty Images via Canva.com

Membeli kereta bukan seperti membeli ikan di pasar. Bukan sekadar membuat keputusan praktikal, tetapi juga membabitkan emosi dan gaya hidup seseorang. Bagi pembeli, kereta bukan sahaja alat pengangkutan tetapi juga simbol keperibadian, yang perlu memenuhi keperluan harian, sesuai dengan bajet, dan memberikan rasa kepuasan serta ketenangan sepanjang masa.

Satu faktor utama yang dipertimbangkan oleh pembeli adalah harga. Kereta yang terlalu mahal boleh memberi tekanan kewangan, manakala yang terlalu murah mungkin tidak memadai dengan keperluan.

Oleh itu, pembeli akan mencari keseimbangan dengan memilih kereta yang berpatutan tetapi tetap memberikan nilai terbaik untuk wang mereka.

Selain harga, kualiti dan ketahanan juga memainkan peranan penting. Bagi ramai orang, membeli kereta adalah pelaburan jangka panjang. Model yang tahan lama, kurang masalah mekanikal, dan mempunyai reputasi baik di kalangan pengguna sering menjadi pilihan utama.

Dalam dunia moden ini, keselamatan berada di tangga teratas. Ciri seperti beg udara, brek anti-kunci (ABS), kamera undur, dan

teknologi bantuan pemandu semakin mendapat perhatian. Malah, teknologi keselamatan pintar seperti sistem amaran pelanggaran dan pengesan titik buta menjadi pilihan utama kerana ia menawarkan perlindungan tambahan, terutama bagi keluarga.

Dalam keadaan ekonomi yang mencabar, pembeli juga semakin mempertimbangkan kos bahan api. Dengan harga bahan api yang bakal naik, ramai pengguna mencari alternatif seperti kenderaan elektrik (EV) atau hibrid. Kereta jenis ini bukan sahaja lebih mesra alam, tetapi juga membantu menjimatkan kos jangka panjang, sejajar dengan kesedaran global terhadap kelestarian. Namun, sebuah kereta yang hebat bukan sahaja tentang apa yang ditawarkan semasa pembelian, tetapi juga perkhidmatan selepas jualan. Waranti menyeluruh, rangkaian servis yang luas, dan sokongan pelanggan yang baik memberikan ketenangan fikiran kepada pembeli sepanjang tempoh pemilikan.

Jadi, bagi pembeli, kereta yang sempurna adalah yang mampu melengkapkan perjalanan hidup, selain memberi ketenangan hati sepanjang masa. Jangan pula menjadi seperti kedai makan yang kosong tiada pelanggan! Biarpun makanan sedap dan murah, jika layanan penjualnya buruk, pelanggan akan hilang kepercayaan.

Perfect Car: Balance of Price, Quality, Safety

Buying a car is not like buying fish at the market. It's not just a practical decision but also involves emotions and lifestyle. For buyers, a car is not only a means of transportation but also a symbol of personality, which needs to meet daily needs, fit within the budget, and provide satisfaction and peace of mind at all times.

One of the main factors considered by buyers is the price. A car that is too expensive can cause financial strain, while one that is too cheap may not meet the needs. Therefore, buyers will seek a balance by choosing a reasonably priced car that still offers the best value for their money.

Besides price, quality and durability also play important roles. For many people, buying a car is a long-term investment. Models that are durable, have fewer mechanical problems, and have a good reputation among users are often the top choices.

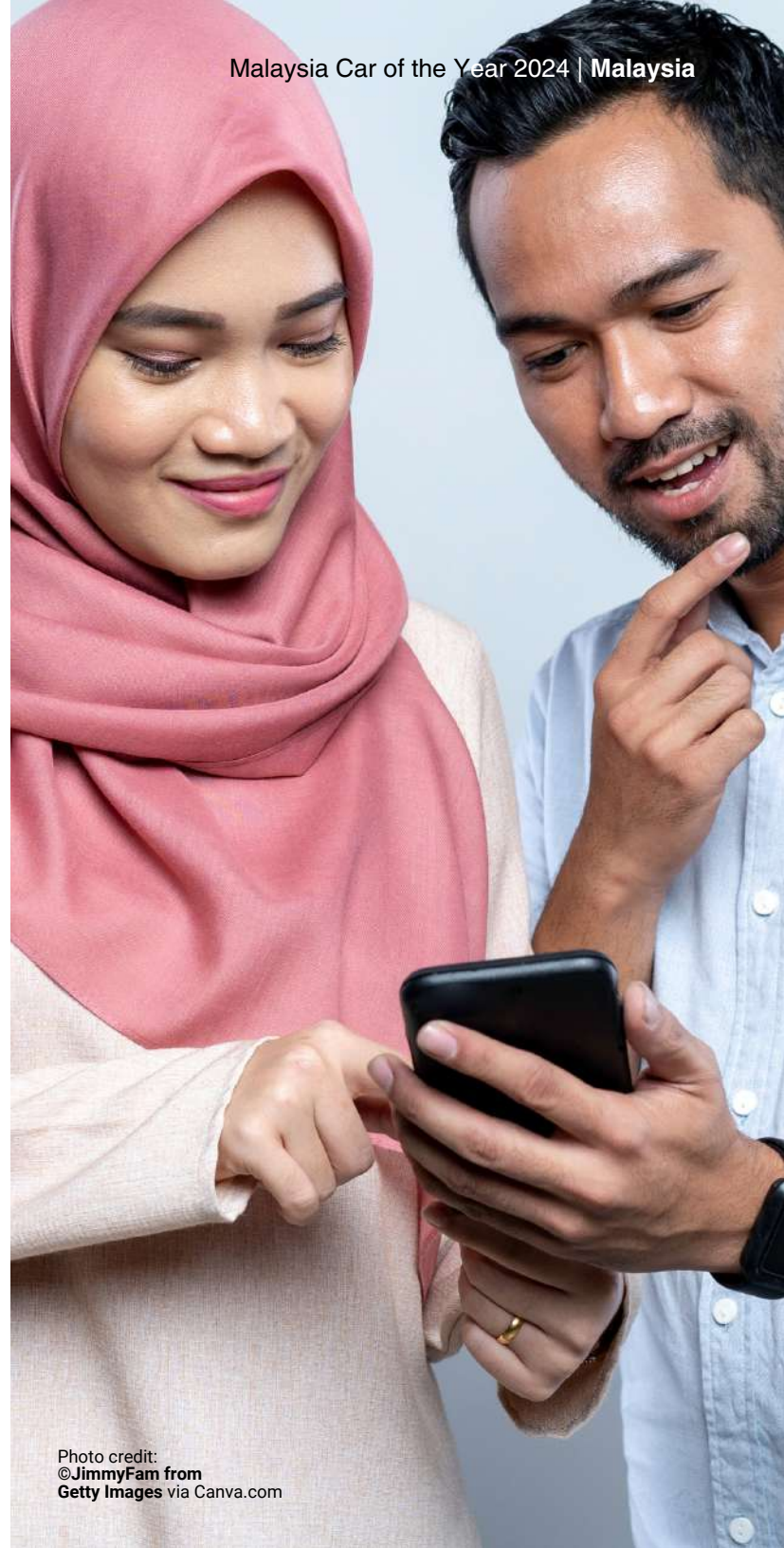
In this modern world, safety is at the top of the list. Features like airbags, anti-lock brakes (ABS), reverse cameras, and driver assistance technology are gaining more attention. In fact, smart safety technologies like collision warning systems and blind-

spot detection are becoming top choices because they offer additional protection, especially for families challenging economic conditions, buyers are also increasingly considering fuel costs. With fuel prices expected to rise, many users are looking for alternatives such as electric vehicles (EVs) or hybrids. These types of cars are not only more environmentally friendly but also help save long-term costs, in line with global awareness of sustainability.

However, a great car is not just about what is offered at the time of purchase but also after-sales service.

Comprehensive warranties, extensive service networks, and good customer support provide peace of mind to buyers throughout the ownership period.

So, for buyers, the perfect car is one that can complement their life's journey while providing peace of mind at all times. Don't be like an empty restaurant with no customers! Even if the food is delicious and cheap, if the service is poor, customers will lose trust.





Visit
www.MobilityMedia.my
for more info about the upcoming award



Overall Car of The Year Award **BYD Seal Premium (Extended Range) EV**

Review by **Shamsul Bahari Mohd Yunos**

The selection of the BYD Seal as the Malaysian Car of the Year 2024 was a relatively easy choice as it reflects the changing market with electric vehicles steadily rising in prominence.

This lack of cost penalty allows Malaysians to experience the latest electric vehicle technology and the highest level of performance in a way that was not possible before.

The Seal offers a blend of performance, design, and innovation at a price point that makes is very competitive even against internal combustion engine competitors.

Since its launch in Malaysia, the BYD Seal has quickly become one of the best-seller in the battery electric vehicle (BEV) segment, capturing approximately 17% of the market share within

just a few months. Our selection of the BYD Seal is in line has not only made waves locally but is also recognized internationally, being shortlisted for prestigious awards like the



2024 European Car of the Year and the 2024-2025 Japan Car of the Year and makes it a worthy recipient of the Malaysian Car of the Year title.



Auto Ecosystem Awards Categories



**Automotive
Person
of the Year**



**Automotive
Supplier
of the Year**



**Outstanding
Dealer
4S Award**

Auto Ecosystem Awards Categories



**Special
Mention
Contributing to
Government
Effort in EV
Motorcycle
Adoption**



**Best Local
Automotive
Supplier**



**Excellence in
Automotive
Sustainability
Management
Best Practices**



Automotive Person of the Year **Mohamad Reza Bin Abdul Mutalib**

It is with great honour that we celebrate Encik Reza Mutalib as the Automotive Person of the Year for 2024.

After almost 20 years of life as a banker, consultant and finally in the automotive industry, Reza has established himself as an effective leader driving change and now a transformative force within the automotive industry.

As the person behind national franchises for four electric vehicle (EV)-focused car marques, he has redefined the landscape of sustainable transport, steering the industry towards a more ecologically conscious future.

Reza's commitment to electrification extends beyond mere sales figures.

Moving in the early 2000s, Reza subsequently became the General Manager of TC Euro Cars the franchise holder for Renault vehicles.

During his decade-long tenure there, he also founded First Energy Network in 2014, laying the foundation of electric vehicle infrastructure in Malaysia.

Even though that venture was ahead of its time and since overtaken by events, the corporate efforts he led on electrification, seeded the growth of the electric vehicle market in Malaysia.

Reza credits the education he got at Boston in the US and the University of Newcastle, NSW, Australia, as one of the privileges of being the child of a Malaysian diplomatic family.

Born in Taiwan, and raised up in Moscow, New York and Jeddah, Reza honed his strategic acumen during his career in banking. The networking nurtured in corporate banking as well as consulting on the transportation sector laid a strong foundation for the step out of his comfort zone and into the challenging environment of Malaysia's automotive.

Reza made his first step into business captancy in 2019, when he started Karrus Automotive and Lotus Karz and allowing him to marry financial insight with his love for joyful motoring.

His unique approach combines sound business principles with a vision for a sustainable future, making him a pivotal figure in the automotive sector.

In recognition of his remarkable contributions and unwavering dedication to advancing the electric vehicle movement, we proudly honour Reza Mutalib as the Automotive Person of the Year, 2024. His legacy is a testament to the power of innovation in shaping a cleaner, more sustainable world.



The Roll of Honour Automotive Person of the Year

2023	Ir. Ahmad Hadri Haris Director, Tesla Sdn Bhd	2013	Datuk Ben Yeoh Managing Director, Bermaz Motor	2007	Datuk Saw Choo Boon Shell Malaysia
2019	Dr. Li Chunrong CEO, Proton	2012	Datuk Samson Anand George Chief Operating Officer, Nasim Sdn Bhd	2006	Tan Sri Nasimuddin SM Amin NAZA
2018	Tun Dr Mahathir bin Mohamad Automotive Lifetime Achievement Award	2011	Mr. JP Chin Principal, JPM Motorsports	2005	Datuk Frank Steinleitner Daimler Chrysler Malaysia
2017	Datuk Dr. Zahari Husin MD, Perodua Sales Sdn Bhd	2010	SM Nasarudin SM Nasimuddin Joint Group Exec Chairman, NAZA	2004	Tan Sri Tengku Mahaleel Ariff Proton
2016	Yoichiro Ueno CEO and MD, Honda Malaysia	2009	Datuk Syed Abdull Hafiz Syed Abu Bakar Perodua	2003	Tan Sri Ab. Rahman Omar Perodua
2015	Roland Folger President and CEO, Mercedes-Benz Malaysia		Datuk Dr Ang Bon Beng Edaran Tan Chong	2002	Tan Sri SM Nasimuddin SM Amin NAZA
2014	Datuk Aminar Rashid President and CEO, Perodua	2008	Datuk Syed Zainal Abidin Tahir Proton		



Automotive Supplier of the Year **APTIV Malaysia Sdn Bhd**

• **APTIV** •

The Automotive Supplier of the Year Award recognizes outstanding performance and contributions by automotive suppliers in Malaysia. This award celebrates companies that have demonstrated excellence and best practice in areas such as innovation, quality, leadership, financial and human capital development.

Winners of this award receive the highest scores in the Supplier Competitiveness Level (SCL) 2024 assessment by MARii, achieving SCL Level 5 among all automotive suppliers in Malaysia.





Outstanding Dealer - 4S Award Ngu Chung Beng & Sons Corporation Sdn Bhd



The Outstanding Dealer – 4S Award is typically given to automotive dealerships that excel in providing a comprehensive, high-quality customer experience across all areas of their operations. The 4S concept refers to the four key pillars of a dealership's functions: Sales, Service, Spare Parts, and Survey. To be recognized for an Outstanding Dealer – 4S Award, a dealership must demonstrate excellence in all of these areas, ensuring high standards of service, customer satisfaction, and operational efficiency.



Special Mention Contributing to Government Effort in EV Motorcycle Adoption **Blueshark**



Special Mention for Contribution to Government Efforts in EV Motorcycle Adoption – Organizations that spearhead initiatives supporting government strategies to promote EV motorcycle adoption, through technology, infrastructure, policy, or public outreach, play a crucial role in advancing sustainability and the green transportation agenda. This recognition also extends to those joining the MARiiCas program.





Best Local Automotive Supplier **Multi-Code Electronics Industries (M) Sdn Bhd**



The Best Local Automotive Supplier Award recognizes outstanding performance and contributions by local automotive suppliers. This award celebrates companies that have demonstrated excellent best practice in areas such as innovation, quality, leadership, financial and human capital development.

Winners of this award achieve the highest ratings in the Supplier Competitiveness Level Assessment 2024 by MARii, attaining SCL Level 5 among local automotive suppliers.





Excellence in Automotive Sustainability Management Best Practices **Northport**



NORTHPORT

A Member of  **MMC Group**

Excellence in automotive sustainability management involves integrating sustainable practices across all facets of the industry, from production and product design to logistics, consumption, and disposal.

Achieving excellence in this area requires a multi-faceted approach that

focuses not only on reducing environmental impacts but also on addressing the social and economic dimensions through a strong commitment to ESG (Environmental, Social, and Governance) principles, ensuring holistic sustainability throughout the industry.





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During my late teens in 2002, my dad was looking to replace our second Honda Civic with the-then next gen model.

He was however a bit apprehensive because for the first time even the base variant was now priced above the RM100,000 mark.

This was topped with an insult by the attending salesperson who told him to give it a skip if he couldn't afford it since there were many others who could and would.

It wasn't as if he couldn't pay for the model but going RM100,000 and beyond is a huge step in terms of budget even today. There is

also a bit of history between the Civic line and my family so the whole experience was aggravating. So as heartbreaking as it was, I decided to convince my dad to instead go for the 4th Gen facelift Hyundai Sonata.

The Hyundai brand was just gaining momentum in our market after years of people deriding South Korean cars for terrible second-hand value. Their latest winning formula at the time was value-for-money.

The EF 2.4L S Gold variant was at least RM20,000-RM30,000 more than the Civic of the day but it came with an all-round

superior specifications. It helped that my dad always wanted a Mercedes-Benz (which was out of our monetary reach) and the sales attendee was a lot more welcoming.

Pricier, but the package made so much sense. That Sonata my dad bought, as with our Civic, is still with us till today. The cherry on top was my dad would still get festive greetings from the person who sold him the Hyundai more than a decade later.

Our following engagement with another Korean brand was unfortunately not as warm when the salesperson at Kia tried to pull a fast one with my booking of the Forte 1.6 EX. Suffice to say it was enough for me to switch my purchase to a 1.6L Ford Fiesta pre-EcoBoost instead.

In Malaysia, prices of both Hyundai and Kia models would skyrocket from here on, and the two brands have not reached the same heights of sales again.

Many brands today try to appeal to loyalty and the reliability that their marques offer. But as my experience and those of many others will attest, these are very subjective qualities.

Sometimes it's just one rotten apple (staff or product mishap) that brings down your

long-standing goodwill even if building a positive relationship was never your intention.

Price and value isn't just about affordability but the entire package from product right down to customer and aftersales service.

Affordability, according to each customer's budget, will however determine how much they're willing to be your customer. It is the one area at the very least a consumer has control of.

It is about making sense why customers should be paying X amount for what they're getting. If they can't justify it, then they'll look elsewhere.

Even if they wanted to support you, the customers can't do anything if their loans don't get approved. How will companies ensure they make their sales then?

As much as companies are singling out Chinese brands as the reason of the former's declining sales, all these Chinese companies are actually just doing is offering what Japanese and Korean brands were offering back in their heydays, which is value-for-money.

Automotive Awards Winners

BYD Seal
Premium
(Extended
Range) EV
Overall Car
of the Year

Ford Ranger
Platinum
2.0L Bi-Turbo
Diesel
People's
Choice
Award

Proton S70
1.5 Flagship
Best Value
for
Money
Car

Perodua
Best Selling
Car Brand in
Malaysia

Smart
#3 Pro
Crossover of the
Year: RM200K
& Below

BMW iX1
eDrive20 M
Sport
Crossover of the
Year: RM200 -
RM500K

Volkswagen
Golf R
Hatchback
of the
Year

Toyota
Alphard
AH40 2.4
Turbo
MPV
of the
Year

Honda
CR-V 1.5 V
Turbo
SUV of the Year:
RM200K &
Below

Volkswagen
Touareg
R-Line 3.0 V6 TSI
SUV of the Year:
RM200K -
RM500K

Lotus
Eletre
SUV of the Year:
RM500K &
Above

BYD Seal
Premium
(Extended
Range) EV
Sedan
of the Year:
Below
RM200K

BYD Seal
(Performance
AWD EV)
Sedan
of the Year:
RM200K
& Above

Ford Ranger
Platinum
2.0L Bi-Turbo
diesel
Truck of
the Year

Chery
Omoda E5
xEV of the Year:
Below
RM150K

BYD Seal
Premium
(Extended
Range) EV
xEV of the Year:
RM150K -
RM300K

Lotus
Eletre
xEV of the Year:
RM300K
& Above

Perodua
Bezza
Most Energy
Efficient
Vehicle

Auto Ecosystem Awards Winners



Mohamad
Reza Bin Abdul
Mutalib
Automotive
Person
of the
Year



APTIV
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Best Local
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Northport

Excellence in
Automotive
Sustainability
Management
Best
Practices



Left to Right:
Mr. Azrul Reza Aziz, YBhg. Datuk (Dr.) Aminar Rashid Salleh, YBhg. YBhg. Datuk Hanafi Sakri, **Syed Ahmad Muzri Syed Faiz** - MD, Vantage Malaysia, Sime Motors, **Jeffrey Gan** - MD, Sime Darby Beyond Auto, YAB Dato' Sri Haji Fadillah Yusof, YB Datuk Dr. Hj Hazland Abang Hj Hipni, His Excellency Shikata Noriyuki, Mr. Yamin Vong



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Left to Right: His Excellency Shikata Noriyuki (Ambassador, Japan to Malaysia), **Mr. Yamin Vong** (CEO, Mobility Media), **YB Datuk Dr. Hj Hazland Abang Hj Hipni** (Deputy Minister, Energy and Environmental Sustainability Sarawak), **Mr. Azrul Reza Aziz** (CEO, MARii), **YAB Dato' Sri Haji Fadillah Yusof** (Deputy Prime Minister, Malaysia), **YBhg. Datuk Bahria Mohd Tamil** (Deputy Secretary General, Investment & Management, MITI), **YBhg. Datuk Hanafi Sakri** (Deputy Secretary General Industry, MITI), **YBhg. Datuk (Dr.) Aminar Rashid Salleh** (Chairman, MARii)

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Winners

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People's Choice Award

Ford Ranger Platinum 2.0L Bi-Turbo Diesel

Automotive Person of The Year

Mohamad Reza Bin Abdul Mutalib