



Motors

SIME DARBY MOTORS

ONE OF THE WORLD'S LARGEST
BMW DEALERS

A leading automotive player in Asia Pacific

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Motors

SIME DARBY MOTORS



Sime Darby Motors (SDM) is an automotive player with operations across the entire value chain of assembly, importation, distribution, retail of new and used cars, after-sales service and rental.

It is primarily a luxury marque player representing luxury brands such as BMW, Jaguar, Land Rover, Volvo and Porsche among others as well as super-luxury marques including Rolls-Royce, Lamborghini, Ferrari and McLaren.

Sime Darby Motors also represents broad-appeal market brands such as Hyundai, Mazda and Ford, and trucking names such as Fuso, Mack, Hino and Volvo and more, recently, electric vehicle brands such as BYD, Genesis, Polestar and more. Sime Darby Motors portfolio also includes vehicle rental business through the Hertz, Thrifty and Corefleet.

With an attractive brand portfolio and a strong geographical footprint across ten markets in the Asia Pacific region, Sime Darby Motors prides itself as a partner of choice, having built long standing relationships with some of the world's renowned automotive players.

*Aftersales service only.



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RETAIL & ASSEMBLY

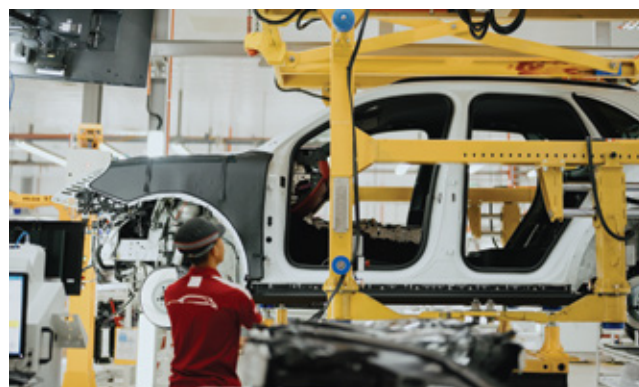
Retail



Sime Darby Motors' retail operations offer a wide range of vehicles from broad appeal market brands to luxury and super-luxury cars, as well as electric and commercial vehicles. Some of the brands represented by Sime Darby Motors include BMW, MINI, Rolls-Royce, Porsche, Hyundai, Ford, Volvo, Land Rover and BYD. Sime Darby Motors is focused on selling quality products supported by excellent after sales services.

Its retail operations feature some of the best and latest state of the art facilities in the region. Showrooms and service centres throughout the 10 markets are designed to offer customers comfort and experience second to none.

Assembly



Inokom Corporation Sdn Bhd is involved in the assembly of passenger cars, multi utility vehicles, sport utility vehicles, multi-purpose vehicles and light commercial vehicles. Brands assembled include BMW, MINI, Porsche, Mazda, Hyundai, Porsche and Chery.

In 2018, Sime Darby Motors launched the Sime Darby Auto Engineering (SDAE) Engine Assembly facility. The engine assembly facility supports BMW Group Malaysia's growing demand for locally assembled vehicles with the newest capabilities in engine assembly technology.

In 2022, Sime Darby Motors expanded its modular operations, namely Sime Darby Auto Module, Sime Darby Auto Interior and Lead Engineering. These modular assembly plants are currently supplying automotive modules for Hyundai and Chery.

DISTRIBUTION & IMPORT

Sime Darby Motors serves as a bridge between its principals and customers through its extensive networks in the markets it operates in. Its first distribution business began more than 46 years ago through the distribution of BMW vehicles.



It now imports and distributes, among others, BMW, MINI, Rolls-Royce, Ford, Land Rover, Hyundai, Porsche, Suzuki and Mitsubishi passenger vehicles in the Asia Pacific region. Sime Darby Motors' foray into the Australasia market began in 1998 with the acquisition of Continental Car Services Ltd, a multi-franchise dealership based in Auckland, New Zealand. Collaborations were then formed with Volvo and Rolls-Royce in Australia in 2018.

In the commercial vehicle sector, Sime Darby Motors imports and distributes the Volvo Trucks, Hino, UD Trucks, Mitsubishi Fuso, JAC and Mack brands, among others.

BRANDS WE REPRESENT

Passenger Vehicles



Commercial Vehicles & Equipment



Assembly of Vehicles & Modules



Rental Service



Aftersales Service



EXECUTIVE LEADERSHIP



ANDREW BASHAM
MANAGING DIRECTOR, SIME DARBY MOTORS
AGE 59, INDUSTRY EXPERIENCE 29 YEARS

Andrew Basham joined Sime Darby Berhad in February 2018 with more than 25 years of extensive experience in management, business development and operations for leading brands in the automotive industry globally.

He started his career in audit and accounting with Price Waterhouse Australia before moving to distribution/logistics and later assumed senior executive management roles in various automotive companies. He has a Bachelor of Economics degree from the University of Adelaide, South Australia and is a member of the Institute of Chartered Accountants, Australia.



SITI MARIAM AHMAD
CHIEF FINANCIAL OFFICER, SIME DARBY MOTORS
AGE 56, INDUSTRY EXPERIENCE 19 YEARS

Siti Mariam was appointed as Chief Financial Officer for the Motors Division at Sime Darby Motors in November 2023. Prior to this, she was the Divisional Financial Controller for the Motors Division where she oversaw all accounting and corporate treasury functions.

Mariam joined Sime Darby as a management trainee in the accounting department in 1991 and she has remained dedicated to the company for more than 30 years. She is a Fellow Chartered and Certified Accountant, and a member of the Malaysian Institute of Accountants (MIA).



DENNIS HO
MANAGING DIRECTOR, ASSEMBLY AND STRATEGIC BUSINESSES
AGE 58, INDUSTRY EXPERIENCE 32 YEARS

Dennis was appointed Managing Director, Assembly and Strategic Businesses in October 2019, and is responsible for providing leadership and direction to the Malaysia car leasing and assembly businesses and related projects.

He was previously tasked to build the Hyundai brand in Malaysia back in 2007 and introduced the KIA brand to the Taiwan market in 2012. Prior to his current position, he oversaw the Malaysian, Thailand and Taiwanese markets for Sime Darby Motors.



RAYMOND LEE
MANAGING DIRECTOR, GREATER CHINA
AGE 60, INDUSTRY EXPERIENCE 34 YEARS

Raymond Lee was appointed the Managing Director of Sime Darby Motor's Greater China operations in October 2019. He is responsible for China, Hong Kong, Macau & Taiwan operations.

Raymond started his career with Sime Darby Management Services Ltd in December 1989 as an Assistant Internal Audit Manager and subsequently moved up the ranks, holding positions such as Aftersales Manager and Area Manager within the Sime Darby companies in Hong Kong & China. He was the Managing Director for Motors China before being promoted to his current role.



PATRICK MCKENNA,
MANAGING DIRECTOR, NEW ZEALAND
DIRECTOR OF COMMERCIAL VEHICLES ASIA PACIFIC
AGE 62, INDUSTRY EXPERIENCE 32 YEARS

Patrick McKenna joined the Sime Darby group in March 2006 and is currently the Managing Director for New Zealand and Director of Commercial Vehicles Asia-Pacific.

He is responsible for providing leadership and direction to expand New Zealand operations, the current and potential commercial vehicle, transport and fleet leasing businesses in Australia and New Zealand including Palfinger and Corefleet.

EXECUTIVE LEADERSHIP



JEFFREY GAN
MANAGING DIRECTOR, SOUTHEAST ASIA
AGE 47, INDUSTRY EXPERIENCE 22 YEARS

Jeffrey Gan was appointed as the Managing Director Retail & Distribution, Malaysia in Sime Darby Motors in January 2020. He is responsible for the overall business results for all retail and distribution operations in Malaysia except that of Porsche.

Jeffrey started his career with Sime Darby Motors in 2008 as a Sales Manager. He moved up the ranks holding various management positions and has strong operational automotive experience during his time with Auto Bavaria Retail.



MATTHEW WIESNER
MANAGING DIRECTOR, RETAIL AUSTRALIA
AGE 53, INDUSTRY EXPERIENCE 24 YEARS

Matthew Wiesner joined Sime Darby Motors in July 2021 and is currently the Managing Director, Retail Australia, responsible for vehicle retail businesses in New South Wales and Queensland, representing multiple prestige and luxury brands.

His key responsibilities include the operational performance of all retail businesses across nine brands, developing and executing strategic transformation for the group to enable a sustainable business in the Australian market and building trusting relationships with customers and principal partners.

Matthew has years of senior management and board experience on all core strategic business matters and management whilst specialising in the world of future mobility and the associated technologies.



ZAHIDAH AKMAL GHAZALI
HEAD, PEOPLE EXPERIENCE, SIME DARBY MOTORS
AGE 55, INDUSTRY EXPERIENCE 32 YEARS

Zahidah Akmal Ghazali was appointed the Head of Human Resources, Sime Darby Motors in October 2015. She has 32 years of experience in full spectrum of human resource and industrial relations at strategic and operational level including 15 years in regional HR leadership roles.

She has implemented structural re-organisation and change management in multinational companies and is currently responsible for developing and implementing human resource management strategies in Motors.



TEE TUAN JEAN
CHIEF INFORMATION AND DIGITAL OFFICER (CIDO), SIME DARBY MOTORS
AGE 52, INDUSTRY EXPERIENCE 28 YEARS

Tee Tuan Jean joined Sime Darby Motors in November 2021 and is currently the Chief Information and Digital Officer (CIDO) of Motors Division, responsible to provide strategic leadership and governance in the development, implementation, and operational support of Motors' IT and digital-enabled transformations.

As a key contributor to the formulation and delivery of the Motor's digital strategies and plans, he works with the business to enable technology transformations through leveraging the partnerships with OEMs, service providers, and others in the Sime Darby Group. Tuan Jean has years of business and technology leadership and delivery experience with successful track records in leading teams to deliver large business and digital transformation initiatives.

HISTORY

1968

Sime Darby Motors acquired BMW Concessionaires (HK) Ltd, the sole importer and distributor of BMW cars and motorcycles in Hong Kong and Macau.

1979

Performance Motors Ltd (PML) gained dealership rights of BMW cars and motorcycles in Singapore.

1981

Tractors Singapore Ltd was appointed sole distributor of Land Rover and Range Rover and franchise holder for Ford in Singapore.

Land Rover Malaysia Sdn Bhd, the sole franchise holder in Malaysia and Brunei was set up by Pemas Sime Darby Holdings and Land Rover Ltd of the UK.

1982

Sime Darby Motors entered the hire and drive business through the setting up of Hertz franchise for Malaysia and Brunei.

1986

Sime Darby Hong Kong Ltd acquired sole distributorship rights for the Suzuki motor vehicle franchise in Hong Kong and Macau.

1987

Sime Darby Hong Kong Ltd acquired sole distributorship rights for the BMW motor vehicle franchise in Hong Kong and Macau.

Auto Bavaria Sdn Bhd was appointed authorised sole importer and distributor of BMW products in Malaysia.

1991

The first Malaysian assembled BMW 730iL rolled out of the AMI assembly plant, making Auto Bavaria the first BMW importer to assemble the vehicle outside Germany.

1994

Sime Darby Motors acquired distribution rights for the BMW motor vehicle in the Guangdong and Hainan provinces in China.

1998

The after sales parts and services centres for Mitsubishi, Ford, Suzuki and Alfa Romeo were consolidated under Sime Darby Motors Services Ltd.

Sime Darby acquired 80% of Continental Car Services Ltd, a multi-franchise dealership based in Auckland, New Zealand.

1999

The New Discovery was officially rolled out of the Selangor assembly plant, the first Land Rover vehicle to be assembled outside of the UK.

2002

Sime Darby Australia Ltd acquired the Corefleet business.

2003

Sime Darby Hong Kong Ltd renamed as Sime Darby China Ltd and its regional headquarters moved from Hong Kong to Beijing.

Auto Bavaria Sdn Bhd and BMW Group announced the formation of a joint-venture company, BMW Malaysia Sdn Bhd.

2004

Sime Darby Motors acquired distribution rights of Mack, Renault and Hino brands and also added Nissan, Mitsubishi, Kia and Suzuki to the Group's retail business.

2005

Sime Darby Motors acquired the Hyundai businesses in Malaysia, adding the Hyundai brand to its marques.

2006

Shanghai Sime Darby Motor Commerce Company Ltd was incorporated in China. The company is primarily involved in the retail of automobiles by Rolls-Royce Motor Cars Ltd.

2009

Sime Darby Hyundai Sdn Bhd acquired the remaining 60% equity interest in Oriental-Hyundai Sdn Bhd, making it a subsidiary of Sime Darby Berhad.

2010

Sime Darby Motors became the retailer of Lamborghini vehicles in China.

Sime Darby Auto Performance became the distributor and retailer of Porsche motor vehicles, spare parts, accessories and provision of related services in Malaysia.

Sime Darby Motors added the Jaguar and Land Rover marques to its retail business in China.

2011

McLaren joined the list of luxury marques distributed by Sime Darby Motors in Hong Kong.

2012

Rolls-Royce's Macau dealership commenced operations Sime Darby Motors Thailand expanded its retail operation for Ford.

2013

Inokom began assembly of Mazda vehicles for export to Thailand.

McLaren began operations in Shanghai and Malaysia.

2014

Sime Darby Motors acquired Brisbane BMW Group in Australia.

Sime Darby Motors entered into JV with Sisma Auto Sdn Bhd, obtaining sole distributorship and dealership of Jaguar and Land Rover vehicles in Malaysia.

2016

Opened a new Porsche Parramatta Centre in Sydney, Australia.

2018

Sime Darby Motors acquired a Volvo dealership in Brisbane, Australia.

Sime Darby Motors launched the Sime Darby Auto Engineering Sdn Bhd Engine Assembly Facility in Kulim, Kedah.

2019

Sime Darby Motors appointed as Rolls Royce Motor Cars dealer for Brisbane, Queensland.

Sime Darby Motors acquired the transport business of Gough Group Limited based in New Zealand.

Sime Darby Motors acquired three dealerships in Sydney, Australia.

2020

Opened a new Volvo 3S dealership in Ara Damansara, Malaysia.

Opened a new Volvo 4S dealership in Shenzhen, China.

Acquired BMW 4S dealership in Tebrau, Johor Bahru.

Acquired Continental Cars BMW Wellington in December 2020.

2021

Corefleet NZ commenced operation in Auckland in January 2021. Secured a new Lamborghini dealership in Changsha.

BMW Luxury Class Showroom in Macau commenced in March 2021.

2022

Sime Darby Motors Inokom plant rolled-out locally assembled Cayenne outside Europe.

Sime Darby Motors officially launched BYD in Malaysia.

2023

Sime Darby Motors entered the Indonesian automotive market through PT Performance Motors Indonesia, a joint venture between Sime Singapore Limited and Galeon Group.

Sime Darby Motors Inokom partnered with Chery Automobile to assemble Chery vehicles in Malaysia.

Sime Darby Beyond Auto (BYD) launched 3S centres in Ara Damansara, Malaysia.

2024

Sime Darby Motors partnered with Xpeng Motors to expand its footprint into Hong Kong.

Sime Darby Motors launched Drivecare in Malaysia and Singapore.

Inokom plant expanded to accommodate the increased capacity and a new assembly line for Porsche's second model variant.



Motors

AWARDS & ACHIEVEMENTS



2024

Continental Cars Volkswagen won Dealer of the Year, Passenger Vehicle Customer Experience Excellence, Commercial Dealer of the Year at Volkswagen Dealer of the Year 2023 Award.

Continental Cars Audi won Dealer of the Year 2023.

Performance Motors Singapore received Best Performance in Marketing Importer, Best Technical Campaign & Best Importer of the Year Award at BMW Motorrad Excellence Awards 2023.

Sime Darby Auto Bavaria received Dealer of the Year 2023.

Rolls-Royce Motor Cars Hong Kong won Best Social Media Award & Long Term Service Award at Rolls-Royce Motor Cars Greater China Dealer Conference 2023.

Brisbane MINI Garage received 2023 MINI Dealer of the Year.

Performance Motors Thailand swept 11 awards at Dealer Champions League 2023 for its outstanding sales, dealerships & aftersales service.

Best Importer Aftersales 2023 and Best Gear & Garment 2023 for Continental BMW at Southeast Asia Motorrad Dealer Awards.

Volvo Trucks received the title of Truck of the Year at International Truck of the Year for its Volvo FH Electric.

Parramatta BMW was honored by BMW Group Australia for its 40 years of Dedication, Passion & Outstanding Service.

BMW Concessionaires Hong Kong were recognised with six excellence awards at Marketing Excellence Awards 2023 Hong Kong.

Sime Darby Greater China won 10 awards at the 2024 BMW iCON Awards - BMW OCU Dealer Excellence Award, BMW i Pioneer Dealer and more.

Sime Darby Beyond Auto won Electric Vehicle of the Year at DSF Vehicle of the Year Awards 2023.

2023

Performance Motors Thailand awarded the 2023 Excellent Practices Establishment Award by Ministry of Labour.

Sime Darby Motors Group Hong Kong won a platinum award in MUSE Design Awards for its BMW 4S store in Panyu, Guangzhou.

Sime Darby Kia won Excellence in Leadership Award.

Performance Motors Limited being awarded the Polaris Sustainability Award by BMW Group Asia.

Sime Darby Mazda Thailand won the Best Services title at the 2022 Mazda Guild Awards.

Rolls-Royce Motor Cars Brisbane received Whispers Dealer of the Year and Regional Dealer of the Year.

Dealer of the Year 2023 for Hyundai Sime Darby Motors by Hyundai Motor Company.

Sime Darby Auto Bavaria received BMW Excellence Club Award.

2022

2022 Henry Ford Excellence Award and President's Award

Sime Darby Motor Group (HK) Limited received BMW Dealer Excellent Award, BMW OCU Dealer Excellence Award, BMW i Dealer Award, BMW Customer Hero of the Year, BMW Region Special Contribution and BMW Best General Manager of the Year.

Retailer of the Year (Asia Pacific) for Jaguar Land Rover Malaysia.

Hyundai Sime Darby Motors won 1st at Hyundai Global Customer Experience Championship for Asia Pacific region.

Sime Darby Auto Connexion won Best 4x4 Lifestyle Pick-up Truck and receive Gold Award for Pick-up Truck of the Year at Carlist.my's People's & Editor's Choice Awards 2022.

Sime Darby Auto Connexion won Automotive Category at Putra Aria Brand Awards 2022.

Sustainability Award by BMW for Sime Darby Motors Group New Zealand Limited.

Marketing Excellence Awards Singapore (MEA) and BMW best selling brand in Singapore for Performance Motors Limited. Sime Darby Motors Thailand received three awards by Department of Labor Protection and Welfare, Ministry of Labor.

2021

Brisbane MINI Garage won the MINI Australia Excellence Award for the 2nd consecutive year.

Brisbane BMW Group awarded Dealer Trophy 2020 at the Annual BMW Australia Dealer Trophy Award.

Sime Darby Auto ConneXion being awarded Ford's Annual Chairman's & President's Awards.

Performance Motors Thailand won Best Customer Satisfaction Award 2019 & 2020.

Mazda Guild Award awarded to Aftersales team in Paradise Park & Sinakarin branches.

2020

Sime Darby Motors' BMW and MINI dealerships in China received a total of 101 awards including the 2019 BMW Dealer Excellence Award for Guangzhou Bowyue from BMW China.

Auto Bavaria received 39 awards at the BMW Dealer Awards Night 2020 and has been crowned Champion of Malaysia's BMW Excellence Club in the Diamond Category for nine consecutive years.

Rolls-Royce Hong Kong and Macau received the Dealer and Service Dealer of the Year - Asia Pacific from Rolls Royce.

Performance Motors Limited received the BMW Asia Loyalty and Engagement Award from BMW Asia.

Hino Distributors Ltd/Truck Stops (NZ) Ltd received the Hino Parts Department and Service Department of the Year from Hino Motors, Ltd.

Hertz Malaysia received the Hertz Asia Business Excellence Award from the Hertz Corporation.