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Volume 12 | Issue 07

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# Contents

July-2019

# Inside

## Article / Review

- 18 Electric Cars – A 100 Years Old Technology Again Knocking The Doors of The Vehicle Industry  
**Exclusive Reviewd by Anwar Iqbal**
- 20 Be A Customer Service  
ROCK STAR  
**Exclusive Article by Moazzam Abu Bakar**
- Why govt did not announce
- 22 EV policy in Finance  
Bill FY20  
**Exclusive Article by Ali Hassan**
- 31 An Introduction of AOTS JAPAN  
**By Engr. IHT Farooqui**
- 46 Mission Marmot  
WINTER SURVIVAL  
HOW IT ALL BEGAN?  
**By Kamal Haider**
- 57 Tyre Care and Knowledge  
**Exclusive by Syed Abid Raza**



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## News / Event

- 25 Suzuki launches 8th Generation Alto for Rs. 9.6 lakh in Pakistan  
**- Launching Ceremony Coverage**
- 26 Pakistan Aerospace Council Hosts CERN Team  
**- Press Release**
- 27 FAW Free Service Campaign – 2019 (For FAW V2, X-PV & Carrier)
- 33 Aaskrc Training & Hrd Activites During 2019  
An Awarness Session On Six Sigma
- 48 IVECO makes a strong impression at the 'Italy to Pakistan' Trade Conference in Karachi  
**- Press Release**

## News Updates

- 29 Atlas Honda Records a 31% Drop in Profits in FY2018-19
- 43 International Automotive News
- 44 Vehicles / Car Price List
- 59 Motorcycle Market Price list

July-2019  
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AUTOMARK Magazine International

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## Federal Budget 2019-20 will impact on Auto Industry of Pakistan?

Federal budget of the government of is unveiled in the National Assembly which is a combination of good and bad news for the automobile sector of the country. Main highlight of the budget 2019-20 as far as the auto industry is concerned, has been the expansion of the scope of Federal Excise Duty (FED) on different categories of locally assembled vehicles. The proposed FED in accordance with each category as below.

2.5% FED to be imposed on cars up to 1000 cc engine displacement, 5% FED to be charged on cars between 1001 cc and 2000 cc engine displacement

7.5% FED on high-end cars i.e. 2001 cc and above Previously, the government had imposed 10% FED on locally assembled cars of 1700 cc engine displacement and above through the Finance Supplementary Bill 2019. It was also considered that the government is looking to withdraw this 10% FED in its first budget but things have gone differently.

The proposed imposition of FED has only expanded the scope of taxation by bringing all the categories of cars under some amount of duty. Note here that the cars between 1700 cc and 2000 cc will now be charged with 5% FED rather than the old 10% FED. Moreover, 10% FED on cars over 2000 cc will also be reduced to 7.5% according to the latest proposed duty. It means that all the potential buyers of cars over 1700 cc will be benefited from this proposed percentage in budget 2019-20. However, the consumers of cars ranging between 660 cc and 1699 cc will have to bear the additional duty charges which never existed before. To sum it up, it's a mixed pack of good news for the rich and bad for a large proportion of the population, to say the least.

It's also important to know here that the prices of all the locally manufactured cars will undergo a notable change. Let's have a look at what could be the possible change in the prices of cars of all categories.

These prices will be applicable on all cars from 1st July 2019. It suggests that the sales trend of all cars ranging between 660cc and 1700cc category will rise in the month of June as if the FED is approved the prices for the said vehicles will go up in July. On the contrary, the sale of vehicles above 1700 cc engine displacement category in June is likely to plunge due to the drop in FED in the coming month. The launch of the all-new 660cc Suzuki Alto is just a few days away and the consumers in Pakistan have a golden opportunity to grab their hatchback before the proposed FED is imposed.



Exclusive Reviewd by Anwar Iqbal

# Electric Cars – A 100 Years Old Technology Again Knocking The Doors of The Vehicle Industry



Ministry of climate change has been instructed by Prime Minister of Pakistan for preparation of Policy for Electric Vehicles. This is the right time for Pakistan to enter in Electric Vehicle market. It will solve environmental problems and will help to reduce surging oil import bill. In view of the need and worldwide transformations accordingly a separate ministry is required for transportation.

However in the meantime, the Ministry on Climate Change, can be given the task of Ministry of Transport, as well, as it has already taken the initiative of getting the EV Policy 2019. There are no two ways on thinking on the subject, as the Ministry of Transport is

imminent, and additional charge can be given to Advisor to the Prime Minister on Climate Change, for speedy disposal. This assignment of Climate Change Ministry, for electric vehicle policymaking is a big task. The barriers to enter into the market are immense (from car manufacturers, transporters, etc). No charging infrastructure, no revenue collection streams in place, ambiguous import duty policies, no design for self-assembly industry and high cost of vehicles are just some of the stumbling blocks are on the way. It may be noted that a comprehensive and integrated policy is required.

Surprisingly electric car / vehicles are not a new thing for the world. Electric cars are older than the today's normal internal combustion engine cars. Electric cars were introduced more than 100 years ago. In the early part of the century, innovators in Hungary, the Netherlands and the United States -- began toying with the concept of a battery-powered vehicle and created some of the first small-scale electric cars, in the meanwhile Robert Anderson, A British inventor, developed the first

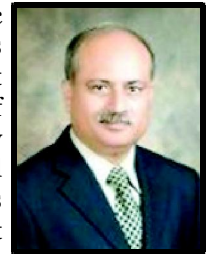
crude electric carriage around this same time, it wasn't until the second half of the 19th century that French and English inventors built some of the first practical electric cars.

In the U.S., the first successful electric car made its debut around 1890 thanks to William Morrison.

Over the next few years, electric vehicles from different automakers began popping up across the U.S. New York City even had a fleet of more than 60 electric taxis. By 1900, electric cars were at their heyday, accounting for around a third of all vehicles on the road. During the next 10 years, they continued to show strong sales.

Many innovators at the time took note of the electric vehicle's high demand, exploring ways to improve the technology. For example, Ferdinand Porsche, founder of the sports car company by the same name, developed an electric car called the P1 in 1898. Around the same time, he created the world's first hybrid electric car -- a vehicle that is powered by electricity and a gas engine. Thomas Edison, one of the world's most prolific inventors, thought electric vehicles were the superior technology and worked to build a better electric vehicle battery. Even Henry Ford, who was friends with Edison, partnered with Edison to explore options for a low-cost electric car in 1914. However, it was Henry Ford's mass-produced Model T that dealt a blow to the electric car. Introduced in 1908, the Model T made gasoline-powered cars widely available and affordable. By 1912, the gasoline car cost only \$650, while an electric roadster sold for \$1,750. That same year, Charles Kettering introduced the electric starter, eliminating the need for the hand crank and giving rise to more gasoline-powered vehicle sales.

By the 1920s, the U.S. had a better





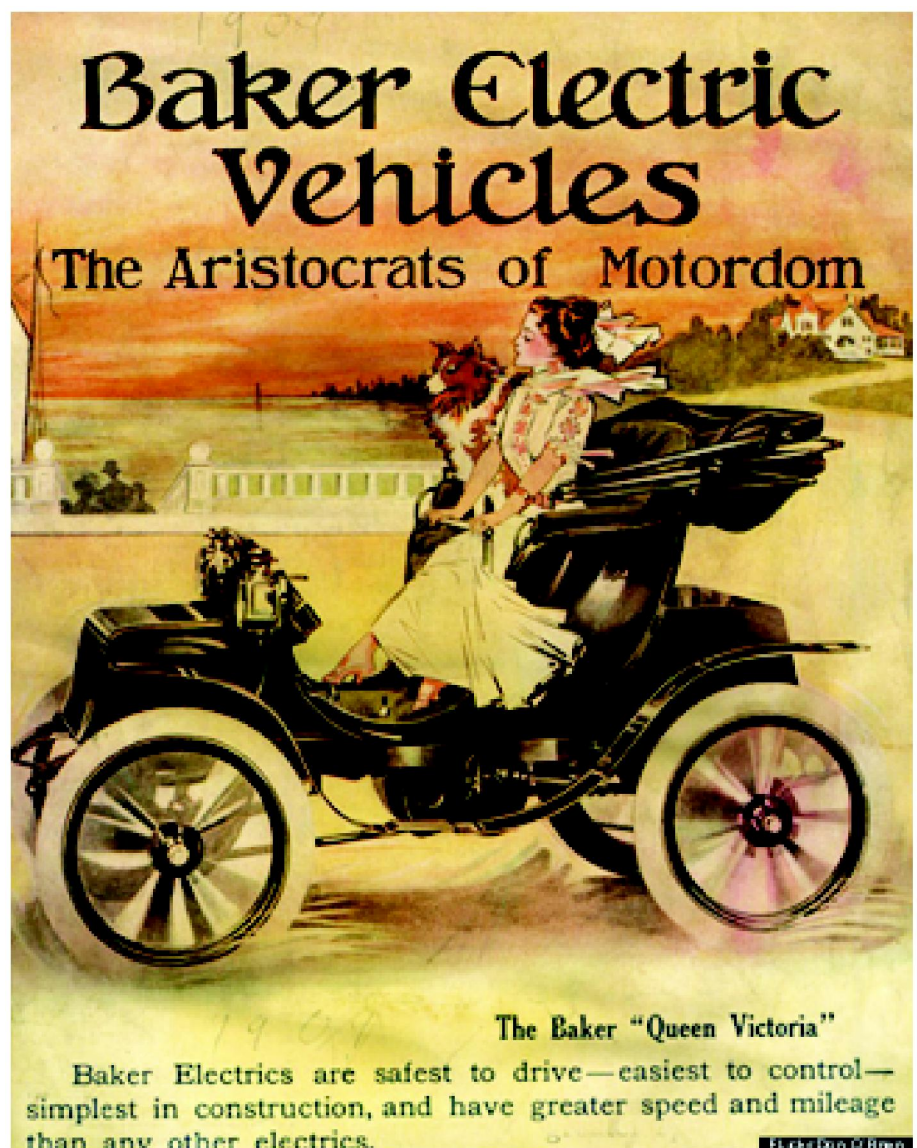
system of roads connecting cities, and Americans wanted to get out and explore. With the discovery of Texas crude oil, gas became cheap and readily available for rural Americans, and filling stations began popping up across the country. In comparison, very few Americans outside of cities had electricity at that time. In the end, electric vehicles all but disappeared by 1935. Over the next 30 years or so, electric vehicles entered a sort of dark ages with little advancement in the technology. Cheap, abundant gasoline and continued improvement in the internal combustion engine hampered demand for alternative fuel vehicles.

In early 1970s. Soaring oil prices and gasoline shortages -- peaking with the 1973 Arab Oil Embargo -- created a growing interest in lowering the U.S.'s dependence on foreign oil and finding homegrown sources of fuel. Congress took note and passed the Electric and Hybrid Vehicle Research, Development, and Demonstration Act of 1976, authorizing the Energy Department to support research and development in electric and hybrid vehicles.

Yet, the vehicles developed and produced in the 1970s still suffered from drawbacks compared to gasoline-powered cars. Electric vehicles during this time had limited performance -- usually topping at speeds of 45 miles per hour -- and their typical range was limited to 40 miles before needing to be recharged. So interest in electric vehicles had mostly died down.

After 20 years in 1990's new American federal and state regulations begin to change things. The passage of the 1990 Clean Air Act Amendment and the 1992 Energy Policy Act -- plus new transportation emissions regulations issued by the California Air Resources Board -- helped create a renewed interest in electric vehicles in the U.S.

During this time, automakers began modifying some of their popular vehicle models into electric vehicles. This meant that electric vehicles now achieved speeds and performance much closer to gasoline-powered vehicles, and many of them had a range of 60 miles. The first turning point that helped reshape electric vehicles was the announcement in 2006 that a small Silicon Valley startup, Tesla Motors, would start producing a luxury electric



sports car that could go more than 200 miles on a single charge. In 2010, Tesla received a \$465 million loan from the Department of Energy's Loan Programs Office -- a loan that Tesla repaid a full nine years early -- to establish a manufacturing facility in California. In the short time since then, Tesla has won

wide acclaim for its cars and has become the largest auto industry for Electric Vehicle production.

Surprisingly now "The biggest electric vehicle manufacturer in the world isn't Tesla, but the Chinese company BYD (or "Build Your Dreams"). The company began as a battery manufacturer -- and that expertise led it to electric cars and trucks, which depend on battery cost and performance".

It is good to note that Prime Minister's Adviser on Commerce Abdul Razak Dawood recently said the electric vehicle (EV) policy would be formulated in consultation with the stakeholders and it would be aligned with the current auto policy.

The policy would incorporate global and regional best practices, growth of the EVs and the environmental concerns would be addressed properly.



TESLA MOTORS



# Be A Customer Service ROCK STAR



**My purpose in this article is to present some of the key mindsets and metaphors that makes the dealership staff Customer Service ROCK STAR at dealership aims to further enhance excellence in Customer Delight**

## Are You Ready to Be A Customer Service ROCK STAR?

Customer Service ROCK STAR knows the quality processes in Sales, Service and Parts operations raise productivity, keep the sales & service staff, technicians efficient and ultimately, work to produce happy & delighted customers.

**8** winning mindsets that I'll reveal to help you be a Customer Service ROCK STAR neatly summarized by the acronym ROCK STAR. Reason behind acronyms, it hooks into your mind like a catchy pop song. So, you will never forget them. Work and live by this little well-known code that distills what a World class Customer Service ROCK STAR is all about and you are guaranteed breathe taking results.

**R** in ROCK STAR remind you about the importance of resourcefulness. Resourcefulness is using our wits, proper judgment and common sense to resolve customer's complaints, problems and



meet challenges at dealership floor. It is using initiative in difficult situations and involves thinking, creating, evaluating, classifying, observing and analyzing solutions to overcome the challenges at dealership. Resourcefulness is dreaming up ways to meet our goals. It's all about within us, how we behave in a situation. **"Hazrat Ali (RA) said, Get afraid from a problem is a big problem".**

**O** in the ROCK STAR stand for Organized. Daniel Carnegie said that "an hour of planning can save your 10 hours of doing. Daily Action Plan that allows Customer Service Rock Star to focus on what's important and most

importantly provide them the feelings of everything is under control necessary to suffocate any sign of anxiety or stress. Daily action plan for Customer Service **ROCK STAR** is not only a guide designed to eliminate the stress of uncertainty but also to motivate them to carry out a set actions that they have formulated as fully feasible.

**C** in the ROCK STAR stands for Challenger. Customer Service ROCK STAR always challenge the limits of his/her possibility to create delight in the sales/service process and inspire customers to experience the joy and excitement of self-transcendence in a unique way. Customer choices are fast changing. Dealership staff need to gear up with right skill sets to deliver in such a dynamic environment.

**ROCK STAR** needs to think beyond the boundary and showcase the right





attributes of skills sets, attitude and knowledge. Better practices and adopting new approaches will define ROCK STAR's perspective to make impossible a POSSIBILITY.

### **"SKY IS NOT THE LIMIT; MIND IS THE LIMIT"**

**K** in ROCK STAR stand for Keen Learner. Customer Service ROCK STAR always is on learning mode, take initiatives on personal and professional development through skill enhancement, on job training and motivation thereby ensuring high level of customer satisfaction. ROCK STAR also attentive and learn from customer's feedback that they received and considered to improve their personal performance.

**S** in the ROCK STAR stand for Service Driven. Customer always comes first. Customer Service ROCK STAR must be willing to go the extra mile to delight each and every customer. My Mantra for Customer Service ROCK STAR is neatly summarized by the acronym "SONG".

**S** stand for Serve, **O** stand of One Step Ahead, **N** stand for No Comparison and **G** stand for Give All. Every Customer Service ROCK STAR must sing his own SONG all the time to delight the customer.

**T** in ROCK STAR stand for Team Player. Customer Service ROCK STAR understands the team/department's goals and he know how his role supports

team/department's goal. He helps and encourage his teammates and don't hog the credit for team wins. ROCK STAR keeps his/her commitment, communicate clear and value their teammates.

### **A in ROCK STAR stand for Adaptable**

No day in dealership customer service is the same. Every customer is different and some may even seem to change week-to-week. In order to thrive in a constantly-changing environment, Customer Service ROCK STAR needs to adapt to their surroundings and be able to handle surprises, sense the customer mood and adapt accordingly. This also include a willingness to learn, providing good customer services at dealership

floor is a continuous learning process.

### **R in ROCK STAR stand for Reliable**

Customer Service ROCK STAR always goes extra miles ensuring high level of customer satisfaction with world-class experience at dealership floor. This consistent mindset increases their reliability and trust in the eyes of customers. This mindset will not only result in an indebted and happy customer, it can also lead to higher customer retention and business sustainability.

### **Natural Metaphors For Customer Service ROCK STAR**

I have mentioned below five natural Metaphors which Customer Service ROCK STAR must have:

**FIRE:** Customer Service ROCK STAR must have fire within. Fire gives ENERGY to perform.

**WATER:** Customer Service ROCK STAR must be like water. Water reflects FLEXIBILITY.

**AIR:** Air reflects ENVIRONMENT. Customer Service ROCK STAR must surround himself/herself with Positive and growing environment where he/she can grow more.

**EARTH:** Earth reflect GROUND to Paly. Customer ROCK STAR play hard on ground to deliver Results.

**SKY:** Customer Service ROCK STAR always Fly High and above the Sky.



# The six pillars of Customer Service





Exclusive Article by Ali Hassan

# Why govt did not announce EV policy in Finance Bill FY20

**Secretary Industries and Production Aamir Khawaja in the last week of June chaired an inter-ministerial on the formulation of a National Electric Vehicles Policy. Representatives of the Ministry of Climate Change and EDB were also present in the meeting**



For the last one month, Pakistan's auto sector has been waiting for final announcement of electric vehicles, electric bikes, electric three wheelers, electric LCVs and electric HCVs policy.

Some auto assemblers are creating confusion for the government that hybrid cars also fall in electric vehicle category. But here we are talking about full original electric vehicles based on batteries and motors and not engines.

However, the government had not touched Electric Vehicle issue in the Budget 2019-2020 as it was planned to be taken as a different subject. In a bid to settle the dust, Prime Minister's Adviser on Commerce Abdul Razak Dawood said the electric vehicle (EV) policy would be formulated in consultation with the stakeholders and

it would be aligned with the current auto policy.

The policy would incorporate global and regional best practices, growth of the EVs and the environmental concerns would be addressed properly.

Secretary Industries and Production Aamir Khawaja in the last week of June chaired an inter-ministerial on the formulation of a National Electric Vehicles Policy. Representatives of the Ministry of Climate Change and EDB were also present in the meeting.

Pakistan must pursue an EVs policy that addresses environmental concerns, allows economic adjustments and leads to efficient and competitive EVs market in the country besides controlling emissions for better environment.

In Pakistan, girls have also started using two wheelers and the new innovative full electric scooters are best option for our new users especially girls. However,

creating any bureaucratic hurdles for EV promotions does not augur well for the entire nation.

Chairman Association of Pakistan Motorcycle Assemblers (APMA) and Pakistan Electric Vehicles Manufacturers Association (PEVMA), Mohammad Sabir Sheikh said many bike assemblers are ready to start production of electric bikes immediately but have been waiting for a reliable policy from the federal government.

He said consumers' preference is changing fast as they believe in saving amid rising cost of living triggered by burgeoning food inflation and utility bills. As a result, economies are changing owing to growth in emerging markets and in technology development.

The auto sector of the world is rapidly working on electric vehicles and self driving vehicles to get rid of fossil fuel vehicles in less than one decade of time,



he said.

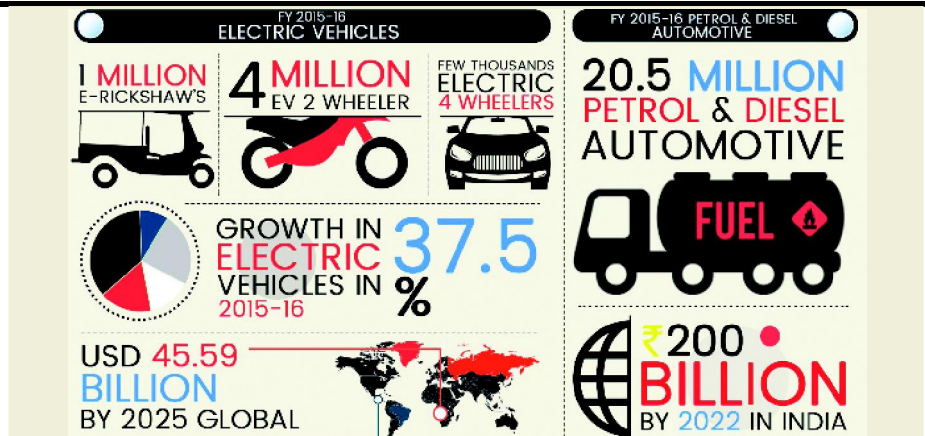
Competition among auto assemblers are getting intensified as vehicle makers are trying to take edge over each other in introducing innovative electric vehicles which will bring automotive revolution thus benefiting consumers mainly, he said.

Sabir said Prime Minister Imran Khan's ambitious statement on electric vehicles penetration in coming years is healthy sign for the new entrants who have taken the plunge in Japanese dominated market under Auto Policy 2016-2021.

If the vision of Prime Minister on shifting market dynamics towards electric vehicles from fossil fuel vehicles is implemented without any bureaucratic hurdles – the transport and energy sectors will get major benefit, Sabir hoped.

However, market analysts believe that the additional or surplus energy generated for electric vehicle charging (assuming imports of electric vehicles are permitted at negligible duties as no local manufacturing exists presently) leads to an increase in green house gas (GHG) emissions in the energy sector and a decrease from less fossil fuel consumption in the transport sector. The real catch is to strike the right balance of the number of vehicles (with ideal technical specifications) to zero the differential of GHG emissions from the two sectors of energy and transport.

Such studies are synonymous to emerging green technologies globally and for Pakistan this should be the first step before embarking on opening the transport market to an alternative. Countries where such studies have been conducted are developed or developing with availability of government financial assistance and an end-user incentive



program, the analysts believe.

For Pakistan, with national exchequer on its knees and the underperforming industrial and investment sector, sourcing debt and no real work on GHG emission mitigation, the introduction of a new transport specie might just be a political jab or a whisper in the wind without actual scientific planning and implementation.

Sabir Sheikh feared that PM's mission for electric vehicles may face a serious challenge from the existing car and bike assemblers as well as from the transport mafia.

He said before setting up a full-fledged electric vehicle assembly plant, the new investors or entrants would definitely import electric vehicles to test the consumers' response.

However, uncertain rupee-dollar parity is a serious threat as this would not only increase the project cost but also cost of import for electric vehicles and its parts and accessories.

He said the project cost of many new entrants have already soared after a massive devaluation of the rupee against the dollar from July 1, 2018 when one dollar was equal to Rs 110 as compared to current rate of Rs 157 in open and

interbank market.

This has put additional burden in importing equipments and other imported items.

Sabir said currently there has been no charging infrastructure in the country while import duties are also high.

As electric vehicle policy is being finalized to fight against rising air pollution due to the carbon emissions from the combustion engines, Sabir said



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IG Sindh Syed Kaleem Imam held a meeting with APMA chief Mohammad Sabir Sheikh and other assemblers on June 18-2019



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adding the government needs to make serious efforts to curb vulnerable exchange rate which had already played havoc with the prices of locally assembled vehicles amid claim of higher localization levels.

The local automobile industry is reported to have opposed the proposal of electric vehicle policy. It involves the import of entirely built units (CBU) of electric vehicles in the country which, the domestic sector calls against the auto development policy 2016-21.

The localization will be profoundly affected due to the import of CBU units of these vehicles. Although 70 per cent of the components of the electric cars excluding the batteries and electric motors could be produced locally yet the government is formulating a policy that offers a reduction in the customs duties on the CBU and CKD units of electric vehicles.

By 2030, the government aims to achieve a 30 per cent market share in the sales of electric vehicles.

Talks between the government and stakeholders are already underway for the preparation and finalization of the national electric vehicle policy so that Pakistan could also become an exporter of electric vehicles.

On EV policy formulation, some auto assemblers said Pakistan needs to switch from diesel/petrol consuming vehicles to EVs that are environment friendly. The Government should take a holistic approach by banning old vehicles.

They said the Government should install charging station at first step and the government should encourage local assembly instead of import of EVs.

Some assemblers believe that the EVs should start with two/three wheelers. Localization should be preferred and only a calculated risk should be taken at this stage. The import by ten

companies was not supported since such companies mostly leave the market after availing benefits.

Assemblers reject the proposal of allowing 10 companies to import 20,000 EVs at concessionary rate of duty. In view of already announced incentives under ADP 2016-21 coupled with request by three to four new entrants for EV manufacturing, an alternate tariff structure, especially for four wheelers, is not advisable at this stage.

The Government may consider sales tax exemption, reduction in registration fee and waiver of annual renewal fee for EVs.

Non common parts of EVs with Fossil Fuel Vehicles to be incentivized for local assembly of EVs or local development of parts through R&D. Localization of lithium batteries and other parts specific to EVs should be targeted, assemblers said.

However, initially, concessionary import of only EV specific parts should be allowed whereas remaining parts which are being manufactured locally should not be allowed to be imported at concessionary rate as it is against the interest of already established local industry, they said.

The development of charging infrastructure must be focused on Public-Private partnership or by the Government at outlets of oil marketing companies.

The Government may consider conversion to EVs in phase-wise manner and separate policies should be prepared by EDB for two wheelers, rickshaws and loaders and other vehicles, they said.

The phase-wise introduction of EVs will enhance acceptability and facilitate development of local infrastructure for charging in parallel.

In order to reduce pollution, Ministry

of Climate Change may devise vehicle phase out plan to curb use of obsolete/older vehicles on national highways and motorways. The fuel consumption and emissions of new vehicles is lesser than obsolete vehicles. Similarly, the Plug-in Hybrid Electric Vehicles and pure Hybrid Vehicles etc. should also be encouraged through policy interventions to reduce fuel consumption.

Standardization of EV Specific Equipment is to be ensured. In order to ensure safety, vehicle regulations of UNECE's WP-29 related to EVs must be adopted.

The Government also needs to encourage preparation and training of workforce in EV specific technologies at universities and technical colleges' level.

EV manufacturing, import of machinery for EV specific parts manufacturing and export of EVs also need to be incentivized.

IG Sindh Syed Kaleem Imam held a meeting with APMA chief Mohammad Sabir Sheikh and other assemblers on June 18 for installation of tracking devices in motorcycles.

Sabir said the bike assemblers agreed to re-design their motorcycle security locks in accordance with the standard made by Pakistan Standard and Quality Control Authority (PSQCA). IG Kaleem asked the assemblers for installation of a tracking device to curb the menace of bike snatching.

The participants of the meeting also agreed that use of helmet and driving license are mandatory for the bike riders. All assemblers agreed to provide a helmet with new motorcycle sale. IG Sindh assured the participants for providing mobile teams for issuance of driving license at motorcycle market...

**IG Sindh Syed Kaleem Imam held a meeting with APMA chief Mohammad Sabir Sheikh and other assemblers on June 18 for installation of tracking devices in motorcycles. IG Sindh assured the participants for providing mobile teams for issuance of driving license at motorcycle market...**



# Suzuki launches 8th Generation Alto for Rs. 9.6 lakh in Pakistan



Pak Suzuki launched its locally manufactured passenger car which was previously introduced in the market back in April 2019 at the Pakistan Auto Show. The brand new 600cc car has a R-series engine, with a modern exterior and interior both. There are three variants of this Alto; Alto VX which is without AC, Alto VXR which is with AC and Alto VXL AGS which has AC and automatic transmission.

This is the first time for Suzuki to manufacture vehicles with engine displacements of up to 660 cc overseas. Using the same body and engine as the Alto currently sold in Japan, the model launched in Pakistan is being assembled

at Suzuki's Karachi plant. Before the launch of the new model, Suzuki used the same Alto body but with 800 cc to 1,000 cc engines.

The new Suzuki Alto is well equipped and has focused on enhancing its safety features, such as having Dual Front SRS Airbags, Anti-lock Braking System and keyless entry with immobilizer. Moreover, there are even more advanced features available for those willing to amp up their requirement of technology in the car such as power steering, electronic windows, electrically adjustable side view mirrors and touch screen multimedia.

Introductory price of the Pak Suzuki

Alto VX is for Rs.981,000, Alto VXR is for 1,083,000 and Alto VXL AGS is for 1,277,000. It was announced on Saturday that pre-booking will be done at Rs.500,000 and also chose 30 winners who will get the benefit of zero percent balance payment upon their pre-bookings before 15th of June.

It claims to be a fuel efficient car which has been launched in the place of the 800cc Mehran. The company is offering a three-year or 60,000km warranty. The new Alto will be displayed at over 165 Pak Suzuki dealerships in more than 95 cities nationwide.



# Pakistan Aerospace Council Hosts CERN Team

## Explores Pakistan Hi-Tech Manufacture sector for sourcing from Pakistan



Islamabad: June 15, 2019. Pakistan Aerospace Council (PAeC) in collaboration with National Centre of Physics (NCP) hosted a four member, senior team from European Organization for Nuclear Research (CERN) including their head of procurement Dr. Anders Unnervik, in Pakistan.

Mr. Imtiaz Rastgar, Founder of Pakistan Aerospace Council, visited CERN in October 2019 to present to them possibilities of sourcing from Pakistan's High Tech Cluster. As a result, a four member senior team from CERN visited Pakistan to interact with private high tech manufacturing industry. More than 25 high tech manufacturing companies from Pakistan Aerospace Council cluster attended the event, organized at National Centre for Physics, and gave presentations about their companies, products, skills and expertise. Some companies displayed their products in stalls which were highly appreciated by CERN and other industrialists.

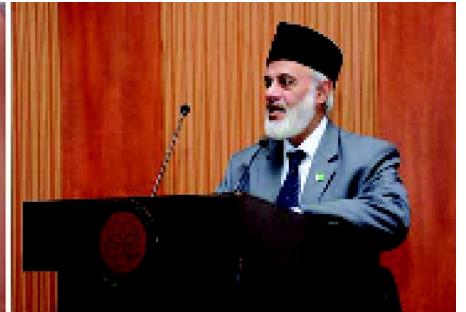
Dr. Andres Unnervik, Director Procurement at CERN gave a talk on, "Doing Business with CERN". In which he explained the whole process of procurement at CERN. He explained the future projects of CERN and the resources they require. He also explained the process of assigning projects to companies. Subsequently Dr. Francisco Sanchez Galan gave



presentation on the upcoming High Luminous-Large Hadron Collider (HL-LHC). He explained the timeline of the project and equipment being used there and what products and services will be required in future. He also answered the queries from the audience about CERN procurement process.

Dr. Haroon Javed Qureshi, President Pakistan Aerospace Council summed up the presentations of the Pakistani Private sector Industry with his talk, highlighting Pakistan's young, intelligent and innovative engineering workforce, supported by the number of excellent engineering universities, giving Pakistan the potential of becoming a leading knowledge based engineering, industrial hub, exporting high tech assemblies worldwide. Exporting Pakistani products to CERN is a unique opportunity, also for Pakistani high tech sector to participate in a prestigious project like CERN and work together with the world's leading scientists and engineers on the exciting possibilities emanating from CERN. Companies which start to make supplies can also use CERN logo, a great status for engineering companies.

CERN Team also spent two packed days at Lahore where they visited QadBros



Engineering on May 23, 2019, to review processes leading up to successful deliveries from that company. In Lahore the team also visited Pakistan Electron Ltd., (PEL) which produces power transformers and high tension equipment. AEDesign, next on the list, uses modern design tools for serving their, mainly, European Customers. They also manufacture light engineering products for their European customers under the name BECO.

Last visit of the day was to EMCO, who manufacture EHT insulators. The CERN team was impressed about quality as well as international standard production by all these companies and showed keen interest for future procurement possibilities in CERN projects.

Pakistan Aerospace Council (PAeC) is a platform of Pakistan's high-tech manufacturing industry, providing networking and business growth possibilities to its members as well as a window for customers and government bodies to discuss policy and technology issues.

For more information please visit our website [www.pakaero.com.pk](http://www.pakaero.com.pk)

Pakistan Aerospace Council



# FAW Free Service Campaign - 2019 (For FAW V2, X-PV & Carrier)



AL-HAJ FAW Motors Product Support Department has successfully completed a Nationwide 'FAW Free Service Campaign - 2019' for FAW V2, X-PV & Carrier in all the major cities at almost 20 x No's of '3S' dealerships.

The campaign was supervised by Chinese engineers, who had specially come from China to give confidence and trust to the local customers, and also technical support to dealership technical staff.

The main objective of this Free Service Campaign was to promote the Brand recognition and customer support and to build customer confidence in AL-HAJ FAW Motors as a caring company, its product and its vast Dealership network.

The other purpose is to obtain customers' direct feedback on FAW products performance and quality and their respective expectations from the company, also educate customers about the importance of proper maintenance of the vehicles from a franchised shop / Dealerships.

Through these type of activities we provide direct product / technical support and resolve customers' problems, also demonstrate FAW customers the methodology of AL-HAJ



FAW Motors that how they shall always be facilitated to receive caring services. These types of events demonstrate AL-HAJ FAW Motors "Customer Care" philosophy, also give dealers & Customers confidence that FAW & AL HAJ are here for good will and with full backup support.

During this activity we provided Free Service Check-up for FAW V2, Carrier & X-PV, Free vehicles check-up and Free Top wash, 10% discount on all parts (during service campaign only), Free Oil Filters, Distribution of giveaways to each customer & Surprise Gifts for lucky customers – through raffle draw at each dealership.

The Media plan of 'FAW Free Service Campaign - 2019' included placement of Newspaper Advertisement in Country's Leading Newspapers, Radio Stations and through Social Media (Facebook & WhatsApp groups). Banners were also displayed at each

participating dealership and their surrounding areas for awareness of the FAW Customers. In addition invitation letters and leaflets were also sent to customers by individual dealerships highlighting the features and schedule of the event.

The customers have appreciated and acknowledged AL-HAJ FAW Motors efforts to conduct such events, which shows their loyalty towards the product and their eagerness to provide best after sales support. Customers are very interested to participate in such "Service Clinics" every year, which enable them to be in direct contact with AL-HAJ FAW Motors, with the anticipation to receive prompt and accurate solutions to their concerns.

The success of FAW Free Service Campaign is the result of enthusiasm, dedication and teamwork of AL-HAJ FAW Motors and Dealers' staff & valued customers participation.





# Auto industry perturbed over move to revive used cars' import

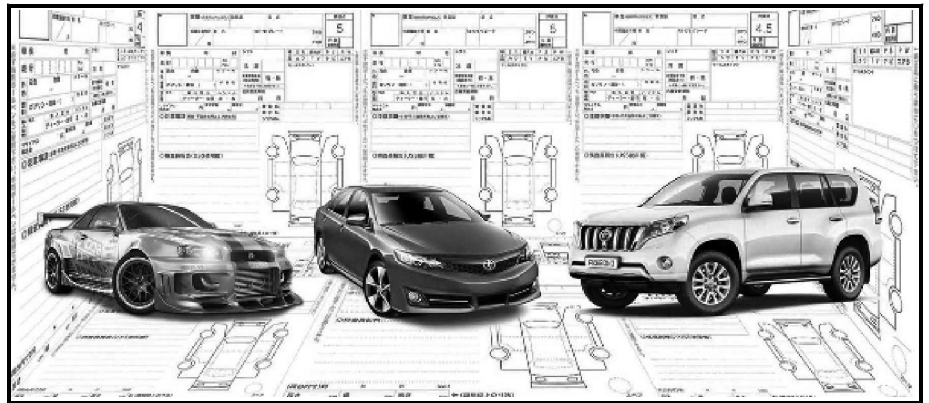
The country's local auto industry has expressed grave concerns over government's alleged intention to revive used car imports in the upcoming budget citing it as a revenue measure, well informed sources in Ministry of Industries and Production (MoI&P) told Business Recorder.

The surprising move came after used car importers lobby approached government and the tax authorities with an easy solution to plug revenue shortfall through import duty on used cars which went down after government recently issued SRO 52(I)2019.

The SRO was issued by the government after State Bank of Pakistan (SBP) reported that commercial importers and used car dealers are allegedly involved in importing over \$2 billion worth of junk vehicles through hundi/hawala every year in contravention of FATF/AML laws.

According to statistics available with the federal government, every year, commercial importers were importing over 70,000 used vehicles by abusing used car import policy meant for Overseas Pakistanis. Importers would buy fake passports/IDs of overseas Pakistanis to import vehicles and subsequently selling these used vehicles without paying any sales or income tax - essentially evading all taxes.

The sources further stated that SRO 52 has helped government to counter the menace of non-banked transactions made in import of used cars. Used cars had been identified as one of the biggest sectors involved in illegal transactions as most of the payments were made through hawala/hundi and illegal channels. The sources further stated that for the same reason, government has directed beneficiaries of gift and transfer schemes to deposit duties in dollar amount from their account through SRO-52 in January this year, adding that Pakistan has to comply with the 10-point action plan for Paris-based Financial Action Task Force (FATF) and one of the tasks is to take enforcement action against illegal Money or Value



Transfer Services (MVTs) since the import of used cars had been identified as one of the biggest sectors involved in illegal transactions.

Industry sources claim that the SRO resulted in massive savings of foreign exchange as illicit imports dropped significantly by up to 90% as importers found it difficult to comply with FATF/AML laws and document their transactions.

However, now used car import lobby used its "influence" to push the government to reconsider its decision and offered an easy solution for bridging revenue shortfall.

Former PAAPAM chairman Aamir Allawala expressed great concern at this move by the government terming it as extremely unfortunate and short sighted approach, if true.

He said Pakistan was the only automobile manufacturer out of 40 countries where used cars were being imported through misuse of gift and baggage scheme.

He said for every used car imported in Pakistan, local vendor industry loses 15 jobs and parts manufacturing business loses Rs 150,000 on average.

In a country like Pakistan with population of 220 million, we need industrialization to provide jobs and increase GDP. Auto Industry is called the mother of all industries as for every job created in auto industry, 10 jobs are created in allied industries," he added.

"Sectors like imported used cars do not

only hinder industrialization but result in flight of precious foreign reserves. Pakistan has imported more than 350,000 vehicles in the last decade at an average cost of \$12,000 to \$15,000 per vehicle," he reasoned.

A large fraction of this money was channelled through illegal means, denting local economy and discouraging investment. He praised government's steps to counter misuse of used cars schemes by issuing SRO 52 and demanded that the government should reject any pressure from used car importer mafia or temptation of revenue.

He said, "We wish that government will adhere to ensure predictable environment through consistent policies and will not deviate from its decision. We have already paid a heavy price due to inconsistent policies and deviations for example when the Government increased the age limit of used cars to 5 years and 7 global automakers shut down plants in Pakistan. Similarly, last amnesty scheme on smuggled vehicles resulted in a loss of Rs 43.728 million to national exchequer." Allawala argued that consistency of policy is even more important now when Government has successfully attracted some global players to invest and manufacture vehicles in Pakistan.

"The new entrants want the government to meet its pledges," he stated.

Courtesy: Business Recorder

## Atlas Honda Records a 31% Drop in Profits in FY2018-19

Atlas Honda Limited, one of the leading bike manufacturers in Pakistan, has announced its financial results for the year which ended on March 31st 2019. The motorcycle maker posted a profit of Rs 3.20 billion, showing a decline in profits by 31.20% as compared to a profit of Rs 4.66 billion last year.

The CD-70 maker posted a 7% growth in nets sales, reported at Rs 82.41 billion against Rs 77.47 billion in the previous year. The cost of sales of the company grew by 9.64% to Rs 75.85 billion as compared with Rs 69.18 billion which took the gross profit down by 21% to Rs 6.55 billion against Rs 8.29 billion in the corresponding period of the previous year.

With multiple price hikes during the year, the company showed a decline in profits likely due to the cost of sales as the depreciation of rupee against the US dollar increased cost of production parts and materials. Since steel is a major input in auto manufacturing, it is imported and its costs are sensitive to steel price volatility.

Moreover, the share of net profit of an Associate fell by 69%, which further dragged down the net earnings. The finance cost saw a minimal increase of 13.61% to Rs 25.81 million as it has been debt-free for seven years now and any finance costs it incurs are bank charges on transaction costs paid to banks for

collections from customers.

The company sold over 1,135,869 units showing a growth of 4.50% as compared with 1,087,105 units last year. CD-70 motorcycle, which is the highest selling model for ATLM, has faced tough competition from Chinese rivals in the market.

Urban demand is pushing sales for higher engines in the 125cc category. The company recently introduced CB 125F and CG 125 to rival other market players and to meet the rising demand in this category.

Yamaha was the first to launch its sporty 125cc bike in Pakistan. Later, Atlas Honda decided to enter the market segment as well.

Earnings per share of the company were stated at Rs. 31.03 against Rs 45.10. The company also announced a final Cash Dividend of Rs. 10 per share, i.e. 100% and a bonus issue of 20%.

In May last year, the motorcycle manufacturer announced plans to enhance its production capacity to 1.5 million units.

The country's economic situation remained fragile and slow. Concerns on the economic front continued to persist on the back of rising inflation and overall economic slowdown. Increase in sales of motorcycles has a direct relationship with population and GDP growth.

## Atlas Honda & DID Group Partner to Manufacture Motorcycle Chains in Pakistan

Japan's two automakers Atlas Honda and DID Group have come together to start making motorcycle chains in Pakistan. Both companies have signed a joint venture in this regard. The two acclaimed companies are determined to provide consistent quality, cost, and delivery services to motorcycle manufacturers in the country. The JV also intends to target the after-market suppliers by starting production of motorcycle chains. Note that the two companies, in November 2017, had also joined hands to start assembling motorcycle chains in Pakistan. But, there was no joint-venture agreement signed, and the

operations were carried out through a technical collaboration.

Both Atlas and DID Group have a reputation in manufacturing and marketing of auto products. While Atlas is considered as an authority in the country for production and marketing of motorcycles, DID Group is a renowned supplier of automotive technology and components to the world's leading automakers. It has a presence in various countries across the globe.

The venture will not only bring the two partner companies further closer, but it will also be a good omen to Pakistan's auto sector.

## Regal Automobile to launch Prince Pearl in Pakistan

According to company sources Regal Automobiles, assemblers of Prince Vehicles in Pakistan are opening booking of Pearl in July-2019.

Pearl will be available to the customers in September-2019 while price of the vehicles has not announced yet.

Company has been almost ready to produce and assemble this vehicle in Pakistan at the assembly plant in Lahore. Few units of the Prince Pearl 800cc hatchback car already reached to Lahore for test drive and marketing purpose as per available information, while Pearl will be available in 800cc and 1000cc engine capacity.

### Specifications:

Prince Pearl 800cc hatchback car  
796cc water-cooled  
EFI engine  
40 horsepower  
60 Nm torque  
Ground clearance: 145mm  
Turning radius: 4.5m  
Gross weight: 735 Kg  
Fuel Type: Petrol  
Steering Type: Rack and Pinion with Electric Motor  
Fuel tank capacity: 27L  
Mileage City: 22 KM/L  
Mileage on Highway: 25 KM/L  
Transmission Type: Manual and Auto  
Seating Capacity: 5 persons  
Top Speed: 120-130 KM/H  
Front Wheel-drive  
Brakes: Front: Discs, Rear: Drums  
Suspension: Front: McPherson independent; Rear: Coil Spring  
Tyres: 155/65R13 etc

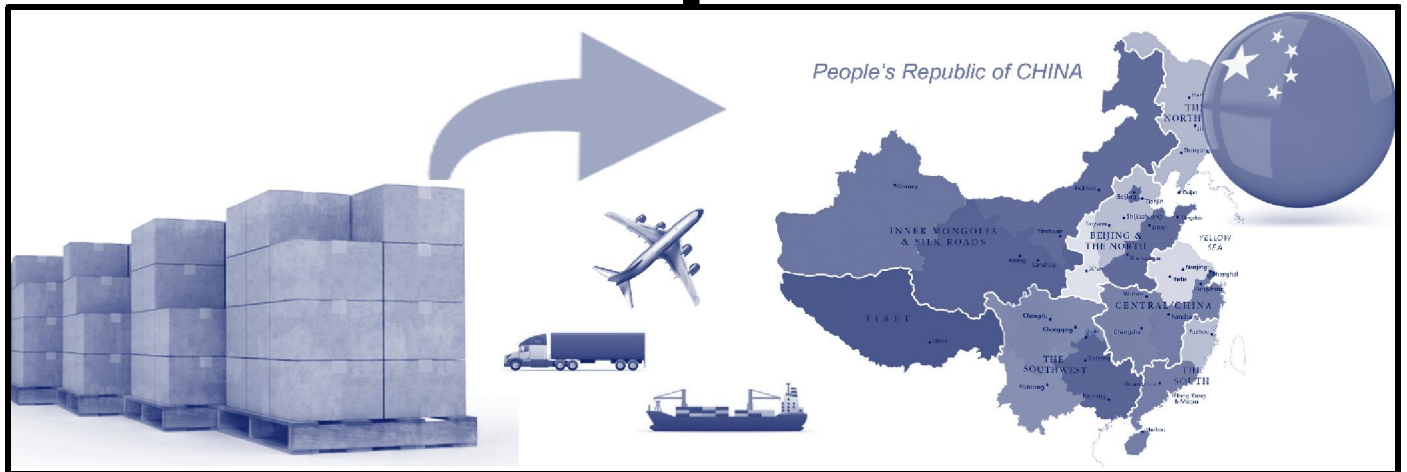
### About Regal Automobiles:

Regal Automobile Industries Limited (RAIL), country's third-largest bike assembler, has set up an assembly plant in Lahore with an investment over Rs800 million to produce light commercial vehicles and vans from April 2018.

The company has signed a technical collaboration agreement with China's DFSK Group to assemble vehicles under the name Prince.

The Ministry of Industries (MoI) earlier in February had awarded a manufacturing license to RAIL.

# FPCCI sets \$5b target for Pakistan's exports to China



After the second phase of China-Pakistan Free Trade Agreement (FTA), Pakistan's exports to China are expected to reach more than \$5 billion, said Federation of Pakistan Chambers of Commerce and Industry (FPCCI) Chairman Daroo Khan Achakzai, during the China-South Asia Cooperation Forum.

The 2019 South and Southeast Asia Commodity Expo and Investment Fair (SSACEIF) was held in Kunming, Yunnan Province from June 12 to 18. About 228 Pakistani exhibitors participated in the fair, which gathered most Pakistani businessmen among all kinds of exhibitions held in China every year.

Same tariff level as ASEAN

On one hand, Pakistani exhibitors actively promote their products to China, and on the other hand, the State Bank of Pakistan (SBP) has released its most recent statistics of Pakistan's exports to China, with volumes at \$1.48 billion in the first 10 months of this fiscal year, only \$15 million higher than its exports to the UK in the third place. Achakzai expressed his views on this.

Speaking at the China-South Asia Cooperation Forum, which was held at the same time with SSACEIF, Achakzai said, "By the FTA second phase, we hope that our exports to China will double, as 313 items are included in the FTA, equal to the ASEAN tariff. So, we hope that our yarn, sugar, more agricultural products and maybe leather products can be exported to China in greater volume, two times, three times more

than the last fiscal year."

In the last fiscal year, that is 2017-18, Pakistan's exports to China totalled \$1.74 billion. However, according to SBP, Pakistan's exports to the United States, its largest export destination in the first 10 months of this fiscal year, were \$3.367 billion. In other words, the Pakistani industrial and commercial sector, represented by Achakzai, had high expectations for the result of implementing the second phase of China-Pakistan FTA. Their export targets to China are not only likely to catch up, but also surpass that to the United States. "After the second phase of FTA, we hope that exports to China will be \$5 billion plus," Achakzai added. Export potential in agri-products may hit \$12b

In recent years, agriculture has gradually come under the spotlight in the economic and trade cooperation between China and Pakistan. At a meeting of the Shanghai Cooperation Organisation (SCO) summit in Bishkek on June 14, President Xi Jinping stressed that industrial parks and agriculture should be a new focus between the two sides, so as to expand and enrich the China-Pakistan Economic Corridor (CPEC). At the second Belt and Road Forum for International Cooperation, Pakistan's Prime Minister Imran Khan said China and Pakistan have been jointly entering the next stage of CPEC, and the two countries will put more emphasis on poverty reduction and agricultural cooperation.

Earlier, Minister for National Food Security and Research Sahibzada Mehboob Sultan said the government has enhanced allocation for the development of agriculture sector by 1,200% and has earmarked Rs12.5 billion in the federal budget for fiscal year 2019-20 compared to just Rs1 billion in the previous budget. In addition, 13 new agricultural projects will also be launched, including the support for crop yield, seed supply, and mechanisation of farms, while all previous governments neglected the agriculture sector.

"Pakistan also has a huge consumption of agricultural products at home. The government led by Imran Khan has announced the clean and green Pakistan campaign, which exempted agricultural machinery from tax for 10 years. We hope this will enhance the quality of our products and our GDP growth of the agricultural products will be also higher," Achakzai said.

Earlier, the Chinese media reported that the FPCCI was in contact with China's Kingeta International, who calls for soil amelioration, soil-friendly planting, and provides solutions for saline alkali soils in India. As early as 2017, Pakistani media reported that the FPCCI believes that if properly operated, Pakistan will earn \$12 billion a year from exports of agricultural products to China, which is almost seven times the current total of Pakistan's exports to China.

This article originally appeared on the China Economic Net



# AOTS JAPAN WORLD'S LARGEST HUMAN RESOURCE DEVELOPMENT ORGANIZATION

By Engr. IHT Farooqui Chairman Training & HRD Committee  
AOTS Alumni Society Karachi Regional Center

The Association for Overseas Technical Cooperation and Sustainable Partnership (AOTS) is a Japanese Organization for human resource development in developing countries. With its head quarters in Tokyo Japan. Since its inception in 1959, AOTS extended its assistance in imparting training in technical and professional fields to approximately 190,578 personal through technical programs in Japan, 201,966 personal through Overseas Training Programs and dispatched Experts approx 9,230. AOTS is a non profit organization and is a subsidy of a ministry of Government of Japan. AOTS offers following types of Trainings;

Main Programs Technical Program AOTS Plans and provides technical training program for engineers and technical managers for overseas companies mainly located at developing countries.

There are two types of training program in Japan where participants are invited through their regional alumni societies to Japan for training and overseas training program where lecturers and experts are dispatched to overseas countries for Conducting training at their work places..

## **Technical Training**

The Technical Training is made up of General Orientation Course held at AOTS Training Center to teach about the Japanese Language, Culture and Society of Japan and specialized technical training to teach about unique techniques including outstanding Japanese Manufacturing Engineering at host companies in Japan. These courses are normally subsidize by AOTS.

## **Management Training**

For executives and managers, AOTS provides training program (basically two weeks program) combines lectures, study tours, group works and other elements. The themes of

the training include Business

Management, Production Management, Quality Management and Health Safety and Environment.

Expert Dispatch Program

Lecturer and Professional Experts are dispatched to developing Countries upon their request through local AOTS Alumni Societies to conduct specialized training program both in house and general. These programs are very useful for human resource development at production lines, or an entire factory or advise on establishing a management system locally to improve, quality, cost and delivery.

## **AEM-MITI Economic and Industrial Cooperation Committee**

**AOTS also conduct the following program**

### **For Universities.**

AOTS conduct specialized courses at Universities in ASEAN countries, through providing lectures, internship and job fairs. AOTS develops students who can be immediately effective in Japanese affiliated companies in overseas countries and establish system to promote obtaining employment in Overseas Japanese affiliated companies. Development of human resources who are involved in Infrastructure.

AOTS conduct training programs in Japan and ASEAN countries for key persons engaged in infrastructure projects in the ASEAN and those who are in charge of its design and engineering. These programs contribute to deepen their understanding Japan's high level technologies and developing high quality infrastructure in ASEAN countries through human development Program for companies which run business in ASEAN countries.

Using the technical capability of Japanese affiliated companies in ASEAN countries, AOTS conduct training program in the countries and accept experts from the countries for developing managerial-level and

engineering human resources of investee companies and counterparts including prospective counterparts.

The professionals who undergo either Technical and or Management training at Japan are motivated and encouraged by AOTS to form Alumni Societies at their parent country and normally are called AOTS Alumni Society (AAS) and they are registered society of AOTS Japan.

Overview of the AOTS Alumni Societies  
The AOTS Alumni Societies are non-profit private organizations voluntarily founded in various parts of the world by the participants of AOTS (including HIDA) training programs with the shared experience of training in Japan. Currently 71 Alumni Societies in 43 countries have been established, and are dedicated to the economic and industrial development of their own countries and to the enhancement of friendly relations with Japan and other countries through human resources development.

Today, the international community is expecting more of Japanese technical cooperation, and AOTS, as one of the largest private technical cooperation organizations in Japan, has to increase its organizational effectiveness by making the best use of its resources, as well as by developing and evaluating its programs consistently to meet the real needs of the developing countries.

The AOTS Alumni Societies are playing a valuable role in AOTS training programs as important local partners. AOTS cooperates with AOTS Alumni Society activities that meet the objectives of AOTS programs and contribute to heightening the recognition and development of AOTS activities. AOTS provides active support to the foundation of new AOTS Alumni Societies by AOTS (including HIDA) ex-participants. AOTS also encourages AOTS Alumni Societies in the same country to form National Federations to promote mutual cooperation.

## Activities of the AOTS Alumni Societies

### 1) Promotion of Friendship among the Members

- Get-together parties
- Factory tours
- Recreational programs, etc.

### 2) Organization of the Society

- Compiling Lists of Members
- Issuing newsletters
- Cooperating with AOTS Overseas Offices, JETRO and Japanese Government establishments abroad, etc.

### 3) Cultural and Social Activities

- Japanese language classes, Japanese language tests
- Pre-departure orientation for trainees
- Cultural lectures
- Voluntary social service activities, etc.

### 4) Human Resource Development and Promotion of Industry

- Collaborative activities between AOTS and the AOTS Alumni Societies (Recruiting and recommending candidates for AOTS training in Japan, lectures and management seminars by returned trainees and specialists dispatched by AOTS, etc.)

### 5) International Cooperation

- Arranging exchanges of trainees and experts with other Alumni Societies

(WNF Program)

- Participating in the Conventions of AOTS Alumni Societies and AOTS Alumni Societies' Regional Federation Conferences,
- Information sharing
- Invitation to AOTS (including HIDA) ex-participants to join their local AOTS Alumni Society

In Pakistan there are three active AOTS Alumni Societies, AAS Islamabad., AAS Lahore and AAS Karachi.

Through these three societies large number of technical personals specially from Pak Suzuki Motors, Indus Motors, Honda Atlas Motors, GNL, Hino Pak are already received training in AOTS and their parent companies in Japan. Karachi Regional Center (AASKRC) was established by a group of ex-trainees of ABK (Asia Bunka Kaikan) in 1959. Since last 60 years through an Executive Committee of well dedicated and committed team of Ex-AOTS trainees are voluntarily engaged in HR Development of Pakistani professionals.

As per AOTS policy to establish local training and HRD sections in overseas countries, AASKRC has established Local Training & HRD center in Karachi to conduct professional courses for Engineers, Students and Professionals of various fields on No Profit basis. These courses are conducted by highly

educated and industry experts usually from AOTS ex trainees.

AASKRC Training & HRD committee from time to time will announce different Technical and Management courses meeting the requirement of industries. To take maximum benefits from these courses the concern Organizations are encouraged to nominate maximum number of their engineers and managers These courses are normally conducted on weekends at centrally placed venues.

AASKRC can also conduct in house training facilities and specific consultancy services for you at your door steps in the fields of 5s, Six Sigma, Quality Improvements, Waste Control etc, through their local and Japanese experts.

For more details please contact:

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Engr. Abdul Majeed Sheikh



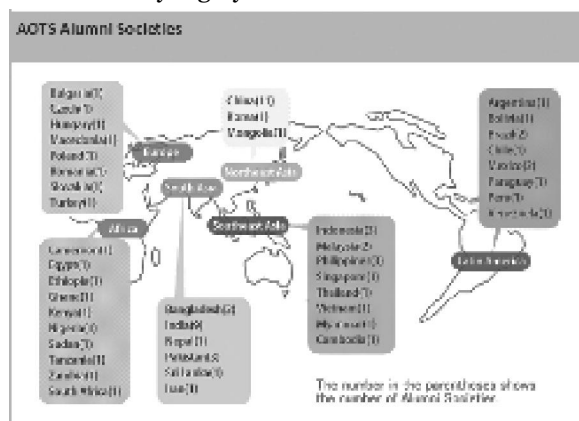
Engr. IHT Farooqui



AAS KRC



AOTS JAPAN



## Foreign Training Program 2020

AOTS Japan invites applications from qualified personal for two weeks trainings in Program for Quality Problem solving (PSQP) and Program on Quality Management starting from June 16, & Sept 04, 2019 respectively at Tokyo Kenshu Center, Japan.

Details are available at our face book group please scan the bar code to view

AAS KRC site. In case you want to join our group to receive updated information about Training in Japan kindly download the application form, complete it and send to us.

These applications should be submitted to AOTS Regional Societies for scrutiny purpose. Final selection is made by AOTS themselves.



# AASKRC TRAINING & HRD ACTIVITIES DURING 2019

## AN AWARENESS SESSION ON SIX SIGMA

An awareness session on Six Sigma conducted by Mr Ali Zulquarnain Asstt. Prof. Department of Industrial Engineering NED University of Engineering & Technology Karachi at Karachi Tools Dies and Moulds Center (KTDMC) on 19th Jan-2019



## FACTORY MANAGEMENT

A lecture on Factory Management was conducted by Mr Muhammad Akbar Khan former DMD at Adam Motors and former Director Production of Dewan Farooque Motors on 16th March 2019 at KTDMC Karachi . He is an ex trainee of AOTS.



## BUSINESS PLAN FOR ENGINEERS & TECHNICAL MANAGERS

At KTDMC on March 30,2019. Mr Farooqui is an ex trainee of AOTS.



## Volvo Penta Presents Electric Terminal Tractor

Volvo Penta converted the terminal tractor to fully electric using proven electromobility technology from Volvo's bus and truck applications.

Volvo Penta is presenting an electric terminal tractor featuring a Volvo Penta electric driveline at TOC Europe 2019, the trade show for port and terminal technology and operations, on June 18-20, 2019.

Volvo Penta converted the terminal tractor to fully electric using proven electromobility technology from Volvo's bus and truck applications.

"We strive for sustainable power solutions not only from an environmental standpoint but also from an economic one," says Peter Granqvist, CTO of Volvo Penta. "We are seeing that certain electric applications are reaching a point where they are providing a lower total cost of ownership than diesel engines. Material handling is a promising segment for electrification due to its high machine utilization and greater accessibility to charging. We therefore decided to create a proof of concept for this segment in order to implement market feedback into our development."

By fitting and optimizing an electric driveline for a proven terminal tractor, Volvo Penta has gained a deeper understanding of both the challenges



and opportunities in the installation process, which is paramount when designing driveline solutions for OEMs. "Our approach going forward in the development will centre around close collaboration with OEMs and operators; this is critical for success," adds Granqvist. "With deep application knowledge, our solutions will be fit for purpose and adapted to customer needs."

We take a full systems supplier approach, using our global aftermarket service network to take responsibility for the full system installation. This is how we will help our customers in the transition towards new, clean technology solutions."

Volvo Penta is leveraging the benefits

of Volvo's proven technology and competence in the field of electromobility, combined with a deep understanding of customer applications and needs. Earlier this year it was announced that Volvo Penta will develop the electric driveline in Austrian manufacturer Rosenbauer's first industrialized electric fire truck. The strategic partnership with one of the world's top manufacturers of fire-service vehicles followed the announcement that Volvo Penta is providing the propulsion system to Gothenburg's all-electric ferry. Both projects demonstrate important steps in the company's journey to offer electrified power solutions.

## Volvo Penta To Develop Electric Driveline For Rosenbauer Fire Truck

The launch of Rosenbauer's concept fire truck is scheduled for 2021

Volvo Penta has announced its first industrial OEM partnership in the area of electromobility with fire service vehicle manufacturer Rosenbauer.

Volvo Penta will develop the electric driveline in Rosenbauer's first electric fire truck, the concept fire truck (CFT), taking a system delivery approach. This strategic partnership follows the recent announcement that Volvo Penta is providing the propulsion system to Gothenburg's first all-electric ferry, and demonstrates an important step in the company's journey to offer electrified power solutions to both the industrial and marine segments by 2021. The launch of the concept fire truck is scheduled for 2021.



Dieter Siegel, CEO, Rosenbauer International, said: "Emission-free driving is a key feature of our concept fire truck. For this reason, I am very glad that the heart of the CFT, the electric driveline, will be provided by Volvo Penta. Thus, we are going to be the lead user of proven electromobility technology, today used in Volvo buses

and trucks. We have been cooperating with Volvo Penta for many years, which, as a pioneer, has started looking after pollutant reduction early and is putting a strong focus on electromobility."

Björn Ingemanson, president of Volvo Penta, said: "This partnership with Rosenbauer is the first of many as Volvo Penta expands its competence in the field, and builds an innovative electromobility platform for the future. Every day, Volvo Penta is taking steps forward in meeting the demands for cleaner, quieter and more efficient power solutions, both on land and at sea. We are excited to contribute to the Rosenbauer journey, bringing fire fighting trucks of the future to the market."



# Phoenix Battery Dealer's Iftar Dinner 2019 Country Wide





# 5 reasons why your next car should be an SUV

**Sport Utility Vehicles, or SUVs, boast the looks and features of a rough-terrain car but the modern-day version has swapped mountain trails for city streets. What's their appeal?**



## HYUNDAI

They are becoming a common sight on urban, suburban and country roads. What was once the design basis for military and industrial four-wheel drive vehicles has now become the car of choice for city and countryside dwellers. The modern-day SUV's reputation for stability, space, and safety is also complemented by eye-catching design and the peace of mind that it can handle whatever nature can throw at it.

### A short history of SUVs

The term "Sport Utility Vehicle" didn't come into popular use until the late 1980s with the most common models emerging since the mid-20th century referred to as four-wheel drives, or station wagons in the USA. Prototypes of sedan type bodies on off-road capable four-wheel drive chassis were developed as military vehicles before and during World War II.

Today, while they retain 4x4 drive and off-road features, SUVs have become the favourite of families, city slickers, rural and suburban drivers.

The SUV's attraction includes its high seating position and large towing capacity with the roominess of minivan. The traditional truck-based model is being overtaken in popularity by small SUVs and crossovers based on more common automobile platforms which are lighter and boast better fuel efficiency.

If you're in the market for a new car and are still unsure about the merits of the model, here are five reasons why your next car should be an SUV.

### 1. Popularity

The popularity of the SUV model has sky-rocketed in Europe. According to



Analyst firm LMC Automotive, 1.4 million small SUV cars were sold on the continent in 2017 with an increase of 400,000 sales expected in 2018.

Hyundai Motor's SUV family boasts four members. The All-New Hyundai Kona is building on Hyundai's SUV success of more than 1.4 million sales since the introduction of the first generation Santa Fe in 2001.

### 2. Enhanced four-wheel drive

Four-wheel drive generally refers to a vehicle's drivetrain which provides torque to all of its wheels simultaneously.

Hyundai's All-New Santa Fe features an advanced four-wheel drive system called HTRAC. It's designed to support drivers whatever the condition or surface such as snow or slippery roads and aids stability when cornering.

### 3. More space, more comfort

SUVs tend to be larger than other cars which is why they appeal to families. Inside they benefit from having lots of storage space, a large boot volume and room for passengers to stretch their legs. The raised seating position also enhances visibility. For those with larger families, the All-New Santa Fe is also available with seven seats.

For the first time in a Hyundai, the All-

New Santa Fe features a full head-up display (HUD) that projects relevant driving information such as speed, fuel level, and active safety alerts onto the windshield allowing the driver to keep their gaze fixed ahead on the road.

### 4. The family car

Bigger and more spacious, SUVs also offer stylish looks and are big on safety features. Their size and wide stance enhance stability on the road while they are built to handle all kinds of terrain and road conditions.

Hyundai's All-New Santa Fe boasts a range of innovative active safety features including Rear Occupant Alert and Safety Exit Assist. Other features include Forward Collision-Avoidance Assist and Rear Cross-Traffic Collision-Avoidance Assist.

### 5. Performance

Today, SUVs are as likely to be seen on busy urban streets as rustic tracks but it is their adaptability to different terrain and road conditions that makes them appealing to European car owners.

The New Hyundai Tucson includes Hyundai's in-house developed 7DCT transmission in a state-of-the-art gearbox providing smooth and seamless shifting quality. Together with modern suspension and engine technology, they maximise both performance and driving pleasure.



# Scooter, bike makers asked to draw up plan for electric vehicles

**India's central think-tank has asked scooter and motorbike manufacturers to draw up a plan to switch to electric vehicles, days after they publicly opposed the government's proposals saying they would disrupt the sector, two sources told Reuters**



Niti Aayog officials met with executives from companies including Bajaj Auto, Hero MotoCorp and TVS late on Friday, giving them two weeks to come up with the plan, according to one of the executives.

The think-tank, which is chaired by Prime Minister Narendra Modi and plays a key role in policymaking, had recommended that only electric models of scooters and motorbikes with engine capacity of more than 150cc must be sold from 2025, sources have told Reuters.

Automakers opposed the proposal and warned that a sudden transition, at a time when auto sales have slumped to a two-decade low, would cause market disruption and job losses.

India is one of the world's largest two wheeler markets with sales of more than 20 million scooters and motorbikes last year.

During Friday's meeting government officials argued that switching to EVs is of national importance so India does not miss out on the global drive towards

environmentally cleaner vehicles, one of sources said. But industry executives responded that a premature switch with no established supply chain, charging infrastructure or skilled labour in India, could result in India losing its leadership position in scooters and motorbikes, the second source said.

"There were clearly drawn out positions," said the source, adding there were "strong opinions" at the meeting. Bajaj, Hero and Niti Aayog did not respond to a request for comment, while TVS declined to comment.

## **ELECTRIFICATION**

Niti Aayog is working with several other ministries on the recommendations, which are part of an electrification effort to help India reduce its fuel import bill and curb pollution.

The proposal also includes incentives for local production of batteries, an increase ownership cost of gasoline cars and forming a policy to scrap old vehicles, according to records of government meetings seen by Reuters. The panel has also suggested measures

such as directing taxi aggregators like Uber and Ola to convert 40% of their fleets to electric by April 2026, Reuters has reported.

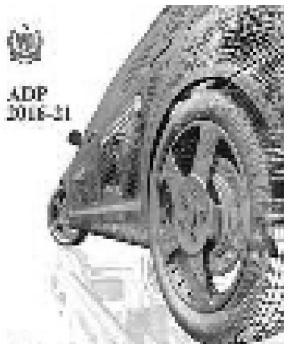
Executives from EV start-up Ather Energy, ride-sharing firm Ola and officials from the Society of Indian Automobile Manufacturers (SIAM), an industry trade body, also attended the meeting, the sources said.

The proposals are India's second attempt for a switch to EVs. In 2017 it proposed an ambitious plan mainly for electric cars but rowed back after facing resistance from car makers.

The current push could disrupt the market order for two-wheelers and open up avenues for local start-ups, analysts say. Scooter and bike start-ups like Ather, 22Motors and Okinawa are already making in-roads in India. "It is extremely critical that we make the transition to electric quickly lest we get wiped out by another global wave," Tarun Mehta, CEO and co-founder at Ather said.

# Bureaucracy 'seems least interested' in hiring EDB new head

**It is interesting to note that despite 24 years after its formation, the status of the EDB remains unclear as is evident from the establishment division's January 2019 letter rejecting the request for initiation of the hiring of its board.**



The federal bureaucracy is creating hurdles in the initiation of the process for hiring a new chief executive officer (CEO) of the Engineering Development Board (EDB), according to some members of its board of directors (BoD).

The ministry of industries and production had more than six months requested the Establishment Division to advertise the post of the EDB CEO to initiate the hiring process.

But the establishment division declined to oblige it, citing its office memorandum issued back in October 2014 that the EDB had not framed recruitment rules laying down the eligibility conditions for such an appointment. The memorandum says no recruitment can be made in the absence of approved [recruitment] rules.

'This is despite the fact that the same 'restriction on the appointment of the EDB CEO' or the 'absence of approved recruitment rules' had not deterred the government from filling the job in 2014, and advertising it again in 2017, or even before,' a disgruntled EDB director told leading daily news paper.

'It is just that when the bureaucracy does not want to implement something it brings out some archaic rules to throw at your face. The establishment division's objection is nothing more

than a ruse to block the hiring process for the job. Or why didn't they raise this objection in the past?', he asked.

The EDB was formed in October 1995 through a notification as part of the Board of Investment (BoI) to develop a long-term vision and policies for the development of the engineering sector, coordinate the government policies regarding the engineering industry, and develop a strategic plan to boost manufacturing and exports of engineering and capital goods from the country. However, the EDB has utterly failed in performing the job because of constant bureaucratic interventions and lack of successive governments' interest in the engineering industry.

The Shahid Khagan Abbasi government had reportedly disbanded the BoD because of poor performance. The board was reconstituted and revamped by the prime minister's adviser on industries, production and commerce, Mr Razzak Dawood, in last winter as part of a government plan to develop a vibrant domestic engineering and capital goods industry for boosting exports.

The new board of directors has already framed a strategic plan for the engineering industry but it cannot be implemented unless a new CEO is hired.

It is interesting to note that despite 24

years after its formation, the status of the EDB remains unclear as is evident from the establishment division's January 2019 letter rejecting the request for initiation of the hiring of its board.

It states that 'the status of the EDB is not clearly defined whether it is an autonomous body or attached department or subordinate office of the ministry of industries and production.

The EDB management cannot frame separate rules for its employees.' Further, the establishment division has advised the ministry to 'revisit the draft EDB employees' service rules framed in 2016 and revise them.

'The presence of a permanent CEO is of paramount importance for running the affairs of the EDB and execute the reforms and policies devised by the BoD for the development of the engineering and capital goods industry in the country for local market and boost exports,' another director told this reporter. Also, he added, the appointment of the CEO was also necessary for the resolution of various operational matters. 'But the problem is that some vested interests are working to fail the new revamped board because of selfish interests. This is very unfortunate.

Courtesy: Daily Dawn





### Need a relook at tax on hybrid vehicles in India: Toyota

TKM currently sells its Camry hybrid priced at Rs 37.50 lakh (ex-showroom Delhi). It is assembled at the company's Bidadi plant in Karnataka.

Hybrid vehicle sales in India are restricted by high taxation and unless it is reduced, volumes of such cars will remain low, a top official of Toyota Kirloskar Motor said. The company, which has been advocating technology agnostic approach towards popularisation of clean energy fuels, said under the current circumstances further investments on hybrid vehicles in India are not feasible.

"If we have to popularise hybrid technology in India we need to look at that taxation system," Toyo .. When asked if the current tax structure is discouraging Toyota from launching more hybrids in India, he said, "We want to bring, we have products (in Toyota's global portfolio) (but) at the moment taxation system is not favourable".

Toyota has maintained that while the future of eco-friendly mobility lies in electric vehicles, road towards full electric vehicles (EVs) will have to be bridged through hybrids which needs support from the government.

### Volkswagen wins copyright battle for Beetle in Europe

**Volkswagen Beetle's designer Erwin Komenda's daughter sought 5 million euros compensation from the automobile group claiming the new generation model used original car's design.**

Volkswagen Group has won the battle of copyright for its iconic car Beetle in Europe.

Daughter of car designer Erwin Komenda, who helped in styling the Volkswagen Beetle sought compensation amounting 5 million euros claiming the automaker used the original model's design in the new generation one as well.

She claimed her father's design or the car part played key role in the success of the iconic car over more than 70 years of production.

## Volkswagen, Ford Close to Alliance on EV's, AV's

Volkswagen Group is close to an agreement with Ford Motor Company regarding cooperation between the two on electric vehicles and autonomous vehicles. The move would further deepen an alliance between the two formed around shared production of commercial vehicles.

News of furthering the alliance comes from Volkswagen Group CEO Herbert Diess, who said talks with Ford are "progressing well" and could be finalized very soon. Diess made the statement during prepared remarks at a gathering of the company's 500 most senior executives in Wolfsburg, Germany, reports Automotive News.

Facing a downturn in China-VW's largest sales market—and an uncertain trade environment, the company is keen on finding ways to boost its weakest market, the U.S.

People familiar with the talks say the

plan will likely include a Volkswagen investment into Ford's Argo AI, which is the automaker's autonomous driving unit. A Volkswagen investment would bring Argo AI into a similar league as Google's Waymo and General Motors' Cruise Automation unit.

An investment into Argo AI and deeper collaboration with Ford will likely boost VW's own valuation, another goal for the global automaker.

As automakers make the expensive transition to electrification and automation, rivalries have taken a backseat. Almost every major automaker has looked at some form of alliance or all-out merger in an effort to gain the economic scale necessary to invest substantially in both new technologies. Reports suggest an announcement from Volkswagen and Ford could come as soon as next month.

## Toyota plans for half of its vehicle sales to be electrified by 2025

Toyota doesn't want to be left behind in the race to EV dominance

Toyota is accelerating its electrified vehicle plan by five years, but it's still mainly focusing on hybrids rather than fully electric vehicles. Now, the Japanese automaker is hoping to have half of its vehicles sales be electrified in some way by 2025. That includes hydrogen cars, hybrid vehicles and EVs.

The company is working to secure a more abundant supply of batteries for its transition from gas to electric

vehicles. To accomplish this the company is partnering with two Chinese battery makers, BYD and Contemporary Amperex Technology. Toyota anticipates that a majority of its EV sales are going to come from China, according to Electrek. Although, it's still trying to roll out a suite of EVs for the global market.

This news comes a day after the company announced that it's working with Subaru to develop electric SUVs.

## Olectra-BYD to set up second electric bus plant in North India

Olectra-BYD, a Hyderabad headquartered electric bus maker is actively scouting for land in north India to set up its second greenfield electric bus plant by 2021, a top company official said. The decision comes after it failed to formalize a deal with Karnataka government.

"Our aim is to supply buses at least possible rates. So, to cater the markets of north India and to save the transportation cost we will definitely start one plant in this region in the next three years," N Naga Satyam, Executive

Director (ED) – Olectra Greentech told ETAuto.

Olectra-BYD, which is a joint venture between Indian Olectra Greentech and China's BYD Auto Industry Company, had earlier planned to set up its production facility in Bidur, Karnataka.

However, in the absence of clearances from the state government, the company dropped its plan to go ahead with the project. "We do not want to start Karnataka plant as of now as we need to optimise the manufacturing at Hyderabad itself," added Satyam.

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# Car / Light Vehicle Price List

## SUZUKI

Model	Ex Factory	Filer
New Alto 660CC VX	Rs. 999,000	
New Alto 660CC VXR	Rs. 1,101,000	
New Alto 660CC VXL AGS	Rs. 1,295,000	
WAGON-R VXR 1000cc Euro II	Rs. 1,264,000	
WAGON-R VXL 1000cc Euro II	Rs. 1,344,000	
SUZUKI SWIFT 1.3L DLX MT	Rs. 1,585,000	
SUZUKI SWIFT 1.3L Automatic	Rs. 1,721,000	
CULTUS VXR MT 1000cc	Rs. 1,440,000	
CULTUS VXL MT 1000cc	Rs. 1,551,000	
CULTUS VXL AGS 1000cc	Rs. 1,668,000	
BOLAN VX 80cc EURO II	Rs. 874,000	
BOLAN CARGO	Rs. 840,000	
RAVI PICK-UP STD 800cc E2	Rs. 796,000	
SUZUKI MEGA CARRY 1.5 MT	Rs. 1,299,000	
SUZUKI CIAZ (A/T) 1400cc	Rs. 2,300,000	
SUZUKI CIAZ (M/T) 1400cc	Rs. 2,160,000	
JIMMY 1328cc JLSX MT	Rs. 2,493,000	
APV 1.5L GLX MT (Petrol)	Rs. 3,140,000	



## TOYOTA COROLLA

Model	Price
XLI VVT-i 1.3L M/T	Rs. 2,114,000
XLI VVT-i 1.3L A/T	Rs. 2,189,000
GLI VVT-i 1.3L M/T	Rs. 2,369,000
GLI VVT-i 1.3 A/T	Rs. 2,444,000
ALTIS 1.6L Dual VVT-i A/T	Rs. 2,679,000
ALTIS 1.8L Dual VVT-i A/T	Rs. 3,210,500
Corolla Altis M/T SR 1.8L (Grande CVT)	Rs. 3,265,000
Corolla Altis A/T SR 1.8L (Grande CVT)	Rs. 3,414,000
FORTUNER A/T 4x2 2694CC Petrol	Rs. 7,307,800

## HONDA

Model	Price
Honda BR-V i-VTEC 1500cc MT	Rs. 2,589,000
Honda BR-V i-VTEC 1500cc CVT	Rs. 2,784,000
Honda BR-V-S i-VTEC 1500cc CVT	Rs. 2,919,000
Honda Civic i-VTEC 1800cc	Rs. 3,599,000
Honda Civic i-VTEC 1800cc Oriol	Rs. 3,824,000
Honda Civic RS Turbo 1500cc	Rs. 4,199,000
Honda City 1.3L Manual	Rs. 2,179,000
Honda City 1.3L Automatic	Rs. 2,379,000
Honda City 1.5L Manual	Rs. 2,239,000
Honda City 1.5L Automatic	Rs. 2,379,000
Honda Aspire Manual 1.5L	Rs. 2,394,000
Honda Aspire Automatic	Rs. 2,554,000

## Toyota Hilux Pickup 4x2 s/c

Model	Price
Brand New Toyota Hilux Pickup, 4x2, 2494cc Single Cabin, White only, Hilux STD	Rs. 3,079,500

## Toyota Hilux Pickup D/C 4x4 (E)

Model	Price
Toyota HILUX 2494cc, Diesel Turbo Charger Common Rail Engine, 4x4 Double Cabin - Standard Model	Rs. 4,725,000

## PRINCE DFSK PAKISTAN

Model	Price
K01 997CC, 2700mm	Rs. 899,000
K07 997CC, 6 Seater, AC/PS/PW	Rs.1,099,000
K07 997CC, 6 Seater, without	Rs.1,049,000
K0711 997CC, 6 Seater, 2019	Rs.1,125,000
C37 1500CC, 11 Seater,without AC	Rs.1,660,000
C37 1500CC, 11 Seater,AC/PS/PW	Rs.1,770,000
Prince Gloy 330 1499cc M/T	Rs.1,850,000
Prince Gloy 370 1499cc M/T	Rs.2,150,000
Prince Gloy 580T 1499cc A/T	Rs.3,450,000

## TOYOTA REVO

Model & Price
Revo G M/T 1GD-FTV 2755cc 4,865,000
Revo V A/T 1GD-FTV 2755cc 5,095,000

## FAW MOTORS

Model	Price
FAW Carrier DL 1000cc	Rs. 994,000
FAW Carrier 1000cc STD	Rs. 1,104,000
FAW Carrier 1000cc (Flat Bed)	Rs. 1,004,000
FAW XPV 1000cc Std	Rs. 1,114,000
FAW XPV-Dual A/C	Rs. 1,174,000
FAW XPV-Dual A/C PE (Power Edition)	Rs. 1,214,000
FAW V2 1300cc M/T Local Assembled	Rs. 1,389,000





## What Toyota's next EVs will look like

Toyota Motor Corp. had an electric vehicle plan. And now it has the cars. Japan's biggest carmaker, seeking to shed its image as an EV laggard, has pulled the veil on six edgy concepts that foreshadow a wave of battery-powered Toyota vehicles arriving before 2025. Key elements of Toyota's new EV family look, called EV-e, include long wheelbases, spacious interiors, camera mirrors and ventilated front corners with automated driving sensors. While the company just has sculpted models for now, don't be surprised if future cars use plastics strategically throughout those new vehicles.

Designers have been working on this visual language since 2016, global design chief Simon Humphries told Automotive News on the sidelines of the company's EV strategy briefing this month. Automotive News is a sister publication of Plastics News.

"These are new ways to try to find an identity for this," Humphries said of the EV lineup's look.

The display of life-sized clay concepts, in earthy gold and bronze hues, is the clearest sign yet of what Toyota envisions for the more than 10 EVs it plans to launch in the early 2020s. Some of those vehicles, such as the electric C-HR subcompact crossover going on sale next year in China, will be battery-powered versions of existing nameplates.

But Toyota plans a host of other EVs that will ride on a newly developed dedicated EV platform called e-TNGA, a play on the company's Toyota New Global Architecture modular platform that the carmaker has been rolling out in recent years.

The new EV platform will be able to accommodate everything from a three-row SUV or a sporty sedan to a small crossover or a boxy compact, Humphries said.

Toyota's styling today, called "under priority," uses a big, low grille for a more planted look.

The new face, called the "interlock grille," tries to mesh the upper and lower elements.

## Ford and 13 Companies Who Lost Over \$1 Billion to Trump's Trade War

The economy czar of the People's Republic of China will visit Washington, D.C. at the end of January to continue talks aimed at putting a halt to the ongoing trade war between China and the United States. And plenty of companies — in the United States and globally — are hoping an accord can be reached that will put an end to the tariffs each country has slapped on tens of billions of dollars of each other's goods. That's because, while consumers might not be feeling the pinch quite yet, major corporations definitely are.

Some of the largest companies in the world are facing increased costs in the tens of millions — even billions — of dollars. As margins get hit by increased costs up and down supply chains, major companies are seeing their bottom lines take a hit. This, in turn, sets them up for the difficult decision of either passing those costs along to consumers or eating the hit on their income statements and getting punished by the stock market. Here's a look at Ford and some of the other companies who are feeling these tariffs the most.

Ford Estimated Loss: \$1 billion  
Last year was a rough one for Ford, with its stock plunging a stunning 39 percent

over the course of 2018 as the company had to cut its full-year outlook in July due to waning sales in China. The automaker is also in the process of developing a restructuring plan that Morgan Stanley analysts estimate will result in 25,000 layoffs.

And on top of all that, tariffs on steel and aluminum have hit the company hard because, well, there's a lot of both those things in cars. CEO Jim Hackett said that the tariffs cost the car company \$1 billion in lost profits for 2018, reported Bloomberg.

Find Out: 16 Greatest Financial Mistakes You're Probably Making

General Motors

Estimated Loss: Over \$1 billion  
Speaking of major American automakers with plans to lay off a lot of people, General Motors announced its own restructuring plans — including 15,000 layoffs and multiple plant closures — in 2018. And, like Ford, at least part of the problem is the hefty price tag it's paying in tariffs on steel and aluminum. The company reported that tariffs had cost them \$300 million more in second-quarter 2018 than 2017, putting the 2018 cost at over \$1 billion.

## Maruti, Tata, Honda, Mahindra shut down production – Cars worth Rs 35k cr lying unsold

Liquidity crunch, slow job growth and weak buyer sentiment has had an adverse effect on passenger vehicle sales over the...Automakers in India are in the throes of deep despair. Two and four wheeler automakers are being faced with rising stocks and rising inventories due to a weak market sentiment which has been extending over the past 7 months. As per the latest census, at the start of June 2019, there are around half a million passenger vehicles worth \$ 5 billion (Rs.35,000 crores) lying unsold in company dealerships. In the two wheeler segment, this figure stands at 3 million units valued at \$2.5 billion (Rs.17,000 crores).

Maruti Suzuki plans a second round of shutdown from June 23-30 while Mahindra stated that its manufacturing unit, Mahindra Vehicle Manufacturers will have no production days from 5-13 days in the first quarter of 2019-20. The Tata Motors' Sanand plant was shut

from May 27 to June 3 while the production unit of Honda Cars India was shut down from June 5-8. Renault Nissan and Skoda Auto also plan another round of shut down from 4-10 days during June 2019 for scheduled maintenance.

This shutdown will reduce industry output by 20-25 percent during the May-June period which will put less pressure on company stockyards and dealerships. Hyundai Motors on the other hand has managed to show off better results, buoyed by the recently launched Venue. Though the company's domestic volumes dipped by 5.6 percent to 42,502 units in May 2019 as against 45,008 units sold in May 2018, the company made up in exports with volumes as high as 50.8 percent shipping 16,600 units in May 2019 as against 11,008 units in May 2019.

By Kamal Haider Part II

# Mission Marmot WINTER SURVIVAL HOW IT ALL BEGAN?



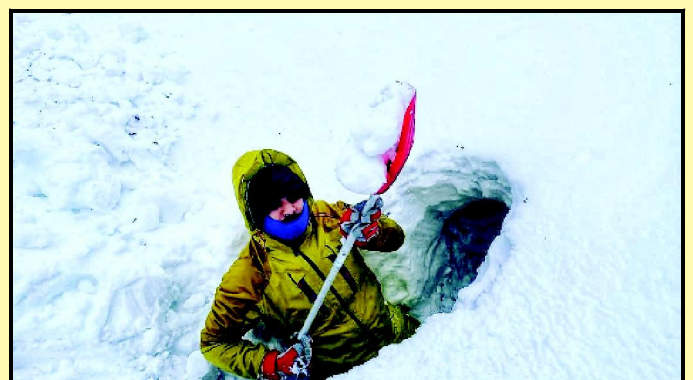
## Continued from June-2019 edition

Generally, 08 to 10 feet of snow is sufficient for making a snow cave, whereas we had 5 feet of snow. Ahmed told us that depth of snow is less for a proper cave. The lack of time was also a valid issue as we required at least 3 to 4 hours to prepare four persons' snow cave. So, he proposed to make an open snow TUB (basin) instead. We agreed. After a deep observation, we marked a specific place. Marking of excavation place is an important job. Hard work can be wasted if stones, rocks, roots or bushes may appear from inside the snow. We carried three shovels and ice-axes. Ahmed had made one of the

shovels with his own expertise. He took a removable, folding aluminum handle-grip from a spare imported school bag and fixed it with an S.S. Plate, already developed into a shovel shape. One can turn the folding handles easily and the sharp side edges of the shovel help while digging inside the cave. Lovely innovation by Ahmed.

Digging in the snow is quite hard. We understood that'd not be an easy and quick task to dig 4 to 5 feet of snow. Secondly, the flow of extra sweat courtesy the hard labour could be harmful to health in windy conditions, so before starting our dig, we removed our clothing layers because we didn't want to get too sweaty before settling into a new snowy home.

We started to dig a narrow slot just up to our shoulder width. We tried to excavate till the end of the land to know about the depth of snow conditions. After 5 feet of digging, the naked land appeared. It meant that we had to formulate the base at least 4.5 feet so that we may sit in the snow tub comfortably preparing the food and eating as well. After making an entrance, we moved towards front side gradually. Later, we worked on the right and left walls. It was digging into a square shape. After a short while, the sun went down with a promise of coming back again the next morning. What we had achieved so far was a tough job done quite well, but the surrounding darkness now made it look all dreadful. We decided to face





## Monthly AutoMark International

the ongoing situation with a comfortable body language. The LED torch was displayed over our foreheads. The fear was soon gone. A slight snow fall was going on as we worked. Luckily, it was not hard otherwise it could have got much difficult to dig the hard snow with the kind of ice-axe we had.

Finally, the team succeeded and now we had a snow tub after two hours and forty five minutes of hardwork.

What we had built was an 'emergency exposed shelter' due to our precious loss of time. Snow blocks could also be used to cover the open roof whereas we covered ours with a waterproof sheet for wind and snowfall protection. It was now time to go inside to get relief from the outside chilled atmosphere. Umair and Zahid immediately put all their luggage on sleeping mattresses. The thermal sleeping mattress maintains insulating layers between you and the ground while sleeping/sitting to keep the frozen earth at bay. Seemingly, snow is cold to touch, but it is the natural most insulating material in these micro climates which makes it very effective at containing heat in a walled space as piled up snow acts as a wind breaker. Therefore, the inside temperature was normal as compared to the outside area. This type of shelter is a lot better than sleeping totally exposed. The chilled wind can drop the temperature by 20 to 30 degrees (or more). However, we kept ourselves in a proper clothing layer with an additional down jacket+down hood and sat really close to each other in this snowy shelter to make use of the body heat.

Umair took the responsibility of dinner as usual. After a short while, the blue fire with the butane gas cartridge (Coleman brand) was flaming over a little stove. The butane gas is not frozen as LPG is at high altitude. It works even below -30 degrees easily. We carried

home-made cooked food and wanted to eat badly. But Umair decided to produce drinking water first because the whole process takes time. One can use ready to eat food without big fire. Fire saving is more important. You cannot survive without fire in the winter wilderness. He started to produce water with soft snow, which was extracted from inside the snow as it is comparatively better than upper side.

After dinner, we enjoyed a plate of delicious 'Petha Halwa' purchased from 'Butt Sweets'. Before going to snowy bed, all spare food was buried in the snow to keep ourselves away from the reach of wildlife like fox, wolf or even leopard as their sense of smell is very strong. The entrance was also covered with rucksacks and we also fixed a light on the roof side so that wildlife would not come near our snowy residence. Winter and extreme cold present exceptional survival challenges. After dinner, we had a lot of conversation on winter survival challenges. Taking a bit of time to learn things like how to put an effort in snow, what to do if you are stuck, how to make trail-breaking in deep snow and how to build shelter so these valuable skills can save your life through basic survival kit in cold wilderness. Therefore, a night stay in a room below -25 degree Celsius and a night stay in the wilderness, even at around 0 degree Celsius temperature cannot be compared with each other. In the end, we agreed that practice makes perfect. Sometimes, the specific checklist cannot be very helpful because we will never actually remember it in the real situation. So, this type of exercise is the best step to take because we can make better decisions no matter what scenario we face later on our adventures.

Almost every winter survival tip builds upon these concepts other than skills.

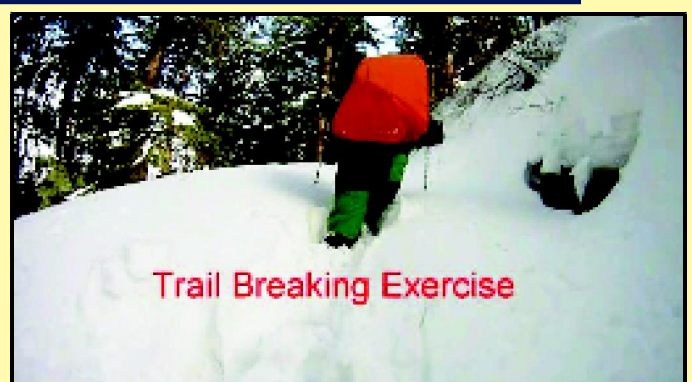
Exposure, wind and water are the major winter dangers. Exposed skin rushes heat loss, especially through wind and water on your skin makes you feel colder. So, proper clothing holds your body heat and layers give you better control over regulating body heat. This is why clothing layers are so important, even the removal of wet clothing is also important at the end of the trek. Our team carried the best package like base layer thermal suits, Parka suits, fleece & polyester T-shirt, down jacket with hood, down trousers, thermal or fleece trousers, down sleeping bags with outer waterproof shells, waterproof shoes & gloves, gaiter, balaclava, fleece caps, and all of this was packed in a polyethylene bag in our rucksacks.

Zahid interrupted again and questioned about Hypothermia, Frostbite and Dehydration during conversations. It was a good question because these are also the real competitor other than exposure, wind and water during winter survival. As Hypothermia is about our internal temperature dropping (below 95°F) which causes our vital systems to shut down because your body loses heat faster than it is producing. My lecture was quite fascinating to Ahmed and he agreed as well.

Whereas, frostbite is most likely to happen in body parts that are the furthest away from your heart, like fingers, toes, cheeks, ears and nose, which disturbs your external cells when the skin or body tissue is damaged from freezing temperatures, especially if you get chilled from sweat, rain, or submersion in cold water. I once had a little complaint about frostbite issue in my toes. Doctors highlighted this fact while getting a digital X-ray in Bajwa Hospital, Shahdrah.

**To be continued in next edition of Automark....**

**By Kamal Haider : Senior Mountaineer, Rider and Senior Member of Pakistan Bikers Club**



# IVECO makes a strong impression at the 'Italy to Pakistan' Trade Conference in Karachi

IVECO, a Global leader in on- and off-road transport, was one of the key participants of the "Italy to Pakistan" Conference, held in Karachi today. The event was organized by The Dawn Media Group with the support of the Italian Government with the aim of celebrating Italy's trade excellences and manufacturing presence in Pakistan.

At the conference IVECO highlighted its long-lasting relationship with Pakistan and presented the offering of IVECO Astra, its brand with strong Italian roots that specializes in heavy duty off-road vehicles for the most demanding construction and mining applications. IVECO Astra trucks can be a valuable asset for the China-Pakistan Economic Corridor (CPEC) and the dam construction projects as well as for the country's fast-changing logistics needs.

Speaking at the event, Filippo Biancofiore, IVECO Astra representative, explained: "Pakistan's truck business environment is changing fast due to CPEC and as a result, massive changes in infrastructure are taking place in Pakistan. The mining industry, with twelve active mines, is also developing with ongoing feasibility studies to explore opportunities for further salt, coal, iron ore, bauxite, oil & gas and gold mines. IVECO is in a perfect position to support the economic development process that Pakistan is undergoing with its product offering and professional dealer network."

IVECO has a long history of supporting Pakistan's transport industry with its full offering of commercial vehicles which dates back to the 1990s when it started supplying vehicles to a number of Government organizations. Today a running park of IVECO 400 vehicles are operating on the roads across the country. Its product offering is able to meet the country's fast-developing and evolving transport requirements.

The IVECO Trakker heavy-duty trucks, designed for construction, public works,



and other off-road missions, offer its customers a wide range of high productivity vehicles, with low operating costs. IVECO also has the perfect vehicle to support the construction of dams, which has been declared as another prime priority towards national development.

The IVECO Astra trucks are recognized worldwide for the capability to operate successfully in the worst difficult environments, in desert and mountain areas, assuring 24 hours a day higher productivity together with reliability and safety. In addition, the heavy-duty IVECO Stralis is the perfect vehicle for long-haul transport operators and will be able to help them make the most of the opportunities that will come with the CPEC. This vehicle is specifically designed to deliver the best reliability and efficiency with low Total Cost of Ownership in long-distance haulage.

IVECO Astra provides its customers across Pakistan with technical and maintenance service through its widespread dealer network. Pakistan Adam Motors, which had been serving as authorised IVECO Astra service and parts dealer since 2005, was appointed official distributor in 2015 operating with 4 sub-dealers (Sales, Spare Parts & Service Workshop). In 2017, IVECO extended its network to increase its coverage of the territory with the

appointment of a second distributor, Master Motor, which added a further 8 sub-dealers.

## IVECO

IVECO is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). IVECO designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, and vehicles for applications such as off-road missions.

The brand's wide range of products include the Daily, a vehicle that covers the 3.3 – 7.2 ton vehicle weight segment, the Eurocargo from 6 – 19 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, the IVECO Astra brand builds off-road trucks, rigid and articulated dumpers as well as special vehicles. For further information about IVECO:

[www.iveco.com](http://www.iveco.com)

For further information about IVECO:  
[www.iveco.com](http://www.iveco.com)

For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)

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**YOUR NEWS UPDATE**  
HEADLINES FROM AROUND THE GLOBE

## Toyota vice president's pay tops ¥1 billion



Executive compensation paid to Toyota Motor Corp. Executive Vice President Didier Leroy in fiscal 2018 surpassed ¥1 billion for the second straight year, according to the automaker's financial report.

In the year that ended in March 2019, Toyota paid ¥1,042 million to Leroy, up ¥16 million from the previous year, the report showed on Friday. This is the highest pay for any Toyota executive. Leroy from France joined Toyota in 1998 after working at French auto giant Renault SA.

In deciding the amount of compensation for Leroy, the automaker apparently took into account pay levels at major U.S. and European companies that are comparatively high, the need to get talented executives to stay at Toyota and the firm's solid earnings performance.

## Volvo names new China sales chief

Volvo, one of the few automakers to buck the market slide in China, has appointed a new sales head for the world's No. 1 market.

Qin Peiji will take over from Chen Lizhe as president of the brand's sales company for Greater China, the company said.

Qin, an auto sales veteran with more than 20 years' experience, joined the sales company in 2011.

Chen will become head of Volvo's Taiwan subsidiary after serving as the Swedish marque's greater China sales chief since 2016.

Both appointments will take effect on July 1, according to Volvo. Greater China comprises mainland China, Taiwan, Hong Kong and Macau.

In the first five months, Volvo bucked the downturn in mainland China's new-vehicle market -- its largest single market worldwide -- with local sales rising 9.5 percent to 54,503.

## Great Wall Motors Plans Rolling Out Its First SUV By 2022 In India

Great Wall Motors has reportedly approved 1.6 million USD for setting up local office for its Haval subsidiary in India. MG Motor India has huge plans for the domestic market and is debuting with the Hector premium SUV later this month. The British manufacturer has committed Rs. 5,000 crore for India and phase one consumed Rs. 2,300 crore with the second phase waiting to be finalised by the end of this year. The company has a 10-year strategy for local customers and is focussed on building the brand reputation in its initial stages rather than volume. The Chinese state-owned MG will see a fellow compatriot stepping in as Great Wall Motors is reportedly eyeing an investment of over

one billion USD in India. Reports suggest that Great Wall Motors has already approved the Indian operations and it will be headquartered in Gurgaon. The Haval subsidiary will enter India as part of GWM in the next three to five years and is planning to showcase its cars at the 2020 Auto Expo in Greater Noida.

India is projected to overtake Japan as the third biggest car market in the coming years as well. Location scouting for a production facility is also underway as Tamil Nadu considered to be the Detroit of India, Andhra Pradesh and Gujarat are in line with potential sites.

## 2020 Honda City To Get Diesel CVT and Hybrid Engine, Details

The all-new fifth generation Honda City is expected to launch in India in 2020 and will get a hybrid engine and diesel CVT Honda, the Japanese automaker is in the process to update the City sedan globally. The best selling product for Honda in India, City has been a poster boy for the brand for long now. We have reported about the all-new 2020 City before, with spy shots and details. Now new details have emerged online, pertaining to the gearbox, engine and launch details. The carmaker is testing the new City in Thailand and will make its global debut there only, with a possible launch in India during the Auto Expo 2020. This will be the fifth generation of the popular mid-size sedan and it is likely to get a long-awaited hybrid engine. Another addition to the new Honda City would be a CVT gearbox in the diesel engine, akin to the CVT in

petrol engine. Both the 1.5-litre iVTEC and iDTEC engines will be BS-VI compliant once launched in India. The current gen City produces 118bhp/175Nm and 99bhp/200Nm in petrol and diesel engines respectively.

As for the design, the City has been spotted multiple times wearing a production-ready body and will have a design inspired from the Accord sedan, which means the new City will be bigger in size, freeing up a lot of space inside the cabin. The sedan will also get a more squarish rear profile with a new bumper, redesigned tail-lights and tailgate, sloping roofline and roof-integrated spoiler. At the front will be a prominent front end with a large grille, a chrome treatment and newly developed angular headlamps with LED daytime running lights.

## Cambridge Toyota North plant rated best in the world

The award for the Cambridge plant by J.D. Power gives Toyota a total of 18. The Cambridge Toyota North plant has won an award for manufacturing quality by J.D. Power.

Toyota Cambridge received the platinum level rating by the auto industry firm researcher for its vehicle, the Corolla compact.

The award was based off a 2019 vehicle Initial Quality Study done on the number of defects, malfunctions and issues reported by consumers.

J.D. Power polled vehicle owners who purchased or leased a new car between November 2018 and February 2019, to find out which models had the least number of defects within 90 days of ownership.

This award is the third time that Toyota Motor Manufacturing Canada has won platinum and the fourth time they won two prizes in the same year.

The Cambridge south plant has also won bronze for its work in building the Lexus RX.

# Survey finds some of the most American cars in 2019 are mostly Japanese

- Honda builds seven of the 15 most American made cars in 2019 and Toyota builds two
- Fiat-Chrysler's Jeep Cherokee tops the list as the most American made car
- American automakers GM had four vehicles on the list and Ford had just one, the F-150 pickup



In the fever pitch surrounding U.S. trade negotiations, Cars.com's latest "American-Made Index" show's some of the most homegrown cars in the U.S. are built by Japanese manufacturers. Japanese automakers Honda and Toyota built nine of the top 15 models on the list, which ranks vehicles based on where they are assembled, the origin of a car's parts and the number of Americans a company employs in the U.S.

That's not to say that U.S. companies aren't building their cars in America — Fiat Chrysler's Jeep Cherokee took top marks as the most American made car manufactured this year. A title the company has now held for three years running. General Motors had four vehicles on the list, including the Camaro, and Ford had just one, the F-150.

Japanese automaker Honda had the most models on the list — seven — made at plants in Alabama and Ohio that included the Honda Odyssey Minivan, Ridgeline pickup truck and two models from its luxury brand Acura. Toyota had two vehicles on the list, the Toyota Avalon manufactured in Georgetown, Kentucky, and the Toyota Tundra built in San Antonio, Texas.

Ford's F-150 pickup fell out of the top ten this year dropping to number 13 due to lower domestic content.

Those numbers will likely change after the U.S.-Mexico-Canada Agreement is signed in November takes affect, due to higher wage stipulations and minimum percentage requirements of North American content for a car to avoid tariffs. Ford recently hired 500 new workers and invested \$1 billion into its

Chicago factories.

The percentage of passenger vehicles sold in America that are also built here has remained at a little over 50% for the past few years, according to the Michigan-based Center for Automotive Research. The number of car models assembled in the U.S. also held steady from the 2018 to the 2019 model years, with only a few models being discontinued.

President Donald Trump has threatened to impose tariffs on Japanese auto imports to the U.S., something Toyota Motor executives said showed the company's investments in the U.S. are "not welcomed" and that contributions from its American employees are "not valued."



# Corporate News - Glimpses



Al-Haj FAW Motors (Pvt) Ltd., and FINCA Micro Finance Bank signed MoU.  
FAW Car financing will now be even more easy for everyone with this collaboration.



Foton JW Auto Park (Pvt) Ltd. and FINCA Micro Finance Bank signed MoU.  
This marks yet another milestone, which will help individual customers get their JW Forland vehicles financed with ease and at comparatively lower rate of interest.  
Visit your nearest FINCA Micro Finance Bank branch for further details.





# Tyre Care and Knowledge



Vehicle maintenance standards and guide lines are elaborated in the Maintenance Manual supplied to customers along with the vehicle by Original Equipment Manufacturers. Authorized workshops are available for the routine or emergency trouble shootings of the vehicle.

A tyre (air container) is the only part of a vehicle which bears the load, speed, friction, wear, tear, heat, cold, snow, mud and wet weather. Tyre suffers in any case when a vehicle goes in trouble. Tyre itself can create many troubles if not taken care of itself by the owner/driver. Let us discuss the tyre from its usage, service, re-purchase and disposition of used tyres.

## TYRE SIZE DESIGNATION

P195/60R15 87S

-P = Passenger car tire

-195 = Approximate cross section width in millimeters

-60 = Aspect ratio (height to width)

-R = Radial construction

-15 = Rim diameter in inches

-87 = Load index

-S = Speed rating symbol (S= max. speed of 112 mph)

## MANUFACTURING DATE

The date of manufacture is embossed on every tyre produced by the tyre manufacturers. It is mandatory requirement and is implemented internationally.

-The pattern is of international Standard as per cited below:

-3417 means 34th week of 2017.

-4517 43109 : 45th Week of 2017 & Tyre serial number.

## INFLATION PRESSURE

It is the standard inflation required to maintain in a tyre. In Pakistan we use

pneumatic pressure in psi (Per Square Inch) for Tyre air pressure. The sticker on the pole of driving side door have been pasted on all vehicles to inform the air pressure to be maintained in each tyre.

If we put a high pressure in the tyres it will create high noise and jerks / hard feelings in driving. A low air pressure normally damages the tyre itself in longer runs.

## TOE IN - TOE OUT

**Toe** – in result when the front of the wheels are closer together than the rear of the wheels.

**Toe** – out is just the opposite.

## Static Imbalance:

Occurs when there is a heavy or light spot in the tyre. Static Imbalance result in a vibration felt through the car seat, floor and steering column.

## Dynamic Imbalance:

Occurs when there is a heavy or light spot on the side or off-center of the tyre

tread, side wall or wheel. Dynamic Imbalance result in an unstable ride or wheel shimmy.

## PURCHASING TYRE FOR REPLACEMENT IN VEHICLE

It is recommended that replacement of tyres to be made from the specification provided by the vehicle manufacturer. Change in rim size, aspect ratio, tread width and side wall dimension shall effect the vehicle performance and may lead to damages of axels, shock absorbers, chassis, side fenders and it also invalidate the vehicle warranty.

## Disposition of old tyres:

Generally we dispose off tyres to the dealer for resale as scrap. Scrap Tyres are used in making rubber bushes, furniture fillings, sole of shoes and it may be burnt as a fuel (Environmental Hazard).

## AGEING OF TYRES:

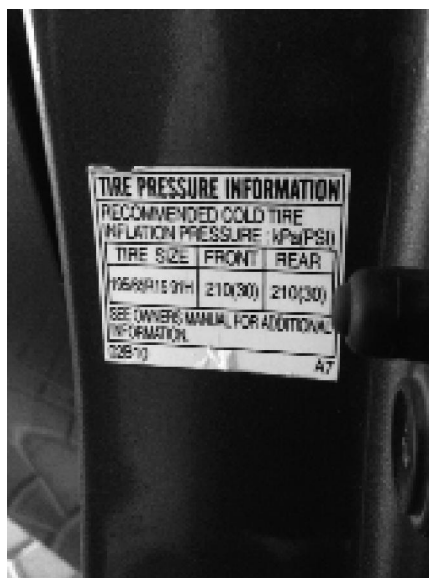
Age of tyre can be assessed from the manufacturing date, physical conditions may also define the time to replace the tyre. International Laws and regulations are available for tyre age. It ranges up to a maximum of Five years to allow the use of tyre. In few countries maximum tyre age is three years.

In certain special arrangement tyres can be stored in dark rooms with special wrappings for protection from heat, sunlight and oxygen.

However a shelf life has never crossed the time of more than three years before the fitment.

## About writer:

Syed Abid Raza  
Ex: Divisional Manager  
Quality Assurance &  
Head of HSE Department





# MADE IN PAKISTAN MOTORCYCLES RETAIL PRICE LIST

Sr./No.	Product & Model Name	Retail Price
1.	Honda CD-70	Rs. 72,500/=
2.	Honda CD Dream	Rs. 76,500/=
3.	United US 70	Rs. 50,500/=
4.	Road Prince Bullet	Rs. 50,500/=
5.	Road Prince 70cc	Rs. 41,000/=
6.	Unique UD-70	Rs. 52,000/=
7.	Super Power SP-70	Rs. 52,000/=
8.	Super Power Deluxe	Rs. 55,000/=
9.	Super Star SS-70	Rs. 52,000/=
10.	Hi-Speed SR-70	Rs. 52,000/=
11.	Ravi Premium R1	Rs. 52,000/=
12.	Ravi Hamsafar-70	Rs. 52,000/=

## 125/150/200cc Motorcycle

No.	Brand & Model Name	Retail Price
1.	Honda CG-125 STD	Rs. 120,000/=
2.	Honda CG-125F	Rs. 165,500/=
3.	Honda CG-125S	Rs. 142,500/=
4.	Honda CB-150F	Rs. 200,500/=
5.	United US-125 Euro 2	Rs. 77,000/=
6.	Road Prince 125cc	Rs. 67,000/=
7.	RP WEGO 150cc	Rs. 180,000/=
8.	Super Power SP 125cc	Rs. 69,000/=
9.	Super Power Archi 150cc	Rs. 140,000/=
10.	Super Power SP 200cc	Rs. 2,00,000/=
11.	Unique UD 125cc	Rs. 80,000/=
12.	Unique UD 150cc Crazer	Rs. 165,000/=
13.	Super Star SS-125	Rs. 73,000/=
14.	Super Star SS-125 DLX	Rs. 88,000/=
15.	Hi-Speed SR-125cc	Rs. 76,000/=
16.	Hi-Speed Infinity SR-150	Rs. 175,000/=
17.	Hi-Speed SR-200 Freedom	Rs. 220,000/=
18.	Metro MR-125 Regular	Rs. 67,000/=
19.	Ravi Piaggio Storm 125	Rs. 108,000/=
20.	Yamaha YBR-125Z	Rs. 127,500/=
21.	Yamaha YBR-125G (2018)	Rs. 149,500/=
22.	Yamaha YBR-125	Rs. 144,500/=
23.	Crown CR-125	Rs. 65,000/=
24.	Zxmco ZX-125-Euro II	Rs. 71,600/=
25.	Zxmco ZX-200cc	Rs. 2,45,000/=

Sr./No.	Product & Model Name	Retail Price
13.	Bionic AS-70	Rs. 45,500/=
14.	Crown CR-70	Rs. 52,000/=
15.	Metro Premier+ 70cc	Rs. 45,600/=
16.	Union Star	Rs. 44,000/=
17.	Ms Jaguar MS 70 (DREAM)	Rs. 43,800/=
18.	Zxmco ZX-70 Regular	Rs. 42,300/=
19.	Leader LD-70	Rs. 44,000/=

## 100cc/110cc Motorcycle

No.	Brand & Model Name	Retail Price
1.	Honda Pridor	Rs. 95,500/=
2.	United US-100 Euro 2	Rs. 50,000/=
3.	Road Prince 110cc	Rs. 48,500/=
4.	Unique UD-100	Rs. 80,000/=
5.	Super Power SP-100	Rs. 60,000/=
6.	Hi-Speed Classic SR-100	Rs. 51,000/=
7.	Hi-Speed Alpha SR 100	Rs. 90,000/=
8.	Super Star SS-100	Rs. 57,000/=
9.	Crown CR-100	Rs. 52,000/=
10.	Zxmco ZX-100-SS	Rs. 51,600/=

## Suzuki Motorcycle

No.	Product & Model Name	Retail Price
1.	GS-150 SE Euro-II	Rs. 183,000/=
2.	GD 110S Self Start	Rs. 158,000/=
3.	GS-150	Rs. 165,000/=
4.	NEW GR-150	Rs. 249,000/=
5.	Sprinter	Rs. 119,900/=
6.	Gixxer 150cc Blue	Rs. 549,000/=
7.	Gixxer Black/Red	Rs. 539,000/=

## Heavy Bikes

Sr./No.	Product & Model Name	Retail Price
1.	Inazuma GW 250	Rs. 599,000/=
2.	Intruder M800	Rs. 1,700,000/=
3.	Hayasuba GSX1300R	Rs. 2,600,000/=
4.	Bandit GSF650SA	Rs. 14,50,000/=
5.	Honda ADA CB250F	Rs. 6,40,000/=
6.	Super Power Sultan-250	Rs. 2,90,000/=

Prices updt July-2019



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