

Malaysia Autoshow 2024: MAS 2024 records 2,620 bookings, global OEMs showcase latest tech

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S&P Global Mobility perspective

Implications	The Malaysia Autoshow 2024, held at MAEPS in Selangor, marked the seventh iteration of the event this year. It was organized by the MARii, an agency under the MITI.
Outlook	MARii, the event's organizer, announced that the 2024 auto show potentially produced OEM sales amounting to 1.4 billion ringgit. It witnessed 2,620 vehicle bookings and 13,799 sales leads, and 15 MOUs and MOAs were signed among industry participants.

The Malaysia Autoshow 2024 (MAS 2024) concluded recently, running from May 21–26. The Malaysia Automotive Robotics and IoT Institute (MARii), the event's organizer, announced that the show potentially produced OEM sales amounting to 1.4 billion ringgit (US\$298.1 million). It witnessed 2,620 vehicle bookings and 13,799 sales leads, and 15 memorandums of understanding (MOUs) and memorandums of agreement (MOAs) were signed among industry participants, reports Bernama. The auto show broke records with 223,876 attendees, marking a 17% year-over-year growth. It facilitated 47 product launches, catering to both Malaysian and regional markets. Visitors enjoyed interactive test drives and a challenging 4×4 off-road track, allowing them to explore various car models' performance and features, with 6,263 test drives and rides recorded.

The event showcased a wide range of attractions, from concept vehicles to electric and internal combustion engine (ICE) vehicles, autonomous vehicle (AV) demonstrations, modified cars, classic automobiles, campervans, and military vehicles. Notably, electrified vehicle (xEV) models made up 50% of the vehicles displayed, reflecting the emphasis on greener and more efficient technologies in the country's National Automotive Policy (NAP) 2020 and New Industrial Master Plan 2030 (NIMP 2030). Several significant forums and summits, including the 50th Commemorative Malaysia-China Automotive Summit and the 13th Asian Automotive Environmental Forum (AAEF), were held alongside the auto show. These gatherings attracted international delegates, providing a global perspective on the evolving automotive landscape.

Key model launches

The MAS 2024 featured participation from several global automotive players such as Tesla, Stellantis NV, NETA Auto, Nissan, Smart Malaysia, and many more. Tesla showcased its Model 3 Performance and the Cybertruck, while Stellantis NV presented a lineup of vehicles across three brands after the successful launch of the Peugeot 408.

NETA Auto debuted its entire family of vehicles in Malaysia for the first time, with plans to introduce four main products and a sales target of 34,000 units in the next three years. Display included the NETA X, NETA V, NETA GT, and NETA S. Zhou Jiang, vice-president of NETA Auto, said, "Malaysia is one of our three core global markets. In the next three years, we plan to introduce four main products with a total sales target of 34,000 units. Our factory in Malaysia is set to start production in Quarter 1 2025, and we aim to open 50 sales outlets, creating approximately 3,000 jobs." Datuk SM Azli, executive director of Intro Synergy Sdn Bhd, the distributor of NETA in Malaysia, said, "We aim to reach 10,000 sales by 2025. The CKD plant in Chempong, scheduled to start production in Q1 2025, will allow us to offer locally assembled NETA models, ensuring quicker delivery and competitive pricing."

Smart Malaysia unveiled the all-new smart #3 SUV Coupe, tailored for the Malaysian market. Great Wall Motors (GWM) displayed the Tank 300 and Haval H6 HEV. Pre-sale bookings for these models have opened.

Chery showcased models from the Jaecoo, Omoda, and Jetour brands at the auto show. Display included the Omoda 5 and E5, Tiggo 7 Pro, Tiggo 8 Pro, and Tiggo 8 Pro e+. Its Jaecoo brand, first introduced in Malaysia in December

2023, signed agreements with 30 dedicated dealers in Malaysia to enhance its service network. These dealers will operate 35 dealerships across central, northern, southern, and eastern regions of Malaysia for the distribution and after-sales service of Jaecoo premium SUVs. The automaker will launch the J7 in the country soon and has also previewed the J6 at the auto show. The automaker debuted another brand, Jetour, at the motor show and plans to launch the Dashing and X70 Plus models in the second half of this year (see **Malaysia: May 24, 2024: Chery's Jetour makes Malaysian debut, to launch Dashing, X70 Plus in H2**).

Malaysia's largest automobile manufacturer Perodua unveiled its first electric vehicle (EV) prototype, the Myvi Conversion, at the MAS 2024 (see **Malaysia: May. 22, 2024: Malaysia Autoshow 2024: Perodua unveils new EV prototype**). The company expects to launch its first EV model by the end of 2025, priced between 50,000 ringgit and 100,000 ringgit. Another Malaysian automaker Proton unveiled its first all-new racing car since 2019, the Proton S70 R3, at the MAS 2024. Developed by R3 Motorsports, the car marks the brand's return to the S1K race. The car is an extension of Proton's racing legacy, with the company planning to campaign two units at the Sepang 1,000-km endurance race.



Perodua EV Prototype - Myvi Conversion
Image courtesy: Perodua

Nissan, through its official distributor in the country, Edaran Tan Chong Motor Sdn Bhd, showcased its e-POWER technology and confirmed plans to launch its first e-POWER model in the second half of this year. Khoo Cheng Pah, CEO of Edaran Tan Chong Motor, said, "As the first automotive brand to mass produce electric vehicles with the Nissan LEAF, a model which ETCM introduced back in 2013, we are ready to embark on the another step in electrifying mobility for Malaysians through e-POWER. The intelligent proposition of e-POWER combines the best attributes of different drive systems – the fun-to-drive characteristics of an EV, the freedom from never having to charge the car and the savings of an ultra-efficient petrol-powered vehicle. We are optimistic that Malaysians will come to the same conclusion when we launch our first e-POWER in the second half of this year." Other Nissan highlights at the show included the new Nissan Almera Turbo KURO (Black) Edition updated with sporty cosmetic touches along with factory-fitted Tomei aerokit and accessories, and an exclusive Glacial Grey body color. The automaker also displayed the Navara PRO-4X Ironman Edition and Serena Premium Highway Star MPV.

Outlook and implications

The MAS 2024, held at the Malaysia Agro Exposition Park Serdang (MAEPS) in Selangor, marked the seventh iteration of the event this year. It was organized by MARii, an agency under the Ministry of Investment, Trade and Industry (MITI). This auto show expanded the exhibition space to over 40,000 square meters, with 200 brands and exhibitors participating. This year's auto show was a resounding success, demonstrating the mounting interest and confidence in the Malaysian automotive industry. The event saw record-breaking attendance, which is a testament to the high demand for automotive products and technologies in the region. One of the key highlights of the event was the focus on greener and more efficient technologies. This aligns with the global shift toward sustainability, reflecting the industry's commitment to reducing its environmental impact. The emphasis on such technologies indicates that the Malaysian automotive industry is not only keeping pace with global trends but is also playing a part in driving these changes. After a gap of three years following the COVID-19 pandemic, the MAS marked its return in 2023 (see **Malaysia: May 8, 2023: Malaysia Autoshow 2023: Malaysia Autoshow marks return after three-year hiatus**).

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