



Motors

# SIME DARBY MOTORS

ONE OF THE WORLD'S LARGEST  
**BMW DEALERS**

A leading automotive player in Asia Pacific

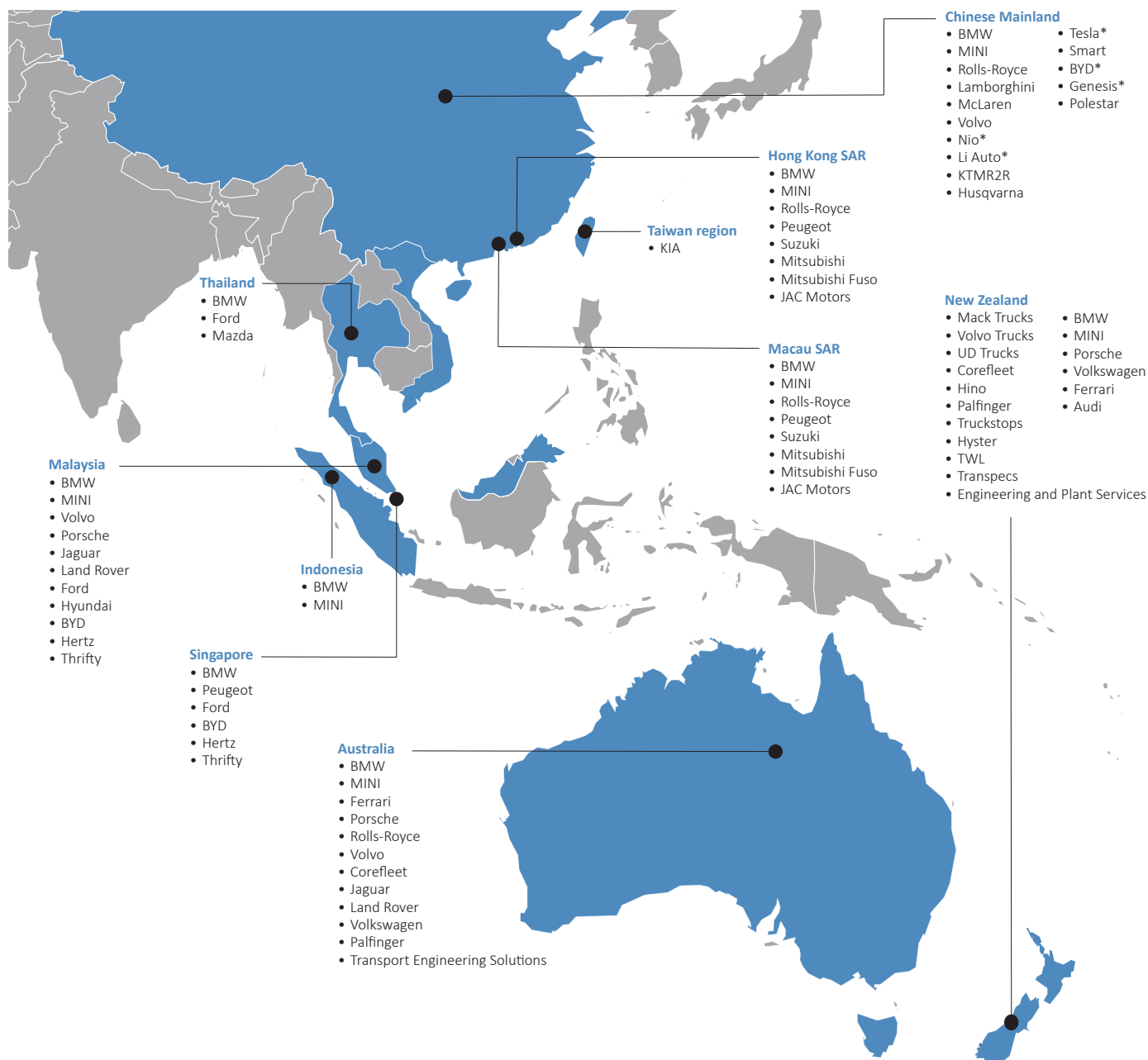
Visit [www.simedarbymotors.com](http://www.simedarbymotors.com)  
for more information





**Motors**

# SIME DARBY MOTORS



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

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

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

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

\*After-sales brand.

# RETAIL & ASSEMBLY

## Retail



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

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

## Assembly



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

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

Inokom's current capacity is 38,000 vehicles while SDAE's current capacity is 10,000 engines per annum. Both facilities are located in Padang Meha, Kulim, occupying 200 acres of freehold land. Utilising 56% of the site, the two plants have the potential to expand its production facility and is poised to meet increasing demand from the Asia Pacific region.

# DISTRIBUTION & IMPORT



Sime Darby Motors serves as a bridge between its principals and customers through its extensive network in the markets it operates in. Its first distribution business began more than 45 years ago through the distribution of BMW vehicles.

It now imports and distributes, among others, BMW, MINI, Rolls-Royce, Ford, Land Rover, Hyundai, Porsche, Suzuki and Mitsubishi passenger vehicles in the Asia Pacific region.

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



Motors

# BRANDS WE REPRESENT



Malaysia  
Chinese Mainland  
Singapore  
Thailand  
Hong Kong SAR  
Macau SAR  
New Zealand  
Australia  
Indonesia



Malaysia  
Chinese Mainland  
Hong Kong SAR  
Macau SAR  
Australia  
New Zealand  
Indonesia



Malaysia  
Australia



Malaysia  
Australia



Malaysia



Malaysia  
Singapore  
Thailand



Malaysia  
Australia  
New Zealand



Malaysia  
Australia  
Chinese Mainland  
New Zealand



Chinese Mainland



Hong Kong SAR  
Macau SAR



Chinese Mainland  
Hong Kong SAR  
Macau SAR  
Australia



Singapore  
Hong Kong SAR  
Macau SAR



Chinese Mainland



Hong Kong SAR  
Macau SAR



Thailand



Taiwan Region



Australia  
New Zealand



Australia  
New Zealand



New Zealand



Singapore  
Malaysia



Chinese Mainland



Chinese Mainland



Chinese Mainland



Chinese Mainland



Hong Kong SAR  
Macau SAR



New Zealand



New Zealand



New Zealand



Hong Kong SAR  
Macau SAR



Australia  
New Zealand



New Zealand



New Zealand



Malaysia  
Singapore



Malaysia  
Singapore

# EXECUTIVE LEADERSHIP



**ANDREW BASHAM**  
**MANAGING DIRECTOR, SIME DARBY MOTORS**  
**AGE 58, INDUSTRY EXPERIENCE 28 YEARS**

Andrew Basham joined Sime Darby Berhad in February 2018 with more than 28 years of extensive experience in management, business development and operations for leading brands in the automotive industry globally.

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



**SITI MARIAM AHMAD**  
**CHIEF FINANCIAL OFFICER, SIME DARBY MOTORS**  
**AGE 55, INDUSTRY EXPERIENCE 18 YEARS**

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

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



**DENNIS HO**  
**MANAGING DIRECTOR, ASSEMBLY AND STRATEGIC BUSINESSES**  
**AGE 57, INDUSTRY EXPERIENCE 31 YEARS**

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

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



**RAYMOND LEE**  
**MANAGING DIRECTOR, GREATER CHINA**  
**AGE 59, INDUSTRY EXPERIENCE 33 YEARS**

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

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



**PATRICK MCKENNA,**  
**MANAGING DIRECTOR, NEW ZEALAND**  
**DIRECTOR OF COMMERCIAL VEHICLES ASIA PACIFIC**  
**AGE 61, INDUSTRY EXPERIENCE 31 YEARS**

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

He is responsible for providing leadership and direction to the expanding New Zealand operations and the current and potential Commercial Vehicle, Transport and Fleet Leasing businesses in Australia and New Zealand including Palfinger, Corefleet and GTS.

# EXECUTIVE LEADERSHIP



**JEFFREY GAN**  
**MANAGING DIRECTOR, SOUTHEAST ASIA**  
**AGE 46, INDUSTRY EXPERIENCE 21 YEARS**

Jeffrey Gan has been with Sime Darby Group for over 15 years and has held multiple key positions in the organisation. Effective May 2023, Gan has been tasked with undertaking retail businesses in Singapore, Thailand, and other Southeast Asian markets in addition to his current portfolio as the Managing Director of Retail & Distribution in Malaysia, which he took on January, 2020.

In Malaysia, Gan is responsible for the overall business results for BMW, MINI, Motorrad, BMW Premium Selection, Jaguar, Land Rover, Volvo, Ford, Hyundai, BYD and Auto Selection under Sime Darby Motors flagship. He holds a Bachelor in Business Administration from University Utara Malaysia.



**MATTHEW WIESNER**  
**MANAGING DIRECTOR, RETAIL AUSTRALIA**  
**AGE 55, INDUSTRY EXPERIENCE 23 YEARS**

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

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

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



**ZAHIDAH AKMAL GHAZALI**  
**HEAD, PEOPLE EXPERIENCE, SIME DARBY MOTORS**  
**AGE 54, INDUSTRY EXPERIENCE 31 YEARS**

Zahidah Akmal Ghazali was appointed the Head of Human Resources, Sime Darby Motors in October 2015. She has 28 years of experience in full spectrum of human resource and industrial relations at strategic and operational level including 15 years in regional HR leadership roles.

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



**TEE TUAN JEAN**  
**CHIEF INFORMATION AND DIGITAL OFFICER (CIDO), SIME DARBY MOTORS**  
**AGE 51, INDUSTRY EXPERIENCE 27 YEARS**

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

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

# HISTORY

**1968**

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

**1979**

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

**1981**

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

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

**1982**

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

**1986**

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

**1987**

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

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

**1991**

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

**1994**

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

**1998**

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

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

**1999**

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

**2002**

Sime Darby Australia Ltd acquired the Corefleet business.

**2003**

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

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

**2004**

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

**2005**

Sime Darby Auto Italia Sdn Bhd awarded the exclusive franchise rights of the Alfa Romeo marque in Malaysia.

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

**2006**

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

**2009**

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

**2010**

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

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

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

**2011**

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

**2012**

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

**2013**

Inokom began assembly of Mazda vehicles for export to Thailand.

McLaren began operations in Shanghai and Malaysia.

**2014**

Sime Darby Motors acquired Brisbane BMW Group in Australia.

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

**2016**

Opened a new Porsche Parramatta Centre in Sydney, Australia.

**2018**

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

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

**2019**

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

Sime Darby Motors obtained its first electric vehicle marque with the opening of a Singulato Brand Experience Centre in China.

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

Sime Darby Motors acquired three dealerships in Sydney, Australia.

**2020**

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

Opened a new Volvo 4S dealership in Shenzhen, China. Acquired BMW 4S dealership in Tebrau, Johor Bahru.

Acquired Continental Cars BMW Wellington in December 2020.

**2021**

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

BMW Luxury Class Showroom in Macau commenced in March 2021.

**2022**

Inokom officially rolls out first locally assembled Porsche Cayenne, the first Porsche to be assembled outside of Europe.

Sime Darby Motors became a distributor of BYD in Malaysia.

**2023**

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

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

# AWARDS & ACHIEVEMENTS



## 2023

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

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

Sime Darby Kia won Excellence in EV Leadership Award.

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

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

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

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

Sime Darby Auto Bavaria received BMW Excellence Club Award.

sgCarMart Premium Dealer 2023 for Performance Premium Selection Limited and Sime Darby Auto Selection.

Electric SUV of the Year and most Improved Car of the Year for Vantage Automotive Limited at sgCarMart Annual Awards 2023.

## 2022

2022 Henry Ford Excellence Award and President's Award

BMW Dealer Excellent Award, BMW OCU Dealer Excellence Award, BMW i Dealer Award, BMW Customer Hero of the Year, BMW Region Special Contribution and BMW Best General Manager of the Year.

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

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

Carlist.my's People's & Editor's Choice Awards 2022 - Best 4x4 Lifestyle Pick-up Truck and Gold Award for Pick-up Truck of the Year.

Putra Aria Brand Awards 2022 - Automotive Category (Sime Darby Auto ConneXion).

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

Marketing Excellence Awards Singapore (MEA) and BMW best selling brand in Singapore for Performance Motors Limited.

Sime Darby Motors Thailand received three awards by Department of Labor Protection and Welfare, Ministry of Labor.

## 2021

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

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

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

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

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

## 2020

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

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

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

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

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

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

## 2019

sgCarMart Premium Dealer 2019 for Performance Premium Selection Limited.

The Hertz Asia Business Excellence Award for Hertz Malaysia.

Dealer of the Year – APAC for Rolls-Royce Hong Kong and Macau.

Service Dealer of the Year – APAC for Rolls-Royce Hong Kong and Macau.

Highest BMW 7 Series Growth Rate for Auto Bavaria Sungai Besi.

Hino Parts Department and Service Department of the Year for Hino Distributors Ltd/Truck Stops (NZ) Ltd.

BMW Asia Loyalty and Engagement Award for Performance Motors Limited.

BMW Asia MARKies Award 2019 for Performance Motors Limited.

## 2018

Ferrari Australasia Dealer of the Year Award 2017 for Ferrari New Zealand by Ferrari.

Golden Merchant Award 2017 for Kia Taiwan by the Chamber of Commerce, Taipei.

Gold Award at The International Convention On Quality Control Circles for Inokom Corporation Sdn Bhd.

Rolls-Royce Best Brand Management Dealer Group for Superluxury China.

World's Top Ferrari Showroom for Continental Cars Ferrari.