

MONTLY December 2023

Rs. 400

VOLUME 16 ISSUE 12

# AUTOMARK

Latest updates and  
e-magazine on

[www.automark.pk](http://www.automark.pk)

INTERNATIONAL REGD NO: MC-1330

PAKISTAN'S PREMIER MAGAZINE ON AUTOMOTIVE, ENGINEERING AND ELECTRIC VEHICLES



PANTHER  
برمنڈل کا سانچہ

L E V E L H E A U R H A I

*Baber Azam*  
BABER AZAM



#LevelHeAurHai





EVERY JOURNEY  
HAS A DESTINATION

موٹر سائیکل ٹائر  
مضبوط اور پائیدار  
گrip لاجواب



GERMAN TECHNOLOGY





SINCE 1924

ALL NEW

**MG4**  
ELECTRIC

# TAKE CHARGE



**BOOK YOURS TODAY**

## MG SIALKOT

14-KM, FAZAL ABAD,  
DASKA ROAD, SIALKOT

+92 312 6469964

## MG KHYBER

MAIN RING ROAD,  
PESHAWAR

+92 335 5951111

## MG LYALLPUR

P-70/A1, OFFICER COLONY I,  
EAST CANAL ROAD, FAISALABAD

+92 305 4733331

## MG CENTER

PLOT 3, K.M.C.H.S, MAIN  
SHAHRAH-E-FAISAL, KARACHI

+92 300 0459730

## MG CAPITAL

13K MOIZ CENTER, BHITTAI  
ROAD, F-7 MARKAZ, ISLAMABAD

+92 335 1111555

## MG LOUNGE

GROUND FLOOR, PACKAGES MALL,  
WALTON ROAD, LAHORE

+92 340 8404906

## MG CITY

126 E-1 MAIN BOULEVARD  
GULBERG 3, LAHORE

+92 309 1493893

## MG GUJRAT

OPPOSITE NAYYER MALL,  
GT ROAD GUJRAT

+92 321 5352529

## MG MULTAN

NEAR DAEWOO BUS  
TERMINAL KHANEWAL  
ROAD MULTAN

+92 300 0572573

UAN: 042-111-111-664

[www.mgmotors.com.pk](http://www.mgmotors.com.pk)

MG Motor Pakistan [mgmotorpakistan](https://www.instagram.com/mgmotorpakistan)



چلتی جائے ہمارا وعدہ



**MILLAT  
BATTERIES**



**Maintenance  
Free Battery**



**CEO MIPL**



**G.M Sales  
& Marketing**



**HOD Production**



**HOD QAQC**



**MIPL** Millat Industrial Products Limited.

49-Km, off Multan Road, Bahi Pharu (Kasur). Ph: 049-4540128, 4540528, 4540028  
Fax: 049-5440328, www.millatbatteries.com

ملت ٹریکٹری ذیلی کمپنی ملت بیٹریز



**WAGONR**  
BE PRACTICAL.

GET FREE REGISTRATION  
AND **Rs. 1,00,000**  
**EXCHANGE  
BONUS**  
ON EXCHANGING YOUR OLD CAR  
WITH A NEW WAGONR



**LIMITED TIME OFFER**

**AUTO**  
**GEAR SHIFT**

 **SUZUKI**

(021) 111-789-854  
[www.suzukipakistan.com](http://www.suzukipakistan.com)  
Facebook Instagram YouTube SuzukiPakistan







重庆市顺鸿进出口有限公司

CHONGQING SHUNHONG IMPORT&EXPORT CO.,LTD.

★ OEM 78CC ENGINE PARTS



★ ★ COMPLETE ENGINE



100CC



LOADER 150CC



LOADER 200CC



Chongqing ShunHong Import & Export Co.,Ltd.

E-MAIL: danneryang@shunhongmotor.com

ADD: 7/f, building 3, zhonggong plaza, caijia, beibei district, chongqing, china

Contact: Mr Danner Yang Tel: 0086-23-88967125 Mobile:0086-18623515678

Website:www.shunhongmotor.com





# MANUFACTURER OF FLAT ROLLED STEEL

Aisha Steel Mills Limited (ASML) is part of Arif Habib Group. ASML is premium seller and exporter of CRC and GI products to local and international markets. ASML is state-of-the art flat rolled steel manufacturer with annual rolling capacity of ~850,000mt (~600,000mt cold rolled steel and ~250,000mt galvanized steel). ASML is the only CRC manufacturer in Pakistan that use Electrolytic Cleaning Line (ECL) for Auto Grade Sector.

## COLD ROLLED STEEL SHEET IN COILS

### Standards & Grades

|               |                           |
|---------------|---------------------------|
| ASTM          | A 1008                    |
| JIS G-3141    | SPCC, SPCC, SPCE, SPCC/IF |
| EN 10130      | DC 01                     |
| or equivalent |                           |

### Thicknesses

0.15 mm to 3.0 mm  
0.006 in to 0.118 in

### Widths

650mm, 914mm, 1000mm, 1070mm, 1120mm, 1219mm, 1250mm  
25.59 in 36 in, 39.37 in, 42.12 in, 44.09 in, 48 in, 49.21 in

### Surface Finish

Matte/Bright

## PRIME HOT DIPPED GALVANIZED STEEL SHEET IN COILS

### Standards & Grades

|               |                  |
|---------------|------------------|
| ASTM          | A653 CSB, GR33   |
| JIS G-3302    | SGCC, SGCH, SGCD |
| EN 10346      | DX51D            |
| Or equivalent |                  |

### Coating

Z08 to Z27  
G30 to G90  
80 GSM to 275 GSM

### Thicknesses

0.25 mm to 2.5 mm  
0.010 in to 0.098 in

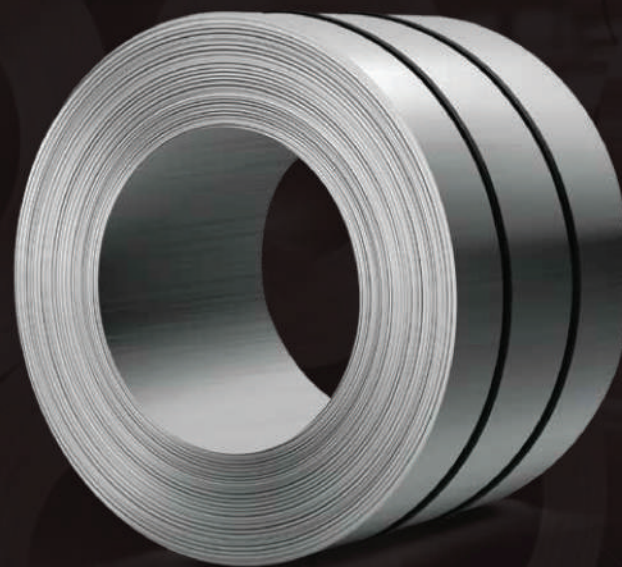
### Widths

650mm, 914mm, 1000mm, 1070mm, 1120mm, 1219mm, 1250mm  
25.59 in 36 in, 39.37 in, 42.12 in, 44.09 in, 48 in, 49.21 in

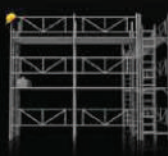
### Spangles

Regular/ Suppressed / Minimized

\* Anti-finger print coating available for automobile sector



## Applications



## Technology Partners





**ECODOST**

Har business ka

# Ek hi hero!

Ecodost cargo box front show



0300-8215993 (Karachi)  
0320-3263678 (Lahore)  
0300-2872006 (Multan)



[www.ecodost.com.pk](http://www.ecodost.com.pk)

NOVA MOBILITY (PVT) LTD.







# DARSON TYRES

چلے ہٹ کے



## ATHLETE

FRONT WHEEL

|         |           |
|---------|-----------|
| 2.25-17 | 4 & 6 Ply |
| 2.50-18 | 4 & 6 Ply |
| 2.75-18 | 6 Ply     |



## DEFENDER

REAR WHEEL

|         |       |
|---------|-------|
| 2.50-17 | 6 Ply |
| 2.50-17 | 8 Ply |



## DRIFT

REAR WHEEL

|         |           |
|---------|-----------|
| 2.50-17 | 6 Ply     |
| 2.50-17 | 8 Ply     |
| 3.00-17 | 6 & 8 Ply |



## HULK

REAR WHEEL

|           |           |
|-----------|-----------|
| 2.50-17   | 6 & 8 Ply |
| 2.50-18   | 6 & 8 Ply |
| 2.75-17   | 6 & 8 Ply |
| 2.75-18   | 6 & 8 Ply |
| 3.00-17   | 6 & 8 Ply |
| 3.00-18   | 6 Ply     |
| 90/90-18  | 6 Ply     |
| 100/90-18 | 6 Ply     |



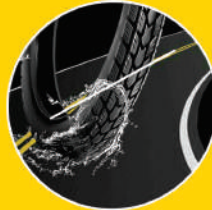
### DEEP WATER CHANNELS

موٹی گڈی والے طاقتور ٹائر  
استعمال کے شروع سے آخر تک یکساں کارکردگی



### HIGH DENSITY TYRE PLY

دیر پا گھسائی  
مضبوط پلائیاں - اعتماد اور پائیداری کا نام  
24EPI



### WET ROAD GRIP

گیلے روڈ پر گریپ

بھروسے اور رفتار کا حسین امتزاج

## "TESTIMONIALS"

### USMAN AMIN - Lahore

(Courier Service / Delivery Boy)

میں پارسل ڈیلیوری کا کام کرتا ہوں۔ ایک بار مجھے ڈارسن ٹائر پہنچانا تھا سمن آباد میں۔ جس بندے نے ٹائر آرڈر کیا اس نے میرے سامنے گھولا جو کہ دیکھنے میں بہت پرکشش اور خاص لگا۔ چھو کر دیکھنے کی خواہش کی جو کہ پوری ہوئی۔ ٹائر کو بہت ہی شاندار اور جاندار پایا۔ کوالٹی میں بے مثال۔ اگلے مہینے وہی ٹائر منگوا یا اور تب سے استعمال کر رہا ہوں۔ ہائیک میں جیسے جان آگئی ہو۔ اعتماد کے ساتھ ہائیک چلاتا ہوں۔



### IRFAN MAHAR - Sargodha

(Milk Delivery Man / Doodh Wala)

گاؤں کے کچے راستوں سے شہر کی پکی سڑکوں تک روز میلوں کا سفر اور وہ بھی دودھ کے ڈرم کے ساتھ ایک روز کی مشکل مشق ہے۔ جو کہ ہر حال میں پوری ذمہ داری کے ساتھ انجام دینا ہوتی ہے۔ اس دوران ہائیک روکنا ممکن نہیں۔ پہلے پنچر کا سامنا بہت کرنا پڑتا تھا۔ جب سے ڈارسن کا HULK 8 PLY ٹائر لگا یا ہے، زندگی آسان ہو گئی ہے۔ مہینے بعد جا کر کہیں ہوا کی کامیاب رہتا ہے۔ اس کی خبر ہے۔ اتنا تو چلتا ہے۔ کوئی بات نہیں۔



### EHTSHAM BLOCH - Rahim Yar Khan

(Law Student / Adventurer)

ہماری محرکات پاکستان کے شمال سے بہت مختلف ہیں۔ راستے پر خطر اور بلکل ویران۔ بلوچستان میں ہائیک ایڈوانچر کوئی آسان کام نہیں۔ کیونکہ راستوں پر سبوتوں کا فقدان رہتا ہے۔ جو مسائل تھے اس کا ذکر چھوڑیں، ڈارسن نے سارے مسائل حل کر دیے۔ پتھر، بیلے، بجر، نوکدار پتھروں اور چٹانوں والے راستوں کے لیے ہی بنا ہے ڈارسن ٹائر۔ ہم احتیاطی سامان اب بھی ساتھ رکھتے ہیں، لیکن استعمال نہیں کرتے۔





# 7 WONDERS OF

OSHAN  
**X7**



**Rs. 8,299,000/-**

7 - Seats Comfort Variant

- ❶ 1.5L TURBO EURO 6 ENGINE
- ❷ 185HP & 300NM OF TORQUE
- ❸ COMFORTABLE 7 SEATS LAYOUT
- ❹ BIGGEST SUV IN THE SEGMENT
- ❺ ON-DEMAND EFFICIENT 4 DRIVING MODES
- ❻ 200MM GROUND CLEARANCE
- ❼ 7 SPEED DCT



# The Joy of the Journey

**FORLAND**  
**SAFAARI**



Power Steering



Wooden Trim with  
Gloss Finish



Spacious Versatility



LCD Display  
with Rear Camera

**05 YEARS**  
WARRANTY

**100,000KM**

\*Whichever Comes First





 TOYOTA HIGHWAY MOTORS

 TOYOTA HUB MOTORS

Presents

# HUB RALLY 2024



**HAPPENING ON**

# **JANUARY 2024**

**AT HUB**

## **TO SPONSOR YOUR BRAND CONTACT**

☎ 0321-2203815  
☎ 021-36880001-3

✉ [info.hubrally@gmail.com](mailto:info.hubrally@gmail.com)

☎ 0321-2939409  
☎ 0346-0089565





Sherwani's



# TOYOTA HYBRID ELECTRIC



HYBRID

## TOYOTA COROLLA CROSS HYBRID

# 2024 MODEL COMING SOON



### TOYOTA HUB MOTORS

Plot# 93, main RCD highway near Hub Valley Residency,  
opposite Civic Centre, Tehseel Hub, Labela, Balochistan  
Tel: 085-3363513-17 | 0332-2479331  
0300-0223148  
www.toyota-hub.com  
 /toyotahubmotors

### TOYOTA HIGHWAY MOTORS

Sector 8 B Gulzar E Hijri  
Scheme 33, Karachi, Karachi City, Sindh 75340  
Tel: 021-36880001-3 | 0346-0089565  
www.toyota-highway.com  
/toyotahighwaymotors



**Editor-in-Chief**

Muhammed Hanif Memon

**Mohammad Shahzad**

Managing / Technical Editor

**Anwar Iqbal** - Chief Correspondent

**Imtiaz Rastgar**

Chairman

Rastgar Group &

CBI External Expert,

Ex-chairman EDB

Islamabad

**Syed Mansoor Rizvi**

Principal Officer

M/s. CNH Services

(Pvt) Ltd.

Karachi

**Aqeel Bashir**

Automotive Professional

Lahore

**Farhan Hafiz**

Automotive Professional

Texas - USA

**Advertising Manager**

Tahir Siddiqui

**Circulation Manager**

Hasaan Mustafa

**Photographer**

Mustafa Hanif

**Engr. N. A. SALMI**

Chief Executive

Zeerak Solutions

Karachi

**Ghulam Farooq**

Chief Materials Officer

Lucky Motor Corporation

Limited.

Karachi

**Shujaat Sherwani**

CEO

Toyota Highway

Motors

Karachi

**Assist. editor-in-chief**

Haniya Mustafa

**Graphic Designer**

Salman Hanif

**Auto Analysts**

Murtaza Hanif

**Contributors in**

**THIS EDITION**

Aqeel Bashir - Muhammad Rafique

Asif Masood - Syed Rehan Ashraf

Ghulam Murtaza - Sumaiyah Murtaza

Hanif Memon

**Active Communications**

Mailling Address:

D-68, Block-9, Clifton, Karachi

Mobile: 0321-2203815

E-mail: automarkpk@gmail.com

website: www.automark.pk

Whatsapp: +92 321 2203815

Automark REGD: MC-1330

**Automark Canada Office**

Mohammad Shahzad S.A.E. D.M.P.

Managing / Technical Editor

41 Jordana Drive - Markham (Toronto)

Canada - L3S 3N8

Phone: 905-472-8282

Email: automarkcanada@gmail.com

**Publishing every month by M. Hanif Memon**

**Please Note: The views expressed by contributors writers and comments do not necessarily reflect the views and policies of the Monthly AutoMark magazine's management.**

# Editorial



## Will Car Sales Continued Decline in Pakistan for year 2024

In a grim turn of events, the October sales figures for local automakers have revealed a disheartening reality for the Pakistani automobile industry, painting a bleak picture of an industry grappling with challenges such as dwindling sales. However, a closer analysis of the PAMA data exposes an even more alarming trend in production figures.

As of the first four months of this fiscal year, Honda's production of Civic and City combined plummeted by a staggering 57%, falling from 6,440 units in the same period of the previous fiscal year to a mere 2,759 units. On average, this translates to approximately 450 units of each model produced per month, marking a drastic decline.

Toyota faced a similar fate, with a 55% drop in the production of the Corolla and Yaris (combined), from 8,290 units to just 3,713 units in the first four months of the current fiscal year. The production of Hilux and Fortuner (combined) also saw a significant decline, witnessing a 63% reduction from 4,283 units to 1,571 units.

Hyundai's Elantra emerged as the worst-selling model in Pakistan, experiencing a staggering 93% decline in production, dropping from 1,015 units to a mere 73 units in the discussed period. The production of the Hyundai Tucson also witnessed a 41% reduction, from 2,977 units to 1,793 units.

Suzuki faced production challenges as well, with the Swift experiencing a 55% decline in production, from 3,804 units to 1,703 units. The popular Alto, the bestselling car in the country, suffered a 30% decline, dropping from 13,497 units to 9,344 units in the first four months of this fiscal year.

The crisis extended to various Suzuki models, with Cultus seeing an 84% decline in production (from 3,033 units to 478 units) and Wagon R witnessing a 77% reduction (from 3,148 units to 729 units). Similarly, Bolan and Ravi faced 76% and 70% reductions in production, respectively.

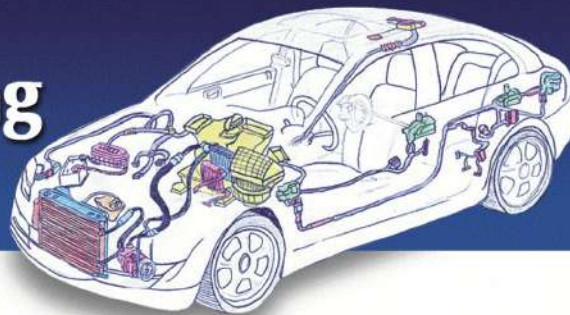
The BAIC BJ40, which saw 68 units produced in the first four months of the previous fiscal year, has not witnessed a single unit produced since the beginning of this fiscal year. This raises concerns about the model's future, despite managing to sell 24 units in the first four months of this fiscal year.

In several instances, assemblers managed to sell more units than they produced, indicating a substantial inventory. Toyota sold 796 units of Yaris and Corolla (combined) in October against just 482 units produced, and Suzuki sold 328 units of Cultus in October against only 173 units produced. This trend suggests a surplus of unsold inventory, justifying the attractive "immediate delivery" schemes currently being offered.



# Trust in Thal Engineering

Built on the Foundation of Continuous Improvement



## Our Products



Aluminum Radiator



Cooling Sub Module



Air Conditioner



Alternator



Air Cleaner



Starter



Tubes & Hoses



Battery Cables



Wire Harness For Automotive

## Our Customers



## Customer Recognition



Delivery Award  
HONDA



Suppliability Award  
SUZUKI



Quality Award  
SUZUKI



Delivery Award  
TOYOTA

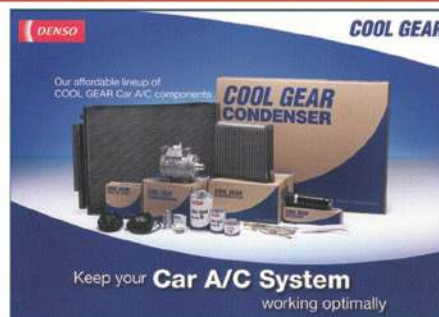


Quality Award  
HINO

## Aftermarket



Thal Aftermarket Center (Sales, Service & Spare Parts)



Denso Cool Gear A/C Parts

**te Thal Engineering**

Plot No. 1, 2, 25, & 26, Korangi Industrial Area, Karachi, Pakistan  
Phone: (+92-21) 35897608, 35885696-8, 35896426  
Fax: (+92-21) 35888539, 35388983  
Web: www.thalengg.com, E-mail: info@thalengg.com

Technical Partners



A division of





## Articles / Reviews

- 18 Charging Ahead  
Navigating the Bumpy Road of  
Electric Vehicle Profits in an Evolving  
Market  
**By Aqeel Bashir**
- 20 A Step Toward a Better Choice  
Launched a New Brand Mini Cars  
**By Asif Masood**
- 22 Mantra of Customer Service Whether  
this is an Art or Science  
**By Muhammad Rafique**
- 26 Historic milestone in Road Freight  
Governance  
**Sumaiyah Murtaza**
- 29 The Grandeur of the 2023 Pakistan  
Auto Show in Karachi  
**By Ghulam Murtaza**
- 30 The Hurdles for the Electric Vehicle  
(EV) Revolution in Pakistan  
**By Syed Rehan Ashraf**
- 36 Safe Riding – Road Safety seminar  
at COMSATS University Lahore  
**By Zahid Iqbal Malik**
- 38 IMC to launch locally made  
Toyota Cross Hybrid SUV in Pakistan  
by December
- 47 Build Together  
Embracing Renewable Energy  
A Leap Towards Sustainable Industry  
Practices  
**By Mashood Khan**



SCAN ME  
Join  
Pakistan  
Automotive  
Community  
Group  
at Facebook

## News / Events

- 25 Yadea, Global Partners With Eiffel  
Industries Limited (Road Prince) To  
Introduce Electric Bikes In Pakistan
- 32 Suzuki Pakistan launched MY SUZUKI  
MY STORY, Ectar & Upgraded Swift
- 33 MG Pakistan introduces  
MG4 Electric SUV's in Pakistan  
**Glimpses by Automark**
- 35 Hi-Speed Officially Introduced  
"Tailg EV Bikes in Pakistan"

## News Updates

- 34 Chinese brands increasing share in  
Turkish auto market
- 42/43 Vehicles / Car Prices
- 45 Current Motorcycles Prices
- 48/49 International News

JOIN US



**AUTOMARK**  
www.automark.pk



**HONDA**  
The Power of Dreams

**How we move you.**  
CREATE ► TRANSCEND, AUGMENT



# Honda City

## A SUPERSTAR THAT ALWAYS REACHES FOR THE STARS

**PDA AWARD**

PAKISTAN DIGITAL AWARDS 2022

**BRONZE DRAGON**

DRAGONS OF ASIA 2022

**BLACK DRAGON**

DRAGONS OF ASIA 2023

**SILVER DRAGON**

DRAGONS OF ASIA 2023







## Charging Ahead Navigating the Bumpy Road of Electric Vehicle Profits in an Evolving Market



### Dear Readers

**According to last year study Most Chinese electric-vehicle (EV) manufacturers, except BYD Company Ltd., remained unprofitable in 1H22 despite strong volume growth. While the leaders may narrow their losses or break even by end of 2023 / 2H24.**

By Aqeel Bashir, He is Skill Developer / Consultant for over 25 year of hands on Automobile 3S / OEM Management Experience. You can reach him at email: [aqeel.bashir81@gmail.com](mailto:aqeel.bashir81@gmail.com)  
He is automark's regular contributor since very long time

As of January 2022, several Chinese electric vehicle (EV) manufacturers were experiencing growth and gaining market share, but profitability varied among them. Companies like NIO, XPeng Motors, and Li Auto were making strides in the EV market. However, the profitability of individual companies can change over time based on various factors, including market conditions, competition, and company-specific strategies. According to Chinese automakers' 1H22 financial reports showed an industry-wide deterioration in earnings as a result of sales volume declines and supply-chain disruptions amid tightened Covid-19 control measures, continued microchip shortage and rising raw

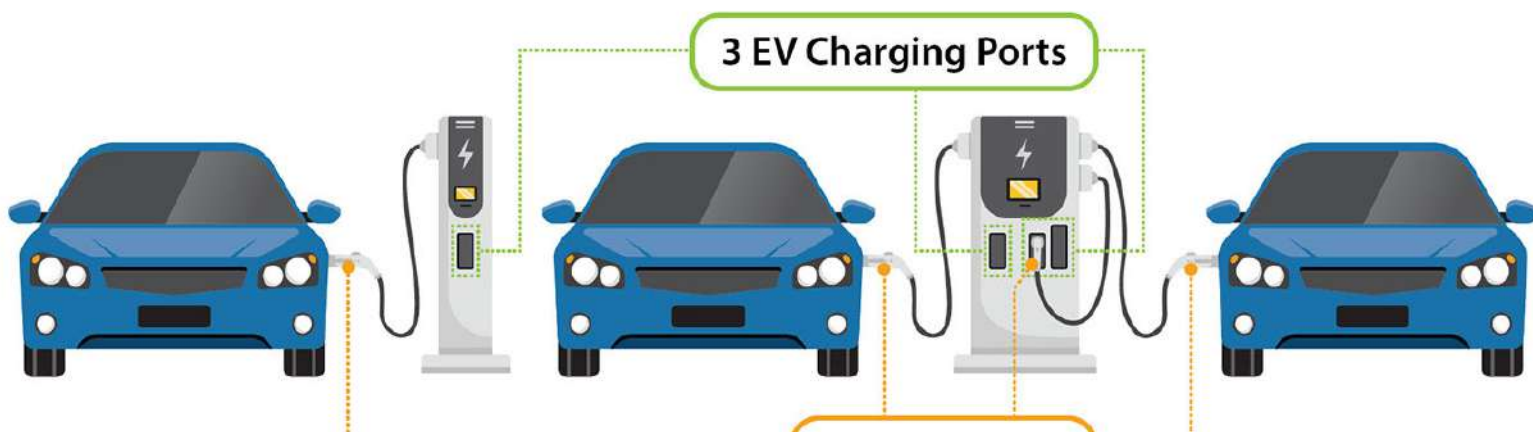
material costs, especially battery costs. BYD, Chongqing Changan Automobile Co., Ltd. (Changan) and Guangzhou Automobile Group Co., Ltd. (GAC) outperformed the industry. BYD's net profit rose by 206% on strong EV sales, while Changan's net profit increased by 224% on improved proprietary-brand profits. GAC's net profit rose by 34% due to robust investment incomes from major JVs. Current most profitable Chinese EV Company is BYD. Last year, Chinese EV champion BYD dethroned Tesla as the world's biggest seller of electric vehicles, counting both full-electric and plug-in hybrid cars. BYD dominates the EV market in China, Chinese automaker BYD is now the most popular EV in China

and could soon beat Tesla as the No. 1 EV globally.

BYD, China's top EV producer by 1H22 deliveries, said net profit growth was driven by a 160% yoy rise in auto deliveries and margin improvements. Its aggregate vehicle gross margin widened to 18% with EV price increases and product mix improvements as it raised the share of sales of higher-end EVs and stopped producing unprofitable fossil-fuel cars from March 2022. BYD's strategy to produce batteries and certain types of microchips internally also helped it to better weather supply-chain bottlenecks and cost inflation.

China EV maker BYD reports record quarterly profit of \$1.42 bln in Q3 According to BEIJING/SHANGHAI,





Oct 30 (Reuters) - China's BYD Co Ltd posted record third-quarter earnings, its highest ever for any quarter, as the electric vehicle giant preserved its domestic market leadership despite softer demand and increased competition.

Net profit for the third quarter reached 10.41 billion yuan (\$1.42 billion), a 82.2% increase from a year earlier, on a 38.5% rise in revenue to 162.2 billion yuan, BYD said in a market filing.

### Considerations before starting EV assembling Study:

According to reports, several Chinese electric vehicle (EV) manufacturers were indeed making profits. Big Companies like NIO and XPeng Motors were experiencing growth in sales and market share.

However, the dynamics of the electric vehicle industry can change rapidly due to factors such as market conditions, government policies, and technological advancements.

The profitability of electric vehicle producers can be influenced by various factors, and it's essential to consider the following aspects:

#### 1. Upfront Investment Costs:

Establishing an electric vehicle assembly plant requires significant initial capital for facilities, equipment, and technology. High upfront costs can impact profitability, especially if sales volumes are not sufficient to cover these expenses.

#### 2. Economies of Scale:

Achieving economies of scale is crucial for profitability in manufacturing. Higher production volumes can help spread fixed costs over a larger number of units, reducing the cost per unit and increasing profitability.

#### 3. Battery Costs:

Battery technology represents a substantial portion of the total cost of an electric vehicle. As battery prices decrease, EVs become more affordable and profitable for manufacturers. Advancements in battery technology and scale production can contribute to lower battery costs.

**4. Regulatory Environment:** Government policies and regulations play a significant role in the EV industry. Incentives, subsidies, and regulations can affect the demand for electric vehicles and impact the profitability of manufacturers.

#### 5. Competition:

The level of competition in the electric vehicle market can influence pricing and profit margins. Intense competition may lead to price wars and thinner profit margins, especially if there are many players in the market.

#### 6. Charging Infrastructure:

The availability and accessibility of charging infrastructure can affect consumer confidence in adopting electric vehicles. A robust charging network can contribute to higher sales and, consequently, better profitability.

#### 7. Technology Development:

Ongoing research and development efforts are essential for staying competitive in the electric vehicle market. Manufacturers need to invest in cutting-edge technology to improve vehicle performance, efficiency, and safety.

**When considering starting electric vehicle assembly, additional factors come into play:**

#### 1. Infrastructure:

Assess the existing infrastructure for manufacturing and logistics. Adequate transportation networks, reliable energy supply, and access to skilled labor are critical for successful operations.

#### 2. Market Demand:

Evaluate the local market demand for electric vehicles. Understanding consumer preferences and the potential for growth in electric vehicle adoption is crucial.

#### 3. Government Incentives:

Explore potential government incentives or support for electric vehicle manufacturing. Some governments offer tax breaks, subsidies, or other incentives to encourage investment in the EV industry.

#### 4. Trade and Tariff Considerations:

Consider the trade and tariff implications of manufacturing in a particular country. Understanding the international trade landscape can impact the cost-effectiveness of assembling electric vehicles in a specific location.

#### 5. Sustainability:

Consider the environmental and social sustainability aspects of manufacturing operations. Aspects such as responsible sourcing of materials and energy use can be important for long-term success.

#### 6. Consumer Adoption Rate:

The rate at which consumers adopt electric vehicles can impact the profitability of manufacturers. If the adoption rate is slower than anticipated, it may take longer for companies to see returns on their investments.





## A Step Toward a Better Choice Launched a New Brand Mini Cars

By Asif Masood



One of the prime objectives of the Government has been to achieve self sufficiency in all its energy requirements so as to cease dependence on imports of crude oil and save valuable foreign exchange. This objective can only be achieved by exploring the potential resources including the substantial untapped energy resources of Energy Conservation and Efficiencies.

The next century will benefit nations that have renewable energy resources i.e., wind, solar and hydro. Hydrogen is most essential energy vector to ensure that these renewable energy sources can be harnessed cost-effectively and reliable across wide geographic coverage.

Green hydrogen, an energy carrier produced solely from renewable energy through the use of electrolysis to split water into hydrogen and oxygen will be a game changing solution for both energy security and ambitious for climate change targets. Pakistan, in particular, has enormous

potential for green hydrogen development and production owing to its untapped renewable energy resources and vast area available for renewable installations. Like other countries in the region, Pakistan is also drafting its national hydrogen strategy for the development of renewable and hydrogen energy.

Air pollution is one of the major concerns in Metropolitan areas of Pakistan. A progressive transition from finite sources of methane to renewable hydrogen has the potential to contribute to a stable energy supply, CO<sub>2</sub> reduction and air pollution reduction. In addition, Pakistan has the Renewable Energy Policy 2019, which clearly set the national goals, and they are aligned with SDG 7.

### Advantages of Green Hydrogen

Green hydrogen has advantages in reliability (like fossil fuels) as well as cleanliness and sustainability like renewable. Indeed, the main dis-advantage of renewable such as solar and wind is that they are highly intermittent (not reliable) and have limited ability to generate high heat which is known as industrial heat, in some sectors it is necessary and known as hard-to-abate sectors, for

example for steel production.

Moreover, green hydrogen production does not emit greenhouse gases unlike and called gray hydrogen, which is produced from fossil fuels, and blue hydrogen, which is produced from fossil fuels combined with carbon capture, utilization, and storage technologies. In 2021, as much as 95% of hydrogen production was fossil-fuel based (IEA 2022; IRENA 2021; Kane and Gil 2022).

The most promising use of green hydrogen is where renewable energy cannot be used, such as:

- **Decarbonizing hard-to-abate sectors, for example, heavy industries such as steel, cement, and petrochemicals**
- **Energy storage (such as seasonal/long-term storage or the storage of excess renewable energy)**
- **Cross-border trade where electricity transmission lines (which are necessary for electricity generated from renewable energy) are not available.**

Countries with high potential for renewable energy, particularly those in Central Asia, South Asia, Southeast Asia, Australia, and the Middle East, have shown great interest in harness





opportunities for the export of green hydrogen to economies with high energy demand, like Japan, European Union, Korea. The global green hydrogen market was valued at \$676 million in 2022 and is projected to grow to \$7.3 billion by 2027.

## Drivers and barriers to green hydrogen development

In South East Asia untapped renewable resources mainly solar and wind, the vast area available for renewable energy installations, relatively low local energy demand due to the sizable population density and prosperous export opportunities can help drive the production of green hydrogen in the region, but there are also some challenges.

The production cost of green hydrogen is a major hindering factor. However, the cost is expected to significantly decrease by 2030–2050 due to cost reductions in renewable. Only then it is expected that green hydrogen will become cost-competitive with fossil fuel-based hydrogen (blue or gray), large-scale production could also help to reduce costs. However, low local demand and uncertain international demand for green hydrogen may hinder this.

## Investing in green hydrogen projects

Financing renewable energy and green hydrogen production is vital for accelerating green hydrogen

development in Asia. Last year 2022–2023, some of mega projects agreed on the development of renewable, especially wind solar and green hydrogen production using this renewable energy.

## What can be done to further accelerate green hydrogen development

Green hydrogen projects could help countries attract foreign and private green finance. For Asian countries aiming to play a leading role in establishing and strengthening global green hydrogen value chains, supportive policies and further studies could help to promote green hydrogen production:

**Production:** In the production phase, the high production cost is the major hindering factor for the application of green hydrogen. Cost reduction could be achieved by reducing the cost of renewable energy and improving electrolyzer technologies. The later could be achieved through innovation, performance improvements, and up-scaling to large-scale (multi-gigawatt) projects (IRENA 2020). The cost of green

hydrogen is expected to significantly decrease by 2030–2050 due to cost reductions in renewable. Only then will green hydrogen become cost-competitive with fossil fuel-based hydrogen (blue or gray). Water scarcity could limit hydrogen generation, thus studying water supply for hydrogen production will benefit sustainable hydrogen production.

### Distribution:

Cross-border, especially long-distance, transportation of green hydrogen is a major obstacle for land-locked countries. Exploring transportation methods and their cost-effectiveness will help to unlock Asian potential as a green hydrogen exporter.

Active involvement with international dialogues and agreements on taxonomy and the certification of green hydrogen will be vital for securing external demand for green hydrogen. As hydrogen transportation is challenged by its low volumetric energy density, it is also important to consider the export opportunities of derivatives of green hydrogen, like green ammonia, and energy-intensive “green products” such as steel produced using green hydrogen.

### References:

International Energy Agency (IEA). 2022.  
Global Hydrogen Review 2022.  
International Renewable Energy Agency (IRENA)







# Mantra of Customer Service Whether this is an Art or Science

By Muhammad Rafique



## Dear Readers

**Customer service is important at all. In a time of economic uncertainty, businesses need to do everything they can to retain their customers and attract new ones, hence by providing the excellent customer service is one way to do this.**

Customer service is not merely a transactional function but a strategic imperative for businesses this is not only about external customers but also internal customers (Employees).

A positive customer service culture contributes to higher employee morale, job satisfaction, and retention. It has a profound impact on a company's bottom line, brand image, and sustainability in a competitive marketplace, hence we can say that prioritizing customer service is an investment in long-term success and resilience.

As well said by Mr. Donald Potar that "Customers don't expect you to be perfect, they expect you to fix things when they go wrong. Customer service is considered critically important for several reasons, and its impact extends far beyond individual interactions, so with this article, we will talk about the key reasons why customer service is deemed essential.

Customer service is important at all.

In a time of economic uncertainty, businesses need to do everything they can to retain their customers and attract new ones, hence by providing the excellent customer service is one way to do this.

If you are being asked whether customer service is an Art or Science, so for me the Customer service is both an art and a science. It is an art because it requires creativity, empathy, and emotional intelligence to build relationships with customers and deliver exceptional experiences.

It is a science because it relies on data, analytics, and process improvement to ensure consistency, efficiency, and effectiveness. By providing excellent customer service, automotive dealerships can create a positive customer experience that will encourage customers to return for future needs and recommend the dealership to their friends and family.

### **The Art of Customer Service:**

The art of customer service involves

understanding the customer's needs, wants, and emotions. It requires the ability to build rapport, empathize with the customer's situation, and communicate effectively. It also involves creativity and resourcefulness in finding solutions that meet the customer's needs.

### **The Science of Customer Service:**

The science of customer service involves data, analytics, and process improvement. It is about understanding customer behavior, identifying trends, and developing strategies to improve customer satisfaction and loyalty. It also involves implementing processes and procedures that ensure that customer interactions are handled consistently and efficiently.

Successful customer service often requires the fusion of art and science. While the art of customer service deals with the human side, understanding emotions, and building relationships, the science of customer service involves structured processes, data-driven





decisions, and the use of technology to enhance efficiency.

Companies that excel in customer service understand the importance of combining these elements. They empower their customer service representatives with the interpersonal skills needed to engage customers effectively while leveraging data and technology to optimize processes and deliver consistent, high-quality service. If we talk about the Customer service in an automotive dealership is crucial for success.

It encompasses all aspects of the customer experience, from the initial interaction to the ongoing relationship. Excellent customer service can lead to increased sales, customer loyalty, and positive word-of-mouth.

#### **Here are some key aspects of customer service in an automotive dealership.**

**(i) Friendly and knowledgeable staff:** Customers should feel welcomed and valued from the moment they step into the dealership. Staff should be able to answer questions about vehicles, financing, and other services in a clear and concise manner.

#### **(ii) A clean and inviting environment:**

The dealership should be clean and well-maintained, both inside and out. Customers should feel comfortable spending time in the dealership while they are waiting for their vehicle to be serviced or while they are browsing the showroom.

**(iii) A quick and efficient process:** Customers should not have to wait for long periods of time to be served. The dealership should have a system in

place to handle customer inquiries and requests quickly and efficiently.

#### **(iv) A willingness to go the extra mile:**

Customers appreciate it when dealerships go the extra mile to provide excellent service.

#### **Balancing Art and Science:**

By combining the art and science of customer service, organizations can create a customer-centric culture that delivers exceptional experiences and builds lasting relationships with customers. The most effective customer service organizations strike a balance between art and science. They use data to understand their customers and inform their strategies, but they also empower their employees to use their creativity and empathy to deliver exceptional experiences.

#### **(a) Data-driven personalization:**

Organizations use data to personalize customer interactions, such as sending targeted emails or making product recommendations based on purchase history.

#### **(b) Emotional intelligence training:**

Organizations train their employees to develop their emotional intelligence, so they can better understand and respond to customer emotions.

#### **(c) Process improvement:**

Organizations use process improvement techniques to streamline customer interactions and resolve issues quickly and efficiently.

Customer service is often considered both an art and a science, and it involves a delicate balance between interpersonal skills and structured processes.

#### **Here's why:**

**(a) Art:** Interpersonal Skills: Dealing with customers requires empathy, active listening, and effective communication. The ability to understand and address customers' emotions and concerns is an art that involves emotional intelligence.

#### **(b) Problem-Solving:**

Resolving customer issues is not always a straightforward process. Customer service representatives often need to think creatively to find unique solutions to individual problems.

#### **(c) Building Relationships:**

Establishing rapport with customers and building long-term relationships is an art. It involves understanding customer preferences, anticipating needs, and creating a positive experience.

#### **(d) Adaptability:**

Every customer is different, and situations can vary. Customer service as an art requires adaptability to handle diverse personalities and unexpected challenges.

#### **(e) Science: Data Analysis:**

Many companies use data analytics to understand customer behaviors, preferences, and trends. This scientific approach helps in making informed decisions to improve the overall customer experience.

#### **(f) Processes and Procedures:**

There are systematic procedures and protocols in place to handle various customer service scenarios. This ensures consistency in service delivery and compliance with company standards.

#### **(g) Technology Integration:**

Customer relationship management



(CRM) systems and other technologies are used to streamline processes, track interactions, and enhance efficiency in managing customer inquiries and concerns.

#### **(h) Training Programs:**

Customer service representatives often undergo training programs that teach them the science of effective communication, conflict resolution, and company policies.

Here are some additional tips for providing excellent customer service in an automotive dealership.

#### **(a) Follow up with customers after their purchase:**

This shows customers that you care about their satisfaction and that you are there to help them if they have any questions or concerns.

#### **(b) Respond to customer feedback promptly and professionally:**

This demonstrates that you value customer feedback and that you are committed to addressing any issues that customers may have.

#### **(c) Train your staff on how to provide excellent customer service:**

This will ensure that all of your employees are on the same page and that they are able to provide consistent, high-quality customer service.

#### **(d) Use technology to improve your customer service:**

There are a number of technology tools that can help you to improve your customer service, such as online scheduling and customer relationship management (CRM) software.

#### **Customer service is considered an important aspect of business for several reasons, it builds customer loyalty and retention:**

When customers have positive experiences with a company, they are more likely to return and do business with them again. In fact, studies have shown that it costs five to twenty-five times more to acquire a new customer than to retain an existing one. It drives sales and revenue: Happy customers are more likely to spend money with a company. They are also more likely to recommend the company to their friends and family.

This can lead to increased sales, revenue, and market share. It improves brand reputation:

Customer service plays a major role in shaping a company's brand reputation. Positive customer experiences can lead

to positive word-of-mouth, which can attract new customers and improve the company's overall reputation.

It reduces customer churn: Customer churn is the rate at which customers stop doing business with a company.

Reducing churn is important because it can save the company money and improve its profitability.

It increases employee satisfaction: Employees who feel supported and valued by their company are more likely to be engaged and productive. This can lead to a better work environment and improved customer service. In addition to these reasons, customer service is also important because it can help a company to,

#### **(a) Identify and address customer issues:**

Customer service can be a valuable source of information about customer needs and concerns. This information can be used to improve products and services, as well as to develop new ones.

#### **(b) Build trust and rapport with customers:**

When customers feel like they are valued and respected, they are more likely to trust the company and do business with them again.

#### **(c) Resolve customer complaints quickly and effectively:**

When customer complaints are resolved quickly and effectively, it can help to prevent customers from switching to competitors.

Here are some specific reasons why customer service is important in Pakistan's current economic situation.

**(i)** Customers are more price-sensitive than ever before. In a time of economic hardship, customers are more likely to shop around for the best deals. They are also more likely to be critical of the products and services they receive. Providing excellent customer service can help to keep customers happy and loyal, even when they are on a tight budget.

**(ii)** Businesses need to differentiate themselves from the competition. With so many businesses vying for customers' attention, it is important to stand out from the crowd. Providing excellent customer service is one way to do this.

It can help to create a positive customer experience that will make customers more likely to return and do business with the company again.

**(iii)** Customer service can help to improve a company's reputation. In a

time of economic uncertainty, customers are more likely to be wary of businesses that have a poor reputation. Providing excellent customer service can help to build a company's reputation as a trustworthy and reliable organization.

**(iv)** Customer service can help to reduce costs. While providing excellent customer service may require some upfront investment, it can actually save businesses money in the long run. By preventing customer churn and attracting new customers, businesses can save on marketing and advertising costs.

Additionally, by resolving customer complaints quickly and effectively, businesses can avoid the costs associated with lost sales and negative publicity.

#### **Takeaway:**

Exceptional customer service is a primary driver of customer loyalty.

Satisfied customers are more likely to remain loyal to a brand, making repeat purchases and becoming long-term patrons.

Positive customer service experiences contribute significantly to a brand's reputation.

Word-of-mouth recommendations, online reviews, and social media commentary all influence how a brand is perceived. Satisfied customers are more likely to recommend a product or service to others. Positive word of mouth serves as a powerful marketing tool, aiding in customer acquisition through referrals.

In competitive markets, where products and services may be similar, outstanding customer service becomes a key differentiator. It helps a business stand out in a crowded marketplace. Building strong relationships through excellent customer service increases the lifetime value of a customer. A customer who has positive experiences is more likely to make repeat purchases and engage in upsells or cross-sells.

Effective customer service can help reduce customer churn. Addressing issues promptly and satisfying customer needs can prevent customers from seeking alternatives. Customer service interactions provide valuable feedback about products, services, and overall customer experiences.

Exclusive written for Automark, December 2023. By Muhammad Rafique, Head of Production and Maintenance Foton JW Auto Park (Pvt)





## Yadea, Global Leader In Electric Bike Sales, Partners With Eiffel Industries Limited (Road Prince) To Introduce Electric Bikes In Pakistan

Yadea, the global leader in electric bikes, is proud to announce a groundbreaking partnership with Eiffel Industries Limited (Road Prince) to manufacture and market Yadea electric bikes in Pakistan under the brand "YADEA". This exciting collaboration aims to bring eco-friendly and innovative electric mobility solutions to the Pakistani consumer market, revolutionizing the two-wheel industry and significantly reducing traveling costs for consumers.

Yadea, a brand renowned for its commitment to cutting-edge technology and sustainable transportation, is set to make a significant impact on the lives of Pakistani consumers by providing a cost-effective alternative to traditional gasoline-powered vehicles. Yadea electric bikes are designed to offer a highly efficient and economical mode of transportation.

Electric bikes, powered by rechargeable batteries, have the distinct advantage of being incredibly economical to run.

The cost of electricity required to charge these bikes is significantly lower than the price of gasoline. This means that Pakistani consumers can enjoy substantial savings on their daily commuting expenses.

Making remarks on this partnership, Mr. Muhammad Adeel Usman - Director Operations said, "As we embark on this transformative journey with Yadea, our commitment to providing the people of Pakistan with sustainable, cost-effective, and innovative electric mobility solutions is unwavering. Together with Yadea, we are not only opening the doors to a cleaner, greener future but also redefining the way Pakistan moves. This partnership is a testament to our dedication to progress, quality, and a brighter tomorrow."

The partnership between Yadea and Eiffel Industries Limited (Road Prince) brings a vision of electric mobility to life. Together, they plan to establish a network of state-of-the-art 3S (Sales, Service, and Spare Parts)

dealerships across Pakistan, ensuring easy access to Yadea's electric bikes and providing top-notch customer service. These dealerships will serve as hubs of expertise, offering a wide range of electric bike models to suit the diverse needs of Pakistani riders. To further ensure customer satisfaction, all Yadea electric bikes sold through this partnership will come with a comprehensive 24-month warranty. This commitment to quality and reliability underscores Yadea and Eiffel Industries Limited's dedication to delivering a superior riding experience while providing peace of mind to the customers.

The Yadea and Eiffel Industries Limited (Road Prince) partnership is set to revolutionize the two-wheel market in Pakistan, and the journey has just begun. We invite all enthusiasts, eco-conscious riders, and budget-savvy individuals to join us in this exciting transition towards a more sustainable, cost-effective, and eco-friendly future.





## Historic milestone in Road Freight Governance



Sumaiyah Murtaza

### Dear Readers

**A potential wheat and flour crisis looms for consumers after the release of imported wheat-loaded trucks from ports was suspended due to the implementation of limited load regulations by port authorities from Oct 12**

As they say that it requires profound dedication, hard work and consistency to reach to the point that sets a historical impact, so is the implementation of Axle load regime. No one person could be given the credit to move the mountains but it's a collective effort of FOAP, NHA, Ministry of communication, NH & MP and several other bodies who were immensely inclined towards the goal of protecting national infrastructure and on top of all human lives. Though it being long overdue and much needed implementation, clearly stated in the national highway safety ordinance NHSO -2000, but it took a turn when there was an article published in a very famous newspaper titled "New restrictions at ports threaten country's wheat, flour supply" October 14, 2023. The crux of this writing project created a chaos in the minds and

hearts of those working untiringly towards road safety and law enforcement. Referring to the below headlines cutout and a precis:

KARACHI: A potential wheat and flour crisis looms for consumers after the release of imported wheat-loaded trucks from ports was suspended due to the implementation of limited load regulations by port authorities from Oct 12.

The implementation came from the source (KPT) and was greatly opposed by local goods transport association, mentioning it a menace to human

being due to the stuck up load at ports as a result of implementation of load limits. However, the stuck up trucks at port was just a temporary situation but the latter affect was going to benefit roads and human lives in turn.

The response from FOAP (Fleet operators' association of Pakistan) was immediate and to the point.

**It was published on Oct 16, 2023, the punchlines from this article stated that:**

"The road safety is at worse in Pakistan, the overloaded and questionable fitness lorries are roaming around on highways and motorways, causing loss of precious lives and destruction of our road infrastructure network.

Also the newspaper has unfortunately not consulted with a genuine pan-





# قومی شاہراہوں پر ایکسل لوڈ کنٹرول رجیم کا مکمل نفاذ!

## مؤرخہ 15 نومبر 2023

سے نمیشل ہائی ویز اینڈ موٹروے پولیس کے زیر انتظام آنے والی تمام شاہراہوں پر ایکسل لوڈ کنٹرول رجیم کا مکمل نفاذ ہو گا۔ اس نظام کے تحت مقرر کردہ حد سے زائد وزن لادنے والی گاڑیوں کے خلاف سخت قانونی کارروائی عمل میں لائی جائے گی۔

مقرر کردہ حد سے زائد سامان لادنے پر نمیشل ہائی ویز سیٹنی آرڈیننس 2000، دفعہ 75 کے تحت جہاز پر جانے، قید یا دھوکے سزا دی جاسکتی ہے۔

|   |  |   |   |
|---|--|---|---|
| 39.5 Tons<br><br>1.2-22      | 29.5 Tons<br><br>1.2-2      | 27.5 Tons<br><br>1.22       | 17.5 Tons<br><br>1.2       |
| 58.5 Tons<br><br>1.22-222    | 49.5 Tons<br><br>1.22-22    | 48.5 Tons<br><br>1.2-222    | 39.5 Tons<br><br>1.22-2    |
| 61.5 Tons<br><br>1.22-2-22 | 51.5 Tons<br><br>1.2-2-22 | 51.5 Tons<br><br>1.22-2-2 | 41.5 Tons<br><br>1.2-2-2 |

X f @ NHMPofficial

Pakistan organization of transporters for their point of view.

### The price of human life is invaluable

According to a report by the World Bank on Road Safety, accidents cost Pakistan \$12,550 million or about 4.5% of our GDP, given below. This metric can be reduced significantly if compliance of axle loads is implemented in letter and spirit.

In a world bank report tabulated below, it is evident that Pakistan is far behind in safety management compared to rest of the world. The logistics industry metrics (Logistics Performance Index-LPI), we are far behind international and even regional countries, with ranking of 122 out of 160 countries on the World

Bank's Logistic Performance Index (LPI). Iran, India, and Bangladesh rank 64, 44 and 100 respectively. China stands at 26 on the LPI.

(Road Safety conditions in World Bank Report: [www.roadsafetyfacility.org/country/pakistan](http://www.roadsafetyfacility.org/country/pakistan))

In addition, they requested to the reader audience to support the constitution and avoid overloading at any cost in order to make us compliant for international projects like CPEC and TIR. In the conclusive words of their article they requested media to spread their word in true spirit and also summarized the steps to implementation of ALR as under:

1- NHA should ensure weight stations active and provide mobile weigh stations.

- 2- Control overloading at origin points, especially Ports, Fertilizer, Cement, Coal, Power Plants, Iron and Steel industries.
- 3- Increase overloading fines by NHMP and off-load cargo above the allowed limit.
- 4- Register FIR's against overloaded vehicles, company sending goods.
- 5- Deploy dedicated NHMP staff on weight stations.

We must regard the efforts of FOAP as exemplary, due to the fact that they have been fruitfully active since they wrote to "The Inspector General, NH & MP" on Jul 18, 2023, In this letter, they emphasized the authorities to walk the talk on



overloading and national assets prevention.

They further asked them to not confine the Axle load limit implementation to just surcharging the non-compliant. It was their suggestion to control the overloading from the source point as they say that “Nip the evil in the bud” the letter extracts are as under:

“True Implementation will come only when NHMP restricts, stops overloaded vehicles at entry, unload and pound the cargo”

The letter was positively responded on Aug 30, 2023 by Inspector general, National highway and Motorway Police which was thanked by FOAP on Sep 5, 2023. They made a re iteration on ways to truly implement the Axle load regime in this letter.

Later in Oct 2023, there was an important meeting amongst government officials, Ministry of communications and National highway authority. In this meeting the transport association highlighted the ALCR importance for safety of national assets and also informed about the strike plans at M-9 for non-implementation.

Member from NHA also informed that the real responsibility lies with NH&MP however NHA clarified its role play for setting up weigh stations. they informed about the 216 weigh stations already in place and how they are progressively action to ALCR implementation.

Further to it the short term and long term plans were micro minutely stated.

All the prestated efforts, resulted in a final notification of getting the Axle

load limit implemented from Nov 15, 2023 wholly.

The best part of this notification was stating about the consequences of Overloaded vehicles. It's not only fine but the one going against the law could be locked too. The strictness is evident from the references of NHSO – 2000 clause#75.

The load law develops an environment where a vehicle with certain number of Axles could carry certain allowable amount of load For e.g. a 3-Axle semi-trailer with a 4X2 prime mover (towing vehicle) is allowed to carry 48.5 tons, however the one with 6X4 or 6x2 prime mover could carry up to 58.5 tons, See red highlighted boxes in the image above. Also this implementation was much appreciated by FOAP, where Mr. Murtaza Ahmed Ali (Chairman FOAP) wrote a letter on Nov 18, 2023 to Federal Minister for Communications on Nov, Maritime Affairs and Ports as a note of thanks and also re-iteration of the losses made in year 2019. This year marked a misfortune of heavy number of accidents reported due to overloaded vehicles on the highways.

It was mentioned about the how the implementation was suspended by cement, steel and fertilizer industry because of they being threatened to pay a fair price for moving their cargo rather than resorting to overloading. It is a threat to implementation even now and hence FOAP warned the body to be vigilant of the possible resistance and politics.

They reinforced our humanitarian responsibility to work against devastation of human lives and accident take necessary accident

prevention methods.

Some extracts from the letter is:

Countless road accidents have consumed human lives where the root cause has been overloading. A report from the NHMP stated that “overloading directly caused up to 6,000 fatalities in road accidents on highways each year - highest in region.”

The letter was concluded by stating that fact that increasing logistics and commodity cost in turn, no way justifies overloading, hence we all must put in efforts to resist the lobbying against law of land.

With an amicable gesture, we can look forward to enforcement of all the national laws in their true spirit so as to creating a long term blessing for our country in terms of raising standards of living and moving.

If we turn our head towards the progress that countries in the middle east has made, it speaks of the fact that success is only possible when we move out of our comfort zones and discipline us. I once met a friend in Dubai, who parked a car in a no parking zone outside my hotel and was so fearful that he will get a ticket posted and 1/3 of his salary will go in paying the fine. Also one of my friends in the United Kingdom was striving so hard to qualify for the international driving license as she disqualified the test due to minor mistakes. Finally, when she got the license, we congratulated her on getting “The Master’s degree”.

Any minor inconveniences coming to us as a result of abiding by the policies must not offend us, because in a true sense it is for benefitting us as whole, only if we tend to understand it.

#### Road crash fatalities and injuries snapshot

|  |                  |
|--|------------------|
| Country Population, 2016:                      | 193,202,472      |
| Country Reported Fatalities, 2016:             | 4,448            |
| WHO Estimated Fatalities, 2016:                | 27,582           |
| GBD Estimated Fatalities, 2016:                | 52,708           |
| WHO Est. Fatalities per 100,000 Pop., 2016:    | 14.3             |
| Estimated Serious Injuries, 2016:              | 413,730          |
| Cost of Fatalities and Serious Injuries, 2016: | \$12,550 million |
| Cost as % of country GDP, 2016:                | 4.5%             |

#### Positioning of Country in Region (Compared to Countries with the Lowest Traffic Fatalities in the Region and Globally)

|  | 2016 WHO Estimated Road Fatalities | 2016 GBD Estimated Road Fatalities | 2016 WHO Estimated Fatality Rate/100,000 pop. | 2016 GBD Estimated Fatality Rate/100,000 pop. | % Trend in Fatality Rate/100,000 (2013-2016) | Motorization Registered Vehicles/100,000 pop. |
|--|------------------------------------|------------------------------------|---|---|--|---|
| Pakistan                                   | 27,582                             | 52,708                             | 14.3  | 25.16   | -3.1%  | 9,499   |
| <b>BEST PERFORMING COUNTRIES IN REGION</b> |                                    |                                    |   |   |  |   |
| Maldives                                   | 4                                  | 32                                 | 0.9   | 7.25  | -4%  | 21,737  |
| Pakistan                                   | 27,582                             | 52,708                             | 14.3  | 25.16   | -3.1%  | 9,499   |
| <b>BEST PERFORMING COUNTRIES GLOBALLY</b>  |                                    |                                    |   |   |  |   |
| Switzerland                                | 223                                | 334                                | 2.65  | 3.89  | -5.4%  | 71,182  |
| Norway                                     | 143                                | 215                                | 2.72  | 4.09  | -2.4%  | 75,544  |
| Singapore                                  | 155                                | 197                                | 2.76  | 3.53  | -4.9%  | 16,604  |
| Sweden                                     | 278                                | 390                                | 3.83  | 3.68  | -3.2%  | 62,037  |





## The Grandeur of the 2023 Pakistan Auto Show in Karachi

By Ghulam Murtaza



In the heart of Pakistan's economic epicenter, Karachi, fervent anticipation was steadily mounting for the highly awaited 18th

edition of the Pakistan Auto Show (PAPS), a hallmark event in the automotive industry. This annual extravaganza, alternating between Lahore and Karachi to showcase the pinnacle of innovation in automotive technology and design, has evolved into a cornerstone for enthusiasts, industry professionals, cognoscenti, and fans of the automotive world.

The Pakistan Auto Show (PAPS) transcended the exhibition of sleek cars, auto parts, cutting-edge motorcycles, and three-wheeler technologies. Amid economic uncertainties and recession, it proved to be a marvelous success, boosting the morale of the organizers. It serves as a convergence point for innovation, design excellence, the dissemination of technical knowledge, and a glimpse into the future of mobility in Pakistan. Spearheaded by the Pakistan Association of Automotive Parts and Accessories Manufacturers (PAAPAM), this flagship project provides a crucial platform for parts manufacturers, suppliers, OEMs, and stakeholders to showcase their prowess in the dynamic and ever-evolving world of automobiles.

The PAPS 2023 received significant support from various governmental and trade bodies, including the

Engineering Development Board (EDB), the Ministry of Commerce, the Small and Medium Enterprises Development Authority (SMEDA), and PASPIDA.

At the sprawling Karachi Expo Centre, the venue allowed attendees to immerse themselves in a world of automotive marvels. With its vibrant atmosphere and diverse audience, Karachi provided an ideal backdrop that transcended the boundaries of a conventional exhibition to new horizons. The expansive exhibition halls, adorned with polished exteriors, created an ambiance that encapsulated the very essence of the automotive world.

The PAPS, a true panorama of diversity, continued to broaden its horizons with the participation of ten Persian parts makers exhibiting their products for the first time. Trade delegates from Iran, China, and other nations experienced the utility of this event, with Consul Generals of Japan, Indonesia, and Iran gracing the opening ceremony.

Dignitaries, including Governor Sindh Kamran Tessori, added to the show's prestige, which captivated the town's attention for days and concluded with an impressive footfall of hundreds of thousands. One hundred fifty companies showcased their innovations, with the Chinese making their customary significant contribution to PAPS. The SITEC, Honda, Crown, and Iranian Pavilion remained under the limelight.

A noteworthy trend at the Pakistan Auto Show was the industry's

escalating focus on sustainable mobility, creating synergy, and product development. Aligned with the global push towards eco-friendly alternatives, manufacturers unveiled electric and hybrid technologies promising to revolutionize conventional perceptions of transportation. The exhibition provided a robust platform for dialogues on environmental responsibility, featuring discussions and seminars that underscored the industry's commitment to reducing its carbon footprint.

Beyond the dazzling exteriors and cutting-edge interiors, the Pakistan Auto Show was a nexus for lucrative business opportunities. Industry professionals, suppliers, and potential investors converged to explore collaborations, strike deals and lay the foundations for future partnerships.

The pinnacle of the show was the Symposium, functioning as a melting pot for ideas, innovations, and collaborations that can potentially shape the future of the automotive landscape in Pakistan. The theme of the Symposium was "The Future Drive: Innovations, exports, Trends and Way Forward for Autoparts Manufacturers. Imtiaz Raastgar, Tariq Khan, Dr. Aadil Nakhuda, Murtaza Mandviwala, Ali Khizer, Danial Malik, and Asim Ayyaz from EDB gave their intellectual inputs to the enthused audience.

The next show, set in Lahore from 25-27 October 2024, promising new ideas, international participation, and themes that will elevate the automotive spectacle to new heights.





# The Hurdles for the Electric Vehicle (EV) Revolution in Pakistan



If you are a resident of the Province of Punjab, your life comes to a standstill from October to December every year due to the smog. One of the major sources of

smog is the exhaust gases of vehicles. At that time the importance of clean and green energy was realized by the residents and the Government.

The global push towards sustainable and eco-friendly transportation has brought electric vehicles (EVs) into the spotlight. While several countries are making significant strides in adopting EVs, Pakistan faces its own set of challenges in embracing this revolutionary shift in the automotive industry.

The electric vehicle (EV) revolution in Pakistan is still in its early stages, and several challenges need to be addressed before it can become a widespread phenomenon. In this article, we will explore the major hurdles hindering the electric vehicle revolution in Pakistan.

## Limited Awareness

As mentioned earlier the importance of EVs needs to be correlated with the environmental aspects, especially the smog issue. Many Pakistanis are still unfamiliar with the benefits



and practicalities of electric vehicles. Educating the public about the positive environmental impact, reduced operating costs and technological advancements in EVs is crucial. In recent times many EV assemblers have taken active parts in creating awareness and promoting the advantages of electric vehicles. Unfortunately, they are limited to two-wheelers and three-wheelers only.

According to a recent article on [ProPakistani], the current adoption rate of electric vehicles (EVs) in Pakistan is 2.2% for two- and three-

wheelers and 0% for four-wheelers. The Engineering Development Board (EDB) has licensed 12 of 21 companies to manufacture and assemble EVs in Pakistan.

However, the production of EVs is still in its early stages, and there is a lack of local production, regulations, and incentives, which has led to high costs of lithium-ion batteries and caused poor interest in shifting public perception towards EVs due to break-even cost reasons.

## Government Policies:

Clear and consistent government policies are instrumental in fostering a conducive environment for the growth of the electric vehicle market. The Pakistani government has taken several steps to promote the use of EVs. The National Electric Vehicle Policy (NEVP), approved in November 2021, aims to see EVs capture 30% of all passenger vehicle and heavy-duty truck sales by 2030, and 90% by 2040. The Auto Industry Development and Export Policy (AIDEP) 2021-2026







aims to incentivize the local production of EVs by reducing the sales tax to 1%. Despite the incentives given by the government, the consistency in the policy remains a question mark considering the track record of the government of Pakistan. The policy also lacks the discouraging factors for the use of fuel-operated vehicles likewise in Europe which imposed deadlines and additional taxation on normal fuel-operated vehicles.

### **Charging Infrastructure and Electricity Grid Capacity:**

One of the primary obstacles to widespread EV adoption in Pakistan is the lack of a robust charging infrastructure. The scarcity of charging stations across the country creates “range anxiety” among potential EV buyers, as they fear being stranded without a charging point. As per the website [evchargingstops.com](http://evchargingstops.com), only two charging stations are available in Lahore, 2nd largest city of Pakistan. The only option left is home charging which is slow and creates anxiety for EV users. A comprehensive network of charging stations is essential to alleviate these concerns and encourage consumers to make the switch.

The study conducted by LUMS sponsored by US Aid from 2019 to 2021 highlighted if we include 0.5 million EVs into the transportation grid by 2025. Using very realistic numbers and the most accurate estimations, the effect of the proposed number of EVs on the national electricity load will be just 4.8 TWh

while our average consumption is 107 TWh. Although as per the studies we had significant installed capacity, the report also discussed demand curves due to seasonal effects. The existing electricity grid in Pakistan may not be adequately equipped to handle the increased demand from a growing fleet of electric vehicles during peak demand months from May to July. During peak demand season we had witnessed prolonged load shedding because of capacity and Grid issues. If EVs were adopted as proposed it would result in the same situation as we witnessed in the past for the CNG sector.

### **Cost Benefit and Foreign Currency Barriers:**

This is the most important hurdle factor in adopting the EVs in Pakistan. The initial cost of electric vehicles remains a significant hurdle in Pakistan. While EVs offer long-term savings on fuel and maintenance, the upfront investment is often higher than that of traditional vehicles.

The EV slovers may be adopted but for the public, it plays a pivoted role. If we recall the past CNG sector was adopted once the breakeven cost to run the car on CNG as compared to petrol comes down to 1 to 2 years only.

The general public demands quick returns against the upfront cost paid for EVs This cost barrier poses a challenge in a market where price sensitivity plays a crucial role in purchasing decisions.

Currently, most EV components are imported so they require foreign currency, during the seminar in LUMS

this year one of the EV assemblers highlighted that a battery pack of sedan EVs requires \$8000, which is significantly higher than the foreign currency required for all components imported for a conventional sedan car. If we consider the foreign currency savings during operation it is 25~30%. (Our fuel mix consists of 50% of imported fuel cost) so foreign currency advantages will be difficult for a country like Pakistan to manage.

Proper working is suggested for the breakeven for both cost and foreign currency factors. Although certain studies were conducted to count the average yearly mileage of cars to about 100K and 50K for two-wheelers which seems impossible (Consider the data extracted from Pak-wheel mileage to year of registration data), a new study is suggested with realistic data.

Overcoming the electric vehicle revolution holds immense potential for a sustainable future in Pakistan, overcoming these hurdles requires a concerted effort from various stakeholders. Collaboration between the government, private sector, and the public is crucial to address infrastructure gaps, promote awareness, and implement policies that foster the growth of the electric vehicle market.

With strategic planning and collective action, Pakistan can navigate these challenges and pave the way for a cleaner, greener automotive future.

Syed Rehan Ashraf  
Assistant Professor  
School of Engineering UMT Lahore





## SUZUKI PAKISTAN LAUNCHED MY SUZUKI MY STORY, ECSTAR & UPGRADED SWIFT

The grand launch event of Suzuki Pakistan took place at the Marriott Hotel Karachi on November 10, 2023. The event covers three main announcements by the company.

Launch of MSMS season 4

Introduction of the upgraded All New Swift Model

Launch of ECSTAR - Suzuki Global brand of Engine Oil

The Managing Director (MD), Mr. Hiroshi Kawamura of Suzuki Pakistan, took the stage and addressed the audience about the unique digital campaign by PSMC based on user-generated content "My Suzuki My Story." he talked about how the campaign revolved around the emotional connection of the brand with its customers. He also emphasized on Suzuki's legacy in Pakistan's market.

My Suzuki My Story is a digital campaign where loyal customers share their brand experiences on a competition-based platform.

The excitement peaked when the Top 3 winners and the prizes for MSMS 4 were announced.

- 1st Prize - A brand-new Alto 660 cc
- 2nd Prize - Trip to Europe
- 3rd Prize - GSX 125 Motorcycle

After MSMS, an insightful speech was delivered about the launch of the upgraded safety features and their implementation in all variants of the All-new Swift. The objective is to provide standardized and top-notch safety features to the valuable customer, which include;

- Six airbags
- Front and rear fog lamps
- Seatbelt reminders for all seats

- Headlamp levelling, headlamp auto-light sensors, and

- Child seat anchors, ensuring the safety of Suzuki owners.

Along with the introduction of MSMS Season 4 & upgraded Suzuki Swift, the event ended with the introduction of Suzuki ECSTAR, a global oil brand of Suzuki Genuine Oil. "Ecstar" was rebranded from SGO to elevate its quality to meet international standards, providing customers with a globally recognized product.

The event came to a heartwarming conclusion with a promise to strengthen the bond with the Suzuki customers through the launch of MSMS4. This event is a testament to Suzuki's commitment towards its customers and the memories they share with their beloved cars.







## MG Pakistan introduces MG4 Electric SUV's in Pakistan

MG Pakistan has officially introduced its two latest electric car models, Essence and Excite. The introduction ceremony took place in Karachi where automotive enthusiasts gathered to witness the cutting-edge additions to MG's electric vehicle (EV) line-up. The Essence and Excite models initially launched in China in June now make their debut in the Pakistani market.

MG Pakistan's commitment to innovation is evident in the remarkable features of these electric vehicles. The company boasts that the MG4 can accelerate from zero to 100 kilometers per hour in just 7.2 seconds propelled by a robust 240-horsepower engine. This not only emphasizes the performance aspect but also aligns with the global trend of electric vehicles providing impressive acceleration.

One of the standout features of the

MG4 is its rapid charging capability. Within a mere 35 minutes, the vehicle's battery can be charged from 10% to 80%. A convenience that addresses a common concern among potential EV owners. This quick-charging functionality contributes to the practicality and usability of these electric cars in everyday life.

To cater to diverse consumer preferences MG Pakistan offers two different battery packs for the Essence and Excite models each coming with distinct pricing. The Excel variant is priced at Rs10.9 million providing an accessible entry point to the world of electric driving. Meanwhile, the MG4 Essence equipped with advanced features and specifications is available for Rs12.9 million offering a premium option for those seeking a heightened EV experience.

This move by MG Pakistan aligns with the global shift towards electric mobility emphasizing environmental consciousness and technological advancement. The introduction of these electric vehicles is not only a significant step for the automotive industry in Pakistan but also a testament to MG's dedication to providing innovative and sustainable solutions.

As the automotive landscape evolves MG Pakistan's foray into electric vehicles signals a positive change encouraging the adoption of eco-friendly transportation options. With Essence and Excite MG is not merely introducing cars. It's ushering in a new era of driving that combines performance, efficiency, and environmental responsibility.





# Chinese brands increasing share in Turkish auto market

Chinese carmakers are fast increasing their share in the Turkish market, but subsidies the Chinese companies receive from their government may lead to unfair competition, warns Baran Çelik, the board chair of the Uludağ Automotive Industry Exporters' Association (OİB).

Chinese companies are aiming to consolidate their positions in the auto markets with the help of the large subsidies they enjoy, Çelik said.

"They have a destructive approach in competition, such as weakening competitors and ensuring that they are eliminated from the market. This may turn into an unfair competition in the future."

Türkiye should use all its rights regarding customs investigations provided by the World Trade Organization, according to Çelik.

In the whole of 2022, only 3,456 Chinese-made cars were sold in Türkiye, but in the January-October

period of this year, a total of 43,562 Chinese cars were sold.

They appeal to local consumers because they are affordable and high-quality cars. However, governments and domestic manufacturers are cautious about the risks that may arise in the foreign trade balance and the competition in the market.

The prices of those vehicles will not remain at the same level once those companies gain certain market power, Çelik said.

"Although it may seem like an advantage for consumers in the short term, in the long term, after they gain a market share, there may come a time when unfair competition begins."

The only way to prevent this is to break the power subsidized by tariffs, Çelik argued.

"The auto industry's annual export revenues are over \$30 billion. This year, we may post a foreign trade deficit of around \$1 billion to \$2 billion," Çelik said, warning that the deficit may

further increase to \$3.5 billion to \$4 billion in the future.

The biggest reason for this is the decrease in the share of domestic automobiles in sales, according to Çelik.

"We started selling less of what we produced to the domestic market. On the other hand, the number of vehicles we imported in the upper segment also increased. Especially electric vehicles disrupt our foreign trade balance," Çelik said.

In order to maintain the balance in foreign trade, "we need to produce and export electric vehicles," he added.

Electric vehicle sales skyrocketed to 890 percent in the January-October period from a year ago to 48,883, according to the data from the Automotive Distributors' and Mobility Association (ODMD).

Electric vehicles accounted for 6.5 percent of all vehicle sales in the first 10 months.

Source: hurriyetdailynews

## Daewoo Express plans to introduce 200 inter-city electric buses in Pakistan

### Another 1,000 EV rickshaws plan for Karachi and Lahore on cards

Daewoo Express, one of Pakistan's leading inter-city transport service providers, is planning to introduce 200 Electric Vehicle (EV) buses gradually in the next two years along with 1000 EV rickshaws for Karachi and Lahore.

If it goes as planned, it will be the first EV-based inter-city bus service in Pakistan.

Sheriar Hassan, General Manager at Daewoo Express, says the company has taken the initiative to introduce cutting edge transport technology in the country as well as protect the environment, while helping improve Air Quality Index (AQI) levels through use of green technology.

Daewoo Express is hopeful that multi-million dollar financing for these two projects will be finalised

by January-February 2024 with an Asia-based development funding agency.

"There are two main reasons for this plan to introduce these EV buses for inter-city transport. As market leaders, we feel it is our responsibility to lead the transition from fossil fuel based transport vehicles to environment-friendly electric vehicles. This transition will help in improving Pakistan's worsening environment indicators through zero tailpipe emissions and lower noise pollution," Hassan told Business Recorder.

The company is planning to introduce 200 electric buses for short inter-city routes across Pakistan gradually in the next two years, along with 1,000 electric rickshaws for Karachi and Lahore.

Sazgar Engineering will collaborate with Daewoo in assembling the custom-made electric rickshaws.

The electric buses are expected to start operations during summer next year, and all 200 buses will be in operation by mid-2026.

The EV buses will operate on short routes having a maximum distance of 225 kilometres so that they don't have to stop during journey for charging as it would be inconvenient for passengers.

These 200 electric buses will run on 17 short routes such as Karachi to Hyderabad; Peshawar to Rawalpindi; Lahore to Faisalabad; Lahore to Sialkot etc.

"We will have charging facilities on all of our terminals where these electric buses will operate," Hassan said.





## Hi-Speed Officially Introduced “Tailg EV Bikes in Pakistan”

Tailg, the global leader in electric bikes, is proud to announce a groundbreaking partnership with Raazy Motors (Hi-Speed Motorcycles) to introduce and market Tailg electric bikes in Pakistan under the brand “TAILG”.

This exciting collaboration aims to bring eco-friendly and innovative electric mobility solutions to the Pakistani consumer market, revolutionizing the two-wheel industry and significantly reducing traveling costs for consumers.

Tailg, A brand renowned for its commitment to cutting edge technology and sustainable transportation, is set to make a significant impact on the lives of Pakistani consumers by providing a cost-effective alternative to traditional gasoline-powered vehicles.

Tailg electric bikes are designed to offer a highly efficient and economical mode of transportation.

Electric bikes, powered by rechargeable batteries, have the distinct advantage of being incredibly economical to run. The cost of electricity required to charge these bikes is significantly lower than the price of gasoline. This means that Pakistani consumers can enjoy substantial savings on their daily commuting expenses.

Making remarks on this partnership, Mr. Azmat Ali Chisty - Director Operations said, “This MOU with Tailg representatives marking a significant step towards introducing EV bikes in Pakistan under the umbrella of Raazy Motors. He was on visit of China with his team on last week.

As we embark on this transformative journey with Tailg, our commitment to providing the people of Pakistan with sustainable, cost-effective, and innovative electric mobility solutions is unwavering. Together with Tailg, we are not only opening the doors to a cleaner, greener future but also redefining the way Pakistan moves.

This partnership is a testament to our dedication to progress, quality, and a brighter tomorrow.”

For two decades, “Hi-Speed Motorcycle has been a trusted name in the automotive world, delivering quality, performance, and innovation. Now, we’re set to redefine the ride with our groundbreaking Electric Motorcycles” says Azmat Ali Chisty.







## Safe Riding – Road Safety seminar at COMSATS University Lahore

### A decade of efforts for saving lives on roads of Pakistan

Today's article is very special and this is because of two reasons. First is that this was an event to create awareness in students (male and female) for safe riding – road safety. Who then taking it as their own responsibility by knowing a lot of things through seminar on the subject and share in their circles. This will multiply the effects and our message will reach corners of Pakistan. Second reason is that this seminar completed a decade of joint efforts. Founder of Pakistan Bikers Club, Mr. Zahid Malik started organizing these sessions at COMSATS university Lahore campus in 2013. Till now the total number of students

who have attended such sessions are 3800 whereas through this session the number of students from COMSATS crossed 2500 mark. Which means that biggest share of efforts in this journey is from COMSATS. Dr Ghulam Hussain (Head of department of Management sciences COMSATS) was shared this information and he was very much happy and positive after knowing this. He appreciated us and also his team at COMSATS like Mr. Shumail, Mr. Abdu Bakar and others.

Like earlier the session covered everything related with motorcycling. From planning to buy a bike to use of the bike. From stopping or using

break to riding during a tour. From local rules to international rules. From safety measures to safety gear items. From steps taken by authorities for safety of motorcyclists to suggestions for the authorities to be taken. For the first time we also shared religious guidelines on safe riding / driving and road safety like Fatwa in Saudia Arabia, which states: Following traffic rules is our responsibility / duty, breaking this is Haram, because this creates effort for saving life. Saving life is one of the important part of Sharia. Kindly note that this session also covers many aspects of car driving that are common for a rider and a







driver e.g., passing through raining or snowy areas, tyre pressure on roads having rains or snow etc. The top three students are presented with gifts, so this time the number one position was secured by a girl who received an expensive helmet that was gifted by French motorcyclists. Second and third position holders received gifts provided by a Yamaha dealership M/S. Khurram Autos, their CEO Mr. Tayyab was also present in session.

As a trainer of Safe Riding – Road Safety this event has been very special for me also. Firstly because of the title and task given to me by Allah, under which I have been performing this function since 2010 and trying to make efforts for saving lives. The second

reason because of which this event has been special for me is that I have completed ten years for making these efforts at COMSATS university Lahore campus (2013 to 2023) and it's really a huge time frame under which we have organized seminars for 2500 plus boys and girls. The third important reason is that I have received Certificate from COMSATS university Lahore in which they have recognized my efforts. I have been presented an award also for the same. So now I am only Pakistani to organize seminars on Safe Riding – Road Safety for more than ten years without any support from sponsors or government. Another feather in cap of PBC is that a photograph of a session before few years was visible at wall of

HoD's room.

Pakistan Bikers Club would like to thank everyone who made and will be making efforts for organizing such sessions and supporting us. AutoMark, Pakistan's leading magazine in auto sector has always supported us by putting these efforts in front of the world through articles from time to time. May Allah consider efforts of all of us in this cause.

Written by:

**Muhammad Zahid Iqbal Malik,**  
**Founder and Head of Safe Riding**  
**– Road Safety and International**  
**Relations Departments, Pakistan**  
**Bikers Club (Since 2007)**



**AUTOMARK**







## IMC to launch locally made Toyota Cross Hybrid SUV in Pakistan by December

Indus Motor Company (IMC), the Toyota car assembler in Pakistan, plans to launch the locally made Corolla Cross Hybrid Electric Vehicle by December, its chief executive said on last month, as the company aims to cut costs and emissions with a \$100 million investment. Toyota's hefty \$100 million investment in Pakistan's HEV production.

This investment not only reduces import costs, but is expected to yield an annual savings of \$37 million as 30,000 HEV units enter production. This development marks a pivotal moment in the nation's automotive sector, charting a path toward a more sustainable and environmentally friendly future.

This eco-conscious initiative aligns seamlessly with the United Nations' Sustainable Development goals, with a specific focus on addressing climate change concerns. The introduction of HEVs promises a reduction in emissions, the creation of job opportunities, and an enhanced potential for exports.

Jamali expressed grave concerns about various factors that have led to surging prices for locally



manufactured cars. High taxation, inflation, the import of used cars, and currency instability were highlighted as key contributors to this escalating issue.

Emphasising the need for a well-structured import policy, Jamali stressed its importance in nurturing the growth of the domestic auto industry. He revealed that the influx of used cars into the country has had a detrimental impact on the sector. During the fiscal year 2022-23, over 6,500 used cars were imported, and in the first three months of the current fiscal year, more than 7,500 units had already made their way into the country.

Jamali pointed out that these used car imports not only undermine the progress made in localising car production, but also impede the potential for further localisation in Pakistan.

Despite these challenges, Jamali appreciated recent relaxations in the opening of letters of credit (LCs) for imports. These adjustments have facilitated the procurement of essential raw materials for the local industry, resulting in a boost in sales for original equipment manufacturers (OEMs) in passenger cars and light commercial vehicles in September 2023. Nevertheless, a year-on-year comparison revealed a 26 percent decline in sales.

Acknowledging the production and demand-related challenges faced by the auto industry, including temporary plant shutdowns and reduced vendor capacities, Jamali commended the government's efforts in promoting localisation-driven policies.

He also expressed gratitude for the government's support in revitalising the auto industry and contributing to the nation's economic recovery. The CEO emphatically reaffirmed Indus Motor Company's commitment to surmounting the current obstacles and steering the auto industry toward a more promising and sustainable future.



## Pakistan Witnesses Massive 186% Jump in Car Imports During First Four Months of FY24

Pakistan has experienced a significant surge of 186% in car imports during the first four months (July – October) of the current fiscal year 2023-24, according to official data released on Friday by the Pakistan Bureau of Statistics (PBS). The country imported Completely Built Units (CBU) cars amounting to \$67.83 million during this period, compared to \$23.72 million in the corresponding months of the previous fiscal year.

The notable increase in car imports is attributed to a relaxation in the foreign payment policy by the State Bank of Pakistan (SBP), facilitating the inflow of vehicles into the country. The total import of CBU motor vehicles, however, recorded a 3% decline, amounting to \$87 million during the review period, compared to \$89.67 million in the same period of the previous fiscal year.

Conversely, the import of CBU buses, trucks, and other heavy vehicles experienced a substantial decline of 71.39%, dropping to \$18.72 million from \$65.43 million. The cost of

importing CBU motorcycles also reduced by 12.57%.

On the other hand, the import of Completely Knocked Down (CKD) cars witnessed a decline of 41.39%, totaling \$208.47 million during the first four months of the current fiscal year. This is in contrast to \$355.69 million in the corresponding period of the previous fiscal year. The total import of CKD motor vehicles registered a 45% decline, reaching \$279.54 million during July – October 2023-24, compared to \$506.88 million in the same period of the previous fiscal year.

The fall in CKD motor vehicle imports can be attributed to several factors. Plant shutdowns of locally assembled motor vehicles played a role in the decline, reflecting disruptions in production. Additionally, the high prices of vehicles and the associated costs of car financing have contributed to a reduced demand for CKD cars in the market.

The surge in CBU car imports indicates a robust demand for fully assembled vehicles, potentially

influenced by consumer preferences, availability, and the ease of importing completely built units. The decline in CKD car imports suggests challenges in the local automotive industry, highlighting the impact of various factors on both production and consumer demand.

As the automotive landscape undergoes these shifts, industry analysts anticipate adjustments in market dynamics. The government and relevant stakeholders may consider evaluating policies and measures to address the challenges faced by the local automotive sector and ensure its resilience in the face of changing economic conditions.

The data underscores the importance of monitoring import trends and economic indicators to make informed decisions for sustainable growth in the automotive sector. The coming months will be crucial in assessing the trajectory of car imports and understanding the broader implications for the domestic automotive industry.

## Passenger, light truck tyres GTR Tyres irked by revised Customs valuations

GTR Tyres has expressed resentment over revised Customs valuations for passenger and light truck tyres that it says favor importers and hurt local manufacturers.

According to the details, a meeting was held last month between Customs and the Pakistan Tyre Importers and Dealers Association to lower duties on imported tyres. However, local manufacturers like GTR were not invited.

In a letter to the Customs Valuation Director, GTR CEO Hussain Kuli Khan said the new import tariff did

not reflect reality and was mostly revised downwards. He argued this unfairly benefits importers over domestic manufacturers.

Khan said local tyre makers pay taxes, create jobs, invest in quality equipment, and supply over 75% of domestic demand. Meanwhile, imported Chinese tyres are under-invoiced yet have seen 72% import growth in recent years.

The letter demanded a level playing field so the local tyre manufacturers could increase production capacity, quality, and exports and urged

protecting the local industry that contributes to the economy, unlike importers.

Khan said Customs valuations should support local manufacturers that pay taxes and employ people, not just benefit importers.





# Why Japan's Auto Industry Can't Keep Pace With The Electric Vehicle Revolution

The “Made in Japan” label used to be a mark of progress, but Japanese manufacturing has declined rapidly. Now, the automobile industry, the last bastion of the country’s technology, has fallen behind in the transition to electric vehicles.

From semiconductors, TVs, and computers to mobile phones, Japan was once the world’s leading manufacturer, and it swept the world with all these products. But since entering the twenty-first century, “Made in Japan” has declined so fast that certain Japanese brands have simply disappeared.

Recently, the automobile manufacturing industry, known as the “last bastion” of Japanese technology, is beginning to notice an alarming situation.

## **The Big Three**

Called the “Big Three,” Japan’s Toyota, Nissan, and Honda still enjoy an unshakable global status in the field of fueled vehicles.

Among them, Toyota Motor Corporation is the largest company in Japan. Last year, Toyota alone sold 10.5 million vehicles worldwide, topping the global auto sales leader board for the last two consecutive years.

It’s also worth mentioning that, last year, Toyota sold 2.3 million cars in the United States, surpassing General Motors to top the U.S. car sales ranking.

In 1931, General Motors overtook Ford to become the No. 1 selling car brand in the U.S. and it has gone undefeated for 90 consecutive years until it unwillingly passed the crown to Toyota.

Last year, Nissan-Renault sold 2.6 million vehicles worldwide. It was during Carlos Ghosn’s leadership that Nissan and France’s Renault joined forces and established a strong presence in the European market.

As for Honda, its global sales last year were 4.5 million cars. The company has absolute confidence in its own engine technology. At the finale of the 2021 World Formula One Championship (F1) held in the

United Arab Emirates last December, the drivers of the Red Bull and Toro Rosso teams, which have deep cooperation with Honda, won the driver’s championship and the third place respectively.

## **EVs after the rest**

Nevertheless, a kind of pessimism has emerged in one after another of Japan’s carmakers.

The reason lies in the fact that the global auto industry is rapidly shifting from fueled vehicles to electric vehicles (EVs).

Yet, compared with companies in other countries, Japan’s “big three” automakers are lagging far behind in their conversion to EVs. Only 21,139 electric vehicles were sold in Japan in 2021.

Meanwhile, Chinese car makers are eyeing up the global market.

Last year, BYD Auto Company sold 320,810 electric vehicles. At the United Nations COP26 climate summit held in Glasgow last fall, a BYD electric vehicle was identified as the official vehicle for the meetings.

Also late last year, the Keihan Bus Company in Kyoto officially put into use four BYD J6 electric buses. A J6 costs about 30% of the price of a comparable Nissan vehicle



### Mercedes

generated a free cash flow of €11 billion in 2022— the highest in its history

powertrain warranty.



### General Motors

became a pioneer

### BMW

is the world's largest luxury

and has more performance. This is reminiscent of when Japanese cars entered the U.S. market half a century ago.

### Sony and Honda team up

So, is the “last bastion” of Japanese technology going to collapse sooner or later? Amid this deepening sense of crisis, Japanese manufacturers have rolled out new initiatives this year.

For example, Sony has entered the arena of EVs. On Jan. 4, at the CES technology exhibition held in Las Vegas, Kenichiro Yoshida, chairman and CEO of Sony Group, announced the establishment of a new company “Sony Mobility” to commercialize electric vehicles.

“In order to enter the EV sector, we have set up Sony Mobility. It aims to launch electric vehicles that combine sensor technology, cloud service technology, 5G technology, entertainment and content technology. Sony Group has been deeply involved in each of the above

areas and with these technologies, we believe that Sony is in an advantageous position to redefine mobility.” Driven by the news, Sony’s share price rose 5% in one trading day.

Two months later, on March 4, Kenichiro Yoshida and Honda President & CEO Toshihiro Mibu held a joint press conference to announce “Sony and Honda have reached a strategic alliance agreement to jointly create a new era of future mobile technology and services. Within this year, the two companies will establish a joint venture together. It is expected that by 2025, our first electric car will be developed and sold.”

### Japanese technology in the 21st century

In fact, Masaru Ibuka, the founder of Sony, and Soichiro Honda, the founder of Honda, were lifelong friends. Not only had they felt very proud of their own technologies as well as abilities, they also dreamed

of cooperating together one day. The two, however, did not fulfill this wish in their lifetimes. Many years after their passing, the companies they founded are finally hand in hand.

The irony is that the two companies have decided to work together because they haven’t had a clear perspective of the future. This is particularly true for Honda because in the EV world, the “World’s No. 1 engine technology” is not needed.

Currently, Sony is developing image sensor that can accurately capture signs and objects up to 450 meters away. And in gaming, Sony is developing an artificial intelligence system that drives a car at high speed while avoiding contacts. It is said that Honda believes that these Sony technologies will play a huge role in the future era of driverless cars.

In terms of “flying car” technology, the SkyDrive is one of the world’s leaders. Certain people even hold high hopes that it may become the new “Toyota” of the 21st century.



# Car / Light Vehicles Price List

## Suzuki

| Model                      | Price         |
|----------------------------|---------------|
| Alto 660CC VX              | Rs. 2,251,000 |
| Alto 660CC VXR             | Rs. 2,612,000 |
| Alto 660CC VXL AGS         | Rs. 2,799,000 |
| Alto 660CC AGS             | Rs. 2,935,000 |
| WAGON-R VXR 1000cc Euro II | Rs. 3,214,000 |
| WAGON-R VXL 1000cc Euro II | Rs. 3,412,000 |
| WAGON-R AGS 1000cc Euro II | Rs. 3,741,000 |
| CULTUS VXR MT 1000cc       | Rs. 3,718,000 |
| CULTUS VXL MT 1000cc       | Rs. 4,084,000 |
| CULTUS VXL AGS 1000cc      | Rs. 4,366,000 |
| Swift GL MANUAL 1197cc     | Rs. 4,256,000 |
| Swift GL CVT 1197cc        | Rs. 4,574,000 |
| Swift GLX CVT 1197cc       | Rs. 4,960,000 |
| RAVI with Deck 800cc       | Rs. 1,856,000 |
| SUZUKI APV VX 1500CC       | Rs. 8,068,000 |
| SUZUKI Jimny 1500cc        | Rs. 7,837,000 |
| BOLAN Van 800cc            | Rs. 1,940,000 |
| BOLAN Cargo 800cc          | Rs. 1,944,000 |

## Prince DFSK Pakistan

| Model                        | Price         |
|------------------------------|---------------|
| K01S 1000CC, 2 Seater, 1 Ton | Rs. 2,070,000 |
| HUMSAFAR K07 1000CC, 7Set    | Rs. 2,669,000 |
| Prince Pearl 800cc           | Rs. 1,990,000 |

## Honda

| Model                         | Price         |
|-------------------------------|---------------|
| Honda CITY 1.2 MT             | Rs. 4,699,000 |
| Honda CITY 1.2 PT             | Rs. 4,829,000 |
| Honda CITY 1.5 PT             | Rs. 5,539,000 |
| Honda Aspire 1.5 MT           | Rs. 5,659,000 |
| Honda Aspire 1.5 PT           | Rs. 5,879,000 |
| Honda Civic 1.5 M-CVT         | Rs. 8,329,000 |
| Honda Civic 1.5L Oriel M CVT  | Rs. 8,659,000 |
| Honda Civic RS 1.5L Turbo CVT | Rs. 9,899,000 |
| Honda BRV 1.5 CVT S           | Rs. 6,299,000 |

### DISCLAIMER

Automark has no responsibility for the correct prices. Because prices are subject to change due to variation in Rupee/Dollar parity and imposition of duty and taxes very frequently.

## Proton Saga

| Model             | Price         |
|-------------------|---------------|
| 1.3L Standard M/T | Rs. 3,749,000 |
| 1.3L Standard A/T | Rs. 3,949,000 |
| 1.3L ACE A/T      | Rs. 4,099,000 |

## Isuzu D-Max

| Model   | Price          |
|---|----------------|
| Hi-Spark - 4X2 Single Cabin DL, Turbo 2499cc    | Rs. 5,810,000  |
| Hi-Spark - 4X2 Single Cabin Turbo 2499cc        | Rs. 5,910,000  |
| Hi-Lander - 4X4 Single Cabin, Turbo 2499cc      | Rs. 7,235,000  |
| Hi-Lander 4X4 Double Cabin, Turbo 2499cc        | Rs. 8,335,000  |
| V-Cross 4X4 DC M/T, Turbo 2999cc (Luxury Grade) | Rs. 9,175,000  |
| V-Cross 4X4 Double Cabin A/T (LG) Turbo 2999cc  | Rs. 10,310,000 |

## Changan Motors

| Model                      | Price         |
|----------------------------|---------------|
| Alsvin 1.3L 5-speed MT     | Rs. 3,799,000 |
| Alsvin 1.5L DCT AT         | Rs. 4,349,000 |
| Alsvin 1.5L DCT LUMIERE AT | Rs. 4,549,000 |
| Karvaan Std 1.0L 7-Seat    | Rs. 2,779,000 |
| Karvaan Plus 1.0L 7-Seat   | Rs. 2,999,000 |
| M9 1.0L                    | Rs. 2,179,000 |

## KIA

| Model                  | Price         |
|------------------------|---------------|
| Picanto 1.0L Manual    | Rs. 3,350,000 |
| Picanto 1.0L Automatic | Rs. 3,850,000 |

## Forland

| Model                         | Price         |
|-------------------------------|---------------|
| C10 (W/out Deck/Audio/Heater) | Rs. 1,899,000 |
| C10 (without Heater & Blower) | Rs. 1,999,000 |
| C10 (Full Options)            | Rs. 2,049,000 |
| C19                           | Rs. 2,449,000 |
| T5                            | Rs. 2,999,000 |
| T5 Prime                      | Rs. 3,099,000 |
| C311-NT (Without Deck)        | Rs. 3,949,000 |
| C314 - NT Without Deck        | Rs. 4,049,000 |
| C717 (Without Deck)           | Rs. 5,649,000 |
| CX17 (Without Deck)           | Rs. 6,299,000 |
| Safaari Standard              | Rs. 3,799,000 |
| Safaari Deluxe                | Rs. 4,099,000 |
| Safaari Premium               | Rs. 4,299,000 |

## Hyundai

| Model                 | Price         |
|-----------------------|---------------|
| Porter 2.6L High Deck | Rs. 3,629,000 |
| Porter 2.6L Flat Deck | Rs. 3,609,000 |
| Porter 2.6L Deckless  | Rs. 3,589,000 |
| Elantra GL 1.6L       | Rs. 5,849,000 |
| Elantra 2.0L AT       | Rs. 6,154,000 |
| Sonata 2L AT          | Rs. 8,724,000 |
| Sonata 2.5L AT        | Rs. 9,484,000 |

## Toyota

| Model                               | Price          |
|-------------------------------------|----------------|
| YARIS 1.3L GLI MT                   | Rs. 4,399,000  |
| YARIS 1.3L GLI CVT                  | Rs. 4,689,000  |
| YARIS 1.3L ATIV MT                  | Rs. 4,659,000  |
| YARIS 1.3L ATIV CVT                 | Rs. 4,899,000  |
| YARIS AERO 1.3 CVT                  | Rs. 5,099,000  |
| YARIS 1.5 ATIV X MT                 | Rs. 5,309,000  |
| YARIS 1.5 ATIV X CVT                | Rs. 5,649,000  |
| YARIS AERO 1.5 CVT                  | Rs. 5,849,000  |
| COROLLA 1.6L Dual VVT-i MT          | Rs. 5,969,000  |
| COROLLA 1.6L Dual VVT-i AT          | Rs. 6,559,000  |
| COROLLA 1.8L CVT SR                 | Rs. 7,509,000  |
| COROLLA 1.8L CVT SR BLK             | Rs. 7,549,000  |
| HILUX Revo Double Cabin             |                |
| 4x4-D/CSTD E MT                     | Rs. 11,454,000 |
| Revo 188D 4X4 G MT DIESEL           | Rs. 12,549,000 |
| Revo 188D 4X4 V AT DIESEL           | Rs. 13,849,000 |
| Revo 188D 4X4 V AT DIESEL           | Rs. 14,419,000 |
| Revo 4X4 ROCCO DIESEL               | Rs.            |
| Revo 4X4 GR-S DIESEL                | Rs.            |
| <b>FORTUNER VARIANTS</b>            |                |
| Fortuner G 4X2 STD 2.7L AT (PETROL) | Rs. 14,449,000 |
| Fortuner V 4X4 2.7L AT V (PETROL)   | Rs. 16,999,000 |
| Fortuner 4X4 S4 AT (DIESEL)         | Rs. 17,999,000 |
| Fortuner 4X4 Legender               | Rs. 18,999,000 |
| Fortuner 4X4 GR-S (DIESEL)          | Rs. 19,899,000 |

## United

| Model               | Price         |
|---------------------|---------------|
| Alpha 1000cc Manual | Rs. 1,849,000 |
| Bravo 800cc Manual  | Rs. 1,519,000 |

# SUVs Price List

|                  |                                    |                |  |
|------------------|------------------------------------|----------------|--|
| <b>HYUNDAI</b>   | SantaFE Hybrid Signature           | Rs. 14,699,000 | <br><b>HYUNDAI</b>  |
|                  | SantaFE Hybrid Smart               | Rs. 12,990,000 |  |
|                  | Tucson 2.0L Gasoline AWD           | Rs. 7,569,000  |  |
|                  | Tucson 2.0L GLS Sports FWD         | Rs. 8,169,000  |  |
|                  | Tucson 2.0L GLS                    | Rs. 7,165,000  |  |
|                  | Staria HGS                         | Rs. 11,041,000 |  |
|                  | Staria 2.2D AT                     | Rs. 8,941,000  |  |
|                  | Staria 2.2D MT                     | Rs. 8,531,000  |  |
|                  | Staria 3.5                         | Rs. 8,396,000  |  |
| <b>KIA</b>       | KIA Sportage AWD 2.0L              | Rs. 8,770,000  | <b>PEUGEOT</b><br>2008 Active<br>Rs. 5,899,000   |
|                  | KIA Sportage FWD 2.0L              | Rs. 8,040,000  |  |
|                  | KIA Sportage Alpha 2.0L            | Rs. 7,300,000  | 2008 Allure<br>Rs. 6,599,000   |
|                  | KIA Sportage Black Limited Edition | Rs. 9,300,000  |  |
|                  | Kia Stonic 1.4L EX                 | Rs. 5,350,000  | <b>HONDA HVR</b><br>VTI 1.5L<br>Rs. 7,649,000  |
|                  | Kia Stonic 1.4L EX+                | Rs. 6,280,000  |  |
|                  | Grand Carnival 3.5L GLS PP         | Rs. 16,760,000 | VTI-S<br>Rs. 7,899,000   |
|                  | Kia Sorent 2.4L FWD (CKD)          | Rs. 10,800,000 |  |
|                  | Kia Sorent 2.4L AWD (CKD)          | Rs. 11,790,000 |  |
|                  | Kia Sorent 3.5L FWD (CKD)          | Rs. 11,200,000 |  |
| <b>TOYOTA</b>    | Hybird CVT Low Variant             | Rs. 7,698,000  | <br><b>TOYOTA</b> |
|                  | Hybird CVT Smart Mld V             | Rs. 8,208,000  |  |
|                  | Hybird CVT Premium High V          | Rs. 8,408,000  |  |
| <b>CHANGAN</b>   | Oshan X7 FutureSense 1.5L Turbo    | Rs. 8,950,000  | <b>PROTON X70</b><br>FWD 1.5L Turbo<br>Rs. 9,299,000   |
|                  | Oshan X7 Comfort 1.5L Turbo        | Rs. 8,299,000  |  |
| <b>MG</b>        | MG HS Essense (CKD) Local Assemble | Rs. 8,099,000  | AWD 1.5L Turbo<br>Rs. 8,799,000  |
|                  | MG ZS EV Essense 51.1 KWH 360KMS   | Rs. 12,990,000 |  |
|                  | MG ZS EV LONG RANGE 72.6 KWH 500   | Rs. 14,999,000 |  |
|                  | MG 4 EV Excite 51 KWH 350KMS       | Rs. 10,999,000 |  |
|                  | MG 4 EV Essence 64 KWH 445KMS      | Rs. 12,990,000 |  |
| <b>REGAL</b>     | Pince GLORY 580 Pro 1.5L Turbo     | Rs. 6,990,000  | <br><b>DFSK</b>   |
|                  | Pince GLORY 580T 1.5L CVT          | Rs. 5,610,000  |  |
|                  | Pince GLORY 580 1.8L               | Rs. 5,806,000  |  |
| <b>GHANDHARA</b> | Tiggo 8 Pro 1.6L                   | Rs. 9,299,000  | <br><b>FUERBY</b> |
|                  | Tiggo 4 Pro 1.5L                   | Rs. 6,999,000  |  |
| <b>SAZGAR</b>    | GWM - Haval H6 1.5T FWD (CKD)      | Rs. 9,282,000  | <br><b>SAZGAR</b> |
|                  | GWM - Haval H6 2.0T AWD (CKD)      | Rs. 10,812,000 |  |
|                  | GWM Haval H6 Hybrid                | RS. 11,975,000 |  |
|                  | BAIC BJ40 PLUS 2.0T                |                |  |
|                  | JOLION Local Assembled             | Rs. 8,137,4900 |  |



# Economic Shifts Hint at Possible Reduction in Pakistan's Motorcycle Prices

In a promising turn of events, industry experts are closely monitoring the potential for a decrease in motorcycle prices across Pakistan. The recent stability of the Pakistani rupee against the US dollar has created an optimistic outlook among consumers, with expectations of more affordable options in the near future.

The recent stability in the exchange rate, particularly the strength of the Pakistani rupee, has had a profound impact on various sectors. With the cost of imported goods and commodities decreasing, the motorcycle industry is also under scrutiny for possible price adjustments.

While there have been circulating reports suggesting a reduction in motorcycle prices, representatives from leading companies are cautious about confirming such speculations. According to them, the current prices were established at a rate of approximately 250 to 255 rupees per dollar, making it challenging to foresee

a substantial reduction at this time.

With a new government in power, there is renewed hope for positive changes in the automotive sector. The possibility of the government taking measures to make motorcycles more affordable is being closely observed. Industry insiders believe that in the short term, over the next 2 to 3 months, there might be a stabilization or even a slight reduction in motorcycle prices.

Consumers are eagerly awaiting any news of potential reductions in motorcycle prices, hoping that the current economic conditions will lead to more budget-friendly options. The anticipation among the public is high, and the coming months will be crucial in determining whether the market responds favorably to the recent economic shifts.

While the motorcycle industry remains cautious about confirming a significant price reduction, the potential for more affordable bikes in Pakistan is generating excitement among

consumers. The interplay of economic factors, government policies, and market dynamics will ultimately shape the future landscape of motorcycle prices in the country.

In the wake of these developments, consumers are advised to stay informed and keep a close eye on announcements from both government officials and industry leaders. Any potential price adjustments will likely be influenced by a combination of global economic trends and local policies.

The motorcycle industry, a key player in Pakistan's automotive sector, is bracing for changes that could redefine market dynamics. As the government explores avenues to boost affordability, consumers can expect a period of speculation and anticipation. The next few months will undoubtedly be crucial in determining whether the motorcycle market in Pakistan undergoes a significant transformation, providing consumers with more accessible options.

## Yadea Launched Electric Scooter in Pakistan

In a groundbreaking development, Chinese e-bike giant Yadea has introduced its electric scooter in Pakistan, ushering in a new era of sustainable urban mobility.

The Yadea electric scooter boasts advanced features, promising to reshape the commuting experience in Pakistan by offering a compelling combination of speed, range, and eco-friendliness.



The scooter incorporates TTFAR technology, a comprehensive system designed to enhance the electric

scooter experience. Powered by a 72V 26Ah Graphene battery, a central component of TTFAR, the scooter can reach speeds of up to 50 km while providing an impressive range of 105 km on a single charge.

The environmentally friendly vehicle demonstrates its efficiency and cost-effectiveness by consuming only 2.5 units of electricity.

## Vehicles sans certificate banned on motorways

The Punjab caretaker government has imposed a ban on the entry of vehicles without fitness certificates and route permits on motorways and highways. The government said on last week it initiated environmentally friendly measures to combat smog by restricting the entry of vehicles without fitness certificates and route permits on motorways and highways.

It said an agreement was signed between the government and the National Highways and Motorway

Police in this regard.

It said the enforcement of an axle-load regime would ensure that overweight trawler trucks were prohibited from entering motorways and highways under any circumstances.

According to the agreement, there will be a systematic exchange of information regarding vehicle fitness and route permits between the Punjab Transport Department and the Motorway Police. "Both departments will appoint focal persons to oversee the

exchange of information and ensure the enforcement of rules, fostering cooperation and collaboration."

Caretaker chief minister Mohsin Naqvi expressed appreciation for the environmentally friendly transport initiative.

He announced a one-month grace period for the free registration of unregistered Chingchi rickshaws, saying afterward unregistered rickshaws would not be permitted on the roads.

# Electric & Gasoline Engine Motorcycles / Scooters Retail Price List

## YADEA Electric Bikes

| No. | Brand & Model Name     | Retail Price |
|-----|------------------------|--------------|
| 1   | YADEA EV Motorcycle T5 | Rs. 245,000  |

## New Asia Vehicles

| No. | Brand & Model Name | Retail Price |
|-----|--------------------|--------------|
| 1   | Ramza EV Scooty G7 | Rs. 220,000  |

## Pak Star Automobile (Pvt) Ltd.,

| No. | Brand & Model Name         | Retail Price |
|-----|----------------------------|--------------|
| 1.  | Metro E8S Pro 2000 Watts   | Rs. 360,000  |
| 2.  | Metro T9 600 Watts         | Rs. 260,000  |
| 3.  | Metro M9 (Empower) 1200W   | Rs. 220,000  |
| 4.  | Merto LY (Super Bike) 400W | Rs. 155,000  |

## Evee Electric (Pvt) Ltd

| No. | Brand & Model Name     | Retail Price |
|-----|------------------------|--------------|
| 1   | Flipper 350 Watts      | Rs. 95,000   |
| 2   | Evee C1-1200 Watts     | Rs. 200,000  |
| 3   | Evee C1 Pro-1200 Watts | Rs. 230,000  |
| 4   | Evee C1 Air-2000 Watts | Rs. 300,000  |

## Benling EV (Pvt) Ltd.,

| No. | Brand & Model Name            | Retail Price |
|-----|-------------------------------|--------------|
| 1.  | EV Mini Scooty 350W           | Rs. 120,000  |
| 2.  | EV Scooty (Roshni) 1000W      | Rs. 195,000  |
| 3.  | EV Scooty (Roshni-Plus) 1000W | Rs. 205,000  |
| 4.  | EV Scooty (Roshni-Pro) 1000W  | Rs. 215,000  |
| 5.  | EV Scooty (Rider) 1200W       | Rs. 240,000  |



## Gasoline Engine Motorcycle

### Suzuki

| No. | Brand & Model Name | Retail Price |
|-----|--------------------|--------------|
| 1   | GR-150             | Rs. 547,000  |
| 2   | GD 110S            | Rs. 352,000  |
| 3   | GS-150             | Rs. 382,000  |
| 4   | GSX-125            | Rs. 499,000  |

### 70cc Motorcycles

| No. | Brand & Model Name         | Retail Price |
|-----|----------------------------|--------------|
| 1.  | Crown 70cc Jazba +         | Rs. 103,000  |
| 2.  | Crown 70cc HD Plus         | Rs. 111,500  |
| 3.  | Crown 70cc Self Start      | Rs. 116,000  |
| 4.  | CITY 70cc Regular          | Rs. 105,000  |
| 5.  | CITY 70cc with Alloy Rim   | Rs. 115,000  |
| 6.  | Metro Mr-70                | Rs. 107,500  |
| 7.  | Super Star 70CC Xcellence  | Rs. 103,500  |
| 8.  | Super Star 70CC XL PLUS    | Rs. 108,500  |
| 9.  | Super Star 70CC SELF START | Rs. 113,500  |
| 10. | Super Power 70cc Dollar    | Rs. 105,500  |
| 11. | Super Power Scooty         | Rs. 170,000  |
| 12. | U.Star 70cc Durbi          | Rs. 97,000   |
| 13. | Unique UD-70cc Regular     | Rs. 107,000  |
| 14. | Unique UD-70cc Plus        | Rs. 109,000  |

### United Motorcycles

| No. | Brand & Model Name | Retail Price |
|-----|--------------------|--------------|
| 1.  | UD-70cc REGULAR    | Rs. 105,500  |
| 2.  | US-100cc Regular   | Rs. 108,500  |
| 3.  | US-100cc Alloy Rim | Rs. 117,000  |
| 4.  | US125              | Rs. 165,000  |
| 5.  | US-100 (Scooter)   | Rs. 270,000  |

### 100cc/125cc and Others

| No. | Brand & Model Name                          | Retail Price |
|-----|---|--------------|
| 1   | Super Star 100cc Royal (self with Alloyrim) | Rs. 180,000  |
| 2   | Crown CR100 Excellence                      | Rs. 109,500  |
| 3   | Crown CR100 Self Start                      | Rs. 122,500  |
| 4   | Crown CR125                                 | Rs. 147,000  |
| 5   | Crown CR125 Self Start 5G                   | Rs. 162,000  |
| 6   | Crown CR125 Self Start (5 Gears) ALLOY RIM  | Rs. 175,500  |
| 7   | Metro MR-125 Euro-II                        | Rs. 127,500  |
| 8   | Zxmco ZX-125-Euro II                        | Rs. 130,000  |
| 9   | Zxmco ZX-200cc                              | Rs. 305,000  |
| 10  | City 100cc Self                             | Rs. 125,000  |

### Road Prince Motorcycle

| No. | Brand & Model Name | Retail Price |
|-----|--------------------|--------------|
| 1   | 70CC (STD)         | Rs. 109,500  |
| 2   | 70CC PASSION PLUS  | Rs. 119,500  |
| 3   | 70CC CLASSIC       | Rs. 115,500  |
| 4   | 110CC POWER PLUS   | Rs. 118,500  |
| 5   | 110CC JACKPOT      | Rs. 118,500  |
| 6   | 125CC (STD)        | Rs. 165,000  |
| 7   | 125CC Twister      | Rs. 150,000  |
| 8   | ZEUS-EV SCOOTY     | Rs. 260,000  |
| 9   | ZEUS-XR SCOOTY     | Rs. 278,000  |

### Honda Motorcycles

| No. | Brand & Model Name | Retail Price |
|-----|--------------------|--------------|
| 1   | CD-70              | Rs. 157,900  |
| 2   | CD Dream           | Rs. 168,900  |
| 3   | Pridor             | Rs. 208,900  |
| 4   | CG-125 STD         | Rs. 234,900  |
| 5   | CG-125S Red/Black  | Rs. 282,900  |
| 6   | CB-150F (R&B)      | Rs. 493,900  |

### Hi-Speed Motorcycles

| No. | Brand & Model Name | Retail Price |
|-----|--------------------|--------------|
| 1   | Hi-Speed 70cc      | Rs. 105,000  |
| 2   | Hi-Speed 70cc HSR  | Rs. 110,000  |
| 3   | Half Unit SR 100cc | Rs. 102,000  |
| 4   | Classic SR 100cc   | Rs. 115,000  |
| 5   | Alpha 100cc        | Rs. 220,000  |
| 6   | Freedom SR 200     | Rs. 385,000  |

### Yamaha

| No. | Brand & Model Name      | Retail Price |
|-----|-------------------------|--------------|
| 1   | Yamaha YBR-125Z         | Rs. 396,000  |
| 2   | Yamaha YBR-125Z-DX      | Rs. 440,500  |
| 3   | Yamaha YBR-125          | Rs. 452,500  |
| 4   | Yamaha YBR-125G (R & B) | Rs. 453,000  |
| 5   | Yamaha YBR-125G Matt DG | Rs. 456,000  |





## Regal Automobile launches locally assembled Seres 3 Electric SUV in Pakistan

Regal Automobiles Industries Limited (RAIL) has formally launched the much-awaited SERES 3 SUV which is Pakistan's first locally assembled pure electric vehicle.

SERES 3 is powered by a Permanent Magnet Synchronous Motor delivering 120kW (161hp) of power and 300Nm of torque. There is a 49.34 kWh lithium-ion battery that enables a driving range of 403km. The EV can sprint from 0-100 km/h in around 8.9 seconds. Fast charging helps replenish the battery from 20% to 80% in 30 minutes, while slow charging will do the same in around 6 hours.

The vehicle which is a genuine 5-seater, measures 4,385mm in length, 1,850mm in width, and 1,650mm in height while having a wheelbase of 2,655mm. In terms of looks, the SERES 3 features sharp styling with a closed front fascia & a textured grille cover along with projector headlamps & LED DRLs. The side profile features a floating-roof styling, while the full-width tailgate at the back houses complete tail light units, a back wiper, and an embedded spoiler.

Inside there is a dual-tone leather interior with silver embellishments. Other interior highlights include a 10.25-inch free-standing touch screen infotainment system, a flat-bottomed multi-function steering

wheel, a digital multi-information display, an electronic shift knob, automatic AC with climate control, electrically adjustable & heated front seats, wireless phone charging, a panoramic roof, and 6 speakers.

Other key features include power steering/ windows, power & heated outside mirrors, 3 driving modes (Normal, Eco, and sports), cruise control, a power tailgate with a foot sensor, and 18-inch alloy wheels. The vehicle also has a spare tire with a toolkit as opposed to most new cars that come without a spare wheel and offer a tire repair kit instead.

In terms of safety, the SERES 3 comes equipped with 6 airbags, ABS with EBD, ESP, and TCS (electronic stability and traction control), HAC and HDC (hill-start assist & hill descent control) with auto hold brake, FCW (forward collision warning) and LDWS (lane departure warning system), immobilizer & smart key, EDR (event data recorder), front & rear parking radars, reversing camera with 360-degree surround view, TPMS (tire pressure monitoring system), 3-point ELR seatbelts and ISOFIX child seat anchorage.

Available in 6 exterior color choices, the SERES 3 is backed by a 5-year/ 100,000 km warranty, and an 8-year/ 150,000 km battery & motor warranty (whichever occurs first). The price of locally assembled SERES 3 EV is set

at PKR 91.99 lac with deliveries set to commence from March 2024. The vehicle can be booked against Rs 3 million. The company does, however, state that the price is subject to change without notice and that the price in effect at the time of delivery will apply.

### Features, Power, and Range The following are the key features of the vehicle:

- Electronic Panoramic Sunroof
- Led Headlamps with DRLs
- Electronic, Heated & Auto Retractable Side View Mirrors
- 360 View Camera
- Spare Tyre
- 18-inch Alloy wheel
- Interior
- Leather Interior
- Multi-informational display
- Automatic AC with Climate Control
- 25 Touch Screen Audio & Smart Phone Connecting System
- Multi-functional Steering Control Wheel
- Electric 6-Way adjustment Driver Seat
- Electric 6-Way adjustment front passenger Seat
- 6 Speakers
- Front Seat Heating
- Cruise Control
- 3 Driving Modes (Normal, Eco, Sports)
- Wireless Charger



## Build Together Embracing Renewable Energy A Leap Towards Sustainable Industry Practices



We anticipate a substantial reduction in overhead costs through the adoption of solar energy. Harnessing the power of the sun

promises not only economic benefits but also a significant decrease in operational expenses.

### **Eliminating Power Outages;**

With solar energy, the industry can bid farewell to power outages.

The reliability of solar power ensures uninterrupted operations, contributing to enhance productivity. Decarbonization for a Greener Operation;

We commit to substantial decarbonization through the integration of solar energy in its operations.

This green initiative aligns with the global pursuit of sustainable and environmentally-friendly industrial practices.

### **Socio-Economic Impact and Green Environment;**

The adoption of solar energy is not merely an operational shift but a commitment to socio-economic development.

Contributing to a green environment, we envision a positive impact on both

local communities and the larger economy. We must understand Scope Industry Progress towards Green Energy;

A commendable 10% of the industry, including large-scale manufacturers and OEMs, has already made the transition to green energy.

We must understand regarding Green House Gas Protocol, we are trying to explain here.

**Scope 1:** Direct emissions from sources that are owned or controlled by the organization (e.g., emissions from the company's ovens/plants).

**Scope 2:** Indirect emission from the generation of purchase energy (e.g., electricity used in the company's production).

**Scope 3:** Indirect emissions from sources outside the organization's boundaries, such as the transportation of raw materials and finished products.

MCE proudly stands among the companies, initiating the journey towards a sustainable future.

### **Immediate Focus on solar Energy Adoption;**

MCE takes pride in being one of the first SME companies to immediately shift its focus towards adopting solar energy in its factory.

This bold move showcases a commitment to leading by example and encouraging a broader industry

transformation.

Recommendations for a Sustainable Future;

Create Awareness on Alternative Energy;

Advocate for increased awareness regarding alternative energy sources. Education and outreach programs can play a crucial role in fostering understanding and enthusiasm for renewable energy adoption.

Financial Support for SMEs;

Recognizing the financial constraints faced by SMEs, We urges for low-interest financing options and flexible payback terms.

Financial institutions are encouraged to facilitate affordable loans to incentivize SMEs to embrace renewable energy solutions.

OEM Support for Green Initiatives; We recommend that OEMs treat their SME vendors as family members.

By providing interest-free financing, OEMs can actively support their SME partners in transitioning to sustainable and green energy systems.

We remain steadfast in its commitment to shaping a sustainable future for the industry. The company calls upon its peers, stakeholders, and the wider community to join hands in this transformative journey towards a greener and more resilient industrial landscape. By Mashood Khan Director / Mehra Commercial





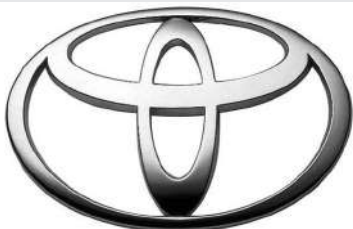
## Toyota Issues Massive Recall Affecting Nearly 2 Million Vehicles

Toyota has issued a massive voluntary recall for its RAV4s, ranging from model years 2013 to 2018.

The vehicular giant announced on Nov. 1 that the batteries of approximately 1,854,000 may be at risk of catching fire. According to the company, certain 12-volt battery replacements may have smaller top dimensions than others. If a smaller battery has been installed in the vehicle, the hold-down clamp may not have been tightened correctly. With hard turns, the positive terminal may come into contact with the clamp, causing a short circuit and increasing the risk of ignition.

Toyota is not yet prepared to make the appropriate repairs to these vehicles. When the time comes, dealers will replace the battery hold-down clamp, battery tray, and positive terminal cover at no cost to owners.

The news comes just days after the company issued another recall for 751,000 2020 to 2023 Toyota Highlander and Highlander Hybrids. The affected vehicles have a resin front lower bumper cover which is connected with mounting tabs that may detach from the vehicle during normal operation, increasing the risk of creating a road hazard and/or causing a crash. Owners of these vehicles will also be notified by late Dec., when dealers are ready to replace the upper and/or lower front bumper cover and install new retention hardware where necessary.



# TOYOTA

## Hyundai Joins Honda and Toyota in raising wages after auto union wins gains in deals with Detroit 3

Hyundai said Monday it will raise factory worker pay 25% by 2028, matching the general wage increase won by the UAW during that period.

South Korean automaker Hyundai has joined Honda and Toyota in raising factory worker wages after the United Auto Workers union reached new contract agreements with Detroit automakers.

Hyundai said Monday it will raise factory worker pay 25% by 2028, matching the general wage increase won by the UAW during that period. Toyota raised factory pay 9% to 10% starting in January, while Honda said it will increase wages 11% during the same period.

Labor experts say the increases are at least in part aimed at thwarting UAW President Shawn Fain's strategy of trying to organize U.S. auto plants

run by foreign automakers and Tesla in order to increase the union's bargaining power. Fain said terrified auto executives at nonunion plants are raising wages, and he called Toyota's pay increase the UAW bump.

"UAW, that stands for 'You Are Welcome,'" he said.

About 146,000 UAW members are voting on new contracts with General Motors, Ford and Jeep maker Stellantis that give them 25% general wage increases over the next four years and eight months. When cost of living wages are factored in, workers will get about 33% raises, with the top assembly line employee making about \$42 per hour.

Toyota and Honda also accelerated the time it takes for a starting employee to reach the top pay rate, also matching or coming close to the time period in the new UAW contracts.

## Dongfeng Motor, Nissan Motor to jointly develop new energy vehicles under new cooperation strategy

Facing the ongoing changes in the automotive industry, DFL, with the full support of its shareholders Dongfeng Motor Corporation (DFMC) and Nissan Motor Co., Ltd. (Nissan), launched the "Qi DNA+" (translating to "initiate") strategy. With the confidence of collaborative innovation, progressive ambition, and a determined spirit of evolution, DFL embarks on a new era for automobile joint ventures in China. The new strategy, "Qi DNA+," signifies Dongfeng's English initial "D", Nissan's "N", and "A" for Advancing, emphasizing forward-thinking leadership. The "+" symbol represents rejuvenation, iteration, and comprehensive upgrades, dedicated to creating a new global automotive landscape with Chinese assets, speed, and standards.

Entering the "Qi DNA+" era, leveraging 20 years of joint venture incubation in vehicle R&D, DFL plans to introduce 10 new locally developed new energy vehicles to the Chinese market by the end of 2026. This lineup will

include offerings from both Nissan, Venucia and Dongfeng's proprietary brands. Notably, four new energy vehicle models will be introduced under the Nissan brand. The debut of the first independently developed Nissan-branded new energy vehicle is scheduled to hit the market in the latter half of 2024.

Moreover, DFL aims to commence export operations from 2025 onward, with an initial target of 100,000 vehicles annually. This ambitious endeavor encompasses a range of vehicles, including four new energy models under the Nissan brand. The export volume is poised to escalate based on market demand and reception.

With two decades of joint efforts, DFL has established six major passenger vehicle production bases and a comprehensive enterprise scale covering the entire value chain, accumulating sales of nearly 21.5 million vehicles and generating revenue of 2.615 trillion yuan.



## SAIC Motor to bring Chinese NEV culture to global market

The recent rise of new electric vehicles presents a prime opportunity for Chinese automotive design identities to present on the global stage, said Shao Jingfeng, design president of SAIC Motor R&D Innovation Headquarters.

“As Chinese NEVs take bigger global shares, their clean, simple-yet-spacious design that reflects the Chinese cultural virtues of modesty and practicality is increasingly being recognized in overseas markets,” said Shao, noting that this is what SAIC Motor, China’s largest vehicle maker by sales, is working on.

While China has long reigned as the world’s largest automotive market, vehicles made in China have traditionally followed western stylistic conventions due to overseas influences on design education within the country.

The NEVs, however, are “completely different” from traditional petrol-driven vehicle models due to the disruptive shift in the position of the engine and transmission parts, leaving great recreation space for Chinese auto designers.

## Hyundai follows Honda, Toyota in raising worker pay

Hyundai has announced plans to boost worker pay in the U.S. in response to record-setting contracts won by the United Auto Workers union

Hyundai plans to increase employee wages in the U.S., following in the footsteps of Honda and Toyota as non-unionized automakers respond to the United Auto Workers strike.

The South Korean automaker announced Monday it would boost hourly pay by 25% over the next four years. Currently, the company operates only one facility in the U.S., located in Alabama, which employs roughly 4,000 team members. However, another Hyundai facility is under construction in Georgia, where future workers are expected to receive the same wage increases as their colleagues across state lines.

In a statement, Hyundai explained that its decision to boost pay would help the company “remain competitive and....recruit and retain top talent” in the U.S. Shortly after the end of the United Auto Workers strike, which won record-breaking raises for employees across Detroit-Three factories, Toyota similarly announced it would also implement wage hikes to remain competitive with

its peers in North America. Honda followed suit roughly one week later. Although the pay increases included in the UAW’s contracts boost wages by 25%, combined with improved benefits packages and cost-of-living adjustments, the effective increase is actually closer to 33%. So far, the wage hikes promised at Honda, Toyota, and Hyundai remain below this rate.

United Auto Workers chief Shawn Fain has promised to focus on non-unionized automakers in the aftermath of its strike against the Detroit-Three. “One of our biggest goals coming out of this historic contract victory is to organize like we’ve never organized before,” he commented during a recent video livestream. “When we return to the bargaining table in 2028, it won’t just be with the Big Three, but with the Big Five or Big Six.” The union faces an uphill battle if it hopes to attract membership from employers such as Honda, Toyota, and Hyundai. Many of the facilities operated by the three brands are located in the southern U.S., where right-to-work laws, rules exempting employees from paying union dues, are broadly enforced.

## Tesla to build 25,000-euro car in Germany

Musk had long planned to make a more affordable electric car, but said in 2022 he had not yet mastered the technology. Tesla plans to build a 25,000-euro (\$26,838) car at its factory near Berlin, a source with knowledge of the matter said on Monday, in a long-awaited development for the electric vehicle maker which is aiming for mass uptake of its cars.

The source, who declined to be named, did not say when production would begin. Tesla declined to comment. Its shares were up 3% in pre-market trading in the United States at 0910 GMT. The steep price tag of electric cars – compounded by high interest rates – is one of several factors

holding back uptake of the technology in Europe and the United States, consumer surveys show.

The average retail price of an EV in Europe in the first half of 2023 was over 65,000 euros, according to

auto research firm JATO Dynamics, compared to just over 31,000 euros in China.

Musk had long planned to make a more affordable electric car, but said in 2022 he had not yet mastered the technology and shelved the plan.

Still, sources told Reuters in September the carmaker was closing in on an innovation that would allow it to die cast nearly all of the underbody of the EV in one piece, a breakthrough that would speed up production and lower costs. Expanding into the mass market is critical to meeting Tesla’s aim of increasing vehicle deliveries to 20 million by 2030.







## Chinese carmaker Changan breaks ground for 1st plant in Thailand

With Thailand's rapid shift towards EV adoption, Changan is motivated to take a proactive role in driving the country's transition to a more environmentally sustainable automotive landscape, said Vice President of Changan Automobile Wang Hui.

China's leading automaker Changan held a groundbreaking ceremony on Wednesday for its first car plant in Thailand, marking a major step to expand its footprint in Southeast Asia.

The new manufacturing facility, spanning approximately 600 acres, is located in the Eastern Economic Corridor Special Zone in coastal Rayong province and will include painting, assembly, engine assembly, and battery assembly units as well as essential supporting facilities.

With the first phase set to commence in early 2025, the initial design anticipates the production of up to 100,000 vehicles per year.

Furthermore, Changan's total investment is projected to reach up to 20 billion Thai baht (about 563 million U.S. dollars) by the second phase, and the total capacity will reach 200,000 units per year

which will cover the entire ASEAN (Association of Southeast Asian Nations) market as well as the global right-hand drive market.

Thailand has long been a major automobile production base in Southeast Asia due to its industrial chain and geographical advantages. Changan's investment in Thailand is in alignment with the Thai government's goal of converting 30 percent of vehicles manufactured in the Southeast Asian kingdom into electric vehicles (EVs) by 2030.

As Changan's first car plant in Thailand, the investment reflects Thailand's potential and readiness to become a regional and global EV production hub, said Narit Therdsteeasakdi, secretary general of Thailand Board of Investment.

With Thailand's rapid shift towards EV adoption, Changan is motivated to take a proactive role in driving

the country's transition to a more environmentally sustainable automotive landscape, said Vice President of Changan Automobile Wang Hui.

He noted that Changan's entry into Thailand has not only offered a solid assurance for the carmaker's objective of positioning Thailand as a regional hub for EVs, but also played a significant role in promoting the deep integration of the new energy vehicle industries in China and Thailand.

In addition to Changan, China's carmakers such as Great Wall and BYD have built plants in Thailand and launched EVs. According to the Federation of Thai Industries, in the first half of this year, Chinese brands accounted for over 70 percent of Thailand's EV sales. □



## JAPAN MOBILITY SHOW 2023 Closes Final visitor tally: 1,112,000

The Japan Automobile Manufacturers Association, Inc.

(Chairman: Akio Toyoda) is pleased to announce that Japan Mobility Show 2023, which was held at Tokyo Big Sight in the Ariake district of Koto-ku, Tokyo from October 26 (Thursday) through November 5 (Sunday), 2023, drew a total of 1,112,000 visitors.

“Discover a future you can’t wait to navigate” was the theme of this year’s Japan Mobility Show in which 475 companies and organizations participated, representing not only the automotive industry but also multiple other industries, including established companies as well as startups. JAMA, the organizer of the event, would like to express its deepest gratitude to everyone, beginning with the show’s visitors and exhibitors, who helped make Japan Mobility Show a success.

In Japan, the automobile and auto-related industries employ a total of 5.5 million people and 8.5 million people are engaged in mobility-related work. We believe that mobility in the future will become more than just transportation and evolve into innovations that move people both physically and emotionally. Our aim is to partner across industries to create the future of mobility, optimizing our strengths by coming together to drive Japan forward.

### Some highlights:

- Tokyo Future Tour drew approximately half a million visitors.
- Startup Future Factory featuring the Pitch Contest & Awards program showcased 116 startups and the following awards.

Grand Prize: NearMe, Inc.  
(Excitement x Mobility category)

¥10,000,000

Second Prize: Global Mobility Service Inc. (Life x Mobility category)

¥1,000,000

Zip Infrastructure, Inc. (Infrastructure x Mobility category)

¥1,000,000

The Business Matching Events program resulted in more than 430 discrete and ongoing business negotiations.

- Japan Future Session welcomed over 42,000 participants/viewers.
- Out of KidZania in Japan Mobility Show 2023 featuring job roleplaying for children drew a total of 13,000 participants.
- The show’s official app, My Favorite Mobility Guide, had 160,000 downloads. - PR



# Photo Archives of Automark Magazine

## Blast from the past





# Photo Archives of Automark Magazine

## Blast from the past







# Chinese EV Giant BYD, explores investment in Pakistan's EV sector

In a recent development that sent ripples through Pakistan's automotive industry, BYD, the Chinese automotive giant and the world's largest electric vehicles (EVs) manufacturer, expressed its interest in investing in Pakistan's EV sector.

The Board of Investment (BoI) initially shared posts on social media confirming BYD's enthusiasm for such an investment, marking a potential milestone for the country's electric vehicle landscape. However, these posts were later mysteriously deleted, raising questions about the status of the discussions.

The discussions unfolded during a meeting between a high-profile delegation from BYD Company China, featuring Cai Xiao Xu, Head of Dealer Division (South Asia), and Lei Jian, Country Head (Pakistan), and Sohail Rajput, Secretary at BoI.

The BYD delegation is currently in Pakistan on an exploratory visit, facilitated by the BoI, engaging in crucial meetings with potential local partners. The significance of this visit lies in the potential collaboration between BYD and Pakistan's burgeoning EV sector, which has been



gaining momentum in recent years. Secretary Rajput, during the meeting, expressed a warm welcome to BYD's interest in Pakistan, underscoring the pivotal role of electric vehicles in the country. He reassured the delegation of the Government of Pakistan's commitment to creating a conducive environment for foreign investors, a



crucial factor in attracting global giants like BYD.

BYD, standing as the world's largest EV manufacturer, produces a wide array of vehicles, including battery electric and hybrid cars, buses, trucks, as well as other electric-powered products like bicycles, forklifts, solar panels, and rechargeable batteries.

The company's potential investment in Pakistan's EV sector could not only contribute to the country's economic growth but also propel it towards a sustainable and eco-friendly future.

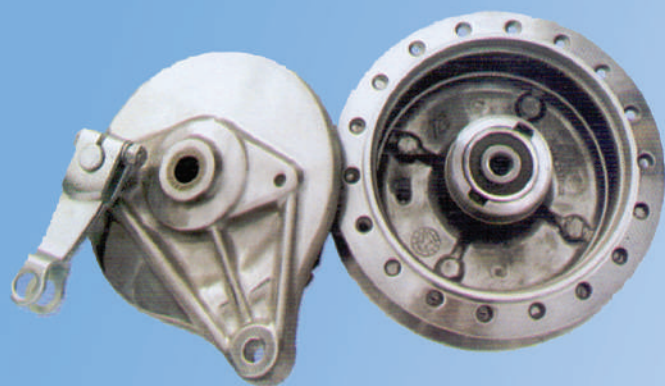
As the nation works towards a greener future, partnerships with global leaders like BYD could play a pivotal role in achieving sustainability goals and fostering economic development. During this period, the caretaker minister briefed the BYD delegation on government policies and the Special Investment Facilitation Council (SIFC), offering unequivocal support for their new ventures.

This move aligns with Pakistan's strategic goal to expand its presence in the renewable energy sector, curtail its energy import expenditure, and fulfil climate change objectives.





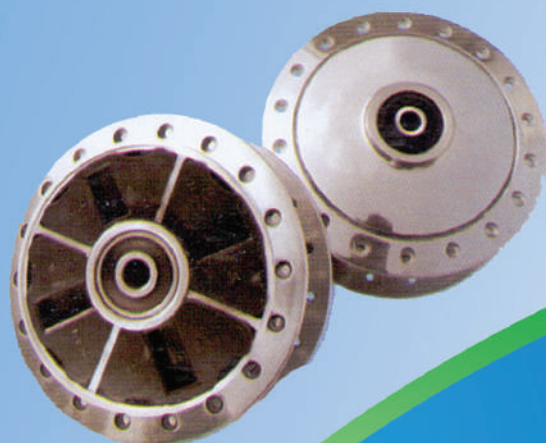
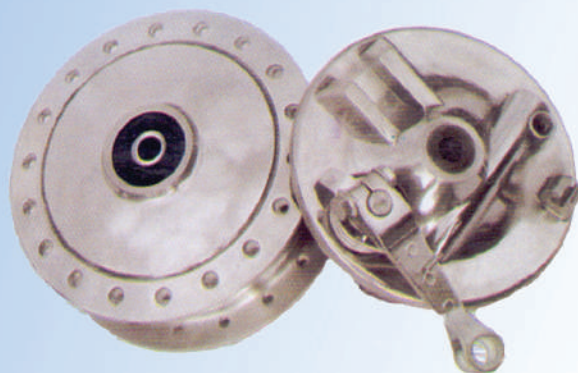
## Front & Rear Brake Drums & Brake Shoe for 70cc & 125cc Motorcycles



**Suppliers of OEM &  
Spare Parts Market**



*From Chongqing  
Closest China Support*



**Quality Die Casting Parts  
Manufacturing & Assembling**



**P.C. Corporation (Pvt.) Limited.**

Plot # F-25 & S-13 Sindh Industries Estate, Site Hyderabad - Pakistan  
E-mail: [pccorporation@qq.com](mailto:pccorporation@qq.com) Ph: 0092-22-38868771





# شاندار... جاندار... پائيدار!



**MINICAB  
DELUXE (3 SEATER)**

D.S. MOTORS PVT LTD  
www.dsmotorsunique.com  
f/believeinunique  
Email: marketing@dsmotorsunique.com  
Rabi: 0331-3822960 Hassan: 0332-9011100  
UAN: 022-111-654-654

## ALSO AVAILABLE

- Six Seater
- Six Seater Deluxe
- Rickshaw Loader
- Nine Seater





THE ALL NEW  
**EXTREME**  
2023-24



  
*HAMESHA KA SATH*

D.S. MOTORS PVT LTD  
UAN: 022 111 654 654  
[www.dsmotorsunique.com](http://www.dsmotorsunique.com)  
f / believeinunique





**1** Year  
Warranty

یونائیٹڈ ہے پاکستان  
Pakistan's No.1 National Brand



**ELECTRIC**  
MOTORCYCLE

| POWER | DISTANCE COVERED<br>IN FULL CHARGE | TOP SPEED ON<br>PLAIN ROAD |
|-------|------------------------------------|----------------------------|
| 2000W | 95KM                               | 100KM                      |

| CHARGING TIME   | BATTERY               |
|-----------------|-----------------------|
| 4 TO 5<br>HOURS | LITHIUM<br>72V - 25AH |

| POWER | DISTANCE COVERED<br>IN FULL CHARGE | TOP SPEED ON<br>PLAIN ROAD |
|-------|------------------------------------|----------------------------|
| 2000W | 85KM                               | 90KM                       |

| CHARGING TIME   | BATTERY               |
|-----------------|-----------------------|
| 4 TO 5<br>HOURS | LITHIUM<br>48V - 50AH |

| POWER | DISTANCE COVERED<br>IN FULL CHARGE | TOP SPEED ON<br>PLAIN ROAD |
|-------|------------------------------------|----------------------------|
| 1500W | 75KM                               | 80KM                       |

| CHARGING TIME   | BATTERY               |
|-----------------|-----------------------|
| 4 TO 5<br>HOURS | LITHIUM<br>48V - 40AH |

**UNITED**  
AUTO RICKSHAW  
3-SEATER 200CC



**UNITED**  
AUTO RICKSHAW  
OPEN BODY 2-SEATER 200CC



**UNITED**  
HI-ROOF  
200CC



**UNITED**  
DELUXE PLUS 150CC



**UNITED**  
MOTORCYCLE  
RICKSHAW 180CC



**UNITED**  
Scooty 180CC

**UNITED AUTO INDUSTRIES (PVT) LTD.**

**HEAD OFFICE :**

United House: 75-E Moulana Shoukat Ali Road,  
Johar Town, Lahore Pakistan.  
☎ +92 42 111 786 221  
✉ Info@unitedmotorcycle.com.pk  
🌐 /unitedmotorcycle /unitedmotorcycle  
🌐 www.unitedmotorcycle.com.pk

**REGIONAL OFFICE MULTAN :**

53, Hassan Parwana Colony,  
Azmat Wasti Road, Chowk Dera Adda  
Multan Pakistan.  
☎ +92 61 4515112-5

**REGIONAL OFFICE RAWALPINDI :**

CB-353, North Allah Abad  
Peshawar Road, Rawalpindi Cantt.  
Pakistan.  
☎ +92 51 5493635-6

**REGIONAL OFFICE KARACHI :**

5-C, 5th Floor, Lakson Square,  
Building No.1, Sarwar Shaheed Road,  
Opp. Press Club, Saddar, Karachi, Pakistan.  
☎ +92 21 35650513-5





*The*  
**ULTIMATE  
EXPERIENCE**

*Alpha*  
1000cc



**United Motors (Pvt) Ltd.**

United House: 75-E Moulana Shoukat Ali Road,  
Johar Town, Lahore.

☎ 0320-4516370 📞 +92 42 111 786 221

🌐 /unitedcarsofficial 📷 /unitedalpha1000CC 🌐 www.unitedcars.com.pk

WARRANTY  
**3 YEARS**  
60,000KM

EX.FACTORY PRICE  
**RS. 1,849,000/-**

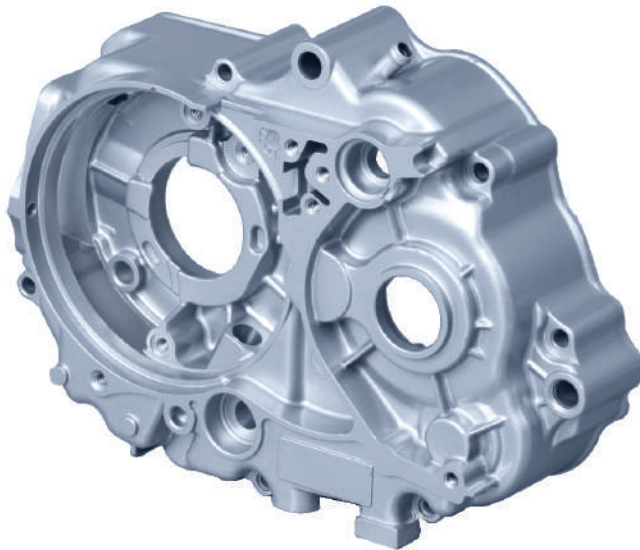




# QADIR ENGINEERING

**Provides Best Quality Products**

**Manufactures and Assemblers of  
Aluminum High Pressure Die-Casting  
& Sheet Metal Parts**



**[www.qadirengineering.com](http://www.qadirengineering.com)**

## Company Profile

"Qadir Engineering" is Lahore based company has a covered area of over 252000sq.ft. as unit in glamour adda near Sundar Industrial Estate Lahore. Qadir Engineering was found in 1995. Qadir Engineering is an ISO 9001-2008 certified company.

Qadir Engineering is famous for high pressure aluminium die-casting. Qadir Engineering specializes in the manufacturing of motor-cycle auto parts like clutch cover, crank cases, front and rear wheel hub, front and rear brake panel plate, brake shoe and different kind of service line material for Sui Northern Gas Pipelines Limited Lahore and Sui Southern Gas Company Limited Karachi.



+92-42-35395052



+92-302-8445626



[info@qadirengineering.com](mailto:info@qadirengineering.com)



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



Head Office: B-2, Faisal Park, Main Road, China Scheme, Lahore-Pakistan.



Factory : 6km, Raiwind-Mangha Road, Near Adda Glamour, Lahore-Pakistan.







# BECOME A CROWN'S VENDOR

BE A PART OF PAKISTAN'S LEADING SPARE PARTS COMPANY

- FAST **07** DAY PAYMENTS
- QUALITY IMPROVEMENT MEASURES
- MASSIVE BUSINESS GROWTH POTENTIAL



Scan QR to fill in the online form



## ACHIEVEMENT AWARDS



UAN: 021 111-000-348



crowngroupofcompanies



CrownGroupPakistan



www.crowngroup.com.pk





راستہ ہو کتنا بھی دشوار  
جم کے چلے سپر اسٹار

**FALCON**  
*Cafe Racer*  
150CC



**SUPER SPORTS**  
200CC



**X SUPERSTAR 70CC**  
**CELLENCE 2024**



SS-125cc Deluxe

SS-125cc



SS-100cc  
Royal

SS-100cc  
Deluxe



**MEMON MOTOR (Pvt) Ltd.**

Head Office: G-4, Hashmi Colony, Opp: Zeal Pak Site, Hyderabad. Ph: 022-3886682



SuperStarMotorcycles

Web: [www.memonmotor.com](http://www.memonmotor.com)

E-mail: [info@memonmotor.com](mailto:info@memonmotor.com)





**H.B.**  
Engineering (Pvt) Ltd.

Differential Sub Assembly



Axcel Set



Propeller Shaft



Front Wheel Hub



Die-Casted Wheel Hub



Brake Caliper Set



2Pieces Disc-Brake Drum



Double Disc-Brake



Singel Disc-Brake



“Manufacturers & Assemblers of  
**AUTO PARTS**”



+92 42 3760 5626  
+92 321 446 1714  
info@hbengineering.com.pk  
www.hbengineering.com.pk  
Samanzar Colony, Near Hajvery  
Mosque Shad Bagh, Lahore.





*Sign of Quality*



## GENUINE MOTORCYCLE PARTS



## GENUINE LOADER PARTS



+92-22-3870153 Plot # A/2, S.I.T.E, Kotri, Sindh, Pakistan.

[www.hispeedautoparts.net](http://www.hispeedautoparts.net)

[contactus@hispeedautoparts.net](mailto:contactus@hispeedautoparts.net)



## FREEDOM SR-200cc



## INFINITY SR-150cc



## SR-70cc 2024



## SR-125cc



**FACTORY ADDRESS:**

A-57, Indus Chari, S.I.T.E Area, Hyderabad, Sindh, Pakistan.  
Ph: 022-3886815, 3886818, 3886819, 3886836

**FACTORY UNIT # 2:**

Plot # 02, 2.5-KM, Manga Road,  
Raiwind, Lahore. Punjab.

**KARACHI REGIONAL OFFICE:**

Plot # 303-B, G/3AM, 19 Akber Road, Saddar, Karachi.  
Mob: 0300-4128431





# Hi SPEED

A SIGNATURE OF ATTITUDE



**HADID LOADER  
SINGLE SHOCK**  
SR-150cc

**MARKHOR LOADER  
DOUBLE SHOCK**  
SR-150cc



**MARKHOR LOADER  
SINGLE SHOCK**  
SR-150cc

**MARKHOR LOADER  
SINGLE SHOCK**  
SR-200cc



**NEW REGULAR LOADER  
DOUBLE SHOCK**  
SR-150cc

**NEW REGULAR LOADER  
SINGLE SHOCK**  
SR-150cc

**SULTAN LOADER  
DOUBLE SHOCK**  
SR-200cc

**SULTAN PLUS LOADER  
DOUBLE SHOCK**  
SR-200cc



**FACTORY ADDRESS:**

A-57, Indus Chari, S.I.T.E Area, Hyderabad, Sindh, Pakistan.  
Ph: 022-3886815, 3886818, 3886819, 3886836



**REGULAR LOADER  
SINGLE SHOCK**  
**SR-150cc**

**CONTAINER BODY  
ALLOY RIM LOADER**  
**SR-100cc**



**REGULAR BODY  
ALLOY RIM LOADER**  
**SR-100cc**

**BAAZIGAR LOADER  
DOUBLE SHOCK**  
**SR-150cc**



**BAAZIGAR LOADER  
SINGLE SHOCK**  
**SR-150cc**

**HADID LOADER  
DOUBLE SHOCK**  
**SR-150cc**



**FACTORY UNIT # 2:**  
Plot # 02, 2.5-KM, Manga Road,  
Raiwind, Lahore. Punjab.

**KARACHI REGIONAL OFFICE:**  
Plot # 303-B, G/3AM, 19 Akber Road, Saddar, Karachi.  
Mob: 0300-4128431







# **SUPER POWER MOTORCYCLE**

**NON STOP POWER**



**70cc Dollar**



**70cc Tokyo**



**70cc Premium**



**70cc Scooty**



**70cc Deluxe**



**125cc Regular**



**110cc Cheetah**



**150cc Archi**



**200cc LED**



**Motorcycle Rickshaw**



**175 Loader**



**3 Seater Rickshaw**



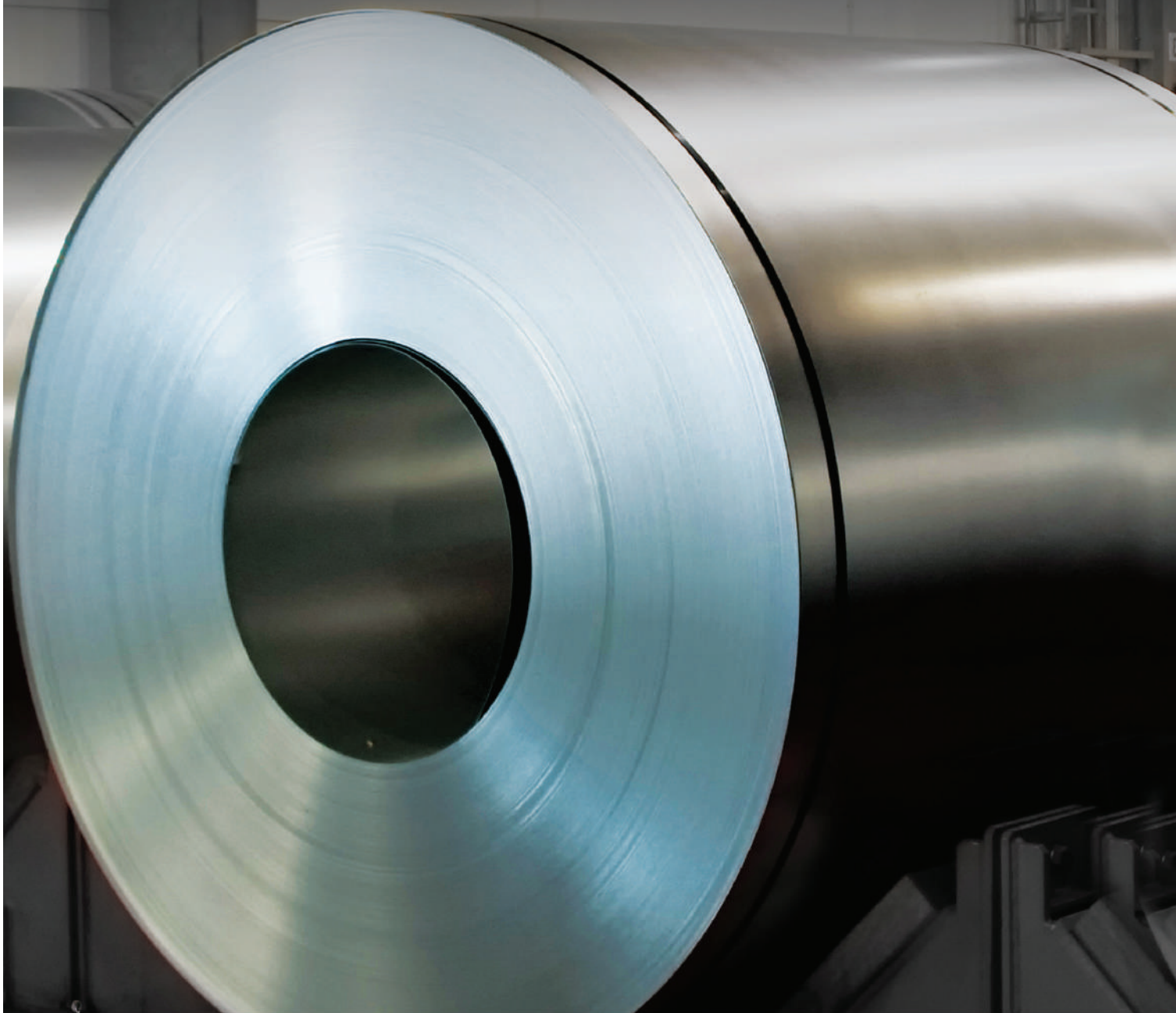
## Prime Quality Cold Rolled Steel

Cold Rolled Steel manufactured by ISL according to international standards is available in Full Width, Slit and Cut to Length forms as per customer requirements. ISL's CRC is provided in a range of product specifications, ranging from Drawing to Commercial grades and surface finishes from Bright to Dull, to meet your specific needs.



**INTERNATIONAL  
STEELS LIMITED**

Shaping Tomorrow



Please contact our offices for further details.

**Head Office:** 101, Beaumont Plaza, 10, Beaumont Road, Karachi 75530 | Tel: +9221-35680045-54

**Lahore Office:** Chinoy House, 6 Bank Square, Lahore - 54000 | Tel: +92 42-37229752-55

**Multan Office:** Office No. 708-A, The United Mall, Plot No. 74, Abdali Road, Multan | Tel: +92 61-4570571

**Islamabad Office:** Office No. 303-A, 3rd Floor Evacuee Trust Complex, Sector F-5/1 Agha Khan Road, Islamabad | Tel: +92 51-2823041 - 2

www.isl.com.pk | info@isl.com.pk | UAN: +92 (21) 111 019 019 and +92 (42) 111 019 019



International Exhibition & Conference

In Conjunction with



www.autoasia.com.pk



Timing: 10:00 am to 6:00 pm

**7-9 March 2024**

Karachi  
Expo Centre  
Pakistan

## The Premier Automotive & Transportation Industry Show

**BOOK NOW**

### Exhibit among The World's Famous International & Local Brands from the Following Sectors

- Electric tricycle
- Electric Bike
- Truck, Prime Movers
- Manufacturers and Assemblers
- Commercial & Constructions Vehicles
- Spare Parts and Accessories
- Tyre Dealers & Manufacturers
- Motorcycles & Cars
- Over Head Crane
- Hardware & Tools
- Excavator & Loader
- Gantry Crane
- Petrol & CNG products
- Petrol Pump Equipments
- Logistics Service Provider
- Shipping
- Road Freight
- Support Services
- Air Cargo
- Rail Transport
- Material Handling



**Ecommerce Gateway Pakistan (Pvt) Ltd**  
Pakistan's # 1 Trade Fair Owners & Organizers



**Auto & Transport Asia Secretariat**

**Karachi:**

8, Kokan Society, Dr. Azhar Hussain Road,  
Near Kokan Park, off: Shaheed-e-Millat Road,  
Karachi-74000, Pakistan

Ph: (92-21) 3870 9970, 111-222-444

Email: info@itifasia.com - info@autoasia.com.pk





PANTHER  
پرنسٹن کا سائیکل

L E V E L H E A U R H A I

*Saber Azam*  
SABER AZAM



#LevelHeAurHai

PAN





# GRIP SERVIS JAISI TOU FIKAR KAISI



 ServisTyres

 ServisTyres

 @ServisTyre

 ServisTyresOfficial