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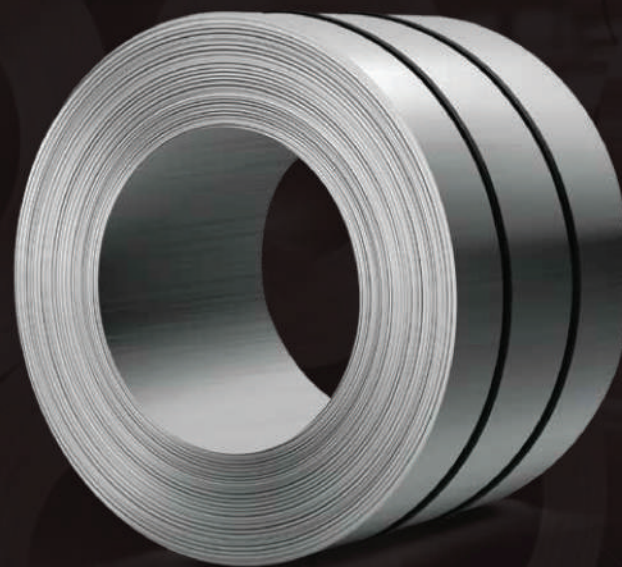
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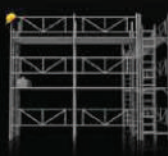
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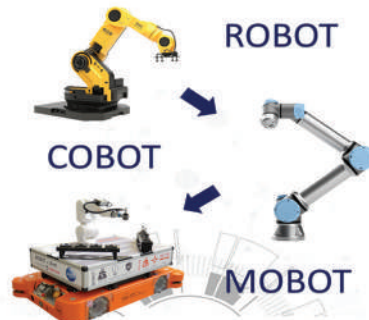
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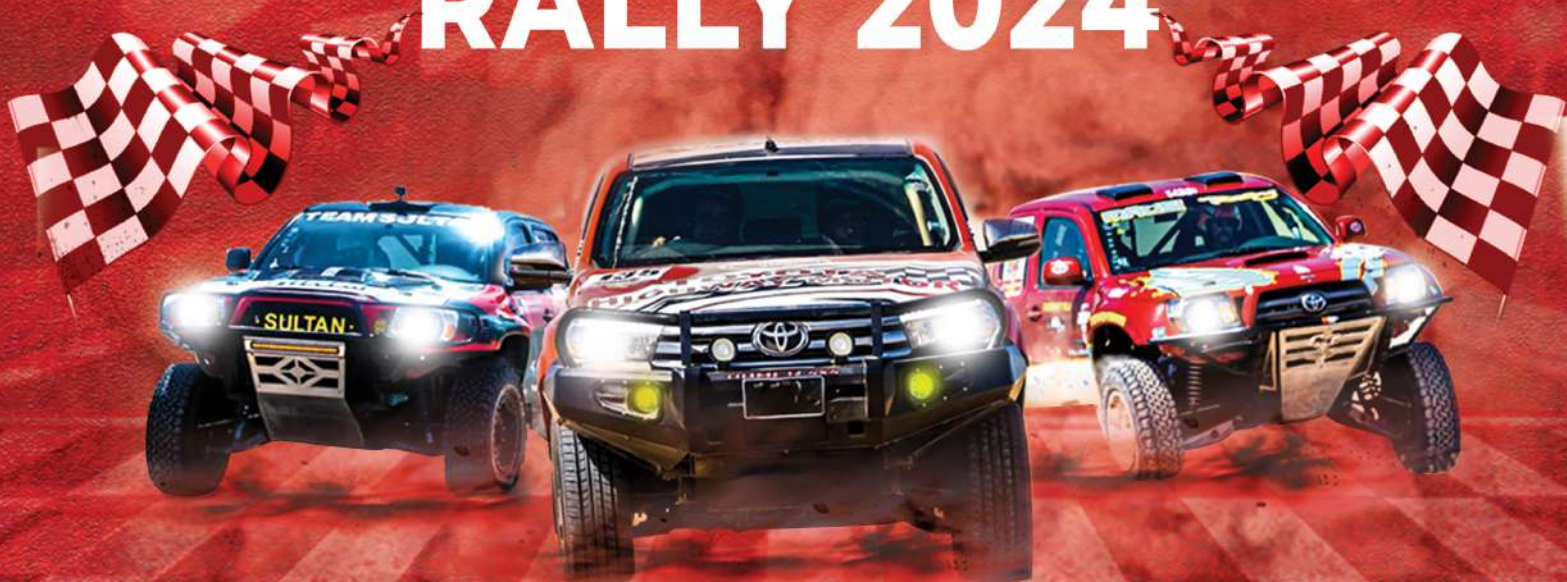


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# Editorial



## Future of Electric bikes in Pakistan

Bike assemblers call for govt support to boost 'Make in Pakistan' for sustainability and cost-effective alternatives

Bike assemblers and dealers are urging the government to formulate a policy on the localisation of Electric Vehicle (EV) motorbikes. They emphasise the need for attractive incentives to encourage e-bike companies to focus on "Make in Pakistan" electric scooters instead of importing 100% Completely Knocked Down (CKD) units. The aim is to provide top-quality, competitively priced, durable electric scooters with improved after-sale services.

The consensus among industry experts is that all assemblers should shift their focus from "Made in China" to "Made in Pakistan" and evolve into manufacturers soon. They should tailor their approach to local needs, focusing on diversity and Government should support to achieving localizations. Without the government support could not be made possible to localize the EV bikes. The latest and cutting-edge technology is transferring in the form of 100% imported CKD currently, which is a good initiative at the initial level, but localisation must be mandatory for more sustainability soon. Investors are entering this emerging EV bike industry quickly, encouraging customers by providing a cost-effective alternative to traditional gasoline-powered motorbikes.

The market study about the power of motor and battery of the bikes has been successfully completed after multiple surveys and responses from customers. EV bikes are calling for repair and proper infrastructure as customers are demanding day by day, with environmentally-conscious people, cost-savvy commuters, and tech enthusiasts adopting this new mode of transportation. Speaking about electric vehicles, they stressed that the government must give incentives, including supportive policies, tax relief, and subsidies, so that this industry may grow and provide relief to inflation-hit people who are unable to afford petrol version bikes these days.

100% imported CKD Scooters are not the future of the EV business in the country; we have to develop "Make in Pakistan" two-wheeler, electric scooters, etc. If localisation takes place, it will benefit both customers and the country, reducing prices of the motorbikes and import bill. Originally-designed electric scooters are available in Pakistan, with significant Chinese EV motorbike makers like YADEA, AIMA, TAILG, Huahai, and others showing interest and bringing their products to the local market. More than three dozen licenses of EV motorbikes have been issued, indicating healthy investments in this industry by assemblers.





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## Articles / Reviews

- 18 CNH Industrial Donates Tractors and Engines to Agricultural Universities in Pakistan to Boost Agricultural Mechanization
- 20 Transform Grains into Breakfast  
**By Asif Masood**
- 22 Social media's involvement in Customer Service  
**By Muhammad Rafique**
- 26 Driving Success  
Unveiling the Toyota CPO Advantage in Business Excellence!  
**By Aqeel Bashir**
- 31 Battle of BEV, PHEV and HV in Pakistan
- 32 **By Asif Mehmood**  
EV charging stations incurring 'high cost', insiders say
- 38 Toyota Pakistan's chief says 50% of Corolla Cross value comes from localised parts
- 40 Karachi's Drainage System Gets a Boost: 38 Advanced Suction Vehicles Unveiled for Urban Development
- 44 Economic Shifts Hint at Possible Reduction in Pakistan's Motorcycle Prices  
Pakistan's Auto Industry
- 51 Unleashing Export Potential for Engineering Goods  
**By Mashood Khan**

HAPPY  
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**NEW YEAR**

## News / Events

- 17 Superstar motorcycle Joined Hands With Amigo Motors USA!
- 25 Atlas Honda introduces first EV bike to celebrate 60 years in Pakistan  
BENLY-e
- 30 Millat battery dealers visits by management
- 35 Siwa Industries Pakistan Officially Introduced AIMA EV motorcycles in Pakistan with Flagship dealership
- 39 Punjab govt to distribute 10,000 e-bikes among students
- 50 Hashoo Group, Dewan Motors To Set Up Electric Vehicle Charging Stations Across Pakistan

## News Updates

- 42/43 Vehicles / Car Prices
- 45 Current Motorcycles Prices
- 48/49 International News
- 53 TAILG would become the "United Nations sole purchasing unit for electric vehicles"

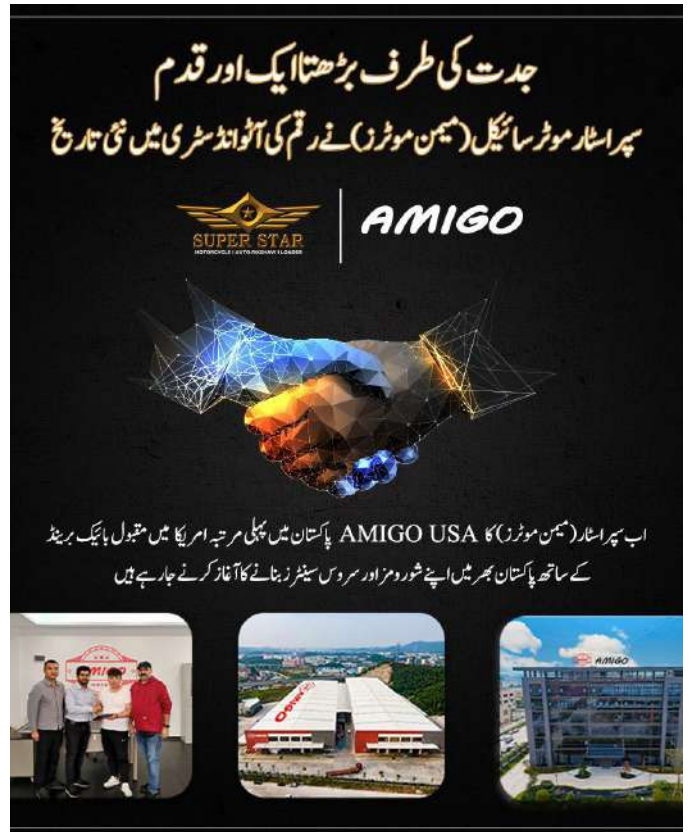
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# Superstar motorcycle Joined Hands With Amigo Motors USA!







**Agriculture University, Tandojam**

(L-R) Dr. Farman Ali Chandio, Dr. Altaf Ali Siyal, Dr. Mehmood Laghari and Dr. Rajesh Kumar standing with a CNHI donated tractor (110 HP, Tier 3)

## CNH Industrial Donates Tractors and Engines to Agricultural Universities in Pakistan to Boost Agricultural Mechanization

In a significant move, CNH Industrial, supported by the Consulate of Italy in Karachi, has generously provided agricultural tractors to two prominent Pakistani institutions: Sind Agriculture University, Tandojam, and BZU University, Multan. Additionally, state-of-the-art Tier 3 agricultural tractor engines were donated to other agricultural universities, including the University of Engineering and Information Technology, Rahim Yar Khan, University of Agriculture, Faisalabad, Arid University, Rawalpindi, University of Engineering and Technology, Peshawar, and Khairpur College of Agricultural Engineering and Technology.

These donations aim to benefit Agricultural Engineering students specializing in Farm Machinery.

Engr. Mansoor Rizvi, the Country Manager of CNH Industrial and President Pakistan Society of Agricultural Engineers, emphasized the heightened importance of agricultural mechanization in light of Pakistan's ambitious project, led by the military, to lease out millions of acres of uncultivated land to both local and foreign investors.

This initiative aims to boost agricultural exports and alleviate the burden of imports on the national

exchequer, he was referring to the Land Information and Management Systems (LIMS) program initiated by Pakistan army in July this year.

Engr. Mansoor asserted that the application of large-scale agricultural machines is crucial to transforming vast wastelands into cultivable land. Recognized globally for producing cutting-edge equipment for agricultural mechanization, CNH Industrial has taken the proactive step of equipping farm machinery departments throughout the country with modern tractors and engines.

This move is aimed at fostering

a cadre of trained and skilled individuals in the field of agricultural machinery operation

**The Consul General of Italy, Mr. Danilo Giurdanella commended CNH Industrial for its timely donation of sophisticated machines to Pakistani universities.**

He expressed confidence in Italian agricultural machinery manufacturers and urged them to follow CNH Industrial's example to participate in Pakistan's initiative to enhance its agricultural sector. With a vast land potential of 9.1 million hectares of culturable wasteland, he stressed the suitability of Italian agricultural machinery for Pakistani agriculture, citing a longstanding 50-year history of such machinery being in use in the country.

Dr. Shoaib, Chairman of the Department of Agricultural Engineering at Bahauddin Zakariya University, thanked the Consul General of Italy for his support and CNH Industrial for the valuable contribution, stating that it would greatly benefit students in understanding the optimal use of this equipment and enhance their skills in tractor mechanics. He also highlighted the transformative impact of agricultural mechanization







on farming processes.

**Dr. Mahmood Laghari**, Associate Professor and Chairman of Sindh Agriculture University, Tandojam, emphasized the positive role that advanced agricultural machinery would play in converting culture-able wastelands into productive and cultivable land.

The donation of these machines is seen as a valuable contribution to the development and modernization of Pakistan's agriculture sector and is a testament of Italy's commitment to enhance cooperation in this sector.

**Dr. Yasir**, Assistant Professor of Agricultural Engineering at Khwaja Fareed UEIT, Rahim Yar Khan, expressed the challenge of explaining new engine developments to students in its absence. He said that there is no university in Pakistan having modern engines available in their labs for studies. The vision of CNH Industrial has turned this dream into reality, providing his department with two modern Tier 3 engines, and offering students valuable hands-on learning opportunities.

**Dr. Muhammad Faheem** of University of Agriculture, Faisalabad commended the company's timely move in providing agricultural machinery expertise. This initiative addresses the need for knowledge on Internal Combustion engines and understanding new environmental protection laws from the USA and Europe to mitigate exhaust emissions' adverse effects on the environment.

**Dr. Zia ul Haq** from Engineering University, KPK, emphasized the

importance of industry support, thanking companies like CNH Industrial to donate modern agricultural machinery to the University. This donation would enhance engineering faculties' ability to train manpower, addressing the challenge of preparing students for future agricultural advancements, particularly in the absence of local expertise.

**Dr. Tahir Iqbal**, Chairman of the Department of Farm Machinery & Precision Engineering at PMAS Arid Agriculture University Rawalpindi, highlighted the pressing environmental challenges facing Pakistan, particularly about smog. He emphasized the urgency for Pakistan to align with Environmental Protection Agency (EPA) standards aimed at curbing harmful emissions from engine exhausts.

**Dr. Tahir** pointed out that neighboring India had already

instituted stringent rules in 2018, focusing on non-road emission standards that address particulate matter (PM), particulate number (PN), nitrogen oxide (NOX), hydrocarbon (HC), and carbon monoxide (CO).

Expressing concern over Pakistan's current lack of environmental protection measures, Dr. Tahir stressed the necessity of adopting these measures in engines. He said the availability of New Holland Tier 3 engine with the universities initiating research and development efforts to explore the integration of these standards into locally manufactured tractor engines would help. Dr. Tahir emphasized the need for immediate action, particularly considering Pakistan's annual sale of over 50,000 locally produced tractors with Tier 0 engines.



(L-R) Prof. Dr. Muhammad Shoaib and Dr. Fiaz Ahmad standing with CNHI donated Tractor (TT4 65 HP)





# Transform Grains into Breakfast Delights

By Asif Masood



Cereal has been a staple in breakfast bowls around the world for decades, providing a convenient and nutritious start to the day. Behind the crunchy, flavorful goodness of your favorite cereals lies a fascinating process that combines art and science.

Today, we will explore into the energy efficient & conservation techniques that transform grains into the beloved breakfast delights we enjoy every morning. But before that we should know the historical background of Fauji Cereals establishment:

## Historical Background: (1954-1959)

Fauji Foundation was established in 1953 as a trust for the benefit of ex-servicemen under the mandate of effective utilization of Pakistani share of funds received from Post War Services Reconstruction Fund (PWSRF) meant for military veterans' welfare before partition.

Till 1953, the fund remained in the custody of the government and in 1954 it was transferred to

Fauji Foundation through Pakistan Army. The management decided to invest the fund amounting to Rs 18.2 millions (USD 0.2 million) in commercial projects for sustainable source of funds for the ex-servicemen and beneficiaries.

Along with one other commercial project, an investment was made into a joint venture with Quaker Oats of England, for establishment of breakfast cereals manufacturing factory at Dhamial Road, Rawalpindi. A company under the name of "Cereals Manufacturing Products Limited" was formed in 1954 and it was first commercial venture of Fauji Foundation. The company was renamed "Fauji Cereals" in 1956 when Fauji Foundation gained complete control of the company as its "wholly owned" project, installed one of the most advanced corn flakes manufacturing plants which was made and commissioned by M/s Buhler (A Swiss OEM Company).

## The Next Fifty Years: (1960-2010)

In 1964, Porridge Plant was installed to cater for the demand of porridge products in the market. It added variants to the product line.

During this time, Fauji Cereals introduced variety of unique products for Pakistani consumers like super crunchy Corn Flakes, Wheat Flakes, Rice Flakes, Wheat

Porridge and some other products like Corn Flour, Rice Flour, Custard, Pearl Barley and Laundry Kalaf etc.

In 1962, Fauji Cereals was the first to introduce Jelly Quickset to Pakistani market. Fauji Cereals established its marketing department and in addition to consumer market, Fauji Cereals was one of the main suppliers of its products to different civil and military departments.

During the year 1995, first Balancing, Modernization and Replacement (BMR) of the plant and machinery was conducted and in 2005 second BMR was carried out.

Fauji Cereals introduced Extrusion Technology for production of expanded items for the consumers and new products like Choco Pops, Honey Pops, Frootooz etc were introduced to the market for children. Fauji Cereals has supplied food products to United Nations and World Food Program amounting to 26.83 Million PKR from 2001 to 2009.

## Present Era: (2011- to Date)

Fauji Cereals remained geared up in introducing new production techniques and standards to provide quality products to its wide base of consumers. To enhance products range, a state of the art Swiss made extrusion plant from M/s Buhler was installed in March 2012, which enhanced the capacity, quality and





product range of flakes and other coated products. At present, Fauji Cereals is producing more than 28 different products. It stands among the top brands of the country in terms of quality and consumer trust and is highly trade and consumer preferred brand. Fauji Cereals has a fully functional sales and distribution network.

Its presence and reach can be observed in more than 250 towns across the country. Since the beginning, Fauji Cereals has maintained its leadership status in breakfast cereals market and has a legacy of being prestigious house hold brand. Presently Sales & Marketing teams of Fauji Cereals and Fauji Infravest Foods Limited have been merged.

Major up-gradation of Fauji Cereals including new porridge plant and production of super cereals is being finalized to meet the next 25 years demand. The company has also accomplished the requirements of Quality Management Services and certified ISO 9001:2015.

### **Energy Efficient production & Processing Techniques in Cereal Industry:**

#### **Grain Selection:**

The journey of cereal making begins with the careful selection of grains. Common grains used include wheat, rice, oats, corn, Genugel, Malt, Sugar, Starch and barley. Each grain brings its unique texture and flavor to the final product. The quality of the grain is crucial, as it directly influences the taste and nutritional value of the cereal.

#### **Shaping:**

After cooking, the cereal mixture is shaped into the familiar forms we recognize, such as flakes, pops, cups, Porridge, Dessert and Flours. This can be achieved through various methods, including extrusion, flaking, or baking. The choice of shaping method contributes to the cereal's texture and mouthfeel.

#### **Cleaning and Milling:**

Before the grains can be transformed into cereal, they undergo a thorough cleaning process to remove impurities such as dirt and debris. Once cleaned, the grains are milled to break them down into a coarse powder or flour. This step is essential for creating the base of the cereal.

#### **Cooking and Pre-cooking:**

The milled grains are then subjected to a cooking process. This step involves combining the grains with water and other ingredients to create a slurry or dough. The cooking process gelatinizes the starches in the grains, making them more accessible for further processing. Pre-cooking may also occur to partially cook the grains before shaping them into the desired cereal form.

#### **Toasting and Drying:**

To enhance flavor and create the characteristic crunch, many cereals

undergo toasting or drying. This step removes excess moisture from the cereal, preserving its freshness and extending shelf life. The toasting process also imparts a golden brown color to the cereal, adding visual appeal.

#### **Flavoring and Coating:**

Once the base cereal is formed, it is time to add flavors and coatings. This step is where the art of cereal making truly comes to life. Natural and artificial flavors, sweeteners, and coatings like honey, sugar, or cocoa can be applied to create a wide array of tastes. The careful balance of these elements ensures the perfect blend of sweetness and crunch.

#### **Packaging:**

The final step in the cereal making process is packaging. Cereal manufacturers use advanced packaging techniques to preserve freshness and prevent staleness.

The packaging also serves as a canvas for vibrant and appealing designs, attracting consumers to the product. The art and science of cereal making involve a meticulous process that transforms raw grains into the breakfast staples enjoyed by millions worldwide.

From grain selection to packaging, each step plays a crucial role in creating the perfect balance of taste, texture, and nutritional value. The next time you pour yourself a bowl of cereal, take a moment to appreciate the craftsmanship that goes into turning simple grains into a morning delight.







# Social media's involvement in Customer Service

By Muhammad Rafique



**I wish you a year filled with smooth rides, open roads, and exciting adventures. May your new year be fueled by happiness, lubricated with laughter, and driven by success. Buckle up for a year of great things. Here's to new beginnings, new journeys, and new miles to conquer in 2024! Happy New Year!**



My last month's article related to the "Mantra of Customer Service, whether this is an Art or Science", and it was explained in detail that customer service culture contributes to higher employee morale, job satisfaction, retention, and providing excellent customer service, companies can build customer loyalty, increase sales, improve their reputation, and reduce churn, also it was described in last article that customer service is whether art or science.

This month's article will give you insight into the involvement/influence of social media and its impact on

customer service management. As we all are aware that social media's involvement in customer service has brought both immense benefits and unique challenges for customer service representatives for any business. Social media provides valuable insights into customer needs and preferences. In today's digital world, social media has become an essential tool for businesses to connect with customers.

This is especially true for customer service, where social media offers a unique and powerful platform to build relationships, resolve issues, and create positive brand experiences.

Social media has revolutionized the way businesses interact with their customers, and the automotive industry is no exception. When it comes to customer service, social media offers a unique and powerful platform to connect with car owners, address their concerns, and build lasting relationships. Social media platforms like Facebook, Twitter, and Instagram allow dealerships and automotive brands to reach a wider audience than ever before.

This expanded reach makes it easier for customers to find and connect with them, customers are increasingly





turning to social media for customer service, expecting quick responses and easy communication. By being present on these platforms, businesses can proactively address concerns and foster positive interactions.

It has been experienced that social media presents significant opportunities for automotive customer service, so it's crucial to acknowledge and address the potential challenges.

By developing effective strategies, investing in training, and utilizing appropriate tools, customer service teams can navigate these challenges and leverage social media to build positive relationships and enhance brand reputation in the automotive sector.

Remember, while there are difficulties, by implementing effective strategies and utilizing their resources smartly, customer service teams can overcome these challenges and harness the power of social media to create a positive and productive environment for both customers and businesses.

While social media offers powerful advantages for automotive customer service, it also presents unique challenges for customer service teams. Here are some key difficulties to consider

Social media platforms allow customers to contact businesses 24/7, leading to a potentially overwhelming influx of inquiries and complaints.

This can strain staffing resources and require adjustments to workflow and response times. The constant stream of comments and messages can be

difficult to manage, especially during peak hours or unexpected crises.

Teams need efficient systems for prioritizing issues, assigning tasks, and ensuring timely responses. Social media amplifies both positive and negative customer experiences. A single disgruntled customer's complaint can quickly go viral, potentially damaging the brand's reputation.

Dealing with negative feedback in a public forum requires skillful handling. Customer service teams need to stay calm, respond professionally, and work towards resolving issues openly and transparently to mitigate potential damage. Striving for transparency on social media while protecting customer privacy can be a delicate balance.

Teams need to be mindful of disclosing personal information or sensitive details while addressing concerns publicly. Clear communication protocols and data security measures are crucial to ensure responsible information sharing and maintain customer trust.

**Here are some key reasons why customer service through social media is so important,**



**it has been observed through surveys that many customers prefer to use social media to contact businesses instead of traditional channels like phone calls or emails, this is because social media is convenient, fast, and allows for real-time interaction, social media allows businesses to reach a wider audience than ever before, regardless of location or time zone.**

This increased reach makes it easier for customers to find and contact businesses with their questions or concerns. Social media provides a platform for businesses to engage with their customers in a more personal and meaningful way.

Businesses can use social media to answer questions, address concerns, and offer support promptly. Fast and efficient resolution of customer issues leads to increased customer satisfaction and loyalty.

Social media allows businesses to build a community around their brand. This community can provide valuable feedback and support and can help to create a positive brand image.

Companies can analyze social media conversations and user feedback to identify trends, understand customer pain points, and develop products and services that meet their needs. Social media allows brands to experiment with new ideas and gather feedback





before launching new products. This can help brands reduce risks and ensure that their products are successful in the market. Overall, social media has empowered customers to become active players in the brand experience.

By understanding and leveraging this influence, brands can build stronger relationships with customers, drive growth, and achieve long-term success. Social media has dramatically transformed the customer landscape, empowering individuals to influence brands and shape buying decisions in unprecedented ways.

This influence manifests in several key areas. People are more likely to trust recommendations from friends, family, and other online users than traditional advertising.

Platforms like Facebook, Instagram, and Twitter enable users to share their experiences with brands, both positive and negative, quickly and easily. These reviews and recommendations can significantly impact brand perception and purchasing decisions.

### **Customer expectations as, faster response times:**

Customers expect immediate responses on social media, often within minutes or hours. This puts pressure on reps to respond quickly, even during off-hours. Omnichannel consistency:

Customers expect the same level of service across all channels, including social media. This requires seamless

integration between different platforms and consistent brand messaging.

### **Personalized service:**

Customers increasingly expect personalized interactions on social media. This means companies need to be able to quickly understand customer needs and tailor their responses accordingly.

Companies may need to handle inquiries across various social media platforms, each with its unique features and audience, and also need to multitask, responding to social media inquiries while handling other tasks like phone calls and emails. Social media can be a breeding ground for negativity. Reps need to be skilled in handling angry or frustrated customers while maintaining a positive brand image.

### **Takeaway from this article:**

Social media's impact on customer service requires a strategic approach to maximize benefits while mitigating challenges.

By actively engaging customers,

addressing concerns transparently, and adapting to the evolving landscape, businesses can leverage social media to elevate their customer service and achieve success in the automotive sector.

By leveraging the power of social media, automotive businesses can build stronger relationships with their customers, enhance their brand image, and drive positive business outcomes.

So, get ready to rev up your social media engine and experience the benefits of connecting with customers in a whole new way, social media provides a platform for personalized and real-time interactions with customers.

Businesses can respond to questions and concerns directly, offer timely updates on repairs, and show empathy for customer frustrations.

By sharing informative content, engaging in conversations, and promoting a community feel, businesses can build trust and loyalty with their customers. Positive experiences on social media can translate into positive word-of-mouth recommendations and brand advocacy.

Hence it has revolutionized customer service, creating both profound opportunities and unique challenges, particularly in the automotive industry.







# Competition in electric two wheeler market ramps up as Honda unveils electric bike

**Atlas Honda introduces first EV bike to celebrate 60 years in Pakistan BENLY-e**

Atlas Honda, Pakistan's largest two-wheeler manufacturer, has unveiled its inaugural electric two-wheeler for Pakistan. The vehicle, christened the BENLY-e, is currently in its test marketing phase, and as such neither has a release date nor a price tag. However, its advent heralds the dawn of a new era in the two-wheeler space: electric mobility.

The Honda BENLY-e was revealed by Noriaki Abe, Chief Officer of Motorcycle and Power Products at Atlas Honda, at a ceremony held at Atlas Honda's Sheikhpura factory on November 28 as part of its 60th anniversary celebrations. During the event, Noriaki Abe announced that the Honda BENLY-e was a trial product, and the company would introduce innovative products based on the market feedback. Reflecting on the success of Atlas Honda in Pakistan, Noriaki Abe stated, "Honda products have become an indispensable part of the daily life of many in Pakistan".

"It will take them some time before they are able to go beyond the test marketing stage, and actually launch it. Even if they manage to launch their product in a mere six months, it will come with a hefty price tag. The estimated cost is around Rs 1 million, which would severely restrict the volume to a meagre 5,000 – 6,000 vehicles per annum. In

the most optimistic scenario, it might sell 10,000 units," asserts Muhammad Sabir Shaikh, Chief Coordinator of the Electric Two Wheelers Manufacturing Group.

The BENLY-e currently retails internationally for between ¥7 lakh 37 thousand and ¥7 lakh 48 thousand — which translates to Rs 14 lakh 29 thousand and 14 lakh 44 thousand, using a rate of 1¥: Rs 1.9, respectively. "Customer purchasing power has dwindled. Even the Chinese electric motorcycles that debuted in the range of Rs 300,000 have received a lukewarm response from the customers," elaborates Shaikh.

With Honda's entry to the market, all major two wheeler manufacturers have their own electric mobility solution. However, Honda's entry to the two wheeler market sends the signal that the electric two wheeler market is now a force to be reckoned with because of the scale that it brings.

The scale of the giant

To grasp the implications of Honda's move, one must first comprehend the magnitude of Honda's operations. For the past decade, from fiscal year (FY) 2014 to FY 2023, Honda has produced an average of 9 lakh 86 thousand vehicles per annum.

This translates to a staggering market share of over 80% in two of those

years, peaking at 90% in FY 2015. Honda has consistently dominated the market with more than 60% share every year, and currently holds 89% in FY 2024, according to the statistics provided by the Pakistan Automotive Manufacturers Association.

What does this entail? Trouble, for starters. It is improbable that Honda will not seek to replicate its success from the two-wheeler market into the electric vehicle market. Its existing supplier network, courtesy of its near 1 million annual sales volume, will give it an unparalleled advantage in terms of localising as many of the parts as possible to reduce the costs of its new electric offering. The parts that it cannot localise will benefit from the duty breaks available for electric vehicles in the prevailing Auto Industry Development and Export Policy (2021-26).

The policy itself is also what Sheikh believes to be the catalyst for Honda's announcement of the BENLY-e in its current state. However, Sheikh also contends that Honda's decision will have a positive spillover effect for their competitors, "Chinese manufacturers are set to benefit and be emboldened because customers will now inevitably believe that not only is electric the future, but that more electric two-wheelers will be coming to the market".





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## Driving Success Unveiling the Toyota CPO Advantage in Business Excellence!

**In Pakistan Toyota Customer Pre-owned (CPO) is  
known as Toyota Sure**



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**History & Philosophy behind Certified Pre-Own Vehicles business**

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)

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The concept of certified pre-owned (CPO) vehicles and the business surrounding them has its roots in the automotive industry's efforts to address consumer concerns about the quality and reliability of used cars. The CPO program emerged as a response to these concerns and aimed to create a bridge between new and used cars by providing a middle ground that offered both peace of mind for buyers and additional revenue streams for manufacturers and dealerships.

**Here's a brief overview of the history and philosophy behind certified pre-owned vehicles:**

**1. Origins:** The CPO concept gained

traction in the late 1980s and early 1990s. Luxury automakers were among the first to introduce certified pre-owned programs as a way to differentiate their used vehicles from those of competitors and to enhance the overall brand image. Mercedes-Benz and Lexus were pioneers in this regard.

**2. Philosophy:** The philosophy behind CPO programs revolves around offering buyers a compromise between the affordability of used cars and the peace of mind that comes with purchasing a new vehicle. CPO vehicles undergo a thorough inspection and reconditioning process to meet certain quality

standards, providing buyers with confidence in the vehicle's reliability.

**3. Inspection and Certification Process:** Central to the CPO concept is a comprehensive inspection process. To be certified, a used vehicle typically undergoes a detailed inspection covering mechanical, cosmetic, and performance aspects. Any issues found during the inspection are addressed through reconditioning, and only vehicles that meet the manufacturer's criteria are granted certification.

**4. Extended Warranty and Additional Benefits:** CPO vehicles often come with extended warranties beyond the original factory warranty,





**TOYOTA SURE**

offering buyers an additional layer of protection against unexpected repairs. Other benefits may include roadside assistance, special financing rates, and sometimes perks like complimentary maintenance services.

**5. Manufacturer Involvement:** CPO programs are typically backed by the vehicle manufacturer, which adds a level of credibility and assurance to the certification process. Manufacturers set the standards and requirements for a vehicle to be certified under their program, ensuring consistency across their dealerships.

**6. Market Growth:** The success of early CPO programs led to widespread adoption across the automotive industry. Today, many major automakers have their own certified pre-owned programs. CPO vehicles have become an important segment of the used car market, appealing to buyers who want a reliable, high-quality vehicle without the higher cost associated with a brand-new car.

In summary, the history and philosophy behind certified pre-owned vehicles revolve around addressing consumer concerns about the quality and reliability of used cars. CPO programs aim to provide a trustworthy and appealing option for buyers while creating an additional revenue stream for manufacturers and dealerships.

**Toyota Certified Program**

### **IMC is following Quality You Can Trust**

Toyota's timeless commitment to quality, innovation and durability is the foundation upon which the Toyota Certified Used Vehicles (TCUV) program launched in 1996. With each passing year the TCUV program has gained momentum – totaling around over seven million sales and counting. 7,000,000+ Vehicles Sold globally.

Certified Pre-Owned (CPO) vehicles from Toyota come with several unique selling points (USPs) that distinguish them from regular used cars. While specific details may vary, here are some common USPs associated with Toyota CPO vehicles:

#### **1. Thorough Inspection Process:**

- Toyota CPO vehicles typically undergo a rigorous inspection process. Trained technicians inspect various components and systems to ensure they meet specific quality standards.

#### **2. Limited Warranty:**

- Toyota CPO vehicles often come with an extended limited warranty. This warranty covers certain components and provides buyers with added peace of mind regarding potential repair costs.

#### **3. Vehicle History Report:**

- Toyota CPO vehicles usually come with a comprehensive vehicle history report. This report provides information about the vehicle's past, including any accidents, title issues,

or odometer discrepancies.

#### **4. Roadside Assistance:**

- Many Toyota CPO programs include roadside assistance. This service can be valuable in case of emergencies, providing services such as towing, fuel delivery, and tire changes.

#### **5. Reconditioning:**

- Toyota CPO vehicles may undergo reconditioning processes, where any necessary repairs or refurbishments are made to bring the vehicle up to a higher standard of quality.

#### **6. Satisfaction Guarantee:**

- Some Toyota CPO programs offer a satisfaction guarantee or a limited return policy. This allows buyers to return the vehicle within a specified period if they are not satisfied, under certain conditions.

#### **7. Financing Options:**

- Special financing rates and terms are often available for Toyota CPO vehicles. This can make the purchase more attractive for buyers looking for competitive financing options.

#### **8. Quality Assurance:**

- Toyota's reputation for building reliable and durable vehicles adds an extra layer of confidence for buyers considering CPO vehicles. The brand's commitment to quality is reflected in the certification process.

#### **9. Transferable Warranty:**

- In some cases, the limited warranty on Toyota CPO vehicles is transferable to subsequent owners. This can enhance the resale value and appeal of the vehicle.

#### **10. Complimentary Maintenance:**



• Certain Toyota CPO programs may offer complimentary maintenance services for a limited period. This can help reduce the overall cost of ownership for the buyer.

It's essential to check the specific details of the Toyota CPO program at the dealership as offerings may vary based on the model year, mileage, and other factors.

## Potential of CPO vehicles business

Certified Pre-Owned (CPO) vehicles represent a segment of the automotive market where used cars have undergone a thorough inspection, refurbishment, and certification process by manufacturers or dealerships.

This certification adds value to the used cars and provides certain assurances to buyers. The potential of the CPO vehicles business is influenced by several factors:

### 1. Consumer Confidence:

CPO programs aim to instill confidence in consumers by offering certified used cars that have been inspected and refurbished. As consumer trust in these programs grows, the demand for CPO vehicles is likely to increase.

**2. Market Growth:** The overall growth of the used car market and the automotive industry, in general, can positively impact the CPO business. Economic factors, such as consumer income levels and employment rates, also play a role in determining the demand for used and certified pre-owned vehicles.

### 3. Manufacturer Involvement:

The involvement of reputable manufacturers in CPO programs can significantly enhance the business's potential. Manufacturers often provide additional warranties, roadside assistance, and other benefits, making CPO vehicles more attractive to consumers.

**4. Vehicle Depreciation:** CPO vehicles often represent a sweet spot in terms of depreciation. Buyers can get a relatively new, low-mileage vehicle at a lower price compared to a new car. The slower depreciation rate of CPO vehicles compared to standard used cars can attract cost-

conscious consumers.

**5. Customer Perception:** The perception of CPO vehicles as a reliable and cost-effective alternative to new cars is crucial. Effective marketing and communication strategies can influence how consumers perceive the value and benefits of buying a certified pre-owned vehicle.

**6. Technological Advancements:** The incorporation of advanced safety features, infotainment systems, and other technological advancements in CPO vehicles can make them more appealing to tech-savvy consumers.

### 7. Regulatory Environment:

Changes in regulations related to emissions, fuel efficiency, and safety standards can impact the types of vehicles available in the CPO market. Staying compliant with regulations is essential for the long-term success of the business.

### 8. Competitive Landscape:

The level of competition among dealerships and manufacturers in the CPO market can affect profitability and market share. Offering unique services, competitive pricing, and excellent customer service can help a business stand out.

**9. Online Presence:** As more consumers turn to online platforms for researching and purchasing cars, a strong online presence is crucial for reaching potential buyers. This includes effective use of websites, social media, and other digital marketing channels.

### 10. Economic Conditions:

Economic factors, such as interest rates, inflation, and overall economic stability, can influence consumer spending on big-ticket items like cars. A stable and growing economy generally supports a healthy automotive market.

The potential of the CPO vehicles business is closely tied to these factors, and businesses in this space need to adapt to changing market conditions, consumer preferences, and industry trends to maximize their success.

### 1. Growing Middle Class:

The expansion of the middle class in many Asian countries often leads to

increased demand for automobiles. As consumers become more financially stable, they may seek more affordable options, making CPO vehicles an attractive choice.

### 2. Increased Affordability:

CPO vehicles typically offer a more budget-friendly alternative to new cars while providing the assurance of quality and reliability through certification programs. This affordability factor can drive interest in CPO vehicles.

### 3. Rising Awareness:

As consumers become more aware of the benefits of buying CPO vehicles, the market for such cars is likely to expand. CPO programs often include extended warranties and thorough inspections, providing buyers with added confidence.

### 4. Urbanization and Congestion:

In many Asian cities, urbanization and traffic congestion are growing concerns. This can influence consumer preferences towards smaller, more fuel-efficient vehicles, and CPO options can offer a cost-effective solution for those looking to buy a reliable used car.

### 5. Government Policies:

Government policies related to the automotive industry, such as tax incentives or regulations promoting the sale of used cars, can have a significant impact on the market potential for CPO vehicles.

### 6. Digital Transformation:

The increasing use of digital platforms for buying and selling cars can enhance the market for CPO vehicles. Online marketplaces and digital platforms make it easier for consumers to access information about CPO options and compare prices.

### 7. Environmental Considerations:

With a growing emphasis on sustainability and environmental consciousness, some consumers may choose used cars over new ones as a way to reduce their environmental impact. This trend could contribute to the demand for CPO vehicles.





## inDrive integrates electric motorcycles into its fleet in Pakistan

inDrive on last month said it was partnering with Vlektra, an electric vehicle (EV) manufacturer, to introduce electric motorcycles to its fleet in the country.

According to a press release, it said: "This marked a significant milestone in the nation's transportation landscape, driving the country towards a sustainable future."

By doing so, InDrive said it has become the first ride-hailing company to integrate EVs. This move signifies a step towards reducing emissions and promoting environmental sustainability.

"This collaboration between inDrive and Vlektra marks an exciting step forward in our commitment to sustainability and innovation in Pakistan," said Roman Ermoshin,

director of the APAC region at inDrive.

"This partnership signifies our concerted effort to introduce electric bikes, driving a significant shift towards a cleaner, more eco-conscious future in the region."

Fatiq Bin Khursheed, Co-founder of Vlektra, echoed this sentiment, stating, "Vlektra's partnership with inDrive heralds a pioneering move in Pakistan's ride-hailing landscape, introducing electric vehicles for sustainable mobility."

He added that the primary aim of this collaboration was to reduce emissions and promote eco-friendly transport.

In addition to this, InDrive launched a contest aimed at promoting awareness about EVs and environmental sustainability. The contest will

reward the best-performing drivers with free EV bikes.

InDrive is a global ride-hailing platform founded in 2013. Overall, it operates in over 450 cities across 46 countries. It allows customers to set fares based on real-time demand and market conditions, ensuring a transparent pricing system for both passengers and drivers.

About Vlektra

Vlektra is a Pakistani startup which provides eco-friendly and sustainable electric vehicle solutions. Founded in 2021, Vlektra is "committed to reducing Pakistan's carbon footprint and promoting sustainable mobility through its innovative EV technology." The company offers a range of electric bikes and scooters designed for everyday use.

## Dubai will launch over 700 new bus shelters across city by 2025

Dubai's Roads and Transport Authority (RTA) has unveiled a plan to install 762 public bus shelters at key locations across the emirate.

The ambitious project aims to enhance public transportation infrastructure. The RTA is also considering the use of 3D printing technology for constructing some shelters.

This innovative approach is currently being tested in collaboration with a company. The goal is to have all the shelters

completed by the year 2025.

Mattar Al Tayer, Director-General and chairman of the Board of Executive Directors of RTA, said that "the bus shelters are part of the authority's efforts to improve public transport services and improve customer satisfaction."

He also added that "The design of the new shelters is compatible with the Dubai Code for People of Determination, including wheelchair-accessible areas,"

He further said that. "The project

supports "My Community... A Place for Everyone" Initiative launched by Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and chairman of the Executive Council, aimed to make Dubai a friendly city for People of Determination."

He said that the shelters are another step towards increasing mobility and the overall number of public transport users in the city.





# Millat battery dealers visits by management







## EV charging stations incurring 'high cost', insiders say

High cost of electricity is a major reason that investors are still reluctant to set up charging infrastructure for electric vehicles (EVs) in Pakistan, while the cost required to set up an EV charging facility also makes it an unviable business option, transport industry insiders

Despite there being efforts from the government side as well as EVs making inroads, there are only eight EV stations in the country, according to Electromaps that globally tracks EV stations among other services to EV owners.

Three EV charging stations are in Islamabad; two in Lahore and one each in Karachi, Hafizabad, and Sargodha. A reliable industry source explained that none of these charging stations have broken even let alone having earned any profit.

The source blames this situation on the gap between electricity's buying and selling prices.

"Charging stations located in urban areas buy electricity at prices ranging between Rs90 and Rs105 per unit but their selling price for a unit of electricity ranges between Rs75 and Rs100," the source said, requesting that his identity be kept secret.

Similarly, the source added, charging stations located on motorways buy electricity at Rs160-Rs170 per unit but they sell the same unit at around Rs150.

Dr Naveed Arshad, associate professor and a co-director of the LUMS Energy Institute, voiced the same complaint.

"NEPRA regulates EV charging stations just like Oil and Gas Regulatory Authority (OGRA) regulates petrol stations," he said, explaining that both buying and selling prices of electricity at these stations, as well as their profit margins, are set and controlled by the NEPRA.

"Under this regulatory regime, charging stations can only charge the electricity price set for them by the NEPRA which ranges between Rs50 and Rs55 per unit in spite of the fact that these charging stations themselves buy electricity at Rs70 to Rs80 per unit," said Arshad, who is also CEO Neobolt, a battery swapping energy infrastructure enterprise aiming to expedite Pakistan's adoption of electric vehicles and transform the way people utilise urban mobility.

"Such irrational pricing will turn away potential investors," Arshad warned.

A NEPRA official, however, dismissed these complaints, saying the electricity tariff for EV charging stations had been set after a strenuous effort and proper calculations with all the stakeholders.

"Under this tariff regime, electricity's input cost per unit cannot be more than its output cost per unit," he said. In simple words, according to him, the price of electricity purchased from the power companies by EV charging

stations must be lower than the price they can charge from their customers so that their business remains profitable. He also claimed that the costs being quoted by the complainants were exaggerated.

"The minimum per unit price to be paid by charging stations has been set at Rs45 but they have been allowed to charge Rs25 above this buying price. This means that they can sell a unit of electricity to their customers at Rs70," NEPRA official explained.

**Additional challenges**

Another financial challenge facing the proprietors of charging stations is that most EV owners prefer to charge their vehicles at their homes where they have to pay a low 'domestic' tariff rather than using charging stations where they have to pay a much higher commercial tariff, the source explained.

The EV segment of transport is also very small as compared to the gasoline segment which means that charging stations are not getting enough consumers to achieve economies of scale. High initial investment needed to set up an EV charging facility is also a big challenge facing this segment.

"It is puzzling how the government on the one hand wants to increase electric vehicles in the country but on the other hand is taking measures that discourage investment in their charging infrastructure," the source said.



# Battle of BEV, PHEV and HV in Pakistan

By Asif Mehmood



**Pakistan is largely an oil-importing country to run the wheels of its economy.**

The transport sector is the largest consumer of oil products followed by power and industry. According to the Oil and Gas Regulatory Authority, 81% of the oil was consumed by the transport sector, 9% by power, and 8% by industry during the fiscal year 2019-20. Pakistan's oil consumption during the first quarter of the fiscal year 2021-22 (July-October) grew 24% from the year-ago period to 5.9 million tonnes on a combination of a rebound in industrial and transportation activities as well as rising demand for fuel oil. Pakistan imported around 10 million tonnes of oil in FY2020-21, whereas domestic production is static at 83,000 barrels per day.

A downtrend seen in Pakistan's oil consumption in the first six months of the current fiscal year (July 2022-June 2023), led by sluggish industrial activity, weak auto sales and lofty product prices, is likely to spill over to early 2023. The share of petroleum products in the total import bill stood at 29.76% in November 2023. Current account crisis and stagflation de-fuels

energy demands in the country, with annual air pollution levels expected to be lower this year than in past years. In the past years, the urban areas of Pakistan have exhibited some of the world's highest levels of air pollution. This issue significantly impairs both the country's economy and the quality of life of its residents. Road transport is a significant contributor to anthropogenic air pollution but there are discrepancies about the extent of its share.

Air quality is a broad term used to characterise ambient air pollution levels. Common airborne pollutants that are of concern for human health include carbon monoxide (CO), nitrogen dioxide (NO<sub>2</sub>), tropospheric (ground level) ozone (O<sub>3</sub>), particulate matter (PM), and sulphur dioxide (SO<sub>2</sub>).

These pollutants are responsible for multiple cardiovascular, respiratory, and neurological ailments. There is no safe level of air pollution, and vulnerable populations (children, the elderly, and people with co-morbidities) are most at risk.

For example, school children in Lahore are exposed to high concentrations of toxic metals like chromium in the air, and the cognitive performance of school children in Lahore and Islamabad has been reported to be significantly associated with exposure to air pollution, with children in the

relatively more polluted city (Lahore) performing poorly on cognitive tests. Similarly, vehicular and industrial-dominated pollution in Quetta and Malakand found associations with physical health deterioration (particularly related to allergies and respiratory diseases).

**The main objectives of the Pakistan EV policy include: Mitigate climate change through a reduction in emissions from the transport sector.**

Create a pivot to industrial growth in Pakistan and encourage auto and related industries to move towards local EV manufacturing. Electric vehicles (EVs) have the potential to drive multi-faceted growth in Pakistan, but clear and focused policy measures are crucial for success.

India and several ASEAN countries (These countries – Brunei, Darussalam, Burma, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand, and Vietnam - collectively the United States' fourth-largest trading partner and together represent a market with a GDP of more than \$2.9 trillion and a population of 647 million people) have already demonstrated successful transitions to EVs, establishing local industries in the process.

The global market, regulated by the United Nations WP.29 guidelines,

Around 23% of Pakistan's Green House Gas (GHG) emissions originate from road transport. The transport emissions are also associated with dangerously high levels of air pollution present in Pakistan's urban centres. The country's air quality is currently ranked as the worst (180 out of 180) in the world. Air pollution has been estimated to reduce the average life expectancy in Pakistan by nearly four years.





prescribes standards for universal adoption, facilitating cross-border acceptance. This ensures that investments made to create export-focused EV products have consistent long-term demand regardless of the country of origin.

The Internal Combustion Engine (ICE) to Hybrid, Plug-in Hybrid EV (PEHV), and Battery Electric Vehicle (BEV) transition is underway in Pakistan. While it is early days for the automotive industry, with the percentage of EVs sold currently in the low single digits, there is an unmistakable momentum building toward an electric vehicle future.

Producing EVs in factories formerly used to make internal combustion engine (ICE) vehicles will require the reworking of entire assembly processes. This is largely due to the major design and construction differences between EVs and ICE vehicles. While some “Brownfield” factories will mix EV and ICE production (at least for a while), there will also be “Greenfield” factories built from the ground up to manufacture EVs. The supply chain will be affected.

EV motors have very few moving parts; EVs need no Engines, exhaust systems, alternators, fuel injectors, or starters etc. All of these familiar ICE vehicle components will be absent from EV production lines.

Because there will be so many fewer parts in an EV, compared to its ICE counterpart, the assembly process will be simplified. Fewer parts also mean lower labour costs.

Instead, most EVs are built around their heavy battery packs, which are usually placed low under the vehicle

floor to lower the centre of gravity. The battery packs also serve as structural members of the chassis, adding strength and rigidity. Because of their weight and bulk, manufacturers will prefer to have these battery packs built and assembled as close to their assembly lines as possible.

OEMs should plan to either build their battery plants or create JVs with battery producers. Doing this will have the added benefit of ensuring adequate supplies of batteries as industry-wide production ramps up, due to increased EV adoption over time.

New developments in battery technology are predicted to lead to lower costs for battery packs. This will allow for more desirable EVs that cost less while providing longer range. Another factor for EVs to be considered is the grid to EV efficiency which should be double the efficiency of the lead-acid batteries used to start and power ICE vehicles.

Transitioning from Internal Combustion Engine (ICE) production to Electric Vehicle (EV) production is much like swapping out the engine of a car – it’s more than just a tune-up; it’s an overhaul. As well as buckle up automobile service providers! Here’s how to effectively navigate this challenging but rewarding journey.



- **Up skill Your Workforce**
- **Revamp Your Facility Layout**
- **Adopt New Diagnosing/ Servicing Technologies**
- **Engage Customers in the Transition**

Let your customers know about your shift to PEHV and EV production. This transparency can enhance brand loyalty and get customers excited about your upcoming EVs. The road from ICE to EV transition is full of twists and turns, but with the right navigation tools, it’s a journey worth embarking on.

**Historically Pakistan takes a little longer to move with the technological changes and advancement, so maybe a direct shift from ICE to EV would take a couple of years and the first transition would be starting from ICE to PHEV instead. The unit volume of global EV sales is set to triple from 10.5 million in 2022 to over 31 million in 2027. It is expected to more than double to over 74.5 million units in 2035.**

A **HYBRID VEHICLE (HV)** (also known as a self-charging hybrid) have a small battery and an electric motor to boost efficiency. It requires a petrol engine as its primary means of propulsion, but a mile or so of pure electric range should be achievable in the city.

A **PLUG-IN HYBRID ELECTRIC VEHICLE (PHEV)** goes a step further. It retains a petrol engine, but a larger battery delivers up to 100km

of electric range, depending on the model.

The battery can be recharged using a home charge point or by taking advantage of the expanding public charging commercial network. You could see plug-in hybrids as a stepping stone towards fully electric vehicles because you're able to do some driving on electric power, but you still have the safety net of an internal combustion engine to back you up.

Finally, a **BATTERY ELECTRIC VEHICLE (BEV)** relies entirely on a battery pack as its means of propulsion. It must be plugged in to recharge when the battery is low.

In simple terms, you do not need to plug in a simple Hybrid car; but you need to plug in a Plug-in Hybrid EV, whereas in a Battery Electric Vehicle you must have to plug in for recharge.

### **PLUG-IN HYBRID ELECTRIC VEHICLE (PHEV) - Pros & Cons:**

#### **Backup engine**

For now, the I.C engine should provide electric sceptics with some reassurance, while banishing any lingering 'range anxiety' concerns. When the battery has run out, the car switches to the ICE, which is refuelled like a conventional car.

#### **Less fuel consumption**

Because a plug-in hybrid car will typically start in electric mode, you could find that you don't require the engine to complete short trips. Indeed, with the average urban city car trip being no more than 50 KM, a plug-in hybrid is likely to remain on electric power more often than not. The engine is there for longer trips.

#### **Lower running costs**

Aside from the need to plug them in, driving a plug-in hybrid should be as easy as a regular car. The combination of electric and petrol and diesel power delivers improved performance without the high running costs of a fast petrol car. It's a small thing, but there are no concerns if you don't have access to a charging point. Simply use the engine until you get home or find a charging station.

#### **Upfront cost**

Cost is one of the major drawbacks of plug-in hybrids, with purchase prices that rival a pure electric car. Currently, in Pakistan, a hybrid car costs around 9 million, while the plug-

in hybrid costs around 11 million and the Battery Electric version is priced at around 9 million PKR.

#### **Change in driving habits**

You must get into the habit of recharging a plug-in hybrid. If you don't, you're simply paying extra to carry an expensive and heavy battery pack, which will make the car less economical to run than the ICE or hybrid vehicle. A plug-in hybrid car isn't the best choice if you spend most of your time on the motorway.

#### **Handling**

Although plug-in hybrids tend to be fast in a straight line, with plenty of torque for swift overtaking, the weight of the battery pack can have a slightly detrimental effect on the car's ride and handling. They're less comfortable over pitted roads and more cumbersome when cornering.

#### **Limited relevance**

As advances in battery technology and investment in the charging infrastructure combine to make pure electric ownership a viable prospect for more people, we might see especially Hybrid and somehow PHEVs might phased out in favour of pure electric vehicles.

### **BATTERY ELECTRIC VEHICLE (BEV) - Pros & Cons:**

#### **Value Added Incentives**

There's never been a better time to buy an electric car, with the newly launched car offerings.

#### **Low running costs**

An electric car will be cheaper to run than any ICE car. This is particularly true if you charge at home, especially at off-peak rates.

You'll also benefit from cheaper servicing and maintenance costs since there are far fewer moving parts subject to wear and tear and routine maintenance, than an internal combustion engine.

#### **Air quality**

Other benefits include zero tailpipe emissions and quieter running in towns and cities. Less tangible, but no less significant, is the sense that you're doing your bit to improve local air quality.

#### **Driving experience**

As for the driving experience, the instant torque makes electric cars responsive and fun to drive. Some electric cars are quicker off the line than expensive supercars, but use

the acceleration in moderation if you want to stay safe and preserve the car's range. There is no noise vibration or harshness as compared to ICE Cars.

#### **Quoted range**

The range quoted by the manufacturer should be treated as a guide – you're unlikely to achieve the official estimate in the real world. Cold weather, the use of accessories, topography and driving style are just some of the things that could put a dent in the electric range.

#### **Charging**

Anyone without access to a garage, driveway or off-street parking might struggle to charge an electric car at home, and while the public charging network is getting better rapidly, some areas remain underserved, and there are some reports of inoperative charging units.

### **CONCLUSION:**

#### **Should you buy a hybrid, plug-in hybrid or electric car?**

It all depends on your circumstances, so doing some homework is essential. A hybrid is a sensible alternative to a petrol car, especially for short trips and urban commutes.

A plug-in hybrid is an excellent stepping stone to a pure electric car – but you must remember to plug it in. Advancements in battery & charging technologies will quickly reduce any current disadvantages associated with electric cars in the coming years. Plug-in hybrid cars sit between hybrids and EVs and offer drivers the best of both worlds.

They have both an electric motor(s) and a petrol engine, but they can also be plugged in. They're perfect for people who want to avoid consuming fuel on short journeys but who want the option of a traditional car for longer journeys.

EVs won't automatically switch from EV mode to hybrid mode once the battery is depleted. New EVs have a range of around 200-400 km while older EVs were around the 100km mark. Electric cars are best for people who do a lot of short commutes and like the idea of zero-emission and NVH-free driving experience.



# 苏爱玛车业科技有限公司

## AIMA ELECTRIC BICYCLE & SCOOTER TECHNOLOGY CO., LTD.



## Siwa Industries Pakistan Officially Introduced AIMA EV motorcycles in Pakistan with Flagship dealership

AIMA Electric Motorcycle and SIWA Pakistan have inked a partnership to launch electric motorbikes across the country with flagship dealership network. This collaboration marks a significant step towards cleaner air, reduced fuel dependence, and a more eco-friendly future for Pakistani commuters.

AIMA Electric Bicycle & Scooter Technology Co., Ltd., Chongqing in China, a renowned electric vehicle manufacturer, brings its cutting-edge technology and sleek designs to the table. Their motorbikes boast impressive features like long-range batteries, efficient motors, and smart connectivity. SIWA Industries, a prominent Pakistani conglomerate, possesses the extensive distribution network and market expertise crucial for successfully bringing AIMA's electric motorbikes to every corner of the nation.

AIMA, A brand renowned for its commitment to cutting-edge technology and sustainable transportation, is set to make a



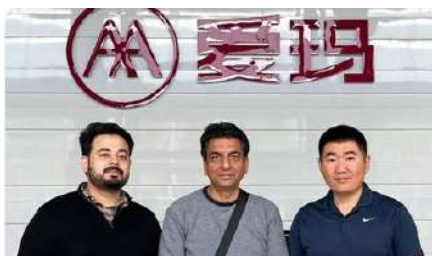
significant impact on the lives of Pakistani consumers by providing a cost-effective alternative to traditional gasoline-powered vehicles. AIMA electric bikes are designed to offer a highly efficient and economical mode of transportation.

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.

The launch of AIMA electric motorbikes in Pakistan is expected to generate significant interest among various stakeholders. Environmentally conscious individuals, cost-savvy commuters, and tech enthusiasts are all likely to embrace this new mode of transportation.

SIWA Industries Director Wahaj Zaki highlights that except for hilly areas, China has banned fuel motorbikes in their cities, with EV bikes now on roads everywhere in China. He notes that India is also growing quickly in this industry. He mentions that assemblers usually get a license from the Engineering Development Board (EDB) on the condition that they will work on CKD, and after five years, they will gradually go on localisation, but it is not implemented properly. He points out the wide variety of EV bikes available, catering to different needs such as bikes for women.



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COMING SOON





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# Drawing all eyes across KLI!

Forland Safaari's recent tour of Karachi, Lahore and Islamabad was a roaring success, keeping the metros abuzz with display activations at key high footfall venues, where the crowds got a firsthand look at the cutting edge new MPV, and unanimously gave it their seal of approval!

## *Forland Safaari Display at Packages Mall Lahore.*



## *Forland Safaari Display at Metro Pakistan Karachi.*



## *Forland Safaari Display at Pakwheels Car Mela, Islamabad.*







## Toyota Pakistan's chief says 50% of Corolla Cross value comes from localised parts

Indus Motor Company, the assembler of Toyota vehicles in Pakistan, has recently launched its Hybrid Electric Vehicle (HEV) Corolla Cross, which the company says is 50% localised in terms of its value. The company also sees the near-term future of the auto sector in Pakistan as viable for hybrid cars.

While talking top press media, Indus Motor Company CEO Ali Asghar Jamali said the time for Electric Vehicles (EVs) is still far away.

"But things will gradually move towards electric vehicles — first its HEV, then there will be PHEV (Plug-in Hybrid Electric Vehicles) and finally electric vehicles and perhaps new (better) technology comes by that time," he said.

Earlier in the summit, Jamali said the Corolla Cross will see better fuel economy with up to 50% more efficiency.

"This not only translates into significant savings but also contributes to reducing our dependence on imported fuel by approximately 50%." The company says that it has come to this conclusion on the basis of data from other countries with similar conditions.

Why hybrids

On the sidelines of the unveiling ceremony after the summit, Chief

Engineer Toyota Motor Corporation (TMC) Yasushi Ueda told media that Toyota sees Hybrid vehicles as the best option for Pakistan keeping in view its infrastructure and customer preference.

"When I arrived in Pakistan, I saw Toyota hybrids (such as Prius and Aqua) already on Pakistan's roads," he said, suggesting it shows acceptance of Toyota and other hybrid cars in the Pakistan market.

Ode to localization?

Used hybrid vehicles have been coming to Pakistan in significant numbers mainly from Japan in the near past.

Why not BEVs — the electric vehicles Jamali shed light on Pakistan's current energy landscape and the challenges in introducing Battery Electric Vehicles (BEVs).

"Pakistan heavily relies on non-renewable energy sources, hindering the immediate adoption of BEVs (since it would not reduce carbon emissions as one expects from them). However, our HEV technology presents a practical and efficient solution, providing low maintenance costs, reliable batteries, and excellent resale value to our customers," he said.

Speaking about environmental sustainability, Jamali emphasised the Corolla Cross' role in curbing

emissions, stating, "With a 35% reduction in emissions, the Corolla Cross exemplifies Toyota's commitment to a greener future for Pakistan. We are delighted to offer a hybrid electric option that significantly contributes to a cleaner environment."

"Corolla Cross will be a game-changer in the automotive landscape of Pakistan," Jamali said.

IMC team meets PM to showcase first locally-made Toyota Corolla Cross HEV

Corolla Cross features

Jamali said that deducting government taxes, over 50% of Corolla Cross value comes from localised parts, which makes it unique among other assembled hybrids in the country.

Corolla Cross has been launched in Pakistan at an introductory price range of PKR 9,399,000 for Mid-Level category and PKR 9,849,000 for its high-end category.

"Equipped with a 1.8L Hybrid Electric Engine, Multi Drive Modes including EV, ECO, and Power, 7 SRS Airbags, Blind Spot Monitor, Clearance Sonars, Rear Cross Traffic Alert, 9-inch Floating Display, and Bi-Beam LED Headlamps, the Corolla Cross ensures that our customers experience unrivaled comfort, convenience, and safety," Yasushi Ueda said.



## Ignite the Power, Drive the Future



## Chinese Battery Giant Gotion High-Tech's JV Plant in Thailand Comes on Stream

The joint venture plant of Chinese power battery giant Gotion High-Tech in Thailand has officially kicked off production.

The Thai plant's first lithium iron phosphate battery pack for electric vehicles rolled off the production line on last month, the Volkswagen Group-backed company announced yesterday. The first phase of the plant has an annual production capacity of 2 gigawatt-hours of power battery packs, which will be gradually raised to 8 GWh, depending on the market demand, said Sun Xiyi, chief executive of NV Gotion, Gotion High-Tech's JV with Nuovo Plus, a unit of Thailand's largest energy and petrochemical firm Petroleum Authority of Thailand.

The plant's battery packs have a mileage range of 400 kilometers on a single charge, which meets the demand of most A-class EVs in the Thai market, Hefei-based Gotion High-Tech noted. The battery packs produced at the JV plant have great advantages in terms of performance and price in Thailand, said Yu Qiang, marketing director of NV Gotion. The bulk supply of the battery pack to Chinese EV startup Hozon Auto's Thai plant will start next quarter, Yu noted.

Hozon Auto's Thai plant, which has an annual capacity of 20,000 vehicles, came on stream at the end of last month and will start mass production in the first quarter of next year, according to Chinese media report last week.

Thailand had over 50,000 registered new energy vehicles in the first three quarters of the year, 7.6 times higher than a year earlier, showing that the market has huge growth potential.

The Thai JV plant is not Gotion High-Tech's only one overseas. The company began operations at a power battery plant in Germany in September. In the same month, the firm announced it would invest USD2 billion to set up a plant in Illinois in the United States. In October, Gotion High-Tech also said it had signed an investment agreement with the government of Michigan in the US to build a power battery material factory there for USD2.4 billion.

## Punjab govt to distribute 10,000 e-bikes among students

In a move to address environmental concerns in the provincial metropolis, the Punjab government has unveiled a plan to distribute 10,000 electric bikes among students from various educational institutions.

This initiative aims to provide a sustainable and eco-friendly mode of transportation while promoting the use of electric vehicles.

The Bank of Punjab has collaborated with the government to present a financing scheme for students, allowing them to acquire electric bikes through easy installments with a minimal interest rate. The financing period has

been set at two years, and the markup fixed at a modest six percent.

A meeting was convened at the P&D Board, chaired by Provincial Minister for Planning and Development, Bilal Afzal. Attendees included Chairman P&D Board Iftikhar Ali Sahoo, Secretary P&D Board Muzaffar Khan Sial, members of the P&D Board, and other government officials. During the meeting, various proposals were scrutinized, and the transport department provided a detailed briefing on the eligibility criteria for students to avail themselves of electric bikes from renowned manufacturers

such as Honda.

Minister Bilal Afzal emphasised that the electric bike supply program is a government pilot project aimed at capitalising on the market and fostering the use of electric bikes. He instructed the committee to develop a rational and cost-effective financing model, submitting a comprehensive plan to the Chief Minister of Punjab and the cabinet for approval. Afzal highlighted the need for a framework to approve student applications and called for continuous monitoring of the e-bike scheme to ensure its success and efficiency.



# Karachi's Drainage System Gets a Boost

## 38 Advanced Suction Vehicles Unveiled for Urban Development

**I recently had the opportunity to attend the ceremony for the handover of 38 suction vehicles to the Karachi Water and Sewerage Board (KWSB) by the Sindh Government, and it was a remarkable experience.**



The revelation that these advanced vehicles were locally manufactured by Meraj Limited, a Pakistani company, not only surprised me but also instilled a sense of pride in the potential and capabilities of our domestic

The introduction of these 38 advanced jetting and suction machines by Meraj Limited represents a significant leap in addressing Karachi's longstanding drainage challenges, aligning seamlessly with the city's developmental agenda. Equipped with Euro 2 engines and imported pumps from Italy, these vehicles not only bring cutting-edge technology but also offer a cost-effective solution to the growing demands of a city grappling with population growth and urban development.

The capacity of 7000 litres and

the efficiency in unclogging severe sewage blockages underscore the efficacy of these locally produced machines. Meraj Limited's role in this initiative sheds light on the importance of fostering and supporting local industries. By manufacturing specialized vehicles within the country, Meraj Limited contributes not only to immediate problem-solving but also to long-term economic sustainability by saving costs that would otherwise be incurred through importing similar machinery.

The Sindh Government's decision to support Pakistani enterprises, exemplified by choosing Meraj Limited for this project, is commendable. Beyond addressing crucial infrastructure needs, this collaboration contributes to the growth and sustainability of local industries, aligning with the broader vision of promoting self-sufficiency and recognizing the intrinsic value of indigenous products.

In a time where imports often







dominate, the utilization of locally manufactured vehicles for vital tasks signifies a positive shift. This move not only bolsters the national economy but also showcases the competency of Pakistani companies, such as Meraj Limited, in producing high-quality, advanced machinery. In conclusion, the ceremony not only offered valuable insights but also underscored the commendable commitment of the Sindh Government towards the betterment of Karachi. The collaborative effort

stands as a shining example of proactive governance, showcasing the immense potential within Pakistan to address its challenges domestically.

**This strategic partnership not only fosters national pride but also positions Karachi on a trajectory of sustained progress, highlighting the pivotal**

**role of local initiatives in steering the city towards a brighter and more self-reliant future.**



# 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.

## 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. 1,949,000
C10 (without Heater & Blower)	Rs. 2,049,000
C10 (Full Options)	Rs. 2,099,000
C19	Rs. 2,649,000
T5	Rs. 3,049,000
T5 Prime	Rs. 3,149,000
C311-NT (Without Deck)	Rs. 4,049,000
C314 - NT Without Deck	Rs. 4,199,000
C717 (Without Deck)	Rs. 5,849,000
CX17 (Without Deck)	Rs. 6,499,000
Safaari Comfort	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
<b>HILUX Revo Double Cabin</b>	
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 Legendier	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

HYUNDAI	SantaFE Hybrid Signature	Rs. 14,699,000	 <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	
KIA	KIA Sportage AWD 2.0L	Rs. 8,770,000	<b>PEUGEOT</b> 2008 Active Rs. 5,899,000 2008 Allure Rs. 6,599,000
	KIA Sportage FWD 2.0L	Rs. 8,040,000	<b>HONDA HVR</b> VTI 1.5L Rs. 7,649,000 VTI-S Rs. 7,899,000
	KIA Sportage Alpha 2.0L	Rs. 7,300,000	
	KIA Sportage Black Limited Edition	Rs. 9,300,000	<b>TOYOTA</b> Hybrid CVT Low Variant Rs. 7,698,000 Hybrid CVT Smart Mld V Rs. 8,208,000 Hybrid CVT Premium High V Rs. 8,408,000 High Rs. 9,849,000 Mid Rs. 9,399,000
	Kia Stonic 1.4L EX	Rs. 5,350,000	
	Kia Stonic 1.4L EX+	Rs. 6,280,000	
	Grand Carnival 3.5L GLS PP	Rs. 16,760,000	
	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	
CHANGAN	Oshan X7 FutureSense 1.5L Turbo	Rs. 8,950,000	<b>DFSK SERIES 3</b> Rs. 8,390,000
	Oshan X7 Comfort 1.5L Turbo	Rs. 8,299,000	
MG	MG HS Essense (CKD) Local Assemble	Rs. 8,099,000	
	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	
REGAL	Pince GLORY 580 Pro 1.5L Turbo	Rs. 6,990,000	
	Pince GLORY 580T 1.5L CVT	Rs. 5,610,000	
	Pince GLORY 580 1.8L	Rs. 5,806,000	
GHANDHARA	Tiggo 8 Pro 1.6L	Rs. 9,299,000	 <b>FUBEV</b>
	Tiggo 4 Pro 1.5L	Rs. 6,999,000	
SAZGAR	GWM - Haval H6 1.5T FWD (CKD)	Rs. 9,282,000	 <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. 474,000



## Chinese Companies to Establish Factories of Electric Cars in Pakistan

In a significant development, two Chinese companies will set up factories for the production of electric cars in Pakistan. A delegation of twenty major exporters, led by Caretaker Minister of Commerce Gohar Ijaz, returned to Pakistan after a fruitful visit to China.

Zubair Tufail, former president of the Federation Chamber of Commerce and Industry (FCCI) and a member of the advisory council, shared the positive outcomes of the China visit with the media in Karachi.

He highlighted the success of the delegation's interactions in securing

new investments from China, particularly in the automotive, mineral, and agricultural sectors. Moreover, the two nations agreed to initiate joint ventures, including ventures in the textile sector, and transfer China's technology to special economic zones in Pakistan. Tufail said that the visit, part of 'Vision Pakistan 100 Billion Dollars,' will expedite trade relations between the two countries. Caretaker Minister Gohar Ijaz played a crucial role in fostering successful partnerships and expanding market opportunities for Pakistani exporters. The visit also played a vital role in strengthening

the trade ties between Pakistan and China, with investments flowing into Pakistan.

Manufacturing Electric Cars in Pakistan's Special Economic Zones Chinese President Xi Jinping's Belt and Road Initiative (BRI) has brought together businessmen from both countries, fostering increased trade. Tufail highlighted the significance of the China-Pakistan Economic Corridor (CPEC) as a unique gift from China to Pakistan, bringing the two nations closer economically.

The delegation's visit included discussions with Chinese industrialists, leading to fruitful business-to-business meetings. Tufail revealed that China's automobile sector is set to invest in Pakistan, with a focus on electric car manufacturing. Caretaker Minister Gohar Ijaz conveyed the government's encouragement for the manufacturing of electric cars in Pakistan's special economic zones. The delegation's meeting with China's Deputy Minister of Commerce, Li Fei, discussed boosting trade between Pakistan and China. Tufail expressed optimism about the future of Pakistan-China trade relations.







## Toyota Prius is 2023-2024 Japan Car of The Year

The fifth-generation Toyota Prius is the 2023-2024 Japan Car of the Year. The Prius ended up with 360 votes from the Japan Car of the Year (JCOTY) committee trouncing the first runner-up, the BMW X1 with 150 points. The Honda ZR-V finished third with 100 votes.

This year, the JCOTY introduced a new voting system giving jurors 16 votes to spread between their three best cars.

According to Prius chief engineer Satoki Oya, the car's reinvention was a case of extremes when former Toyota president and CEO Akio Toyoda recommended that the Prius, a game-changing petrol-hybrid first introduced in 1997, had run its course and should be retired and relegated

to taxi status.

But product planners and engineers, believing the Prius's fate could be turned around, totally redesigned the exterior and rethought the powertrain, making the hybrid pioneer the most stylish it's ever been with significantly increased performance and better fuel economy.

Now in its 44th year, the Japan Car of the Year awards is organized and run by representatives from 39 of Japan's most influential automotive and lifestyle publications who select the 60 jurors each year.

In the first round of voting in early November, jurors selected the "10 Best" cars for 2023 which included the Toyota Prius, Toyota Alphard, Nissan Serena, Honda ZR-V, Subaru

Crosstrek, Mitsubishi Delica Mini, Abarth 500e, BMW X1, Maserati Grecale, and Volkswagen ID.4. For the final round of voting, jurors gathered at the Sodegaura Forest Raceway near Tokyo to test drive the 10 Best cars before voting for the winners.

In the special awards categories, the 660-cc Mitsubishi Delica Mini kei-car won the Design Car of the Year trophy while the Nissan Serena took home the Technology Car of the Year award for its new e-Power system employing a 1.4-liter 3-cylinder hybrid and the Pro-Pilot 2.0 advanced driver assist system which allows hands-off driving on highways.

## Seres 3 EV gets a massive Rs. 809,000 price cut a Month after its launch

Just a month after its official launch in Pakistan, Regal Automobiles has announced a massive price reduction for its locally assembled Seres 3 Electric Vehicle (EV).

In a notification on Wednesday, the company stated that it has decided to reduce the price of the vehicle due to improvement in the value of the Pakistani rupee against the US dollar. Furthermore, the adjustment in duty and levies for EVs has also been cited as the reason for the price cut.



Additionally, the company added that this step aligns with its commitment to encouraging sustainable mobility and promoting the adoption of electric vehicles within the country. Price Reduction

The ex-factory price of locally assembled Seres 3 EV has been significantly reduced by Rs. 809,000. Following the price reduction, the vehicle will now be available for Rs. 8,390,000 compared to its old price of Rs. 9,199,000.

Moreover, the booking price of the car has also been slashed by Rs. 50,000. EV enthusiasts can book Seres 3 at Rs. 250,000 instead of Rs. 300,000. The delivery is expected to start by April 2024.



## China to set-up an auto research institute in Thailand as EVs gain traction

China will establish a China Automotive Technology and Research Center (CATARC) in regional automobile hub Thailand, Thailand's government said on Friday, the centre's fourth such facility in the world.

Thai government tax incentives and subsidies have already drawn Chinese carmakers, including BYD and Great Wall Motor, which have committed to investing US\$1.44 billion in new production facilities in the country.

CATARC, a Chinese government affiliated auto research institute, has centres in Germany, Switzerland and Japan and the latest one will facilitate Chinese electric vehicle (EV) manufacturers in Thailand, Thai government official Chai Wacharonke said in a statement.

Thailand is Southeast Asia's largest car producer and exporter, with Japanese manufacturers including Toyota Motor Corp and Isuzu Motors dominating the domestic sector for decades.

Thailand aims to convert about a third of its annual production of 2.5 million vehicles into EVs by 2030 and is preparing incentives to encourage more investment and conversion into EV manufacturing.

Government subsidies, which are currently as much as 150,000 baht (US\$4,265) per car, have allowed EVs to gain more traction in Thailand, which accounted for about half of all EV sales in Southeast Asia in the second quarter.

Thai Prime Minister Srettha Thavasin said he had shown Tesla executives an industrial estate for potential investment last week.

## China's JAC Motors Soars After Teaming Up With Huawei on Luxury Smart EVs

Shares of Jianghuai Automobile Group, better known as JAC Motors, advanced after the Chinese automaker announced it teamed up with Chinese telecoms giant Huawei Technologies to jointly build luxury smart electric vehicles.

JAC Motors [SHA: 600418] was trading up 5.3 percent at CNY18.19 (USD2.57) as of 10.35 a.m. in Shanghai today.

JAC Motors and Huawei will carry out comprehensive cooperation in product development, production, sales, and services of luxury smart EVs, the Hefei-based carmaker announced late on Dec. 1, citing a 10-year deal signed by the pair.

JAC Motors will be responsible for the overall development and plant construction of the EV models, while Huawei or its designated third parties will provide global sales services, JAC

Motors noted.

The two companies have been rumored to be working together to build cars for a long time. At the beginning of August, TF International Securities' Analyst Ming-Chi Kuo said on Twitter, now known as X, that JAC Motors and Huawei were developing a smart electric multi-purpose vehicle priced at more than CNY1 million (USD141,400), expected to begin deliveries in the second quarter of next year.

Huawei and Changan Automobile announced on Nov. 26 that they will set up a joint venture dedicated to smart auto systems and component solutions, in which the Chongqing-based carmaker will own up to 40 percent of the equity.

On Nov. 28, The Paper reported that Huawei had invited five partners -

## Tesla's New Mega Factory Project in Shanghai Officially Launched

US carmaker Tesla officially launched its new mega factory project that is capable of producing 10,000 Megapacks a year in Shanghai, the company announced today.

A signing ceremony for land acquisition of the project was held in Shanghai this morning, marking the official opening of what the company said a "milestone project."

Megapack is a powerful battery that provides energy storage and support, helping to stabilize the grid and prevent outages, information on Tesla's website shows.

The new project, located in the Lingang new area of the China (Shanghai) Pilot Free Trade Zone, is scheduled to break ground in the first quarter of 2024 and start production in the fourth quarter.

The factory will initially produce 10,000 Megapack units every year, equal to nearly 40 GWh of energy storage. The products will be sold worldwide.

In an exclusive interview with Xinhua, Tao Lin, vice president of Tesla, said that the mega factory is "an important optimization of the company's global production layout."

"China has been continuously improving its level of opening up in recent years, and Tesla is both a witness and a beneficiary," Tao said, adding that China's opening up policy, advanced development concepts and good business environment have created huge opportunities for enterprises, and the Chinese market is a "must" for Tesla's development.

In January 2019, Tesla broke ground on its Shanghai Gigafactory, becoming the first to benefit from a new policy allowing foreign carmakers to establish wholly owned subsidiaries in China.

The plant logged a remarkable efficiency and delivered its first batch of made-in-China vehicles within a year.

Over the past years, the company has continued to ramp up investment in Lingang, expanding the production capacity of its Shanghai Gigafactory and building more facilities, including a supercharger manufacturing factory. From January to November this year, Tesla's Shanghai Gigafactory delivered more than 850,000 vehicles, an increase of 30 percent year on year.





### **BYD Song L received over 8,000 orders in 72 hours following the launch in China**

BYD launched the Song L SUV fastback on December 15 in China, starting at 189,800 yuan (26,600 USD). The sales price was 30,000 yuan (4,200 USD), lower than the presale price. The Song L received 8,000 – 9,000 orders at dealerships in three days following the launch, the CarFans reported.

Dealers positioned the Song L as a traffic-generating model, with outdoor exhibitions drawing much customer interest. Despite this, the conversion rate remained average as many visitors were unfamiliar with Song L before the visit.

According to the Chinese consumer behavior research agency fans (CarFans in English), Song L received 4-5 orders per store. The store inflow was 30-40%, meaning every third customer visiting the dealer came for Song L.

## **Suzuki introduces the all-new Swift**

Suzuki Motor Corporation will start sales of the all-new Swift in Japan from 13 December 2023 for CVT models, and from 17 January 2024 for 5MT models.

Suzuki Motor Corporation will start sales of the all-new Swift in Japan from 13 December 2023 for CVT models, and from 17 January 2024 for 5MT models.

The new “Swift” is designed with the concept of “Energetic & Light – A refined smart compact that transforms everyday travel into play”. In addition to the design and driving performance cultivated in successive Swift models, it now offers enhanced safety features and convenience. This adds a new value of “enjoying daily life with cars” to the attractiveness of the Swift’s design and driving performance, making it an evolved new compact hatchback model.

The design was developed with the aim of creating a memorable impression at a glance. The exterior features a round shape that envelops the entire car, expressing an advanced image and pursuing styling that evokes

personality and driving performance. The interior styling connects the instrument panel and door trim to express the unity between the driver and the car. The body color lineup includes a total of 13 patterns in 9 colors, including new colors “Frontier Blue Pearl Metallic” and “Cool Yellow Metallic”.

The powertrain adopts a newly developed Z12E engine and CVT, realizing both fuel efficiency and driving performance. While maintaining the design, the Swift achieved top-level aerodynamic performance in its class, by adopting back door side spoilers, optimizing the front strake, front bumper and wheel shape, which reduces air resistance by approximately 4.6% compared to the previous generation\*1. In addition, the increased use of high-tensile steel plates and structural adhesives in the body contributes to outstanding handling and ride comfort. Furthermore, the quietness has been improved by adding baffle materials and applying damping adhesive to body joints.

## **China leads the world in EV infrastructure but lags behind in consumer spending power: Euromonitor**

infrastructure to support the growth of electric vehicles (EV), but trails major European countries in consumer spending power on battery-powered cars, according to a report by Euromonitor International.

China ranked seventh among 40 countries in an index evaluating the most prepared markets for EVs, improving seven places compared with 2022, according to the report by the market research company published on Monday.

The 40 countries together account for about 90 percent of the total car market globally, according to Euromonitor. Their EV readiness is measured across four pillars: market maturity, infrastructure maturity, cost of ownership and consumer spending power.

“Importantly, China has seen a swift rise in fast charging stations, which

confidence in buying an EV,” said Fransua Vytautas Razvadauskas, insights manager of mobility at Euromonitor.

China recorded the highest score of any country in the infrastructure maturity pillar, largely because of the country’s strong investment in public charging stations and fast chargers, which encouraged the adoption of EVs, according to Euromonitor.

Last year, China had 1.8 million public charging stations, about 65 percent of the global total, and China also had the highest ratio of fast chargers on highways at 534 per 100 kilometers of highway length, the report said.

However, China ranked 36th in average consumer spending power, just ahead of Indonesia, Bulgaria, Thailand and India, because of its relatively lower disposable household income, the report added.

cost-of-living crisis and higher interest rates [globally] are making it more difficult for consumers to purchase new vehicles,” said Razvadauskas.

Overall, Norway, Switzerland and Sweden are the top three most EV-friendly markets in the index, largely because of their EV market maturity and overall consumer buying power, according to Euromonitor.

While India, South Africa and Brazil took the last three spots on account of limited government incentives and low incomes, the undersupply of public charging stations remains a challenge for many emerging and developing economies.

China is likely to remain the world’s largest EV market globally with sales forecast to surpass 8.5 million units by the end of this year, accounting for 60 percent of the global total, according to industry players and analysts.



## Hashoo Group, Dewan Motors To Set Up Electric Vehicle Charging Stations Across Pakistan

The collaboration focuses on a phased installation of BMW AC chargers for electric vehicles across Hashoo Group's extensive network of hotels and resorts

Hashoo Group & Dewan Motors Join Forces to Power Sustainable Mobility in Pakistan Islamabad, 18th December 2023

Hashoo Group, in collaboration with Dewan Motors Pvt. Ltd., Pakistan's authorized BMW automobile importer, is launching a pioneering initiative to enhance the electric vehicle (EV) infrastructure in Pakistan. This collaboration focuses on a phased installation of BMW AC chargers for electric vehicles across Hashoo Group's extensive network of hotels and resorts, including the five-star Pearl-Continental, the four-star PC Legacy, and the three-star select-service Hotel One brand.

This initiative aims to foster green mobility nationwide and contribute to a more environmentally friendly Pakistan. These BMW AC chargers are designed to accommodate vehicles adhering to European standards, ensuring broad compatibility for a diverse range of electric vehicles.

Hashoo Group is dedicated to ecologically friendly operations and has committed to achieving net-zero emissions by 2050, along with supporting the country in achieving

the Sustainable Development Goals 2030 set forth by the United Nations. An agreement signing ceremony was held recently in Islamabad, with senior management from both organizations in attendance.

Haseeb A. Gardezi, Chief Operating Officer, Hospitality and Education Division, Hashoo Group, shared his thoughts on this exciting collaboration, "Hashoo Group integrates its various business verticals towards more environmentally conscious practices. In line with our sustainability agenda, we are thrilled to mark this significant milestone on our road to a greener Pakistan while at the same time elevating our customer experience by providing a convenient charging facility for their EVs across our properties."

Zaeem Ul Haque, Director Operations, Dewan Motors Pvt. Ltd., remarked, "On this momentous occasion, we are proud to serve the nation and play a pivotal role in building essential infrastructure that aligns with global environmental goals. I am excited to see the outcome of this collaboration with Hashoo Group in line with our joint commitment to a cleaner, greener, and sustainable Pakistan."

This initiative not only underscores the dedication of both Dewan Motors and Hashoo Group to environmental stewardship but also exemplifies their collective commitment to supporting Pakistan's progress towards a more sustainable future.

Dewan Motors is Pakistan's authorized importer of BMW vehicles and maintains a stellar position in the automobile market for remarkable customer service and an innovative strategic mindset at its core. Dewan Motors has introduced a range of premium segments electric cars and SUVs in Pakistan offering All-electric models as BMW iX1, BMW iX2, BMW iX3, BMW iX, BMW i4, BMW i5 and BMW i7.

Hashoo Group is Pakistan's premium conglomerate with a diversified business portfolio spanning both national and international markets. The Group owns and operates the Pearl-Continental Hotels & Resorts and PC Legacy & Hotel One brands in Pakistan and has business interests encompassing the information technology, investment, travel & tourism, and real-estate sectors.





## Pakistan's Auto Industry Unleashing Export Potential for Engineering Goods



Exports play a vital role in modern economies, opening up new markets for goods and fostering economic growth through international trade.

Governments worldwide actively engage in diplomacy and foreign policy to promote and facilitate trade, encouraging exports and imports for the benefit of all parties involved. With this global context in mind, let's explore the potential of Pakistan's auto industry in the world market.

The auto industry is a significant player in the realm of global exports, contributing to the economy in multifaceted ways. In Pakistan, the auto industry stands poised to make its mark on the international stage.

A substantial portion of auto parts—approximately 44%—is theoretically addressable for global markets. These include high-tech aggregates and proprietary components like cylinder blocks and motors. The remaining 56% consists of diverse parts, ranging from skill-intensive to labor-intensive components, steel/casting/iron rubber-intensive parts, and a blend of plastic and metal aggregates. The potential for Pakistan to enter the global auto industry market is substantial. Globally, the aftermarket size stands at an impressive US \$480

billion. To fully realize this potential, the government must play a pivotal role. A well-defined roadmap for at least the next five years is essential.

Under this framework, each OEM should export at least one model within five years. OEMs can strategically plan to maximize localization, with based on technological collaboration. TDAP, in collaboration with commercial attachés, should organize webinars with trade associations and buying houses to create a conducive environment for exports. Additionally, the development of an EXPORT portal is crucial for streamlining export-related processes. The Engineering Development Board (EDB) should facilitate Joint Ventures and Technical Collaborations with international companies, with government financial support, ensuring no taxes on royalty and Technical Assistance Agreement (TAA) fees.

A key aspect of enhancing export potential is the development of local raw material manufacturing. Plastic, sheet metal, and other essential components should be produced domestically. Furthermore, the government should invest in public-private partnerships to establish testing facilities, development labs, and design houses. The Small and Medium Enterprises Development Authority (SMEDA) should offer extensive training to improve

productivity, build capacity, and modernize management.

SMEDA can also develop Supply Chain Management Software to benefit Small and Medium-sized Enterprises (SMEs) and initiate export coaching programs, subsidizing relevant certifications as per export requirements. SME Export Club clusters can be formed to facilitate joint exports of engineering goods.

MCE is building a distributor database, MCE can export like sun visors, foam kits, door trim and gearboxes Rexene covers. MCE have already ventured into exporting to significant European markets like the UK, Ireland, and the Czech Republic, with future targets set on the USA, Canada, and Australia.

The ultimate goal is to create SME clusters that unite and empower SMEs to explore the global market. The message is clear: "YOU CAN DO IT!"

Numerous individuals and businesses have achieved remarkable success in the realm of engineering goods exports. They have not only done it but have thrived in their endeavors.

Their experiences offer inspiration and proof that success is achievable. The path has been forged, and there's no doubt: "YOU CAN DO IT TOO."

By Mashood Khan, Director - Mehran Commercial Enterprises / Expert Auto Sector





## Pakistani electric mobility provider raises \$1.2 million, launches indigenously developed electric bikes

• With climate change and rising fuel costs in Pakistan, the urgency to electrify transportation has never been greater

• Zyp Technologies has established an assembly line capable of producing up to 8,000 electric motorcycles annually

Zyp Technologies, a Lahore-based smart mobility solutions provider, announced raising \$1.2 million in seed funding and the launch of its “made-in-Pakistan” electric bikes with battery swapping.

With this seed capital investment led by Indus Valley Capital, the firm is driving mass-market adoption of electric mobility in Pakistan by addressing three key hurdles, high upfront cost, range anxiety and long charging times, according to the Lahore-based smart mobility solutions provider.

It was achieved through its indigenously developed product portfolio that includes purpose-built electric motorcycles, innovative battery swap stations, proprietary and patent pending battery architecture, cloud software and mobile apps.

The company has established an assembly line capable of producing up to 8,000 motorcycles annually, underscoring their commitment to meet demand from business customers and individual buyers.

“The backing from Indus Valley Capital has been instrumental. It is enabling

us to build the right localized solution for Pakistan,” said Hassan Khan, co-founder and CEO of Zyp Technologies. “Zyp is building beautiful vehicles as we know everyone is tired of the same 40+ years old motorcycle designs and copycat approaches to EVs.”

With climate change and rising fuel costs in Pakistan, the urgency to electrify transportation has never been greater, according to the Zyp CEO. Zyp’s solutions enable motorcycle fleet operators to save up to 70 percent on fuel costs and eliminate air-polluting emissions, making their operations environmentally sustainable and profitable.

“Pakistan deserves better. Zyp is on a mission to make that happen,” Khan said. “The Pakistani government’s EV (Electric Vehicle) Policy was the triggering point which brought all founders together. Successive governments must hold and evolve the policy to reduce Pakistan’s dependence on oil and to help ensure our cities have clean air once again.”

In 2019, Pakistan approved an ambitious National Electric Vehicles Policy (NEVP), offering incentives aimed at seeing electric vehicles capture 30 percent of all the passenger vehicle and heavy-duty truck sales by 2030, and 90 percent by 2040.

Zyp founders joined forces with a mission to create Pakistan’s own homegrown automotive brand in the clean energy sector, and over the past ten months, Zyp Technologies

has made remarkable progress in designing and building its complete solution by using in-house experts, innovators, engineers and a network of local and international suppliers and partners, according to the firm.

Its utility motorcycle, ZUM 2000, has been engineered to be gender-neutral, focused on delivery riders, enabling comfortable day-long deliveries at a significantly reduced cost as compared to all other available options. Fleet operators get state-of-the-art fleet management software that includes advanced features like vehicle tracking, geo-fencing, theft detection, ride monitoring, and vehicle service tracking to effectively manage their fleet of ZUM 2000 motorcycles.

The company says its Zyp Energy battery swap station is also a “pivotal achievement” that lays the foundation for Zyp’s battery-as-a-service (BaaS) business model. It enables compatible motorcycles to be “refueled” within 60 seconds.

“With its vision to electrify the 25 million motorbikes in Pakistan, Zyp is building one of the most important products Pakistan needs to help solve the trade imbalance and high inflation,” said Aatif Awan, a founding partner at Indus Valley Capital.

“Zyp team has meticulously designed their electric motorbikes and battery swapping to perform well in the local environment, creating a remarkable indigenous solution we’re proud to back.”



# 长续发展 全球共享



## TAILG would become the “United Nations sole purchasing unit for electric vehicles”

On December 15, TAILG announced that it would become the “United Nations sole purchasing unit for electric vehicles” and will further accelerate the globalization process.

As the world’s pioneer of long-range electric vehicles, TAILG has continued to provide new energy electric travel solutions to global users in recent years, and has

promoted electric travel cooperation projects with the United Nations Environment Program around the world







# Automechanika Shanghai hailed as a resounding success with a 16 percent increase in visitor numbers breaking all-time record

There was a clear sense of celebration at the National Exhibition and Convention Center (Shanghai) as the global automotive industry returned to the city for the 18th edition of Automechanika Shanghai. While many rejoiced in the achievements from 2023, the focus quickly shifted towards the future, as both buyers and suppliers engaged in discussions about potential partnerships in the year ahead. The emphasis on collaboration and knowledge sharing was particularly praised, as showcases and fringe events fostered a collective understanding of the industry's ongoing trajectory.

Key figures from Automechanika Shanghai 2023:

- Onsite visitors: 185,284 from 177 countries and regions, representing a 16 percent and 19 percent increment from all-time high records, respectively
- Exhibitors: 5,652 from 41 countries and regions
- Scale: over 300,000 sqm
- 77 fringe events
- 16 country and region pavilions
- Online visits through AMS Live: over 870,000 page views

This year, Automechanika Shanghai opened its doors to 185,284 visitors from 177 countries and regions, which

was widely seen as an inflexion point for reconnecting international markets with China's automotive industry. Delighted with the results, Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, exclaimed: "The overwhelming surge of participation indicates the show's continued significance in the automotive industry, not just for China but globally too, providing a gateway for information exchange, marketing, trade and education."

In fact, with international travel back to normality, overseas visitor attendance reached new records in terms of volume and internationality. The fair saw the highest visitation from countries and regions, including Malaysia, Taiwan, India, South Korea, Türkiye, Thailand, Brazil, the UAE, Australia and Germany (in descending order).

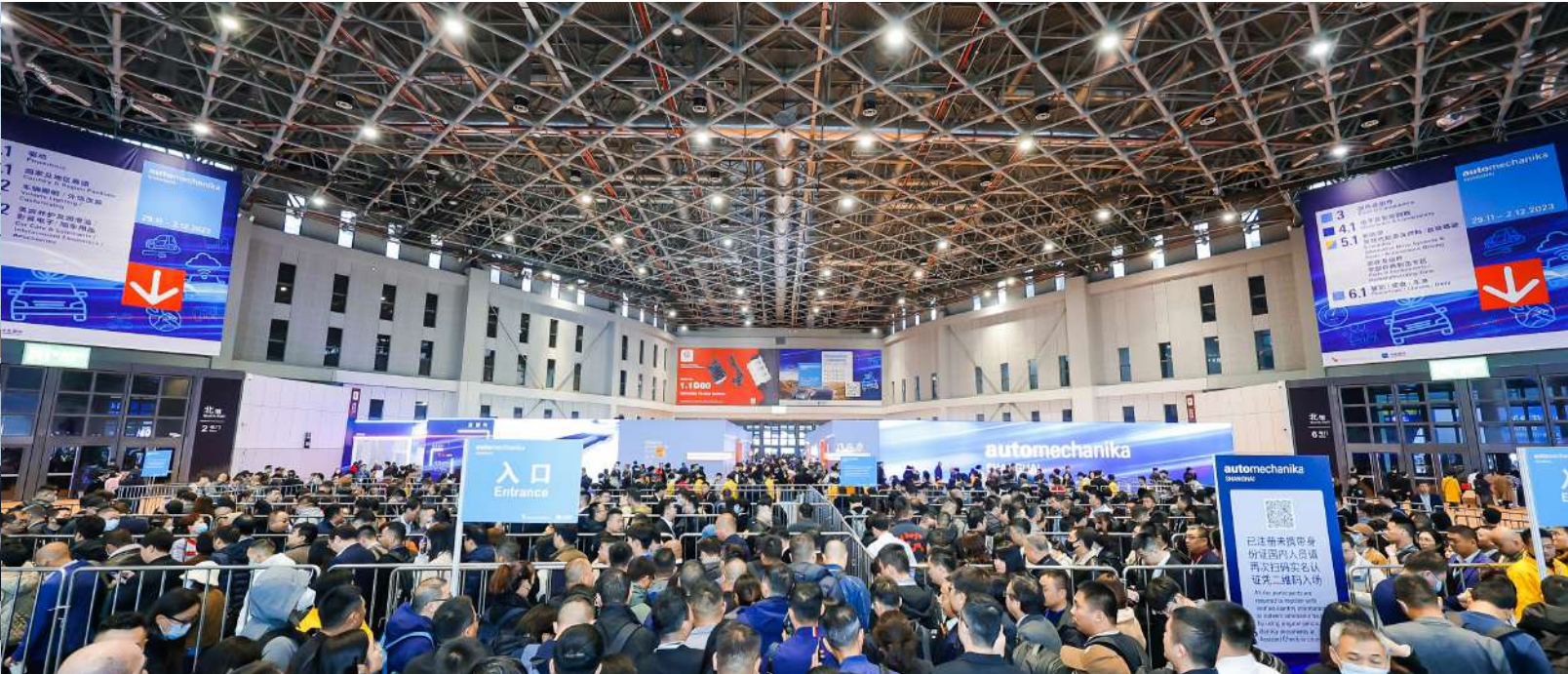
"Looking ahead, we firmly believe that our role and support will expand as we anticipate a flourish of collaboration across the ecosystem. This increased integration will be driven by the global community's acknowledgment of the ongoing energy transition and the inevitable shift towards electrification and connectivity," Ms Chiew added.

The internationalism was also reflected on the show floor. Amongst the 5,652 exhibitors, global representation came from 41 countries and regions, including 16 pavilions from France, Germany, Indonesia, Italy, Japan, Korea, Malaysia, Poland, Singapore, Spain, Taiwan, Thailand, Türkiye, the UAE, the UK, and the US.

Ms Li Zhang, General Manager of China National Machinery Industry International Co Ltd, remarked on the coverage of world-class exhibits: "We recognise that market players will use the global innovations at Automechanika Shanghai to advance the automotive industry further. In the Chinese market, we expect to see another leap in NEV production and sales of over 13 million units[1] as the country's charging infrastructure and supportive government policies accelerate the adoption. Moreover, the







rapid progress of AI, sensor technology, and connectivity is charting a course towards enhanced vehicle autonomy, safety, and efficiency. Moving forward, we will assume more responsibility in promoting the advanced development of the automotive industry by continuing to provide better trade fair services.”

In this regard, all areas of the Innovation4Mobility Showcase proved immensely popular as visitors carefully explored product showcases and tuned into the array of presentations. The Innovation4Mobility Mainstage, containing a forum area, networking lounge, start-up arena and product showcase, revealed advancements in manufacturing, the NEV and connected vehicle value chain, and sustainability. Leading companies such as Ambarella, Nanyue, VIE, and Fulin Precision displayed hydrogen-related products, automotive chips, new energy vehicle power systems, raw materials for power batteries, and wireless charging. In addition, the Future Mobility Area featured advancements in NEVs,

hydrogen technology, advanced connectivity, and autonomous driving, which Dongfeng Huashen, Dongshi, Hyvitech and Youkong presented.

Elsewhere, the Green Repair Area focused on the NEV aftermarket by covering infrastructure, skilled labour, equipment and accessories. Speakers from GiPA, IMI British Automotive Industry Association, Shandong German New Energy, ZF, and more addressed hot topics about the overseas new energy after-sales markets, talent training, incorporation of industry and education, and training on NEV maintenance technologies. The new Customising x Tech Area also explored automotive personalisation, showcasing a range of customised car models, infotainment, and lighting solutions.

In fact, all seven sectors at the show weaved in this concept as exhibitors went to great lengths to address many of the transformations currently prevailing in the automotive industry. For example, companies like Aion, Ambarella, Bosch, Horizon,

Huirun, Launch, Mahle, PHINIA, REPT BATTERO, Rheinmetall, Unity and ZF made a firm stance of embracing the future landscape by not only emphasising breakthrough technologies but also upgrades to traditional solutions. Buyers expressed that the range was extremely important while the market is in a state of transition.

Other key exhibitors comprised of ADVANCE, Amsoil, BASF, Biaobang Car Care, Bilstein, BOTNY, Brembo, Bright, Carzone, CELETTE, COPTON, Corgi, Dali, Dayco, Doublestar, EAE, Eagle-Fly, Elringklinger, Enoch, Eurofren, Febi, Gaochang, Goodyear, ITW, JeKunAuto, Jrone, Juncheng, Liqui Moly, MAXIEYE, MAXIMA, New SORL, SANGSIN BRAKE, SATA, Sensata, Sino-Italian Taida, Stellantis, Tech, THINKCAR, TMD, Tongrun, TotalEnergies, Wanda BOTO, Welion, Winhere, Yong Ming, Zero Mileage Lubricant, and Zhongchuang, to name a few.





# Corporate Events Glimpses





## The First Production of Honda e:N1, a 100% Fully Electric SUV in Thailand.

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# Honda's first electric SUV officially rolls off the production line in Thailand

Just a few months back, we were given the chance to try out the Honda e:N1 at the Honda R&D Proving Ground in Tochigi, Japan. At the time, Honda merely had a prototype, a few units of which we drove across a short track.

The prototypes are now behind us, it seems, as Honda has now officially rolled out the first production units of its first-ever electric SUV from its factory at the Rojana Industrial Park in the Prachinburi Province. Honda

now becomes the first major Japanese automotive brand to produce EVs in Thailand.

Honda didn't disclose any specs yet whatsoever, but it did confirm that launch details will be released soon. We'll probably receive more information closer to that supposed launch.

That being said, we do have an idea of what we might be getting. The e:N1 is like an electric clone of the HR-V, so at least in terms of interior layout, we're quite familiar. The differences, of

course, can be found under the hood.

The e:N1 prototype is powered by a 68.8kWh battery with an electric motor up front. Said motor produces 201hp and 310Nm of torque. Honda estimates more than 400km of range in just a single charge.

No word yet either if this will make its way to the Pakistan, but seeing as Honda Cars Pakistan sources its vehicles from Thailand, we don't see why not.







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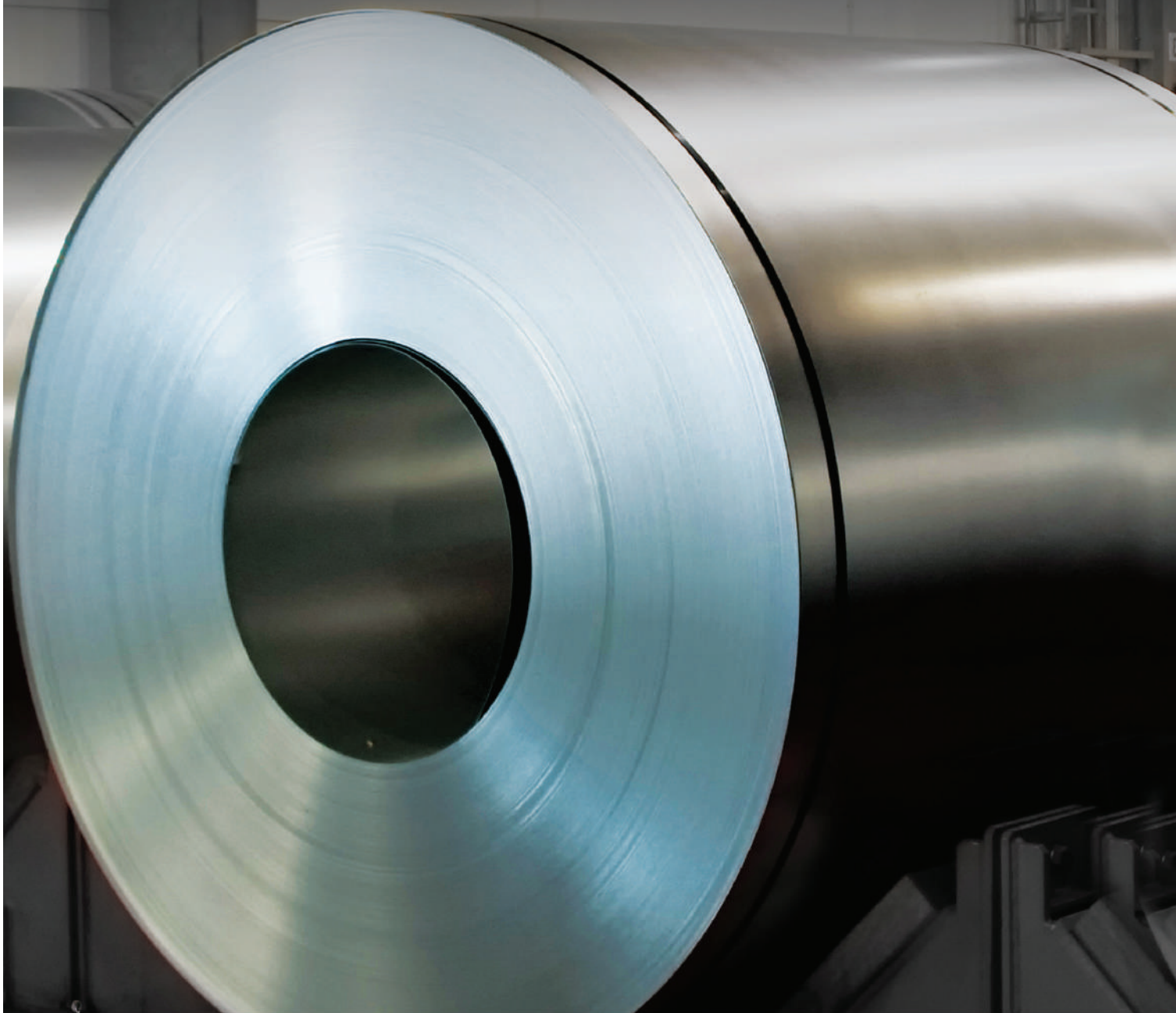
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