

Steady Growth

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In 1957, Tan Chong Motors was appointed the franchise holder of Nissan and Datsun vehicles in Malaysia. In 1970, it became the best selling brand in the country. And since, this motor giant has not seen a downturn.



Artists impression of the new Serendah plant.



The new state-of-the-art Serendah plant.

Listed on the Kuala Lumpur Stock Exchange in 1974, this group is principally involved in the assembly and distribution of automobiles.

Complementing their core business, they provide a wide range of services such as vehicle after sales, hire purchase

financing, leasing, insurance, personal loans and money changing to valued ASEAN customers.

Premium Plant

With a vast growing nationwide network, this company already boasts 75

showrooms, 45 service centers, 38 spare parts centers, 66 dealers and a production plant in Segambut.

As its latest venture, the company has commissioned a second vehicle assembly plant in Serendah to begin operations in the second quarter of 2007. This RM191million investment on a 52,000 sq meter plant will have a production capacity of up to a maximum of 54,000 units per annum.

Expectations mount high for this plant to battle it out for the top spot in Malaysia's automotive industry year after year. With a basic manufacturing philosophy known as the Nissan Production Way, here they build it right the first time and do it with a minimum amount of resources or better yet quality driven, waste free.

When completed, this new plant will be primed to play a critical role for

their daily business operations. Moving forward in line with Nissan's aspiration to increase its worldwide sales volume under the Nissan value-up, the sales volume of Tan Chong Motors is also projected to expand in tandem.

With the present plant in Segambut nearing its maximum utilization, this new plant will be able to cope with the expected medium-term production, sales requirements and anticipated expansion of activities.

Visions and Missions

The next year also entails other ambitious but achievable missions for the group. Defending their dominant market leadership position along with expanding to new segments with the launch of new models will be top of their priorities. The group will also put their best foot forward in maintaining their

top positions for both customer and sales satisfaction index.

The people at Tan Chong Motors however are confident in achieving its objectives, and sustaining profit even in the intensely competitive environment

Customer Care

At the core of this group remains a commitment to their customers. This is evident in their consistent ranking in the top positions for JD Power's Malaysia Customer Satisfaction Index (CSI) and Malaysia Sales Satisfaction Index (SSI).

The Tan Chong believe is that if quality is constantly and meticulously upheld, profitability will follow.

At the end of the day, the success of this group is measured not only by their ability to think big, but also by their commitment to sweat the daily grunt that brings ideas to life. It is the way



Dato' Dr Ang Bon Beng, Executive Director of Edaran Tan Chong Motor

of thinking and implementing that will continue to build the Tan Chong Group for years to come.

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