

09/02/2003

Honda ups the stakes

Azlan Ramli

HONDA plans to become a key player in the Asean region with the introduction of its new manufacturing and assembly facility in Pegoh, Malacca.

With the capacity to produce 20,000 units a year, the RM170 million facility was opened by Prime Minister Datuk Seri Dr Mahathir Mohamad on Jan 30.

The plant is divided into three zones - the main plant for motor vehicle assembly activities and auxiliary buildings, a Constant Velocity Joint (CVJ) factory and a completely built-up (CBU) pre-delivery operation centre.

Honda's senior managing and representative director Katsuro Suzuki said the company hopes to integrate the plant into its Asean production network.

Suzuki added that by end of this year, Honda expects to have in place Asean's most competitive and comprehensive automobile production network which will play an increasingly important role in its "Made by Global Honda" initiative.