

SPEECH BY
YAB DATO' SERI ABDULLAH BIN HAJI AHMAD BADAWI
AT NEW PRODUCT LAUNCH FOR L.M. STAR AUTOWORLD AT HOTEL THE
ZONE REGENCY, JOHOR BAHRU
18 AUGUST 2006

BISMILLAHIR RAHMANIR RAHIM

ASSALAMUALAIKUM WARAHMATULLAHI WABARAKATUH AND GOOD MORNING

YAB DATO' ABDUL GHANI OTHMAN
MENTERI BESAR JOHOR

YB DATUK SHAHRIR ABDUL SAMAD
ADVISER, L.M. STAR GROUP OF COMPANIES

Y.BHG. HAJI ABDULLAH @ ABDUL UZA SHEIKH MOHAMAD
PRESIDENT, L.M. STAR AUTOWORLD

EXCELLENCIES AND DISTINGUISHED GUESTS

LADIES AND GENTLEMEN

1. I WOULD FIRST LIKE TO THANK THE MANAGEMENT AND STAFF OF L.M. STAR AUTOWORLD FOR INVITING ME TO OFFICIATE AT THIS EVENT, WHICH I BELIEVE IS AN IMPORTANT OCCASION FOR THE LOCAL AUTOMOTIVE INDUSTRY. IN A FEW MOMENTS, WE ARE ABOUT TO WITNESS THE LAUNCH OF TWO NEW VEHICLES. HOWEVER, THESE ARE NOT ORDINARY VEHICLES, I AM MADE TO UNDERSTAND; FOR THESE CARS EMPLOY A REVOLUTIONARY FUEL TECHNOLOGY CALLED HYDROXENE, OF WHICH I AM PROUD TO SAY, WAS DEVELOPED BY A MALAYSIAN SCIENTIST.

2. IN MY VIEW, THIS EVENT WILL HAVE IMPORTANT LONG TERM IMPLICATIONS FOR THE DOMESTIC AUTOMOTIVE INDUSTRY, IN INCREASING THE LEVEL OF VALUE ADDED ACTIVITIES. THIS IS IN LINE WITH THE GOVERNMENT'S VISION TO HAVE INNOVATION AND CREATIVITY DRIVE THE NATION'S ECONOMIC GROWTH AND DEVELOPMENT IN THE 21ST CENTURY. AS SUCH, THE L.M. GROUP'S EFFORTS TO INCORPORATE NEW TECHNOLOGIES INTO ITS VEHICLES SHOULD BE SEEN BY OTHER LOCAL ASSEMBLERS AND MANUFACTURERS AS A SIGNAL TO INFUSE NEW IDEAS INTO THEIR OWN CAR MODELS.

3. MOREOVER, THIS DEVELOPMENT SUPPORTS THE GOVERNMENT'S EFFORTS TO REDUCE DEPENDENCY ON DEPLETING ENERGY RESOURCES OVER THE LONG TERM. UNDER THE NINTH MALAYSIA PLAN, THE GOVERNMENT HAS OUTLINED THE NEED TO ENCOURAGE THE USE AND DEVELOPMENT OF SUSTAINABLE AND RENEWABLE ENERGY SOURCES. THIS IS PARTICULARLY RELEVANT GIVEN THE CURRENT HIGH PRICE OF OIL AS WELL AS INCREASING GLOBAL CONCERNS SURROUNDING THE ENVIRONMENTAL IMPACT OF UTILISING DEPLETING ENERGY RESOURCES. AS

SUCH, IT IS MY WISH TO SEE OTHER DOMESTIC AUTOMOTIVE INDUSTRY PLAYERS TO ALSO ENGAGE THEMSELVES IN EFFORTS TO DEVELOP VEHICLES THAT EMPLOY ALTERNATIVE ENERGY SOURCES IN THE LONG TERM.

LADIES AND GENTLEMEN

4. I HAVE BEEN INFORMED THAT L.M. STAR IS EMPLOYING TECHNOLOGY SOURCED FROM DADI AUTO OF CHINA THROUGH A JOINT VENTURE RELATIONSHIP. WITH THEIR EXPERIENCE IN PROVIDING MILITARY-CLASS VEHICLES, DADI BRINGS A DIFFERENT APPROACH TO THE L.M. GROUP 'TREKKER' TRUCK AND 'TOURER' S.U.V. BEING LAUNCHED TODAY. I WOULD LIKE TO STATE THAT CHINA HAS ALWAYS BEEN AN IMPORTANT TRADING PARTNER FOR MALAYSIA, AND SUCH COLLABORATIONS AS THIS WILL ONLY SERVE TO ENHANCE AND FURTHER CEMENT OUR TIES. AS WE PROGRESS, I AM CERTAIN THAT SUCH PARTNERSHIPS WILL HELP STRENGTHEN THE LEVEL OF TRUST AND UNDERSTANDING BETWEEN OUR TWO COUNTRIES, WHICH WILL LEAD TO POSITIVE EFFECTS BEYOND JUST THE ECONOMIC REALM. IN THIS RESPECT, IT IS MY HOPE THAT THE TRANSFER OF KNOWLEDGE GAINED FROM SUCH STRATEGIC FOREIGN PARTNERSHIPS WILL CONTINUE TO PROVIDE A PLATFORM FOR LOCAL ENGINEERS AND SCIENTISTS TO DERIVE HOMEGROWN TECHNOLOGIES AND EXPERTISE OVER THE LONGER TERM.

5. I AM ALSO TOLD THAT L.M. STAR HAS AMBITIOUS PLANS TO PUSH ITS MARKET BEYOND MALAYSIA'S SHORES AND INTO THE INTERNATIONAL ARENA. AS ESPOUSED BY THE NATIONAL AUTOMOTIVE POLICY, I STRONGLY BELIEVE THAT IT IS TIME FOR OUR LOCAL AUTOMOTIVE PLAYERS TO THINK BEYOND THE LOCAL MARKET – AND START THINKING ON A REGIONAL OR GLOBAL SCALE. GIVEN THE RELATIVELY SMALL SIZE OF THE MALAYSIAN MARKET, THE DOMESTIC AUTOMOTIVE INDUSTRY MUST INCREASE ITS LEVEL OF EXPORTS. THE BIGGER SCALE ACHIEVED THROUGH INCREASED EXPORTS WILL ALSO ENHANCE COMPETITIVENESS THROUGH HIGHER ECONOMIES OF SCALE. IN THIS RESPECT, L.M. STAR MUST ENDEAVOUR TO ACHIEVE ITS TARGETTED PLAN TO EXPORT AT LEAST 80 PERCENT OF ITS PRODUCTION CAPACITY TO OVERSEAS MARKETS.

6. MY GOVERNMENT IS ALWAYS READY TO SUPPORT AND ENCOURAGE FORWARD-THINKING EFFORTS SUCH AS THE ONE WE ARE WITNESSING TODAY, WHICH CAN ONLY BRING ABOUT MANY BENEFITS TO THE COUNTRY. AS SUCH, I WILL BE FOLLOWING THE DEVELOPMENTS OF L.M. STAR AND ITS NEW VEHICLES WITH MUCH INTEREST. I WOULD ALSO LIKE TO TAKE THIS OCCASION TO WISH THE MANAGEMENT AND STAFF OF L.M. STAR ALL THE BEST FOR THE FUTURE. WITHOUT FURTHER ADO, IT IS NOW MY PLEASURE TO OFFICIALLY LAUNCH L.M. STAR'S TWO NEW MODELS – THE 'TREKKER' AND THE 'TOURER'.

THANK YOU.