

# Study on Potential of AUTOMOTIVE Industrial Business in Indonesia, 2013 - 2017

In the last three years the growth of automotive in the country has increased rapidly. The indication is seen from the rising car production in 2012 which is predicted to penetrate a million units while the sales of new cars in Indonesia up to November 2012 had already reached more than a million or exactly 1,026,602 units. It was the highest record which never occurred. This condition makes the competition among Brand Holding Sole Agent (ATPM) to be tight with various attractive offers. In addition, the competition among multi finance companies is also getting tight.

The great potential of car markets in Indonesia has encouraged automotive principals to increase their production capacity. They include DAIHATSU, SUZUKI, HONDA, ISUZU, KIA, MAZDA, GENERAL Motor, VOLKSwagen and others as well as TATA Motor of India which will make Indonesia to be its production base. Based on a survey of CDMI that Toyota has already prepared an investment of ¥ 41.3 billion to rise the production capacity of its plant in Karawang from 70,000 units to 120,000 units; Krama Yudha Tiga Berlian as a holder of Mitsubishi brand prepared an investment of Rp. 250 billion to construct a new plant in Pulogadung; NISSAN already prepared an investment of US\$ 400 million to increase its production capacity from 100,000 units to Rp. 250,000 units.

In facts, a car producer of China i.e. Build Your Dream Company Ltd (BYD) owned by Warrant Buffet, a billionaire, is also tempted to enjoy the advancement of Indonesian automotive business by preparing an initial investment of US\$ 200 million equivalent to Rp. 1.8 trillion. Also, it had already signed Memorandum

of Understanding (MoU) on Technology Transferring with Indonesian Chamber of Commerce (KADIN), P.T. INTI and Ministry of Research and Technology.

A survey of CDMI also found that there were other car producers of China which are under preparation to attack Indonesian markets and lustroously look for local partners. This condition shall be an alert for automotive companies of Japan which have already controlled Indonesian automotive business for a long time.

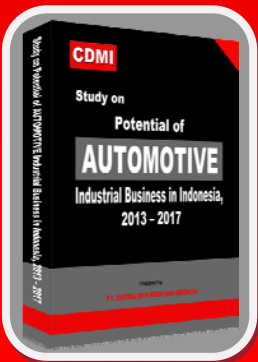
Great expansion value carried by automotive industries has made PT. Central Data Mediatama Indonesia (CDMI) to be attracted to identify the advancement of automotive industry by performing a deeper study and finally succeeded in publishing a book with a title of "Study on Potential of AUTOMOTIVE Industrial Business in Indonesia, 2013 - 2017". This book also discusses tendency of consumers in selecting and purchasing cars.

This book can be directly ordered to our marketing division Mrs. Tina by phone (021) 3193 0108-09 or Fax (021) 3193 0102 and e-mail: [marketing@cdmione.com](mailto:marketing@cdmione.com) at a price of US\$ 650 for Indonesian Edition and US\$ 700 for English Edition.

Having submitted this offer, we thank you for your cooperation and look forward to hearing your response promptly.

Cordially yours,

**Muslim M. Amin**



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