

ADVERTORIAL

Weststar makes it happen for Maxus



The New Straits Times' mobile newsroom is a Maxus.



Dato' Nik Hamdan Nik Hassan, Weststar's automotive group senior vice president.

BY ADAM AUBREY

WESTSTAR is a group of companies that has its hands dipped in many areas such as aviation, construction, insurance, luxury automobiles and defence.

Now, the company is into vans, thanks to the love affair between Weststar founder Tan Sri Syed Azman Syed Ibrahim and the LDV (Leyland DAF Vans).

Leyland DAF Vans (LDV) built the LDV in Birmingham until the end of 2008 when production was halted following the worldwide recession and a lack of long-term investments.

Dato' Nik Hamdan Nik Hassan, Weststar's automotive group senior vice president, said that the LDV receivers had invited Syed Azman to put in a bid for LDV.

Syed Azman declined due to LDV's high liabilities and the high cost of running a factory in Britain. But for Syed Asman, who admired the LDV vans, that was not the end of LDV-Weststar connection.

The rights to the LDV name and technology changed hands several times and Syed Azman managed to track down the news owners: Shanghai Automotive Industry Corporation (SAIC).

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Weststar which has been assembling the V80 in Klang since 2011 has sold 2,000 units. Not bad for a company that is new to transport vehicles. With such a versatile hands on its hands, Weststar has set its sales target at between 800 and 1,000 units for 2013.

The Maxus V80 is a winner for it is the only commercial vehicle in Malaysia that can offer you a refined British design which is fitted with a direct injection, common rail, diesel engine supplied by Italy's VM Motori.

The V80 can be customised to suit a buyer's business needs and it comes with a three-year warranty and multiple safety features such as ABS and intelligent electronic subsystem.

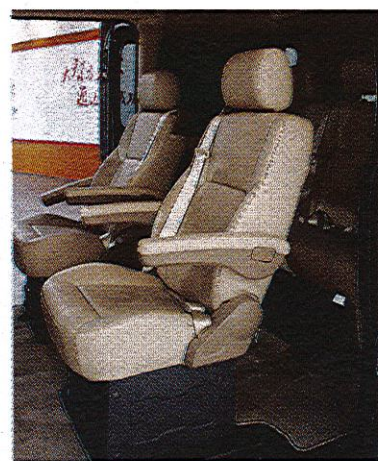
The van can carry up to 15 passengers. The V80 flagship showroom and service centre is in Jalan Tun Razak, Kuala Lumpur. There is a branch in Johor Baru and Weststar is planning to open another in Alor Star. There are currently 10 dealers nationwide to provide sales and service.



The Maxus V80 comes with a three-year warranty.



Cabin layout is simple, with buttons and levers placed ergonomically.



The Maxus makes an excellent tour bus as well.



14 people can sit comfortably in the Maxus.

are currently 10 dealers nationwide to provide sales and service.

For more information on the Maxus V80, call 03-2166 2819 or visit <http://www.weststarldv.com>