

Weststar Maxus to take part in Indonesia Auto Show

KUALA LUMPUR: Weststar Maxus Sdn Bhd, a member of The Weststar Group, will participate at the 2015 Gaikindo Indonesia International Auto Show (GIIAS) at the Indonesia Convention Exhibition (ICE) on Aug 20-30.

The group will be presenting a cohesive combination of its Weststar Maxus range of commercial vehicles to spread its reach to a larger business and individual Indonesian demographics.

"We have identified the Indonesian market as a viable destination for our regional expansion for a good number of years.

"Businesses in various industries, in particular transportation, have grown steadily benefiting from the ripple effects of Indonesia's growing tourism industry that's been driving more demand for commercial vehicles," Weststar group managing director Tan Sri Syed Azman Syed Ibrahim said in a statement yesterday.

PT Weststar Maxus Indonesia offers Indonesian customers a wide array of customisation and fabrication options.

With the recent official launch of the Weststar Maxus V80, Weststar Maxus looks to cater to businesses and a growing segment of high-end lifestyle-oriented customised vehicles to serve a niche market of up-and-coming Indonesians.

"We believe there's a huge potential for the Maxus V80 taking into account its ideal size and various well-thought-out configurations.

"Throwing our expertise in automotive engineering design,



The group will be presenting a cohesive combination of its Weststar Maxus range of commercial vehicles to spread its reach to a larger business and individual Indonesian demographics.

Businesses in various industries, in particular transportation, have grown steadily benefiting from the ripple effects of Indonesia's growing tourism industry that's been driving more demand for commercial vehicles.

Tan Sri Syed Azman Syed Ibrahim, Weststar group managing director

customisation and fabrication into the mix, the V80 can be fitted or customised for any commercial, personal and luxury applications," Syed Azman said.

Over the last two years, Weststar Maxus has been driving important stakes to establish its footing in Indonesia.

Weststar Maxus started its retail operations in Jakarta in

late 2014, and currently has eight sales and service dealers in six regions in Indonesia -- Jakarta, Bandung, Surabaya, Makasar, Lampung and Bali.

Headquartered in Jakarta, PT Weststar Maxus' activities cover marketing, sales, after-sales service, customisation and related activities for the Indonesian market. — Bernama



Tan Sri Syed Azman Syed Ibrahim