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DAIHATSU AND TOYOTA EXPAND AVANZA EXPORT MARKETS

JAKARTA - PT Astra Daihatsu Motor (ADM) and PT Toyota Motor Manufacturing Indonesia (TMMIN) announced the success of expanding MPV (multi purpose vehicle) Avanza export markets to new destination countries in Middle East. The launching of Avanza exports held on Monday, June 16, 2014 at ADM's Vehicle Logistics Center in Sunter , Jakarta.

The success of opening new Avanza export markets to the Middle East reinforces the international market recognition of the global quality of the MPV produced by ADM's Sunter & Karawang assembly plant, which has been pointed by Toyota Group as compact car production base in Indonesia.

According to the plan, we will start exporting 5,000 Avanza CBU for the first year to Middle East countries to meet the need for reliable MPV vehicles. Since the first production in the late 2003 until May 2014 ADM has produced Avanza 1,394,954 units consisting of 1,183,867 units for the domestic market and 211,087 units to be exported to 44 countries in Asia, Middle East, Africa and Latin America.

Avanza production process (with the twins Xenia) has involved 830 suppliers and 487,000 workers, including value chain companies. The use of local components at Avanza has now reached 85 % and is expected to continuously increased.

"The expansion of the export market to the Middle East reinforces the international market recognition of the ADM's product global quality and a successful of the Toyota Group coordination," said Sudirman MR, President of ADM.

Toyota Group is focusing the growth in emerging markets by providing vehicles that fulfill consumer needs.