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AL-HAJ FAW Motors to assemble Chinese light vehicles

KARACHI: AL-HAJ FAW Motors private Limited has announced that it will start assembling of Chinese light vehicles in Pakistan and initially an investment of one billion has been made in the automobile sector.

Unveiling ceremony of AL-HAJ FAW cars held on Friday at local hotel, where Fauzia Wahab, Advisor to President, unveiled the two light vehicles i.e. FAW X-PV and FAW Carrier.

On the occasion, Hilal Khan Afridi Chief Executive officer (CEO) of the company informed that AL-HAJ FAW had invested one billion rupees to set up an assembling plant to start production of new vehicles.

“We are launching two light vehicles i.e. FAW X-PV and FAW Carrier in the Pakistan with latest technology and affordable prices. For the first time in history Chinese light vehicles will be assembled in Pakistan”, he said.

AL-HAJ FAW has recently completed its assembly plant located at main national highway, Zulfiqarabad, Karachi with huge investment of over one billion rupees by its own resources, he informed.

“It is the first Automobile Plant in Pakistan for exclusive production of FAW products and the assembly plant has been equipped with latest machinery and equipment to manufacture FAW trucks, prime mover, light commercial vehicles and passenger cars in Pakistan”, Afridi said.

A new production line had been setup in the AL-HAJ FAW plant to assemble those two new light vehicles, he informed, and said the plant had a capacity of 11,000 units per annum which could be extended according to the requirement.

He said, “FAW X-PV is 1000cc mini van with a seating

capacity of seven plus one (7+1), while other one FAW Carrier is also 1000cc mini pickup for loading purpose and with a loading capacity of one ton, which is much higher than most other vehicles of its category.”

“As per quality, these new additions have EFI technology and Euro4 emission standards, which are still not available in the Japanese small vehicles being assembled in the Pakistan. These two small vehicles are a new induction in the Pakistan’s automobile industry aimed at providing comfortable and affordable transport to the general masses,” CEO said.

Under this project Chinese automobile technologies would also be transferred into Pakistan in the next one and half year, he informed.

CEO said the operations of assembly plant included produc-

tion of heavy trucks, LCVs and passenger cars which would provide many direct and indirect employment opportunities for the people of Pakistan.

“We plan to further penetrate in the Japanese dominated automobile market through introducing our product line in LCV and passenger car categories”, he said and added that FAW Group China is a global leader in the vehicle manufacturing industry with a 50-year history of innovation.

Al-Haj FAW Motors’ Marketing Manager Farhan Hafiz said, “Our vision is to introduce and capture significant share of the local automotive market by providing quality Chinese vehicles to the customer with full back up support through nationwide 3S dealer network.”—PR

Rs1 billion investment

Chinese auto group to launch light vehicles

By Hina Mahgul Rind

KARACHI: China FAW Group Corporation, commonly referred to as First Automotive Works (FAW), is all set to introduce two light vehicles brands namely FAW X-PV and FAW Carrier in Pakistan, a senior company official said on Friday.

Hilal Khan Afridi, chief executive officer (CEO) of Al-Haj FAW Motors – the local joint venture partner of the Chinese group – told The News that Al-Haj FAW has invested Rs1 billion to set up an assembling



plant to start production of new vehicles.

The company has recently completed its assembly plant located at main National Highway, Zulfiqarabad Karachi.

He said that FAW X-PV is 1000cc mini van with a seating capacity of seven plus one, while other one FAW Carrier is also a 1000cc mini pickup for loading purpose and with a loading capacity of 1 ton, which is higher than most other vehicles of the same category.

The price for X-PV mini van will be Rs699,000 and FAW Carrier mini pickup

would cost Rs609,000. The company said that within a period of three years, 100 percent manufacturing will be done locally.

Afridi said that these new additions have EFI technology and complaint with Euro4 emission standards, which are still not available in the small Japanese vehicles being assembled in the country.

These two small vehicles are a new induction in the Pakistan's automobile industry aimed to provide comfortable

and affordable transport to the general masses, he added.

It may be mentioned that Al-Haj FAW Motors has been actively involved in the heavy commercial auto market since 2006.

"Our group previously was only assembling heavy vehicles. It has now decided to start production of small vehicles as well. We are the second largest heavy vehicle provider in Pakistan with a

40 percent market share," he said.

Under this project Chinese automobile technologies will also be transferred to Pakistan in the next one-and-a-half year, he informed.

He said that it is the first automobile plant in Pakistan for exclusive production of FAW products and the assembly plant has been equipped with latest machinery and equipment to manufacture FAW trucks, Prime Mover, light commercial vehicles and passenger cars. The plant has a capacity of 11,000



units per annum which can be expanded according to the requirement. "We plan to further penetrate in the Japanese-dominated automobile market through introducing our product line in LCV and passenger car categories," he said and added that the FAW Group is a global leader in the vehicle manufacturing industry with a 50-year history of innovation.

He said customer's satisfaction is a major concern of the company and keep-

ing this in mind they have established a modern service network country wide. "All our FAW dealers operate on '3S' basis (sales, service, and spare parts). Our initial 3S dealership network comprises of 11 dealerships in 9 cities and we are planning to expand our services to 15 cities," he added.

Farhan Hafiz, marketing manager at Al-Haj FAW Motors, said that

company's vision is to introduce and capture significant share of the local automotive market by providing quality Chinese vehicles to the customer with full back up support through nationwide 3S dealer network.

He said that the company's focus would be to change people's mindset about Chinese automobile in the Pakistani market by providing them quality, durability, after sales support, hence giving them the best value for their money.

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CHINESE AUTOS

Van, pickup truck introduced in Pakistani market

OUR CORRESPONDENT

KARACHI. Al-Haj FAW Motors Private Limited held a launch ceremony for the introduction of two new automobiles in the Pakistani market at a local hotel.

The company aims to introduce a mini van (the FAW X-PV) and a mini pickup truck (the FAW Carrier) to Pakistani consumers. The FAW X-PV's price has been kept at Rs699,000, while the FAW Carrier is priced at

Rs609,000.

The cars will be assembled in Pakistan from June 2012 onwards. On the occasion, CEO of Al-Haj FAW Motors Hilal Khan Afridi said that the cars have been priced competitively, and profit margins kept low, in order to tap local markets.

"The future of automobiles in Pakistan belongs to Chinese technology; it is effective, and very economical as compared to its Japanese and American competition," he said.