



SPEECH BY
YB DATO' SERI KONG CHO HA
MINISTER OF TRANSPORT
20 NOVEMBER 2010

Yang Berbahagia Datuk Kwek Leng San,
President and Chief Executive Officer,
Hong Leong Industries Bhd.

Yang Berusaha, En Wee Hong
Chairman,
Persatuan Penedar Motosikal dan Skuter Malaysia

Yang Berusaha, En CH Ng,
Managing Director,
Hong Leong Yamaha Motor Sdn.Bhd..

Distinguish Guests
Members of the media

Ladies and gentlemen,

Good Afternoon and Salam 1 Malaysia.

I would like to express my sincere appreciation to Hong Leong Yamaha Motor for giving me the opportunity to officiate today's very auspicious occasion to celebrate the success, achievements and milestones achieved by the present day Hong Leong Yamaha Motor.

As a result of your great achievements, today Hong Leong Yamaha Motor is one of a key player in our nation's automotive sector and a household brand that is most popular.

Congratulations to Hong Leong Yamaha Motor for the launching of the latest automatic model today, the new '*Yamaha Ego LC*'.

Ladies and gentlemen,

In any developing nation's agenda, the transport sector is its lifeline and catalyst. This is especially relevant in Malaysia as we march towards developed country status by 2020. Under the 10th Malaysian Plan, the transport and industrial sectors will continue to be major engines and drivers of our economic growth. The growth in demand by the transport sector is due largely to the increased requirements for transportation services by the manufacturing and agricultural sectors and our very dynamic tourism industry.

As the Minister responsible for the planning, implementing and monitoring of development programs for transport infrastructure, the Ministry of Transport aims to provide an integrated, efficient, cost-effective, environment friendly and safe transportation system.

Our aspirations under the 'National Key Result Areas (UPT NKRA)', is to see public transport system become the mode of choice of urban commuters in Klang Valley. Our target is to increase passenger modal shift from the current 12% to 25% in 2012 and we are committed to delivering this.

Ladies and gentlemen,

The Ministry of Transport is currently working with school authorities, local politicians, and NGO's to promote a 'helmet wearing culture' within our community. We require active participation and support from private sectors and Hong Leong Yamaha can help the Ministry by mobilising your dealers in rural areas, to support this rural helmet wearing initiative and help create compliance of helmet wearing by all riders and pillion riders in Malaysia.

The involvement of the private sector in the promotion of road safety awareness is highly encouraged. I was also told that Hong Leong Yamaha Motor through its annual '*Balik Kampung Road Safety Campaign*' and the '*Yamaha Safety Riding Science (YSRS)*' programmes, targeting students and factory workers. Your effort set an example and right direction for others in the private sectors to follow.

This campaign being an annual event is now in its 12th year and it is certainly a good road safety awareness and educational programme both for the public and students at universities and polytechnics, in complementing the efforts by Government through the Road Safety Department (JKJR).

I was made to understand that this campaign includes checks and advise to motorcyclists on the importance of maintenance of motorcycles, the distribution of free helmets in exchange for unsafe helmets and free safety vests plus Yamaha booklets featuring the highlights of the event & safety tips and the YSRs (Yamaha Safety Riding Science) programme, which is a scientific approach in educating participants on safe riding.

Ladies and gentlemen,

The 2011 budget calls for the push for Green Technology (GT) with a view of renewal energy generation for a cleaner environment. The Government has set aside “Green” incentives, amongst which is the B5 programme, blending of bio fuel with petroleum, in which new completely built-up (CBU) hybrid cars and motorcycles will be granted full import duty exemptions for applications received by the Ministry before 2011.

The Ministry of Transport and SIRIM are currently evaluating the standards and regulations on the operation of Electric Bike (EV) on Malaysian roads and new regulations will be formatted soon. The move taken is part of an effort to protect our environment, by reducing emissions and also reducing our overdependence on petroleum as our main source of energy. This venture is our contribution to reduce global carbon footprints that one responsible for climate change.

I therefore strongly urge all motorcycle manufacturers in Malaysia to play an active role in the formulation of these new standards and specifications by working closely with the Government and to take advantage of the incentives available.

I am glad to learn that Hong Leong Yamaha Motor has been accredited with numerous certifications involving environmental preservation, protection and health safety amongst employees and hope that your company continues to support the reduction in carbon dioxide and use of toxic materials in the manufacturing process for a cleaner and safer environment for workers and community.

Ladies and gentlemen,

A healthy and sustainable automotive industry supports best practices in road safety. Towards this end, the Ministry of Transport together with its agencies such as the Road Safety Department, the Road Transport Department, MiROS and other Government agencies such as PDRM, SPAD and other NGO organizations and private organizations are working closely to change the mindset of road users and encourage them to become more safety conscious. Measures undertaken encompass improving road safety engineering, vehicle safety, road safety education, and effective enforcement.

The private sector can assist Government efforts by increasing their Corporate Social Responsibility activities, to include educational road safety programmes in schools, colleges and institutions of higher learning. It is my earnest hopes that Hong Leong Yamaha Motor will continue to work with the Road Safety Department and MiROS to promote road safety initiatives, such as the use of proper helmets as well as tyre and brake safety programmes. Together we can create a society that practises a road safety first culture.

Once again I would like to congratulate Hong Leong Yamaha Motor for the launching of its latest '*Yamaha Ego LC*'.

Thank you very much.