



# Malaysia Automotive Industry Report 2021

WapCar Marketing Dept.

December 2021

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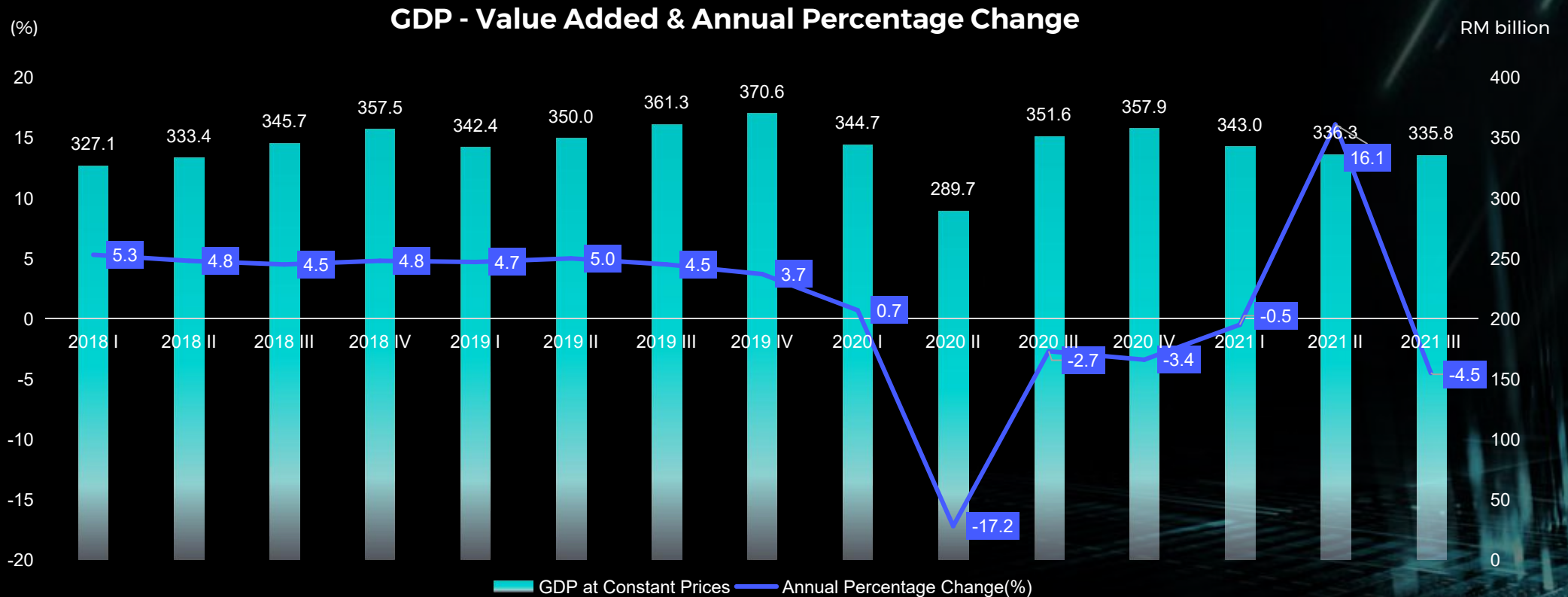
**01**

# Malaysia's Economic & Automotive Industry Status

# Malaysia's Economic Status



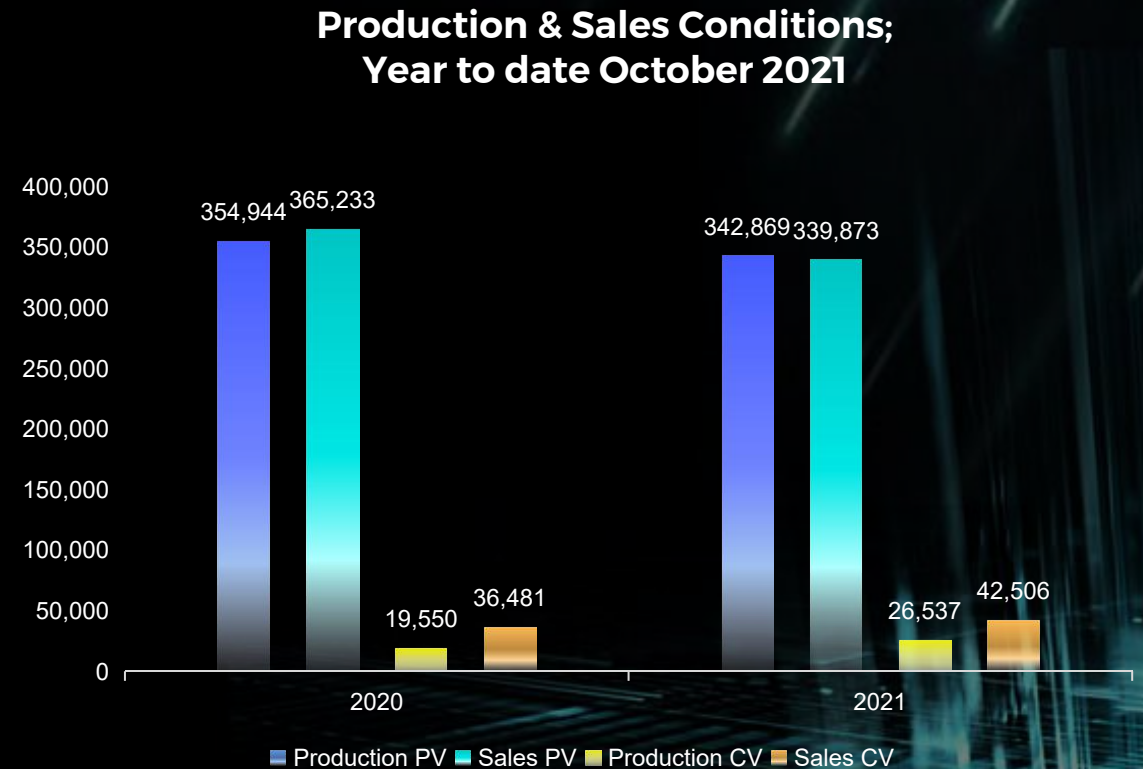
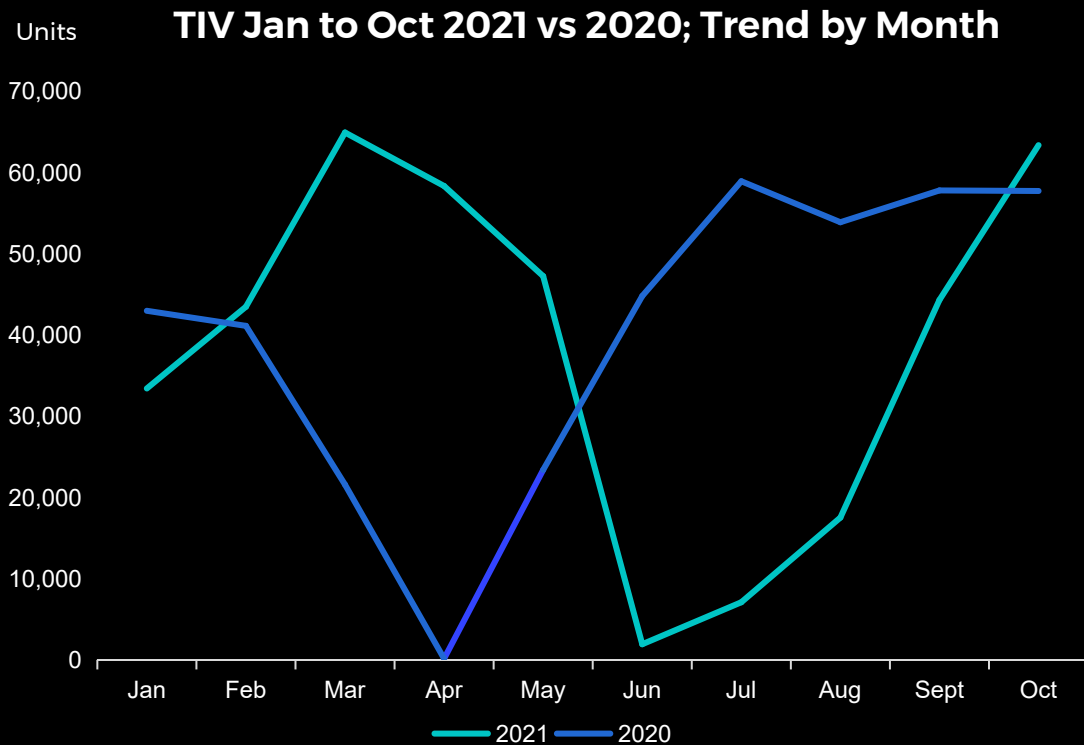
- Malaysia's GDP in the third quarter of 2021 has decreased 4.5% and QoQ reduced 3.6%. However, the monthly economic indicators gradually improved. The sum of three quarters of 2021 increased 3.0% compare to 3Qs of 2020.
- With the ease of movement restrictions and economic stimulus policies support, it's be predicted that Malaysia's economy will gradually recover in 2022.



# Malaysia's Automotive Industry Status



- Following extension of SST exemption, TIV (Total Industry Volume) has been increasing since June 2021. TIV for October 2021 was 43% higher than September 2021.
- YTD, cumulative TIV for October 2021 is still 4.8% lower than 2020.



**PART**

**02**

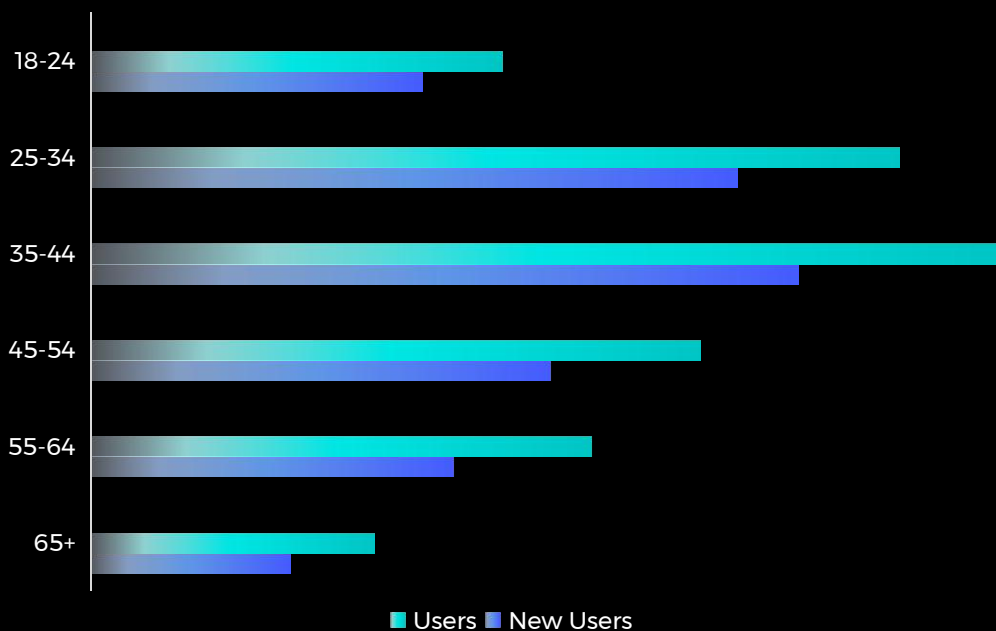
# **Malaysia's Automotive Industry Review in 2021 (Based on WapCar)**

# WapCar User Profile

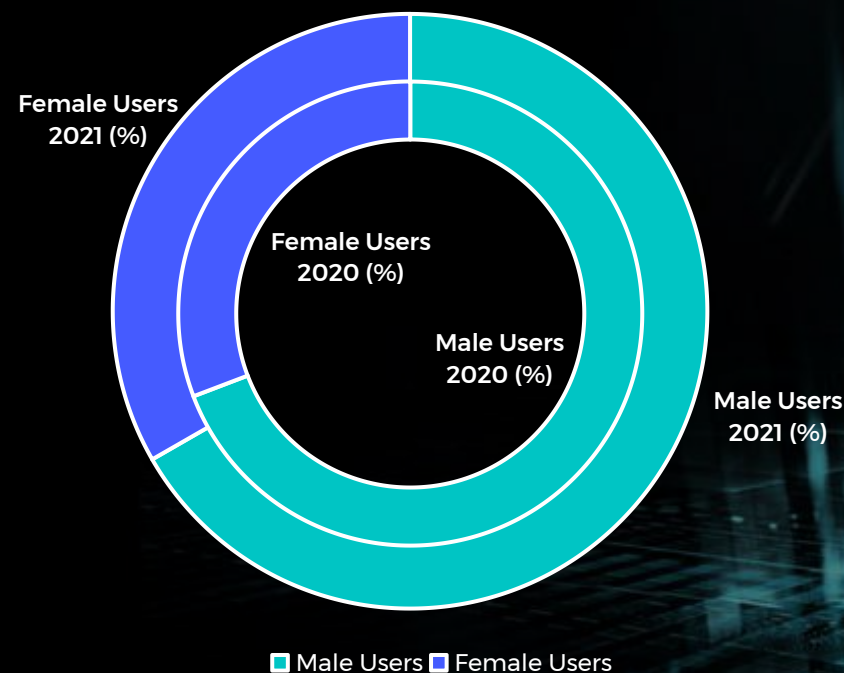


- The users on WapCar are mainly young users. More than 60.5% users and 62.2% news users are under 44 years old, based on traffic data from Jan to Oct 2021.
- The proportion of female users has also increased slightly, growing by almost 3% from Jan to Oct 2021, compared to the same period in 2020.

**User Age Percentage on WapCar  
from Jan to Oct 2020 VS Jan to Oct 2021**



**User Gender Percentage on WapCar  
from Jan to Oct 2020 VS Jan to Oct 2021**



# WapCar User Profile



The users of WapCar have high commercial value.  
Mid-high income with strong intentions in purchasing a new car.

## >> Middle-Upper Class

**68.1%** of users are **white collar professionals**.

## >> Plenty Buying Experience

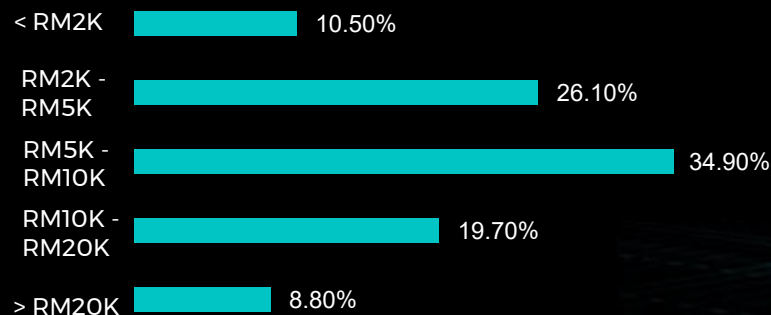
**52.6%** of users have purchased **two or more cars**.

## >> Owned High Value Cars

**33.5%** of users most recent car purchase is above **RM 100k**.

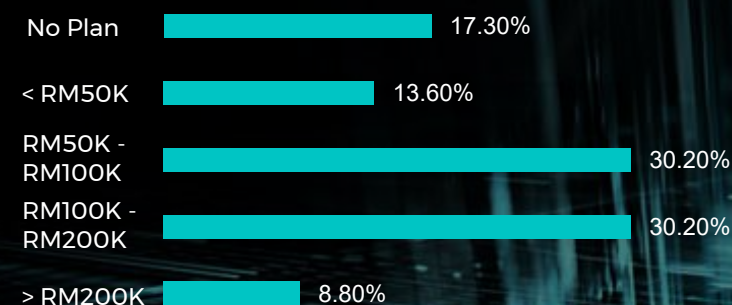
## Strong Buying Power

**62.8%** of users have household income above **RM 5k**;  
**28.7%** of users have household income above **RM 10k**.



## High Intent to Purchase

**82.1%** of users have intention to purchase a new car;  
**38.3%** of user have a budget of over **RM 100k**.



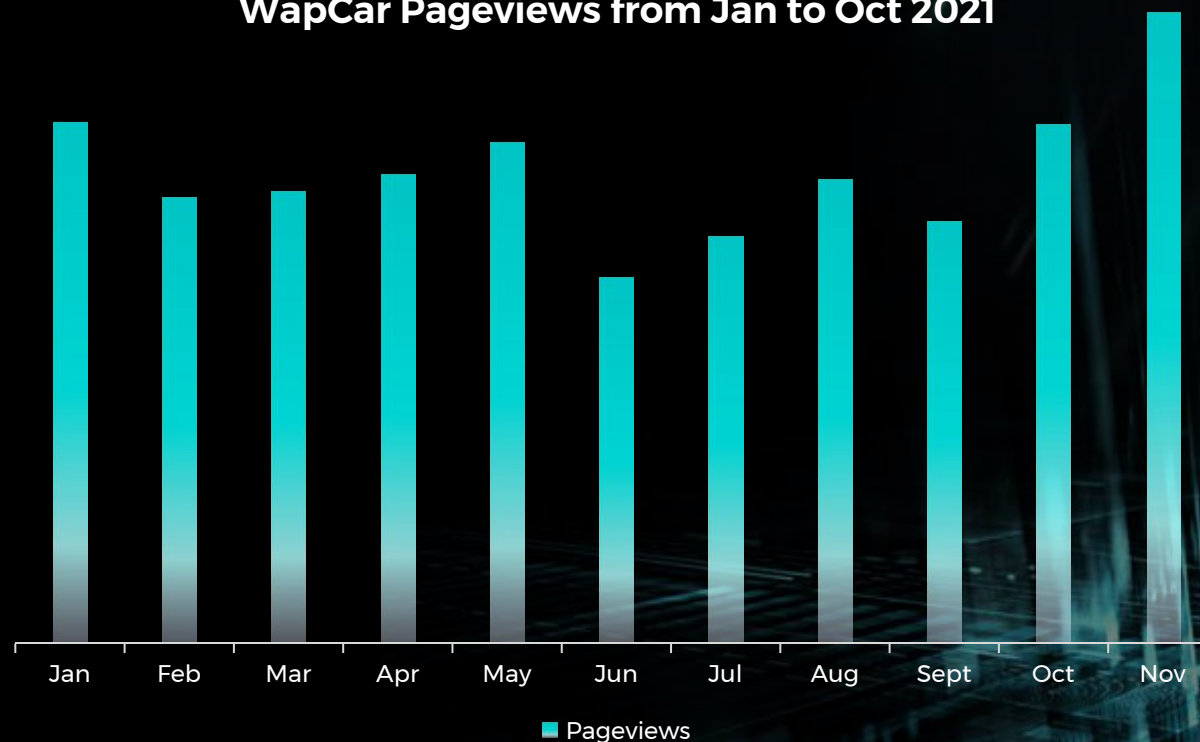


# WapCar Performance in 2021



- Due to the closure of showrooms, vehicle's sales in Malaysia plunged in June 2021. The pageviews on WapCar also plummeted in June, which shows a correlation between our users' intention to purchase a car and them coming to WapCar to decide on what cars to buy.
- The overall trend of performance on WapCar was positive in the past 11 months in 2021, with YoY increase for November by around 15%, and MoM increase by about 22%.

WapCar Pageviews from Jan to Oct 2021



YOY

+15%

2021.11 vs 2020.11

MOM

+22%

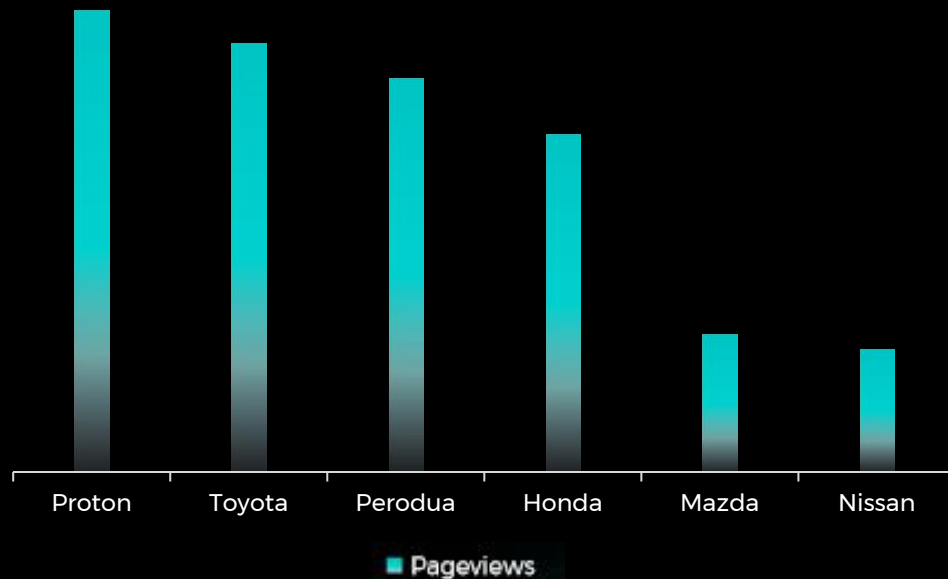
2021.11 vs 2021.10

# WapCar Users Brand Popularity & Brand Market Share

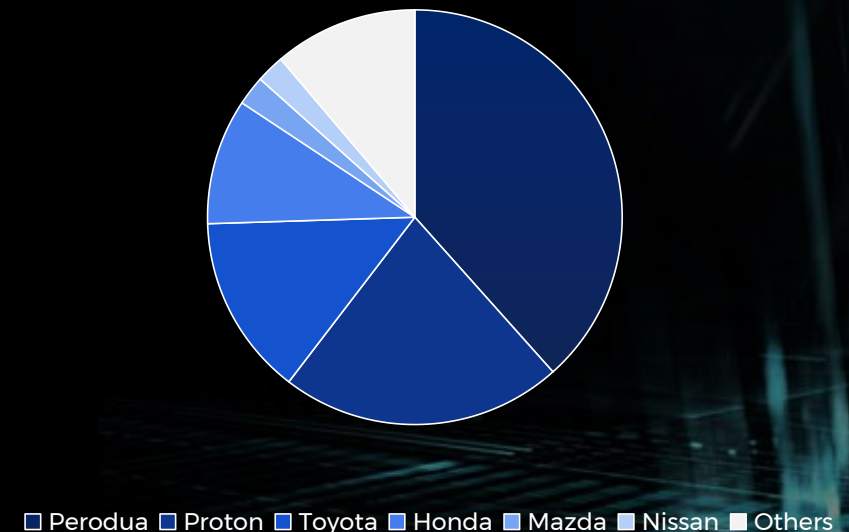


- The Top 6 most popular Car brands on WapCar are same as the top 6 brands with highest market share in Malaysia from Jan to Oct 2021. This shows a tight correlation between content that WapCar users search for and the actual market situation.

Car Brands by Popularity on WapCar  
Top 6 from Jan to Oct 2021



Malaysia Automotive Market Share  
from Jan to Oct 2021 by Brand

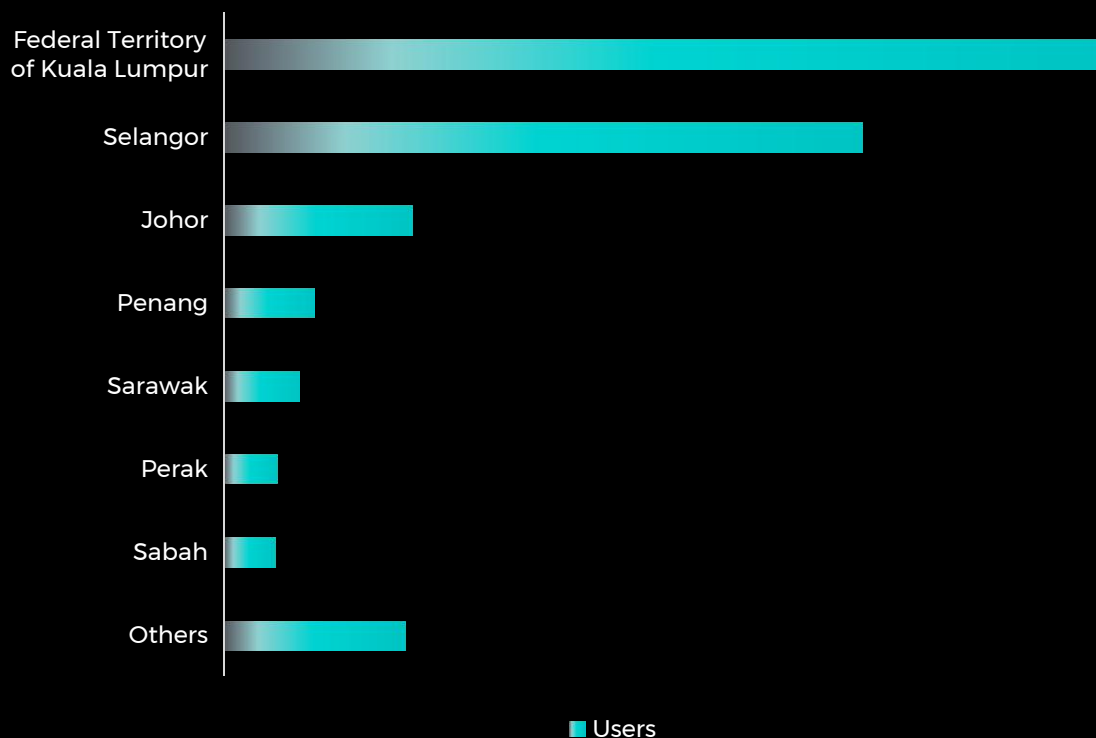


# WapCar Users Behavior



- Kuala Lumpur is the region with most users on WapCar, followed by Selangor and Johor.
- Users in different regions has different preference for their favorite car models.

### WapCar Users from Different Regions



WapCar users from **Federal Territory of Kuala Lumpur** prefer browsing **Perodua Myvi** more than other regions.

WapCar users from **Johor** prefer browsing **Toyota Yaris** more than other regions.

WapCar users from **Salangor, Penang & Sarawak** prefer browsing **Honda City** more than other regions.

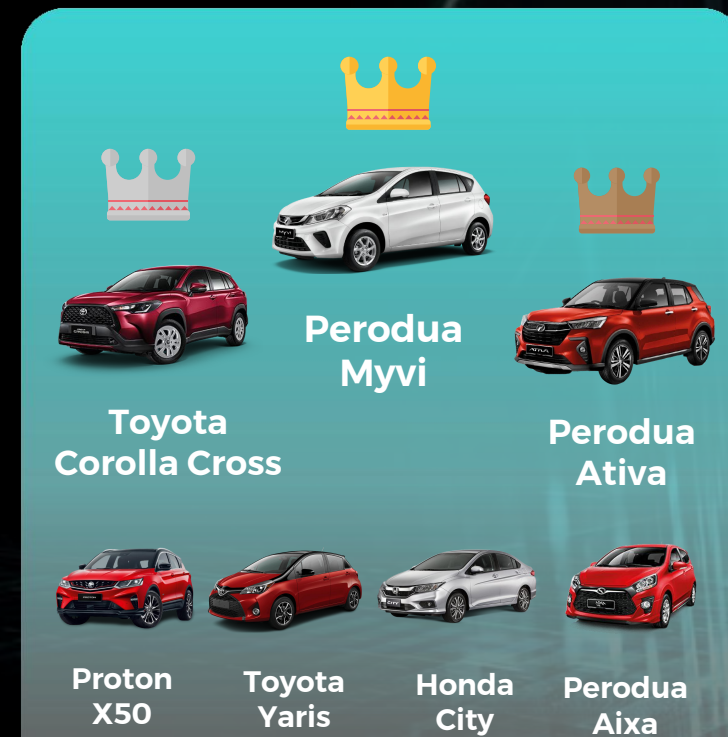
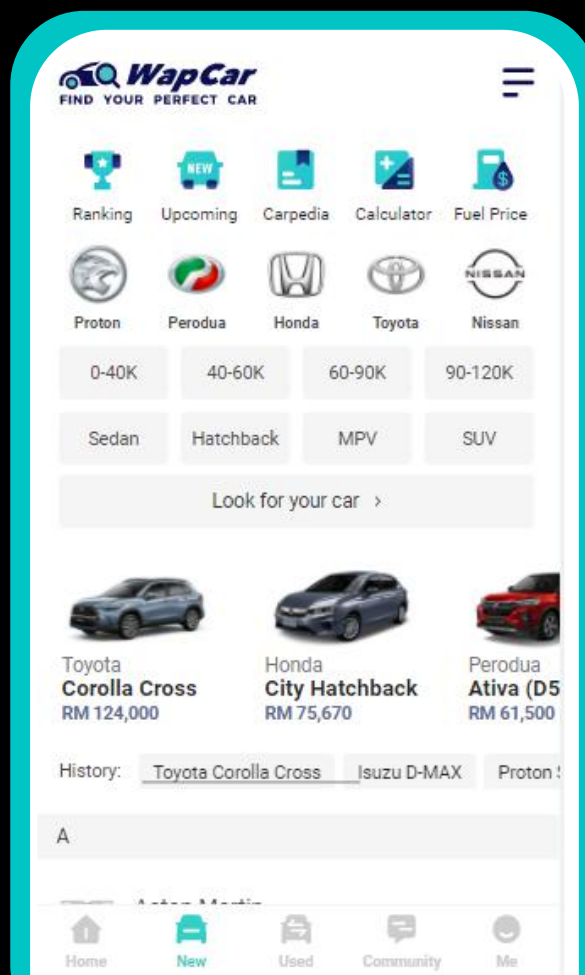
WapCar users from **Perak** prefer browsing **Proton X50** more than other regions.

WapCar users from **Sabah** prefer browsing **Proton Saga** more than other regions.

# WapCar Users Car Preference Difference by Gender



- Male and Female users agree that the Perodua Myvi and Toyota Corolla Cross are among the Top 3 favourite car models, Perodua Myvi is the favorite car model for female users, the Honda City for males.
- As for favourite body types, male users prefer SUVs and Sedans while female users are more interested in SUVs and Hatchbacks.

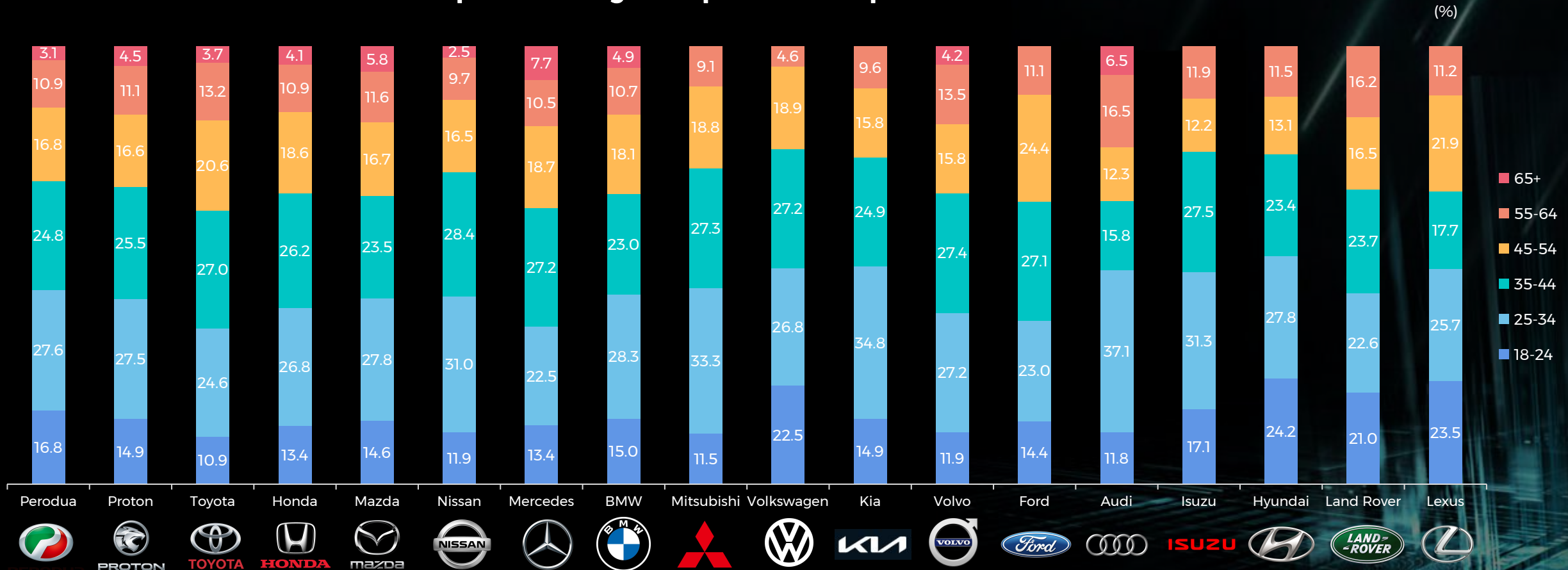


# WapCar Users Age Composition of Popular Car Brands



- Nissan, Mitsubishi, Volkswagen, Kia, Isuzu, Hyundai are more popular among younger users. More than 70% users interested on these brands on WapCar are below 44 years old.

## WapCar Users Age Composition of Popular Car Brands



# WapCar Users Brand Popolarity



- Perodua, Proton, Toyota and Honda top fans on WapCar are from Sarawak, Sabah, Sarawak and Penang accordingly.



**PERODUA**



**PROTON**



**TOYOTA**



**HONDA**

★ **NO.1**



**Sarawak**



**Sabah**



**Sarawak**



**Penang**

★ **NO.2**



**Sabah**



**Perak**



**Sabah**



**Johor**

★ **NO.3**



**Kuala Lumpur**



**Johor**



**Penang**



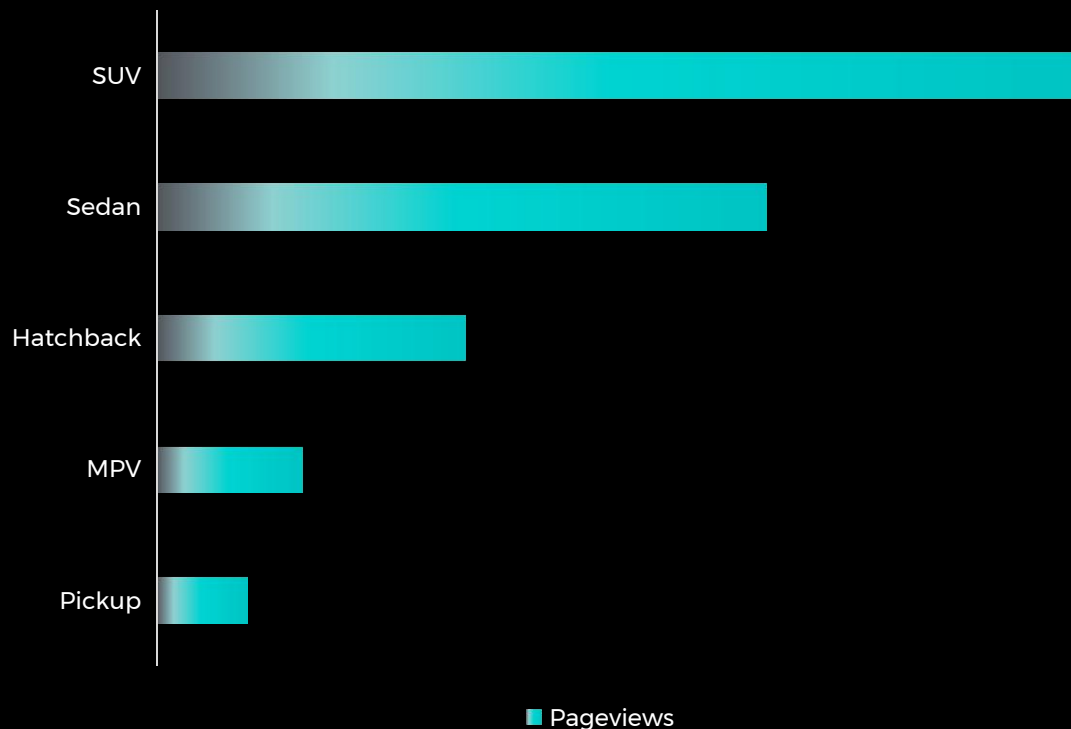
**Terengganu**

# WapCar Users Bodytypes Preference



- SUV is the most popular body type among WapCar users, followed by Sedan, Hatchback, MPV and Pick-up.

## WapCar Pageviews on Five Bodytypes



## WapCar Top Fans on Five Bodytypes



WapCar users from **Penang** prefer to browse **SUV** more than other regions;



WapCar users from **Negeri Sembilan** prefer to browse **Sedan** more than other regions;



WapCar users from **Kelantan** prefer to browse **MPV** more than other regions;



WapCar users from **Perak** prefer to browse **Hatchback** more than other regions;

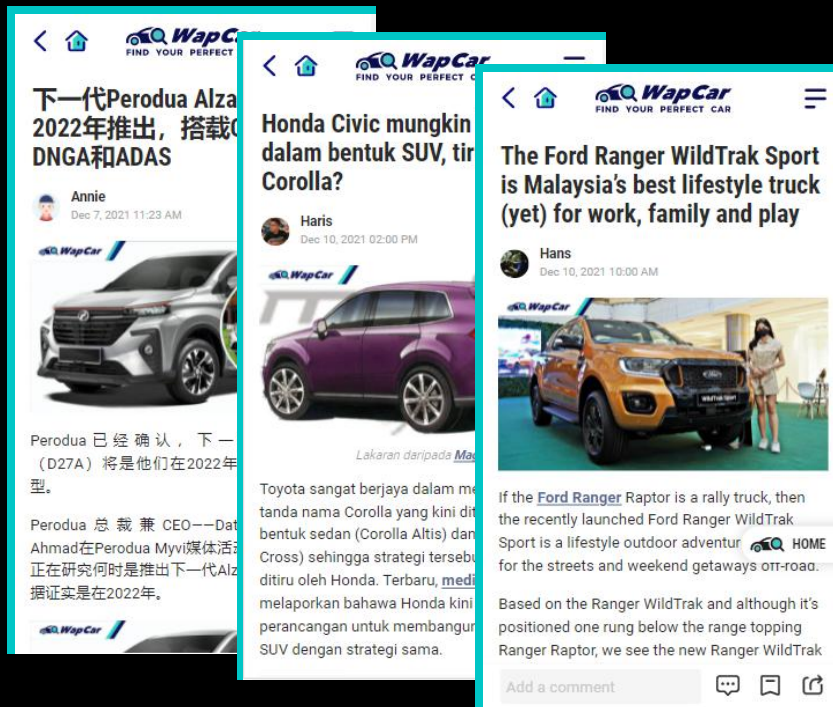


WapCar users from **Negeri Sembilan** prefer to browse **Pick-up** more than other regions.

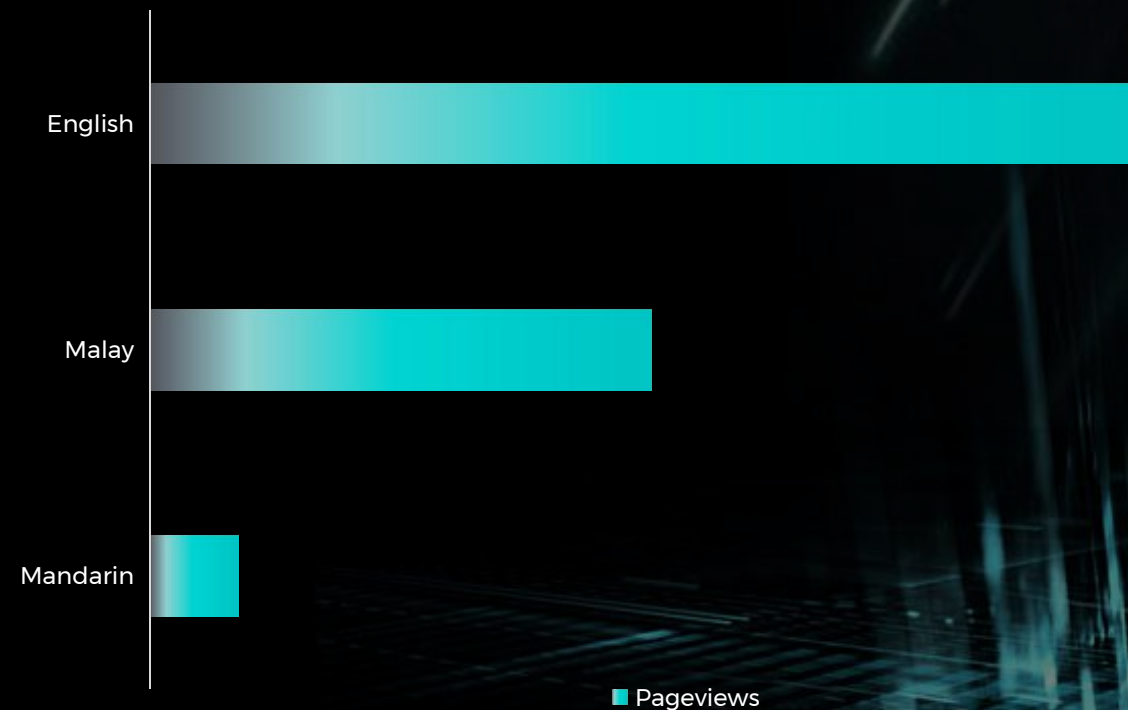
# WapCar Users News Preference by Languages



- English, Malay and Mandarin are three main languages for users in Malaysia. WapCar News in English is the most popular news among WapCar users, followed by the news in Malay and Mandarin.



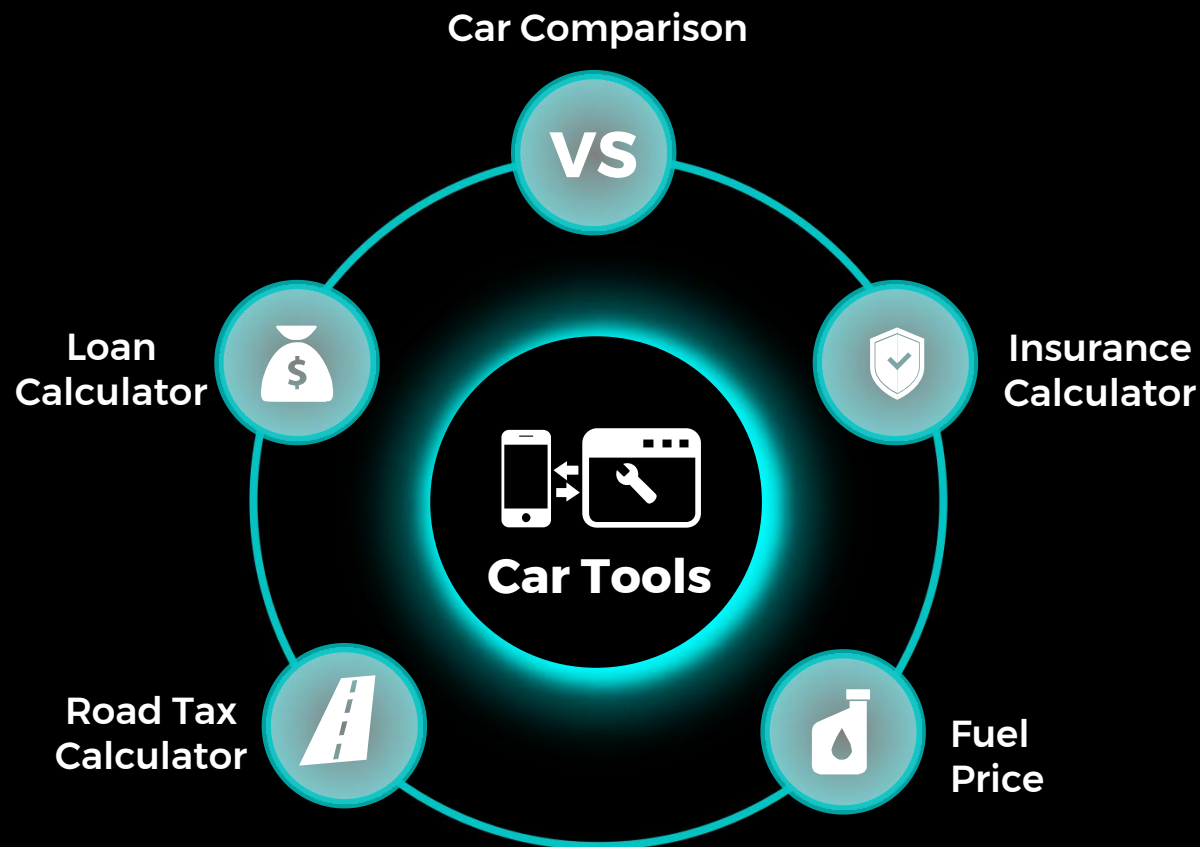
## WapCar News Pageviews by Languages



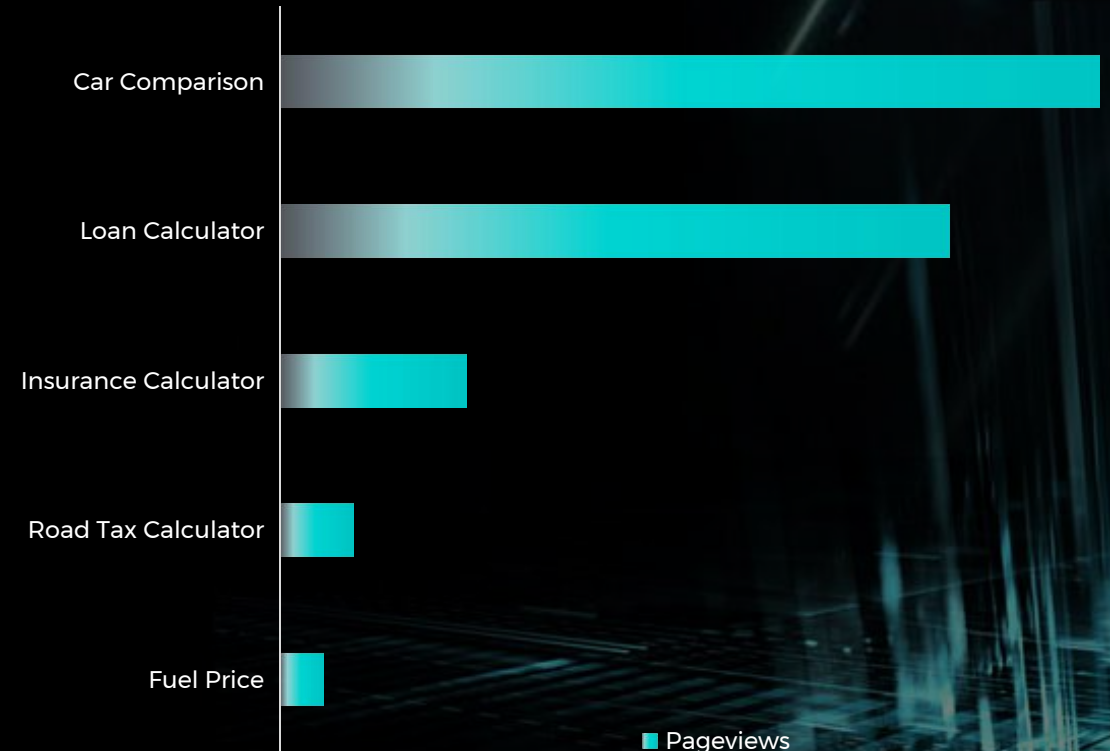


# WapCar Users Car Tools Frequency of Usage

- WapCar users use Car Comparison tool the most, followed by Loan Calculator, Insurance Calculator, Road Tax Calculator and Fuel Price.



## WapCar Car Tools Pageviews



**PART**

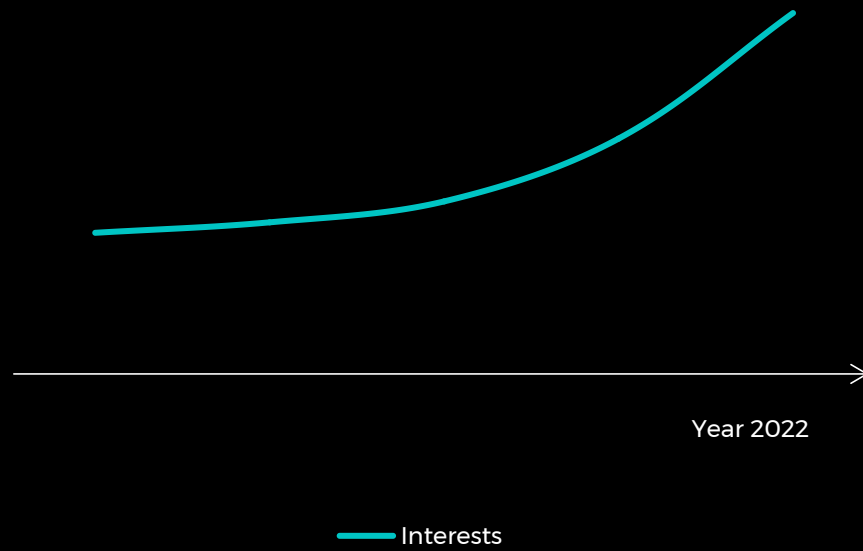
**03**

# Malaysia's Automotive Industry Outlook for 2022

# Users Interests in 7 seater / MPVs under RM 100K

- 7 seater / MPVs under RM100K, which have been slow for many years, will see renewed interest because of new popular models - new generation Honda BR-V and Toyota Avanza.

## Users Interests in 7 seater / MPVs



**Honda BR-V**

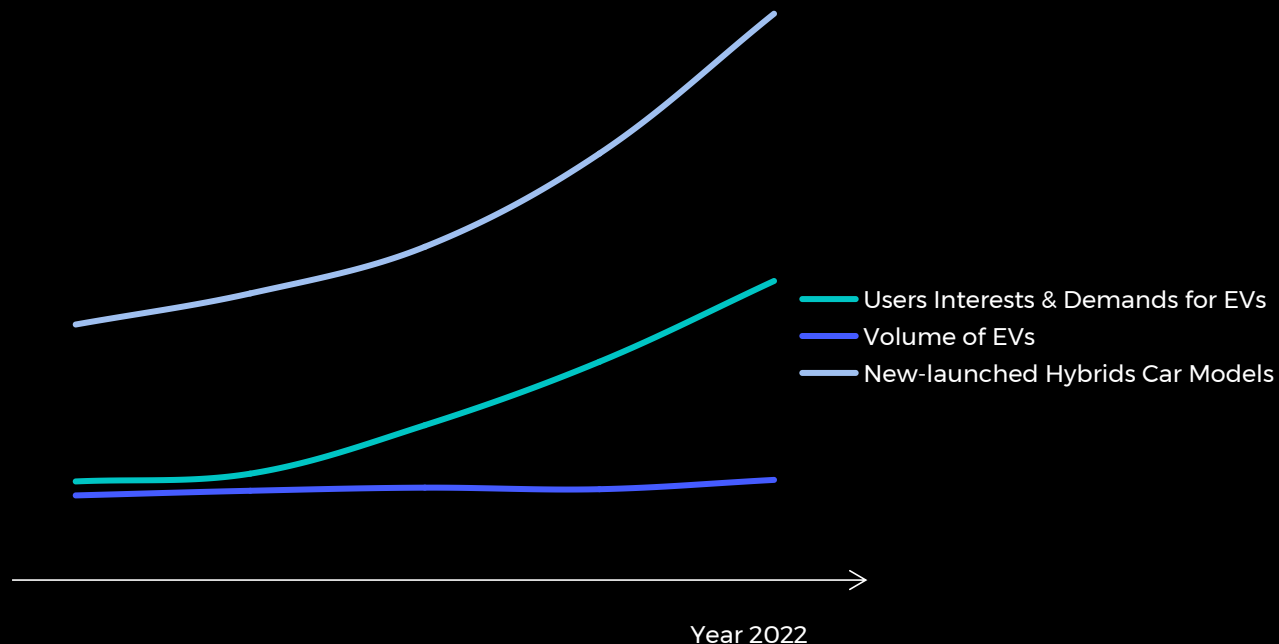
**Toyota Avanza**



# Trends for EVs & HEVs

- Interest in EVs will go up due to more supply of recond EVs cars (tax-free), but sales volume will still remain low due to high price.
- Hybrids however, will see more activities, and will become mainstream once Perodua offers such product.

## Trends for EVs & HEVs

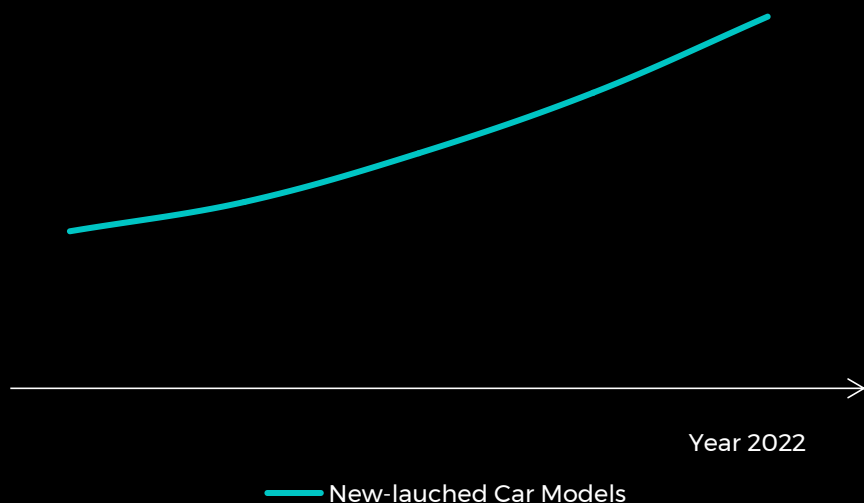


Eventual launch of Perodua Ativa Hybrid is expected to drive interest in hybrids by other OEMs.

# Market Activity from Chinese Brands

- Increase market activity from new Chinese brand entrants – relaunch of Chery, Haval, and Ora.

## Market Activity from Chinese Brands



Chery and Haval will be very likely to relaunch Chinese hybrid SUVs on Malaysia automotive market next year. And Ora will launch lower priced EVs.



**HAVAL**  
Global Intelligent SUV Expert

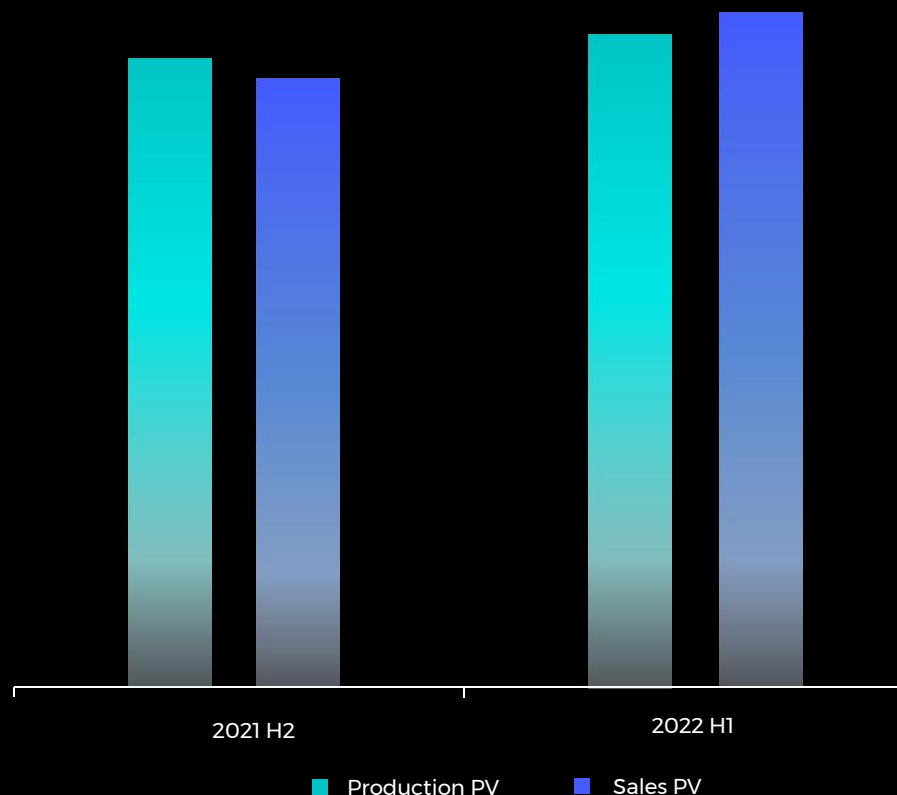


**ORA**  
欧拉

# Sales of OEMs in 2022 H1

- Market to contract / adjust in H2 2022 due to re-imposition of sales tax, but OEMs will have difficulty maximising sales in H1 2022 due to persistent chips supply and shortage of car carrier trucks.

Production & Sales between  
2021 H2 & 2022 H1



## Shortage of Chips Supply

Demand for semiconductor parts is much higher than supply, it's a global issue with no immediate solution.

## Logistics Issue

As production of cars resume, logistics companies are not able to hire enough truck drivers, available capacity of car carriers is lower than demand.

A dark silhouette of a car, showing the roof, side mirror, and front headlight area, set against a dark background.

# Thank You!

— Thanks for Your Time —

A dark background with a grid of glowing blue lines and light trails, creating a digital or futuristic atmosphere.