



**UTTARA
MOTORS
LTD.**

UTTARA NEWS

VOL 1 NO : 001 - 4 - 1990

Dhaka Phone: 231724, 257623; 283996,
Fax: 8802-412305, Workshop: 124 Tejgaon, Industrial Area, Dhaka-1215
Chittagong Phone: 504402, 504786, 504957
Jessore Phone: 6087, Bogra Phone: 6360

Sylhet Airport Road
Bangladesh

UTTARA MOTORS a brief profile

Uttara Motors Ltd. is a Private Limited Company. It was established in 1970 with registered Office in Jessore as an accredited dealer of **Pragoti Industries Ltd.** for marketing their products in the northern region of Bangladesh.

While floating this private limited company, the members of the Board of Directors residing in Chittagong chose the name 'Uttara' because Jessore is located in the north of Chittagong at large.

Initially the Board of Directors comprised of four members. But with the gradual growth and expansion of the company, three more directors were inducted to cope with the growing corporate needs.

To-day 'Uttara Motors' is having five offices in **Dhaka, Chittagong, Jessore, Bogra & Sylhet** with full service and spare-parts back-up and qualified personnels working with parallel spirits for satisfying its valued customers. Present strength of personnels in Uttara Motor is 185.

Unlike other distributors of automotive vehicles of various makes, Uttara Motors is presently holding the franchise of various World-famous Overseas Manufacturers:

- | | |
|-------------------------|-------|
| 1. Isuzu Motor Co. Ltd. | Japan |
| 2. Bajaj Auto Ltd. | India |
| 3. Suzuki Motor Co. | Japan |
| 4. Maruti Udyog Ltd. | India |



(1) Uttara Motors Work Shop
(2) Uttara Motors Show-Room Cum Head Office

- | | |
|---|---------------|
| 5. Mahindra & Mahindra. | India |
| 6. China Machinery and Equipment Export & Corporation | and IMP China |

In its handling range Uttara Motors works on 2-wheeler motorcycle, 3-wheeler autorickshaw, small and medium size cars, pickups, microbus, 4WD vehicles, light duty and heavy duty trucks and buses of both petrol & diesel version plus marine diesel engines.



Presently Uttara Motors is directly marketing different products of automotive vehicles. Specially it is successfully marketing **5 types** of 4WD Jeep vehicles of both petrol and diesel version namely **ISUZU TROOPER, MARUTI GYPSY, MAHINDRA & MAHINDRA, SUZUKI SAMURAI** and very recently Uttara Motors launched the most smart 4WD vehicle **VITARA** from the family of Suzuki Motors Co. Japan.

The quantity of vehicles so far supplied through the services of Uttara Motors Ltd. to both private and public sectors of the country is a matter to reckon with.

Message

Dear valued customers,

As I was approached by my fellow-colleagues to have a message in the maiden issue of this publication, I take privilege to quote from MAHATMA GANDHI as follows which I very often remember :



"A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption on our work. He is the purpose of it. He is not an outsider on our business. He is a part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so."

—(MAHATMA GANDHI)

I sincerely hope that all valued customers shall co-operate with us equally.

Sincerely yours,
For UTTARA MOTORS LTD.

(MUKHLESUR RAHMAN)
MANAGING DIRECTOR



1. Mr. Mukhlesur Rahman, M.D. Uttara Motors talking with Pragati Personnels in Pragati Plant.



2. Mr. Mukhlesur Rahman, talking to Managing Director Pragati Industries Ltd. Mr. Mominul Haque Khan in front of ISUZU Trooper.



3. Habibur Rahman Chowdhury Director technical together with Lt. Col. Ahmed Ali

Our Product of the quarter



MARUTI SUZUKI

More room and better performance
800 c.c., 4-stroke-cycle, water cooled
39.5 HP/5,500 rpm

Seating capacity-4 persons.
Fitted with-Multifunctional Levers, Front disc brakes, Side-Window, Defogger, Chrome-plated wheel caps.

Isuzu Engineer in Pragati Assembly Plant.



Shoji Takeda, Production Engineer of Isuzu Motors Ltd.

Shoji Takeda, Production Engineer of the Engineering Department of Isuzu Motors Ltd. Pragati Assembly Plant, was in Chittagong to check and help in C.K.D. assembling of ISUZU TRUCK AND BUS CHASSIS. He worked together with Pragati engineers and was impressed to see the quality of the product. Before leaving for Japan, he gave satisfactory assembly certificate of Japanese standard.

* TWELVE KEYS TO FUEL SAVING

1. Make all necessary checks before driving.
2. Maintain an engine temperature of 80° - 85°.
3. Do not rev the engine with the clutch depressed.
4. Treat the accelerator pedal as you would the reins of a horse.
5. Do not drive with your foot on the clutch.
6. Weaving in and out on the road wastes fuel.
7. sudden stopping squanders fuel.
8. Carry out proper gear shifting.
9. Driving at high speed quickly uses up fuel.
10. Drive sparingly on city roads.
11. Don't overload, and be sure to plan routes carefully
12. Carry out periodic checks and maintenance.

Congratulations



Kazi Tarannum Hossain daughter of Kazi Imdad Hossain Director operations, has stood first in the annual examinations and was promoted from Class II to Class III she is a student of Little Flower School.

We wish her every success in life. Keep it up Tarannum!

DGM of Bajaj was in city



Mr. Ajay Bhargava, Deputy General Manager, Export Bajaj Auto Ltd.

The Deputy General Manager (Export) of Bajaj Auto Ltd. was in the city from 28th Sept. 1989 to 1st October, 1989. He met the Managing Director of Menaka Motors Ltd. and discussed about the future of Bajaj products for Bangladesh Market. On 29th Sept, '89 he visited Menaka Motors Assembly Plant in Tongi.

UTTARA MOTORS sponsored the Bangladesh National Chess Tournament '89



Our aim is not only selling vehicles.

To popularise Sports in Bangladesh we have humbly started sponsoring programmes in related fields.

In September, 1989 we sponsored the Bangladesh National School Chess Tournament '89 which was organised by the Bangladesh Chess Federation at the auditorium of National Sports Council.

The competition was a grand success.

We are looking forward to sponsoring more such programmes in near future.

Uttara Motors Limited held Service Clinic for Maruti in Dhaka and Chittagong.

Uttara Motors Limited organised a SERVICE CLINIC for all models of Maruti vehicles. Mr. Arun, Service Engineer of Maruti Udyog Ltd. Delhi, conducted this clinic. He was assisted by our engineers Mr. M.J. Alam Victor and Mr. Manik Kumar Datta along with our mechanics.

The clinic was conducted in Dhaka from 13th October, 1989 to 15th October, 1989 at our workshop at 124-Tejgaon Industrial Area, Dhaka. In Chittagong the Clinic continued from 16th Oct. to 18th Oct. 1989.

Great response was observed. In spite of the fact that 13th and 14th Oct. '89 were holidays on account of being Friday and Eid-E-Milad-Un-Nabi, the owners themselves drove the car for check-up to this Clinic.

Uttara Motors sold about 200 units directly to customers and 100-units through



Maruti Clinic, Uttara workshop
Mechanics attending Maruti vehicle

Mr. Arun talked with the owners and discussed their problems relating to their cars.

Mr. Arun was impressed with the conditions of the cars brought to the Clinic.

MARUTI is fast becoming popular in Bangladesh. The reasons being, it is an ideal low-cost car available in this range. Secondly, fuel economy and availability of spare-parts along with technical know-how is making Maruti car more popular in our country.

So buy a 'MARUTI' now and save money.



PRAGOTI INDUSTRIES LTD.
which were assembled in PARGOTI.
These vehicles were in C.K.D. condition.

In Dhaka Clinic the technicians with the help of modern gadgets made thorough check-up of 110 units of Maruti cars on receiving complaints from owners/users.

Due to strike in Chittagong the Service Clinic could check a very limited number of (15-units) Maruti cars.

Kawasaki-keeps him mobile



Mr. Sarwar Hossain in his Bike

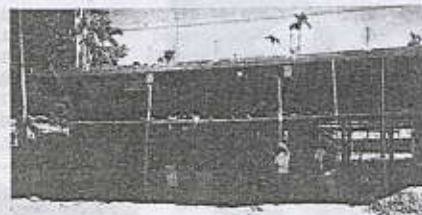
For Mr. Sarwar Hossain, Agricultural Officer, Ghoraghat, Dinajpur visiting rural areas does not bother him now as he possesses a Kawasaki-Bajaj Motor-cycle.

The bike takes him everywhere whether it is a busy city thoroughfare, or dusty uneven road of a village in the remotest corner of Bangladesh.

Now we are in Sylhet and Bogra



Director Operation
Mr. Kazi Imdadul Hussain in Bogra.



Uttara Office at Sylhet

Our office-cum-showroom in Sylhet and Bogra under construction.

Exhibition '90 MENOKA MOTORS PAVILION



The Menoka Motors Pavilion at the Industrial Fair 1989-90, Shere-Bangla Nagar, Dhaka drew a huge crowd.
Uttara Motors, distributor of Menoka Motors.

Dear Patron,
This is the first issue of our quarterly house journal "Uttara News". We would welcome any suggestion from you to improve the journal and appreciate if any mistakes are pointed out.

300 units Kawasaki Motor Cycles delivered to Khamar Bari.



The world famous Kawasaki Bajaj motor cycles have become one of the popular bikes in Bangladesh. The bikes (**KB-100 RTZ**) are manufactured by Bajaj Auto Ltd. India under technical assistance from Kawasaki Motors of Japan.

Many government departments have been purchasing **KB-100 RTZ** motor cycles and within a

short span of time **Kawasaki-Bajaj** has good share in the local market. The Ministry of Agriculture has recently purchased 500 units of which 300 has already been delivered. The bikes are running in the Upazila level.



Mr. G.D. Pore visits show-room

Meanwhile, Mr. G.D. Pore, Service Engineer from Bajaj visited Dhaka in mid-November 1989. He was present during the delivery of Kawasaki-Bajaj motor cycles to Khamar Bari.

He also checked and saw for himself all other products being sold in Bangladesh.

Mr. Pore visited our Chittagong plant as well where we assemble Bajaj three wheelers.

He met our Managing Director too.

Isuzu Trooper for Health Ministry



The world renowned Isuzu Cross Country Vehicle "Trooper" is now not unknown to the people of Bangladesh even in the rural areas. People involved in emergency services, i.e. Doctors, Engineers, Fire Service men, Policemen etc. depend very much on Isuzu 4-wheel drive Trooper because of its versatile usefulness.

Ministry of Health alone has been using these vehicles since 1982. Recently they have purchased another 57 units of Trooper which have just reached Bangladesh.

Presently about 200 Isuzu vehicles are running all around the country under the same Ministry.

Isuzu Ranks first in medium and Heavy-Duty Truck production in 1988.

ISUZU MOTORS LTD of Japan is the World's largest producers of medium and heavy-duty trucks. In 1988 it produced 87,134 units. It is now ranked among the first in the world. Isuzu attained for 2 consecutive years the largest volume of production in the category of medium-duty trucks (6.1-16 ton GVW). In fact Isuzu is the



only company in the world with production of vehicles exceeding 60,000 units.

1988 TRUCK MANUFACTURER RANKING

Total Ranking	Maker	PRODUCTION	
		Total (Over 6.1 ton GVW)	Medium duty (6.1 -16 ton GVW)
1	(2) Isuzu (Japan)	87,134	63,718
2	(1) Daimler-Benz (FRG)	82,152	42,704
3	(6) Mitsubishi (Japan)	73,729	50,649
4	(5) Hino (Japan)	72,925	44,983
5	(3) Navistar (US)	70,011	40,957
6	(4) Ford (US)	60,453	39,772
7	(10) Nissan Diesel (Japan)	47,196	25,005
8	(7) Daimler Benz (Brazil)	40,961	6,982
9	(8) Volvo (Sweden)	40,491	6,558

