



**UTTARA
MOTORS
LTD.**

UTTARA NEWS

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Bangladesh

EASTERN MOTORS LTD. DEALERS CONFERENCE '92

The 1991-92 tyre dealers' conference was held at the Jalshaghar of Hotel Purbani on 2nd June. Organized by Eastern Motors Ltd, a sister company of Uttara Group of Companies and sole distributor in Bangladesh of Bridgestone Tyres, the conference was presided over by Mr. Mukhlesur Rahman, Chairman of the Group and Director of EML.

Mr. H. KOGA, General Manager of MITSUI & CO, LTD. was the Chief Guest. Mr. Matiur Rahman, Director, Eastern Motors Ltd. declared prizes for 1991-92 and also offered SPECIAL PRIZES for 1992-93. Mr. H. KOGA in his speech told the dealers about the popularity of BRIDGESTONE TYRE all over the world because of their quality and presented Eastern Motors CREST & PRIZES to the WINNERS.

Mr. Mukhlesur Rahman, Director explained in details the 1992-93 incentive declaration to the dealers. Mr. Mujibur Rahman, Director, Eastern Motors Ltd. thanked the dealers and guests for attending and making the conference a success. He thereafter invited all to a dinner.

JOINT VENTURE

Recently, a memorandum of understanding was signed by Mr. Mukhlesur Rahman, Chairman and Managing Director of Uttara Group of Companies, and Mr. Henri Chan, to set up a polyester thread factory at Chittagong, on a joint-venture basis with a Hong Kong-based company.



Mr. Chan Wai Ming and Mr. Matiur Rahman, Director, were present during the signing of the MOU.



Message

CI C. ITOH & CO., LTD.
S-1, KITA-AOYAMA 2-CHOME, MINATO-KU, TOKYO, JAPAN

Noriyuki Yamaguchi
General Manager
Motor Vehicle Department No. 2



We wish to express our sincere appreciation for the continuous efforts of Uttara Motors Ltd. to support transportation facilities in Bangladesh.

In order to grow and develop Bangladesh further more, it is absolutely necessary to expand transportation facilities as well as penetration of education.

Since 1971 when Bangladesh has been independent, Uttara Motors Ltd. has gradually expanded their business range to Trimobue, Pick-up, Passenger car, Delivery van, Truck and Bus which have much contributed to the development and prosperity of Bangladesh.

I am confident that Uttara Motors Ltd. will contribute further more to the people in Bangladesh by providing transportation facilities with excellent leadership of Mr. Mukhlesur Rahman, Chairman and Managing Director.

Noriyuki Yamaguchi

92-93 Budgetary Implications on Automobiles At a Glance

ITEM / MOTOR VEHICLES & OTHERS	% IMPORT DUTY	% VAT	% SUP. TAX	AIT	I.P. FEE
1. Motor cycles in CKD condition.	15%	15% (2)	—	2.5%	2.5%
Motor cycles in CBU condition.	60%	15%	—	2.5%	2.5%
2. Three wheeler autorickshaw in CKD.	30%	15% (2)	—	2.5%	2.5%
Three wheeler autorickshaw in CBU.	45%	15%	—	2.5%	2.5%
3. CARS upto 850 cc	45%	15%	—	2.5%	2.5%
4. CARS upto 1000 cc	75%	15%	—	2.5%	2.5%
5. 4WD Jeep upto 2000 cc (Diesel) CBU	60%	15%	20%	2.5%	2.5%
6. 4WD Jeep upto 2000 cc (Petrol) CBU	45%	15%	20%	2.5%	2.5%
7. 4WD Jeep above 2000 cc CBU	75%	15%	20%	2.5%	2.5%
8. Pick-up upto 2000 cc CBU.	45%	15%	—	2.5%	2.5%
9. Pick-up above 2000 cc CBU.	60%	15%	—	2.5%	2.5%
10. 4WD Jeep in CKD upto 2000 cc	30%	15% (2)	—	2.5%	2.5%
11. 4WD Jeep in CKD above 2000 cc	45%	15% (2)	—	2.5%	2.5%
12. Pickup in CKD upto 2000 cc	30%	15% (2)	—	2.5%	2.5%
13. Pickup in CKD above 2000 cc	45%	15% (2)	—	2.5%	2.5%
14. Ambulance in CKD condition.	30%	15% (2)	—	2.5%	2.5%
15. Trucks in CKD condition	15%	15% (2)	—	2.5%	2.5%
16. Trucks in CBU (Petrol)	30%	15% (2)	—	2.5%	2.5%
17. Trucks in CBU (Diesel)	60%	15%	—	2.5%	2.5%
18. Refer VAN	15%	15%	—	2.5%	2.5%
19. Minibus SKD-CBU (Petrol operated)	30%	15%	—	2.5%	2.5%
20. Minibus SKD/CBU (Diesel)	30%	15%	—	2.5%	2.5%
21. Bus SKD/CBU (Petrol)	30%	15%	—	2.5%	2.5%
22. Bus CBU/SKD (Diesel)	30%	15%	—	2.5%	2.5%
23. CKD Bus/SKD Minibus (Diesel)	15%	15% (2)	—	2.5%	2.5%
24. CKD Bus/CKD Minibus (Petrol)	15%	15% (2)	—	2.5%	2.5%
OTHERS RELATED ITEMS					
a. ENGINE FOR 5-WHEELER & AUTORICKSHAW.	7.5%	15%	—	2.5%	2.5%
b. Diesel engine 3 H.P. to 20 H.P.	7.5%	15%	—	2.5%	2.5%
c. Dish Antenna	60%	15%	—	2.5%	2.5%
d. Tyre/Tube.	75%	15%	—	2.5%	2.5%
e. Automobile Spare-parts.	45%	15%	—	2.5%	2.5%

NB : (2) : Two stage VAT (Applicable for C.K.D.)

World Environment Day



To mark the world environment day, Mr. Mukhlesur Rahman the Chairman & Managing Director of Uttara Group of Companies and Mr. Mujibur Rahman, Director, planted saplings at Menoka Motors, & Uttara Automobiles Ltd. leading assembly plants for three wheel Bajaj Autorickshaws and Bus-Truck-Minibus-Minitrucks respectively

Academic Feat

Shyamal Nandy Secured first division in the S.S.C. Examination 1992 from Comilla Board. Nandy secured star marks with four Letters (G. Math, E. Math, Science, Dharma) from Chittagong Municipal High School.



He is the only son of Mr. & Mrs. S.P. Nandy, Senior Assistant (Cash) of our Chittagong Office.

SERVICE CLINIC OF MENOKA MOTORS



A service clinic was organized by Menoka Motors from 22nd June to 3rd July '92 at Dhaka, Jessore, Khulna, Chittagong and Sylhet for KB100/M80 motorcycles and Chetak scooters. Mr. V.S. Pendharkar, Service Engineer from BAJAJ AUTO LTD., India visited these districts for this purpose. Mr. Amit Bhattacharjee, D.G.M (Parts & Assembly) accompanied Mr. Pendharkar. The Indian expert also visited our Tongi and Chittagong factories engaged in assembling these products. During his stay in Bangladesh, the Indian visitor made contacts with local dealers of 3-wheelers, motorcycles and scooters and discussed matters of mutual interest. The BAL representative also met local spare parts dealers and some autorickshaw drivers.

WEDDING

The wedding of Nahid Ahmed (Sumiko), only daughter of late Mahiuddin Ahmed, former Director of MENOKA MOTORS LTD. took place on Sunday, the 28th June, 1992. The ceremony was held in "SENA KUNJO", Dhaka Cantonment. Distinguished guests and elites of the city attended



and wished the newlywed couple a happy conjugal life. Mr. Mukhlesur Rahman, Managing Director of Menoka Motors Ltd. received the attending guests at the wedding.

New- C. Itoh G.M. in Dhaka



Mr. N. N. Sudo joined C.ITOH & Co. Ltd. as General Manager in place of Mr. Mizukawa who is transferred to C.ITOH & Co. Ltd. in Indonesia.

Mr. Sudo was born in 1935 & joined ITOCHU Corp in 1961.

He was also posted as Overseas Representative in Vancouver (Canada), Islamabad (Pakistan) and Jakarta (Indonesia).

Mrs. Sudo & their only son studying in U.S.A. will join Mr. Sudo in October next.

Our Product of the quarter



Stylish Spirited— Refreshing from out of the blur of countless other cars, emerges an entirely new automotive concept. Suzuki Vitara 1600 c.c.

4WD Fitted with

- Swift and Quiet Engine.
- Superior Design.
- Excellent Suspension.
- Sporty Cockpit.

THE ELF: JAPAN'S TOP-SELLING TWO-TON TRUCK



1959



1968



1975



1980



1984



1988



1990

The Isuzu Elf is an all-time favorite. For 22 consecutive years the Elf (current N-Series) has been Japan's most-registered truck in the two-to-three-ton market. Isuzu has sold well over two million units of the Elf, which has helped establish the company as the world's leading maker of trucks in this category.

To this day, Isuzu's exceptionally popular series has retained its basic character as a reliable, durable and functional vehicle. Such consistency is the

hallmark of a true long-time favorite product.

Launched in 1959, the Elf was Japan's first truck in the two-ton class to have a cab sitting atop the engine, a layout known as a cab-over design. Isuzu introduced Japan's first diesel in the Elf lineup the following year. The Elf engines, distinguished by features such as chrome-plated cylinder liners, quickly earned praise for their fuel economy and durability.

During the following decade, when Japan transformed itself into an economic miracle, the demands for commercial vehicles skyrocketed. Changes could not wait. If sales staff or customers felt strongly about the need for a particular modification, the result appeared on the market as soon as possible, often well before the next auto season.

The speed of such change placed a particularly high premium on market analysis. Makers had to be sure that changes met actual needs. The Elf established itself as a leader during this period, paving the way with innovation after innovation.

According to Eisuke Arai, current president of Isuzu Body Engineering Co., Ltd., "Since joining Isuzu nearly three decades ago, my colleagues and I have maintained a constant commitment to the Elf

in order to continually lessen the burden of loading/unloading, simplify operation and assure the highest possible standards of reliability and durability. We have strived to keep the Elf at the pinnacle of performance."

Considering the duration of the Elf's success, one could have guessed that such love and devotion were involved.

BIKE TOUR FOR CLEAN ENVIRONMENT



PT Indomobil Suzuki International, sole distributor of Suzuki Automobiles and Motorcycles in Indonesia, took part in a worldwide event called the Golden Bike for World Peace and Friendship held from June 18, 1992 to January 16, 1993. Organized by the Indonesian Forum for Environment, the event aimed at spreading the message for energy conservation and clean air by cycling around the world. PT Indomobil participated in the event by providing an Indonesian-made Suzuki Futura 1.3L as the back-up car to the fine riders.

The purpose of Indomobils participation was to promote its Suzuki Futura by displaying it as car of high performance, endurance and reliability to people all over the world.

The five-man Bike team paved through Bangladesh, along the Dhaka-Mymensingh-Jamalpur-Bogra-Rajshahi path and into India between July 12 and 15.

During its journey through Bangladesh, the bike team received every assistance they required from Uttara Motors Ltd.

LEGO FAIR

LEGO fair sponsored by Eagle Auto Industries Limited was organized by UTTARA FAMILY SOCIETY at Shishu Academy in Dhaka. The two day event during Saturday and Sunday (5th and 6th September '92) was full with fun and festivity. Lego is a very popular educational toy for children all over the world. Here in Bangladesh, the fair, first of its kind has proved this fact again by the visit of a huge no of public from all spheres of the society. There was a tremendous response from parents and their children of varied age group alike.



Special prizes were presented to winners of 'buyers lottery', drawn at the end of the concluding day.

Birth Anniversaries of Rabindra Nath Tagore and Rebel Poet Kazi Nazrul Islam organized by Nazrul Parishad.



Like last year, Uttara Motors Ltd. Sponsored cultural functions to observe the birth anniversaries of Rebel Poet Kazi Nazrul Islam and Rabindra Nath Tagore on 2nd & 3rd June, 1992 at the Shilpakala Academy.

VISIT TO UTTARA

Mr. Mike Beacham, Sales and Marketing Manager, Marine Division, Hawker Siddeley, Power Plant Limited, UK arrived in Dhaka on 14th July on a business trip. He met our Managing Director Mr. Mukhlesur Rahman and discussed matters related to marketing of marine diesel engines in Bangladesh. Mr. T. Hironaka and Mr. Hassan of C.I.TOH were also present during the talks. The Managing Director was assisted by Director Production Engr. T.



Mohsin. The guest was taken to the Buriganga Bridge site to obtain a first hand knowledge of country boats fitted locally with various diesel engines. Mr. Beacham left Dhaka on 16th July midday enroute of TAIWAN via HONGKONG.

Renowned educationist Dr. Ashraf Siddique & Mr. A.K.A. Firoj Noon took part in discussions on Nazrul and Tagore.

The function was graced by the presence of Mr. M.K. Anwar, Hon'ble Minister for Commerce and Mr. Muzibur Rahman, Hon'ble state Minister for Finance.

A dance drama titled 'Meher Negar' was staged on 3rd June, 1992.

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