



# UTTARA NEWS

UTTARA  
MOTORS  
LTD.

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## SICHUAN INDUSTRIAL FAIR IN CHINA



Uttara and Sichuan Industrial Combustion Engine Works. The visit was fruitful and the Chinese counter parts were co-operative & hospitable.

Afterwards Mr. Liao Ji Wei took the visiting Directors to Sichuan Tractor Plant where they observed the production of Power Tillers which was quite impressive. On a trial basis another contract for import of 100 Power Tiller was also signed by the parties.

On invitation from Sichuan Industrial Combustion Engine works and China National Machinery Export & Import Corporation (CMC) Mr. Mukhlesur Rahman Managing Director alongwith Mr. Habibur Rahman Chowdhury, Director Technical and young Director Mr. Mehdadur Rahman Alias Durand visited the fair in Sichuan Province. In the fair they saw and looked around various industrial products of China. Mr. Lin Changjiang Director of Sichuan Internal Combustion Engine Works and Mr. Liao Ji Wei of CMC took them to Neijiang City, 500 Kilometer away by car and showed around the factory of "EMEI" brand Diesel Engine of different H.P. The quality of the Diesel engine is reasonably good. A contract for import of 2000 units EMEI brand diesel for immediate shipment was signed by both the parties. During the visit the Directors of Uttara Motors Ltd. expressed their keen interest to import about 10,000 Diesel Engine in CKD condition per annum for assembly in Bangladesh. The Chinese counterpart agreed to transfer the technical know how to this effect and a memorandum of understanding was signed between

## IMODC DEALERS CONVENTION IN USA



IMODC's incentive campaign, like every other years, was also celebrated through a convention in TOKYO & MAUI (Hawaii) which was participated by IMODC's Global Network dealers from many countries. Mr. Mujibur Rahman, Director, Uttara Motors attended this convention with his wife which is named 'SJI-H-90 TRIP' by IMODC. It was a very pleasant and luxurious event in both Tokyo and in Maui (Hawaii). Dealers achieving target sales had a good time to exchange their views and idea during this gala-convention. IMODC appreciated the overall sales-efforts of all dealers and UTTARA MOTORS LTD. was awarded IMODC PLAQUE for its outstanding sales achievement in both vehicles & spare-parts.

## PRIZE GIVING CEREMONY OF NATIONAL CHESS COMPETITION SPONSORED BY UTTARA MOTORS LTD.



Respectable First Lady Begum Raushan Ershad graced the function on 31st May, 1990 as Chief Guest and gave away prizes amongst the winners.

Among other dignitaries State Minister for Sports and Youth Mr. Nitai Roy Chowdhury, Major General Sadequr Rahman Chairman, National Sports Council, Mr. A.N.M. Yusuf, Education Secretary, Mr. Nasimuddin Ahmed, Secretary Roads and Road Transport Division and President of the Chess Federation spoke on the occasion.

Mr. Matiur Rahman, Director and Mr. M.H. Chowdhury, Director Marketing represented Uttara Motors Ltd. in the function.

## UTTARA MOTORS WINS ISUZU SALES ACHIEVEMENT AWARDS



## 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.

### DO YOU KNOW

1. **Cleaning your Car :** The paint on the car is tested for lustre using a glass meter. To maintain the gloss, never use dry cloth to wipe off dirt. First wash the surface with water and then use a soft cloth. Do not use strong detergent for washing.
2. **Parking brake :** Use the parking brake whenever parking the car. Be careful to fully release the brake before driving off.
3. **Ignition Switch :** If the ignition switch is kept 'on' when the engine is not running. Power is drawn from battery if left for a considerable length of time the battery will get discharged completely.
4. **Door Switch :** When the three way light switch is in the middle position the interior light will come on by opening either of the front doors.
5. **Blower :** Do not use the blower when the engine is off. The battery will soon rundown.
6. **Brakes :** Most of front wheels have disc brakes, which reduce the braking distance. Apply brakes keeping in mind the traffic following you.
7. **Driving on hills :** When climbing steep hills, the car may begin to slow down and show lack of power. At this point, you should shift to a lower gear as the torque required while climbing hills is higher.

## Rickshaw is the cheapest means of transport.



### BUDGETARY IMPLICATIONS ON AUTOMOBILES AT A GLANCE FOR VALUED CUSTOMERS AND USERS

Vehicle type	New impositions		Previously	
	DUTY	SALES TAX	DUTY	SALES TAX
1. CAR UPTO 850 c.c	100%	20%	50%	20%
2. CAR UPTO 1000 c.c	150%	20%	100%	20%
3. CAR UPTO 1300 c.c	200%	20%	150%	20%
4. CAR ABOVE 1300 c.c	350%	20%	200%	20%
5. FOUR WHEEL DRIVE UPTO 2000 c.c	100%	20%	20% (PETROL)	10%
6. FOUR WHEEL DRIVE ABOVE 2000 c.c	200%	20%	50% (DIESEL)	20%
7. PICKUP UPTO 2000 c.c.	100%	20%	20% (PETROL)	10%
8. PICKUP ABOVE 2000 c.c.	200%	20%	50% (DIESEL)	20%
9. MICROBUS	100%	20%	20% (PETROL)	10%
10. 3-wheeler Autoricksha (CKD)	50%	20%	50% (DIESEL)	20%
11. MINIBUS (PETROL)	20%	NIL	20%	10%
12. MINIBUS (DIESEL)	50%	NIL	50%	20%
13. BUS (PETROL)	20%	10%	20%	20%
14. BUS (DIESEL)	50%	20%	50%	20%
15. TRUCK (PETROL)	20%	20%	20%	20%
16. TRUCK (DIESEL)	50%	20%	50%	20%
17. CKD MINIBUS & BUS (CKD)	10%	—	10%	—
18. TRUCKS (CKD)	10%	—	10%	—
19. MOTOR CYCLE (CKD)	10%	—	10%	—

Advance income tax is increased by 0.50% on all items and tariff-values increased also for imported spare-parts and tyre tube. Excise on CKD-Motor Cycle is increased upto 15% in place of 5% previously.

## VISITORS FROM ABROAD



Mr. V.G. Nulkar

Mr. V.G. Nulkar, Manager (Export) who succeeded Mr. Ajay Bhargava in top management of BAJAJ AUTO LTD (INDIA) visited Dhaka in last week of March 1990. During his short stay he visited our TONGI assembly unit and discussed matters of bilateral trade with our Director operation Mr. K. I. Hossain with whom he finalised a contract for 2500 units of Bajaj 3 wheeler and Kawasaki Bajaj & Chetak 2-wheelers.



The Govt. of the People's Republic of Bangladesh showed interests for assembly-cum-progressive manufacturing of small utility car in Progoti Industries Ltd. (PIL). In doing so, according to expert opinions from both home and abroad, needs BMRE and a modern paint-shop since present assembly plant there is over 25-years old with age-old paint-shop and assembly facilities. In this connection Mr. HATA OF TRINITY INDUSTRIAL CORPORATION AND MR. HIRONAKA of C. ITOH & CO. LTD. (JAPAN) visited Bangladesh. They held threadbare discussions for BMRE and erection of a modernised paint-shop in PIL with high-officials of



MR. HIRONAKA



MR. HATA

Pragoti and Bangladesh Steel and Engineering Corporation (BSEC). The discussions were cordial and fruitful.

Mr. Hariyanto Tanuwidjaja along with an engineer from INDOMOBIL of Indonesia visited Uttara Motors. INDOMOBIL is the assembler of SUZUKI-vehicles of Japan.

## ISUZU CARES AFTER SALES SERVICES



Mr. Koh service Manager of IMODC, Mr. Amal Kanti Chowdhury, Mr. Jahangir Alam Victor jointly organized Clinic on ISUZU-vehicle at Chittagong,

Moulv Bazar, Sylhet and in Dhaka. More than 100 Isuzu vehicles were inspected under this clinic. While inspecting, required spare-parts like Diesel Filter & other-small ones were supplied free of cost to the customers. Uttara Motors is planning to organise similar clinic on ISUZU in November 1990.

Recently a 5-day Service-training on ISUZU was also conducted at our Tejgaon Workshop by Mr. Koh, Mr. Habibur Rahman Chowdhury Director Technical & Mr. J. Alam Victor service Engineer. As many as 50 persons from various organisations like BDR, Airforce, Navy, Pragoti Industry, Post office, Family Planning etc. attended the

training. At the closing, the Managing Director of PIL Mr. Khan Mominul Islam, General Manager of C.ITOH Mr.



Mizukawa and Mr. Miyanaga and other distinguished guests attended the certificate giving ceremony followed by light refreshment. Mr. Khan Mominul Islam M.D., PIL gave away the certificates to the successful trainees.

## BOGRA AND SYLHET BRANCH STARTS FUNCTIONING.



The branch in the commercial place of Bogra was ceremonially opened on 27th March, 1990 by Mr. Taheruiddin Chowdhury, the President of Chamber of Commerce & Industry, Bogra where elites and members of business community attended. Mr. Habibur Rahman Chowdhury, Director Technical and General Manager Mr. Mohiuddin were also present. Opening ceremony concluded with Milad Mehfil.

DEAR PATRONS,  
YOUR SUGGESTIONS & VALUED  
COMMENTS ARE INVITED TO  
ENRICH OUR PUBLICATIONS.

SYLHET BRANCH, in CHOWKI DEKI, Airport Road is also in operation.



GM C.ITOH, DHAKA VISITS OUR WORKSHOP



Mr. M.H. Chowdhury, Director Marketing is seen showing him different parts of workshop

## MAHINDRA 4WD IN PRAGOTI PLANT



Mahindra 4WD rolled out from Pragoti Industries Ltd. First time Mahindra Jeep was assembled in Pragoti Plant. Uttara Motors Ltd. is sole distributor of MAHINDRA & MAHINDRA JEEP in Bangladesh.

## BRIDGESTONE TYRE 40 YEAR IN BANGLADESH



Mr. Ichiro Fukumori, Manager, Asia Department of Bridgestone Japan visited Bangladesh, matters of bilateral interests were discussed with management of Eastern Motors Ltd. (sister concern) to boost-up further sales of BRIDGESTONE TYRES. He visited various retail-dealers of Bridgestone & other brands also.

## Message



Editor  
Uttara News

I am very happy to see that Uttara Motors Limited has brought out an in-house magazine for the benefit of their customers as well as business associates. Wide circulation of such magazines can restore customers confidence in the product. Customers should be encouraged to use this forum to highlight their viewpoints.

I wish this venture of Uttara Motors success and hope that others will follow them. Good luck.

Yours sincerely,  
Habibullah Khan.

## SUZUKI MINI CAR : THE HIGHEST SELLING VEHICLE

SUZUKI's domestic market share in Japan soared to an enviable 30%, highest in the year 1988-89, among many economy mini-car of Japan like MAZDA, MITSUBISHI, DAIHATSU ETC. Likewise the share of SUZUKI economy mini-car in Bangladesh too is the highest among any other Japanese Mini-car.

## UTTARA MOTORS CARES ABOUT WARRANTY

UTTARA MOTORS having marketed so far 15,000 units of Bajaj 3-wheeler autorickshaw chassis in the country is concerned about fulfilling warranty claims of the valued buyers. Recently a valued customer MR. AHMED ALI of Manipuripara, Dhaka came to Uttara with the complaint of engine-manufacturing defect of a 3-wheeler. Instead of repairing/replacing the engine, Uttara satisfied the customer by replacing him with a new 3-wheeler.

## MENOKA MOTORS LTD. AN OVERVIEW (sister concern)



Late Mohiuddin Ahmed a Senior Director of this Private Limited Company was basically founder of this organisation. His far-sightedness, prudence was the contributing factors in setting up such an assembly-plant for basic Low-Cost transport-vehicle like 3-wheelers & 2-wheelers as a pioneer plant of its kind in Bangladesh under a Joint Technical Collaboration Agreement with BAJAJ AUTO LTD. India. The contribution of Farid Ahmed (deceased) another Director of the Company is also noteworthy. The factory is situated at 5-D Sholoshahar Light Industrial Area, Chittagong on a 1.7 acre land having sanctioned capacity of assembling 3000 units 3-wheeler autorickshaw chassis and 1500 units 2-wheeler scooter/Motor cycles per annum with a manpower of 100 strong.

So far it successfully assembled 15000, 3-wheeler and about 5000, 2-wheelers which are marketed by Uttara Motors Ltd., a sister concern. Bangladesh Autorickshaw Chalak Samabaya Federation Ltd. singularly imported so far, as many as 4000 3-wheelers in 3 phases, which became the most successful and profitable vehicle for the drivers. This Samabaya Federation has been planning to import Bajaj 3-wheeler in near future. It is worthwhile to



mention that this basic low-cost transport vehicle is easing the burden of unemployment as a modest source of income and is the best possible substitute for inhumanly man-pulled rickshaws in our country. As for 2-wheeler, recently Menoka Motors had a separate assembly-plant in Tongi for assembly of Kawasaki-Bajaj KB-100, Chetak and M-80 models of the Bajaj family.

## UTTARA OFFERS THREE DIFFERENT 4WD BELOW 2000 CC



GYPSY 1000 c.c



SAMURAI 1300 c.c



VITARA 1600 c.c

## EID REUNION 1990



In the true spirit of equality and brotherhood Uttara Motors Ltd. observed its EID-REUNION 1990 on 6th May in the premises of its Workshop at 124, Tejgaon Industrial Area, Dhaka. It was a friendly get-together with Luncheon. The monthly meeting also took place in the same premises on 6th May, 1990 after the luncheon. Similarly EID-REUNION 1990 was also observed in Chittagong Office.

## ANNOUNCEMENT

The Management of Uttara Motors decides to deliver all vehicles to its valued Customers at the same price booked before the announcement of the national budget even though the Prices already went higher because of imposition of higher duty & taxes

## READERS' OPINIONS

**SUZUKI**  
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 ১৯৯০ সালের ১৫ই মে

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