



Corporate Office : UTTARA CENTRE, 102 Shahid Tajuddin Ahmed Sarani, Tejgaon, Dhaka, Tel : 8144330
Showroom : Gulshan Link Road, Tel : 8851252-3, 39, Dilkusha Commercial Area, Dhaka Tel : 9564163
Branch Offices: Eskaton, Tel: 8319447, Chittagong Tel : 724402, 724957, Sylhet Tel : 717782
 Rajshahi Tel : 773741, 773682, Mymensing Tel : 65133, Bogra Tel : 72547, 66360, Khulna Tel : 725952, Jessore Tel : 72710, 64087
 Rangpur Tel : 62922, Dinajpur Tel : 64687, Pabna Tel : 64690, Barisal Tel : 64349, Cox's Bazar Tel : 63555

UTTARA GROUP OF COMPANIES AT THE DITF 2006

The annual national event, Dhaka International Trade Fair (DITF) 2006 at Sher-e-Banglanagar, was inaugurated on 2nd December 2006 by Honourable Chief Adviser to the Caretaker Government Prof. Dr. Iajuddin Ahmed. The fair is aimed at exposing country's industrial products where products from other countries also are displayed for promoting trade & business amongst participating countries. Fully glass paneled Uttara Pavilion at the Dhaka International Trade Fair this year drew huge crowds. Uttara Motors Ltd. displayed latest model Suzuki Cars, SUV & utility vehicles produced in Japan, India, Pakistan and Indonesia. Various models of Bajaj Motor-cycles assembled in Tongi & Bogra factory were also displayed. The visitors showed keen interest on Bajaj Discover equipped with 125cc DTS-i (Digital Twin Spark Ignition) engine & other



The wide range of exhibits caught the imagination of the visitors and there were many inquiries from them. Specially Suzuki Grand Vitara 2000 CC and SX4 1600 CC with 16 inch Alloy wheel from Suzuki Motor Corporation Japan and car of the year prize winner Suzuki Swift from India were of special interest to visitors.



unique feature such as ExhaustTEC, SNS, Alloy-wheel etc. The new 100cc Platina also was admired by all. In addition, Power Generator from Japan's Sawafuji and world famous Bridgestone tyre from Japan were also on display.



During the fair Mr. Setia of Maruti Udyog Ltd India specially came to see & meet the customers personally. He was visibly impressed with the enquiries made by the visitors and their trust on Suzuki & the back-up service provided by Uttara Motors Limited. Mr Rajesh Kumar from Bajaj Auto Ltd. India also arrived prior opening of the fair and took active participation in arranging proper display of the products. New feature equipped with latest Bajaj products like DTS-i engine, Alloy-wheels, SNS & ExhaustTEC were separately displayed and the customers were explained about the advantages of those features. Mr. Matiur Rahman, Chairman & Managing Director of the Group and other high officials regularly attended the customers and visitors in the evening. The month long fair concluded on 31st December 2006.



MOBILE SERVICE VAN FOR BAJAJ

As a leading automobile company in the country Uttara Motors Limited is committed to render the best possible, after sales service to their valuable customers for all range of Bajaj products through its country wide Sales and Service network. Recently Uttara Motors Ltd. has introduced a Mobile Service van for Bogra Division. The service van moves everyday in towns and villages with necessary parts & lubricants and the engineers and technicians are engaged in instant service on way to their normal duties of conducting regular clinics. The TV installed in the van is used for proceeding products while engineers educate the customer on proper maintenance and the benefit of using genuine spares. Similar mobile van service will be extended all over Bangladesh to reach closer to the customer. The



van comprise of modern high tech compressor, chain & oil filter cleaner, work table, spare parts rack, tools trolley etc.

NEW LOOK FOR UML BRANCHES

In view of gradual increase in demand of low priced economy car outside Dhaka, UML has recently taken-up redesigning to give a new look to its Branch Showroom in Sylhet, Bogra and Rajshahi Division. Also the renovation and restructuring works of Chittagong branch office is fast progressing. UML is looking forward to enhance it's sales & service back up facilities with new Suzuki and Maruti models all over the country soon. Beside these fully furnished modern showrooms, a few more new branch

showrooms will be upgraded soon for passenger car display. To render effective back-up service necessary renovation & re-structuring of the workshop and parts centre is also being taken-up. Besides the introduction of newly designed and convenient finance scheme for the customers of passenger car outside Dhaka will be great benefit for people of these areas. With these facilities at the doorstep of the customers the desire for a car for middle class will now be fulfilled.

MONEY SAVING TIPS ON MARUTI SUZUKI PRODUCTS



Always maintain recommended tyre pressure (Check once in a month). (Refer tyre information label on driver side door/pillar on your vehicle or under specification section of owners manual)



Drive at steady speeds between 50-60 kmph.



When accelerating, shift down to a lower gear and accelerate gradually instead of flooring the pedal in the same gear.



Keep air filter clean.



Avoid idling at red lights. It wastes fuel. Switch off engine if the stop time is more than 60 seconds.



While braking, coast down a lower speed in gear with your foot off the accelerator, and then shift the gear to neutral.



Shift to 5th gear as soon as possible. Typical speed for gear shifting with AC off are:

- 1st to 2nd 10 kms/hr.
- 2nd to 3rd 20-35 kms/hr.
- 3rd to 4th 30-35 kms/hr.
- 4th to 5th 40-45 kms/hr.



Drive smoothly. Avoid sudden braking and acceleration.



Remove your foot from clutch pedal after changing gears.



With A/C on, after cabin temperature comes down, reduce the blower speed to the 2nd level.



Your car's fuel efficiency improves after the run-in period. It stabilizes after 3000 kms. (In a new car, higher friction leads to lower fuel efficiency)



Best way to calculate car's mileage is by following the full tank-to-full tank method.

- Fill the tank full
- Run the car till the tank is 1/4 of its full capacity
- Fill the tank full again in the same fuel filling station, probably with same fuel dispenser
- Divide kms run/fuel filled.



UML DELEGATION VISITED ON MARUTI UDYOG LTD. INDIA

At the invitation of Maruti Udyog Ltd India a team comprising 8 (eight) members from sales & service department paid a visit to Delhi from 5th to 9th November 2006. The visit was aimed to acquire knowledge on how the dealership in India are operated, what are the facilities & service provided by the dealerships, how the customer profile is identified & how the monitoring is done. They were also apprised of the different selling tips & techniques adopted by them to increase the market share in India. The team also visited the Gurgaon plant near Delhi where every 26 seconds a new car rolls out. During their visit they were shown the latest & most modern manufacturing facilities used for the production of world class cars. Maruti also organised a trip for the members a memorable visit to the world famous TAJMAHAL in Agra.



EML DEALERS SALESMEN TRAINING HELD

On December 30, 2006, Eastern Motors Ltd. (EML), parent establishment of Uttara Group of Companies and sole distributor of Bridgestone, worlds' most prestigious tyre and tube, organized a training program for the its sales team and member's of its valued dealers at Hotel Victory in Dhaka. Purpose of the training program was to develop tyre related technical skill of a salesman so that they could offer a best quality tyre to their highly valued customers. Mr. Zahurul Alam, DGM of EML and Mr. Fahmid Bin-Rahman with Mr. Kazi Obaidul Haque of Itochu Corporation jointly coordinated the training program. In the technical session, advanced parts of Bridgestone's Techno (T-370) and B Series (B-800) were demonstrated. About twenty-five salesmen of different dealer from Dhaka City participated in the program. At the end, all participants were awarded with gifts, prizes and certificates upon obtaining a feedback of the training.



BAJAJ – DISTINCTLY AHEAD

For over a quarter of a century, Uttara Motors Limited is successfully marketing 2 & 3 wheelers in Bangladesh. Fully modernised 14 Branches, 80 exclusive dealers and over one hundred authorized service stations are totally dedicated to promote and render required back-up service to the customers at the remotest part of the country. Recently these network has been undergoing a revolutionary change in their overall activities in line with standard set by Bajaj Auto Ltd., India. The branding taken up Uttara has been widely acclaimed by the customers. These new innovation has created a sense of complete trust & confidence amongst the users of Bajaj products and retail sales has been steadily increasing. In the month of August 2006 the dealers together with Branches achieved a record retail sale of 2048 nos. Motor-cycles. On 8th September 2006 Mr. Matiur Rahman Chairman & Managing Director of Uttara Motors Ltd. celebrated this feat by cutting a cake jointly

with Branch Managers where all the Directors, senior officials of the Group were present. He congratulated the Dealers, Branch Managers & Sales Executives for their outstanding efforts for the achievement & hoped that this forward march will gain further momentum in future.





INTRODUCING THE NEW SUZUKI SX4

Uttara Motors Limited has recently introduced the Suzuki SX4 Car in Bangladesh market. The SX4 vehicle's concept is entirely original, compounding - Suzuki's innovations in sporty compacts with the strong SMC tradition in light SUV manufacture. SX4 offers an excellent opportunity to upgrade two of our needs : efficient daily transportation and dynamic all round performance. The unique X-over (crossover) design suggests new dimensions of freedom, while the compact dimensions and crisp handling make it so easy to drive. Abundant proportions of comfort, convenience, and safety make it the sport X-over of the future. Wherever it takes you, the all round Suzuki SX4 fulfills your lifestyle. The Suzuki SX4 sporty compact heritage is apparent in its crisp, precise handling and comfortable, long distance cruising. Moreover, Suzuki's extensive development of engine and transmission technology shows in throttle response that makes driving a joy. Customers can easily

experience the SX4's well-balanced performance and discover the fun that lies ahead. During the premier display at Dhaka International Trade Fair the Suzuki SX4 grabbed a huge customer attention and appreciation.



PRODUCTION FEAT AT MENOKA MOTORS

One of the sister concern of Uttara Group of Companies, Menoka Motors Ltd. situated at BSCIC Industrial Area, Tongi, assembling plant of Bajaj Motorcycle, has reached the milestone of highest ever monthly production in November, 2006 since its operation. It produced 1,502 units of Bajaj Motorcycle of different models during the month. To celebrate this historic event and to acknowledge the efforts of the employees involved in the assembling line, Mr. Durand Mehdadur Rahman, Deputy Managing Director, visited Menoka Motors Factory and joined a simple ceremony on that day. Mr. A.K. Barua, Director (BD & CS) and Mr. Sudip Kumar Ray, AGM, In-charge MML factory was also present.



Mr. Durand Mehdadur Rahman thanked and appreciated all for this great achievement. He also urged them to keep up and improve upon this production flow in the coming months. He reminded that strict quality control and the service back-up has made Bajaj the No.1 motor-cycle in Bangladesh. He said both the assembly lines are now fully equipped with necessary tools & equipments. The facilities for PDI (pre delivery inspection) is also improved with installation of an emission testing machine where each & every assembled motor -cycles are tested and adjusted. He hoped with such a standard of operation and efficiency Bajaj will continue to be the market leader in future years.