



UTTARA NEWS

UTTARA
MOTORS
LTD

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FAREWELL TO A FRIEND

Mr. Yasunobu Miyanaga was assigned and deputed to the Dhaka Office of famous C. ITOH & Co. LTD. (TOKYO) in the year 1987. During his tenure in Dhaka till 1991 we have come in close touch with him. His association and co-operation in business as well as on personal level is unforgettable. His matrimony took place during these three years and association with his family also further strengthened. He is nice, sincere, friendly but punctual in his life which we cherish to remember for all time to come.



Dinner to say good-bye to Mr. Miyanaga at Hotel Sheraton.

In February 1991 he was transferred to his TOKYO OFFICE and the management of Uttara Motors Ltd bade him farewell in SHERATON PARK in Dhaka on 5-1-91. The farewell was graced by the personal presence of distinguished guests and his successors Mr. T. HIRONAKA. The farewell was arranged through cocktail and dinner. A few souvenirs were presented to MR. MIYANAGA. On his way back to Japan, Managing Director of Uttara Motors bade him goodbye at Zia International Airport on 11-1-91.

We wish him and his family a happy prosperous life.



Mr. Miyanaga, Mr. Hironaka and Mr. Mukhlesur Rahman, M.D. of Uttara Motors Ltd. at 'Top of the park'

UTTARA WELCOMES ENGINEERS' CONVENTION 1991



Kazi Motiur Rahman, G.M. Uttara Motors Ltd. Chittagong explaining to the guest.

Respectable engineers of the country held their "Convention 1991" in Chittagong at Engineers Institution at Lalkhan Bazar, inaugurated by chairman of Engineers Institution. The convention was highlighted by the mass gathering & attendance of 1200 engineers and their families from whole of Bangladesh. The convention committee was pleased to give us opportunity to display our various products in their premises.

Message



G. Suzuki
President
Isuzu Motors Overseas
Distribution Corporation



I thank Uttara Motors for marketing Isuzu vehicles in Bangladesh with wonderful leadership of Mr. Mukhlesur Rahman, Chairman and Managing Director

Isuzu vehicles are driven with high trust in about 140 countries of the world. This trust has been earned only with solid and persistent efforts of our dealers to grip our customers' hearts. I certainly hope that Uttara Motors will prove in Bangladesh this globally admitted confidence in Isuzu products and services. We will do our best to support Uttara Motors.

G. Suzuki
G. Suzuki

New Bajaj



bajaj-ALWAYS WITH BUYERS' CHOICE

BAJAJ AUTO LTD. (BAL) in its product-range have 3-wheeler Autorickshaw, 2-wheeler scooter (150 cc) Kawasaki Bajaj KB-100 RTZ Motorcycles (100 cc) and M-80 Motorcycles (80 cc). All these products are assembled by Menoka Motors Ltd. in Bangladesh and are being marketed since long time.



Keeping in view the modern-trend of rapidly changing developments, BAL changes models to suit the choice of modern buyers. Their BAJAJ "CHETAK" scooter with new look and new facilities is introduced to meet the sophistication of buyer's choice.

Have a look at the new CHETAK.

THE IDEAL MULTIPURPOSE VEHICLE



SUZUKI samurai 1300 cc

Extremely popular with people all over the world for their multi purpose use, great running ability, fuel economy and fun.

Birthday TINA'S BIRTHDAY

29 March is the birthday of Tina only daughter of Mr. Mukhlesur Rahman, Chairman and Managing Director of Uttara Motors Ltd. Her fourteenth birthday was celebrated at her father's Banani residence where close associates of Mr. Rahman were present to grace the birthday party. It was very pleasant occasion for TINA cutting the birthday cake in presence of the



Tina's birthday.

distinguished guests and well wishers. Every body wished her a long happy life.

DAILY MAINTENANCE AND INSPECTION

1 BRAKE FLUID LEVEL

IF THE LEVEL IS FOUND BELOW THE LOW LIMIT, MAKE SURE WITH THE SPECIFIED BRAKE FLUID PLEASE GET THE BRAKE FLUID FROM YOUR MARUTI DEALER ONLY.

2 WATER PUMP BELT TENSION & DAMAGE

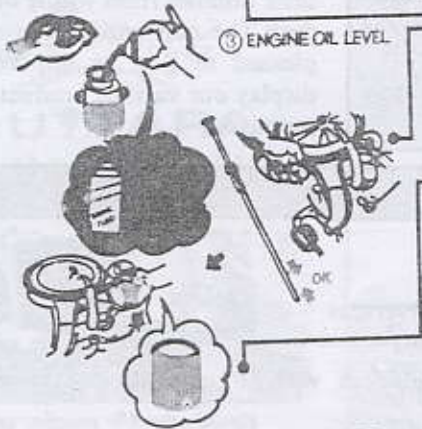


3 WASHER LIQUID LEVEL

4 WATER LEVEL

IF THE LEVEL IS FOUND BELOW THE LOW LEVEL LINE, REFILL THE WATER TO FULL LEVEL LINE.

5 ENGINE OIL LEVEL



6 BATTERY ELECTROLYTE LEVEL

IF THE LEVEL IS FOUND BELOW LOWER LIMIT MAKE SURE DISTILLED WATER UP TO THE SPECIFIED LEVEL AS REQUIRED.

TYRE PRESSURE 1.8 kg/cm² OR 23 psi at four wheels

PROPER TYRE PRESSURE



(0.083 in.)

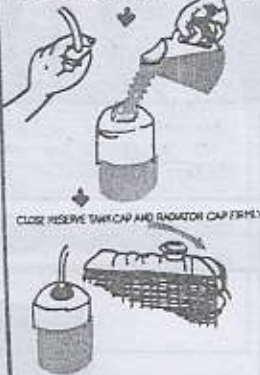
7 PLAY OF BRAKE PEDAL & PARKING BRAKE



USE DISTILLED WATER

8 TYRE PRESSURE & WEAR INDICATOR

WARNING: IT IS VERY DANGEROUS TO REMOVE THE SAFETY CAP WHEN THE ENGINE IS HOT BECAUSE VAPOR PRESSURE EXISTS ON THE COOLANT, AND THIS THERE IS A DANGER THAT STEAM AND HOT COOLANT WILL ESCAPE OUT AS SOON AS THE SAFETY CAP IS REMOVED THEREFORE, THE CAP SHOULD BE TAKEN OFF ONLY WHEN THE ENGINE IS COLD.



CHECKING THE TRANSMISSION FLUID LEVEL



ANNUAL Picnic

Cox's Bazar

Cox's Bazar was the selected venue of holding the annual picnic of our Chittagong Office where all from office & Factory attended with their families. It was a two-day's stay amidst funs, feasts, songs and dances in Cox's Bazar. Attractive prizes and cash money were awarded to successful participants in a lottery and the tug of war. Our Managing Director alongwith fellow directors and their families also participated in the picnic and its funs.

The Management was pleased to declare holiday for factory staff for the following day after the picnic. Every body including the staff of Eastern Motors Ltd. (Chittagong) and its dealers of "Bridgestone" tyres enjoyed it to the utmost.



Picnic at Cox's Bazar.



Families of Uttara Motor personnel at the Savar picnic.

Savar

A way from the madding crowd, Dhaka Office organised the annual picnic in the vicinity of Savar (Dhaka). It was a mass gathering alongwith M.D. & other Directors with their families. Families of other officers and staff joined this function with their kids also. It was a grand occasion with good-foods, drinks, funs, Meena Bazar. Sports

events were there as well. The tug of war was very enjoyable including the lottery which were awarded with beautiful prizes and cash money.

As the sun sets the joys of the picnic came to a close and it was time for all to return home with sweet memories of funs and games.



Tug of war between workshop and head office personnel



Mr. Motiur Rahman, Director, Uttara Motors Ltd and Mr. M.H Chowdhury, Director, Marketing at the picnic spot.

TOUR FOR SALES AND SERVICE PROMOTION

BOGRA - RANGPUR

From 4 to 6 March 1991 Managing Director and Director Operations made tours to Bogra, Rangpur and other adjoining areas. It was undertaken to find out markets for our products in those areas.

KHULNA - SATKHIRA

On their way back after ceremonial opening of Khulna branch on 19th Jan. 1991, Director Technical and DGM (ACCOUNTS) went to Satkhira and Jessore. In the small town of Satkhira there are good business activities where Mizan Tubewell-store has been assigned to look after interests of Uttara's products. On their way they also visited the Jessore branch.

SYLHET - SUNAMGONJ

Mr. Habibur Rahman Chowdhury, Director Technical visited our

Sylhet branch on February 2, 1991. Then he alongwith DGM-Sylhet Branch visited Sunamganj a new district humming with business. A dealer was chosen in Sunamganj for handling our products there. On their way back to Sylhet they visited Moulvi Bazar also.

JESSORE-KHULNA

Mr. Mujibur Rahman, Director, who recently has been assigned to Dhaka Office was eager to know about the areas and the prevailing market situation. So, Managing Director, Director operation alongwith him visited Jessore & Khulna on 13 March, 1991. On their way back to Dhaka they had a stop-over in Satkhira to see the work of our dealer there.

BOGRA-AREA

In order to widen our marketing in adjoining districts of Bogra

Mr. Quazi Matiur Rahman, G.M.-Chittagong branch made extensive tours in Joypurhat, Rangpur, Natore, Ishwardi and Thakurgaon alongwith the Manager of BOGRA-branch from 1st Feb. to 19 Feb. 1991. He had a very clear idea about the marketing prospects of our products in those areas.

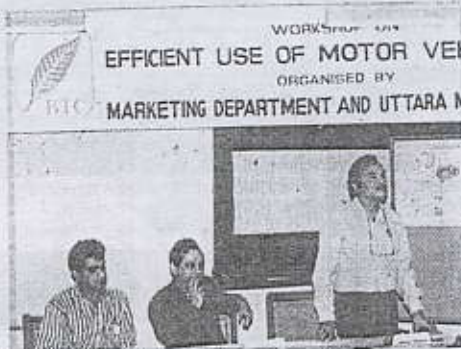
FARIDPUR-CHUADANGA MEHERPUR

At the direct initiative of Director Mr. Mujibur Rahman another sales-promotional tour was arranged. It was the most extensive tour covering areas of Faridpur, Jessore, Magura, Bagerhat, Satkhira and Chuadanga. Chuadanga was found to be a good market-place for chinese diesel engine. At the fag end of their tour, the directors alongwith Managing Director made a journey to Mujibnagar (Meherpur).

WORKSHOP ON "EFFICIENT USE OF MOTOR VEHICLES"

Bangladesh Tobacco Company (BTC), a multinational company having offices all over Bangladesh and being the largest cigarette manufacturers in the country has been using more than 30 vehicles of MARUTI-SUZUKI brands. BTC was pleased to request us to conduct basic maintenance training for the self-driven car owners to ensure safe & economic use of motor-vehicles.

Our technical Director Mr. Habibur



Mr. Habibur Rahman Chowdhury,
Director Technical conducting the workshop.

Rahman Chowdhury immediately responded and organised a course with the help of BTC-personnels in their training centre at Mohakhali, Dhaka between 27th and 28th March, 1991. The workshop was inaugurated by Mr. Habib Sattar Marketing Manager where Director technical of Uttara Motors Ltd., and his colleagues conducted the Course both theoretically and practically.

WELCOMING THE SUCCESSOR



Mr. T. Hironaka from TOKYO Office of CITOH & Co. LTD. was deputed in their Dhaka Office as the Successor of MR. Y. MIYANAGA. Mr. Miyanaga joined the Dhaka office, in year 1987. In the farewell party in top-floor of DHAKA SHERATON in honour and loving memory of outgoing Mr. Miyanaga, UTTARA MOTORS LTD. welcomed his successor MR. T. HIRONAKA.

New Branch UTTARA IN KHULNA



Opening ceremony of Khulna Branch

Since inception of Uttara Motors Ltd., in 1969 at JESSORE, need for a Branch in Khulna was felt. Though late, finally we opened our new office there to serve our clients in the Khulna region. The opening function was attended by the elites



ISUZU MOTORS OVERSEAS DISTRIBUTION CORPORATION

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February 27, 1991

To : Mr. Mukhlesur Rahman
Uttara Motors Ltd.

Dear Sir,

We are pleased to advise you that your sales performance shown in 1990 was achieved the sales objectives given by us.

We wish to express our sincere congratulation for your fine sales result and also as a token of our appreciation, although belated, we are going to send you the "1990 Sales Target Achievement Award" under separate cover.

Thank you again and we do hope that we will be able to have the privilege of sending sales award for 1991 performance to your dealership again.

Sincerely yours,

Ralph Yamagiwa
Executive Vice President

of the Khulna city. The Deputy Commissioner of Khulna inaugurated the new office as Chief guest on 17th January 1991. In his brief deliverence, the Chief guest wished continued progress and prosperity of the organization. Our Director Technical organised the overall function where DGM (accounts) Mr. Aman Ullah Miazi also attended the inagural function.

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

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