



From ASEAN to the World

Scaling Bus
Manufacturing for
Global Competitiveness



GEMILANG COACHWORK

顺丰客车

The leading environmentally friendly bus and bus manufacturing in Asia Pacific



THE INDUSTRY IS CHANGING

ASEAN is moving
from cost base
to strategic
manufacturing
partner.



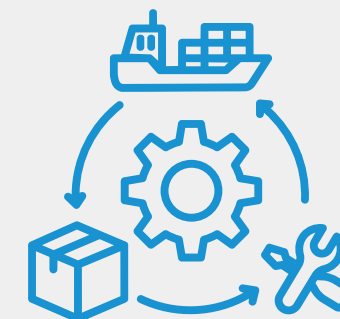
Electrification



Localisation



**Geopolitical
Shifts**



**Supply Chain
Redesign**

GEMILANG'S GLOBAL LEARNING CURVE

We have seen this evolution firsthand.



WHY THIS MATTER ?

Global success depends on systems, not just production.



PRODUCTION SCALABILITY

CURRENT CAPACITY

500 Unit/Year

DISTRIBUTED MODEL

Partner Assembly
Plants

SCALABLE CAPACITY

1500 Unit/Year

Factory

**Pre-engineered
body kits**

**External assembly
plants**

Final Delivery

Capacity is no longer defined by factory size.
It is defined by how fast your manufacturing system can multiply.



**From ASEAN
to the World**

Scaling Bus
Manufacturing for
Global Competitiveness



Australian Government



COMPLIANCE

Its starts at design stage.

- ISO 9001 : 2005
- Conformity of production
- Australian Design Rules (“ADRs”)
- UN ECE Regulations
- R10, R43, R46, R48, R107
- GSO Standardisation Organisation (“GSO”)

ZERTIFIKAT • CERTIFICATE • 証明書 • СЕРТИФИКАТ • CERTIFICADO • CERTIFICAT

CERTIFICATE

The Certification Body
of TÜV SÜD Asia Pacific TÜV SÜD C
certifies that



Gemilang Coachwork Sdn
PTD 42326 Jalan Seelong, Mukim 5
MY - 81400 Senai, Johor

has established and applied
a Quality Management System to:

Design and Manufacture of Bus Body and Axle

An audit was performed, Report No. 721

Proof has been furnished that the requirements

ISO 9001:2015

are fulfilled. The certificate is valid from 2020-01-01

Certificate Registration No.: TÜV9001 1:
2019-12-13

H. Holz
Certifying Body
TÜV SÜD Group

(GEMILANG COACHWORK SDN BHD) (GEMILANG COACHWORK SDN BHD)



TÜV SÜD Automotive GmbH
Friedenstraße 199
D-69126 Mannheim



Prüfbericht Nr. / Test report no.: 13-00312-CC-BWG-01
Hersteller / Manufacturer: Gemilang Coachwork Sdn Bhd
Ptd 42326 Jalan Seelong, Malaysia
Typ / Type: Scania NK series

Prüfbericht Test report

Nr. / No. 13-00312-CC-BWG-01

gemäß Regelung der Wirtschaftskommission für Europa über /
according to the Regulation of the Economic Commission for Europe relating

einheitliche Bedingungen für die Genehmigung von Kraftfahrzeugen /
uniform provisions for the approval of large passenger vehicles with
regard to the strength of their substructure

ECE R 66 vom / of 21.12.1986

zuletzt geändert durch / as last amended by

Änderung 02 / Amendment 02 vom / of 19.06.2010

Genehmigungsstatus / Approval status		
Genehmigungsnummer / Number of approval	Datum / Date	
ECE	—	—

Standort des Prüfberichts / Location of the Test Laboratory: TÜV SÜD Automotive GmbH
Gottlieb-Daimler-Straße 7
D-70794 Filderstadt

Name und Anschrift des Auftraggebers / Name and address of customer: L&L Ingenieurgesellschaft mbH
Leinfelden-Echterdingen 60
D-70771 Leinfelden-Echterdingen

Akkreditiert von der Bundesanstalt für Normen und Standards, Bundesrepublik Deutschland, unter DIN-Registrierenummer: BIA-P 00001-00 / Seite 1 von 1
Accredited by the DIN-Registrierenummer body of Kraftfahrt-Bundesamt, Federal Republic of Germany, registration-number: BIA-P 00001-00



Australian Government
Department of Infrastructure and Transport

Gemilang Coachwork Sdn Bhd
Ptd 42326 Jalan Seelong
Mukim Senai 81400 Senai Johor
MALAYSIA

ATTENTION: Mr Edward Pang

Dear Mr Pang

I refer to the recent submission(s) for the Approval number 44586, held by Gemilang Coachwork Sdn Bhd.

Please find attached a list of evidence items which have been appended to this Approval. Please note, if there were other evidence items included in your submission(s) which are not listed here, those items are not yet considered to form part of your Approval.

Yours sincerely

Martin Handley

Martin Handley
Associate Administrator of Vehicle Standards
19 September 2013





**From ASEAN
to the World**

Scaling Bus
Manufacturing for
Global Competitiveness



CUSTOMER CONFIDENCE

Logistics



Parts

Documentation

Aftersales

Commisioning



**From ASEAN
to the World**

Scaling Bus
Manufacturing for
Global Competitiveness



AGILITY



**COST
EFFICIENCY**



**ASEAN
COMPETITIVE
ADVANTAGE**

Flexibility is ASEAN's
competitive advantage.

**LOCALIZATION
READINESS**



HOW GEMILANG ARCHIEVE THIS?

There were several important decisions.

PARTNERSHIP

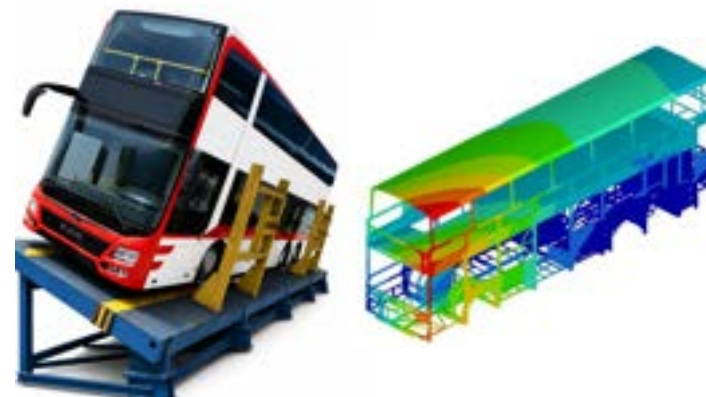
 **ST Engineering**



ENGINEERING



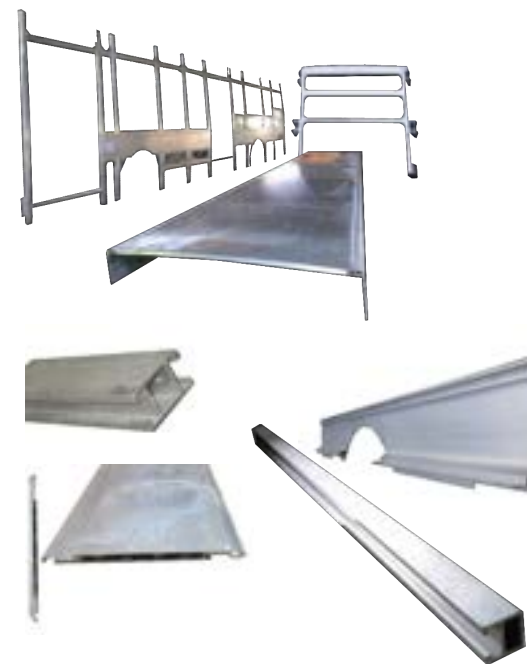
Design



Homologation

STANDARDISE

Bodykits



EXPANSION

Export Market

- UAE
- Australia



SUCCESS ENABLERS?

Several enablers were essential.

FOCUS

We stayed specialised
in bus body engineering.

ADAPTABILITY

We developed strong
customization capability.

INNOVATION

We entered electric bus
integration early.

PEOPLE

Systems only work when
supported by skilled
teams.

TO CONCLUDE :

**Global competitiveness is not about where you manufacture.
It is about how reliably you can deliver complete solutions.**

**At Gemilang, our journey shows that ASEAN manufacturers can
compete globally by combining:**

- Strong Engineering
- Scalable Systems
- Compliance Capability
- Strategic Partnership

The future will not belong only to the largest factories.

It will belong to manufacturers who can scale intelligently and deliver consistently.

An aerial photograph of a large industrial complex. The main building has a flat roof covered with numerous solar panels. To the right, there is a large parking lot with several cars parked. In the foreground, a smaller building with a corrugated metal roof is visible, featuring the 'GEMILANG COACHWORK' logo and Chinese characters. The entire image has a light blue overlay.

And ASEAN is ready for that role.