



## Press Release

### **Tan Chong Motor Group Enters Strategic Partnership with SGM Wuling to Launch TQ WULING Brand in Malaysia**

*Kuala Lumpur, 5 May 2025* – Tan Chong Motor Holdings Berhad (Tan Chong Motor Group or the Group) today announced the introduction of the TQ WULING brand in Malaysia. This marks a significant milestone through a strategic alliance with SAIC GM Wuling Automobile Co Ltd (SGM Wuling), a leading Chinese automotive company known for producing electric cars and plug-in hybrids to internal combustion models, along with versatile people-movers and functional commercial vehicles.

The strategic partnership was formalised by Tan Chong Motor Group represented by its Group Chief Executive Officer, Daniel Ho, and SGM Wuling represented by Tang Wensheng, President of PT SGMW Motor Indonesia and Sun Dazhi, Commercial Director of Overseas Business and Engineering Center, SGMW. The landmark event was officiated by Yang Berhormat Tuan Loke Siew Fook, Minister of Transport, underscoring the Group's commitment to advancing the nation's automotive industry.

The collaboration marks a significant step in strengthening Malaysia's automotive industry by leveraging Tan Chong Motor Group's extensive manufacturing expertise and robust distribution network, along with SGM Wuling's innovative vehicle technologies. Branded locally as TQ WULING, this new marque aims to offer high-quality, locally made vehicles that meet the evolving needs of Malaysian consumers while bolstering the nation's automotive ecosystem.

"TQ WULING reflects our commitment to innovation and sustainability in delivering quality mobility solutions accessible to all Malaysians. Our collaboration with SGM Wuling marks a significant step in expanding TQ WULING's local footprint and contributing to the local economy by producing the vehicles locally here in Malaysia. Our goal is to position the TQ WULING brand as a preferred brand for value-driven and urban drivers," said Daniel Ho, Group CEO of Tan Chong Motor Group.



### **TQ WULING's first model: affordable, practical and stylish EV**



The first vehicle under the TQ WULING brand is the highly anticipated Bingo EV, a compact and affordable electric vehicle (EV) tailored for urban and daily commuting, which will be marketed as TQ WULING Bingo in Malaysia.

Scheduled to launch in Q4 2025, the TQ WULING Bingo offers advanced technology, efficient performance and zero emissions. To make EV ownership more attainable for Malaysians, Tan Chong Motor Group is targeting to price the TQ WULING Bingo at a competitive price point of below RM100,000, aligning with national efforts to promote an accessible and sustainable means of transportation.

"SGM Wuling has always been dedicated to building high-quality practical and affordable vehicles. The partnership allows us to bring our EV technology to Malaysia with confidence. With our expertise in EVs, combined with Tan Chong Group's strong market presence and manufacturing strength, we are excited to support Malaysia's green mobility transition and bring sustainable driving solutions to local consumers," said Tang Wensheng, President of PT SGMW Motor Indonesia. "ASEAN region is a key market for SGM Wuling's overall strategic plan with key focus on Indonesia, Thailand and Malaysia."

### **Production and distribution**

The TQ WULING Bingo and future TQ WULING models will be locally assembled at the Group's established automotive production facility in Segambut for domestic consumption for a start with export potential. This approach reinforces the Group's commitment to localisation by integrating Malaysian-sourced components, enhancing supply chain efficiency and reducing production costs.



Through TQ WULING, Tan Chong Motor Group will oversee nationwide distribution, establish a robust aftersales network, and manage local assembly operations to ensure a seamless ownership experience for Malaysian consumers.

Since its establishment nearly 50 years ago, Tan Chong Motor Group's plant has produced over one million vehicles. Throughout the decades, its production facilities have consistently demonstrated a strong commitment to quality, earning internationally recognised certifications such as the ISO 9002 Quality Management System and successive ISO upgrades. These achievements underscore the Group's ongoing dedication to maintaining stringent quality standards and manufacturing excellence.

### **Supporting Malaysia's green mobility goals**

The introduction of the TQ WULING Bingo directly supports Malaysia's National Energy Transition Roadmap (NETR) and Low Carbon Mobility Blueprint, reinforcing the nation's commitment to EV adoption. Tan Chong Motor Group is engaging with government bodies and infrastructure partners to expand EV charging networks and foster a sustainable transport ecosystem.

### **A strong foundation for the future**

With the expansion of the TQ WULING, Tan Chong Motor Group is reaffirming its position as a driving force in Malaysia's automotive sector. The brand's growth is expected to generate employment opportunities, promote knowledge transfer and support local supply chain growth, contributing to the country's economic and industrial development.

For more information about TQ WULING and the TQ WULING Bingo, visit [www.tqwuling.my](http://www.tqwuling.my) or follow our social media for our latest updates on [Facebook](#), [Instagram](#) and [TikTok](#).

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### **About Tan Chong Motor Holdings Berhad (TCMH)**

Incorporated in 1972 and listed on the Main Market of Bursa Malaysia Securities Berhad in 1974, TCMH is today one of Malaysia's largest conglomerates with extensive operations across the globe. The Group is widely recognised as a pioneer in the Malaysian automotive industry, and is renowned for delivering reliable product quality, design and exceptional value.

[www.tanchonggroup.com](http://www.tanchonggroup.com)

### **About SAIC-GM-WULING**

SAIC-GM-Wuling Automobile Co Ltd (SGM Wuling) is a joint venture of SAIC Motor Co.Ltd, GM China and Guangxi Automobile Group Co. Ltd. SGM Wuling's roots starts in Liuzhou Power Machinery Factory, which was founded in 1958. Adhering to the philosophy that "Wuling builds what people need," SAIC-GM-Wuling has been the top-selling single vehicle manufacturer in China for 14 consecutive years achieving a total sales volume of more than 29 million vehicles. SGMW promotes the benefits of China's new energy vehicle industry to reach people worldwide.



### **About TQ WULING**

TQ Manufacturing Sdn. Bhd. (TQ) is a wholly owned subsidiary of Tan Chong Motor Holdings Berhad, established to lead the Group's collaboration with SGM Wuling (SAIC-GM-Wuling). This partnership is branded as TQ WULING, representing Tan Chong's commitment to quality, accessibility, and innovation. TQ WULING focuses on delivering cost-efficient, reliable vehicles tailored for Malaysian consumers, in line with the Group's vision of advancing mobility solutions across the region.

[www.tqwuling.my](http://www.tqwuling.my)