

## **CHANGAN AUTOMOBILE PARTNERS WITH INDOMOBIL TO DEVELOP AND DISTRIBUTE CHANGAN VEHICLES IN INDONESIA**

Jakarta, February 21, 2025 – Changan Automobile, one of the leading automotive manufacturers in China, has officially signed a strategic partnership with Indomobil Group through a Distributor Agreement to distribute Changan vehicles in Indonesia. The signing ceremony of this agreement was held in Jakarta on February 21, 2025.

Changan Automobile, through its wholly-owned subsidiary Mobitech Co., Ltd., which is involved in international import and export trade as well as overseas market operations, has established this partnership with Indomobil Group. Meanwhile, Indomobil Group, through its subsidiary PT IMG Sejahtera Langgeng, will be responsible for the distribution and sales of Changan vehicles in Indonesia.

This collaboration aims to provide innovative mobility solutions with high-quality, efficient, and modern vehicles for the Indonesian market.

“Indomobil is proud to announce a strategic partnership with Changan Automobile to bring high-quality vehicles to the Indonesian market. With our extensive experience in the automotive industry and strong distribution network, we are committed to delivering quality and reliable vehicles to the Indonesian people,” said Andrew Nasuri, Director of Indomobil Group.

### **Changan Automobile and the Potential of the Indonesian Vehicle Market**

Changan Automobile is one of the largest automotive manufacturers in China with a long history of innovation and vehicle technology development. Focusing on high-quality and modern vehicles, Changan offers products that align with global trends and meet the needs of the Indonesian market.

Mr. Shen Xinhua, General Manager of Changan Southeast Asia Business Unit, stated, “Indonesia is a very promising market for both passenger and commercial vehicles. We are excited to partner with Indomobil, which has vast experience in distributing vehicles in Indonesia. We believe this partnership will bring great benefits to Indonesian consumers and accelerate vehicle adoption.”

### **Indomobil – Changan Strategy: Strengthening Innovation and the Indonesian Automotive Industry**

Indomobil is committed to strengthening its position in the Indonesian automotive industry by forming a strategic partnership with Changan, one of the leading automotive brands from China. This collaboration aligns with Indomobil’s vision of introducing innovative and high-quality vehicles to the Indonesian market.

With strong infrastructure, including its own factories, a wide aftersales network, and experienced workforce, Indomobil is ready to ensure Changan's success in Indonesia. This partnership will bring a variety of vehicles designed to meet the needs of Indonesian consumers, with a focus on advanced technology, modern design, and innovative mobility solutions.

As part of Salim Group, Indomobil has an advantage in its solid business ecosystem to support sustainable growth. By leveraging these strengths, Indomobil and Changan will work together to introduce products that complement the existing automotive market while contributing to the development of both passenger and commercial vehicles in Indonesia. This partnership is a significant step toward a more innovative and competitive automotive industry in the country.

### **The Future of the Changan and Indomobil Partnership**

This cooperation marks the beginning of introducing Changan vehicles to Indonesian consumers, with the potential for further expansion in the future. Indomobil and Changan will continue to work together to develop marketing strategies, increase market penetration, and explore the possibility of local assembly in Indonesia to support the country's sustainable automotive industry.

With this collaboration, Indomobil and Changan are optimistic about making a positive contribution to the development of both passenger and commercial vehicle industries in Indonesia.

---

### **About Changan Automobile**

CHANGAN Automobile, one of China's leading car manufacturers headquartered in Chongqing, China, achieved a global sales record of over 2.6 million vehicles in 2024, its best performance in seven years. Ranked #1 Chinese brand in J.D. Power's 2023 China Sales Satisfaction Index, CHANGAN is committed to cutting-edge technology, safety, superior performance, and environmental responsibility. CHANGAN's vision is to build a world-class car brand and is now transforming into an innovator of sustainable mobility.

### **About Indomobil Group**

PT Indomobil Sukses Internasional Tbk (Indomobil) is one of the largest and most integrated automotive groups in Indonesia. As a subsidiary of Salim Group, Indomobil has extensive access to the national automotive market. Indomobil Group has implemented significant horizontal and vertical integration in its business, enabling the company to expand its market share, diversify its products, and significantly improve operational efficiency.

With vast experience in handling various vehicle brands, Indomobil has over 300 dealers and aftersales service points spread across Indonesia. Today, Indomobil has strong infrastructure and a wide distribution network, ensuring that Changan vehicles are available in various regions of Indonesia, allowing more consumers to benefit from high-quality vehicles.

Also, Through a long history in the automotive industry and a commitment to market growth, Indomobil plays a key role as the ideal partner for Changan in expanding its presence in Indonesia. The two companies are committed to providing innovative and modern transportation solutions in line with the future of the automotive industry.

For more information, please contact:

Jason Djauhari

08521 8185 1795