



## **PERSATUAN AUTOMOTIF MALAYSIA**

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### **FOR IMMEDIATE RELEASE**

#### **AL-FATIHAH**

#### **ANNOUNCING THE DEMISE OF YBHG DATUK AISHAH AHMAD**

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It is with great sadness we announce that our beloved President, YBhg Datuk Aishah Ahmad Badjunaid, has passed away peacefully on 2<sup>nd</sup> February 2023 morning in Jeddah and will be buried in Saudi Arabia today.

Datuk Aishah's passing is indeed a great loss, not only to all members of the Malaysian Automotive Association (MAA) but also the entire automotive industry.

Highly respected within the local automotive industry as well as by her foreign counterparts in ASEAN, APEC and the Malaysian Government, Datuk Aishah was a legend and one of the leading automotive personalities who devoted the best years of her life contributing to the growth and development of the Malaysian automotive industry with her vision, dedication, and passion.

Helming the position since 1991 (when MAA was still known as the Malaysian Motor Traders Association or MMTA), Datuk Aishah had spearheaded the growth of the MAA to be the leading automotive industry association in Malaysia.

Under her stewardship, the MAA had grown in terms of stature, memberships, and resources. With her leadership and strong commitment, the association has engaged in numerous dialogues, discussions and proposals with the government to resolve industrial issues and review policies to support the expansion and sustenance of automotive industry in Malaysia.

Besides being the President of MAA, Datuk Aishah is also the Chairman of the **Automotive Federation Malaysia (AFM)** since 1998 till now. *(AFM is the umbrella association for MAA, the Malaysian Automotive Component Parts Manufacturers (or MACPMA) and Motorcycle and Scooter Assemblers & Distributors Association of Malaysia or MASAAM).*

Her more than 30 years of service and dedication to MAA as well as to AFM had enriched the organisations with her wisdom and extensive experience. As President and Chairman respectively, she made it a point to listen to all members, know their concerns, and share with them her wide knowledge and experiences in many fields. She is very responsive in bringing up common issues to various government departments which benefitted the automotive industry.

At the regional level, Datuk Aishah has served as President of the **ASEAN Automotive Federation (AAF)** for the three terms i.e., 2000 - 2002; 2008 - 2010, and 2015 - 2017. Under her leadership, the AAF has also grown in stature and size. During Datuk Aishah's presidency in 2015-2017, the AAF has successfully managed to recruit the Automotive Association of Myanmar (AAM) and Cambodia Automotive Industry Federation (CAIF) as members, thus bringing the complete ten ASEAN member states industry associations into AAF.

On the professional front, Datuk Aishah has over 40 years of experience in the automotive industry. This makes her one of the longest serving individuals to be involved in the automotive industry. She started her career in mid-1970s with Inchcape Group of Companies in Malaysia. Then she joined Ford Malaysia, Tractors Malaysia and finally retired in 2021 when she was with the Sime Darby Motors Division. Despite her retirement, Datuk Aishah continued to serve as Board Member for Sime Darby Group of Companies.

On behalf of the Council, Members and staff of the Malaysian Automotive Association (MAA), we extend our most heartfelt condolences and deepest sympathies to Datuk Aishah Ahmad's family.

*"Semoga Allah Mencucuri Rahmat Ke Atas Roh Beliau"*

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