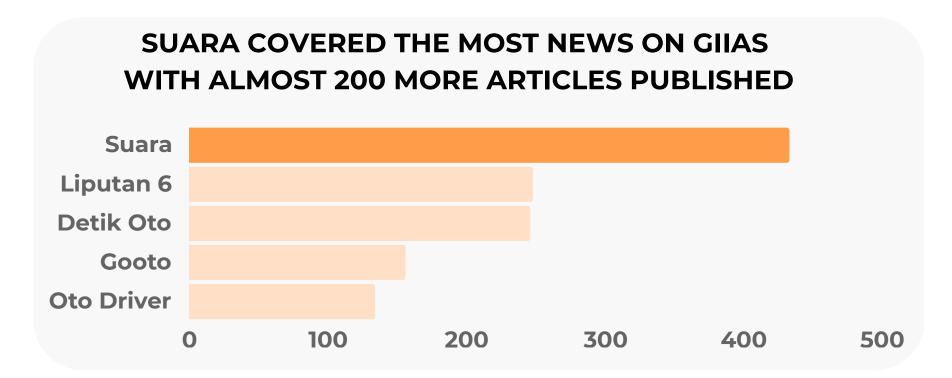


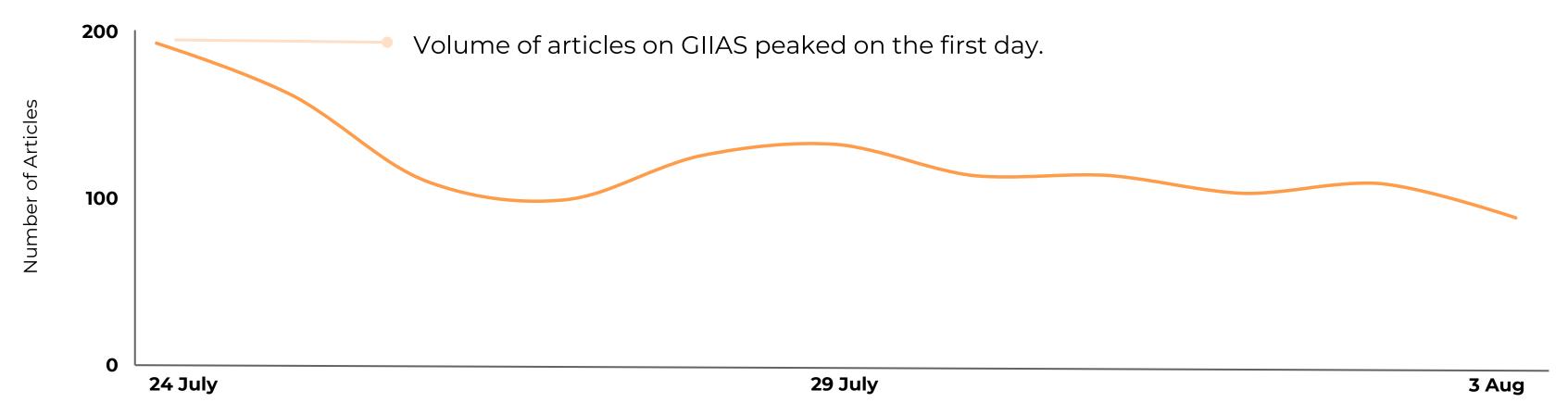


## THE GAIKINDO INDONESIA INTERNATIONAL AUTO SHOW SAW STEADY ARTICLE COVERAGE THROUGHOUT THE WEEK.

The Gaikindo Indonesia International Auto Show (GIIAS), is an annual auto show held in Indonesia since 2015.

The 32nd GIIAS was held from 24 July to 3 August 2025 with 63 different exhibitor brands.

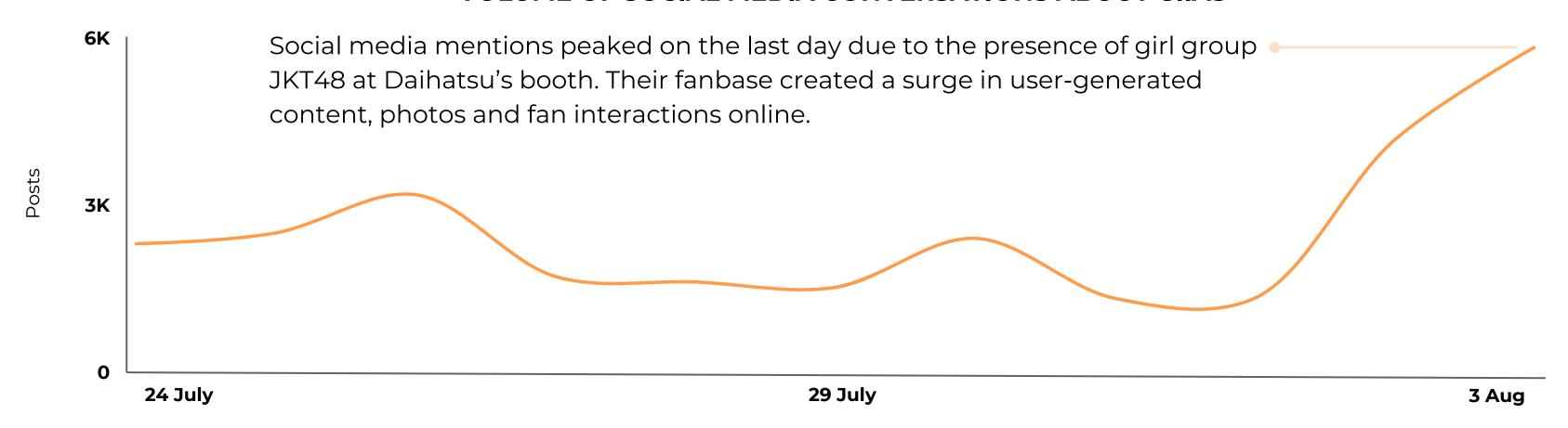






## WHILE GIIAS ARTICLES PEAKED ON DAY ONE, SOCIAL MEDIA MENTIONS PEAKED ON THE FINAL DAY.

#### **VOLUME OF SOCIAL MEDIA CONVERSATIONS ABOUT GIIAS**



#### THE TOP INFLUENCERS ARE ON YOUTUBE, HIGHLIGHTING HOW VIDEO JOURNALISM IS SHAPING THE FUTURE OF INDONESIA'S AUTOMOTIVE MEDIA LANDSCAPE.



**Daihatsu Indonesia** 

Facebook

Engagement: 23.9K



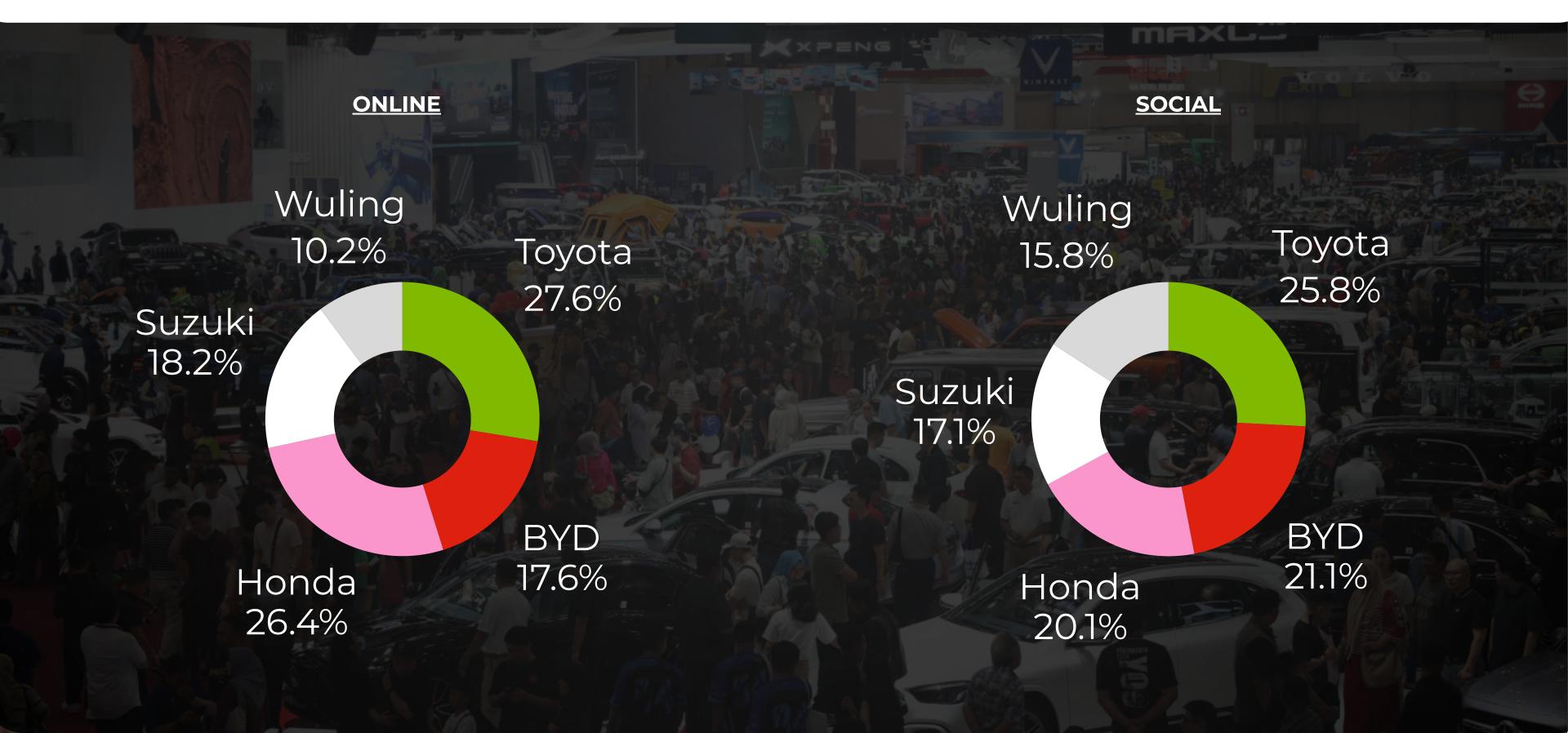
Otodriver

YouTube

Engagement: 14.4K



#### WHICH BRANDS STOOD OUT AND WHY?

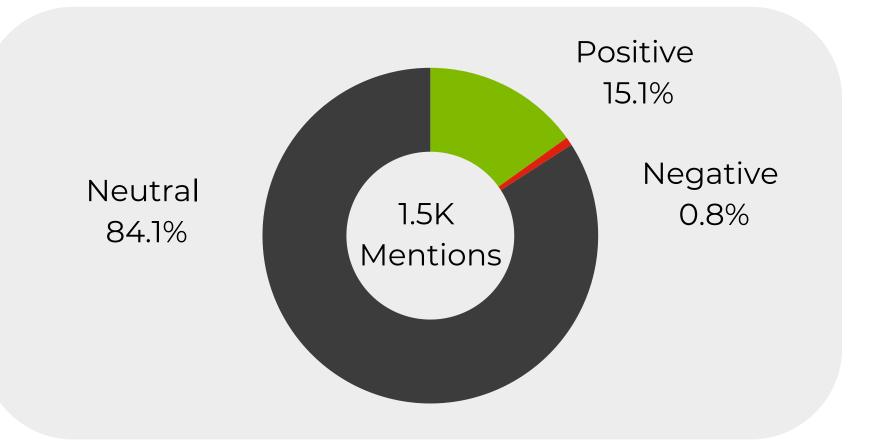




## TOYOTA RECEIVED THE MOST MENTIONS IN ARTICLES AND ON SOCIAL MEDIA.

- The media showcased Toyota's new models including the Urban Cruiser BEV, bZ4X, and Corolla Altis HEV GR Sport, highlighting their push in electrification.
- As a part of their electrification strategy, the media highlighted the bZ4X EV and hybrid lineups, reinforcing Toyota's role in Indonesia's EV transition.
- Toyota targeted family-oriented consumers, promoting experiences like Rangga Camping Photoground and Gacha games, and emphasising family-friendly vehicle features.





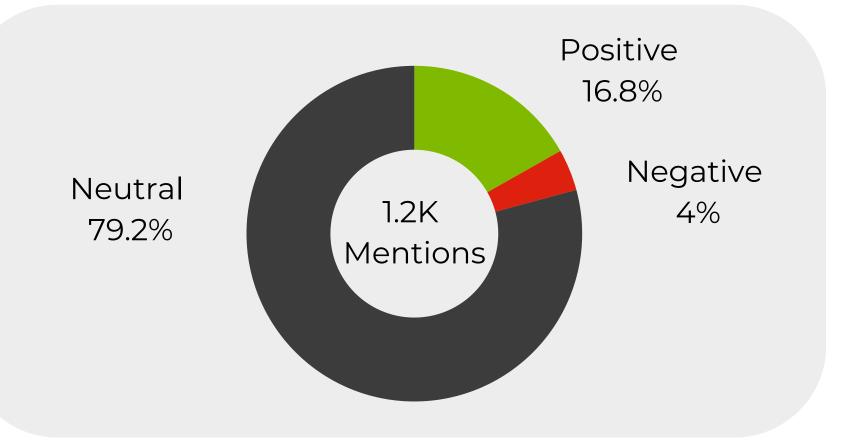




# WHILE BYD'S ATTO I RECEIVED MAJOR COVERAGE, IT ALSO DROVE NEGATIVE SENTIMENTS FOR THE BRAND.

- The main highlight of BYD's presence at GIIAS 2025 is the launch of the BYD Atto 1, an affordable electric city car aimed at urban drivers.
- However, some consumers are experiencing value dissonance questioning whether the Atto 1's price is justified by its features and performance.
- On social media, BYD Indonesia used its social media channels to highlight the booth experience, share customer testimonials, and provide real-time updates from GIIAS 2025.
- BYD also promoted contests, giveaways, test drives, and direct appointment scheduling with local dealerships.





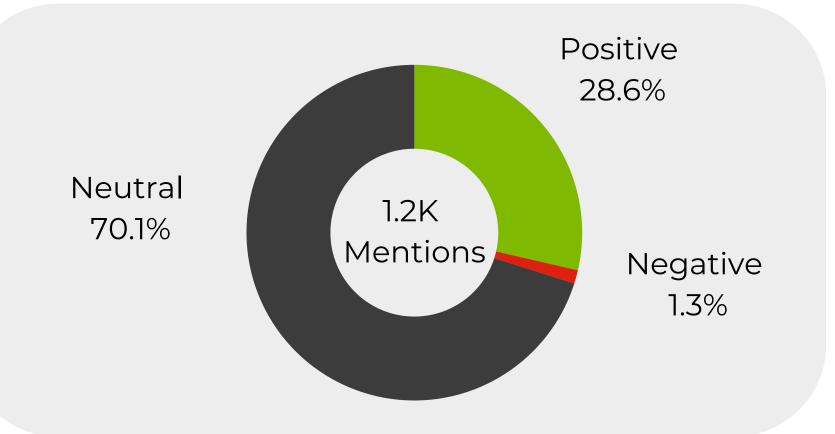




# HONDA RECEIVED THE MOST POSITIVE ATTENTION ON SOCIAL MEDIA FOR ITS WELL-BALANCED PRODUCT LINEUP. AND EDUCATIONAL OUTREACH.

- Honda was prominently featured at GIIAS 2025, showcasing key models such as the Step WGN e:HEV, the Prelude, and the CR-V HEV, along with the Honda PCX motorcycle.
- The Step WGN was positioned as a competitive MPV offering, drawing attention for its hybrid technology and spacious design.
- The return of the Honda Prelude generated buzz, appealing to both enthusiasts and new buyers with its sporty hybrid concept.
- Beyond product showcases, Honda engaged students through educational initiatives, highlighting its investment in nurturing future automotive talent.





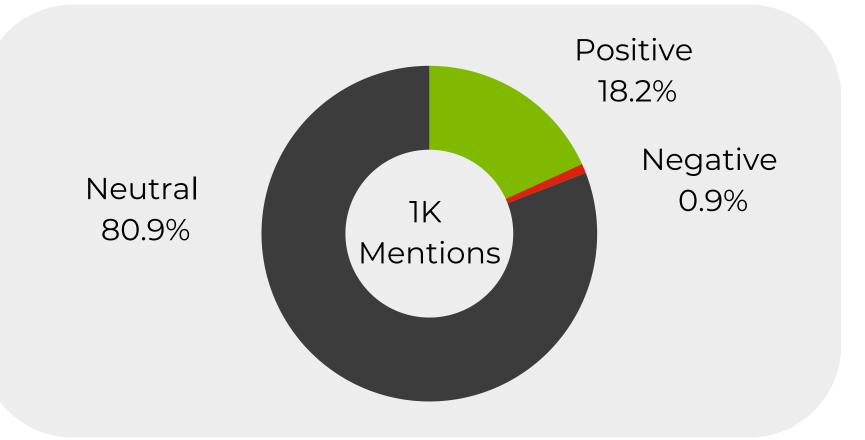




# SUZUKI STOOD OUT BY BALANCING LONG-TERM EV AMBITIONS WITH SHORT-TERM HYBRID SOLUTIONS.

- Suzuki focused heavily on its electric and hybrid vehicle strategy, showcasing the Suzuki eVITARA and the Fronx Hybrid as major highlights at GIIAS 2025.
- Alongside the eVITARA, Suzuki also promoted a broad lineup including the Grand Vitara, New XL7 Hybrid, and All New Ertiga reinforcing its eco-friendly product strategy.
- Suzuki leveraged media platforms and event coverage from CNNIndonesia, Kompas.com, and YouTube creators to amplify interest in its sustainable vehicle offerings.
- In addition, Suzuki offered attractive promotional incentives such as e-money bonuses, trade-in programs, and FLAZZ card offers to support customer conversions at the event.









## WULING POSITIONED ITSELF AROUND REAL-WORLD FAMILY NEEDS WITH PRACTICAL AND TECH-RICH FEATURES.

- Wuling is placing a strong focus on the launch of the new Cortez Darion MPV, available in both EV and PHEV variants.
- It is marketed as a family-friendly vehicle with the brand highlighting its spaciousness, convenience, and techforward design.
- On social media, Wuling is actively encouraging prebookings, test drives, and booth visits.
- Other campaigns included giveaways (with prizes like a BinguoEV), interactive experiences and influencer collaborations.



