

VEHICLE DEVELOPMENT

THE PROCESS, PROJECT, AND PERFORMANCE



HAMBALI BOEJANG

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ISBN: 978-629-7658-75-9

FIRST PUBLISHED 2024

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Member of the Malaysian Scholarly Publishing Council (MAPIM)

Member of Malaysian Book Publishers Association (MABOPA)

Member of Clarivate Analytics

Editor and Proof Reader Rahimah Abdul Hamid	
No. Aksesan 87519693	No. Pengekalan TL 240 -H36
Manuscript Editor: Mohd Hafiduddin Yusof	
Book Cover Designer and Typesetter: A.S. Jaffar	
07 APR 2026	
hnd/0804/8	

Published and Printed in Malaysia by:

Penerbit UTeM Press

Universiti Teknikal Malaysia Melaka

Hang Tuah Jaya, 76100 Durian Tunggal, Melaka, Malaysia.

Tel: +606 270 1241 Fax: +606 270 1038



Cataloguing-in-Publication Data

Perpustakaan Negara Malaysia

A catalogue record for this book is available from the National Library of Malaysia

ISBN 978-629-7658-75-9

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VEHICLE DEVELOPMENT THE PROCESS, PROJECT, AND PERFORMANCE

This book is about the new product development process and project that were adopted and practiced by a small-volume car producer in Malaysia. It highlights the importance of a formal new product development process to ensure product success. With the adoption of the concurrent engineering principles, this car producer managed to sustain its product success. The vehicle development process varies between project categories. Thus, the car producer used different approaches to mitigate the challenges of the product development project characteristics. This book also introduced a method to measure the product development performance. The measurements for the product success are based on the effectiveness and efficiency of the new product development project goals.

A book specifically focuses on vehicle development is not easy to find in the market. This is an engineering and technology book written by a local author who has investigated how a small-volume car producer implemented and executed its formal new product development process and project.

This book is unique as it includes a seldomly discussed topic in product development which is the product development performance. This book would be an option or reference for engineering and technology students in various institutions. This book provides relevant information to product development practitioners, and academic as well as management professionals who seek knowledge and information about the vehicle development process. This book is based on the author's accumulated experience as a product developer and academic.



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Website : www.utm.edu.my/penerbit
Books Online : utembooks.utm.edu.my
Email : penerbit@utm.edu.my

ISBN 978-629-7658-75-9



04000

9 786297 658759