**The automotive industry in Indonesia could produce more than 1.3 million units this year, up from 1.2 million in 2024, employing 1.5 million people**

*In recent years, the island of Java has become one of the growth hubs for the sector in Southeast Asia and one of the drivers of the Indonesian economy, to which it already contributes 10% of its GDP.*

*Sarens is contributing to the construction of a new BYD manufacturing plant in Subang, which will produce more than 150,000 electric vehicles per year as part of the Chinese brand's expansion in Southeast Asia.*

The automotive industry will continue to be one of the main drivers of the Indonesian economy in 2025, already contributing 10% of GDP. According to forecasts by GAIKINDO, Indonesia's automotive industry association, sales in the country are expected to exceed one million units this year, while vehicle manufacturing could reach 1.3 million, up from 1.2 million in 2024, with a significant weight in the manufacture of electrified models, in a sector that already employs more than 1.5 million people in the country.

Although 2024 saw a year-on-year decline of 13.9% in car sales in the country, exports to more than 90 countries, which increased by 7% in the first half of 2025, anticipate steady growth this year, thanks to the implementation of subsidies for the purchase of electric and hybrid vehicles and the expansion of industrial zones in western and central Java.

One of the main growth areas for the industry across the Asian sector is the island of Java. Sarens, world leader in heavy lifting, engineered transport and crane rental services, is currently participating in the construction of a new manufacturing plant for the Chinese firm BYD in Subang, West Java, which will produce up to 150,000 electric vehicles per year once it is operational in the first quarter of 2026.

For this project, Sarens, working on behalf of PT. Atmojo Putra Perkasa, moved various mobile and all-terrain cranes from its facilities in Cilegon, including an LR 1350-1 LN unit with a maximum capacity of 350 tons, which will be responsible for lifting various materials needed for the construction of the new factory, in tasks that will continue until the end of this year.

According to Denny Boy Purba, Key Account Manager at Sarens in Indonesia, "no project is without its challenges, but our team's high level of technical and technological expertise has enabled us to anticipate and overcome the difficult weather conditions we encountered in the first few months of our work, ensuring maximum efficiency and that all our tasks are carried out to the highest standards of quality and safety. We thank PT. Atmojo Putra Perkasa for their trust in Sarens, and we look forward to continuing to develop projects of great social and economic importance for Indonesia together."

Sarens has extensive experience in developing important projects in Indonesia. Recently, it has participated in the development of three key oil and gas projects: West Belut, Terubulk L&M and Sisi Nubi AOI. In addition, it also participated in the expansion project of the Balikpapan refinery in Kalimantan, using its SGC-90 electric crane, and in the SOFIA OCP module loading project at the Seatrium shipyard in Batam.

**About Sarens**

Sarens is the global leader and reference in crane rental, heavy lift and engineered transportation services. With state-of-the-art equipment, value engineering, one of the world's largest inventories of cranes, transporters and special rigging equipment, Sarens offers creative and intelligent solutions to today's heavy lifting and engineering transport challenges.

With more than 100 entities in 65 countries operating without borders, Sarens is an ideal partner for small to large-scale projects. Sarens currently employs 5,000 highly qualified professionals who are ready to serve the needs of any client worldwide and in all market sectors. <https://www.sarens.com/>