



UPM, PERODUA Forge Strategic Partnership to Advance Smart Mobility Research

By: Nur Syamila Kamarul Arefin



SERDANG, 12 March – Universiti Putra Malaysia (UPM) has strengthened its strategic collaboration with Perusahaan Otomobil Kedua Sdn. Bhd. (PERODUA) in the fields of research, innovation and smart mobility development.

The partnership, involving UPM’s Faculty of Computer Science and Information Technology (FSKTM), is seen as a significant step towards advancing future mobility technologies while reinforcing a more sustainable, competitive, and technology-driven automotive ecosystem in Malaysia.

UPM Vice-Chancellor, Dato’ Prof. Ir. Dr. Ahmad Farhan Mohd Sadullah, said the collaboration reflects a shared commitment between academia and industry to enhance research, innovation and talent development aligned with the nation’s current needs.

“The global automotive industry is undergoing a major transformation driven by advancements in smart mobility, artificial intelligence and digital technologies. Malaysia is no exception in facing these changes, particularly in efforts to develop a more sustainable and competitive smart mobility ecosystem,” he said.

He added that the collaboration between FSKTM and PERODUA also supports the progress of the Perodua Mobility Project while creating valuable opportunities for students through Final Year Project (FYP) initiatives. These initiatives enable students to actively participate in research and development of smart mobility solutions, intelligent transportation systems and next-generation mobility technologies.

He noted that the collaboration will be further strengthened by the expertise of UPM researchers, Associate Professor Dr. Norhayati Mohd Ali and Dr. Pathiah Abdul Samat, who will play key roles in leading research initiatives and ensuring the development of the smart mobility platform is aligned with academic innovation and industry needs.

Meanwhile, a PERODUA representative said the handover of two Perodua Bezza units to UPM forms part of a research collaboration to develop a local “Smart Mobility” application with potential for future company projects.

“The “Smart Mobility” concept integrates intelligent design, user convenience and safety, as well as seamless connectivity into a comprehensive offering.



“So far, we are highly encouraged by the progress made by FSKTM in developing functional applications and telematics systems for a prototype car rental service.

“The proposed solutions also demonstrate innovation, creativity and entrepreneurial thinking among the younger generation, reflecting positively on the nation’s future,” the representative said.

PERODUA added that the “Smart Mobility” initiative is part of its broader agenda known as “Mobility as a Lifestyle,” a new approach that expands the role of vehicles in future living.

This approach is adapted from the concept of “Mobility as a Service,” a user-centric digital platform that integrates multiple transportation options into a single, on-demand system, commonly referred to as a super app.

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