

ABSTRACT

Indonesian automotive industry showed encouraging progress. In the last five years the automotive industry has increased significantly and the market demand from year to year continues to show an increase and in 2012 reached 33.5% from the previous year. The increasing use of private vehicles is caused by several factors, namely the level of crime in the transport umum common in big cities, motorcycles and cars has become one of the means of transportation to perform an activity, inaccessibility umum transport in certain areas, vehicle a suggestion to show status. Automotive Mall shopping center is a place that involves buying and selling activities and other activities related to land transport such as cars and motorcycles. Shopping world is always evolving as the increasing the level of human need for the goods, then the greater the level of expenditure of human. To meet that need, Now many tools are increasingly spending more modern days, from traditional markets to supermarkets or malls are always increasing. Therefore in need of a venue to introduce trending breakthroughs and discoveries in the field of the automotive community.

Keywords: Automotive Industry, Mall