

Industrial Visit to Atlas Autos (Private) Limited 2022

The Mechanical Engineering Department organized a student visit to Atlas Autos (Private) Limited on March 31, 2022. Atlas Autos is part of the Atlas Group, a major automobile and motorcycle manufacturer in Pakistan. Founded on March 16, 2011, the company produces high-quality and competitively priced auto parts, particularly for motorcycles made by Atlas Honda Limited.

Atlas Autos helps keep manufacturing costs low while maintaining high quality, ensuring Atlas Honda stays ahead of its competitors and offers affordable prices to customers. The company also sells automobile and industrial lubricants, and has become a key player in the motorcycle oil market, known for the quality and reliability of its products. The lubricant business is expanding into car, diesel engine, and industrial markets with new dealers and products being added regularly.

To meet the growing demand for motorcycles in Pakistan, Atlas Autos plans to increase its production capacity in line with Atlas Honda's needs. They recently started making carburetors in partnership with Hitachi Astemo Limited, Japan, completing the localization process in 2022.

The foundation stone of Atlas Autos (Private) Limited's manufacturing facilities was laid by Chairman Yusuf H. Shirazi of the Atlas Group in February 2012. Since then, the company has grown quickly and sustainably. It now has factories in Karachi and Sheikhpura, where it makes motorcycle parts for Atlas Honda Limited and its aftermarket, following strict Japanese quality standards. Atlas Autos uses advanced technology to produce high-quality auto parts at competitive prices, in line with its vision and mission.



Figure 1. Manufacturing Facility at Atlas Autos (Private) Limited