



PRESS RELEASE  
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**KUALA LUMPUR INTERNATIONAL MOTOR SHOW 2018  
OPENS AS AN EXHILARATING AUTOMOTIVE EVENT IN MALAYSIA**

*Kuala Lumpur, 22 November 2018* – The Kuala Lumpur International Motor Show 2018 (KLIMS'18), Malaysia's largest and most significant motor show opened today with much anticipation, hype and fanfare.

YB Loke Siew Fook, Minister of Transport, launched the ten days of motoring spectacle in an opening ceremony for KLIMS'18 a day before the motor show opens its doors to the public. KLIMS'18 is organised by the Malaysian Automotive Association (MAA) and will be held from 23 November to 2 December 2018 at the Malaysia International Trade and Exhibition Centre (MITEC).

The opening ceremony of KLIMS'18 was concurrently held with the closing ceremony of the 5<sup>th</sup> Kuala Lumpur International Automotive Conference 2018, jointly organized by MAA and the Asian Strategy and Leadership Institute (ASLI).

MAA is presenting the 9<sup>th</sup> edition of KLIMS with the theme "Beyond Mobility", predicating the advances of motoring technologies that have overhauled drive engines to assimilate artificial intelligence, connectivity and renewable energy.

KLIMS'18 has opened its doors to an extraordinary automotive showcase. Visitors will see the largest collection of cars, bikes and commercial vehicles premieres and previews, concept car reveals, automotive products launches, limited edition cars and vintage cars.

Datuk Aishah Ahmad, President of MAA and Chairperson of KLIMS'18 organising committee said "KLIMS'18 is without doubt the showcase of automotive marques which are making aggressive moves to engage consumers in the market for trend setting vehicles. Visitors will be able to find revelations from vehicles with

the futuristic and concept cars on display; and inspirations from the ingenuity of Malaysia's automotive engineering students with the research and development vehicle prototypes from universities on display."

KLIMS'18 spans 6 exhibition halls over 2 levels, covering over 16,000 square meters of exhibiting floor space, with 74 participating companies. Major car marques and automotive products companies are showcasing hundreds of novel and state-of-the-art auto products. Visitors can expect exciting exhibits from Benelli, Daihatsu, Ford, Honda, Hyundai, Isuzu, Kawasaki, Kia, Lexus, Mitsubishi, Nissan, Peugeot, Perodua, Proton, Tata, Toyota, UD Trucks, C.A.M., DS, Citroen, Petronas Motorsports and products, 3M, V-Kool and many more.

If the enthralling display of brand-new cars and concept cars is not enough reason to visit the show, visitors will also be entertained with an exciting line up of show activities and promotions that have been planned throughout the show.

The KLIMS'18 "**Sup-Up**" **Cars Zone** by Wrap Xpert showcases supercars, including the Bentley GT, the Lamborghini Gallardo, the McLaren 650S, and the Cadillac Escalade 180" - the longest sup-up limousine in Malaysia, and many more.

For those who enjoy a glimpse of cars from bygone years, the **Down Memory Lane Zone** features a display of vintages, including those that have traveled continents, such as the vintage 1934 Austin 7, the 1978 Volkswagen Kombi which has travelled 45000KM from Malaysia to Germany and back via the Trans Siberia Highway, and the 1971 Ford Capri that has made a record drive from Malaysia to Sri Lanka in 2015/16, and many more.

The **Innovation Centre Zone** showcases vehicle prototypes from 6 universities in Malaysia - Universiti Teknologi Mara (UiTM), Universiti Putra Malaysia (UPM), Universiti Sultan Zainal Abidin (UNISZA), Universiti Malaysia Perlis (UniMAP), Universiti Pertahanan Nasional Malaysia (UPNM) and Universiti Malaysia Pahang (UMP). The displays include Malaysia's first locally developed Mobile Autonomous Vehicle (*UiTMAV 2*) from UiTM.

The Art of Speed is at KLIMS'18. Visitors can check out the latest custom-built bikes. Among some of the displays are the BMW R75/6 White Angel by the Rusty Factory, the Suzuki GS100E by the Kenstomoto Valkyrie, and others.

There will also be a **Family Fun Times Zone** for families visiting KLIMS'18. Children can be initiated to driving skills at the Kids Driving School, or be entertained with Inflatable Castles, Rock Painting, Baby Corner and Busking performances.

KLIMS'18 is also hosting celebrities visit days. Visitors can catch their favorite celebs touring the motor show and posing with hot vehicles on 24 November 2018 (3pm to 5.30pm) with Amyra Rosli, Elizabeth Tan and JinnyBoy; on 25 November (3pm to 5.30pm) with Alif Satar and Sazzy Falak; and on 1 December (3pm to 5.30pm) with Marsha Milan and Nazim Othman.

Photography enthusiasts can enter the KLIMS'18 Photography Contest. Visit KLIMS'18, trigger your camera and submit the shots and post on Facebook and Instagram according to 3 themes - Fun Moments and #klims2018fun, Creative Composition and #klims2018creative, or submit for Instagram Photo-of-the-day and #klims2018. The best photographers can win cash prizes of up to RM1,000.

There are three cars for KLIMS'18 visitors to win in the Visitors' Grand Lucky Draw. The car grand prizes include the Toyota C-HR, the Honda City and the Perodua Myvi, sponsored by UMW Toyota Motor Sdn Bhd, Honda Malaysia Sdn Bhd and Perodua Sales Sdn Bhd respectively. In addition, online KLIMS'18 ticket purchasers will also gain lucky draw chances to win Air Asia return flight to Tokyo.

Datuk Aishah Ahmad added that "MAA has pulled all stops to present a show worth visiting for visitors. Besides the largest and thrilling car displays and activities, visitors can find product and accessories related to the automobiles under one roof. We are confident that visitors will find KLIMS'18 an eye-opening experience packed with automotive action."

KLIMS'18 entrance fees are RM20 for adults on weekdays and RM25 on weekends; RM5 for students, children 12 years and below and senior citizens on weekdays. There is also a family package of RM40 on weekdays and RM50 on weekends for a family with up to 5 children aged 12 and below.

KLIMS'18 is held from 23 November to 2 December at the Malaysia International Trade and Exhibition Centre (MITEC). The opening hours are 11am to 10pm on weekdays and 10am to 10pm on weekends. Follow KLIMS'18 on Facebook [www.facebook.com/klims.com.my](http://www.facebook.com/klims.com.my), instagram [www.instagram.com/klims18](http://www.instagram.com/klims18) or logon to [www.klims.com.my](http://www.klims.com.my) for more information.

#### Kuala Lumpur International Motor Show 2018 Information

Organiser	: Malaysian Automotive Association
Show Manager	: Trade-Link Exhibition Services Sdn Bhd
Exhibition Dates	: 23 November – 02 December 2018
Venue	: Malaysia International Trade & Exhibition Centre
Website	: <a href="http://www.klims.com.my">www.klims.com.my</a>
Social Media	: <a href="http://www.facebook.com/klims.com.my">www.facebook.com/klims.com.my</a> <a href="http://www.instagram.com/klims18">www.instagram.com/klims18</a> <a href="http://www.twitter.com/klims_my">www.twitter.com/klims_my</a>
Hashtags	: #KLIMS2018 #BeyondMobility

#### About Malaysian Automotive Association

The Malaysian Automotive Association (MAA), formerly known as the Malaysian Motor Traders Association (MMTA), was established in November 1960. The aim of MAA is to support the development and protect the interest of motor traders in Malaysia, as well as to make representation to the various Government bodies on issues pertaining to the automotive industry.

Besides serving as a liaison with the Government agencies, MAA also communicates industry positions and objectives to the media frequently. To-date, MAA has 198 members, comprising 41 full members who are franchise holders and assemblers, 4 associate members nominated by franchise holders and 153 subscriber members from various industries (banks, auto components suppliers, etc.) who have an interest in the local automotive industry.

Given the continued growth of the Malaysian motor industry, the role of MAA will remain to be one of great importance.

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This Press Release is issued for and on behalf of  
Malaysian Automotive Association by Sanns Communications Sdn Bhd

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YB Loke Siew Fook and Datuk Aishah Ahmad at KLIMS'18 Opening Ceremony



Speech by YB Loke Siew Fook at KLIMS'18 Opening Ceremony



Minister Tour at Boon Siew Honda Booth



Minister Tour at Proton Booth



KLIMS'18 Opening Ceremony



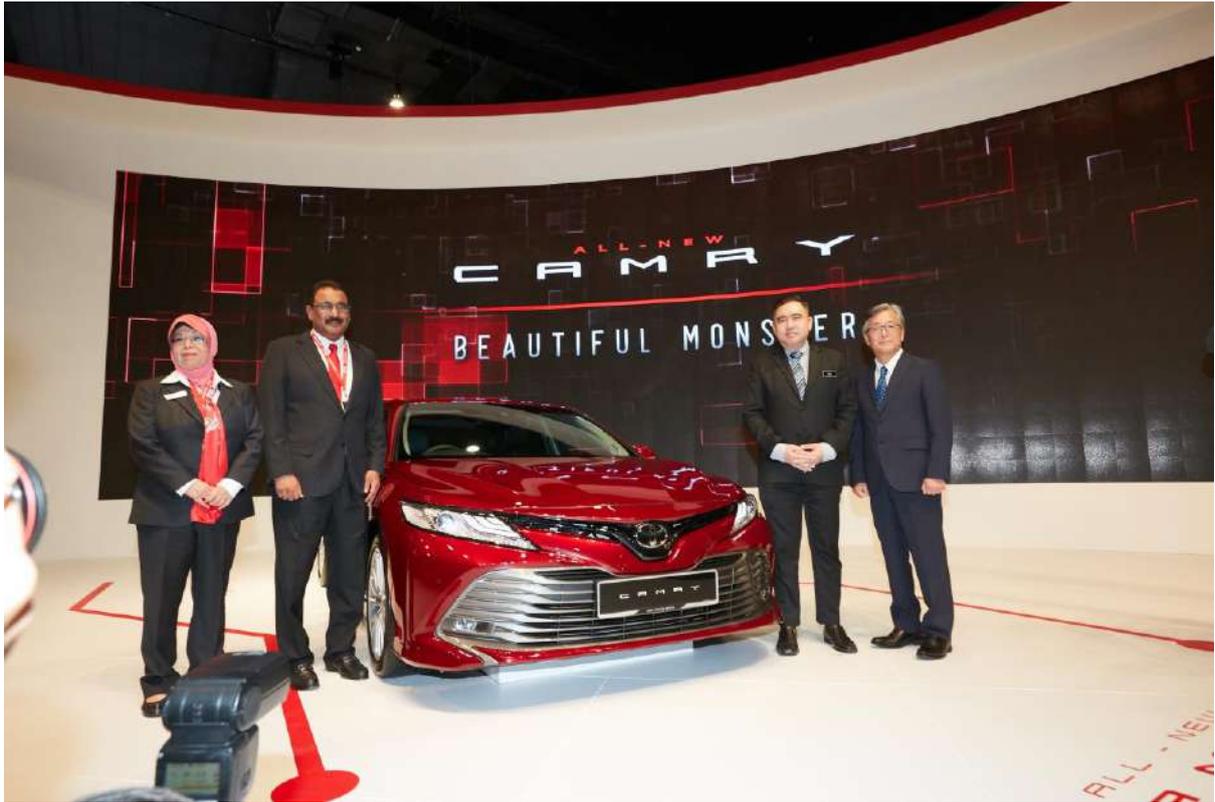
KLIMS'18 Minister Tour



Minister Tour at Honda Booth



Minister Tour at Lexus Booth



Minister Tour at Toyota Booth



Minister Tour at Honda Booth

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