



PRESS RELEASE
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KUALA LUMPUR INTERNATIONAL MOTOR SHOW 2018 Gives Cheers to Children on Charity Visit Day

Kuala Lumpur, 28 November 2018 – The Malaysian Automotive Association (MAA), organiser of the Kuala Lumpur International Motor Show 2018 (KLIMS'18), took the opportunity to incorporate a Corporate Social Responsibility activity at the motor show.

MAA hosted a Charity Visit Day for the under privilege children from 10 charitable homes such as Rumah Charis, Pertubuhan Kebajikan Amal Al-Ummah, Trinity Community Children Home, Shelter Home for Children, Persatuan Kebajikan Rumah Jalinan Kasih Anak-Anak Yatim Miskin Selangor, Pertubuhan Kebajikan Agathians Malaysia, Pertubuhan Kebajikan Insan Istimewa Kuala Lumpur, Good Samaritan Home, Persatuan Kebajikan Islam Peribadi Mulia and Pusat Jagaan Telaga Kasih Nur Muhammad.

A total of 150 children and their guardians arrived at Malaysia International Trade and Exhibition Centre (MITEC) for a tour of the 9th presentation of KLIMS. For many of the children, this is their first time visiting a motor show. The children were thrilled with vehicle displays and interactive games at the exhibitors' booths. They were also entertained with the clown and magic shows at KLIMS'18.

Datuk Aishah Ahmad, President of the MAA commented that "MAA is glad that we have the opportunity to organise a fun day for the children at KLIMS'18, and at the same time, we are hoping to inspire them to join the automotive industry as the future generation of leaders. I would also like

to extend our deepest appreciation to the management of Malaysian International Trade and Exhibition Centre (MITEC) for joining MAA in this CSR drive by hosting the lunch for the children and their guardians.”

The charity day tour of KLIMS’18 concluded with a sumptuous lunch hosted by the MITEC. During the luncheon, Datuk Aishah Ahmad also presented a RM5,000 cheque donation to each of the homes. The charity day for the children ended on a high note with a goodie bag filled with stationeries, toys and gifts for each of them.

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, instagram www.instagram.com/klims18 or logon to 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	: www.klims.com.my
Social Media	: www.facebook.com/klims.com.my www.instagram.com/klims18 www.twitter.com/klims_my
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.

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

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