



PRESS RELEASE  
FOR IMMEDIATE RELEASE

## **KLIMS'18 FUELS MOTORING EXCITEMENT FOR VISITORS**

Kuala Lumpur, 23 November 2018 – The Kuala Lumpur International Motor Show 2018 (KLIMS'18), Malaysia's largest and most significant motor show opened to an onslaught of motoring spectacles and actions for visitors. KLIMS'18 is held from 23 November to 2 December 2018 at the Malaysia International Trade and Exhibition Centre (MITEC).

Concept cars, vehicle launches and previews, car shows, automotive product demonstrations, lucky draws and celebrities' visits are happening daily at KLIMS'18. Amongst the 74 automotive companies participating at KLIMS'18 includes some of the largest showcases from Honda, Toyota, Naza group and PETRONAS.

PETRONAS is participating at KLIMS'18 to showcase the innovation and technology behind their products and services towards the future, with the theme "Man, Machine, Mobility". PETRONAS is showcasing an interactive zone that will highlight, amongst others, an immersive room on the story of PETRONAS Fluid Technology Solutions™ (FTS), their winning fluid solution that propelled them to win the Formula One World Constructors' Championship for the 5<sup>th</sup> time. The star machine of the event includes the Mercedes-AMG PETRONAS F1 car, powered by the winning combination of PETRONAS PRIMAX and PETRONAS SYNTIUM.

The winner of 2018's Putra Brand Awards "Brand of The Year", PETRONAS is also showcasing their suite of products and services that has endeared

them to motorists in Malaysia at KLIMS'18. This includes the PETRONAS PRIMAX fuels and PETRONAS lubricants for the cars and motorcycles, to non-fuel products such as food solutions that add sustenance to consumers' daily lives and motoring journeys – Kedai Mesra, Mornings@Mesra, Starbucks, Coca-Cola, Pepsi, Hot Wheels and other lifestyle solutions, all available at PETRONAS stations.

Keep a look out for the Mercedes-AMG PETRONAS Formula One driver, Valtteri Bottas, as he is making an appearance here at KLIMS'18, on 29 November at 1pm to celebrate the 5 times win.

Other activities that visitors can look forward to at the PETRONAS' booth is the hugely popular eGaming. The public can witness live gaming actions with the appearance of Malaysia's e-Sports gamers. E-gaming is happening daily at PETRONAS booth from with eGaming enthusiasts Aiman Aqem, Kel Iskandar Tanaka, Shahril Nindar, Jeff Low to name a few. They can also have a go at the simulators with a minimum purchase of RM30 fuel or merchandise on that day.

For those interested in knowing how your engine works, be sure to follow our Meet The Expert talk, where they go deep dive into the technicalities, sharing their experiences and tips on the track and on the road.

There will be other celebrities visiting KLIMS'18, visitors can catch them touring the motor show and posing with hot vehicles. The celebrities will be visiting KLIMS'18 on weekends 24 November, 25 November and 1 December from 3.00 pm to 5.30 pm. They include Amyra Rosli, Elizabeth Tan and Jinnyboy (24 Nov); Alif Satar and Sazzy Falak (25 Nov); Nazim Othman & Marsha Milan (1 Dec).

Organised by the Malaysian Automotive Association (MAA), KLIMS'18 will be held from 23 November to 2 December 2018 at the Malaysia International Trade and Exhibition Centre (MITEC), with the theme "Beyond Mobility".

For more information on KLIMS'18, visit website [www.klims.com.my](http://www.klims.com.my), or contact Trade-Link Exhibition Services Sdn Bhd at Tel: +603-7842 9863 or E-mail [info@trade-link-group.com](mailto:info@trade-link-group.com).

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](http://www.klims.com.my)  
Social Media : Facebook [www.facebook.com/klims.com.my](http://www.facebook.com/klims.com.my)  
Instagram [www.instagram.com/klims.com.my](http://www.instagram.com/klims.com.my)  
Twitter [www.twitter.com/klims\\_my](http://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 152 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

---

For media enquiry, please contact:

Ms Gail Hong ([gail@sanns.my](mailto:gail@sanns.my) / +6012 327 9955)  
Ms Melissa Vong ([melissa@sanns.my](mailto:melissa@sanns.my) / +6017 290 2965)  
Mr Alex Liew ([alex@sanns.my](mailto:alex@sanns.my))  
Ms Baizura Zahrul ([zura.zahrul@sanns.my](mailto:zura.zahrul@sanns.my))

**Sanns Communications Sdn. Bhd.**

Suite C-07-05, 7th Floor, Block C  
Plaza Mont' Kiara, 2 Jalan Kiara  
50480 Kuala Lumpur.  
Tel: +603 6201 9877 / Fax: +603 6201 9887





Please download high-resolution photo on:  
<https://drive.google.com/drive/u/2/folders/15ysQunzu7mlasXcSKwDQAwPsJaeheXfA>