



PRESS RELEASE
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KUALA LUMPUR INTERNATIONAL MOTOR SHOW 2018 FEATURES WORKHORSES COMMERCIAL VEHICLES

Kuala Lumpur, 29 November 2018 – Commercial vehicles have made their presence felt at the Kuala Lumpur International Motor Show 2018 (KLIMS'18) organized by the Malaysian Automotive Association (MAA). C.A.M, Isuzu, Daihatsu, UD Trucks and TATA Group have brought in an impressive display of workhorses for KLIMS'18.

C.A.M launched the 20-seater City Transporter here at KLIMS'18. As private registrations are available for this transporter vehicle, C.A.M has been getting good response from the public. In addition, anyone who purchase the truck during KLIMS'18 will be eligible for a RM2,000 rebate and 360-degree camera worth RM3,500 (includes installation). Another vehicle on showcase is the Luxury model 18-seater available in 2.5L and 3.0L CDTi. The 6-speed manual is available for the first time at KLIMS'18. Anyone who buys the vehicle will also get a RM2,000 cash rebate plus window tint and a dash camera worth RM2,000.

UD Trucks and its sole distributor, Tan Chong Industrial Equipment Sdn Bhd presented the all-new light duty truck – Kuzer. Kuzer is the newest member of the UD Trucks range joining the popular heavy-duty Quester and the medium-duty Croner, in the list of offerings by the leading Japanese truck manufacturer. Steve Hedouin, Managing Director, Hub Malaysia and Oceania of UD Trucks commented "Following the vision of UD Trucks' founder, Kenzo Adachi to 'make the truck the world needs today'. Kuzer is the perfect truck for urban driving, especially for the narrow roads of inner cities," Together with Tan Chong Industrial Equipment, UD Trucks'

participation at KLIMS'18 is responding to market demand for logistics solutions that can maximize productivity.

On display at Isuzu is a street rugged D-Max, off road version of MU-X and the new 1.9L Ddi BluePower engine. There is a highly eccentric urban rugged design of the D-Max at KLIMS'18. The exterior comes with army electric blue geometrics with red highlights as the main body colour. The body is upgraded with steel bumpers, street styled alloy wheels and a roll bar with a tougher look. The interior comes with a 'blue metal armour' design which reassembles a suit of a soldier.

The MU-X was improved upon its participation in the renowned Borneo Safari. It is fully off road capable, equipped with various add-ons such as the winch, roof tray, mud tyres and steel bumpers. It is also lifted 3 inches for improvement in ground clearance in both inclines and declines. The interior received an upgrade in leather seats. The monotone black and yellow accent decal complements the entire rugged and tough look. One of the highlights on display is the newly invented RZ4E-TC 1.9L Ddi BluePower diesel turbo engine. The RZ4E is a new generation diesel engine which is the result of four years of extensive research in diesel engine technology.

At TATA booth, the workhorse vehicles on display includes Prima 4038.s, Super Ace and Ultra 814. TATA vehicles are being brought in by DRB-Hicom Commercial Vehicles Sdn Bhd for the first time to KLIMS. TATA company is hoping to capitalize on the visitors to KLIMS'18 to tell the story about their commercial vans.

KLIMS'18 is organising a Photography Contest for aspiring and professional photographers to unleash their photography skills. Amazing prizes can be won, with the first-place winner receiving a grand sum total of RM 1,000 cash prize. Visitors of the motor show can capture and upload their best shots to Facebook and Instagram by setting the post for public view with

the respective hashtags depending on the theme of their photo. There are three different themes to choose from, which are "Fun Moments", "Creative Composition" and "Instagram Photo-of-the-Day". Each entrant is allowed to submit a maximum of 10 images for each theme. The competition is ongoing from 23rd November to 2nd December 2018. Photo entries will then be judged based on creativity, content (appeal to viewers), quality (focus/angle of shot/lighting), value (informative/promotional), originality and overall impact.

In addition, 3 cars sponsored by Toyota, Honda and Perodua are up for grabs for the KLIMS'18 Grand Lucky Draw Prize. All adults and family package tickets purchased will stand a chance to win a brand-new Toyota C-HR, Honda City or a Perodua Myvi. The Grand Lucky Draw will be held on the 2nd December at 9.00pm at the Grand Lucky Draw stage at Level 1 Foyer and will be broadcast on Facebook Live as well. Many other prizes sponsored by the show's exhibitors will also be given away on a daily basis.

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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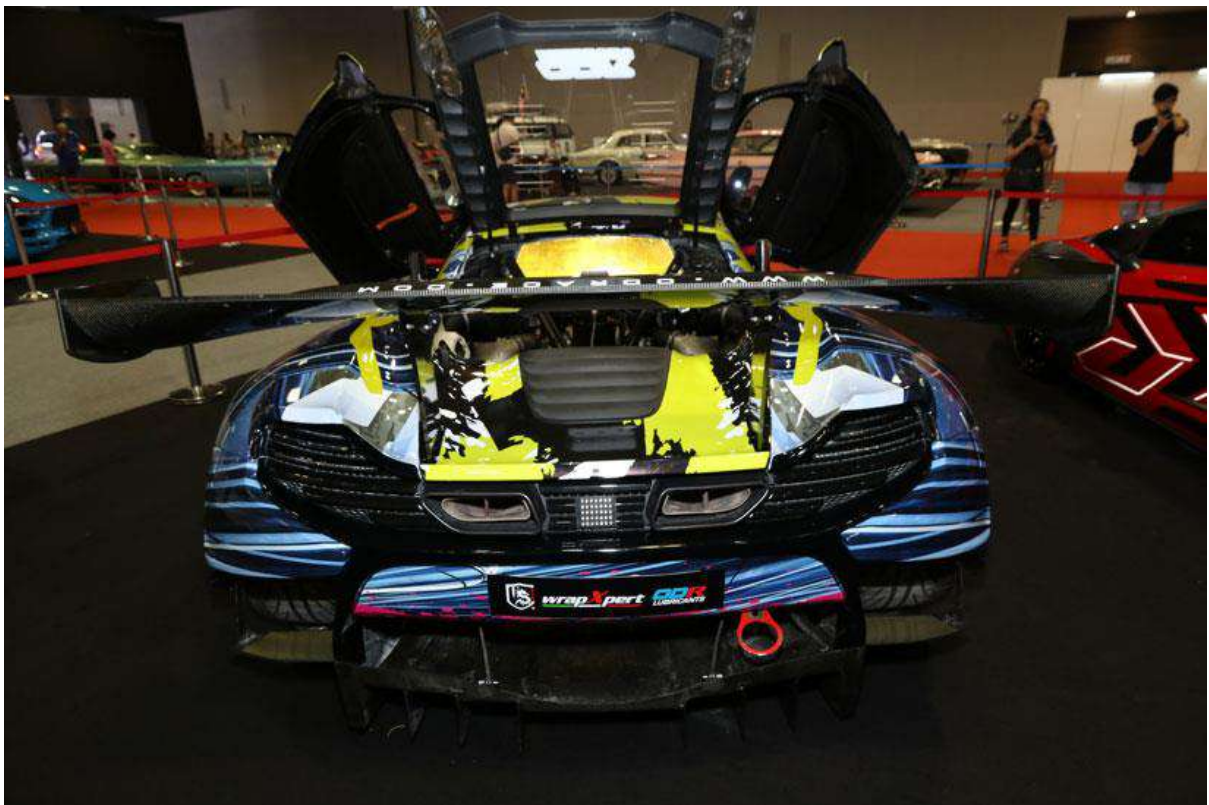
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