



PRESS RELEASE  
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**KUALA LUMPUR INTERNATIONAL MOTOR SHOW 2018  
GETS BIKES ACTION AND GIVES OUT DAILY VISITORS' LUCKY  
DRAW**

*Kuala Lumpur, 24 November 2018* – The Kuala Lumpur International Motor Show 2018 (KLIMS'18), organised by the Malaysian Automotive Association (MAA), is back with an arsenal of cars, trucks, commercial vehicles and auto accessories. There was a strong showing of motorcycles from bikes companies Kawasaki, Benelli and Boon Siew Honda that have brought in exciting bikes launches for KLIMS'18.

Kawasaki Motors (Malaysia) Sdn Bhd brought in the latest iteration of championship-winning Ninja Superbikes. The iconic Kawasaki Ninja ZX-10RR and Kawasaki Ninja ZX-6R have received substantial updates to enhance the excellent road-going superbike models. The launch models were unveiled by En. Ahmad Faez Bin Tan Sri Yahaya, Executive Chairman of Kawasaki Motors (Malaysia) Sdn Bhd, and YBhg. Dato' Jeffrey Lim Chee Sing, General Manager & Director of Kawasaki Motors (Malaysia) Sdn Bhd at KLIMS'18. Visitors are thrilled to see Ninja ZX-10RR showcase as it is the closest thing to a World Superbike Championship machine. With a limited production of 500 numbered units worldwide, the Ninja ZX-10RR is only for the lucky few in Malaysia.

Also, for the first time in Malaysia, Kawasaki Motors is selling its genuine oil products on local shore. A signing ceremony was held between Kawasaki Motors (Malaysia) Sdn Bhd and Idemitsu Lube (Malaysia) Sdn Bhd attended by En. Ahmad Faez Bin Tan Sri Yahaya, Executive Chairman of Kawasaki Motors (Malaysia) Sdn Bhd and Mr. Shin Obata, Managing

Director of Idemitsu Lube (Malaysia) Sdn. Bhd, on the first day of KLIMS'18.

The signing ceremony saw the introduction of Kawasaki Motors (Malaysia)'s 4T Semi and Fully Synthetic Genuine Oil which arrives with the increase of Kawasaki big bike owners in Malaysia.

Over at the Boon Siew Honda booth, 3 exciting launches PCX Hybrid, Forza and CBR1000RR Fireblade awaits bike lovers. The 3 bikes carry the brand's commitment to speed, technology, agility and style represented by the CBR1000RR Fireblade, PCX hybrid and Forza. Fans of MotoGP can jump on Marc Marquez 2016 championship bike, Honda RC213V, for a photo opportunity. Crowd favourite at their booth are the Honda iconic series, Honda Monkey, because of its cheeky proportion and Honda C125 Super Cub which is winning hearts with its retro-inspired design. There are also lucky prizes to be won for visitors at Boon Siew Honda booth, trying out their simulated Safely Challenge.

Mohammad Zharif Bin Zaini, Executive of Marketing of Boon Siew Honda commented that Boon Siew Honda is exhibiting at KLIM'18 for the first time to communicate their company's future direction in green technology. Being an international show, they are using KLIMS'18 as the platform to engage customers and tell their story on hybrid technologies, as well as to gain market insight.

Last but not least, Mforce Bike holdings, the company behind Benelli has exciting news to share at KLIMS'18. The company will be launching 3 brand new 2019 models 250CC- 500CC adventure bike and cruisers. Leoncino250, TRK251 and 502C cruiser will be previewed at KLIMS'18 at

their launch event happening at their booth on 25 November at 2.30pm at Booth 2250, Level 2.

The show organizer is conducting daily lucky draw for visitors, selected randomly at the exit points of KLIMS'18. 25 lucky visitors received exciting prizes from Datuk Aishah Ahmad, President of MAA. The prize of the day was an electrical appliance worth RM200, which was won by a lucky couple Dato Khodijah binti Abdullah and her husband. Dato Khodijah was impressed with KLIMS'18 venue at MITEC and having been to France, she said that Malaysia is achieving international standards with KLIMS'18. She is at the motorshow to take pictures for her grandchildren. She thinks that her children will enjoy KLIMS'18. A lucky international visitor who walked away with automotive products vouchers was Mr. Alex Shirokov from Russia.

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. Tickets can be purchased online via [www.klims.com.my](http://www.klims.com.my)

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 : [www.klims.com.my](http://www.klims.com.my)  
Social Media : [www.facebook.com/klims.com.my](https://www.facebook.com/klims.com.my)  
[www.instagram.com/klims18](https://www.instagram.com/klims18)  
[www.twitter.com/klims\\_my](https://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.

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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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