

# Kuala Lumpur International Motor Show Makes Comeback In 2018

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*(From left) Datuk Aishah Ahmad, YB Dato' Sri Mustapa and Dato' Zainal during the Official Launch at Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur.*

Kuala Lumpur, 10 January 2018 – The Malaysian Automotive Association (MAA) has announced the comeback of the Kuala Lumpur International Motor Show (KLIMS), slated for 23 November to 2 December 2018 at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur.

The launch announcement was officiated by YB Dato' Sri Mustapa Bin Mohamed, the Minister of International Trade and Industry, in an event which the Minister also witnessed a signing ceremony. The signing was between Datuk Aishah Ahmad, President of MAA and Datuk Zainal Abidin Ahmad, the Chairman of Trade-Link Exhibition Services Sdn Bhd, for the appointment of the latter as show manager of KLIMS 2018.

KLIMS is Malaysia's most established and significant automotive event. The motor show is trailblazing towards its 9th presentation after a five-year hiatus, on the theme of "Beyond Mobility".

KLIMS 2018 is poised to rev up Malaysia's automotive industry and capture the public's attention with many new model launches and exciting automobile concepts. KLIMS owned the track records of attracting the largest number of visitors in Malaysia's automotive events. For KLIMS 2018, MAA is expecting more than 350,000 visitors to the 10-day extravaganza.

Datuk Aishah Ahmad emphasized that KLIMS will continue to be represented as the eminent national automotive event, which has played a significant role in Malaysia's automotive industry. She said "MAA has worked with our members and the automotive industry to navigate through some arduous times. With the rise in cost of living affecting consumers and the rise in cost of doing business impacting companies, the local automotive sector is expected to face another challenging year. Therefore, MAA and leading auto companies have indicated that having the motor show in 2018 is opportune to re-ignite consumers' sentiments, define brand presence, and refuel the industry."

She also added "The recent completion in the construction of Malaysia's largest and state-of-the-art exhibition centre with the opening of the Malaysia International Trade and Exhibition Centre, was also an impetus for the return of KLIMS in 2018. MAA is confident that this brand new home for KLIMS will deliver a renewed experience for exhibitors and visitors alike."

MAA is urging automotive industry players to leverage on KLIMS 2018 to fuel their market position. Daihatsu, Ford, Honda, Hyundai, Infiniti, Isuzu, Kawasaki, Kia, Lexus, Mitsubishi, Nissan, Peugeot, Perodua, Proton, Toyota, UD, V-Kool, 3M are among the frontrunners in confirming their exhibition spaces.

KLIMS 2018 "Beyond Mobility" theme is set to prepare the automotive industry for the future market while serving the customers of today. The auto marques will be showcasing a very diverse powertrain technology landscape, while the increasing demand for connectivity and digitalization is taking auto companies towards the next frontier. Mobility is driving beyond commuting towards a connected lifestyle.

KLIMS 2018 brings the largest gathering of automotive industry brands, car retailers, accessories suppliers, auto-service related providers and automotive enthusiasts, as well as the public-at-large for a motoring and family oriented event in Malaysia. KLIMS 2018 is expected to make its comeback at over 50,000 square meters of gross exhibition floor with over 100 participating exhibitors and attracting over 350,000 visitors.

For more information on KLIMS 2018, visit website [www.klirms.com.my](http://www.klirms.com.my), or contact Trade-Link Exhibition Services Sdn Bhd at Tel:+603-7842 9863 and E-mail [info@trade-link-group.com](mailto:info@trade-link-group.com)

## **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 214 members, comprising 43 full members who are franchise holders and assemblers, 4 associate members nominated by franchise holders and 167 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.