

Kuala Lumpur International Motor Show Rallies Auto Industry to Invigorate Zeal in Automobiles

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KLIMS 2018 is back to ignite the public's excitement for automobiles with new launches and groundbreaking concepts.

16 April 2018, Kuala Lumpur – The Malaysian Automotive Association (MAA) is rallying auto marques to invigorate the market for automobiles from four wheelers to two wheelers, automotive accessories products, car care products, lifestyle products associated with auto brands and commercial vehicles, at the Kuala Lumpur International Motor Show (KLIMS'18) this year.

KLIMS'18 will be held at the largest and newest exhibition arena in Malaysia, Malaysia International Trade and Exhibition Centre (MITEC), from 23 November to 2 December 2018.

As the pinnacle of the motoring show calendar of the state, KLIMS is back to ignite the public's excitement for automobiles with new launches and groundbreaking concepts. Themed "Beyond Mobility", KLIMS'18 is known as a branding show where auto marques gather to showcase their latest product offerings, automotive dominance and engineering visions.



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Since the announcement of KLIMS'18 made early this year, MAA has been receiving enquiries from industry players, the public and media members for information of the show. Datuk Aishah Ahmad, President of MAA said "We are pleased about the responses to KLIMS'18 as the show will not be successful for Malaysia without the support of industry players and the public. As the association representing members' interests in the automotive industry, MAA is presenting KLIMS to engage our members in unity so that we can be consequential in promoting a stronger industry for the benefit of all members and to provide the public an exciting purview of the possibilities available for their personal or family vehicles."

The automotive industry players are setting their plans to thrill KLIMS'18 visitors with exhibits that showcases exciting mobility.

Ravindran Kurusamy, President of UMW Toyota Motor said "We are delighted that KLIMS is back again this year and being a regular participant at all the previous shows, UMW Toyota Motor will certainly be present. This year, our range is a vibrant and diverse one, demonstrating ever better mobility for all. With ever-better cars, we expect to be able to give visitors a glimpse of the future as well."

Dennis Ho, Managing Director of Sime Darby Motors - Malaysia, Thailand & Taiwan, said "Sime Darby Motors is pleased to announce its participation at KLIMS'18 with Ford and Hyundai showcasing their latest offerings at its booth. As the sole distributor of Ford vehicles in Malaysia, Sime Darby Auto Connexion's exhibit will be more than just a showcase. Staying true to its tagline 'Go Further', visitors can look forward to special offerings and a rare treat themed around going further in technology and safety. Hyundai-Sime Darby Motors, on the other hand is all out to impress visitors with Hyundai's latest SUVs that embody the brand's Modern Premium concept. Hyundai believes in adding premium value to the car beyond just a transportation vehicle. Be sure to check out what Hyundai has to offer as these are no ordinary SUVs."

Industry players are leveraging on KLIMS'18 as a springboard to drive better performances and capture bigger market. MAA has forecasted a growth of 2.3% for Malaysia's automotive industry, to reach 590,000 units in Total Industry Volume (TIV) for 2018. The projected growth comes as a positive sign with the marginal decline in TIV for the past two years.

While more auto brands are expected to confirm their participation, KLIMS'18 has confirmed market leaders such as Daihatsu, Ford, Honda, Hyundai, Infiniti, Isuzu, Kia, Lexus, Mitsubishi, Nissan, Peugeot, Perodua, Proton, Toyota, UD, Kawasaki, Honda motorbikes, 3M, Elite Looks car care products, Good life car accessories, High-tech lubricants, Kakimotor car performance and maintenance, NVK Interiors and V-Kool.

Datuk Aishah Ahmad said "There is still time for industry players to participate at KLIMS'18, however, we are advising companies to confirm their bookings soon, so as not to be left out of available exhibition space."

KLIMS'18 brings the largest gathering of automotive industry brands and automotive enthusiasts, as well as the public-at-large for a motoring and family-oriented event in Malaysia. KLIMS'18 is expected to make its comeback with over 100 participating exhibitors and attracting over 350,000 visitors.

For more information on KLIMS'18, visit website www.klims.com.my, or contact Trade-Link Exhibition Services Sdn Bhd at Tel:+603-7842 9863 and E-mail 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.