

## FOR IMMEDIATE RELEASE

### **CYCLE & CARRIAGE BINTANG CELEBRATES “BALIK KAMPUNG” THEMED DRIVE WITH OVER 200 CUSTOMERS**

*Partnership With Petronas Takes Customers On An Exhilarating Journey  
With Petronas PRIMAX 95 With Pro-Drive*

**Petaling Jaya, 23 May 2019** – To mark the start of a series of cultural festivities, Cycle & Carriage Bintang Berhad (“Cycle & Carriage”), in partnership with Petronas Dagangan Berhad (“Petronas”), engaged Mercedes-Benz customers and fans in an exceptional experience around Selangor while testing the brand-new Petronas PRIMAX 95 with Pro-Drive fuel.

Themed “*Balik Kampung Like Never Before*”, the event was flagged off at Cycle & Carriage Bintang’s Mercedes-Benz City Store @ TREC. Guests in a range of Mercedes-Benz cars put the Petronas PRIMAX 95 with Pro-Drive to the test as they travelled to nine different pit-stops covering 120km across Selangor for a drive hunt.

“Malaysia is a vibrant country where diversity is celebrated all year round. The common underlying theme of the various cultural festivities celebrated is travelling back home and celebrating with our loved ones; in other words, to *balik kampung*. The upcoming Ramadan month and Hari Raya celebration carries the same theme, as we travel back to our hometowns in the spirit of togetherness. We are thrilled to be a part of today’s adventure as a trusted partner of Petronas to bring to you an exhilarating experience you will not forget,” said Cycle & Carriage CEO, Wilfrid Foo.

The event consisted of a long-distance drive across Selangor to replicate the *balik kampung* experience, in the comfort of a Mercedes-Benz car with the Petronas PRIMAX 95 with Pro-Drive. Additionally, participants had a fun time playing games that were the craze when they were young like the *Tapak Gajah* (walking using coconuts as foot wear), *Batu Seremban* (playing with five stones) and *Baling Selipar* (bowling with slippers).

Commenting on this exceptional experience, Foo added, “For 120 years, Cycle & Carriage has been passionate about creating exceptional experiences. We do so by constantly thinking of new ways to enhance the customer experience, whilst ensuring that we provide the best services and products to our customers. To mark our 120<sup>th</sup> anniversary, we have launched our new brand promise – *Exceptional Journeys*. This refreshed promise reflects the very foundation of our business which is creating exceptional journeys for people; our customers, partners and employees.”

To celebrate its 120<sup>th</sup> anniversary, Cycle & Carriage has lined up a series of exciting events throughout 2019. In January, it launched Star Galleria, a mobile showroom that will visit multiple locations across Malaysia throughout the year. This was followed by Chinese New Year celebratory dinners with customers, the launch of its inaugural Cycle & Carriage Study Grant, as well as supporting the Montfort Boys Town (MBT), a vocational institution in Shah Alam, through donating IT appliances to improve students’ learning journey. In addition, there is an ongoing regional Cycle & Carriage campaign to give away 120 exceptional journeys of specially curated trips to three enticing destinations: Mongolia, Nepal and Korea.

### **About Cycle & Carriage Bintang**

At Cycle & Carriage, we are driven by our passion to create people-focused experiences. We began an exceptional journey in 1899 in Kuala Lumpur and we are now a leading regional automotive group in Southeast Asia. Cycle & Carriage distributes, retails and provides aftersales services for passenger cars as well as commercial vehicles in Singapore, Malaysia and Myanmar. As we celebrate our 120<sup>th</sup> anniversary in 2019, we remain committed to serving those who have made the journey with us. We thank our customers, partners, colleagues and communities, and aspire to create more exceptional journeys together.

Listed on Bursa Malaysia, Cycle & Carriage Bintang is a leading dealer group of Mercedes-Benz passenger vehicles and a distributor of FUSO commercial vehicles in Malaysia. With an extensive network of 13 outlets across the country, including a dedicated commercial vehicles facility, we can always be relied upon for our aftersales services. Cycle & Carriage Bintang has three Daimler AG certified ‘Centre of Competence’ facilities in Malaysia. Cycle & Carriage Bintang is a member of the Jardine Cycle & Carriage Group.

Cycle & Carriage. *Exceptional Journeys*. <http://www.cyclecarriage.com.my/>  
Cycle & Carriage 120<sup>th</sup> Anniversary: <http://www.cyclecarriage.com/120>

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