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**CYCLE & CARRIAGE BINTANG CONNECTS WITH
MORE THAN 1,000 MERCEDES-BENZ CUSTOMERS
AND POWERS CUSTOMER EXPERIENCE**

Penang, 25 February 2019 – Cycle & Carriage Bintang recently celebrated the Lunar New Year with a series of customer events that brought together Mercedes-Benz customers from across the country. The renowned automotive dealer also celebrated its 120th anniversary and attributed its success to the support of its customers, employees and partners over the years.

“As we welcome a new year, we are also celebrating Cycle & Carriage’s 120th anniversary! Our heartfelt appreciation goes out to our partners at Mercedes-Benz Malaysia, and our valued customers for their support through these years. We hope our partnerships will continue to blossom as we enter the new year,” said Cycle & Carriage Bintang CEO, Wilfrid Foo.

The Lunar New Year festivities were held in Kuala Lumpur, Johor Bahru and Penang, three prominent locations within Cycle & Carriage Bintang’s extensive network of 13 facilities across Malaysia. Guests were dressed in their traditional best and treated to an enjoyable evening of exquisite dining and entertainment, including live performances by songstress Miss Tan Soo Sze and the DAMA Quintet. Kuala Lumpur guests were also tickled by comedic entertainer, Phua Chu Kang. The celebratory dinners were an invaluable opportunity for Cycle & Carriage Bintang to connect and interact with customers. This is one of the many ways that Cycle & Carriage continuously strives to create exceptional and memorable experiences for its customers and partners.

Celebrating 120 Years of Cycle & Carriage

On Cycle & Carriage’s 120th anniversary milestone, Foo added, “The heart of our business has always been about creating exceptional journeys for people – our customers, partners and employees. We are driven to deliver a seamless ownership journey for fans of the Mercedes-Benz brand, delivering only the Best Customer Experience. We have withstood the test of time for 120 years, which is made possible with the support that we have received. We

are committed to continue providing exceptional experiences for one and all for many years to come.”

Founded in Kuala Lumpur, Malaysia in 1899, Cycle & Carriage has deep roots in the local community across generations. In 1951, Cycle & Carriage was the first automotive dealer awarded the Mercedes-Benz franchise in Southeast Asia.

“Through the years, we’ve have had the privilege of serving generations of Mercedes-Benz owners and working alongside dedicated men and women who make up the backbone of the Cycle & Carriage network. The history of Cycle & Carriage in Malaysia is filled with wonderful memories, stories and experiences from customers and employees alike. This has contributed to the long heritage of Cycle & Carriage,” Foo said.

Cycle & Carriage Bintang’s extensive network provides customers and fans accessibility and convenience to the Mercedes-Benz brand as well as the best customer journey possible. Within the Klang Valley, Cycle & Carriage is present in six locations namely, Petaling Jaya, Glenmarie Shah Alam, Mutiara Damansara, Cheras, TREC, and Batu Caves.

In the northern region, Cycle & Carriage Bintang is known for its leading expertise in the retail and aftersales care of Mercedes-Benz vehicles. One of Cycle & Carriage’s most prominent facilities is its Penang Autohaus, a 105-year old heritage site in Georgetown, Penang carefully converted to showcase the latest Mercedes-Benz cars. The network also extends into surrounding areas namely, Juru and Bukit Tengah in Penang, Alor Setar in Kedah and Ipoh, Perak. In the southern region, Cycle & Carriage is also represented in Johor Bahru.

Cycle & Carriage Bintang’s presence is further enhanced by its network of Daimler AG certified body and paint collision repair facilities, which is the largest in Malaysia. Located in Batu Caves, Johor Bahru and Bukit Tengah, these state-of-the-art facilities expedite body and paint repairs according to the stringent global specifications set by Mercedes-Benz to provide customers peace of mind.

The journey to better engage customers continues as Cycle & Carriage Bintang is currently transforming the overall retail and customer experience at four Autohauses namely in Mutiara Damansara, Johor Bahru, Ipoh and Alor Setar.

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 120th 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 120th Anniversary: <http://www.cyclecarriage.com/120>

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