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CYCLE & CARRIAGE A FIERCE CONTENDER AT THE 2018 MERCEDES-BENZ SEA II SKILLS COMPETITION

Cycle & Carriage Dominates Categories, Highest Number of Finalists

Petaling Jaya, 14 September 2018 – Cycle & Carriage Bintang Berhad (Cycle & Carriage) put its best foot forward at the 2018 Mercedes-Benz Passenger Cars Southeast Asia (SEA) II Skills Competition Finals. Producing the most number of finalists this year, Cycle & Carriage service professionals were fierce contenders competing with the best from Malaysia and the region.

“What a great achievement by our service professionals! They truly deserve this recognition after putting in the hours, effort and energy into sharpening their technical knowledge and performance. This is the exact same passion and energy poured into caring for every Mercedes-Benz vehicle that comes into our service centre, assuring exceptional journeys for our customers. We look forward to compete for more trophies in the next competition,” said Cycle & Carriage CEO, Wilfrid Foo.

Following intense elimination stages, Cycle & Carriage made it to the final stages represented by 11 out of 25 finalists at the 2018 Mercedes-Benz SEA II Skills Competition. This was the highest number of finalists representing a dealership. The participating Cycle & Carriage team was represented by technicians, parts specialists, and service consultants from its Petaling Jaya, Glenmarie, Mutiara Damansara, Georgetown, Alor Setar, and Johor Bahru branches.

The competition took a holistic approach by putting all participants through a series of theory and practical challenges, followed by a quiz. Cycle & Carriage demonstrated a steady and consistent performance when quizzed on topics ranging from technical know-how to general Mercedes-Benz knowledge. Participants were also graded on technical performance, evaluating safety, quality, skill, product knowledge and organisation of work. The judging panel comprised experts and the management from Mercedes-Benz Malaysia.

Cycle & Carriage finalist, Diviya Lingam attributed the team’s achievement to the strong support of the Cycle & Carriage management team. “In preparation, my team members and I were trained by experienced service consultants and managers. We had role play exercises which helped me sharpen my communication skills and thought process. At first, it was a challenge to carry out my responsibility as an assistant manager in my day-to-day routine while preparing for this competition. I am thankful to have a supportive team who helped shoulder the load so that I could complete my preparation for the competition. The competition incorporates Mercedes-Benz’s rich history and evolution since the first automobile up to today’s latest products. The skills competition has helped me sharpen my understanding about our products and in turn helped prepare me to serve Cycle & Carriage customers better,” said Diviya who competed in the Certified Service Advisor category.

Ernie Ruhaida who represented Cycle & Carriage in the Qualified Parts Process Specialist category earned the gold medal by topping her competitors in the Qualified Parts Process Specialist category. “The result was totally unexpected. My strategy going into the competition was to start my revision and study process early. As we drew closer to the competition the central aftersales team held a revision class which helped a lot. My greatest challenge was finding time to prepare as I was in the middle of conducting our standard Annual Stock Count. This meant managing a heavier work load during this period. In the end, I do feel very happy and satisfied with the result. I believe learning is a continuous process and the skills competition is a great motivator that has helped enhance my technical skills and knowledge in my line of work,” said Ernie.

With the biggest contingent of service professionals qualifying for the finals, Cycle & Carriage, bagged multiple trophies in the Qualified Parts Process Specialist (QPPS), Qualified System Technician (QST), Certified Diagnostic Technician (CDT), Certified Service Advisor (CSA), and Advanced Modern Apprenticeship categories. The categories mirrored the various service professionals present at service centres serving Mercedes-Benz customers today across Peninsular and East Malaysia. The deserving winners were also presented with a medal and cash prize ranging from RM500 to RM10,000.

The Mercedes-Benz Malaysia SEA II Skills Competition is organized by Mercedes-Benz Malaysia once every two years. First held in 2008, the competition is a platform for all authorised Mercedes-Benz dealers to showcase best practices and promote healthy competition among technical and service professionals in Malaysia and across the region. This year the Mercedes-Benz SEA II Skills Competition widened its reach to include technical and service professionals from other countries in the region namely, Indonesia and Singapore.

Cycle & Carriage has been a strong contender in past Mercedes-Benz Malaysia Skills Competitions, holding the record for the most victories won in a single competition in 2008. Staffed by globally certified customer service professionals, Cycle & Carriage has the largest Mercedes-Benz dealer network in Malaysia with 13 dealerships.

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About Cycle & Carriage Bintang Berhad

At Cycle & Carriage, we are passionate about creating people-focused experiences and exceptional journeys. Founded in 1899 in Kuala Lumpur, 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. Cycle & Carriage is a member of the Jardine Cycle & Carriage Group.

Listed on Bursa Malaysia, Cycle & Carriage Bintang has the largest dealer network of Mercedes-Benz passenger vehicles in Malaysia. With an extensive network of 13 outlets across the country, including a dedicated commercial vehicles facility, we are committed to supporting our customers at every step of the way. We can also always be relied upon for our aftersales services – Cycle & Carriage Bintang has the largest network of Daimler AG certified ‘Centre of Competence’ facilities in Malaysia.

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