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CYCLE & CARRIAGE HOSTS SCREENING OF 2018 WORLD CUP FINAL

Unique Experiences Engage Customers On A Deeper Level, Says C&C

Petaling Jaya, 18 July 2018 – Cheers filled the atmosphere at one-stop integrated entertainment district, TREC, as customers and fans rooted for their favourites during the Cycle & Carriage Bintang Berhad (Cycle & Carriage) 2018 World Cup finale screening between France and Croatia.

“Malaysians simply love football and we enjoy crafting unique experiences like this because it gives us the opportunity to engage with our customers on a more personal level. This year the World Cup proved to be an exciting event that kept us on the edge of our seats. The sport definitely brings together people of all generations and background. We look forward to building on this relationship which is the bedrock of our brand promise; providing our customers an exceptional journey every time they come into contact with the brand,” said Cycle & Carriage Bintang Berhad CEO, Wilfrid Foo.

About 200 football fans comprising customers, partners and members of the media were present at the 2018 World Cup finale screening at the Cycle & Carriage Bintang Mercedes-Benz City Store @ TREC. Guests were treated to a host of activities including a football juggling challenge, pop quiz on all things football and Mercedes-Benz. Savvy gamers also had the opportunity to showcase their virtual football skills at a special PlayStation4 booth. Lucky fans walked home with exclusive Mercedes-Benz merchandise.

“Croatia fought well in the first half but seemed to have slowed down in the second half. Nonetheless, Croatia is an amazing team to have fought all the way to the finals. Perhaps a little more of luck may have done wonders for them. The most enjoyable part of the Cycle & Carriage Bintang live screening viewing was watching the game with friends and cheering for the best team to win,” said Mercedes-Benz owner and customer of Cycle & Carriage Bintang, Dr Brian Wong Kee Mun, when asked about his support for Croatia in the finals.

Fellow Croatia supporter, Mr. Terence Conrad Fernandez, said, “The atmosphere was excellent! I enjoyed watching the game with other Mercedes owners. I was originally rooting for Argentina, but for the finals I supported Croatia. Croatia played well, but was unlucky, having to concede with an own goal and penalty awarded through a video assistant referee.”

The screening culminated with France claiming the 2018 World Cup trophy with four goals over Croatia’s two.

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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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