

FOR IMMEDIATE RELEASE

CYCLE & CARRIAGE UNVEILS NEW MERCEDES-BENZ A-CLASS AND NEW GENERATION C-CLASS TO NORTHERN FANS

Georgetown, Penang, 16 November 2018 – Cycle & Carriage Bintang Berhad (Cycle & Carriage) recently hosted its loyal northern fans and customers at an exclusive launch party for the all new Mercedes-Benz A-Class and New Generation C-Class in Penang. Continuously refreshing the Mercedes-Benz ownership experience, Cycle & Carriage personally connected with fans and created an interactive product experience for customers at the event.

“Cycle & Carriage is thrilled to excite our fans with the two newest additions to the Mercedes-Benz family; the new Mercedes-Benz A-Class and new generation C-Class. The youthful and dynamic characteristics of these additions redefine modern luxury from the exterior to the interior. To complement the dynamic Mercedes-Benz product portfolio, Cycle & Carriage is excited to redefine Best Customer Experience with the transformation and modernisation of our touchpoints. In 2019, our customers will experience our stunningly refurbished Autohauses. The Cycle & Carriage Mutiara Damansara in Kuala Lumpur, Johor Bahru and Ipoh showrooms are the first to pilot the all new Mercedes-Benz concept showrooms in Malaysia,” said Cycle & Carriage Bintang Berhad, General Manager - Head of Sales, Mr Thomas Tok Chek Kuan.

Staying close to its customers and to meet the needs of Mercedes-Benz fans in the Northern region, Cycle & Carriage emphasises on exceptional service. Its Bukit Tengah centre was awarded the Centre of Competence certification by Daimler AG in 2017 and retained the No.1 spot for customer service within the network for last two years. Looking to create exceptional journeys for its customers, Cycle & Carriage intends to immerse its customers in a refreshed and modernised end-to-end brand experience.

For almost 120 years, Cycle & Carriage has been serving customers in Malaysia. Its partnership with Mercedes-Benz over the last 67 years is a testament to Cycle & Carriage’s position as an experienced partner in the premium automotive segment. Cycle & Carriage also has an extensive network spanning 13 dealerships nationwide, including a dedicated commercial vehicle facility.

“We have an exciting future ahead of us. The new showrooms will move from being a point of sale to an absolute point of experience. More importantly, our ongoing upgrading and refurbishment efforts will enable Cycle & Carriage to provide an exceptional vehicle ownership experience for all our valued customers,” said Thomas Tok.

Cycle & Carriage welcomed over 250 Mercedes-Benz fans and customers to an exclusive evening in celebration of the newest additions to the Mercedes-Benz product portfolio held at iPong, Georgetown in Penang. The modern luxury appeal of the new Mercedes-Benz A-Class and class-leading enhancements of the new-generation C-Class attracted fans with diverse preferences and driving styles.

Mercedes-Benz Malaysia Vice President of Sales and Marketing, Mark Raine, personally introduced guests to the details and highlights of both the new A-Class and new generation C-



Class. Guests were treated to a fine F&B spread and they had the opportunity to explore the new reveals with product experts highlighting each vehicle's signature design, functionality and performance.

The new Mercedes-Benz A-Class and new generation C-Class are now available in all Cycle & Carriage Bintang Autohauses nationwide.

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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.

Cycle & Carriage. Exceptional Journeys. <http://www.cyclecarriage.com.my/>