

FOR IMMEDIATE RELEASE

CYCLE & CARRIAGE BRINGS SAFETY AND INNOVATION TO THE FORE AT THE IN-DEPTH DISCOVERY LEARNING PROGRAMME

*Cycle & Carriage Personalises Approach to Empower New Mercedes-Benz Owners With
Insights on Advanced Driving and Safety Features*

Petaling Jaya, 7 September 2018 – Cycle & Carriage Bintang Berhad (Cycle & Carriage) and Mercedes-Benz Malaysia recently hosted over 150 new Mercedes-Benz owners at the world's first Mercedes-Benz Discovery Learning Programme. Overseeing Malaysia's largest and most experienced Mercedes-Benz authorised dealer network, Cycle & Carriage presented a personalised approach to empower new owners to get better acquainted with the latest technologies and safety features of their vehicles.

“Every Mercedes-Benz vehicle is a masterpiece. Our passion at Cycle & Carriage is to match this masterpiece and its owner with the utmost care and Best Customer Experience. This is how we fulfil our brand promise of delivering Exceptional Journeys. We understand the advanced technology within a Mercedes-Benz vehicle and the all-encompassing customer services support system surrounding it may seem overwhelming to customers. This is why Cycle & Carriage sees the importance of a personalised approach through the Mercedes-Benz Discovery Learning Programme. Mercedes-Benz Malaysia has crafted it specially to help our customers get better acquainted with their vehicles and receive assurance of our capabilities in handling their technically advanced Mercedes-Benz vehicles,” said Cycle & Carriage CEO, Wilfrid Foo.

The Mercedes-Benz Discovery Learning Programme featured an interactive agenda beginning with a live demonstration. This featured globally certified Cycle & Carriage Product Experts presenting a detailed demonstration of purposefully-designed features within a Mercedes-Benz, such as Park Assist and Hold functions among others.

An informative sharing session followed next. Here, Cycle & Carriage service advisors took customers step-by-step through the Pre-Safe and safety features available within a Mercedes-Benz vehicle. The detailed approach in explaining the advanced safety features were aimed at helping drivers gain greater confidence on the road with a secured driving experienced. Taking it a step further, Cycle & Carriage also helped customers understand more about its extensive expertise and repair facilities at its service centres spanning 10 locations across Malaysia, including its Daimler AG certified body and paint centres.

Presently, Cycle & Carriage is supported by three major body and paint centres located in the southern, central and northern regions, namely Johor Bahru, Bukit Tengah and Batu Caves. The body and paint collision repair facility in Batu Caves recently received a 100 per cent scoring by Daimler AG, the highest score in the world for any Mercedes-Benz authorised service centre. At the Discovery Programme, Cycle & Carriage also unveiled the opening of its Express Body and Paint Centre in Glenmarie, Shah Alam.

Incorporating an interactive discovery experience, Cycle & Carriage displayed Mercedes-Benz vehicles for customers to personally explore at their own pace. Product Experts were on hand to take questions and enquiries by customers one-on-one.

“The one-on-one experience we emphasise at the Mercedes-Benz Discovery Learning Programme is a representation of the personalised and responsive customer experience Cycle & Carriage is known for and practices. This is the value we uphold throughout the customer journey,” Foo explained.

Following the one-on-one discovery experience, customers put their new found knowledge to the test through a practical demonstration. Here, customers tested the driving and safety functions. Displaying the integrity of each vehicle, Cycle & Carriage also emphasised the use of genuine parts and its advantages in maintaining a comfortable, reliable and secured driving experience. The day’s agenda concluded with a recap for customers to once again witness a live demonstration on key features presented earlier in the programme and have any further queries answered.

The Mercedes-Benz Discovery Programme hosted by Cycle & Carriage underscored the dealer group’s mastery in the technical superiority of a Mercedes-Benz.

-END-

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/>