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CYCLE & CARRIAGE BINTANG LAUNCHES MOBILE SHOWROOM, STAR GALLERIA, AS IT KICKSTARTS 120TH ANNIVERSARY

Cycle & Carriage Poised to Bring Leading Luxury Lifestyle Brand Experience to More Mercedes-Benz Fans in Multiple Locations with the Promise of Delivering Exceptional Journeys.

Kuala Lumpur, 18 January 2019 – Always with customers’ needs in mind and committed to providing Mercedes-Benz fans an up-close and personal experience, Cycle & Carriage Bintang Berhad (“Cycle & Carriage”) launched the Star Galleria. In conjunction with Cycle & Carriage’s 120th anniversary celebrations in 2019, the Star Galleria, a mobile showroom will visit multiple locations across Malaysia throughout the year to immerse fans with the Best Products and Best Customer Experience, and ultimately an overall exceptional journey with the brand.

“Today’s launch is a testament of Cycle & Carriage’s commitment to providing exceptional experiences for our valued customers. We are proud to represent Mercedes-Benz Malaysia and elevate our fans’ engagement with the brand through the Mercedes-Benz mobile showroom here in Malaysia. This is our effort to enhance the automotive retailing experience, blending a mobile approach that gives customers a taste of that Mercedes Benz luxury with Cycle & Carriage’s hospitality, in places that are unexpected. Leveraging our extensive network and deep-rooted presence in Malaysia, we believe that the Star Galleria will provide Mercedes-Benz fans a more personal and memorable brand experience truly whenever and WHEREVER,” said Cycle & Carriage Bintang, Chief Executive Officer, Wilfrid Foo.

The 20ft x 8 ft mobile Autohaus is easily recognisable with a signature sleek design bearing the *Three-Pointed Star*. Through Star Galleria, Cycle & Carriage gives fans a taste of its exceptional retail service by creating a unique space to explore and test drive their favourite models, and learn more about the different vehicle packages that suit their varying needs. In the comfort of the Star Galleria, which is complete with Wi-Fi and in-built digital devices to facilitate consultations, fans can also learn about new offers as well as financing and insurance solutions to facilitate the ownership experience.

The Star Galleria is serviced by an experienced team of Cycle & Carriage sales executives and product experts well-versed in walking customers through a detailed ownership process. Apart from the convenience and accessibility that the mobile showroom brings, the Star Galleria also features a refreshments counter complete with a dedicated service personnel. Customers can enjoy a warm or cold beverage and a snack while immersing themselves in the ultimate Mercedes-Benz retail experience. Exclusive Mercedes-Benz merchandise will also be on display for fans to start or add to their memorabilia collection.

Speaking at the launch event, Mercedes-Benz Malaysia, Vice President, Sales and Marketing, Passenger Cars, Mark Raine said, “We congratulate Cycle & Carriage on its 120th anniversary, an impressive milestone. Mercedes-Benz Malaysia and Cycle & Carriage share a long-term partnership and friendship spanning 67 years. Cycle & Carriage is key to the expansion of the Mercedes-Benz brand in Malaysia. They complement our extensive product range with best-in-class service. We look forward to continue building on this friendship to better serve our customers and fans.”

Foo added, “We go beyond just selling cars. For 120 years, Cycle & Carriage has continuously stayed relevant by focussing on how we can provide exceptional experiences for our valued customers. This 120-year milestone is made possible through the dedication of the Cycle & Carriage family, the support of our partners at Mercedes-Benz Malaysia, our valued customers and business partners, as well as our media friends. Our strength is in keeping our eyes and ears to the ground and being in tune with the needs of our customers allowing us to evolve as their needs evolve. We do this by investing in our people, systems and our facilities. Cycle & Carriage, a made in Malaysia brand, is proud to be here for a 120 years and we intend to continue doing so for many more years to come.”

Cycle & Carriage’s exceptional journey began in Kuala Lumpur in 1899. Today, Cycle & Carriage is a leading regional automotive group in Southeast Asia with 10 brands operating in Malaysia, Singapore, and Myanmar.

Today, Cycle & Carriage has an extensive network presence of 13 outlets across Malaysia. The Group also has three ‘Centre of Competence’ body and paint collision repair facilities in Batu Caves, Bukit Tengah, and Johor Bahru certified by Mercedes-Benz parent company, Daimler AG. Extending its lead in customer experience, Cycle & Carriage was recently awarded at the 2018 inaugural Mercedes-Benz Malaysia Dealer of the Year awards for its top

notch aftersales service and customer service and loyalty. Continuously innovating offerings that raise the benchmark of service, Cycle & Carriage recently launched Malaysia's very first Mercedes-Benz Star Mobile. The service offers premium best-in-class maintenance service by going to customers, caring for their cherished Mercedes-Benz vehicles at their doorstep.

This year, Cycle & Carriage launched a new brand promise – 'Exceptional Journeys' based on the premise that journeys are not measured by the distance we travel, but in the memories we acquire. The new brand promise encapsulates the Group's passion to create people-focused experiences.

To commemorate its 120th anniversary, Cycle & Carriage also launched a regional campaign to give away 120 exceptional journeys of specially curated trips to three enticing destinations: Mongolia, Nepal and Korea. The anniversary campaign runs from 10 January to 30 November 2019 for Cycle & Carriage's valued customers in Singapore, Malaysia and Myanmar.

To participate, customers can perform any of the eligible transactions and register on the Cycle & Carriage website. In Malaysia, the eligible transactions are:

- Purchase a new or pre-owned Mercedes-Benz from Cycle & Carriage and receive 12 entries; OR
- Every RM3,000 spent in a single receipt/invoice for maintenance, repairs, and/or purchase of merchandise and accessories you will receive 1 entry (capped at 12 entries)

More information can be found on <https://www.cyclecarriage.com/120>

Additional Information

Mongolia "Adventure"

Journey across the rolling steppes and immerse yourself in the nomadic settlements that have called the grasslands home since the time of Genghis Khan.

- Soak up the wild splendour of the Mongol Els sand dunes.
- Visit the Hustai National Park and get acquainted with the *takhi*, the world's last wild horses.
- Connect with a local Mongolian family and experience the nomadic lifestyle first-hand.

Nepal
“Culture”

Immerse yourself in the history of Kathmandu and find out why this ancient kingdom is also one of the most enchanting places on earth.

- Unlock the wonders of Pashupatinath, a Hindu temple complex and UNESCO World Heritage site.
- Journey to the mountain village of Nagarkot and admire the Himalayas from an altitude of 2,200m.
- Venture into the Kathmandu Valley and uncover its stunning views and sublime beauty.

Korea
“Metropolis”

Step out in style in Asia’s capital of cool and embark on a glorious urban odyssey across Seoul to discover its thrills, sights, and sounds.

- Witness the famous guard-changing ceremony at Gyeongbokgung Palace.
- Stroll through the traditional Bukchon Hanok Village and re-live scenes from popular K-dramas.
- Learn to prepare an authentic Korean meal and enjoy the best of home-cooked Korean cuisine.

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>

Photos of Star Galleria by Cycle & Carriage can be found via the following link:
<http://bit.ly/CCBStarGalleria>

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