

For Immediate Release

CYCLE & CARRIAGE HOSTS EXCLUSIVE PREVIEW OF AMG A35 SEDAN FOR AMG OWNERS COMMUNITY

*AMG Owners Bond Over Passion For Performance,
Power and Versatility At 1st Anniversary Bash*

Petaling Jaya, 6 November 2019 – Cycle & Carriage Bintang Berhad (C&C) recently hosted the AMG Owners Community Malaysia (AOCM) for an exclusive preview of the all-new Mercedes-AMG A35 4Matic Sedan at its newly renovated C&C Mutiara Damansara Autohaus. The intimate gathering was a double celebration welcoming the newest addition to the AMG family in Malaysia and the first anniversary of the AOCM.

“Your car is often an extension of your personality. As owners of this prestigious brand, your exceptional journey, especially performance enthusiasts such as yourselves, is a priority to us at Cycle & Carriage. With 120 years of experience under our belt, we are looking to the future and embracing digital and technological advancements to raise the benchmark of premium automotive retail and customer experience. The newly renovated C&C Mutiara Damansara Autohaus is a physical manifestation of our efforts in this direction and we are just getting started,” said Cycle & Carriage Bintang Berhad CEO, Wilfrid Foo.

Understanding AMG fans and their appreciation for craftsmanship, power and performance, C&C, together with Mercedes-Benz, presented AOCM members with first hand insights into the all-new Mercedes-AMG A35 4Matic Sedan presented by AMG Regional Sales Manager SEA, Guido Brommann. The intimate session culminated in a celebratory cake-cutting ceremony to mark the AOCM’s first anniversary.

In his address, Foo also surprised the AOCM members with a special invitation. “Cycle & Carriage is happy to offer the community with a clubhouse here at Mutiara Damansara Autohaus that’s befitting the stature and prestige of a modern luxury lifestyle that you as owners of an AMG masterpiece, can be proud of. We do this to set the pace in the luxury retail circuit to enable us to provide you with exceptional ownership journeys for another 120 years and beyond,” said Foo.

The C&C Mutiara Damansara Autohaus is the first to bring the new Mercedes-Benz brand presence and experience to Malaysian customers. The new brand presence features a multi-sensorial appeal with elements such as personal assistance at the welcome area, integration of digital media, as well as a new architectural concept at the showroom. The Cycle & Carriage Johor Bahru, Alor Setar and Ipoh Autohauses are next in line to undergo this transformation which leverages on innovative technology and digitalisation, further elevating the overall customer ownership journey.

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 and commercial vehicles, as well as a dealer group 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.

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Cycle & Carriage 120th Anniversary: <http://www.cyclecarriage.com/120>

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