

For Immediate Release

STEP INTO A MULTISENSORY JOURNEY, CYCLE & CARRIAGE REDEFINES THE PREMIUM AUTOMOTIVE RETAIL EXPERIENCE AT MUTIARA DAMANSARA

*Specially Curated Experiences Leveraging On The Five Senses Mirror The
Multisensory Customer Experience At Cycle & Carriage*

Petaling Jaya, 5 September 2019 – The newly transformed Cycle & Carriage Mutiara Damansara Autohaus, elevates the premium automotive lifestyle experience with its modern luxury architecture. The first to launch this Mercedes-Benz new brand presence in Malaysia, Cycle & Carriage introduced this transformed design and experience for customers and fans, by curating a host of activities inspired by the five senses to reflect the multisensorial appeal of the newly refurbished Autohaus which boasts a multiplicity of contemporary modern-luxury finishings that seek to fascinate customers.

“Cycle & Carriage is thrilled to bring customers and fans a more personal and refreshing experience. The evident transformation of this Autohaus we are standing in today, is timely as we celebrate our 120th anniversary this year. With this landmark celebration, we also introduced our new brand promise of delivering ‘Exceptional Journeys’. In line with this commitment, we remain steadfast in our efforts of investing in our people, systems, and sites. Our investment into this Autohaus is a testament of Cycle & Carriage’s commitment to raise the benchmark of premium automotive retail and customer experience,” said Cycle & Carriage CEO, Wilfrid Foo.

The string of immersive activities kicked-off with a *Curves and Calmness* yoga session by celebrity yoga instructor, Atilia Haron. Guests comprising both women and men, varying from experienced yoga lovers to beginners, enjoyed a mix of stretching and breathing exercises, as well as basic asana poses. Each pose flowed into the next seamlessly accompanied by soothing ambient music to complement the atmosphere in the newly designed Autohaus. The session concluded with the signature Savasana pose, known also as the pose of total relaxation.

The yoga session helped guests break a sweat, while the aroma of freshly brewed coffee that lingered in the air served as a reward and timely transition into the next session led by Empty Cup Coffeehouse. Founder, Low Haw Nan, took guests on a journey around the world, introducing the origins of exotic coffee beans amidst the comfort of the Autohaus. Guests had the opportunity to awaken their sense of smell with a variety of coffee beans from Brazil and Indonesia, as well as learn to pair specific coffee blends with fruit or chocolate to amplify flavour.

Next, Empty Cup Coffeehouse demonstrated its prowess in latte art, courtesy of its award winning barista, Jason Chin. Guests witnessed first-hand, a live demonstration of latte art masterpieces, each varying in complexity. The creations ranged from a simple heart, to a moderately intricate swan, and hornbill, and finally a strong finish with an elaborate design of a Pegasus. Guests also grabbed the opportunity to try their hand at mastering the skill of latte art as Chin walked them through the process, step-by-step.

Cycle & Carriage next capitalised on the sense of taste by treating guests to a Gastronomic Afternoon with MasterChef Asia season one finalist, Marcus Low. Low, who founded MadHatter Desserts, kept guests in awe with his signature whimsical take on desserts. His session began by demonstrating a step-by-step process of preparing ice cream, achieving the final product with the help of liquid nitrogen. The dessert maestro also shared some exclusive tips and tricks in preparing a chocolate cherry mousse and choux pastry.

After an informative dessert-making session, Low introduced his specially curated German-inspired desserts for guests to savour. Low incorporated vibrant colours and intricate components in the desserts he served which comprised a Black Forest Bonbon, Cinnamon Ice Cream Creampuff, an Apple Tea Sphere, and a Strawberry German Cheesecake. The desserts, which ignited the sense of taste, were inspired by the German premium marque which Cycle & Carriage represents.

Rising star and award winning photographer, Johnson Wee, took on the mission of bringing life to the sense of sight for guests through his visually mesmerizing photography skills. Born and raised in Kuching, Sarawak, Wee, has received multiple accolades at the prestigious Wedding and Portrait Photographers International (WPPI) Awards, dubbed as the “Oscars” of wedding film and photography. In addition to sharing his tips and tricks for photographers to achieve exceptional outdoor and indoor shots, Wee also demonstrated ways to strike

poses that showcased one's most attractive features. Guests posed with their desired Mercedes-Benz vehicles on display and enjoyed a professionally captured profile photo to take home as a memento.

The activities wrapped up with a soulful musical session by Meruked, a six-piece fusion band hailing from Sarawak. The band, known for marrying the unique tunes of the *Sape* with mainstream instruments like the electric, acoustic, and bass guitar, as well as percussions, entertained guests with a set list of covers and originals. Between performances, Meruked's frontman, Syed Ashraf Al Edruce shared the background of traditional Sarawakian compositions. Meruked also presented refreshed versions of these tunes by injecting the band's own flavour that had guests clapping, swaying and eventually prompting an encore performance.

Cycle & Carriage Mutiara Damansara Autohaus is the first of three Autohauses to embody the new Mercedes-Benz brand presence. 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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Exceptional Journeys



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