

News Release



KLIMS'10 CONCLUDES A SUCCESSFUL 10 DAYS WITH RECORD BREAKING ATTENDANCE OF OVER 310,000 VISITORS

Kuala Lumpur, 17 December 2010 – The 8th presentation of the Kuala Lumpur International Motor Show 2010, Malaysia's biggest motoring event, has now come to a close with the highest attendance marked since KLIMS began in 1977. The show which ran from 3rd December until 12th December was a roaring hit amongst motoring enthusiasts, car lovers and fun seekers alike.

After lifting off with an impressive 28,000 visitors on opening day, the show's popularity only heightened as the days went on. This year there were evidently more families with young children drawn to the show by the display of a 16 foot *Bumble Bee Transformer* and the *Batmobile* replica (both of which were flown in specially for the event).

Datuk Aishah Ahmad, Chairman of the KLIMS'10 Organising Committee and President of the Malaysian Automotive Association (MAA), announced that a grand total of 321,958 visitors attended over the duration of the show that was staged at Putra World Trade Centre (PWTC).

"Despite the absence of some brands, overall the event was well received and had an impressive turn-out. We are delighted that exhibitors seized the opportunity to debut their greatest and latest products on a larger platform. With the success of KLIMS'10, we hope that other brands will be eager to participate in the next show and enable us to further elevate this event," stated Datuk Aishah Ahmad, Chairman of the KLIMS'10 Organising Committee and President of MAA.

After a grueling 10 days of showing and many months of event preparation, a KLIMS'10 Gala Night cum MAA 50th Anniversary Celebration dinner was held for the exhibitors, sponsors and all media whose support was of invaluable contribution to the success of the Motor Show. The night was the culmination of a week and a half of remarkable sales, celebrated lucky draw wins and thrilling presentations of futuristic 'greener' technologies that are fast becoming the discerning factor for car consumers.

Organiser



MALYSIAN AUTOMOTIVE ASSOCIATION



Show Manager

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It was most be-fitting that the KLIMS'10 Lucky Draw Grand Prize presented during the Gala Night was in line with the KLIMS'10 green theme, 'WE CARE'. Mohd Nor Zainal Abidin walked away with a flashy new Toyota Prius, a hybrid car that was specifically designed to be more eco-friendly. This car, which was generously sponsored by UMW Toyota Motor Sdn Bhd, is a prime example of the direction the automotive industry is now taking. Two lucky visitors, Fadzlina Zubairi and So Mee Chen were announced as winners of the two Proton Sagas compliments of Proton Bhd.

A series of lucky draws held during the show saw 10 NAZA Blitz motorcycles snapped up by fortunate visitors. One such winner was 12 year old Chang Jia Shen of Segamat, Johor. Other lucky draw giveaways were sponsored by our generous exhibitors.

It is evidently clear that some exhibitors have gone all out with their booth constructions. In recognition of their efforts, the show organizers awarded the KLIMS 2010 Best Booth Award to Honda Malaysia Sdn Bhd, first runner-Up UMW Toyota Motor Sdn Bhd and Second Runner-Up Perodua Sales Sdn Bhd. In the non-automobile category, Tint-Shop (M) Sdn Bhd, first runner-up Ecotint (M) Sdn Bhd and Second Runner-Up Lec Auto Leather Marketing Sdn Bhd was declared the best among the rest.

With the conclusion of the Kuala Lumpur International Motor Show 2010 comes great satisfaction and a new found anticipation for what's to come at the next presentation of KLIMS.

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About KLIMS

The Kuala Lumpur International Motor Show (KLIMS) is back again for its 8th presentation to delight car enthusiasts and motoring reviewers from the region!

The world's most illustrious and glitzy automobiles will once again converge at KLIMS'10 to showcase the automotive achievements of today and the possibilities of tomorrow.

Themed "We Care", KLIMS'10 will make its prestigious appearance to showcase the auto industry's accent on consumer, environment and community care.

Besides showcasing the latest automotive products and innovations that can be found in the market, the Malaysian Automotive Association (MAA) hopes to bring forth the automotive industry's initiatives in contributing to the well-being of mankind.

KLIMS'10 will add momentum to the Green Campaign by encouraging the automotive industry to showcase environment friendly vehicles and promoting the appeal of these vehicles to the public.

KLIMS'10 is also an opportune platform for exhibitors to promote their Corporate Social Responsibility (CSR) Programme.

4 core traits of **CARE**:

Driven by Commitment

Led by the Malaysian Automotive Association (MAA), the omnipresent representation of the automotive industry in Malaysia, KLIMS'10 continues to be driven by a commitment to deliver a powerful branding, marketing and launching pad for the industry players.

At the same time, KLIMS'10 will bring forth a projection of the automotive industry's commitment to its customers, stakeholders and partners.

Focused on Advancement

Synonymous with MAA's objective to advance the industry, KLIMS'10 will provide a valuable and relevant platform for the automotive industry companies to advance their positions in the market.

KLIMS'10 will also provide an ideal platform for exhibitors to showcase the advancement of their Research and Development in the automotive industry. A conspectus of the latest engineering feats that push the boundaries of science and innovation as well as improve the lives of mankind.



Trusted for Reliability

KLIMS has never failed to generate a targeted and massive crowd of car enthusiasts, potential buyers and media reviewers.

As an exhibitor, you can rely on KLIMS to conduct your global launches, marketing and branding campaigns, it is also an opportunity for you to reassure their existing and potential customers on your market position or demonstrate your products' reliability.

Concern for Environment

The corporate sectors in recent times have been put under the microscope for their environmental impact upon the world. Forward looking companies are incorporating Corporate Social Responsibility (CSR) into their business agendas, one of which is doing their part in mitigating the effects of environmental threat to mankind. KLIMS'10 is an excellent opportunity to show your support on environment issues.

About Malaysian Automotive Association (MAA)

The Malaysian Automotive Association (MAA), formerly known as the Malaysian Motor Traders Association (MMTA) was established in November 1960. The aim of MAA is to support the development and protect the interest of motor traders in Malaysia, as well as to make representation to the various Government bodies on important issues pertaining to the automotive industry.

Besides serving as a liaison with the Government agencies, MAA also communicates industry positions and objectives to the media frequently. To date, MAA has 244 members, comprising 45 full members who are franchise holders and assemblers, 4 associate members nominated by franchise holders and 195 subscriber members from various institutions and associations (banks, stock, brokers, etc) who have an interest in the local automotive industry.

Issued on behalf of MAA by MediaBond Sdn. Bhd.

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