

DRIVE ON



EDARAN TAN CHONG MOTOR SDN. BHD.
(230669-H)

ELECTRIFYING MOBILITY 
NISSAN'S HISTORY OF **ELECTRIC VEHICLES**

VOLUME 23 ISSUE 2 / nissan.com.my



Innovations that
**ENRICH
LIVES**

CELEBRATION OF
CREATIVE DEPARTURES
FROM THE NORM



➤ Rethinking
The Cities Of The
FUTURE

IT WAS DECEMBER 2010.
HALF WAY AROUND THE WORLD,
ONE JOSEPH KOSINKI...

THE World IS YOUR Best TV Program



MAKING MEMORIES ON
LIFE'S JOURNEY

A WORLD
BEYOND PICTURES

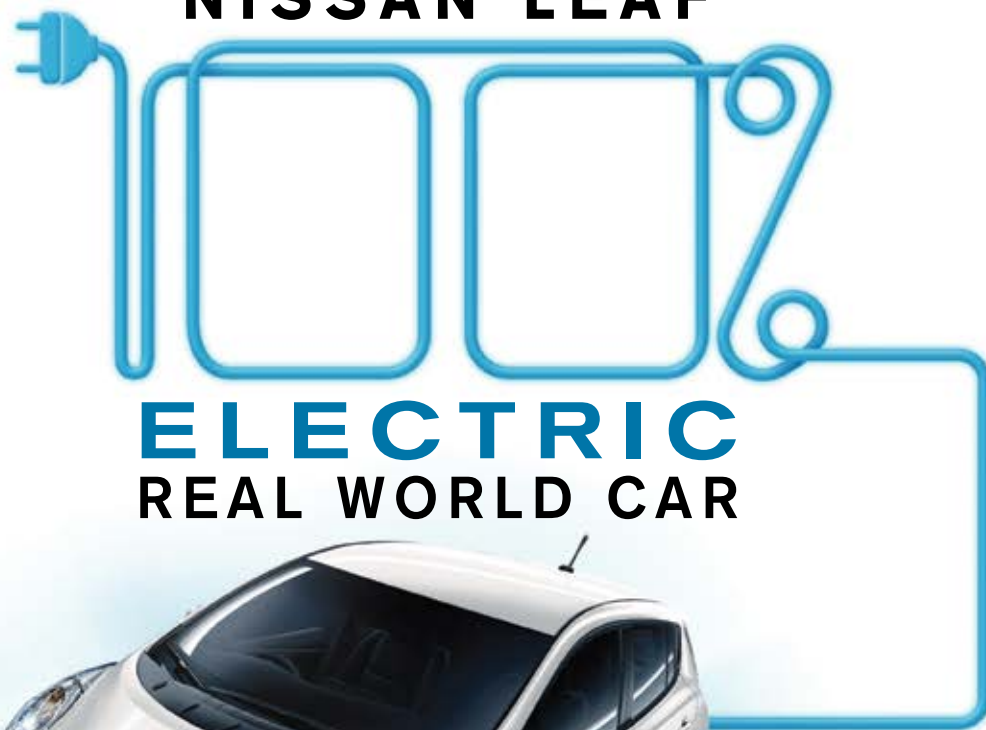




Innovation
that excites

Zero Emission

NISSAN LEAF



No matter how the world changes, there's one thing that will never change: the passion we feel for our cars. At Nissan, we share that passion.

Now that passion has brought forth a true breakthrough - introducing the **Nissan LEAF**. A car powered by 100% electricity. A car that uses no petrol and produces zero CO₂ tailpipe emissions. A car that will change the way you think about driving.

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0%
PETROL

ZERO PETROL

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Adults
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Torque

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Approx.
21dB*

SUPER SILENT

Quieter than any other car you've ever heard. *The average sound level in a library is 30dB.



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Visit our showrooms for a unique driving experience with the Nissan LEAF.

- Petaling Jaya branch (Selangor)
- Jalan Raja Laut branch (KL)

Call 1800 88 8368 or log on to www.nissanleaf.com.my for more information.

*Price shown is on-the-road including insurance and road tax, subject to change without prior notice and valid for private registration in Peninsular Malaysia only.

Actual car specifications may vary from model shown.



Scan to find our public charging stations.

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FORWARD

READY FOR 2014 MALAYSIANS?

As 2013 draws to a close, we're very happy to announce that through your continuous support, we have achieved unprecedented success this year.

Come to think of it, it is gratifying to know that we here at Tan Chong shook the hands of so many happy new Nissan owners this year. While our business revolves around the handing over of the keys to proud new owners, our hearts warm from the smiles and cheers from the many faces of those whom we met throughout the year.

And this is what inspires us all along. We understand the traffic jams all of us go through, we know that a simple cup holder goes a long way in times of need, and of course the joy of every road trip with the entire family on board. A car is but an appliance until it actually enriches our lives.

As a company that thrives on innovation that excites, we also know very well that at the core of it, are the lives of every individual that we helped made, a little bit more colourful.

Hope you enjoy this issue as we realise that the world around us, is our best TV program and that at times, it's the sweet memories that matter, and lastly, a picture may say a thousand words, but an experience is perhaps worth a thousand more.

We placed great effort in creating this issue, and we hope you like it as much as we do.

Here's to a great 2013, and let us look forward to another great year ahead! Happy new year, Malaysians!

DRIVE ON

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Innovation that excites

NISSAN ALMERA NISMO PERFORMANCE PACKAGE

nismo

Driven to set your pulse racing.



Living in the city is life on the fast lane – the Nissan Almera NISMO Performance Package is a motorsports creation designed for such a lifestyle. Built complete with enhanced add-ons such as NISMO Aerokit, NISMO Performance Suspension System, NISMO Sports Exhaust Muffler and NISMO 16" Alloy Wheels with Continental Max Contact MC5 tyres. Nissan Almera NISMO Performance Package – it'll set your adrenaline racing.

Book a test drive or visit our nearest showroom to experience its motorsports spirit. Don't miss our Early Bird Promotion.*



- Nissan Almera is priced from RM66,800* (E M/T)
- Nissan Almera NISMO Performance Package can be purchased at an additional RM13,000 which includes NISMO Aerokit, NISMO Performance Suspension System, NISMO Sports Exhaust Muffler, NISMO 16" Alloy Wheels and Continental Max Contact MC5 tyres.
- Nissan Almera NISMO Aero Package can be purchased at RM8,000 which includes NISMO Aerokit, NISMO 16" Alloy Wheels with Continental Max Contact MC5 tyres.



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www.nissan.com.my or call 1800 88 8368

NISSAN ALMERA NISMO 1.5L * CVTC * 102ps * 139 Nm

Actual car specifications may vary from model shown.



Scan to download e-brochure

INNOVATION THAT EXCITES

QUICK NEWS AROUND THE WORLD

Japan Prime Minister Shinzo Abe rides for the first time in Nissan's Autonomous Drive Car in the first ever public road test. Hands are free to wave during the entire drive

Nissan produces the 10th millionth car from US Tennessee plant

Nissan becomes Apple's exclusive automotive partner for iTunes Radio

Nissan and Yokohama City launched Choimobi Yokohama, a large scale car sharing service using only EVs

More than 30,000 Nissan LEAFs has been sold in Japan

Nissan will offer autonomous vehicles by year 2020

Collectively, Renault-Nissan Alliance have sold more than 100,000 electric vehicles

Nissan develops intelligent self-cleaning rear view cameras

DRIVE ON: NEWS TAN CHONG MOTORS

TAN CHONG EXPANDING



MOBILISING MYANMAR

TAN CHONG MOTOR TO BUILD AND OPERATE LARGEST AUTOMOBILE MANUFACTURING SITE IN MYANMAR

Nissan and Tan Chong Group will be embarking on a three-year long project to build a new manufacturing facility in Myanmar. Due for completion in 2015, the new production plant will be located in the Bago region, and is set to become the largest automobile manufacturing site in the country.

The official and exclusive distributor of Nissan vehicles in Malaysia, Singapore, Vietnam, Cambodia, Laos and Myanmar, the Tan Chong Group has been granted rights by the Myanmar government to assemble and distribute Nissan vehicles there, and Nissan Motor Company CEO Carlos Ghosn couldn't be more thrilled at the prospect. "I'm very proud to say that Nissan is the first car manufacturer to have the agreement from the Myanmar government to build this facility in partnership with Tan Chong Motors," said Ghosn.

Likewise, Tan Chong's Senior Regional Director Dato' Dr. Ang Bon Beng responded positively by saying, "We've been working with Nissan for almost 56 years. We actually complement each other very, very well. We have shown our commitment and have met their expectations."

Tan Chong Motor (Myanmar) Co., Ltd., will work hand-in-hand with the local government there to redevelop the Myanmar automobile industry. When the new 80-acre (3.48m sq. ft.) production plant is completed in year 2015, it will create an estimated 300 jobs for the people, and will have the capacity to produce 10,000 units a year – the first model of which will be the new Nissan Sunny, or the Nissan ALMERA as we know it in Malaysia.

The 2013 Nissan ALMERA (Sunny) is one of the most affordable B-segment sedans in the Malaysian market today. Its widespread appeal stems from its surprising spaciousness, fuel-efficiency, and great value for money.



DRIVE ON - PLACES MYANMAR, YANGON

PHOTO BY SHWEDAGON PAGODA

MYANMAR

POPULATION
60 million
(Malaysia: 28 million)

AREA
676,578km²
(Malaysia: 330,000km²)

YANGON

POPULATION
4.3 million
(Kuala Lumpur: 1.6 million)

AREA
599km²
(Kuala Lumpur: 243km²)

FOUNDED
11th Century (Year 1028)

FLIGHTS
About RM500-RM600,
daily from KL to YG
(Malaysia Airlines)

Yangon is the former capital city of Myanmar, and remains as its largest city and Myanmar's economic center; a vibrant and beautiful city with beautiful pagodas, and the largest concentration of British colonial buildings in South East Asia. Tan Chong Motor recently set foot into Myanmar by investing more than RM150 million in setting up a manufacturing plant to produce Nissan vehicles.



DRIVE ON: NEWS NISSAN LEAF OWNER 3 YEARS OF RE-LEAF



THE FIRST-EVER NISSAN LEAF OWNER OPENS UP ON HIS NEW LIFE WITH A FULLY-ELECTRIC VEHICLE

It's been three years since Olivier Chalouhi returned to his San Jose, California, home with the first-ever fully-electric Nissan LEAF sold in the world. Having made the order online, Chalouhi confessed to having some doubt over owning a fully-electric vehicle, and what it would imply to his daily living.

With a family of three kids, along with his wife to accommodate in their commutes, Chalouhi faced a similar concern that we all find ourselves faced with when making such a drastic change, "Would it work?" Predispositions aside, he took a chance, and has now something to say about it, to the world.

Speaking to Nissan Global's website, the first-ever Nissan LEAF owner is quite relieved by his decision to go full-electric. When he first bought the car, Chalouhi's intentions were akin to saving the environment – something he still does with his Nissan LEAF. Now however, after three years of driving the zero-emissions car, Chalouhi believes it is more about everyday practicality rather than his previous purely environmental desires.

"You can put three kids in the car with no problem," Chalouhi told Nissan Global's press site. He went on

to say, "The way it drives, the silence and the comfort you get from an electric car that would be the primary choice today. And there's an added benefit that it's good for the environment."

Chalouhi's regular route on any given day is spent driving up to almost 80km, and since he first drove home with his LEAF, he's gone nearly 50,000km without spending a cent on petrol. His one concern however, was with the availability of recharging stations where he lives, which is something Chalouhi also notes to be growing in numbers.

In Malaysia, Edaran Tan Chong Motor has been working hard at ensuring that its electric future is well prepared for. ETCM has been working together with First Energy Networks (FEN) to establish EV charging stations throughout the Klang Valley. At the time of writing, there are four stations located in major parts of the city; KLCC, Lot 10, Petronas Solaris in Serdang, and the latest one at Bangsar Shopping Centre.

You can rest assured that when you purchase the RM168,888 Nissan LEAF you too, like Olivier Chalouhi, will never need to spend another cent on petrol ever again.

"IN MALAYSIA, EDARAN TAN CHONG MOTOR HAS
BEEN WORKING HARD AT ENSURING THAT ITS
ELECTRIC FUTURE IS WELL PREPARED FOR."



NISSAN TAXI TO TAKEOVER NYC STREETS

The only taxi ever to
be safety tested
and certified in
New York.

Front and rear
curtain airbags
as well as seat
mounted side
airbags for front row

Sliding doors
prevents risk for
pedestrians and
cyclists as well as
other motorists

Lights that alert
other road users
that the doors are
opening as well as
an exterior light
that indicates
that the vehicle
is honking

Driver and
passenger
intercom system
to complement
the partitioned
compartments for
safety of both driver
and passenger

Navigation system
and reverse camera
are standard as well
as a hearing loop
system for hearing
impaired drivers

Seats four
passengers and
has ample room for
luggage

USB and electrical
outlets for
charging as well
as independently
controlled air
conditioning

Side windows that
can be opened as
well as a transparent
roof panel along
with overhead
reading lights

Seat fabrics are
antimicrobial and
durable

LEGOLAND MALAYSIA RESORT

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shows and attractions!

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DRIVE ON: NEWS
THE BEST OF THE BEST
POWER 88

ETCM receiving the award from Nissan Motor Co., Ltd. at the Nissan Global Award presentation ceremony.

NISSAN FORGES ON

ETCM CONTRIBUTES SIGNIFICANTLY TO NISSAN'S POWER 88 GOAL

Earlier this year, Nissan was ranked by Interbrand, world-leading brand consultancy as the fastest growing its brand value by a staggering 25 per cent to 6.203 billion Dollars. The only other automotive brand that grew faster was Porsche, at 26 per cent, just one per cent more than Nissan.

Commenting on the latest recognition accorded to the rejuvenated Nissan, the company's corporate vice president and Global Head of Marketing, Communication and Brand Strategy Roel de Vries said "You will never build a strong brand by chasing somebody else. You have to create your own identity."

Explaining Nissan's rapid growth, de Vries said "It is important for us to create a dialogue with the people but to create not only in the fun part of social media but in the real part of what we do as a car manufacturing company. We are doing a project with the Tokyo Motor Show with the community to help us to develop concept cars and cars for the future. So we are spending a lot of time communicating closer with our customers."

"Another example of that is what we call GT Academy. I think many people know the Nissan GT-R is one of the most popular cars in this world No.1 driving simulator, and we have now millions of people racing cars online and if they become the best online, we actually take them in and we develop them as real racing drivers. So building a much stronger link between the brand and the customer I think is essential." In fact, Tan Chong Motors participated in the Sepang 12hr Malaysia Merdeka Endurance Race this year with the two selected drivers from the GT Academy

along with a Nismo Global.

In addition to sponsoring racing circuit events, the brand plans to roll out Nismo-badged cars around the world. At this year's Super GT International Series in Sepang, Edaran Tan Chong Motor hosted the world premiere of the Nissan Almera Nismo Performance Package, which was subsequently launched officially at the KL International Motorshow.

Nissan Motor Company's executive vice president Andy Palmer adds that Nissan is elevating marketing to a "science" to deliver the consistent, distinct position around innovation that differentiates Nissan. An example of that innovation is the zero emission Leaf electric vehicle.

De Vries is keen to point out that Nissan is not only the fastest growing mainstream automotive brand, but also the most sustainable, jumping 16 positions to 5th place this year in the Interbrand's Best Global Green Brands 2013 report."

He concluded "at Nissan Motor Company, we have a quest to get to zero emissions in the world and zero fatalities because that would be the ultimate achievement—if cars would have no negative impact on the environment and on peoples' lives. We are responsible for our brand, and we have to set that direction."

Closer to home, Edaran Tan Chong Motor (ETCM) has won the Nissan Global Award for the fourth consecutive year. The award is given to the best Nissan distributor around the world for over-achievement of business plans and customer satisfaction.

In other words, ETCM is widely recognized



From left: Wolfgang Reip & Mark Shulzhitskiy (Nissan GT Academy), Mr Tom Yang (GM of Marketing, ETCM), Toshikazu Tanaka (Corporate VP of Nismo), Katsumasa Chiyo (Nismo Racing).

by Nissan as one of the best Nissan distributor in the world.

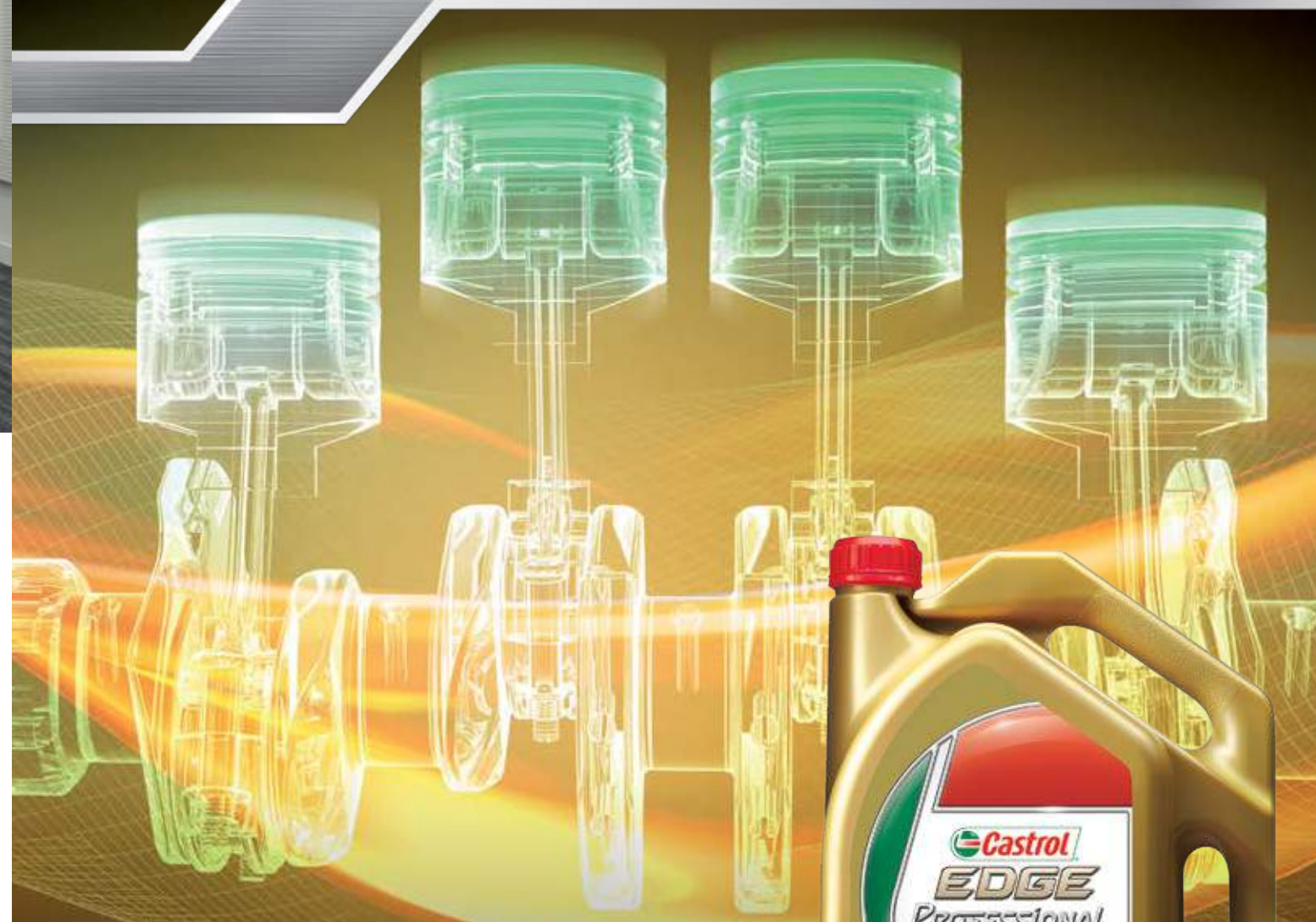
Carlos Ghosn, the President and Chief Executive Officer of Nissan Motor Co., Ltd. sent a congratulatory note to the management of ETCM saying "The Nissan Global Award is proof of your team's hard work and dedication to superior performance. Despite the challenges facing our industry and despite competing with more than 130 National Sales Companies (NSC), you have achieved outstanding sales, growth and profitability".

Takao Katagiri, another executive vice president of Nissan Motor Co., Ltd. added "ETCM has delivered the best over-achievement of its business plan in new car sales and customer satisfaction with one of the biggest increases in market share from the previous year. ETCM proved to be one of the "Best of the Best" NSCs globally."

The "2013 Nissan Global Award" recognizes the greatest contributor to Nissan 'Sales Power,' one of the six pillars of the Nissan Mid-Term Plan known as 'Nissan Power 88'. This Plan aims to achieve a global market share of 8% as well as an increase in corporate operating profit to a sustainable 8% by 2016.

The Tan Chong Group is at the core of the 'Nissan Power 88' plan for the ASEAN region. The homegrown Malaysian company is not only representing Nissan in Malaysia, but is also in the Indo-China region.

STRENGTH TO PERFORM FREEDOM TO DRIVE



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PROFESSIONAL

INNOVATIONS THAT ENRICH LIVES

At Nissan, our aim is to continuously drive innovation in our products that deliver excitement into our customer's lives. From the thrills of driving the 370Z Roadster to the warmth of ferrying an entire family in the Serena S-Hybrid; our goals have remained the same, except we're always striving to move the goal post further.

In this issue, in celebration of creative departures from the norm, Drive On features ideas from around the world, which enrich people's lives. Be it a product, a concept or one man's good intentions, we're happy to share these innovative wonders with you.

1 GT RACING ACADEMY

Many young boys dream about becoming racing drivers one day, but the fact is, starting out from as young as five or six-years old is a must to be able to progress from karting, sponsored stock races, Formula 3 and so on. This however, changed dramatically when Nissan, along with Polyphony Digital and Sony, collaborated on the Nissan GT Racing Academy and organised online races across the globe, in which the top virtual racers were invited to race and train in-person at the Nissan GT Racing Academy. The results have been gratifying, as Lucas Ordóñez, the winner of the first GT Racing Academy, took 2nd place at the 24 Hours of LeMans. Yes, a jaw dropper. This means that the hierarchical path on which automotive racing has been established on for so long, has now been broken by a plastic joy pad and a few buttons.



2 GOGGLE GLASS

Yet another great invention from the Google boys, Sergey Brin and Larry Page. Glass is a wearable computer system that communicates with the Internet via the wearers' voice. When it finally becomes available to consumers, Glass; which is being developed by Google X – the creators of other futuristic technologies such as driverless cars, will ultimately change how we operate and integrate our lives with the Internet.

Google's technology taps into what many now call our 'Exo-brains', and points to a new cognitive world where we no longer rely on our memories to serve us, and the concept of 'I don't know this' will soon fade into oblivion.



10:42
"ok glass"

ok glass, google...
Ask a question

g Web results for awesome

The entire objective of Google Glass is to blend information into our reality and operate entirely through voice operation.

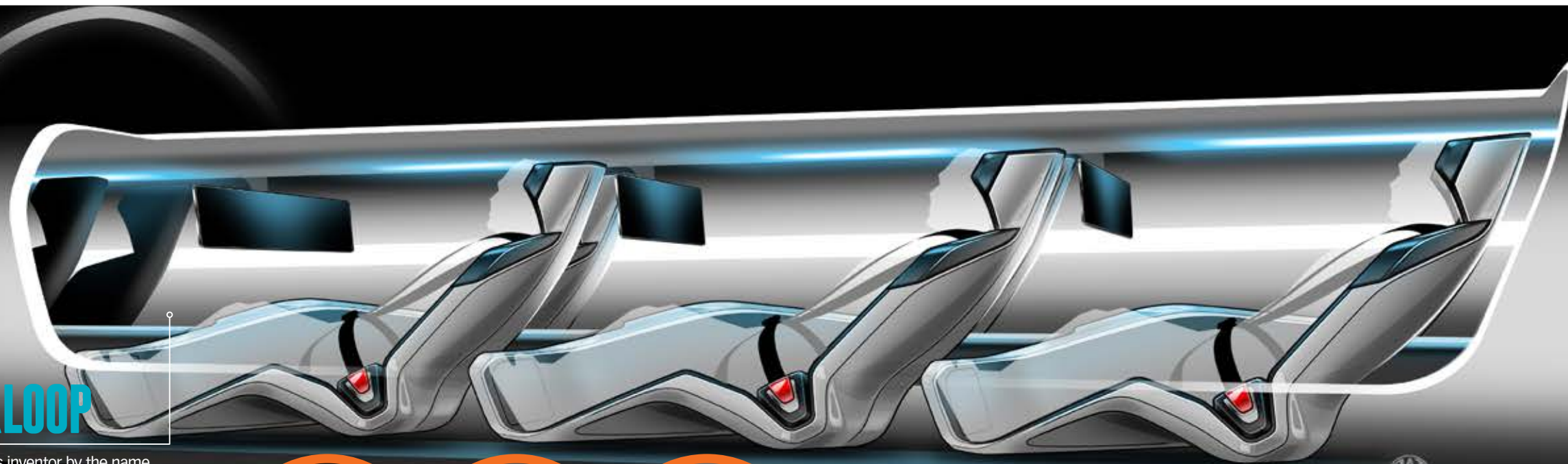
3 MICRO LOFTS

Houses are expensive in big cities and purchasing one is a common financial dilemma faced by citizens across the world. As housing prices alongside living costs rise in urban developments, the pressure of being able to afford a decent place has become a familiar burden to many city dwellers. Enter Micro Lofts from Canada, who have managed to lift some of the weight off the shoulders of eager home owners in Vancouver. Micro Lofts purchases old buildings and transforms them into smaller individual units to be rented or sold at a lower cost. Profiteering? Not exactly, because an array of ingenious solutions is integrated into the renovations, creating comfortable yet space-saving abodes and thus, putting more roofs over more heads, at affordable prices.



4 HYPERLOOP

A concept by a prodigious inventor by the name of Elon Musk, it envisages travelling at vast distances as fast as air travel, but at an even lower cost than riding a train. Eager to one day make this a reality, Musk went through the feasibility studies of engineering and costing, before publishing his invention for any business interested in venturing into high-speed transportation, to pursue – for free. Is he trustworthy? Given that he's the founder of SpaceX and Tesla Motors and co-founded PayPal, we bet he is.



PATRICK GRIMMEL 08/13



5 NIKE+ FUEL BAND

Nike makes staying fit and healthy not only fun, but cool as well. The Nike+ FuelBand comes as sleek strap that tracks your daily activities and presents it in nifty info-bites like the number of steps taken, distance traveled and calories burned. By syncing your information to the Nike+ FuelBand app, you can create your own digital sports diary and tracker that can also be shared on Facebook and other social media platforms – perfect for those who need the extra motivation to keep moving, and for those who like to take competitiveness to the next level – you can track the progress of not only your friends but of other Nike+ FuelBand users across the globe.

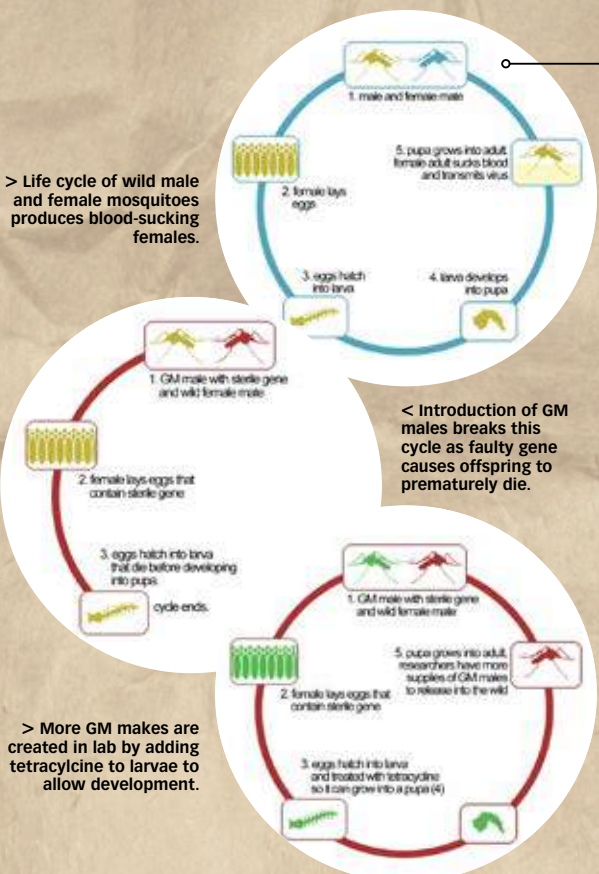


6 WAZE

Developed by a small Israeli start up that changed not just how we use maps, but also, how we go about navigating through our daily lives. Waze started off as an A-GPS app that simply allowed users to socially update each other on traffic conditions or road hazards. It quickly turned location finding into a smart app that detects and provides practical information such as traffic jams, road blocks, petrol station locations and other useful driving tip and conditions along the user's chosen route. If the original concept of GPS was to help us navigate our way towards unfamiliar places, Waze not only does that, but makes us rely on it to get to places we know, faster.



HOW GENETICALLY MODIFIED MOSQUITOES WORK



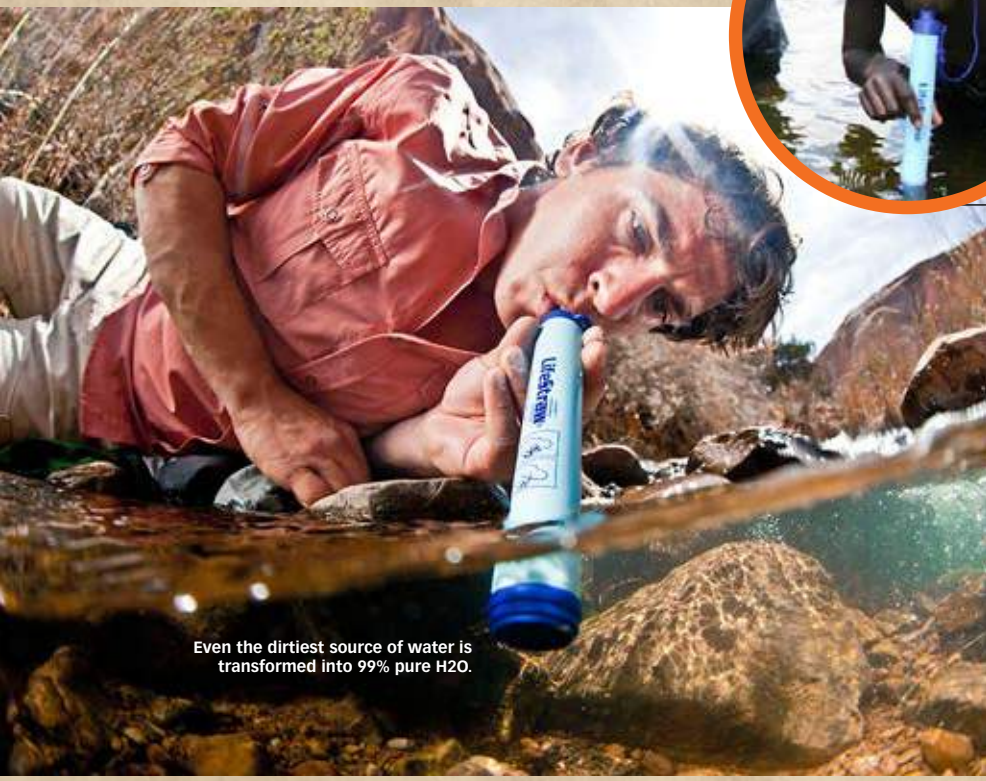
7 OXITEC

In Asia, we're no strangers to the dangers of Aedes mosquitoes and dengue fever. We often turn to preventive measures like chemical pesticides, mosquito and body repellent to help us ward off these 'mozzies', but Oxitec has taken a scientific approach instead. By using molecular biology and advanced genetics, their technology creates 'sterile' male mosquitoes that are released and monitored in dengue prone areas. When these Oxitec mosquitoes successfully mate with a wild female, their offspring do not survive to adulthood, thus contributing to the decline of the mosquito population. This method is not only more effective because it is targeted, but also more environmentally friendly as the indiscriminate spraying of chemical fumes from insect sprays is no longer needed.



8 LIFE STRAW

Many interesting innovative product-driven concepts enrich lives, but the LifeStraw saves lives. This simple but incredibly important innovation is a very compact, highly powerful and efficient water filtration system that is powered by the very suction of drinking from a straw. Through its filtering process, the LifeStraw is able to filter out 99.9999% of waterborne bacteria and 99.9% of water parasites from the most untreated sources, transforming it to drinkable water. This innovative device can also filter up to a maximum of 1,000 litres of water, which is enough to fulfill one person's water consumption needs for a year. It even removes odour and residue. The LifeStraw has now saved more than hundreds of thousands of lives in regions where there is no access to clean water. ■



Even the dirtiest source of water is transformed into 99% pure H2O.

Making memories

on

WHAT DO YOU REMEMBER MOST OF LIFE'S JOURNEY? IS IT THE CHALLENGES AND TRIALS THAT YOU HAVE FACED? THOSE TIMES WHEN YOU HAD TO THINK TWICE WITH TREPIDATION OR MOMENTS OF WHEN YOUR HEART BEAT RACES WITH TRIUMPHANT EXCITEMENT?

Life's

journey...

Is it the places and faces that you have seen? Places of beauty and majesty that takes your breath away or the smiles of kindness and welcome from those you have met along the way? Perhaps it could be the emotion of joy at your past successes, the romance of your first love, the adventures you had as a youth, or the revelation and realisation that is brought about by wisdom.

No matter what part of our lives we cherish most may be, to each and every one of us, life's most memorable journeys will differ from one another. To some it is the experience, to others it is their achievements at the end of the day. The memories of life's ups and downs are just as valuable to some as the journey through life's twists and turns are to others.

And yet, as different as we are, to many of us, life's most treasured memories are often those that we share with the people we love. As the old adage goes, no man is an island, and even though we can easily travel to the ends of the earth these days, we cannot separate ourselves from the comfort and warmth to be had when we are with friends and family.

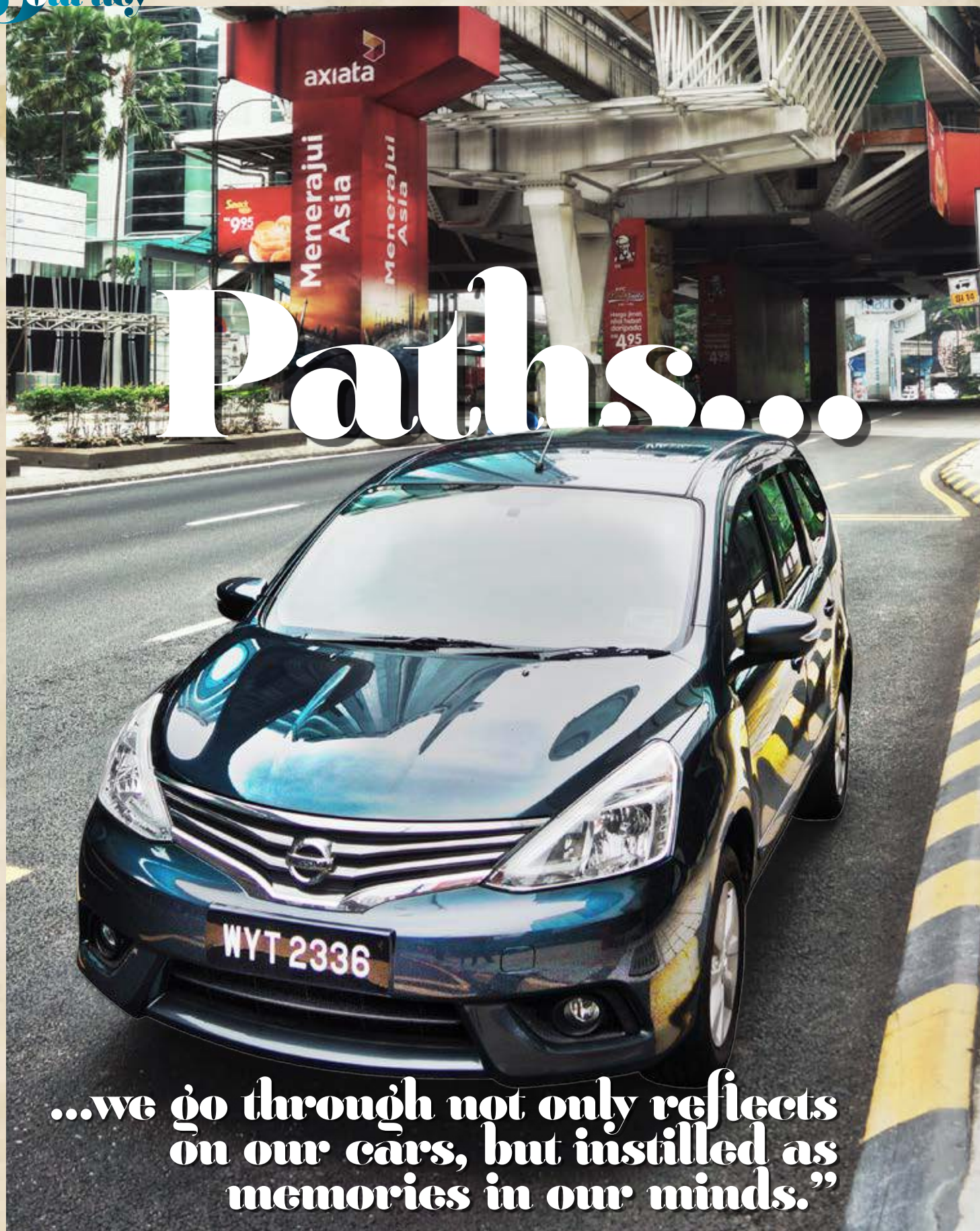
Success and wealth may come and go, health and knowledge may pass, but the company of family won't leave us. However family isn't just about sharing the joys and laughter in times of celebration, or bearing each other's burdens and



Sharing the Joy & Laughter



Bringing families together



...we go through not only reflects
on our cars, but instilled as
memories in our minds."



tribulations together, nor putting up with one another's shortcomings. At times it is our family which can help us find the silver lining behind every cloud, bring back a ray of hope through the thick of life's challenges.

Even when times are trying, the company of family members can turn the situation around. The right shoulder of support, or a hand of help to be offered and a word of encouragement, can easily brighten up even the gloomiest of one's days.

On one hand sitting alone in your car, stuck in the middle of a traffic jam or travelling on a long journey can become tiring. Seeing the miles roll by or the clock ticking by with nothing but the thoughts in your head or the tunes on the radio can get wearisome. But having the presence of friends or family can turn such moments into a time of togetherness. Singing a song or playing simple word games can make time breeze by. The light-hearted chatter of family members will bring a sense of comfort and familiarity, while enjoying a journey together can be more fulfilling than staying at home or going to a shopping complex.

It is ironic how we turn to other avenues to find happiness or fun, when sometimes the most

memorable moments are just right in front of us. Key is to find something suitable that everyone in your family can enjoy.

With seating on board for seven, the new Nissan Grand Livina is an ideal MPV for the family. When it comes to making any journey great or small, few MPVs of its size can match it when it comes to comfort and refinement. There is ample space in all three rows of seating, and the seats themselves are generously cushioned to sit back and relax.

Beyond its sleek and sophisticated new shape that borrows cues from cars, the Grand Livina also drives and rides like a car. Its lower ride height meant that it drives with the sharp responses and stability of a car, while the refinement levels in the cabin makes it a fine companion for long distance drives. With less sound intruding into the cabin, and disturbing the peace inside, you and your family can be more relaxed and enjoy the journey.

To improve the sense of comfort, the cabin itself is trimmed in a comforting two-tone beige and black colour combination. The silver or subtle dark wood trimmings serve to add a touch of class to give a sense of occasion to the journey.

The Grand Livina can be specified with a choice of an all-aluminium 1.6-litre HR16DE or 1.8-litre MR18DE engine. Either one of them are smooth-running and refined engines. Better yet, the 1.6-litre engine's power output of 105PS and 150Nm of torque, and the 1.8-litre engine's 126PS and 174Nm of torque, both delivers spritely performance for the driver, while being frugal and easy on the wallet. Who says travelling has to be expensive?

Happiness too is also peace of mind and the Grand Livina covers that aspect well. The Grand Livina comes with dual front airbags, ABS with electronic brake force distribution and brake assist as standard. With a new Fine Vision Meter instrument cluster, drivers too can see more information at their fingertips with the new digital information display showing instantaneous and average fuel consumption, and remaining range figures at the touch of the steering wheel mounted controls.

When it comes to being a place for your friends or family to come along for the ride, the Grand Livina has everyone spoken for. Now it is only up to you the driver to take it out and go on a journey with your friends or family, and write new moments together in the journey of life. ■

ELECTRIFYING MOBILITY

NISSAN'S HISTORY OF ELECTRIC VEHICLES

Electric Vehicles (EV) have received much fanfare in recent years, with the Nissan LEAF leading the industry having sold more than 100,000 units this year alone, spearheading a new generation of not just alternative vehicles to consumers and commuters, but ones that have zero emission. While the LEAF does represent a vast advancement in zero-emission mobility, Nissan on the other hand, began producing EVs as early as 1947. Today, we're taking you on an amazing journey through Nissan's 66 years of electrifying mobility.

1947



NISSAN TAMA ELECTRIC VEHICLE

After World War II, oil was very scarce, but electricity was plentiful. For this reason, there was a period when the Malaysian government promoted the manufacturing of electric vehicles. With this encouragement, the "Tama" was introduced and earned a high reputation: in performance tests (conducted by the Ministry of Commerce and Industry) it succeeded in bettering its catalog specifications with a cruising range of 96.3km and a top speed of 35.2km/h. It was used as a taxi and in similar roles until 1950.

1949



NISSAN TAMA SENIOR

Based on the Tama, the Tama Senior was a sedan positioned as an alternative to everyday petrol cars.

1970



NISSAN 315X

A very small city car with two doors that could seat two people. With the size of the car representing a very small footprint, it served most needs of city driving.

1974



NISSAN EV4

Extending from the 315X, Nissan engineers made a two-seater electric pick-up truck.

1985



NISSAN EV RESORT

The production version of the Nissan EV Guide II, in which Nissan received more than 40 orders from hotels and resorts to ferry visitors.

1991



NISSAN FEV

Also ideal for short-range driving, a concept car developed for the 1991 Tokyo Motor Show. Employs advanced aerodynamic design.

1995



NISSAN FEV II

A concept car designed for the 1995 Tokyo Motor Show. The first Nissan EV to employ Lithium Ion batteries.

2000



NISSAN HYPERMINI

An ultra-compact EV only sold in Japan.

2007



NISSAN MIXIM

Designed for the 2007 Frankfurt Motor Show, powered by Nissan's "Super Motor" where an electric generator is present for range-extending driving using a compact lithium-ion battery.

2009



NISSAN LEAF

The first mass-produced EV designed and built using the latest battery technology, was slated for simultaneous launch in Japan, Europe and North America.

2009



NISSAN LANDGLIDER

Nissan's planning and design team were given a challenge: to explore new forms of zero-emission mobility that redefined existing segments. The result was a radical new vehicle, that combines the company's vision for future urban mobility. A unique, two-seater, cocoon-like structure sitting on a zero-emission power train. With four-wheel stability and a sense of safety that originates from a tilting cabin, the Land Glider was designed for both two- and four-wheel driving enthusiasts. Described as a 'personal city commuter,' the Land Glider featured steering-by-wire and a lean capability when cornering – like a motorcycle – a totally new driving experience. Targeted at city dwellers of all generations, the Land Glider was a serious motoring statement of the new era of mobility that Nissan intends to lead.

2010



NISSAN TOWNPOD CONCEPT

While Nissan Townpod was created with the world's entrepreneurs in mind, its appeal went beyond this expanding demographic, to new families building their first homes or retirees turning a hobby into a business. In other words, anybody who appreciated the customisable utility of its van-like abilities, coupled with a chic and stylish cockpit designed with the future and not just today, in mind.

2011



NISSAN ESFLOW

ESFLOW is rear-wheel drive and it runs on two motors. The car's graceful proportions allow the twin electric motors to be placed above the axis of the rear wheels, in a mid-ship position. These motors independently control the left and right wheels, and so the torque is optimised to ensure outstanding vehicle stability and control as well as efficient power regeneration. The motors produce enough torque in an instant for it to reach a 100kph in under 5 seconds. Power for the motors comes from the same laminated lithium-ion battery packs used in the Nissan LEAF, but in ESFLOW the packs are located along the axis of the front and rear wheels. This centralises the mass of the car, and thus its rotation point, close to the driver's hips. These cleverly positioned batteries enable the car to travel over 240km on one charge.

2011



NISSAN PIVO 3

PIVO 3 takes Nissan's EV portfolio another step forward. Building on the pioneering PIVO 1 and PIVO 2, the new PIVO 3 concept moves from the realm of imagination into a fully-evolved vehicle that envisions life in Tomorrow's cities. Whereas the PIVO 2 was a highly innovative vehicle that stood alone as a concept car, PIVO 3 evolves in the direction of a "smart community" with greater feasibility, credibility and an extended scope of mobile performance. Nissan believes PIVO 3 is very close to what the next step in urban mobility should be.

2012



NISSAN E-NV200

The innovative Nissan e-NV200 Concept, which made its world debut at the 2012 North American Auto Show in Detroit, serves as further evidence of Nissan's leadership in the zero-emission automotive industry. Based on the popular Nissan NV200 multi-usage vehicle, the Nissan e-NV200 Concept previews a near-future production version of a full electric vehicle designed to provide businesses or families with flexible, roomy interior space, while achieving a dramatic CO2 footprint reduction. ■

THE WORLD, IS YOUR BEST TV PROGRAM

WHAT DO YOU DO ON WEEKENDS? FOR MOST OF US MALAYSIANS, IT MAY CONSIST OF A LATE BREAKFAST, READING THE PAPERS AND SOME MORNING DOSE OF TV, AND THEN PERHAPS FOLLOWED BY LUNCH IN EITHER ONE OF THOSE ALL TOO FAMILIAR SHOPPING MALLS AFTER A GREAT DEAL OF TRAFFIC CONGESTION.

MOST of the time, it'd be great for the kids if it's the shopping malls, because more often than not, the long traffic leading to the destination, and the countless stretching of the neck looking for a parking spot, and lastly the immense crowd; would've been enough to encourage a marathon TV session at home instead.

It might not be a bad idea after all, as there're tons of channels to choose from. Your children can stay in their rooms Facebook-ing all day long, and before one realises, it's dinner time at your favourite restaurant which you went last week. Isn't that great? Exactly like the week before?

How about something a little bit different?

Now you might be thinking "I know where this is going, are you suggesting me to plan a location to go, inform the entire family, pack up and go places? We'd love it, but it kind of needs some planning."



"THE BEST
VIEW IS OFTEN
FOUND OUTSIDE
OF THE LIVING
ROOM."

WELL,

yes and no.

You see, at times, our course of life is as if a trajectory of a moving object. Change the initial start by a few degrees, and over time, it ends up surprisingly different. All one needs to do, is to initiate the start, and then everything flows by and you have yourself a spontaneous road trip.

Spontaneous road trip? Where to go?

You see, haven't we notice something very interesting? When we travel to foreign places, we tend to see things differently. Our minds are not occupied, we're not very sure where we're heading either. But we're never bogged down with the intended destination, our eyes have a wider peripheral vision, we notice small, minute things that we would otherwise forego in our day to day routines. Two kids playing by the sidewalk, a shoe mender smiling to his customer, or even a squirrel hopping between branches. And we smile when we notice these little works of life.

Get the family together, slide open the automatic doors, glide the centre armrest to be either a 7 or 8 seater; and hop on the car to begin that day's journey of glancing through the wide window panels at the beautiful outside world. And explore your hometown with the minds of a traveller. Which in this case, is what we did so within Kuala Lumpur, in the Serena S-Hybrid.

Forget about that 65-inch flat screen TV. The best view in the world is found outside the living room.

No amount of computer generated high definition trickery can produce the same look of awe on an urbanite twelve year old seeing green paddy fields and huge buffalos for the first time.

Instead of watching National Geographic or Man vs Wild, why not plot your own adventure trail with your Serena S-Hybrid?





SWITCH off the TVs, unplug the modem. The beauty of living is not to be found in the living room, but in the outdoors teeming with life.

Sitting right at the heart of Kuala Lumpur is the KL Bird Park - the largest walk-in free flight aviary in the world. Experiencing the sight and sound of free flying birds in their natural environment is an experience that no school text books or even Animal Planet channel can offer.

Just told your kids bedtime story about Tarzan? Do you know that you and your kids can play Tarzan right at the heart of Shah Alam? Going past the gates of the Skytrex Adventure at the Shah Alam Botanical Park is like passing through an inter-dimensional portal. One moment you are driving past bustling industrial estates and another moment later you find yourself in a surreal rainforest surrounding.

Another inter-dimensional portal you should visit is Kampung Baru – an oasis of old Malaya within the midst of the modern Malaysia. Exit the perpetually jammed Jalan Tun Razak and into the assorted small alleyways that lead into the old Malay settlement, you scenes of old Malaya being played out against the backdrop of KLCC Twin Towers.

If you don't pay attention to the modern cars parked along the streets, you could almost fool yourself into believing that you have been transported back in time - elderly men and women in sarong can be seen tending to their chickens and crops outside old style kampung houses, people chatting idly in wooden huts serving authentic Malay food. Only by looking up to see the skyscrapers that dot the city's skyline will you be reminded that you are still in the present.

Property developers have set their sights on Kampung Baru and this oasis of old Malaya as we know it today will be preserved for very long. So rather telling stories of lives in the kampung, bring your children there and let them see it for themselves.



MUCH have been written about the many fancy bars and roof-top restaurants that offer a bird's eye view of the city's skyline. With more and more hill tops being levelled to construct fancy condominiums, few spots are left for the public to catch a beautiful night view of Kuala Lumpur city. One of these few remaining places is the outdoor swimming pool at the Chin Woo Stadium. There's a little known spot, close to the edge of the car park on the hill that offers a breathtaking view of the city at night.

With the area surrounding Chin Woo Stadium earmarked for construction of the 118 storeys Warisan Merdeka tower, the little enclave may not be around very much longer.

We've spent far too much time in our sofas watching heavily edited TV programs about living rather than going outside and living it ourselves. If all you are going to do is to watch the outside world through a glass from the comfort of a sofa, you might as well continue doing it with a sofa on



"THE SERENA S-HYBRID IS ESSENTIALLY A LIVING ROOM ON WHEELS."

wheels, one that offers an even bigger view of the world.

Essentially that's what the Serena S-Hybrid is - a living room on wheels, comfortable as a sofa with huge windows to look at the beauty of the world around us. As they say, the best products, are those that 'disappears' around us, their very existence does not come in a form of an active agent of change to our lifestyles, but one that complements it greatly, where we merely reap the enjoyment.

When the driver needs a switch after a long day at the wheels? Slide the centre console to the rear and simply walk to the second row to

relax. The toddler needs the afternoon nap halfway through a picnic in lake garden? Fold the second row down and turn it into a comfy bed. What about being stranded in a traffic jam and the kids got bored? Well, given that this is a living room on wheels, it does come with a DVD player and LCD screen mounted for the entertainment of the second and third row of passengers.

See? There's no need for pre-planning for day trips like these, spontaneity has its charms. And it is these little moments of smile and gratefulness from owners of our vehicles that gave us the push to continue serving all of you. ■

RETHINKING THE CITIES OF THE FUTURE

IT WAS DECEMBER 2010. HALFWAY AROUND THE WORLD, ONE JOSEPH KOSINKI WAS IN LONDON PREPARING FOR THE WORLD PREMIERE OF HIS FILM TRON: LEGACY, A SEQUEL TO THE HIT SCIENCE FICTION FILM TRON. KOSINKI WAS A TYPICAL WHITE MIDDLE CLASS CHILD WHO GREW UP IN A TRADITIONAL FAMILY IN IOWA, USA AND WENT TO A GOOD SCHOOL. HIS FATHER WAS A DOCTOR AND HE GRADUATED FROM THE COLUMBIA SCHOOL OF ARCHITECTURE.



Kosinki was known for possessing a very unique set of skills that combines film making, computer generated imagery (CGI) and architecture, allowing him to envision a very unique type of universe. Three years earlier, Kosinki was asked by Walt Disney Studios to direct Tron: Legacy, giving him a very specific challenge to conceptualise an alternative universe different to that presented by the Wachowski Brothers' The Matrix.

Kosinki had earlier moved from Iowa to Los Angeles, so he could be closer to the film making capital, Hollywood. Within a very short period of time, Kosinki had made a big name in the industry by scoring several hits with CGI produced television commercials.

Tron: Legacy would later gross over 600 million USD and has since gone on to make a film adaptation of Kosinki's graphic novel Oblivion, starring Tom Cruise.

In the same week that Kosinki's Tron: Legacy was premiering in cinemas across the world on December 17, one Mohamed Bouazizi, a street-side fruit stall vendor in a small city of Sidi Bouzid, Tunisia was harassed by the police for not having a vendor's permit, which he could not obtain.

The 26-year old Bouazizi only makes USD5 a day, most of which is used to pay for his sister's schooling. He had to quit school at the age of 18 to help support his family.

As such, he had no money to bribe the police. When he went to the local municipal council's office to complain, he was abused, slapped and had his stall confiscated, along with his weighing scale and goods.

He then went to the governor,

who refused to see him. Bouazizi reportedly said, "If you don't see me, I'll burn myself," before buying a can of petrol of petrol to immolate himself. "How do you expect me to make a living?!", Bouazizi said before setting himself on fire.

His death would set off a chain of reaction, culminating in the Arab Spring which sparked violent public uprising across the Middle East against their government.

Joseph Kosinki and Mohamed Bouazizi are the products of their environments. Kosinki, thriving in a city where he is able to maximise his potential. Economically trapped in the city of Sidi Bouzid, Bouazizi did not amount to much, irrespective of how talented or how hardworking he was.

Every day, close to 200,000 people around the world migrate from the rural areas to cities, in search of employment. That's almost 1.4 million people a week or 70 million people a year.

The megalopolises of 2013 look nothing like those imagined five decades ago in The Jetsons. Instead of gleaming skylights, flying cars and intelligent robots, there are slums with sheds made from corrugated zinc panels, open sewers, no running water and marred by violence, drugs and corruption.

One in six people on the planet today live in slums, and the United Nations estimates that it will increase to one in four by 2030.

Rethinking the city of the future involves more than

just imagining flying cars and impressive architecture. It begins from the bottom.

No city can progress sustainably without addressing urban inequality - disparity in access to jobs, housing and education. While Bouzizi's case was a very extreme example, urban disparity is not limited just to under developed countries.

In the US, the "99 per cent" has become a catchphrase for the Occupy Wall Street movement, a civil movement against the collusion between big corporations and the government bailing out failed businesses, while squeezing out the interests of the middle class.

The United Nations Human Settlements Programme (UN-Habitat) has called for a re-thinking of urban prosperity, one that includes not just economic interest, but also the well-being of city dwellers.

The agency says that the current dominant perspective is outdated and unsustainable. Heavy dependence on private cars, highly-segmented urban forms, socially and economically segregated spaces and endless urban peripheries that consume land and resources, are driven by the interests of private companies rather than public need.

In its report "State of the World's Cities 2012/2013," UN-Habitat conceptualised the five dimensions of a sustainable, prosperous city of the future.

First, a prosperous city generates the income and employment that affords adequate living standards for the whole population.

Second, a prosperous city deploys the infrastructure - adequate water, sanitation,



For more than 50 years, Nissan has never stopped eyeing into the future with countless concepts.



The Nissan Personal Mobility concept is one of the many latest projects that aims to provide practical mobility with zero emission.

NISSAN'S NEW MOBILITY CONCEPT

INNOVATIVE

Ultra compact
2-seated
mobility, a new
category to fit
short driving
distances with
personal use.

SIMPLE

Compact
body size for
convenient
driving and
parking.

SAFE

As practical as
a scooter with
far superior
occupant
protection.

CLEAN

Zero-emission
as it is a 100%
electric vehicle



power supply, transport and etc. – required to sustain both the population and the economy.

Third, prosperous cities provide the social services – education, health, recreation, safety, security and so on.

Fourth, no city can claim to be prosperous when large segments of its population live in poverty and are deprived of a political voice.

Fifth, a sustainable city does not destroy or degrade the environment. Instead, the city's natural assets are preserved for the sake of sustainable urbanisation.

Futurist and author of the book "Worldchanging: A User's Guide for the 21st century" Alex Steffen, explained that cities can dramatically cut down on green house gas emissions with better urban planning, weaving the urban fabric with eco-districts and building sustainable neighbourhoods.

"The most sustainable trip is the one that you never had to make in the first place," he said.

The cars of the future will not fly. Instead, they will be designed to serve a very specific role. Our parents' generation see cars as a one-size fits all solution. Today's cars are segmented by their roles – a city commuter hatchback, a seven-seater people carrier or whatever the transportation requirement may be.

The cars of the future will serve an even more specific role. They are likely to be electric two-seaters used mainly for short distance trips.

City centres, connected by highly efficient public transport are likely to ban entry to polluting private cars, to control traffic congestion.

The concept of a car as we know today will be used for recreation, cherished and only used occasionally. For the few times a week where a larger, more powerful car is required, requests from local car-share service providers will be made, an increasingly popular development common in cities like Tokyo, Melbourne and Copenhagen.

As for us at Nissan, we have begun preparing for the post-car age. The Nissan Mobility Concept (NMC) is Nissan's proposed solution for the cities of the future. The concept is currently tested by Nissan and Yokohama's city council as part of the Yokohama Mobility Project Zero study.

The NMC can serve as a highly-efficient vehicle to ferry locals to the nearest public transportation service. Another is a '2-mode EV car sharing', where the vehicle is used as a private commuter vehicle in the mornings and evenings and as a corporate car during business hours.

"We own a big, eight-seater car, and it always seems a little over the top to use it for such small things as going shopping. But, if I had something this compact, it's much less of a hassle to drive the children around or to run small errands at the supermarket," said housewife Yoko Sonobe, who is among the first group of users selected to participate in the EV car sharing three-year trial programme.

Nissan is also experimenting several other technologies like autonomous driving, which allows the driver to sit back and relax while the car drives itself during rush hour, and wireless charging, which makes charging an electric vehicle even more convenient.

Elsewhere, Nissan is also working with city planners in Europe and the Americas to introduce zero-emission taxis. The Nissan Leaf taxi is currently undergoing trials in, London, Zurich, Mexico City and Rio de Janeiro. ■

WORLD BEYOND

PICTURES THEY SAY...

... a picture paints a thousand words. Pictures has brought distant lands closer, let us look into the eyes of strangers who we will never have the chance to meet, and even revealed to us the mysteries of the cosmos and worlds that are beyond our own eyes.

A WORLD BEYOND PICTURES

Photographs and pictures have helped us see beyond our horizons, but truth be told, it can never match the experience of actually being there.

We assume that the world has been catalogued from one end to the other, that we have already captured everything there is to see in two-dimensional images, that there really aren't much undiscovered surprises left in the world.

Up here on the nondescript hilltop overlooking the vast valley that cradles the capital of Kota Kinabalu, not even the highest resolution picture could even being to describe the awe and majesty of the Sabahan countryside with your own eyes.

Vast jungles cover the mountainous terrain like a thick green blanket as far as the eye can see, stopping only at the edges of the azure sea beyond. A refreshing breeze blows in from the coast chilled as it sweeps up the hillside, scented by the fauna around us.

Our journey here wasn't an expedition that took days of arduous trekking through the thick of the jungle. Quite the contrary, 45 minutes ago we were crossing through the streets of the insignificant-looking capital cradled in the valley below us in the Nissan Navara, now we are taking in the scale and magnificence of the land below the wind.

However our stop was brief, just enough time for one to give their limbs a little stretch and it was back in the Navara for the journey down the other side of the valley.

The roads steeply climbs up the hillside for a while longer before the smooth tarmac came to an abrupt halt and a rudimentary dirt track continued its way down the other side of the hill.

As the path ran along the hillside, steadily descending into a lush green valley below, the mess of dark-green wild vegetation around us suddenly clear away to offer us a view of a landscape covered in the unmistakable yellow-green stalks of paddy, immaculately trimmed and arranged.

The tall hills around us cast a huge shadow on our convoy, rays of sunlight flood over the ridges towering above us and lending a splash of colour to the serenity of a world that seems so distant from the artificial bustle of city life.

“Up here on the nondescript hilltop overlooking the vast valley that cradles the capital of Kota Kinabalu, not even the highest resolution picture could even describe the awe and majesty of the Sabahan countryside we saw with our own eyes.”



WORLD BEYOND PICTURES

Our descent ended at the edge of a river which flows along quietly past along an empty field, our first piece of flat land since the roads began climbing into the hills, and the chance for us to get out and refresh ourselves with some local delicacies.

This moment's respite also serves as a chance for us to have a look around the facelifted Navara. From a distance the changes are hard to spot. Its stout body and pumped up bodybuilder look that has established its image of strength and toughness is very much unchanged.

However when you look closely, you will notice the new redesigned chrome grille which looks more elegant, the shapely new front bumper, and the new sophisticated 16-inch rims gives the car a more refined look. There's also the addition of a new 6-inch touchscreen multimedia head unit with an onboard navigation and reverse



camera feature, the latter of which makes manoeuvring the 5.2-metre long pick-up truck a breeze.

The Navara might have performed admirably well on the road, but the real test was yet to come.

Sure enough the call was given for us to board the Navara and head off deeper into the jungle. Our journey took us up the hillsides again, but this time the path of dirt and rocks snaked along the side of the mountain range. On paths like these our instructor turned the "Shift-on-the-fly" 4WD control knob to activate the four-wheel drive mode to fully exploit the engine's 174hp and 403Nm of torque.

Even though many new pick-up truck entrants has stepped into the market since

the Navara's debut, the 2.5-litre YD25DDTi diesel engine still boasts the highest torque figure amongst the 2.5-litre diesel engines. Its 403Nm makes the task of hauling its mass up any challenging incline seem effortless even with passengers and luggage on board.

It was a good call though to keep the four-wheel drive system engaged as the path narrows and winds tightly between steep cliffs. The rocks on our path seem bigger and more prominent than before, the quick progress we made earlier through the constructed roads before has now slowed down to a slow crawl.

The path was barely wide enough to contain the Navara's width, with the cliff dropping off steeply to our side and only the dense vegetation below to break our fall. The



cliff edge is a little unnerving, but the view of the mountain ranges that stretch into the distance is simply breathtakingly beautiful.

Even the clouds above cast shadows that look small and insignificant to the land below.

We know that Sabah is the second largest state in Malaysia, and we know that most of the country is covered by untouched virgin jungle, but the scale and the expanse of it just isn't something that could be described or captured in an image. Little wonder then that many visitors to this land have fallen in love with its natural beauty.

As we pass lone kampong houses built along the hillsides we are greeted by the carefree smiles of the children, excited as they wave the visitors passing by their front doorsteps. The hum of our diesel engine interrupts a group of ladies unwinding after a long day and exchanging the latest news and gossip among one another, a brief glance from

their faces before turning to continue their banter is the only form of acknowledgement of our passage through.

The path we are on continues to snake deeper into the jungle, the rocky ground that has slowed our journey is no more and the bare terrain beneath has turned to soft mud. The smooth cut road focused tyres now begins to show signs of scrambling for grip from the soaked ground.

We switch the four-wheel drive system to the low-range setting, allowing us to keep the engine running at higher speeds, whilst maintaining a slow and steady pace to prevent the wheels from digging themselves into the soft or sinking into the loose soil.

Sure enough the Navara hauls itself through without much difficulty, muscling its way through the barely substantial surface and keeping a steady progress. Even with tyres that were suited for gaining a stable footing on well-prepared tarmac, the four-

wheel drive and low-range gearbox manages to compensate for the lack of flat predictable terrain easily. There wasn't a moment where we felt that the Navara has had it. Keep a firm grasp of the steering, and rely on the mechanics beneath to pull itself through impossibly steep slopes and the challenging terrain of the wilds.

Our guides were equally adept and experienced to lend us useful bits of advice to avoid getting stuck or how to tackle different terrain situations. Even with our lack of knowledge or experience in this undertaking we are relieved as the thick jungle steadily thins away to reveal plantations and villages.

The blue tint of the skies above has begun to take on a deeper hue, the afternoon sun casting an orange glow as it begins its descent into the horizon beyond. The air around us cools to a chill as its warmth begins to ebb away.

Mud once again turns to hard rocky ground, and then we spy a black ribbon of tarmac at the foot of the hill. Just as we return to the road, we peeled off to a rest stop where we were treated to the most grandiose of sights as the moon steadily rises next to Mount Kinabalu.

Like a brilliant white pearl, the moon rises through the thick of clouds that have gathered around the base of the mountain, its soft glow lending an almost surreal feeling to the clouds around it. No wonder the local myths have it that the spirits of the dead rise to reside atop Mount Kinabalu, right here and now it is probably the closest manifestation of a heaven on earth.

Whilst the fast fading light of the evening only leaves us with the shadow of Mount Kinabalu, only its peak peers over the billowing clouds that are blowing across the mountain range. Even the pictures cannot properly capture the depth and beauty of the moonrise over such a magnificent land.

We are at journey's end as darkness falls, with Sabah roads being poorly lit and treacherous at times our instructor took to the wheel to drive us safely back to the capital. As we settled into the Navara's comfortable cabin, the awe and inspiring scenery of Sabah is still vivid in my head.

Pictures may indeed tell a thousand words, but in assuming so we often forget that the experiences the world before and beyond us holds, speaks volumes more. ■

"The afternoon sun casting an orange glow as it begins its descent into the horizon beyond."



TRUST & CARE

INTERVIEW

A BEAUTIFUL AND DELIGHTFUL FAMILY SHARES THEIR SHORT STORY WITH US

Celine Ho is a teacher from Johor Bahru, happily married to Francis who has to work on Sundays, they're bestowed with two beautiful children in their teens, Cailin and Joachim who are very much interested in science subjects. Celine's family is one that is filled with warmth and of course, lots of love. They also seem to love social media in the way that it helps the family connect more often. We've managed to speak to her recently as a follow up to one of our 'City Survival' workshops for Nissan customers, educating Malaysians on tips of keeping oneself safe, and more importantly, our loved ones.



Celine and her family taking the time with our crew for a group photo at the City Survival Workshop at Johor Bahru.



Q Your family seem to enjoy the activities with Tan Chong aplenty, does your family frequently engage in weekend activities together? If so, what's the most frequent / most loved activity?

CELINE HO: Being sports enthusiasts, my family spend time at the pool or gym during the week and weekends if we are not engaged else where. Running and swimming are the two activities we have been doing for years. In fact if we have been too busy the whole week we may end up doing our own exercises at home (crunches, planks etc)

Q It's not easy for modern parents to keep a close bond with their children, especially teenagers, do you have any tips?

CH: I don't dare say I have a close bond with my teenage children but we are together most of the time. My job as a teacher allows me the luxury of hanging out with them. No formula but just that being honest and practising what we preach is important, I think. I truly enjoy their company.

"THE CITY SURVIVAL WORKSHOP WAS INDEED VERY HELPFUL AND ENJOYABLE. I'VE SINCE BECOME MORE CAREFUL AND ALERT OF MY SURROUNDINGS."

Q How active is your family in social media? Is everyone added on each other's Facebook? How do you find the advent of texting, WhatsApp, Facebook? Do you think they alienate family members, or it actually helps with communication?

CH: Facebook? Sure we're all added and there was a time we were playing Farmville and sending gifts to each other's farm (minus my daughter who thought we were wasting our time playing such games). I do welcome the social media but it doesn't come without its own problems. Like anything else it has to be used with control. WhatsApp, Wechat, Line, you name it have helped us keep in touch with each other, especially when one of us is overseas but sometimes they do keep my kids busy texting their friends or sharing YouTube videos. Don't think we can live today without the social media.

Q Does your family go on road trips together during weekends? The kind where everyone just jumps onboard and goes out sight seeing?

CH: Last minute road trips? Not often because my hubby, Francis works on a Sunday. If there is a public holiday then yes, we do plan ahead. However, if there is something new in town, you're bound to see us there.



The two young adults having fun at this year's Nissan Treasure Hunt at Legoland.

Q We're really happy that you and your family are quite active with the events and workshops we organised for Nissan owners, can you share a little bit from your experience?

CH: The workshop on city survival was indeed very helpful and enjoyable. There were quite a lot of simple, yet effective precautions that I learned and I'm happy to say, the seminar was timely and appropriate for us women. The speaker was eloquent and very experienced. I have since become more careful and alert of my surroundings. Tan Chong Motors was very gracious to allow Nissan owners to bring a guest. What better person to bring along than my teenage daughter. For that, I am truly grateful.

We also took part in two treasure hunts. The first was in 2011 and this year in Legoland. I personally enjoyed the normal treasure hunt in 2011, but my kids prefer this year's.

Both of the treasure hunts were enjoyable because they were different. I have never had a dull moment at any of TCM's events. The events were family-oriented which make for an excellent experience and memories to laugh over at the dinner table.

My husband and I feel that TCM is a good and caring cooperation, which has lived up to its social responsibilities.

Q What has made you stay with us since 1997?

CH: Nissan as a brand has always been reliable. It has been in the market for years. Many people I know kept their Nissans almost forever. This instantly translates Nissan to producing hardy cars with a lasting engine. That's the impression that always stuck in my mind! I wasn't wrong because our Sentra served us well.

Thank you so much to Celine for attending our workshops and events, as well as sharing with us your wonderful experience. But most of all, thank you on behalf of Tan Chong for allowing us to serve a part as your everyday life. We will strive to continue to serve you better in every way we can. ■

If you have a story to share, or would like to participate in one of our many future workshops or events, please contact us at:
crd@tanchong.com.my

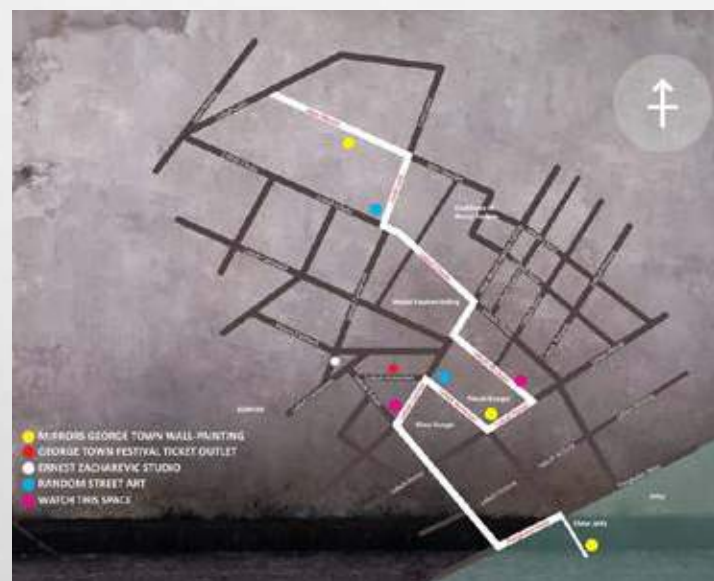


Celine and her Nissan Latio at the Nissan Treasure Hunt that was held in Johor back in 2011.



Penang Street Murals

ERNEST ZACHAREVIC'S DRAWINGS DIDN'T JUST ADDED SMILES TO VISITORS OF PENANG, BUT TO A **GREATER EXTENT, BRINGS OUT THE HAPPINESS, KINDNESS AND POSITIVITY OF THE COMMUNITY.**



DIFFERENT PEOPLE will decipher, connect or value the same painting differently, but ultimately, it becomes part of their lives and may even evoke certain feelings.

As part of a project known as Mirrors George Town, which is part of the George Town Festival (GTF) 2012, Lithuanian-born street artist, Ernest Zacharevic was commissioned to paint several murals scattered across the town.

GTF is a month-long celebration of art, music, theatre, dance, opera and film to commemorate George Town's inscription on the UNESCO World Heritage listing on 7 July, 2008. Each year since 2010, GTF transforms George Town into an exciting and unique platform for the arts, heritage and culture.

Ernest Zacharevic's wall paintings in George Town include figure drawings and portraits that capture Penang's inner city life. You can go for a drive and spot the paintings like "Boy on a Bike" and "Little Boy with Pet Dinosaur" on Ah Quee Street, "Little Children on a Bicycle" and "This Old Man" on Armenian Street, "Children in a Boat" on Chew Jetty, "Little Girl in Blue" on Muntri Street, "Reaching Up" on Cannon Street and last but not least, "The Awaiting Trishaw Paddler" on Penang Road. ■



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