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ETCM ELECTRIFIES KLIMS '18 WITH NISSAN INTELLIGENT MOBILITY

After a five-year hiatus, the KL International Motor Show returned to excite car-loving Malaysians with the latest and greatest from the automotive industry. Held at the brand-new Malaysia International Trade & Exhibition Centre, Edaran Tan Chong Motor and Nissan showcased cutting-edge technologies alongside latest updated models available in Malaysia.

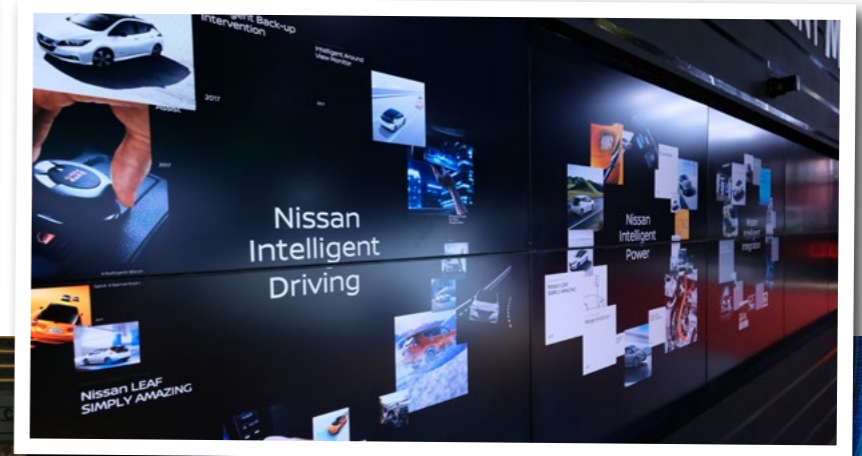
ETCM ELECTRIFIES KLIMS '18 WITH NISSAN INTELLIGENT MOBILITY

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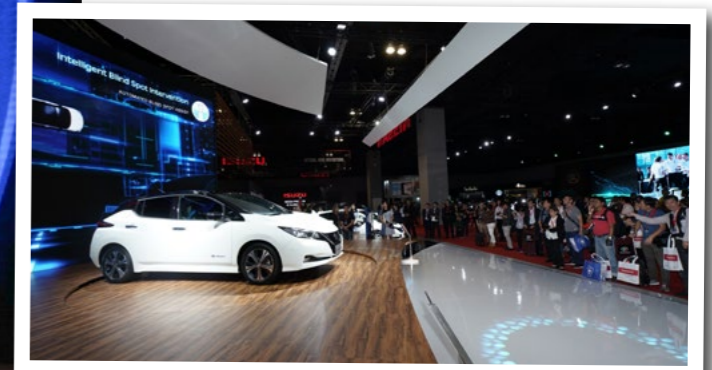


Taking centre stage was the all-new, second-generation fully-electric Nissan LEAF. Not only does it look dynamic and sporty, the LEAF is now equipped with a 40kWh battery pack which allows it to travel up to 400km per full charge, with an electric motor rated at an output of 150hp and 320Nm. The LEAF also features the latest ProPILOT autonomous driving functions and e-Pedal for optimal energy efficiency as part of the Nissan Intelligent Mobility initiative.

The all-new, second generation LEAF is able to achieve up to 400km on a single charge (based on JC08 cycle).



Minister of Transport, Anthony Loke receiving a token of appreciation from the Director of Sales & Marketing at ETCM, Christopher Tan, during the opening of KLIMS 2018.



The 100% electric Nissan LEAF was a popular exhibit during KLIMS 2018.

ETCM ELECTRIFIES KLIMS '18 WITH NISSAN INTELLIGENT MOBILITY

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The new-generation Nissan Serena S-Hybrid alongside the e-POWER showcase.



The ever-popular Nissan Almera looking sharp with the Black Series enhancement.



Alongside the LEAF was the technology showcase of the Nissan e-POWER hybrid system. Unlike conventional hybrids that rely mainly on power from the internal combustion engine and assisted by a small electric motor, the e-POWER is a hybrid technology that uses electric motor to power the vehicle while the battery is replenished by an engine acting as a generator. The Nissan e-POWER system offers a driving experience that's fully electric while being more efficient than conventional hybrid engines.

Also displayed at the Nissan pavilion during KLIMS 2018 were the new-generation Nissan Serena S-Hybrid, the ever-popular Almera sedan and Navara pick-up in Black Series trim, as well as the X-Trail X-Tremer.

The innovative e-POWER hybrid system offers electric driving pleasure and superior efficiency compared to conventional hybrids.

NISSAN INTELLIGENT MOBILITY: WHAT IS NISSAN E-PEDAL?

The all-new Nissan LEAF comes with a clever invention that transforms the way we drive, and it's called the e-Pedal.

With the flip of a switch on the centre console, the technology turns the accelerator into an e-Pedal; allowing drivers to accelerate, decelerate and come to a halt using just the accelerator, and even hold stationary on hill slopes and then resume driving by pressing on the e-Pedal.

By using only one pedal, tasks such as judging the distance between the car in front, decelerating and stopping when going downhill, as well as stopping for traffic lights can be simplified and made more convenient without having to step on the brake to reduce speed.

Nissan estimates that the e-Pedal can be used in 90% of all driving conditions and is particularly useful in heavy traffic and city commutes. The recuperation of energy from braking is also made more efficient as the regeneration happens the moment when the foot is lifted from the accelerator.

The e-Pedal technology represents another key milestone in Nissan's ongoing commitment to bring accessible, advanced driver assistance technologies to the mainstream. Set to make driving safer and more enjoyable, the development of these technologies is part of Nissan Intelligent Mobility, the company's blueprint for transforming how cars are driven, powered and integrated into society.



The New Nissan LEAF with e-Pedal¹

NISSAN INTELLIGENT MOBILITY

Technology can turn your accelerator into an e-Pedal



Speed up, slow down and brake with just the accelerator pedal

- Better command with the e-Pedal on winding roads
- Ease off the e-Pedal to reduce speed
- Release e-Pedal to stop and hold on hills
- Press e-Pedal for an exciting drive

Simple things can be amazing

1 Use conventional brake pedal for aggressive braking situations

NISSAN INTELLIGENT MOBILITY



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DATO' ROSIE TAN RECEIVES PRESTIGIOUS ENTREPRENEUR OF THE YEAR AWARD AT APEA 2018

Dato' Rosie Tan, Group CEO of Tan Chong Motor Holdings Berhad (TCMH) was awarded the prestigious Entrepreneur of The Year in the Automotive Industry at 12th Asia Pacific Entrepreneurship Awards (APEA) 2018 Malaysia in recognition of her notable entrepreneurial achievements, excellence and contribution towards the development of the automotive industry.

Hosted by Enterprise Asia - a regional non-governmental organisation aimed at promoting and developing innovation, fair practices and growth in entrepreneurship - and officiated by the Deputy Secretary General of Domestic Trade and Consumer Affairs, Yang Berbahagia Datuk Muez Bin Abd. Aziz at the New World Hotel Petaling Jaya on 7 September 2018, the ceremony was attended by more than 300 local prominent industry leaders, partners and entrepreneurs.



I attribute this success to the hard work and dedication of my team and the belief that if you put your heart and soul into everything that you do, you can accomplish anything.



Datuk Muez Bin Abd. Aziz said, "Since its inception, the APEA has been recognised as one of the most prestigious and important business awards for entrepreneurs in the country. As a global awards programme, it provides an incredible platform for those outstanding Malaysian business and entrepreneurs to showcase their career achievements and successes while building their global business network. I wish to take this opportunity to congratulate all the nominees, especially the winners of this year's Entrepreneur of The Year Malaysia award."

Dato' Rosie Tan, who was selected by a panel of judges as well as the international advisory panel and executive committee of Enterprise Asia for demonstrating a commitment to diversity and an ingenuity of thought that has the potential for having substantial and lasting influence upon the automotive industry, is the only winner from a shortlist of automotive industry captains.

In her note of appreciation, Dato' Rosie said, "If you ask me 'what is a good business philosophy, I would say that if you always put your heart and soul into everything that you do, you can accomplish anything.'" Dato' Rosie Tan added, "Tonight, I would like to say 'thank you' to those special people in my life who have supported, uplifted, comforted and challenged me and brought joy to my soul. An award like this is a testament of their love, trust and support for me all these years."



“

As a Group CEO for Tan Chong Motor Holdings Berhad, I hope to lay the foundation for the Group to be a resilient organisation and for the next generation to grow fur ther. I want to continue the Group's drive to expand overseas to become a regional player.

”

The Asia Pacific Entrepreneurship Awards is a world-class award that recognises and honours business leaders who have shown outstanding performance and tenacity in developing successful businesses whilst not neglecting their social responsibilities in Asia Pacific. Deserving entrepreneurs have been recognised by Enterprise Asia since 2007 and the award has now expanded to 28 countries globally including Singapore, China, Australia, Japan and others.

Enterprise Asia chairman and former Minister of Human Resources, Tan Sri Dr Fong Chan Onn said that the winners of the awards deserved praise; adding that their success stories should be an encouragement to budding future candidates.



SERVING YOU **DRIVES US TO GREATER HEIGHTS**

You have spoken and your support to ETCM has made us achieve greater heights. According to J.D. Power's 2018 Sales Satisfaction Index (SSI) Study for Malaysia, new Nissan car buyers in Malaysia were most satisfied with their purchasing experiences in 2018 compared to car buyers of other mainstream brands.

In delivering our promise to always prioritise customers, Nissan managed a score of 812 points to finished comfortably ahead of Isuzu (797), Honda (795), Toyota (791), Mitsubishi (787) and other mass market brands surveyed in Malaysia.

The Sales Satisfaction Index (Mass Market) Study is a comprehensive analysis of the new-vehicle purchase and delivery experience, with responses from 2,477 new-vehicle owners who purchased their vehicles between September 2017 and May 2018.

Now in its 16th year, the study has undergone updates to reflect market expectations and now examines six factors that contribute to overall customer satisfaction, namely dealer sales consultant (26%); dealership facility (25%); delivery process (19%); working out the deal (14%); paperwork completion (14%) and dealership website (2%). The study also incorporates the Net Promoter Score (NPS) which measures buyers' likelihood to recommend their vehicle brand on a 0-10 scale.

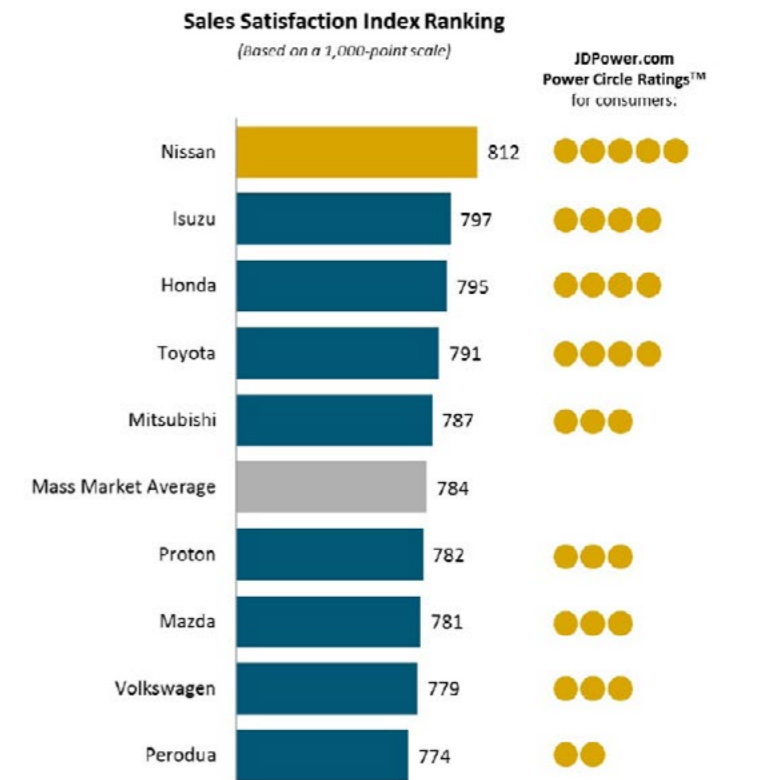
Key findings of the 2018 survey showed that engaging buyers with digital devices improves satisfaction, along with thorough explanation of vehicle features, and when sales consultant has the autonomy to agree to the terms of the deal. Additionally, an increasing



number of vehicle buyers are relying on online sources, such as manufacturers and third-party websites, as well as dealers' social media pages in order to gather information on vehicle specifications and offers.

You can be assured that ETCM is motivated to do even better in serving you in 2019!

J.D. Power 2018 Malaysia Sales Satisfaction Index (Mass Market) StudySM



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Ford, Hyundai, Kia and Subaru are not included in the ranking due to small and insufficient sample sizes.

Source: J.D. Power 2018 Malaysia Sales Satisfaction Index (Mass Market) StudySM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

ETCM SUPPORTS THE ENVIRONMENT THROUGH NISSAN NURTURES NATURE 'BEACH CLEAN UP'



In conjunction with the World Clean Up Day on the 15th of September, 2018, Edaran Tan Chong Motor Sdn Bhd (ETCM) joined forces with eco-activists Guardians of Mother Earth, Trash Hero and I-Cycle to participate in a local beach clean up activity in the Sepang district of Selangor.

A total of 120 participants involving ETCM employees, Nissan family members and friends, and eco-activist volunteers gathered at Pantai Bagan Lalang in Sepang, working hand in hand to remove waste material and litter found on the beach.

"Beach Clean Up is one of our eco initiatives under the umbrella of Nissan Nurtures Nature campaign launched June 2018. We wish to raise the awareness on waste disposal and positive habits to enhance the quality of life. We hope that this exercise will inspire more people to play their part in preserving our environment; not only at the beaches but other public areas too. It is our responsibility to preserve this beautiful country for our children and the future generations," said Christopher Tan, Sales and Marketing Director of ETCM.



Pantai Bagan Lalang is a beach destination near Sungai Pelek town in the Sepang district approximately 60km from Kuala Lumpur. It is a popular location for families during weekends with activities such as picnic, camping and boating. However, the beach within the area are littered with trash, with plastic bags and cigarette butts blighting the beautiful beach front.

Through diligence, perseverance and a love for nature, hardworking participants managed to collect more than 200kg of waste including 88kg of recyclable items, 85kg thrash and 5.6kg cigarette butts. Common discarded wastes include straws, glass, plastic bottles, food wrappers and cutleries. The data collected on the waste materials



HOW DO PLASTICS END UP IN OUR OCEANS?

01

Up to 12 million tonnes of plastic are entering our oceans every year, that's a rubbish truck full every minute. Single-use food packaging a heavy contributor.

02

About 20% marine litter is made up of fishing gear, materials lost at sea, industrial losses or illegal dumping, but 80% is coming from land.

03

Even when plastic waste is transported to landfill sites, it is at risk of ending up in drains, rivers and oceans because of it is lightweight.

04

Plastic litter usually enter through drainage networks or rivers and flow into the sea. Major rivers around the world carry an estimated 1.15 to 2.41 million tonnes of plastics into the oceans every year.

05

Lenient standards in industrial processes are also responsible for small bits of plastic resin pellets called 'nurdles' getting into the environment.

Sources: wri.org, granthaminstitute.org & www.mns.my



will be submitted to the World Clean Up authorities, so as to better comprehend the scale of the issue in Malaysia.

Interactive sessions were also conducted where participants shared their beach clean up findings and experience, as well as a short meditation session to connect with nature and an eco-talk by experts about waste management.

WHY ISN'T PLASTIC RECYCLING ENOUGH?

01

Existing recycling technology isn't good enough. Most recycled plastics are reprocessed into lower-value plastics. Only 2% are recycled into products of the same quality.

02

We use 20 times as much plastic as we did 50 years ago. Plastics do not biodegrade and enter into the food chain, air, soil and water. Studies show that plastic also releases methane -- a potent greenhouse gas.

03

Not all plastics are recyclable, such as disposable coffee cups made of high-quality cellulose fibres and a polyethylene inner coating that are difficult to separate and recycle.

04

Many developed nations, including those in the EU, have taken the easy option of exporting plastic waste to developing countries, the very same countries lacking sufficient infrastructure to manage plastic waste!

Sources: wri.org, granthaminstitute.org & www.mns.my





Nissan Serena owners visit **TCMA Serendah plant**

As the owner to a vehicle that you cherish, nothing beats the opportunity to see how it was made and meet the people who made it. A total of 59 members belonging to the Nissan Serena S-Hybrid Owners Club Malaysia (SHOC) thoroughly enjoyed this privilege when they visited the Tan Chong Motor Assemblies (TCMA) plant at Serendah in November 2018.





The members were welcomed by Senior General Manager of TCMA, Chow Kai Ming after tucking in their breakfasts before being led on a tour of the facilities of the TCMA plant, including the body shop, paint shop, assembly shop and logistics. SHOC members were also given a first-hand account on how their sophisticated Serena S-Hybrid MPVs are put together and quality tested according to strict global standards as stipulated by Nissan.

TCMA Serendah was opened in 2007 and currently assembles six Nissan models including the Almera, NV200, Grand Livina, X-Trail and of course, the Serena S-Hybrid. Last year, TCMA Serendah and Segambut facilities achieved the one-million vehicle milestone in production.



NISSAN SERENA J IMPUL

Those seeking a more luxurious Serena can now look forward to the Nissan Serena J IMPUL. Developed by specialist tuner IMPUL of Japan, the Serena J IMPUL sports a new chrome-plated front and rear lip spoiler which is specifically produced in Japan for a high-precision, three-dimensional look that also adds aerodynamic downforce and improves high-speed stability.

The Serena J IMPUL further elevates the sense of luxury with lightweight 18-inch IMPUL Millennium alloy wheels in black and polished finish while the interior ambience now has a touch of opulence with mocha diamond quilted premium leather seats embodying the soul of Japanese luxury.

The Serena J IMPUL with two-tone exterior colour is priced at RM149,800, while the single-tone black exterior variant goes for RM147,800. Existing Serena owners who are interested to upgrade their vehicles with the chrome-plated J IMPUL front and rear lip spoilers can enquire by calling 03-4047 8786 or e-mail impul@tanchonggroup.com.



NISSAN LEAF NISMO RC:

THE PINNACLE OF
ELECTRIC POWER

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Unveiled at the Nissan Crossing in Tokyo's Ginza district alongside the Formula E race car, the all-new Nissan LEAF NISMO RC shows how EVs can deliver racing excitement and zero emissions as part of Nissan Intelligent Mobility vision.

The new Nissan LEAF NISMO RC has dual electric motors, all-wheel drive and an aggressive yet gorgeous design that

really sets it apart from the road-going version, powered by battery technology and drivetrain components from the world's best-selling electric car, the Nissan LEAF.

"The all-new LEAF NISMO RC shows how we're setting our sights even higher when it comes to raw power and performance – making electric vehicles even more exciting for customers," said Executive Vice President



Daniele Schillaci, Nissan's global head of marketing, sales and electric vehicles. "It's our most thrilling expression yet of the philosophy of Nissan Intelligent Mobility."

Powering the all-new Nissan LEAF NISMO RC are two electric motors which produce 326hp and 640 Nm; more than double the output of the previous LEAF NISMO RC introduced in 2016. There's also a clever all-wheel-drive system which gives the LEAF NISMO RC unmatched traction and drivability, resulting in a zero to 100km/h in just 3.4 seconds.

The LEAF NISMO RC's batteries lie on the floor of the vehicle, optimised by a midship location of the battery pack along with other EV components spread over the front and rear axles. Through the use of lightweight materials and a carbon-fibre monocoque, it only tips the scales at 1,220kg.



On the exterior, the all-new Nissan LEAF NISMO sports a much more aggressive look – long hood and a darkened V-motion grille have dramatically changed the front end. The distinctive silver-and-black paint scheme with NISMO red accents – similar to the Nissan Formula E car – make the LEAF NISMO RC appear like it is in constant motion, even when sitting still.

The car's three-piece bodywork includes removable front and rear sections, fixed windows, LED headlights and tail lights, and an adjustable rear wing. The Nissan LEAF NISMO RC also sits wide and low to the ground with a wind-cutting form factor. The new Nissan LEAF NISMO RC will be displayed at Formula E races this coming season, and it will also turn up at the NISMO Festival at Fuji Speedway circuit where it will be running at full tilt.





NISSAN GT-R50: CELEBRATING 50 YEARS OF SPORTS CAR HERITAGE

Nissan has confirmed the production design of the stunning Nissan GT-R50 by Italdesign – the ultimate expression of the GT-R – and officially opened the order books for a limited run of 50 cars, with pricing of the NISMO-tuned 720hp GT-R by Italdesign to start at 990,000 euros before taxes and options.

The exterior of the GT-R50 is virtually unchanged from the prototype first shown in July at the Goodwood Festival of Speed in England. Nissan collaborated with Turin-based Italdesign to create a work of art and speed based on the latest Nissan GT-R NISMO, in commemoration of the 50th anniversary of the GT-R in 2019 and Italdesign in 2018.



While the prototype vehicle was finished in a special grey paintwork with gold accents, customers will be able to specify their preferred colour combinations for the production version. They also will be able to choose interior trim and packages.

In addition to Goodwood, the GT-R50 prototype has made appearances at Spa-Francorchamps in Belgium, the Rolex Monterey Motorsports Reunion in the U.S. and Nissan Crossing in Tokyo's Ginza district. It will be on display at the Nissan Gallery in Yokohama from December onwards.

"The reaction from Nissan fans around the world and potential customers of the GT-R50 has greatly exceeded our expectations," said Bob Lashley, global sports car program director at Nissan. "These 50 cars, which celebrate 50 years of the GT-R as well as 50 years of Italdesign, will be rolling tributes to Nissan's engineering leadership and rich sports car heritage for a long time to come."

Customers who wish to own a GT-R50 may start by visiting www.GT-R50.nissan and get in touch with Italdesign to create their own bespoke car. Deliveries will begin in 2019 and continue through to 2020.

