

FOR IMMEDIATE RELEASE

Cycle & Carriage unveils the future of luxury in Johor Bahru

Introducing the largest Mercedes-Benz Autohaus in the Southern region

Johor Bahru, 22 April 2021 - Cycle & Carriage, together with Mercedes-Benz Malaysia, officially unveils the newly upgraded Johor Bahru Autohaus. Enhanced with the new Mercedes-Benz Brand Presence, the Cycle & Carriage Johor Bahru Autohaus embraces customer-centricity, offering a luxurious automotive retail experience that puts the customer first. This launch marks another milestone for the leading Mercedes-Benz dealer in Malaysia as part of its continuous effort in delivering exceptional journeys to fans and customers alike.

"For more than 26 years, Cycle & Carriage have brought the Mercedes-Benz brand and experience to the southern region through our Johor Bahru Autohaus. Today, we unveil the latest manifestation of the Mercedes-Benz's definition of luxury and all its accoutrements. This milestone could not have happened without the outstanding support from our partner, Mercedes-Benz Malaysia, and our remarkable team here. We are honoured to continue being entrusted to complement every vehicle bearing the world-renowned three-pointed star with our Cycle & Carriage brand of exceptional service to our customers," says Mr. Wilfrid Foo, the CEO of Cycle & Carriage.

Speaking at the launch, Dr Claus Weidner, President & CEO of Mercedes-Benz Malaysia, said, "The future of automotive retail represented here is a concept that weaves the key elements of our design philosophy – sensual purity and spaciousness; it is more than just architecture. It creates an experience that seamlessly blends simplicity and craftsmanship that are unique to the brand."

Cycle & Carriage Johor Bahru is the largest autohaus in the southern region, with a built-up area measuring a massive 142,000 square feet over a land area of 224,000 square feet. The Autohaus is meticulously developed with state-of-the-art technology and presents a contemporary retail experience that addresses the customer's individual needs.



Exceptional Journeys

As you enter, a completely redesigned entrance acts as an experiential gateway into the world of Mercedes-Benz where every customer is welcomed with a personal touch of hospitality by a Star Assistant. Customers are then invited to explore freely and fully immerse themselves in a journey across various touchpoints supported by digital tools and the latest in multimedia. This new retail experience allows for more face-time interactions between customers and the service team for a deeper discovery into the brand, and gives customers a unique experience of luxury, transforming it from a point of sales to a point of experience.

Designed with a large open space and supplemented with custom daylight-emitting spotlights allows the customer to experience the true colours of the cars, all intentionally arranged in an arc to maximise visibility of every model displayed. Various seating and discussion locations in open, semi-private or private areas help facilitate individual consultations, whether it's for sales or service. Complete with a well-stocked hospitality lounge and a merchandise area, the Cycle & Carriage Johor Bahru Autohaus is truly an experience of luxury without compromise.

Even beginning the journey of owning a Mercedes-Benz is an experience of its own. Designed as a "black box" concept, the vehicle delivery room enables an experience-oriented journey of the handover process that is personal and memorable. The experience provides the spark that seeds the beginning of a new relationship as the new Mercedes-Benz vehicle is unveiled to its new owner for the first time.

Apart from the enhanced showroom, the Cycle & Carriage Johor Bahru Autohaus is also home to the only accredited and authorised Mercedes-Benz Certified Body & Paint Centre in the Southern region, equipped with the latest automotive innovation and technologies, as well as expertise to conduct structural repairs on Mercedes-Benz vehicles while upholding global safety standards to provide customers with peace of mind. With the ability to service 850 cars a month from 35 work bays, coupled with their Drop & Go and Door-to-Door servicing, customers can expect convenience and quick turnaround time in getting their Mercedes-Benz serviced.



Exceptional Journeys

"With three upgraded autohaus and a fourth one by the end of the year, we believe our customers will appreciate the luxurious experience, advancements and services that contribute to our guiding promise of providing an exceptional journey for all current and future Mercedes-Benz owners," continued Wilfrid Foo, CEO of Cycle & Carriage.

The newly enhanced Cycle & Carriage Johor Bahru Autohaus is located at No. 102, Batu 5 1/2, Jalan Skudai, Tampoi, 81200 Johor Bahru. For appointments, please call 1800-88-0000.

End

ABOUT CYCLE & CARRIAGE

At Cycle & Carriage, we are driven by our passion to create people-focused experiences. We began an exceptional journey in 1899 in Kuala Lumpur and we are now a leading regional automotive group in Southeast Asia. Cycle & Carriage distributes, retails and provides after-sales services for passenger cars as well as commercial vehicles in Singapore, Malaysia and Myanmar. Listed on Bursa Malaysia, Cycle & Carriage Bintang is one of the leading dealer groups for Mercedes-Benz passenger and commercial vehicles, as well as a dealer group of FUSO commercial vehicles in Malaysia. With an extensive network of 11 outlets across the country, we can always be relied upon for our sales and aftersales services. Cycle & Carriage Bintang has a Daimler AG certified 'Centre of Competence' facility in Malaysia. Cycle & Carriage Bintang is a member of the Jardine Cycle & Carriage Group. Cycle & Carriage. Exceptional Journeys. www.cyclecarriage.com.my

MEDIA ENQUIRIES

Stephen Tan
General Manager, Head - Marketing
Cycle & Carriage Bintang Berhad
Email: stephen.tan@cyclecarriage.com.my
Contact: +6012-3663655

Shannon Keng
Senior Manager, Public Relations
BRANDTHINK Malaysia



Exceptional Journeys

Email: shannon@brandthinkasia.com

Contact: +6019-3351809