

FOR IMMEDIATE RELEASE

CYCLE & CARRIAGE MYANMAR OPENS SECOND MERCEDES-BENZ DISPLAY CENTRE IN MANDALAY

Mandalay, 29 March 2019 - Leading regional automotive group, Cycle & Carriage, through its subsidiary Cycle & Carriage Automobile Myanmar (“Cycle & Carriage Myanmar”) opened the second Mercedes-Benz Showroom in The Move Shopping Center, Mingalar Mandalay. The new showroom follows Cycle & Carriage Myanmar’s focus on expanding its sites to bring the Mercedes-Benz experience closer to customers in Myanmar. Cycle & Carriage Myanmar launched its first Mercedes-Benz 3S Autohaus in Yangon in March 2018. To date, Cycle & Carriage Myanmar has seven facilities countrywide representing different marques.

The 2750.62 square feet Mercedes-Benz Display Centre is built on 49-acres of prime land by Mingalar Mandalay, which has been touted as Myanmar’s up-and-coming urban centre. The new showroom boasts a contemporary-styled design with exciting features such as the new Mercedes-Benz iShowroom, a 3-vehicle showroom capacity and other services to provide customers from upper Myanmar the convenience as a single-point hub.

The launch saw over 150 attendees including member of medias, business partners and existing Mercedes-Benz customers. Guests were treated to a night of splendid entertainment, a delicious array of food and drinks, as well as a first look into the new Mercedes-Benz Display Centre.

Cycle & Carriage Automobile Myanmar Managing Director, Mr. Aung Moe Kyaw said, “We have witnessed significant changes in Mandalay as investors are seeking opportunities beyond Yangon. With the opening of the Mercedes-Benz Mandalay Display Center, we believe we can offer our customers with a vibrant sales experience to our discerning upper Myanmar Mercedes-Benz customers.”

The long-term growth potential of Mandalay is undoubted. With a population of approximately 1.3 million, Mandalay is a thriving trade hub actively attracting growing interest from international investors due to its central geographical location in Myanmar, with a major highway from the border with China running through the region and onwards to Yangon. However, Mandalay’s total car ownership is still in its infancy with seven vehicles per 1,000 residents. This represents a sizeable untapped market for Cycle & Carriage Myanmar, particularly with relatively few luxury car brands represented in the country.

Mr. Haslam Preston, Regional Managing Director of Jardine Cycle & Carriage commented, “Cycle & Carriage is celebrating our 120th anniversary this year, this milestone could not have been possible without our commitment to providing exceptional experiences to our customers. The launch of the new Mercedes-Benz Display Centre in Mandalay attests to our commitment to adhering and adapting to our customers’ needs. We will continue to strengthen our network in Myanmar and are confident of the growth potential of the country.”

120 exceptional journeys for valued customers

Founded in 1899, Cycle & Carriage turns 120 in 2019 and kicks off the year with a new brand promise 'Exceptional Journeys'. The new Cycle & Carriage brand encapsulates our passion to create people-focused experiences. As we mark this milestone, we remain committed to serving those who have made this exceptional journey with us.

Journeys are not measured by the distance we travel but in the memories we acquire. To commemorate 120 years of Cycle & Carriage, we are launching a regional campaign to give away 120 exceptional journeys of specially curated trips to three enticing destinations: Mongolia, Nepal and Korea. The anniversary campaign will be launched from 10 January 2019 to 30 November 2019 for Cycle & Carriage's valued customers in Singapore, Malaysia and Myanmar. To participate, simply perform any of the eligible transactions and register on our website. In Myanmar, the eligible transactions are:

- Every USD 10,000 spent on any new vehicle purchase from Mercedes-Benz, Mazda, FUSO HDT from Cycle & Carriage Automobile Myanmar Company Ltd, Cycle & Carriage Automobile Alliance Co. Ltd and Automobile Alliance Co. Ltd, participants will be awarded with 1 draw chance.

Our exceptional journey began in Kuala Lumpur in 1899. Today, Cycle & Carriage is a leading regional automotive group in Southeast Asia. More information can be found on cyclecarriage.com/120

-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 aftersales services for passenger cars as well as commercial vehicles in Singapore, Malaysia and Myanmar. As we celebrate our 120th anniversary in 2019, we remain committed to serving those who have made the journey with us. We thank our customers, partners, colleagues and communities, and aspire to create more exceptional journeys together.

Cycle & Carriage Myanmar distributes Mercedes-Benz and Mazda passenger vehicles, as well as FUSO commercial vehicles. Our energy and dynamism as well as our network of six facilities across two cities allow us to provide greater driving experiences in Myanmar. Cycle & Carriage Myanmar is a member of the Jardine Cycle & Carriage Group.

Cycle & Carriage. Exceptional Journeys. ccmyanmar.com

Cycle & Carriage 120th Anniversary: cyclecarriage.com/120

###