

FOR IMMEDIATE RELEASE

**CYCLE & CARRIAGE BINTANG LAUNCHES
THE FIRST MERCEDES-BENZ STAR MOBILE**

*New Mobile Service Exemplifies Customer Centric Strategy,
Delivering Exceptional Journeys for all Customers Wherever, Whenever*

Kuala Lumpur, 7 December 2018 – Focused on delivering exceptional customer experiences, Cycle & Carriage Bintang Berhad (“Cycle & Carriage”) has launched the Mercedes-Benz Star Mobile. A first-of-its-kind in Malaysia, this new service offers customers best-in-class services with minimal wait time, conveniently at their doorstep.

The Mercedes-Benz Star Mobile, housed within a Mercedes-Benz Vito, is designed to give customers the luxury of convenience and hassle-free maintenance services for their cherished Mercedes-Benz vehicles. The services include scheduled maintenance services, wiper blade replacements, key battery or infrared replacements and battery replacements right at a customer’s door step, without having to drive into a service centre.

“Our customers are important to us, and we dedicate ourselves to continually learning and understanding their different needs and preferences. We aim to be a trusted dealer partner by translating our insights into innovative services and experiences that enhance the overall customer journey. The **Mercedes-Benz Star Mobile** is a shining example of a premium service that delivers greater convenience and peace of mind when it comes to caring for our customers’ cherished Mercedes-Benz vehicles,” said Cycle & Carriage Bintang Chief Executive Officer, Wilfrid Foo.

Cycle & Carriage is the pilot for the roll-out of the first Mercedes-Benz Star Mobile and its service is currently available to Cycle & Carriage customers in the Klang Valley. In celebration of the Mercedes-Benz Star Mobile launch, Cycle & Carriage is waiving the service fee for the first three months.

Customers can schedule an appointment with any Cycle & Carriage dealership within the Klang Valley to enjoy the Mercedes-Benz Star Mobile services. Along with added convenience and quality, customers are assured greater transparency with cost estimates provided ahead of services including itemised costs for required parts and labour costs. This enables customers make more informed decisions about the maintenance of their Mercedes-Benz vehicles.

“The Cycle & Carriage brand is almost 120 years and we have, in the many decades, nurtured a personal relationship with Mercedes-Benz fans and owners. The ownership experience is a journey. And Cycle & Carriage is passionate about making it an exceptional journey for every Mercedes-Benz fan,” said Cycle & Carriage Bintang, Chief Executive Officer, Wilfrid Foo.

The Mercedes-Benz Star Mobile is manned by two qualified technicians and fully equipped with the Xentry Diagnosis system, special tools and technician hand tools to perform off site repair and maintenance jobs.

The Mercedes-Benz Star Mobile operates daily (except public holidays), Monday to Friday from 8.00am to 8.00pm, and Saturday to Sunday from 8.00am to 1.00pm. To book an appointment, customers can call their respective Cycle & Carriage service centres or directly call The Mercedes-Benz Star Mobile hotline at +603 – 6192 9200.

**Terms and conditions apply*

About Cycle & Carriage Bintang

At Cycle & Carriage, we are passionate about creating people-focused experiences and exceptional journeys. Founded in 1899 in Kuala Lumpur, 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. Cycle & Carriage is a member of the Jardine Cycle & Carriage Group.

Listed on Bursa Malaysia, Cycle & Carriage Bintang has the largest dealer network of Mercedes-Benz passenger vehicles in Malaysia. With an extensive network of 13 outlets across the country, including a dedicated commercial vehicles facility, we are committed to supporting our customers at every step of the way. We can also always be relied upon for our aftersales services – Cycle & Carriage Bintang has the largest network of Daimler AG certified ‘Centre of Competence’ facilities in Malaysia.

Cycle & Carriage. Exceptional Journeys. <http://www.cyclecarriage.com.my/>

Photos of the Mercedes-Benz Star Mobile by Cycle & Carriage can be found via the following link: <http://bit.ly/MBSTARMOBILE>