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CYCLE & CARRIAGE MYANMAR OPENS MAZDA 3S IN YANGON

Yangon, 22 March 2019 - Cycle & Carriage Myanmar opened its new Mazda 3S facility located at **No. 51 Pyay Road, 7 ½ Miles, Mayangone Township** in Yangon. The new 11,406 square feet Mazda 3S facility boasts a showroom capacity of six display vehicles and five work bays to accommodate to the increased demand of after sales services and changing customers' needs. The grand opening was graced by **Mr. Hiroshi Inoue, Managing Executive Officer in charge of Asia & Oceania and New Emerging Markets, Mazda Motor Corporation**, with invited guests and media attendees.

The launch of the new Mazda 3S facility in Yangon is in line with the automotive group's long-term strategy in creating exceptional experiences by investing in its people, facilities and systems. Through the new amenities provided in the new facility, Mazda Myanmar will be well-equipped to provide integrated quality services as a one shop stop for customers.

Speaking at the opening, **Mr. Haslam Preston, Regional Managing Director, Jardine Cycle & Carriage** said, "Despite the passage of time and all the changes in this dynamic region of Southeast Asia, one thing that has remained constant is Cycle & Carriage's commitment to providing the very best ownership experience for our customers. We aim to go beyond simply selling and servicing cars, and instead take the lead in transforming automotive-retail and making every customer journey an exceptional and memorable experience. We capture this intent in our tagline – Exceptional Journeys"

Attendees of the grand opening were given a tour of the new Mazda 3S facility as well as a wide spread of delectable food choices to round off an enjoyable night.

A rapidly growing market

Myanmar is the second largest country in Southeast Asia, after Indonesia. With more than 50 million citizens and over 500,000 4-wheeled vehicle registered privately in the country, the country offers great growth potential for the automotive industry.

In addition, the automotive industry has been growing at a rapid pace, with the Total Industry Volume of Brand New Vehicle sales doubling year on year. The Myanmar Government has set policies to encourage the growth of the automotive industry with a long-term goal of achieving more than one million brand new vehicles in sales per annum by 2033.

The opening of the new Mazda 3S facility will allow Cycle & Carriage Myanmar better adapt and prepare for the future growth potential of the country's automotive landscape. In addition, the opening also further accentuates Mazda's Global Strategy of the New Generation of Mazda vehicles.

Mr. Hiroshi Inoue, Managing Executive Officer in charge of Asia & Oceania and New Emerging Markets, Mazda Motor Corporation said, “Myanmar has the greatest potential for future growth, owing to the large population of young adults and geographical location in the region. Under the strong leadership of Cycle & Carriage Myanmar, coupled with the deep understanding of Mazda’s brand strategy and local culture, I am confident that our excellent products and services will further strengthen the special bond between Mazda and the car lovers in Myanmar.”

Specific to the ASEAN market, Mazda has been focused in launching global models of high-value through innovative sales methods that reflect the local culture and maximise customer satisfaction throughout the ownership journey. Mazda’s retail volume in ASEAN has grown 50% in the past four fiscal years.

Mazda vehicles are designed to deliver outstanding driving pleasure with excellent safety and environment performance. This is seen through its SKYACTIV technologies and KODO design, which have been applied to all new models since the original CX-5 introduced in 2012 globally.

In 2017, Mazda announced the “Sustainable Zoom-Zoom 2030” technology development vision that would be applied to its new-generation models. This vision contains three key targets for 2030, “To contribute to society”, “To contribute to the earth”, and “To inspire people”. In line with this vision, Mazda launched two new-generation models, the “Mazda3” and “Mazda CX-30” in November 2018 and March 2019 respectively. Both new-generation models house improved versions of the Mazda signature KODO design and SKYACTIV technologies to provide customers a safer and improved driving experience.

U Aung Moe Kyaw, Managing Director of Cycle & Carriage Automobile Myanmar revealed, “As Cycle & Carriage Myanmar, we are committed to growing the Mazda brand in Myanmar. Over the last 6 years of our partnership, we have grown strength to strength, establishing ourselves as one of the key brands in Myanmar. Mazda, with the SkyActiv technology and Kodo Design, has been very well received in the Myanmar market.”

Cycle & Carriage Automobile Myanmar committed to enhance Mazda customers’ journeys

Cycle & Carriage opened the first Mazda showroom in Myanmar in 2014 and subsequently expanded its network to two facilities in Yangon and Mandalay to better serve customers across the country.

Mazda is now the fifth most popular brand in Myanmar, with a year-on-year growth rate of 15%. Additionally, within the Brand New Imported Vehicles’ sphere, Mazda ranks second in the whole country. Since the introduction of the brand, Mazda has won 4 “Myanmar Car of the Year’ awards, in recognition of the top-quality products that the group offers.

Mr Adrian Short, General Manager of Cycle & Carriage Automobile Myanmar said, “Since representing the brand in 2014, Cycle & Carriage Myanmar has delivered some 2,000 Mazda vehicles, which attests to the confidence our customers have placed in the Mazda brand, it’s philosophy and drivability of the vehicles. There is no doubt that our products will continue providing Exceptional Journeys for each and every of our customers here in Myanmar.”

Mazda Myanmar will continue to excel in this emerging market through increased efforts to better communicate its product values to their customers, adopt new digital initiatives and improve the retail experience, as well as make use of data sharing and utilisation to upgrade processes internally.

Cycle & Carriage celebrates 120 years of Exceptional Journeys

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 takes place 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:

- For 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 1899 in Kuala Lumpur and today, Cycle & Carriage is a leading regional automotive group in Southeast Asia. More information can be found on cyclecarriage.com/120.

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.



Exceptional Journeys



Cycle & Carriage. Exceptional Journeys. ccmyanmar.com

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

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