



For Immediate Release

Cycle & Carriage debuts Malaysia's First Mercedes-Benz Virtual Showroom

Kuala Lumpur, 18th November 2020 - Cycle & Carriage officially debuts the first Mercedes-Benz virtual showroom in Malaysia. The launch kick-starts a slew of innovations designed to meet changing consumer expectations and to augment how car-buyers begin their exceptional journeys with Cycle & Carriage and Mercedes-Benz.

The Cycle & Carriage Virtual Showroom is aimed at maintaining high-touch retail engagement where the online experience must complement and enhance the physical retail experience. Simulating a physical showroom, customers can virtually explore both the showroom and vehicles in an immersive experience.

*"The low-touch economy spurred by e-commerce marketplaces has propelled a need for us to re-engineer our strategy in the luxury car segment. While our physical retail experience will certainly be here to stay, complementing it with an immersive online experience and seamlessly incorporating both channels would make the purchasing journey better for our customers", said CEO of Cycle & Carriage Bintang, Wilfrid Foo. "Our customers' car-buying journeys can begin not just at our showroom, but at their fingertips. We hope that with a seamless offering, we can deliver on our promise of delivering **Exceptional Journeys** to our customers in ways that meet those needs."*

At the time of launch, the Cycle Carriage Virtual Showroom showcases nine (9) Mercedes-Benz models, from the sporty A-Class hatchback to the luxurious S-Class saloon, and even the bold GLC SUV. Customers can enjoy external and internal 360-degree views of the cars and customise them using the car configurator. There are also exclusive in-depth Cycle & Carriage Expert Review videos on the more popular variants for those who want to know more.

Detailed information about each vehicle's specifications is also available just a click away. Once customers have previewed each vehicle, they can seamlessly place an appointment for a test-drive at their preferred Cycle & Carriage Autohaus, providing the kind of privileged and personalised retail experience that customers have come to expect from Cycle & Carriage.

“We believe that to be a trusted dealer partner, we need to deliver on that promise of meeting our customers’ evolving needs. Our new virtual showroom is one of the many investments we are making to nurture the overall customer experience and together with our physical showrooms, our customers can begin their ownership journey with confidence,” adds Foo.

The Cycle & Carriage Mercedes-Benz virtual showroom is available now at <http://showroom.cyclecarriage.com.my>.

More information:

Introduction video by CEO of Cycle & Carriage Bintang, Wilfrid Foo:

On Facebook: <https://www.facebook.com/cyclecarriagemy> or

YouTube: <https://youtu.be/2x5jc2a6fll>

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About Cycle & Carriage Bintang Berhad

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 12 outlets across the country, we can always be relied upon for our sales and aftersales services. Cycle & Carriage Bintang has three Daimler AG certified ‘Centre of Competence’ facilities in Malaysia. Cycle & Carriage Bintang is a member of the Jardine Cycle & Carriage Group.

Cycle & Carriage. Exceptional Journeys. www.cyclecarriage.com.my

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