

CarSifu Auto Show revs up excitement



There was a good turnout at the 2018 CarSifu Auto Show at Mid Valley Megamall, Kuala Lumpur. — Photos: ART CHEN, NORAFIFI EHSAN, IZZRAFIQ ALIAS and SAM THAM/The Star

THE five-day 2018 CarSifu Auto Show concluded recently on a high note with close to 41,000 visitors and more than 100 car bookings.

Held at the Mid Valley Exhibition Centre at Mid Valley Megamall in Kuala Lumpur, the final two days of Star Media Group's biggest automotive event saw many of the exhibitors' booths swamped with people looking to buy new cars and cash in on the tax holiday before the Sales and Service Tax (SST) takes effect on Sept 1.



Renault cars on display at the event.

Participating auto marques included names such as Subaru, Mazda, Nissan, Renault, Kia, Peugeot, Citroen, Proton, Isuzu and Volvo.

Eager to check out special deals for the latest budget and premium sedans, visitors flocked to the show to view SUVs (sports utility vehicles)/crossovers, hatches and MPVs (multi-purpose vehicles).



Children playing games at the auto show.

Those who booked their cars at the exhibition itself were also eligible for a Book and Win contest that had Sharp Malaysia sponsoring five units of Aquos 60-inch 4K televisions with Easy Smart as well as 10 units of Plasmacluster Car Ion Generator.

Playing the contrarian card, Sunsuria Bhd was the only property developer at the auto show and this paid off handsomely, as the company recorded 11 bookings for properties worth about RM5mil.



(Back row, from second left) Toyo Tyre Sales and Marketing Malaysia vice-president Masaomi Kono, Star Media Group Bhd chief revenue officer Lydia Wang, Toyo Tyre Sales and Marketing Malaysia president and managing director Tan Song Chye and Star Media Group Bhd chief content officer Esther Ng.

Sunsuria promoted its iconic Sunsuria Forum freehold mixed-integrated development in Setia Alam as well as a freehold 212ha Sunsuria City township built around the core of Xiamen University Malaysia.

There were also attractive promotions and contests by exhibitors such as casual sportswear brand Camel Active, Qwik Pay ticketless and cashless payment app for car parking, Ottoman high quality PU leather car floor carpets which offered 40% discount for the duration of the show, Touch 'n Go eWallet, RDS Marketing which had Noco vehicle battery chargers and jump starters, and vehicle inspection specialist Aucnation Synergy.

The official fuel partner for the 2018 CarSifu Auto Show was Petron Malaysia while official tyre partners were Toyo Tires and Silverstone.

At the exhibition, visitors were seen examining keenly a Formula 4 race car and a 3-litre Toyota Land Cruiser fully kitted-out for off-road challenges, both showcased by Petron Malaysia.



Visitors checking out the Subaru XV vehicle at the CarSifu Auto Show.

Petron is the official fuel and engine oil for Formula 4 South-East Asia season 3 championship and the Rainforest Challenge of Malaysia powered by Petron Turbo Diesel Euro 5 and Petron Rev-X Diesel engine oils.

Petron Malaysia also gave away Petron gift cards, each pre-loaded with RM10 cash, to 500 lucky visitors.



The 3L Toyota Land Cruiser fully kitted out for off road challenges by Petron Malaysia.

Other popular draws were the Plinko game at the Petron booth where many visitors won a Porsche toy car each as well as a 20% discount for purchases of Petron engine oil (two packs and above).

As for Toyo Tires and Silverstone, activities at the auto show included talks on tyre care and visitors stood a chance to win prizes such as AC Milan football club T-shirts, magnetic phone holders, Silverstone lunch boxes and mugs during the games.

Toyo Tires and Silverstone also provided door gifts such as hand fans, mineral water, windscreen stickers and keychains.



Visitors registering at the Toyo booth for door gifts such as hand fans, mineral water, windscreen stickers and keychains.