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INAUGURAL AWARD UNVEILS MALAYSIA'S MOST FUEL EFFICIENT CARS

- *First-ever national award to recognize the most fuel efficient cars in Malaysia*
- *A total of 175 models from 25 car manufacturers judged in 19 categories*
- *Awards aim to spur car manufacturers to raise the benchmark in Malaysia's Auto industry*

Subang, 5 December 2008 – Asian Auto and Bosch Malaysia joined hands to organize the first-ever national award to recognize the most fuel efficient cars in Malaysia. The inaugural Asian Auto-Bosch Fuel Efficiency Awards saw a total of 25 car manufacturers submitting entries for 175 car models to be judged in 19 categories.

Based on the qualification period from October to end November 2008, only vehicles assembled locally or imported by official distributors qualified for judging. From the entries of 175 car models, the top three most fuel efficient cars were selected as finalists for each category.

All cars vying for each category were judged based on the fuel efficiency data submitted tabled. This information was checked against data received from the manufacturers in Europe, Australia, Japan and the United States. The third party audit of the information was conducted by ISM Insurance Services Malaysia.

Rationale behind the Award

During his speech at the awards dinner, Alexander Haid, Director of Automotive Aftermarket Division, Robert Bosch (SEA) Pte. Ltd, ASEAN said, "As a global supplier of Automotive Technology which has been constantly developing technologies and products that protect the environment and conserve resources, Bosch believes due recognition should be given to car manufacturers for their efforts in coming up with better and more fuel efficient vehicles. With the volatility in fuel prices along with the call for reduction in carbon dioxide emissions, this would also raise the benchmark for Malaysia's Auto industry in this area."

Sharing the motivation behind launching the inaugural Asian Auto-Bosch Fuel Efficiency Awards was Daniel Fernandez, editor of Asian Auto, "With the current global economic uncertainty and rising costs of living, consumers are more cautious when spending on big ticket items such as cars.



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It is timely for us to provide this independently audited information which can be made available to the buyers at the showroom level.”

In Europe, it is compulsory for cars sold to have their fuel consumption figures stated on the windscreen or in the sales kit. Fuel consumption figures that have been tested by the road transport department of the respective countries are made available to consumers.

“From January 1st 2009, Australia will be the first country in the Asia Pacific region to enforce this rule to display fuel consumption information at the showroom level. The Australian road transport authority has tested a range of vehicles and the results are expected in coming weeks. While this has not been implemented in Malaysia yet, we believe that Malaysian consumers will benefit from such information. With these annual fuel efficiency awards, it is our hope that car manufacturers will be motivated to introduce more fuel-efficient vehicles such as small capacity diesels, invest in new technologies and develop or introduce alternative fuel cars into the Malaysia market.”

The Asian Auto - Bosch Fuel Efficiency Awards 2008 saw Audi bagging the most awards that night.

The 19 categories for judging were as follows: Compact City Cars, Compact Premium City Cars, Family Cars, Premium Family Cars, Luxury Family Cars, Executive Cars, Premium Executive Cars, Super Saloons, Super Sport Coupes, Performance Cars, Pickup Trucks 4x2, Pickup Trucks 4x4, Compact MPV, Luxury MPV, Compact SUV, Compact Luxury SUV, Luxury SUV, Supercars and Lowrider Pickup.

Car marques represented in all the categories include Perodua, Proton, Hyundai, Kia, Naza, Chevrolet, Toyota, Honda, Suzuki, Skoda, Mercedes, BMW, Ferrari, Porsche, Jaguar, Lamborghini, Ford, Mitsubishi, Isuzu, Nissan, Audi, Lexus, Volkswagen, Renault, Citroen, Volvo, Alfa Romeo, Peugeot, Subaru, Land Rover, Range Rover, Ssangyong, Fiat, Mazda, Lotus.

Commenting on the judging process, Chief Executive Officer of ISM Insurance Services Malaysia, Carl Rajandram said, “For the awards, we used the combined fuel efficiency statistics from the ISM database to determine the winners. The combined statistics was derived as a weighted average of the urban and highway fuel consumption figures. The testing was done in accordance with the EU standard. The public can obtain the fuel efficiency data via our consumer website at <https://www.carprices.com.my>”



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The Asian Auto-Bosch Fuel Efficiency Awards is sponsored by the following companies; Title Sponsor: Robert Bosch SEA Pte Ltd; Audit Sponsor: ISM Insurance Services Malaysia; Venue and F&B sponsor: Saujana Hotel Subang.

To find out the complete list of winners and car models competing in each category, log on to <https://www.ism.net.my/Default.aspx?tabid=158>



(Right – Left) Alexander Haid, Director of Automotive Aftermarket Division, Robert Bosch (SEA) Pte Ltd, ASEAN; Woon Kim Hwa, General Manager of Automotive Aftermarket Division, Robert Bosch (SEA) Pte Ltd, Malaysia and award recipients.

About Asian Auto

Asian Auto is Malaysia’s oldest monthly automotive magazine in print for already 35 years. It currently dominates the local automotive magazine industry with the widest circulation and also the most targeted audience in West and East Malaysia. A private individual started Asian Auto in 1973 and in 1998 it was acquired by Bursa Malaysia Main board manufacturing company Delloyd Ventures Berhad. Asian Auto is distributed throughout Malaysia as well as Singapore.

More information and archives can be accessed at www.asianauto.com

About the Bosch Group

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 271,000 associates generated sales of 46.3 billion euros in fiscal 2007. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in roughly 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.”

The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial

trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com

About Bosch Malaysia

Bosch has been present in Malaysia since 1958. It is currently represented in the country by Robert Bosch (SEA) Pte Ltd, Bosch Security Systems Sdn Bhd and Bosch Rexroth Sdn Bhd, with offices located in Selangor, Perak and Penang. Bosch also has two manufacturing arms in Penang: Robert Bosch Power Tools Sdn Bhd and Robert Bosch (Malaysia) Sdn Bhd, which produces car multimedia products in addition to being a regional centre for R&D and Sales and Marketing.

Additional information can be assessed at www.bosch.com.my

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