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WESTSTAR ALL NEW MAXUS V80 LAUNCHED AT PRESTIGIOUS AUTO SHANGHAI 2011

Malaysian owned Weststar Maxus receives latest model of its commercial MPV from new partners SAIC; Vehicles expected to arrive in Malaysia in August 2011, with Indonesia and Thailand launches slated for early 2012.

27 Apr 2011, Shanghai, China : Weststar Maxus, local distributors of the highly popular and versatile Maxus commercial vans, on Monday received the latest Maxus V80 van model from their new Chinese principal, Shanghai Motor Commercial Vehicle (SMCV), a division of the Shanghai Automotive Group (SAIC).

Weststar Group MD, Tan Sri Syed Azman Syed Ibrahim, was on hand to officially take delivery of the van from SCMV President Lan Qingsong during the worldwide launch and handover ceremony held at the 14th Auto Shanghai international automobile exhibition.

“Today's launch of the new Maxus V80 marks a new and exciting milestone for both companies, and for China, Malaysia and the ASEAN region,” announced Qingsong.

SAIC, a Fortune 500 company, and one of the leading automobile companies in the world with an annual turnover of over US\$50 Billion, also reported that they have received over 80,000 orders for the new Maxus in China alone.

Weststar, who made history by becoming SAIC's first ever overseas joint venture partner, will begin receiving the CKD vehicles beginning August this year and assemble them at their facility in Port Klang with an initial capacity of 10,000 units annually.

“The MAXUS van already has a strong and respected presence in Malaysia, as it is utilised by various governmental and commercial entities such as the Fire Department, Health Ministry, Armed Forces, Youth & Sports Ministry and as

ambulances. We are pleased to be bringing the latest V80 model to Malaysia and the Asia-Pacific region very soon," said Tan Sri Syed Azman.

Weststar Maxus has been the Malaysian distributor for the full range of Maxus commercial vehicles since 2006, supplying close to 2,000 units to Government Agencies and retail customers.

Weststar Maxus, who also holds the distribution rights for the entire Asia Pacific region, including Japan, plans to launch the Maxus van in Indonesia and Thailand in early 2012, with offices in those countries having already been set up.

Tan Sri Syed Azman expressed confidence that the new range will exceed sales of 2,000 units annually in Malaysia and close to 10,000 units annually within in the region.

The new Maxus V80 boasts an exciting new European designed facelift and the latest 2.5L TDCI Euro4 engine, while the body features new and strict design principles, including the "2mm Body Gap" tolerance, a first in the commercial vehicle segment, further adding to the sturdiness and safety of the vehicle.

A number of other giant global automakers also took the opportunity to launch new models during Auto Shanghai 2011, including Audi, Chevrolet, Mini Cooper and Volvo, amongst others.

Since 1985, the biennial Auto Shanghai motor exhibition has become one of the industry's most important events, with the 2011 edition being the biggest ever, covering an area of 230,000 square meters and attracting up to 700,000 visitors. This year's event began on April 21 and concludes today.

MORE ABOUT THE MAXUS MPV

The Maxus brand is one Europe's most influential and recognisable commercial vehicle brands, with the original model from van-maker LDV having secured quite a few accolades under its belt, including Top Product of the Year 2005 and Van of the Year in 2005, 2006, 2007, and 2008.

This class leading range of light commercial vehicles possesses an incredibly versatile platform that allows it to be easily configured into passenger vans, minibuses, combination vans, and Special Vehicle Operations (SVO) conversions such as ambulances and mobile-offices.

The gross vehicle weight for the V80 ranges from 2.8 to 3.5 tonnes. Variants for the vehicle include panel or window vans, short- or long-wheel bases, three roof height options - standard, high and extra high - as well as a chassis cab version with an option for extended chassis rails.

Having a FF (front engine, front-wheel drive) layout, the V80 employs turbo-charged diesel engines, derived from VM Motori products, that meet the Euro IV emission standard, and a 155Ah generator set guaranteeing the power supply to the many electric devices on board.

Safety features include ABS/EBD, BAS, TMPS, and intelligent anti-theft system.



L-R :

Y Bhg Tan Sri Syed Azman Syed Ibrahim, Group Managing Director of Weststar Group of Companies, Mr Lan Qingsong, President of Shanghai Motor Commercial Vehicle



L-R :

Y Bhg Dato' Feroz bin Moidunny, Legal Director of Weststar Group of Companies
Y Bhg Datuk V Menon, Chief Executive Officer of Weststar LDV Sdn Bhd
Y Bhg Tan Sri Syed Azman Syed Ibrahim, Group Managing Director of Weststar Group of Companies, Mr Lan Qingsong, President of Shanghai Motor Commercial Vehicle, Mr Xiao Zhang, Marketing Manager of Shanghai Motor Commercial Vehicle



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