

Bermaz Auto Vehicle Showcase

5th – 11th December 2024, KLIMS 2024

2nd December 2024 – Bermaz Auto Berhad (Bermaz Auto) is set to participate in the upcoming **Kuala Lumpur International Mobility Show 2024 (KLIMS 2024)**. This prestigious event, organized by the Malaysian Automotive Association (MAA), will be held from 5th to 11th December 2024 at the Malaysia International Trade and Exhibition Centre (MITEC). KLIMS 2024 is expected to be a notable platform for automotive and mobility innovations, where Bermaz Auto will showcase its latest offerings, advancements, and contributions to the automotive industry. This participation highlights Bermaz Auto's commitment to the future of mobility in Malaysia.

For KLIMS 2024, Bermaz Auto will be featuring upcoming vehicle models from Mazda and Kia brands. An overview of the models that will be showcased are as follows:

Mazda

Bermaz Motor Sdn Bhd, the local distributor for Mazda brand, plans to strengthen its presence in the premium segment with the Mazda CX-60 and to be followed by the Mazda CX-80, which is in line with Mazda Corporation's global direction. This shift showcases Mazda's commitment to providing vehicles of superior quality, luxury and comfort, positioning the brand as a formidable competitor in the luxury automotive market.

The Mazda CX-60 is already garnering attention worldwide for its high-quality interior, robust inline-six engine options powertrain, promising powerful yet efficient performance. The Mazda CX-80, on the other hand, is expected to offer a three-row option, catering to families who want space without compromising on premium quality.

Concurrently, the unveiling of the Mazda CX-5 MS Limited Edition aims to captivate enthusiasts seeking a more dynamic and athletic SUV, reigniting interest in one of Mazda's top selling models.

Mazda's shift toward the premium segment signals a strategic emphasis on high-quality materials, cutting-edge infotainment systems, and advanced safety technologies. This is to reshape Mazda's image towards an audience seeking a blend of luxury and reliability.

Mazda CX-60

The Mazda CX-60 represents a significant step for Mazda as it enters the premium mid-size SUV segment. This model is designed to combine luxury with performance, offering a refined driving experience and an upscale interior. This SUV aims to appeal to drivers seeking a blend of performance, luxury, and practicality, making it a strong contender in the competitive mid-size SUV market.

Mazda CX-80 Crossover SUV

A special preview of the Mazda CX-80, a three (3)-row crossover SUV, which was launched in Europe early this year (April 2024). It is designed to offer versatility and space for families, positioned above the Mazda CX-60 in Mazda's lineup. The Mazda CX-80 is built on the same rear-wheel-drive platform as the Mazda CX-60 and offers similar powertrain options, including a plug-in hybrid.

Mazda CX-5 MS Limited Edition

The Mazda CX-5 MS model has long been celebrated for its harmonious blend of style, comfort, and performance. The Mazda CX-5 MS Limited Edition variant further elevates this reputation by incorporating exclusive aesthetic enhancements to both its exterior and interior, distinguishing it from the standard Mazda CX-5 lineup. With refined design elements and improved driving dynamics, this variant delivers a perfect balance of power, agility, and style. Tailored for drivers who value the versatility of an SUV with a sportier, more dynamic edge, the Mazda CX-5 MS Limited Edition reinforces Mazda's commitment to crafting vehicles that prioritize the joy of driving.

Kia

Dinamikjaya Motors Sdn Bhd, the exclusive distributor of Kia brand vehicles in Malaysia, is proud to officially unveil the Kia Sportage Crossover SUV, marking an exciting new addition to Kia's local lineup.

This launch underscores Kia's commitment to offering innovative and stylish vehicles that cater to the diverse needs of Malaysian drivers. With its dynamic design, advanced features, and versatile performance, the Kia Sportage is set to redefine expectations in the crossover SUV segment.

The Kia Sportage is a leading class C segment SUV with proven reliability and continued to be well accepted in the market. Coupled with a five (5)-year free service maintenance program and five (5)-year warranty coverage, it truly enhances the ownership experience of stylish driving with a comprehensive after-sales care it deserves.

Kia Sportage Crossover SUV

The all-new Kia Sportage is indeed a striking blend of form and function, crafted with modern drivers in mind. Its bold, innovative design and advanced technology set it apart in the crowded SUV market. The exterior showcases Kia's signature design language with sleek lines, a confident stance, and a distinct grille, giving the new Kia Sportage an unmistakable road presence.

Inside, the spacious cabin boasts a tech-forward layout, featuring a high-resolution touchscreen, seamless smartphone integration, and an intuitive driver-assist system for enhanced safety and convenience. The new Kia Sportage offers a suite of advanced safety features, including lane-keeping assist, blind-spot monitoring, and forward-collision avoidance, ensuring peace of mind on every journey.

Whether it's urban commuting or weekend adventures, the new Kia Sportage delivers a versatile driving experience with its powerful yet efficient engine options, responsive handling, and customizable drive modes. This SUV is designed not just for driving but for enhancing every aspect of your journey—combining style, performance, and practicality in one dynamic package.

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About Bermaz Auto

Bermaz Auto is listed on the Main Market of Bursa Malaysia Securities Berhad and the group is principally involved in the distribution and retailing of completely built-up (CBU) and completely knocked-down (CKD) vehicles and provision of after-sales services and sale of spare parts for four (4) internationally renowned brands in Malaysia namely, Mazda, Kia, Xpeng and Deepal.

Bermaz Auto Group distributes a wide range of vehicles under the aforementioned brands and its 3S Centres are located in major townships throughout Malaysia. Bermaz Auto's associated companies are principally involved in the production and/or assembly of certain internationally renowned vehicle brands in Malaysia such as Mazda and Kia.

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