



PRESS RELEASE

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LOTUS EVORA – A SURE SUCCESS AT THE F1 PETRONAS MALAYSIA GRAND PRIX

KUALA LUMPUR, 15 March – The much-anticipated 2014 Formula 1 Petronas Malaysia Grand Prix and the 1Malaysia Grand Prix Sale return with refreshing vigour. One of the main features of the motor race is its highly competitive selection of race cars; most notably the acclaimed Lotus Evora GT4, Nurburgring round champion of the 2010 GT4 European Cup season.

The name 'Evora' was derived from the words evolution, vogue and aura. It is no surprise that the Evora is an advanced performer even on the most challenging of journeys – may it be sweeping curves, tight hairpin or flat-out straight tracks. Highly tuned suspension ensures it tracks accurately through corners, while its cross-drilled and ventilated disc brakes provide more stopping power than a .357 Magnum.

Lotus is a British driving icon that through decades of development has remained loyal to its core principles; the minimum number of parts, a perfectly balanced chassis and a tactile and engaging spirit. The parent company of the Lotus today is DRB-HICOM Berhad, Malaysia.

DRB-HICOM Berhad is one of Malaysia's leading corporations – a champion trailblazer in paving the nation's path to thriving industrialisation. Listed on the Main Market of Bursa Malaysia Securities Berhad, DRB-HICOM was the main player in the formation of Malaysia's first national motorcycle and Malaysian-made truck in alliance with international automakers. It currently assembles cars in Malaysia for TATA Motors, Honda, Isuzu, Suzuki, Mercedes Benz and Volkswagen.

When DRB-HICOM bought over Group Lotus' previous owner Proton in January 2012, intelligent strategies were made and executed. Funding of about £100 million was pumped in to enhance the Lotus production in terms of engineering, productivity, efficiency and quality. It is an excellent machine that has emerged as a result and one that is expected to grab the attention at this year's Formula 1 Petronas Malaysia Grand Prix.

With the rule changes recently enforced by the Fédération Internationale de l'Automobile (FIA) which includes the introduction of new 1.6 litre turbo-powered engines, energy recovery systems, revised aerodynamics and the new ruling on racing fuel, most motor racers might take to the tracks with some degree of apprehension. But for the Lotus Evora, the tougher the challenge, the sweeter the triumph!



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Listed as one of the major events in the Visit Malaysia Year 2014 calendar, the Formula 1 Petronas Malaysia Grand Prix is an annual race that sees visitors arriving in Malaysia from all over the world. Although it is THE highlight of March 2014, visitors must also not miss the opportunity to explore the creative retail selections presented by the **1Malaysia Grand Prix Sale**.

The first of the nation's three-part shopping campaign, it runs from **15 March to 6 April**, offering shopping fun through retail treats and a refreshing range of multicultural and social events leading to the motor race on 28 March.

If you would like to catch the **grand launch of this sale, head for the Sunway Pyramid Mall on 15 March and make your way to the LG2 Orange Concourse**. Visitors will be treated to a grand medley of cultural dances, busker entertainment, guitar and song performances by popular local artistes, an elegant fashion show and the star highlight – a display of a series of the sharp and sporty Lotus Supercars. A few of these cars will also be on display at the same area on 15 and 16 March.

Meanwhile, F1 fans can look forward to a great season. The recently launched Petronas Formula 1 Grand Prix campaign kicked-off a series of roadshows scheduled to take place at the Pavilion Kuala Lumpur, Queensbay Mall in Penang, Johor Bahru and Sunway Pyramid in Selangor. Themed 'Sepang Comes Alive', the roadshows will engage motorsports fans through a string of activities such as the F1 Simulator Challenge, which is open to all ticket holders. Ten drivers with the fastest time laps at each venue will qualify for the grand finale at the SIC on 29 March. The winner will get to drive home a Nissan Almera NISMO worth RM92,000!

Experiencing a shopping spree at one of the world's best shopping destinations (with great bargains of course!) is a form of retail therapy that promises to get your mood high and your stress level low. So, go ahead and enjoy your 'therapy'. It might be just what you need before enjoying other holiday highlights in conjunction with Visit Malaysia Year 2014.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.



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