



MEDIA RELEASE

SUNLIGHT RADIO SERVICE TAXIS PUBLICISE VMY 2007

The Honourable Dato' Ir. Donald Lim Siang Chai, Deputy Minister of Tourism, flagged off a convoy of 20 vehicles of the Sunlight Radio Taxi Service carrying the Visit Malaysia Year (VMY) 2007 logo at the Putra World Trade Centre today.

In the latest activity carried out by the Ministry of Tourism and Tourism Malaysia in collaboration with its industry partners, Sunlight Radio Taxi Service Sdn. Bhd. has joined in the campaign by displaying the VMY 2007 logo on their fleet of KL-based taxis to create awareness among domestic and foreign travellers.

Beginning today, the 3,000 vehicles of Sunlight Radio Service Taxis comprising Proton Waja, Proton Wira, Proton Iswara and Renault MPVs will all publicise VMY 2007. The company is the biggest radio call taxi service in the Klang valley. All its incoming taxi bookings are computerized and properly recorded to ensure passenger safety and security.

Following this move, another fleet of 500 vehicles belonging to the same company in Johor Baru will also undergo the same exercise to bear the VMY 2007 stickers on their auto bodies.

In his speech, the Hon. Deputy Minister remarked that the display of the VMY logo on Sunlight Radio Service taxis is another effort to ensure that the campaign's message reaches all passengers.

The VMY 2007 campaign is in line with the government's efforts to make Malaysia a top-of-the-mind tourist destination. Various exciting promotions and marketing strategies are being continuously carried out to achieve this objective.

At the same time, the professionalism of taxi drivers is being upgraded under the Malaysia Welcomes the World campaign through refresher courses on courtesy and public service.

Other taxi companies interested in participating in the on-going VMY 2007 campaign can sign up and be counted among the private service sector involved in the nationwide hospitality movement to provide a warm and friendly welcome to the travelling public.

Also present at today's launch were senior officials from Ministry of Tourism, Tourism Malaysia and captains of the Malaysian travel trade industry.

For more information about the taxi company, please direct queries to Sunlight Radio Taxi Service Sdn. Bhd. at tel: 03-9200 1166 (hotline), fax: 03-9200 3314. You can also go to their website: www.sunlighttaxi.com

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