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Hoelzl (left) handing over the fleet of BMW 530e to Roslan.

530e Sport for CEPSI 2018 VVIPs

BMW Malaysia yesterday handed over a fleet of hybrid BMW 530e's to Tenaga Nasional Berhad (TNB) to be utilised at the upcoming Conference of the Electric Power Supply Industry (CEPSI) 2018.

The fleet will be utilised as the official cars at the landmark conference, taking place from Sept 17 to Sept 22 at the Kuala Lumpur Convention Centre in which BMW Malaysia is the "Official e-Mobility Partner".

The cars were handed over by BMW Malaysia managing director and CEO Harald Hoelzl to TNB's chief corporate officer and AESIEAP 2017/2018 secretary-general, Datuk Wira Roslan Ab Rahman at TNB's headquarters in Bangsar, Kuala Lumpur.

Hoelzl said: "The collaboration signifies BMW Malaysia's intention in being a key partner in transforming the local electro mobility industry and the country's ambition in sustainable development."

With the conference themed "Reimagining the Utility of the Future", BMW will be sharing its thoughts on the mobility of the future courtesy of Dr Alexander Kotouc, BMW i's head of product management who is a keynote speaker at the event.

BMW Malaysia will also be unveiling a new model from its BMW i portfolio.

"CEPSI 2018 is also an opportunity for us to share a truly progressive model from our portfolio of Visionary Mobility. The new vehicle exemplifies how cutting-edge engineering and human-focused design as well as aesthetics can push the boundaries reimagining the future which is the theme of CEPSI this year," added Hoelzl.