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BMW sponsors 5-Series cars for CEPSI

BMW Malaysia Sdn Bhd yesterday handed over a fleet of BMW 5-Series Hybrid with eDrive Technology to Tenaga Nasional Bhd (TNB) to be used at the upcoming Conference of the Electric Power Supply Industry (CEPSI) 2018.

The fleet will be used as the official cars for the conference, which will start on Sept 17-22, 2018, at the Kuala Lumpur Convention Centre. BMW Malaysia is the official electromobility (e-mobility) partner.

TNB is hosting CEPSI 2018 on behalf of the Association of Electricity Supply Industry of East ASIA and the Western Pacific (AESIEAP).

The cars were handed over by BMW Group Malaysia MD and CEO Harald Hoelzl to TNB's chief corporate officer and AESIEAP 2017/2018 secretary general Datuk Roslan Ab Rahman yesterday.

"The collaboration signifies BMW Malaysia's intention in being a key partner in transforming the e-mobility local industry and the country's ambition in sustainable development. We look forward to exchanging our industry-leading expertise and insights, as well as gaining knowledge from the many thought leaders at CEPSI to shape a better Malaysia," said Hoelzl.

Roslan said the cars sponsored by BMW will be used to shuttle VVIPs and AESIEAP executive council members throughout the five-day conference.

"This e-mobility partnership is the first of its kind for CEPSI since its inception in 1976 in Hong Kong. The partnership is timely as the electric vehicles (EVs) are generating a revolution in transportation across the globe," he said.

TNB through its wholly owned subsidiary, TNB Energy Services Sdn Bhd, is collaborating with Malaysian Green Technology Corp to deliver an integrated services to EV owners

in Malaysia, said Roslan.

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, the head of product management for BMWi who is a keynote speaker at the event.

The premium automaker will also be unveiling a new model from its BMWi portfolio.

"CEPSI 2018 is also an opportunity for us to share a truly progressive model from our portfolio of visionary mobility," added Hoelzl. — TMR



Pic by Afif Abd Halim

CEPSI 2018 is also an opportunity for us to share a truly progressive model from our portfolio of visionary mobility, says Hoelzl