

StarCarSifu AUTO SHOW

StarSpecial

THE STAR, WEDNESDAY 5 OCTOBER 2022



Double impact

THE CarSifu Auto Show is back after a three-year hiatus.

But this time, the auto show will be held at two venues - the first at Concourse, Mid Valley Megamall, Kuala Lumpur from Oct 5-9 and the second at Concourse, The Mall, Mid Valley Southkey, Johor Baru from Oct 26-30.

The first show starts today and there will be an array of snazzy vehicles and great promotions for all.

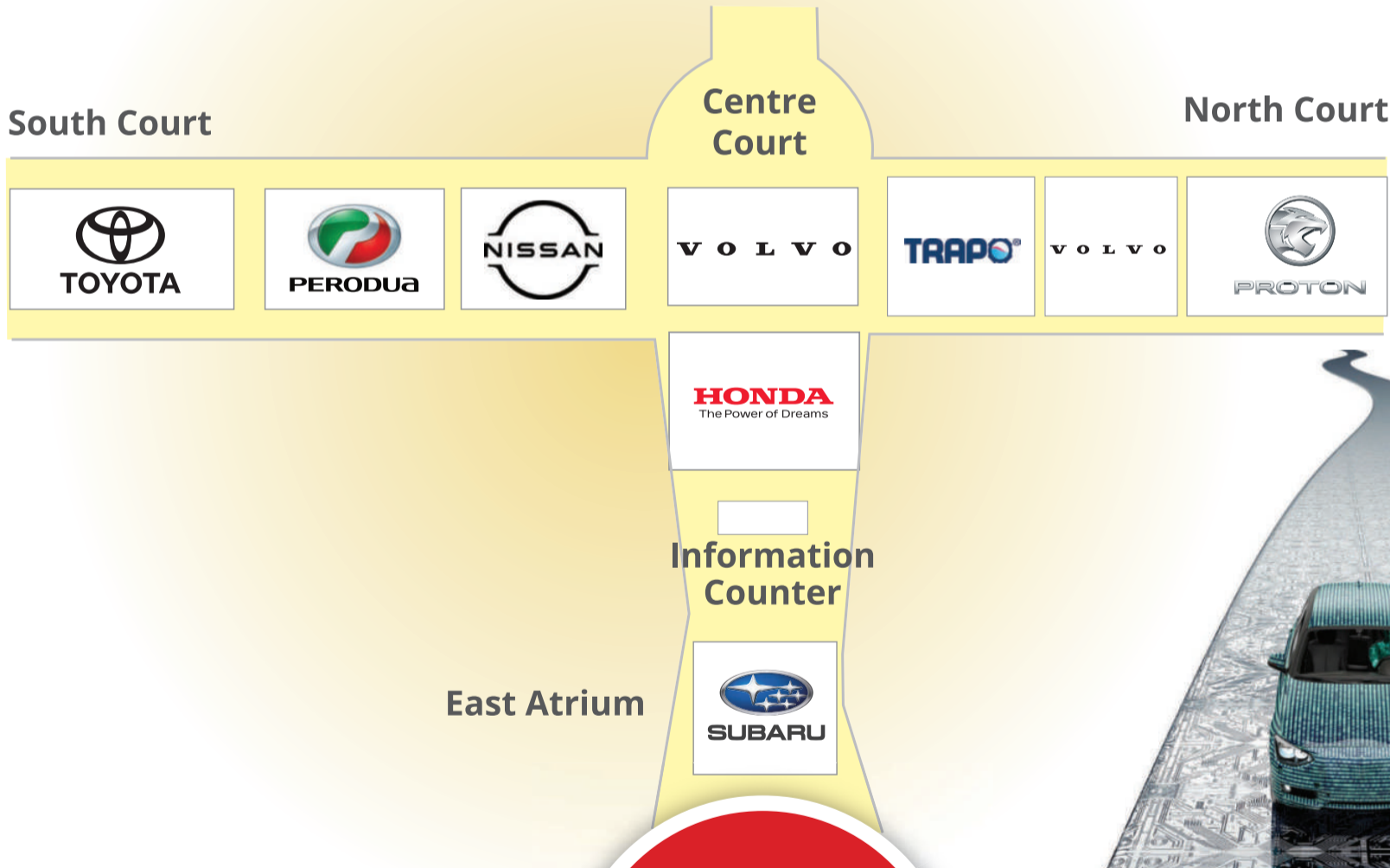


StarCarSifu AUTO SHOW

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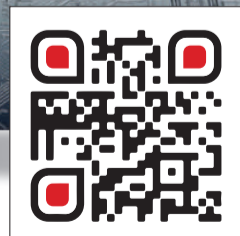
Vroooomin' at Mid Valley Megamall

Presenting a wide range of snazzy automobiles in various categories.
This is THE show not-to-be-missed!



Participate in Carsifu's survey and receive a free gift!

**5-9
OCT 22**
10am - 10pm
**Mid Valley
Megamall, KL**
(Ground Floor)



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Participating brands:



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On with *The show*

StarCarSifu AUTO SHOW 2022

CARSIFU Auto Show 2022 will depart from the previous single location a year format to two this time, bringing the auto show to Johor Bahru as well and not just only to Kuala Lumpur.

The first location will be at Mid Valley Megamall, Kuala Lumpur from Oct 5-9, before moving to The Mall, Mid Valley Southkey, Johor Bahru from Oct 26-30.

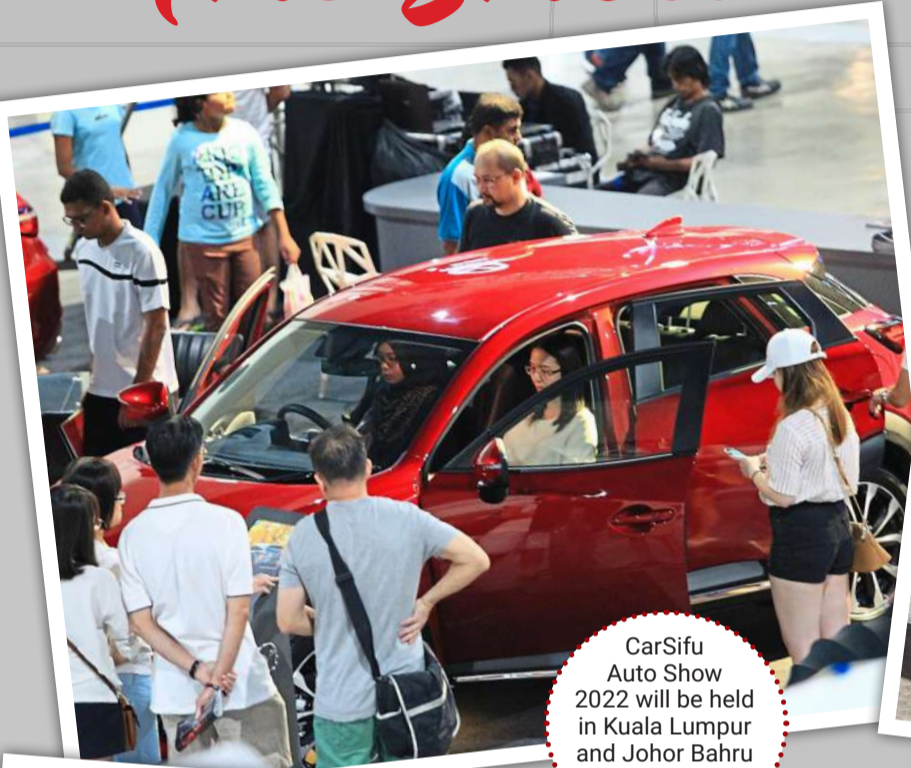
Admission is free and visitors can browse from 10am to 10pm daily the assortment of sedans, hatchbacks, sports utility vehicles (SUVs) and multi-purpose vehicles (MPVs) on display.

Aside from the traditional internal combustion engine, the vehicles displayed will also feature hybrid and all-electric powertrain systems.

Among the automotive brands that are displaying their newest line-up at the auto show in Mid Valley Megamall, Kuala Lumpur from Oct 5-9 are Volvo, Toyota, Subaru, Proton, Honda, Perodua and Nissan.

Volvo will be displaying its hot-selling Volvo XC40 Recharge Pure Electric which is Malaysia's first locally-assembled electric vehicle (EV)

Car brands will displaying their latest models at this year's auto show.



CarSifu Auto Show 2022 will be held in Kuala Lumpur and Johor Bahru this time.



among others.

Visitors to the Toyota display will get to see the Corolla Cross Hybrid SUV as well as the sporty Vios and Yaris compact models.

Subaru will be showcasing its all-wheel drive Forester and XV SUVs that are equipped with the award-winning EyeSight Advanced Driver



Set the fastest lap at the Trapo Time Attack Challenge and stand to win a prize.

MPV, Nissan will be presenting its latest Serena S-Hybrid Premium Highway Star which is big and luxurious inside while being low on fuel consumption.

Aside from vehicle displays, local custom car mat maker Trapo Asia will be unveiling its new Trapo Classic Mark III and Hex II series at the auto show.

Known for its anti-bacterial range of car mats, Trapo will be offering a 12% discount on all car mats and 20% off Oxta accessories line at the auto show.

There will also be a Trapo Time Attack Challenge race simulator where participants who secure the fastest lap stand a chance to win amazing prizes.

Trapo which was founded in Melaka in 2016, has a presence in Singapore, Indonesia and Thailand where its product line-ups are designed to increase the hygiene, safety and comfort levels of vehicle occupants.

The company is the top three sellers in the automotive category of Shopee and Lazada.

Assist system.

Proton will be displaying its three mainstay models - the newly unveiled X70 which features a locally-assembled 1.5-litre TGDI engine, the X50 which is a best-selling compact SUV and the affordable Saga which comes with a low starting price that will attract many buyers.

Honda will present its all-new HR-V SUV model that is available in three powertrains of 1.5-litre DOHC i-VTEC, 1.5-litre DOHC VTEC Turbo and 1.5-litre DOHC i-VTEC hybrid as well as the new City V-Sensing variant equipped with Honda Sensing smart driving assistance system.

Also for public viewing is Perodua's latest generation all-new Alza MPV, a stylish seven-seater with the latest safety and connectivity features.

If you are keen on a bigger

Smart traffic lights on the horizon

WHAT if artificial intelligence allowed first responders to arrive at the scene of an accident more quickly?

This is the challenge that the municipality of Bad Hersfeld, in Germany, is seeking to address by launching a system that automatically regulates traffic by taking direct control of the town's traffic lights.

The German town of Bad Hersfeld is seeking to let artificial intelligence take control of its traffic light network in emergencies.

The idea is to enable the relevant services to get around as quickly as possible and to get to the scene of an accident within 10 minutes.

Initially, the idea is that artificial intelligence can both calculate and recommend the fastest route, but also intervene directly in the

town's traffic by controlling its traffic lights, to give priority to emergency vehicles.

To do this, a multitude of traffic data must be analysed, in real time, to help the emergency services reach their destination as quickly as possible, all by playing on the management of traffic lights present on their route.

This, however, risks creating traffic jams, which the algorithms will obviously avoid, if possible.

To accomplish this, a central traffic signal control system had to be installed.

The city is launching a trial period with the fire department this summer to measure the effectiveness of this project before possibly extending it to other services.

The initiative is supported by the Hessian state government, which hopes that the project will

be replicated, as other municipalities are convinced to follow suit.

This is a new step for a town that's already relatively involved in new technologies.

For example, the inhabitants of Bad Hersfeld already have the possibility to control the lighting of certain streets via a mobile application.

In France, the idea of controlling traffic via artificial intelligence has already been raised by the mathematician Cédric Villani, a one-time candidate for mayor of Paris.

The idea, according to him, was to improve the flow of traffic in the capital by using artificial intelligence to manage traffic lights in real time.

It's an ambitious project, which unfortunately is not yet on the agenda.



Smart traffic light systems may one day replace the traditional timed-type to reduce jams.

The XC40 Recharge Pure Electric has a practical 400km plus range.



Get charged up

SINCE its launch in March, the all-electric Volvo XC40 Recharge Pure Electric has been endearing the local motoring scene with its combination of stylish compact sports utility vehicle (SUV) looks and zero emissions capability.

Although looking very much like the conventional XC40 SUV, the new XC40 Recharge Pure Electric is a different machine under the sheet metal.

Being an electric vehicle (EV), the XC40 Recharge Pure Electric does not come with a petrol engine, transmission or exhaust pipes, but has a front cargo compartment, or “frunk,” under the hood.

In their place are a large high voltage battery pack and an electric motor each on the front and rear axle to deliver a powerful and silky-smooth whisper quiet driving experience unmatched by its non-electrified siblings.

The XC40 Recharge Pure Electric is the country's first locally assembled EV and is spearheading Volvo Car Malaysia's plans to accelerate its transformation towards full electric mobility.

The company is aiming to achieve a 75% contribution from its pure electric line-up by 2025, which is in-line with Volvo Cars' global ambition of becoming a fully electric car company by 2030 and carbon neutral by 2040.

Aside from the XC40 Recharge Pure Electric, Volvo Car Malaysia plans to launch a new EV model in Malaysia every year for the next five years.

Aside from assembling EVs for local buyers, the cars are also being shipped to markets within the ASEAN region.

The response for the XC40 Recharge Pure Electric has also been overwhelming, with encouraging sales numbers signalling the beginning of Malaysians adopting electric vehicles and a more sustainable lifestyle.

Highlights of the XC40 Recharge Pure Electric include a close-off front grille, LED head and tail-lights, ‘Thor’s hammer’ daytime running lights, and gloss black roof and wing mirrors.

An aluminium decor styling with dark leather/nubuck combination upholstery are used for the interior.

The instrument meter is an electronic screen, while the infotainment system is an Android-powered type that offers Google Maps, Google Assistant and Google Play Store served up by a 9-inch touchscreen.

Its powerful dual motor system produces a combined output of 408hp (300kW) and 660Nm of torque for an all-wheel drive capability.

The SUV is able to complete the 0-100kph sprint

in 4.9 seconds, has a top speed of 180kph and is the quickest EV of its segment.

It has a 400V system and the lithium-ion battery comes with a capacity of 78kWh of which 75kWh is usable to enable a driving range up to 418km* on a single charge.

The XC40 Recharge Pure Electric can be topped up by an 11kW AC charger from 0 to 100% in around seven hours, while a 150kW DC-type will power up from 10% to 80% in 33 minutes.

Its alloy wheels are shod in 19-inch Pirelli P Zero Elect tyres that are specially made for electric vehicles.

Tyre sizes are 235/50R19 for the front wheels and 255/45R19 for the rear.

The XC40 Recharge Pure Electric has also been made safer by an upgraded Advanced Driver Assistance System.

Among its detection devices are a front-looking radar with two rear side radars, one front-looking camera with four 360-degree around view cameras and 12 ultrasonic proximity sensors.

Key smart features include active cruise control, City Safety, blind spot information system, lane keeping aid and cross traffic alert among oth-

ers.

Also included are airbags, anti-lock braking system and electronic stability control.

Other goodies are a wireless charging pad for smartphones, Harman Kardon sound system, rear air conditioner vents and handsfree rear power tailgate.

Available colours are Black Stone, Crystal White Pearl, Denim Blue, Glacier Silver and Sage Green.

Volvo Car Malaysia will begin taking orders again with the introduction of Model Year 2023, with exciting new updates to be announced soon.

Interested buyers can book for a test drive or make any online orders via www.volvocars.com/my upon the announcement.

The XC40 Recharge Pure Electric will be available for closer viewing at the CarSifu Auto Show 2022 at Mid Valley Megamall, Kuala Lumpur from Oct 5-9 and at The Mall, Mid Valley Southkey, Johor Bahru from Oct 26-30.

Disclaimers: *Range figures as per Worldwide Harmonized Light Vehicles Test Procedure (“WLTP”) derived from laboratory testing. Real world range can differ from the stated figures.

Overseas model shown. Charging equipment sold separately.



The XC40 Recharge Pure Electric is the first locally assembled electric car.

V O L V O

For every you. Volvo XC40 Recharge.

Smart. Versatile. Fresher than ever. And with Google built in. Meet the Volvo XC40 – our pure electric compact SUV for every version of you.



Overseas model shown.
Charging equipment sold separately.

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Whipping up an exciting drive



UMW Toyota Motor Sdn Bhd (UMWT) will be showcasing a diverse line-up of cars at the CarSifu Auto Show 2022 that starts today.

Held in both Kuala Lumpur and Johor Bahru, the auto show will allow mall-goers and onlookers to appreciate and check out various features of the different models on display up close.

The car models being featured at the CarSifu Auto Show 2022 from Oct 5-9 in Kuala Lumpur will be the Corolla Cross Hybrid, Vios and Yaris.

The company will also be participating in the second auto show in Johor Bahru Oct 26-30.

All-new Toyota Corolla Cross Hybrid

As the very first locally-assembled hybrid vehicle with the Toyota New Global Architecture (TNGA) platform, the all-new Toyota Corolla Cross Hybrid aims to 'Reinvent Your Tomorrow' with the fourth generation Toyota Hybrid System for greater fuel efficiency, higher battery durability, greater handling and stability.

Additional key features of the Corolla Cross Hybrid include lower emissions, faster acceleration and advanced hybrid technology.

The Corolla Cross 1.8L Hybrid powertrain combines a highly efficient petrol engine with two electric motors.

The synergy of the two energy sources provides drivers with efficiency, drivability, performance and a long range between refuelling.

Toyota's Hybrid Electric System has been designed as a reliable and future-proof vehicle that is easy on the wallet, offering less fuel costs, while providing greater controllability and instant torque, on top of an environmentally-conscious alternative that is in line with Toyota's global initiative to achieve carbon-neutrality by 2050.

The fourth-generation Toyota Hybrid Electric System battery offers five critical parameters for complete peace of mind - safety, long life service, high level of quality, affordable high-quality products, and high-level performance.

Visitors will also get to explore the Toyota Safety Sense (TSS) fea-

ture that provides a suite of integrated active safety systems to assist the driver which demonstrates Toyota Synergised Mobility.

The Digital Video Recorder (DVR) at the front (optional for rear) enables the owner to have a video recording of the vehicle's movements at all times for enhanced safety and as evidence if ever required.

The Vehicle Telematics System (VTS) feature can track the vehicle's position using GSM/GPS signals.

Owners can also monitor the ignition status and vehicle speed if the vehicle is stolen and a 24/7 Command Centre will locate it and inform the relevant authorities to recover the vehicle.

Toyota Vios and Yaris

The CarSifu Auto Show 2022 will also feature the Toyota Vios and Yaris, giving visitors an up-close and personal look at the two eye-catching models with their various features and sporty styling.

For buyers who like to have fun along the way, these two models' fuel efficiency and zippy performance will surely provide an

exciting drive.

Backed by advanced technology, both the Vios and Yaris inspire confidence and keep any driving enthusiast ahead in the game with their safe drive.

Toyota fans will get to see the visual presence of the two models along with the Toyota Safety Sense (TSS) feature, in line with Toyota's aim of bringing down motoring accidents and making roads safer.

This system consists of a Pre-Collision System (PCS) and Lane Departure Alert (LDA) which can be switched off if the driver does not require them.

Both models will also be equipped with the 7-inch display audio system with the inclusion of Apple CarPlay and Android Auto-ready (AACP).

Enabling apps from most smartphones to be mirrored onto the audio system and accessed

from the display.

Favourite apps such as Waze, Spotify, Google Maps and more can be used, expanding the capabilities of the system.

Vehicle Telematics System (VTS) is also a standard feature for both the Vios and Yaris models.

Additionally, visitors to Toyota's showcase will experience elegant images with Optitron meters for all variants, except the 1.5J variant.

Both models will feature the instrument panel with a 4.2-inch Full Colour Multi-Information Display (MID) using a TFT (Thin Film Transistor) screen, and leather upholstery in some variants to showcase a more premium image in the cabin.

Promotions and specials

As UMW Toyota Motor's sales grow from strength to strength over the years, the brand reinforces its quality, reliability, safety and durability through top-notch service and sales promotions for its customers.

The brand exhibits the freedom and flexibility that Malaysians can expect throughout their Toyota ownership journey and it is offering value-added packages to customers nationwide with attractive deals on selected variants for the Vios and Yaris on top of low monthly installments for all models including the Corolla Cross Hybrid from as low as RM998.

With the aim of offering strong sales and aftersales services, owners get to enjoy a seamless car ownership journey from the moment they walk into one of Toyota's showrooms.

This is encapsulated in Toyota's goal to go the 'Extra Mile' and push boundaries to constantly and consistently give customers more value.

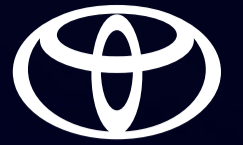
When it comes to going the extra mile, Malaysians can expect the best financial insurance packages, quality service, Toyota 24Seven Roadside assist and top-notch servicing.

This is reinforced by the range of sales and after sales value-added-services that have been curated to provide consumers with an exceptional level of service.

In addition, visitors will get the opportunity to get up close with their prospective Toyota purchase options and choose their next new four-wheel companion.

The three most celebrated Toyota models being featured at the auto show make the event a must-see.





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Choose to redefine power for the greater good.
Choose technology that will stand the test of time.
Choose the All-New Corolla Cross Hybrid Electric.



TOYOTA
LIVE HYBRID

8 YEARS UNLIMITED MILEAGE
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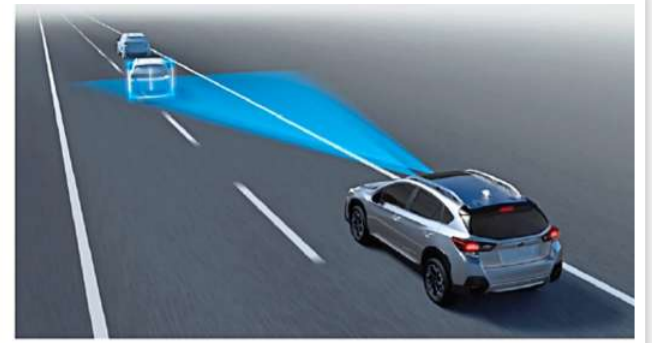
Pre-Collision Braking & Throttle Management

Warns you with a buzzer and a flashing indicator on the dash. It brakes to reduce impact and possible collisions. Pre-Collision Throttle Management helps avoid frontal collisions.



Lane Departure and Sway Warning

Helps you stay alert with a buzzer and a flashing indicator. When you drift to the edge of your lane, it warns you before leaving the lane.



Adaptive Cruise Control & Lead Vehicle Start Alert

Adjusts your speed automatically to keep a set distance from the lead vehicle. Lead Vehicle Start Alert prompts you when traffic starts moving again.

Great savings with great tech

TC Subaru Sdn Bhd, the exclusive distributor of Subaru vehicles in Malaysia will be displaying the Subaru XV and Forester at the CarSifu Auto Show 2022.

Happening at Mid Valley Megamall, Kuala Lumpur from Oct 5-9 and Mid Valley Southkey, Johor Baru from Oct 26-30, enjoy attractive offerings from Subaru at the events.



Subaru XV GT Edition

The Subaru XV now comes equipped with Subaru's award-winning EyeSight Advanced Driver Assist Technology which completes Subaru's four hallmark Core Technologies for the SUV model in Malaysia.

Its 2.0-litre Boxer engine which offers 156PS and 196Nm of torque, is coupled to the Lineartronic CVT (continuously variable transmission) with a seven-speed manual mode to channel power to the Symmetrical All-Wheel Drive system.

The XV GT Edition will be on display at the CarSifu Auto Show. Prospective buyers can enjoy savings worth up to RM8,000 when they place a booking this month. Ready stocks are available.



Subaru Forester GT Edition

The Subaru Forester is the first SUV to feature Subaru's EyeSight Advanced Driver Assist Technology.

The EyeSight technology has helped drivers with a safer drive in both traffic jams and long distance highway driving.

The Forester also features a Special X-Mode function for more convenient access to better handle the car when there is flood or mud.

Those interested in the Forester can enjoy savings worth up to RM15,000. Buyers will need to hurry and place their bookings as stocks are currently limited.

Both models feature Subaru's iconic direct-injection boxer engine for a better centre of gravity and a Symmetrical All-Wheel Drive that delivers power to each wheel to provide maximum stability and control.

The 2.0-litre engine cranks out 156PS and 196Nm of torque and is mated to the sporty Lineartronic continuously variable transmission (CVT).

This unique drivetrain combination will allow drivers to safely travel across challenging terrain and road conditions.

Both the XV and Forester are built on the Subaru Global Platform, delivering less shake, less road noise and better handling.



Subaru Advanced Technology Drive (SATD) Experience

Subaru will be showcasing the Subaru Advanced Technology Drive (SATD) experience at The Mall, Mid Valley Southkey, Johor Bahru from Oct 26-30.

The SATD event will reveal how Malaysia's favourite Subaru cars keep drivers and passengers even safer and more comfortable.

Experience Subaru's award-winning EyeSight Advanced Driver Assist Technology and its Autonomous Stop & Go functions:

> Autonomous Stop (Pre-Collision Braking): Alert and stop when encountering the risk of obstacles ahead.

> Autonomous Alert (Pre-Collision Throttle Management): Alert to keep you focused and reduce the risk of road accidents.

> Autonomous Go (Adaptive Cruise Control): Stop and Go, follow the vehicle in front of you, while keeping a safe distance, making driving in heavy traffic easier and safer.

Come discover and experience for yourself how Subaru transforms ordinary driving into autonomous driving enjoyment with Subaru's cutting-edge Autonomous Technologies today.

Enjoy **EXTRA SAVINGS**
up to **RM8,000!***

Own the **XV GT EDITION** now!
GET MOVING



Find us at

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26 – 30 OCT | Mid Valley Southkey, JB

Come experience the Subaru Advanced Technology Drive!

**OVER 100 SAFETY
FEATURES!**



Now safer with **EyeSight Advanced
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TEST DRIVE
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The enticing threesome

PROTON will be showcasing its latest models - the Proton X70, X50 and Saga at CarSifu Auto Show starting today, after a three-year hiatus.

The auto show is located at the Ground Concourse of Mid Valley Megamall Kuala Lumpur, and is open from 10am to 10pm, until Sunday.

Proton X70

As one of the country's best-selling C-segment sports utility vehicles (SUV), the 2022 Proton X70 comes with a 1.5L TGD i turbocharged direct injection engine with a max power output of 177PS and torque of 255Nm.

This new three-cylinder engine achieves a 7% reduction in fuel consumption in comparison with the now familiar 1.8L TGD i engine.

Beyond the engine, the latest X70 also offers enhanced features for the driver and passengers' comfort and a refreshed look.

These include quartz black finishing on the front and rear bumpers, new 19-inch alloy wheels, power tailgate with foot sensor and Nappa leather seats with new black headlining.

For added comfort and peace of mind, the X70 comes with Proton Intelligent Air Purification System (P-IAPS) - a combination of an N95 cabin filter (incorporated into the air-conditioning) and air purifier system, works twice as efficiently to improve the air quality inside the cabin.

The X70 also offers a host of intelligent and connected features that make driving more convenient and safer.

With Voice Command, saying "Hi PROTON" allows the driver to operate the windows and air conditioning, or even access online navigation.

Additionally, the PROTON Link app monitors vehicle status and allows for remote control of specific functions.

For added enjoyment and convenience, the nine speakers with power amplifier and subwoofer enhance the music experience while the six USB ports provide ample charging solutions.

Safety is also prioritised in the 2022 Proton X70, which was awarded the 5-star ASEAN NCAP rating, supported by a comprehensive list of safety features such as six SRS airbags, Advanced Driver Assistance System (ADAS), Tyre Pressure Monitoring System (TPMS), and 360 camera with 3D display for hassle-free parking.

Available in five variants, prices start from RM98,800 for 1.5 TGD i Standard 2WD; RM110,800 for 1.5 TGD i Executive 2WD; RM116,800 for 1.5 TGD i Executive AWD; RM123,800 for 1.5 TGD i Premium 2WD and RM128,800 for 1.8 TGD i Premium 2WD.

Proton X50

The Proton X50 marks the national car maker's entry into the hotly contested B-Segment SUV market, bringing several firsts for the brand in terms of technology and safety.

Its Infinite Weave personifies Malaysian craftsmanship and the dual-tone exterior paintwork with blacked-out roof and door mirrors, along with full LED headlamps and welcome lamps inject a modern contemporary appearance.

Also featured are turbine-inspired 18-inch alloy wheels with red brake calipers, while LED tail lamps are units matched to a prominent roof-mounted spoiler and quad exhaust tailpipes.

Interior gets an added touch of sportiness with a flat bottom, leather wrapped steering wheel while the meter cluster uses a LCD screen that allows the

information displayed and colour themes to change depending on whether drivers are in Normal, Eco or Sport drive mode.

Taking intelligence to another level, the X50 comes with the "Hi PROTON" Voice Command system that enables drivers to gain control over multiple functions from the floating 10.25-inch Infotainment head unit, the largest in its class that includes 4G and Wi-Fi connectivity.

The fuel-efficient 1.5L turbocharged engine jointly developed by Geely and Volvo, is paired to a 7-speed Dual Clutch transmission with Drive Mode and Steering Mode Selection for a more personalised driving experience.

The Flagship top variant comes with a 1.5L TGD i engine with 177PS and 255Nm of torque, while the remaining variants utilise a 1.5L turbo engine with 150PS and 226Nm of torque.

The X50 equipped with both engines is certified as Energy Efficient Vehicles.

Having achieved the highest volume for the B-segment SUV with 4,329 units sold in August, the X50 is also the overall best-selling SUV.

The X50 comes in four variants starting from RM86,300 for 1.5T Standard; RM93,300 for 1.5T Executive, RM101,800 for 1.5T Premium and RM113,300 for 1.5TGD i Flagship.

Proton Saga

Continuously evolving since its introduction in 1985, the latest Proton Saga comes with improved intelligent features, safety and quality in a refreshed design that banks on its Unique Selling Proposition (USPs) of Supreme Style, Smart Savings and Superb Stability.

Available in five variants, the new Saga starts from RM34,800 for 1.3L Standard MT; RM38,300 for 1.3L Standard Lite AT; RM38,800 for 1.3L Standard AT; RM41,800 for 1.3L Premium AT and RM44,800 for 1.3L Premium S AT.

Power comes from a proven 1.3-litre four-cylinder 16-valve DOHC VVT engine with a maximum output of 95PS and 120Nm of torque, mated to a 5-speed manual transmission or 4-speed automatic transmission.

The updated model also offers an ECO Drive Assist indicator to highlight how efficiently it is being driven.

Other improved convenience features include intelligent entry, automatic unfolding door mirrors, push start button and a remote trunk release on the key fob.

With 420-litres of boot space, luggage capacity is generous and can be expanded by using the rear seat fold function to transport oversized items.

The 7-inch touchscreen head unit now has the latest operating software and Bluetooth 4.2 for better wireless connectivity while being compatible with Android and iOS smartphones.

The Saga has also benefited from improved component supply as 6,156 units were delivered last month.

The achievement placed it as the third most popular model in the country in August, pushing registrations for the new 2022 model to nearly 14,154 units after its launch on May 12 this year.



2022 PROTON X70

INTELLIGENCE THAT INSPIRES®



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INSPIRING CONNECTIONS



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Stylish looks and poise.

Stylish offering

WITH the rapid introduction of all-new and improved models in recent months, Honda Malaysia is making a strong presence in the hearts and minds of Malaysia motorists.

Among the latest Honda models to hit local showrooms are the All-New HR-V compact sports utility vehicle (SUV) and the City V-SENSING variant that offers a higher level of safety and intelligent driving experience.

The two models will be among the line-up of vehicles at the CarSifu Auto Show 2022 at Mid Valley Megamall, Kuala Lumpur from Oct 5-9 and at The Mall, Mid Valley Southkey, Johor Bahru from Oct 26-30.

Honda All-New HR-V

Having secured an unprecedented pre-bookings of some 20,000 units ahead of its official launch in July, the latest generation all-new HR-V has certainly developed a strong following.

For the Malaysia market, the All-New HR-V is offered in four variants of S, E, V, and RS, and three powertrain choices of 1.5-litre DOHC i-VTEC, 1.5-litre VTEC Turbocharged and 1.5-litre e:HEV powertrain to satisfy the driving preferences of buyers.

The S variant comes with the DOHC i-VTEC engine that produces 121PS and 145Nm of torque, while the E and V get a more powerful VTEC Turbocharged with 181PS and 240Nm of torque.

Transmission for the three variants is a continuous variable transmission (CVT).

The top-of-the-line RS gets a two-motor system that delivers 131PS and 253Nm of torque coupled

pled to an e-CVT and a DOHC i-VTEC Atkinson Cycle engine producing 107PS and 131Nm of torque.

The hybrid powertrain of the RS allows it to achieve exciting driving performance with a low fuel consumption of 4.1 litres per 100km.

Aside from a bold cutting-edge look with a fastback-like rear styling, the All-New HR-V also gets premium features such as Full LED headlights, LED Taillight strip, and a new Air Diffusion System that gently circulates cool air inside the cabin.

All variants also come with the most complete Honda SENSING advanced driver assistance system that is equipped with nine innovative features - Forward Collision Warning, Collision Mitigation Braking System, Lane Keep Assist System, Road Departure Mitigation, Lane Departure Warning, Auto High Beam, Adaptive Cruise Control, Low Speed Follow and Lead Car Departure Notification.

In addition, the versatile Multi-Utility Seats at the rear allow owners to configure them into Utility, Long or Tall modes for more flexibility in maximising

cargo space.

Standard features across the line-up include Agile Handling Assist, 7" Interactive TFT Meter Cluster, eight-inch display audio with Apple CarPlay and Android Auto connectivity, multi-angle reverse camera, rear air conditioning ventilation, centre console with armrest, USB ports, walk-away auto lock and smart entry with push start button.

Honda LaneWatch Camera, front LED Sequential Turn Signal, and eight-way driver power seat are available on the V and RS variants.

The RS gets additional goodies such as the aggressive RS bodykit and interior, hands-free power tailgate with walkaway close, sports pedals, dual zone auto air-conditioner, auto wipers and deceleration paddle selectors.

Honda City V-SENSING

As the best-selling model in the Non-National B-segment market, the City has been continuously developed with higher levels of safety and innovation.

Based on the City sedan V variant, the enhanced City V-SENSING now gets the Honda SENSING advanced driver assistance sys-



Multi-Utility Seats allow even tall items to be loaded.



The hands-free power tailgate is a welcomed feature.

tem consisting of Adaptive Cruise Control, Collision Mitigation Braking System, Forward Collision Warning, Lane Keep Assist System, Road Departure Mitigation, Lane Departure Warning and Auto High Beam for added safety.

As such, the City V-SENSING has the most complete advanced safety features in the B-segment with an attractive price tag that is below RM100,000.

The City V-SENSING also come with a new 7" TFT meter that provides easy access to driving and safety information.

Standard features include a powerful 1.5-litre DOHC i-VTEC engine with 121PS and 145Nm of torque mated to a CVT, six air-bags, Honda LaneWatch camera, eight-inch display audio with Apple CarPlay and Android Auto connectivity, and rear air conditioner vents.

Its LED Headlights and LED Daytime Running Lights, LED Fog Lights, LED Taillights as well as a set of 16-inch alloy wheels added a stylish and trendy appearance to the City V-SENSING.

Meanwhile, the 519-litre boot has more than enough space to carry a sizable amount of travelling luggage.

Honda SENSING alerts and assists drivers to drive safely on the road.



The 7" TFT meter is used in the City V-SENSING.

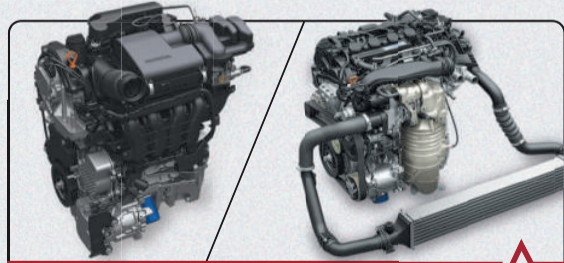


The City's large boot space allows plenty of items to be stored for any occasion.

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HR-V

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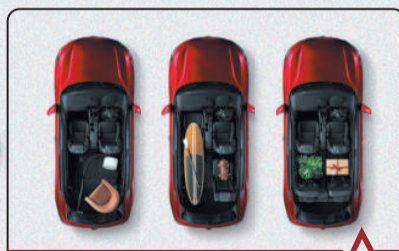


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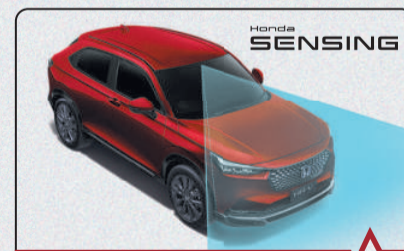
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A more refined

MPV

The all-new Alza has more features than the out-going model.

The rear LED tail lights are stylish.



The Alza AV comes with two-tone dashboard and semi-leather upholstery.

PERODUA'S latest all-new Alza multi-purpose vehicle (MPV) is a roomier and more highly-specified ride compared with the previous model that was introduced in 2009.

The new generation of Malaysia's all-time favourite seven-seater MPV is now available in three variants of X, H and AV, with on-the-road without insurance prices starting from RM62,500, RM68,000 and RM75,500 respectively.

The new Alza is the second new-generation model after Ativa developed under the Perodua Smart Build blueprint.

The latest MPV also gets the Perodua Smart Drive Assist safety suite which has 4 main pillars under it; Advanced Safety Assist (ASA), Driving Assist, Parking Assist and Headlamp Assist but updated with the all-new Electronic Parking Brake (EPB) and 360 Panoramic View Monitor, 1st time for Perodua.

Interior is also roomier with a restyled steering wheel and updated dashboard.

For the X variant, the audio system is a standard type with four speakers while the AV variant audio is equipped with Apple Carplay and Android Auto ready.

While the X comes with 15-inch wheels and a LCD multi-info display, the H and AV move up with 16-inch wheels and a seven-inch TFT multi-info display.

The Alza also appeals with a low ride feeling, a stable ride and easy access, especially for young children and the elderly.

The seats come with a flexible arrangement capability to accommodate various seating or cargo carrying layouts.

The exterior, meanwhile, features a classy grille, LED headlights with follow-me home and LED tail lights.

Powering the new Alza is the 1.5 Dual VVT-i EEV engine with DCVT which gives better performance and fuel consumption of 22km per litre.

Sending power to the wheels is a dual mode Continuously Variable Transmission and three drive modes of Normal, Eco and Power.

While the entry-level X and mid-range H variants are already well-specified to meet the motoring needs of most Malaysians, the AV top model elevates the driving experience to the next level.

Among the extra features of the AV are a two-tone dashboard, two-tone semi-leather upholstery,

Electronic Parking Brake (EPB), auto brake hold, hill start assist and side skirting among others.

Enhanced safety features of the AV also include Adaptive Cruise Control, Lane Keep Control, Blind Spot Monitor, 360-degree Panoramic View Monitor, Rear Cross Traffic Alert, reverse camera, integrated digital video recorder, and solar and security window film.

Reserved colours for AV and H variants are the newly introduced Vintage Brown and Garnet Red, while the new Elegant Black and existing Glittering Silver and solid Ivory White are available for all.

The new Alza will be among the latest Perodua vehicles displayed at the CarSifu Auto Show 2022 at Mid Valley Megamall, Kuala Lumpur from Oct 5-9.



The third row seats are spacious.

The rear seats can be folded flat.





Alza

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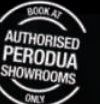
Spacious 7-seater

**SAFETY
BEYOND DOUBT**

360° Panoramic
View Monitor

**STOP OR GO
AT YOUR
CONVENIENCE**

Electronic Parking Brake
with Auto Brake Hold



Spacious people mover



The Serena S-HYBRID can carry seven persons in comfort.

IF you are looking for a spacious family multi-purpose vehicle (MPV) with high levels of safety and fuel economy, the latest facelifted Nissan Serena S-HYBRID should be on your shopping list.

Distributed by Edaran Tan Chong Motor, the Serena is available in two variants of Highway Star and Premium Highway Star, priced from RM149,888 and RM162,888 respectively.

The Serena will be making an appearance at the 2022 CarSifu Auto Show at Mid Valley Megamall, Kuala Lumpur from Oct 5-9.

The long-time popular MPV retains its elegant presence and gets cosmetic changes which embodies confidence and enhance the upmarket aura.

These include Redesigned Dual Projector LED Headlamps, and a new V-motion Front Grille with a majestic and sophisticated chrome pattern.

Also included are a Redesigned LED tail lights, Redesigned Front Bumper with integrated Fog Lamps and Daytime Running Lights with Gloss Black Finishing.

Soundproofing liners have been added to the rear wheel housing to suppress NVH (Noise, Vibration & Harshness) levels to deliver a quieter, more serene experience for all passengers.

As safety has been an important factor in Nissan vehicles, the auto-maker has developed a range of Nissan Intelligent Mobility technologies that can help make motoring safer by assisting the driver.

These technologies make up the 360° Safety Shield to give complete all-round protection.

The new Serena's 360° Safety Shield has enhanced Active Safety with an extensive range of systems that improve the driver's awareness of the surroundings as well as take action to prevent a collision.

The five new systems added are Intelligent Predictive Forward Collision Warning & Intelligent Forward Emergency Braking, Lane Departure Warning, Blind Spot Warning, and Rear Cross Traffic Alert.

The Intelligent Predictive



The nine-inch centre display supports smartphone connectivity.



Premium Nappa leather gives the interior an upmarket feel.

Forward Collision Warning & Intelligent Forward Emergency Braking systems has a radar unit in the front of the MPV to measure the distances of vehicles ahead.

If a collision is imminent and the driver does not respond correctly by braking or slowing down when alerted, the system will automatically apply Automatic Emergency Braking.

Also helping the driver's awareness of the surroundings is the Intelligent Around View Monitor with Intelligent Moving Object Detection that shows a simulated image of an overhead view of the vehicle, allowing the driver to see what is on all sides.

The sensors can also detect moving objects and will alert the driver to exercise caution.

The Lane Departure Warning system will alert the driver if the vehicle starts to drift out of its lane dangerously while the Intelligent Driver Alertness system monitors the driver for drowsiness or fatigue and suggests a short break from driving.

Aside from front and side airbags, the Serena also features full-length curtain airbags along the sides for added rear passenger protection.

Meanwhile, the Nissan S-HYBRID tech continues to power the Serena's drivetrain and incorporates an Energy Control (ECO)

electric motor which controls the idle-stop system.

It also provides torque assistance on moving off as well as reducing fuel consumption, enabling Serena owners to receive some of the benefits of a hybrid powertrain without the associated high costs.

The hybrid drivetrain is paired with the Nissan XTRONIC CVT (Continuously Variable Transmission) with Adaptive Shift Control to coordinate control between 2.0-litre CVTC (Continuously-variable Valve Timing Control) 4-cylinder engine to deliver optimised fuel savings.

Classified as an Energy Efficient Vehicle with a fuel consumption

of 14.2km per litre, the Serena promises a driving distance of up to 852km on full tank of fuel.

In addition to the Dual Back Door concept unique to the Serena that provides convenient and faster access to the ample cargo area at tight rear space opening, the MPV also gets the Hands-Free Dual Power Sliding Doors that can be opened automatically by a foot placed under the side of the vehicle.

The Serena also comes with seven USB ports as well as 13 versatile seat configurations for up to seven persons on board.

Comfortable Captain Seats are installed in the second row and these come with individual armrests and extra-long slide adjustment.

Those at the front and second rows also enjoy superior comfort in the Zero Gravity Seats that are proven to reduce fatigue due to their neutral posture position inspired by NASA studies.

Quality materials are used in the Serena with the Premium Highway Star variant receiving combination Nappa leather that is quilted for the premium look and feel.

Entertainment comes from a six-speaker infotainment system managed from a new advanced 9-inch full-colour touchscreen that also supports Apple CarPlay™ and Android Auto™.

The Premium Highway Star variant gets an 11.6-inch LCD panel that folds down from the ceiling.

Tan Chong Motor Holdings Group Chief Executive Officer Daniel Ho said the Serena S-HYBRID was among the first hybrid models to be assembled in Malaysia and it is still the only locally-assembled hybrid MPV.

"This new generation of Serena has a very extensive list of features that give it a premium image – without the premium price. Now, to make it even better value for money, it comes with added safety features and fresh styling in line with the latest Nissan design language," Ho said.

"More than 45,000 units have been sold nationwide to date, and in 2021, it was the best-selling Non-National Mid-size MPV in the country," said Ho.



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ALTHOUGH Malaysia has started moving towards a bigger scale of electric vehicle (EV) adoption under Budget 2022, the current unfavourable global affairs continue to dampen the Malaysian economy, resulting in the public focusing their expenditure on more 'bread and butter' issues.

While supporting the government's incentives for the growth of EVs, the Malaysian Automotive Association (MAA) president Datuk Aishah Ahmad informs *CarSifu* that the incentives could be tweaked to generate better results.

CarSifu: MAA has targeted a Total Industry Volume (TIV) of 630,000 for 2022 while analysts are predicting softening car sales in 2023 as volatility and inflationary pressure persist. What is MAA's outlook for 2023?

Aishah: During our MAA bi-annual press conference held on July 21, we made a forecast of 636,600 units for 2023.

This was on the assumption that there will be further growth in our country's economy and therefore MAA has set a modest growth of 1% for the automotive market for TIV 2023 (i.e. at 630,000 units), after registering impressive growth for the first six months of 2022 then.

However, the world is currently facing a very volatile environment both at the global as well as regional levels.

Many issues ranging from the Russia-Ukraine war, China-USA tension over Taiwan, escalating oil prices, inflationary concerns, increase in food prices, logistics and shipping costs, supply chains disruptions, etc. appear to have dampened global economic growth outlook and overall consumers' sentiments.

This in turn will impact our local economy too and local consumers' demand for new vehicles.

MAA will review and decide again on the TIV 2023 forecast sometime in January 2023 after taking into consideration all the latest prevailing factors.

What are MAA's views on the potential growth of EVs in Malaysia especially with the current incentives now? What more can be done by stakeholders?

At present, the local market for EVs is still very small, not even 2.0% of annual TIV.

Customer interest and demand for EVs in Malaysia remains low.

Price and availability of charging stations are the main reasons.

Even with tax exemption incentives provided by the government, the cheapest electric car is still beyond the reach of most ordinary *rakyat*.

For example, the cheapest EV such as Nissan Leaf which cost more than RM150,000 is way higher than our national cars (which cost below RM60,000 for a B-segment car).

Nonetheless, MAA is very appreciative of the government's recent incentives for EVs.

It is a move in the right direction.

The Malaysian government is targeting 30,000 EVs by 2025.

In most successful EV markets, policy support has so far played a key role.

EVs in the spotlight



Greater EV adoption calls for more charging stations. - IZZRAFIQ ALIAS/The Star

The key driver at the moment is supply-side incentives; lowering the purchase price of EVs to a level comparable to Internal Combustion Engine (ICE) version.

Without support and incentives from the government, it is not easy for the EV market to grow.

The implementation of the EV industry in Malaysia ought to be carried out in stages for the industry to sustain itself in the longer run.

For example, start with incentivising the industry to introduce models (in CBU vehicles) followed by CKD vehicles subsequently in stages.

More infrastructure, particularly charging stations ought to be built throughout the country, not only in major cities like Kuala Lumpur.

Currently there are around 700+ charging stations throughout Malaysia and the government is targeting 10,000 charging stations by 2025.

More direct incentives to buyers of EVs such as corporate incentives to employers providing EV corporate cars, individual tax reliefs, etc should be explored to encourage more buy-in from the consumers.

Government fleets should also be encouraged to be EVs.

The present EV charging infrastructure in Malaysia looks sufficient to support the small number of EVs on the road. How much more of the infrastructure needs to be built for future EV growth?

The government has announced that up to now, over 700+ EV charging facilities have been installed nationwide currently.

This is not enough to cover the entire length of the country, from Perlis to Johor, east coast states as well as Sabah and Sarawak.

As such, the government plans to set up 10,000 charging stations for EVs in Malaysia by 2025 under the Low Carbon Mobility Blueprint (LCMB) 2021-2030.

What is MAA's take on the government's aim to grow the EV market share to 38% by 2040 through the Low Carbon Nation Aspiration (Aspirasi Rendah Karbon) 2040, which is part of the National Energy Policy 2022-2040 (Dasar Tenaga Negara, or DTN)?

We are not privy to how the government had decided to fix the target of 38% by 2040 nor do

we have the details of this target.

Is it based on total vehicle population or annual sales (i.e. TIV)? However, we do know that the government is seriously focusing to grow the EV market in Malaysia and will introduce new policies to spur EV growth.

Perhaps there will be more new incentives and measures to be introduced and announced by the government in the coming years to drive the country towards achieving the Low Carbon Nation Aspiration.

Nonetheless, we support the move to grow the EV market share in line with global trends and the need to protect our environment given the devastating impact of climate change that we have witnessed lately.

Kindly elaborate on MAA's proposal for extension of EV incentives for up to 10 years?

At this moment, the incentive validity period approved by Government is too short.

The incentives announced during Budget 2022 for EVs are rather short-term in nature.

For example, only a two-year incentive for CBU EV (it will end by Dec 31, 2023).

The industry has yet to see long-term oriented policies for EV development.

For the past many years, MAA had been advocating for the government to consider providing a longer validity period of incentives, for example, 7 to 10 years.

This is to follow vehicle lifecycle development and perhaps committed volume for the investment by the car companies.

For the automotive industry which is very capital intensive, it is not viable for MAA members to consider short-term oriented investment projects.

It will be difficult for our members to get support and buy-in from their overseas principals.

Does MAA expect the internal combustion engine (ICE) cars to still play a major role in Malaysia's transportation sector for the coming 10 years?

This is very difficult to assess.

A lot will depend on what policies and initiatives the govern-

ment is going to provide in the coming years in our efforts towards achieving Low Carbon Nation Aspiration.

It will also depend on whether our country can afford to provide so much funding and incentives to the EV sector while there are many other pressing social issues faced by the *rakyat*.

For example, low-cost housing, public transportation in towns and rural areas particularly outside Klang Valley, healthcare facilities, etc.

Technological improvements especially in the systems like the EV battery and the cost of EVs will also be a key factor as to whether the switch towards EVs will be successful or not.

In the next 3 to 5 years, we foresee ICE cars will continue to form the bulk of new car purchases by consumers.

However conversion from ICE to EV is being seriously studied and focused to convert current ICE cars to EVs.

What are the steps that could be taken so the lower income group will be able to enjoy the benefits of EVs?

As mentioned earlier, price is the main reason.

Even with tax exemption incentives provided by the government, the cheapest electric car currently is still beyond the reach of most ordinary *rakyat*.

Perhaps the government should consider reducing the import duty imposed on EVs which is very high now at 30% for CBU EVs without incentives.

This could be a transition period until the stage where there are sufficient locally assembled EVs at very competitive prices available in the market.

Government should also encourage cheaper EVs to be introduced in Malaysia.

How ready are MAA members for the EV rollout especially when it comes to after-sales support and maintenance of electrified hybrid vehicles and full EVs?

MAA members are ready.

As a matter of fact, our members representing Mitsubishi and Nissan have been selling EVs since 2013. In the early days, these companies had taken their efforts to set up sales and promotion channels, after-sales support services, etc and develop the necessary requirements including charging facilities in order to generate interest and provide confidence to our local consumers.

At the Budget 2022 announcement on Oct 29 last year, the government agreed to provide more incentives to support the development of the EV industry.

After this announcement, other well-known international brands such as Hyundai, BMW, Mercedes-Benz, and Volvo have started to introduce their models into our domestic market.

Of course, our MAA members are aware of the importance of ensuring all the necessary support facilities and services are in place before a holistic selling of EVs to the consumers.

Without these support facilities and services, it will be difficult to entice consumers to buy EVs.

What are MAA's views on the proposed 'Lemon Law'?

In general, MAA welcomes any measure by the government that will be beneficial to the *rakyat* who are consumers of our products too.

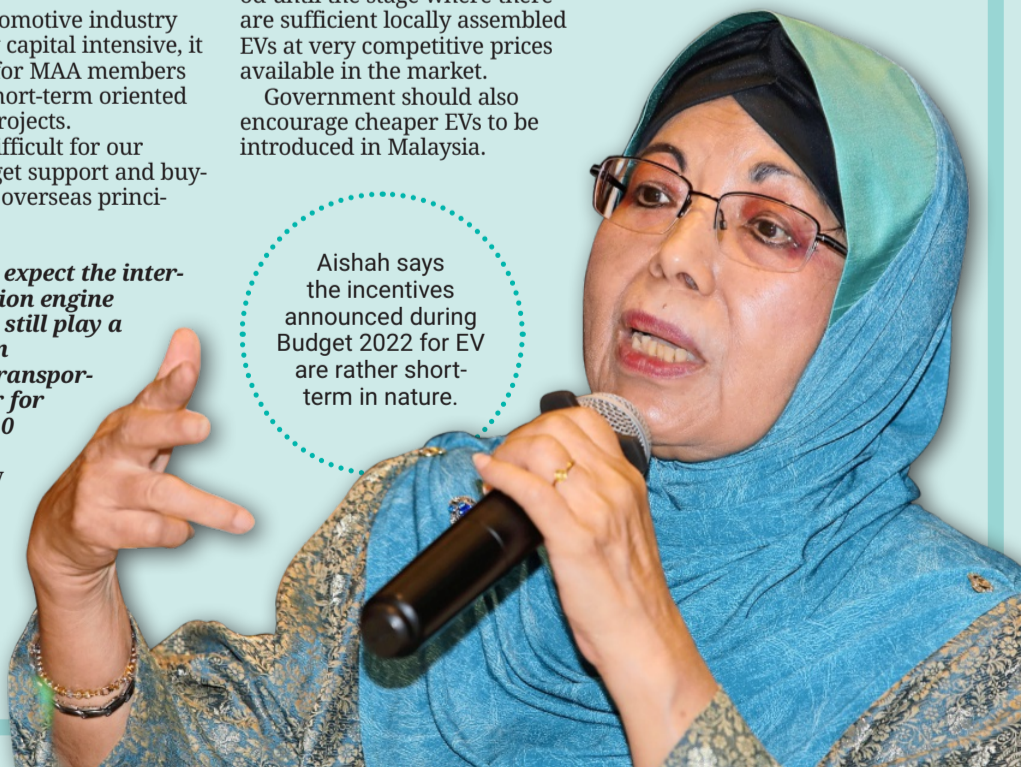
However, it is always our position that any new policy or law introduced must be beneficial to all stakeholders i.e. consumers, industries, authorities, etc.

This topic on Lemon Law should be studied thoroughly and in a holistic manner prior to introducing the law in our country. It is a big subject by itself involving various products, industries, issues, stakeholders, etc.

This is also to avoid any potential confusion and complications which may hamper the growth and orderly development of the industries, society and ultimately our country's economy.

The automotive industry involves many aspects ranging from manufacturing or assembly of new motor vehicles, distribution, dealerships, after-sales services, maintenance, spare parts, financing, insurance, etc.

Aishah says the incentives announced during Budget 2022 for EV are rather short-term in nature.



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The new Italian stallion arrives

FERRARI unveiled its long-awaited €390,000 (RM1.8mil) Purosangue crossover that will haul the supercar maker into a new era of broader appeal.

The company's most utilitarian model in its 75-year history — with four doors, four seats and a 473-litre trunk — will hit showrooms next year.

While heavily geared over four years of development to meet Ferrari's track-worthy credentials, the Purosangue represents a break from the manufacturer's low-slung racing machines and dispels doubts it would ever produce a versatile vehicle.

Ferrari exudes confidence about the Purosangue fitting that description, and is offering a surprising answer to one question: So is it a sport utility vehicle or not?

"Please don't call it an SUV, because it isn't," chief executive officer Benedetto Vigna told reporters in Maranello, northern Italy.

"It's a Ferrari."

Vigna's comment indicates the world's best-known performance-car maker is still coming to terms with a segment some Prancing-Horse purists believe should be avoided for the brand.

While crossovers and SUVs tend to be less agile than what Ferrari drivers are used to, the almost €225,000 (RM1mil) Lamborghini Urus and €206,800 (RM930,000) Bentley Bentayga have been well-received.

The Purosangue beats both on acceleration, racing to 100kph in 3.3 seconds.

While Ferrari offers the 296 GTB and the SF90 Stradale sports cars as plug-in hybrids, the Purosangue will only be powered by a combustion engine.

The mid-front mounted, naturally aspirated, 715hp 6.5-litre V12 engine and eight-speed DCT automatic transmission will get the vehicle to a top speed of 310kph.

An exclusive, electric-powered active suspension system Ferrari

Rear doors are the back hinged-type.

developed with Canadian partner Multimatic Inc allowed the over two-tonne Purosangue to achieve top sports performance, said Ferrari's chief marketing and commercial office Enrico Galliera.

Ferrari settled on the traditional engine after agonising at length over what powertrain to use.

"We discussed for a long time which kind of powertrain to mount on the Purosangue," said Galliera.

The interior is luxurious and hi-tech.

The 6.5-litre V12 delivers a massive 715hp.

Graceful lines.

Roomier rear space than the usual Ferrari.

part of a €4.4bil (RM20bil) investment plan.

The company remains fully committed to making its vehicles carbon-neutral by the end of the decade, Galliera said at the event.

Pre-orders for the Purosangue — which features a brand-new chassis with a single-shell, carbon-fibre roof to lower its centre of gravity — have likely exceeded more than 2,000 units already.

Ferrari is holding a four-day event this week for those who've placed a request to purchase.

To maintain exclusivity, Ferrari has said Purosangue deliveries won't exceed 20% of the carmaker's total sales during the model's life cycle. — Bloomberg

