

**P**ress **I**nformation

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For immediate release

 **HONDA MALAYSIA PRESENTS A HONDA JAZZ TO GRAND PRIZE WINNER OF CHINESE NEW YEAR
‘SMS & WIN’ CONTEST**

**Setia Alam, 30 March 2018** – In conjunction with Chinese New Year this year, Honda Malaysia (or the Company) held a ‘SMS & WIN’ contest to celebrate and reward all its customers. The Company today celebrated the winners of the recently concluded ‘SMS & WIN’ contest. An official handover ceremony was held at Tiong Nam Motor (M) Sdn Bhd for the Grand Prize winner and five Golden Prize winners. The Company presented the Best Selling non-national hatchback, the Honda Jazz 1.5L to the proud Grand Prize winner, Ms. Hasmawati Bt Hussin. Five Golden Prize winners were also thrilled to walk away with an iPhone X each.

The Chinese New Year ‘SMS & WIN’ contest which was held between 22 January 2018 and 11 March 2018 was open to all Honda owners\*. The contest garnered a total of more than 43,000 submissions. From these participants, 1,006 of them were selected to win various prizes worth a total of RM198,255. The prizes included a Honda Jazz, iPhone X and Bank Simpanan Nasional (BSN) Premium Savings Certificate.

Speaking at the ceremony, Managing Director and Chief Executive Officer of Honda Malaysia Mr. Toichi Ishiyama said, “This Chinese New Year ‘SMS & Win’ contest was held because we want to celebrate the festive season with all Honda customers. I would like to extend my appreciation to all participants for your support towards this campaign and congratulations to all winners. Honda Malaysia will continue to strive to provide high-quality products and excellent after-sales service that continues to exceed customers’ expectations. Last but not least, we look forward to the next milestone that we wouldl achieve, together with the support of all our customers”.

The 3rd Generation Jazz has seen optimistic growth to-date, with more than 57,000 units sold since 2014. The model contributed 13% of total Honda Malaysia sales in 2017 and continues to lead in the hatchback segment, bringing the ‘Joy of Driving’ to its many owners. Since the 1st Generation of the Jazz was introduced in Malaysia back in 2003, a total of more than 89,000 units have been sold to Honda customers in Malaysia.

Director and owner of Tiong Nam Motor (M) Sdn Bhd, Mr. Yoon Wai Cheong said, “As a Honda Dealer, we are honoured to be part of this significant moment in celebrating the handover of the Honda Jazz to the Grand Prize Winner,
Ms. Hasmawati who is our long-time customer. We look forward to providing all our customers with excellent after sales services as well as ensuring the “Joy of Buying” experience at our Honda dealership.”

Ms. Hasmawati who currently drives a Honda City said, “I was truly surprised when I received the exciting news that I won a Honda Jazz. I have always loved the spaciousness and sporty looks of the Jazz, especially the stylish Lunar Silver Metallic colour. Besides its unique features of being fun and fuel efficient, the feature I love most is the flexible cargo space with versatile ULTRA Seats which can be converted into four configurations. This makes the Jazz a very practical car for family outings while staying nifty and fun to drive in the city.”

Designed with the concept of ‘Man Maximum, Machine Minimum', the Jazz delivers a compact and highly efficient package through maximizing the space for occupants while minimizing the space utilised by the car. The versatility of the Jazz provides customers with the convenience of space maximization without compromising comfort in the vehicle. Additionally, the Jazz is the only hatchback that makes creative use of space with the ULTRA Seats. The 4 modes of ULTRA seats – Utility, Long, Tall and Refresh are useful at different times such as long distance traveling, city driving, family getaways and more. Powered by Honda’s signature 1.5L i-VTEC engine coupled with Continuous Variable Transmission (CVT) that was developed under Honda’s Earth Dreams Technology, the Jazz offers fuel efficiency and optimal performance.

For more information or to book a test drive for Honda cars, customers can visit any of Honda’s 96 authorized dealers nationwide or call Honda’s Toll Free number at
1-800-88-2020 or log on to [www.honda.com.my](http://www.honda.com.my).

*\*Applicable for all Honda cars except for reconditioned (recon) cars.*

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