

## Countdown to KL International Motor Show

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The countdown has begun to the KL International Motor Show 2003.

In less than eight weeks, Malaysian car buffs will get to see some of the latest and best on offer from the world's top auto-makers on display at the Putra World Trade Centre from September 5 to 11.

The list of big names who have signed up include DaimlerChrysler, Ford, Toyota, Nissan, Renault, Volvo, Hyundai, Kia, our own Proton and Perodua, and many others.

There will also be exhibitions by suppliers of trucks and buses, motorcycles, accessories and car care products, in-car entertainment, security systems, and just about everything else that might be of interest to motoring enthusiasts.

Not forgetting, of course, the all-important pretty girls who will be present at every booth to charm visitors.

If all these are not enough, there is a lucky draw with a gleaming new Saab 9-3 sports saloon waiting for some fortunate visitor to drive home. The car is sponsored by Auto Eurokars Sdn Bhd, the Malaysian importer and distributor of Porsche and Saab vehicles.



WAITING ... this sleek Saab 9-3 is waiting to go home with some lucky patron of KLIMS 2003.

Connoisseurs can appreciate the seductive lines of super cars as well as a different type of curves on different models - those who will be vying for honours in the Miss KLIMS 2003 pageant.

The Royal Malaysian Police (PDRM) have also signed up for a big role at the show, not to look after security but to reach out to motorists in a gentle and friendly manner.

Just to show how nice they are, the cops will help you check for summonses and settle fines at KLIMS.

"For the first 3,000 visitors to do so, there is a little surprise in store," promised Mak Weng Kit, the CEO of Interexpo Sdn Bhd, which is co-manager of KLIMS along with Trade Link Management Services.

According to Aishah Ahmad, president of the Malaysian Automotive Association (MAA) which is organising the show, KLIMS 2003 will be one of the best in the region, not only in terms of sheer size but in its content, presentation and participants.

"Concept cars, exotic prototypes, special exhibits and 30 international brands from 10 countries - KLIMS 2003 is truly a gathering of the world's best," she said.

On Thursday, the organisers launched a RM4mil advertising and promotion blitz to drum up publicity for the show and ensure a large crowd when showtime comes around.

The organisers expect around 350,000 visitors to walk through the front doors.