



Mercedes-Benz

NEWS & UPDATES

DEC 2010 ISSUE

(For Internal Circulation Only)

Authorised Dealer for
Mercedes-Benz Malaysia



Hap Seng Star Sdn Bhd (659844-H)

Message From The Chief Executive

Dear Valued Customers,

It is with pleasure that we bring you our December News and Updates. With the advent of information and communication technology, we are 'all ears' and our antenna is up to understand you better. Over the past few months, we are pleased to have received many suggestions from you and we greatly appreciate you taking the time and effort to provide us with constructive feedback. Our teams have given due consideration and careful thought on enhancing our services and offerings to you, based on your comments.

As a result of some of your suggestions, we have initiated a few customer appreciation activities, such as invitations to watch movies with your family members, gift vouchers to dine at selected renowned restaurants in the Klang Valley and an opportunity to participate in the Mercedes-Benz Driving Experience at Sepang.

We are pleased to announce that our After-Sales team won 'Certified System Technician' and 'Certified Service Advisor' among the four competition categories at the recent Mercedes-Benz Skills Competition 2010 and we also won many prizes collectively as a team. Our achievements in this event reflect the strength and competency of Hap Seng Star's After-Sales team in Malaysia. Our customers can be assured that we have qualified and highly skilled staff to service your Mercedes-Benz.

With your support and trust in us, Hap Seng Star has managed to secure the 3rd highest Customer Satisfaction Index (CSI) scores and the highest in Klang Valley, in the recent Mercedes-Benz Malaysia's Customer Satisfaction Survey. Thank you very much again in putting your trust in us!

Our award-winning Autohaus at Jalan Sultan Ismail in Kuala Lumpur is a popular venue for exclusive events. Recently in September, it was the venue for Chui Ling's "Tastefully Chic" book launch, in which Family Choice cooking oil brand was the main sponsor and supported by Hap Seng Star among others. August Man magazine also hosted its distinguished "Men of the Year 2010" event in November at our Autohaus.

We are pleased to have implemented a few initiatives for your convenience during your next visit to our award-winning Hap Seng Star Kinrara Service Centre. Please check with our service advisors for more information on the following services:

- Malaysian breakfast and lunch during visits
- Valet parking service
- Vehicle Pick Up and Delivery service
- Mercedes-Benz ExpressService
- Motor Insurance Renewal assistance

I would like to take this opportunity to thank you for your support and we look forward to building a stronger relationship with you as we strive to serve you better. Please continue to provide us with your comments and feedback. Have a safe and happy holiday season and Happy New Year!

Wong Leh Seng
Chief Executive



We are pleased to announce that the Hap Seng Star After-Sales team achieved outstanding results in the Mercedes-Benz Malaysia Skills Competition 2010, which was held on 4 December 2010 at the Mercedes-Benz Training Centre in Glenmarie, Selangor.

To ensure After-Sales personnel excel in their respective job profiles, Mercedes-Benz Malaysia organises biannual nationwide Skills Competition for 21 dealership outlets to continually evaluate and upgrade the competencies and expertise of our Mercedes-Benz certified technicians and service advisors. The participants competed within several categories: a knowledge quiz, written and practical tests covering technical and non-technical aspects as well as the history of Mercedes-Benz and general automotive knowledge.

Our staff emerged as champions of two of the four competing categories. All the finalists received cash prizes, medals and a certificate each presented by Peter Honegg, President and CEO of Mercedes-Benz Malaysia.

The outstanding results from Hap Seng Star's participation in the Mercedes-Benz Skills Competition 2010 reiterates the high performance capabilities of our After Sales team. As an authorised Mercedes-Benz dealer, our staff has the qualifications and diagnostic skills to competently resolve difficult vehicle problems.

We congratulate our eight Hap Seng "Stars" for their hard work and achievements.

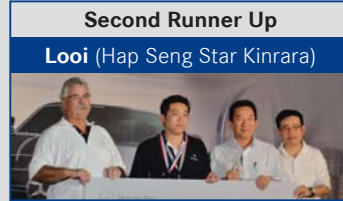
CERTIFIED MAINTENANCE TECHNICIAN (CMT)



CERTIFIED SYSTEM TECHNICIAN (CST)



CERTIFIED DIAGNOSIS TECHNICIAN (CDT)



CERTIFIED SERVICE ADVISOR (CSA)



The supportive Hap Seng Star cheer leading team.



The 8 finalists (R to L) Chu, Ricky, Wong, Lee, Ben, Kho, Looi and Albert.



Practical test - fault diagnosis while all eyes were on Lee.



Questions on Mercedes-Benz Workshop Process. Albert listens attentively to the emcee's question.



Hap Seng Star After-Sales group photo at the end of the fruitful and exciting competition.



Kho and Wong concentrating in connecting the electrical components to determine the output voltage.



Group photo of all finalists from nationwide dealers, Mercedes-Benz judges with President and CEO Peter Honegg (centre).



CURRENT PROMOTIONS AND UPDATES

P.I.A.M. and Mercedes-Benz Approved Accident Repair with Free Maintenance Service

Hap Seng Star Kinrara Service Centre is pleased to offer you **Free Maintenance Service*** for every accident repair exceeding **RM20,000 and above**.

With Hap Seng Star's genuine Mercedes-Benz spare parts availability, P.I.A.M.** and Mercedes-Benz approved accident repair centre, you can be assured that your Mercedes-Benz will be repaired as close as possible to its pre-accident condition.

**Applicable for next visit, for one time maintenance service that includes engine oil, oil filter and labour.*

***The Persatuan Insurans Am Malaysia (PIAM)*

Complimentary Value Added Services

The following are value added upgrades for customers who engage our accident repair services:

- Free Maintenance Service for every accident repair bill of RM20,000 and above*
- Free Pick Up & Delivery Service**
- Free basic car wash (excludes interior cleaning) for car that has undergone major repairs
- Free Premium Leather Set***

**Applicable for next visit, for one time maintenance service that includes engine oil, oil filter and labour.*

***Terms & Conditions Apply*

****While Stocks Last*



What you need to bring for Accident Repair Service Claim at Hap Seng Star

- Latest JPJ Card front & back copy
- Insurance Policy
- Original Police Report
- Driver's IC & Driver's License
- Insured's IC & Driver's License

Accident Repair Stages



1. Before Accident Repair
2. Structural Damage Repair on Celette Bench*
3. Spray Painting (Spray Booth and Paint Mixing Room)
4. After Accident Repair at Hap Seng Star

** Chassis alignment and measurement equipment developed exclusively from Mercedes-Benz blueprints so that repairs are made with assembly-line accuracy*



In Case Of An Accident:

1. Remain Calm.
2. Copy down the other driver's license and vehicle details and take pictures of the vehicles involved.
3. Call Hap Seng Star 24h breakdown service **012-204 6673** for assistance and towing services. If your vehicle could not be driven, **DO NOT** be forced to make use of other third party towing services.
4. Lodge a police report within 24 hours of the accident.
5. Seek medical attention if there's any discomfort or injury.

More Light. More Safety



Daytime driving lights for the C-Class (W204)



Normal Price ~~RM3,235~~ nett

Special Price **RM2,588** nett

Note:

- i) Promotion starts 1.12.2010 till 28.2.2011. While stocks last only.
- ii) Price does not include labour charges. Price is subject to change without prior notice.
- iii) Not in conjunction with AMG Sport package (code 950); not for C63 AMG.

Drive-ins Are Coming Back Into Style

The Mercedes-Benz Rear-Seat Entertainment System will show your DVDs, favourite photos and even video games on two brilliant 7" colour LCD screens. Available for C, E, S, R and M class.



Normal Price ~~RM15,580~~ nett

Special Price **RM12,464** nett

Note:

- i) Promotion starts 1.12.2010 till 28.2.2011. While stocks last only.
- ii) Price does not include labour charges. Price is subject to change without prior notice.
- iii) Subject to model specification variation.



Please call our service advisors for more information.

Make Your Mercedes-Benz Sporty With AMG Sportswear

AMG accessories – born on the racetrack, honed under the toughest of conditions and tested by hundreds of thousands of admiring glances – display their origins unequivocally. They give your Mercedes-Benz sportiness, dynamism, distinctiveness and quality.

AMG Designers like working on aerodynamics

Instead of eliminating aerodynamic drag, the AMG designers use it to design the unique front and rear bumpers, side skirts and rear spoilers. This ensures the best roadholding at any speed and ensures optimum air flow to the engine and brakes. All of the styling elements have to blend unobtrusively with the particular Mercedes-Benz model concerned. A sporting challenge which AMG always meets.

Custom-designed down to the last detail

AMG accessories are developed and customised for each model with the permanent quest for high performance and precision.

We carry AMG accessories for all Mercedes-Benz models at Hap Seng Star Kinrara Service Centre. Special AMG accessories package (consists of front bumper, rear bumper and side skirt) priced from RM25,000*.

Talk to our Mercedes-Benz trained and certified service advisors now!

*Terms And Conditions Apply



E-CLASS 212 model series AMG bodystyling carried by Hap Seng Star comprises powerful-looking AMG front bumper, rear bumper, side skirts, door sill panels, Styling IV light-alloy 6-twin-spoke wheel, and floor mats.



The surefire way to stand out: with sporty AMG Styling IV light-alloy 6-twin-spoke wheel with painted silver and high-sheen surface.



The white illuminated AMG door sill panels show even at the beginning what dimensions the journey will take you into. AMG door sill panels are made from brushed stainless steel, with white-backlit AMG logo.

Complimentary Valet Parking Service



As part of our service enhancements, Valet Parking Service is now provided by our staff at the main entrance of Kinrara Service Centre:

Providing reliable and secure handling of all vehicles

Courteously welcoming each customer

MSIG Motor Insurance Renewal Is Just A Phone Call Away

How you benefit from renewing your motor insurance with Hap Seng Star



1. Zero/low excess for all vehicles with sum insured below RM500,000. Others will be subject to excess of RM5,000.
 2. Free Motorist Personal Accident Cover for Driver of the Insured vehicle at the value of RM50,000.
 3. **Special Claim Benefits** – Betterment** on repairs will be waived for vehicles up to 7 years old. Betterment will be applicable on vehicles exceeding 7 years as per Bank Negara Guideline. However for most insurance companies, the betterment clause is applicable to vehicles more than 5 years old.
 4. Easy payment of insurance premium - You can make payment for your insurance premium via direct bank in or any credit cards (Visa or Mastercard) at Hap Seng Star.
 5. Free advice on 3rd Party & Own Damage Claim.
 6. Underwritten by **MSIG Insurance (Malaysia) Bhd**, a Member of MS & AD Insurance Group with more than 100 years of experience.
- 4 Please call Ms Fam/Ms Wong on **03-8073 3888** for more information.

*All benefits & exclusions are briefly outlined here. For complete details, please refer to the policy terms and conditions.

** Cost of the parts to be paid by owner/insured to improve condition of the vehicle parts after accident.

HAP SENG STAR SERVICE

The Indispensable Mercedes-Benz Star Diagnosis at Hap Seng Star Service Centre

Most of the unauthorised private workshops are equipped only with outdated non Mercedes-Benz Star Diagnosis and Hand Held Tester.

Disadvantages of Non Mercedes-Benz Star Diagnosis and Hand Held Tester:

1. Unable to upload and receive latest daily update cycles for software and data. Hence not advanced enough to handle complex technologies of all classes of Mercedes-Benz vehicles.
2. May produce inaccurate diagnosis for new models and thus leading to unnecessary parts replacements, damage to control units and components and high maintenance costs. Consequently, the warranty obligations will be void.

Our latest Mercedes-Benz Star Diagnosis is the most advanced workshop equipment designed for Mercedes-Benz vehicle diagnosis, only available for authorised dealer that comes with special license and password. This equipment is only accessed by skilled Mercedes-Benz Certified Diagnostic Technician, who is trained to interpret the results of complex networked fault diagnosis for maintenance and repair works.

Advantages of Mercedes-Benz Star Diagnosis Equipment:

1. **Onboard diagnosis** - Mercedes-Benz Star Diagnosis provides a complete and efficient guided testing platform for every type of control module. This control module is actively used as a testing and measuring instrument in troubleshooting.
2. **Complete information** - All diagnostically relevant information is available on Mercedes-Benz Star Diagnosis to reduce the running and search times and to streamline the service procedures.
3. **Up-to-date information** - Daily update cycles for software and data synchronised with Mercedes-Benz headquarters in Germany enable Star Diagnosis to react more quickly to new and upcoming Mercedes-Benz vehicles developments.



The new generation wireless **Mercedes-Benz Star Diagnosis** used by Hap Seng Star Service Centre.



Obsolete Star Diagnosis and Hand Held Tester used by private workshops (or unauthorised dealers).

MERCEDES-BENZ CAR CARE

Get Maximum Service Life From Your Turbocharged Engine

Before shutting your engine down, allow the vehicle engine to idle for a few minutes after it's been running hard or allow the exhaust temperature to cool down.

With an immediate shutdown on the engine, the engine's turbo is still spinning at full speed without lubrication, thereby increasing the risk of causing seizure to the turbocharged engine due to high temperature.

Use **SHELL HELIX ULTRA AB**, approved by Mercedes-Benz, to protect your Mercedes-Benz engine.

Following these tips will enhance the life and performance of your turbocharged engine.

Benefits of Shell Helix Ultra AB – Fully Synthetic Motor Oil

SHELL HELIX ULTRA AB – A unique formulation for Mercedes-Benz

CLEANS AND PROTECTS FOR MAXIMUM PERFORMANCE.

Shell Helix Ultra AB is the latest-generation, fully synthetic engine oil designed specifically to provide ultimate engine cleansing and protection for all Mercedes-Benz gasoline engines. It is approved by Mercedes-Benz for normal and extended service use.

SHELL HAS A STRONG RELATIONSHIP WITH MERCEDES-BENZ:

- Shell is globally endorsed by Mercedes-Benz and provides both factory and service-fill oils. The Shell Helix Ultra AB formulation is the actual factory-fill lubricant supplied by Mercedes-Benz. We have supplied 30 million litres of Shell Helix motor oil to Mercedes-Benz plants and workshops globally.
- Shell undertakes lubricants research and development projects with Mercedes-Benz.

SPECIAL FEATURES

Protection against wear

Shell's ultimate active cleansing technology

Longer oil-change intervals

Specially selected synthetic base oils

Long-term oxidation stability

Fuel economy

Environmental protection

High shear stability

Minimises vibration and engine noise

BENEFITS

Long-life additives and protective agents ensure maximum engine protection against costly engine wear, even in the toughest driving conditions and harshest climates

Up to five times more effective at removing sludge from dirty engines than a mineral oil

Specially designed to meet the extended oil change requirement of Mercedes-Benz engines

Reduce oil volatility and therefore oil consumption and the need for top-up

Up to 37% more protection than other fully synthetic leading brands tested

Exceeds fuel economy requirements of Mercedes-Benz cars

Special formulation reduces exhaust emissions

Maintains viscosity and stays in grade throughout the oil-change interval

Smoother, quieter drive



EVENTS AND ACTIVITIES

Cocktail Reception & Movie Night

As part of our customer appreciation programme, a selected group of customers who had serviced their Mercedes-Benz vehicles at Hap Seng Star Kinrara Service Centre during the month of May were invited to a Cocktail Reception and watch the movie "Robin Hood Adventure" held at the boutique cinema GSC Signature of The Gardens Mall on the 3 June 2010. 66 customers and their family members and friends turned up and were treated to food and free flow of wine.



High Tea & Movie Day

Hap Seng Star Kinrara Service Centre hosted the second round of movie event on the 31 July 2010, screening the action packed thriller "Salt" for a selected group of customers who serviced their Mercedes-Benz in the month of June and July 2010. 115 customers with their family members and friends turned up and almost filled the cinema hall to full capacity.

What Our Customers Said



"Thank you very much for your kind invitation and hospitality. Highly appreciate for your guys hard work and team work. My wife and I enjoyed the reception and movie very much. I also enjoyed the good wine. A very good wine indeed. A word of THANKS for your thought and care to us."

- William Ong, Executive Director -



"Thank you for the pictures. Thank you for the lovely night, food and your warm welcome and company."

- Kelvin Chooi, Chartered Accountant -

"Thank you for the photo! A nice momento of the great event. Both Emran and I had a very good time, just as we have when we visit your service center. I presume this must be among the many customer-appreciation activities you are organizing to make a difference. The Hap Seng difference. Cheers and see you soon for my upcoming service."

- Mansor Tun Abdul Aziz, Creative Director -



Football Fever Contest



In conjunction with the FIFA World Cup 2010, Hap Seng Star Kinrara Service Centre launched the Football Fever 2010 Campaign in the month of July to reward customers with mystery gifts and chances to win Apple electronic gadgets for every service invoice valued at RM2,000 and above. The response for this campaign was overwhelming.

On 3 August 2010, the lucky draw was conducted in the presence of Sivaraj Rauthan from Hap Seng's Internal Audit Department.



FOOTBALL FEVER 2010

Congratulations to our customers!!



1st Prize Macbook :
Mr. Shum Yew Choong

After-Sales Operations Executive Chan Waye Boon presented the 1st Prize MacBook to Shum Yew Choong.



2nd Prize iPhone :
Mr. Alex Sim

Warranty Manager Gabriel Tan presented the 2nd Prize iPhone to Alex Sim.



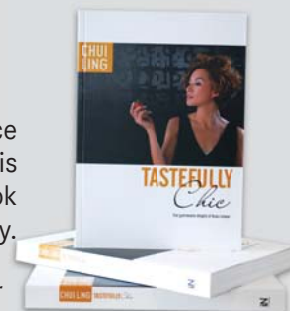
3rd Prize iPod :
Mr. Kong Chee Kin

Senior Manager Choy Wei Chieh presented the 3rd Prize iPod to Kong Chee Kin.

Chui Ling's "Tastefully Chic" Book Up For Grabs!

Only available at Hap Seng Star Kinrara Service Centre

Angel Wong Chui Ling's new book "Tastefully Chic"* is up for grabs at the Hap Seng Star Service Centre's cashier counter. Hap Seng Star jointly sponsored the publication of this new book. Chui Ling is a famous host for a TV food programme on ASTRO's Wah Lai Toi channel. This handy well-designed book is priced at RM29.95 per copy and it introduces some of the best restaurants located in the Klang Valley.



*While Stocks Last
* Limited to one copy for each customer upon every service/repair



Book Launch at Menara Hap Seng on 29 September 2010

(L to R) Ms Cindy Yoong, Director of Marketing Communication of Sheraton Imperial Hotel Kuala Lumpur; Mr Clement Soo, GM (Sales Division) of Hap Seng Star, Mr Vincent Chew, COO of Cornell Sales and Services Sdn Bhd, Mr Iko In of IN Publisher, Chui Ling, Mr Chan Kien Ming, GM of Wintercorn Australia, Pte Ltd and Mr Chuah, Marketing Manager of ecoBrown, Serba Wangi Sdn Bhd.

TESTIMONIALS

"I wish to place on records the excellent services rendered by your service advisor Mr. Albert Lim when I sent in my car for servicing recently. Albert has been exceptionally helpful, has good work attitude and his service level is outstanding. He is certainly an asset to your organization."

- Dato' Peter Tang, Managing Director -

"Excellent Service.
Keep up the good work."

- Zaki Razak -
Head of Operations & Technology

"Hap Seng Star Kinrara Service Centre does excellent maintenance service."

- Adrian Tan, Managing Director -

"Soon is a very good and a very caring person. He explained in details and kept me informed of the repair. After the repair, he explained that the gear jerk is due to some software (which is upgraded now). Soon called the next day to follow up to see how the repair went. I'm very happy with this. I've been to many workshops and Hap Seng Star is outstanding."

- Liew Wai Kiat -

GREETINGS FROM HAP SENG STAR KINRARA SERVICE CENTRE



Seasons Greetings and warm wishes for a Happy New Year

from TAN CHEE HOCK, Senior General Manager After-Sales and Business Development and the Kinrara Team.

HAP SENG STAR SALES, KUALA LUMPUR

Spread Mercedes-Benz Passion In Your Company With Hap Seng Star's Fleet Purchase Programme!

We at Hap Seng Star understand your passion for Mercedes-Benz engineering and we are offering an opportunity to purchase new Mercedes-Benz vehicles (minimum 2 units) with volume incentives for your company.

Our dedicated Fleet Sales Executives have the knowledge and expertise to help you make an informed decision to get the best fleet offer for your company. They will work together with your company to design a customized fleet solution.

Please call us at **Tel No: 03-2116 9228** (KL Autohaus) or **03-8073 3892** (Kinrara) for further information.

The New Mercedes-Benz E-Class Cabriolet Nationwide Roadshow 28-29 August 2010

The newly launched E-Class Cabriolet with its AIRCAP technology captured the attention of every visitor coming into our KL Autohaus, all longing to feel the air flowing through their hair!



A beauty has just arrived to our Autohaus.



And is gaining the attention it deserves.



Time and again, our KL Autohaus gives every Mercedes-Benz fan an unforgettable experience.

Mercedes-Benz Driving Experience



July Mercedes-Benz Driving Experience

Owning a Mercedes-Benz is an indication that you have made it but we at Hap Seng Star would like take it a step further. With our Mercedes-Benz Driving Experience (MBDE) organized by Mercedes-Benz Malaysia in July and November 2010, we had our customers leaving the Sepang International Circuit with a resounding 'Wow' at the end of the day. Taking Mercedes-Benz cars to their limit, customers were exposed to key aspects of safety driving with the thrill of dynamic driving. Reservation is on a first come first serve basis* so please register for a special driving experience when you make your next purchase!

*Terms & Conditions Apply.



November Mercedes-Benz Driving Experience



HAP SENG STAR EAST MALAYSIA

Transfer of Business

Effective from 1 July 2010, East Malaysia Hap Seng Auto Sdn Bhd's Mercedes-Benz and Fuso business has been transferred to Hap Seng Star Sdn Bhd.

The 7 East Malaysia Hap Seng Star branches are:

HAP SENG STAR - SABAH	24 Hours Breakdown Service	Accident & Repair Service
KOTA KINABALU : Off 5 1/2 Mile, Tuaran Inanam Road, 88746 Kota Kinabalu, Sabah	016 830 8788	088 435 043
SANDAKAN : Wisma Si Khiong, TL 479, Mile 1 1/2, Jalan Labuk, 90008 Sandakan, Sabah	016 830 8782	089 211 945
TAWAU : 2713, Jalan Bahagia, Off Jalan Saleh, 91007, Tawau, Sabah	016 830 2727	089 773 366
HAP SENG STAR - SARAWAK	24 Hours Breakdown Service	Accident & Repair Service
BINTULU : Lot 697, Light Industrial estate, 97008 Bintulu, Sarawak	016 830 2282	086 332 446
KUCHING : Lot 1261, Section 66, Jalan Tenaga, Pending Industrial Estate, 93450 Kuching, Sarawak	016 811 8123	082 484 731
MIRI : Lot 46 & 47, Piasau Industrial Estate, 98008, Miri, Sarawak	016 830 7877	085 651 699
SIBU : Lot 366, Bukit Lima, Jalan Lanang, 96008, Sibu, Sarawak	016 830 9633	084 210 308

Hap Seng Star Kota Kinabalu at CIMB Preferred Banking Seminar

On the 2 October 2010, Hap Seng Star Kota Kinabalu Sales Team proudly showcased the Hap Seng Star brand at the CIMB's Preferred Banking Seminar. The event was catered for CIMB's 90 elite customers.



Prospects' enquiries being addressed by our sales team.



(L to R) Mr. Maturin Sibi, Branch Manager CIMB KK, Mr. Johnny Chong, Sales Manager Asia City Autohaus, Mr. Johnny Chung, Branch Manager CIMB Bundusan Square



Mercedes-Benz cars are ready for a test drive.

Advisors
Tan Chee Hock and Gabriel Tan of Hap Seng Star After-Sales, Vanessa Loong Su Sian of Hap Seng Management Services

Editor
Chan Waye Boon of Hap Seng Star After-Sales