Zero-emission All-electric Nissan LEAF Showcase at UCSI

(Left to right) Tay Chai Li, Deputy General Manager of Marketing Planning, ETCM, Tom Yang Wei Cheng, General Manager of Marketing and Communication, ETCM and Professor Emeritus Dr Lim Koon Ong, Deputy Vice-chancellor (Academic Affairs and Research), UCSI poses with Nissan LEAF during the Zero-Emission Nissan LEAF Showcase @ UCSI University. Students of University College Sedaya International (UCSI) were given the opportunity to get up close and personal with the Nissan LEAF through a collaboration between Edaran Tan Chong Motor (ETCM) and UCSI. ETCM showcased its Zero-Emission Nissan LEAF electric vehicle (EV) to staff and students as part of its green awareness campaign with the hope of inspiring everyone to be more environmentally conscious. Through the showcase, students could find out more about the technology and innovation of the Nissan LEAF, and at the same time increase awareness about the importance of reducing the consumption of fossil-based fuels and emissions of carbon and other environmentally noxious gases. They were also given the chance to experience the quietness and power of the Nissan LEAF with test-rides organised. One of ETCM’s Nissan LEAF Ambassadors, Hanis Azarea Mohammad Azman, spoke about her six-week experience with the LEAF and how it changed her mindset about sustainable mobility. Executive Director of ETCM, Dato’ Dr. Ang Bon Beng, hoped that the showcase will help create greater awareness about the importance of reducing our carbon footprint through zero-emission transportation. “We are happy to show the LEAF to the students and staff of UCSI, and also to let them experience what an EV is all about,” he said. UCSI Deputy Vice-chancellor (Academic Affairs and Research), Prof. Emeritus Dr. Lim Koon Ong said that the showcase successfully illustrates the importance of collaborative efforts between industry and academia. “This partnership marks a key milestone for UCSI and ETCM, and portrays how two parties can work together to generate higher awareness and start instilling the “green mentality” with the younger generation,” he added. ETCM started its EV awareness campaign in May 2012, with multiple projects such as the LEAF ambassador programme, LEAF roadshows and EV talks. The Nissan LEAF is the first mass-produced 100% electric zero emission vehicle, as part of Nissan's comprehensive approach to promote sustainable mobility, which also includes engaging in the development and sales of batteries, developing global and local partnerships, deploying charging infrastructure, studying the second-life use of lithium-ion batteries in EVs, promoting the recycling of parts used in vehicle production, and proposing new mobility concepts.