KUALA LUMPUR: Edaran Tan Chong Motor (ETCM), together with University College Sedaya International (UCSI), delighted UCSI students with the opportunity to get up-close and personal with the much anticipated Nissan LEAF electric car.

"The LEAF showcase gives students the opportunity to find out more about the technology and innovation of the Nissan LEAF, plus increase awareness about the importance of reducing the consumption of fossil-based fuels and emissions of carbon and other environmentally noxious gases. It helps 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 electric vehicle (EV) is all about," remarked Dato' Dr Ang Bon Beng, the executive director of ETCM.

The Zero-Emission Nissan LEAF electric vehicle showcase is part of Nissan's green awareness campaign with the hope of inspiring everyone to be more environmentally conscious. Students were also given the opportunity to experience the quietness and power of the Nissan LEAF with the "test-rides" organised.

Joining the showcase to share her experience was one of ETCM's Nissan LEAF ambassadors, Hanis Azarea Mohammad Azman. She spoke about her six-week experience with the all-electric Nissan LEAF and how it changed her mindset about sustainable mobility.

The Nissan LEAF is the first mass-produced, 100% electric-zero-emission vehicle. Nissan's strategy is not limited to the development of vehicles but encompasses a comprehensive approach to promote sustainable mobility, such as 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.

For more information about the Nissan LEAF, please visit www.nissan.com.my

Nissan LEAF showcase at UCSI

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CENTER OF ATTRACTION: (From left) 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.