KUALA LUMPUR: Edaran Tan Chong Motor (ETCM) collaborated with University College Sedaya International (UCSI) to give UCSI students the opportunity to get up close and personal with the Nissan LEAF.

The LEAF showcase gave 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.

ETCM was pleased to showcase its Zero-Emission Nissan LEAF electric vehicle to staff and students at UCSI as part of its 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 Ambassador, Hanis Azarea Bt. Mohammad Azman. She spoke about her six-week experience with the all-electric Nissan LEAF and how it changed her mindset about sustainable mobility.

“We hope with the LEAF showcase at UCSI 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 electric vehicle (EV) is all about,” explained Dato’ Dr. Ang Bon Beng, the Executive Director of ETCM.

“Today’s showcase successfully illustrates the importance of collaborative efforts between industry and academia,” said UCSI deputy vice-chancellor (Academic Affairs and Research) Professor Emeritus Dr Lim Koon Ong.

“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 since 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 per cent-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.

Nissan is recognized for its sustainable mobility approach which constantly offers class-leading fuel efficiency models that are supported by advanced green technologies.
(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.