Edaran Tan Chong Motor (ETCM) collaborated with University College Selangor 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 Azaa Bt. Mohammad Azman.

“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,” explained Datu' Dr. Ang Bon Beng, the Executive Director of ETCM.

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%-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.