Students get a feel for the Leaf
Nissan distributor holds showcase on electric vehicle at UCSI

EDARAN Tan Chong Motor (ETCM) recently collaborated with University College Sedaya International (UCSI) to give the college’s students the opportunity to get up close and personal with the Nissan Leaf.

At the showcase, students learned more about the technology and innovation of the Nissan Leaf electric car while increasing their awareness of the importance of reducing consumption of fossil-based fuels and emissions of carbon and other environmentally noxious gases.

"We hope the LEAF showcase at UCSI will help create greater awareness about the importance of reducing our carbon footprint through zero-emission transportation."

-- DATUK DR ANG BON

Students also got to experience the quietness and power of the car through test drives.

Joining the showcase to share her experience was Nissan Leaf ambassador Hanis Azarea Mohammad Azman, who spoke about her six-week experience with the all-electric car and how it had changed her mindset about sustainable mobility.

Meanwhile, ETCM executive director Datuk Dr Ang Bon Beng said, "We hope the Leaf showcase at UCSI will help create greater awareness of the importance of reducing our carbon footprint through zero-emission transportation.

"We are happy to allow them to experience what an electric vehicle is all about," he added.

"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’s electric vehicle awareness campaign has been on since last May, with multiple projects such as the Leaf Ambassador programme, Leaf roadshows and EV talks.

For more information on the Nissan Leaf, visit www.nissan.com.my

Centre of attention: (From left) ETCM deputy general manager of marketing planning Tay Chai Li, marketing and communications general manager Tom Yang Wei Cheng and Dr Lim with the Nissan Leaf during the showcase recently.