A fresh perspective

INTEREST and enthusiasm in the All-Electric Nissan Leaf recently paid-off for 10 lucky UCSI university students when they received attractive prizes from Edaran Tan Chong Motor Sdn Bhd (ETCM) at a prize-giving ceremony which was held at the Nissan Raja Laut showroom. The UCSI university Facebook contest was held for two consecutive weeks in conjunction with a Nissan Leaf showcase held by ETCM earlier.

Commenting at the prize presentation ceremony, ETCM executive director Datuk Ang Bong Beng said, “We were impressed with some of the nice photos of the students with the Nissan Leaf that was posted on the UCSI university Facebook page. It’s very interesting to be able to see from the students perspective, their thoughts and passion about the Nissan Leaf.”

“We look forward to future collaborations with UCSI university in our quest for a better environment. We believe in creating awareness especially among the younger generation about the importance and benefit of embracing green technology and innovation,” he added.

“In today’s digital age, it is common for competitions to use online platforms such as Facebook and Twitter – and today’s event is one such example. I believe that blended learning such as this – a fusion of classroom instruction and online extensions – is a definitive way to enrich the learning experience of today’s Gen-Y learners,” said UCSI University deputy vice-chancellor (Academic Affairs & Research) Professor Lim Koon Ong.

“And I am certain that this tie-up is just the beginning of a long and fruitful relationship between UCSI university and Edaran Tan Chong Motor,” he added.

As part of the contest, UCSI university students had to submit a creative photo of themselves with the vehicle, plus a caption which best described it. Derric Ong from the Faculty of Engineering, Technology & Built Environment emerged as the grand prize winner with his winning post, “What if you could drive the future, today? What if you could check on your car from your phone and switch on the air-conditioning remotely? What if you could drive with zero-emission and never had to stop at a gas station again? And what if your everyday car was an electric car? Nissan Leaf. The future is yours.”

Faculty from UCSI university attended the prize-giving ceremony including UCSI Civil Engineering department head Ahmad bin Tamby Kadir while ETCM Marketing and Planning executive director Tan Keng Meng was also present at the ceremony.