



THECARS@EXPO

THE STRAITS TIMES

CAR SHOW 2015

A one-stop event where car buyers and lovers can purchase their dreams cars and peripherals required for their cars.

To provide a value-added service to automobile advertisers as well as readers.



Fact Sheet

Date of event: 25 & 26 April 2015 (Sat & Sun)

Venue: Singapore EXPO (2 halls)

More than 100,000 visitors in 2014*!!
(*1 day event in 2014)

Successful event in 2014!

Thank you for spending \$30 million at the Cars@Expo!



The biggest fan car show program that there is a car for every genre and price point.

More than 200 of our visitors to the event on Sunday agreed with this tally because each of them found and bought their dream cars. More than half of them bought new cars - some ranging from a \$100,000 yacht, while the rest opted for good buys from the pre-owned dealers.

Many more car owners supported car accessories and other products at the one-day Cars@Expo which has a repeat feature of visiting Singapore's biggest motor show in the afternoon. As fans, there was still a long queue of cars waiting to enter Singapore Expo. Many drivers gave up their car park elsewhere and walked some distance to the show.

We would like to thank all visitors for their patience and support and will look into extending the show for three days so that car buyers and bargain hunters can have more time to shop.

One of the biggest winners at the show is Tracy, 34-year-old who sold her 2010 Suzuki.

Ms. William Lim, the general manager of sales at the show's Suzuki dealer said: "The customer who purchased the Suzuki can save after the car sale and still have money for themselves and their loved ones. It was a win-win for everyone."

One happy customer, sales manager Steve Lim, 36, bought a new Suzuki for \$15,000 after shopping the afternoon bazaar at the other car on display at the show.

"I have been considering buying the Suzuki for the past few months, but decided to wait for a good time to see if there would be any special promotions," he said.

When Mr. Lim got to Singapore Expo in the afternoon, the dealer of cars waiting to enter the Singapore Expo car park was so long, he decided to give up his spot in the queue and enter early and park.

"It was worth the slight hassle because I enjoyed a \$10,000 discount off the car price and a free gift of size 10 sneakers with my purchase," he said.

The pre-owned car exhibition at the event did very well. Mr. Lim said.

Managing Director Raymond Tang of Hong Sing

Her safe and solid answer won judges over

If you are selling a car, how would you do it?



By Hui Fong / hui.fong@sp.com.sg

For Miss Joan Tan, she believes that the most attractive selling point of any car would be its safety features. Citing the benefit of airbags as the main motivation for selecting safety features in a car, she said she would be the safety features in a book to make a car safe. For instance, she would also advise potential buyers that they should consider the importance of having a collision protection system, lane-keeping assistance system, self-inflating tyres and anti-lock brake system before making any purchase.

"The safety of my loved ones is paramount to me, and since I value them over any fancy features in a car, I would be more comfortable selling a car I believe in - in my language," the 25-year-old advertising and brand specialist said.

With such solid sales acumen and know-how about cars, it's no wonder Joan impressed the judges at the 1st semi-finals for 'The Straits Times Classified Car Ambassador at the Cars@Expo bazaar. She was crowned the winner, beating 19 other strong contenders.

For her efforts, Joan walked away with the top prize worth \$10,000. The prize consist of a \$10,000 cash prize, \$20,000 car voucher from Hongkong Motor, M&M as degree programme sponsored by TES International College, a diploma programme in their jewellery design from IJAC, a diploma programme in Professional Makeup Artistry by Cosmopolitan Academy and a 2-year license contract from Carve Models International.

The judges were unanimous in their decision. Ms. De Wang, Chairman and CEO of the Hongkong Motor, and Miss Tan had the right combination of elegance and the right attitude that sets her apart from the rest.

Ms. Shere-Goh, Director of Carve Models International, shared a similar sentiment: "She is elegant, a very respectful girl for being an ambassador because she is not just a beauty queen, she answers to the questions and answers suggest with me. She has a good knowledge about cars, and she speaks from the heart at Carve Models. I think she can go further."

Ms. Roy Zapanovich, senior director of Jewellery Design and Management International, School added: "She was my favourite among the finalists. Her answer was smart and showed a breadth of knowledge in automobile industry that will set her apart."

Ms. William Ooi, marketing manager of TES International College added: "Joan carried herself well. She had a good professional attitude

to project an image of confidence that will definitely benefit any client she represents."

For Joan, it was really more exciting for her to compete against the other girls who have had plenty of experience in the pageant circuit. "I got the chance to experience my first live broadcast to see how happy you can be in a live broadcast to carry the show," she added.

The second place went to former Miss Singapore winner Ms. Anne Tan, a 27-year-old entrepreneur, who had placed second in the pageant that led to her competition, 17-year-old Michelle Lim.

For business, being beautiful, Joan is hardly a disadvantage. This really helps to have some time to a competitor of the same age and talent. All of us, we really really have to see through the glamour and understand all of us and not just pretty well. It's just that I have the chance to become a designer and anything is possible if you take on any challenges head-on."

For Ms. Michelle Lim, she made the biggest transformation among all the finalists, from an innocent teenage aspirer for the position, to the strong girl that she is now.

"I still cannot believe I made it to the top three even for my attempt at a competition like this. I have had the most amazing experience being around the other girls and I have formed some friendships with some of them. Like Anne, Joan inspires me. She, she has been nothing but amazing to my competitors and I think that she can do the best."

The car ambassador program was the highlight of the one-day motor show. Cars@Expo, the biggest car show in Singapore, was specially designed to celebrate the 10th anniversary of the Singaporean motor show. The program was designed to give young Singaporeans the chance to see the latest cars, including the latest super-cars and original songs to keep the motor show going.

Ms. Alice Cheong, a 31-year-old teacher who was at the Cars@Expo was pleasantly surprised at how the program had.

"The program was definitely different from what I have seen before. The combination of musical performance and the introduction of the models really got the crowd buzzing with excitement. And the performance was engaging and interesting, and the crowd has a lot of fun with it. Jack & Jill did a wonderful job to keep the momentum going. The program was high-energy and lively and a definitely enjoyable experience."

Congratulations to our first Car Ambassadors!

Winner
Joeis Tan

1st Runner-up
Su-Anne Tan

2nd-Runner-up
Michelle Lim

THE STRAITS TIMES CLASSIFIED CAR AMBASSADOR 2014

Download The Straits Times Classified App from the Apple Appstore and Google Play. Ann the center of our visitors and you will see exclusive pictures of all our features.

Over 100,000 visitors &
\$30 million spent !





Programmes on Event Day





Event Day



Massive publicity worth more than \$1 million!!!



Local music duo Jack & Rai will perform live with the finalists this Sunday.

HOT WHEELS AND DEALS

By Mike Lead leadsgroup.com.sg

will add to the excitement with upbeat medleys specially arranged for the event.

"The cars are definitely cool to check out, and when there are cars, there are girls. I'm excited to see who will win the title," said Mr Khairul Anwar, chairman of the search group.

Jack & Rai will be kicking up the segment of the Ambassador Fashion Walk with a special vocal arrangement.

Get a close-up look of the sleek Lotus Evija 5 on display, a annual treat for motoring aficionados.

Download The Straits Times Classified AR app from the Apple Appstore or Google Play. Activate the camera and focus on the Lotus Evija 5 sports car. Send us your feedback via the app and you could win up to \$500 worth of petrol and shopping vouchers.

Look out for more details on the event in The Straits Times Classified tomorrow and pick up a copy of The Sunday Times Classified for a special Cars@Expo supplement to get the low down on the best buys at the Cars@Expo.

The Cars@Expo is open to the public from 10am to 8pm this Sunday at Singapore Expo Hall 5. Admission is free.

THECARS@EXPO
SUNDAY, 6 JULY • 10AM – 8PM
SINGAPORE EXPO HALL 5

There is a car that fits every purse and purpose

At the Cars@Expo (C@E), you can find exclusive bargains for all things that are cars, including new, pre-owned, accessories and services. Admission is free. Go to <http://www.sphclass.com.sg/cars/> to find out more.

This is an "augmented reality" ad with interactive features: Download the The Straits Times Classified AR app from Appstore or Google Play. Activate the camera and focus on the Lotus Evija 5 sports car. It will come alive and spill around the page!

Massive publicity worth more than \$1 million!!!

C7 | THE STRAITS TIMES | THURSDAY, JUNE 01, 2011



6 JULY • 10AM - 8PM • SINGAPORE EXPO HALL #5

Wanted: A Car Ambassador

Not just a race queen, the winner will grace the pages of The Straits Times Classified's Wheels section and be the icon for the fast cars and hot wheels that are sold every day in our pages.



\$60,000 worth of prizes!

\$3,000 CASH

\$20,000 car voucher from Richburg Motors

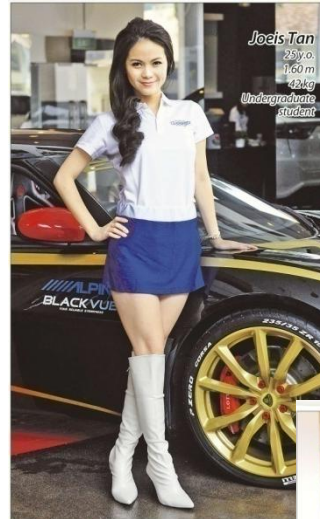
\$16,800 MBA/degree programme from TEG International College

\$12,500 Fine Jewellery Design Diploma from JDMIS

\$8,000 Diploma in Professional Makeup Artistry from COSMOPROF Academy

\$3,000 worth of 2 years Talent working contract with Carrie Models International

To participate, submit your name, age, NRIC number and contact number to class4@sph.com.sg
Provide two recent photographs of yourself (full-body and head shots) and tell us why you should be the chosen one in 50 words or less.



4 days to

THECARS@EXPO
Sunday, 6 July • 10am to 8pm • Singapore Expo Hall 5
Free Admission



2 days to

THECARS@EXPO
Sunday, 6 July • 10am to 8pm • Singapore Expo Hall 5
Free Admission

A28 | FORUM

THURSDAY, JULY 6, 2011 | THE STRAITS TIMES

Testimonials for ex-offenders: Prison Service replies

WE STRIVE to instil risk-consciousness in young people, and we do not want to be seen as a "one-off" event," said a spokesman for the Singapore Prison Service (SPS) in response to a letter from the Singapore Prison Service (SPS) regarding the inclusion of ex-offenders in the Singapore Prison Service (SPS) as a condition for their parole.

S'pore has never been winner-take-all society

THE SINGAPOREAN has never been a winner-take-all society, and it will not become one, said a spokesman for the Singapore Prison Service (SPS) in response to a letter from the Singapore Prison Service (SPS) regarding the inclusion of ex-offenders in the Singapore Prison Service (SPS) as a condition for their parole.

Do banks have absolute authority over customers' funds?

I WAS CHECKED to learn that DBS Bank has received a letter from account holders in past months, expressing their concern over the bank's authority over their funds.

MYPOINT

Ease flat purchase policy for singles in BTO project
Long wait for units in BTO project...
Some flexibility in CPF use for servicing home loans
Some banks have been...
2 days to

THECARS@EXPO
SUNDAY, 6 JULY • 10AM - 8PM
SINGAPORE EXPO HALL 5

There is a car that fits every purse and purpose

At the Cars@Expo (C@E), you can find exclusive bargains for all things that are cars, including new, pre-owned, accessories and services. Admission is free. Go to <http://www.sphcars.com.sg/cars/> to find out more.

Massive publicity worth more than \$1 million!!!

WEDNESDAY, JULY 2, 2014

Who will be our first Car Ambassador?

4 DAYS TO

THE CARS@EXPO Sunday, 6 July • 10am to 8pm • Singapore Expo Hall 5

BUY IT • SELL IT • FIND IT

TOLL FREE 1800-285-9888 • www.sphclass.com.sg

Adventure on the road

Going on a 14-day long road trip from Norway to Finland in April last year with her husband and two friends was an eye-opening experience for entrepreneur Marie Choo.

"I have been married eight years, but I discovered a new side to my husband - he's a really good driver. I've also learned to drive on snow-covered roads, even with the tyres fitted with snow chains to prevent skidding," said Ms Choo.

A road trip can forge a sense of closeness with your travel companions, but this company you have can make the experience, said Ms Choo.

"It's important to travel with good friends or like-minded people. That's what our friends became - overnight during the trip, especially at times when we experienced challenges such as driving on icy roads. Thankfully we didn't get lost, the pre-programmed GPS in our satnav car came in handy, and we kept each other company throughout the drive," she recalled.

The exciting road adventure included a stop-over at the Hotel Faldstuenen & Igloo Village in Espenestua, Finland where they got to watch the breathtaking sight of the Northern Lights. The group also visited the Santa Claus Village near Rovaniemi, in the Lapland region of Finland, and went on a two-hour Arctic safari to husky sleds in the Fennoscandia region of northern Norway.

For road trips to destinations closer to home, there is always the option to head north. Public relations consultant Amanda Tan, 25, said a three-day road trip to Malacca in April last year helped her get to know her fiancé's family better. Together with her fiancé, her parents and two sisters, Mrs Tan enjoyed the long drive up to Malacca.



Road trip checklist:

1. Get any major auto repairs done to reduce the risk of breakdown mid-journey.
2. Check tires and spare tires.
3. Proof of insurance in case of an accident.
4. Travel gear/bags with marked phone of interest.
5. Mobile phone with data roaming plan.
6. A GPS or GPS app for navigation.
7. Emergency kit in case of injuries.
8. Bring cash, for establishments that do not accept credit cards.
9. In case of emergency or car troubles, remember to contact your rental car provider or insurer to connect with the local roadside assistance service provider.

Photo courtesy of the Straits Times.

Ready, Set, Go!



Meantime showing The Cars@Expo flags off tomorrow with over 200 new and pre-owned cars on display. With over 50 exhibitors from the motoring industry spread out across 80 booths, the one-day event held at the Singapore Expo will be the place to pick up great buys and enjoy special promotional packages for car-related products and services.

Ms Jacqueline Tan, 38, an account manager, hopes to find a suitable ride to buy at the event.

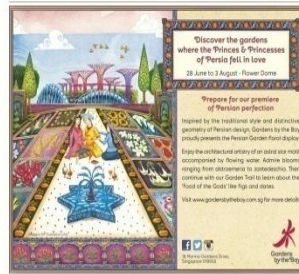
"The seller's car considering to sell my car and buy a new one as my current car has some mechanical issues. My work requires me to move around a lot so I want a clean, hand-car that is compact, easy to handle, aesthetically pleasing and at a price that is right."

But there will be more than hot wheels in store. Even contenders for our inaugural search for The Straits Times Classified Car Ambassador will get beauty and brains to win the title.

Not just another beauty pageant, the contest will be the place to pick up great buys and enjoy special promotional packages for car-related products and services.

The winner will also get attractive top prizes worth over \$40,000, including scholarships from leading education institutions Cambridge Academy, TCI International College and Jewellery Design and Management International School.

Public voting will make up 30 per cent of each contestant's score, so take part in the interactive event and cast your vote. Have a say on who you think should be our Car Ambassador and stand a chance to win a \$100 petrol voucher.



Get in the fast lane

18 am - The Cars@Expo Public voting for car ambassador opens from 10 am to 2 pm

7 pm - Live music performance by A&B

8 pm - Press night performance by The Straits Times Car Ambassador Search finalist (attendee segment by finalists)

8 pm - Announcement of Car Ambassador winner

Win petrol and shopping vouchers

Download the Straits Times Classified app from the Apple Appstore or Google Play. Achieve the car ambassador title and win a \$100 petrol voucher and a \$100 shopping voucher.



Exciting entertainment line-up

Jack & Jill - Known for their signature sound of acoustic pop and rock, the local music duo are no strangers to Singapore music circuit, having opened for international acts such as Vertical Horizon and Lifehouse, and co-hosted a radio show. After participating for a cover band to play their own original compositions, they have since been busy with live gigs and recording in the studio.

Jazz B - The acoustic group have overcome a language barrier performing in a Mandarin singing competition. Known for their soulful performances and stellar cinematography, they have performed for the Asian Summit in Nanjing, China.

THE CARS@EXPO

SUNDAY, 6 JULY • 10AM - 8PM • SINGAPORE EXPO HALL 5

There is a car that fits every purse and purpose

At the Cars@Expo (C@E), you can find exclusive bargains for all things that are cars, including new, pre-owned, accessories and services. Admission is free. Go to <http://www.sphclass.com.sg/cars/> to find out more.

1 DAY TO

THE CARS@EXPO

SUNDAY, 6 JULY • 10AM - 8PM • SINGAPORE EXPO HALL 5

Who will be our first Car Ambassador?

More than what meets the eye on this page

It's not just about the car, it's about the experience. The Cars@Expo is a one-of-a-kind event that offers a unique shopping experience for car enthusiasts. The event is held at the Singapore Expo Hall 5, and it's a must-visit for anyone who loves cars. The event features a wide range of cars, from luxury sedans to SUVs, and it's a great opportunity to see the latest models up close. The event is also a great place to meet the car ambassadors, who are trained to provide expert advice and assistance. The event is a true car lover's paradise, and it's a must-visit for anyone who loves cars.



The Cars@Expo is a unique shopping experience for car enthusiasts. The event is held at the Singapore Expo Hall 5, and it's a must-visit for anyone who loves cars. The event features a wide range of cars, from luxury sedans to SUVs, and it's a great opportunity to see the latest models up close. The event is also a great place to meet the car ambassadors, who are trained to provide expert advice and assistance. The event is a true car lover's paradise, and it's a must-visit for anyone who loves cars.

The Cars@Expo is open from 10am to 8pm at Singapore Expo Hall 5. Admission is free.

THE CARS@EXPO
SUNDAY, 6 JULY • 10AM - 8PM
SINGAPORE EXPO HALL 5

There is a car that fits every purse and purpose

At the Cars@Expo (C@E), you can find exclusive bargains for all things that are cars, including new, pre-owned, accessories and services. Admission is free. Go to <http://www.sphclass.com.sg/cars> to find out more.



GREAT BUYS FOR NEW CARS

If you are looking for a new vehicle, be sure to check these out.

Toyota Venfire
\$185,668 (including GST)
Price as at 30.06.2015 based on showroom price. Excludes insurance, registration and other applicable charges.
Model: 2015 Venfire 1.8V

Honda Odyssey 2.4 EXV
\$180,900 (including GST)
Price as at 30.06.2015 based on showroom price. Excludes insurance, registration and other applicable charges.
Model: 2015 Odyssey 2.4 EXV

Mazda 3
\$99,988* (including GST)
Price as at 30.06.2015 based on showroom price. Excludes insurance, registration and other applicable charges.
Model: 2015 Mazda 3 i 1.8

Honda Civic
\$119,988* (including GST)
Price as at 30.06.2015 based on showroom price. Excludes insurance, registration and other applicable charges.
Model: 2015 Civic 1.8

Honda Civic 1.8i
\$119,988* (including GST)
Price as at 30.06.2015 based on showroom price. Excludes insurance, registration and other applicable charges.
Model: 2015 Civic 1.8i

Honda Civic 1.8i
\$119,988* (including GST)
Price as at 30.06.2015 based on showroom price. Excludes insurance, registration and other applicable charges.
Model: 2015 Civic 1.8i

Honda Civic 1.8i
\$119,988* (including GST)
Price as at 30.06.2015 based on showroom price. Excludes insurance, registration and other applicable charges.
Model: 2015 Civic 1.8i

Honda Civic 1.8i
\$119,988* (including GST)
Price as at 30.06.2015 based on showroom price. Excludes insurance, registration and other applicable charges.
Model: 2015 Civic 1.8i



How it works: The odometer

The odometer is a device that measures the distance a vehicle has traveled. It is typically located on the dashboard of the car. The odometer is a mechanical device that uses a series of gears to measure the distance. The odometer is a simple device that is easy to use. The odometer is a must-have for anyone who drives a car. The odometer is a great way to keep track of the distance you have traveled. The odometer is a simple device that is easy to use. The odometer is a must-have for anyone who drives a car. The odometer is a great way to keep track of the distance you have traveled.



Amazing Volkswagen deals only at The Cars@Expo.



Amazing Volkswagen deals only at The Cars@Expo. The event is held at the Singapore Expo Hall 5, and it's a must-visit for anyone who loves cars. The event features a wide range of cars, from luxury sedans to SUVs, and it's a great opportunity to see the latest models up close. The event is also a great place to meet the car ambassadors, who are trained to provide expert advice and assistance. The event is a true car lover's paradise, and it's a must-visit for anyone who loves cars.



Jayashruti Moghan

Jo Ann Chen

Lydia Syarif

Lynn Ho

Michelle Lim

Joost Tan

Su-Anee Tan

Winnie Tan

Rayana Cassandra Guan

Iris Ai

Angeline Tan

Get in the fast lane

10am
The Cars@Expo opens. Public voting for car ambassadors open from 10am to 2pm.

1pm
Live music performance by Jaz-B. Finals of The Straits Times Car Ambassador Search Fashion catwalk segment by finalists. Special performance by local music duo Jack & Rai.

3pm
Announcement of Car Ambassador winner



Car speak

Learn the lingo of the automotive world. From SUVs to sedans, we explain the terms you'll hear at the dealership.

HAUTE NEW FRENCH MODELS

Discover the latest models from France, including luxury sedans and SUVs.

ACTYON
SUV Performance

Come Visit Us! The Actyon SUV is a true SUV. It's a car that can do it all.

LUXURY WITHIN REACH

Experience the luxury of a high-end car without the high price tag.



GREAT BUYS FOR CAR ACCESSORIES

Check out these deals on car care products, tools and accessories available at The Cars@Expo.

Marbella Geomate 500S compact navigator - \$399
Now \$199
Includes 3 months of navigation software.
Model: 2015 Marbella Geomate 500S

Now \$248
Includes 4 tires and 4 wheels.
Model: 2015 Marbella Geomate 500S

Now \$499
Includes 1 year of warranty.
Model: 2015 Marbella Geomate 500S

Now \$549
Includes 1 year of warranty.
Model: 2015 Marbella Geomate 500S


Augmented Reality



C22 | THE STRAITS TIMES THURSDAY, JULY 3, 2014


This is an "augmented reality" ad with interactive features. Download the The Straits Times Classified AR app from Appstore or Google Play. Activate the camera and focus on the Lotus Evija 3 sports car. It will come alive and drift around the page!

THE CARS@EXPO
SUNDAY, 6 JULY • 10AM – 8PM
SINGAPORE EXPO HALL 5



There is a car that fits every purse and purpose

At the Cars@Expo (C@E), you can find exclusive bargains for all things that are cars, including new, pre-owned, accessories and services. Admission is free. Go to <http://www.sphclass.com.sg/cars/> to find out more.



THE RACE IS ON

Witness the exciting crowning of our very first Car Ambassador who will be gracing the pages of Classified, as they perform 'live' with special guests, Juz B and Jack & Rai from 1pm onwards!



TITANIUM PACKAGE – NEW CAR

Special Price: \$150K

- **2 booths** (120sqm each x 2 = 240sqm) x 2 days

- ST : Full Page Full Colour ads x 3 days (Cars@Expo Supplement)
Fri/Sat/Sun (24-26 April)

-ZB : Full Page Full Colour ads x 3 days (Cars@Expo Supplement)
-Fri/Sat/Sun

T&C : For 2 booths & Row 1/2. Priority given to Titanium Package

PLATINUM PACKAGE – NEW CAR

Special Price: \$108K

- 2 booths (120sqm x 2 =240sqm) x 2 days
- ST : Half Page Full Colour ads x 3 days (Cars@Expo Supplement)
- ZB : Half Page Full Colour ads x 3 days (Cars@Expo Supplement)

T&C : For 2 booths & Row 1/2. Priority given to Titanium Package

GOLD PACKAGE – NEW CAR

Special Price: \$55K

- 1 booth (120sqm each) x 2 days
- ST : Quarter Page Full Colour ads x 3 days (Cars@Expo Supplement)
- ZB : Quarter Page Full Colour ads x 3 days (Cars@Expo Supplement)

ACCESSORIES PACKAGE

\$6,000

- 1 booths (18 sqm each) x 2 days

- ST : 10x2 Full Colour ads x **3** days (Cars@Expo Supplement) Fri, Sat & Sun

- ZB : 10x2 Full Colour ads x **3** days (Cars@Expo Supplement) Fri, Sat & Sun

Pre-owned Package

Special Price: \$16k

- 1 booth (90sqm each) x 2 days

ST : 10x4 Full Colour ads x **3** days (Cars@Expo Supplement) Fri, Sat & Sun

ZB : 10x4 Full Colour ads x **3** days (Cars@Expo Supplement) Fri, Sat & Sun

THANK YOU

We look forward to a great partnership!