

**News release
FOR IMMEDIATE PUBLICATION
THURSDAY, 18TH MARCH 2010**

AUDI'S IMPRINT IN KUALA LUMPUR

Euromobil enhances distribution with official opening of Audi flagship showroom

Kuala Lumpur, Thursday, 18th March - Euromobil Sdn Bhd, the sole distributor of Audi automobiles in Malaysia, today officially opened the Audi Kuala Lumpur showroom and unveiled for the first time ever in the Malaysian market, the Audi R8 V10. The event was officiated by Dato' Sri Mohd Najib bin Tun Abdul Razak, Prime Minister of Malaysia.

Located on Jalan Imbi, Bukit Bintang, the Audi Kuala Lumpur showroom is a one and a half storey terminal with a total built-up area of 8,048 sq ft, built based on the Terminal concept. The core of the Terminal concept combines specific aspects of spatial, asymmetrical, transparent and dynamic elements consistent with Audi's identity, while maintaining its distinct individuality. The new Audi Kuala Lumpur showroom is an indication of Euromobil's efforts towards expansion for the Audi brand in the Malaysian automotive market.

Audi's existing network of 3S Centres (Sales, Service and Spare parts) are currently located in Shah Alam, Juru (Penang) and Johor Bharu. The new Audi showroom in Kuala Lumpur augments the Audi network, together with a new Service Centre, located in Jalan Chan Sow Lin due to open by May this year. This expansion move is in line with Euromobil's strategy to increase their share in the luxury car market segment.

The favourable market trend in the last quarter, according to Dato' Sri Haji Mohd Khamil bin Jamil, Chairman of Euromobil (who is also the Group Managing Director of DRB-HICOM Berhad), was translated in Audi's sales figure for 2009. "I am pleased to report that Euromobil under the DRB-HICOM's banner with new management team on board since September 2008, Audi's market share in the luxury car segment in Malaysia has increased to 5.0% in 2009. This is reflected in Audi's total percentage of growth in sales between 2008 and 2009, doubling over at a 102% increase," he added.

To support the positive growth in new car sales and existing Audi customers, Euromobil has embarked on an extensive customer care programme to ensure excellent service and value to Audi owners in Malaysia.

The Chairman of Euromobil declared, "In conjunction with the official opening of Audi Kuala Lumpur, we are earmarking this event with the debut of the Audi R8 V10 in Malaysia. This outstanding driving machine is the result of experience and knowledge garnered through Audi's string of victories at Le Mans - the world's oldest sports car competition in endurance racing, more commonly known as the Grand Prix of Endurance.

The R8 V10 is renowned for its double victory in the "World Car of the Year Awards" in 2008 in the category of "World Performance Car" as well as the "World Car Design of the Year".

"The R8 V10 is equipped with a ten-cylinder V90° engine with quattro four-wheel drive system and an all-aluminium Audi Space Frame (ASF) construction, enabling the sports car to achieve 0-62mph in 3.9 seconds. With the Audi Space Frame as the R8's fundamental construction whereby 5,000 unique parts are assembled by hand, I believe we can expect to be impressed today and this will further endorse Audi's stand on Advancement through Technology". he added.

DRB-HICOM Berhad, as the parent company of Euromobil continues to explore opportunities through its principal partnership and is passionately involved in fulfilling the transportation needs of every Malaysian as it has a vehicle for everyone, ranging from passenger cars to buses, trucks, specialist vehicles and even defence vehicles. The Group is one of Malaysia's single largest companies demonstrating tremendous growth in its automotive services. With more than 30 companies involved in the Group's automotive business, DRB-HICOM's activities now range from manufacturing to assembly, pre-delivery inspection, distribution and after-sales support.

In year 2009, DRB-HICOM Group of Companies under automotive sector captured 18.6% of the Total Industry Volume (TIV) and is forecasting an increase of at least 2.0% in year 2010, approximately 110,000 units of the forecasted TIV of 550,000 units. While enhancing the domestic market, the Group is also strengthening its partnership with foreign auto leaders towards the goal of making Malaysia a leading automotive assembly hub.

The official opening of the new Audi Kuala Lumpur was also graced by Dr. Guenter Gruber, the German Ambassador, AUDI AG representatives along with Audi's customers.

###

For further enquiries, please contact Nathrah Johar, Samanea PR at 603 4149 8193 ext. 218 (nathrah.johar@samaneamy.com) or Encik Zainuddin Taib, General Manager – Operations, Euromobil Sdn. Bhd. Tel: 03-76887688 (zainuddin.taib@euromobil.com.my)

ABOUT EUROMOBIL

Euromobil Sdn Bhd, incorporated in 2002, is a wholly-owned subsidiary of Edaran Otomobil Nasional Berhad of the DRB-HICOM Group, and is today responsible for the sales, service and supply of genuine parts of Audi products in Malaysia.

ABOUT DRB-HICOM

DRB-HICOM is one of Malaysia's leading corporations, playing an integral role in the Automotive Manufacturing, Assembly and Distribution industry through its involvement in passenger cars and four-wheel drive vehicles market segment, the national truck project and the national motorcycle project, among others. Besides Automotive concerns, the Group's core businesses are in Services and Property & Infrastructure.

ABOUT AUDI

Audi is a manufacturer of exquisite cars – attractive, sophisticated and technically perfect. Our success stems from creativity, commitment and enthusiasm. The wishes and emotions of our customers are the guiding

principle behind our approach. We strive to lead the way with our innovations, and to set new standards which substantiate our brand claim of "Vorsprung durch Technik".