



ASIA
AUTOMOTIVE
AWARD
2018






ABOUT ASIA AUTOMOTIVE AWARDS

Asia Automotive Award 2018 (The 3A' s) is celebrated annually in conjunction with the Motonation event in South East Asia (SEA). This year 2018, Malaysia will be the host for the Award & Motonation. Designed to recognize outstanding Automobile Industry captains that have contributed to the Automotive Industry in the SEA region, be it organizations or individuals, this Award objective is to raise awareness of these Captains of Industry for their outstanding contributions, as well as to celebrate the success of leading International and local automotive brands.

Asia Automotive Award 2018 (The 3A's) is the symbol of integrity to be pursued by automotive enterprises. Asia Automotive Award 2018 and Motonation deep understanding in the automotive industry will enable utmost integrity in pursuing the above-said objective. The award also provides a premium platform to enhance brand image in the global marketplace. As an organiser, Motonation and Asia Automotive Award 2018 (The 3A's) are well-support-rated by the Asia leading Government Bodies, Automotive Association & also the members of the media.

ORGANISING COMMITTEE

MOTONATION 2018 is a national scale automotive corporate lifestyle event, the first in SEA region housing everything under one roof. One of the biggest automotive event in South East Asia (SEA), an automotive B2B and B2C event featuring both corporate sectors and lifestyle culture.





MOTONATION Objectives :

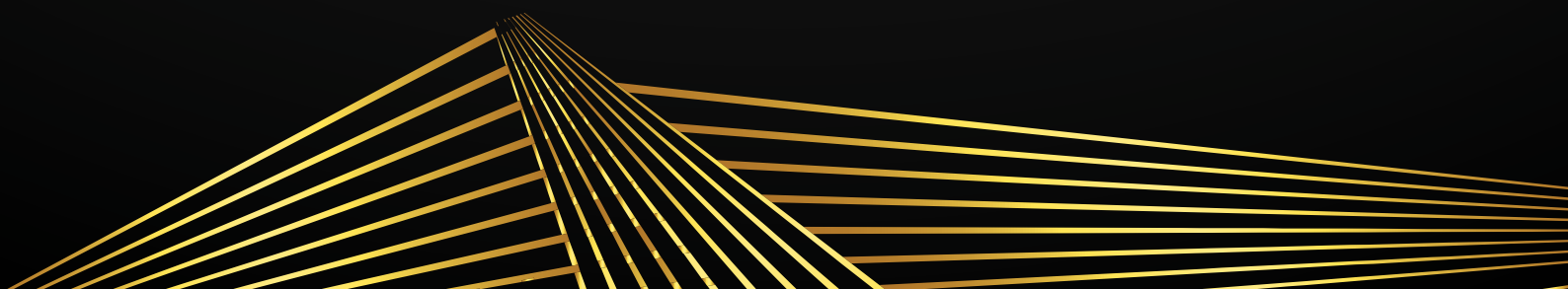
1. To push the integration of corporate sectors & lifestyle culture in automotive industries.
2. To unite public enthusiast, commercial entities, educations and family programs in one major recognized events.
3. To create a marketing platform for small SME's & garages to promote their companies directly to potential clients/consumers.
4. To create more interest in automotive industries within the public.
5. Yearly event program calendar for all commercial entities to launch new products.
6. To boost the economy of automotive and tourism industry.

Our Motto :

ONE INTEREST | ONE FAMILY | ONE FUTURE

OBJECTIVES



1. Appreciation to Automotive Industry captains that contributed to SEA Automotive markets
 2. Setting standards for marketplace trust
 3. Encouraging and supporting best practices in Automotive Industry
 4. Celebrating marketplace role models and;
 5. Enhance the image of Automotive Industry players from South East Asia
- 



EVALUATION CRITERIA

Below are the basic of evaluation criteria:

A. Business and Company

- Corporate History
- Vision and Mission

B. Market Positioning

- Unique Strengths
- Unique Selling Proposition
- Milestones and Achievements
- Core Business

C. Products, Services and Markets

- Products and/or Services Range
 - Market Size and Market Share
 - Distribution Channels
 - Brand and Design Development
 - Market Development
 - Pricing Strategy
- 



4A'S GALA NIGHT 2017

4A Award night. Hosted by MotoNation and Spanarboy.com for the first time in Malaysia to recognize all the industry players in automotive, corporate, lifestyle and individuals. An event supported by MEDIA PRIMA, TERAJU and MITI.

TOKEN OF APPRECIATION

WITH OUR GREATEST APPRECIATION WE HEREBY PRESENT
UNIT PENERAJU AGENDA BUMIPUTERA (TERAJU)

WITH OUR GREATEST APPRECIATION WE HEREBY PRESENT
MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY (MITI)

WITH OUR GREATEST APPRECIATION WE HEREBY PRESENT
MEDIA PRIMA BERHAD





AWARD OF EXCELLENCE (DRIVER/RACER)

1. MALAYSIAN INTERNATIONAL DRIFTER
TENGGU DJAN LEY TENGGU MAHALEEL
2. MALAYSIAN INTERNATIONAL RALLY DRIVER
KARAMJIT SINGH A/L NARANJAN SINGH
3. MALAYSIAN INTERNATIONAL SUPER GT DRIVER
ZEN LOW
4. MALAYSIAN INTERNATIONAL TOURING CAR RACER
KEIFLI OTHMAN
5. MALAYSIAN INTERNATIONAL TOURING CAR RACER
MOHAMMED FARIQE BIN HAIRUMAN
6. MALAYSIAN INTERNATIONAL DRIFTER
CHOO KOK SING

AWARD OF EXCELLENCE(RIDER)

1. MALAYSIAN MINI GP RIDER
REFFY MOHD KAMAL
 2. MALAYSIAN YOUNG RIDER
IZAM IKMAL IZAMLI
 3. MALAYSIAN INTERNATIONAL SUPERMOTO RIDER
MOHAMMAD KHAIRI BIN ZAKARIA
 4. MALAYSIAN INTERNATIONAL SUPERBIKE RIDER
LEE CHUN CHING
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AWARD CATEGORY

CATEGORY

COMPANY

1. CATEGORY AUTO RESTORATION

3N AUTO SPA

2. CATEGORY AUTOMOTIVE DEALERSHIP

CARLIST.MY

EON AUTO MART

TRIO MANTAP SDN BHD

SFY MOTORTRADE SDN BHD

RIMAU INTERNATIONAL SDN BHD
(AUDI SETIA ALAM)

3. CATEGORY AUTOMOTIVE DESIGN

ARTLAN DESIGN ENTERPRISE

CORSTEIN

EASTERN BOBBER

4. CATEGORY AUTOMOTIVE FRANCHISE

VERY EXCLUSIVES MARKETING

5. CATEGORY AUTOMOTIVE LUBRICANTS

PROLUBE ASIA SDN BHD

X1R GLOBAL SDN BHD





CATEGORY

COMPANY

6. CATEGORY CAR ACCESSORIES

ROCIO (M) SDN BHD
TRAPO MALAYSIA SDN BHD

7. CATEGORY CAR SERVICES

TOP SECRET PERFORMANCE AUTOMOTIVE
SERVICE
QUILLE BENGKEL TERBANG

8. CATEGORY CORPORATE OEM

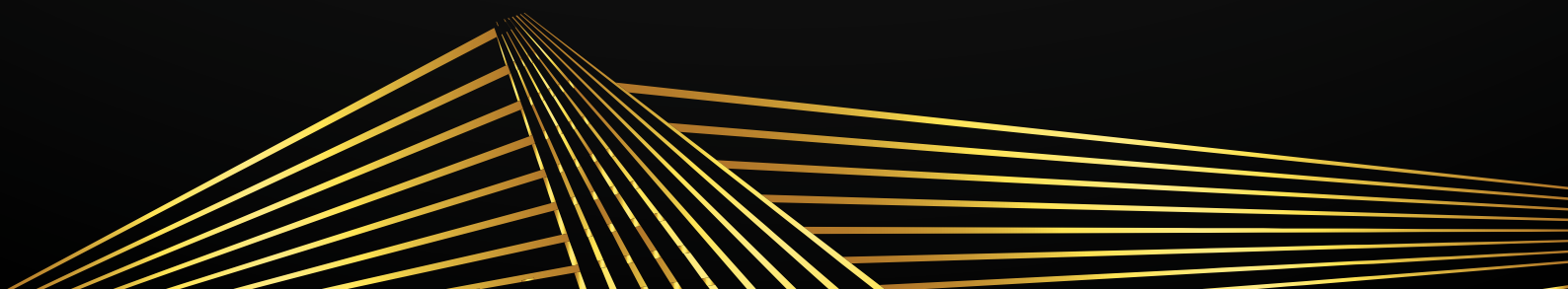
EDARAN MODENAS SDN BHD
HICOM AUTO SDN BHD (VOLKSWAGEN)
PETRON FUEL INTERNATIONAL SDN BHD
R&A COMMERCIAL VEHICLES SDN BHD
SYARIKAT PERNIAGAAN K.F. SDN BHD
UMW TOYOTA MOTOR SDN BHD

9. CATEGORY EDUCATION

AYLEZO SDN BHD
KOLEJ MIGHTY SKILLS

10. CATEGORY LIFESTYLE CULTURE

BUGS WORLD SDN BHD
MCCLUBZ AUTOMOTIVE
PAPAVAN MALAYSIA SDN BHD
PUBLIC WATCH SDN BHD





CATEGORY

COMPANY

11. CATEGORY LIFESTYLE MEDIA
PARTNER

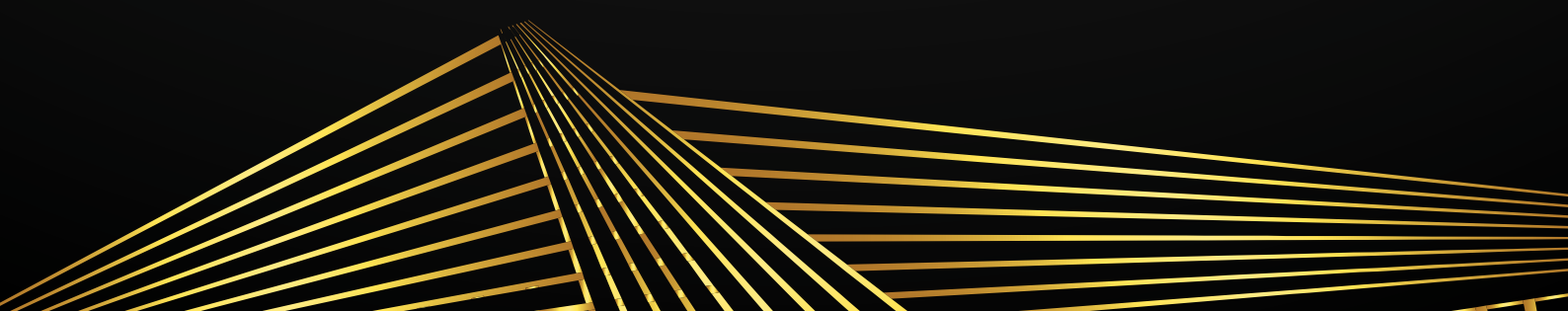
BIKES REPUBLIC
GALERI KERETA

12. CATEGORY PARTS
& ACCESSORIES

CONTINENTAL TOP MOTORS SDN BHD
DELIMA ZON SDN BHD
EKOTRENDS CAPITAL SDN BHD
HADZRIM LEGACY
RECOMTEC SDN BHD
T.STRATEGY SDN BHD
TRIMAS AUTO ELECTRICAL SDN BHD
HYL PRO ENTERPRISE
EAGLE EYES AUTO LAMPS CENTRE SDN BHD
HAWK SOON HIN INDUSTRIES SDN BHD - OSK
SPARTAN CONCEPT STORE

13. CATEGORY SUPPORT
& SERVICES

BM CUSTOM AUTO SHOPPE
KENALI AUTOWORKS
KENNY MOTOR WORKS
NANOLOGIC SOLUTIONS PLT





OUR PARTNERS & SUPPORTING AGENCIES

Venue Partner :



Organizing Partners :



MEDIA RELATIONS





MOTONATION Secretariat Office

Procara Entertainment Sdn Bhd
No 181, 1st Floor, Jalan
Toman 9, Kemayan Square,
Seremban, 70200, Seremban,
Negeri Sembilan, 70200
Tel : +606 632-9489 / 9488



SpanarBoy
Automotive Lifestyle

 Spanarboy.com  [Motonation](#)

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