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**29 November 2006 – Official Announcement**



## **UMW Toyota Motor Selects Essence Communications as PR Consultancy**

Malaysia, 29 November 2006 -- Essence Communications today announced that it has been appointed by UMW Toyota Motor, Malaysia's leading automotive company, as the public relations consultancy for its premium car brand Lexus, following a competitive consultancy pitch.

Essence Communications was awarded the task of launching Lexus, a luxury car brand to the Malaysian market. In addition to introducing the Lexus brand into the local market, the consultancy will provide strategic communications support and planning, and work with UMW Toyota Motor on building stakeholder relationships.

Lexus is a high-luxury extension of the world's top auto maker, Toyota, and will look to establish itself as the premier premium auto brand in Malaysia. In the US, Lexus automobiles carry a higher customer satisfaction rating than the Mercedes S-Class and BMW 7-Series<sup>1</sup> and have enjoyed excellent sales.

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