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21 March 2007 – Official Announcement



UMW Toyota Motor Extends Essence Consultancy to Year End 2007

Malaysia, 14 March 2007 -- Essence Communications today announced that its public relations consultancy contract for the premium car brand Lexus has been extended to year end 2007.

On the heels of a successful launch in December and subsequent media test drives following the inaugural event, Lexus agreed to extend Essence's tenure as brand guardian for the premium marque in Malaysia for the remainder of the year.

Felix Heinemann, Group Managing Director for Essence Communications, led a push to retain the brand through the year. "We are absolutely thrilled that Lexus has agreed to keep us on board through 2007. We're honored that a brand of Lexus' distinction, whose operating principle is dedicated to the pursuit of perfection, would choose Essence as their PR consultancy. We look forward to working in partnership with Lexus to achieve their ambitions here in Malaysia."

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. The luxury marque has earned top ranking in the annual J.D. Power and Associates' Customer Service Index (CSI) StudySM for eleven years running since its introduction in the US in 1989¹ and has enjoyed excellent sales.

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¹ J.D. Power & Associates