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## MEDIA RELEASE

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### UNIVERSITI MALAYSIA PERLIS & FUJII ENGINEERING CO. LTD. SEALS COLLABORATION IN THE RESEARCH AND COMMERCIALIZATION OF ELECTRIC VEHICLES AT TOKYO AUTO SALON KUALA LUMPUR

Universiti Malaysia Perlis today signed a memorandum of understanding (MoU) with Japan's Fujii Engineering Co. Ltd. to establish cooperation in the areas of research and the commercialization of electric vehicles.

The signing ceremony between UniMAP Vice Chancellor Prof. Dato' Ts. Dr. Zaliman bin Sauli and Mitsuru Fuji, the Chief Executive Officer and Vehicle Design Engineer of Fujii Engineering, was held at the inaugural **TOKYO AUTO SALON KUALA LUMPUR** at the Malaysia International Trade & Exhibition Centre (MITEC) today.

"Through this cooperation between Japan and Malaysia, we hope to create electric vehicles that are more competitive. I am looking forward to working with UniMAP to promote exchange and technological development between Japanese and Malaysian engineers," said Mitsuru Fuji, adding that both his company and UniMAP share a very important and common passion in motorsports.

The collaboration between both parties will also provide a platform for UniMAP to further enhance its industrial training programme whereby students will be sent to Fujii Engineering in Japan.

"This collaboration to co-develop and commercialize electric vehicles is in line with UniMAP's aggressive and advance push into the development of automotive technology, a large degree of which is taking place via our various efforts in motorsports," said Prof. Dato' Ts. Dr. Zaliman adding that the first working prototype is to be unveiled in 2025.

Meanwhile, Encik Riduwan Matni, the Chief Executive officer of MUSE Group Asia congratulated both UniMAP and Fujii Engineering for the collaboration, adding that it also reaffirmed an important objective of Tokyo Auto Salon Kuala Lumpur to become a platform and catalyst for industry partnerships.



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The show, a satellite event modeled identically after the world's foremost renowned custom and performance car show in Japan, covers a total floor space of 130,000 sq ft and is expected to draw 150,000 visitors from within Malaysian and the ASEAN region from 9-11 June.

In addition to local and international exhibitors, Tokyo Auto Salon Kuala Lumpur features a beautiful line-up of race queens from Japan and cosplayer singing performances by Rina-Hime and Hayate Konno.

And for the first time in Malaysia, there will also be the full display of Initial D cars Display. Hot Wheels will also be displaying a Monster Truck.

More than 100 locally-modified cars are also competing in an auto styling competition and the three days will also welcome the gathering of numerous car clubs. There will also be a number of performances and workshops organized during the show and the sale of Tokyo Auto Salon Kuala Lumpur merchandise.

Exhibitors at Tokyo Auto Salon Kuala Lumpur comprise of not only car tuners, but also companies specializing in parts, maintenance & servicing; car & motorcycle related products, technologies, services & solutions; auto detailing; accessories; custom bikes; tyres; and financial institutions

*(Issued on behalf of Tokyo Auto Salon Kuala Lumpur by HIT Communications. For more information or enquiries kindly contact Harris Iskandar Taib at [hitcommunications@yahoo.com](mailto:hitcommunications@yahoo.com) or +6019-2711609)*