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**MEDIA RELEASE  
FOR IMMEDIATE RELEASE**

## **PETRON LAUNCHES “PASSION FOR PORSCHE” PROMO**

**KUALA LUMPUR, November 7, 2013** – Petron Malaysia today unveils its “Passion For Porsche” Promo, to give Porsche and car enthusiasts, along with loyal Smiles loyalty card members the chance to collect five limited edition Porsche collectible toy cars.

The promo, which runs until December 31, 2013 (or until supply lasts) is available at all Petron, Esso, and Mobil stations nationwide.

The “Passion For Porsche” collection features pull-back 1:32 scale models of classic as well as current Porsche models namely Cayenne, 911 Carrera S, GT3, Cayman S and Panamera. These toy cars are made of high-quality die cast metal with functions not found in other scale models, such as a sound chip, LED head and taillights, realistic revving engine sound, and horn and car alarm sounds. The car doors can also be opened, which trigger the car alarm and flashing head and taillights.

“Petron Passion for Porche is an exciting new promo that we are launching to reward our customers, especially our Smiles loyalty card members, who now number 1.5 million. This promo underscores our commitment to give customers more value and the unique Petron experience,” Retail Business Head Faridah Ali said.

The Porsche collectible toy car can be purchased via Smiles points or a combination of Smiles points and cash. A customer should have at least 20 Smiles points plus a cash out of RM19.90 or 1,000 Smiles points plus RM9.90. Customers can also avail of the toy car for free with an accumulated 2,000 Smile points.

In line with today’s promo launch, Petron Malaysia is also hosting a three-day roadshow at the concourse level of 1 Utama Shopping Centre, where the public can have their pictures taken beside a life-size Porsche. The roadshow also features interactive activities for families to enjoy.

Fuelling more excitement to this campaign, Petron is also inviting all its Smiles card members to participate in its *#macamreal* contest, by taking a photo of their special moment with their Passion for Porche toy car and uploading the same on the website, [www.macamreal.com](http://www.macamreal.com). Once uploaded, the contest photo must be shared with their friends on Facebook and Twitter using the hashtag *#macamreal*. Five photos with the most number of likes on Facebook will be rewarded with Smiles points plus a ride in a real Porsche car. The *#macamreal* contest runs from November 1<sup>st</sup> to November 30<sup>th</sup> this year.

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**About Petron in Malaysia**

**Petron in Malaysia is comprised of Petron Malaysia Refining & Marketing Bhd (formerly known as Esso Malaysia Berhad), a publicly listed company, and its wholly owned subsidiaries, Petron Fuel International Sdn Bhd (formerly known as ExxonMobil Malaysia Sdn Bhd) and Petron Oil (M) Sdn Bhd (formerly known as ExxonMobil Borneo Sdn Bhd). These companies are subsidiaries of Petron Corporation, the largest integrated oil refining and marketing company in the Philippines. The group operates an oil refinery in Port Dickson and a marketing business that includes a robust distribution network of seven terminals and over 550 retail fuel stations nationwide. We are a major industry player supplying quality petroleum products and services to fuel the Malaysian economy. Our extensive product line includes Petron Blaze RON97, Petron Blaze RON95, and Petron Diesel Max. Our convenience store, *Treats*, is a one-stop shop for travellers, offering amenities including shopping marts and fast food restaurants. For more information, please visit us at [www.petron.com.my](http://www.petron.com.my).**

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