

5 DECEMBER 2013**MAYBANK CARDMEMBERS “DRIVE OFF” 3 LUXURY CARS**

Three lucky Maybank Cardmembers today drove home luxury cars after being named as grand prize winners in the Bank’s “Win Your Dream Car” campaign. Tay Hian Kun and Mohd Asrizal bin Razali won a MINI Cooper S Paceman and MINI Cooper S Coupe each, while Key Soon Yue drove home a BMW z4.

The campaign which ran from 4 July to 3 November 2013, received overwhelming response amongst Cardmembers. Eligibility to participate was based on a minimum spend of RM100 either on American Express, Mastercard or Visa Cards issued by Maybank.

Speaking at the event, B Ravintharan, Head, Regional Cards & Wealth of Maybank said the ‘Win Your Dream Car’ contest was part of Maybank’s efforts to continually offer greater value to Cardmembers through innovative campaigns.

“This campaign generated a lot of excitement to Maybank Cardmembers by offering not just one or two grand prizes, but three luxury sports cars.” he said. “We believe initiatives like these which offer genuine rewards to Cardmembers have made Maybank the leader in cards.”

Ravintharan said that the campaign was a tremendous success as it resulted in a 10% increase in card spend by Maybank Cardmembers compared with the same period last year.

“This campaign was designed to excite our Cardmembers with luxury cars and gadgets,” he said. “The success that we achieved demonstrates that our Cardmembers appreciate the value we offer them. This will spur us to come up with even more innovative campaigns and rewards in the future.”

Overjoyed MINI Cooper S Coupe winner, Mohd Asrizal bin Razali said, “I have never won anything this big before and I couldn’t believe I’m so lucky. I’m going to enjoy so many road trips with my wife in this car.”

“I have been a regular spender of Maybank 2 American Express Card for my daily spending. By winning this luxury car, it gives me more reason to spend on my Maybank Cards,” said Tay Hian Kun, who won the MINI Cooper S Paceman.

Meanwhile Key Soon Yue, winner of the BMW z4 said, “I would like to pass on the Dream by organising a Dream Drive for the Ophans and underprivileged children. I have been holding the Maybank Visa Classic since 1982, it’s of sentimental nature. I find it very useful and acceptable locally and internationally, even in the little towns. Security is good too.”

Apart from the luxurious cars, the campaign also offered with other attractive prizes which included Samsung Galaxy Note 8 and Nikon DSLR D5200 Camera. All prizes offered were worth over RM1.1 million for this campaign.
