

# Flying high

At MillionaireAsia's fifth jet show, neither gorgeous models nor talented artists could distract the crowd from its real stars – the helicopters and private jets.

By LOUISA LIM

It's not every day that one comes face-to-face with sleek, shiny aircrafts at a party. But then again, MillionaireAsia's Private Aviation and Luxury Lifestyle Show isn't your average soiree. The fifth instalment of this invite-only event starred several aircrafts, including Augusta Westland's AW139, the massive 15-seater helicopter, as well as Embraer's Legacy 600 and the Gulfstream III, all parked in the cavernous hangar of Subang Skypark.

More ostentatious than the displays themselves, however, were the guests – a handful of whom were billionaires who whizzed in on their own private jets. Networking and schmoozing in sharp suits and dresses, these high net worth individuals may hold different titles – CEO, ambassador, managing director – and hail from different parts of Asia but they've arrived with one goal in mind: to charter or purchase private jets and helicopters.

Only 180 people turned up but Brian Yim, the owner and founder of MillionaireAsia Group, said this is because invitations to the event was strictly limited to high value prospects who were on the lookout for their next toy.

"It was not easy doing the screening and

pre-qualifying guests in line with the objectives of the show. A number of people who just wanted to attend the event to network but had no intention to buy or charter planes had to be turned away," said Yim, who added that he organised the event in Malaysia because it has a growing population of private jet owners.

"This is not meant to be a large scale commercial air show but a private, focused and ultra-exclusive event aimed at promoting the charter of private jets and also sale of helicopters, business jets and even cars like Bentley with a bit of glamour and luxury lifestyle weaved in."

Yim also said that prior to the event, guests were allowed to take the aircrafts and Bentley out for a spin. One guest, a CEO, even mused: "We did a test of the Bentley Mulsanne right there on site and it was most impressive. I am very tempted to buy it!"

Those who managed to tear their eyes away from the impressive creations however, were treated to a different visual delight, as models strutted among them in beautiful ball gowns, while up-and-coming artists from Sony Music Entertainment performed minisets onstage.



1 One of the private jets on display at the hangar of Subang Skypark

2 Guests were entertained by performer Li'Zzay

3 Guests mingled and schmoozed amidst sleek, shiny aircrafts.



1 Mercedes-Benz Malaysia president and CEO Roland S. Folger (right) and product management senior manager Alveen Yeo (left) with the new Mercedes-Benz E 300 BlueTEC Hybrid

2 3 The new hybrid model has impressive features both inside and out

## Comfortably efficient

Mercedes-Benz introduces the E 300 BlueTec Hybrid

The German carmaker recently debuted its second hybrid model, in what they are calling the "world's most fuel-efficient luxury-class model".

With the introduction of this model, with a four-cylinder diesel engine (rated at 150 kW (204 hp) and 500 Nm), is combined with an electric motor rated at 20 kW and 250 Nm to produce a harmonious overall concept. It boasts record efficiency values of 4.1 l diesel/100 km and 109 g CO<sub>2</sub>/km, accompanied by increased torque and power output.

"The E 300 BlueTec Hybrid represents the continuation of our hybrid offensive strategy, as we further consolidate our lead position in the luxury and efficiency category. It is the first diesel hybrid model from a premium manufacturer, which also marks the return of Mercedes-Benz's diesel engines in Malaysia," said Mercedes-Benz president and CEO Roland S. Folger.

"Having also invested in a considerable amount to bring another locally-assembled hybrid variant to the local market, we are proud to be able to qualify and receive full duty exemptions and contribute in Malaysia's aspiration of becoming a regional Energy Efficient Vehicle (EEV) hub."

The electric drive is provided by the high-volt-

age lithium-ion battery specially developed for use in vehicles, with an output of 19 kW and an energy content of 0.8 kWh, allowing the E-Class to run on electric power alone at up to 35 km/h and for up to one kilometre.

Space-saving installation of the drive in the engine compartment in place of the conventional starter battery means that no space in the interior and luggage compartment is compromised.

The car is also fitted with hands-free access, which enables the boot lid to be opened and closed by simply holding your foot beneath the bumper, for convenient loading and unloading.

A uniform all-round view of the vehicle, including virtual bird's eye view is provided by the surround view camera, which covers all four sides of the vehicle. Dynamic guide lines help with entering and leaving parking spaces as well as manoeuvring.

Other standard features are the Collision Prevention Assist (collision warning system with adaptive braking) and Attention Assist, which warns of inattentiveness and drowsiness, informing the driver about his level of fatigue and the amount of driving time which has elapsed since the last break.