



Press Release

15 July 2013

AmBank launches the “How I Met My Car” Campaign

AmBank launched its newest marketing campaign, ‘How I Met My Car’ contest today offering customers a chance to win the sleek Audi A4 by just banking with AmBank and/or AmIslamic Bank.

The campaign will begin from today until 15 October 2013 with one lucky AmBank customer who will drive away with the Grand Prize of an Audi A4 while another two customers will win the first prize of an Audi A1 Sportback each. Additionally, 90 winners will be selected throughout the contest period to win petrol vouchers totaling RM1,000 each.

“What better way to reward our customers for banking with us than to give them the opportunity to drive home in an Audi A4?” said Mr Paul Lewis, Managing Director, Retail Banking, AmBank (M) Berhad.

Mr Lewis adds, “As a bank that is a leader in auto financing, we often receive feedback on how much customers love and value their cars, so we have designed a contest for three of our customers to win cars totalling more than half a million Ringgit. No slogans or creative signatures required. The more our customers bank with us, the more entries they will gain thus, the higher the opportunity for them to win.”

This is AmBank's first bank-wide integrated campaign for the current financial year which will run for three months until 15 October 2013. Participating retail products include deposits, auto and property financing, credit cards, personal financing, bancassurance/bancatakaful as well as investment.

Concurrently, another campaign is also being carried out under the social media platform. Facebook fans of AmBank Group can participate in a social media-fuelled race called "What's Your Social Mileage?" and, in line with the bank-wide *cars theme*, the online contest also offers car related prizes among other things on weekly basis. All weekly winners will also stand a chance to win the Grand Prize for a coveted experience in attending a *Defensive Driving* program.

Terms and conditions apply. For more information, please visit our website at www.ambankgroup.com

About AmBank Group

Established in August 1975, AmBank Group is one of the largest banking groups in Malaysia by market capitalisation and comprises AMMB Holdings Berhad and its subsidiaries – AmBank (M) Berhad, AmIslamic Bank Berhad, AmInvestment Bank Berhad, AmInvestment Group Berhad, AmGeneral Insurance Berhad, AmLife Insurance Berhad and AmFamily Takaful Berhad.

The Group provides a wide range of both conventional and Islamic financing and related financial services, including retail banking, commercial banking, transaction banking, corporate and institutional banking, investment banking, funds management, markets, as well as underwriting of general insurance, life insurance and family takaful.

AmBank Group's core philosophy incorporates a deep-seated commitment to the satisfaction of its wide range of customers, with numerous customer-focused initiatives at the heart of communication and interaction with all customer groups. The Group is committed to providing new and innovative products and services to its customers, leveraging the synergy of its partnership with the Australia and New Zealand Banking Group (ANZ), one of Australia's leading banks.

For more information, please visit www.ambankgroup.com

For media enquiries, kindly contact Zarida Jean Noordin, General Manager, Deposits and Customer Solutions, AmBank (M) Berhad at tel: 03-2167 3687 or email zarida.jean@ambg.com.my