



SENHENG ELECTRIC (KL) SDN. BHD. 19940101012 (296691 - X)

44B, Jalan Pandan 3/2,
Pandan Jaya, 55100 Kuala Lumpur.
Tel: 016 - 299 1398

Amira Zulaikha
Media Liaison
amira.saidon@senheng.com.my
www.senheng.com.my

FOR IMMEDIATE RELEASE

Senheng Partners with Huawei and APulsar Technologies to Accelerate Malaysia's Transition to Electric Vehicles with New EV Charger

Kuala Lumpur, 22nd March 2024 – As Malaysia strides towards decarbonisation and sustainable living, Senheng® Electric (KL) Sdn. Bhd., a frontrunner in the consumer electronics retail industry, is proud to announce its strategic partnership with global tech giant Huawei Technologies (Malaysia) Sdn Bhd (Huawei Malaysia) and Industry 4.0 solutions provider APulsar Technologies. This collaboration marks the introduction of Huawei's Electric Vehicle (EV) chargers, set to catalyse the adoption of electric vehicles across the nation and establish a new benchmark for the country's journey towards clean energy adoption.

The official launch of the EV chargers will take place on 22 March 2024 at the Senheng Setia Alam store in Selangor. By integrating EV chargers into its extensive distribution portfolio, Senheng aims to play a pivotal role in reducing the country's reliance on traditional energy sources, paving the way for a greener, more sustainable future for all Malaysians.

Mr. Lim Kim Chieng, the President of Senheng Electric (KL) Sdn Bhd expressed his enthusiasm for the launch: "At Senheng, we have always aspired to be at the forefront of technology and innovation. By bringing Huawei's advanced EV chargers to our customers, we are not just selling a product; we are promoting a lifestyle change towards greater sustainability and environmental responsibility. This initiative aligns perfectly with our vision of a greener future for Malaysia and demonstrates our commitment to contributing positively to our country's environmental goals."

Huawei's FusionCharge AC chargers, which include a 7kW single phase and a 22kW 3-phase model, are designed for effortless installation in both residential and commercial settings. These chargers represent the cutting edge of EV charging technology, promising a faster, more convenient charging solution for electric vehicle owners.



Echoing the sentiment, Huawei Malaysia Vice President for Digital Power Business Mr. Chong Chern Peng highlighted the importance of this collaboration: "In the automotive industry's roadmap, the electric vehicle is regarded as the future of the automotive industry. Due to the surge in demand for electrical vehicles in the Malaysian market, the need to enable more EV charging has become a necessity. Senheng is one of the leading electronics chain stores in the country and we believe that by adding our cutting-edge EV charging solutions to their product offerings in Malaysia, customers will have even greater access to this technology."

"Achieving carbon neutrality will require the collective efforts of all industry players and stakeholders. Huawei Malaysia will remain open and committed to working with partners across the industry value chain, industry organisations, and standards organisations to achieve these goals.", added Mr Chong.

Mr. Justin Kao, Managing Director of APulsar Technologies, expressed his support for Malaysia's EV initiative: "APulsar Technologies is committed to supporting the Malaysian government's initiative to accelerate the adoption of electric vehicles by making EV chargers more readily available and affordable. We are thrilled to facilitate a collaboration between two industry titans, Huawei and Senheng. Our partnership will empower electric vehicle owners with nationwide access to one of the most reliable and intelligent EV chargers in the market."

APulsar Technologies also offers comprehensive professional installation services and technical support to ensure customers enjoy seamless integration and a smooth user experience.

This partnership between Senheng, Huawei and APulsar Technologies not only signifies a shared commitment to advancing sustainable technology but also highlights the importance of collective efforts across various sectors to achieve carbon neutrality. Huawei Malaysia remains dedicated to fostering collaborations and working alongside industry partners and organisations to realise these environmental goals.

The Huawei EV Car Chargers are now available at all Senheng and senQ outlets throughout Malaysia, with the exception of Sabah & Sarawak. For more information, visit our official website and follow us on Facebook, Instagram, Twitter, and LinkedIn.



About Senheng® Electric (KL) SDN. BHD.

Senheng® Electric (KL) Sdn. Bhd. is Malaysia's leading consumer electronics chain store, offering a wide range of products and services aimed at enhancing the digital lifestyle of Malaysian households. Founded on the principles of providing customer-centric solutions and the latest technology, Senheng is committed to contributing to a sustainable and innovative future.

About Huawei

Founded in 1987, Huawei is a leading global provider of information and communications technology (ICT) infrastructure and smart devices. We have 207,000 employees and we operate in more than 170 countries and regions, serving more than three billion people around the world.

Our vision and mission are to bring digital to every person, home, and organisation for a fully connected, intelligent world. To this end, we will work towards ubiquitous connectivity and inclusive network access, laying the foundation for an intelligent world; providing diversified computing power where you need it, when you need it, to bring cloud and intelligence to all four corners of the earth; build digital platforms to help all industries and organisations become more agile, efficient, and dynamic; and redefine user experience with AI, making it smarter and more personalised for people in all aspects of their life, whether they're at home, on the go, in the office, having fun, or working out.

For more information, please visit Huawei online at www.huawei.com or follow us on:

LinkedIn: <http://www.linkedin.com/company/Huawei>

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YouTube: <http://www.youtube.com/Huawei>

About APulsar Technologies Sdn. Bhd.

APulsar Technologies is a leading provider of Industry 4.0 solutions, specializing in efficient, intelligent and secure digitalization solutions. Our teams of highly skilled engineers and sales specialists work closely with corporate clients to fully understand their unique business and technical requirements and optimize their industrial networking and clean energy systems. We are committed to delivering superior and cost-effective solutions by collaborating with renowned brands to provide sustainable and reliable technology that enhances industry performance. For more information about our products, services and partnerships, please visit our website or contact us directly.

Website: www.apulsar.com

LinkedIn: <https://my.linkedin.com/company/apulsar-technologies-sdn-bhd>

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