

Latest Accord shows artistic side



Arty focus: Find out the little details about the Accord you never knew before.

PETALING JAYA: A picture speaks a thousand words.

With this in mind, Honda Malaysia used fine art photography to bring out the essence and subtle beauty of its Honda Accord executive sedan through its *The Perfectionist - Presented Exclusively By Accord* campaign.

The campaign features an exhibition of artistic photography of the Accord by four leading photographers - Azrul K. Abdullah, Darren Chang, Bustamam Mokhtar and Patrick Yap.

With their eye for details, the photographers magnified and captured the minute details of the Accord that were not immediately apparent at first glance.

Honda Malaysia also had the help of six personalities - UCSI University president and vice-chancellor Datuk Peter Ng, Life Works founder and chief executive officer Sharmini Hansen, Malaysian Institute of Architects president Lee Chor Wah, MIDF Amanah Asset Management chief executive

officer Scott Lim, Primanora Women Medical Centre founder Datuk Dr Nor Ashikin Mokhtar and Wild Asia founder Dr Reza Azmi - to offer inspiring messages to those who aspire to succeed in life.

Their messages and fine art photography have also been compiled into commemorative handbook to be given to visitors.

Honda Malaysia managing director and chief executive officer Toru Takahashi said the eighth generation Accord symbolised luxury and performance.

He said this at the launch of *The Perfectionist* campaign in Petaling Jaya recently.

The Penang leg of campaign at Queensbay Mall ends today, and will continue at the Sutera Mall, Johor Baru from Oct 2 to 4.

In conjunction with *The Perfectionist*, Honda Malaysia also introduced the Accord 2.0 VTi-L variant in the new colour of Tafetta White.