

**Welcome Speech by Mr Frank Steinleitner, President & CEO of DaimlerChrysler Malaysia
23rd June 2004, Wednesday
Press Conference for DaimlerChrysler Red Ribbon Media Awards 2004**

Yang Berbahagia Datin Paduka Marina Mahathir,
President of Malaysian AIDS Council

Members of the Media
Fellow colleagues. Ladies And Gentlemen.

Good Morning.

We are glad to be given the opportunity to participate as the principal sponsor of the Red Ribbon Media Awards this year and also for the year 2006 & 2008, to demonstrate our moral duty and commitment in contributing back to society. Although DaimlerChrysler Malaysia started operation here just 1 and a half years ago, we have always aimed to be a proactive and responsible corporate citizen, standing shoulder to shoulder with the local community to face the most crucial social challenges of modern times such as HIV/AIDS, Road Safety, Intercultural exchange, etc. We believe that a company can only continue to operate successfully in the long term if society remains healthy, stable and prosperous.

Our involvement in this project is also in line with the vision of our Chairman, Professor Juergen Shrempp, who is the current chairman of the Global Business Coalition on HIV/AIDS. He was honored with GBC's 2002 Award for "Excellence in the Workplace" by United Nations Secretary General Kofi Annan in recognition of DaimlerChrysler's comprehensive HIV/AIDS prevention and care program for our South African employees and families.

The infection rate in Malaysia is not as high as some countries such as South Africa, Thailand, etc. However, we are concerned about the rising rate and have been convinced by the Malaysian AIDS Council that action is needed, especially in the areas of awareness, health education and prevention programs. In view of the vulnerability of AIDS patients and the lack of support, I hope the passion that we have in preventing the spread of HIV/AIDS in Malaysia will help to improve current conditions.

Within the organization, we are also in the midst of mapping out an appropriate AIDS awareness and education program for our employees with consultation from our colleagues in DaimlerChrysler South Africa who have successfully implemented a widely-admired workplace campaign against AIDS. We are also working with the Malaysian AIDS Council for more input based on their experiences in light of the different scenario in Malaysia.

Media practitioners, together with politicians, athletes and business leaders share a common advantage. They are generally looked upon by society as role models and their spoken and written word have the power to effect social change. Therefore, it is against this backdrop that we are collaborating with the Malaysian AIDS Council to recognize the exemplary work done by local members of the media in educating the public on the latest and important information on HIV/AIDS.

By devoting their energy, journalistic expertise and creative excellence, I have no doubt that their contributions have a significant impact on the disease, its causes and its social implications.

We believe – together – we can make a difference !!