



**FOR IMMEDIATE RELEASE**

**Distilleri Named AOR for Vantage Automotive's Iconic Brands**

**Singapore, 27 November 2024** – Vantage Automotive Limited, a member of the Sime Darby Group and the official distributor of BYD—the best-selling electric vehicle (EV) brand in Singapore—has appointed local consultancy Distilleri as its new marketing AOR.

This appointment will see the Distilleri Group providing marketing and communication services for a portfolio of renowned brands under Vantage Automotive, including BYD, Denza, Peugeot, Ford, QuickLane and DriveCare (aftersales services provided by Vantage Automotive).

BYD has been making waves in the automotive industry, achieving the milestone of being Singapore's best-selling car brand year to date in 2024—an unprecedented feat for a solely EV brand. This reflects the rising consumer demand for sustainable transportation and BYD's innovation and commitment to redefining modern mobility. "We are delighted to partner with the Distilleri Group to market our stable of brands, especially because we believe they will help us realise our vision of achieving dominance and leadership in the overall automotive retail segment," said Anthony Teo, Marketing Director, Vantage Automotive.

Distilleri's Managing Director, Jin Ooi, added, "We're thrilled to add the automotive sector to our client base, specifically, to work with Vantage Automotive. We believe that together, we are aligned with the Singapore Green Plan 2030, driving the electrification of vehicles through EV adoption and helping to achieve Singapore's net-zero goal."

Vantage Automotive adds to Distilleri's recent wins, which include NCSS (the National Council of Social Service) and GXS Brand. This latest win is a testament to the Distilleri Group's growing reputation for delivering innovative and effective marketing solutions that span advertising, PR, social media, activation, and production disciplines.

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**For media queries, please contact:**

Azman Yusof  
Account Director  
Distilleri Pte. Ltd.  
[azman.yusof@distilleri.sg](mailto:azman.yusof@distilleri.sg)



### **About Distilleri Group**

The Distilleri Group is a collection of communications businesses in strategic advisory, activation, publishing and production. Anchor consultancy Distilleri provides integrated communications solutions for a wealth of clients. Distilleri Group includes Foray which leads brand experience and experiential marketing, and Double Exposure which deals with content production. Distilleri Group also publishes one of Singapore's definitive digital media platform for silvers, SilverStreak. Our core differentiator is our ability to strategically distill briefs to be focused problem solvers.