



**MEDIA RELEASE**

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## **EXCLUSIVE CO-BRANDED CREDIT CARDS LAUNCHED AT EON & SAHABAT AUTOFEST 2025**

*Muamalat EON Visa Infinite-i and Visa Platinum-i Credit Cards to further strengthen EON and Bank Muamalat partnership through innovative financial solutions*

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**SHAH ALAM, 8 AUGUST 2025** – Edaran Otomobil Nasional Berhad (“EON”), a leading multi-brand automotive distributor, today launched the Muamalat EON Visa Infinite-i and Muamalat EON Visa Platinum-i Co-Branded Credit Cards, in strategic partnership with Bank Muamalat Malaysia Berhad (“Bank Muamalat”).

The launch took place at the prestigious EON & Sahabat AutoFest 2025, marking a significant milestone in the collaboration between EON and Bank Muamalat to offer Shariah-compliant lifestyle banking solutions in Malaysia.

The event was officiated by Akkbar Danial, Chief Executive Officer (“CEO”) of EON, and Khairul Kamarudin, President and Chief Executive Officer (“PCEO”) of Bank Muamalat. This collaboration underscores the strong synergy within the DRB-HICOM Group, of which both EON and Bank Muamalat are members, and reflects a shared focus on delivering meaningful value to customers.

EON CEO, Akkbar Danial said, “This co-branded credit card with Bank Muamalat allows us to offer practical financial tools that comprehensively support our customers’ lifestyles, from everyday spending to automotive needs. It reflects EON’s commitment to delivering convenience, value and trust.”

PCEO of Bank Muamalat, Khairul Kamarudin added, “This co-brand initiative symbolises our ongoing strategic relationship with EON, underscoring the commitment of delivering superior value and financial flexibility. Through this partnership, we aim to strengthen our retail portfolio and meet the evolving needs of today’s customers with Shariah-compliant, lifestyle-driven solutions.”

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Echoing this sentiment, Visa also expressed its support for the collaboration. Previn Pillay, Country Manager, Malaysia, Visa, said, “We are pleased to support Bank Muamalat in the launch of their new co-branded credit cards with EON, designed to meet the needs of Malaysian consumers who are passionate about automobiles and value Shariah-compliant financing. Automotive spend has experienced a 25 percent uplift over the last two years, reflecting a strong and sustained consumer interest in this category. With these cards, EON car owners can enjoy more meaningful rewards, lifestyle privileges, and greater value, giving them more reasons to choose Visa when they spend.”

Cardholders will enjoy added convenience and value when using the Muamalat EON Visa Infinite-i and Platinum-i credit cards, particularly for automotive-related spending. These benefits include enhanced rewards when servicing their vehicles at EON service centres nationwide, as well as access to exclusive privileges across brands under the EON portfolio such as Proton, Proton e.MAS, Audi, Mitsubishi, Volkswagen, Isuzu, and smart. Additionally, cardholders can earn up to 5x EON Reward Points during special campaigns, turning everyday purchases into meaningful rewards.

Both the Muamalat EON Visa Infinite-i and Platinum-i credit cards offer attractive features aimed at enhancing cardholders' daily financial and lifestyle experiences. Key benefits include:

**1. Financial Benefits:**

- Waiver of annual fees
- Flexible 0% instalment payment plan and balance transfer options
- Muamalat reward points for eligible transactions
- Cash back on overseas and contactless spending

**2. Protection & Coverage:**

- Comprehensive takaful coverage for added peace of mind

**3. Lifestyle Privileges:**

- Special discounts on EON products and services
- VIP access and invitations to exclusive EON events and promotions

In conjunction with the launch, a limited-time campaign titled “**Activate & Spend Your Muamalat EON Co-Branded Credit Card**” will run from **1 September until 31 December 2025**. The first **300 new cardholders** who activate their cards and spend a minimum of RM50 during the campaign period will receive **20,000 Muamalat Reward Points** as well as cashback benefits.

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Applications for the Muamalat EON Visa Infinite-i and Visa Platinum-i Credit Cards are now open at all Bank Muamalat branches nationwide. For more information, visit [www.muamalat.com.my](http://www.muamalat.com.my) or contact the Bank Muamalat Customer Service Centre at 03-2600 5500.

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### **ABOUT EON BERHAD**

[www.eon.com.my](http://www.eon.com.my)

*Edaran Otomobil Nasional ("EON"), a wholly owned subsidiary of DRB-HICOM Berhad, was incorporated as a private limited company in 1984 to be the distributor for Malaysia's first national car project, PROTON, and in that role, successfully delivered over a million PROTON cars nationwide. Over the years, EON evolved and adopted a multi-brand strategy, and is now a dealer for global brands via its subsidiaries. Euromobil Sdn Bhd markets the Audi range, while HICOM Auto Sdn Bhd is a dealer for Volkswagen. The Mitsubishi range is offered through EON Automart Sdn Bhd, the largest Mitsubishi network in Malaysia. For the PROTON brand, EON owns 10 dealerships across Malaysia.*

*In May 2023, EON was appointed by PROTON New Energy Sdn Bhd ("PRO-NET"), the exclusive distributor of the smart #1 in Malaysia and Thailand, as one of its dealers for the All-New Gen EV.*

*EON also is the franchise holder for AVIS and operates 14 rental centres across airports and cities in Malaysia. Operating via DRB-HICOM EZ Drive Sdn Bhd, Avis Malaysia was awarded the Avis Budget Group's "Licensee of The Year" in 2018. EON has been ISO 9001:2000 certified since 2003.*

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### **ABOUT BANK MUAMALAT MALAYSIA BERHAD (BANK MUAMALAT)**

*Bank Muamalat is a leading Islamic bank committed to providing "Better lives, together" through innovative financial solutions aligned with Shariah principles. With a dedication to create positive change in the financial industry and strong focus on customer satisfaction, Bank Muamalat offers a wide range of products and services tailored to individuals, businesses, and institutions.*

### **Any media inquiries related to Bank Muamalat, please contact:**

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