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» Sime Darby Industrial celebrates Tractors Malaysia 90th

## Sime Darby Industrial celebrates Tractors Malaysia 90th

Monday, October 7th, 2019 at , News (<https://themalaysianreserve.com/category/news/>)

### By TMR

SIME Darby Industrial Sdn Bhd celebrated the 90th anniversary of Tractors Malaysia – the Caterpillar Inc dealer in Malaysia and a leading brand for marketing of premium heavy equipment in Malaysia.

In 1929, Sime Darby Bhd, through the Sarawak Trading Co, was appointed the Caterpillar dealer for Sarawak. At the time, the company, which was later renamed Tractors Malaysia, brought in equipment mainly to provide support and service to oil exploration activities in Miri, Sarawak.

In conjunction with the anniversary, a slew of activities were held in Miri, including a “Back to School” programme, in collaboration with Sime Darby’s philanthropic arm, Yayasan Sime Darby, where 779 primary school pupils from four schools in Miri received school bags, uniforms, shoes and supplies worth more than RM70,000.

Sime Darby Industrial also handed over RM50,000 in donation to the Sarawak Children’s Cancer Society.

The funds were raised through the rental of a pink Caterpillar 320GC excavator to customers in Sarawak.

Meanwhile, through a joint effort with Caterpillar, a 50KVA Caterpillar generator worth more than RM50,000 was donated to SK Sg Laong in Bakong, located about three hours from Miri. The school with 60 pupils is solely dependent on generator sets for its electricity supply.



A gala dinner was also held to commemorate the anniversary with customers, current and old employees, and other stakeholders.

Among those present were former Sarawak Deputy Chief Minister Tan Sri Dr George Chan, Sime Darby CEO Datuk Jeffri Salim Davidson, Caterpillar VP for Asia-Pacific distribution Raymond Chan and Sime Darby Industrial MD Teoh Cy Kuan.

Raymond said Caterpillar's global dealer network is one of the company's biggest competitive advantages.

"Being on the ground, forming strong relationships with customers and offering leading engineering solutions have all ensured that Caterpillar and its dealers can continue to serve customers wherever they are. We are proud and thankful for the long and enduring partnership with Tractors Malaysia.

"Together, we deliver superior products and services to our customers in Malaysia and Brunei. I would like to take this opportunity to thank all our customers for your trust in Tractors Malaysia and in Caterpillar. When you purchase a piece of Cat equipment, you get not only best-in-class products, but also best-in-class support from a capable and reliable Cat dealer backed by Caterpillar," he said.

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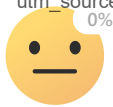
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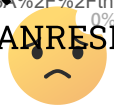
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