

## **1200KM ON A SINGLE TANK: MBCS AND GWM MALAYSIA PROVE THE HAVAL H6 HEV'S EXTRAORDINARY ENDURANCE IN REAL TIME**

**KUALA LUMPUR, 2 SEPTEMBER 2025** – MBCS, the media-fueled creative content practice within the IPG Mediabrands network, collaborated with GWM Malaysia to prove the extraordinary capabilities of the Haval H6 HEV.

The *Fuel Endurance Ultimate Challenge* campaign turned a routine car commercial into a live endurance stunt – showcasing the SUV's ability to surpass **1,200KM** on a **single 61-litre** tank, making it the *longest running HEV*.

Unlike traditional automotive ads, the campaign was shot, edited, and uploaded in real time during the endurance run itself, with cameras rolling from start to finish. The test was conducted on the Temiang–Pantai Highway in Negeri Sembilan, where the Haval H6 circled continuously for more than 24 hours to validate its fuel efficiency.

Mun Tuck Wai, Executive Creative Director at MBCS, said, *"We wanted to prove a product truth in the most direct way possible. Fuel efficiency figures can feel like esoteric specs on a page, so instead of saying it, we showed it. This campaign is proof that the H6 outlasts even its own advertising. The team was excited to be able to demonstrate this perfect blend of creativity and reality in real-time."*

Lim Ee Lenn, Marketing Director of GWM Malaysia, said, *"The Haval H6 HEV has always stood out for its performance and efficiency, and this campaign demonstrates exactly that. To achieve more than 1,200KM on a single tank is not just a claim – it's a fact we've proven. Far from an ordinary campaign, it was a testament to the endurance and reliability of the H6."*

Mun added, "Ironically, the biggest challenge wasn't the car, whose performance was never in question, but rather, this tested the stamina of the stunt drivers and production crew. Running non-stop for 24 hours through heat, rain, and changing road conditions pushed the limits of endurance for all involved and truly proved the Haval H6 HEV as unstoppable."

The brand film spotlights the Haval H6 HEV's unmatched stamina, making it the perfect choice for both everyday journeys and weekend adventures.

**View the brand film here: *Fuel Endurance Ultimate Challenge***

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