

Conductor Miguel Angel Navarro



The Covent Garden Soloists Orchestra

Classical touch towards a better community

Toyota Classics celebrates its 25 years in Malaysia with a night of international classical music, all for a good cause

CONCEPTUALISED as the philanthropic pillar of UMW Toyota Motor's corporate social responsibility programmes, the Toyota Classics raises funds for charitable organisations by bringing in performances of world-class orchestras to participating countries within the Asia Pacific region.

"Since its debut in 1990, the Toyota Classics' significance, influence, and growth in Malaysia and in the Asia Pacific province has surpassed our expectations," said Datuk Ismet Suki, president of UMW Toyota Motor Sdn Bhd.

Ismet adds: "With every passing year, the Toyota Classics has been a phenomenal success due to a winning combination of contributing to charitable causes while hosting a night with maestros of classical music."

After hosting more than 170 concerts in different parts of Asia, the Toyota Classic celebrates its silver jubilee this year with a night aptly themed "Music that Moves Lives" - a feast of music that blends classical

orchestra with the glamour of the silver screen, exploring new frontiers of classical music that promises to be as enthralling as ever.

According to Ismet, with this 25th anniversary, UMW Toyota Motor hopes to expand the frontiers of classical orchestra with a musical extravaganza that will truly touch lives, far beyond the stage.

"The mood of the country is somewhat subdued, but that does not dampen the nation's spirit of rallying together as a sign of unity and this is an act we hope, is echoed across the eight nations where the Toyota Classics will be a part of. Moving lives is a very real idea in the hearts and minds of Malaysians and citizens of the world," he says.

Taking the limelight at the silver jubilee of the Toyota Classics this year is the world-renowned Covent Garden Soloists Orchestra. Star performers are violin prodigy Vasko Vassilev, as well as piano virtuoso and composer-arranger, Pamela Tan-Nicholson.

Founded and directed by Vassilev, who is also the creative producer of the Royal Opera House, the orchestra has been distinguished by the number of top musicians who have joined its ranks and the outstanding roster of international conductors with whom it has played.

The Toyota Classics kicked off its 2014 roster in Singapore at the MasterCard Theatres at Marina Bay Sands with proceeds channelled towards the Community Chest in support of The Singapore Association for the Deaf.

The orchestra then moved to Cambodia, the Philippines, Brunei, Thailand and now Malaysia. After the Kuala Lumpur and Thailand spectacle, the Toyota Classics takes its final bow at the iconic Ho Chi Minh Theatre, also known as Saigon Opera House in Vietnam.

From an Asian standpoint, Toyota Classics stands out among Toyota's over 200 social contribution programs in the continent as it reaches out to all people with the universal language of music. Over 170 concerts have been held throughout Asia, generating over 800 million yen (approx. RM25 million) of proceeds to local charity organizations.

On November 11, 2014, the star-studded Toyota Classics 2014 comes to Malaysia and will be held at Dewan Filharmonik Petronas. It will see proceeds from ticket sales going to the Lung Foundation of Malaysia, the National Kidney Foundation of Malaysia, Yayasan Islam Darul Ehsan and Pertubuhan Kebajikan dan Perlindungan Nur Qaseh Malaysia.

UMW Toyota Motor, as a



Datuk Ismet Suki, President of UMW Toyota Motor

responsible corporate citizen, devotes significant time, effort and resources to its CSR commitment and its CSR actions are based on the Toyota Guiding Principles, which were laid down by Toyota's founder, Sakichi Toyoda, and codified in 1935. The principles, designed to steer Toyota's actions towards being a responsible corporate citizen contain a philosophy that serves to improve the quality of life and contribute positively to the society in which Toyota operates its business.

Since its inauguration, the combined proceeds from ticket sales and corporate donations of Toyota Classics concerts totalling more than RM7 mil have benefited orphanages, drug rehabilitation and health care centres, old folk's homes, welfare homes and even hospices. UMW Toyota Motor, through the Toyota Classics, has lent its support to 56 non-profit and charitable organisations to date.

Vasko Vassilev and Pamela Tan-Nicholson

