

Press Release

For Immediate Release

Electrifying, Eco-friendly and Exuding Urban Cool The Mira Hong Kong Adds Tesla Model S to Its Limousine Fleet

19 November 2014, Hong Kong: Hong Kong's tech-friendly hotel pioneer and a Design Hotels™ member property renowned for contemporary interiors rigged with cutting-edge technology announces an electrifying addition to its limousine fleet with the much lauded Tesla Model S. Modern travellers seeking for seamlessly stylish and sustainable arrival to or departure from the ISO 14001-certified The Mira Hong Kong will be further gratified with green cocktails so that they and the planet can chill.

High-performance engine allowing for acceleration from 0 to 100km in mere 5,4 seconds, all glass panoramic roof, surround sound system controlled with a touch screen and latest means of communication with Wi-Fi connectivity on board are just some of the features that the eco- and style-conscious travellers can enjoy during the 23km ride separating The Mira Hong Kong from the Hong Kong International Airport. Furthermore, hotel staff can monitor the exact location of the limo and estimated arrival time at the hotel with a smartphone app.

“Above luxury service is something that our Guests are used to and expect from The Mira Hong Kong,” shared Gerhard Aicher, General Manager of The Mira Hong Kong. “Not only it’s an environmentally friendly means of transportation with zero roadside or noise pollution for our Guests to select, it is also a very stylish statement to make, not to mention the eye-catching effect and a perfect way for us to further ‘accessorize’ our design hotel which we are so passionate about.”

The decision naturally aligns with the hotel’s environmentally responsible initiatives and to further encourage the stylish and eco-friendly choice of transportation, for every Guest who books the Tesla limousine experience with The Mira Hong Kong from now till end of January 2015, a pair of green cocktails will be offered at one of the hotel’s chic bars, Room One or Vibes, upon arrival.

Dubbed by *The Telegraph* as the “car of the future”, the electrifying Tesla Model S was chosen the 2013 Automobile of the Year by the leading US automotive lifestyle magazine *Automobile*, for its visionary technology and outstanding performance - treats that The Mira Hong Kong brand is often associated with in the world of hospitality since the fashionable make-over in 2009 further reinforced by bold moves such as the launch of free smartphone service to all guests for use in the city as the first such hotel in Asia Pacific.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, designer hotel with 492 boldly accented guest rooms, including a collection of 56 suites and specialty suites. Overlooking the lush Kowloon Park and centrally located in Tsimshatsui, the heart of Hong Kong’s commercial, shopping, dining and entertainment district, the hotel easily connects guests to all parts of the vibrant metropolis; being a short walk from MTR stations and the Star Ferry.

From free high-speed Wi-Fi throughout entire hotel, complimentary mobile solutions with free data, local and international calls as well as access to personalized concierge service on the move, high-end Bose iPod docking stations, wirelessly controlled on-screen infotainment, intuitive ambient lighting controls, to little details that make a

difference, such as in-room safety box in which guests may charge their laptops, the hotel stands out among 21st century hospitality choices in Hong Kong.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels and Kiwi Collection.
www.themirahotel.com



Electrifying, eco-friendly and exuding the urban cool: Tesla Model S is the newest addition to the limousine service offered to hotel Guests by The Mira Hong Kong

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