



## **IVORY PROPERTIES GROUP BERHAD** (673211 M)

**FOR IMMEDIATE RELEASE**

**May 2, 2012.**

### **Ivory sold out Tower A of The Latitude**

IVORY Properties Group Berhad (IPGB) sold out all its non-Bumiputera units for The Latitude Tower A of the freehold residential development in Tanjung Tokong during a recent launching at its Labour Day roadshow in a mall here.

Perched 153m above sea level in the valley of Mount Erskine, the luxurious 45-storey tower that will soon be known as the tallest residential building on the island was quickly snapped up upon release.

With an estimated gross development value of RM180.2mil, this latest residential charm of Penang is offering a classy combination of fresh mountain-top experiences with breezy bay views that encapsulate the best that nature brings.

The Group said The Latitude was conceptualised as an abode that promotes affordable luxury by making mid-sized condominiums in the suburbs an attainable reality for those craving understated elegance.

IPGB executive director and chief operating officer M. Murly said response was so overwhelming that the Group decided to release its Tower B for sale earlier than the scheduled date.

“The take up rate for The Latitude is now 70%. The two towers are poised to be the most affordable luxury condominium in Penang,” he said.

He said the project’s remarkable location places it away from the hustle and bustle of the city yet near enough to all amenities that makes it accessible by foot.

“The amazing location will have both locals and expatriates alike eating out of their hands as Gurney Drive, Pulau Tikus and Fettes Park are all within a 5-km radius while the working crowd will finally have a sanctuary to call home that is not too far a commute from their work places.



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“The easy access to nearby shopping malls like Gurney Plaza or Straits Quay and the upcoming refurbished Island Plaza all make retail therapy an achievable activity while the shops in Tanjung Tokong and Fettes Park caters for excellent street food and dining options in addition to the wet market, schools and hospitals all within the area.

“It is this ease of access to amenities and to come home that makes The Latitude a cut above the rest,” he said.

The development, spanning 0.84ha (2.07 acres), has 218 units spreading over 45 floors with five design varieties (A, B, C, D, E) to choose from.

“Ranging from 1500 sq ft, which is suitable as a bachelor pad or love nest for a newly married couple, right up to 5700 sq ft, just perfect for families who love to entertain guests, The Latitude meets the lifestyles of any group with ease.

“The best part about The Latitude is its low floor density, with only three units per floor, so privacy and solitude remains preserved with natural lighting and ventilation for all rooms.

“Each unit also provides a 180 degree view from all rooms as well as living area,” Murly said.

The units, each provided with two parking spaces, are currently priced between RM785,800 and RM3.56mil.

Murly said interested buyers could enjoy an 8% discount and pay only RM10,000 to own a unit.

“To top it up, we are also giving RM20,000 cash rebate on the down payment and you get to pay off the remaining down payment in 12 months installment at 0% interest via credit card,” he said.



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For details, visit Birch House in Jalan Datuk Keramat from 11am to 6pm daily except Sundays or contact the marketing personnel at 04-2108000 or via e-mail [marketing@ivory.com.my](mailto:marketing@ivory.com.my) / [contact@ivory.com.my](mailto:contact@ivory.com.my).

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### 玮力集团翠峰苑A座已售罄

( 檳城訊 ) 玮力产业集团在劳动节房屋展销会上推出的永久地契新项目“翠峰苑” ( The Latitude ) 豪华公寓，获得购屋者热烈抢购，A座非土著单位已全部售罄。

位于丹绒道光翠峰苑，坐落在白云山半山地段海拔153米高。这项新项目楼高45层，将会成为槟岛最高的公寓建筑，自公开发售后就被一抢而空。

翠峰苑可让居民在微风轻拂的高空享受檳城漂亮景观，迷人海景近在眼前，尽享大自然赋予生活浪漫色彩。总发展值大约1亿8020万令吉。

玮力集团极力把翠峰苑打造成人人负担得起的中型豪华公寓，居住环境清幽静谧，适合予追求低调奢华，又渴望亲近自然的都市人。

玮力产业集团执行董事兼首席营运员穆力表示，由于反应过于热烈，集团决定比原定推出日期提早发售B座。

“翠峰苑可说是全檳最经济实惠的豪华公寓，单位目前已售出70%。”

他指出，翠峰苑拥有卓越的地理位置，交通便利，设备与设施近在咫尺。无论是当地居民或外籍雇员，只需在半径范围5公里轻松抵达新关仔角、浮罗池滑、花地园，甚至往返上班也相当便利舒畅。

“这里云集了令人羡慕的购物与用餐便利，包括合您广场、海峡港口广场，还有即将翻新的檳岛广场。住户可沿着丹绒道光花地园，一路寻觅道地美食及特色餐厅，附近还有巴刹、学校以及医院。”

他说，翠峰苑设施齐全、交通四通八达，可让购屋者感受舒适又尊贵的家居生活。

翠峰苑豪华公寓总占地面积0.84公顷 ( 2.07亩 )，共有218个单位，5款设计 ( A, B, C, D, E ) 供选择。

“建筑面积从1500平方尺至5700平方尺，无论是单身汉、新婚夫妇或大家庭，都可以在这里找到温暖的归宿。”



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他强调，翠峰苑最大的优势是每层楼只有3个单位，人口低密度，尊重住户的隐私和减少拥挤的感觉。

“屋面具有良好的自然采光通风条件，每个单位都拥有180度宽阔的视野，特别是客厅。”

每间公寓附送2个停车位，售价介于78万5800令吉至356万令吉。

他说，购屋者只需付RM10,000，同时享有8%折扣。其余的首期款项还可获得RM20,000现金回扣，以及0%利息以信用卡12个月分期付款。

有意购屋者，欢迎周一至周六、上午11时至下午6时，亲临柑仔园Birch House房屋销售处了解详情。询问电话：04-2108000，电邮：[marketing@ivory.com.my](mailto:marketing@ivory.com.my) / [contact@ivory.com.my](mailto:contact@ivory.com.my)。

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