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## **ABX Express Reinstates Iconic Brand Name, Retires KEX Express Branding**



**Kuala Lumpur, 30<sup>th</sup> December 2025** — ABX Express, one of Malaysia’s most established logistics and courier service providers, is proud to announce the reinstatement of its original and well-trusted brand name, **ABX Express**, effective immediately. With this transition, the company will continue to operate under ABX Express branding and will fully discontinue the use of the **KEX Express** brand by the end of 2025.

This strategic decision reflects ABX Express’ renewed commitment to strengthening its Malaysian identity, enhancing customer trust, and delivering continuous improvements in service quality. Over the years, the ABX name has earned strong recognition and loyalty among consumers and businesses alike, a legacy the company is ready to embrace and build upon once again.

*“Reinstating ABX Express is more than a name change, it is a reaffirmation of who we are,” said Mohammad Shammairji bin Mat Abu, General Manager of ABX Express. “Our customers know us as ABX. They know our reliability, our local expertise, and our dedication to the community. We are proud to honour that identity while continuing to evolve with the future of logistics.”*

*Customers can continue to enjoy seamless courier and parcel services without any disruption. All operational processes, tracking systems, and customer support channels remain fully functional and accessible under the ABX Express name.*



*The refreshed brand direction also aligns with ABX Express' broader growth plans, including enhancements in delivery speed, digital transformation, and expanded nationwide and international coverage.*

*"This is a new chapter built on a familiar foundation," Mohammad Shammairji bin Mat Abu added. "ABX Express is here to stay. Stronger and more committed than ever."*

ABX Express extends its appreciation to all customers, partners, and stakeholders for their continuous trust and support throughout its journey. The company looks forward to delivering excellence as it moves confidently ahead under its proudly reinstated identity.





## UNTUK SIARAN SEGERA

### ABX Express Mengembalikan Nama Jenama Asal, Tidak Lagi Menggunakan Jenama KEX Express



**Kuala Lumpur, 30<sup>th</sup> Disember 2025** — **ABX Express**, salah satu penyedia perkhidmatan logistik dan kurier yang paling lama bertapak di Malaysia, berbangga untuk mengumumkan pengembalian semula nama jenama asal yang telah lama dipercayai, **ABX Express**, berkuat kuasa serta-merta. Seiring dengan perubahan ini, syarikat akan terus beroperasi di bawah penjenamaan ABX Express dan akan menghentikan sepenuhnya penggunaan jenama KEX Express menjelang akhir tahun 2025.

Keputusan strategik ini mencerminkan komitmen baharu ABX Express dalam memperkukuh identiti tempatan, meningkatkan keyakinan pelanggan serta meneruskan penambahbaikan terhadap kualiti perkhidmatan. Selama bertahun-tahun, nama ABX telah mendapat pengiktirafan kukuh serta kesetiaan daripada pengguna dan perniagaan — satu legasi yang kini bersedia untuk diteruskan dan diperkasakan kembali.

*“Pengembalian nama ABX Express bukan sekadar perubahan penjenamaan — ia adalah penegasan semula siapa diri kami,”* kata Mohammad Shammairji bin Mat Abu, Pengurus Besar ABX Express. *“Pelanggan mengenali kami sebagai ABX. Mereka mengenali kebolehpercayaan, kepakaran tempatan dan komitmen kami terhadap komuniti. Kami berbangga untuk mengekalkan identiti ini sambil terus maju ke hadapan sejajar dengan masa depan logistik.”*



Pelanggan boleh terus menikmati perkhidmatan penghantaran dan kurier seperti biasa tanpa sebarang gangguan. Semua proses operasi, sistem penjejakan dan saluran sokongan pelanggan akan terus berfungsi sepenuhnya di bawah nama ABX Express.

Arah tuju jenama baharu ini turut seiring dengan rancangan pembangunan syarikat yang lebih luas, termasuk peningkatan kelajuan penghantaran, transformasi digital, serta peluasan liputan rangkaian di seluruh negara dan antarabangsa.

*“Ini merupakan bab baharu yang dibina di atas asas yang kukuh,”* tambah kata Mohammad Shammairji bin Mat Abu, Pengurus Besar ABX Express. *“ABX Express kini kembali lebih kuat dan lebih komited berbanding sebelum ini.”*

ABX Express menzahirkan penghargaan kepada semua pelanggan, rakan kongsi dan pihak berkepentingan atas kepercayaan dan sokongan berterusan sepanjang perjalanan syarikat. ABX Express dengan penuh keyakinan akan terus memberikan perkhidmatan terbaik di bawah identiti yang kini dikembalikan dengan bangga.

