



## News Release

28 December 2012

### **80% OF LAUNCHED UNITS SNAPPED UP ON THE FIRST DAY PREVIEW OF ECHELON – THE LAST RESIDENTIAL LAUNCH FOR THE YEAR 2012**

City Developments Limited (CDL) and its joint venture partners Hong Leong Holdings Limited and Hong Realty (Private) Limited today unveiled Echelon – its last residential launch for the year 2012. Located at the fringe of the city and at the edge of the prestigious Tanglin residential enclave, this 508-unit condominium development at Alexandra View is merely 5 minutes' walk to the Redhill MRT Station.

Spread over two soaring 43-storey towers with voluminous sky terraces, Echelon offers a selection of one to four-bedroom units, exclusive loft units and penthouses. Priced at an early bird average of S\$1,700 per square foot, units range from approximately S\$800,000 for a 1-bedroom unit, from S\$1.19 million for a 2-bedroom unit, from S\$1.34 million for a 3-bedroom compact unit, from S\$2.13 million for a 4-bedroom suite and a penthouse from S\$7.15 million. 218 units were originally slated for release. However to cater to the strong response, the developers had to increase it to 250 units. On its first day of preview, as at 4.00pm, 200 out of 250 launched units (80%) have been sold.

Designed by award-winning architectural firm SCDA Architects Pte Ltd, the most distinctive feature of Echelon is its glass facade twin towers which extend majestically skywards to offer homeowners an impressive view of the neighbouring Alexandra precinct and Orchard Road. The sleek masterpiece boasts an impressive rooftop terrace on Level 42, aptly named Sky Echelon. From its vantage point with the glittering city lights as its backdrop, it provides an unrivalled setting for intimate parties. At one end of Sky Echelon, the gourmet dining area and party lounge will ensure guests feel at ease, while at the other end, the sunken lounge juxtaposed against a landscape pool provides a perfect setting to savour the panoramic view.

Every apartment in Echelon is designed with spacious, regular and practical layouts to maximise the floor space. In particular, the penthouses including the 3 and 4 bedroom premium and suites units are equipped with private lift access for exclusivity. Selected units also come with a double-volume height, gifting an aura of spaciousness. The double floor-to-ceiling height windows also serve to magnify the unobstructed view from the living area in the directions of Orchard Road, Marina Bay or Sentosa. The sense of infinity is further amplified by a cantilevered balcony that visually extends the living space to create a dreamy “sky dining” experience.

Echelon offers a hi-life living space replete with stunning architecture, breathtaking landscapes, and attention to the selection of top-quality branded fittings such as DURAVIT, GROHE, SMEG, and WHIRLPOOL. A Hyflux Ultra Filter Drinking water System with Antioxidant Alkaline that blocks harmful viruses, provides instant purified water and helps neutralize acidic waste to balance the body is also installed in the apartment's fully-equipped kitchen. A first-of-its kind customised Home Energy Monitoring System that offers real-time management of energy consumption will also be available in selected units to help homeowners make suitable lifestyle adjustments and derive direct savings on their utilities.

In Echelon, there is a sanctuary for everyone. On Level 15, the Fitness Terrace offers a gymnasium, yoga and meditation decks. Pockets of peace can also be found at the Tranquility Terraces on Levels 13 and 28 where the vertical gardens are housed. On Level 30, the Wellness Terrace provides a therapeutic spa lounge and reflexology walk. A 50-metre lap pool and tennis court is also available.

The development is centrally-positioned within three well-developed and popular neighbourhoods – Queenstown, Redhill and Tiong Bahru – which collectively provide a wide range of business, leisure and dining amenities. These include IKEA Alexandra, The Star Vista mall at Buona Vista, Sentosa, Holland Village, Dempsey Hill as well as the Orchard Road shopping belt. Parks and pockets of greenery are also not far, with Mount Faber Park, Henderson Waves, The Southern Ridges, The Botanic Gardens and an upcoming Alexandra Canal Linear Park all within the vicinity. Reputable schools such as Crescent Girls’ School, Gan Eng Seng Primary and Secondary School, CHIJ St. Theresa’s Convent and tertiary institutes such as the Management Development Institute of Singapore are situated nearby.

Echelon is expected to yield good rental potential with a sizeable pool of expats working in the nearby business parks such as One North and Mapletree Business City. Expats working in the Central Business District are also increasingly turning to housing options in the city fringe area, enhancing Echelon’s attractiveness.

“The strong demand for Echelon is reflective of its premium location. It offers the best of both worlds – close proximity to the Redhill MRT station and nestled in the tranquility of the city fringe. Such attractive sites are rare today. We tendered strategically for this coveted piece of land in 2011. Since then, we’ve seen subsequent land sales in this area transact at prices significantly higher, which demonstrates the value and potential price appreciation of this locale and its surroundings,” said Mr Chia Ngiang Hong, CDL’s Group General Manager. “Packaged with architectural excellence and an array of apartment sizes, families, upgraders and savvy investors are attracted to Echelon for owner-occupied homes or as investments. We are delighted with the overwhelming response. It is a great way for us to round-up the year,” Mr Chia added.

The Echelon Sales Gallery (via Alexandra Road) is open from 9.30am to 6.00pm daily. For enquiries, please call the sales hotline: 6479 1711/ 6479 7877.

---

Please refer to the fact sheet enclosed for details on Echelon.

For media queries, please contact:

Belinda Lee  
Assistant General Manager  
Head, Corporate Communications  
City Developments Limited  
(Regn No: 196300316Z)

Gerry de Silva  
Head, Group Corporate Affairs  
Hong Leong Group Singapore

Tel: 6428 9315

Tel: 6428 9308

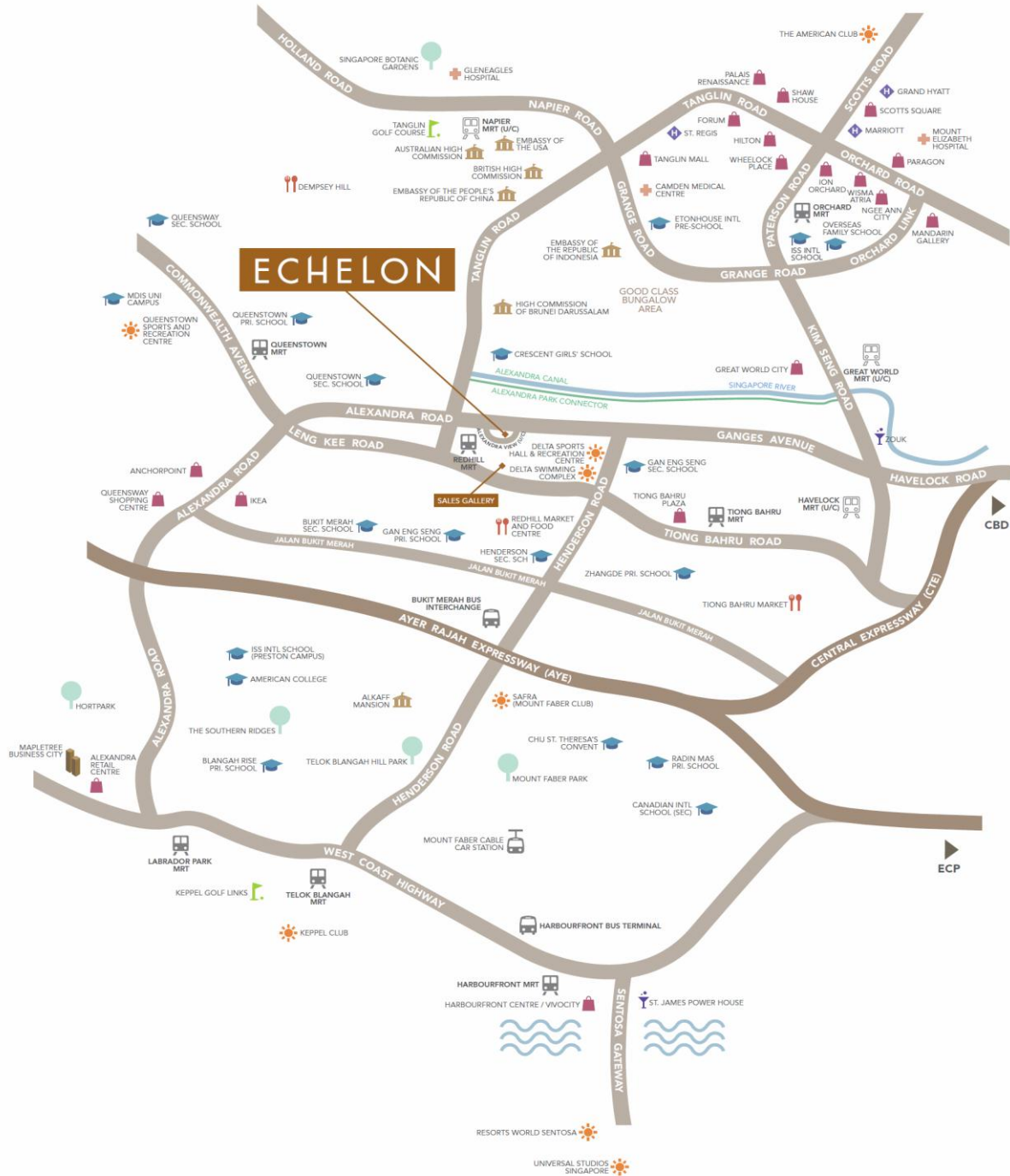
**FACT SHEET**

DEVELOPMENT DETAILS																									
<b>Developer</b>	Freshview Developments Pte Ltd (Jointly developed by City Developments Limited, Hong Leong Holdings Limited and Hong Realty (Private) Limited)																								
<b>Project Name</b>	Echelon (盛峰)																								
<b>Address</b>	Alexandra View (Short walk to Redhill MRT)																								
<b>Development Layout</b>	Two towers of 43-storey with sky terraces, with basement carpark and communal facilities.																								
<b>Tenure of Land</b>	99 years leasehold w.e.f 6 March 2012																								
<b>Site Area</b>	Approx. 9,952.6 sq m / 107,130 sq ft																								
<b>No. of Apartments</b>	508																								
<b>Configuration / Sizes</b>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">1-Bedroom</td> <td style="width: 40%;"></td> <td style="width: 30%;">Approx. 452 sq ft: 68 units</td> </tr> <tr> <td>2-Bedroom</td> <td></td> <td>Approx. 732 sq ft: 152 units</td> </tr> <tr> <td>3-Bedroom Compact</td> <td></td> <td>Approx. 861 sq ft: 68 units</td> </tr> <tr> <td>3-Bedroom Standard</td> <td></td> <td>Approx. 1,001 – 1,130 sq ft: 68 units</td> </tr> <tr> <td>3-Bedroom Premium</td> <td></td> <td>Approx. 1,292 – 1,313 sq ft: 72 units</td> </tr> <tr> <td>3-Bedroom Suite</td> <td></td> <td>Approx. 1,346 (without loft) – 1,475 sq ft (with loft): 38 units</td> </tr> <tr> <td>4-Bedroom Suite</td> <td></td> <td>Approx. 1,442 (without loft) – 1,572 sq ft (with loft): 38 units</td> </tr> <tr> <td>Penthouses</td> <td></td> <td>Approx. 4,047 – 4,069 sq ft: 4 units</td> </tr> </table>	1-Bedroom		Approx. 452 sq ft: 68 units	2-Bedroom		Approx. 732 sq ft: 152 units	3-Bedroom Compact		Approx. 861 sq ft: 68 units	3-Bedroom Standard		Approx. 1,001 – 1,130 sq ft: 68 units	3-Bedroom Premium		Approx. 1,292 – 1,313 sq ft: 72 units	3-Bedroom Suite		Approx. 1,346 (without loft) – 1,475 sq ft (with loft): 38 units	4-Bedroom Suite		Approx. 1,442 (without loft) – 1,572 sq ft (with loft): 38 units	Penthouses		Approx. 4,047 – 4,069 sq ft: 4 units
1-Bedroom		Approx. 452 sq ft: 68 units																							
2-Bedroom		Approx. 732 sq ft: 152 units																							
3-Bedroom Compact		Approx. 861 sq ft: 68 units																							
3-Bedroom Standard		Approx. 1,001 – 1,130 sq ft: 68 units																							
3-Bedroom Premium		Approx. 1,292 – 1,313 sq ft: 72 units																							
3-Bedroom Suite		Approx. 1,346 (without loft) – 1,475 sq ft (with loft): 38 units																							
4-Bedroom Suite		Approx. 1,442 (without loft) – 1,572 sq ft (with loft): 38 units																							
Penthouses		Approx. 4,047 – 4,069 sq ft: 4 units																							
<b>Recreational Facilities</b>	<p><b>Club Echelon</b></p> <ol style="list-style-type: none"> <li>1. Guard House</li> <li>2. Sculpture Court</li> <li>3. Arrival Court</li> <li>4. Arrival Drop off</li> <li>5. 50m Lap Pool</li> <li>6. Pool Deck</li> <li>7. Cabanas</li> <li>8. Wading Pool</li> <li>9. Reflective Pool</li> <li>10. Tennis Court</li> <li>11. Children's Playground</li> <li>12. Tree Avenue Walk</li> <li>13. Relaxation Veranda</li> <li>14. Clubhouse</li> </ol>																								

	<ul style="list-style-type: none"> <li>I. Cocktail Lounge</li> <li>II. Private Dining</li> <li>III. Gourmet Kitchen</li> <li>IV. Reading Room</li> </ul> <p><b><u>Tranquility Terrace (13<sup>th</sup> &amp; 28<sup>th</sup> storey sky terraces)</u></b></p> <ul style="list-style-type: none"> <li>1. Vertical Green Garden</li> <li>2. Landscape Pool</li> <li>3. Green Lounge</li> </ul> <p><b><u>Fitness Terrace (15<sup>th</sup> storey sky terrace)</u></b></p> <ul style="list-style-type: none"> <li>1. Meditation Deck</li> <li>2. Fitness Area</li> <li>3. Gymnasium</li> <li>4. Yoga Deck</li> <li>5. Relaxation Lounge</li> </ul> <p><b><u>Wellness Terrace (30<sup>th</sup> storey sky terrace)</u></b></p> <ul style="list-style-type: none"> <li>1. Spa Lounge</li> <li>2. Spa Deck</li> <li>3. Outdoor Shower Court</li> <li>4. Reflexology</li> </ul> <p><b><u>Sky Echelon (42<sup>th</sup> storey sky terrace)</u></b></p> <ul style="list-style-type: none"> <li>1. Sunken Lounge</li> <li>2. Landscape Pool</li> <li>3. Viewing Gallery</li> <li>4. Party Lounge</li> <li>5. Gourmet Dining</li> </ul>
<b>Estimated Completion</b>	2016

<b>CONSULTANTS</b>	
<b>Architect</b>	SCDA Architects Pte Ltd
<b>Project Interior Design</b>	
<b>Landscape Consultant</b>	
<b>M&amp;E Engineer</b>	Squire Mech Pte Ltd

# LOCATION MAP



*All information contained in the Fact Sheet is current at time of release, and is subject to such changes as are required by the developer or the relevant authorities.*