



## News Release

7 January 2013

### **ECHELON KICKSTARTS THE NEW YEAR FOR THE SINGAPORE PROPERTY MARKET – OVER 75% OF THE DEVELOPMENT SOLD**

Echelon, the highly anticipated residential development by City Developments Limited (CDL) and its joint venture partners Hong Leong Holdings Limited and Hong Realty (Private) Limited, continued with its strong sales when the project was officially launched over the first weekend of the New Year – 2013. Over 200 units were snapped up when the project previewed on 28 December 2012. As at Sunday, 6 January 2013, 390 units at Echelon, accounting for over 75% of the 508-unit condominium development, have been sold.

Buyers have been thronging the show suites and the strong demand is reflective of Echelon's appeal – particularly its premium location. Centrally positioned at the fringe of the city and at the edge of the much sought-after Tanglin residential enclave, Echelon at Alexandra View is a stone's throw to the Redhill MRT Station – all of which are key draws for savvy buyers and investors.

To date, Singaporeans made up 80% of buyers while the remaining 20% were Permanent Residents and foreigners mainly from Malaysia, Indonesia, China, Australia, India, USA and Hong Kong. There was a good take-up rate for the range of apartment sizes, which comprises one to four bedrooms and loft units.

The early bird selling price was at an average of S\$1,700 per square foot with marginal increases of 2% to 4% for subsequent releases.

Designed by award-winning architectural firm SCDA Architects Pte Ltd, Echelon has two soaring 43-storey towers with voluminous sky terraces, offering homeowners an impressive view of the neighbouring Alexandra precinct. Select units will also enjoy dramatic views toward Orchard Road and Marina Bay.

Mr Chia Ngiang Hong, CDL's Group General Manager, said, "Echelon's impressive showing reinforces the development's attractiveness in terms of its location, value, architectural excellence, quality and potential appreciation. The overwhelming response is an endorsement by buyers that Echelon is a distinctive project with all the right ingredients that commands its demand and premium."

Echelon is nestled within three well-developed and popular neighbourhoods – Queenstown, Redhill and Tiong Bahru – which collectively provide a wide range of business, education, leisure and dining amenities. It is also 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; with those working in the Central Business District also increasingly opting for housing options in the city fringe area.

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**

<b>DEVELOPMENT DETAILS</b>																	
<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 carparks 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: 50%; padding: 5px;">1-Bedroom</td> <td style="padding: 5px;">Approx. 452 sq ft: 68 units</td> </tr> <tr> <td style="padding: 5px;">2-Bedroom</td> <td style="padding: 5px;">Approx. 732 sq ft: 152 units</td> </tr> <tr> <td style="padding: 5px;">3-Bedroom Compact</td> <td style="padding: 5px;">Approx. 861 sq ft: 68 units</td> </tr> <tr> <td style="padding: 5px;">3-Bedroom Standard</td> <td style="padding: 5px;">Approx. 1,001 – 1,130 sq ft: 68 units</td> </tr> <tr> <td style="padding: 5px;">3-Bedroom Premium</td> <td style="padding: 5px;">Approx. 1,292 – 1,313 sq ft: 72 units</td> </tr> <tr> <td style="padding: 5px;">3-Bedroom Suite</td> <td style="padding: 5px;">Approx. 1,346 (without loft) – 1,475 sq ft (with loft): 38 units</td> </tr> <tr> <td style="padding: 5px;">4-Bedroom Suite</td> <td style="padding: 5px;">Approx. 1,442 (without loft) – 1,572 sq ft (with loft): 38 units</td> </tr> <tr> <td style="padding: 5px;">Penthouses</td> <td style="padding: 5px;">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> <b>Project Interior Design</b> <b>Landscape Consultant</b>	SCDA Architects Pte Ltd
<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.