

## **NEWS RELEASE**

### **Malaysia's First Closed Highway Night Cycling Event @ LEKAS Highway Open for Registration**

*RHB Shimano Highway Ride @ LEKAS2016 to attract 3,000 participants*

**Kuala Lumpur, 18 February 2016** –Competitive cycling enthusiasts as well as health-conscious Malaysians can look forward to participating in the RHB Shimano Highway Ride @ LEKAS 2016, a first-of-its-kind night cycling race set to take place at the Kajang Selatan Toll Plaza, Lebuhraya Kajang Seremban (LEKAS Highway) E21.

The race, a collaboration between RHB Banking Group, with Shimano Singapore Pte Ltd and Lebuhraya Kajang Seremban Sdn Bhd (LEKAS Highway) under IJM's Toll Division, is to be held on 30 April 2016. Approximately 3,000 participants are expected to participate in the 78km and 102km categories as well as the 20km VVIP category and 3km Kids' category.

According to Albert Leong, Race Director of Go Sportz Sdn Bhd, organiser of RHB Shimano Highway Ride @ LEKAS 2016, "The cycling race at LEKAS Highway is an on-going annual event that is into its 3<sup>rd</sup> edition. This year is the first time that the race is being held at night. As its objective is to promote a healthy lifestyle, we envision this maiden night cycling race to attract serious competitive cyclists, leisure cyclists and families with children."

Norazzah Sulaiman, Group Chief Marketing & Communications Officer of RHB Banking Group (RHB) said, "This unique cycling event is yet another milestone for Malaysia's sporting industry and we are honoured to be given the opportunity to co-organise this first night cycling race on a closed highway. We hope that events such as this will encourage members of the public as well as our employees to engage in activities that promote healthy lifestyles."

Eugene Koh, Assistant Director, Shimano Singapore, said: "Shimano would like to offer participants a safe and unique event experience that is professionally run. In the end, we would like to promote the cycling culture and fun for all participants."

Wan Salwani Binti Wan Yusoff, Chief Operating Officer of LEKAS Highway, said, "It's an honour for us to bring back this prestigious cycling event and make it as one of our annual Corporate Responsibility initiatives. We are pleased to be able to continue providing the opportunity and platform for cyclists to have a safe ride on our highways."

"This year's event will be even more special as it will be held at night in conjunction with the completion of the RM16 million LEKAS' street lighting work in December 2015," she added.

As the venue sponsor, LEKAS is responsible for obtaining approvals for this event from the relevant authorities such as the Ministry of Works (MOW), the Royal Malaysia Police (RMP) and Malaysia Highway Authority (MHA). The Bukit Aman Traffic Division (RMP) has approved the traffic management plan for total road closure starting from 5:00pm on Saturday, 30 April 2016 up to 3:00am on Sunday, 1 May 2016. Due to the closure, LEKAS is expecting a loss of traffic volume

up to approximately 50,000 vehicles. In order to keep the public informed of the road closure, information will be disseminated through various media.

IJM Land, a member of the IJM Group, will be sponsoring 100 participants in the Junior Category whilst, IJM Corporation Berhad will be sponsoring 500 children in the Kids' Category of the race.

The race is organised by GoSportz, a sports marketing and event management company. GoSportz supported by a leading industry players, has more than 20 years of experience in organising triathlons, duathlons, running and cycling events in Malaysia and abroad.

For the 102km race, participants can register under the Open category (men/women aged 22 years and above), Veteran category (men aged 45 years and above) or the Corporate Team category which is by invitation only. Fees for this category is RM170 (individual registration) (RM150 early bird) and RM1, 500 per corporate team.

For the 78km race, participants can register under the Open category (men/women aged 22 years and above), Veteran category (men aged 45 years and above) or Junior category (boys/girls between the ages of 16 and 21). Fees for this category is RM160 (RM140 early bird). The VVIP category is by invitation only while the Kids category is catered to those between the ages of 7 and 15. The Kids category is fully sponsored by IJM Corporation Berhad however, a RM10 refundable deposit is required.

Participants of both the 102km and 78km race will also be given the opportunity to participate in the King of Mountain challenge, a stretch of 4km uphill climb at the 30km mark on the route. The first cyclist of each category who reaches the peak will be crowned the King of Mountain.

Online registration for the race will be closed on 19 March 2016. Each participant will be entitled to an event jersey, goodie bag, personalised bib number, timing chip, finisher medal and an online certificate which will include race completion timing. Information on the race pack collection will be updated in our website once it has been confirmed.

The list of sponsors and supporters of the RHB Shimano Highway Ride @ LEKAS race is as follows:

|                     |  |
|---------------------|--|
| Title Sponsors      | <ul style="list-style-type: none"> <li>• RHB Banking Group</li> <li>• Shimano Singapore Pte Ltd</li> </ul>   |
| Venue Sponsor       | <ul style="list-style-type: none"> <li>• Lebuhraya Kajang Seremban Sdn Bhd (LEKAS Highway)</li> </ul>  |
| Main Sponsors       | <ul style="list-style-type: none"> <li>• IJM Corporation Berhad</li> <li>• IJM Land Berhad</li> <li>• Touch 'n Go Sdn Bhd</li> <li>• Gigatera (M) Sdn Bhd</li> <li>• Polygon</li> <li>• Brother International (M) Sdn Bhd</li> </ul> |
| Medical Partner     | <ul style="list-style-type: none"> <li>• IJN National Heart Institute</li> </ul>   |
| Supporting Sponsors | <ul style="list-style-type: none"> <li>• 100 plus</li> <li>• Ice Mountain</li> <li>• Volvo Life Paint</li> <li>• Kenny Rogers Roasters</li> <li>• Starbucks</li> </ul>   |

|  |   |
|--|---|
|  | <ul style="list-style-type: none"><li>• Oticon</li><li>• Rocktape</li><li>• Garmin</li><li>• 2XU</li><li>• Suunto</li><li>• PowerBar</li><li>• Cycling Plus</li></ul> |
|--|---|

For details of the event and breakdown of prizes, visit [www.gosportz.my](http://www.gosportz.my) or contact the organiser at 03-9056 2370 or email [enquiry@gosportz.my](mailto:enquiry@gosportz.my).

-ends-

### **About Go Sportz Sdn Bhd**

Go Sportz Sdn Bhd's principal business is in sport marketing and event management. It has vast experience in sports event organisation and management since 2013 and is backed by a group of industry players with more than 20 years of experience in organising sports event such as triathlon, duathlon, running and cycling events in Malaysia and abroad. Go Sportz Sdn Bhd's total event management solution ranges from initiation, resource planning, technical advisory, equipment rental, human resource support, marketing support to sponsorship management.

### **About the RHB Banking Group**

The RHB Banking Group is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are streamlined into three main business pillars, namely Group Retail and Commercial Banking, Group International Business and Group Corporate and Investment Banking. These businesses are offered through its main subsidiaries - RHB Bank Berhad, RHB Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are undertaken by RHB Asset Management Sdn. Bhd. and RHB Islamic International Asset Management Berhad. The Group's regional presence now spans ten countries including Malaysia, Singapore, Indonesia, Thailand, Brunei, Cambodia, Hong Kong, Vietnam, Lao PDR and Myanmar. It is RHB Banking Group's aspiration to continue to deliver superior customer experience and shareholder value; and to be recognised as a Leading Multinational Financial Services Group.

### **Shimano Inc**

Established in 1921 and incorporated in 1940 in Japan (Sakai City, Osaka), Shimano Inc. designs, conducts R&D, manufactures and sells high quality bicycle components, rowing and fishing equipment. In 1973, Shimano established its first factory in Singapore outside of Japan. By leveraging on the quality workforce here, Shimano has since grown into a full-fledged manufacturing plant complete manufacturing capabilities. Shimano Singapore set up its sales office in 1996. It is the regional headquarters for sales and marketing of all Shimano products in South-East Asia and aims to promote cycling culture in the region.

### **About Lebuhraya Kajang Seremban Sdn Bhd**

LEKAS Highway offers the alternative route from Kajang to Seremban, Senawang and Kuala Pilah. The 44.3 km highway starts at Kajang Selatan in Selangor and ends at Paroi in Negeri Sembilan. There are seven interchanges along the highway at Kajang Selatan, Semenyih, Pajam, Mantin, Setul, Ampangan and Paroi. Apart from serving as the alternative route to the PLUS highway, users will also find several places of interest are more accessible. Such as Mantin, Broga Hill, the Jeram Toi Waterfall, ostrich farm in Jelevu, Istana Seri Menanti and Seremban International Golf Club. Two rest and service areas are located on each side of the highway at Beranang, between the Semenyih and Pajam Interchange. For those who travelling from Kuala Lumpur would find the highway a convenient way to get to Kuala Pilah and states of Pahang and Johor. To get onto LEKAS highway, one has to take exit 1804A that is accessible from the SILK Highway, Cheras-Kajang Highway and the South Klang Valley (SKVE) towards the SILK Highway. From PLUS North-South Highway, LEKAS Hhighway can be accessed through Kajang Exit 210 near Country Heights towards via SILK Highway towards Seremban, Kuala Pilah, Melaka and Johor. From MRR2, the highway can be accessed via Cheras-Kajang Highway (Grand Saga). With the abolishment of toll collection at Batu 11 Toll Plaza (towards Kajang Bound) and Batu 9 Toll Plaza (towards KL Bound), user can save money and reach destination earlier. From the south, the road user also can access LEKAS through PLUS North-South Highway at Senawang Exit 220, Port Dickson Exit 219 and Nilai /Pajam Exit 215. Seremban is also accessible from Setul or Paroi as well as Ampangan.