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## **FIRST EVER RHB WCE CENTURY RIDE ATTRACTS OVER 3,000 CYCLISTS FROM AROUND THE WORLD**

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**Sitiawan, Perak** – The RHB Banking Group (“RHB” or the “Group”), in partnership with the West Coast Expressway Sdn. Bhd. (“WCE”), today concluded its inaugural RHB WCE Century Ride, Malaysia’s first closed highway century ride, on a high note. Over 3,000 cyclists from across the country and the globe, some from as far as Argentina, rode towards the finishing line after traversing one of the nation’s scenic cycling routes on a closed highway.

The event was flagged off by YBhg. Datuk Seri Hj. Hasnol Zam Zam Bin Hj. Ahmad, Chief Secretary, Ministry of Works Malaysia, at the starting line at the Lekir Toll Plaza, Perak, at 6:45 AM, setting off an electrifying atmosphere as cyclists jostled to get ahead of their fellow riders. The inaugural RHB WCE Century Ride, held in conjunction with Visit Perak Year 2024, offered four routes of 160 km, 90 km, 28 km, and 14 km along the West Coast Expressway E32 to cyclists of different fitness levels.

“The RHB-WCE Century Ride exemplifies RHB’s commitment to empowering Malaysians to Ride For Good. Through our cycling events, we advocate better physical health by promoting low-impact exercise that strengthens muscles, reduces the risk of various ailments, and boosts the immune system. More importantly, cycling fosters mindfulness, enhances mood, and relieves pain by releasing neurochemicals. Our inclusive categories and secure routes (being on a closed highway) ensure that cyclists of all fitness levels, ages, and genders can safely participate with peace of mind, furthering our mission of promoting healthy living and community engagement,” said Mohd Rashid Mohamad, Group Managing Director/Group Chief Executive Officer of RHB Banking Group.

“In addition, the RHB WCE Century Ride serves as a catalyst for the cycling economic ecosystem, providing a platform for local businesses to thrive by connecting them with enthusiasts, fostering community ties, and supporting local tourism during the landmark Visit Perak Year 2024,” Mohd Rashid added.

“We are thrilled to have hosted the first-ever Century Ride on a closed highway in the State of Perak during Visit Perak Year 2024. This once-in-a-lifetime experience allowed cyclists to enjoy the scenic beauty of the newly completed West Coast Expressway alignment, including the recently opened Taiping Selatan WCE Section 11. The RHB WCE Century Ride 2024 was a testament to the spirit of unity and sportsmanship. Seeing thousands of cyclists from across Malaysia and the world come together for this event was truly inspiring. The success of the RHB WCE Century Ride 2024 signifies a major milestone for us since we began the operations of the West Coast Expressway in 2019 with 3 sections in Perak and one in Selangor. We are grateful for the immense support we received from our partners, stakeholders, volunteers, and local authorities. We look forward to hosting more of such events in the future, promoting healthy lifestyle and tourism, while showcasing the scenic beauty of our expressway,” said Lyndon Alfred Felix, Chief Executive Officer of West Coast Expressway Sdn. Bhd.

Over 830 cyclists had the opportunity to experience the 160 km century route, tackling the challenging climbs and cruising down the exhilarating descent. Cash prizes were awarded to the top 3 winners for each category under the 160 km Century Ride and 90 km routes (refer to Appendix A for the List of Winners).

The RHB WCE Century Ride 2024 aimed to promote cycling tourism in Perak and showcase the scenic beauty of the West Coast Expressway alignment. One of the event’s highlights was the vibrant carnival atmosphere, providing activities and entertainment for attendees of all backgrounds. From live music to food stalls offering local cuisine, there were various activities for everyone to enjoy their Sunday with family and friends.

“Ultimately, the RHB WCE Century Ride promotes a healthy lifestyle, strengthens community bonds, supports local businesses, and celebrates the beauty of Malaysia's landscape and nature,” Mohd Rashid added.

The event garnered immense support from the Ministry of Works Malaysia, Lembaga Lebuhraya Malaysia, Polis Diraja Malaysia, sponsors, volunteers, and local authorities, whose contributions helped make it a success. Their commitment and enthusiasm played a key role in creating a safe and enjoyable experience for all participants.



For more information about the RHB-WCE Century Ride, please visit <https://wcecenturyride.com/> or Facebook: WCE Century Ride, and Instagram @wcecenturyride.