



FOR IMMEDIATE RELEASE

RHB Shimano Highway Ride @ LEKAS 2017 Set To Attract 4,000 Cyclists

'A premier cycling event'

Kuala Lumpur, 17 February 2017 – The RHB Shimano Highway Ride @ LEKAS 2017 is set to receive a bigger turnout of more than 4,000 local and foreign cyclists. The 4th edition of the race has been scheduled for 15 April 2017. The event will showcase many exciting programmes and activities lined-up for participants and the public in a carnival-like atmosphere. The annual cycling event is held in collaboration with the RHB Banking Group, Shimano and Lebuhraya Kajang-Seremban Sdn Bhd (LEKAS Highway), a member of IJM Corporation Berhad's Toll Division.

The race is a premier cycling event in Malaysia with a unique experience in night cycling on a closed highway. The route starts and ends at the Kajang Selatan Toll Plaza, Lebuhraya Kajang Seremban E21 (LEKAS Highway).

“The RHB Shimano Highway Ride attracted many cycling enthusiasts from 16 countries in the 2016 race, namely Singapore, U.S, U.K, Japan, China, HongKong, Finland, Germany, Cambodia and Indonesia. Over the years, we have seen a growing interest in participation, particularly due to the challenge and uniqueness a night cycling race offers on our closed-off highway. It will continue to be a much anticipated race in the sports calendar of the cycling communities.” said Albertt Leong, Race Director of GoSportz.



“It is encouraging to see how this race has caught on with Malaysians, what is even more encouraging is to see the enthusiasm of the participants. RHB Shimano LEKAS highway ride has become a much awaited event among cyclists in Malaysia as well as international cyclists. Since the day the online registration was opened on 24 January until now, close to 3,000 cyclists have registered for the event. We hope that through this race we will be able to encourage more Malaysians to take part in outdoor activities and embrace a healthy lifestyle.” said Norazzah Sulaiman, Group Chief Marketing & Communications Officer, RHB Banking Group.

Shimano believes that the RHB Shimano Highway Ride @ LEKAS 2017 will fulfil its aims to create a unique, professional and safe event for all the participants. “Shimano’s value-creating philosophy is not only dedicated to the manufacturing of our products, but also to enriching and enhancing participants’ enjoyment of this year’s event. We will continue to contribute and support the cycling culture in Malaysia and we hope to garner greater support from the public in the years ahead.” said Aaron Wong, Assistant Manager of Shimano.

Yap Pak How, Assistant General Manager of LEKAS Highway, said, “As a venue sponsor, LEKAS from IJM Toll Division provided the opportunity and platform for the cyclists to have safe ride on the highway by having 100% road closure during the last event in 2016. We are pleased to continue to provide an opportunity and platform for the cyclists to have a safe ride on our highway for the fourth time this year.”

She also emphasised that IJM believes in maximising the opportunities of our younger generation. Thus, there is a special category for young riders to take part in the event. IJM Corporation Berhad continues to sponsor 500 participants under the Children’s and Teenagers’ categories of the race. IJM Land Berhad, a member of the IJM Group, sponsors 100 participants under the Young Adults’ category. Through



the cycling event, parents, especially those who are participants, can also expose their children to the sports that they do. The sponsorships will help to nurture new talent and budding young riders as well as promote cycling as a sport for all.

The event will also feature a Cycling and Sports Carnival in conjunction with the Race Pack Collection, to be held on 14 and 15 April 2017. This is set to be the biggest cycling carnival in Malaysia. The admission to the carnival is free and open to the general public. Further information on the carnival will be made in the official website (www.lekashighwayride.my).

As part of the event, selected participants of the cycling event will be invited to take advantage of the pre-race cycling clinic for a test ride on a stretch of LEKAS Highway. The clinic will be facilitated by specialists from the bikes, gear, fitting and accessories' companies to help participants improve on safety and quality of group rides as well as to test out their cycling gadgets. Seats are limited and further announcements will be made in the official website to provide more details on the clinic.

Meanwhile, LEKAS has obtained the necessary approvals from the relevant authorities such as the Ministry of Works (MOW), the Royal Malaysia Police (RMP) and Malaysia Highway Authority (MHA). Road closure and traffic management measures will start from 5.00pm on 15 April 2017 until 3.00am on 16 April 2017. Road closure information will be disseminated to the public through various media.



Categories for the 105km race are the 'Elite' (Pro-Cyclists, Continental Teams, State plus current and ex-National riders aged 18 years and above), 'Open' (men/women aged 22 years and above), 'Veteran' (men aged 45 years and above) and the 'Corporate/Open Team' (men/women aged 22 years and above). Fees for these categories are RM170 (for individual registration, RM150 early bird) or RM2,500 per corporate/open team.

Categories for the 78km race are the 'Open' (men/women aged 22 years and above), 'Veteran' (men aged 45 years and above), and the 'Young Adults' (boys/girls between the ages of 17 and 21 years). Fees for these categories are RM160 (RM140 early bird). The 17km VIP category is by invitation only. For those who want to have some fun, there are the 12km Teens' category (ages 13 to 16 years) and the 7km Children's category (ages 10 to 12 years). The categories for teens and children are fully sponsored by IJM, however, a RM20 refundable deposit per participant is required upon registration.

Participants from the 105km and 78km ride categories have the privilege to join in the King of the Mountain Challenge, where the first cyclist in each category to reach the top of a 4km uphill stretch at the 30km mark of the route, will be crowned "King of the Mountain".

Online registration for the race will close on 5 March 2017. The participant entitlement includes an event jersey/t-shirt, a goodie bag, a personalised bib number, a timing chip, a finisher medal, an e-certificate and refreshments. Please visit www.lekashighwayride.my for latest information on the Race Pack Collection.



The list of sponsors and supporters of the RHB Shimano Highway Ride @ LEKAS 2017 race is as follows:

Title Sponsors	<ul style="list-style-type: none"> • RHB Banking Group • Shimano
Venue Sponsor	<ul style="list-style-type: none"> • Lebuhraya Kajang-Seremban Sdn Bhd (LEKAS Highway)
Main Sponsors	<ul style="list-style-type: none"> • IJM Corporation Berhad • IJM Land Berhad • Panasonic Malaysia Sdn Bhd • Touch 'n Go Sdn Bhd • Gigatera (M) Sdn Bhd • EV-Dynamic Sdn Bhd • 'Elite'
Supporting Sponsors	<ul style="list-style-type: none"> • 'Starbucks' • '100 plus' • 'N8' • 'Rocktape' • 'Endurace' • 'Paradigm Mall' • Brother International (M) Sdn Bhd • Cycling Plus Malaysia • 'Mamee' • 'Rudy Project' • 'Gopro' • 'Specialized'

For additional information on the cycling event, visit www.lekashighwayride.my or contact the organiser at 03-9056 2370 or email enquiry@gosportz.my.

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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 seven main business pillars, namely Group Retail Banking, Group Business & Transaction Banking, Group Wholesale Banking, Singapore Business Operations, Group Shariah Business, Group International Business and Group Insurance. Group Wholesale Banking comprises of Corporate Banking, Investment Banking, Client Coverage, Group Treasury & Global Markets, Asset Management and Private Equity. All the seven business pillars are offered through the Group's main subsidiaries -RHB Bank Berhad, RHB Investment Bank Berhad, RHB Islamic Bank Berhad and RHB Insurance 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.

About Shimano

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 Jekebu, 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 Highway 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.

About GoSportz Sdn Bhd

GoSportz 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 events such as triathlon, duathlon, running and cycling events in Malaysia and abroad. GoSportz Sdn Bhd's total event management solution ranges from initiation, resource planning, technical advisory, equipment rental, human resource support, marketing support to sponsorship management.

This press release is issued on behalf of: GoSportz Sdn Bhd

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