



## MEDIA RELEASE

### OCBC BANK IS TITLE SPONSOR OF KL CAR FREE MORNING

*Popular twice-monthly event renamed OCBC KL Car Free Morning*

Kuala Lumpur, 14 January 2015 – After four months of supporting the popular twice-monthly *KL Car Free Morning* through the provision of bicycles, OCBC Bank (Malaysia) Berhad has taken on the role of title sponsor in a quest to strengthen the event in partnership with Kuala Lumpur City Hall (DBKL).

With this, the event is now formally known as *OCBC KL Car Free Morning* and will see OCBC Bank's role move from provision of bicycles to overall support of the event.



At the press conference to announce *OCBC KL Car Free Morning* (L-R): Pengarah Jabatan Kebudayaan, Kesenian dan Sukan DBKL, Tuan Idzawi Raja Ismail; Director & CEO of OCBC Al-Amin Syed Abdull Aziz Syed Kechik; CEO of OCBC Bank Ong Eng Bin; The Mayor; and Chairman of the *OCBC KL Car Free Morning* Implementation Committee Datuk Naim Mohamad.

According to Mayor of Kuala Lumpur Datuk Seri Ahmad Phesal Talib the landmark event demonstrates OCBC Bank's commitment to both protecting the environment as well as building a healthier Malaysia.

"OCBC Bank's long association with cycling is well known since they first started working with DBKL in 2011 to organise the first *OCBC Cycle Malaysia*. They are now taking the next step to broaden their involvement in cycling from a single event to an on-going platform, and from a single sport to something even more all-encompassing.

"Their involvement as title sponsor is timely as DBKL continues to look to the private sector to help to defray the costs involved in bringing meaningful events such as this to the masses. I am confident *OCBC KL Car Free Morning* will flourish not only through OCBC Bank's financial contribution but the enthusiasm they bring to the table as well," he said.

Datuk Seri Ahmad Phesal added that OCBC Bank's commitment to the event was evident through the provision of not just the 100 bicycles for the public to use but also through its provision of tandem bicycles to Challenges Media for the disabled as well.

Commenting on the decision to become title sponsor, OCBC Bank's Chief Executive Officer Mr Ong Eng Bin said the Bank had been keen from early on to get involved in *KL Car Free Morning* in a big way as the platform represents a definitive move to both protect the environment and promote a healthy lifestyle.

"We had been looking to up the ante to something more ever since we rolled the 100 bikes for the public to use and donating the tandem bicycles for the disabled community. We are pleased to now be even more firmly and fully entrenched in the on-going efforts of *OCBC KL Car Free Morning* toward a greener Kuala Lumpur and a healthier population," he said.

He added that the Bank will organise additional activities as the event progresses so that those who participate will have an even more enjoyable experience each time.

"We are looking to get involved in sponsoring similar events as this in other states as well."

Also present at the event were Chairman of the *OCBC KL Car Free Morning* Implementation Committee Datuk Naim Mohamad and Director & CEO of OCBC Al-Amin Bank Berhad Syed Abdull Aziz Syed Kechik.

*OCBC KL Car Free Morning*, organised and owned by Kuala Lumpur City Hall, is held from 7am every first and third Sunday of the month and features

closed roads for people of all walks of life to cycle, handcycle, run, skateboard, rollerskate, rollerblade or simply walk. It starts from Dataran DBKL near Dataran Merdeka and leads participants through about 7 kilometres of major streets in Kuala Lumpur's Golden Triangle.

The 100 *OCBC Cycle* bicycles, which feature those for both kids and adults, are available for the public to use from 6am every event day. Cyclists need to show ID with photographic identification. Use of the bicycles is on a first come first served basis and there is no charge involved. All cyclists are responsible for bringing their own helmets.

For further information about *OCBC KL Car Free Morning*, the public may visit <http://www.klcarfreemorning.com/>.

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### ***About OCBC Bank***

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It was ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012.

OCBC Bank and its subsidiaries offer a broad array of specialist financial and wealth management services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 630 branches and representative offices in 18 countries and territories. These include the more than 330 branches and offices in Indonesia operated by subsidiary Bank OCBC NISP and OCBC Wing Hang's 95 branches in Hong Kong, China and Macau.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which continues to gain industry recognition including being voted "Outstanding Private Bank in Asia Pacific" in 2013 by Private Banker International.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

For more information, please visit [www.ocbc.com.my](http://www.ocbc.com.my)