

24/01/2003

100PLUS joins Tour's family of sponsors

100PLUS, appointed the official sports drink of the 2003 Telekom Malaysia Le Tour de Langkawi, will provide over 100,000 servings to riders and officials during the 10-day event.

Although 100PLUS has been involved in numerous international events in the country over the years, this is the first time it has signed up as a sponsor for Malaysia's premier annual cycling event.

"The Le Tour de Langkawi has developed into one of the most exciting and finest events to be held in the country and we are indeed proud to be associated with such a prestigious event," said Chris Ng, F&N Coca-Cola (M) Sdn Bhd assistant general manager (brand marketing and research), at a Press conference in Shah Alam yesterday.

"This is a first for 100PLUS and we are eagerly looking forward to the start of the event in Langkawi."

Ng presented the 100PLUS sponsorship pledge to First Cartel Sdn Bhd executive chairman Datuk Wan Lokman Wan Ibrahim.

"The race exemplifies the 100PLUS spirit of 'Outdo Yourself' as it requires extreme physical exertion and determination from all riders to successfully complete each stage," said Ng.

"This year, the cyclists will have to be at their very best to competitively cover a distance of about 1,300 kilometres over 10 days."

He added that the Le Tour de Langkawi lives up to the spirit of the '100PLUS Outdo Yourself' campaign - which challenges Malaysians to push themselves to the limit in their quest for success.

Meanwhile, the extensive volume of drinks required for the tour is based on the number of cyclists and officials taking part throughout the 10-day race.

With a total of 154 riders - who will be supported by over 1,500 personnel of race officials, ride marshals, police, medical personnel, cavalcade staff and volunteers - it is indeed a huge logistical task.

The tour will start in Langkawi on Jan 31 before heading to Perlis, Kedah and Penang. The peloton will make its way across the main Titiwangsa mountain range to Kelantan, Terengganu and Pahang before heading to Seremban to prepare for the crucial Genting stage.

Kuala Lumpur will once again host the grand finale - an exciting criterium around the city centre.

A total 154 riders representing 22 teams will be competing in the eighth edition of the Le Tour. From the total number of teams, 15 are professional outfits from France, Italy, Denmark, Spain, Belgium, Colombia, Slovakia and the United States.

Six national teams Iran, South Africa, Japan, Canada, Philippines, Malaysia and Team Telekom Malaysia are also slated to compete.

The race, organised under the patronage of Prime Minister Datuk Seri Dr Mahathir Mohamad, has been sanctioned by UCI, Asian Cycling Confederation and Malaysian National Cycling Federation (MNCF).