

"1Malaysia World Endurance Ride 2013" Adds New Dimension To Tourism Promotion - Najib
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KUALA LUMPUR, June 13 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak today expressed hope that the motorcycling team on a "1Malaysia World Endurance Ride 2013" (1MWER 2013), flagged off today, would add a new dimension to promoting Malaysia's tourism sector.

He said that members of the 1MWER 2013 group team serve as touring "ambassadors" for Malaysia in promoting the country as an exciting tourist destination.

"Armed with the slogan, 'Global Moderation for Peace', the group will also spread Malaysia's message of peace in the country's effort of championing the Global Movement of Moderates cause."

Najib said this at the launching of the 1Malaysia World Expedition programme and flagging-off of the "1Malaysia World Endurance Ride 2013", here.

Also present were Tourism and Culture Minister Datuk Seri Mohamed Nazri Aziz and Bank Rakyat chairman Tan Sri Sabbaruddin Chik.

Najib said the group's expedition across more than 50 countries and covering 50,000 kilometres in six months, posed a very big challenge and the risk of facing many possibilities for the team.

In light of this, Najib who is also the patron of the 1MWER 2013, called on all Malaysians to give their support to the team in setting a new world record.

"Let us all pray for their safe return in creating history for the country and setting a world record," he said.

To achieve this, he added, every member of the 1MWER 2013 team should not only have mental and physical resilience, but also to have made meticulous preparations with regard to visa, the route plan and vehicles used.

The 1MWER 2013 team comprises five experienced superbikers, Datuk Zamri Mohamed, Rosmadi Saad, Mohd Ariffin Idris, Datuk Mohd Azhari Jemaon and Mohd Faizal Sukree.

Upon reaching the Malaysia-Thai border, they will continue their journey through the Asian continent, Europe, North America, Canada, South America, Japan and Singapore before returning to Malaysia.

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