



## **OCBC Cycle Singapore Launches Safe Cycling Campaign** **'1.5M Matters. Sharing Saves Lives'**

**'Safe Cycling Day' on Saturday, 17 December 2011**

**8 December 2011, Singapore** – OCBC Bank and Spectrum Worldwide, title sponsor and organiser respectively of OCBC Cycle Singapore, launch the second OCBC Cycle Singapore Safe Cycling Campaign today. The key message of this year's campaign is '**1.5M Matters. Sharing Saves Lives**'; the aim is to raise the awareness that cyclists and motorists should maintain a 1.5m separation when travelling, observe traffic rules and share the road responsibly. The campaign involves the distribution of 50,000 car decals and 2,000 cycling jerseys, all sponsored by OCBC Bank, sporting the key message of '1.5M Matters. Sharing Saves Lives'. The campaign climaxes in the celebration of "Safe Cycling Day" on 17 December, 2011.

The first OCBC Cycle Singapore Safe Cycling Campaign, held in 2010, received overwhelming support from the growing cycling community. Over 1,200 cyclists took part in the Campaign's Safe Cycling Day, held last year on 18 December. Many motorists supported the campaign by attaching the campaign decals to their vehicle windows.

### **Month-long campaign of contests and give-aways**

(A) Car Decal Weekly Contest

Beginning today, motorists who make purchases at Caltex stations will be given OCBC Cycle Singapore Safe Cycling Campaign decals. To encourage motorists to use the decal, a weekly contest will be held and one winner will be picked from among motorists who submit photos of their vehicles with the decal attached. Each winner gets a \$100 Caltex Starcash voucher. Entries can be sent to Spectrum Worldwide at [info@cyclesingapore.com.sg](mailto:info@cyclesingapore.com.sg). This contest will run for ten (10) weeks from 8 December to 16 February - leading up to OCBC Cycle Singapore 2012.

#### (B) Jersey Give-Away at Caltex Station

Over two Fridays and Saturdays, on 9–10 December and 16–17 December, our safe cycling ambassadors will be at 10 Caltex Stations distributing decals. Cyclists and motorists can also win jerseys, while stocks last, by correctly answering three questions on road safety. Details of the questions and locations of the Caltex stations will be posted on the OCBC Cycle Singapore Facebook page.

#### (C) Facebook Safe Cycling Pledge Weekly Draw

A Facebook campaign will run from 12 December to 26 December 2011 to get cyclists to pledge to be safe on the roads. Each cyclist who convinces five or more friends to join in making the pledge on the OCBC Cycle Singapore Facebook page will be entered in a draw to win a weekend room stay at the Conrad Centennial Singapore worth \$350, Safe Cycling jerseys, or Caltex Starcash vouchers worth up to \$100. Non-winners will be rolled over to the next draw.

### **Safe Cycling Day – 17 December 2011**

To celebrate this day, OCBC Cycle Singapore Safe Cycling jerseys will be distributed to the cycling community and at a popular cyclists' meet-up point: The Longhouse hawker centre at Upper Thomson. Cyclists are encouraged to wear the jersey on this day to help spread the '1.5M Matters. Sharing Saves Lives' message.

Mr Chris Robb, Managing Director, Spectrum Worldwide, said: "The reception to the inaugural OCBC Cycle Singapore Safe Cycling Campaign was absolutely fantastic. As the number of cyclists on Singapore roads continues to increase, we want to build on last year's success and further promote the Safe Cycling message.

“As the organiser of the biggest mass participation cycling event on closed roads here in Singapore, we know that OCBC Cycle Singapore is the perfect platform from which to launch the 2011 campaign and reach the right audience.”

Ms Koh Ching Ching, Head of Group Corporate Communications, OCBC Bank, said: “It is only natural for OCBC Cycle Singapore to play its part in promoting safe cycling. As the title sponsor of the event, we want the message of good cycling and motoring practices on the roads to be spread as wide and through as many platforms as possible. Over time, it is our hope that both motorists and cyclists can safely share the roads, and enjoy commuting on our roads. Sponsoring the 50,000 car decals and 2,000 cycling jerseys is only a small token of our support for this worthy campaign.”

Mr Victor Yew, President of the Singapore Cycling Federation, said: “Safety is obviously paramount to cyclists when riding on the road. Last year’s OCBC Cycle Singapore Safe Cycling Campaign certainly garnered a lot of recognition amongst Singapore’s cycling community and did a fantastic job in promoting the 1.5 metre rule amongst cyclists and motorists. We look forward to this year’s Safe Cycling campaign as we continue to work with motorists and cyclists on how they can safely accommodate each other on the road.”

Mr John Sam, Caltex Retail Manager of Chevron Singapore, added: “We’ve all witnessed cycling’s growth in Singapore and therefore it’s become increasingly important for all road users to understand how cyclists and drivers can best complement each other on the road. Caltex was involved in the inaugural OCBC Cycle Singapore Safe Cycling Campaign last year and we are certainly pleased to again lend our support to promote the ‘1.5M Matters. Sharing saves lives’ message.”

Further details about the OCBC Cycle Singapore Safe Cycling Campaign, including distribution channels of the jersey can be found at [www.ocbc.cyclesingapore.com.sg](http://www.ocbc.cyclesingapore.com.sg)

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**About Spectrum Worldwide**

Spectrum Worldwide is a leading event management and experiential marketing company operating throughout the Asia Pacific region. For more than 20 years, Spectrum Worldwide has created and managed tailored experiences that not only bring to life our clients' brands, but also provide opportunities for companies to showcase their core values in a memorable and compelling way. Through long-standing partnerships with multi-national companies throughout the region, Spectrum Worldwide has consistently delivered groundbreaking, iconic events including OCBC Cycle Singapore and OCBC Cycle Malaysia, the Standard Chartered Marathon Singapore, and the Red Bull Speed Street Singapore and KL. Spectrum's approach centres on understanding clients' needs, and designing and delivering the best event solutions based on our years of experience. For more information, go to: [www.spectrumworldwide.com.sg](http://www.spectrumworldwide.com.sg)

### **About OCBC Bank**

OCBC Bank, established in 1912, is the second largest financial services group in Southeast Asia by assets. It is among the world's highest rated banks, with a long term credit rating of Aa1 from Moody's. OCBC Bank and its subsidiaries offer a broad array of specialist financial 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 a network of 530 branches and representative offices in 15 countries and territories, including 411 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets, and its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia.

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

## **About Chevron and Caltex**

### About Chevron and Caltex

Chevron is one of the world's leading integrated energy companies, with subsidiaries that conduct business worldwide. Caltex is Chevron's fuels and lubricants marketing brand, serving customers in Asia Pacific and Africa. Caltex is a high profile consumer brand offering Caltex petrol with Techron, Caltex Diesel with Techron D, Havoline and Delo lubricants. There are more than 3,500 Caltex retail outlets in over 20 countries, and about 1,800 Caltex stations in Australia and 3,400 GS Caltex service stations in Korea through joint venture partnerships. Chevron has 30 Caltex-branded service stations, 26 Star Marts and 3 mini marts in Singapore.

More information about Caltex is available at [www.caltex.com](http://www.caltex.com)

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