



FOR IMMEDIATE RELEASE

**OCBC Cycle Singapore Launches Safe Cycling Campaign**  
**'1.5M Matters. Share the Road'**

**Campaign to culminate in 'Safe Cycling Day' on Saturday, 18 December**

29 November 2010, Singapore – OCBC Bank and Spectrum Worldwide, title sponsor and organiser of Singapore's largest mass cycling event, today launched the OCBC Cycle Singapore Safe Cycling Campaign, to promote cycling in a safe environment.

With a growing number of cyclists seen on the roads due to a heightened interest in cycling as a sport and a mode of commute, the OCBC Cycle Singapore Safe Cycling Campaign aims to raise the awareness of the need for both cyclists and motorists to respect each other and share the roads. Safe cycling on public roads can be achieved as long as both parties play their part in observing traffic rules and keeping a safe distance from each other. The key message of the campaign is therefore – '1.5M Matters. Share the Road'. Observing this safe distance of 1.5 metres from each other and obeying traffic rules will enable both parties to enjoy a safe journey on our roads.

Launched in partnership with Caltex and Radio 91.3, the month-long OCBC Cycle Singapore Safe Cycling Campaign comprises the distribution of 50,000 car decals and 2,000 cycling jerseys carrying the key message – '1.5M Matters. Share the Road' – both sponsored by OCBC Bank, and culminating in the inaugural OCBC Cycle Singapore Safe Cycling Day on 18 December 2010.

Beginning today, motorists who refuel at Caltex stations will be given the OCBC Cycle Singapore Safe Cycling Campaign decals. To encourage motorists to place the decal on their vehicles, Radio 91.3 will run a contest – ‘Put the Decal On!’– from 29 November 2010 to 18 December 2010. Motorists spotted with the decal on their vehicles during this period will stand a chance to win \$200 Caltex StarCash. A grand lucky draw will be conducted on 20 December 2010, where 20 winners will be drawn and their car registration plate details posted on the OCBC Cycle Singapore website at [www.ocbc.cyclesingapore.com.sg](http://www.ocbc.cyclesingapore.com.sg) and Radio 91.3 website at [www.radio913.com](http://www.radio913.com)

OCBC Cycle Singapore has dedicated 18 December 2010 to be ‘Safe Cycling Day’. To commemorate this day, OCBC Bank has printed 2,000 OCBC Cycle Singapore Safe Cycling jerseys to be distributed to various cycling communities and at cyclists’ popular meet-up point at the Longhouse hawker centre at Upper Thomson, on 18 December. Radio 91.3 will also be distributing the jerseys to its listeners through its ‘Spot the ThunderTruck’ contest. Cyclists are encouraged to wear the jersey on this day to help spread the ‘1.5M Matters. Share the Road’ message regardless of where they cycle.

Mr Chris Robb, Managing Director, Spectrum Worldwide, said: “Cycling has grown tremendously in Singapore over the past few years and we are seeing more cyclists on our roads than ever before.

“As the organiser of the biggest mass participation cycling event on closed roads here in Singapore, we feel it is our responsibility to promote the Safe Cycling message. This year saw well over 9,000 cyclists take part in OCBC Cycle Singapore and we believe the event is the perfect platform from which to launch the campaign and reach the right audience.”

Ms Koh Ching Ching, Head of Group Corporate Communications, OCBC Bank, said: “Sponsoring the 50,000 car decals and 2,000 cycling jerseys is a small token of our support for a campaign that carries an important message that ensures the healthy growth of the sport. We are happy that OCBC Cycle Singapore has garnered good support from the cycling community and the public since its launch in 2009. The event has enabled cyclists to cycle in a safe environment on closed roads. We want cyclists to enjoy cycling beyond the event. It is therefore only natural for us to do our

part in promoting the '1.5M Matters. Share the Road' message to both the cycling and motoring communities.”

Mr Victor Yew, President of the Singapore Amateur Cycling Association, said:

“Safety is paramount to cyclists when riding on the road. Having a distance of 1.5 metres between themselves and the other motorists will help to address some of the safety concerns cyclists might have. I hope this campaign will help to change the attitude of motorists and cyclists in accommodating each other on the road.”

Mr John Sam, Caltex Retail Manager of Chevron Singapore, added: “As cycling gains popularity in Singapore as a leisure and competitive sporting activity, it's important for all road users to understand how cyclists and drivers can complement each other and watch out for potential safety hazards and behaviours. Caltex is pleased to be part of the educational campaign to create awareness of how cyclists can have fun and travel safe.”

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 in the Asia Pacific. For more than 16 years, Spectrum Worldwide has created and managed tailored experiences that not only bring to life its clients' brand positioning but also create opportunities to showcase values in a memorable and compelling way. Through long-standing partnerships with blue chip companies throughout the region, Spectrum Worldwide consistently delivers iconic events in Asia including the annual OCBC Cycle Singapore, JPMorgan Corporate Challenge, and City Chase (Hong Kong and Singapore). In 2009, Spectrum Worldwide delivered all operational aspects of the Standard Chartered Singapore Marathon, an

event that involved over 50,000 participants. 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**

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 33 Caltex-branded service stations, 26 Star Marts and 7 mini marts in Singapore.

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