

**MEDIA RELEASE****OCBC CYCLE 2018 PARTNERS MOBIKE TO OFFER 2,000 RENTAL-FREE BIKES FOR PARTICIPANTS**

*This year's event promises greater fun riding on 23km and 42km of closed roads in Singapore, with a new corporate competitive category, bigger discounts and more benefits with new partnerships*



(From left) Managing Editor of the English/Malay/Tamil Media (ENTM) group, Singapore Press Holdings, Mr Alvin Tay, Group CEO of OCBC Bank, Mr Samuel Tsien, CEO of Sport Singapore, Mr Lim Teck Yin, and Digital Editor of The Business Times, Mr Christopher Lim, officiate the launch of OCBC Cycle 2018 at orchardgateway.

**SINGAPORE, 22 January 2018** – OCBC Cycle 2018, Singapore's biggest cycling fiesta to be held on 5 and 6 May 2018, was officially launched today at orchardgateway. Besides a new corporate competitive category, we have established new partnerships that will offer greater deals to participants and enhance the experience of riding on closed roads. The new partners are Mobike, Robinsons, The Straits Times Run and Timbuk2. On the charity front, the well-received OCBC

Cycle 'Teach a Child to Cycle' initiative, which benefited 26 children last year, will be extended to 48 youths with special needs this year, including eight youths from Hong Kong. The youths, after being taught to cycle by participant volunteers, will ride in a special segment on 5 May at the Singapore Sports Hub.

### **1) New Corporate Category – The Corporate Chase**

The Corporate Chase is created for companies looking for a more exciting platform for team building and bonding. Companies with employees who are serious cyclists looking to challenge themselves and have fun competing with their peers beyond the world of business will find The Corporate Chase a fun category. Companies can sign up a team of four employees to ride in the flag-off wave in The Sportive Ride (42km). The company whose team has the fastest combined net time completing The Sportive Ride will be crowned the OCBC Cycle Corporate Chase champion. The winning team will receive a champion's trophy, prize money of S\$400 and a champion jersey for each rider. The second and third fastest corporate teams in The Corporate Chase will receive prize money of S\$300 and S\$200 respectively.

### **2) Mobike**

In a first-of-its-kind partnership with bike-sharing firm, Mobike, OCBC Cycle 2018 offers 2,000 bicycles for participants. This bike rental service is completely free-of-charge for use at the event at the National Stadium. This will, without a doubt, be wonderful news for participants who either face issues bringing their bicycles to the venue on event day or who do not own a bicycle. As long as they first create a Mobike account, cyclists who sign up for OCBC Cycle 2018 can redeem a free bike ride for use over the event weekend on 5 or 6 May. In addition, all participants of OCBC Cycle 2018 will receive a complimentary 2018 pass for Mobike bike-share rides until 31 December 2018. This allows participants plenty of opportunities to try out the Mobikes ahead of OCBC Cycle 2018 and familiarise themselves with the handling of the bicycle, thus ensuring a safer ride for everyone.

### **3) The Straits Times Run**

Also, for the first time, a mass-participation cycling event and a mass-participation

running event are joining forces to offer greater value to participants as the sports entertainment scene in Singapore matures with rising interest for unique experiences. The bundling of The ST Run with The ST Ride of OCBC Cycle aims to encourage people to have fun while keeping fit through two of the most popular sports in Singapore.

In an exclusive promotion with The ST Run, participants of OCBC Cycle 2018 can enjoy a special 5% discount off registration fees for The ST Run when it launches in March, with the run held on 23 September 2018. In addition, participants who pay with their OCBC credit or debit cards will enjoy a further 10% discount. Similarly, participants of The ST Run will enjoy a 5% discount off registration fees for OCBC Cycle 2018.

### **Friends of OCBC Cycle**

Referred to as the “Friends of OCBC Cycle”, corporate companies and brands who share OCBC Cycle’s enthusiasm in creating a vibrant cycling community in Singapore have come together to support the nation’s largest cycling fiesta.

In addition to Mobike and The ST Run, OCBC Cycle 2018 welcomes Timbuk2, which is sponsoring its signature cycling backpacks and messenger bags for the OCBC Cycle 2018 launch registration goodie bags. Both Timbuk2 and Polar are offering all participants a S\$50 shopping voucher. Robinsons will sponsor a shoe bag (worth S\$19 each) in the event pack and a S\$20 shopping voucher.

Some of the returning Friends of OCBC Cycle are:

- 100PLUS – providing the hydration needs of participants at OCBC Cycle 2018
- Great Eastern – providing free personal accident insurance coverage for every participant
- Hotel Jen Orchardgateway Singapore – providing accommodation for the South East Asia cyclists participating in the OCBC Cycle Speedway South East Asia Championship
- NETS – providing each participant with a NETS FlashPay card comprising a

stored value of \$2

- Polar – sponsoring vouchers and fitness trackers for the OCBC Cycle 2018 launch goodie bag
- Volvo – sponsoring safety vehicles for the event  
(Refer to Annex C for the full list of Friends)

All Friends of OCBC Cycle 2018 will give participants great experiences and deals – from exclusive promotions for OCBC Cycle participants and prizes that the public can stand to win, to shopping vouchers and apparel for all participants.

Mr Samuel Tsien, Group CEO of OCBC Bank, said: “We are delighted to kick off OCBC Cycle 2018, which comes with new and exciting elements. On 5 and 6 May, participants can once again have fun with their families, friends and colleagues, riding on closed roads and appreciating some of Singapore’s most scenic spots. As we celebrate the 10th year of OCBC Bank’s involvement in the cycling scene here, we are so pleased to see the growth of partnerships with so many of our Friends and, at the same time, bring on board new ones over the past decade.

He added: “To double the fun for people who both run and cycle, we are tying up with The Straits Times Run this year. Expect special discounts and exclusive programmes. With the growing acceptance of a bike-sharing culture in Singapore, we have collaborated with Mobike so that you need not own a bicycle to ride in OCBC Cycle 2018. Or as we like to say: No bike? No problem!

“In the past 10 years, we have received outstanding support from a whole range of parties, without whom our annual enjoyment of riding on closed roads would simply not have been possible. Of the many local authorities who have made a difference, we particularly want to thank the Land Transport Authority, Singapore Police Force and Sport Singapore. We are also grateful to non-participants of our event for bearing patiently with the inconvenience brought about by road closures, albeit for a limited time.

“To our partners and Friends, thank you for always finding new ways to enrich and enhance the participants’ experiences with your contributions. Most of all, our heartfelt appreciation must go out to all participants of OCBC Cycle. Your support over the past 10 years has allowed OCBC to continue supporting this largest mass cycling event in Singapore and contribute to promoting community spirit and activities that we can all enjoy.

“See you on 5 and 6 May!”

### **A special way to ride**

The OCBC Cycle ‘Teach A Child To Cycle’ initiative under the #OCBCCares programme will be extended to 48 special needs youths. Forty Singapore youths are beneficiaries of the Movement for the Intellectually Disabled of Singapore (MINDS) and SG Enable. Eight Hong Kong youths are beneficiaries of The Hong Kong Society for Rehabilitation.

Participants of OCBC Cycle 2018 can volunteer to teach the youths to cycle on bicycles with training wheels, guided by coaches from the Singapore Cycling Federation.

On 5 May 2018, these 48 youths will ride in a special segment of the event. This initiative gives these special needs youths the opportunity to ride at the Singapore Sports Hub like anyone else.

### **Registration at orchardgateway on 22 January**

Three hundred goodie bags were up for grabs for participants who signed up for OCBC Cycle 2018 at the launch event at orchardgateway. The first cyclist to register at the event launch received a registration gift bag worth \$758, including orchardgateway shopping vouchers worth \$200, a Timbuk2 cycling bag worth \$209, a Polar fitness tracker worth \$299 and a Polar voucher worth \$50. The next 299 cyclists received registration fee discounts of up to 25% and goodie bags containing Polar fitness trackers, Timbuk2 bags and vouchers.

In addition, at the launch event, the first 300 registrants got a chance to win an *angbao* comprising cash of up to S\$88 in a special OCBC Cycle Sure-Win Ang Bao Lucky Dip.

Online registration for OCBC Cycle 2018 opens on Tuesday 23 January 2018 at 10am. Between 23 January and 28 February, participants can enjoy special 'early bird' registration fee with discounts up to \$14. Visit [www.ocbccycle.com](http://www.ocbccycle.com) for more information.

All the popular ride categories – The Sportive Ride (42km), The Straits Times Ride (23km), Mighty Savers® Kids Rides for families and children, and the OCBC Cycle Speedway South East Asia and Club Championships – will continue to feature in OCBC Cycle 2018.


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## **SOCIAL MEDIA ASSETS**

Official hashtags: #ocbcbank #ocbccycle

Keywords:

OCBC, OCBC Cycle, Speedway

 **Suggested tweet:** OCBC Cycle 2018 teams up with Mobike to offer participants free use of Mobikes for the event on 5 and 6 May 2018. No bike? No problem! (135 characters)

 **Suggested Facebook post:** No bike? No problem! OCBC Cycle 2018 avails 2,000 Mobike bicycles for participants who don't own bikes or who have difficulty bringing their own bikes down to Singapore Sports Hub for the event. The bikes come free-of-charge so participants can enjoy a fun and exhilarating experience on closed roads in Singapore. For all other updates on OCBC Cycle, follow @OCBCCycle on Twitter and Instagram and "like" facebook.com/ocbccycle on Facebook.

**ANNEX A**  
 Registration Launch Gifts

Registrants	Discount off Registration Fees	Event Launch Gifts (SGD)
1st	25%	<ul style="list-style-type: none"> <li>– orchardgateway shopping vouchers (worth \$200)</li> <li>– Timbuk2 Tandem Pannier Cycling Bag (worth \$209)</li> <li>– Polar A360 training watch (worth \$299)</li> <li>– Polar voucher (worth \$50)</li> </ul> <b>Total gifts worth \$758.00</b>
2nd – 5th	25%	<ul style="list-style-type: none"> <li>– orchardgateway shopping vouchers (worth \$100)</li> <li>– Polar A360 training watch (worth \$299)</li> <li>– Timbuk2 Briefcase Bag (worth \$169.00)</li> <li>– Polar voucher (worth \$50)</li> </ul> <b>Total gifts worth \$618.00</b>
6th – 10th	25%	<ul style="list-style-type: none"> <li>– orchardgateway shopping vouchers (worth \$100)</li> <li>– Polar A360 training watch (worth \$299)</li> <li>– Timbuk2 Messenger Bag (worth \$149.00)</li> <li>– Polar voucher (worth \$50)</li> </ul> <b>Total gifts worth \$598.00</b>
11th – 50th	25%	<ul style="list-style-type: none"> <li>– orchardgateway shopping vouchers (worth \$50)</li> <li>– A360 (worth \$299)</li> <li>– Polar voucher (worth \$50)</li> </ul> <b>Total gifts worth \$399</b>
51st – 75th	15%	<ul style="list-style-type: none"> <li>– orchardgateway shopping vouchers (worth \$50)</li> <li>– Timbuk2 Backpack (worth \$129)</li> <li>– Polar voucher (worth \$50)</li> </ul> <b>Total gifts worth \$229.00</b>
76th – 88th	15%	<ul style="list-style-type: none"> <li>– orchardgateway shopping vouchers (worth \$50)</li> <li>– Timbuk2 Tote Bag (worth \$129)</li> <li>– Polar voucher (worth \$50)</li> </ul> <b>Total gifts worth \$229.00</b>

89th – 130th	10% (Additional 10% for OCBC Card Member or OCBC Pay Anyone user)	– Timbuk2 Bicycle Seat Bag (worth \$39.00) – Timbuk2 voucher (worth \$50) – Polar voucher (worth \$50) <b>Total gifts worth \$139.00</b>
131st – 300th	10% (Additional 10% for OCBC Card Member or OCBC Pay Anyone user)	– Polar voucher (worth \$50) – Timbuk2 voucher (worth \$50) <b>Total gifts worth \$100.00</b>
301st onwards	10% (Additional 10% for OCBC Card Member or OCBC Pay Anyone user)	



## ANNEX B

### Early Bird Registration Fees

Registration is available from 10am on Tuesday 23 January 2018. Between 23 January and 28 February, participants can enjoy special 'early bird' registration fees with discounts of up to \$14.

Category	Early Bird	Normal
The Sportive Ride	\$85	\$99
The Straits Times Ride	\$45	\$59
Mighty Savers Kids Ride <sup>®</sup> (2 – 3 years)	\$23	\$27
Mighty Savers Kids Ride <sup>®</sup> (4 – 5 years)	\$23	\$27
Mighty Savers Kids Ride <sup>®</sup> (5 – 7 years)	\$36	\$38
Mighty Savers Kids Ride <sup>®</sup> (8 – 9 years)	\$36	\$38
Mighty Savers Kids Ride <sup>®</sup> (10 – 12 years)	\$38	\$42
Mighty Savers Family Ride <sup>®</sup> (5 – 8 years)	\$70	\$74
Mighty Savers Family Ride <sup>®</sup> (9 – 12 years)	\$74	\$82

Registration closes on 16 April 2018.

**ANNEX C**
**Friends of OCBC Cycle 2018**

1	100PLUS	The hydration partner of OCBC Cycle 2018.
2	2XU	The compression wear partner of OCBC Cycle 2018.
3	Great Eastern	The insurance partner of OCBC Cycle 2018.
4	Hotel Jen Orchardgateway Singapore	The hotel partner of OCBC Cycle 2018.
5	Ice Mountain	The water partner of OCBC Cycle 2018.
6	Loue Bicycles	The bikefit partner of OCBC Cycle 2018.
7	National University Hospital	The sports medical partner of OCBC Cycle 2018.
8	Mobike	The bike-share partner of OCBC Cycle 2018.
9	NETS	The e-payments partner of OCBC Cycle 2018.
10	OCBC 365 Credit Card	The credit card partner of OCBC Cycle 2018.
11	orchardgateway	The shopping mall partner of OCBC Cycle 2018.
12	Polar	The wearable technology partner of OCBC Cycle 2018.
13	Robinsons	The retail partner of OCBC Cycle 2018.
14	Shimano	The performance equipment partner of OCBC Cycle 2018.
15	Singapore Sports Institute	The sports and nutrition partner of OCBC Cycle 2018.
16	The Business Times	A charity partner of OCBC Cycle 2018.
17	The Straits Times	An event partner of OCBC Cycle 2018.
18	Timbuk2	The urban carrier partner OCBC Cycle 2018.
19	Vertex	The wireless communications partner of OCBC Cycle 2018.
20	Volvo	The vehicle partner of OCBC Cycle 2018.

## **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. Recognised for its financial strength and stability, OCBC Bank is consistently ranked among the World's Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore and the Asia Pacific by The Asian Banker.

OCBC Bank and its subsidiaries offer a broad array of commercial banking, 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 more than 610 branches and representative offices in 18 countries and regions. These include the 340 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and over 100 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

OCBC Bank's private banking services are provided by its wholly-owned subsidiary Bank of Singapore, which operates on a unique open-architecture product platform to source for the best-in-class products to meet its clients' goals.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the oldest and most established life insurance group in Singapore and Malaysia. 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).