



FOR IMMEDIATE RELEASE

Cycling League Series (CLaS) Revolutionizes Cycling in Malaysia: Unveiling the CLaS Amateur Series Johor

Iskandar Puteri, Johor, 12 November 2023,

Cycling League Series (CLaS), a groundbreaking collaboration between sports development powerhouse KPRJ Sports and emerging cycling brand BikeBaju, proudly announces the CLaS Amateur Series Johor. This transformative cycling series is set to elevate the cycling experience by introducing a diverse range of events and categories, creating a platform that caters to amateur cyclists of all levels.

- CLaS Amateur Series Johor is not just a race; it's a celebration of cycling for amateurs, providing a race where the thrill of competition meets the joy of shared experiences. The series comprises three exhilarating events: Time Trial (Men's Team and Women's Individual), Criterium, and the challenging Road Race spanning 130.2 km. With a total of six categories, CLaS ensures inclusivity and excitement for participants:

- Men Junior (20 y/o and below)
- Men Open (21 y/o – 30 y/o)
- Men Junior Master (31 y/o – 40 y/o)
- Men Senior Master (41 y/o – 50 y/o)
- Men Veteran (51 y/o and above)
- Women Open (Under 35 y/o)
- Women Master (35 y/o and Above)

Four champions from different categories will be crowned for each series, bringing participants closer to the coveted Ultimate Champion title as they conquer each leg.

Key Highlights:

Introduction of CLaS: Cycling League Series (CLaS) is not merely a race; it's a movement. More than an event organizer, CLaS is a visionary force aimed at uniting cyclists from all walks of life. The comprehensive approach of CLaS includes amateur events, professional tournaments, mountain biking thrills, track cycling precision, and even the excitement of BMX.

Celebrating Success: CLaS is thrilled to announce the overwhelming success of the pilot event for the Amateur Series and Fellowship Ride, surpassing expectations with a total of 500 enthusiastic participants. This achievement highlights the growing excitement and support for CLaS in its mission to revolutionize cycling in Malaysia.

Global Participation: For the CLaS Amateur Series, 25 teams comprising riders from 15 countries, including Singapore, Indonesia, China, Switzerland, Brunei, and many more. This global participation showcases the international appeal of CLaS and its potential to become a premier cycling event in the country.

Iskandar Puteri Pilot Event: Iskandar Puteri, Johor, has been chosen as the launchpad for CLaS's journey. This vibrant city is the perfect backdrop for the pilot event, setting the tone for what CLaS envisions as a nationwide cycling phenomenon. The city's enthusiasm for sports aligns seamlessly with CLaS's commitment to fostering community through cycling.

Partnership Impact: The collaboration between KPRJ Sports, known for its transformative initiatives in sports development, and BikeBaju, a rising star in the local cycling scene, promises a fresh and dynamic approach to cycling events. Together, they bring a wealth of experience and innovation, ensuring that CLaS is not just an event but an experience that resonates with every cyclist.

CLaS Objectives: CLaS is more than a series of races; it's a movement with clear objectives. It aims to break down barriers to cycling participation, encouraging everyone from beginners to seasoned riders to join in the joy of cycling. CLaS is committed to creating unforgettable experiences, fostering a sense of community, promoting sustainable practices, and expanding its reach to become a nationwide cycling network.

Winner Jerseys: CLaS Amateur Series offers participants a chance to compete for exclusive Winner Jerseys at each stage of the race. Sponsored and designed by BikeBaju, these jerseys represent excellence in different aspects of the race:

- Yellow Jersey: Overall General Classification Winner
- Polka Dot Jersey: King of the Mountain (KOM)
- Green Jersey: Best Young Rider

- Pink Jersey: Best Sprinter, sponsored by Iskandar Investment Berhad

Professional Race Services: CLaS ensures a professional race experience with dedicated mobile feeding, professional timing chips, dedicated traffic and logistics support, and neutral services, providing participants with the support they need to focus to #RaceLikeAPro.

Ultimate Fellowship Ride: Beyond the Amateur Race Series, CLaS introduces the Fellowship Ride, bringing together cyclists from diverse backgrounds and age groups. This ride is a journey of joy, capturing moments at iconic locations like Muzium Bugis, Tanjung Piai, and Sg. Pulai Bridge. The goal is to foster lasting friendships through a shared passion for cycling and destination promotion.

Event Results:

The CLaS Amateur Series Johor 2023 witnessed an exceptional display of skill and determination from our participants. In the Overall General Classification, securing the prestigious Yellow Jersey, we congratulate Matt Brittain in the Men's category and Jennifer Choi in the Women's category for their outstanding performance throughout the series.

The challenge for the King of the Mountain was met head-on, with Mohammad Fahem Razen claiming the Polka Dot Jersey in the Men's category, showcasing remarkable uphill prowess. In the Women's category, Jennifer Choi demonstrated exceptional climbing skills, earning her the well-deserved Polka Dot Jersey.

The Best Young Rider, symbolized by the Green Jersey, goes to William Mitchell, an emerging talent whose enthusiasm and energy lit up the CLaS Amateur Series.

Recognizing speed and agility, the Best Sprinter title, represented by the Pink Iskandar Investment Berhad Jersey, is awarded to Matt Brittain in the Men's category and Valencia Tan in the Women's category. Their swift and strategic moves on the track set them apart as true sprinting champions.

These results not only reflect the competitive spirit of the CLaS Amateur Series Johor but also highlight the diversity of talent and the incredible camaraderie that defines the cycling community.

This inaugural CLaS Amateur Series, Iskandar Puteri is Supported by Malaysia Convention & Exhibition Bureau (MyCEB) an agency under the Ministry of Tourism, Arts And Culture Malaysia.

"Our partnership with KPRJ Sports broadens CLaS's potential," said Yim Wai Soon, CEO of BikeBaju. "When we first envisioned this cycling event, it was rooted in our experience within the cycling community. Today, with the pilot event, we've addressed the challenges riders face, and we're committed to continually improving. Our collaboration with KPRJ Sports has given CLaS a broader canvas, and we will work tirelessly to deliver exceptional events under the CLaS umbrella."



"Our Winner Jerseys symbolize excellence in different aspects of the race. BikeBaju is proud to sponsor these exclusive jerseys, representing the dedication and passion of the cyclists who will earn them," he added.

KPRJ Sports, an organization with a rich history of promoting sports inclusivity and community development is thrilled to be able to launch CLaS.

"Launching CLaS is an exciting venture to grow cycling within the community. We're not just organizing races; we're building a cycling community that celebrates diversity and passion. The #RaceLikeAPro experience today is just the beginning of what CLaS has to offer. We aim to support sports development and boost tourism through our cycling events." said YB Dato Lukman bin Abu Bakar, CEO of Kumpulan Prasarana Rakyat Johor (KPRJ).

"CLaS isn't just about racing; The Amateur Series Johor is designed to celebrate the spirit of cycling across various categories and events, bringing people together through shared experiences," he added.

About CLaS:

Welcome to Cycling League Series (CLaS), where cycling enthusiasts unite to celebrate the spirit of cycling in all its forms. CLaS is more than just a series of cycling events; it's a vibrant community where riders of all levels come together to pursue their passion for two wheels.

CLaS was born from the idea that cycling is more than just a sport; it's a lifestyle that brings people together, promotes healthy living, and connects us with the world around us. With this vision in mind, we set out to create a dynamic platform that caters to every cyclist, from beginners exploring their first pedal strokes to seasoned pros pushing the limits of human endurance.

For more information including the race routes and other FAQs, go to www.cyclingleagueseries.com / www.facebook.com/cyclingleagueseries / www.instagram.com/cyclingleagueseries / www.tiktok.com/cyclingleagueseries





About KPRJ Sports:

KPRJ Sports Sdn Bhd (KSSB) is a Sports Management and Development company set up under the Johor state government as their penultimate Sports Development initiative and is wholly owned by Kumpulan Prasarana Rakyat Johor Sdn Bhd (KPRJ).

KSSB aims to be the catalyst for all sports development programs in Johor through the uniting of all sports activities and programs under one roof. These efforts are to be planned and professionally administered by KSSB and their team of capable and experienced personnel.

KSSB's goal is to empower sports as an industry and lifestyle, as well as acting as a catalyst to unite Bangsa Johor while transforming the people and communities of Johor to be more competitive and resilient both in sports and its related fields. As such, KSSB will bring holistic prosperity to the people and state of Johor towards 2030.

www.kprj.com.my/sportsjohor

About BikeBaju:

BikeBaju, an emerging name in the local cycling scene, is dedicated to elevating the cycling experience. Through innovation and passion, BikeBaju is set to become a key player in shaping the future of cycling fashion and lifestyle in the world.

www.bikebaju.com

This press release is issued on behalf of **Cycling League Series** by **36Five X Sdn Bhd**

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