

MEDIA RELEASE

PM UNVEILS 1MALAYSIA CHOPPER AND LAUNCHES MALAYSIAN MOUNTAIN MOTORCYCLE TOURS

KUALA LUMPUR, March 23, 2012: Prime Minister Datuk Seri Mohd. Najib Tun Abdul Razak, is scheduled to unveil the *1Malaysia Chopper* in conjunction with the launch of the “*5-Mountain Motorcycle Tour*” package at the Putra World Trade Centre (PWTC) today.

Designed and to be presented by the star of the popular Discovery Channel show *American Chopper* and founder of Orange County Choppers (OCC), Paul Teutul, Sr., the motorcycle commemorates the spirit of 1Malaysia and the diverse Malaysian culture.

The motorcycle design features popular Malaysian icons including the national flag, the Petronas Twin Towers, the hibiscus and islands.

Minister of Tourism Datuk Seri Dr Ng Yen Yen said, “Besides representing Malaysia’s diverse society, the chopper will be a good publicity tool for tourism and we will use it to market Malaysia as a destination for biking tours which has potential in attracting a niche market.”

The *1Malaysia Chopper* is the result of a smart partnership between the Ministry of Tourism and Orange County Choppers; and which will also see Malaysia being featured in several episodes of the popular show to worldwide audiences in April and May this year.

Prior to the unveiling of the *1Malaysia Chopper*, Najib will launch the “*5-Mountain Motorcycle Tour*” package which promotes Malaysia as a unique scenic destination for biking tours.

Through *American Chopper* and the introduction of the “*5-Mountain Motorcycle Tour*”, the Malaysian Government hopes to intensify the promotion of the country amongst luxury travellers. It is one of the Ministry of Tourism’s efforts towards

achieving the targets of 36 million tourists and RM168 billion tourist receipts by 2020.

This initiative reflects the industry's innovation in its partnerships, promotions, products and packages, keeping Malaysia fresh as a tourist destination. The promotion of the *5-Mountain Motorcycle Tour* will highlight Malaysia as a new must-see destination for biking enthusiasts overseas to explore.

Tourism is among the National Key Economic Areas identified to drive the Malaysian economy forward. In 2011, tourist arrivals of 24.7 million brought in a revenue of RM58.3 billion into the Malaysian economy. Currently, tourism stands as the second largest foreign exchange earner for Malaysia. UN World Tourism Organisation ranked Malaysia as the ninth most-visited country in 2009 and 2010.

The unveiling of the *1Malaysia Chopper* will be witnessed by 2,000 Malaysian superbike owners and will also feature a superbike exhibition and entertainment.

EDITOR'S NOTE:

Background of the “5-Mountain Motorcycle Tour”:

The tour package, a collaboration by World Tour Rider and several agencies specialising in biking tours, consists of five motorcycle travel packages, which range from three to twelve-day tours, to promote scenic mountains in Malaysia and other attractive tourist destinations.

Five beautiful mountains in the country have been chosen for this tour namely Genting Highlands, Fraser's Hill, Cameron Highlands, Gunung Jerai, and the Titiwangsa Range.

Participants of the tour packages will be given a special passport which will be stamped upon their arrival at the designated hotel of each mountain stop. Upon completion of the biking tour of all the five mountains, participants will be presented with a certificate.

Biking tours is one of the Ministry of Tourism's initiative to introduce luxury travel packages in order to achieve the Government's aspiration to attract 36 million tourists by the year 2020 generating a revenue yield of RM168 billion.

Background on Paul Teutul, Sr.:

Paul Teutul, Sr. is featured in the popular Discovery Channel show *American Chopper* and founder of Orange County Choppers (OCC). Orange County Choppers (OCC) is a customised production motorcycle manufacturer founded in 1999 by Paul Teutul, Sr. *American Chopper* is a reality television series that follows the action of OCC in Newburgh, New York.

Teutul, Sr. is currently in Malaysia for the filming of his *American Chopper* programme which will feature Langkawi, Kuala Lumpur and Putrajaya. The *1Malaysia Chopper* episodes will be featured in *American Chopper: Senior vs. Junior* on Discovery Channel in the United States on Monday nights, April 30 and May 7, 2012 at 9 PM ET/PT.

Malaysia is the first Asian destination chosen by OCC to be featured in the *American Chopper: Senior vs. Junior*.

For more information on “1Malaysia Chopper” and “5-Mountain Motorcycle Tour”, kindly contact Ms. Rosalina Abdul Rahim (Tel: 603 8891 8712, email: rosalina@tourism.gov.my) or Ms. Shanina Samsuri (Tel: 603 8891 8710, email: shanina@tourism.gov.my).

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