



## PRESS RELEASE

# MALAYSIA TO HOST INAUGURAL EURASIA CUP BETWEEN ASIA AND EUROPE IN 2014

***DRB-HICOM Berhad becomes Presenting Partner  
of new matchplay team showdown from March 28-30***

Shah Alam, Malaysia, August 26: Asia will take on Europe in a newly-launched team matchplay golf tournament, The EurAsia Cup, at the Glenmarie Golf and Country Club in Malaysia from March 28-30, 2014 with DRB-HICOM Berhad unveiled as the Presenting Partner.

DRB-HICOM, which is one of Malaysia's largest conglomerates involved in the automotive; services; and property, asset and construction sectors, is making a significant mark in the world of golf through its involvement with the tournament styled after the Ryder Cup and Presidents Cup.

Sanctioned by the Asian Tour and The European Tour, The EurAsia Cup presented by DRB-HICOM will be held biennially and pits 10 of the finest golfers from Asia and Europe over three days of exhilarating contest, which officials predict will herald the start of a new and exciting rivalry between the two powerhouse continents.

Professional Golf of Malaysia (PGM) has been appointed by the Government of Malaysia to become the local coordinator of The EurAsia Cup, which will be beamed live to over 45 countries and 670 million homes as Malaysia becomes the centre of global attention next March. The highly anticipated first event will coincide with Visit Malaysia Year 2014.

PGM Chairman Tun Ahmad Sarji Abdul Hamid said: "The EurAsia Cup presented by DRB-HICOM will showcase world-class golf at its best as both continents will be represented by 10 of its finest players competing in a three-day event which will produce great drama, excitement and passion.

"Malaysia will benefit greatly from hosting The EurAsia Cup. The event will be broadcast 'live' to a licensed TV platform of over 670 million homes around the world. Furthermore,

the staging of a world-class event will reinforce Malaysia's capabilities to host a sporting mega-event placing our great nation firmly on the global sporting calendar.

"We are all delighted that DRB-HICOM will become the event's Presenting Partner. Golf and business work hand in hand and through The EurAsia Cup, DRB-HICOM can expand its business interests while other Malaysian sponsors and partners can take the opportunity to showcase their brands and services to the world."

Datuk Mohamed Razeek Md Hussain, Chief Operating Officer, Services and Properties, DRB-HICOM Berhad, said that this event marks DRB-HICOM's foray and support in bringing a major international golfing event to Malaysian shores.

"Our involvement as the Presenting Partner as well as host venue is in support of the Government's initiative to continue promoting Malaysia as a global sporting destination. We believe that The EurAsia Cup presented by DRB-HICOM will reinforce Malaysia's ability to stage world-class sporting events and will also be another opportunity to promote Malaysia, as well as showcase and promote our world-class automotive brands, properties and services to the world."

The make-up of the Asian team will include the leading four available Asian players from the final 2013 Asian Tour Order of Merit, the leading three available Asian players invited on the basis of their Official World Golf Ranking and three captain's picks.

Europe will select the leading four available players from the final Race to Dubai rankings at the conclusion of the 2013 season, the leading four available players from the Official World Golf Ranking on Monday, February 3, 2014 and two captain's picks.

Asian Tour Chairman Kyi Hla Han said: "The launch of The EurAsia Cup presented by DRB-HICOM is an exciting new milestone for the Asian Tour and our partners, The European Tour. It will be a fantastic event showcasing world-class golf at the highest standard as matchplay competitions always bring out great excitement and drama for golf fans and television viewers.

"On behalf of our players, I would like to express our fullest appreciation to the Government of Malaysia for its outstanding support towards The EurAsia Cup which will significantly promote this beautiful country as a premier golfing and tourism destination to the world via the extensive television broadcasts.

"The Asian Tour would also like to acknowledge the immense contribution from Tun Ahmad Sarji who has played a pivotal role in making The EurAsia Cup a reality for both the Asian Tour and The European Tour."

Keith Waters, The European Tour's Chief Operating Officer and Director of International Policy, said: "We are delighted to announce the inaugural EurAsia Cup presented by DRB-HICOM as part of our initial sector of The 2014 European Tour International Schedule, and we are all excited by the prospect of this matchplay event between Europe and Asia.

“Our thanks go to DRB-HICOM, Glenmarie Golf and Country Club, Professional Golf of Malaysia (PGM) and the Malaysian government for supporting this event, which extends The European Tour’s already strong partnership with the Asian Tour that dates back to 1999 when Malaysia staged the first co-sanctioned event between the two Tours.”

Both Tours will announce the team captains in due course.

The first day’s play on March 28, Friday will include five foursomes matches, followed by five fourball matches on March 29, Saturday and 10 singles matches on March 30, Sunday at Glenmarie’s Garden course.

*Photo caption: (From left) Charlie Tingey, Senior Director, EurAsia Golf, PGM Chairman Tun Ahmad Sarji Abdul Hamid, Datuk Mohamed Razeek Md Hussain, Chief Operating Officer, Services and Properties, DRB-HICOM and Asian Tour Chairman, Kyi Hla Han during the EurAsia Cup press conference at the Glenmarie Golf and Country Club on Monday.*

#### **About DRB-HICOM Berhad**

DRB-HICOM Berhad (“DRB-HICOM”) is one of Malaysia’s leading conglomerates with core businesses in the Automotive; Services; and Property, Asset & Construction sectors. With more than 80 active companies in its stable and over 52,000 employees group-wide, DRB-HICOM’s aim is to continue adding value and propelling the nation’s development. In the Automotive sector, DRB-HICOM is involved in the manufacturing, assembly and distribution of passenger and commercial vehicles, including the national motorcycle. In Services, DRB-HICOM is involved in various businesses, including concession and financial-related services. In Property, Asset & Construction, DRB-HICOM is involved in residential and commercial developments. Visit [www.drb-hicom.com](http://www.drb-hicom.com)

#### **About Professional Golf of Malaysia (PGM)**

Professional Golf of Malaysia (PGM) is a Company Limited by Guarantee, registered on 5th August 2010 in Malaysia. As a non-profit organisation, PGM’s objectives are to promote the sport of golf and to contribute towards its enjoyment and growth. To conduct and/or coordinate training on golf-related courses in order to enhance the playing capabilities and skills of professional golfers, as well as to promote and/or conduct a golf Tour or events as a means to hone their skills and to elevate the standards of the professional golfers in Malaysia. PGM provides a platform for Malaysia’s professional golfers to enable them to focus on playing while PGM shoulders the responsibility of arranging and financing these tournaments. To achieve these objectives, PGM organises a series of golf tournaments on an annual basis. For the year 2012, PGM hosted 20 tournaments offering RM3 million in prize money, seven of which were co-sanctioned with the Asian Development Tour. The schedule for 2013 features 22 tournaments offering prize money of over RM4 million, 10 of which are co-sanctioned with the Asian Development Tour and three with the ASEAN Tour. The expansion of the Tour on an annual basis and the increased prize money is an indicator of its vibrant growth year-on-year.

#### **About the Asian Tour**

In 2013, the Asian Tour will celebrate a momentous milestone with its 10th season. As the official sanctioning body for professional golf in Asia, the Asian Tour leads the development of golf across the region, enhancing the careers of its members while maintaining a commitment to the integrity of the game. The Asian Tour, through its membership of the International Federation of PGA Tours, is the only recognised pan-Asian professional golf tour in Asia. This unique feature positions the Asian Tour at the pinnacle of professional golf in Asia; providing its events with Official World Ranking status. Tour Partners include Abacus (Official Apparel Partner), Canon (Official Imaging Partner), Inetol Headwear (Official Headwear Supplier), Saxo Capital Markets (Official Statistics Partner), Singha Beer (Official Beer), Srixon (Official Ball), Starwood Hotels and Resorts (Official Hotels and Resorts) and Rolex (Official Timekeeper). The Asian Tour has offices in Kuala Lumpur and Singapore. Also, visit us at [www.asiantour.com](http://www.asiantour.com), [www.facebook.com/asiantourgolf](https://www.facebook.com/asiantourgolf), [www.twitter.com/asiantourgolf](https://www.twitter.com/asiantourgolf), [www.youtube.com/theasiantour](https://www.youtube.com/theasiantour) and [www.weibo.com/asiantourgolf](http://www.weibo.com/asiantourgolf)

### **About The European Tour**

The European Tour is committed to celebrating the game of golf from the origins of the professional game, building a proud history of achievement, sportsmanship and integrity as well as showcasing our diverse global talent and rich landscapes. The European Tour's innovative approach enables us to embrace the world, combining championships of tradition with new tournaments in the cities and countries of the future. The European Tour International Schedule, which from 2009 has incorporated The Race to Dubai, is a thriving global brand which, in 2013, will feature a minimum of 45 tournaments spread across all five continents of the world; the European Challenge Tour focuses on the up and coming players of the future; while the European Senior Tour provides a new start for champions celebrating their 50th birthday. The European Tour's corporate identity features the iconic silhouette image of six-time Open Champion Harry Vardon who gives his name to The Harry Vardon Trophy, presented to the player who is crowned European Tour Number One and winner of The Race to Dubai at the end of the season.

### **For media enquiries, please contact:**

Sulaiman Yahya  
Head of Corporate Communications Division  
DRB-HICOM Berhad  
T: +603-20528238  
M: +6013-3415214  
E: [sulaiman@drb-hicom.com](mailto:sulaiman@drb-hicom.com)

Yang Latiffa Ahmad Kamily  
Corporate Communications Division  
DRB-HICOM Berhad  
T: 03-20528120  
M: 012-2918691  
E: [yanglatk@drb-hicom.com](mailto:yanglatk@drb-hicom.com)

Asian Tour  
Chuah Choo Chiang

Director, Communications

T: +603 7880 3714

E: [chuah@asiantour.com](mailto:chuah@asiantour.com)

European Tour

Scott Crockett

Chief Press Officer

T: +44 (0)1344 840400

E: [scrockett@europeantour.com](mailto:scrockett@europeantour.com)