



## **PRESS RELEASE**

**For Immediate Release**

### **2011 SUBARU CHALLENGE WINNER CROWNED**

#### **MediaCorp Subaru Impreza WRX Challenge 2011 – The Asian Face-off**

**1 November 2011, Tuesday, Singapore** – The MediaCorp Subaru Impreza WRX Challenge came to an emotional close today, with Mr Chong Kiat Chi outlasting everyone else to emerge victorious, 75 hours 36 minutes into the Challenge.

It was a tough fight among the final three, who still seemed to be going strong, even after the final break that took place earlier in the day. The weather continued to beleaguer them, oscillating between scorching heat and torrential downpours.

Supporters for the remaining contestants rallied together, shouting encouragement and cheers for the beyond-exhausted contestants, but in the end was still sadly not enough for last year's runner-up and popular repeat contestant 52 year old chauffeur Mr Abdul Hamid Jonid. Affectionately known as "Kachang", his hand slipped off at 75 hours, 8 minutes, leaving youngest contestant, 27 year old, commercial executive Mr Tilani Haresh Lachmandas, and six-time repeat contestant 42 year old sales manager Mr Chong Kiat Chi to the final fight.

However, at the 75 hour 35 minute mark, it was Mr Tilani Haresh Lachmandas who had to be disqualified, as he lifted his hand off the designated palm placement, leaving Mr Chong Kiat Chi to be crowned the ultimate winner for the 2011 MediaCorp Subaru Impreza WRX Challenge.

Mr Glenn Tan, Group Chief Executive of Motor Image Group, and Miss Florence Lian, Managing Director (Radio), MediaCorp Pte Ltd presented the coveted prize, a Subaru Impreza WRX 2.5 MT Hatchback worth S\$92800 (without COE) to a surprisingly still-lucid Mr Chong Kiat Chi. As runner up, Mr Tilani Haresh Lachmandas also received a SGD5000 cash prize

Mr Chong Kiat Chi said, "I'm incredibly happy to have won. I dropped out of the Challenge last year due to exhaustion, but this year, with the support of my family and friends, I was able to last for as long as I did. Without them I don't think I would have been able to do it, so I am really grateful for everything they have done."

The regional representatives put up a great fight this year and in recognition of their efforts, the contestant of each of the nine participating countries who managed to endure the longest all received a cash prize of SGD1000 each.

Philippines representative, Mr Neblasca, Alex Jr., Jose performed the best out of the regional contestants, making it to the top ten. For his efforts, he walked away with SGD5000 cash prize. As the country that collectively stood for the most number of hours, Thailand also received the cash sum of SGD10000.

Other prizes included SGD750 in cash for the final standing contestant from each car, as part of MediaCorp's 75<sup>th</sup> Anniversary celebrations.

Mr. Glenn Tan, Executive Director, Tan Chong International Ltd. said, "It was truly an exceptional moment to have been able to be the one to inform Mr Chong of his win. The disbelief on his face, followed by the realisation that he had won the competition was heartwarming; especially since this is the sixth time he has participated in the Challenge. I'm proud to also see how the Challenge has also brought out the camaraderie and team spirit in many of the contestants, especially among the 'Unfinished Business' category, helping each other to stay on as long as they can."

Mr Steven Choo, Assistant Vice President (English Programming), Radio, MediaCorp Pte Ltd said, "They came, they stood... but they could not conquer. 400 Contestants from 10 countries descended on Ngee Ann City's Civic Plaza this year for the 10th anniversary of the MediaCorp Subaru Car Challenge. The regional contestants were once again bested by the unrelenting heat and humidity with heavy rain alternating with the scorching heat from the sun. Mr Chong Kiat Chi is the perfect example of "if at first you don't succeed, try, try again". This is Mr Chong's sixth attempt and he has finally emerged triumphant. MediaCorp congratulates Mr Chong Kiat Chi for keeping the Singapore flag flying high".

**For more photographs of the event, please visit:**

[http://gallery.me.com/richard\\_kang/104989](http://gallery.me.com/richard_kang/104989)

For more information and updates, please visit the official website at <http://xinmsn.com/carchallenge2011>.

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**About MediaCorp Radio Division**

MediaCorp Radio division leads the local broadcasting industry by providing the best audio entertainment and offering up-to-the minute news and information. As a people-oriented business, MediaCorp Radio division is committed to meeting the varied listening needs of Singapore with her rich and diverse culture.

From its inception as a single radio station in 1936, MediaCorp Radio division has grown to become the largest radio network in Singapore. MediaCorp Radio operates 13 local FM stations, including 6 English stations, 3 Chinese stations, 2 Malay stations, 1 Indian station and an International Channel.

MediaCorp Radio division is the radio arm of MediaCorp. MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies, digital and out-of-home media. MediaCorp has over 50 products in four languages (English, Mandarin, Malay and Tamil), including online classifieds, Internet TV-on-demand and High Definition TV broadcast. Winner of numerous international awards and accolades including Asia Television's Broadcaster of the Year, MediaCorp's vision is to become Asia's top media company, delivering valued content to the world.

For more information, please visit [www.mediacorpradio.sg](http://www.mediacorpradio.sg)

### **About Motor Image**

Motor Image is the sole distributor of Subaru cars in Singapore. The company started operations in 1986 and over the years expanded its presence to manage the Subaru distributorships in Southern China, Cambodia, Hong Kong, Indonesia, Macau, Malaysia, the Philippines, Taiwan, Thailand and Vietnam. The Motor Image Group is a subsidiary of Hong Kong-listed Tan Chong International Limited (TCIL), which engages in automotive, commercial, manufacturing, trading and property investment businesses across Asia.

### **About Subaru**

Based in Japan, Subaru is the automobile brand produced by Fuji Heavy Industries (FHI), a comprehensive, multifaceted transport equipment manufacturer that develops a wide range of innovative products such as automobiles, aerospace, bus-manufacturing, house-prefabricating, industrial products and ecology systems. Founded in 1955 Subaru has since grown to become one of the world's leading carmakers. In 1972, Subaru became the first in the world to market an All-Wheel Drive (AWD) passenger car and pioneered the market in Japan for high-performance station wagons by combining a turbo-charged engine with an AWD system. Subaru has improved and refined its AWD system, to create a symmetrical AWD system that enables optimal driving pleasure and safety.

*Subaru* (in Japanese) refers to a group of stars which is the name of a star cluster in the Taurus constellation. The name was adopted in the 1950's, as its official logo when the company produced its first passenger prototype, the P-1.

Subaru is well-known by motoring organizations worldwide for its engineering, design, functionality, safety and reliability. The Subaru range of vehicles includes the **Forester, Legacy, Outback, Impreza, Impreza WRX, Impreza WRX STI, Exiga and Tribeca.**