

## > Press release



Malmö, 25 September 2013

### **Thule Bike Battle, Malaysia's latest bike reality show starts today**

**One of Asia's most popular cycling portals, BaikBiker.com, has come up with a new competition where ten of Malaysia's top cycling talents will compete in various disciplines, taking on each other in a series of different challenges on bicycles. Thule is the main partner of the event.**

The show will focus both on the competitive elements as well as letting the fans get to know their idols better.

The following Malaysian athletes will participate in Thule Bike Battle

Anuar Manan, Malaysia's Top Sprinter

Shahrom Abdullah, Malaysia's Top Ironman

Al-Zure Mahshar, Top Downhiller

Irene Chong, Womens' National Triathlete

Muhammad Adib - Star BMX Rider

Darcy Steinhardt - MTB Coach

Sandra Loh - Touring Specialist

Karen Siah – Well known Fitness Coach

Muhammad Irfan - Star Fixed Gear Rider, Track Cyclist

Muhammad Hafiz Wong - Veteran Ironman

Check out the show on Youtube here: <http://www.youtube.com/baikbiker>

**For more information, please contact:**

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**The Thule Group Press Room (product images and more info):**

<http://www.thulegroup.com/press>

**Bring your life**

[thule.com](http://thule.com)

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### **About Thule**

The Thule brand was established already in 1942. Under the motto *Bring your life*, Thule globally offer a wide range of premium products that enable active people to bring their luggage, equipment and their kids with them in a safe, simple and elegant way. Thule offers include roof racks, bike carriers, roof boxes, boat / horse trailers, computer / camera / sports duffle bags and children products like child bike seats and multifunctional strollers. The products are in more than 125 markets all over the world.

*Thule is the largest brand in the Thule Group.*

Read more at [www.thule.com](http://www.thule.com)