



For Immediate Release

CYCLE & CARRIAGE'S PR EFFORTS RECOGNISED WITH SILVER IN CORPORATE BRANDING CATEGORY

Shah Alam, 27 November 2019 – Cycle & Carriage Bintang Berhad's (Cycle & Carriage) *Exceptional Journeys* campaign has won industry recognition at the 2019 Malaysia PR Awards. Titled 'Exceptional Journeys by Cycle & Carriage', the entry, submitted by Centriq PR in the corporate branding category, bagged the Silver award at the awards presentation held recently.

"A public relations programme is only successful when it is a strategic function at the core of an organisation. We are delighted that Cycle & Carriage shares this view. The award received is a testament to teamwork, dedication and passion of the account team, both consultancy and client side, towards enhancing the overall experience for customers, partners, shareholders, employees and the community Cycle & Carriage engages with. We thank everyone who played a role in this," said Centriq PR Managing Director, Jacqueline Arnold.

Amidst an overall challenging market outlook and intense competition in the premium segment, Cycle & Carriage identified an opportunity to rejuvenate its brand position leading up to its 120th anniversary. With a PR strategy to communicate its 'Exceptional Journeys' brand promise, Cycle & Carriage engages various stakeholders to raise its profile, demonstrating investment in its people, sites and systems in a challenging market.

Applauding the team for their success, Cycle & Carriage CEO, Wilfrid Foo, said, "The core of our business has always been about creating Exceptional Journeys for people. As we celebrate our 120th anniversary, we want to demonstrate our continued commitment towards delivering an overall automotive experience, driving the transformation of the automotive-retail and customer experience circuit to the Malaysian market. This award speaks volumes of the work done. Congratulations to the team!"

The Malaysia PR Awards is an industry award organised by the Public Relations and Communications Association of Malaysia (PRCA Malaysia), gathering PR and communications professionals to recognise the industry's best work. Aspiring to also nurture and recognise the next generation of communicators, the award has a dedicated student category, Institutions of Higher Learning, of which Centriq PR is proud sponsor and advocate.

About CENTRIQ PR

First established in 1996, Centriq PR is an independent public relations consultancy that produces winning public relations work for clients. Centriq PR is a corporate member of the Public Relations and Communications Association of Malaysia, and a corporate sponsor of the Student Category of the Malaysia PR Awards.

The consultancy's core services include strategic PR counsel, developing messaging strategies, designing stakeholder engagement programmes and media management. As part of impression management, the consultancy creates and implement PR programmes for corporate and financial communications, marketing communications, and issues management.

Centriq PR also specialises in crisis communications, communications audits as well as spokespersons and crisis communications training. The consultancy advocates Public Relations as a strategic function which should be at the core of every organisation, and guide all its actions.

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