



For Immediate Release

Tyrepac sponsors Goodyear Formula DRIFT Malaysia 2009

Singapore-based online tyre retailer Tyrepac, sponsors Malaysia leg of Formula DRIFT, forms their very own drift team – Team TYREPAC Kumho.

Singapore, 13 November 2009 – Tyrepac, Asia’s first and largest online tyre retailing site, today announced its sponsorship of the Goodyear Formula DRIFT Malaysia 2009, which will be held from the 19th to 20th of December, 2009, at the MAEPS (Malaysia Agro Exposition Park Serdang).

The Goodyear Formula DRIFT Malaysia is organized by ESPN STAR Sports (ESS) and supported by Goodyear as the Title Sponsor, Tyrepac as the Official Online Portal, Banana Boat as the Official Sunblock and Hypertune as the Official Magazine.

“The success of our tie-up with ESPN STAR Sports and Goodyear has proven successful in Formula DRIFT ProAm Singapore, and we are pleased to extend this relationship into Malaysia.” said Tyrepac Managing Director, Ler Hwee Tiong. “Tyrepac is again proud to be associated with the Formula DRIFT Series as one of the sponsors of this event.”

Tyrepac will be represented at Formula DRIFT with their very own drift team - Team TYREPAC Goodyear, being helmed by the experienced Ee Yoong Cherng from Malaysia and Ivan Lim from Singapore. They will come up against over 50 competitive drivers from across the Asia-Pacific region, with drivers hailing from as far as Japan, New Zealand, Philippines and Hong Kong, as well as Indonesia, Thailand, Singapore, and Malaysia.

“Forming our own drift team came about naturally as part of our progression of sharing our tyre expertise, and we want to make use of this opportunity to educate consumers on the importance of tyre safety,” added Ler. “Drifting is the fastest growing motorsport in the region, and Tyrepac definitely wants to set another benchmark by being at the forefront of it.”

About Tyrepac

Tyrepac is Asia's first and largest online tyre retailing website. It provides consumers with a portal to compare tyre brands, patterns, and prices. Upon purchase, customers can choose one of its island-wide fitment stations for fitment, or opt for Tyrepac’s mobile service – which does door step tyre fitment and oil change. Registered and headquartered in Singapore, Tyrepac is funded by SPRING Singapore under the Logistics Capability Development Programme.

About Team TYREPAC Goodyear

Team TYREPAC Goodyear was established in 2009 by Tyrepac - Asia's First Tyre Portal, together with one of the world's largest tyre companies, Goodyear. In line with one of their key objectives about educating consumers about tyres, Tyrepac is utilizing drifting as a platform for education on tyre safety, as tyres can make or break a drift.

Drifting is recognised as the fastest growing motorsport in Asia, and Tyrepac is proud to bring that passion to the fore and encompass its commitment to demonstrate its product knowledge and professionalism by sponsoring their own team to take part in regional drift tournaments. Team TYREPAC Goodyear is yet another significant benchmark for Asia's First Tyre Portal.

Team Tyrepac comprises of Ivan Lim from Singapore & Ee Yoong Cherng from Malaysia. Ivan drifts in a Nissan Silvia S13 while Yoong takes charge of a Nissan Skyline R32.

About Goodyear

Goodyear is one of the world's largest tire companies. It employs nearly 70,000 people and manufactures its products in more than 60 facilities in 25 countries around the world. Its two Innovation Centers in Akron, Ohio and Colmar Berg, Luxembourg strive to develop state-of-the-art products that set the technology and performance standard for the industry.

About Ivan Lim

Ivan Lim picked up drifting by himself at race tracks in Malaysia and has been drifting since 2005. Ivan is the first Singaporean drifter to receive professional training from a top Japanese professional, having trained extensively under Ken Nomura at Sekia Hills in Japan. Doing his part for charity, Lim has carried out local drift demonstrations and performed at drift events. Lim is an official member of Team Singapore Motorsports as appointed by the Singapore Sports Council.

About Ee Yoong Cherng

Ee Yoong Cherng has been drifting competitively since 2004, and is one of the pioneers of the drifting community in Malaysia, establishing Malaysia's Premier Drift Enthusiast Website- drift.com.my. Yoong's passion for drifting has seen him help organize and judge on various drifting competitions in Malaysia & Singapore, and feature as a stunt driver in Malaysia's own hit film *Evolusi: KL Drift Part 1 & 2*.