



**KINGDOM RIDES AND ADVENTURES SDN BHD**  
2 SPG 323-24 JALAN MUARA, KG SG TILONG  
BRUNEI DARUSSALAM

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# PRESS RELEASE

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## OFFICIAL KICKOFF OF 2018 ROYAL BRUNEI ENDURO

**Bandar Seri Begawan, Brunei** - The Royal Brunei Enduro has its official flag off on the 29th of September, 2018 at Simpang 67 on Jalan Subok, with the prize ceremony being held in the evening on Sunday, 30th at Pusat Belia. In partnership with the Ministry of Primary Resources and Tourism (MPRT), alongside the title sponsor Royal Brunei Airlines, and managing company Kingdom Rides and Adventures (KRA), this year promises to exceed last year's inaugural event.

This event is apart of the international and growing enduro race series, the Asian Enduro Series (AES). Racers from all over the world will attend this event, as well as Brunei's own local riders. The best riders in Asia from over ten countries will have representation at this event. Riders will race against the clock to be the fastest rider to complete the seven stages of the race. This is spread over an intense two day timeframe. This race series is an incredible test of fitness, stamina, technical skills, and endurance. There are 6 categories available during the race which are Elite (for the more experienced cyclist), Aficionados (aged 30-39 years), Kenage (40-49 years), Legends (aged 50 and above), Femenino (for women participants), and Prodigy (aged 15 to 17 years old). Podium finishers will be able to boast of an incredible accomplishment.

The Village Consultative Councils of Kampung Belimbing and Kampung Subok have offered incredible support and assistance to the organisers. Additionally, there have been thousands of hours worked by the KRA crew, to ensure that the trails offer plenty of technical aspects, as well as some incredible views of the city. Riders will truly get a unique experience riding through Brunei's lush jungle while catching glimpses of Bandar Seri Begawan's city centre. This experience showcases to international riders some of Brunei's beautiful attractions.

The event this year offers some notable improvements from last year, including multiple new trails, rider and spectator shuttles, and incredible new sponsorships from companies like Dart for transportation help, and 100 Plus and Suci Water for hydration stations for riders. MPRT has also graciously supplied a shuttle bus for riders and spectators to get up the hill at Simpang 67 on Jalan Subok. There are also other local sponsors that made this event happen: McDonalds, Escapade, Coffee Bean & Tea Leaf, Printmartz, DST, Funn and Rocky Mountain Cycles.

Spectators are welcome at this action-packed event and will enjoy cheering on participants on these beautiful trails, as well as food from local vendors and even the Coffee Bean mobile coffee shop! Easy access to the trails at Simpang 67 on Jalan Subok (Saturday), and finishing line at Tasek Sarubing (Sunday) will persuade any sports enthusiast to join. For more information, please visit [facebook.com/royalbruneienduro2018](https://www.facebook.com/royalbruneienduro2018) or call Kingdom Rides and Adventures at +6732340009.