

NEWS CLIPPING

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7-Eleven race 24 hours a day with M'sian driver

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MALAYSIAN race driver Weiron Tan recently announced a long-term partnership with 7-Eleven Malaysia. The partnership started with the Asian Le Mans Series, where the 7-Eleven logo is featured prominently on Tan's Aylezo Ecotint Racing car and suit.

Tan is also participating in 7-Eleven's Community Care programme, which endeavours to give back to the local community and is one of 7-Eleven's three guiding lights in its CSR initiative.

The 7-Eleven partnership was seen for the first time at the first round of the 2016/17 Asian Le Mans Series in Zhuhai, China on Oct 28-30.

Tan said, "I thank 7-Eleven for believing in me and for their incredible support! I am very excited to have them as my new partner and I'm looking forward to the many successes we shall accomplish together."

7-Eleven general manager of marketing, Ronan Lee, said, "We are incredibly proud to play our part in supporting rising local sporting talents as part of our corporate philosophy in giving back to our community and we believe this is be the perfect platform in bringing Malaysians closer together as we all love our sporting heroes. Responsible track racing is also associated with the cool factor and 7-Eleven Malaysia has always been synonymous with the World's Coolest Drink, our evergreen Slurpee™ so it all adds up as we're a brand that is Always There For You."

The company added: "7-Eleven Malaysia has been a prominent icon for over 28 years on the retail scene. It is the pioneer and largest 24-hour standalone convenience store operator in Malaysia with over 2,000 outlets nationwide and serves more than 900,000 customers daily. 7-Eleven stores can be found across bustling commercial districts to serene suburban residential compounds throughout Malaysia, from petrol stations and LRT stations to shopping malls and medical institutions."

