



FOR IMMEDIATE RELEASE

Toyota Drives Excellence on the Fairway

Unveiling the 2024 Toyota Tour professional series

Kuala Lumpur, 30 January 2024 – The Professional Golf Malaysia (PGM) today presented the 2024 Toyota Tour golf season, promising an unparalleled experience that combines precision and skill of professional golf.

A three-way synergy between Naming Partner UMW Toyota Motor, Rights Holder the PGM and Delivery Agency MST Golf Group, the 2024 Toyota Tour embodies an all-inclusive calendar that not only showcases the best professional golfers in the country, but highlights Toyota's commitment to precision, reliability and pushing the boundaries both on the course and on the road.

The highlights of the calendar unveiling which took place at the MST Golf Arena, The Gardens Mall here, included new venues Penang Golf Resort, Royal Pahang Golf Club, Sibul Golf Club, Tiara Melaka Golf & Country Club and Kota Permai Golf & Country Club, and other participating golf courses in West and East Malaysia which will host the season-ending Toyota Tour Championship, co-sanctioned by the Asian Development Tour.

PGM General Manager Nik Mustapha in thanking UMW Toyota Motor for what was achieved in the inaugural 2023 season, said he was looking forward to an even better 2024. "We the PGM through the partnership of UMW Toyota Motor and MST Golf will endeavour to make 2024 a more exciting Tour for the players."

The Toyota Tour will be leveraging technology from real-time scoreboards to interactive player profiles to bring fans closer to the action than ever before. This year, the Toyota Tour will feature community outreach programmes and initiatives that promote inclusivity, making golf accessible to enthusiasts of all ages, backgrounds and skill levels.



MST GOLF



Said Toyota President Datuk Ravindran K.: As a premium mobility company that strives to push the limits of excellence, we are excited to continue our support for professional golf. We look forward to showcase the best golfing talent in the region in 2024.”

Datuk Ravindran also revealed that the Toyota Tour Elite Junior Development Programme will continue from 2023 where six boys and six girls after a nation-wide search, will undergo a holistic training programme conducted by MST Golf Academy that includes competing against the professionals on the Toyota Tour.

MST Golf Group CEO Ng Yap in his speech, said that thanks to the partnership with UMW Toyota and PGM, they were extremely pleased to have delivered a commercially viable and sustainable professional golf tour in Malaysia, and for the sport of professional golf to continue to be a valued and trusted brand communication and consumer engagement platform for companies like Toyota and to become a cause for social good.

“We are extremely pleased that Toyota Tour is here to inspire the next generation of Malaysian athletes through a narrowing of the disconnect between the amateur and professional games to unearth a future Malaysian Champion,” said Mr Ng.

He added that as part of Toyota Tour’s commitment to develop golf grassroots programmes, there will be a new batch of promising boys and girls to be selected and enrolled in the Toyota Tour Elite Junior Development Programme. In addition, special junior clinics will be organised at tournament venues conducted by the Toyota Tour players for juniors of the host clubs as well as neighbouring clubs.

Mr Ng revealed the Toyota Tour eGolf Championship will kickstart this year as an innovative engagement activity with amateur golfers aiming to close the gap between professional and



MST GOLF



amateur golf. This exciting new initiative will see indoor golf tournaments held at four MST Golf Arena locations across Klang Valley, Penang and Johor for amateur golfers to compete for monthly medal prizes, opportunities to play in Toyota Tour Pro-Am events, and even a chance to compete against professionals in Toyota Tour 2024.

Today's event also unveiled the 2023 Toyota Tour Order of Merit winner Ervin Chang and Ladies' winner Aretha Pan. Chang gained an Asian Tour card after finishing 10th on the Asian Development Tour last Season. Two other Malaysian professionals Shariffuddin Ariffin and Ben Leong also kept their Asian Tour cards for 2024.

About UMW Toyota Motor

For more than three decades, UMW Toyota Motor – a subsidiary of the UMW Group, has been involved in the assembly, marketing and exclusive distribution of Toyota and later, Lexus vehicles in Malaysia. Through a network of 102 authorised dealer outlets nationwide; UMW Toyota Motor offers an exciting, innovative lifestyle experience designed to expand the boundaries of consumer vehicle technology.

About the PGM

Professional Golf of Malaysia (PGM) is a Company Limited by Guarantee, registered on 5th August 2010 in Malaysia. As a non-profit organisation, PGM's objectives are to promote the sport of golf and to contribute towards its enjoyment and growth. PGM conduct and coordinate training on golf-related courses to enhance the playing capabilities and skills of professional golfers. PGM organises the golf tour for professional golfers to hone their skills and elevate the standards of professional golf in Malaysia. PGM also provides a platform for Malaysia's professional golfers to focus on playing while PGM shoulders the responsibility of arranging and financing these tournaments.

About MST Golf

MST Golf is the leading and largest golf retailer in Malaysia with presence in more than 45 locations in Malaysia, Singapore and Indonesia. With retail as its backbone, MST Golf's businesses also include brand management, wholesale and distribution, golf academies, indoor golf centres with F&B, golf event and tournament management, corporate merchandising, tech shops and driving range operations.

In July 2023, MST Golf was listed on the Main Market of Bursa Malaysia Securities Berhad as MST Golf Group Berhad under the stock name MSTGOLF and stock code 5316. More info about MST Golf at www.mstgolfgroup.com.



MST GOLF



2024 Toyota Tour Calendar

Feb 20-22	Qualifying School Leg 1	Tiara Melaka GCC
Feb 27-29	Tun Ahmad Sarji Trophy	Saujana GCC
April 23-25	Corolla Cross Cup	Glenmarie GCC
May 14-16	Vios Cup	Templer Park CC
June 25-27	Fortuner Cup	Sibu Golf Club
July 16-18	Hilux Cup	Sabah GCC
Aug 13-15	Supra Cup	Palm Resort GCC
Sept 10-12	Qualifying School Leg 2	Kota Seriemas GCC
Sept 24-26	Harrier Cup	Royal Pahang GC
Oct 8-10	Alphard Cup	Penang Golf Resort
Nov 5-7	Yaris Cup	Mines Resort GC
Nov 20-23	Toyota Championship (ADT)	Kota Permai GCC

Dates and venues of the events stated above are correct at the time of release, and are subject to change.

For more information regarding the Toyota Tour kindly communicate with Joe Carlos at +6 011 3158 4534

