

# P R E S S   R E L E A S E

## **Golden Sands Resort**

PENANG, MALAYSIA  
By Shangri-La

7 December 2011  
(updated 13 February 2012)

### **GOLDEN SANDS RESORT UNVEILS THE SEGWAY**

US-based personal transporter Segway has made its debut at the Golden Sands Resort. Golden Sands Resort is now offering Segway rides to its guests as an activity. It offers no-emission; self-balancing transportation and is the first of its kind to be found on a hotel property in Penang. This is part of the resort's Corporate Social Responsibility programme in order to safeguard the environment and reduce the resort's carbon footprint.

Computers and motors power the Segway. The user commands the direction of the Segway by shifting their weight. Segway personal transporters can go up to 12.5 mph or 20 kmph. Segways work best in areas where there are curbs, ramps and pavements. These personal transporters are used for work and leisure and are classified in certain countries as a legal vehicle. In Malaysia, Segways are confined to use on private property only. The Segway deal was made possible thanks to a partnership with Custom Lifestyle, the authorised distributor for Segway Malaysia/Vietnam.

Bruno Cristol, general manager of Golden Sands Resort, said "We are pleased to present the Segway to our resort guests and to the local Penang community. We hope that this new activity will be well received and will provide entertainment for both young and old. We are a family-orientated resort and we hope that this will enhance the overall experience for guests and families, especially those between the ages of seven to 99." Cristol added, "A Segway ride is a quiet, reliable, responsive and eco-friendly, way of exploring the resort without overexerting yourself in the tropical heat."

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Segway rides at the Golden Sands Resort are open to resort guests and the public. Rides are 15 minutes per session and are priced at around MYR 25 per person for resort guests and around MYR 30 per person for the members of the public (subject to 6% government tax). The rides are available from 10:00 am to 7:00 pm, seven days a week. Patrons who utilise the Segway have to be at least 110 cm in height and 45 kg in weight. There will be a five-minute free trial for the rider to get used to the Segway personal transporter and three safety marshals are on standby to ensure a safe ride.

The Segway rides run through the newly landscaped, partly shaded fun track, which includes the following terrains: garden, urban, speed, bridge, water, highland and beach. The resort offers three packages that are comprised of the fun ride on the resort's specially designed track, an eco combo tour around the Golden Sands Resort and Rasa Sayang Resort and Spa, and team building and/or fun group activities. Plans are underway for night lights featuring LED lighting.

For more information, please call Malaysia toll-free on 1300 88 7388 or Singapore toll-free on 001 800 8388 8388. Alternatively, call the Golden Sands Resort, Penang, directly on (60 4) 886 1911 or e-mail [reservations.gsh@shangri-la.com](mailto:reservations.gsh@shangri-la.com).

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Hong Kong-based Shangri-La Hotels and Resorts currently owns and/or manages 72 hotels under the Shangri-La, Kerry and Traders brands with a room inventory of over 30,000. Shangri-La hotels are five-star deluxe properties featuring extensive luxury facilities and services. Shangri-La hotels are located in Australia, Canada, mainland China, Fiji, France, Hong Kong, India, Indonesia, Japan, Malaysia, Maldives, Philippines, Singapore, Sultanate of Oman, Taiwan, Thailand and the United Arab Emirates. The group has a substantial development pipeline with upcoming projects in Canada, mainland China, India, Malaysia, Mongolia, Philippines, Qatar, Sri Lanka, Turkey and the United Kingdom. For more information and reservations, please contact a travel professional or access the website at [www.shangri-la.com](http://www.shangri-la.com).

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For digitised pictures of the group's hotels, please go to <http://www.shangri-la.com/imagelibrary>.