



**MSF** ★★

# Malaysia Speed Festival

# Introduction to MSF

**MSF (Malaysia Speed Festival)** is a national level MAM-sanctioned car racing championship which aims to promote affordable motor racing. In addition to racing, we also cater to the non-racer crowd with our track day sessions. The first MSF race was named SNF and first run in 2010, and in 2017 expanded to the superbike and drift crowds.

MSF now features MSF SuperBikes, MSF Track Day, MSF Touge, Xstreet Mania, and car shows, food trucks, a waterpark: it is a fun festival for the entire family.

During the 2020 + 2021 pandemic times, MSF expanded further to include MSF CyberTurismo (e-Racing series) and MSF SuperMoto (SuperMoto series around the country).



X



# ★ ★ ★ Founder & Principal of MSF

## Adian Yein

Highly experienced personality offering 20 years of executive Management experience in the Motorsports and Automotive industry.

Adian is the Founder and Principal of MSF Racing series. Started in 2010, **MSF is Malaysia's #1 National racing series for 4-wheel and mixed discipline motorsports**. MSF has become the leading local racing event and has attracted over 1000 racers over 10 years.

He was also part of the Start-Up team for PROTON R3 Motorsports. Created the business proposal for PROTON Motorsports, and managed the start-up, financial controls, and strategy of the division.

Adian has experience as Project Manager for the PROTON Satria R3 and Lotus Europa. Project leader for all PROTON R3 vehicles and products between 2003 and 2007, highlight being the PROTON Satria R3. All R3 limited-edition vehicles sold out within 1 month of launch. Was also Project Manager for the Lotus Europa.





# MSF in Pictures



# Malaysia Speed Festival

Events in a year:	16 - 20
Categories:	Racing Cars, Superbikes, SuperMoto, Drifting, HillClimb
Racing car count:	over 200 cars every round
Superbikes count:	100 bikes
Drifting count:	40 cars
Hillclimb cars count:	80 cars
Spectator count:	Best = 10,000 / ave = 4,500
Facebook count:	75k
Instagram count:	22k



On 17 March 2019, the Prime Minister at the time and the father of the PROTON Saga, **Tun Dr Mahathir Mohamad**, flagged off our first race of the year to commemorate the 35 years of the original PROTON Saga.



# MSF



## MSF Racing

Heart of Malaysian Motorsports



MSF SUPER  
MSF  
ULTIMATE  
MASTERS

# The Most Exhilarating Race Series in Malaysia

The **MSF SuperTurismo** held in *Sepang International Circuit*, an exciting racing series with lots of bumper-to-bumper, door-to-door racing

MSF Racing is set to have 4 Rounds in the 2022 MSF calendar including the iconic annual Merdeka Enduro Race



# MSF Racing in Pictures





# MSF Racing

## **Updated 2022 Categories for a Race filled with Action!**

- > Stable; Proven to provide entertaining and close racing;
- > Participants are geared up to prepare their machines to match Updated Regulations

### **Ultimate Series**

- > Ultimate Touring
- > Ultimate Touring N/A
- > Ultimate 1800
- > Ultimate 1800 N/A

### **Super Series**

- > Super Series Unlimited
- > Super Series Limited
- > Super 1600

### **Production Series**

- > Super Production
- > Standard Production
- > Tuner Production

### > **Saga Cup**

- > Saga Cup Pro
- > Saga Cup Advanced
- > Saga Cup Intermediate
- > Saga Cup Casual





**MSF**  
**TOUGE**

# MSF Touge Series

Hillclimb Racing





## Hillclimb Series

- + To be able to bring MSF to the roots of weekend driving
- + Bringing new exciting events closer to the people
- + Event will run at **hill-roads** around the country



Click [here](#) to view a Hillclimb series we did 10 years ago!



# MSF Touge Series

The Touge Series was supposed to start in 2020, but due to the pandemic, was put on hold

However, MSF have kept in touch with state Police to **start MSF Touge as soon as the SOP allows**

More info on MSF Touge can be found at our [website](#) or stay updated with new developments on our [Facebook Group](#)






**MOTO MSF** ★★

**MotoMSF**

Home of MSF 2 Wheels Racing

**MotoMSF (MSF 2 Wheel Racing Division)** is a subsidiary under the Malaysia Speed Festival specially focused on 2 Wheels Racing which aims to promote Affordable racing for Motorcycle Enthusiast with lots of Handlebar-to-Handlebar racing action. At the same time, we also accommodate to those who are starting out in bikes with the MotoMSF Trackdays

MotoMSF now features MSF SuperBikes and MSF Supermoto as the Main Events in the Calendar. With that, MotoMSF has been able to grow its market from initially the *Hardcore Racers* and now the *Upcoming Racers* as well in the MSF Supermoto Series.

The logo for MotoMSF, featuring the word "MOTO" in a bold, black, italicized font with a white outline, followed by "MSF" in a bold, orange, italicized font with a white outline. Three small orange stars are positioned to the right of the "MSF" text.The logo for MSF Supermoto, featuring the word "MSF" in a bold, orange, italicized font with a white outline and three small orange stars to its right. Below "MSF" is the word "SUPERMOTO" in a bold, black, italicized font with a white outline.The logo for MSF SuperBikes, featuring the word "MSF" in a bold, orange, italicized font with a white outline and three small orange stars to its right. Below "MSF" is the word "SUPERBIKES" in a bold, black, italicized font with a white outline.

The background of the image shows two motorcycles racing on a track, leaning into a turn. The motorcycle on the left is dark with 'PASTAN' and three stars on the fairing. The motorcycle on the right is lighter with 'MOTUL' branding. The overall scene is in black and white with motion blur.

**MSF**  
**SUPERBIKES**

**MSF Superbikes**

# MSF SUPERBIKES

## MSF SuperBikes categories are divided by lap times

- > AllStars: 2m16 and Below
- > GP Master: 2m20 – 2m16
- > GP Pro: 2m25 – 2m20
- > GP X: 2m30 – 2m25
- > Super Rookie: Above 2m30
- > Super Woman: Subcategory for Female Riders





# MSF SuperBikes in Pictures





**MSF**

**SUPERMOTO**

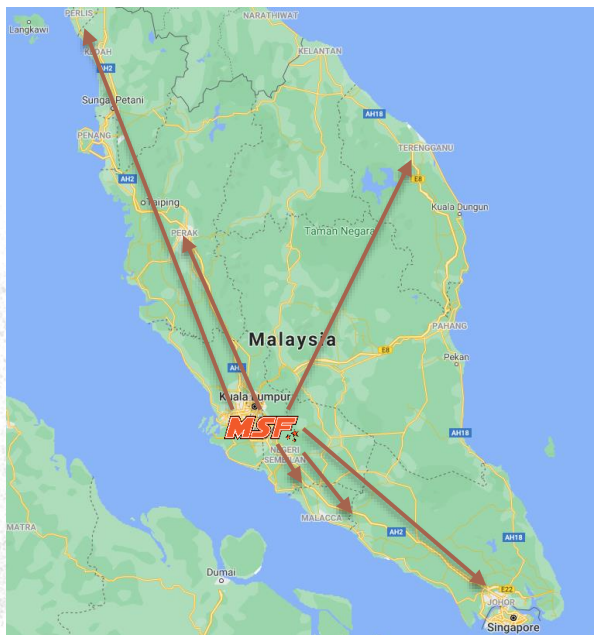
**MSF SuperMoto**



## MSF is spreading to further reaches of Malaysia via MSF SuperMoto

In 2021, MSF SuperMoto expanded to events at the circuits in Kuala Selangor, Tangkak, Pasir Salak, and Malacca. This has enabled MSF to reach closer to the spectators as we bring the races around the country.

More excitingly top name international racers such as **Hafidz Syahrin**, **Azlan Shah**, **Gabit**, **Daniel Haikal**, and **Kenny Lee**; as well as celebrities such as **Farid Kamil** and **Ahirine Ahiruddin** are racing in this new exciting series.





# MSF SuperMoto in Pictures





# Creating The Market

**A brand new segment of racing**

Previously did not exist

30+ participating racers and growing

Affordable, exciting, goes around the country

**Big excitement**

Big name racers

Big name teams

Big on thrilling racing entertainment

**Hitting the numbers in just 3 months**

Over 50k race event live video views

Over 1.5k attendance per race round

Daily posts: consistent social media postings and presence





# MSF SuperMoto Media Exposure

**Azlan Shah Kamaruzaman** • December 14, 2021 at 3:10 PM

Berita Litar added 98 new photos to the album: **MSF Supermoto Pusingan 2 | Litar Permotoran Tangkak.**  
December 8, 2021

**Two Wheels** • January 6 at 8:59 PM

Perlumbaan MSF Supermoto yang dijadualkan berlangsung di Tangkak, Johor pada 9 Januari nanti ditunda kepada satu tarikh baru.

Pihak penganjur mengambil keputusan ini setelah dinasihatkan oleh pihak-pihak berwajib, ekoran banjir yang menimpa negeri Johor selama dua minggu ini.

"Kami dari MSF mendoakan agar dipermudahkan semua urusan mangsa banjir, sentiasa sihat dan selamat" - MSF... [See more](#)

[See Translation](#)

**Kenny Lee** is 🤪 feeling crazy. • December 6, 2021

MSf supermoto round 2 tangkak, johor.

[See Translation](#)

**Adian Yein and 458 others** • 49 Comments 2 Shares



# MSF SuperMoto Media Exposure

## Hafiz ready to spice up SuperMoto event

By K. Raju - January 6, 2022 @ 4:45pm



Azlan Shah Kamaruzam in action during round two of the MSF SuperMoto at Tangkang Circuit in Johor.

KUALA LUMPUR: Former MotoGP rider Hafiz Syahrin Abdullah is set to spice up this weekend's third round of the MSF SuperMoto at the Tangkang Circuit in Johor.

## The New Straits Times

## Hafiz Syahrin, Azlan berentap di Tangkang

oleh: **hazlan** - Thursday, 7 January 2022 @ 5:43pm  
suhazlan@nst.com.my



Azlan (ber) dan Hafiz Syahrin akan berentap di Litar Tangkang, Johor es.

KUALA LUMPUR: Litar Tangkang, Johor bakal menyaksikan 'pertempuran' antara dua pelumba ternama Malaysia, Hafiz Syahrin Abdullah dan Azlan Shah Kamaruzaman pada acah Pusingan 3 MSF SuperMoto.

## Berita Harian

**MSF Merdeka Enduro 2018 catat sejarah**

MSF Merdeka Enduro 2018 catat sejarah. Acara ini berlangsung pada malam Sabtu (10/12/2018) di Litar Antarabangsa Sepang. Perlawanan ini menyaksikan Azlan Shah Kamaruzaman memenangi kategori SuperMoto, manakala Hafiz Syahrin Abdullah memenangi kategori Enduro. Perlawanan ini juga menyaksikan kehadiran beberapa pelumba antarabangsa.

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## 2021/2022 MSF SuperMoto: Hafiz Syahrin in Round 3

By Bikes, Local Bike News, Motorsports | by Mohan K Ramasujam | 6 January 2022 4:45 pm | 0 comments



Scheduled for the weekend of January 9, Round 3 of the 2021-2022 MSF SuperMoto will see MotoGP and World Superbike Championship (WSBK) racer Hafiz Syahrin taking on Malaysia's racing elite. With Azlan Shah Kamaruzaman, Asian Road Racing (ARRC) champion and Gadeh Saleh, FIM Supermoto champion, as well as prodigy Denial Haiqal of Team KMTR competing during MSF Supermoto Round 2, Hafiz's presence adds a new dimension to the competition.

## Paultan.org

## Hafiz mahu nikmati perlumbaan MSF SuperMoto



HAFIZ SYAHRIN ABDULLAH

oleh: **Haja Sultan** - 9 Januari 2022, 10:00 pm



PETALING JAYA : Tidak mahu meletakkan harapan tinggi pada perampilannya di Pusingan ketiga MSF SuperMoto 2021/22 yang dijadualkan berlangsung di Litar Tangkang, Johor, hari ini, Hafiz Syahrin Abdullah hanya mahu menyesuaikan diri dengan suasana perlumbaan.

## Utusan Malaysia



# MSF CyberTurismo

E-Racing Series

# The Rise Of Covid-19 In 2020 Birthed A New MSF E-Racing Series





# In A Nutshell

From our many years experience running races with the following recipe..

- **Short, exciting races**
- **Cars that are available to the common man, every day modified cars**
- **Large numbers**
- **Sport entertainment**

..we extended it to MSF CyberTurismo, to emulate our concept in the virtual racing world!

- **Same type of cars**
- **Same type of short races**
- **Same large entries**
- **Same exciting sports entertainment**



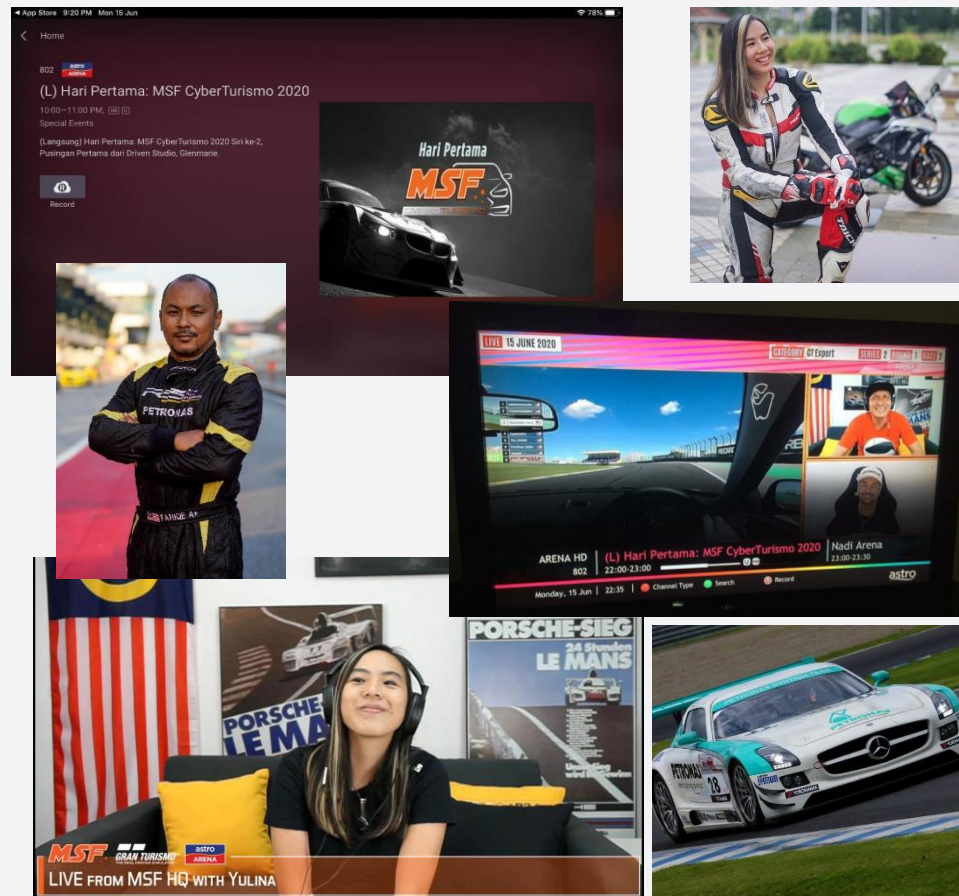
↑ From this..

↓ ..to this!



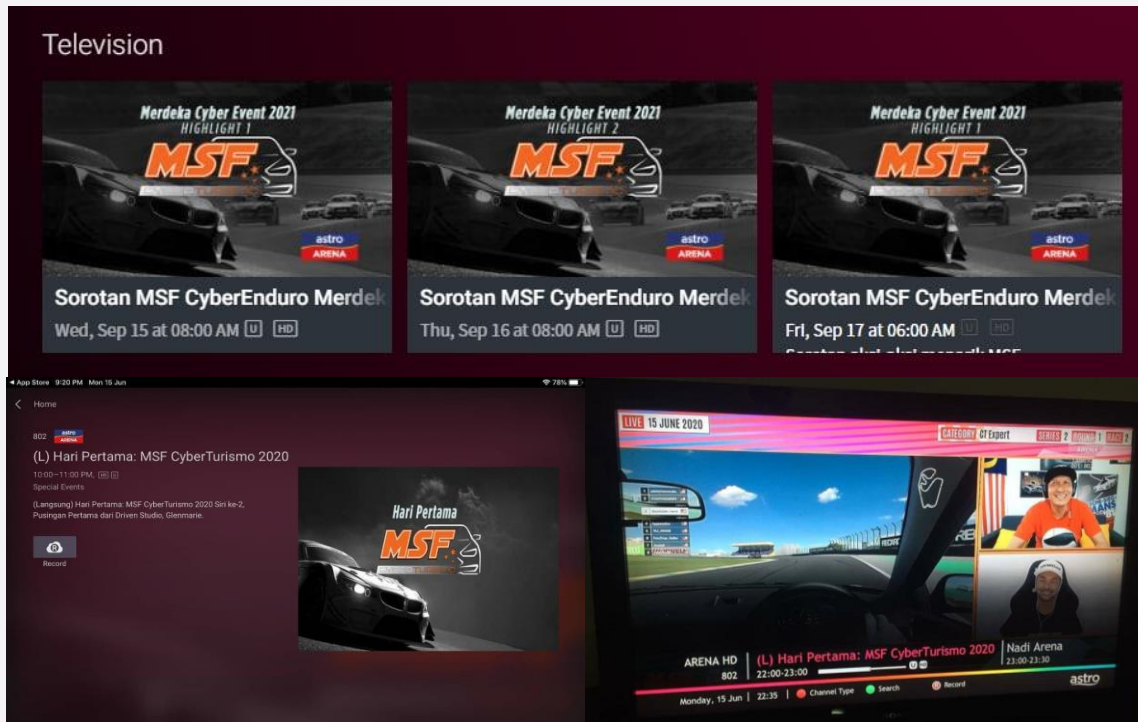
# The Broadcast Show

- ▶ The Live Broadcast show broadcast on Astro Arena, Mon – Thu every week from 10:00pm – 11:30pm for 9 mths
  - ▶ Pre-race introduction
  - ▶ The race, with commentary
  - ▶ Post-race discussion
- ▶ MSF CyberTurismo personality line-up
  - ▶ Host: **Yulina Tan Jade**, MSF Superbike racer with big social media following (111k Instagram), strong command of English and fluent too in BM
  - ▶ Expert: **Fariqe Hairuman**, 2009 Japan Super Taikyu GT Champion with Petronas Motorsports
  - ▶ Race commentary:
    - Adian Yein**, Founder and Principal of MSF Racing Series
    - Faisal Asri**, ex-PROTON R3 with over 20 years racing experience, currently commentator for Super GT broadcast on Astro Super Sports





# The Broadcast Show



- ▶ Screenshots of our broadcast on Astro Arena (2020-2021)

The MSF logo is displayed in a stylized, italicized orange font with three small orange stars to its right. It is overlaid on a dark background featuring a laptop screen and a blurred motorcycle wheel.

**MSF**

# Livestream & Television

# Live Broadcasts

- > MSF has runs Live Broadcast of all races on Social Media from Round 3 2018 (July). It is not a cheap investment; however the time is right to expand the reach of MSF and fuel further excitement for the Series.
- > Live Feed critically will create further engagement for MSF, its partners, teams, racers, and the fans and supporters.

## Live Driver / Rider Interviews

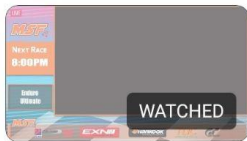


## Live feed on Facebook



[LIVE] MSF Super Turismo Round 3 - Live Session 2/4 Race 1 ...  
35K views · July 8

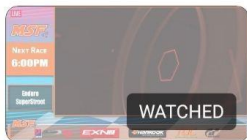




### Double Header Enduro - Ultimate [MERDEKA RACE 2020]

Yesterday at 19:55 · 74K views

👍👍👍 1K



### Enduro - SuperStreet [MERDEKA RACE 2020]

Yesterday at 17:55 · 36K views

👍👍👍 451



### Qualifying - Ultimate [MSF MERDEKA 2020]

Yesterday at 14:20 · 30K views

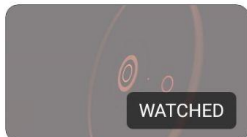
👍👍👍 477



### Double Header Enduro - SAGA CUP [MSF MERDEKA 2020]

Sat at 16:40 · 87K views

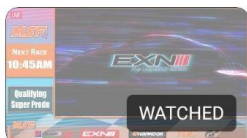
👍👍👍 1.1K



### Enduro - Super Production [MSF MERDEKA RACE 2020]

Sat at 13:45 · 32K views

👍👍👍 504



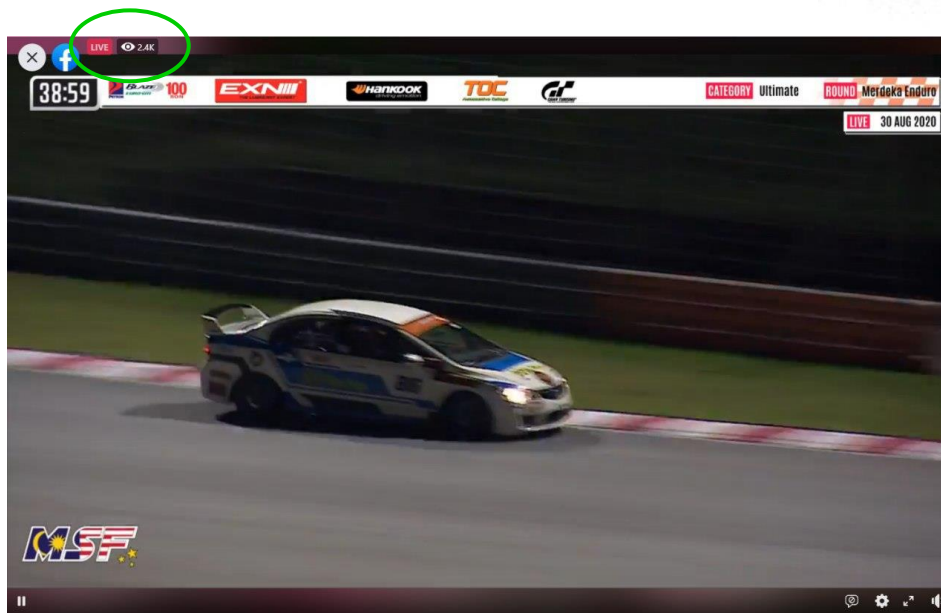
### Practice & Qualifying - Super Production [MSF MERDEKA RACE]

Sat at 10:40 · 27K views

👍👍👍 435

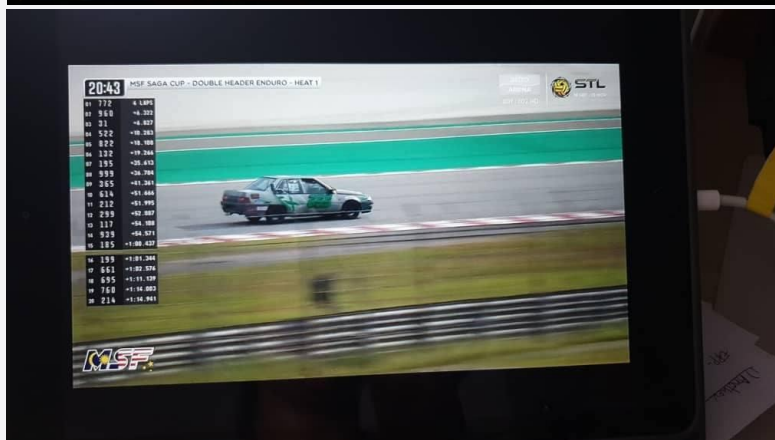
Livestream is shown on both MSF's Facebook and Youtube-searchable by the name MSF Series.

Viewership: On average, MSF gets hundreds of thousands of total views on livestream.



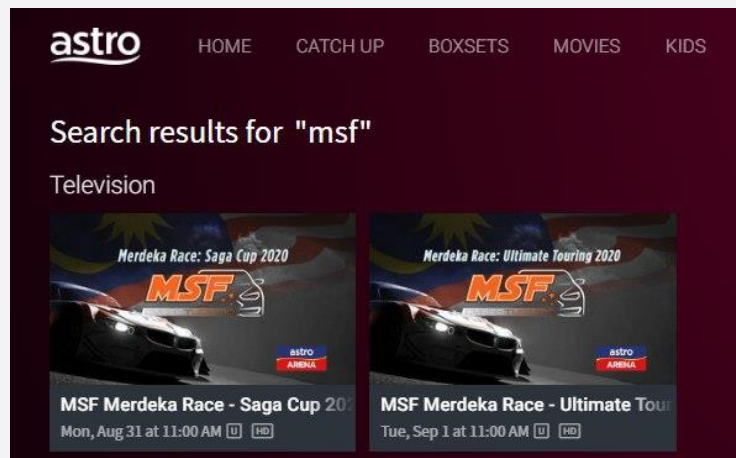


# Astro Arena



As of 2021, MSF racing is now shown as a delayed-telecast program on Astro Arena during the week after the race.

Continued support by Astro Arena is hoped to continue for years to come.



A black and white photograph of a white hatchback car on a track. The car is positioned in the middle ground, facing right. In the foreground, a person in silhouette is walking from right to left, partially obscuring the view. A traffic cone is placed on the track in front of the car. The background features a line of palm trees under a cloudy sky. The overall scene suggests a motorsport or driving event.

**MSF**

**Off-Season**

# Holistic

- + Motorsports is not limited to just circuit racing.
- + As the leading motorsports agency, we hit different targeted markets too.
- + We actively run one-off events during off-season

## MARKETING & OPERATIONS

- ✓ Event Operation Management & Development
- ✓ Market Development
- ✓ Continued Awareness

## CAMPAIGN

- ✓ On-going strategic campaigns
- ✓ Online (SocMed)
- ✓ Offline (Events)

## LAUNCHES

- ✓ Products
- ✓ Racing Teams
- ✓ Programs (i.e Driver / rider Development)

**MAM Driver Skills Training**, grooming safer and better drivers for the road and circuit- conducted over 3 months with more to come!



**Proton R3 Ladies Racers Search & Mentor Program**, a search for a Champion program with the Lady Racers from MSF. Three MSF ladies went on to race for Proton R3 in the Sepang 1000KM Endurance race in 2019!



**MSF-TOC Motorsports Apprenticeship Program** is a program started in 2018 and partnered with The Automotive College in PJ, where MSF runs a course for Motorsports apprenticeship and brings in 20 new students to the market every year since then.





**MSF**

# History of MSF

**MSF**  
RACING

**PROFESSOR DR KHALID ABD KADIR**  
**CHALLENGE CUP**  
Race Cars Open

# MSF Milestones

2010

Auspiciously started as 'Saturday Night Fever' (SNF) on Christmas night in 2010, racing on the half-circuit.

Time: 6pm to 12am

Audience: 700

Participants: 45 cars

2012

SNF upgraded to full AAM-sanctioned event with full safety requirements, running 7 rounds, averaging 100 cars/round

Audience: 1500

Participants: 100 cars

2013

SNF ran half the rounds at the South paddock. Introduced SNF Moto for bikes under 150cc. Entries and audience stabilised at 1000 / 1200

2016

SNF was Rebranded to MSF, upgrading from Half Circuit Races to now a Bigger Full Circuit Race

2018

MSF ended the year with a massive Finale. Running our Trackday, Drift Gonzo, SuperTurismo & MSFSBK all together alongside Caterham and F4 Sea

2020

Due to the Pandemic, MSF the Biggest Race Series in Malaysia pivoted to the Virtual World with MSF CyberTurismo, which initially was out of pure fun and turned out to be something that continued till today

# History of MSF – SNF 2010



# History of MSF – SNF 2011



# History of MSF – MSF 2016



# History of MSF – 2017



# History of MSF – 2017



# History of MSF – 2018



# History of MSF – 2018



# Championship Awards Dinner 2018



# History of MSF – 2019



# History of MSF – 2019



# History of MSF – CyberTurismo

28 OCT 2020

MSF CyberTurismo Series 3

STUDIO INFO CAM

LIVE FROM DRIVEN STUDIOS WITH ADIAN AND JANE

TRACK MAP  
CANDOR SPRINGS - LAKE

RACE INFO  
2.85km  
11.96km

2020 CHAMPIONSHIP STANDINGS - CYBER EXPERT CATEGORY

POS	COMP ID	NAME	PSNI ID	SERIES 1	SERIES 2	SERIES 3	TOTAL	POINTS
1	80	1st Gen Motos	TAL_SAKAI	11	200	2	2	255
2	38	M AFI Subhan	MSF_Chaikola	2	295	4	140	200
3	110	Calvin Lee	TheasanaSTIG	0	7	145	14	29
4	26	Arif Muzli	AGS_SuryaRaga	5	4	29	1	200
5	232	Alvin Chai	Vikaresha	0	0	100	10	1
6	53	Azmi Bin Ibrahim	ArizOs	2	85	3	1	250
7	24	Alied Ibrahim	AKS_S	4	3	102	3	7
8	39	David Poon	FXK_SamGiez	10	10	10	1	4
9	69	M Kamal M Ali	SKM_Sultan12	0	105	10	10	20
10	27	Al Farid Mulyadi	Shamshadina_Muti	12	40	0	0	200
11	466	Muhammad Han Saifuz	Freahdrop_Katini	3	6	200	12	15
12	13	Muhammad Izzah	ERB_Phisham	13	6	85	3	100
13	713	M Khalid Ibrahim	FLK_SuryaRaga	4	3	205	0	50
14	43	Amir Haniffa Jusry	msfjkl_vicentia	0	0	7	1	125
15	43	M Ammar M Zamri	ERB_AJ43	1	1	150	10	25
16	880	Shahrul Hafid	WahidRiz	0	0	7	0	145
17	771	M Fariq Tohar	flm_-22	0	0	3	0	87.5

EXNII HANKOOK TOC GRAN TURISMO MSF

## MSF CYBERTURISMO SERIES 3

**REGISTRATION OPEN!!**

LIMITED ENTRIES ROUND 1 = 20 JULY

LIVE ON MSF SERIES AND [SIBO ARSILA](#) CH. 801 OR 802

EXNII HANKOOK TOC PIRELLI Ktech MSF

3/6

1. BOPT SAKAI  
2. Jankuoft  
3. Jankuoft  
4. Thea Chai  
5. Jankuoft  
6. Jankuoft  
7. Jankuoft  
8. Jankuoft  
9. Jankuoft  
10. Jankuoft

4/4

1. BOPT SAKAI  
2. Jankuoft  
3. Jankuoft  
4. Thea Chai  
5. Jankuoft  
6. Jankuoft  
7. Jankuoft  
8. Jankuoft  
9. Jankuoft  
10. Jankuoft

Race Commentary: Adian Yeln

# History of MSF – 2020



# MSF Crowds



# MSF Drift 2018 – 2019



# MSF SuperBikes 2019



# MSF SuperMoto 2021



# Car Clubs & Car Shows @ MSF Racing





# PaulTan.org – MSF Media Partner

## ✓ Paultan.org Facebook Posts

**Paul Tan's Automotive News** shared MSF Racing Series's video.  
23 February at 18:06 · 🌐

As Malaysian as racing gets! Watch this video to find out what Malaysia Speed Festival (MSF) is all about. The first round of MSF 2017 happens this weekend, so don't miss out!  
Details here: <https://paul.my/MSF2017R1>



21,203 Views

**MSF Racing Series**  
23 February at 15:38 · 🌐

The Warriors, the Fighters, the Champions... the most exciting racing of 2016 will be back! Lets celebrate the day! All hail Malaysian Speed Festival! #hankootyres #ftuned #hyraxoil

**Paul Tan's Automotive News**  
October 30, 2017 · 🌐

Calling all track junkies, the Malaysia Speed Festival (MSF) is offering two-hour track day slots at a promotional price of just RM300 in conjunction with its season finale. More info, here.



Malaysia Speed Festival (MSF) season finale this Dec 2-3 at Sepang - track day slots at RM300 promo price  
The Malaysia Speed Festival (MSF) is offering two-hour track day slots at a promotional price of just RM300, in conjunction with its season finale on Decem

PAULTAN.ORG [Learn More](#)

**Paul Tan's Automotive News**  
October 23, 2017 · 🌐

MSF will be launching its first ever drift challenge at its finale event in December. Find out what the MSF Drift Gonzo challenge is all about in a demo video here



Malaysia Speed Festival (MSF) to debut Drift Gonzo series at season finale - December 2-3 at Sepang  
Malaysia's biggest local car racing event, Malaysia Speed Festival (MSF), will be launching its first ever drift challenge at its finale event happening fr

PAULTAN.ORG

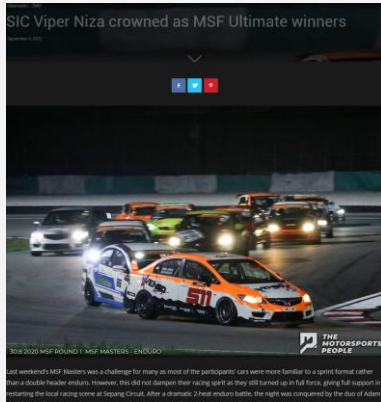
**paultan.org**  
Malaysia's #1 source  
for automotive news



# MSF In The Media

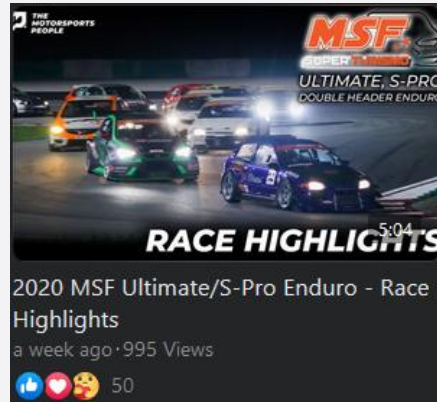
- Based on last year's Merdeka Race, proven that there is a lot of media coverage and awareness

## SIC Viper Niza crowned as MSF Ultimate winners



NoEqual.co

## VIDEO: 2020 MSF Ultimate/S-Pro Enduro – Race Highlights



The Motorsports People

## Azlan akui timba banyak ilmu menerusi Merdeka



Berita Harian

## Drivers happy to be back on the track



New Straits Times



# MSF In TV Sports News





# MSF In Print Media

**Event**

**MSF RACING** **Malaysia Speed Festival Merdeka Enduro 2018**

**The biggest MSF in history with more than 600 race-worthy machines of all kinds**

Photos : khracy @tunephotoagency

The Enduro edition of the 2018 Malaysia Speed Festival created history when it successfully brought together more than 600 vehicles, consisting of 210 MSF Supermoto racing cars, 80 MSF Superbikes, racing bikes, 30 MSF Drift Goraz drift cars and 300 cars from the car club totaling 630. Add to that the presence of almost 10,000 spectators was indicative of how lively the Sepang Circuit held Malaysia Speed Festival Merdeka Enduro 2018 was.

The entertaining MSF Drift Goraz is a brand new drift event to which each participants earns points by running over objects placed at predetermined positions along the entire drift course. Spread into three categories: Super 1600, Street and Pro comp, the Drift Goraz competition saw the Procomp category being won by Jack Tan, second place Teo Hang Eng and third Lim Cheng Ho.

The Goraz Drift also featured a special finale contested by the top four points scorers, where the eventual winner is crowned the Goraz King. Despite being the fourth during the initial rounds, Lee Mun Hoong beat Seah Swee Leng to take the MSF Goraz King crown.

Now on to the exhilarating track action and we begin with the Racercar Open class, dominant Exotic racing team continued to assert itself as the top in this years' MSF Enduro just as they did last year. Still, the race started somewhat against the eventual Exotic dominance as Weerakaj Dokchan of Thailand and local boy Muhi Yuzari piloting a special Mitsubishi Evo 9 started to pull away with Karanj Singh and Araf Handan 4WD Satria inches behind.

The organizers expressed their heartfelt gratitude for the sponsors of the event: Petronas Primax, TOC, Hankook Tires, Ktech and Fawster for the event. The Safety, Medical and Pace cars for use on the day of the race was provided by Honda Global Army Bang.

The fifth Malaysian Speed Festival is scheduled for October 14 and judging by the awesome action in the Enduro edition, you can fully expect a whole host of fireworks on the track and all kinds of happening stuffs off it.



The background image is a black and white photograph of a podium ceremony at a motorcycle race. Several riders in racing suits are standing on the podium, some with their arms raised in celebration. The podium has three steps labeled '1', '2', and '3'. Behind the riders is a large banner for the 'MSF SUPER TURISMO' series, featuring logos for 'MSFRACING.COM', 'MSF SERIES', 'MSFRACING', 'Hankook', 'EXNIII', and '10 years'. The banner also includes the text 'THE HEART OF MALAYSIAN MOTORSPORTS'. On the left and right sides of the podium, there are tall, vertical banners for 'EXNIII' and 'MSF'. The overall scene is set against a dark background, likely a night-time event.

# MSF

## Social Media



## MSF's Facebook account incl Pages & Groups: Total 68,200 Followers



**MSF Series**

★ 5.0 (24) · Sports league



Following



Raymond, Peruthivi, Nasir and 56,634 others like this



**MotoMSF**

Page · Sport  
1.1K like this



Malaysia Speed Festival - The fastest, biggest & most exciting racing series in Malaysia! - ...



Wak Tempe and 65 other friends like this



543.2K

People reached

▲ 120% from previous 93 days

1.3K

Net followers

▲ 128% from previous 93 days

154.2K

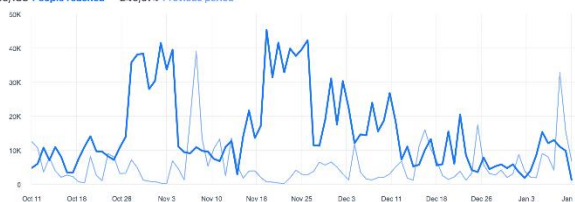
Engagement

▲ 144% from previous 93 days

People reached

10 Oct 2021 - 11 Jan 2022

543,188 People reached 246,574 Previous period



*MotoMSF Facebook was created  
Oct 2021 and is growing consistently*



**MSF**

## MSF & MotoMSF Instagram: 24k Followers



msfracing

Message



954 posts

23k followers

873 following

🇲🇾 MALAYSIA SPEED FESTIVAL 🏁

Sports event

The MOST EXCITING circuit racing series in Malaysia!

📅 MSF RACING CALENDAR

🏆 @moto\_msf SuperMoto Rnd 3 - 9 Jan 2022

🏆 MSF Racing Rnd 1 - 6 March 2022

[linktr.ee/msfracing](https://linktr.ee/msfracing)



moto\_msf

Message



120 posts

780 followers

66 following

MotoMSF

2 Wheels racing series by @msfracing, a national level MAM-sanctioned racing championship.

● SuperBikes

● SuperMoto

📍 9/1/22 MSF SUPERMOTO RD3 @ Tangkak

[linktr.ee/motoMSF](https://linktr.ee/motoMSF)

Followed by zulfahmikhairuddin, kai\_yao87, syimir\_syazwan +30 more

*MotoMSF Instagram was created  
Oct 2021 and is growing consistently*



**MSF's Tiktok:  
5.3k Followers**

**msfracing**



msfracing

Follow

26 Following 5299 Followers 26.3K Likes

Malaysian Speed Festival 🏆

🏁 MSF S.T Rnd 1

📅 6/3/22

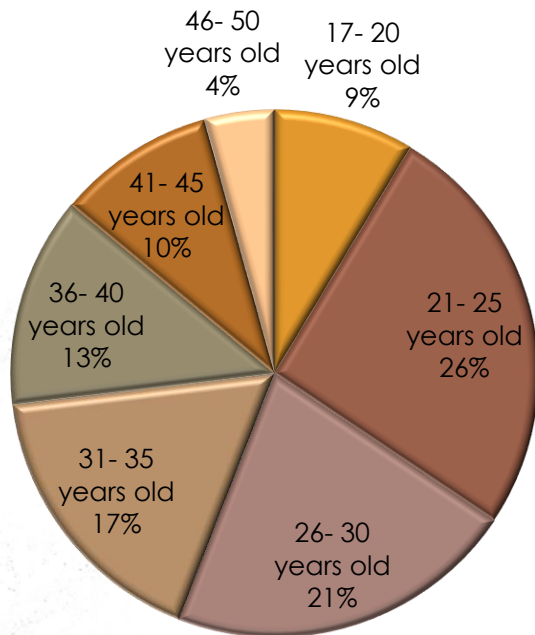
Jom ke Sepang Ahad ni!

*MSF TikTok was created Oct 2021.  
Views are phenomenal, with total of  
over 1 million video views*

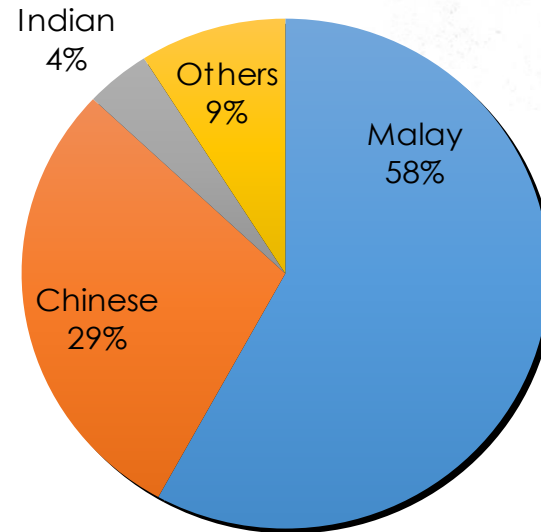


**MSF**

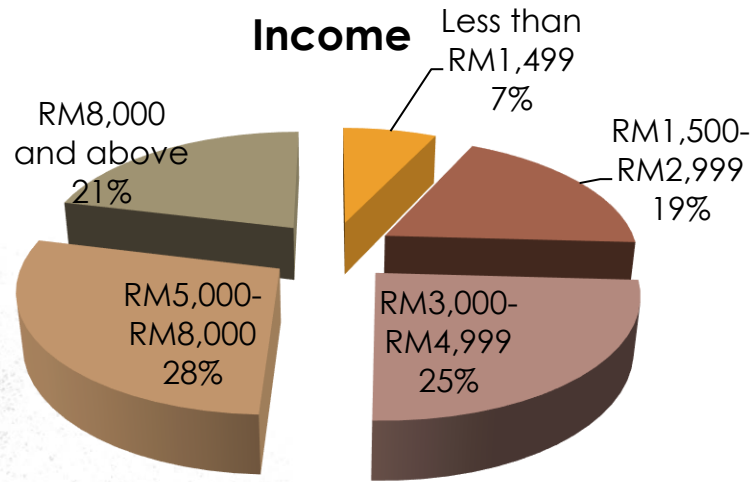
**Consumer Data**



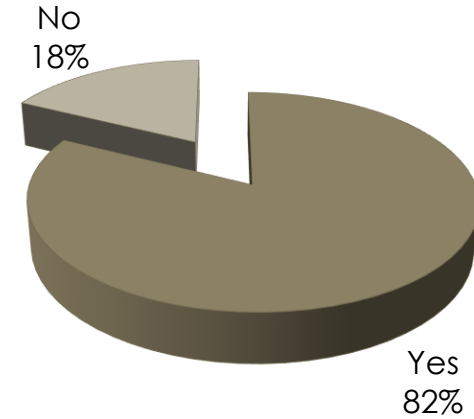
Age



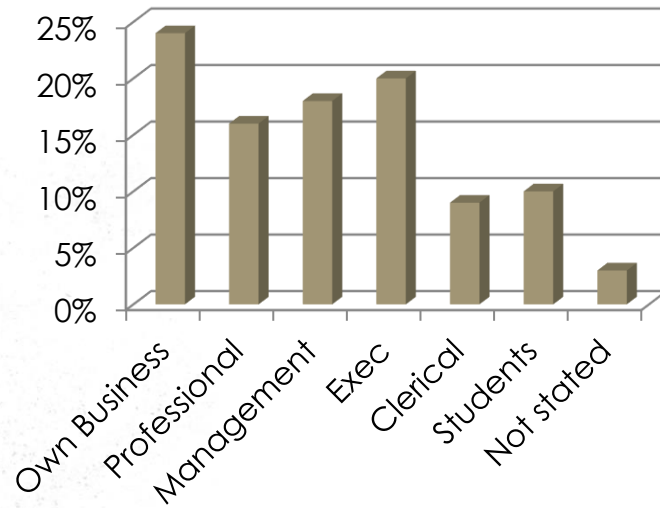
Race



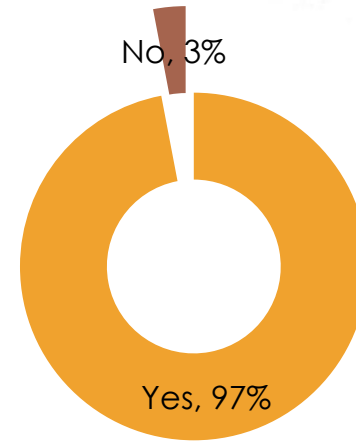
### Would you change to a Brand that supports our Motorsports Industry?



## Occupation



## Are you on FaceBook?





**Thank You.**

Follow up on more Malaysian racing developments on our social media and website.

