



WCE RAIH PENGIKTIRAFAN TERTINGGI DI MPRA AWARDS 2025

Syarikat lebuhraya pertama di Malaysia memenangi 'Gold Award' bagi kategori 'Issue/Crisis Communication'

KLANG, 3 DISEMBER 2025 – West Coast Expressway (WCE) sekali lagi mencatat sejarah apabila meraih beberapa pengiktirafan penting di Malaysia Public Relations Awards (MPRA) 2025, termasuk 'Gold Award' bagi kategori 'Issue or Crisis Communication'. Kejayaan ini menjadikan WCE sebagai syarikat lebuhraya pertama di Malaysia yang menerima penghargaan tertinggi dalam kategori tersebut.

Pengiktirafan ini membuktikan ketelusan komunikasi WCE dalam pengurusan isu serta pendekatan proaktif syarikat dalam menyampaikan maklumat kepada pelanggan lebuhraya, pihak berkuasa, rakan media dan pemegang taruh lain.

Selain itu, WCE turut membawa pulang penghargaan berikut:

- **Silver Award – Public Affairs**
Mengiktiraf usaha strategik WCE dalam advokasi dasar, penyelarasan dengan agensi kerajaan, serta komunikasi berterusan bagi pembangunan projek pembinaan lebuhraya.
- **Silver Award – Consumer Launch**
Mengiktiraf usaha WCE dalam pelancaran pembukaan jajaran Seksyen 2 yang memberi kesan positif kepada pengguna serta pendekatan kreatif dalam mendekati pelanggan lebuhraya.
- **Bronze Award – Corporate Branding**
Mengiktiraf inisiatif penjenamaan semula dan komunikasi korporat WCE yang lebih segar, konsisten dan berkesan.

Ketua Pegawai Eksekutif WCE Holdings Berhad (WCEHB), Lyndon Alfred Felix, berkata kejayaan ini mencerminkan komitmen syarikat terhadap komunikasi yang bertanggungjawab dan berasaskan fakta.

“Pengiktirafan ini sangat bermakna kerana ia mencerminkan dedikasi seluruh pasukan WCE dalam memastikan komunikasi yang telus, tepat dan berintegriti, terutamanya ketika menangani isu yang melibatkan orang ramai. Penghargaan ini mengukuhkan lagi keyakinan kami untuk terus meningkatkan amalan komunikasi dan keterlibatan pemegang taruh.”

Beliau turut menambah bahawa kejayaan tersebut menjadi pemangkin bagi WCE untuk terus memperkukuh reputasi sebagai syarikat lebuhraya yang komited menyediakan pengalaman pelanggan terbaik melalui penyampaian maklumat yang berkesan dan bertanggungjawab.

MPRA merupakan anugerah PR paling berprestij di Malaysia yang mengiktiraf kecemerlangan dalam strategi komunikasi di kalangan pengamal perhubungan awam dalam pengurusan isu, kreativiti serta impak melalui kempen di seluruh negara.

– Tamat –

Tentang Lebuhraya Pantai Barat (WCE)

Lebuhraya Pesisiran Pantai Barat (WCE) adalah projek lebuhraya utama di Malaysia sepanjang 233km dari Banting, Selangor hingga ke Taiping, Perak. Apabila siap sepenuhnya kelak, ia akan berfungsi sebagai nadi penting pengangkutan, yang akan menghubungkan bandar-bandar di sepanjang pantai barat Semenanjung Malaysia.

Untuk pertanyaan media, sila hubungi:

Syed Mohammed Idid Pengurus Besar Jabatan Komunikasi Strategik & Libat Urus West Coast Expressway Sdn Bhd Tel. Bimbit: 012-378 2728 Tel. Pejabat: 03-3082 1957 Infoline: 1700-81-6600 Emel: syedidid@wce.com.my	Hail Roshman Ahmad Jabatan Komunikasi Strategik & Libat Urus West Coast Expressway Sdn Bhd Tel. Bimbit: 012-325 5394 Tel. Pejabat: 03-3082 1977 Infoline: 1700-81-6600 Emel: hail@wce.com.my
--	---



WCE ACHIEVES TOP RECOGNITION AT MPRA AWARDS 2025

First highway company in Malaysia to win Gold Award in Issue/Crisis Communication

KLANG, 3 DECEMBER 2025 – West Coast Expressway (WCE) has once again made history by securing several significant recognitions at the Malaysia Public Relations Awards (MPRA) 2025, including the prestigious Gold Award in the *Issue or Crisis Communication* category. This achievement positions WCE as the first highway company in Malaysia to receive the highest honour in this category.

The recognition underscores WCE's commitment to transparent communication, effective issue management, and proactive efforts in disseminating accurate and timely information to highway customers, authorities, media partners and other key stakeholders.

In addition to the Gold Award, WCE also received the following accolades:

- **Silver Award – Public Affairs**
Recognising WCE's strategic efforts in policy advocacy, alignment with government agencies and sustained communication throughout the development of the highway construction project.
- **Silver Award – Consumer Launch**
Acknowledging WCE's impactful launch of the Section 2 opening, which delivered positive benefits to users and demonstrated creative approaches in reaching and engaging highway customers.
- **Bronze Award – Corporate Branding**
Honouring WCE's refreshed, consistent and effective corporate branding and communication initiatives.

Chief Executive Officer of WCE Holdings Berhad (WCEHB), Lyndon Alfred Felix, said the achievement reflects the company's commitment to responsible, fact-based and transparent communication.

"This recognition is especially meaningful as it reflects the dedication of the entire WCE team in ensuring communication that is transparent, accurate and rooted in integrity, particularly when addressing issues that affect the public. This acknowledgement further strengthens our confidence to continuously enhance our communication practices and stakeholder engagement."

He added that the awards serve as a catalyst for WCE to further strengthen its reputation as a highway company committed to delivering the best customer experience through effective and responsible information delivery.

The MPRA is Malaysia's most prestigious public relations awards platform, celebrating excellence in communication strategies, issue management, creativity and impactful campaigns across the nation.

– END –

About the West Coast Expressway (WCE)

The West Coast Expressway (WCE) is a major highway project in Malaysia, spanning 233km from Banting, Selangor, to Taiping, Perak. Once fully completed, it will serve as a crucial transportation artery, connecting key towns along the west coast of Peninsular Malaysia.

For media inquiries, please contact:

Syed Mohammed Idid General Manager of Strategic Communications and Stakeholder Engagement, West Coast Expressway Sdn Bhd Mobile : 012-378 2728 Office : 03-3082 1957 Infoline : 1700-81-6600 email: syedidid@wce.com.my	Hail Roshman Ahmad Lead, Stakeholder Engagement West Coast Expressway Sdn Bhd Mobile : 012-325 5394 Office : 03-3082 1977 Infoline : 1700-81-6600 email: hail@wce.com.my
--	---