

Superbrands

Media Coverage

Country	Date	Publication
Singapore	2003	Press Clippings

- by [rizal abduallah in johor baru](#)

Wednesday, July 02, 2003

Linkedua bags Superbrands S'pore award

BY RIZAL ABDULLAH IN JOHOR BARU

SECOND Link, the bridge and highway which links Malaysia to Singapore, has received the *Superbrands (Singapore) 2002/2003* award.

The award was presented by Superbrands managing director for South-East Asia Eamonn Sadler to Linkedua (M) Bhd managing director Hisham Othman in Singapore recently.

Linkedua is the operator of Second Link that opened in 1998.

“The staff of Second Link are proud that their daily toil in maintaining and operating the highway and its facilities to the highest world standards is continually being recognised,” said Hisham.

According to Hisham, Linkedua has seen its passenger car traffic fall by 27% while taxi and bus traffic drop by 64% and 49% respectively since the SARS outbreak.

However, with the removal of Singapore from the list of areas with local SARS transmission on May 31, daily average car traffic has bounced back close to pre-SARS figures of 6,000 cars per day.

“Although taxi and bus traffic has yet to recover fully, public confidence to travel soared after World Health Organisation removed Singapore from the list,” he said.

The outlook was also helped by Singapore's 3-week school holidays that began on June 8 and Hisham believed this encouraging trend in traffic volume was a good sign.

“We expect the traffic volume to improve further later this year,” he said.

The *Superbrands* award recognises Linkedua's success in providing excellent service and facilities to its customers, befitting Second Link's status as one of Malaysia's premier gateways.

<https://www.thestar.com.my/business/business-news/2003/07/02/linkedua-bags-superbrands-spore-award/>

Superbrands

Media Coverage

Country	Date	Publication
Singapore	2003	Press Clippings