



CIGRAAL

For immediate release . 21May26

CIGARS & DAPPER RIDERS FOR A GOOD CAUSE IN PHNOM PENH

On 17 May 2026, Phnom Penh once again rode with purpose as The Distinguished Gentleman's Ride returned for its 12th consecutive edition in the city.

A remarkable sight for a meaningful cause: 247 riders dressed in stylish attire and riding classic and vintage-style motorcycles, united in support to raise funds for cutting-edge research into prostate cancer and supportive mental health programs.

What began as a niche gathering of classic motorcycle enthusiasts twelve years ago, has grown into the biggest Classic Motorbikes event in Cambodia, and one of the most steadfast fundraising events in Asia.

Globally sponsored by Triumph Motorcycles with ELF Lubricant Cambodia as the major partner, **Bertie Phnom Penh** was the proud local sponsor of this year's edition, along with Asia Mode 1996, with the aim of raising funds for the **Movember** charity.

Antoine Riberet, Cigraal's General Manager, and **Michael Khuu**, Cigraal Cambodia's Country Manager, were part of the ride and said "We are pleased to contribute to this worthy cause and make Cambodia proud on the worldwide map. And it's a real pleasure to smoke a cigar after such a beautiful ride in the streets of Phnom Penh!"

The lucky draw and live auction saw a **Totem** ashtray and cigar pouch find new homes while raising additional funds, in a very lively moment helmed with brio by co-organiser **Massimiliano Tropeano**.

Bertie Phnom Penh's team manned 2 pop-up lounges during the after-ride party, where gentlemen and gentleladies alike deeply enjoyed cigars from **CLE**, **Cumpay**, **Joya de Nicaragua**, **Matilde**, **Villa Zamorano** and **Confidenciaal**, before and after plunging in the Raffles Hotel le Royal's swimming pool.

This year's ride raised about US\$ 5,000, making it a grand total of almost US\$ 70,000 raised over the last 12 years in Cambodia!

PHOTOS: <https://cigraal.smugmug.com/DGR-Phnom-Penh-17May26>

CONTACT: Agnès Caër-Piras – agnes@calamansi-designs.com or +852 9168 1502

