



Cameron Highlands Cable Car

Media Kit & Project Overview · wander above wonder® · <https://chcc.my>

Project at a Glance

Cameron Highlands Cable Car (CHCC) is a landmark **RM700 million** aerial transit system linking **7 stations across 13 km** from Ringlet to Tringkap in Cameron Highlands, Pahang, Malaysia. 100% electric, zero congestion — Malaysia’s first integrated cable car + EV mobility ecosystem. Estimated operations by **2H 2030**.

13 km

CABLE CAR NETWORK

7

STATIONS END-TO-END

1,500

PPH/DIRECTION CAPACITY

100%

ELECTRIC POWERED

30 min

JOURNEY TIME

RM700M

INVESTMENT

Why CHCC

01 Too Much Traffic, Not Enough Vacation

CH sees 2M+ annual visitors, despite many valuable hours in traffic **VS** spending quality time vacationing

02 Moving 12,000+ People Daily, Stress-Free Vacation

The cable car moves 10,000+ people daily across 7 CH hub efficiently, providing stress-free travel

03 30 min Journey Time

End-to-end travel in 30 minutes every day, all weather. Dispersing visitors across the highlands

Route & Stations

Ringlet ↔ Tanah Rata ↔ Masjid Mossy ↔ Brinchang ↔ Kea Farm ↔ Tringkap

Taman Sedia ↔ Masjid Mossy

Station	Elevation	Highlights
Ringlet	1,090m	Southern Gateway, Park, Charge & Ride, Bus Terminus, CC Academy
Tanah Rata	1,425m	Town Centre, Dataran Pertabalan, Sir William Cameron Corner
Taman Sedia	1,455m	Heritage Station, Access to Masjid Mossy, Jungle Trekking
Masjid Mossy	1,570m	Interchange, Highest mosque in Malaysia, Top 5 worldwide
Brinchang	1,550m	Commercial Centre, Hotels, F&B
Kea Farm	1,580m	Farmers’ Market, Strawberry & Tea Plantations
Tringkap	1,200m	Northern Gateway, Park, Charge & Ride, Bus Terminal

Vision — Reinventing Mobility

Integrated Terminus with Park, Charge & Ride + Bus Stations @ Ringlet (Southern) & Tringkap (Northern)

- Arrive by car or bus at Ringlet / Tringkap
- Use the concierge for bag delivery to your accommodation
- Purchase a 24hr validity ticket (24hr unlimited travel upon activation)
- Seamlessly board the Cable Car to your destination
- Upon Arrival, use the provided Shuttle-bus, e-mobility or simply walk
- Your actions lower emissions, contributing to a cooler CH

Cable Car & Stations

- 8 Pax gondolas
- 1,500 pph per direction
- 20-second intervals
- Guest Services
- Park, Charge & Ride @ Ringlet & Tringkap

> 100% Electric CC / Shuttles

- Zero Congestion
- Cleaner Air
- Cooler Climate
- Calmer Environment
- Zero Pollution

CH Smart City

- Smart Mobility
- Smart Tourism
- Walkable Cities
- CCTV, IoT, Live Data
- Healthier population

Immediate Benefits

- 300+ direct jobs
- CC Academy
- ESG-compliant
- >6 UNSDG Goals
- Good press reporting on CH

Key Features

Mono-Detachable Gondola

High-capacity aerial transit system. 1,500 passengers per hour per direction. Reliable, smooth, all-weather operation.

> 100% Electric Fleet

Zero emissions cable cars + electric shuttles for last-mile connectivity. Solar PV at every station. Targeting Net Zero 2050.

Regenerative Tourism

Spearheading regenerative tourism in Cameron Highlands: preserving the green environment, heritage and promoting cultural exchange. Net Zero-aligned initiatives.

CC Academy

Empowering the future youths in Engineering, Maintenance, Operations, Management and Hospitality. 300+ direct jobs.

Sustainability

Six UN SDGs

CHCC's green infrastructure will deliver on at least six United Nations Sustainable Development Goals



Regenerative Tourism

Sustainability is leaving something as it is so that it stays the same

Regenerative tourism is the idea that tourism should leave a place better than it was before

*“A better city is not one where poor people drive cars,
but one where rich people take public transport”
— Enrique Peñalosa, Former Mayor of Bogotá*

Impact — Social, Environmental & Traffic Transformation

01 Solving Congestion

- CH sees 2M+ annual visitors, despite many valuable hours in traffic **VS** spending quality time vacationing
- The cable car moves 10,000+ people daily across 7 CH hub efficiently, providing stress-free travel
- End-to-end travel in 30 minutes every day, all weather. Dispersing visitors across the highlands

02 Preserving the Ecosystem

- Cable Cars, small construction footprint, high volume, scalable & minimal environmental impact
- CC Stations strategically planned at economic hubs, enhancing economic activities
- Beautification & Revitalisation of Sungai Bertam & Tasik Ringlelet as new tourist destinations for R&R

03 Enhancing Local Economy & Wellbeing




- Creation of high skill jobs, Pahang-first hiring policy
- Increased foot traffic directly boosts business and sales
- New growth clusters and spin-off — innovative opportunities
- Promoting Local Heritage & Culture

04 Premier Tourist Destination

- Attracting congestion weary visitors
- Increasing visitors dwell time CH to multiple days
- Long Distance Bus to CH from KLIA, etc.
- Promoting as ASEAN's "new" Highland destination

Outdoor Lifestyle

CH's cool and breezy weather is perfect for outdoor activities

-  Lush Plantations
-  Misty Hikes
-  Fresh Produce

CC Academy

Empowering the future youths in Engineering, Maintenance, Operations, Management and Hospitality

Masjid Mossy · 翠毯清真寺

- A new and unique icon in CH, visible around CH day & night
- Highest elevation mosque in Malaysia · At AMSL **1,570m, Top 5** in the world
- Ottoman-Malay Blend design · **World's First** natural moss-covered mosque
- Designed to adapt to CH's high humidity & lush dense 200-million-year forest
- A place of peace above the clouds, where faith and culture intertwine with nature
- Green moss, Islam's colour of paradise, life and renewal, flourishing on sacred walls

wander above wonder®

traverse above timeless tranquility

Between the clouds, across the peaks
Gliding above misty creeks
wandering above wonder
Where nature speaks

Phase 2 — CHCC Extention

Kea Farm ↔ Mossy Forest — Malaysia’s most biodiverse ecosystems

Mossy Forest ↔ Bertam Valley — Relieving passing traffic through Kg. Raja, Kuala Terla & Tringkap

CHCC Milestones

Planning / Approval / Submissions

- CCCSB [SPV] proposal submitted
- Trans-generational project
- State approval by 2H 2026
- Design, EIA, SIA, TIA

Building the Future

- 100% private capital
- Identify EPCF / Suppliers
- 24-30 months construction
- 500+ construction staff
- Promotion and awareness

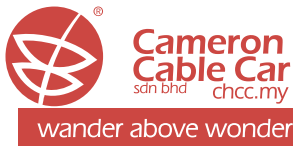
Testing & Commissioning

- Recruitment & training
- Testing & Certification
- Systems Integration
- Scenarios Simulation
- Safety Audit / ISO

Asia’s Longest Cable Car

- Expected 2H 2030
- 300+ Direct, 200+ Indirect Jobs
- 5th world’s longest CC
- GDP contribution RM700m
- Economic multiplier

Logo Design Rationale



The Mark — The red circle reads as the sun, the flowing strip within as a cable line — together forming an eclipse-like cable car suspended in the sky. The silhouette echoes the *wau*, Malaysia’s traditional kite, grounding the mark in local identity. The letterforms “CHCC” are integrated into the motion, executed in Cameron red (#c7332d).

The Typography — Custom-modulated letterforms bridge modern infrastructure with organic highland character. The compact arrangement reinforces efficiency and integration.

The Tagline — “wander above wonder®” captures the dual promise of the project: the freedom to roam (*wander*) and the awe of the highland landscape (*wonder*), experienced from an elevated, stress-free perspective.

Colour — Cameron red anchors the brand with warmth, energy, and Malaysian heritage. Paired with emerald green (the highlands) and gold (the sunrise over misty peaks), the palette reflects nature, prosperity, and timeless calm.