



· STORY 42 ·



A CHOKE OF GENIUS



Everything about the Jaguar was perfect. Well, nearly. Could Malayan Motors remove the Jaguar “growler” badge on the steering wheel?

“It’s bad *fengshui*, the animal is an overpowering symbol,” said the businessman eyeing the coupe. “It cannot be done,” replied the salesman. The badge was an integral part of the design and mechanism. But the client insisted: “No removal, no sale!”

Malayan Motors’ sales executives put their heads together and called a geomancer in Hong Kong. They explained the problem. He had a simple solution, a minor tweak was all that was needed to contain the menacing terror. “Put a ring around the badge, to tame the animal. It would be like putting a collar and leash on a dog before taking it for a walk,” he advised. It was done and Malayan Motors closed the sale.

A choke of genius?