



# The Jaguar Trail

STORY 45

**I**n response to complaints of the Jaguar's reliability in the late 1980s and early 1990s, Malayan Motors came up with the idea of inviting Jaguar owners to put their cars to the test on a long drive upcountry. So the Jaguar Drives were born.

"Why worry?" said the organisers. "It's all paid for by us, and we have all our guys on standby, our breakdown crew, spare parts, spare cars." Arrangements were also made with the Malaysian authorities to ensure a smooth drive.

The owners set off in an impressive line of Jaguars with friends and families in tow. It turned out to be more than a holiday for all; lots of unscheduled networking along the way, with promises to follow up again in Singapore.

One person who went on the Jaguar Drives was Paul Chan, until recently Senior Vice President of the Technology Solutions Group and Managing Director, Asia Pacific & Japan of Hewlett-Packard Asia Pacific. In the mid-1990s, he joined a drive to Penang and back, stopping over in Kuala Lumpur. A total of four nights were spent on the road – two in Penang and one night each, either on the way up or down – in Kuala Lumpur.

He drove his XJ6. "It was a great way to enjoy the car," he said. His wife and three children went along and they all took part in a treasure hunt organised by Malayan Motors. He recalls: "There was this competitive spirit and having young children along came in useful, as they

were full of energy and could go all out looking for clues in the competition. It was a lot of fun. We came in third and won S\$2,000 cash. I used it to buy a set of alloy wheels for the car."

Rating the drive a 10 out of 10, he said he would not hesitate to go on another one if ever there was one organised again.

For two other families, the Jaguar trail led, years later, to their children taking a different kind of journey together – a lifelong one.

The children, who met when they were about 11 or 12 years old on a Jaguar drive, stayed loosely in touch. When they met again and were re-acquainted in university, love blossomed. Not long after they got married.

The wedding car was a Jaguar, obviously.