

Press Release
6th October 2010



Iconic British car manufacturer, Jaguar set to exhibit All New XJ, XFR and XKR



at the Phuket International
Marine Expo 2011 (PIMEX)
6th – 9th January 2011

World luxury automaker, **Jaguar** is today pleased to announce that it will be showcasing the award-winning **All New XJ**, the **XFR** and **XKR** at “*Asia’s Favourite Boat Show*” in Phuket next January. Underlining Jaguar’s continued commitment to expanding its presence in the Asian market, **PIMEX 2011** visitors will be able to see these beautiful fast cars close up from the company that, this year, celebrated its 75th anniversary.

Jaguar is a name that epitomises prestige, elegance and speed. After 75 years of being at the forefront of automotive design and engineering, the company has become synonymous with Beautiful, Fast Cars. The British company has enjoyed great success in Asia recently, with a hugely successful sponsorship of **Six Senses Phuket Raceweek 2010**. The company is looking to continue its affiliation with the yachting fraternity by exhibiting its latest models, the All New XJ, XFR and XKR at the Phuket International Marine Expo 2011 (PIMEX).

In recent years Jaguar has demonstrated a continued commitment to the growing Asian market. Now in its eighth year, PIMEX, the international waterside boat show that is one of the largest in Asia is set to attract over 6,000 visitors to Asia’s most popular marine destination. Taking place at the 80-berth yacht basin at the **Royal Phuket Marina from 6th – 9th January 2011**, PIMEX will feature major opening and closing ceremonies.

In a comprehensive programme to integrate the Asian market with the latest high performance Jaguar cars, the All New XJ recently voted ‘2010 Car of The Year’ by UK based Professional Driver Magazine, and award winning XFR and XKR models, will be exhibited inside the main hall. Experts will be on hand to guide visitors through all the attributes of these stunningly designed cars as well as offering selected guests the opportunity of a test drive.

The All New XJ, the ultimate expression of a Jaguar for the 21st century, will also be on a floating dock in the marina, highlighting the vehicle’s affinity with luxury yachts and its interior design cues, inspired by classic sailing marques. With regard to the exterior, the XJ’s panoramic roof and floating roofline echo the most classic of yacht designs. The All New XJ is a blend of stunning design, intuitive technology and innovative thinking – a contemporary luxury car that is beautiful, exhilarating and sustainable.

Jaguar Director for Overseas Operations, Mick Razza said of the event *"It is with great pleasure that Jaguar will be showcasing our premium range of cars at the Phuket International Marine Expo 2011. The All New XJ has in parts been inspired by the sleek design and interior of the finest luxury yachts. The motor car driver should feel the same about their vehicle as they would do aboard the finest of luxury yachts and we've ensured that the All New XJ offers an outstanding driving experience in a luxurious environment. We saw a marked improvement in sales following our experiential marketing event at Six Senses Phuket Raceweek 2010 (SSPRW) and we feel that PIMEX will prove equally successful for us".*

Andy Dowden, Show Director for the Phuket International Marine Expo 2011 added; *"We are delighted that Jaguar have decided to exhibit at our event, we are now entering our eighth year and this shows how the event has developed when brands as world renowned as Jaguar exhibit with us. A special mention must be noted for Paul Poole (South East Asia) Co., Ltd for facilitating this partnership. It has been a pleasure to see this event grow over the years and I can not wait for the show to open in January, it truly will be our biggest and best yet."*

Paul Poole (South East Asia) Co., Ltd is an independent marketing consultancy based in Bangkok, Thailand, specialising in commercial sponsorship and partnership marketing, working with both rights holders and brands – acting as a catalyst by bringing them together and maximising the relationship.

The consultancy has packaged, sold and managed sponsorship & partnership opportunities for a wide range of rights holders, having worked with many of the world's leading brands to source and engage the right sponsorships & partnerships for them to maximise their potential.

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Websites



www.jaguar.com

For:

- Jaguar Information



www.phuketboatshow.com

For:

- Event Information