



Press Release

Royal Phuket Marina Premiering All New XJ Jaguar Supercar in Asia

Mediterranean style 'lifestyle marina' hosting wealthy Asian VIPs for unveiling of prestigious new marque

(Phuket, Thailand, June 23, 2010) – Asia's most glamorous 'lifestyle marina community' Royal Phuket Marina has been selected for the Asian premiere of Jaguar's latest supercar.

The All New XJ is being unveiled at RPM's International Exhibition and Conference Centre to wealthy VIP guests invited from across the Asia-Pacific for a 'Jaguar Driving Experience'.

The event coincides with the legendary car brand co-sponsoring Six Senses Phuket Raceweek 2010 from July 21-25.

The guests from Hong Kong, Indonesia, Malaysia, New Zealand, the Philippines, Singapore, Sri Lanka, Taiwan and Thailand will also be test driving the acclaimed new marque.

RPM is rolling out the red carpet for the VIPs with a welcome at one of its exclusive private villas and lunch on its Fisherman's Wharf-style boardwalk at Mom Tri's Boat House Regatta Restaurant.

As Jaguar celebrates its 75th anniversary at the highest echelons of motoring, a comprehensive programme to familiarise the Asian market with the latest high performance model is twinning five days of exhilarating driving with four days of high octane yacht racing.

The VIPs will test-drive the All New XJ on road and track with expert instruction to appreciate the true driving experience of the model.

Jaguar Overseas Operations, Director, Mick Razza said: "Set against the stunning backdrop alongside Phuket's beautiful coastline, guests will experience the highest calibre of driving entertainment.

"This first class 360° marketing campaign rivals any of the best platforms we have used in the past."

Organizers and rights owners of Six Senses Phuket Raceweek are Image Asia Events Co., Ltd., also founders of Phuket International Marine Expo (PIMEX), Thailand's only boats how held each year at Royal Phuket Marina, and former organizers of Koh Samui Regatta.

Jaguar's continued commitment to the regatta also sees the motor industry giants sponsor one of the highly regarded catamarans this year, *Nina*, an Andaman Cabriolet which was a victor in its first year in 2009.

Six Senses Phuket Raceweek also marks the opening leg of the Asian Yachting Grand Prix (AYGP), a selection of top class racing class events contested in Hong Kong, Malaysia, Singapore and the Philippines as well as Thailand.

Mediterranean-style Royal Phuket Marina is a magnet for international celebrities, jet-setters and high society.

Its 2,500 square metre Exhibition & Conference Centre is Phuket's premier events venue.

About Royal Phuket Marina:

Royal Phuket Marina is a world-class, luxury, Mediterranean-style marina and entertainment and lifestyle hub with open air restaurants and bars.

On Phuket's eastern seaboard overlooking scenic Phang Na Bay, Royal Phuket Marina is Thailand's first lifestyle community rivaling top marina resort communities in Europe and the Caribbean.

Developer Gulu Lalvani is the founder of Binatone, the world's second largest manufacturer of digital cordless phones. He is on a mission to promote Phuket as a world class yachting hub in one of the world's most idyllic and assessable locations.

For more information about Royal Phuket Marina please visit www.royalphuketmarina.com

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