

NEWS RELEASE

Record 100 Cars Take Part In AA Heritage Drive™ 2007

Two-year-old boy among the participants of this technology-driven, treasure-hunt style car rally

Singapore, 9 June 2007 – Some 100 drivers and their families had fun on wheels early this morning at the Heritage Drive™ organised by the Automobile Association of Singapore (AA). Held in conjunction with the Police Week Carnival at the Old Police Academy, the AA Heritage Drive™ 2007, themed “Fun On Wheels”, took participants to historic sites such as the Old Ford Motor Factory (now known as “Memories at Old Ford Factory”), former Singapore Traffic Police Headquarters, the old Thomson Road racing circuit, National Stadium, and the HSBC Office near Geylang Serai, which used to be a settlement for “Orang Laut” or sea people and native Malays.

This was the first time AA introduced Global Positioning System (GPS) navigation and wireless network technologies to the treasure-hunt style car rally, one of the Association’s landmark events, which was mooted back in 1961.

Mr Bernard Tay, President of AA said, *“The AA Heritage Drive™ has been an AA trademark event and each time, we will try to instil a new concept or idea. With IT becoming an integral part of our lives, we have decided to go wireless this centennial year. Through this event, we want people to learn about Singapore’s rich heritage and adopt safe driving habits. With GPS navigation, drivers can focus their attention on the road and other road conditions, without having to worry about how to get to their destination or which is the shortest route to take. This adventure on wheels is about teamwork, strategies and quick wit, not speed. As an advocate of road safety; AA always makes it a point to highlight and reinforce the importance of road safety and responsibility on the roads to the participants of our car rallies.”*

Among the participants was 35-year-old, AA member, Mr Firos Osman who took part in the event with his wife, Madam Alina Bte Abdul Rashid, and their three children – twin daughters Amirah and Shahirah, nine years old, and eight-year old son, Musaj.

Mdm Alina said, *“This is the first time we are taking part in the AA Heritage Drive™. We are fascinated by the opportunity to drive around the island in search of different historical sites. It’s not a matter of how fast you can get to each checkpoint but whether you know where to go to in the first place. You need to have basic knowledge on Singapore’s history. In this sense, the AA Heritage Drive™ is also educational and provides good fun for the whole family.”*

The advanced GPS navigation units featuring a simple touch-screen interface, guided participants to the intended destinations via coloured maps and audio supervision. Participants were loaned GPS navigation units three days before the event to familiarise themselves with the device. At the end of the event, participants were given the option to purchase the GPS navigation unit at a very special price. The GPS navigation units were provided by TiBO GPS Elecom Marketing Pte Ltd.

The youngest participant of the event was two-year old, Lim Wei Chiat. His father, Mr Lim Sen Lee, 40, said, *“We think the event will be enjoyable and suitable for families especially those with young children and decided to bring Wei Chiat along. ‘Learning’ can start at a very young age. They can get to know the lesser-known heritage sites in Singapore. We also got to ‘play’ with the GPS and Wi-Fi enabled mobile devices provided. Throughout the event, we were reminded to observe the road safety rules and asked questions relating to road safety. It was like taking the Highway Code again. This is good as it refreshes our memory for some of us could have forgotten the rules, which are vital for safe driving.”*

At the five checkpoints, participants were tested on their knowledge of motoring and Singapore’s heritage with challenges like parallel parking, completing jigsaw puzzles within the shortest time, and remote-controlled car racing. The winning car team walked away with one TiBO GPS navigation unit and \$1,500 in cash. A total of more than

\$15,000 worth of prizes were given away. Each car also received a goodie bag worth some \$120.

Mr Wan Fook Kong, Chairman of AA's Auto-Venture Sub-Committee that put together this year's AA Heritage Drive™ said, *"Since the very first motor rally that AA organised in 1907, the AA Heritage Drive has grown from strength to strength through the years. Today, it has become a landmark event of AA, aimed at promoting courteous and safe driving to the participants, while they engage in a fun, historical trail on wheels. As one of the oldest associations in Singapore, AA hopes to play a part in educating the younger generations on Singapore's rich heritage, since the Association with its 100-year history forms a major part of the Singapore heritage."*

Participants of the AA Heritage Drive™ and visitors to the Police Week Carnival were also treated to a jaw dropping performance by professional drifters from Japan. The drifters performed revolution drift stunts similar to those seen in the movies "Initial D" and "Too Fast, Too Furious".

Following the AA Centennial Heritage Drive™, AA will be bringing its members and friends in a 100-car Auto-Venture™ up to Genting Highlands from 1 to 3 September, at a very attractive rate of only \$100 per person. As part of its centennial calendar, AA will also be holding an AA Members' Dinner cum AA Centennial Membership Grand Draw on 6 October. AA will round up its year of anniversary celebrations with the AA Centennial Charity Gala Dinner on 16 November with President SR Nathan as the Guest-of-Honour.

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ABOUT AUTOMOBILE ASSOCIATION OF SINGAPORE

As a representative of the Singapore motoring arena since 1907, the Automobile Association of Singapore (AA) is committed to serving the needs of its over 77,000 members and the local motoring community. The Association is a voice of motorists, serving as a bridge between the motoring public and the relevant authorities. AA members can enjoy emergency roadside assistance as well as benefits and privileges at a myriad of motoring and lifestyle outlets both locally and worldwide. AA's vision is to be the partner in motoring and to excel as the leader in quality vehicle recovery and motoring services in Singapore.

For more information, please visit the AA website at www.aas.com.sg

MEDIA FACTSHEET

EMBARGOED TILL 11.30AM ON 9 JUNE 2007

AA HERITAGE DRIVE™ 2007

“FUN ON WHEELS”

Date: Saturday, 9 June 2007

Time: 6.30am to 2.00pm

Flag-off venue: Old Police Academy, off Thomson Road

Guest-of-Honour: Chairman of AA Auto-Venture™ Sub-Committee, Mr Wan Fook Kong

Programme:

- 7.00am Arrival of participants
- 7.30am Flag off by Chairman of AA Auto-Venture™ Sub-Committee,
Mr Wan Fook Kong, and Traffic Police Commanding Officer of
Road Safety Branch, Mr Simon Ng
- 1130am Participants begin to return to finishing point (old Police Academy)
Rest / Leisure time
- 12.30pm Lunch
- 1.30pm Speech by Guest-of-Honour, Chairman of AA Auto-Venture™
Sub-Committee, Mr Wan Fook Kong
Heritage Drive prize presentation and lucky draw at Main Tent
- 2.00pm Road Safety Talk by speaker from Singapore Safety Driving Centre
2.30pm End

Organising Committee:

- Chairman: Mr Wan Fook Kong
- Members: Mr Bernard Tay (AA President)
Mr Lim Soon Heng (AA Vice-President & Chairman of AA Centennial
Celebrations Steering Committee)
Mr Lee Wai Mun (AA Chief Executive Officer)
Mr Leslie Wong
Mr Steven Tan

Sponsors and partners of AA Heritage Drive™ 2007

- Main partner : HSBC Insurance (S) Pte Ltd
- Co-partner : TiBO GPS Elecom Marketing Pte Ltd
- Supporting organisations : Traffic Police, National Heritage Board,

AA Heritage Drive™ 2007

- AA Heritage Drive™ 2007, themed “Fun on Wheels” is a ‘treasure-hunt’ style adventure trail on wheels, leading participants island wide in search of Singapore heritage sites
- This is the first time AA enlists GPS navigation and wireless network technologies in the Heritage Drive.
- Each car is fitted with an audio and visual-enabled GPS navigation system to help drivers stay on their intended route to their destination. The system could automatically recalculate a new route should the driver make a wrong turn, thus minimising the incidences of participants losing their way and accidents.
- Participants will employ WiFi-enabled mobile devices at selected checkpoints to download information from the internet as answers, or clues to move along the trail
- Before passing each checkpoint and moving to the next, participants are required to answer a set of motoring or heritage-related questions and complete tasks such as completing a jigsaw puzzle and parallel parking. Participants will be awarded points for completing the tasks and answering the questions correctly.
- AA Heritage Drive™ is not about speed, as it is not the team that reaches the finishing point first, but the one with the highest number of points wins.

The five checkpoints are:

a) Old Ford Motor Factory

The old Ford Motor Factory first opened in October 1941 as Southeast Asia’s first car assembly plant.

It was also at this location on 15 February 1942, that Lieutenant-General A. E. Percival, Commander of the British Forces in Singapore, surrendered to the Japanese Army, ushering in three years and eight months of Japanese rule in Singapore.

‘Memories at Old Ford Factory’ was officially opened by the Minister for Defence, Mr Teo Chee Hean on 16 February 2006 with a permanent gallery featuring the exhibition ‘Syonan Years: Singapore Under Japanese Rule, 1942 – 1945’.

b) Former Singapore Traffic Police Headquarters

Traffic Police has its early beginning in the old Maxwell Road building, which was built in 1928 by the Colonial government. It was a landmark in those days as it also served as a driving test centre.

Today, it has been transformed into a landmark for innovation and creativity in Singapore. Red dot Traffic is home to creative companies such as advertising agencies,

schools and design studios. Anchored at the Traffic is the red dot design museum, a global showcase of excellent design standards.

c) Old Kallang River Reservoir and old Thomson Racing Circuit

The old Kallang River Reservoir (now known as Peirce Reservoir) is Singapore's second reservoir and was impounded across the lower reaches of the Kallang River in 1910. In the late 19th century, much of its surrounding forest along the northern shore (what is now known as Upper Pierce) used to be thriving gambier and pepper plantations.

Along the way to the old Kallang Reservoir, participants will pass the old Thomson Road Racing Circuit where Singapore hosted its first Grand Prix in 1962.

The race track was on street circuit along Upper Thomson Road, and the track was 3.023 miles (approx. 4.9km) with a fast undulating one-mile stretch called the Thomson Mile (what was then Nee Soon Road) and a series of bends on the back section linked by hairpins at either end called the Devil's Bend (still part of Old Upper Thomson Road today).

On 22 April 1973, the Singapore Grand Prix ended its 12-year run.

d) National Stadium

The Singapore National Stadium opened in July 1973 and has been used for many memorable international and local sporting, cultural and entertainment events; such as the Southeast Asian Games, the Singapore Armed Forces Day, the Singapore Youth Festival Opening Ceremony Parade, and the finals of the ASEAN Football Championship (formerly known as the Tiger Cup). The National Stadium has also been the venue for the National Day Parade 18 times.

e) HSBC Insurance Building

HSBC Insurance moved to new premises at Singapore Post Centre, located a stone's throw away from Geylang Serai.

Back in the olden days, the Geylang Serai area served as a settlement for "Orang Laut" or sea people, and native Malays. The area had coconut plantations and was once known as Geylang "Kelapa" (meaning "coconut" in Malay). But since the start of the 20th century, it has been known as Geylang Serai. "Serai" is Malay for lemon grass, which was also found in abundance in the area.

Other Information

Participants stand to win:

- 1st Prize: 1 TiBO GPS navigation unit worth \$999 plus \$1,500 in cash
- 2nd Prize: 1 TiBO GPS navigation unit worth \$999 plus \$500 in cash
- 3rd Prize: 1 TiBO GPS navigation unit worth \$999 plus \$300 in cash
- Lucky draw prizes

All participating car teams also received one goodie bag worth more than \$100.

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