

MEDIA ADVISORY

Embargoed till 6 August 2011, noon

**VINTAGE CARS TO RETURN HOME TO MEMORIES AT OLD FORD FACTORY
IN CELEBRATION OF MOTORING HERITAGE DAY**



6 August 2011 – Returning home to the Memories at Old Ford Factory (Memories) on Sunday, 7 August 2011, after more than 70 years is a rare Ford Mercury Convertible – one of the last Ford vehicles to be assembled locally at the former Ford Motor Factory before the outbreak of World War II in 1941. This and more than 40 other vintage gems will make a special appearance at Memories in celebration of Motoring Heritage Day.

2 A collaboration for the second consecutive year between the National Heritage Board (NHB) and Malaysia and Singapore Vintage Car Register (MSVCR), Motoring Heritage Day celebrates the old school charm of our motoring history and presents a rare opportunity for the public to come up close and personal with these motoring gems. And with Singapore's National Day just around the corner, there is no better time to reminisce the heydays of motoring in Singapore.

3 Joining the Ford Cortina at Memories are two more classic cars – the 1969 Ford Capri 1600GT and 1941 Ford Mercury Convertible – also assembled right here at the former Ford Motor Factory, Southeast Asia's first Ford vehicle assembly plant. Beyond admiring the impressive machines, members of the public will also be able to learn about the interesting stories behind the cars through interaction with the owners.

4 Both the 1979 Ford Cortina and 1941 Ford Mercury Convertible will continue to be on display till 9 August 2011, which also coincides with the National Day Open

House for all NHB museums. During this three-day period, visitors will enjoy free entry to Memories, free guided tours and view historical film footages linked to the old Ford Motor Factory and World War II. Please refer to *Annex A* for more information on the National Day Open House at Memories.

Highlights of Motoring Heritage Day

1941 Ford Mercury Convertible

This 1941 Ford Mercury Convertible has an interesting past that transcends the war years. It was assembled at the Ford Motor Factory in 1941. Though ordered, it was never delivered to its owner due to the outbreak of World War II. Confiscated by the Japanese after the surrender, it was used as an officers' car and subsequently changed hands from the Japanese to the Dutch, the Indonesian Army, several private owners and finally to its current owner – a member of the MSVCR. After 70 years, the car will be making its way home to Memories where its amazing World War II laced motoring history began.

1979 Ford Cortina 1600GL

The 1979 Ford Cortina 1600GL was the last of the Ford cars to be assembled at this plant. The car has remained with the same family since it was first produced back in 1979! Back then, the Ford Cortina was one of the more popular family saloon cars on our roads.

1969 Ford Capri 1600GT

An original Ford car that was made at the Ford Motor Factory in 1969, and the only one of its kind left in Singapore! The Capri brought a sporting edge to the marque and remains a desirable classic to this day.

Media Preview of Rare Vintage Cars

Members of the media are invited to join us for media preview and photoshoot of eight vintage cars at Memories. Please refer to Annex B for the full list of cars. Here are the details:

*Date: 6 August 2011, Saturday
Time: 10.00am
Meeting Point: Memories at Old Ford Factory, 351 Upper Bukit Timah Road*

Kindly call Rachel Lo at 6327 6177 or email rlo@fulfordpr.com to confirm attendance.

- End -

About the National Heritage Board

The National Heritage Board (NHB) champions the development and promotion of a vibrant cultural and heritage sector in Singapore. It makes heritage enriching, relevant and accessible to all through staging innovative programmes and forging partnerships with both private and people sector counterparts. NHB leverages on state-of-the-art technology and refreshing new approaches to make heritage more dynamic, alive and exciting for different audiences. It also manages both national and public museums, the National Archives of Singapore, the Preservation of Monuments Board and the Heritage Conservation Centre. NHB was formed on 1 August 1993 as a statutory board under the Ministry of Information, Communications and the Arts (MICA). Please visit www.nhb.gov.sg for more information.

About the Memories at Old Ford Factory

Situated along Upper Bukit Timah Road, Memories at Old Ford Factory (Memories) was the Ford Motor Company's first Southeast Asian car assembly plant. It is today a prominent historical and architectural landmark in Singapore, most remembered as the site where the British surrendered Singapore to the Japanese on 15 February 1942. Restored by the National Archives of Singapore and gazetted as a national monument in 2006, Memories now houses a permanent World War II exhibition gallery and archive repositories.

About the Malaysia Singapore Vintage Car Register:

The history of the Malaysia and Singapore Vintage Car Register (MSVCR) dates back to the days of Malaya, 1955. Fuelled by a common motoring passion, a group of enthusiasts came together in Malacca to form the Malayan Vintage Car Register. Their mission was simply to encourage the use and preservation of period cars and bikes. 56 years on, this mission has remained unchanged, though the Club gradually evolved into the MSVCR – an established and widely recognised authoritative body on period motoring in this region and beyond. The Club currently has more than 350 members worldwide, and is home to some of the most exquisite Vintage pre-war and Classic motor cars.

For media queries, please contact:

Rachel Lo

Senior Account Manager, Fulford Public Relations

DID: (65) 6327 6177

Mobile: (65) 9847 8839

Email: rlo@fulfordpr.com

National Day Open House

Visitors will enjoy free admission to all seven National Heritage Board museums on National Day, 9 August 2011. This includes all galleries and exhibitions, including special exhibitions such as *Terracotta Warriors: The First Emperor and His Legacy* at the Asian Civilisations Museum (ACM), *Abbas, 45 Years in Photography* at the National Museum of Singapore, as well as *Art Garden* at the Singapore Art Museum (SAM). The seven NHB museums are the ACM, Memories at Old Ford Factory (Memories), National Museum, Peranakan Museum, SAM, Singapore Philatelic Museum and Reflections at Bukit Chandu (Reflections).

A commemorative photo-booth will be installed at Memories and Reflections during the National Day Open House for visitors to take home their memories and reflections in the form of miniature photos of themselves. This will be done against the backdrop of each building's façade that has been artificially rendered to produce an "old-world charm" effect.

List of Vintage Cars Present at Motoring Heritage Day Media Preview

- 1) 1941 Mercury Convertible
- 2) 1969 Ford Capri 1600GT
- 3) 1933 Ford Tudor
- 4) 1938 McLaughlin Buick Ltd
- 5) 1955 Mercedes-Benz 220S
- 6) 1962 MG-Midget
- 7) 1962 Austin Healey Sprite
- 8) 1972 Morris Mini 1000