

issue

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**SAAB**  
move your mind™



eurotrend

# ignition

## Message from our Managing Director

Dear Valued SAAB Customer,

I am happy to announce that we are one step closer to independence with General Motors Corp. and Koenigsegg Group AB, a consortium led by Koenigsegg Automotive AB, confirming the details of a memorandum of understanding for the purchase of Saab Automobile AB that secures SAAB's future.

Trans Eurokars would also like to assure all our loyal and passionate SAAB customers that SAAB is committed

to Singapore and will continue to serve all SAAB drivers as usual. Meanwhile, work continues at SAAB for future product programmes. I am confident that our future product line up including the new 9-3X, new 9-5 and 9-4X will be a great foundation for success.

I look forward to sharing with you more positive and great news concerning SAAB in the coming months.

Yours sincerely,



**Ong Lay Ling**  
Managing Director  
Trans Eurokars



# SAAB Goes to the Great Outdoors

SAAB has just gotten a little rough and rugged. Introducing the all-new Saab 9-3X, a sporting revelation with class-leading SAAB cross wheel drive (XWD) system. Armed with an aesthetic appeal, the 9-3X is the perfect model for outdoor enthusiasts to drive on all kinds of roads and the ideal alternative to large crossovers or SUVs.

A rugged all-round car that is available with a 2-litre gasoline engine, the 9-3X conjures a dynamic driving experience with an efficient use of resources to achieve responsible performance. Time for the adventure of a lifetime.

## All Rounder

For starters, SAAB designers raised the chassis 35mm higher than a standard two-wheel drive SportCombi in order to handle a rugged terrain. It is specifically designed for those who frequently hit the gravel or unpaved roads without compromising the driving experience on asphalt.

Simon Padian, SAAB's brand design chief, sums up best the appeal of the latest 9-3X model: "The 9-3X is an efficient all-rounder for anyone who doesn't want or need an SUV-type vehicle. Simply put, we're offering a trekking shoe that will do what is required with more comfort and style than a heavier mountaineering boot."

With the addition of newly designed multi-spoke 17-inch alloy wheels, the 9-3X's exterior character reflects its ability to handle mixed road conditions.

## Total Control

At the heart of the 9-3X is SAAB's cutting-edge XWD system, an intelligent system that continuously distributes engine drive torque between the front and rear axles for optimum stability and grip in all conditions.

In addition, the hardware includes an electronically controlled Torque Transfer Device (TTD), which varies power

delivery between the axles. An optional rear limited slip differential (eLSD) operates on the same principle, splitting drive across the axle to whichever wheel that has more and better grip. This allows the driver to be in total control.

## Form Meets Function

Designed to make loading sports and leisure equipment fuss-free, the spacious rear cargo area is built with plenty of storage space. From storage solutions that do not compromise design to the acclaimed XWD system, the Saab 9-3X marries form and function, art and science, style and performance – a rugged all-rounder car for the inspired.

The 9-3X will be available for order in Singapore soon. For enquiries, call us at 6251 6888 today.



# the saab life



## A MidSummer Festival Dream

In the summer, everyone comes out to play. SAAB joins in the fun with the launch of the SAAB MidSummer Festival, which takes place from 23 May to 26 July. The MidSummer Festival creates a whole new level of joy and merriment with sizzling highlights from test-drives of the range including the all-new Saab 9-3 Aero XWD to complimentary power upgrade deals and \$2,000 worth of shopping vouchers for each SAAB purchased during the festival.

Furthermore, all test drivers will be automatically entered into a lucky draw conducted at the end of the festival, standing to win prizes such as \$1,000 Shell petrol vouchers, resort stays and more. In fact, those who refer friends to

test drive will double their chances of winning at the lucky draw.

And on 23 May, SAAB held an exclusive closed door preview of the festival to Standard Chartered Bank customers and staff. Guests had the chance to get acquainted with Scandinavian culture by taking part in MidSummer activities such as Viking face painting and indulging in Swedish cuisine.

What are you waiting for? Test drive a SAAB now and stand a chance to win the fantastic prizes up for grabs. Hey, let loose and get lucky this summer.

# swede spot

## Happy Birthday Erik Carlsson!



If there is a face to represent SAAB, it has to be the legendary Erik Carlsson, who turned 80 on 5 March 2009. Erik, whose career with SAAB spans six decades, is still employed by SAAB today as an international ambassador for the brand. The longest serving employee in SAAB attends launches, dealer and customer events around the world.

The names of Erik Carlsson and SAAB are inextricably linked. Born and bred in SAAB's hometown of Trollhättan, Erik first rallied to fame in the early 60s as 'the big man in a little car', clinching two back-to-back victories in the 1962-63 Monte Carlo Rally and a hat-trick of wins in the 1960-62 British RAC Rally. His 'David and Goliath'

exploits against more powerful cars then provided the impetus to launch SAAB as a global car brand.

Erik bought his first car, a second-hand Saab 92, in 1955, which was later developed into the Saab 96, the car that took him to his most famous rally victories. Over the years, he has driven thousands of SAAB cars and been involved in the development and testing of many of the models. There is probably no man on the planet who drove more SAABs than Erik.

The Swede currently drives a Saab 9-3 Aero SportCombi and in celebration of his 80th birthday, SAAB Switzerland is launching an updated 'Erik Carlsson' edition of the 9-3 SportCombi and

Sport Sedan, both featuring SAAB's widely acclaimed cross-wheel drive system.

The birthday man has the final words: "I've had a wonderful time with SAAB. We started off by producing real drivers' cars with a distinctive character and this is as true today as it was when I first joined the company. Design and technology may have developed a great deal over the years, but the qualities that make a SAAB a SAAB are still the same. I've travelled the world as a driver and ambassador for the company and I plan carrying on just as long as I am able. I've been very lucky because my career with SAAB has been a passion every bit as much as a job." Cheers Erik!



# high revs

## **Win \$510 Worth of SAAB Merchandise**

Participate in our lucky draw and stand a chance to win a SAAB Expressions hamper valued at \$510.00! Be a proud owner of SAAB's exclusive merchandise including a SAAB watch, multi sport glasses, a model car and a SAAB T-shirt!

To take part, fill in the attached form and get back to us before 31 July 2009 via fax: 6369 3003 or email: [saabmktg@eurokars.com.sg](mailto:saabmktg@eurokars.com.sg). Alternatively, you can fill up an online form at [www.saab.com.sg/transeurokars/owners](http://www.saab.com.sg/transeurokars/owners).

Register now and you could be our lucky winner!

# privileges

## Parts and Aftersale Offers from SAAB

Saab is offering the following fabulous offers.

The 5-Spoke Star 18x17.5" Alloy Rim and 5-Spoke Low Split 17x17.5" Alloy Rim for Saab 9-3 models are priced at \$380 per piece. In addition, the air-con related parts for all models are offered at 30% discount.

The Hirsch Performance Dual Exhaust Systems for Saab 9-3 Sport Sedan and Saab 9-5 respectively are offered at a promotional package of \$3,480. The price is inclusive of labour charge for installation and LTA fee. While stocks last.

Owners of Saab 9-3 Sport Sedan looking for stylish interiors can consider the following offers – Hirsch Performance Carbon or Nappa Leather Instrument Panel at \$1,498; Carbon Leather Décor Trim Set at \$998; and Leather Dr Handle Set at \$798.

Prices shown are before 7% GST and inclusive of parts and labour costs. Contact 6360 2877 for parts offers.



## Summer Love

Smell summer in the air! Purchase any Jean Paul Gaultier limited edition summer fragrances and receive an exclusive Le Male or Fleur du Male travel pouch.

Promotion available only at Robinsons Centrepoint and Raffles City. Please present your SAAB car key to enjoy the promotion. Valid till 30 September 2009. While stocks last.



# snippets

## SAAB On Your Desktop

Launched in March globally, the SAAB Widget has been garnering interest among many users. True to SAAB's tradition, this user-friendly widget works fast, simple and easy. Be the first to access video clips, never-seen-before footages and articles from the world of SAAB on the widget. Download the SAAB widget now at [www.saab.com.sg](http://www.saab.com.sg).

### Get to Know SAAB

To be clued in with the latest developments about SAAB, check out the SAAB Newsroom ([www.saab.com.sg](http://www.saab.com.sg)), a news portal that compiles what is being said about SAAB in the media, as well as in different online communities.



### your say

Help us to serve you better. Give us your feedback on any issue. It can be comments, suggestions, questions, brickbats or bouquets. We welcome them all. Please send all correspondences to Eurokars Centre, 12 Sungei Kadut Avenue, Singapore 729648. Or you can e-mail us at [saabmktg@eurokars.com.sg](mailto:saabmktg@eurokars.com.sg).