



Jaecoo J6 eSUV Launch: Custom Creations by Top Car Experts & Influencers

Description

Last week, we attended the official launch of Jaecoo J6 eSUV at its Ubi showroom. It was a pleasant surprise to see how versatile the Jaecoo J6 can be when top car experts and popular influencers get creative with their customisation. They added cool designs and special body parts, turning the J6 from just an SUV into a unique moving artwork that shows off the owner's style.



Are you feeling adventurous already?

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I think he is checking his bank account

The first design looked like it came out from a movie scene in Jurassic Park. Yes it is inspired by the dinosaur-themed movie franchise. The J6 carries a claw-marked design which makes it look like it just escaped a T. Rex's chase out from the muddy plains of the Amazon Jungle. I think my friend Daryl is looking forward to some adventure of this own. But he has to buy it first.

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The 2nd design unveiled is excitingly covered in orange with the Singapore map silhouettes plastered on its front and sides. The map is quite detailed, as I noticed the additional reclaimed land that has been completed over the years. Well done Singapore, but not so much Paddleshift Jek Low. Brave concept but not for me. However I like the neon spotlights on the top, surely handy when you are exploring in the dark.

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Jek Low, also known as Paddleshift Jek Low, is an automotive journalist and content specialist. He currently works at Paddleshiftsg, a role he started in September 2023. Before joining Paddleshiftsg, he spent two years as an automotive journalist at Motorist Singapore. Jek is a specialist of writing vehicle reviews, creating content for online search (SEO), and taking photos of cars and events. He also has experience as a general content writer and photographer.

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Looks like this young man found his pick of the evening, a stunning beach themed design that matches his bright beaming victory smile. Good choice! But in another 10 years time, he should be able to drive that.

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This is the masterpiece of James Wong, who is the Automotive Editor for OneShift by Carousell (a Singaporean automotive platform), and a well-known figure with a deep-seated passion for cars. He has a particular affinity for Volkswagens and a notable history with both classic and modern vehicles, including the Mazda MX-5 and various generations of the Golf. Beyond his editorial work, James also enjoys casual kart racing and is a consistent contributor to the OneShift by Carousell platform.



At the same time, fitting the occasion is just as important. Or mood. If you are driving to a solemn event, perhaps a darker tone of colour is more fitting. What do you think? There is just too many salsa chips all over! Or do they remind you of pineapples?



Happy National Day Singapore!

Next up is a tribute to our nation's upcoming 60th birthday, proudly presented by SG Car mart. I like it when most of it is white based. If it is mostly in red, it may come across as a big ang pow which is more fitting for Chinese New Year visits. The fonts are carefully sized but yet boldly experimented all over the car body. I think it fits most events, and places. If you drive into JB it will shout Singapore left right centre.







The next design that carries the mythical creature in Chinese folklore, the majestic Dragon that commands authority and awe amongst us the common man. It takes a man or woman of utmost confidence to drive this mystic machine, and that person is no other than the famous influencer, Koocester.

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The choice of gold for its dragons fits perfectly against the black body. Gold is royalty, champion and winners. The black adds further to the seriousness of the overall look. If you ever offend an Asian mafia boss, he probably will drive something like this to look for you.

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Last of not the least, a celebrity name Bobby Tonelli, who once graced our local television and radio scene brought us his J6 design and his beloved pet. Bobby is multi talented in acting, hosting, radio DJ and modelling. He looks really good for his age.

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His design is easily my favourite, if not top 2 favourite of them all. In comparison, it seeks attention by not seeking attention. That is class, simplicity, and a head turner all in one. The matte olive green colour is strong, grounded and smooth. Perhaps a less conspicuous car would be a better fit, allowing his celebrity status to shine without distraction and keeping the limelight on him. I say again, he looks really good for his age.

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The guests were treated to some T-shirt printing courtesy of Monster Prints. Since we cannot customise cars, we can at least print our customised Little Big Red Dot office panel on our T-shirt. The Monster Prints team were feeling adventurous too, by printing a complicated design off a PDF in just minutes. I honestly loved the efficiency and spontaneity. Thanks Monster Prints and Omoda for the amazing host!

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A full height glass panel at our office bears our Little Big Red Dot banner

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Author

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