

DEVELOPING BILINGUAL (INDONESIAN - ENGLISH) DESCRIPTIONS FOR *MUSEUM ANGKUT'S* VEHICLE COLLECTIONS

Agil Miftakul Putra

State Polytechnic of Malang

Abstract

This project is a research and development research. The purposes of the research are (1) to create bilingual collection descriptions and (2) to help *Museum Angkut* visitor easier to get information. In conducting this study, the writer did analysis, design, development, implementation, and evaluation. The result of the study covered two main points. First is the collection descriptions in Indonesian and English. Second, the descriptions were validated by a translation expert, and it was evaluated by 32 respondents.

The bilingual collection description already revised based on translation expert feedback and respondent's suggestion. The final product of this research is especially beneficial for *Museum Angkut* and future researcher developing the same text. *Museum Angkut* can develop and improve the idea in this research. Moreover, English Department Student of State Polytechnic of Malang may find similar solution for similar problem of their research.

Key words: *bilingual description, globalization, museum, research and development, translation*

PENDAHULUAN

A museum is a place to store and display the historical collections which are unique and rare. Museum also has important roles for tourism field as a historical and educational tourist attraction. As an educational place, museum displays the collectible items with a description of each item. The description educates the visitor by giving information about the items. Therefore, a description of the museum items is very necessary for a museum.

The visitors are not only local people, but foreign people also want to visit a museum. A museum must focus on serving their visitors, both local and foreign visitors. It can be done by giving all information that can be understood and accessed by them. It causes

their experience and satisfaction.

Nowadays, English is used as an International Language. English is used to communicate in different nations and countries around the world. Many people use English as their second language after their mother tongue. It is because English was used in many countries (Crystal, 1997). In this case, English is the best choice to be used in a museum description as the global language. The English description will be understandable to foreign visitors and might give them satisfaction.

Unfortunately, many museum's collection descriptions in Indonesia are only provided in Indonesian language.

Museum Angkut. *Museum Angkut* is located at Batu, East Java, Indonesia. A for-profit museum that focused on educating and entertaining visitors about the transformation of any vehicle and knowing collectible and legendary car coming from any countries. The museum is known as the biggest transportation museum in Asia (jtp.id). The mission is to be “go international”, meaning that their target market is people from around the world.

There are still a lot of collection descriptions are only in Indonesian. This may lead the visitor’s dissatisfaction, especially for foreign visitors. They can’t access and get any information if the description only in Indonesian. In this case, translation focus is needed to improve the collection description into bilingual. So, it will help the foreign tourist to know the information of the collection things easier. Therefore, this final project is about developing bilingual collection description of *Museum Angkut* collectible items.

REVIEW OF RELATED LITERATURE

Museum

“A museum is a non-profit, *permanent* institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment” (ICOM Definition of a museum 2007, as cited in Brown, K., & Mairesse, F. 2018)

A museum is also a *national* cultural preservation institution, both in the form of objects (tangible) is like artifacts, fossils, and ethnographic objects or non-objects (intangible) such as the value of tradition and norms (Poespowardojo, S. p: 53. 1993).

According to the definition above, the writer concludes that *Museum Angkut* is a museum that preserve tangible objects in the form of old vehicle coming from around the world in the purpose of education, study, and enjoyment.

“Collection description is such a broad descriptive term that it is worth saying

something about the intended scope of the model” (Heany, 2000). A collection description may take any model or form because it does not make any assumption about the format of such descriptions. The important thing is the model *should* be applicable and accessible for all kinds of collection whether it is a physical or digital collection including a library, art and museum materials, and not only applicable to the resources of large research libraries.

A *description* of Collection is a text that may include information about the physical or digital collection. It may describe the information of the individual collection items, or information about some grouping items in general (Johnston & Robinson, 2002).

Heany (2000) *states* that the model of collection description could be categorized in some subtypes i.e: Text, Cartographic, Music Notation, Sound Material, Graphic, Audio-Visual, and Realia. Text is attributed to language. Cartographic is attributed to Locus (co-ordinates, equinox &c). Music notation is attributed to the notation system. Sound Material is attributed with Type of sound (music/speech) Language, Medium of performance. The graphic is attributed to Medium. Audio-Visual is attributed with a medium of performance. Realia is attributed to Medium.

This research result used a “text” collection description that focuses only on the language use. The reason why the research used the subtype is that the collection description is used in each item. Moreover, a text subtype seems the most efficient way to make a collection description in *Museum Angkut*.

Previous Research

Cofru & Nistoreanu (2006) did a research about internationalization of tourism firm, in their study it is written that internationalization is something that is needed nowadays. The world has already “born global” world, where the “instantly international” outlook is becoming, nowadays, increasingly prevalent (McAuley, 1999 cited in Cofru & Nistoreanu, 2006). Mungal & Jansho (2004, as cited in Cofru A & Nistoreanu P (2006) state that”

Internationalization is a process that follows an orderly sequence of growth in incremental stages, with knowledge and commitment the major elements of this model." The internationalization activities in company are operations (e.g. production, sales) and strategic activities (e.g. internationalization of capital, research and development, headquarter function) (Cofru A & Nistoreanu P, 2006). Furthermore, Research and development is one of strategic activities to internationalize tourism industry. This will support the writer to do his research and development in the title of Developing Bilingual (Indonesian-English) Collection Description for *Museum Angkut's* Vehicle Collections.

In China, a researcher named Jia (2020) did a development for tourism in her country. In 2020, she did a study titled "A Study of Chinese-English Translation of Tourism Signs from the Perspectives of Skopos Theory" She made a bilingual translation for public signs for foreign tourists. She made it in Chinese English. She aims to spread information accurately. Moreover, she wanted to help foreign visitors understand about Chinese culture. She focused on how accurate her translation result is. The way she developed the tourism in her country could be imitated to develop *Museum Angkut*. Her strategy of making a bilingual public signed can be imitated into developing bilingual description in *Museum Angkut*. It will have the similar purpose, that's helping foreign visitors to get an understanding of information. That's why the writer imitates the way Jia improves tourism in her country.

Furthermore, other researchers Oliviera, Braga, & Silva (2018), in their research in the title of "Internationalization Strategies for Tourism in Portugal" internationalized tourism in Portugal. They used two main focuses used to help internationalize hotel in Portugal. Knowledge resource and the characteristic resource of region are their main focuses. Knowledge resource is used to improve the service and facilities, the characteristic resource of region is used to attract visitor coming to their hotel. The reason why they did the study

is because competitiveness of business. Internationalization of tourism is the way to improve a tourist attraction to have a new kind of product or service caused of integration market and the competitiveness of business (Oliviera et al., 2018). The knowledge resources was the strategy that can be applied in this study. A knowledge resource that would help internationalizing *Museum Angkut* is a knowledge of language, especially English. English was an international language that can be accessed by people from all the world. Furthermore, English will be very useful to internationalize *Museum Angkut*.

RESEARCH METHODOLOGY

In this part the writer explains about the design, setting of the research, data collection, research procedure, and product specification.

Research Design

This study is Research and Development. Research and Development is a research or study which aim to increase knowledge including knowledge of humankind, culture and society to devise new applications of available knowledge by doing creative work undertaken on a systematic basis (Moris, 2018). This design is selected because it is the most suitable with the problem in the field. The problem is many collection descriptions in *Museum Angkut* are still only in Indonesian and the research design that is suitable for this study is research and development as the research design.

The design of the study uses ADDIE Model. This model has five steps: analysis, design, development, implementation, and evaluation (Richey & Klein, & Tracey, 2011). In analysis the researcher identified the problem and look for the objective the research. In design the researcher makes a board goal and detailed the objectives of the research. In Development the researcher produced the designed plan. In Implementation the writer sets, maintains, and periodically repairs the instructional program. Moreover, the last step evaluation the researcher evaluated the product after implemented it.

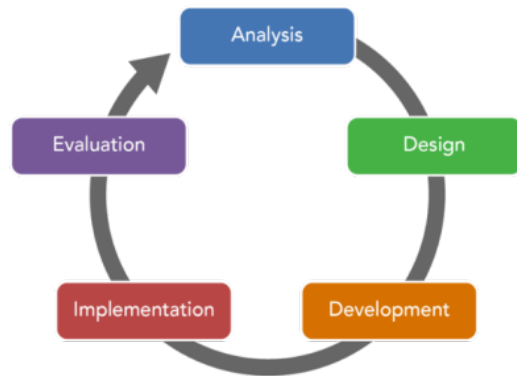


Figure 1 ADDIE Chart
Branch, R. M. (2009). Springer [Photograph].

Research Setting

This research conducted at *Museum Angkut*, Batu, East Java, Indonesia. *Museum Angkut* is a transportation museum owned by Jatipark Group. It is the biggest transportation in Southeast Asia. 137 peoples work there. This museum is located in Terusan Sultan Agung Atas Street No. 2, Batu City, East Java, Indonesia. The establishment itself provides two other types of attraction that are *Museum Topeng*, and *Warung Apung*. The *Museum Topeng* is a small museum in *Museum Angkut* area displaying the Malang traditional mask and the *Warung Apung* is a food stalls and souvenir center of *Museum Angkut*. The location of this *Warung Apung* is above a fishpond, that's why the place is named *Warung Apung*.

The *Museum Angkut* has three different main zone. The first zone is Education Zone. This zone focuses on educating visitors. The place where the historical collection from Indonesia and all around the world are displayed. And, in this zone this research is done. The second zone is the entertain zone, the zone focuses on entertaining visitors, in this zone the parade is held. The third zone is culture zone. In this zone visitors will know the different culture of five countries: German, France, Italy, UK, and US.

Data Collection

The data sources of this research included the management and visitors as well as the available documents. The type of the data is

quantitative. Quantitative data is numeric data that can be calculated. Surveys and ask question methods is used for systematic standardize approach. The data were classified as nominal scale, ordinal scale, interval scale and ratio scale (Kabir, 2016).

The quantitative data are in the form of questionnaire. Questionnaire is a series of questions asked to individuals to obtain statistically useful information about a given topic (Roopa S, Rani MS, 2012). A questionnaire can be thought of as a kind of written interview. It can held by face to face, by telephone, computer or post (McLeod, 2018). In this research, questionnaire contains opinion of visitors about the clarity of the contents, description. The way to collect the data is by giving questionnaire via "Google Form" that given some pictures of the bilingual collection description.

Moreover, the writer used validation sheet to get expert validation. "Validation is activity or process to ensure that a given outcome addresses the stakeholder needs" (Michael & Wheatcraft, 2017). The validation sheet is used to get from the translation research. The writer chose his expert validator from one of lectures at English Department State Polytechnic of Malang. She has postgraduate degree in English for Education. Furthermore, she has enough knowledge of translation that she got from her education.

Development Procedure

The steps that used in this study are analysis, design, development, implementation, evaluation. Those steps are taken from Richey, Klein, & Tracey (2011).

Product Specification

The product of the study was printed bilingual collection descriptions that describe the collectible vehicle of *Museum Angkut*. The content of the description was about the story and specification of the vehicle. It is placed in front of the collectible vehicle. The collection description used Indonesia and English. The Indonesian is focused on domestic visitor and English for foreign visitor. The product hopefully could help *Museum Angkut* whether domestic and foreign visitor.

DEVELOPMENT RESULT

In this part the writer reported the the development process.

Analysis

In this step the writer looked for a problem in *Museum Angkut* that can be solved by using language focus especially English. The writer analyzed the problem by doing observation and interview to the Supervisor Zone and *Museum Angkut* local visitors.

The result of the writer observation and spreading questionnaire was most of the collection description was still in Indonesian. Moreover, Supervisor Zone of the *Museum Angkut* and many respondents gave agreement that bilingual collection description will be useful for the visitor and also the *Museum Angkut*.

Design

The design of the project is developing bilingual collection description for the vehicle collection. It would be printed bilingual collection description. The language used Indonesian and English. Indonesian for helping domestic visitor to get information and English for helping foreign visitor to access and get information. Furthermore, the writer would translate the car description that still only in Indonesian. With this project hopefully the writer can help foreign and local visitor to get information and help the museum to be able to reach their mission to be “*go international museum*”.

Development

In this step the writer did the process of the product development helped by his team (Bili, Vita, and Puspita). The development was started by selecting and collecting the vehicle that only have Indonesian description. It did because a few of the vehicle have already bilingual description. In this step, the writer analyzed and collected at Zone 3 *Museum Angkut*. Two of the writer’s friends, Vita and Puspita analyzed and collected at Zone 2 *Museum Angkut*. Moreover, Bili analyzed and collected at Zone 1. It was done when the writer also doing observation and interview on March 19th 2020. After collecting and selecting

the vehicle that would be translated, we looked for the soft file of the description to the *Museum Angkut’s* Management. However, many of the soft file of the car description had lost. To solve this problem, we took a picture of the Indonesian description that displayed in front of the collectible car then start to type it. After taking picture of the Indonesian description, we also taking a picture of the vehicle that would be described. It was used to match the content of the description with the car series because some of the Indonesian description did not match with the car that described.

Next, we started translating the Indonesian description content to English. It used a model of translation from Newmark. Newmark focused on the how communicative the target text is rather than the linguistic form of the target text. Moreover, the source language texts mostly do not talk about culture but information written using scientific language.

There were several steps that we did while translating the description. First, we tried to understand the text and look for the meaning of the rare vocabularies that used in automotive text. Then, we started to transfer the text into the target language (English). In this step we used machine translation *Google Translate* to help us to find some rare vocabularies that used in the text description. However, we still found several vocabularies and phrases that we could not understand. So, we consulted to our lecturers to find appropriate vocabularies to use in automotive description. Then, after transferring the text into English used automotive vocabularies. We checked our work used a grammar checker, Grammarly. After it finished, we compiled the files and made a consultation with our lecture again to correct the result of his work. In the last step the writer looked for validation expert of translation. It was done in June, 3rd 2020.

According to the result of validation, the writer got 74 for total score. It means the product was appropriate to be displayed by doing revision based on the translation expert suggestion. Moreover, the validator gave

reviews to the translation result. Here was the suggestion and review from the validator:

- Re-consider some translations result, i.e: (All the body is made of from steel, Divide the third sentence into several new sentences as it has more than one ideas, correct the use of “not only, but also”.)
- Choose appropriate vocabularies.
- Translate the name of the vehicle into English.
- Check one the modal that followed by verb.
- Write the numbering into English system.

After the writer got the suggestion from the validator. The writer revised his product into the validator suggestion. Moreover, the review given by the validator was the translation stills read awkward.

The writer together with his team translated and revised the translation for fourteen vehicle description in Zone 1, thirty-six vehicles in Zone 2, and sixteen vehicles in Zone 3. In total there are sixty-six vehicle descriptions translated in *Museum Angkut*.

Implementation

After the translation process finished, in June, 7th 2020 the writer submitted the result to each Captain Zone. After that, the Captain Zone gave it to the art division to edit the design of the printed description. Then, the result of the project is printed bilingual collection descriptions in the form of A3 paper with simple design from the art division. They use two colors in the description. Black color for Indonesian text and Red color for the English. A yellow vintage background was used for the product background. Then, it was put inside a frame. Then it was placed on a standing board with the high of 75 cm in front of the vehicle that described. A picture of the product can be seen in figure 2.

The product contains the bilingual description about the story and the unique characteristics of each vehicle. The product also contains the logo of the vehicle company and the picture of the vehicle. *Museum Angkut* logo was also put in the product.



Figure 2 Sample of the result
(Bilingual Description of Rolls Royce Phantom)

Evaluation

Unfortunately, in this step the writer could not take an opinion of the users (readers or visitors) because there was an extraordinary occurrence called Pandemic Covid-19. Government closed all tourist attractions, schools, and universities.

However, the writer tried to have evaluation from *Museum Angkut* visitor. So, the writer took the potential visitor of *Museum Angkut* to give their opinion about this product. The way to collect the data was by giving questionnaire via “Google Form” that gives some pictures of the bilingual collection description). The writer got 31 respondents.

According to the result of field testing above, the writer got 84% score of the clarity of the description, 87% agreement score that the description gives information, 86% agreement score about the description give information, 84% score of the language use, 78% score of the interesting of the description to be read, 82% score about the information in the description, and 79% score about the design of the product. Those scores are taken from 31 respondents via Google Form. From the result above the writer conclude all aspect of the product got enough score from respondents. It means the product is good and ready to be

used. For better idea about the product, see Appendix 1.

DISCUSSION

The product is bilingual printed description for *Museum Angkut's* collection description. The description contains the specifications of the collection and the stories about the collection in English-Indonesian. It is printed because the description uses "text" description. That according to Heany (2000) the model of collection description could be categorized in some subtypes i.e.: Text, Cartographic, Music Notation, Sound Material, Graphic, Audio-Visual, and Realia.

The process of making bilingual collection description is by translating the Indonesian version into English. This project used Newmark's model to translate the collection description into English. This model is used because it has simple and concrete steps to use for translating kinds of vehicle description that does not have cultural elements.

Moreover, the data was taken from websites and also from the explanation of the last manager of *Museum Angkut* who is an automotive lover and also old car collector. It is made because the least of bilingual collection description in *Museum Angkut*. Moreover, *Museum Angkut* focuses to become an international museum. It is suitable with their mission to "Go International".

There were several research that did some strategies to internationalize tourist attraction. The first strategy is used in (Cofru A & Nistoreanu P, 2006) that said Research and Development is one of strategies that is able to help internationalize *Museum Angkut*. It became the reason of the writer to do this study. Moreover, Oliviera S, Braga, & Silva has other strategy that stated in the research in 2018. The title is "Internationalization Strategies for Tourism in Portugal. It said that strategies to internationalize tourism in Portugal is knowledge resource. The writer interpreted the strategies into his knowledge resource that the writer has. As an English learner, the writer thought that his knowledge resource could help internationalize *Museum Angkut*.

The minimum use of digital tool is one of the weaknesses of this project. The project still used a lot of paper to display the description. Using digital tool can help the museum seems more modern and sophisticated. The description of collection can use *Barcode* to assists the museum seems more modern and sophisticated. The writer did not use any digital tool because it is not suitable with his study. Moreover, the writer does not have enough knowledge to use *Barcode*.

CONCLUSION

This Final Project uses Research and Development method. The design is taken from (Moris. F, 2018). The developing process used in this study are analysis, design, development, implementation, evaluation. Those steps are taken from Richey & Klein (2011). From the study the writer has been translated sixty- six collection descriptions. Moreover, there are five finished products (Printed Indonesian-English Collection Description) that had been displayed. The product can help *Museum Angkut* to achieve their mission to be "go international". It is because the museum has been able to serve whether local and international visitor by making accessible information about the collections for them.

After doing the research in the title of "Developing Bilingual (Indonesian-English) Collection Description for *Museum Angkut's* Vehicle Collections", the writer has several suggestions. First, the museum needs to translate all the collection description that haven't translated yet by the writer. It is because the language focus is one significant thing to internationalize *Museum Angkut*.

For future research project, the product can be developed again into a book or brochure by collecting all the bilingual description. Moreover, this product can be added a barcode so that it looks more sophisticated. The barcode will connect to a website then the visitor can read the description there. Moreover, the description can be developed in the more interactive way, is like using an audio, video.

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Appendix 1 Translation Result

Indonesian (Source Text)

1) Chevrolet Bel Air 1953

Chevrolet Bel Air adalah seri mobil yang dikeluarkan oleh pabrikan mobil asal Amerika, Chevrolet. Di bawah naungan General Motor antara tahun 1950 hingga 1981. Generasi pertama dikeluarkan pada tahun 1949 hingga 1954 dan diproduksi dalam berbagai bentuk, seperti dua pintu, Coupe, Sedan, Convertible dan Station Wagon. Chevrolet juga menyediakan 2 opsi mesin 3.5 liter *Triftmaster*, dan 3.9 liter *Blue Flame*, dan 2 pilihan transmisi Matik dan Manual.

2) Hummer H2 2004

Hummer Limosin merupakan kendaraan yang luar biasa di dunia. Mempunyai desain yang menarik dan body yang besar. 16 orang muat di mobil ini. Limosin ini 4WD dengan transmisi matik. Jendela Berwarna, Wet Bars, Kursi Lipat, Kursi Kulit, dan Sunroof melengkapi mobil ini untuk kenyamanan penumpang. Dirancang untuk kinerja, Hummer dapat menjelajah melalui medan yang kasar sehalus melewati jalan raya.

3) Sunbeam Alpine series 5

Ini merupakan mobil sport klasik dari Inggris. Sekitar 70.000 Alpine Seri 1-5 dibuat oleh Sunbeam dalam 9 tahun produksi. Dari Seri 1 di tahun 1959 sampai Seri 5 di tahun 1968 . Alpine selalu sedikit terjual dibanding kebanyakan mobil sport Inggris lainnya dan begitu dicari hari ini.

3) MG TC 1948

Mobil sport terbuka dua pintu ini dibuat oleh MG dari 1945 sampai 1950. Diluncurkan pada 1945, Miglet TC merupakan mobil pertama pasca perang dari MG. Mobil ini diekspor ke Amerika, meskipun hanya dibuat untuk supir di sebelah kanan. MG menghentikan produksi seri monil ini setelah 10.000 unit dibangun.

4) Ariel Golden Arrow 1961 250cc

Arrow dibuat sejak 1959 dan dikembangkan ke versi 'sport' Golden Arrow pada 1961. Didesian oleh Val Page dan Bernard Knight, Ariel ini dibekali mesin dua-stroke 250cc . Pabrik Ariel tutup pada 1965 karena kalah dengan import Jepang. Setelah Pabrik Ariel tutup, pada 1967 Ariel menjual motor terakhirnya. Kemudian, Arrow lanjut diproduksi oleh BSA sampai 1967.

English (Target Text)

1) Chevrolet Bel Air 1953

Chevrolet Bel Air is a car series which was manufactured by American auto manufacture, Chevrolet. Under the hand of General Motor around 1950-1081, the first series was introduced in 1949-1954 and manufactured in many forms, as two-doors, Coupe, Sedan, Convertible and Station Wagon. Chevrolet also provides 2 machine options, 3.5 litre triftmaster, and 3.9 litre Blue Flame, and 2 options transmission manual and automatic.

2) Hummer H2 2004

Hummer Limousines are a remarkable vehicle in the world. It has a catchy design and extensive body. 16 peoples can fit on this car. This Limousine is 4WD automatic transmission. Tinted Windows, Wet Bars, Retractable Seating, Leather Seats, and Sunroof equip this car for the passenger's convenience. Designed for performance, Hummer can roam in rough terrain as smooth as roam in any highways.

3) Sunbeam Alpine series 5

This was classic sport car from England. Around 70.000 Alpine Series 1-5 were built by Sunbeam in nine years production. It was manufactured from Series 1 in 1959 until the Series 5 in 1968. Alpines were always sold in small numbers compared to other British sports cars and is still highly sought after nowadays.

3) MG TC 1948

This open two-seater sports car was manufactured by MG from 1945 until 1950. Launched in 1945, The TC Midget was the first post-war car from MG. This car was exported to the United States, even though they were only built in right-hand drive. MG stopped this car series production after 10.000 units had manufactured.

4) Ariel Golden Arrow 1961 250cc

Arrow was manufactured from 1959 and was developed into the Golden Arrow 'sport' version in 1961. Designed by Val Page and Bernard Knight, Ariel utilized a 250 cc two-stroke engine. The factory was closed in 1965 because it failed to compete against imported from Japan. After the factory was closed, in 1967 Ariel sold its last motorcycle. Then, Arrow was continued to be manufactured by BSA until 1967.