

KMJ tour ends, now a brand linked with Johor

JOHOR BARU: The 19th Kembara Mahkota Johor (KMJ) royal tour drew to a close yesterday after a four-day journey that covered 842km in 10 districts.

Sultan of Johor Sultan Ibrahim Sultan Iskandar, who led a convoy with three Mack trucks, arrived at the tour's last venue at the Eastern Dispersal Link (EDL) Pandan Rest and Relaxation area here at 2.45pm.

Thousands witnessed the closing ceremony and greeted the ruler and members of the royal family. Most took photographs of the three custom-designed Mack trucks, including the turquoise-coloured truck

with scorpion graphics, driven by Sultan Ibrahim.

Present were Permaisuri Johor Raja Zarith Sofiah Sultan Idris Shah, Tunku Mahkota Johor Tunku Ismail, Tunku Temenggong Johor Tunku Idris Iskandar, Tunku Tun Aminah, Tunku Panglima Johor Tunku Abdul Rahman, Johor Menteri Besar Datuk Seri Mohamed Khaled Nordin, State Secretary Datuk Ismail Karim, state assembly Speaker Tan Sri Mohamad Aziz and executive council members.

Khaled said the annual royal tour had become a brand synonymous with Johor, and it embodied the



Sultan of Johor Sultan Ibrahim Sultan Iskandar, driving his custom-made Mack truck, arriving at the Eastern Dispersal Link Pandan Rest and Relaxation area in Johor Baru yesterday. Pic by Zulkarnain Ahmad Tajuddin

Bangsa Johor practice of achieving excellence.

"It is unique, is casual, without protocol and conducted in an intimate manner. This is the most suitable branding that reflects how the

sultan and his subjects are inseparable, and it is carried out every year without fail.

"God willing, such a brand will strengthen the constitutional monarchy in Johor and Malaysia."