

Media Release



Johannesburg International Motor Show

Johannesburg Expo Centre, 6 - 16 October 2011

JOHANNESBURG MOTOR SHOW PROVED MAJOR SUCCESS

The 2011 Johannesburg International Motor Show, staged at Expo Centre, Nasrec, from October 6-16, proved a major success for all parties involved. It certainly lived up to its positioning as the Blue Riband event for the South African motor industry and its associated organisations.

The show, which is one of only 20 events in the world to have received international accreditation from the world motor industry organisation, OICA, benefitted from pent up demand as the previous show had been held three years previously, in 2008. This is actually a biennial event, but the extra year gap was forced on the organisers by the 2010 FIFA Football World Cup, where Expo Centre served as the global communications hub.

A major benefit that did flow through from its use in the World Cup was the R40-million upgrading and improvement programme undertaken by the owners of Expo Centre so it could fulfil its role to the highest international standards.

This was the second show staged by the joint venture owners of the show, the National Association of Automobile Manufacturers of SA (NAAMSA) and Expo Centre and organised by SA Show Services, under Show Director Pula Dippenaar.

The show attracted 225 161 visitors during the 11-day period, with the first two days having been set aside for the media and VIP guests only. The show enjoyed the support of more than 220 exhibitors in four sections, passenger cars, commercial vehicles and motorcycles as well as components and accessories.

The show was opened officially but the Minister of Trade and Industries, Rob Davies, and a number of important meetings and conferences were held at the venue during the show period, including the CAR Conference, where prominent local and international speakers provided plenty of food for thought.

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The main focus was on the passenger car section, where a record number of 36 manufacturers and distributors announced the launch of new or face lifted models. The Johannesburg Truck & Bus Show was staged concurrently with the motor show, and the media attended 24 presentations by this sector of the industry.

The Association of Motorcycle Importers and Distributors (AMID) returned to the show this year with official support and had a wide range of motorcycles and scooters on display.

Two-wheelers also thrilled the visitors with daredevil stunt riding.

The next Johannesburg International Motor Show is scheduled to be staged in October 2013.

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