

MEDIA RELEASE
For Immediate Release
Date: 11 July 2011

PERTH MOTOR SHOW



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THE SHOWSTOPPER! Perth Motor Show LIVE

One car is going to get all of Perth talking this August when it takes centre stage at the Perth Motor Show.

The Lamborghini Aventador will make its WA debut following its Australian launch at the recent Melbourne International Motor Show.

This stunning super car takes its inspiration from modern aeronautics and from the world's fastest and most agile aircraft. At 4.78ms long, 2.26m wide, and only 1.136 meters high, the proportions and body parts have been calculated to improve the car's aerodynamics as much as possible.

And the result is a mind-blowing automobile that can rocket from 0-100km/h in 2.9 seconds and has a top speed of 350km/h! The Lamborghini Aventador can be seen both on stage and on display at Perth Motor Show LIVE.

The most exciting show to hit Perth this year!

Motor enthusiasts across WA are gearing up for a live motor show like never before seen in Perth.

Show Director Peter Woods said Perth Motor Show LIVE will be three days of non-stop interactive motor entertainment.

"We are very excited to bring the new live format of the show to the people of Perth," Peter said.

"Perth Motor Show LIVE will have all the displays of a traditional motor show, but now with the exciting live stage show."

Peter said a central stage will be a focal point of the show, hosting an interactive series of product previews, reveals and information. New release vehicles will be continuously presented on stage in what is described as a "catwalk for cars".

"The main stage will be set up with full theatre production so that audiences are given an interactive experience with each presentation," Peter said.

New releases from most major brands, including exotic cars, will be shown on the massive centre stage, as well as being displayed for an up close and personal look at the exhibits.

Exotic cars in display, in addition to the Laborghini Aventador, include the Lamborghini Gallardo, Ferrari California, Ferrari 458, Aston Martin Rapide, Aston Martin Vantage S, Aston Martin DB9, Jaguar XJ, Jaguar XK, Maserati MC Stradale and Maserati Gran Cabrio.

Other major brands exhibiting at the Show include Citroen, Land Rover, Jaguar, Alfa, Fiat, SsangYong, Skoda and Volvo; plus Subaru, Suzuki, Toyota, Holden, Nissan, Saab, Renault, BMW, Mini, Honda, Proton, Peugeot, Ford and BRP.

In addition to the LIVE show, the Perth Motor Show will also have displays of accessories, clothing and much more.

Special guests and non-stop entertainment

Perth Motor Show LIVE has secured the talents of Shane Jacobson, host of Top Gear Australia, as the Show's special guest presenter.

Through his work on Top Gear Australia, including the recent Top Gear Live Shows, Shane has brought Australian audiences a wealth of local knowledge and experience to the BBC Top Gear phenomenon. As part of the Perth Motor Show's live show format, Shane will take to the stage to tell his story and share his passion for all things automotive.

Guest speaker Rosco McGlashan, Australian drag racing record-holder, will also be onstage at the Show. Rosco is going to re-live the experience of setting his land speed record of 802.6km/h; as well as talking about his new projects.

The main stage is sponsored by Shell v Power, who will be at the Perth Motor Show to promote their new V-Power fuel.

Shell will be displaying the 2010 Scuderia Ferrari F10, and visitors can have their photo taken next to the vehicle. Plus as part of the Shell display, visitors can put their driving skills to the test in a Formula One Shell V-POD simulator for their chance to win a \$1000 Coles Express gift card each day for the fastest lap time. Shell will also be welcoming new members to their Shell club, and all new members who sign up will be go in the running to win a luxury Ferrari Drive Day package in Sydney for two with Prancing Horse – plus all new members will be given a free 1:38 scale model Ferrari as a souvenir!

Peter Woods said there was much more planned as part of the lineup of entertainment for the weekend.

"The stage will have continuous presentations across the three days, with entertainment and special guests taking to the stage in between the new car presentation," he said.

"We will be celebrating 60 years of Porsche, with a display of Porsches through the decades; and this is going to include the original James Dean style Porsche. We'll also have a tribute to the E-type jaguar."

Peter said the Perth Motor Show is sponsored by QBE insurance, who are also major sponsors of the Perth Glory, and that Glory players will also make up part of the stage show.

“Anyone interested in soccer will get a kick out of seeing the Glory players on stage, doing a bit of kick to kick and getting the crowd involved. Then head back to the QBE stand for an autograph,” Peter said.

Other entertainment on stage includes product reviews, news and interviews, and more.

Senna the movie

Perth Motor Show LIVE is pleased to be able to support the Australian release of the movie *Senna*.

Senna is a highly anticipated film that follows triple Formula 1 World Champion Ayrton Senna through his F1 career from its start in 1984 to its sudden and tragic end at Imola in 1994.

Visitors to the Perth Motor Show will have the chance to win free tickets to the movie; plus everyone who comes to the Show will get a discounted movie ticket.

Perth Motor Show visitors will be able to use their ticket to go see the movie *Senna* at selected cinemas for the discounted price of \$10.

Show facts

Perth Motor Show LIVE will be held at the Perth Convention and Exhibition Centre from 19th – 21st August.

Show Hours:

Friday 19 August 10am – 9pm

Saturday 20 August 10am – 6pm

Sunday 21 August 10am – 5pm

Location

Perth Convention Exhibition Centre, 21 Mounts Bay Road Perth WA 6000

Ticket Prices - Adult: \$16 Child (5-15): \$8 Family (2 adults + 4 children): \$40
Concession (pensioner & student): \$13 Children under 5 FREE

More information can be found at www.perthmotorshow.com.au

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MEDIA ENQUIRIES:

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