

28/04/08
PERTH MOTOR SHOW
MEDIA RELEASE

For immediate release



PERTH MOTOR SHOW

Biggest Ever Perth Motor Show Draws Record Numbers

The Perth Convention Exhibition Centre welcomed a record 62,000 people to the 2008 Perth Motor Show, which ran from the 22nd to the 27th April. The show catered for a broad range of interests featuring supercars, new release models, classics, concepts, green cars, interactive displays and popular family entertainment.

The show was officially opened on the Tuesday morning by the Rt Hon the Lord Mayor, Ms Lisa Scaffidi, who arrived James Bond Style in an Aston Martin. Doors were then opened to the public with many show visitors taking advantage of the free parking offer in Langley Park and the new Esplanade train station adjacent to the show.

Chairman of the Motorshow Management Committee, Mr Rob Webster said, "This is a sensational result, not only have we seen record crowds for a show at the Perth Convention Exhibition Centre, but also a great quality of displays and interactive demonstrations, giving the Perth Motor Show great appeal to the whole family. The cooperation from The City of Perth and the Public Transport Authority has made the show more accessible to people coming into the city which is reflected in the dramatic increase in attending for this year."

The major draw cards for the show complimented the impressive displays put on by major manufacturers including the highly anticipated reveals of the new Ford FG Falcon models and the Holden Coupe 60 Concept. Lexus sparked a lot of interest with both the media and the public with their LS600hL demonstrating the self-parking function feature available on their new range. Nissan's display included the WA release of the GT-R and attracted huge crowds checking out the car that is said to travel from 0-100km/h in 3.5 seconds. The Audi display also attracted a lot of attention with a fantastic collection of new models including the renowned 'Top Gear Car of the Year', the R8.

The Barbagallo Supercars display turned heads with the inclusion of Lotus, Aston Martin, Maserati, Lamborghini and a Ferrari F430 F1 coupe - reported to be valued at around \$700,000 alone. Alongside the Supercars, Barbagallo set up a corporate display for the first time ever at the show, which featured Rangerover, Jaguar, Alfa Romeo and the sexy new Fiat 500.

The first ever 'Green Guide to the Perth Motor Show' proved to be very popular with information on various environmentally friendlier vehicles on display at the show along with a brief explanation on how the different types of engines work and tips for greener motoring. The guide featured cars including the Toyota Prius and Honda Civic Hybrids as well as the Hyundai i30, named Cars Guide Green Car of the Year. Sales Manager from Hyundai, Mr Robert Lie said, "The Hyundai i30 was exceptionally popular, making up almost half of our sales over the 6 days."

Mr Peter Fitzpatrick, Chief Executive Officer Motor Trades Association WA commented on the overall success of the show and in particular the popularity of the Green Guide, "The record attendance at the 2008 Perth Motor Show is a clear indication of the ongoing love affair between motorists in WA and their vehicles. The great interest shown in the green car guide was also a very positive outcome from the show."

The new emphasis on interactivity at the show was a huge success with motorists and their families taking part in a number of interactive displays and competitions over the six days. Approximately 2,500 visitors sat in their chosen 4WD as it was tested on the show's first ever 4WD Track sponsored by Engel. The ramp and giant see-saw were definitely the highlights of the track, giving 4WD enthusiasts the opportunity to compare the performance of several demonstration vehicles.

The Ausdrift remote control drift cars demonstrations proved to be popular with families along with the V8 Supercars and Mitsubishi Evo racing simulators. The West Australian Slot Cars Championships were a huge success with finalists taking home a TomTom navigation system valued at \$399 and the final winner taking a Vmoto Scooter valued at \$2,999.

Show Director, Mr Peter Woods said, "We are extremely happy with the outcome of the 2008 Perth Motor Show. The record number of show visitors reflects the importance of emerging motoring trends in today's society and Motorshow Management are proud that we were able to present a product that catered for a broad section of the WA market including today's motorists as well as their families - the motorists of the future. We would also like to thank all of our sponsors for their support this year including our major sponsor QBE insurance."

Jules Di Bartolomeo, Assistant General Manager, Direct Distribution for QBE Insurance, said "The 2008 Motor Show really has secured its spot in WA's motoring calendar and as major sponsor, we're proud to be associated with it for the fifth year running. We recognise more than ever the natural fit between showcasing new cars and insuring them and providing show visitors with a quick, competitive quote is an important part of the new-car purchase process. We look forward to sharing the experience again in 2009."

The dates for the 2009 Perth Motor Show have been set for the 22nd to the 27th April 2009. With positive feedback from the media, visitors and exhibitors – show organisers are already making plans for an even bigger show next year.

(ENDS)

For More Information Contact:

Mel de Blank
Marketing Manager
E mel@perthmotorshow.com.au
PH (08)9386 9666
AH 0414 917 429