

MEDIA RELEASE
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PERTH MOTOR SHOW



- STARTS -

ALL ABOUT CARS!

Perth Motor Show LIVE

More than 29,000 people packed the Perth Convention and Exhibition Centre last weekend and proved exactly what Perth Motor Show organisers already suspected – West Aussies love cars!

Battling for a car park and queuing for tickets did not discourage Motor Show fans, who all had different reasons for coming. From the exotic to the trusted favourites; from the old and restored to the unique one-offs – there was a lot to be impressed with!

Show Director Peter Woods said he was extremely pleased with the way the Show was received, and the success of this year's Show will encourage him to put on an even bigger event next year.

"The Perth Motor Show was back this year after a three year break, and it's great to see it is still one of the most popular events of the year!" Peter said.

"We have had a lot of great feedback from visitors who couldn't wait for the Show and were so excited by the fact that Perth was getting to see the new releases fresh from the Melbourne Motor Show."

Peter said the new "live" format of the Show was also well received, and is something that will certainly be brought back for next time.

"What made the live stage show so unique is that people could really get an up close and personal experience of each car. Not only were they driven on stage, but a camera man was on hand to show close-ups of all the features, which were then streamed onto a massive sports screen above the stage."

"We had two amazing presenters on stage throughout the weekend, giving audiences all the info they could want on each car, as well as demonstrating particular features and showing highlights,"

"The live show was popular with audiences; and now that the format has been established the Show is guaranteed to grow and develop into something huge in the coming years," Peter said.

The Perth Motor Show ran over three days from 19th to 21st August. The Show is sponsored by QBE Insurance.

SHOW HIGHLIGHTS

The Shell V-Power stage was the focal point for the Show and a continual hub of activity across the three days.

The purpose-built stage, complete with giant LED sports screen above, was the ideal place for entertainment and information. New release vehicles were driven on stage for reviewing; unique and exotic cars were also brought up to be admired and reviewed.

Stage presenters were equipped with all the facts and figures, and audiences were given an up close and personal look at their favourite cars from the comfort of their seats.

The Show's special guest Shane Jacobson, co-host of Top Gear Australia, was at the Perth Motor Show across the weekend. Shane entertained audiences with his presentations on stage, and was always around for question time and autographs after his stint. One of the most asked questions for Shane over the weekend involved one of Top Gear's biggest personalities Jeremy Clarkson – and the audiences were never disappointed with Shane's answers!

Another special guest at the Show was WA's own racing legend Rosco McGlasha. Rosco took to the stage to tell motor enthusiasts his stories about his racing career and how he came to be the Australian record holder for the fastest land speed.

One of the biggest and most popular displays was the Shell V-Power display, which included the awesome 2010 Scuderia Ferrari F10, plus the Shell V-Pods. Visitors were able to test their driving skills at the V-Pod driving simulators and go in the running for fuel voucher prizes.

The Perth Motor Show was certainly a family event – and the amount of helium balloons that had escaped the grasps of little fingers and ended up lining the Centre roof proved this! Freebies for the kids were plenty; and many were able to enjoy go cart rides outside the Centre. Plus many children walked away happy that they were able to meet Shane Jacobson for a photo or an autograph!

However the Show's undeniable Showstopper was the Lamborghini Aventador! Following its world-wide release earlier this year, the Aventador was on display for all of Perth to admire. The Aventador, which is able to go from 0-100kmh in 2.9 seconds and has a top speed of 350km/h; was set up in an eye catching display of exotic cars, and certainly got its fair share of attention!

The Perth Motor Show will be back in 2012, dates still to be confirmed.

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MEDIA ENQUIRIES:

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