



MEDIA RELEASE
For immediate Release
Date: 23 December 2010

- STARTS -

PERTH MOTOR SHOW BACK IN 2011

After being in hiatus since 2008, organisers of the Perth Motor Show are excited to announce the Show will be back in 2011.

The most popular show for the WA motoring industry, the 2008 Perth Motor Show attracted 62,000 visitors and featured world-class displays from well-known brands. The 2011 Show will be held on 19-21 August 2011 at the Perth Convention and Exhibition Centre.

Stephen Moir, CEO of the Motor Trade Association WA, said he was looking forward to what will be an impressive and valuable event for the motoring industry.

“The range and value of new cars has never been stronger,” he said.

“The Perth Motor Show will showcase the very best the automotive industry has to offer, from the budget variety to the exotic.”

“The Show has proven to be one of the most exciting events of its kind in the past, and with the expansions planned for the 2011 show, the Perth Motor Show is certain to become an icon event into the future,” Mr Moir said.

The Perth Motor Show creates a stimulus for the market by presenting a non-confrontational environment where visitors can view the latest vehicles at their leisure; and is a unique opportunity for exhibitors to present their products to a target audience.

Howard Croxon from WA Chamber of Automotive Industries said the timing of the 2011 event was ideal, as it will allow WA audiences to view new releases that are launched during the Australian International Motor Show (AIMS) in Melbourne, which is scheduled for the first week in July.

“The Perth Motor Show will run after the AIMS, and will be an opportunity for the West Australian motor industry to present their best new products,” Mr Croxon said.

The Perth Motor Show Prospectus will be available to exhibitors early next year. Those wanting to join the mailing list can contact Premiere Events on (08) 9386 9666 or email info@perthmotorshow.com.au

More information on the Perth Motor Show can be found at www.perthmotorshow.com.au

- ENDS -

MEDIA ENQUIRIES:

Contact Peter Woods, Managing Director, Premiere Events
Ph: (08) 9386 9666 Email: peter@premiereproductions.com.au