

Alberante Autospray chooses Loudfire to stage major launch

Issued by [Loudfire](#)

2 Nov 2006

Alberante Autospray, one of this country's biggest and most highly regarded paint and panelshops, has appointed events, parties and experiences company Loudfire to produce the launch event for its new Fast-Track 48 facility.

The launch takes place on the evening of Saturday 4 November at Alberante Autospray's 7500m2 premises in Johannesburg and some 400 guests will be hosted at this landmark occasion.

Alberante Autospray has a track record spanning 14 years and a reputation as one of the leading players in its field. It hosts a regular stream of overseas visitors who come to view its premises and to learn how it operates on such a large scale. The company is AA Quality Assured and has factory approvals from BMW South Africa, including Mini; GM South Africa; Volkswagen of South Africa; Audi SA; Citroen South Africa; Toyota South Africa; Hyundai Automotive SA; and, most recently, Seat. It also has several approvals from individual dealers, representing various other brands.

Says Deanna Velis, Loudfire's project manager and team leader for this event: "Although we are keeping the format and programme for the event under wraps, as part of our plan to surprise and entertain our guests, I can say that it is going to be quite spectacular, an edgy experience that will delight as much as it will excite.

"The launch project team, comprising the team at Alberante Autospray, the Loudfire production team and a host of other suppliers, has been working really hard for several months to make this launch a success and we look forward to what should be an unforgettable guest experience."

For more, visit: <https://www.bizcommunity.com>