

# Kyalami race course to host first SA Festival of Motoring

The SA Festival of Motoring, previously known as the Johannesburg International Motor Show, will take place from 31 August to 4 September 2016 at the refurbished Kyalami Grand Prix Circuit & International Convention Centre near Midrand, Gauteng.



Nico Vermeulen, executive director of NAAMSA

The event promises to be a spectacular drawcard for both car enthusiasts, and families looking for a rewarding, engaging, entertaining day out. The festival will remain sub-Saharan Africa's premier auto-show - representing local manufacturers and importers - but will now also feature halls and attractions that encompass the best of food, fashion, kid's entertainment, educational opportunities and celebrity moments.

For aficionados, this is a unique opportunity to experience the heritage of South Africa's iconic racing venue. It also increases the thrill of touching, feeling and steering potential vehicle purchases. Visitors may now be able to take their test car for a spin on the Kyalami Grand Prix Circuit. Demos and displays will remain part of the mix, while the always-popular 4x4 track will be expanded for those off-road enthusiasts.

## Broader audience

The SA Festival of Motoring exponentially builds on the success of the Johannesburg International Motor Show. This event was postponed in 2015 due to calendar clashes with the Rugby World Cup and Sandton's Eco-Mobility Event. There was also a feeling among the local car manufacturing community that - while motoring would always be the anchor - the show should evolve to attract a broader audience. This is very much in keeping with international examples incorporating a mix of live music, sculpture and luxury brands.

The festival started its journey in 1996 as Auto Africa, joining the ranks of international motor shows such as Paris, Geneva, Frankfurt and Tokyo when it gained a ranking from the International Organisation of Vehicle Manufacturers (OICA) in 2004.

The only other OICA accredited show on the African continent is in Cairo.

In 2008, the show shifted ownership, with the rights held by the South African motor industry through the National Association of Automobile Manufacturers of South Africa (NAAMSA). In 2016, the festival changes gears again. It is still a NAAMSA centrepiece; the focus is very much on the general consumer experience. The Truck & Bus Show will no longer form part of the event.

## **Platform for industry**

"The SA Festival of Motoring is an excellent platform for the local motor industry to promote itself as one of the major success stories of a democratic South Africa," says Nico Vermeulen, executive director of NAAMSA.

As always, new models will be unveiled - with sneak previews of the latest introductions to the South African market. Visitors will be able to engage with these future models, exploring specifications and modifications.

Racing fans can take their front row seats to watch motorsport and supercar demonstrations. Marque clubs will welcome their VIPs to select tents. Scheduled daily parades of vintage and veteran cars will add to the sense of expectation, variety, and fun.

An innovative tech lab will present future trends, and their impact on the automotive industry. Suppliers of automotive components and accessories for the original equipment and replacement markets, as well as service providers to the automotive industry, will also be represented.

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