

# ENTERTAIN



  
SA FESTIVAL OF MOTORING  
Brought to you by 



# INFORM





*The SA Festival of Motoring is the event showcase of NAAMSA (The National Association of Automobile Manufacturers of South Africa).*

*It is further endorsed by industry bodies including The National Association of Automotive Component and Allied Manufacturers (NAACAM), and the Retail Motor Industry Organisation (RMI).*

**1996** Launched as Auto Africa

**2004** One of only two African Motor Shows to achieve OICA ranking

**2008** Rights to the show now held by NAAMSA

**2011** Renamed the Johannesburg International Motor Show

**2016** Reimagined as the SA Festival of Motoring

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**Book your stand:**

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**Become a sponsor:**

**Philip Otto**

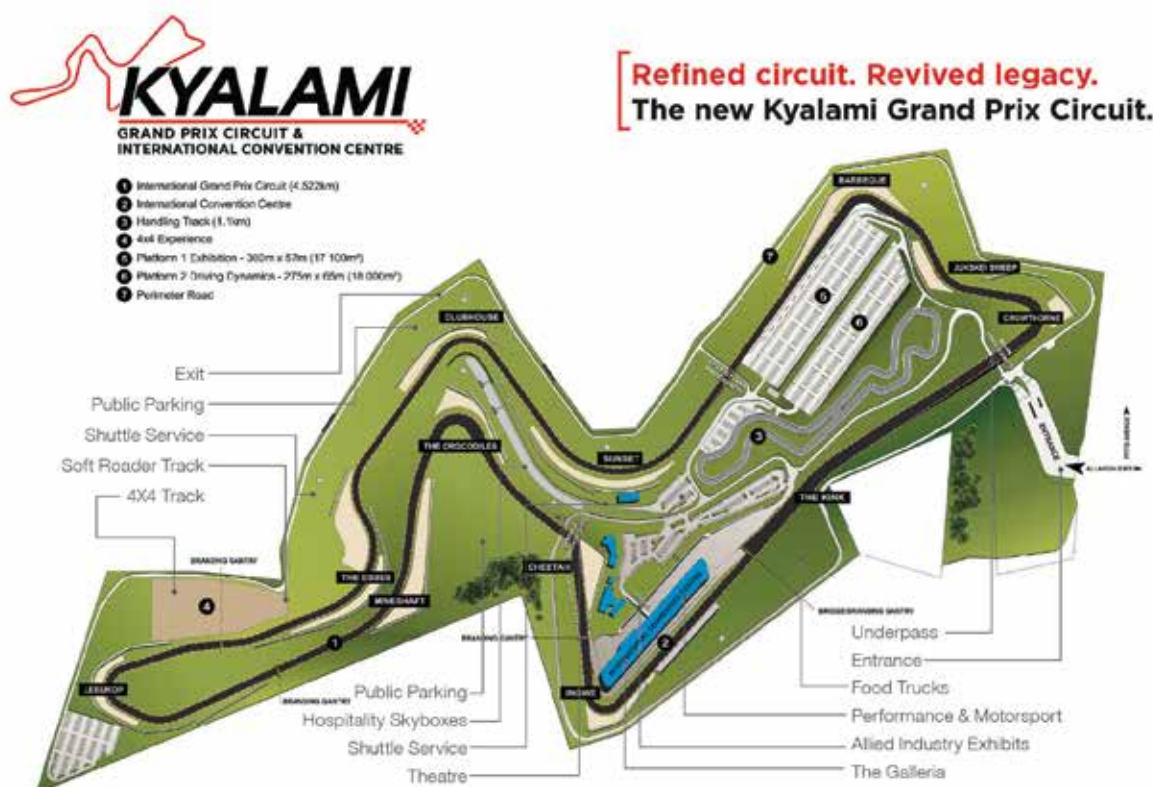
[enquiries@safestivalofmotoring.com](mailto:enquiries@safestivalofmotoring.com)



# POSITION YOUR *BRAND*

The target market for the SA Festival of Motoring is definitely an aspirational one. The event will present a red-carpeted driveway to car enthusiasts – along with young professionals, families, and those simply looking for something different. Fleet managers, dealers and financial institutions will also see the benefits of attending.

- |                 |   |
|-----------------|---|
| <b>Group A:</b> | OEM Village, NAAMSA member passenger car displays and hospitality   |
| <b>Group B:</b> | Exotics and supercars   |
| <b>Group C:</b> | Fuels & lubricants; wheels & tyres; finance & insurance; service providers  |
| <b>Group D:</b> | Performance & motorsport: tuning & aftermarket upgrades & kits  |
| <b>Group E:</b> | Accessories & upgrades; modifications & styling   |
| <b>Group F:</b> | Automotive tech & accessories: communication systems; navigation systems; in-car entertainment; tracking & recovery systems |
| <b>Group G:</b> | General merchandising: motoring books & publications; memorabilia; model cars & more  |
| <b>Group H:</b> | Media   |
| <b>Group I:</b> | Clubs & associations: vintage & veteran car clubs; classic car clubs; marque car clubs                                      |
| <b>Group J:</b> | Luxury brands; lifestyle brands;  |





# 4.26KM OF RACETRACK

## TEST DRIVE DREAMS

Suitably, the Festival will be held at the Kyalami Grand Prix Circuit, near Midrand. For aficionados, this is a unique opportunity to experience the heritage of an iconic South African racing venue. Visitors will now be able to be part of a test drive in their dream car!

## FILL UP WITH FUN

In terms of a lifestyle offering, the Festival promises a one-of-a-kind social circuit. Local fashionistas and designers are invited, to add polish and glamour. Celebrity chefs will be on hand to present premium 'padkos'. Live music will add to the vibe, too – how about a playlist of favourite road trip tracks?

- Food & drink
- Champagne tastings & chef's shows
- Premium products
- Fashion shows & creative collaborations
- Kids' Corner
- Celebs & VIP tents
- Music & more.

**100 000**  
**PREMIUM**  
**VISITORS**

## CARS ARE THE STARS

People are instinctively attracted and attached to the metal and rubber that transports them. Which is why this worldclass event is the perfect platform for car manufactures to engage with potential clients. Add in the emotion of fashion and food, events and adventures, and the SA Festival of Motoring promises to be simply unmissable. As always, new vehicle models will be unveiled – with sneak previews of the latest introductions to the South African market. Visitors will also be able to watch live track racing, thrill to skidpan demos, and ogle a passing parade of supercars, vintage cars, and future cars.

## DRIVING THERE, AND GETTING ABOUT

The track is just 12km from Grand Central Airport, 15km from Sandton, 24km from OR Tambo International Airport, and 40km from Pretoria. Designated parking areas are being prepared, with shuttles and golf-carts ensuring swift, connected access between zones. Park and ride facilities will also be available.



# PIT-STOP FAST FACTS

*The SA Festival of Motoring promises to be a spectacular drawcard for both car enthusiasts and families looking for an entertaining day out. This event will remain sub-Saharan Africa's premier auto-show, but will also feature halls and attractions that encompass food, fashion, kids' entertainment, educational opportunities and celebrity moments. The ambition is to create an absolute 'must-do' on the social calendar, rivalling events like the J&B Met and SA Fashion Week.*

- Comprehensive marketing, advertising and PR exposure
- Complimentary paddock parking for marque clubs
- Designed for a premium target market
- A unique combination of cars and lifestyle
- On-track test drives
- Scheduled events and parades
- Tiered, limited VIP areas and ticketing
- Affordable package options, from R520 000
- Pre-constructed stands available
- Exclusive exhibitor parking
- Complimentary invitations, valid per day
- Official gala celebrity evening (30 August)
- Complimentary media slots
- Custom catering
- Securely sited



**Where:** Kyalami Race Track, Midrand

**When:** Wednesday 31 August – Sunday 4 September 2016  
11H00 – 21h00: Wednesday – Friday  
09H00 – 21h00: Saturday – Sunday

**Set-up:** Wednesday 25 – Tuesday 30 August 2016

**Dismantle:** Monday 5 – Wednesday 6 September 2016





## THE PASSING PARADE

Outdoor display paddocks  
Available to selected one-make clubs, vintage collections, veteran collections, and motorsport groups. (These may be reserved for one day, or the five full days.) Selected clubs are invited to join the daily parade.

## VIP AREAS

For celebs, hosted guests and captains of industry, fleet owners, politicians and influencers, lifestyle media and the motoring press.

## DAILY TRACK PROGRAMME

This high-kicking, high-octane schedule will include: stunts, displays, and parades – as well as marching bands, drum majorettes, and a beauty queen drive-by.

## YOUR LIMO HAS ARRIVED

To add to the exclusivity of the Festival, special VIP packages are planned. These will include: fly-ins from Grand Central Airport; tickets to private VIP areas; and limo transfers. Additional hospitality packages are also available.

## ON TRACK TEST-DRIVE (NORTH PIT AREA)

For OEM exhibitors only. Limited to four vehicles per day, but these may be rotated. Vehicles are at all times under the control of manufacturers and their drivers.

## SOFT ROADER AND NON-LOW RANGE TRACK (OUTDOOR)

Vehicles are at all times under the control of manufacturers and their drivers.

## DAILY EVENTS

Fashion presentations, bake-offs, auctions and big screen broadcasts.

## CONCOURS D'ELEGANCE

A circuit that suggests a bygone area, when motoring was a truly glamorous and stylish affair. Judges will view a selection of classy vehicles, and award a Best of Show.

## DEDICATED WOMEN'S DAY PROGRAMME

(August is women's month)  
Featuring outdoor cooking, fashion shows, and a ladies' 4x4 experience.

## DEDICATED KIDS' PROGRAMME

Featuring a Go Kart circuit, driving simulators, and an art competition.

## 4X4 TRACK (OUTDOOR)

Limited to four vehicles per day, but these may be rotated. Vehicles are at all times under the control of manufacturers and their drivers.

## ON TRACK PARADE ENTRIES

Parades form part of the daily track programme.

## MARQUES (THE GALLERIA, IN THE KYALAMI PADDOCK CLUB)

This is a display area only, for exotic vehicles and supercars. (Examples of brands to be included in the showcase: Aston Martin, Bentley, Ferrari, Lamborghini, Lotus, Maserati, McLaren, Porsche, and Rolls Royce.)