



MEDIA RELEASE

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Ground-breaking interactive motor show gets big tick from auto fans

The inaugural Australian Motoring Festival has drawn to a close this afternoon, following four days of interactive, hands-on automotive experiences at the Melbourne Showgrounds, with more than 25,000 visitors through the gates.

The festival, a joint initiative between the Victorian Automobile Chamber of Commerce (VACC) and the RACV, featured four action-packed days of unparalleled automotive showcases and driving experiences; with a focus on providing visitors with multiple opportunities to interact with vehicles and vehicle technology through test drives and simulation. More than 30% of event patrons took part in an interactive drive experience at the festival during the four days.

Geoff Gwilym, VACC Executive Director VACC, said the festival was a great opportunity for the public to connect with the automotive industry in a new and engaging way.

“The inaugural Australian Motoring Festival has been a fantastic event, and we’re especially pleased by the positive response we have received from the public over the course of the four days,” said Geoff.

“We would like to thank the RACV for their significant support helping us make this ambitious festival a reality, and a big thank you to all of our manufacturers and exhibitors who supported us and believed, as we do, in the strong opportunity for an interactive motoring festival that moves in Melbourne.

“We were pleased with the festival attendance, in light of facing a very busy event weekend in Melbourne with the ICC Cricket World Cup, the Melbourne International Flower and Garden Show and the Melbourne International Comedy Festival.”

Some of the highlights of the festival included the Ferrari Pavilion, featuring \$30 million worth of the Italian supercar giant’s vehicles, show stopping interactive drive experiences with the Mercedes-Benz Driving Academy, the jaw dropping Isuzu Team D-MAX Iron Summit, AFL players alongside the vehicles at the Toyota display, Volvo’s Polestar racing around the tarmac track, one of Australia’s best collections of classic and vintage vehicles in the History that Moves display, and much more.

“We have been absolutely overwhelmed by the reaction from the public at the Australian Motoring Festival,” said Herbert Appleroth, CEO of Ferrari Australasia.

“Overall it has been a very positive experience for Ferrari, our owners and fans alike. Our showcase vehicle LaFerrari drew a large number of people to the Ferrari Pavilion at the event, along with our current range and classic vehicles on display.

“We had large queues throughout the weekend for the interactive elements of our exhibition, with something on offer for the whole family including simulators, slot cars and kids ride in cars. It’s really exciting to be a part of an event like this, and we look forward to seeing the festival grow in future years.”

Jerry Stamoulis, Manager, Public Relations and Product Communications at Mercedes-Benz Australia/Pacific said, “The Australian Motoring Festival was the perfect platform for Mercedes Benz to demonstrate and display the latest technology and products from our brand.

“It was the first public display of the CLA Shooting Brake and the show stopping AMG GT S in Australia, which were welcomed by our current customers and potential future clients. We look forward to seeing how the event will evolve in 2016.”

Jeremy Watson, Regional Marketing Manager at Toyota Australia said, "Overall we've had a fantastic experience throughout the past four days at the festival. There was a consistently high volume of foot traffic at the Toyota stand over the weekend, and we received a lot of sales enquiries from the public about the models on display.

"Within our first hour on the first day, one customer saw the Toyota 86 on the stand and decided to head over to the local dealership to buy one on the spot. We're looking forward to the event growing bigger and better in future years, and it was great to have the opportunity to be involved from year one."

Stuart Mitchell, Regional Business Manager at Volvo Australia said, "We're really impressed with having the opportunity to get our cars in front of everybody at the festival, and give the public a chance to get inside the vehicles, go for a drive and experience our technology on the track firsthand. The interactive element of this festival really was a highlight for us."

Cornelius Ionescu, Marketing Manager at Isuzu UTE Australia said, "Overall the event was a great opportunity to share our brand with a diverse range of the car buying public who were not previously familiar with our vehicles.

"We were excited to be able to bring the Team D-MAX Iron Summit activation to the Australian Motoring Festival, and use it to let the public experience our vehicles first hand."

David Brim, Founder of Tomcar Australia said, "Tomcar Australia was very proud to be a part of the inaugural Australian Motoring Festival. We were very happy with the turnout, and we look forward to many future years of working with the festival. The support the VACC and RACV have shown us has been extraordinary and greatly appreciated.

"We were especially excited by the interactive component of the festival, this was so much more than your standard run of the mill motor show. We gave more than 1000 members of the public a ride on a Tomcar around the 4WD track, which was incredible exposure for our brand."

Mossgreen, who held an automotive vehicle and memorabilia auction at the festival, had a number of rare and classic vehicles fall under the hammer, including a 1971 Chrysler Valiant VH Charger, sold for \$87,840, a 1981 Grand Prix winning car sold for \$73,200, a 1959 ruby red Porsche coupe sold for \$134,200, and a 1966 Shelby Mustang sold for \$207,400.

Robert Richards, Motor Car Specialist at Mossgreen said, "The Australian Motoring Festival was an exciting platform on which to host our inaugural auction of Collectors' Motor Cars & Automobilia. The reaction from regular Mossgreen clients and the general public alike has been overwhelmingly enthusiastic, and we are delighted to have been part of it."

Shane Jacobson's 'Big Boys Toys' display was one of the busiest attractions over the weekend, with a showcase of his own personal collection of vehicles, including the 1976 Holden HJ Kingswood from the movie *Charlie & Boots*, and two of Shane's own motorbikes.

"It was a great pleasure and honour to be an ambassador for the inaugural Australian Motoring Festival in Melbourne," said Shane.

"This festival is the perfect opportunity for Aussie families and car enthusiasts to really get involved with the latest in automotive technology, and check out some great classic and vintage vehicles from the past. With involvement from leading manufacturers, and the opportunity to take some of the vehicles for a spin on the tarmac and 4WD test tracks, I believe the Australian Motoring Festival will be a can't miss event for all Melburnian motoring enthusiasts for years to come."

For more information about the festival, visit the website at www.australianmotoringfestival.com.au

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For media enquiries please contact:

Tom Hughes | Client Manager Dig&Fish | 03 9827 4466 | 0400 121 538 | tom.hughes@digandfish.com

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