



Friday 30 March – Sunday 8 April 2018
Johannesburg Expo Centre, Nasrec

For Immediate Release

Invitation to participate at the new Motor City @ Rand Show 2018



Johannesburg, 4 December 2017 – Among the highlights of the 2018 Rand Show is the Motor City, a one of its kind motor show aimed at offering motor dealers the opportunity to connect with a large gathering of consumers from all parts of South Africa.

Organisers are inviting motor dealers to participate in the upcoming edition of the Motor City to take place during Rand Show 2018, from Friday 30 March – Sunday 8 April 2018. This not to be missed new feature offers participants the opportunity to interact and directly demonstrate and sell their latest models to a large and diverse middle-class consumer audience.

“2018 is going to be a very interesting year at the Rand Show for both the visitors and exhibitors with many elements added to the fantastic displays, where quality and sophisticated design remains the focus,” said Craig Newman, CEO of Johannesburg Expo Centre.

Speaking on the strength of Rand Show and subsequently the Motor City as a powerful marketing and selling tool, Newman had this to say: “The turbulence of our economy has affected consumer purchasing power as vehicle sales continue to suffer. The Rand Show through Motor City, provides a much needed platform for motor dealers to attract new buyers to help drive their vehicle sales.



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Adds Newman: “As the organisers of the country's largest consumer engagement platform we believe that there is no better vehicle sales tool than allowing potential customers to get test drive and experience the latest vehicle models and the Rand Show offers dealers opportunity to put thousands of prospective clients in their models over a condensed 10-day period.”

Located on the 10 000sqm tarred Terrace 2 - adjacent to the massive SANDF outdoor display, one of the Rand Show's largest visitor attractions - motor dealers can participate on outdoor display areas available in modules of 150sqm. The carefully designed area provides a display space for 5 vehicle models together with a hospitality and work area.

What's on Offer:

- To better serve participants, a test track designed by one of South Africa's leading advanced driving instructors is located on the centre of the Terrace, providing all participating dealers with an opportunity to allow visitors to test drive their latest models.
- In addition for marques offering 4X4 models within their model range there is opportunity to offer visitors a 4X4 experience on a challenging specifically built and designed by a leading course designer as a test of vehicles' capability.
- Both the tracks will be controlled by competent marshals to ensure the safety of drivers, passengers and vehicles at all times.

Added Value:

- Extended test drive facilities on the roads of the Nasrec precinct can be arranged on request.

Act Now

If you are a motor dealer this is once in a lifetime opportunity you cannot afford to miss. To take advantage of this unique opportunity to market your latest vehicle models in an interactive environment, e-mail sales@randshow.co.za or contact Robyn Abrahams on 082 465 0627 to secure your space today.



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About the Rand Show

About The Rand Show - Since its establishment in 1894, the Rand Show has become one of South Africa's largest and most iconic consumer events and a highlight on the annual events calendar, having entertained multiple generations of South African families. Staged annually at the Johannesburg Expo Centre in Nasrec, it serves as an important launch pad for exciting brands and businesses and caters to the entire family. Categories include sport, children's products and services, wellness, outdoor living, science, technology, government departments, trends, design and home living, as well as world-class exhibits by the SANDF, a unique feature not seen anywhere else. The expo attracts over 200 000 visitors each year, mostly families across all cultures in the middle to upper income brackets. Often referred to as Johannesburg's biggest day out, 2018 promises to prove yet again why Rand Show has been in existence for over 120 years. This is not just another expo.

Rand Show 2018 Dates: Friday 30 March to Sunday 8 April

Rand Show 2018 Venue: Johannesburg Expo Centre, Rand Show Road, Nasrec
(GPS – S26°14.484' E27°58.510)

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