



THE 3rd TANZANIA AUTOMOTIVE FESTIVAL 2010

“Tanzania’s premier automotive event”

PRESS RELEASE

Vision Investments is proudly bringing to Tanzania the 3rd Automotive Festival 2010. It is a three day event that will bring together all automobile enthusiasts, corporate and other stakeholders that are engaged in the automotive business and general public. This is **scheduled for 1st – 3rd October, 2010**, from 9am – 7pm. Entrance TZS 2000/all ages.

According to the Event Director, Mr. Ally Nchahaga, the “Tanzania Automotive Festival” is an event that will cater for the motor enthusiasts in Tanzania and neighboring countries. The event, in addition to creating numerous networking avenues which will be available for stakeholders to share ideas, will also provide a platform for learning about new products, technologies and solutions for individual needs. The extreme automotive sports enthusiasts will also be showcasing different stunts using their cars and motorcycles.

He added that visitors can look forward to a lot of exciting new features that the Automobile industry has to offer. The features include: The **Concourse de elegance**: this is a unique driving display of high performance cars from the past. The parade will rev up regularly throughout the day.

Moreover, there will be an **Auto Style Zone**: this is a place for all motor enthusiasts who believe they have the most “pimped” up rides in town to display their cars for the public to judge. This section will also include SPECIAL makes believed to be a rare find in Bongo.

The public can look forward to sales and promotions like never seen before by franchised car dealers (brand New Cars), commission agents, garages, insurance firms, lubricants, passenger cars, heavy commercial vehicles, motorcycles, commercial vehicle body builders, parts and tools categories, banking Institutions, accessory dealers, car drifts, vehicle security and fleet management are among the many exhibitors one should look forward to seeing.

All these features will take place on one ground. Whilst the show aims to be the most informative, bringing together the cutting-edge products and technologies in every automotive category at the same time, the show will emphasize entertainment, enhancing its offerings of "audience-participation, hands-on" events that allow visitors to gain more direct contact with products at the show.

Mr. Nchahaga realizes that weekends are family days and would thus like to assure parents that this is a family event. The **Totoo’s Corner** will offer a variety of activities for kids.

This year’s theme is **“Defensive driving key to road safety”**

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