



Media Release



FOR IMMEDIATE RELEASE

BREAKTHROUGH AGREEMENT FOR FUTURE MOTOR SHOWS

The Federal Chamber of Automotive Industries (FCAI), organiser of the Sydney motor show and organisers of the Melbourne motor show, the Victorian Automobile Chamber of Commerce (VACC), and its new car division, AADA (Vic), are pleased to announce the formation of a Motor Show Joint Venture.

The joint venture has been established to operate the Australian International Motor Show, which will alternate between Sydney and Melbourne on an annual basis. The first of these events will commence in Sydney in 2010.

The 75th Melbourne motor show, to be held from 27 February to 9 March this year, will be the last solo show. This will also be the only major motor show in Australia in 2009.

The next event in Sydney will be the 2010 Australian International Motor Show – the first under the joint venture agreement.

“The FCAI is delighted to announce the joint venture with VACC. The new relationship will allow a new direction while maintaining the tradition and heritage of the motor shows in the two capital cities,” FCAI Chief Executive, Andrew McKellar said.

“We are already making plans for Sydney in 2010 and are confident that under the new agreement, it will be an exciting and well-supported show.

“The new model is viable and sustainable and takes into account the views of the many vehicle brands who considered the proliferation of motor shows in Australia as being too costly,” Mr McKellar said.

“This is a significant and important step forward for the future of motor shows in Sydney and Melbourne and establishes a strong relationship between the FCAI and VACC which no doubt will be of benefit to the broader Australian automotive industry,” VACC Executive Director, David Purchase said.

“A detailed agreement between the two organisations has been reached and will be formally executed shortly.

“The intention is to have the new events registered as the Australian International Motor Show. This will enhance the stature of the motor shows and assist in attracting participation from overseas,” Mr Purchase said.

The President of the Melbourne Motor Show Committee and AADA (Vic) Chairman, David Nutter, and Melbourne Show Director, Russ Tyrie, also expressed their full support for the Joint Venture.

...ends

For more information contact:

FCAI
James Goodwin Media & Communications Manager
02 6229 8221 or **0401 248 772**
james.goodwin@fcai.com.au

VACC
Murray Collins Senior Media Officer
03 9829 1118 or **0422 073 394**
mcollins@vacc.com.au