



KNYSNA MOTOR SHOW 2015



JAGUAR



"Petroheads in Paradise"

Press release No. 1, 6th October, 2014

EARLY NOTIFICATION OF THE KNYSNA MOTOR SHOW - 2015

To all Classic car / Motorcycle enthusiasts and supporters of the Knysna motor show.

It is that time of the year where we update our diaries, do the necessary planning and importantly also advise that the **GARDEN ROUTE MOTOR CLUB** has commenced with the preparation for the annual charity **KNYSNA MOTOR SHOW**. The event will take place in **KNYSNA on SATURDAY MAY 9, 2015**. Please diarise the date and we look forward to welcoming you to a great classic motor show.

Over the past three years the Knysna motor show has grown exponentially from being a small local event, organised by the Garden Route Motor Club, to now being recognised as a motor show attracting national interest. The environment of classic cars in SA, as well as in Knysna, has changed significantly and the Knysna motor show has followed this trend. The focus of the Knysna motor show has been to attract classic sports cars, modern exotic performance / super cars, speciality and featured one- make models and more recently the inclusion of vintage and classic motorcycles. Invitation to participate in these categories is handled on a personal basis. The focus of the motor show is to attract a variety of quality interesting cars and not necessary volume.

Following the successful motor show held in May this year several questions arose which needed debating among the members of the Garden Route Motor Club. The specifics discussed are summarised below:

The positives and negatives of having the motor show one week before the Jaguar Simola hill climb. This would include the impact of the hill climb in attracting vehicles to participate in the motor show.

Is there a win-win formula for both parties?

Should the motor show be held on the same week-end as the hill climb?

Should we move the motor show to a date later in the year?

In conjunction with the hill climb organisers can we create a speed / motoring week in Knysna, similar to the Knysna Oyster Festival held over two weekends?

Should we move the motor show to a Saturday to avoid it clashing with Mother's Day on the Sunday?

Having completed and evaluated the above points it was agreed at the GRMC AGM held in September to proceed as follows:

The majority consensus was that it was in the long term best interests of the motor show to remain aligned with the hill climb which will be held one week later. This would have the potential to develop into a week-long motoring event such as the Knysna Oyster Festival over the long term.

Continue discussions with the hill climb organisers to jointly promote both events to maximise exposure.

Promote Knysna and the Garden Route as a destination for car club tours to enjoy both events, view the classic car museums, restorers and enjoy the beautiful Garden Route scenery and activities.

Continue to focus on the quality of the motor show and vehicles on display, with a target of no more than 300 vehicles in the longer term. A degree of exclusivity should be maintained in attracting the correct mix of vehicles.

With the limited resources available within GRMC, investigate how to best secure the long-term future of the Knysna motor show.

The motor show will be moved to a Saturday and **THE DATE FOR 2015 WILL BE MAY 9 WITH THE HILL CLIMB FOLLOWING A WEEK LATER ON MAY 15, 16 and 17. Please diarise these dates.**

Should you have any comment to the foregoing, please drop me a line.

We look forward to seeing you at the Knysna motor show to be held on May 9, 2015.

Whatever you do, don't miss the 2015 Knysna Motor Show - IT IS A MOTOR SHOW WITH A DIFFERENCE.

Further details will follow in the coming months.

Please feel free to contact me.

Kind regards,

Peter Pretorius

Chairman – Garden Route Motor Club

044 533-5114

082 321-4724

peterp@afrihost.co.za

www.grmc.co.za