

Press Release



23rd & 24th February will see Canterbury Rugby League Park transformed into the biggest automotive festival to hit the country. With AutoX in its third year now and the ever expanding interest in the event, AutoX has a massive show in store!

The rain-out last time was a disappointment for us all, so the team at AutoX has planned for some major changes to ensure weather isn't an issue again. The first aid in the fight with the climate is the move to the sunny month of February, and expanding the festival over two days will give us twice as much sun to get it right and allow for more attractions, more excitement and more spectators.

The festival will kick off on Saturday morning with the old favourites like FMX, Car Show, RC Racing, Swimsuit Comp and Motorbikes, as well as some exciting new features which are sure to gain a massive interest throughout the city.



One of the new features of AutoX, which is sure to draw a big crowd, will be the introduction of DriftX. NZ's top drifters will face off in the first rounds of the DriftX Car-park Battle Series. Drifting is sweeping the world by storm and AutoX will be taking the sport to a whole new level, in typical Full Throttle fashion with more nose to tail action than a dog in heat and this will be complemented by go-kart racing and car park motard racing.

AutoX has also been fortunate enough to be given the opportunity to host the first official "South Island Motorcycle Expo" - an area designated to the innovation and beauty of American, Japanese and European motorcycles and represented by NZ's leading motorcycle manufacturers.



Being focussed on attracting a broader range of spectators, AutoX will bring more diversity to the show than has been seen before, including a vast range of boats and toys like Hi-fi, fishing tackle, hunting gear and sports equipment. The car show has also been expanded to include more exotics, new models and classics. The latest in hybrid vehicle technology will be showcased with a test circuit in the Westpac Arena car-park allowing for those who are serious about the environment to get behind the wheel and some incentives to attract the yet to be seen Hotrod community would see the venue bursting at the seams.

For exhibitors at AutoX 08 it is all about new innovations, creating the opportunity for visitors to get up close and personal with their products and making sales, but for most its about increasing company profile and brand exposure. Fully aware of the importance of exhibitors at AutoX, the plans have been made to increase the comfort and enjoyment of those involved by including a dedicated staff & exhibitor area with food and beverage facilities, and a special challenge which will have exhibitors facing off for the prized bar tab up for grabs at the AutoX Fuelling Station.



On Saturday evening, as the exhibitors close up, and the action subsides, the fun will be just beginning at the AutoX Fuelling Station, with the beginning of Rockfest. Five hours of live music will have hundreds rocking into the early hours, with the company of the beautiful Jim Beam Party Crew, and Jim Beam specials on the hour, every hour.

Day 2 will cater to the families, with skydivers, bouncy castle and face-painting for the kids, not to mention some of the biggest and best carnival rides around and a number of entertainers including fire-breather, man of stone and Big Boots The Clown. Sunday will also feature the finals to all disciplines which no one will want to miss.

AutoX 2008 will be marketed nationally, on a scale like never before. This in addition to the reduced ticket price of \$15 and expansion over two days will mean an overwhelming number of spectators are bound to attend and exceed previous counts significantly.