



AutoX introduces water-sports zone.

With AutoX already packed with the best looking stuff that goes fast on the road, the promoters have looked to the water for ways to expand the show by introducing a massive water-sport zone to showcase everything the marine industry has to offer.

One of the attractions planned for the water-sport zone, is the Nautique stunt team wakeboarding in the middle of the park, thanks to the custom made pools imported from the States. Hamish Wright and his team will be pulling out all their best tricks to wow the AutoX crowd as they jump from pool to pool.



Aside from a huge range of boats on display from the leading dealers around Christchurch, the water-sport zone will showcase jetskis, and ski gear as well as loads of marine accessories including plans for lifejackets, diving equipment and fishing tackle. There will also be a range of new innovations like motorized surfboards and kayaks.



The water-sports section of the event is being marketed heavily through all the usual avenues including radio and printed material so a solid turnout of consumers is expected for the end of season expo and retailers are encouraged to join the festivities and take advantage of the opportunity to display their products, create awareness and perhaps offer some end of season clearance specials.

