

/GNITION REVS UP TO DStv CHANNEL 265 4 July 2009

South Africa's only dedicated TV motoring platform, /GNITION, will kick it up a gear from 4 July 2009, when it moves to its own channel on DStv 265.

With the move comes four new hours of programming every weekend including some of the best motoring content from around the globe. Since its launch on 11 October last year, /GNITION has offered car fanatics a two hour loop of viewing every Saturday and Sunday on DStv 412.

"MultiChoice is committed to providing our very diverse customers with high quality and entertaining programmes. South Africans are passionate about their motoring shows on the DStv platform and it was a clear indication of a need for more content of this nature. /GNITION took this gap and its programmes proved to be very popular. We are confident that the extension of the programme hours will give petrol heads another reason to look forward to the weekend," said Aletta Alberts, MultiChoice's General Manager - Content.

The one hour car magazine programme hosted by Marius Roberts will become known as *IGNITION GT*, and will continue to offer petrol heads a good dose of what's new on the South African vehicle market. More local motoring comes in the form of *Great Treks*, a half hour programme hosted by Morgan Naidu that shows viewers the gentle and not-so-gentle side of 4x4'ing.

"Our local content has been well received by viewers and the industry alike," says Executive Producer of /GNITION, Lindsay Vine, "We've gained quite a following in the short nine months we've been on air and with the new programmes we've added to our line-up there's really something to appeal to everyone – not just the hard core motoring nuts!"

Classic car buffs will want to tune in to *Great Cars*, a series which tracks some of the legendary marques of the 21st century. Those with a particular penchant for Ferrari will not want to miss *Ferrari Legends and Passions*, which sees some of the most iconic cars from the prancing horse stable being sold on auction at the home of the brand in Maranello.

For tuners and pimpers, there's *War of the Wheels*, a popular reality show that pits two teams against each other in a bid to makeover vehicles ranging from Golf GTi's to Mustangs and Chevy's – even a 1969 Pontiac Firebird gets the full treatment. *On the Edge* provides something for the motorsport fans – like they've never seen before. Figure 8 racing, the Tournament of Destruction and Harley Davidson Drag Racing are just some of the off-the-wall events that provide a whole new viewing experience.

The final cog in the new *IGNITION* wheel is *Carbon Black Millionaires Club* – an adrenalin filled look at the lives of the fast and filthy rich. Part of a week long trip which sees 80 millionaires rally their supercars through Eastern Europe, the series profiles 8 of these success stories, how they made their dosh and how they spend it. The Carbon Black support girls provide solid competition to the flash cars in the eye candy stakes as they party up a storm to keep the millionaires' spirits up.

“We’ve got big plans for *IGNITION*. South Africans are car crazy and we’re taking the gap. Our aim is a 24/7 channel which captures the dreams and imagination of every driver.” Says Vernon Matzopoulos, head of channel.

IGNITION will begin broadcasting on DStv Channel 265 from 4 July. Programming runs in a six hour loop from 6am on Saturday until midnight on Sunday.

Visit www.ignitiontv.co.za for more information and full broadcast schedule.

IGNITION is the third in a stable of TV brands that includes DStv's popular design, decor and property station, The Home Channel, and premier South African business channel, Summit TV.