

## /GNITION goes live this weekend

6 October 2008

South Africa's first dedicated motoring channel goes live on DStv this weekend. /GNITION starts up on Saturday on DStv 412 with a host of exciting content, ready to satisfy die-hard motoring enthusiasts, the general public, and intrepid motorists.

Heading the line-up will be all the latest news from the Paris Motor Show, one of the most important indicators of future product for the local market. The glamour of new model unveilings is captured with all the buzz and excitement that is an international motor show and give a taste of what South Africans can expect from the Johannesburg International Motor Show at the end of the month.

BMW's Concept X1, the hottest baby Fiat yet and the Abarth 500 essece, are some of the mouthwatering cars you can expect to see on /GNITION this Saturday as the team gets up close and personal to the latest and greatest international news.

Closer to home, Marius Roberts has driven the latest technology to become available locally, the new performance hybrid Lexus GS450h. The new petrol-electric hybrid promises to make 'green' fun to drive, but does Marius think so?

There promises to be plenty of debate in the panel discussion of the best 4x4 to spend between R350 000 and R400 000 on, while Morgan Naidu has been cruising the 'hood in the new Cadillac CTS. He'll be finding out whether American luxury cars can actually go around corners these days or if it's all a matter of bling. Certainly glitzy will be all the supercars that recently attended the Investment Cars Supercar Day at Kyalami.

There promises to plenty more action on all things motoring, including a number of cars you could actually buy should you be in the market for a good used car. All the experts will be battling out their opinions, which may even result in the odd crash.

So check out /GNITION on DStv 412 this Saturday and watch the motoring news unfold along with the experts.

Visit [www.ignitiontv.co.za](http://www.ignitiontv.co.za) for more information.

**Ends.**

**Notes to editors:**

/GNITION TV will broadcast on Saturdays and Sundays from 11 October on DStv Channel 412. The locally produced channel is dedicated to motoring and will be hosted by Marius Roberts, Lindsay Vine, Morgan Naidu and panels of motoring experts. The channel has also signed an exclusive deal with world renowned TV motoring experts Auto Mundial for international news and quality footage. The channel will also bring a virtual showroom of cars for sale to TV rooms across the country in an industry first.

Issued by Meropa Spannerworx on behalf of /GNITION TV

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