

/GNITION switches on to Johannesburg International Motor Show

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As excitement builds towards this month's Johannesburg International Motor Show (JIMS), new TV motoring channel /GNITION has been appointed official broadcast partner.

A new home for motoring enthusiasts and car buyers on Summit DStv 412, /GNITION launches on 11 October, just weeks before the doors open to South Africa's internationally accredited motoring showcase.

"JIMS is the biggest event on the motoring calendar, and we are thrilled to be able to bring all the excitement of the new launches and models to DStv viewers," says the channel's Executive Producer Lindsay Vine.

/GNITION will broadcast live updates and highlights over the entire 11 days of the show, and will have a live studio for interviews with experts and industry executives, as well as roving TV crews covering every vehicle launch.

Event organiser Zaida Enver, GM trade division of Kagiso Exhibitions & Events says she is delighted with the tie-up. "There is so much synergy between JIMS and /GNITION. "JIMS is not just a show to see vehicles on display – but to witness them in action as well. It promises to be a place where people's passions will be ignited. We hope the partnership grows from strength to strength."

Motor industry body Naamsa, whose members feature prominently at the show, also welcomed the collaboration.

"JIMS offers a unique insight into the future for SA motorists, with many exhibitors showcasing new technologies that are either production-ready or at an advanced stage of development," says Francois Loubser, Naamsa Show Co-ordinator.

"/GNITION'S comprehensive coverage will make a major and welcome contribution to communicating this exciting message to enthusiasts as well as the broad motoring public."

The team behind /GNITION has plenty of experience in broadcasting from the show. Executive Producer Lindsay Vine has been involved in the biannual broadcasts of predecessor Auto Africa on Summit TV since 2000.

"Our official partnership with JIMS is a logical one as we both offer a visual feast of the latest cars on the market along with industry news."

The broadcasts kick off on Thursday 30 October at 7am, 1pm and 5pm each week day – with up to 8-hours live coverage and highlights on the weekends.

Coverage of the show will extend across Summit TV and The Home Channel (DStv 182). And highlights packages will be made available to broadcast partners around the world, including Sky News.

"We'll be covering all the vehicles that are going to be unveiled and finding out from the public what's revving their engines," says Vine. "There'll also be interviews with captains of industry and coverage of the many additional events and attractions at JIMS."

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. In a first for South African television, the channel will bring a virtual showroom of cars for sale to TV rooms across the country.

Issued by Meropa Spannerworx on behalf of /GNITION TV

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