

SWITCH ON TO CARS WITH /GNITION TV 11 September 2008

South African car lovers are in for a treat with the launch of /GNITION, a new TV platform dedicated to motoring.

/GNITION kicks into gear from October 11 on DStv 412, and promises a visual feast with the latest car launches, road tests and reviews from around the globe and back home, as well as local experts kicking the tyres and answering viewer questions.

And in a first for local TV, viewers looking to buy a car will be able to browse videos direct from the showroom floor, as car dealers advertise their hottest specials each week.

/GNITION 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.

Initially it will run as a looping 2-hour block on Saturdays and Sundays on Summit – but the aim is to expand it to a full stand-alone channel.

“It’s unbelievable that in this car-mad country of ours there’s no motoring TV channel. It’s such an obvious gap – you’ve got a combination of powerful content, deep-rooted brands, and great commercial opportunities. I get sweaty just thinking about it, and can’t wait to roll this out 7 days a week,” says Vernon Matzopoulos, MD of Summit and The Home Channel.

/GNITION will be fronted by car fanatic and TV personality Marius Roberts, and the team will include seasoned motoring producer (and girl-racer) Lindsay Vine as executive producer, and straight-shooting journalist Morgan Naidu doing the road tests. Panels of the country’s top motoring journalists will share their views and opinions on the latest cars, and answer viewer questions, plus there will be interviews with industry leaders and all the latest motoring news.

“We aim to offer a channel that is informative, entertaining and valuable to the South African motoring public,” says executive producer Vine. “It will become an interactive place for all things motoring, from the excitement wheels give many of us personally, to the more serious industry issues affecting our economy. “

To keep up to speed with international news, launches and events, /GNITION has signed an exclusive deal with world-renowned motoring TV experts Auto Mundial that promises to bring additional glamour and quality footage. It has also secured the rights to top-rated shows like Great Cars (a nostalgic look at classic marques) and Tuning Mania (turn your banger into a blinger).

“/GNITION is about the passion people have for cars - from the fond memories of your first car to the thrill of driving off in a new one. And there’s no better way to capture that emotion than through the moving pictures and sounds that make up TV,” says Vine.

Watch out for /GNITION on DStv Channel 412 from 11 October for all the excitement of cars, new and a little older, expert advice on all things motoring, the best international content and a virtual showroom of actual vehicles for sale.

Visit www.ignitiontv.co.za for more information.

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Issued by Meropa Spannerworx on behalf of /GNITION TV

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