

IGNITION TV – a new home for car buyers and motoring enthusiasts

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South African motoring enthusiasts are about to get a new home on TV with the launch of a dedicated weekend motoring zone, /GNITION, on DStv Channel 412 on 11 October.

/GNITION promises a visual feast with the latest car launches, road tests and reviews from around the globe and back home. It will be an explosive blend of top-rated international shows like Auto Mundial, strong local inserts and personality pieces, and dynamic studio discussions with the country's leading motoring journalists and industry experts sharing their opinions on everything to do with motoring.

And, in a first for South Africa TV, viewers will be able to browse for their next car without having to leave the comfort of their armchairs. Professional TV crews will film cars for sale on location at dealerships around the country each week.

/GNITION will be fronted by car fanatic and TV personality Marius Roberts. 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. But while the team will be leaving their unmistakable imprint on the content, they're keen to encompass as many views as possible.

"We aim to offer a channel that is informative, entertaining and valuable to the South African motoring public," says executive producer Vine. "You can expect to see the top motoring journalists sharing their opinions on the latest cars, CEOs outlining their plans and strategies, and industry experts answering viewer questions on anything from interest rates to trade-in prices."

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).

"In a nutshell, /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.

/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.

"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. It's a hugely exciting venture and we can't wait to roll this out 7 days a week," says Vernon Matzopoulos, MD of Summit and The Home Channel.

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. Saturdays and Sundays from 8am to 12pm and 8pm to midnight.

Ends.

Issued by Meropa Spannerworx on behalf of /GNITION TV

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