



MEDIA RELEASE

November 18, 2009

THE MOTOR SHOW IS LISTENING & ACTING

After industry consultation and discussions with the MTAQ and Expertise Events, The Motor Show event's organiser, a decision has been made regarding the timing of the Brisbane Motor Show.

All parties believe that the entertainment spectacular planned is clearly a winning format moving forward that meets the future needs of both the industry and the public. Whilst Expertise Events has been delivering on the feature and entertainment platform; industry feedback is that some major players require more time to put their show planning together for 2010.

Gary Fitz-Roy, Managing Director of Expertise Events said, "Given the event was launched just over three months ago, deadlines have been tight. With Christmas and the New Year rapidly approaching; a lot of feedback has now been received from the industry regarding the timing of the event in relation to the festive season".

"Other clear feedback is that the formula developed by Expertise Events for the Brisbane Motor Show is the way the event should run in the future."

"Whilst we have pioneered and are dedicated to delivering a whole new entertainment-based event, we are also open enough to take onboard industry feedback to accommodate their future requirements. Therefore, as a result we are pleased to advise that we have changed the timing of the February Motor Show to the dates of **June 2-6, 2010** at the **Brisbane Convention and Exhibition Centre.**"

"This new timing allows for the manufacturers to finalise their model releases and promotions for their 2010 calendar and also takes into consideration the continuing improvement of the economy. It is all about creating the best environment to have the greatest success for both exhibitors and visitors alike."

"From the beginning Expertise Events has intended The Motor Show to be a show about the people as well as the cars. For that reason, we feel that if we ignored this feedback we risk under-delivering on the event as well as going back on our promises to the public. The amended date will allow all parties to deliver on their roles providing a high quality event."

All major Australian motor shows are currently reassessing their dates to reflect the needs of the manufacturing industry's schedule.

Therefore, The Motor Show will be offering a true entertainment event whilst our dates on June 2 - 6, 2010

**The Motor Show
Brisbane Convention & Exhibition Centre
June 2 - 6, 2010**

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ABOUT EXPERTISE EVENTS Expertise Events creates memorable events that connect people and markets in a very personal way. Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations. Expertise Events organises more than 30 superior events each year that exemplify the company's reputation as the leading Australian independently owned and managed exhibition and event group.

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