

EVENT BROCHURE

27 - 29 AUG
2021

KYALAMI
GRAND PRIX CIRCUIT



JUMP IN

SAFESTIVALOFMOTORING.COM

THE LARGEST INDUSTRY SUPPORTED AUTO SHOW ON THE CONTINENT

The Festival of Motoring presented by WesBank is back for the 5th edition of the well-known motoring extravaganza. This year will be focused on the celebration and achievements of the industry, whilst highlighting innovation & aspiration for the youth of South Africa.

The 4-day Festival at the iconic Kyalami Grand Prix Circuit will, for the first time, include an official trade day on Thursday 26 August 2021 as well as the usual on-track activities that provides world-class entertainment and opportunities for manufacturers, exhibitors and visitors from 27-29 August 2021.

FAST FACTS



65,000 VISITORS EXPECTED OVER 4 DAYS

150+ INDUSTRY EXHIBITORS



70+ PIT DOORS

20+ AUTOMOTIVE BRANDS



FOM SPEED CHALLENGE KYALAMI

EVENT FEATURES

VEHICLE BRANDS (OEMs)

Interactive test drives on the Kyalami Grand Prix Circuit introducing electric and hybrid vehicles on track for the first time

- Innovative technological displays
- Supercar displays and on track demonstrations
- Specialised race vehicles on/off the track

MOTORBIKES

Leading bike manufacturers and services on display

- Demonstrations and parades
- Premium accessories, gear, outdoor and track products

RETAIL (SHOPPING)

Retail products and services by premium automotive and bike brands

LIFESTYLE & OUTDOOR

Retail stands and displays of all things related to motoring in the outdoor and lifestyle zone i.e clothing, marine, camping, caravanning

ENTERTAINMENT

- Drifting and rallying demonstrations
- Family and kid zones with fun craft and junior motorsport activities
- Live music and DJ sessions featuring young African talent and rising stars

ADVENTURE

Static and interactive displays of major off-road brands, located at the technically challenging Kyalami 4x4 track

- 4x4 Village
- New SUV track

FOM SPEED CHALLENGE KYALAMI

An invitational event for the best of the best in Africa.

Features: Unique course, Unique time challenge and Prize money for the champions

TECH ZONE

Motoring Tech Talks with leading industry experts

- Displays and demos by organisations on going green mobility and EV concepts



WHY PARTICIPATE AT FOM 2021?

REACH

On average the Festival of Motoring attracts over 60,000 visitors and 150 exhibitors over the three days.

ENGAGEMENT

Interactive platforms for manufacturers and visitors such as a grand prix circuit, handling tracks and purpose-built spaces.

VALUE

To be part of an event offering a desirable experiential environment for visitors, buyers of vehicles, and motoring enthusiasts. The Festival of Motoring offers four key dimensions for attendees: education, entertainment, aesthetics, and escapism.

CONTENT

The theme of the 2021 content revolves around the achievements and will showcase the innovation and technology the industry has created, whilst highlighting aspiration from a young age.

MESSE FRANKFURT SOUTH AFRICA 2021/22 EVENTS CALENDAR



Hobby-X
29 April - 2 May 2021
Kyalami Grand Prix Circuit,
Johannesburg
hobby-x.co.za



AERO
SOUTH AFRICA
8 - 10 July 2021
Wonderboom National
Airport, Pretoria, Tshwane
aerosouthafrica.com



HYPER MOBILITY
NEW CONNECTED FUTURE
26 August 2021
Hybrid
hypermobility.co.za



**FESTIVAL OF
MOTORING**
JOHANNESBURG
27 - 29 August 2021
Kyalami Grand Prix Circuit,
Johannesburg
safestivalofmotoring.com



**allfashion
sourcing**
14 - 16 September 2021
CTICC, Cape Town
allfashionsourcing.com



ESF
Emerald Speed Fest
1 - 3 October 2021
Emerald Casino,
Vanderbijlpark, Gauteng
emeraldspeedfest.com



SOLAR POWER
AFRICA
13 - 15 October 2021
CTICC, Cape Town
solarpowerexpo.co.za



boatICA
CAPE TOWN
22 - 24 October 2021
V & A Waterfront,
Cape Town
boatICA.co.za



automechanika
JOHANNESBURG
15 - 18 March 2022
Johannesburg
automechanikasa.co.za



futuroad expo
JOHANNESBURG
15 - 18 March 2022
Johannesburg
futuroad.co.za



scalex
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