



Media Release April 23, 2010

Time to admit defeat – Queenslanders lose out!

The organisers of one of Brisbane's favourite events; The Motor Show is admitting defeat. Despite changing the date at the request of the industry, listening to the market and lowering space fees by providing a walk on stand package which saves over \$100,000's of dollars in stand build, reducing the number of days from ten to five and producing a comprehensive entertainment program that no other show in the country has even contemplated, there is just not enough content to stage a show that meets the public expectations.

"This event was about the cars, entertainment and the public", said Gary Fitz-Roy, Managing Director of Expertise Events, Australia's largest privately owned exhibition and events group.

When the industry approached us it was on the premise that they wanted this event as the Brisbane Motor Show on all levels has been acknowledged as being the best show to sell cars!

Whilst a number of dealers and manufacturers have been promising support they have not exchanged contracts and not locked-in. We have a responsibility to the public to deliver the content expected or cancel the show.

The public has embraced the show by buying tickets online and what has bought this to a head is the number of car clubs and groups who have supported the event. One in particular were hiring a coach to travel from NSW and others buying air tickets so it would be unfair to proceed without having the majority of mainstream players.

We were promised by major dealers that the brands would be represented, however in the last three months and each week there has been a delay or a new excuse.

Cancelling this event is a huge commercial burden however what we are most concerned about is how this reflects on the perception that the industry has let down Queensland motor enthusiasts and that is what we are most concerned about.

Firstly let me thank our major sponsor QBE and also QUT for their untiring support. Also I would truly thank the following motor companies who were contracted and paid. Their vision and commitment to Queensland has been outstanding they wanted a show the public wanted; to service the market when there has been so much negative publicity surrounding the industry:

Hyundai, Honda, Holden, Ford, Land Rover, Kia, Isuzu UTE, Peugeot, Performax International, Ssangyong, Honda Australia Motorcycles, Kawasaki Motorcycles, Yamaha Motorcycles, Great Wall, Proton and Lotus, all stood by this Queensland event.

It is important to note that the broader industry was steadfast with the accessories area sold out.

I would like to take this opportunity to thank the Brisbane Convention and Exhibition Centre who even to the last minute have pulled all stops out to make this event happen.

Expertise Events runs over thirty events per year and are known for delivering not only content but an entertaining and educational event. The Motor Show visitors would have been a fantastic day out.

However the reality is without having the major brand content we would not be able to deliver the expectations about a Motor Show to either the industry at large or the public.

Expertise Events has spent in excess of \$250,000 plus countless hours of staff resources but we believe that as hard as the decision is it is better to lose that money than do a 'half cocked job'.

My team and I are gutted at having to make this decision after coming so far and having come so close however we know deep down it is the only decision to make.

Thank you to those for your commitment and vision and 'guts' to support a new kind of show that would shape others in the market. However we are left wondering whether a Queensland event will ever be possible despite the public embracing it in such a big way".

All space deposits, ticket sales and sponsorship monies will be refunded in the coming weeks.

The Motor Show – NOW CANCELLED
Brisbane Convention & Exhibition Centre
June 2 – 6, 2010

Ends

Sue Martin
Media Relations Manager
Dir 02 9452 7581

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.

For events brought to you with a personal touch go to www.expertiseevents.com.au or call 02 9452 7575.