

PenQuin International and Suzuki take Platinum at JIMS

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The dynamic partnership between PenQuin International and Suzuki has again proved successful with their exhibition at the Johannesburg International Motorshow. Suzuki was presented with a Platinum award for best Outdoor display. This success follows close on the heels of the best stand award at this year's SA National Boat Show.



The 1500sqm exhibition ticked all the boxes as the innovative display interacted, engaged, entertained, educated and enthralled all who were exposed to the Suzuki Way Of Life.

To say that Suzuki came out all guns blazing would be an understatement, as they showcased their entire product offering - Marine, Motorcycles, ATV's and Auto were all there in force for the first time collectively.



PenQuin International negotiated exclusivity for Suzuki to utilise the lake facilities, which meant the already impressive event list included the appearance of current European and SA wakeboard champion demonstrating the prowess of Suzuki his skill on the water. Suzuki also featured in the events arena with strong representation in the Freestyle MX competition, a 4x4 adventure demo and an incredible live performance by local band Reach, whose hit features as the soundtrack for the Grand Vitara TV commercial.



PenQuin International again delivered a seamless solution and together with Suzuki the results speak volumes. From the initial conception, PenQuin International masterminded the entire package from initial conception, negotiating the ideal stand package and positioning with the event organisers, concept presentation - including several 3D models and the compilation of an attractive events package. In addition PenQuin International provided a constant, passionate and professional on-site management team for the duration of the show.



This prestigious award is a huge feather in Suzuki's cap as they are still relative newcomers to the SA market. PenQuin International's Darren Leishman was quick to point out: "Awards are fantastic and we are extremely proud of this one, yet the sales figures are the key measure of any marketing initiative and we are seeing exceptional results from the show."



The show runs until Sunday 9 November.



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