

Joburg Motor Show a platform to engage with consumers

The 2015 Johannesburg International Motor Show is scheduled to take place from 14-25 October 2015.



Change has transformed how consumers buy cars, how they relate to brands and how they interact with technology and the Johannesburg International Motor Show has embraced this change evolving from an information exchange to an immersive, experiential consumer engagement platform.

Visitors to the 2015 show can expect even greater opportunities to interact with their favourite brands and vehicle models than ever before. Ride and drive activities will provide opportunity for visitors to experience their dream cars in action rather than simply viewing a static display; the ever-popular 4x4 track will allow them to test the ruggedness and capability of their favourite 4x4 vehicles and there will be numerous opportunities to meet motoring personalities and brand ambassadors at the Show.

Techno Lab

Leading the innovations will be the introduction of a Techno Lab showcasing future trends and technology and their impact on the automotive world. On display will be the latest in high-tech trends including robots such as Honda's ASIMO, the latest in solar and hybrid power technology and the convergence of the mobile technology and the automotive industry demonstrating the future of connected cars.

Another visitor highlight will be the Show Theatre providing visitors with an 'all access' pass to new events, unveilings of the latest models and a sneak preview of models yet to be introduced onto the South African market.

In keeping with the theme of greater interactivity the organisers will set up a dedicated website inviting public interaction and providing the public with an opportunity to share with the organisers their favourite brands and what they would like to see on show.

Business partners

Focus on opportunities with Southern Africa business partners will be a strong theme for the commercial vehicle sector with growing demand for trucks, buses and trailers coming from the growing economies in sub-Saharan Africa. The co-located Johannesburg Truck and Bus Show provides the ideal vehicle to drive this engagement and the organisers are putting in place inbound trade delegations and partnerships with a Southern African road show planned to bring greater awareness of the event and opportunities.

In view of October being National Transport Month the Johannesburg Truck and Bus Show will also see a focus on transport with a dedicated commercial sector conference together with workshops and meetings addressing the requirements and infrastructure required for greater movement of both passengers and goods as sub-Saharan African volumes are expected to continue to grow in future years.

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