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ULTIMATE OUTDOOR ADVENTURE SHOW IMPRESSES AUDIENCES AND EXHIBITORS

Club Marine SA Boat & Fishing and 4WD Adventure Show

Rough weather was not going to deter outdoor enthusiasts who flocked to the Adelaide Showground last weekend to be part of the biggest combined outdoor adventure show ever to hit Adelaide!

Some 11,000 people attended over the three days, to be met with exhibitions from more than 100 local and national exhibitors spanning 20,000 square metres of display area. The Show covered all aspects of outdoor pursuits with boats and fishing gear, 4 wheel drives and accessories, camping gear, camper trailers, diving, water ski and wake boarding gear, and much more. Exhibitors were kept busy throughout the weekend, with customers buying up big in order to get ready for the upcoming summer season. A full line up of entertainment rounded out the experience for visitors, and encouraged many to visit the show more than once!

Show organiser Ian Digby from Roadshow Adventures said the response to the Show was extremely positive from exhibitors and visitors alike; and he was already planning for next year.

“The people of Adelaide have never experienced a show of this kind before,” Mr Digby said. “Having both a boating and fishing show and a 4WD Adventure Show in the one place is such a unique attraction; and it really works exceptionally well for the exhibitors”

“We had a lot of great feedback from exhibitors, many of whom commented that they were seeing buyers that they might not usually attract, as people who were boating enthusiasts also stopped to look at the 4WD side of the Show – and vice versa.”

“The venue was ideal for this type of Show as it allowed us to fill the pavilions with boats, cars, camper trailers and accessories; plus three entertainment stages. We will certainly be using the Adelaide Showground to stage this Show next year.”

Boating highlights

New release boats, cars, camper trailers and products had visitors in awe, and there was something for everyone!

Sea Ray almost stole the show with their boating exhibits, bringing the most expensive boat ever shown at the SA Boat Show. The 43 Sundancer, valued at more than \$1 million, was an impressive sight and attracted a worthy share of attention. Nearby, the 38 Sundancer, worth around half a million dollars, was just as stunning.

Aside from the luxury boats, Sea Ray also brought along the new range of Cypress Cay pontoon boats, which Andrew Chapman from The Marina Hindmarsh Island said were extremely well received.

“We chose this Show for the Australian launch of the Cypress Cay pontoon boats, and are pleased with the response, the number of enquiries we’ve had has been impressive particularly from customers who are new to boating.”

In another new release, Chaparral Australia launched their range of sports boats for the first time in South Australia in conjunction with new dealer Haese Marine. Scott O'Hare (Chapparal) said the response to their product was fantastic and they were proud to be part of the Show.

"Releasing a major brand is never easy, but this has been a fantastic debut for us. We'll certainly be back next year," he said.

Christie's Beach Marine were launching the Crownline range, as well as exhibiting their range of locally made Northbank boats. Rob Cumming from Christie's Beach Marine said they were pleased with the sales they'd achieved over the weekend.

"We've been impressed by the crossover of people we've had through. Many of our visitors were new to boating and new boat buyers, and were people we may not have attracted in any other Show," Mr Cumming said.

John Sellar from Matrix Marine was also impressed with the quality of customers, saying their exhibit had been busy all weekend long.

"We were showing the new Matrix Sorrento, in the market only three months; and we sold one at the Show," he said. "We've had a lot of good enquiries which will no doubt lead to more sales in the future."

Yamaha Pittmans Marine had a successful weekend, with General Manager Neville Wilkinson impressed by the quality of visitors.

"We have seen a lot of families coming through and made many sales across the range of Quintex and Whitey boats," he said. "

Dean Forster from Stress Free Marine had a small but busy stand in the centre of the pavilion – and he couldn't have been happier booking his site for next year!

"This Show is the best thing that has happened in Adelaide for years!" he said. "There is such a great mix of everything and the atmosphere is great. Thumbs up!"

The reaction from exhibitors was a common one – the atmosphere of the Show was relaxed and friendly, and allowed visitors to view the products at their leisure. Many of the boating exhibitors were also impressed with enquiries from customers new to boating, who may have visited the Show for the 4WD side of it, but who couldn't resist a look at the impressive displays of boating products.

4 wheel drives, camping and more!

Visitors who were mainly interested in 4 wheel drives and camping were spoiled for choice. A range of cars on display, including new releases; plus everything else for the great outdoors meant that people were leaving the Show with trolleys and bags loaded up, and smiles on their faces!

Major brands present were Hyundai, Renault, Nissan, Ford, Mazda, Isuzu Ute, Jeep, Holden, Great Wall, Kia, Suzuki, Ssangyong, Toyota, Lexus, VW, Skoda, Range Rover, Land Rover, Volvo and Audi.

Karl-Heinz Zirkel from the Solitaire Group said he'd been impressed by the number of enquiries on their range, saying the most popular car they had on display was the Landrover Discovery.

Mike Perry from Maughan Thiem Ford was full of praise for the Show, saying it had been an excellent opportunity to showcase their full commercial range.

"It's been great to see a wide mix of people coming through," Mr Perry commented. "We have received so many enquiries, both on the cars we had on display as well as on new models that we will be launching next year."

For those looking for 4WD accessories, exhibitors such as ARB, Redarc Electronics, Ironman 4x4, Opposite Lock and MSA Platinum 4x4 were the places to visit, and were inundated with customers across the weekend. Camping enthusiasts weren't left out, with Anaconda, Aussie Disposals and Discount Camping catering for their needs. There was an impressive number of camper trailers on display from companies such as Challenge Camper Trailers, Travelander, Complete Campsite, Trayon Campers and Cameron Campers. Louie Cretella from Vista RV Crossover was thrilled with the response his exhibit received, noting that they had sold one of their display off-road camper trailers.

Water sports are clearly a popular pastime, with exhibitors such as Rapid Surf and Ski, and Adelaide Scuba doing excellent business across the weekend.

Paul Woods from Rapid Surf and Ski stated, "This is our first time exhibiting at the Adelaide Showground, and we have made very good sales on our water skis and wakeboards," he said.

Josh D'Ambrosie from Adelaide Scuba also commented on the success of the Show, saying: "It was great exposure for us and we are very happy. We hit our sales targets, were impressed with the crowds, and will definitely be back next year!"

Keeping entertained

Mike Sinclair, from the Show's major sponsor Club Marine, said the positive atmosphere throughout the Show was amazing.

"This Show has a good mix of exhibitors and a really positive attitude. The dealers are doing business, the visitors are being kept entertained, and everyone is happy!" he said.

Well-planned entertainment across the weekend meant there was never a dull moment with something for each member of the family.

The Club Marine stage featured celebrity chef Bart Beek took to the stage every hour to cook up some of his most impressive recipes, which he said focused on "easy food, much of which can be cooked on a barbecue; food that looked good – and of course featured a lot of fish!" On Saturday, audiences were treated with special guest Andrew "ET" Ettingshausen, who visited the Club Marine stage, spoke with audiences, and helped Bart with his cooking demonstrations. The Club Marine stage also featured regular fashion parades, with models from Rachel's Model Management showing clothing from Club Marine, and swimwear from Beachpool.

The Yamaha Supertank also attracted the crowds, who were entertained with live fishing and scuba demonstrations, and hear presentations on a range of fishing related topics. Always one to pull the crowds, trick casting champion Dave Hodge, better known as Hodgy the Barefoot Fisherman, entertained the young and old with his trick casting demonstrations.

The Engel Bush Camp stage hosted by Ricky Esser, from Follow Me 4WD, demonstrated the ease of camp oven cooking - dampers, Johnny cakes, roast pork, roast lamb, roast vegetables, and fruit and nut loaf. Ricky and a selection of special guests, entertained and educated audiences with product reviews and 4 wheel drive information.

One of the biggest attractions of the weekend was the 4WD Extreme Show. Three shows were run each day, and involved a crazy group of stunt drivers from Loveday 4x4 Adventures demonstrating their skills. Described by organizer Tony Whately as "motor cross for cars", the 4WD Extreme Show featured jumps and stunts that kept the crowds enthralled.

And while audiences were being entertained by these crazy stunt drivers, what they may not have known was that the youngest member of the group – Toby Whately, aged 12 years – was driving the biggest car of all, the V8 Landcruiser “Jump Truck”. Toby, who has been driving since he was 7 and performing in his Dad’s shows since he was 10, is perfectly at ease being part of a stunt-driving group; and regularly performs at shows such as this across the country.

Tribute to a legend

Legendary adventurer Malcolm Douglas had planned to be at the SA Boat & Fishing and 4WD Adventure Show this year. He was to share his experiences with audiences, and planned to demonstrate his camp oven cooking skills. Malcolm lost his life in an unfortunate accident in September this year, and never made it to what would have been his first appearance at a Show in Adelaide.

To keep Malcolm’s memory and legacies alive, the Engel Bush Camp stage featured tribute photo board of Malcolm, and a TV on stage continuously showed Malcolm’s documentaries. A donation box was also set up to collect funds for Malcolm’s Kimberley Bilby project, and over \$1,000 was raised over the weekend. Engel Australia, who had strong ties with Malcolm Douglas, were proud to be part of this fundraising effort, and plan to continue this tradition in future.

The 2011 Club Marine SA Boat & Fishing and 4WD Adventure Show will be on again next October. If you would like to receive a copy of the prospectus (mailed out early next year) register your interest to info@roadshowadventures.com.au

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