

MEDIA RELEASE

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BIG NAMES GET ONBOARD FOR THE ULTIMATE LIFESTYLE SHOW SA Boat & Fishing Show and 4WD Adventure Show Adelaide Showground, 15, 16 and 17 October 2010

Outdoor enthusiasts in Adelaide are being given even more reason to get excited about the upcoming SA Boat & Fishing Show and 4WD Adventure Show with most of the leading brands in the industry confirming they will be part of the Show.

Show organiser Ian Digby said since the Show was first announced, the response from people in the industry has been nothing but positive. He said all the top brands in 4 wheel drives had booked to come to the Show, as well as leading names in boat dealers, camper trailers, and 4WD accessories.

“Anyone looking for 4 wheel drives will be spoiled for choice at the Show,” he said. “We have already confirmed that all the big names will be there, including Lexus, Nissan, Toyota, Land Rover, Range Rover, Renault, Volvo and Audi. We also have 4WD accessories covered with ARB, TJM and MSA 4x4 Platinum Group among the many distributors who will be there,” Ian said.

“We also have confirmed a number of local boat dealers such as Yamaha Pitman Marine, Christies Beach Marine, Pacific Marine, Pelican Marine and Hodge Marine; as well as (elite) ski boat manufacturers Malibu, Camero and Matrix to name a few. Rounding out an impressive boating lineup is the luxury range of motor cruisers from Searay.”

“And for those interested in camping, we have your campertrailer needs covered, with Challenge Campers, GIC, Heaslip Camper Trailers, Travelander, Vista RV, Trayon, OZtent and Aussie Swag confirmed. Plus we have many more leading manufacturers and distributors of fishing tackle, dive gear, boating accessories, camping and outdoor gear – too many to name!” he said.

“We have an action packed weekend of entertainment planned, which will include fishing (and) demonstrations and presentations, 4WD adventure track, kids activities, fashion parades and much more.”

As well as the impressive range of products to be exhibited, Ian said he was also excited about the entertainment that had been confirmed for the Show, in particular special guests Andrew Ettingshausen (ET) and Bart Beek.

“Andrew Ettingshausen will be special guest at the SA Boat and Fishing Show on the Sunday, and will be giving us his best fishing tips. We also have Hodgie the Barefoot Fisherman and 4WD expert Ricky Esser and many more guest presenters,” Ian said.

The 2010 Club Marine SA Boat & Fishing Show and 4WD Adventure Show is shaping up to be the biggest event on this year’s calendar. See www.4wdshow.com.au or www.saboatshow.com.au for more information.

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