

PRESS RELEASE – for immediate release

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AUTOTRADER.CO.ZA SUPADRIFT SERIES EVENT @ KYALAMI GP CIRCUIT

The AutoTrader.co.za SupaDrift Series Kyalami event is almost here; if you are part of the new age motorsports fan and have a lust for high speed, loud motors and smoking tyres; well you should read further...

On October the 23rd, rear wheel drive action will take to Kyalami GP Circuit, the premier race circuit in Gauteng. The bottom of the mineshaft and bowl will be host to the ever popular and worlds fastest growing – Drifting!

Drifting is a high-skill, high-powered motor sport that calls for drivers to control a 200hp to 600hp car while it slides sideways at high speed through a marked course. It is similar to rally racing, but is done on a closed course and judged on execution and style rather than who finishes the course fastest. Drifting takes all the thrilling moments of traditional motor sports and packs it together into non-stop competition.

Drift pilots are not racing for time, instead, drifting is a judged sport based on a test of driver skill, car control, elegance, machine set-up and outright speed and determination – and all this while navigating sideways through a set course with precise rules, clipping points and zones to hit whilst your opponent is intent on doing it even better within inches of your car, come sunshine or rain, the motorsport appeals to all peeps whose adrenal glands have pumped a beat or two...

Japan is widely accepted as the Mecca of all things Drift and due to these origins the first competitions were held there and in doing so they created some of the worlds best Drift drivers in the process from early beginnings – jump starting the rest of the world to follow. Since then other regions around the world have adapted and localized the sport to suit their market and we are no different. The South African SupaDrift Championship is representative of the movement in the SA and is considered to be the most advanced and professional series in our region. Our Championship expresses itself as such being hosted at some of the most fabulous and infamous race circuits in the country such as Kyalami GP Circuit – a circuit with global credibility.

'We continue to nurture the sport, increasing its media exposure and creating stars of the future in the teams and drivers that participate in one of the most challenging series that exists as present!' says Jim McFarlane of XS Promotions, promoters of the AutoTrader.co.za SupaDrift Series.

AutoTrader.co.za have been trendsetters and leaders in the Drift scene in South Africa by attending all the local motorshows with their Chevrolet

Lumina drift vehicles allowing public the opportunity to experience the worlds fastest growing motorsport by climbing into the cars and enjoying a 'suicide ride'. Now, as the title partners of the SupaDrift Series, AutoTrader.co.za have stepped it up again and supported the second event of its kind. Motorsports of this type will continue to attract a high breed of partnership, as the appeal is exciting, colourful, fast and thrilling!

Yokohama, the official tyre sponsor of the event, has also since designated their commitment to drifting as a future sport of noteworthiness in renewing their partnership with AutoTrader.co.za SupaDrift Series. Anton Wessels, the Marketing and Sales executive, stated that although a great deal of rubber gets burnt up and shredded and evident by a pile of smoke blaring behind the rear wheel drive vehicles, he believes that the stained tar from spinning wheels is a laudable mark of permanence and one in which the Yokohama brand will be supporting in future events.

Speed and Sound magazine has committed its partnership of the SupaDrift Series by hosting the aftermarket trade exhibitions show in the pits; which will be open and welcoming to event attendees, fans and patrons to not only chat to the drifters but at the same time gawk at the performance product and accessories on show. Speed and Sound also have two fully sponsored drift competitors with their vehicles competing for AutoTrader.co.za SupaDrift honours who are set on putting up a show for the live audience!

Drifters continually seek crowd participation and support; and amongst the noise of the blaring motors, drifters are turned on so to speak by grandstand audio reverberance feedback!

Big Boss Auto, a performance and accessories store in Alberton North, will horde the Show 'n Shine aspect of the days entertainments and prizes will be duly awarded to buffed blingers with their machines...

A Sound Off competition is also being organized and will be fittingly advertised leading up to the event...

Are you up for roaring machines and serious sideways action, amongst other aftermarket exhibitions...then make your way to Kyalami GP Circuit on the 23rd October 2010 for the AutoTrader.co.za SupaDrift Series Event! It won't disappoint and onlookers get to see 100% of the action 100% of the time!

Join facebook: *SupaDrift Series* for updates and more information.

Tickets available at Computicket.com at R100/adult.