

PRESS RELEASE – for immediate release

4th October 2010

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

The AutoTrader.co.za SupaDrift Series Event, to be hosted at Kyalami GP Circuit on the 23<sup>rd</sup> October, is set to elevate and separate South Africa's professional 'drifters' who are the finest sideways arts men in the country...

The schedule features SA's top and most experienced drifters, along with the colourful array of amateur drivers attempting to make the cut...a practice elimination and qualifying round will slash the competitor base to the top 16 dogged the 'SUPA 16'. From then on end; comes a horde of tandem battles entertaining the anticipatory crowd. The AutoTrader.co.za SupaDrift Event is set to become a full blown series in the near future and at the same time be a traveling roadshow to all parts of the country.

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...

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 world's 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!

This event's line up will include SA's best drifters in the likes of Otto Graven, Kimberly based, who drives a 900HP Nissan 350Z; and who has just signed with the internationally acclaimed drift series, Formula Drift. Otto will be driving in 3-4 world championship events in the months to come and has been granted a license to race in the US series in 2011. "The 'Sideways

Action' is a must see spectacle and I believe that the future of entertaining motorsports is here! ", says Otto.

XS Promotions is proud to announce that the AutoTrader.co.za SupaDrift Series Event will be partnering the already succesful Live Out Loud Supercar Day. The 24<sup>th</sup> October is host to the SuperCar Day Some say that in order to succeed one has to argue limitations, so when LIVEOUTLOUD and a host of prestigious partners joined forces to host a Supercar Day, rest assured that not only would speed limits be argued, they would be broken.

Held annually at Kyalami GP Circuit, a host of the automotive top guns attend - Ferrari, Lamborghini and Porsche - ensuring that quality is always thee order of the day. With LIVEOUTLOUD as the primary sponsor for several years we have ensured hundreds of luxury sport cars heat up the track – and once again do so this year. Thanks to our extensive database of the countries who's who, a crème de la crème car collectors there is no doubt going to be some individuals who wish to speed, show and shine their latest marvels.

Cruising at speeds of 250km/h, advanced, intermediate and novice drivers all put pedal to the floor hoping to beat lap records all while handling each turn with high-speed panache. Because LIVEOUTLOUD is for those who can, all who attend are treated to the very best. With every need catered for, whether is it serving a 5-star meal or transforming the pit-lane into a lavish and comfortable showroom, most opt to spend the afternoon. There is even entertainment on offer for those still too young to take to the track. Some drivers opted to relax in a host of luxury furniture between laps, all too often drivers continue to exchange stories of technique and tactics. Nevertheless, spectacular are able to see the real talent from those who seem to be all torque. With an estimated value of R200-million lining the track, the really value comes in the finale – when LIVEOUTLOUD host a surprise race.....

Do you dare to take to the track..... joining LIVEOUTLOUD as we host another SUPER CAR DAY 2010...

#### ABOUT XS PROMOTIONS AND THE AUTOTRADER.CO.ZA SUPADRIFT SERIES EVENTS

The AutoTrader.co.za SupaDrift Series Event is the country's premier national Pro drifting series, featuring a seven-round championship scheduled for 2011 with the rising stars of professional drifting set in a full-scale lifestyle festival.

For more information, visit facebook: SupaDrift Series, XS Drift:

The Speed and Sound Magazine Trade Show will be a motor vehicles dream with performance accessories and parts that every streetcar will be jealous about...

The Big Boss Auto Show `n Shine Competition will host the ultimate platform for the nation's car junkies featuring lifestyle elements. For more information, contact Justin – (011)907-0678

IASCA's final sound off competition will set in tone who carry themselves with dB to the finals later in the year, contact Elaine – (082) 953 1958.

For all media interested in the AutoTrader.co.za SupaDrift Series Event, please contact Mikey Skelton, XS Promotions, [mikey@xspromotions.co.za](mailto:mikey@xspromotions.co.za), or call (011)314 3589.

For more information on AutoTrader.co.za SupaDrift Series sales and sponsorship opportunities, contact [jim@xspromotions.co.za](mailto:jim@xspromotions.co.za) or call (011) 314 3589.