

# AutoTrader invests in Festival Of Motoring and NAAMSA Conference

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This August, the South African Festival of Motoring, presented by Wesbank, brings a feast of motoring lifestyle to the South African public. With over 27 automotive brands, 70 pit doors, 120 exhibitors, and 10 scintillating event features presented to over 70,000 visitors.



“This year we have put our sponsorship support behind two key aspects of the festival,” said [AutoTrader](#) Marketing Director, Angelique Lynch. “Our goal is to re-imagine the automotive landscape, by constantly innovating to stay ahead of consumer expectations.”

## NAAMSA Automotive Conference

In association with AutoTrader and the Innovation Group, the NAAMSA Automotive Conference brings policy makers, industry captains and thought-leaders from across the auto industry together, their collective aim to “re-imagine the future, together”.

“Innovation has always been the key to our primary goal,” says AutoTrader CEO [George Mienie](#). “We want to offer our users a seamless and fully integrated car buying and selling experience. Putting great minds together at NAAMSA is an initiative we are very proud of.” Mienie will be addressing NAAMSA as part of the welcome address, and will be on the Conference panel.

Having evolved into one of South Africa’s tech leaders with a digital offering 20 times larger than their print-only beginnings, AutoTrader is uniquely positioned to drive the future auto tech message.

On Wednesday, 21 August, an AutoTrader project that is nearly two years in the making, will be released to the public. Leveraging data garnered from SA’s first comprehensive used car vehicle taxonomy database, the auto giant will share their first industry report, one that will give unique insight into the second-hand car market.

“We believe that transparency is the new automotive currency. Packaging the information we’ve gathered from our data, into digestible stories, will create a more informed and therefore more empowered market” said Mienie.

## AutoTrader TechZone

Where the NAAMSA Conference, in association with Innovation Group and AutoTrader imagines the possibilities of the future, the AutoTrader TechZone presents that vision, now.

Sponsored by AutoTrader, the TechZone is an interactive platform for visitors to learn about the latest technology and trends within the motoring landscape, and gaze into the future of smart mobility.

Hosting leading brands including Volvo, BMW, and Mercedes-Benz, and featuring legendary auto personalities such as racing legends Sarel van der Merwe, Ben Morgenrood and Tasmin Pepper. The TechZone will include a daily ‘TechTalk’ pop-up auditorium designed to shine a light into SA’s auto future; free of charge to all festival goers.

“Topics will range from how to integrate and live with the electric car, to expert insight into the ramifications of the rising digitisation wave and will include participation in some of the topics by AutoTrader’s CEO George Mienie,” said Lynch.

## On the track

Invigorated by visions of the future, fans will also be given the ultimate opportunity to experience the thrill of track time, in a blistering range of today’s new, greatest makes and models.

AutoTrader Promoters will be on hand to usher winners of the #AutoTraderVIP competition to a once-in-a-lifetime experience; a hot lap in a Ferrari 250 GT with racing legend, Sarel van der Merwe.

The 4th annual Festival of Motoring, presented by WesBank, takes place at the Kyalami Grand Prix Circuit from 22-25 August 2019. Tickets and event info at <https://festivalofmotoring.za.messefrankfurt.com>

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