



MEDIA TO RACE AT KYALAMI

Volkswagen, SAGMJ plan to Maximise Interest in Motorsport

Johannesburg – Volkswagen South Africa has confirmed a daring new motor racing initiative powered by the South African Guild of Motoring Journalists (SAGMJ), Kyalami Grand Prix Circuit and Cell C.

The Volkswagen Media challenge at Kyalami in conjunction with the SAGMJ will see eight of South Africa's top motoring scribes competing in a field of Volkswagen Motorsport Polo 1.2 TSI DSG race cars at the Kyalami Grand Prix Circuit's inaugural race meeting over the weekend of 22 and 23 October 2016. "Kyalami's return to glory is one of several significant aspects that will see local motorsport emerging from its hiatus at last," SAGMJ Committee Member responsible for Motorsport, Michele Lupini, explained.

"With its roots firmly in local motorsport, the SAGMJ has long grappled with ways to recapture the local motoring media's — and by extension, also the public's — imagination in South African racing through an initiative like this. "We are therefore delighted to confirm that Volkswagen, Kyalami and Cell C have partnered with the SAGMJ to provide top local motoring scribes with a lure that will not only see them racing in the historical first Kyalami meeting since its comprehensive refurbishment, but which will also urge them and their publications to most effectively cover local motorsport news going forward."

"Volkswagen continues to innovate and lead the field in terms of all things motoring," Matt Gennrich, General Manager Communications at Volkswagen Group South Africa explained. "In 2009 we ran a Celebrity Challenge which created huge interest and we felt that with our returned focus on circuit racing with our Jetta and GTI GTC entries, that this was the right time to take this concept and expand on it.

"We have built Polo race cars for both a media and a celebrity race at the Kyalami

Motorsport Festival, which will be the inaugural race event at the new Kyalami. "Having the SAGMJ support this initiative is an added bonus and we were delighted that major sponsors such as Cell C, Engen and Dunlop amongst others showed no hesitation in becoming involved.

"We are hoping that the success of this event will see sponsors wanting to partner with us to run a series in 2017," Mr Gennrich concluded.

Proudly hosted by the Kyalami Grand Prix Circuit, October's races represent the culmination of a dream for local race fans and for circuit owner Toby Venter in particular, who will also join the weekend's racing action in his Porsche 911. Venter has invested heavily in the famous racetrack since purchasing it at auction in 2014, to restore and upgrade the Kyalami Grand Prix Circuit into a glorious racing and conference facility for spectators, race fans, and competitors alike.

Race fans can keep abreast with developments of the opening meeting via the www.kyalamigrandprixcircuit.com website, where tickets for the historic inaugural Kyalami race weekend are on sale via Computicket the link on the homepage.

**The Volkswagen Media challenge at Kyalami in conjunction with the SAGMJ is made possible by Volkswagen South Africa for building and making available 8 race ready Polos, the South African Guild of Motoring Journalists, The Kyalami Grand Prix Circuit and Cell C, along with contingency sponsors Engen, Dunlop, Sapphire Clothing, ATS Race Supplies through OMP Race Wear and Oracle Branding.*

Ends, etc.