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STRONG ATTENDANCE FIGURES FOR START OF MOTOR SHOW

The Australian International Motor Show has gotten off to a strong start, with attendance figures up considerably over both the last Melbourne show in 2009 and last year's event in Sydney.



More than 80,000 people have been through the doors already at the 2011 Australian International Motor Show in Melbourne.

More than 80,000 people have been through the doors of the Melbourne Convention and Exhibition Centre, from open at 6pm last Friday night through to close at 10pm on Monday.

This figure represents a 27 per cent increase over the same period at last October's Australian International Motor Show in Sydney, and a substantial 41 per cent over that timeframe at the last Melbourne show in March 2009.

Australian International Motor Show event director Russ Tyrie says the attendance figures are an indication that the event's new July date is a success.

"The move to July has been met with approval by visitors and exhibitors alike," said Mr Tyrie.

"The clear space around the show on the international motor show calendar has allowed manufacturers to bring in drawcards such as the Audi e-tron, BMW Vision EfficientDynamics concept, Lamborghini Aventador, Lexus LF-Gh, Maserati GranCabrio Sport, Mazda Shinari concept and Toyota FT-86 II concept.

“The Melbourne public hasn’t had a show for the last two years, and the combination of a host of star cars and the winter school holidays has seen people return in good numbers.”

The Australian International Motor Show runs through until Sunday 10 July at the Melbourne Convention and Exhibition Centre.

For all of the latest news and information surrounding the Australian International Motor Show, follow @themotorshow on Twitter.

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FOR FURTHER INFORMATION:

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2011 Australian International Motor Show

Melbourne Convention and Exhibition Centre, South Wharf

Friday	1 July	6 pm – 10 pm
Saturday	2 July	10 am – 10 pm
Sunday	3 July	10 am – 9 pm
Monday	4 July	10 am – 9 pm
Tuesday	5 July	10 am – 9 pm
Wednesday	6 July	10 am – 9 pm
Thursday	7 July	10 am – 10 pm
Friday	8 July	10 am – 10 pm
Saturday	9 July	10 am – 10 pm
Sunday	10 July	10 am – 6 pm

More information: www.motorshow.com.au