

Motoring Good show

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■ THE Observer Motor Show allowed many people to examine a fantastic range of cars – all in one place – at one time.

SPITE an uncertain weather outlook, the Observer's first motor show was hailed a success by many of the exhibitors and the organiser Clive Bravington.

Speaking at the end of the show, Clive expressed appreciation to both exhibitors and visitors alike. "The weather wasn't over-kind to us," he said, "but the people who came along did so to look at the cars."

That was the whole point of the show, to allow many people to meet as many dealers and look at as many cars as possible, all in one place.

Most of the dealers I've spoken to are quite pleased. It's the first year of the show and there's a lot of things we could change for the future.

"We will learn something each year. I'm happy to say it will now become an annual event."

Visitors found the show to be a favourable way of meeting dealers and comparing the characteristics of different makes and models all in one place.

Exhibitors had put a lot of effort into the presentation of their vehicles in a "no pressure" environment, an aspect appreciated by potential buyers.

Exhibitors included Benelli motorcycles, Platts Road, Thames Fiat, Browns Skoda, Clover Leaf, Woodburn Green Land Rover, Mead, Marshalls Volvo, Citygate Toyota, Dan, Kins Nissan, Thames Valley Ford, Octagon, Bus, Haymill Saab, Aston Green Audi, SMC Seat, and Suzuki and Charters Peugeot.

Richard Hill looks back at the first Observer Motor Show, to become an annual event, which took place at Upton Court Park, Slough, at the weekend.

The Peugeot exhibition was particularly impressive being based around the new Peugeot 'Challenger' exhibition unit.

More than 80 percent of visitors to the show had learned about it through features and advertisements in the Observer.

Many people appeared surprised at the lack of directional signs on the two days of the show.

"The signage has been an issue that we need to resolve," said Clive Bravington.

"Our application to the RAC and AA for signage was turned down by the council, but we understand that there is a way around that."

"It's been such a pleasant event for people to come along to," said Clive.

"A lot of people we've spoken to said it was nice to come along, to walk around without sales people jumping down your throat."

"It's given people the chance to take a good look



at the range of vehicles on offer and to maybe buy a car that they wouldn't otherwise have considered.

"It has been a great event for everyone. It cost nothing to attend and nothing to park. Just a thor-

oughly enjoyable couple of days."

This year was the first of what is to be an annual event, which is predicted to swell in size and popularity.