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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 server's first motor show was hailed a cess by many of the exhibitors and the ganiser 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, it the people who came along did so to look at v cars.

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

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

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

/isitors found the show to be a favourable way of eting dealers and comparing the characteristics of erent makes and models all in one place.

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

Exhibitors included Benelli motorcycles, Platts undai, Thames Fiat, Browns Skoda, Clover Leaf nda, Woodburn Green Land Rover, Mead uars, Marshals Volvo, Citygate Toyota, Dan kins Nissan, Thames Valley Ford, Octagon cus, Haymill Saab, Aston Green Audi, SMC Seat, ver 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.

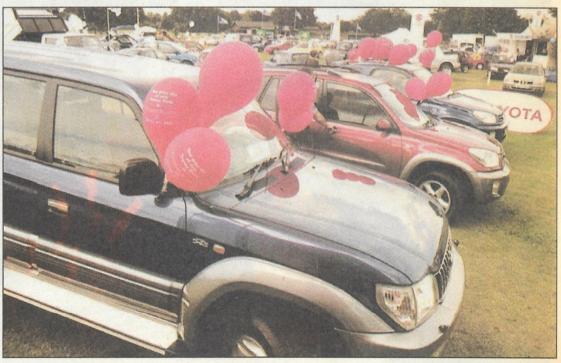
"The signage has been an issue that we need to resolve," said Clive Bravington.

"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