



Media Release
20 September 2016

Victorian Hot Rod Association announces 52nd Victorian Hot Rod & Cool Rides Show

The Victorian Hot Rod Association (VHRA) will launch its 52nd Victorian Hot Rod & Cool Rides Show at the world heritage listed Royal Exhibition Building in Carlton on Friday 20 January 2017.

The Victorian Hot Rod & Cool Rides Show is an annual initiative that showcases hundreds of hot rods, custom vehicles, street machine and motorcycles from around Australia. The association is dedicated to encouraging its members', and the wider community, participation in and enjoyment of safe Hot Rodding.

Their 52nd show aims to showcase the achievements gained through these unique and individual automobiles and, in doing so, positively promote the hobby and lifestyle, and most importantly, fun of Hot Rodding to those outside the organisation.

The show, and now the largest and most celebrated hot rod show in Australia, running over three days, this event will create a unique and significant destination for locals and interstate visitors alike.

VHRA Member, Deon Unsworth, said the association was proud to be hosting the longest running show of this type here in Australia.

"It's amazing to be celebrating the 52nd year of this successful show. We have maintained a continuous presence each year here at the magnificent and iconic Royal Exhibition Building," he said.

"This is a fun filled family event that has something for everyone with, 300+ vehicles, 40+ trade stands, cafes, free face painting for the children and loads more over the three days. It's a great day out, 2017 is sure to be our greatest show yet!"

"We are confident that our 52nd show will be our biggest and best, and we're looking forward to welcoming familiar faces back again, and those who are keen to see what all the fuss is about," said Mr Unsworth.

Let's Go Cruisin' will return in 2017 with their magnificent out-door display on the Saturday, with a great mix of Hot Rods, Customs and Street Machines.

Kingpin Kustoms will host the "Kustom Car & Rockabilly Party" on the Sunday. With an array of Live Bands, Hot Rods, Killer Kustoms, Choppers, Life-Style Vendors and Demo's, and a photo shoot pin up competition.

The Victorian Hot Rod Association acknowledges the generous support of their partners the Royal Exhibition Building and Museum Victoria.

The Victorian Hot Rod & Cool Rides 52nd Anniversary Show will be open;

Friday 20th January 12pm - 10pm

Saturday 21st January 10am - 10pm

Sunday 22nd January 10am - 6pm

To learn more and for publicity images, please go to: www.hotrod.com.au or email info@hotrod.com.au

Media Enquiries please contact:

Deon Unsworth

0403 312 298