



THE JAPANESE AUTO EXTRAVAGANZA

THE ULTIMATE JAPANESE CAR EVENT

THE-JAE.ORG

Press Release

Japanese Auto Extravaganza: 21 - 22 July 2007 – East of England Showground, Peterborough

JAE is the largest family orientated, Japanese friendly get together outside of Japan. Don't ask us...speak to the 98 Japanese car clubs and over 75 traders that spent the entire weekend having fun. In 2006 over the two days, 18,000 people visited the event with nearly 4,000 show cars. The most talked about event of the year with a very spirited Japanese community. JAE is a weekend of relaxation, BBQs and generally laid-back feel between car clubs. Clubs from Ireland, Luxembourg, Belgium and France as well as a huge UK showing really make JAE unique.

The Organisation would like to thank the following sponsors of JAE 2006. **Abbey Motorsport, Dynapack, Driftworks, Nitrous Oxide Supplies, Ople Oils, Toyo Tires, D1GB, Japanese Performance, JTuner, Banzai.**

JAE 2007 will be jam packed with entertainment and competitions for the whole family to enjoy. As well as the usual car club activities as seen at this JAE 2006. We now have the largest car show firework display. For the first time, 2006 visitors could experience what it was like to go in a drift car. For 2007 we have even more arranged and lots more to do.

Big plans are underway for JAE 2007.

- Huge 75 acre display area
- Disco
- Karaoke
- Car Club Film show
- Full colour keepsake show guide
- JAE FM (with storm watch facility!)
- Wi-Fi
- Fireworks
- Tug of War
- Car Pull
- Indoor display areas
- Kiddies treasure hunt
- Show and Shine Parade Laps on the arena's grassed area
- Flame Off in the arena
- Pit Stop Challenge
- JAE T-shirts, pens and souvenirs
- Camping
- Separate public camping areas
- Off road 4x4 area
- Ramp Travel (RTI) competition
- Best Car Club competition
- Massive trade and display areas
- Rolling Road competition
- Secure sight with full gated security
- Advanced tickets on sale in January

So what can better 2006?

JAE 2007

come along and experience it for yourself

for more information send an email to info@the-organisation.org or call us on 08700109705

End

the Japanese Auto Extravaganza is a registered trademark of the
The Japanese Auto Extravaganza Organisation Ltd.

Org
the
Organisation