

Whitianga to play host to 2012 CenturyYuasa Street Rod Nationals

CenturyYuasa is proud to support the 2012 Street Rod Nationals to be held in Whitianga from 1-4 November.

New Zealand's leading supplier of batteries is the naming rights sponsor of the CenturyYuasa Street Rod Nationals for the fourth year running. The event is being organised by the Pukekohe Hot Rod Club.

Already a significant event on the New Zealand Hot Rod Association (NZHRA) calendar, the nationals will play a big part in the Association's 50th anniversary celebrations next year.

Since its establishment in 1973, the Street Rod Nationals has been annually hosted in different locations throughout the country. CenturyYuasa Marketing Manager Gerard Wade believes that the choice of Whitianga for 2012 will be a big attraction for the thousands of drivers and spectators attracted to the sport.

"CenturyYuasa is thrilled to be backing this significant event on the Hot Rod calendar. Many participants are involved in the motor trade in some way, and we aim to support the activities that our customers are keen on," says Gerard.

"CenturyYuasa enjoys a very strong relationship with the NZHRA. We look forward to working with both the NZHRA and the team from the Pukekohe Hot Rod Club on the 2012 event."

New Zealand Hot Rod Association President Daryl Gates is thrilled that CenturyYuasa is continuing its successful sponsorship of the event.

"This will be the fourth event that we have worked with CenturyYuasa. The consistency of their support ensures that we have the skills and resources in place to deliver another successful event for our members and the thousands of spectators who enjoy the Street Rod Nationals," says Daryl.

CenturyYuasa Street Rod National's Organising Committee member Steve Dally says the Pukekohe Hot Rod Club identified Mercury Bay/Whitianga as an exciting area to host the event.

"In our planning to date, we have had a great response from everyone that we need to work with in the region to host the event. A couple of key partnerships have already been established and those involved are as enthusiastic as we are in hosting the event in Whitianga," says Steve.

"Annually, the event attracts around 250 entrant vehicles, up to 600 entrants and more than 2000 spectators. However, with next year being the NZHRA's 50th anniversary and the event being in such a wonderful location, we are hoping to exceed these numbers."

Thames Coromandel District Mayor Glenn Leach says the region is delighted to play host to the event and hopes visitors will take time to explore its beaches, vineyards and walking tracks.

"We look forward to seeing everyone next November and working with the NZ Hot Rod Association to make their 50th Anniversary Street Rod Nationals a great success," says Mayor Leach.

Fiona Kettlewell, Events and Marketing Manager Mercury Bay, agrees and says that Whitianga is becoming an "event destination".

“The CenturyYuasa Street Rod Nationals will be another major event not to be missed in the region. Events of this magnitude not only put us on the map, but they also bring a lot of growth to Mercury Bay and to our tourist and hospitality industry.”

The organising committee will be working closely with the Thames Coromandel District Council, the local business association and Tourism Coromandel to organise and promote the event. Visit www.hotrod.org.nz for more information about the event.

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