

PRESS RELEASE

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COVENTRY FESTIVAL OF MOTORING RETURNS

The Coventry Festival of Motoring returns bigger and better on 4th & 5th September 2010.

The Festival is back bigger and better than ever before. With last year's event proclaimed a huge success, momentum is already building for the 2010 Festival.

In partnership with CV One and the City Council, Festival Organisers have introduced several new elements to make the event an exciting one for everyone. These exciting developments include a themed arena for a specific car club or particular make of cars, introduction of a shorter run route and circus skills workshops for children on Festival Sunday.

The Festival kicks off on Saturday 4th September with a spectacular display of the rarest vintage or veteran cars to the most popular classics that you can get up close with and find out all about from their owners. This will be followed by some fabulous musical entertainment by the West Midlands Police Band.

In the evening you can enjoy a civic reception and dinner at Coventry Transport Museum, with guest speaker Jason Dawe. A motoring industry expert and a consumer champion, Jason will talk about his vast experience in the motoring industry as well as give some invaluable guidance on car-buying.

Sunday 5th September starts early as hundreds of vehicles from all over the UK and beyond gather at War Memorial Park in Coventry to embark on a 60 mile route through the countryside of Coventry and Warwickshire. Following feedback from previous year's participants, the Festival Organisers have introduced a shorter run so that participants can return to the Memorial Park quicker in order to enjoy the arena entertainment, break into a picnic or meet friends. Festival organisers are also encouraging local residents along the run route to recreate that fantastic Festival atmosphere and give the cars and motorcycles a warm greeting as they drive past while holding their own street parties.

Whilst the run is taking place there will be plenty of things to see and do at the park including some daredevil stunt riding by the Imps and Mega Minis, entertaining performances by the Jaguar (Coventry) Band, Jaguar Land Rover Experience, Craft Fair and Marketplace and Circus skills workshops for children. And don't miss the special feature for the 2010 Festival – a themed arena for special car clubs where the American Auto Club (UK) who will be putting on a fabulous display of American cars for you to stand back and admire.

Organisers are expecting nearly 800 runners and riders and up to 10,000 visitors – making us one of the biggest and best events in the country.

The Chairman of the event's organising committee, Gary Hall said:

"The phenomenal response we received to last year's event has encouraged us to try and create an even more exciting and enjoyable event for everyone this year. We urge everyone to put the date in their diaries and come along and see this motoring spectacular at War Memorial Park, Coventry Transport Museum, and our partners in the organisation of the event, is proud to be involved again this year and look forward to this year's Festival."

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