

Sydney 4WD & Adventure Show

Presented by

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CELEBRATING THE INDUSTRY GAME CHANGERS

Sydney 4WD and Adventure Show, 13-15 October 2017

The Sydney 4WD and Adventure Show will take a walk through history this year as we look at what were some of the big Game Changers in the industry over the past few decades.

The 4WD and Adventure Shows have been held across Australia for a milestone 25 years, and in celebrating the anniversary, the Game Changers theme will be presented in the Sydney, Adelaide and Perth 4WD and Adventure Shows.

Show Director Peter Woods said while camping, caravanning, and 4wd driving were extremely popular pastimes for Australians today, this wasn't always the case; and there were some significant turning points in history that encouraged more people to get out and explore their country.

These turning points, these "Game Changers" will be the focus of the 2017 4WD and Adventure Shows.

"What we are looking at is not just the products on the market today and where we go and what we do today; but really the evolution of the 4WD and Camping industry," Peter said.

"The Shows will focus on products, vehicles and people that have changed the way Australians travel and enjoy their country."

Peter said he has been speaking to many of the big name companies in 4WD driving and camping to discover their own game changing stories. He said the history behind some of these companies was so interesting; and that often these major companies were built from one person's need to solve a problem.

"It's amazing to find out these stories. Some of the biggest companies in Australia were built because one person needed to fix something on their vehicle and designed a rough product to do the job. Other people saw it and thought it was a good idea; and decades on they are now the biggest selling brands in Australia."

"There are dozens of stories. From initial discovery of 4wd driving tracks, to products that we all now use, to people who got out there and did it, and inspired others to do the same. We can't wait to share all these stories at the Show!" Peter said.

Everything you need, all in the one place

The 4WD and Adventure Shows are famous for being the place to go for all the latest gear. Camper trailers, caravans, new model SUVs and 4WDs, camping gear, 4WD accessories, fishing gear and so much more.

The Shows focus on finding everything you need for your outdoor adventure, all in the one place. In 2017, the Shows will feature all the big name brands.

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“The 4WD and Adventure Show is designed so that you can spend the day checking out all the new products and grabbing yourself a bargain; but at the same time there’s a huge variety of entertainment to keep you busy!” Peter said.

“The Show offers visitors an experience like to no other. The latest release products are all right there to check out, plus speak to the experts on your needs,” he said.

“In 2017, we will have huge displays of offroad caravans and camper trailers, as well as new 4WDs from all the major brands, the latest 4WD accessories, exciting new camping accessories and other gear for outdoors.”

“Whether you love fishing, camping, 4WDing or all of the above, there’s something for everyone!” Peter said.

Entertainment will include the Engel Bush Camp Stage with celebrity guests, new product reviews, camp oven cooking demonstrations, travel info and more.

The Fourby Forum stage will be back with technical info, and audiences are able to get advice and technical knowledge from the experts. Plus the Fishing Stage demonstrates the latest new products, offers travel advice, and encourages fishing as a pastime. There will be kid’s entertainment and attractions, a huge 4WD Clubs area, the Land Rover Terrapod, Isuzu Team D-Max stunt rides, and much more.

The Sydney 4WD and Adventure Show will be held from Friday 13th to Sunday 15th October at Western Sydney International Dragway, Eastern Creek.

For information about the 4WD and Adventure Shows, visit: www.4wdshow.com.au or follow us on Facebook, Instagram, Twitter and YouTube!

HIGH RES IMAGES AVAILABLE HERE:

https://www.dropbox.com/sh/rb41pxhqzfdqbf/AAD79SbVp0_RqXZKaU6MM7M2a?dl=0