

Media Release

Tuesday 19 February 2013



Shepparton... Motor City

Shepparton Show Me and the city's automotive dealers have joined forces to promote and confirm that your next vehicle is here in 'Shepparton Motor City'.

The campaign will be fronted by popular AFL legend and television personality Dermott Brereton and will promote Shepparton as a motoring destination.

Shepparton Show Me Chair, Cr Michael Polan said Shepparton offers car lovers a range of dealers and service providers as well as attractions such as the Shepparton Motor Museum and events such as the annual Spring Car Nationals and the forthcoming Formula One event.

"Shepparton Show Me has partnered with the city's motor businesses on this campaign to attract people from both within Greater Shepparton and outside the area to check out the dealers and even purchase their next car, motorcycle or truck," Cr Polan said.

"I encourage our local automotive industry to get involved in this campaign and promote their businesses through a wide range of channels."

Campaign Ambassador Dermott Brereton added that Shepparton has all the automotive brands that people know and love.

"Greater Shepparton loves cars, trucks and motorcycles which is evident by the volume and quality of automotive services as well as the success of the motoring events held here." Mr Brereton said.

Shepparton Show Me is a collaborative marketing program that strategically promotes the business sector during key periods and to specific target markets.

For more information on the Shepparton Motor City Campaign and other promotional campaigns visit <http://www.sheppartonshowme.com.au/>.



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