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## Messe Frankfurt and Crain Communications Inc. plan to organize first-ever Festival of Motoring USA

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**Messe Frankfurt, the world's largest trade fair and event organizer with its own exhibition grounds, and Crain Communications, one of the world's leading business-to-business media companies, will join forces to launch Festival of Motoring USA.**

A revolutionary event with both static and interactive content from mainstream, exotic and classic cars to off-road vehicles, Festival of Motoring USA will be anchored by leading automakers along with other industry-related companies. Adding to the strength of the event is Kinrara, Goodwood's international event consultancy. Kinrara brings considerable expertise in creating sold-out motorsport events, such as the annual Festival of Speed in the UK – the benchmark in excellence in motorsport event production.

The inaugural Festival of Motoring USA event will take place April 29-May 2, 2021, across the sprawling 750 acres at The Michelin Raceway Road Atlanta in Braselton, Ga. Road Atlanta is recognized as one of North America's most dynamic road courses. In the future, Festival of Motoring USA will expand to include additional North America locations.

"We are pleased to be working alongside a powerhouse such as Crain Communications to bring this experiential event to the U.S.," said Messe Frankfurt Inc. President and CEO, Konstantin von Vierregge. "Our combined competencies solidify our path to success and the realization of our vision to provide a high-energy, comprehensive automotive event that appeals to all motoring enthusiasts."

Festival of Motoring USA will be modelled after the highly successful Festival of Motoring Johannesburg in South Africa. Now in its 4<sup>th</sup> year, Festival of Motoring Johannesburg has grown into the leading automotive event in Africa.

Interactive and emotional, Festival of Motoring USA will appeal to all of the automotive senses and include the following opportunities for consumers:

- Test drive circuits with professional drivers
- Technology zones

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- Self-drive tracks
- 4 x 4 off road experiences
- Skid pads
- New-vehicle displays
- Camping, food trucks
- and more

“Crain Communications is thrilled to be partnering with Messe Frankfurt to present a dynamic event in the consumer automotive space. Messe Frankfurt’s model of experiential, interactive activities will create a must-attend event each year. Adding the expertise of Kinrara, Goodwood’s event consultancy, will ensure an experience of exceptional quality in North America,” said KC Crain, President and Chief Operating Officer of Crain Communications.

Festival of Motoring is a revolutionary and interactive event; an exhilarating celebration of car culture, attractive to vast audiences and accessible to fans of all ages. It will be at the forefront of the premier automotive consumer experiential events globally.

**For more information about the event contact [Bridget Ferris](#) at 404.513.6544.**

**Press information and photographic material from Festival of Motoring Johannesburg can be found [here](#)**

**Background information on Crain Communications**

Crain Communications is a privately held media company that produces trusted and relevant news publications, lead generation, research and data products, digital platforms, custom publishing, and events with uncompromising integrity. Crain’s 23 brands reach 6 million business decision-makers and consumers across the United States and in select markets in Europe and Asia. Many of Crain’s brands are the most influential media properties in the verticals they serve including Automotive News, Autoweek, Ad Age, Modern Healthcare, Plastics News, and Pensions & Investments. Headquartered in Detroit, the company has 650 employees in 10 locations delivering exceptional news content over a variety of platforms to empower the success of its readers and clients.

To learn more about Crain Communications Inc, visit [crain.com](http://crain.com).

**Background information on Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group’s key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food

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services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

Messe Frankfurt North America is a subsidiary of Messe Frankfurt. Headquartered in Atlanta, Georgia, the company produces eleven shows within the United States, Canada and Mexico. The North American portfolio includes Texworld USA, Apparel Sourcing USA, Home Textiles Sourcing Expo, Techtextil North America, Texprocess Americas, The Clean Show, INA PAAACE Automechanika Mexico City, NACE Automechanika Atlanta, Waste & Recycling Expo Canada, Municipal Equipment Expo Canada, and Festival of Motoring USA.

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