



Media Release

3rd November 2017

Victorian Hot Rod Association Announces 53rd Victorian Hot Rod & Cool Rides Show

The Victorian Hot Rod Association (VHRA) will launch its 53rd Victorian Hot Rod & Cool Rides Show at the iconic, world heritage listed Royal Exhibition Building in Carlton. It fires up on Friday 26th January 2018 at 10.00am - 9.00 pm, Saturday 27th 10.00am - 9.00 pm, Sunday 10.00 am - 6.00 pm.

The Victorian Hot Rod & Cool Rides Show is an annual event that showcases hot rods, custom vehicles, street machines and motorcycles from around Australia. The aim is to promote the lifestyle of modified vehicles and these unique and individual rides.

The association is dedicated to encouraging participation in one of Australia's most enjoyable hobbies with knowledge sharing and lifestyle building friendships.

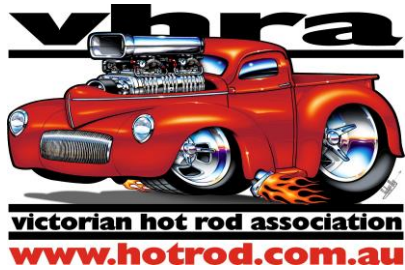
VHRA Show manager, Colin Mc Donald, said the association is proud to be hosting the longest running show of this type in Australia. "It's mind-blowing being part of the 53rd year of this respected show. We have maintained a continuous presence each year here at the historic Royal Exhibition Building and in fact, we are the longest running exhibitor of any style in this building.

What's the 53rd Annual Victoria Hot Rod & Cool Rides Show all about? Simply, FUN! So, come and check out what's happening.

This unique Melbourne Australia Day weekend event will be better than ever over the three days with Friday being a public holiday, it's a great opportunity to get up close & personal with hundreds of Australia's Coolest Hot Rods, Customs, Street Machines & Bikes in all their gleaming glory, competing for over \$50,000 in prizes and trophies.

There are loads of interesting things to see and do for the whole family.

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Friday, we fire up at 10.00am with VHRA members and other car buffs displaying their cool rides in the outside display areas.

Saturday, 'Let's Go Cruisin' are hosting another great outdoor display of Hot Rods, Customs & Street Machines in both outside areas

On Sunday for the first time, we're having 'Girl Power Day' with their sweet cruisers and many other Hot Rods, Customs and Street Machines joining in the outside displays.

We are celebrating 60 years of legal drag racing in Australia featuring some of the Australia's nostalgic drag machines, it's an opportunity to witness heaven on wheels.

They drive What?, Check out which celebrity will be sharing their favourite machine at the show, You've got to love this one.

'Trade Store Alley' featuring many new products and oldies but goodies on offer, you never know what you'll find. Stop and have a chat with the traders as you never know what you'll find out from these guys and gals.

We haven't forgotten the kids, down load our famous Hot Rod and Street Machine colouring competition so they can be in the running to win some great prizes in the 15 & under, 10 & under and 5 & under age groups.

What kid doesn't enjoy having their face painted and it's FREE.

To find out more about what's happening *go to the VHRA website www.hotrod.com.au or [contact us at info@hotrod.com.au](mailto:info@hotrod.com.au) or at [Face Book VHRA](#)*

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