

# MOTORING J STYLE

CELEBRATING JAPANESE CAR CULTURE IN AMERICA

## **Vintage Japanese cars, tire-smoking drifters, displays and more at *Motoring J Style* – May 24, 2008**

### **2<sup>nd</sup> Annual show pays tribute to Japanese car culture in the United States**

America's premier festival of Japanese cars – *Motoring J Style* – returns to Northern California's Solano County Fairgrounds in Vallejo on Saturday, May 24, 2008. In 2007, *Motoring J Style* made history as the first comprehensive show celebrating Japanese car culture in the United States, with events ranging from a Japanese Car Concours to a spectacular drifting competition and exhilarating rally car demonstrations.

Taking center stage this year is a 40<sup>th</sup> Anniversary Reunion of the BRE Datsun racing team, highlighted by a guest appearance and presentation by legendary racing car constructor Peter Brock. Mr. Brock and his BRE Datsun 510 racing cars shocked the world in 1971 and 1972 by winning the Trans-Am Championship against stiff competition from Alfa Romeo and BMW. His triumph in that series arguably began the Japanese sport compact car revolution that continues to this day. Nissan North America will honor these achievements by showing the 1972 Datsun 510 race car that John Morton drove to victory in the Trans-Am series. John Morton and other members of the BRE racing team will be on hand to visit with fans and sign autographs.

10,000 Japanese car enthusiasts from across the country are expected to attend the 2<sup>nd</sup> Annual *Motoring J Style*, where 400 Japanese cars ranging from vintage to the present day will be on display. "As a longtime fan of Japanese sports cars, it thrills me to see the growth of this hobby over the past several years. Until now, classic Japanese cars did not receive the reverence they deserved, but today they are becoming increasingly collectable among a wide

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range of enthusiasts,” said Director David Swig.

The Solano County Fairgrounds is an ideal venue for an event of this type, with manicured grass lawns where show cars will be displayed in a Concours-style setting, a paved lot which will host the *Motoring J Style Drift Competition*, and a dirt arena which will be the scene of several highly anticipated rally car demonstrations. Displays by Nissan and Scion will complement the vintage machinery on hand, while vendors catering to the automotive aftermarket will be housed in a 20,000 square-foot Exposition Hall.

“*Motoring J Style* is an exciting addition to the range of top-level automotive activities taking place in Northern California,” said David Swig. “Events like the *Monterey Historic Automobile Races*, the *California Mille*, and the *24 Hours of LeMons* have established Northern California as the epicenter of cutting-edge auto enthusiast activities in the nation. *Motoring J Style* takes this one step further by offering something that appeals to the younger generation: we drive Datsun and Nissan Z cars, AE86 Toyota Corollas, Mazda RX-7s, and other affordable Japanese performance vehicles, and we needed a venue to share our enthusiasm in the company of like-minded gearheads.”

Vendors are invited to contact Swig for special Charter Advertising rates, and media (both automotive-specific and mainstream) are encouraged to attend.

**For further information:  
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