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Media Release – For Immediate Release

First Announcements, Early Bird tickets and Registrations for Trade, Vehicle and Modelling competitors to the first ever Hot Import Nights in Australia will begin from 2PM (AEST) Saturday 29th July 2017!

Hot Import Nights is the world's biggest automotive lifestyle brand.

Sydney NSW, July 27, 2017: For the first time in Australia, the highly-successful and globally-renowned American brand Hot Import Nights (HIN) will be presented by the Colab Team to Sydney on Sunday 10th December 2017 at the Sydney Olympic Park in Exhibition Halls 5 & 6.

HIN is a curated event that will motivate and celebrate the local elite of the modified car community while retaining the aspects and values that make the American brand unique, focusing on vibrant entertainment, car models and youth culture. In addition, the local HIN team have created a new lifestyle festival element to excite new and old HIN patrons alike, forming a collaborative melting pot for trend setters and influential identities in entertainment, fashion, technology, food and pop culture. HIN Australia will also explore the latest and greatest technological advancements, such as drone racing, virtual reality and augmented reality, giving those pushing the envelope in any direction a place to feel at home.

HIN is a lifestyle and pop culture brand that advocates individuality, uniqueness and friendly competition, providing a platform where “you can be you”. HIN hopes to create a community in Australia where enthusiasts across the broad spectrum of lifestyle and culture can gather and celebrate their life-long passions.

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HIN Australia have partnered with influential and reputable brands in Australia for the 2017 main event; the major partners being Shannons Insurance, Nitto Tyres Australia, AutoCraze & Autosports Honda.

Shannons Insurance are no stranger to motoring car enthusiasts, and have services created especially for highly-modified cars. Nitto Tyres Australia are also keenly focused on the automotive aftermarket, taking their tagline of 'Fuelled By Enthusiasts' very seriously in the development of unique products that break the mould of the traditional tyre. AutoCraze are formed by passionate professionals with over 30 years' experience in the automotive industry, they are fast becoming one of the biggest wheels and tyres distributor in Australia. Autosports Honda is part of the publicly listed Autosports Group and is Sydney's newest Honda dealership. Autosports Honda is focused on ensuring clients receive first class customer service.

With such a strong and innovative backing, HIN have the ability to spotlight local Australian talent on the world stage and cement Australia as a major player in the automotive lifestyle industry.

Monthly shows labelled "Road to Hot Import Nights" and online community social events have paved the way for a journey towards the ultimate lifestyle festival event HIN.

Main event first announcements, Early Bird discounted ticket sales and registrations for exhibitors, car & motorcycle competitors and Miss HIN Australia contest will begin on Saturday 29th July 2017, from 2pm Australian Eastern Standard time.

Please visit: www.hotimportnights.com.au

About Hot Import Nights: Hot Import Nights (HIN) was founded in California, USA and has been the world's biggest consumer-centric automotive lifestyle show for more than a decade. With over 20,000 attendees at shows across 10+ States in the U.S., HIN is a brand that influenced and pioneered the automotive lifestyle industry whilst congregating high-spending consumers that are attracted to other aspects of the automotive culture and lifestyle; such as technology, gaming, fashion, food and entertainment. For more information, please visit www.hotimportnights.com.au

About Colab Team: Colab Team is an experienced and innovative events, promotions and marketing business in Australia with a track record of over a decade. Colab Team is part of the HIN Group; an Australian company with brands spread across the entertainment, hospitality and technology space. For more information, please visit www.colabteam.com