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NEW ZEALAND HOT ROD ASSOCIATION BECOMES NAMING SPONSOR.

In a move to further celebrate its 50th year Anniversary, the National governing body of Hot Rodding in New Zealand has secured the naming rights for the 2012 National Hot Rod Show being held in Auckland on 21 & 22 July 2012. The Hot Rod Show will be known as the **"N.Z. Hot Rod Association 50th Anniversary National Hot Rod Show"**. Held in conjunction with the CRC Speedshow in Greenlane, the event will be organised by two of the Association's Clubs; Harbour City Rod Club (Glen Eden) and Southside Streeters (Howick).

"Working in combination with an established Event like the CRC Speedshow is a first for the organising committee of a National Hot Rod Show and our Clubs will be working closely with organisers", says Daryl Gates, New Zealand Hot Rod Association (NZHRA) President.

"Harbour City Rod Club and Southside Streeters both have an excellent background in hot rod event organisation and marketing and saw mutual benefit for the CRC Speedshow and New Zealand hot rodding itself" says Ian McNeil Chairman of the 2012 National Hot Rod Show Committee.

The Associations commitment to the N.Z. Hot Rod Association 50th Anniversary National Hot Rod Show will also encompass a significant trade area in the Hot Rod Hall. The NZHRA intend to utilise this to celebrate their 50 year history of Hot Rodding in NZ by promoting their Clubs and new membership together with the selection of 50th Anniversary merchandise alongside preferred alliance partners.

Incorporated in 1961 the New Zealand Hot Rod Association has grown to a membership of 3,000+ with 99 Clubs scattered around NZ. The N.Z. Hot Rod Association 50th Anniversary National Hot Rod Show follows a very successful 2011 National Hot Rod Show hosted by Egmont Rod & Custom Club in October 2011. Sixty seven vehicles from as far as Auckland, Wellington and the Hawkes Bay made the journey to Hawera in Taranaki for the three day event.

Several other successful achievements during 2011, included, the CenturyYuasa 2011 NZHRA Hot Rod Lottery where tickets were sold through NZHRA Clubs for the chance to win a 1926 Ford Roadster. And in late November 2011, past and present members of the NZ Hot Rod Association dined at the Castrol Edge and Classic Cover Insurance Ltd NZHRA 50th Anniversary Dinner at The Museum of NZ - Te Papa.

The New Zealand Hot Rod Association (Inc) is dedicated to encouraging and enhancing its members participation and enjoyment of safe Hot Rodding and its related activities, to foster the development, achievement and success gained through involvement with unique and individual automobiles and, in doing so, positively promoting the sport of Hot Rodding to those outside of our organisation.