

TARGA NZ TAKES NEW PRINT MEDIA DIRECTION.

After a three year absence Targa NZ has returned to the Parkside Media's motorsport magazines. They include the magazines Classic Car, Performance Car and NZV8, as well as the very popular Performance Car television series.

Peter Martin, Event Director of Targa NZ said; "It's time to break down the boundaries of the stereo typical Targa competitor. The addition of magazines targeting the younger driver and the V8 driver broadens our marketing scope. Let's encourage the younger driver to participate and create a competition within, between those Ford and Holden V8 owners. It's not all about winning, it's about having fun in a controlled racing environment."

Michael White, Co-Owner and GM Marketing for Parkside Media said; "We are delighted to welcome back Targa NZ. We will dedicate pages to the events and competitors. The internet now plays a big part in our media coverage and our website will play an active role with links to the new Targa NZ website. For the main event, the 7 day Dunlop Targa, we will produce a 28 page program that will allow competitors to give exposure to their personal sponsors. It will also include an event poster. It's an exciting prospect." he enthused.

The Dunlop Targa event is less than three months away and entries are rolling in. With international interest growing there are 6 overseas entries already. It's a 7 day event from 25 October to 01 November from Auckland to Wellington.

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For any further information contact Peter Martin on (0... or email: peter@targa.co.nz