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2026



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13TH EDITION 2026

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13TH EDITION 2026

CORDIAL INVITATION TO SPONSORS & PARTICIPANTS

AUTOFEST 2026 – THE ULTIMATE AUTOMOTIVE EXPERIENCE

We are delighted to cordially invite you to be part of **Autofest 2026**, now proudly celebrating its **13th edition** as Tanzania's premier automotive lifestyle and motorsport festival. Scheduled to take place from 6th – 8th November 2026, Autofest brings together automotive brands, industry leaders, motorsport enthusiasts, families, and the wider public for an unforgettable three-day celebration of innovation, performance, and automotive culture.

Over the years, Autofest has evolved beyond a traditional car show into a dynamic national platform that showcases the passion, creativity, and rapid growth of Tanzania's motoring community and the wider East African automotive ecosystem.

What to Expect at Autofest 2026

Participants and visitors will experience an exciting lineup of activities including:

- Free vehicle inspection & road safety awareness programs
- Professional 4x4 driving and off-road training experiences
- High-energy drift and stunt showcases
- Classic and vintage car exhibitions
- Old-school rides, motorcycles, and performance vehicles
- Brand exhibitions and automotive technology displays
- Family-friendly entertainment and lifestyle experiences

Autofest is designed as an inclusive event — welcoming industry professionals, car owners, enthusiasts, investors, and families alike.

An Invitation to Partner & Participate

We warmly invite corporate organizations, automotive brands, financial institutions, technology companies, government stakeholders, and enthusiasts to join Autofest 2026 as:

- Event Sponsors & Strategic Partners
- Exhibitors & Automotive Brands
- Motorsport Participants
- Industry Innovators & Service Providers

Your participation offers a unique opportunity to engage directly with thousands of consumers, showcase products and services, strengthen brand visibility, and contribute to the advancement of Tanzania's automotive industry.

Join Us

Autofest 2026 promises not only entertainment but inspiration — creating meaningful connections, promoting road safety awareness, and celebrating the spirit of mobility across generations.

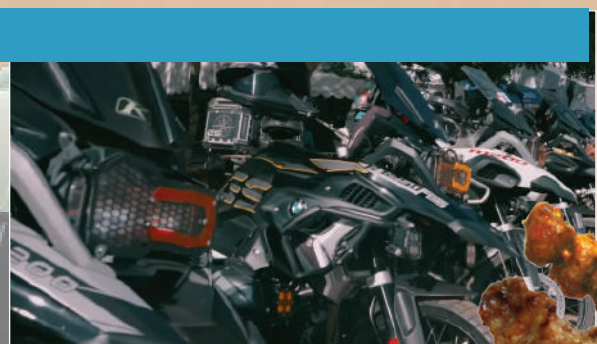
We look forward to welcoming you as we drive together toward making Autofest 2026 the biggest and most impactful edition yet.

Join the movement. Experience the culture. Drive the future.
Warm regards,

Ally Nchahaga
Event Director
edirector@autofest.co.tz
www.autofest.co.tz
twitter:@tzaufest



THE THRILLS IN LIVING COLOUR



DRIVERS AND CARS AWARDS



DRIVERS AND CARS AWARDS

REVIEW OF THE YEAR 2024

EVENT OF THE YEAR



TANZANITE



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Karibu Hisense





What are the primary objectives of the Tanzania Automotive Festival, and how do you envision its impact on the automotive industry in Tanzania?

Primary Objectives

1. Promote Local Manufacturing: Encourage the growth of local automotive assembly and manufacturing by showcasing homegrown brands and fostering partnerships within the industry.
2. Educate Consumers: Provide information about the latest automotive technologies, safety standards, and sustainability practices, helping consumers make informed choices.
3. Foster Innovation: Highlight advancements in automotive technology, including electric and hybrid vehicles, and promote discussions on innovation in the sector.
4. Network Industry Stakeholders: Create opportunities for collaboration among manufacturers, suppliers, policymakers, and consumers, strengthening the automotive ecosystem.
5. Raise Awareness: Increase public awareness of the automotive sector's role in the economy, emphasizing its potential for job creation, infrastructure development, and environmental sustainability.

We encourage the growth of local automotive assembly and manufacturing

6. Encourage Sustainable Practices: Promote eco-friendly technologies and practices within the automotive industry, addressing environmental concerns and supporting sustainable development goals.

Envisioned Impact

1. Economic Growth: By promoting local manufacturing and assembly, the festival can contribute to job creation and economic diversification within the automotive sector.
2. Increased Investment: Highlighting opportunities in the automotive industry may attract local and foreign investment, fostering growth and development.
3. Enhanced Consumer Engagement: Educating consumers can lead to increased interest in new vehicles and technologies, stimulating market demand and encouraging responsible purchasing habits.
4. Stronger Industry Collaboration: Facilitating networking among stakeholders can lead to partnerships that drive innovation, improve supply chains, and enhance overall industry competitiveness.
5. Advocacy for Policy Change: By bringing together industry leaders and policymakers, the festival can advocate for regulations and policies that support the growth of the automotive sector.





6. Cultural Shift: Raising awareness of the importance of sustainability in the automotive industry can foster a cultural shift toward more environmentally responsible practices among consumers and businesses alike.

7. Skill Development: Workshops and training sessions can help develop a skilled workforce, ensuring that local talent is equipped to meet the demands of a growing automotive industry.

In summary, the Tanzania Automotive Festival aims to be a catalyst for growth, education, and collaboration within the automotive sector, ultimately contributing to the industry's sustainability and success in the region.

What current trends in the automotive sector do you think the festival will highlight or address?

Our festival will highlight on the following trends in the automotive sector in Tanzania

- Electric and Hybrid Vehicles as we have Toyota Tanzania leading the pack for this area on Autofest 2024 as they have several units showcasing pushing for Hybrid adoption: With the global shift toward sustainability
- Technological Innovation: Advances in automation, Autofest will showcase the latest in autonomous driving technology, smart features, and infotainment systems. This is so far spearheaded by CMC Motors with their Ineus Granadier model that will be showcased.
- Local Manufacturing and Assembly: We have Masoud Kipanya latest model on display that will serve well in amassing support for local local brands and discuss the importance of developing the local automotive industry.
- Consumer Experience: We expect an emphasis on enhancing the customer experience, from buying and owning a vehicle to after-sales services, as most dealers have assured visitors of FREE inspections for their vehicles.

How does the festival plan to showcase innovations in the automotive industry, especially in the context of sustainability and technology?

We are greatly focusing on amplifying local innovations and this is championed by NIT who will be attending along with other industry players from private sector

What opportunities will the festival provide for networking among industry professionals, government representatives, and investors?

We have invites for key industry players but participating companies for this edition are leading players in the automotive industry in Tanzania hence setting up B2B zone under V.I.P Lounge is meant to cater for this networking expectations

What challenges do you see facing the automotive industry in Tanzania, and how can events like this help address them?

The automotive industry in Tanzania faces several challenges, and events like ours Tanzania Automotive Festival – Autofest plays a vital role in addressing them. Some of which include:

1. High Import Costs: Import taxes and tariffs on vehicles can be prohibitive, making it difficult for consumers to afford new vehicles. This limits market growth and can lead to a preference for used cars. We now have a number of years limitations as Government now seeks to control being a dumping site.
2. Limited Financing Options: Access to financing for purchasing vehicles is often limited, especially for lower-income consumers. This restricts market expansion and consumer choices.
3. Lack of Local Manufacturing: While there are some local assembly plants, the industry heavily relies on imports. Building a more robust local manufacturing sector is crucial for sustainability and job creation.



How Autofest Helps

1. By enhancing knowledge sharing: Events can serve as platforms for industry stakeholders to share insights and best practices on managing import costs
2. Showcasing Innovation: Demonstrating new technologies, particularly in electric and hybrid vehicles, can raise awareness and interest, helping to shift consumer preferences and driving demand for more sustainable options.
3. Consumer Education: Educating consumers about financing options, vehicle maintenance, and sustainability practices can drive informed purchasing decisions and foster a more engaged market.

How do you see the automotive industry in Tanzania evolving over the next five to ten years, and what role will the festival play in that evolution?

The automotive industry in Tanzania is poised for significant evolution over the next five to ten years, influenced by various factors and trends.

Future Evolution of the Automotive Industry

1. Increased Local Manufacturing: With government incentives and a focus on economic self-reliance, we can expect more local vehicle assembly plants and possibly even manufacturing facilities to emerge, reducing dependency on imports.
2. Growth of Electric Vehicles (EVs): As global awareness of climate change increases, there will likely be a growing adoption of EVs in Tanzania. This shift will necessitate the development of charging infrastructure and local policies to support EV usage.
3. Enhanced Mobility Solutions: The rise of urbanization will drive the development of alternative mobility solutions, such as ride-sharing and car-sharing services. This could reshape the transportation landscape in urban areas.

4. Technological Advancements: Advances in connectivity, automation, and safety features will continue to evolve, enhancing the consumer experience and making vehicles more efficient and safer.

5. Sustainability Initiatives: There will likely be a greater emphasis on sustainability, with manufacturers adopting greener practices, utilizing eco-friendly materials, and focusing on reducing emissions across the board.

6. Stronger Regulatory Framework: As the industry grows, we can expect more robust regulations around safety, emissions, and vehicle standards, which will help shape market dynamics.

In what ways does the festival engage with local communities and promote awareness of the automotive sector?

Community Engagement

1. Local Partnerships: Collaborating with local businesses, schools, and community organizations can enhance participation and support from the community. This may include sponsorships, workshops, or joint events.
2. Interactive Exhibits: Providing hands-on exhibits where community members can explore vehicles, technologies, and innovations can foster interest and excitement about the automotive sector.
3. Workshops and Training Sessions: Offering workshops on automotive skills, maintenance, and safety can empower local community members, especially youth, to explore careers in the industry.

Promoting Awareness

1. Educational Panels and Talks: Hosting discussions featuring industry experts, local manufacturers, and policymakers can help educate attendees about the importance of the automotive sector, emerging trends, and career opportunities.

2. Showcasing Local Innovations: Highlighting local automotive innovations and success stories can inspire pride in homegrown talent and encourage support for local businesses.
3. Sustainability Initiatives: Engaging the community in sustainability practices through discussions on eco-friendly vehicles and technologies can raise awareness about environmental impacts and promote responsible consumer choices.
4. Test Drives and Demonstrations: Providing opportunities for attendees to test drive new vehicles or experience new technologies firsthand can create excitement and foster deeper understanding of automotive advancements.
5. Social Media and Marketing Campaigns: Leveraging social media and local media partnerships to promote the festival and share information about the automotive sector can reach a broader audience and generate buzz.

Building Long-Term Relationships

1. School Outreach Programs: Engaging local schools with educational programs about automotive engineering, technology, and environmental responsibility can cultivate interest in future careers within the sector.
2. Networking Opportunities: Creating spaces for local entrepreneurs, automotive enthusiasts, and community members to connect can foster collaboration and support for local initiatives.

By actively engaging with local communities and promoting awareness of the automotive sector, Tanzania Automotive Festival can play a vital role in shaping public perception, encouraging participation, and fostering a stronger connection between the industry and the community.

Workshops and training sessions ensure that local talent is equipped to meet the demands of the automotive industry.



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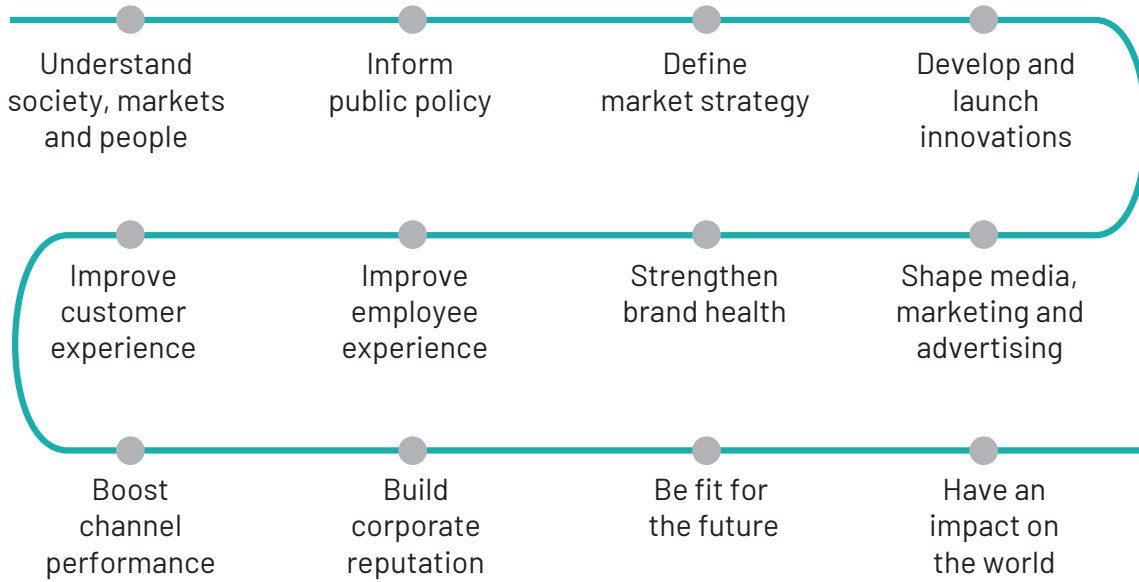


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COURSES OFFERED AT NIT

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Masters of Logistics and Transport Management 2. Master of Mechanical Engineering with Transportation Machinery 3. Masters in Procurement, Logistics and Supply Chain Management 4. Masters in Shipping and Port Logistics Management 5. Bachelor Degree in Civil and Railway Engineering 6. Bachelor Degree in Logistics and Transport Management 7. Bachelor Degree in Procurement and Logistics Management 8. Bachelor Degree in Human Resource Management 9. Bachelor Degree in Marketing and Public Relations 10. Bachelor Degree in Accounting and Transport Finance 11. Bachelor Degree in Business Administration 12. Bachelor Degree in Education with Mathematics and Information Technology 13. Bachelor Degree in Information Technology 14. Bachelor Degree in Computer Science 15. Bachelor Degree in Automobile Engineering 16. Bachelor Degree in Mechanical Engineering 17. Bachelor Degree in Aircraft Maintenance Engineering 18. Bachelor Degree in Road and Railway Transport Logistics Management 19. Bachelor's Degree in Shipping and Port Logistics Management 20. Bachelor's Degree in Naval Architecture and Marine Engineering 21. Bachelor's Degree in Education with Geography and Mathematics 22. Bachelor's Degree in Education with Economics and Mathematics 23. Ordinary Diploma in Shipbuilding and Repair 24. Ordinary Diploma in Shipping and Port Logistics Operations | <ol style="list-style-type: none"> 25. Ordinary Diploma in Road and Railway Transport Logistics Operations 26. Ordinary Diploma in Auto-Electrical and Electronic Engineering 27. Ordinary Diploma in Electronics and Telecommunication Engineering 28. Ordinary Diploma in Electrical Engineering 29. Ordinary Diploma in Civil and Transportation Engineering 30. Ordinary Diploma in Pipe works, Oil and Gas Engineering 31. Ordinary Diploma in Mechanical Engineering and Railway Vehicle Technology 32. Ordinary Diploma in Automobile Engineering and Locomotive Technology 33. Ordinary Diploma in Telecommunication Engineering with Railway Signaling 34. Ordinary Diploma in Electrical Engineering with Railway Electrification 35. Ordinary Diploma in Records, Archives and Information Management 36. Ordinary Diploma in Library Information Studies 37. Ordinary Diploma in Aircraft Maintenance Engineering 38. Ordinary Diploma in Information Technology 39. Ordinary Diploma in Accounting and Transport Finance 40. Ordinary Diploma in Freight Clearing and Forwarding 41. Ordinary Diploma in Procurement and Logistics Management 42. Ordinary Diploma in Human Resource Management 43. Ordinary Diploma in Marketing and Public Relations 44. Ordinary Diploma in Business Administration 45. Ordinary Diploma in Logistics and Transport Management |
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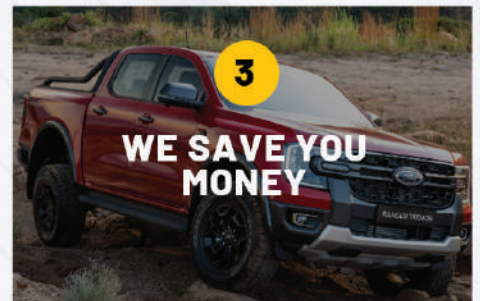
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IPSOS AUDIENCE MEASUREMENT

Q2 2024 Tanzania

MEDIA LANDSCAPE



Media incidence



Reach of different media channels



Ratings of different media channels



Time spent on media



Most consumed genres



Regional & demographic profile

2,100

Total Sample

Total diaries covered in over 3 weeks



Approach

Stratified quota PANEL sample among media consumers - using CATI

15+yrs

Target Respondents

Population covered



National Coverage

Central, Coastal, Dar es Salaam, Lake Zone, Northern Zone, Southern, Southern Highlands, Zanzibar, Western



Demographics

Age, gender and social class; psychographics

SOME FINDINGS

Overall Listenership



Radio maintains a strong presence, with 64.5% of the adult population (approximately 23 million people) tuning in over the past seven days. This indicates radio's continued relevance as a key media source in Tanzania.

Gender Differences



Male listeners slightly outnumber female listeners, with 65% of males and 56% of females tuning in. This suggests potential differences in content preferences or listening habits between genders.

Content Preferences



News and Sports programs are the most popular, capturing the attention of 21% and 13% of listeners respectively. This highlights the public's interest in staying informed about current events and sports.

Popular Presenters



Dida, Shaibu, and Millard Ayo emerge as the top three favorite radio presenters, capturing the interest of 23%, 22%, and 6% of listeners respectively. Their popularity suggests a strong connection with the audience and effective communication styles.

Data to be available in;
Zplan, Telmar, Excel
or customized reports

Get in touch with us: (+255) 764 118 308 | Albert.Nguku@ipsos.tz

GAME CHANGERS





DAR TT DRAG RACE: Tanzania's Premier Legal Drag Racing Event

The Dar TT Drag Race was initiated in 2023 by Vision Investments Company, a renowned name in Tanzania's event management scene. Vision Investments is best known for organizing the popular Autofest event and founding the Autofest Motorsports Club, both of which have become major attractions for the country's ever-growing petrolhead community.

Our motorsports events have steadily gained momentum, drawing in diverse participants and audiences. At our most recent event, we hosted over 45 competitors and welcomed more than 3,000 spectators—ranging from automotive business owners, garage operators, spare parts dealers, and fleet management professionals, to casual fans from all walks of life.

We are proud to be the pioneers of legal drag racing events in Tanzania, with the first official Dar TT Drag Race held in 2023 as Season 1. Building on that success, Season 2 in 2024, Season 3 in 2025, featured three exciting editions. We are now in Season 4, which also consists of two episodes

CONTACTS

DAR TT DRAG RACE ORGANISING COMMITTEE
1ST FLOOR DAR FREE MARKET, OYSTERBAY
M: +255 715 847 466 / 754 710 089
e: motorsports@autofest.co.tz
w: www.autofest.co.tz/dartt

2026
DAR TT DRAG RACE

SEASON IV | CHAMPIONSHIP SERIES

EP 1 02 - 03 MAY 2026
EP 2 26 - 27 SEPT 2026

VENUE: TO BE ANNOUNCED

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REVIEW OF THE YEAR 2024

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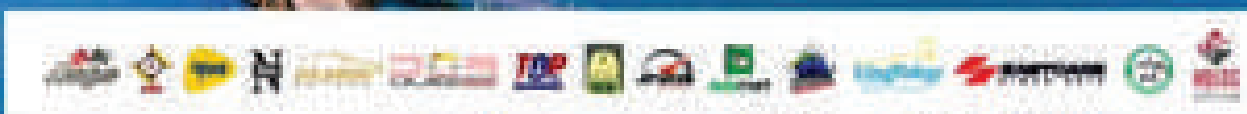


DAR TT DRAG RACE

SEASON III EP I

BEACH CLEANUP

26th April, 2025 07:30am
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Brazilian Grand Prix



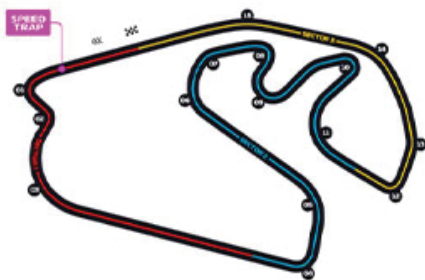
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Grand Prix

06 - 08 NOV
2026



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Circuit Length

4.309km

First Grand Prix

1973

Number of Laps

71

Fastest lap time

1:10.540

Valteri Bottas (2018)

Race Distance

305.879km

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Yas



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RATES



SPONSOR DETAILS

Main sponsor

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PR

- Composite logo
- Naming rights
- Credit as the Headline Partner in all radio, television, online, print, event marketing
- Integration within Press launch event

TICKETS

- 15 VIP tickets
- 10 Vehicles Passes
- Tickets for sponsors and guests AutoFest

EVENTS RIGHTS

- Branding on all event, competitor and official collateral
- Editorial and advertising within the AutoFest Magazine
- Placement of banners throughout all AutoFest
- Opportunity to provide additional branding on track - to include arches and digital
- Stage branding at Bifra Grounds
- Branding at the Entry and Exit of the AutoFest Ground
- Video ads to run throughout the entire event on the big screen footage at the event
- Allocated VIP sponsor area for sponsor and sponsor's guests at Deeside Service Park
- Exhibition area for sampling and product sales onsite

SOCIAL DIGITALS

- Homepage branding for the entire term of the AutoFest
- Interactions on the AutoFest social and digital networks throughout terms of agreement.

Silver

3 Spots (Tshs 10,200,000)

PR

- Credit as the sponsor in all radio, television, online, print, of the AutoFest event marketing
- Mention at Press launch and on media ads

TICKETS

- 10 VIP tickets
- 5 Vehicles Passes
- Tickets for sponsors and guests AutoFest

EVENTS RIGHTS

- Editorial and advertising within the AutoFest Magazine
- Placement of 10 banners at AutoFest
- Stage logo branding at Bifra Grounds
- 10 Video ads a day for three days during the event on the big screen footage at the event
- Allocated VIP sponsor area for sponsor and sponsor's guests at Deeside Service Park
- Exhibition area for sampling and product sales onsite

SOCIAL DIGITALS

- Interactions on the AutoFest social and digital networks throughout terms of agreement.





Bronze

4 Spots (Tshs 9,300,000)

PR

- Mention at Press launch

TICKETS

- 5 VIP tickets
- 2 Vehicles Passes
- Tickets for sponsors and guests AutoFest

EVENTS RIGHTS

- Editorial and advertising within the AutoFest Magazine
- Placement of 5 banners throughout all AutoFest
- Stage logo branding at Biafra Grounds
- 5 Video ads a day for three days during the event on the big screen footage at the event
- Allocated VIP sponsor area for sponsor and sponsor's guests at Deeside Service Park
- Exhibition area for sampling and product sales onsite

SOCIAL DIGITALS

- Interactions on the AutoFest social and digital networks throughout the term of the agreement



Exhibitors

- 2 representatives and 3 stuff entry pass
- Space to showcase your products
- Recognition at the press conference
- 2 teardrops at the event
- Space at the direction Board

Rates

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ZONE B:

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ZONE A:

Accessories & General Products (Spare parts, Car music systems, Mag Wheels, General, Motorbikes, etc)

Tshs 500,000 Inc1. 1/4 advert in event magazine

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Theater of Dreams pavilion:	Tshs 500,000
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Note: Flags preferred to banners



13th Edition



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website: www.autofest.co.tz

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