



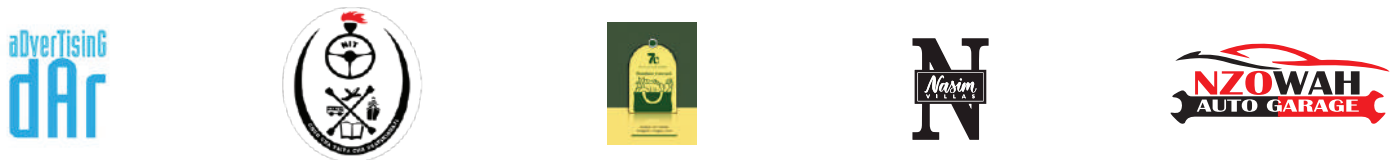
13TH EDITION
2025



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13TH EDITION 2025

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13TH EDITION 2025

Welcome to Autofest 2025! Now in its 13th edition, Autofest is renowned as the premier automotive event in Tanzania, showcasing the vibrancy and passion of Tanzania's growing motoring community. From the 25th to the 27th of October 2025, this three-day celebration promises excitement for both car enthusiasts and the general public. With free vehicle inspections, thrilling 4x4 training, high-octane drifts and donuts, as well as displays of classic cars, old-school rides, and bikes, Autofest 2025 is more than just a car show—it's a celebration of automotive culture for the whole family. Tanzania and the wider East African region is witnessing significant growth in the automotive sector.

While car ownership was once limited to a few, the rising middle class and improved infrastructure have spurred demand for vehicles across various segments. The automotive industry here is a blend of necessity and lifestyle. The region also boasts a passion for motorsports and a deep appreciation for classic and vintage cars, adding a unique flavor to the automotive culture. However, the automotive industry in Tanzania and East Africa faces its own set of challenges. High import taxes on vehicles and spare parts, poor road conditions in some regions, and limited access to financing can hamper growth. Additionally, there's a need for more skilled automotive professionals and improved vehicle maintenance services.

Nevertheless, these challenges also present opportunities—especially in areas like automotive education, local manufacturing, and the introduction of eco-friendly vehicles. Initiatives like free vehicle inspections at Autofest help raise awareness about road safety and maintenance.

As we kick off this year's Autofest, we look forward to an event that not only entertains but also inspires innovation and collaboration within the region's automotive sector. Whether you're here to participate in the motoring sports, showcase your classic ride, or simply enjoy the event, Autofest 2025 is sure to provide something for everyone. It's an accessible and exciting event for all. Join in the festivities and let's make this the best Autofest yet!

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

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DRIVERS AND CARS
AWARDS



DRIVERS AND CARS AWARDS

REVIEW OF THE YEAR 2024

EVENT OF THE YEAR



TANZANITE



ARUSHA AUTOMATIVE
SHOW



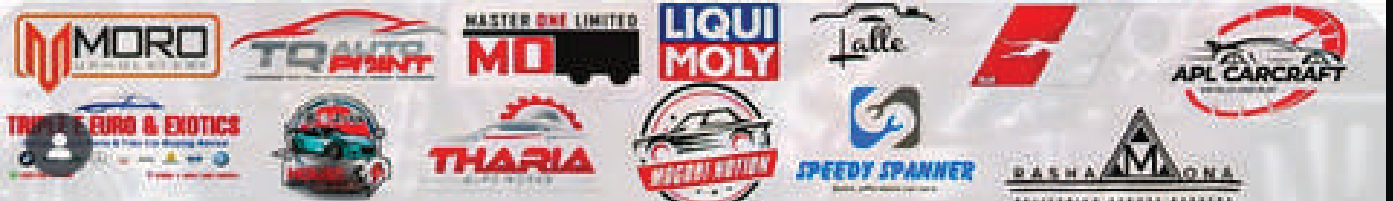
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Karibu Hisense





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 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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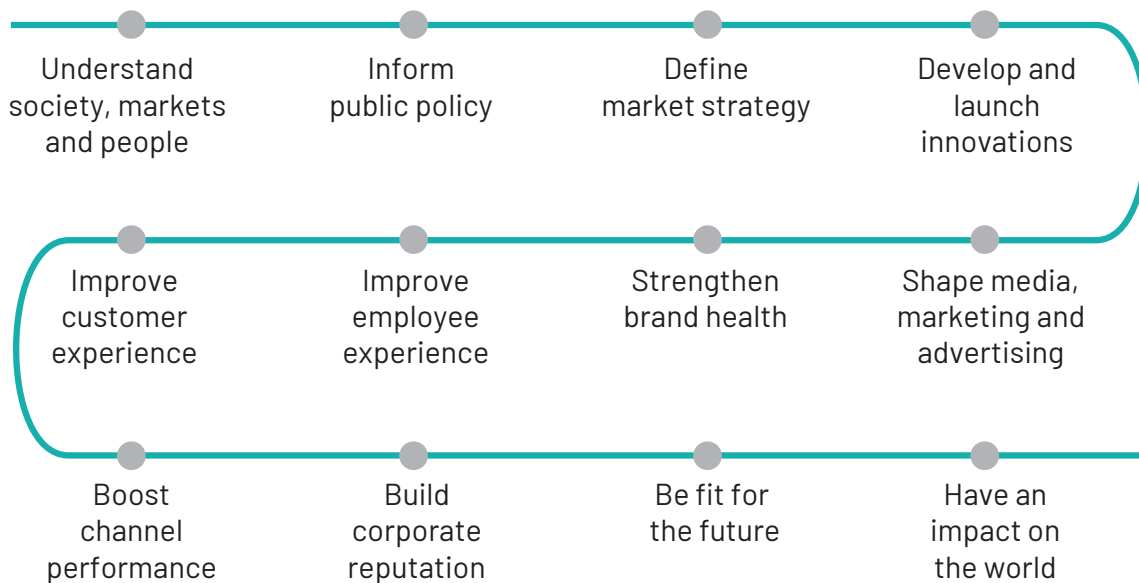


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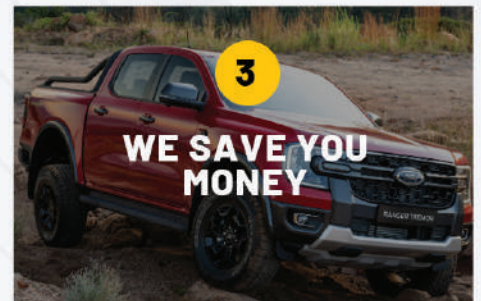
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Q2 2024 Tanzania

MEDIA LANDSCAPE



Radio



TV



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Social Media



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

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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 featured three exciting editions. We are now in Season 3, which also consists of three episodes:

**Episode 1 took place on
27th April 2025**

**Episode 2 is scheduled for
September 2025**

**Episode 3 will cap off the season
in December 2025**

What makes Season 3 even more thrilling is the introduction of the Rev and Wave Festival, set to offer an unforgettable experience for motorsports enthusiasts. This season's episodes will be hosted at the stunning Kingfisher Resort, nestled along the breathtaking beaches of Kilombero, Muheza.

The Rev and Wave Festival is designed to be more than just a racing event—it's a full 48-hour celebration featuring:

**Coastal culinary delights
Sunset boat rides
Beach games and camping
4WD off-road challenges
A community-driven CSR Drive**

And of course, the grand finale: the Dar TT Drag Race, showcasing high-octane battles among the top tuners from Tanzania and neighboring countries

With a larger turnout expected for the upcoming editions, Season 3 promises to deliver the most thrilling and immersive motorsports experience Tanzania has ever seen.



CHAMPIONSHIP SPONSORSHIP RATES

- Dar TT (Time Trial) Drag Race offers varied avenues for participants and partners alike to ensure complete ROI
- Media partnership
- Options
 - Options For Customised Sponsorship are available.
 - Logo placement TSH 500,000/-

MAIN SPONSOR TSH 10,000,000 (2 Episodes)

- Naming Rights
- Branding on all event
- Placement of Banners throughout
- Opportunity to provide additional branding on track
- Exhibition area for sampling and product sales on site
- Interactions on the Autofest social and digital networks
- 10 V.I.P Tickets (Valued @ at Tsh50K)

SILVER TSH 5,000,000 (1 Episode)

- Placement of Banners starting point
- Opportunity to provide additional branding on track
- Exhibition area for sampling and product sales on site
- Interactions on the Autofest social and digital networks
- 5 V.I.P Tickets (Valued at @Tsh 50K)

BRONZE TSH 2,000,000 (1 Episode)

- Opportunity to provide additional branding on track
- Expo space at venue
- Interactions on the Autofest social and digital networks
- 3 V.I.P Tickets (Valued at @Tsh50K)



CONTACT

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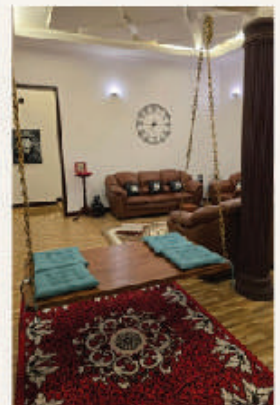
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DAR TT DRAG RACE

SEASON III EP 1

BEACH CLEANUP

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