

Media Release

For Immediate Release

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Melbourne JDM Festival '22 - Cars, food and music come together in a festival environment

On Saturday, March 19th, Melbourne will experience one of the newest concept ideas for a motor show in Australia organised by the prestigious car club, Melbourne JDM (Japanese car culture), and popular Instagramer car guy, Cam Male (@drivewithcam).

The Melbourne JDM Festival 2022 is the first festival of its kind in Melbourne and is set to bring together like-minded car enthusiasts from all brands and backgrounds with an appreciation for some of the finest JDM cars assembling from all over Australia.

Everyone is welcome, including all car makes, to the first official Melbourne JDM Festival, which will feature over 100 vehicles, exhibitors, and sponsors offering aftermarket accessories, live entertainment, gourmet food trucks in a fun family festive environment.

Daniel Ruja, one of the club founders, said of the festival, "I've always imagined what it would be like to have a huge festival with mind-blowing JDM cars, awesome live DJ music, good food, where everyone can come together with their friends. That's my idea of a great day out."

"Our goal is to create a festival where car culture is celebrated and that people can feel a sense of belonging and reignite the passion we all have for our JDM cars," continued Daniel.

This annual event will have a magnificent display of JDM drag, race, show, drift, and stance from all around Australia. The 100 plus cars on display at the event will inspire people to build and display their cars and for spectators to make plans to upgrade their current setup or make plans for their next car.

Daniel continued, saying, "People want to know how to be part of the scene and learn about the best way to modify their car. This event is perfect for this. Come and be inspired by the cars on show and chat with the sponsors and exhibitors who can help you put your dream ride together."

With heaps of prizes up for grabs during the day from our sponsors and partners, the inaugural car competition will see all cars on display have the chance to take home one of ten awards, each with a \$1,000 prize giveaway.

The festival will transform 23,000 sqm of Caribbean Gardens lakeside into one of the largest motor festivals post Covid-19. The whole event will be Covid-Safe and bring together many small businesses to help support the local economy after a difficult two years.

Cam Male said, "After two years of swinging in and out of lockdowns, due to the global pandemic, both JDM car enthusiasts and businesses which service the JDM market need a safe, legal and practical event to reconnect."

"We have built this festival from the ground up to be as Covid-safe as possible. We are meeting all regulatory requirements in hosting a covid safe event but choosing a venue like Caribbean Gardens allows us to have the festival outdoors, with plenty of space between the cars."

The Melbourne JDM festival is a testament that even during these tough covid lockdowns, with a supportive army of passionate volunteers coming together, this will bring a much-needed social reboot for car events and benefit the community.

Tickets are on sale now. All kids, 12 and under, are free to attend.

Saturday 19th March 2022 12pm-7pm

Melbourne JDM Fest 22

Caribbean Gardens Lakeside

1280 Ferntree Gully Rd, Scoresby, Victoria

[www.melbournejdmfestival.com.au](http://www.melbournejdmfestival.com.au)

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### **About Melbourne JDM Club**

The Melbourne JDM Club hosts several car meets, track events, car cruises, and the soon to be annual Melbourne JDM Festival. The club was birthed to answer the call of enthusiasts' demand. The longing for people to come together and belong. With a "making each other stand out and be unique." club ethos, The Melbourne JDM Club has grown exponentially since its inception.