



# Press Release

January 31st, 2007

## Internationals Discover Broken Hill

The ARB Warn Outback 4x4 Challenge is pleased to announce that no less than 8 leading international motoring and travel magazine journalists will come to Broken Hill this May.

The full contingency of press will be at least 25 and it includes photographers, television crews, the official production team for the DVD which is marketed world-wide and a number of Australian offroad and motoring journalists. One thing we do know is that they love the diversity of the Broken Hill region and many are amazed at how you don't have to travel to the centre of Australia to get a Real Outback Experience.

The ARB Warn Outback 4x4 Challenge has been running since 1999 and the press exposure overseas in the past 5 years alone is worth over \$1.7 million dollars and Australian print coverage in excess of \$375,000.

Event Director Sharyn Vanderhorst says "we have really seen an increase in the number of visitors to the event, especially since we starting inviting international journalists to the region. Our figures indicated this will increase again and we will see larger groups attending from the USA, New Zealand and the United Kingdom."

The 10 day event has contributed in excess of \$2.76 million dollars to the Broken region over the past five years and if you think your business has something to offer or you want to be involved, contact Paul or Sharyn Vanderhorst on email [info@outback4x4challenge](mailto:info@outback4x4challenge) or call Paul on 0418 345 635.



**4X4 ACCESSORIES**



**OFF ROAD PRODUCTS**



**ENGEL**  
portable fridge-freezers

**A LEGEND IN RELIABILITY**

### Event Schedule

#### Friday May 11th

Registration  
Marshal brief  
Press conference

#### Saturday May 12th

Show and Shine at Plaza  
Official Driver brief  
Evening Prologue

#### Sunday May 13th

Broken Hill Motorkana  
Head out to properties

#### Monday and Tuesday

Competition stages round-robin style on stations

#### Wednesday 16th

All competitors compete together on one property

#### Thursday and Friday

Competition stages round-robin style on stations

#### Saturday

All stage results released in morning.  
Competitors grouped based on current position.  
Round robin-style stages.  
Early afternoon finish  
Evening Presentation.