



EMMA Hits Cape Town With a Storm!

What a road trip...

The EMMA South Africa team left in the early hours of the morning on Friday the 22nd April with a long drive ahead. We arrived in Cape Town that night at around 8pm.

The following day we spent out and about checking out what CT had to offer.

The weather was great and the judges were excited! Cape Town Competitors were in for a treat!

On the morning of the 24th April, we woke up early and headed to Tiger Wheel & Tyre N1 City in the cold, overcast conditions, tension was rising as the weather wasn't looking good at all! The rain was holding off as we set up and prepared for the competitors to arrive!

We were all impressed with the response as by 10am we had over 50 cars in and around the parking area all gleaming, shining and buffed up. From serious contenders with unbelievable looking cars to first timers only just stepping into the world of in car entertainment, excitement grew as entries were pouring in! On the down side however, so was the wind & rain, causing discomfort and delays - Our apologies go out for the delayed start. Competitors didn't seem to mind the harsh conditions and Judging started shortly there-after. On a brighter day I'd say there would easily have been too many cars for the venue and Judges to handle. Cape Town has big potential ahead!

Despite the conditions, there was no shortage of entertainment.

Byron our MC kept spirits high, a Mechanical rodeo bull took people to task, a jumping castle for the kiddies to bounce around and the guys from the RC Drift Club were there strutting their stuff, they were awesome!!

From the Judges side, all the focus was on the excited competitors & spectators who had the chance to learn and see what EMMA is all about. I must admit, the Cape Town crowd are a real force to be reckoned with. So much extra effort and time went into their simply stunning cars for this long anticipated event! I'd go as far as saying the JHB guys could learn a thing or 2 from them...

They were dedicated and eager to see how they could improve, so much so that the wind & rain became a non-issue for most.

SQ is always a hit and the format really allows for both new and seasoned competitors to get the most out of their entries.

The new ESQ category turned out to be a real crowd pleaser as competitors & spectators alike gathered around the judges to see what was going on. ESQ is our answer to the party cars who have loud, thumping systems but still focus on quality and music.

The ESPL is a big shift in thinking to what it's been like in SA for ages, It's no longer about playing a frequency and the highest number wins... It's a point system, 2 readings (doors open & closed) are added to your installation judgment and categories and classes work differently to the old style of SPL – again, it's about Music...

Multi-Media is a slow start, but the new dimension of screens and Sound to picture adds a whole new playing field for competitors to enjoy.

As usual the judges gave a lot of positive feedback to all competitors, who received it with gratitude & virtue. I'm certain the guys will 'up their game' for the next event and we're excited to return to see & hear the changes. It's really refreshing to have such a positive crowd who are there more for the fun and sharing than the trophies! Cape Town sets a fine example of industry growth with lots of promise for the future!

EMMA will most definitely return to Cape Town for many more events!

The Passion in the industry is slowly but surely starting to return. There are big things happening for all involved! I'd still like to see more installers / dealers / distributors getting teams together to attend these event – BassWaves(PE) and Team Hygrade(JHB) are shining examples of this, **lets see who has what it takes to challenge them !?** I'd also like to appeal to the new guys to get involved, EMMA caters for everyone! Don't be frightened off by the "monster" cars. Let us guide you to take it as far as you'd like. So insight of growing the industry and sparking more interest – **All new entry class competitors qualify for free entry at the Next event with Speed & Sound and Zooped-Up on the 7th May as well as on the 28th May in Rustenburg !**

Don't miss these fun filled family days with loads of entertainment, prizes, stands & Stalls from leading suppliers and the afterparties!

Hope to see you all there!

Thanks go out to:

Carl from C² Photography – For the awesome Photo's

GFX Design - for our awesome jackets & for all their help.

Speed & Sound - for the use of their gazebo & continuous event coverage.

Our Sponsors – Hertz, Audison, German Maestro & EarthQuake Sound.

And last but definitely the most important – All the competitors, some who travelled far & wide to get there to compete.

Best wishes & happy tuning !

Anthony Croft