

Now on! Don't miss South Africa's only virtual drag race

Issued by [AutoTrader](#)

12 Mar 2018

To take part in the annual AutoTrader virtual drag race, simply tweet your favourite semi-finalists in the South African Car Of The Year brought to you by WesBank competition.



The winner of the South African Car Of The Year brought to you by WesBank will be revealed on Tuesday, 13 March 2018, at an evening ceremony in Johannesburg. In celebration of the impending announcement, [AutoTrader](#) is inviting you to take part in their second annual #COTYDragRace. Open to all Twitter users, you're invited to choose your favourite finalist and tweet the hashtag in order to move your car forward. Tweet as many times as you like - the quicker the better.

Find your car and hashtag to support from the list below and visit [@AutoTradersSA](#) to get moving.

#LandRoverFanClub (Discovery)
#PeugeotFanClub (3008)
#PorscheFanClub (Panamera)
#AlfaFanClub (Giulia)
#KiaFanClub (Picanto)
#SuzukiFanClub (Ignis)
#AudiFanClub (Q5)
#ToyotaFanClub (C-HR)
#BMWFanClub (5 Series)
#VolvoFanClub (S90 Sedan)

The race starts on Monday, 12 March 2018, with three final races taking place Tuesday morning, 13 March 2018. Last year's race reached 2.7 million people and saw the Tiguan finish in poll position.

This year's race will include a *power minute* that will take place in the middle of the race, where every tweet during those sixty seconds will make your chosen car twice as fast.

Who will take the virtual crown this year? You decide! To take part in the action, visit Twitter: [@AutoTraderSA](#).

AutoTrader is the most visited automotive website in South Africa. The digital marketing company offers world-class market-

leading solutions to buyers and sellers across all types of vehicles, with an established track record of success and business growth over the past 26 years.

The 2017 #COTYDragRace won AutoTrader the award of Most Innovative Gamification Campaign at the annual New Generation Social & Digital Media Awards.



Winning poster of the Tiguan which won the #COTYDragRace 2017

- " **Illegal used car imports: Costing the country and consumer dearly** 28 May 2024
- " **AutoTrader Convention inspires dealers to see things differently** 23 May 2024
- " **AutoTrader joins global conversation on emissions reduction** 20 Dec 2023
- " **Do EVs make sense in SA?** 14 Dec 2023
- " **AutoTrader partners with 2023 FIA World Rallycross** 13 Oct 2023

[AutoTrader](#)



AutoTrader is SA's leading online vehicle marketplace. Bringing together buyers and sellers across all types of vehicles with 5 million visits each month across more than 78,000 vehicles on mobile, tablet, desktop devices and apps.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>