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## **PERFORMANCE WORLD CUSTOM CAR SHOW**

**MARCH 12-13-14, 2010**

**International Centre, Toronto, Canada**

**Performance World Custom Car Show** has a new heart. May 26<sup>th</sup> 2009 announces the new ownership of Performance World Custom Car & Truck Show (PW).

*Canada's largest in door Custom Car* show has been presenting the best in custom cars and trucks since 1964, at the Toronto International Centre. The previous owners have passed the torch onto a group of car enthusiasts committed to the industry and hobby, who will be managing the day to day business for **The Justus Group Inc.**

This new life blood will ensure incredible visibility this year and in the years to come with its "*Take it to the Streets*" promotion campaign, as well as a grass roots enthusiast approach to the business. "We want to build a business to support the hobby and its enthusiasts. Today we are looking at all aspects of the economy, the industry and the ability to deliver the best cars, vendors, and entertainment value for our partners".

With the past key management remaining, a smooth transition is possible. Brenda Brough will remain as the General Manager of PW. New Vice President Hamilton Heuvel will now be responsible for all things sales and promotion related. Gary Challice will continue as Director of Features and Show Vehicles, as well as the many of the other people who contribute each year to the making of the Show. "We welcome any and all comments and look forward to meeting and greeting all of you in the future."

Performance World Management

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Produced by **THE JUSTUS GROUP INC.**

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