

STALWART CROSS COUNTRY CAMPAIGNER AND BUSINESSMAN BACKS SACCS CHAMPIONSHIP

SACCS is proud to announce that loyal Cross Country supporter Deon Venter, chief executive officer of 4x4 Mega World, has come on board as the event sponsor for round four and five of the championship, the 2021 4x4 Mega World 400 on 1 and 2 October.

4x4 Mega World has for many years had a close association with Cross Country racing in South Africa, with Deon actively competing in the national championship between 2007 and 2017, the company also sponsored three rounds of the SA National Championship hosted at Carnival City in 2010, 2011 and 2012.

Their activity in Cross Country racing also extended to the breeding ground of the sport, when 4x4 Mega World held the naming rights to the Northern Regions championship for a few years, and where sons Jason and Dylan cut their Cross Country racing teeth.

In the earlier years 4x4 Mega World fielded two entries in Class E and D of the Championship. The 4x4 Mega World Toyota Hilux entries were crewed by Deon Venter and Ian Palmer and Pikkie Labuschagne and Rikus Erasmus with Venter and Palmer claiming the 2010 Class D championship. In the latter part of his racing career Venter was joined by Jaco van Aardt in Class SP; S and T with son and best friend Jason and Vince van Allemann in Class T and FIA Toyota Hilux entries.

Multiple Northern Regions champions Jason and Dylan progressed to National Championship racing in 2012 and 2017 respectively with Jason and Vince, in only their second year of National Championship racing, clinching the 2013 Class D title.

After a dramatic season, Venter/van Allemann were also crowned 2016 champions in the fiercely competitive Class T. Going into the final round of the championship on the West Rand privateers Venter/van Allemann were deadlocked on the same number of points as the Ford factory team of Chris Visser/Ward Huxtable, but when the curtains dropped on the battle which raged all season it was the youngsters turn to take their fourth victory of the season and the coveted title.

“The Cross Country racing enthusiasts make up a huge portion of our target market in terms of the products we manufacture and sell,” said Venter. “From a marketing point of view it makes perfect sense to sponsor an event like the 4x4 Mega World 400”.

“We see being part of a professionally run series with a high profile as the ideal way to create and maintain brand awareness in our products, and at the same time we like to mix business with pleasure and in this respect the SACCS Championship fulfils an important role.”

4x4 Mega World is your complete outdoor world with a range of leading brands which include the award winning Old Man Emu suspension range, ARB bull bars and fridges, Hardkor lighting, T-Max winches,

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Oztents, Engel, Redarc and Alu-Cab. 4x4 Mega World also work in close collaboration with vehicle manufacturers in South Africa to produce custom made accessories.

SACCS chief executive officer Archie Rutherford said 4x4 Mega World's decision to sponsor the event in the Free State was another indication of the healthy state of the Championship. Eurol and Gulfstream are also new partners this year and entries to date have exceeded anticipated expectations.

The 4x4 Mega World 400 event comprises two one-day events, with a total combined race distance of approximately 750 kilometres over the weekend, and will be based at Nampo Park in the Free State. Race headquarters, the start/finish and the designated service park will also be located at the home of South Africa's largest agricultural exhibition centre.

In keeping with the COVID-19 protocols the 4x4 Mega World 400 is still closed to spectators.

Enthusiasts can follow the 4x4 Mega World 400 action on the RallySafe App, sponsored by Toyota, which can be downloaded free of charge for Android and iOS devices. The standings during the event as well as relevant race information will also be available on the App.

Ends