



## **MEDIA INFORMATION**

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## **Timeline a History of Hot Import Nights / HIN Events**

### **1999**

- HIN signs major sponsors such as Meguiar's car-care products.
- The tour expands to four shows, including the first Northern California event.
- To accommodate the masses, HIN moves into convention centers and becomes the first ever indoor, lights-out automotive nightclub-theme event.
- Hot Import DAZE, the outdoor sister event series, is born.

### **2000**

- Mazda signs on as the first OEM car manufacturer sponsor.
- With only six staff members, HIN travels beyond its home state of California to New Jersey, Chicago, and Ft. Lauderdale.

### **2001**

- Valvoline comes aboard as the Presenting Sponsor.
- The HIN movement gains tremendous momentum and expands to 12 cities, including Dallas and Seattle.

### **2002**

- The HIN footprint continues to grow, rolling into New Orleans, Houston, and Orlando.
- Pepsi signs on as the first consumer brand sponsor.
- HIN is hired by SEMA to host the International Auto Salon, a two day event at the Long Beach Convention Center that brought the Tokyo Auto Salon experience to local consumers.

### **2003**

- The hottest and most talented up-and-coming artists are found on the "Pepsi Urban Stage," which becomes a key attraction of the show.
- The innovative "Ride and Drive" program is developed in partnership with Skip Barber Racing and BFGoodrich Tires.
- Mazda Club stage features the biggest club DJs of the year, such as Donald Glaude, Charles Feelgood, and Christopher Lawrence.

## **2004**

- London hosts the first international HIN event.
- Attendance increases 30 percent, making 2004 our biggest year ever.
- HIN attracts celebrities such as MTV's Wee-Man, Playboy's Playmate of the Year Carmella DeCesare and 50th Anniversary Playmate Colleen Shannon, Brande Roderick from the TV show "Baywatch," Tera Patrick, Good Charlotte, and others.
- VIP Auto Fashion is created due to high demand, with a focus on luxury and exotic vehicles. Dupont Registry serves as presenting sponsor.

## **2005**

- HIN kicks off the year with a new title sponsor, XM Satellite Radio, which helps bring live music performances to every event, as well as McDonalds
- D Force releases HIN Edition Hot Wheels to major retailers such as Target and Wal-Mart.
- HIN adds The Electronic Gaming Zone with 70 gaming kiosks and competitions.
- HIN's Modeling Program attracts girls gracing the pages of Maxim, FHM, and Stuff magazines, making it the most prestigious model program among all automotive events in the U.S.

## **2006**

- Mazda Mainstage features headline acts from Cassie, Pitbull, Tami Chynn, Chamillionaire and Twista among other well-known rap, hip-hop and R&B artists.
- 1000+ Nightshift attendees experience autocross competition behind the wheel of the supercharged Chevrolet Cobalt SS cars in the Skip Barber Racing and BF Goodrich the "Kick ASSphalt" Tour.

## **2007**

- Boost Mobile signs on as the title sponsor for Hot Import Nights.

- NOS Energy Drink becomes the official energy drink of Hot Import Nights and Nightshift Events.
- Thousands of Nightshift attendees participate in the Mazda Challenge competing behind the wheel in identical Mazda3 cars using Dunlop Tires and instruction by Skip Barber Racing.
- NOS tours with a mobile studio to photograph contestants for a NOS spokesmodel and poster girl.
- HIN's Mazda Main Stage features performances by E-40, Sean Kingston, Eve and Miri Ben Ari among other well-known rap, hip-hop and R&B performers.
- National Guards' Nic Ashby's G35 Fallen Soldier Tribute car goes on the HIN tour, as well as being featured in national magazines.
- THQ launches the Juiced 2 Hot Import Nights video game on four popular console game platforms. The international press introduction is held at the Nightshift San Diego event.

## **2008**

- Valvoline Dyno Challenge at Nightshift Events takes horsepower competition to a new level with Valvoline's mobile dynamometer.
- The Hot Import Nights and Nightshift Events Tour expands to 22 events.
- Erin McKinnon, Maxim Magazine's 2007 Hometown Hottie winner, joins the HIN Tour as a featured model.
- Nightshift Events incorporates XDL Sportbike Freestyle Championship events.
- SPEED Channel launches Hot Import Nights capturing the action from ten segments of the HIN Tour.

## **2009**

- Hot Import Nights partners with Formula D with the Pro-Am Drift Series as a gateway into the professional Formula D drift series.
- Hot Import Nights goes collegiate with the Rivalry Nights tour incorporating HIN within a large concert and pre-game festival before seven major college football games.