

Jaguar Land Rover to drive AABLA finalists and judges

Jaguar Land Rover has secured its presence at the 2015 All Africa Business Leaders Awards (AABLA) in Partnership with CNBC Africa, as the Official Vehicle Partner of the East, West, Southern Africa and Finale ceremonies.



The All Africa Business Leaders Awards in Partnership with CNBC Africa celebrates its 5th anniversary recognising business leaders, trailblazers and change makers on the continent.

"We're excited to be the Official Vehicle Partner of the AABLA and to be a part of an occasion that celebrates and honour leaders who make a positive impact on our continent. We pride ourselves on our innovation and constantly inspiring our customers, hence partnering with the AABLA and CNBC Africa makes perfect sense for us. These awards and the winner epitomise the values behind our brands," says Lisa Mallett, Marketing Director of Jaguar Land Rover South Africa and sub-Saharan Africa.

"With Jaguar Land Rover having participated in the 2014 AABLA, we are excited to see this partnership grow year-on-year," comments Alexander Leibner, head of ABN Productions, organisers of the AABLA. "Over the years, we've seen more and more premium brands not only aligning themselves with the AABLA, but leverage the platform to launch their latest offering to a top-tier audience."

AABLA finalists and judges will get to experience the best of Jaguar Land Rover, as they are transferred to and from each of the regional events and Finale in style and comfort.

The regional AABLA events will take place as follows:

- AABLA Nominee Announcement, 2 September 2015
- AABLA East Africa in Nairobi, Kenya - 15 September 2015
- AABLA Southern Africa in Johannesburg, South Africa - 30 September 2015
- AABLA West Africa in Lagos, Nigeria - 22 October 2015

Bakgatla-Ba-Kgafela will play host to the Finale in Johannesburg, South Africa on 13 November 2015, where the All Africa winners will be named.

The event will once again be produced by ABN Productions.