



PLAYLAND INVESTS \$9 MILLION IN NEW ROLLER COASTER

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Vancouver, BC – Today, the Pacific National Exhibition (PNE), owners of Playland Amusement Park are pleased to announce the purchase of Canada’s fastest launch coaster! The \$9 million CDN ride is designed and built by Zamperla of Italy, one of the world’s largest manufacturers of rides and attractions. Zamperla is known the world over for quality, innovation and service.

“This is an incredibly exciting day,” says PNE President and CEO Shelley Frost. “Despite the financial effects of the COVID pandemic, the PNE has displayed its resiliency and innovation by not only surviving the pandemic, but by pivoting our business throughout it to emerge in a place to invest in this spectacular ride and into Playland’s future. We know that the new coaster will be an impressive addition to Playland’s ride roster and we are looking forward to introducing it to our guests in 2024.”

The new linear synchronous motor (LSM) launch coaster will occupy the previous location of the retired Corkscrew Coaster, and construction will begin in 2023 with opening targeted for 2024. This is the largest single attraction investment made by Playland and signals a bright future for Playland.

“We are thrilled to be providing Canada’s fastest launch coaster to Playland at the Pacific National Exhibition,” said Zamperla CEO Antonio Zamperla. “Playland and Zamperla have a long partnership and their team started discussions with us over a year ago about their long-term planning and helping them grow the park’s offerings. This year we opened a Gryphon (called ‘Skybender’ at Playland), which was a huge success and allowed Playland to market the first ride of its type in the world.”

“The next project is the LSM Launch Coaster, which will be a perfect fit. It will complement the classic ‘Coaster’ and bring lots of activity to the corner of the park near the amphitheatre. We spent a lot of time talking with PNE about ride placement and ensuring that the experience will perfectly compliment the park’s current line-up of rides and attractions. In addition, it will be that attraction that takes thrills to the next level at Playland.”

Anticipated to be immediately embraced by Playland coaster enthusiasts due to its unique and thrilling ride experience, the new coaster combines the launch, airtime hills and diving drops to make for a fantastic experience. This coaster strikes that perfect balance between fun and thrill.

Featuring an opening tunnel, 18 metre first drop, airtime hills, helices and sweeping turns that make the experience unlike anything else in the country. The ride name and theme are in development, and we look forward to sharing this with our guests and the industry in the year ahead.

Launch Coaster – Fast Facts

Total Track Length:	380 metres (1247 feet)
Maximum height:	18 metres (59 feet)
Train Length:	8.2 metres (27 feet)
Number of Trains:	1
Vehicles per Train:	3
Passengers per Train:	12
Launch Acceleration:	1.3 G

The PNE will provide regular updates throughout the construction period.

Connect with the PNE:

To stay up to date, follow us on Twitter and Instagram @PNE_Playland and like us on Facebook.

For more information, including daily schedules and ticket info, please visit: www.pne.ca.

About the PNE:

Owned by the City of Vancouver, the Pacific National Exhibition (PNE) is a healthy and vibrant non-profit organization dedicated to delivering over 3 million visitors a year with memorable experiences through access to first-class cultural, music, sporting and family entertainment events, as well as access to public space for passive recreation. Founded in 1910, the PNE's home is Hastings Park, a multi-facility venue in Vancouver where the organization manages four activity streams: the annual PNE Fair, Playland Amusement Park, Park Care and Facility Maintenance and an expansive portfolio of year-round events. All revenues generated are invested back into park space, community programs and non-revenue generating educational and entertainment experiences.

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