

InflateAlite to Showcase Mobile Lighting System at Monterey Motorsports Festival

Automotive photographer Josh Bryan brings his inflatable studio lighting system to Car Week's largest Saturday night event on August 15 in Monterey.

MONTEREY, CA, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- [InflateAlite](#) to Showcase Mobile Overhead Light Bank at 2026 [Monterey Motorsports Festival](#)

Innovative inflatable lighting system designed by automotive photographer Josh Bryan to create immersive on-site activation at Car Week's largest Saturday night event.

The Monterey Motorsports Festival (MMF), Car Week's premier Saturday evening event, is pleased to announce InflateAlite as an activation partner for the 2026 festival on Saturday, August 15 at the Monterey County Fairgrounds.

InflateAlite is redefining professional lighting through innovative inflatable lighting systems engineered for photographers, filmmakers, studios, and production professionals. Designed by automotive photographer Josh Bryan, InflateAlite's products combine the portability of an inflatable system with the rigidity and performance of traditional professional lighting compact enough to travel in checked luggage yet capable of creating expansive, studio-quality lighting that deploys in minutes.

Originally developed to solve the challenges of automotive photography, InflateAlite has evolved into a versatile lighting solution trusted across automotive, commercial, portrait, product, and motion productions worldwide.

At MMF 2026, InflateAlite will showcase its mobile 12' x 24' Overhead Light Bank through an interactive on-site activation. Positioned alongside featured vehicles on the festival grounds, the



InflateAlite's mobile Overhead Light Bank illuminates a McLaren Senna during an outdoor automotive photo shoot, showcasing the system's studio-quality lighting on location.

activation will demonstrate how professional-grade lighting elevates both the guest experience and content creation in a real-world automotive setting. Festival attendees will have the opportunity to experience the system firsthand and see its capabilities live.

"MMF is where car culture meets creativity, and InflateAlite is a perfect example of that. Josh has built something that genuinely serves the automotive world from the photographers who document these machines to the fans who experience them. Having InflateAlite on the grounds on August 15 adds another dimension to what we are building."

— Paolo Manca, Founder & CEO,
Monterey Motorsports Festival

About the Monterey Motorsports Festival

The Monterey Motorsports Festival is Car Week's premier Saturday evening event, the largest open-to-the-public evening gathering of Monterey Car Week. duPont REGISTRY is the Presenting Partner of MMF, which unites rare builds, iconic machines, custom culture, live music, food, drinks, and community at the Monterey County Fairgrounds.

Event Details:

Date: Saturday, August 15, 2026

Time: 5:00 PM – 11:00 PM

Location: Monterey County
Fairgrounds, 2004 Fairgrounds Road,
Monterey, CA

Tickets: montereymotorsportsfestival.com

About InflateAlite



A classic Porsche 911 is lit by InflateAlite's overhead lighting system inside a studio setting, demonstrating the system's versatility across indoor and outdoor environments.



InflateAlite's inflatable overhead light bank sets the stage for a vintage Ferrari 355 Challenge inside a private collection garage, highlighting the system's fast, flexible deployment.

InflateAlite designs and manufactures innovative inflatable lighting systems for photographers, filmmakers, studios, and production professionals. Founded by automotive photographer Josh Bryan, InflateAlite products combine portability with professional-grade performance, helping crews spend less time rigging and more time creating. Learn more at inflatealite.com.

Media Contact:

Monterey Motorsports Festival

info@montereymotorsportsfestival.com

montereymotorsportsfestival.com

InflateAlite Contact:

Josh Bryan

Josh@inflatealite.com

inflatealite.com

Marci Bracco

Monterey Motorsports Festival

media@montereymotorsportsfestival.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932095099>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.