



10 November 2011

H.H. SHEIKH MAKTOUM BIN MOHAMMED BIN RASHID AL MAKTOUM OPENS DUBAI INTERNATIONAL MOTOR SHOW 2011

Middle East's Largest Automotive Show Kicks Off Today

Dubai, United Arab Emirates

The 2011 Dubai International Motor Show, the largest event in the show's 22 year history, was officially opened today by H.H. Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai. More than 150 of the world's top motoring manufacturers are showcasing a record number of global and regional launches at the Motor Show along with some of the most exciting and innovative concept cars in the world.

"We are honoured to have H.H. Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum officially open the show today. The strength of this year's show is confirmation of the importance of this region to the automotive world, and we are delighted to have received such an excellent response from our exhibitors and partners, many of whom have been part of the Dubai International Motor Show since its first edition," said Helal Saeed Almarri, CEO, Dubai World Trade Centre.

Visitors to this year's show will be among the first in the world to see the latest models from high profile exhibitors including Brabus, Chevrolet, De Macross, Jaguar, Land Rover and first-time exhibitor Lifan.

Following today's launch of two Bespoke Phantom Family models and the new Ghost Extended Wheelbase model, Torsten Müller-Ötvös, CEO of Rolls-Royce Motor Cars, said: "The Gulf is an important market for Rolls-Royce, with all of our models enjoying robust sales across the board. The region currently holds the number one position in the world for Rolls-Royce Bespoke models and has done so for the past two years, reflecting the sophisticated, highly discerning customers Rolls-Royce attracts. The Dubai International Motor Show is a highly influential platform for us to showcase our models to our key target audience in the region."

Celebrating a landmark anniversary at the show this year, Frank Bernthaler, Director of Sales and Marketing, Mercedes-Benz Cars, Daimler Middle East and Levant said: "Mercedes-Benz is delighted to celebrate its 125th Anniversary at the Dubai International Motor Show this year, where we revealed our powerful and sophisticated new M-Class SUV, the convertible version of AMG's flagship SLS AMG Coupe, the new SLS AMG Roadster and the most powerful SLK we've ever built, the new SLK 55 AMG. These brand new vehicles lined up alongside the first Mercedes-Benz, the Number 1 Patentwagen, that Carl Benz built back in 1886."

Following the Middle East debut of the pioneering BMW Vision ConnectedDrive concept car, Dr. Joerg Breuer, Managing Director of BMW Group Middle East said: "BMW Group is looking forward to celebrating and building upon the successes achieved so far this year, throughout the show. With the Middle East debut of the innovative Vision ConnectedDrive model and the highly anticipated BMW M5, as well as a few limited edition models, we have a lot to be excited about. 2011 has been a great year so far for the group and we are looking forward to ending the year and moving in to 2012, on a high."

With a line up including its latest models and regional launch of the Audi Q3, Audi's stand has been abuzz with action. Jeff Mannering, Managing Director, Audi Middle East said: "The Middle East markets and the UAE in particular are very important for Audi. For the 2011 Dubai International Motor Show we are therefore presenting all our latest models as well as the Audi Quattro concept as a special highlight."

The opening day of the show also saw a guest appearance from Formula One driver Mark Webber from Red Bull-Renault, who visited the show ahead of the penultimate F1 race of the season.

Adding extra flair to the show floor are a number of concept cars, including models from Audi, BMW, Chevrolet, GMC, Maserati, MINI and Toyota, while some of the pulse-racing models due to make an appearance at this year's show include the new Bugatti Grand Veyron Sport – the fastest convertible in the world, the new Porsche 911 Carrera, the Maybach 62 and the Lamborghini Aventador LP 700-4.

In addition to the 500 plus vehicles on display, there are also interactive features for visitors, including the Nissan Live Action Track, the Driving Dynamics Racetrack sponsored by Audi and Wheels, the MINI Test Driving Arena, and the Infiniti Fastest Tyre Change Contest on a replica F1 racing car.

Lead sponsors of this year's Dubai International Motor Show include Victory/Polaris as Gold Sponsor, Continental Tires as Official Tyre Sponsor and ENOC / EPPCO as Strategic Partner,

The Dubai International Motor Show will be held from 10–14 November 2011 at Dubai International Convention and Exhibition Centre. The show is open from 6pm–10pm on Thursday 10 November, 3pm–10pm on Friday 11 November and 11am–10pm on 12, 13, 14 November. Ticket prices are AED 50. For more information visit www.dubaimotorshow.com

Photo Caption:

Official Opening –Dubai International Motor Show 2011:

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About Dubai International Motor Show

Website: www.dubaimotorshow.com

The Dubai International Motor Show is the largest and most established motoring event in the Middle East, connecting the global automotive industry with motoring enthusiasts and professionals from across the MENA and South Asia regions. From concept creations to global launches, the evolution of the motor industry in the Middle East has been fuelled by the Dubai International Motor Show for 22 successful years. Renowned as the manufacturers' event, with a proven track record for serious business, this is where the global automotive industry meets with motoring enthusiasts and trade professionals from across the Middle East, North Africa and South Asia. The event is the ultimate showcase for global brands and the trusted voice for the industry, consistently delivering a high quality audience of passionate buyers, new business, new markets and new opportunities.

About Dubai World Trade Centre (DWTC)

Website: www.dwtc.com

As the organiser of Dubai International Motor Show, Dubai World Trade Centre offers more than 32 years' experience of delivering world-class events in the Middle East, providing local, regional and international exhibitors with unmatched expertise and in-depth market knowledge.

Our team organises 18 of the largest and most successful international and regional shows in Middle East, providing an ideal platform for business development in the region. Our commitment to ongoing innovation within the exhibition industry has supported the rapid growth and development of a wide range of business-to-business and business-to-consumer shows, and delivered consistent satisfaction to exhibitors and visitors.

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