



October 2011

2011- A VINTAGE YEAR FOR THE AUTOMOBILE

Dubai International Motor Show Showcases Rich Heritage of the Automotive Industry

Dubai, United Arab Emirates: With the modern automobile an auspicious 125 years old this year, Dubai International Motor Show highlights a number of milestones being marked by exhibitors participating at this year's event. Running from 10-14 November at the Dubai International Convention and Exhibition, the Middle East's largest and most influential automotive show celebrates its 11th anniversary this year.

10 years Celebrating ten years since MINI re-launched under its BMW Group ownership, this much adored marque will highlight its cool credentials at the Dubai International Motor Show with the new MINI Coupé, the first-ever two-seater MINI. MINI will also unveil another of its latest models and an exciting concept car at the show.

30 years Premium sports car manufacturer McLaren not only marks 30 years of carbon innovation since its first model launch, it also celebrates its Middle Eastern debut at the Dubai Motor Show with its McLaren MP4-12c. Featuring eye-catching good looks and superb performance, including a 0 to 100 km/h time of just 3.1 seconds and a top speed of 330 km/h, the MP4-12C is expected to be a real show stopper.

50 years Jaguar celebrates a golden jubilee this year with the E-Type, one of the most famous and desirable cars in automotive history, enjoying fifty years on the roads. The luxury manufacturer will mark the occasion by showcasing the strongest and most comprehensive line-up of vehicles in the company's history, including the Middle East debut of the complete 12MY range and a sneak preview of the XKR-S, Jaguar's fastest production vehicle to date.

100 years The most dazzling celebration at this year's motor show has to be the centenary of Rolls-Royce Motor Cars' iconic 'Flying Lady' mascot, the Spirit of Ecstasy. The premium manufacturer will unveil a specially crafted jewel encrusted mascot draped in 2,300 diamonds worth an estimated AED 900,000 that will no doubt be the most desired automotive hood ornament in history.

140 years Founded in Hanover in 1871, Continental Tyres celebrates its 140th anniversary with its debut sponsorship at the Dubai International Motor Show. Since its beginnings, the tire and rubber specialist has grown to become a leading international automotive supplier with a rich heritage producing premium tyres for passenger cars, SUVs and commercial vehicles.

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 5pm–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

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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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