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## **DUBAI INTERNATIONAL MOTOR SHOW 2011 HIGHLIGHTS REGION'S GROWING INFLUENCE ON GLOBAL AUTO STAGE**

*Region's Most Influential Automotive Event Makes History with Largest Show*

**Dubai, United Arab Emirates:** With the Middle East enjoying robust growth across all sectors of the automotive industry, the Dubai International Motor Show's position as the region's largest and most influential automotive event has never been more important for the global motoring world.

The five day event running from 10–14 November 2011 at Dubai International Convention and Exhibition Centre is the largest show in the history of the event with over 60,000 m<sup>2</sup> of exhibition space and more than 150 exhibitors from around the world revving up to capitalise on the region's potential.

The Middle East remains a key growth engine for manufacturers, with many marques posting year-on-year increases in sales, and the luxury segment in particular expecting to witness a doubling of sales growth from 9.7 per cent in 2010 to 20 per cent by the end of 2011. According to forecasts presented by international automotive research company Automotive IHS, based on the sustained growth achieved to date, the region is well positioned to become the global leader for this lucrative segment.

"It is clear that these market factors are driving the industry to the Dubai International Motor Show as a platform of choice for their regional and global launches," said Helal Saeed Almarri, CEO, Dubai World Trade Centre, the organiser of the Dubai International Motor Show. "This is a region with high discretionary income and a population of well informed motoring enthusiasts, making for an influential target market. The Dubai International Motor Show plays a key role in bringing not only regional, but global spectators and buyers."

With more than a million vehicles registered in Dubai alone, some of the world's leading manufacturers have expanded their reach in the Middle East market, with McLaren opening their new regional headquarters in Dubai this year along with Brabus, who established their first sales room, tuning centre and workshop in June 2011.

The international stature of the Dubai International Motor Show is also reflected in the decision by a number of key manufacturers conducting global launches at the Dubai International Motor Show. This year sees worldwide debuts from high profile exhibitors including Brabus, Chevrolet, De Macross, Jaguar, Land Rover and first-time exhibitor Lifan, who join a number of new exhibitors to this year's motor show,

including debut appearances from Dallara, McLaren, Shelby, PininFarina- Hyperion, De Macross, Asma, Switzer, MV-1, and DEPP-AT.

The 50 plus highly-anticipated regional premiers at the event include Aston Martin, Audi, BMW, Ford, General Motors, Honda, Hyundai, Infiniti, Kia, Lamborghini, Lexus, Mazda, MG, Mercedes-Benz, Nissan, Peugeot, Porsche, Renault, Shelby, Subaru, Toyota and Volkswagen, among many others.

Adding fantastical 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.

With the Middle East markets demonstrating a number of unique characteristics – up to 66 percent of all new car purchases in the UAE alone are made by customers between the ages of 18 and 29 (Business Monitor International), it is key for motor manufacturers to make a strong impression on a young, upwardly mobile demographic. Styling, customisation and modification is big business in the Middle East and is reflected in the extensive presence at the Dubai Motor Show of such companies as Brabus, Hamman, Fab Design, Gemballa and Depp-At.

“The bespoke and customised options at this year's show are real showstoppers, from the fastest to the most expensive to the most colourful cars imaginable. This is a segment of the automotive industry that expands its presence here every year, with exhibitors expecting brisk business,” said Trixee Loh, Senior Vice President, DWTC.

Joining in the festivities for the Dubai International Motor Show's largest ever event, many of the exhibitors are celebrating anniversaries: It is ten years since MINI re-launched under its BMW Group ownership; 50 years since Jaguar launched the E-Type, one of the most famous and desirable cars in automotive history; and 100 years since Rolls-Royce Motor Cars adopted the iconic 'Flying Lady' mascot, the Spirit of Ecstasy.

Interactive features for visitors to this year's show include a Nissan live action track, a Driving Dynamics racetrack sponsored by Audi and Wheels, a MINI test driving arena, and a Fastest Tyre Change contest on a replica F1 racing car sponsored by Infiniti.

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

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](http://www.dubaimotorshow.com)

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**Notes:**

**About Dubai International Motor Show**

**Website:** [www.dubaimotorshow.com](http://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](http://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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