



DUBAI INTERNATIONAL MOTOR SHOW SET FOR SELLOUT SUCCESS

World's top automotive names confirmed for record November event

Dubai, United Arab Emirates:

November stands to be the busiest month on wheels this year, with the Dubai International Motor Show, the region's biggest and most influential automotive event, forecasting one of the biggest shows in its 22 year history, and a number of crowd-pulling newcomers choosing the show for their Middle East debuts.

Running from 10 – 14 November 2011 at the Dubai International Convention and Exhibition Centre, this year's Dubai International Motor Show will include first time participation by some of the world's most exciting and powerful motoring marques, including De Macross, Lotus, McLaren, MG and Spyker. They join a world class list of international automotive manufacturers preparing to unveil their latest models, concept cars and technological innovations during the four day show.

Sales of high-end cars in Gulf countries are expected to grow by 20 percent this year, more than double the 9.7 percent forecast for the segment globally, according to data from international market research company IHS Automotive. Double digit growth for Middle East markets in the first half of 2011 has also been reported by the world's leading motoring manufacturers, highlighting the importance of the region for the industry.

"The Dubai International Motor Show has earned a place in the automotive world as the definitive platform for showcasing the latest and most exciting models and marques, and this year's event is looking to reach new levels. There is no doubt that the Middle East is one of the highest growth markets for the world's premium automotive manufacturers, and the show attracts the biggest regional audience of motoring enthusiasts. It's an unbeatable combination," said Helal Saeed Almari, CEO, Dubai World Trade Centre, the organiser of the biennial show.

The growing list of top exhibitors confirmed this year include Audi, Aston Martin, Bentley, Bugatti, Cadillac, Chevrolet, Chrysler, Dodge, Ferrari, Ford, GM, Honda, Hyundai, Infiniti, Jaguar, Jeep, Kia, Koenigsegg, Lamborghini, Land Rover, Lexus, Maserati, Mercedes-Benz, Mitsubishi, Nissan, Porsche, Peugeot, Renault, Toyota, Volkswagen and Volvo.

Luxury automotive manufacturers such as Jaguar Land Rover will showcase their strongest and most comprehensive line-up of vehicles in the company's history, choosing the Dubai International Motor Show to debut the complete 12MY range of Jaguar, Land Rover and Range Rover nameplates and offer a sneak

preview of the XKR-S, Jaguar's fastest production vehicle to date. The company will also introduce its much anticipated Range Rover Evoque, the smallest, lightest and most fuel efficient Range Rover ever.

Robin Colgan, Managing Director Jaguar Land Rover MENA said: "Jaguar Land Rover has had a long-standing and successful presence in the Middle East & North Africa region, and our brands are now available in over 19 markets. With our regional HQ based in Dubai, we see events such as the Dubai International Motor Show as absolutely crucial to our success in the region, offering a fantastic platform to showcase our vehicles to new and existing customers both in the region and internationally."

Germany's luxury car manufacturer Audi promises to make a powerful statement at this year's show. Jeff Mannering, Managing Director, Audi Middle East said: "Audi has lots to present this year! We are aiming for 25 percent growth in 2011 and new products as well as exposure to and interaction with Audi enthusiasts are an important part of that. Visitors of the Dubai Motor Show will have the chance to get up close and personal with our latest models including the Audi A1, A7 and A6. We will also show several new models, but we will keep those a secret for now."

Syed Ahmed, General Manager, Marketing at Nissan Middle East has also confirmed an unprecedented line-up for Japanese car giant Nissan, with at least two new model launches expected on the stand this year: "Nissan's distinctiveness and fast developing reputation for innovation will be further manifested by some thrilling displays of sports cars and SUV models plus some surprises for visitors to the show."

This year's show includes a dedicated tuning section with the world's major players including Brabus, Depp-At, Hamann, Fab Design, Gemballa, TechArt and Vorsteiner expecting strong sales from a region that embraces customisation and bespoke enhancement of luxury models. Leading manufacturers of motorcycles and all-terrain vehicles, including Victory and Polaris who are also Gold Sponsors at this year's show, are also set to showcase the latest models available in the Middle East.

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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