



For Immediate Release:
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WORLD'S MOST ELITE MOTORING NAMES REVVING UP FOR DUBAI

Middle East's Premier Motor Event a Showpiece for Thriving Auto Market

Dubai, United Arab Emirates: From the classic car makers for Superman and James Bond to the modern motoring favourites of Donald Trump and Prince William, the most celebrated names in the auto industry will be out in force at this year's outstanding Dubai International Motor Show.

Running from 10 – 14 November 2011 at the Dubai International Convention and Exhibition Centre, the event will launch the latest models, parade the greatest designs and present the best business opportunities in a region which is famous for its infatuation with motoring.

The rise in car sales across all classes for the beginning of 2011 has been phenomenal, with many of the leading manufacturers recording exceptional trade. General Motors stated their figures for the Middle East were up by 21% for February compared to the same month last year and Ford declared a remarkable 51% increase in sales in Q1 compared to 2010.

The event, now in its 22nd year, presents an excellent business platform for the entire spectrum of motoring, from family saloons to off road vehicles and motorbikes, as well as many of the spectacular elite brands.

As one of the most important premier car markets in the world, the Middle East is a magnet for the manufacturers whose brands have become bywords for style, elegance, speed and luxury – and the prestige sector is still accelerating fast. AGMC, the authorised Rolls-Royce Motor Cars Dealer in Dubai, Sharjah & Northern Emirates Rolls Royce, for instance, recorded a 178 per cent growth in sales in the first quarter of 2011 compared to the same period in 2010, and Bugatti recently announced that the Middle East now accounts for around 30% of worldwide sales.

The Dubai International Motor Show is not only a showpiece for enthusiasts, it presents an ideal business arena for all auto dealers, distributors and franchisees who either already operate in the region or are looking to expand.

Top brands which have already signed up for the show include Audi, Aston Martin, Bentley, Bugatti, Cadillac, Chevrolet, Chrysler, Dodge, Ferrari, Ford, GM, Honda, Hyundai, Infinity, Jeep, Kia, Koenigsegg, Lamborghini, Lexus, Maserati, Mercedes-Benz, Mitsubishi, Nissan, Porsche, Rolls-Royce, Toyota,

Volkswagen, Volvo and many more. First time exhibitors include Invader Technologies, Lotus, MG, McLaren and Spyker.

“The Middle East has always attracted a significant market share of high-end motoring brands and manufacturers,” said Helal Saeed Almarri, CEO of Dubai World Trade Centre, organiser of the event, “and the potential for domestic growth and international expansion makes the Dubai International Motor Show a unique prospect for those businesses.

“The growth in sales of luxury brands in particular is a clear affirmation of the buoyancy of the market and also reinforces the economic confidence in the region. This event is not only a great business driver for the regional auto industry, it is a gauge for the rest of the world to measure the appetite of Middle East motoring customers and, more importantly, their willingness to buy.”

With Mercedes posting early 2011 figures up by 14% on the previous year, and Bentley stating that the region accounts for one in every ten of their cars sold around the world, the Dubai International Motor Show is sure to draw customers and companies looking to invest in elite brands.

George Duncan, General Manager of Bentley Emirates said: “We are in a region that is synonymous with luxury vehicles and there is every sign of that bond growing stronger. The Bentley, Bugatti and McLaren brands typify the classic images of prestige motoring and there is no doubt that Middle East owners and drivers expect the ultimate products. The Dubai International Motor Show is an excellent way for us to present those products and also for our potential clients to experience them. For us it is an essential date in the diary.”

As part of the Dubai International Motor Show, a dedicated tuning section will include such world famous names as Brabus, Hamann, Fab Design, Gemballa and Depp-At, and an exhibition of the leading motorbike manufacturers and brands will showcase the latest models available in the Middle East. The accessories and parts section will provide a full aftersales area and running alongside the show a lifestyle feature will include exclusive watches, fashion, gadgets and even grooming to complement the parade of prestige cars.

Continental, one of the auto industry’s most famous and respected tyre manufacturers is the Dubai International Motor Show’s first ever official tyre sponsor. With 130 years of experience and sales figures at more than 37 billion dollars according to the company’s 2010 annual report, Continental is among the most successful brands in its field.

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.

The event is the ultimate showcase of global brands and the trusted voice for the industry, driving the passion of automotive enthusiasts and creating unique sales and marketing opportunities for participants.

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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