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LAST CHANCE TO SEE WORLD'S TOP MODELS ON FOUR WHEELS - DUBAI INTERNATIONAL MOTOR SHOW 2011 ENDS TOMORROW

Sales Surge as Manufacturers Report Sellout Success

Dubai, United Arab Emirates: Whether it's the fastest, flashiest or just downright fantastical, the Dubai International Motor Show is the place to see some of the most exciting motoring marques to be showcased in the world. Tomorrow (Monday) is the last day of the region's largest and most exciting motoring event that has attracted tens of thousands of visitors to the Dubai International Convention and Exhibition Centre over the past four days and had manufacturers scrambling for stock as sales surged beyond all expectations.

With the show's most expensive car – the Bugatti Grand Sport priced at AED8.8 million – drawing crowds as much as the American super car Shelby's newly created Tuatara, the spectacular four door, 4-wheel drive Ferrari FF, Rolls-Royce Motor Cars' Bespoke Phantom Riviera and Thoroughbred models, and the latest Porsche 911 sports car among the more than 500 latest models from car manufacturers around the globe, there is something for everyone.

Sales across the board, from the most affordable to the most ultra luxury models, have been reported during the first three days of the show. Super sports car Lamborghini have already sold a staggering 14 cars from the stand, including 10 new Aventador models and four Gallardo models, collectively priced at more than AED23 million.

Bentley have already concluded four sales, including a Mulsanne, two Continental Flying Spur Speed Series 51 models and a new Continental GTC, with bookings confirmed for an additional 15 other models. AGMC, the sole dealer in Dubai, Sharjah and the Northern Emirates, for Rolls-Royce Motor Cars reported sales of two bespoke Rolls-Royce models by the second day of the show. Premium luxury tuning manufacturer Brabus concluded a AED2.2 million sale in the opening hours of the show.

Julian Redman, Senior Marketing Manager, Al Futtaim Motors, commented on interest received on the Toyota stand: "We have received more than 700 confirmed enquiries during the past three days, with the majority of them for our exclusive Extreme range which includes our models from our FJ Cruiser, Landcruiser and Hilux ranges. We have also confirmed orders from other GCC countries which is excellent."

“Visitor interest at the show has been phenomenal, with our exhibitors overwhelmed by the robust sales being generated at all levels, from the most affordable to the most exclusive bespoke luxury models,” said Trixee Loh, Senior Vice President, Dubai World Trade Centre, organiser of the Dubai International Motor Show. “Some of the most spectacular cars in the world are here in Dubai, in one place and under one roof, for only one more day – it really is a show not to be missed.”

In addition to the latest models and technological innovations on display throughout the halls, visitors to the Chevrolet stand, which this year hosted the global debut of the new Trailblazer, can also enter a daily draw to win top of the range Dr.Dre headphones and the latest Call of Duty video game, while a challenge set up by Infiniti for the fastest tyre change on an F1 racing car is attracting hundreds of highly competitive men determined to set a new record. Honda’s ASIMO robot has proved a great crowd-puller in Hall 4, generating huge crowds throughout the day with its antics.

The five day event which opened on 10 November 2011 is the largest in the show’s history with over 60,000 m² of exhibition space and more than 150 exhibitors from around the world.

The show is open from 11am–10pm. 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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