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DUBAI INTERNATIONAL MOTOR SHOW PIVOTAL EVENT FOR LUXURY CAR MARKET

*Premier Car Manufacturers Set Their Sights on Region's Largest Automotive Event
Following Record Breaking Year*

Dubai, United Arab Emirates: With the Middle East predicted to witness unprecedented growth within the luxury car segment over the next five years, prestige car manufacturers are set to showcase their most dazzling models at this year's Dubai International Motor Show.

The world's premium marques join a full list of international exhibitors preparing to unveil their latest models, concept cars and technological innovations during the five day event running from 10–14 November 2011 at Dubai International Convention and Exhibition Centre.

According to IHS Automotive, figures released by the leading luxury car manufacturers indicate that sales of luxury cars in the Middle East are expected to increase by 20% this year - the highest level ever and more than double the 9.7 percent growth that the Middle East experienced last year. It is also predicted that, if the pattern continues, the Middle East luxury car segment will double over the period 2010-2015 positioning the region as a global leader within this lucrative market.

"We are delighted that so many key names within the luxury car market choose the Dubai International Motor Show as their preferred event to exhibit and launch new models to the region and globally," said Trixee Loh, Senior Vice President, Dubai World Trade Centre, organiser of the Dubai International Motor

Show “The fact that the show is a must attend event for leading premium brands is testament to its success at reaching their target customers within the luxury segment”

To mark the 100th year anniversary of the Spirit of Ecstasy – the iconic Flying Lady mascot - Rolls Royce Motor Cars is demonstrating the importance of the Middle East by showcasing two highly bespoke phantom models, as well as a yet to be revealed exclusive showpiece that promises to dazzle crowds.

James Crichton, Regional Director at Rolls-Royce Motor Cars Middle East and Africa, comments: “This has been a tremendously successful year for Rolls-Royce with sales achieving almost 65% market share of the ultra-luxury (over \$250,000) car segment until the end of August. We have defined the growth in this segment and the continuous demand for our highly Bespoke Phantom and Ghost models is testament to the increasing demand in the market for ultra-luxury goods. The Middle East region continues to be an important driver in the global growth of Rolls-Royce Motor Cars and last year contributed to over 15% of our global sales. With the Middle East being one of our core markets, the participation in the Dubai Motor Show is unquestioned and we look forward to celebrating the 100 year anniversary of The Spirit of Ecstasy at the event.”

Ultra-luxury car manufacturer, Bentley, has also enjoyed ongoing success this year, having witnessed a 31% increase in Bentley’s global sales on the same period last year, with overall sales expected to grow around 40% with the imminent arrival of the new Continental GTC. This year’s show is set to be a seminal event for Bentley, with a number of models scheduled for regional debuts in the manufacturer’s strongest performing market in the region.

Chris Buxton, Regional Director, Middle East, Africa and India said “The Dubai Motor Show grows in size and importance each year. At this year’s show, Bentley will show the new Continental GTC for the first time in the region, alongside the new Continental GT. We will also have our flagship, the Bentley Mulsanne on the stand, which is the epitome of British luxury motoring together with a very special Series 51 Continental Flying Spur”.

With the top end BMW 7 Series, X6, X5 and 5 Series consistently amongst its bestsellers, sales for BMW this year continue to grow. The UAE remains the biggest market in the region for the prestigious manufacturer, making the Dubai International Motor Show an important showcase for its premium models.

"Together with our local importer, AGMC, we will display 16 BMW and MINI models at this year's Dubai International Motor Show. It's a fantastic, well organised show attended by thousands of people so it presents a great platform for us to showcase some of our latest models and technology features. We are looking forward to our participation and the excitement of the motor show which will add further interest to the popularity and excellent sales of our brands," said Joerg Breuer, Managing Director, BMW Group Middle East.

The Middle East maintains its position as the most successful market for Mercedes-Benz's ultra-luxury Maybach marque, with its extensive bespoke service attracting the discerning customers in the region looking for luxury at the highest level.

"As the leading automotive exhibition in the Middle East, the Dubai International Motor Show 2011 provides the ideal opportunity for Mercedes-Benz to showcase its latest products. As we celebrate 125 years since the invention of the automobile, this year's show is the most important for us to date. With over 50 years experience in delivering our promise of 'The Best or Nothing' in the region, the Dubai International Motor Show 2011 marks a major milestone for Mercedes-Benz, and we plan to make a splash with some exciting new models," said Frank Bernthaler, Director, Sales and Marketing, Mercedes-Benz Cars, Middle East and Levant.

Exhibitors joining Bentley, Rolls Royce, Mercedes-Benz and BMW this year include Audi, Aston Martin, Bugatti, Cadillac, Chevrolet, Chrysler, Dodge, Ferrari, Ford, GM, Honda, Hyundai, Infiniti, Jaguar, Jeep, Kia, Koenigsegg, Lamborghini, Land Rover, Lexus, Maserati, Mitsubishi, Nissan, Porsche, Peugeot, Renault, Toyota, Volkswagen and Volvo.

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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