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## TURN ON, TUNE IN AND REV UP AT THE DUBAI INTERNATIONAL MOTOR SHOW

*Show-stopping global debuts and dazzling line-ups headline the dedicated tuning segment of the show*

**Dubai, United Arab Emirates:** With a mission to meet the fantasies of the region's passionate car enthusiasts, the specialist and highly lucrative tuning industry is set to add an extra level of glamour, horsepower and design to next month's Dubai International Motor Show with bespoke automotive masterpieces that will thrill.

Running from 10–14 November 2011 at the Dubai International Convention and Exhibition Centre, the show's dedicated tuning section will showcase everything from high performance tyres and eye catching chrome rims to flaming hot decals and turbo exhausts. Many of the world's leading names are participating including Brabus, Depp-At, Fab Design, Gemballa Hamann, **Invader, Mansory, Okcu, Tech Art, and Vorsteiner.**

With the number of registered vehicles in Dubai close to one million<sup>1</sup>, approximately one car for every two residents, and with over 182,000 high net worth individuals (HNIs) residing in the Emirate<sup>2</sup>, it comes as little surprise that the region represents one of the largest untapped markets for automotive modification, tuning and specialty products in the world.

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<sup>1</sup> Dubai Statistics Centre (DSC)

<sup>2</sup> Knight Frank and Citi Private Bank Report 2011

“The tuning segment has always been a hugely popular part of the show and we are thrilled to welcome back so many of the world’s leading brands in the segment” said Trixee Loh, Senior Vice President of Dubai World Trade Centre, the organiser of The Dubai International Motor Show. “The after sales and accessories market are important elements to the show as they help to ensure that we offer a full representation of the motor industry”

The world-renowned tuner and car manufacturer, Brabus is gearing up to set the show off this year with their line-up that includes the world debuts of the Brabus 800 Coupé based on the MB CL-class and the Brabus 800 EV12 convertible as well as the middle east premieres of the Brabus 800 Rocket, the world’s fastest sedan and the Brabus 800 Widestar, the world’s most powerful off-roader.

Michael Kuepferle, General Manager of Brabus Middle East said: “Over the past years the Dubai International Motor show has developed into one of the most important exhibitions worldwide. Therefore, the region’s largest and most influential motor show is a natural choice for the world debut of the Brabus 800 Coupé and the Brabus 800 E V12 convertible. It is the perfect setting to unveil the next evolution of these automotive legends to the most passionate and sophisticated fans of high-octane motoring in the world.”

The legendary tuner and car manufacturer Hamann has a racy line-up this year that includes the Hamann Panamera - Exclusive Porsche Panamera Turbo with 550 turbo hp and the Hamann Hawk - Mercedes SLS AMG with 636 hp.

"Renowned for attracting discerning and passionate car enthusiasts from the region and the world, The Dubai International Motor Show is the ideal platform to showcase Hamann Motorsport’s styling, tuning and personalisation solutions. Our two latest models the Hamann Hawk and the Hamann Guardian Evo are showpiece attractions for individuals looking for the ultimate supercar." said Nizam Uddin, Operation Manager of Hamann Motorsport Middle East.

The growing list of top exhibitors confirmed to join Brabus, Hamann, Fab Design, Gemballa and Depp-At this year include Audi, Aston Martin, Bugatti, Bentley, BMW Cadillac, Chevrolet, Chrysler, Dodge, Ferrari, Ford, GM, Honda, Hyundai, Infiniti, Jaguar, Jeep, Kia, Lamborghini, Land Rover, Lexus, Maserati,

Mercedes-Benz McLaren ,Mitsubishi, Nissan, Porsche, Peugeot, Renault, Rolls Royce 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](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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