

### **DUBAI INTERNATIONAL MOTOR SHOW**

#### **Eventi**

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#### **VICTORY LAP FOR DUBAI INTERNATIONAL MOTOR SHOW AS MANUFACTURERS REPORT BUOYANT SALES**

Show Maintains its Poll Position as the Middle East's Premier Automotive Event with 13 Global Launches, 40 Regional Launches, and Exceptional Sales Results for Exhibitors

Living Legends from the Motoring World, Competitions and Interactive Activities Thrill the Crowds

Dubai, United Arab Emirates

The 10th edition of the Dubai International Motor Show 2009 in December ended the year and welcomed the new 2010 on high sentiments as motor traders reaped exceptional sales results amidst palpable optimism for strong market recovery in the new year.

Tens of thousands of visitors streamed into the Dubai International Convention and Exhibition Centre every day of the five day show in December to experience the latest and greatest from the automotive world. Global industry leaders from every continent were part of the five day extravaganza including Aston Martin, Audi, BMW, Bentley, Bugatti, Daihatsu, Ferrari, Fiat, Ford, General Motors, Haima, Hyundai, Jaguar, Kia, Land Rover, Lexus, Luxgen, Maserati, Mercedes-Benz, Mazda, Mitsubishi, Nissan, Peugeot, Renault, Rolls-Royce, Shelby SuperCars, Toyota, Volkswagen and Zenvo.

"We have been delighted with the overwhelming support from the industry and the public's enthusiasm the 10th Dubai International Motor Show. The event has exceeded expectations in both scale and stature to offer manufacturers a most satisfying and profitable platform, especially in an extraordinary economic setting," said Helal Saeed Almarri, CEO, Dubai World Trade Centre, organiser of the event.

"We are equally delighted to continue delivering serious buyers and motoring enthusiasts from the region. Order books for 2010 for many of the car companies are already picking up as a result of the show. This certainly endorses our position as the most influential and credible automotive event in the region, and one that we will work hard to maintain," he added.

With 13 world premiers, 40 regional launches, and 200 new models on display, from the most fantastically futuristic concepts to the timeless design classics, the show had it all. Manufacturers were in agreement that this year's event was more focused than ever before, marrying global brands with a responsive target audience that not only stopped by, but also shopped.

#### **Sell-out Success**

Gemballa, premier tuner of Porsche cars, was in the enviable position of having to re-stock its stand on the second day of the show after enthusiastic customers cleared the displays.

"Participating at this year's Dubai International Motor Show is one of the best business decisions we could have made this year," said Uwe Gemballa, Founder of Gemballa. "Not only is this the ideal platform for us to showcase our models to our key target market, but it has also delivered outstanding sales results for us. We are delighted."

The team at Brabus, the authorised Mercedes-Benz customising company, were equally buoyed by the phenomenal success enjoyed at this year's show. Prof. H.C. Bodo Bushmann, CEO of Brabus commented: "We are very pleased with our sales during the show – this is the fifth time we have participated and our success is always huge here. The Middle East region is a very important market for Brabus, so much so that we will open our own facilities here in the UAE in 2010, thanks to the year-on-year growth we achieve here."

Mercedes-Benz also reported significant sales during the show, including the total sell-out of its Special Edition G-Class 79 Edition Geländewagen, of which only 79 were manufactured.

The strong sales success of motor manufacturers was certainly mirrored by the highly level of activity at the Al Hilal Bank stand. The platinum sponsor of this year's show offered a one-hour Walk-In-Drive-Out finance offer that generated hundreds of new customers for the progressive Abu-Dhabi based bank.

"The Dubai International Motor Show proved to be the ideal platform for achieving three key objectives: increasing consumer awareness of Al Hilal Bank in Dubai, promoting our Walk-In-Drive-Out automotive finance scheme and strengthening our motor dealer associations," said Mohammed Zaqout, Executive Vice President, Personal Banking Group, Al Hilal Bank. "We are delighted with the result – our stand has been packed from the very start, our executives have served thousands of customers and kept to our one hour processing promise and more than 16,000 people have entered our raffle draw to win a Nissan XTerra. The Dubai International Motor Show offers a winning formula for all."

With exclusive promotions and special deals offered by many of the manufacturers during the five day event, the Dubai International Motor Show was a car buyer's paradise. Visitor to the show, Essam Ammar Yasin was delighted with the deal he received: "I have been waiting four months to buy a new car after I heard from my friends that there will be excellent offers during the motor show. I was not disappointed; there was good choice and even better prices. I will receive my new car tomorrow."

### Excellent Exposure

Exhibitors from all corners of the world, and all segments of the industry, had high praise for the bi-annual automotive event.

Jeff Mannering, Managing Director of Audi Middle East: "We would like to thank the organisers of the Dubai International Motor Show for their commitment in putting on such a great show this year. We are amazed by the number of visitors to our stand, from car enthusiasts, our loyal customers to young families. Even more so than the additional sales and inquiries it has generated, it is great so see how excited people are about our products."

Robin Colgan, Managing Director, Jaguar Land Rover Middle East and North Africa, said: "The Middle East is, and always has been, a very strong market for both Jaguar and Land Rover and this year's participation in the region's largest and most successful motor show reiterates this commitment further. The show gave us the opportunity to showcase the all-new Jaguar XJ and the new Land Rover line-up for 2010, as well as other new products, all of which are perfectly tailored for Middle East customers."

With 30 vehicles on the largest stand at the show this year, General Motors played a key role in attracting visitors. "Our participation at the Dubai International Motor Show reflects our long-standing commitment to the region. With a number of regional product launches and exciting concept reveals, including Chevrolet Volt, Chevrolet Spark, Corvette Stingray Concept and Cadillac CTS Coupe Concept, our stand this year highlighted our confidence in the Middle East market and the expansive line up of vehicles on show from Chevrolet, GMC, Cadillac and HUMMER," said Mike Devereux, President, General Motors Middle East.

Fiat, making a strong comeback into the Middle East market was also highly appreciative of the show's organisation and potential. "We were surprised and delighted by the regional reach of the Dubai International Motor Show. We have had visitors from across the entire region – from Morocco to Russia – which we were not expecting," said Karim Kassoul, Regional Manager, Fiat. "The show must be rated one of the top in the world."

Platinum sponsor ENOC Lubricants played an integral part in showcasing the green theme prevailing through the show, including the Green Treasure Trail Adventure Quest which saw thousands of youngsters, and a surprising number of adults, clutching treasure maps on a quest to identify all things environmentally friendly on exhibitors' stands.

ENOC's participation in the inaugural Sustainable Mobility Forum, together with Ford, General Motors and Toyota, was equally pivotal. "Of course vehicles are the standout attractions at any motor show, but being able to use the Dubai International Motor Show as a vehicle for taking our environmental awareness messages out to the public and trade in such an effective way has been extremely rewarding for us," said Ahmed Al Mulla, Manager of EPPCO Lubricants, distributor of ENOC Lubricants.

Making the Dubai International Motor Show the platform for showcasing its unique models was home-grown UAE motor manufacturer Alanqa, who presented a range of specialist off-road vehicles for elite military units, leaders and commanders, extreme hunting enthusiasts and those drivers who "equate the word 'extreme' with excellence," said Khalfan Al Shamsi, CEO of Alanqa.

"The Dubai International Motor Show has been very successful for us, both in terms of exposure and in sales. The organisation of the entire event has been exceptional. We are delighted with the result," he added.

UAE company AUTO TRAK, a one-stop shop offering everything from simple servicing, body work, paint work to high performance tuning enjoyed record interest in its service. Amjad Ali, Vice President, Tuning and Accessories, AUTO TRAK commented from a very crowded stand: "The Dubai International Motor Show has helped us to launch our new brand into the market. This is the place for motoring enthusiasts to come together. We have met with many foreign clients from KSA, Kuwait, indeed right across the GCC. There is a huge demand for what we call a white glove service to provide a one-stop-shop for every motoring dream."

The Dubai International Motor Show also proved the ideal environment for parts, accessories and customisation companies to showcase their products and services. In a region where customisation is king, interest was keen and sales were brisk. Hamid Moaref, Manager of Wheels & Accessories Division for König Wheels, was pleased in particular with the enthusiastic reception for their 22-inch 4x4 Dubster range launched during the show.

### Motoring Legends

Celebrity sightings of the motoring kind added to the excitement of the crowds thronging the halls. UAE rally legend and a foundational pillar of the motor sport federation in the Emirates, Mohammed bin Sulaymen thrilled the crowds as he walked through the show, stopping to greet the many fans and friends he has made since the event began in 1991.

2009 Le Mans 24 hour Winner Mr. Nicolas Minassian, drew excited crowds to the Peugeot stand and was amazed at the calibre of cars on display at the show: "When you look at the amazing design of the models coming out now, you wouldn't realize there was a problem in the motor industry. Cars make you dream; it has always been like this. The Dubai International Motor Show is one of the best shows I have ever seen. This is an international show, with top brands."

In addition to the unveiling of a number of new models, Volkswagen also unveiled super-talented

Nasser Al Attiya, Qatari rally driver and member of Volkswagen 2010 Dakar Rally squad, at this year's show. Al Attiya was "delighted to be attending the 10th Dubai International Motor Show this year with Volkswagen Middle East and Al Nabooda. It is my first time to attend the event and we proudly present the Volkswagen Race Touareg which, for me, is an honour and thrill to drive. My heart beats for rally driving and I have enjoyed meeting similar driving fanatics at the Volkswagen stand."

### Driving Safety Home

Not only about the fast, fabulous and first in motoring, the Dubai International Motor Show was also the ideal platform for raising awareness of issues associated with driving. Visitors to the Emirates Driving Institute stand experienced the unnerving sensation of rolling in the specially designed roll car but with the protection of a lifesaving seatbelt. Dummy children, unrestrained in the back seat and consequently thrown about the car, brought home the strong message that everyone travelling in a vehicle should "Buckle Up" for the safety of all.

Peter Richardson, General Manager, Technical & Operations, Emirates Driving Institute said: "There has been a fantastic level of interest and support shown in our roll car safety demonstrations at this year's Dubai Motor Show. We thank the organisers for recognising the importance of including road safety education at the very heart of such a prestigious event."

### Winning Formula

The Dubai International Motor Show's celebration of its 10th anniversary was embraced by exhibitors throughout the show. From foot-tapping jazz bands, to dancers, beatboxers and world champion trick footballers, there was never a dull moment.

Six ecstatic visitors drove away in the car of their dreams after each winning a car in the Mega Raffle Draw that saw AED1.5 million worth of gleaming new models given away.

Five unforgettable days of high-octane entertainment added to the 500 cars on display at this year's Dubai International Motor Show confirmed once again that the region is one of the most exciting automotive markets in the world.

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