

ABU DHABI international MOTOR SHOW



17 – 21 December 2008
Abu Dhabi National Exhibition Centre

Post Show Report

<p>Platinum Sponsors:</p>  <p>Gold Sponsors:</p> 	<p>Platinum Media Partner:</p>  <p>Official Radio Stations:</p> 	<p>Strategic Partners:</p>  <p>Official TV Partner:</p> 	<p>In Association With:</p> 
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Show Profile _____

Launched over 20 years ago, The Abu Dhabi International Motor Show is one of the most established automobile exhibitions in the Middle East.

The show is growing at a phenomenal rate, and has positioned itself as one of the foremost automobile exhibitions in the region.

This must-attend event is held once every two years, and this year edition achieved great results in terms of participation, attendance and public awareness.

Quick Facts

Frequency:	Biennial (even years)
Date:	17 – 21 December 2008
Location:	Abu Dhabi National Exhibition Centre, U.A.E.
Patron:	H.H. Lt. General Sheikh Saif Bin Zayed Al Nahyan Minister of Interior
Official Opening:	Wednesday 17 th December 2008 at 4.00pm
Gross Space:	38,000 sqm
No. of exhibitors:	80
Number of visitors:	48,567
Type of visitors:	Public & Trade
Show Timings:	17 th , 19 th , 20 th , 21 st December: 4.00 pm - 10.00 pm 18 th December: 12.00 pm - 7:00 pm
Enquiry E-mail:	pavinder.singh@reedexpo.ae
Event Website:	www.admotorshow.com

ABU DHABI international MOTOR SHOW



Sheikh Khalid Al Qassimi, World Rally Driver during his visit to ADIMS 2008

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Sponsors & Partners

Platinum Sponsors



Gold Sponsors



Strategic Partners



In Association With



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Platinum Media Partners



Official Show Daily



Official Daily Newspaper



Official Radio Stations



Official TV Partner



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Media Partners



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Organiser _____



Reed Exhibitions FZ-LLC
P.O.Box 60799
Abu Dhabi - United Arab emirates
Tel. + 971 2 444 6113
Fax + 971 2 444 3768
Web : www.reedexpo.com

Reed Exhibitions is the world's leading events organiser, with over 470 events in 37 countries. In 2008 Reed brought together over seven million industry professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 38 fully staffed offices.

Size and Scope

The world's leading organiser, with over 2,700 employees in 38 offices serving 44 industries world wide

Events

Reed Exhibitions organises a wide range of events, including exhibitions, conferences, congresses and meetings. We organise over 470 events in 37 countries

Market reach

Over 7 million active event participants attended our events in 2008

Key industries served

Aerospace & aviation, auto mobiles, broadcasting, building & construction, electronics, energy, oil & gas, engineering, manufacturing, environment, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewellery, life science & pharmaceuticals, machinery, medical education, printing & graphics, property & real estate, security & safety, sports & recreation, travel

International Sales Group

A unique network of offices and international sales promoters in 65 countries providing support to exhibitors in export markets

The Team

Ara Fernezian
Group Exhibition Director

Pavinder Singh
Manager of Consumer Shows

Rhonda Taylor
Operations Director

Leanne Dean
Assistant Show Manager

Husni Al Sawaf
Marketing Communications
Manager

Didier Kassas
Visitor Relations Coordinator

ABU DHABI international **MOTOR SHOW**



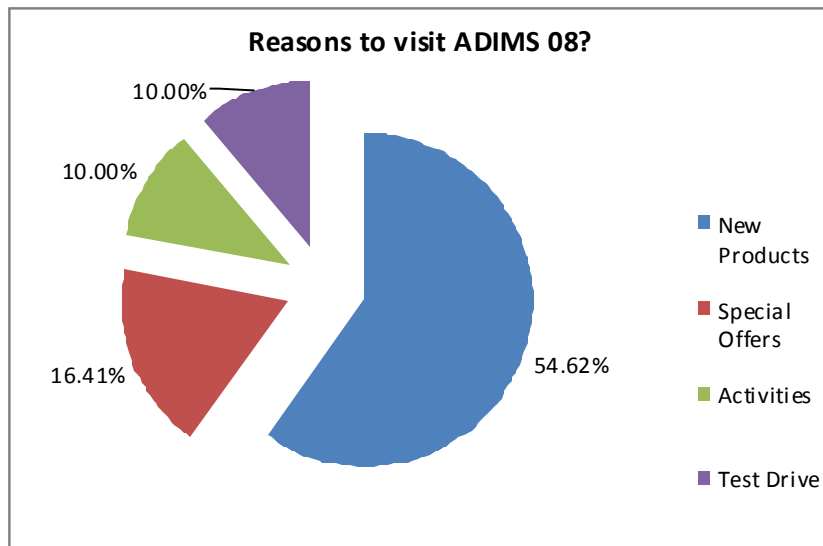
**H.H. Lt. General Saif Bin Zayed Al Nahyan
UAE, Minister of Interior
Inaugurated the Abu Dhabi International Motor Show 2008**

Visitors _____

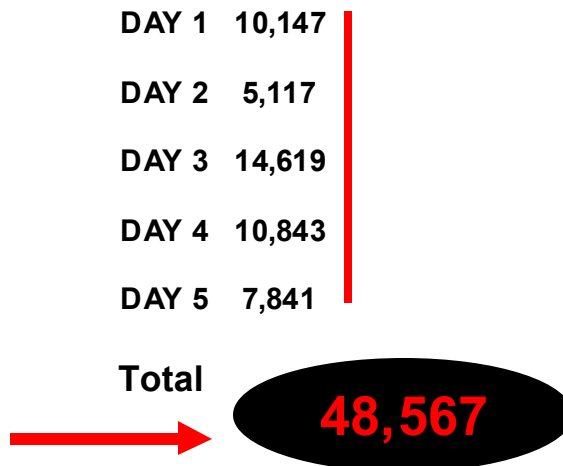
Visitor Profile

High-net worth individuals - Auto motive enthusiasts

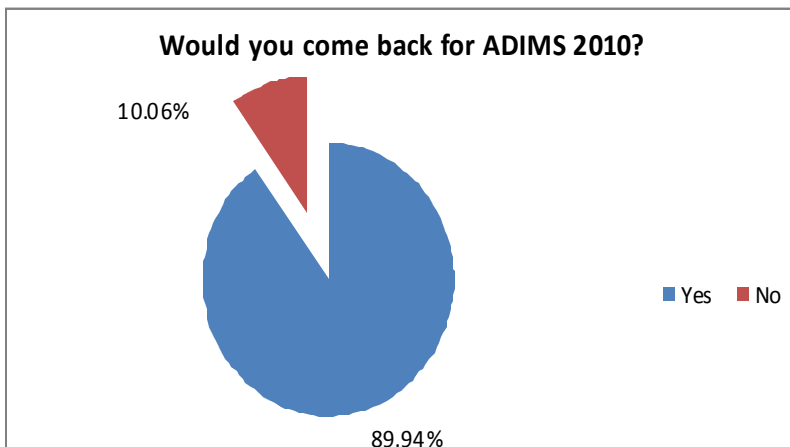
Trade professionals - Media - General public



2008 Attendance



ABU DHABI international MOTOR SHOW



88.44% of visitors were Happy to visit ADIMS 2008

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Visitors are interested to see:

Sports Cars	25.73%
Luxury Cars	24.76%
SUV	19.10%
Mid Range Cars	12.09%
Motorcycles	8.58%
Car Accessories	4.68%
Commercial Vehicles	2.73%
ATV	1.75%
Onsite Financing	0.58%
TOTAL	100%

Prizes & giveaways

Abu Dhabi International Motor Show 2008 offered many surprises to the visitors, most of the companies gave away valuable prizes during the 5 day exhibition.

Prizes sponsored by:

- Renault
- Radio 1 & 2
- F1GPT.com
- Foilacar Europe
- Enoc Lubricants
- Ford
- Etihad Airways
- Al Hilal Bank
- Sony PlayStation
- The Media Factory

ADMS 2008 giveaways:

- Foilacar designs
- F1 Tickets
- Etihad Airways Tickets
- Hotel bookings at Emirates Palace & Atlantis
- Nokia cell phones
- Plasma screens
- Sound systems

Grand Prize: Land Rover LR2

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Test Drive Zone

Abu Dhabi International Motor Show gave the opportunity to test the latest models and attractive automobiles.

TDZ included the following brands:

Infinity FX35
Cadillac CTS
GMC
Ford Flex
Chevrolet AVEO
Mercedes – Benz GLK





Exhibitors _____

Number of exhibitors: 80

Brands: 50

Exhibitor Profile:

Manufacturers, distributors, retailers and agents in automobiles; commercial vehicles; automotive accessories and auto-related services

Product Profile:

Luxury cars

High performance super cars

Sports cars

Concept cars

Hybrid cars

Off roaders 4x4s, family cars and SUV's

Motorcycle, quad bikes

Commercial vehicles, trucks and pick ups, vans and mini buses

Luxury coaches limousines, trailers and campers

Auto accessories, Lubricants and fuels

Tyres and wheels, garage and auto repair companies,

Insurance companies, auto finance institutions

Auto recovery companies maintenance equipment

Automotive and public media

19 Middle East launches

Abu Dhabi International Motor Show has seen 19 Middle East launches. They include :

New Car Launches	Launch Date in ME
Lamborghini Gallardo LP560-4 Spyder	Sept 2009
Chevrolet Camaro	Early 2010
Renault Koleos	Feb 2009
Renault Laguna Coupe	July 2009
Renault Symbol	Feb 2009
Renault Logan	March 2009
GMC Debanli	Early 2009
Chevrolet Malibu	Early 2009
Chevrolet Cruze	Early 2009
Cadillac CTSV 4	Feb 2009
Cadillac Escalade	Feb 2009
Hummer HRT	Feb 2009
Dodge Challenger	Sept 2009
Toyota Sequia	Feb 2009
Mitsubishi "I"	End 2009
Skoda Octavia	Feb 2009
Hyundai Coupe Genesis	Jan 2009
Ford Fiesta	Feb 2009
Lexus Rx350	April 2009

Concept Cars

1. Mercedes S Hybrid
2. Concept Lexus Lfa
3. Concept Mitsubishi CX
4. Concept Toyota ABat
5. Concept car Renault Laguna Coupe

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What do they think about ADIMS 2008?

“The Abu Dhabi International Motor Show is projected to become a Class B event at a regional level. Car manufacturers will see the show as the ideal platform to make regional launches and premiers,” said **Ahmed Abdullatif, General Manager of Renault.**

“We are delighted to participate at the Abu Dhabi International Motor Show this year and be one of the main sponsors. Our participation was immensely successful as we received several international inquiries and are currently discussing future tie-ups with leading car dealers.”
Saeed Khoory, Enoc Group Chief Executive

“The turnout was outstanding. There was a healthy traffic on our stand and we have a good volume of reservations. We expect to see them again at our showrooms in Abu Dhabi.”
Khaleed Ishaq, Senior Manager - Premium Brands, Liberty Automobiles of General Motors

“This is the first time we participated at the Motor Show and we had a great five days. This opportunity of being part with the market is effective and promising,” **Adi Al Bitar, B2C Marketing Manager of Shell Lubricants**

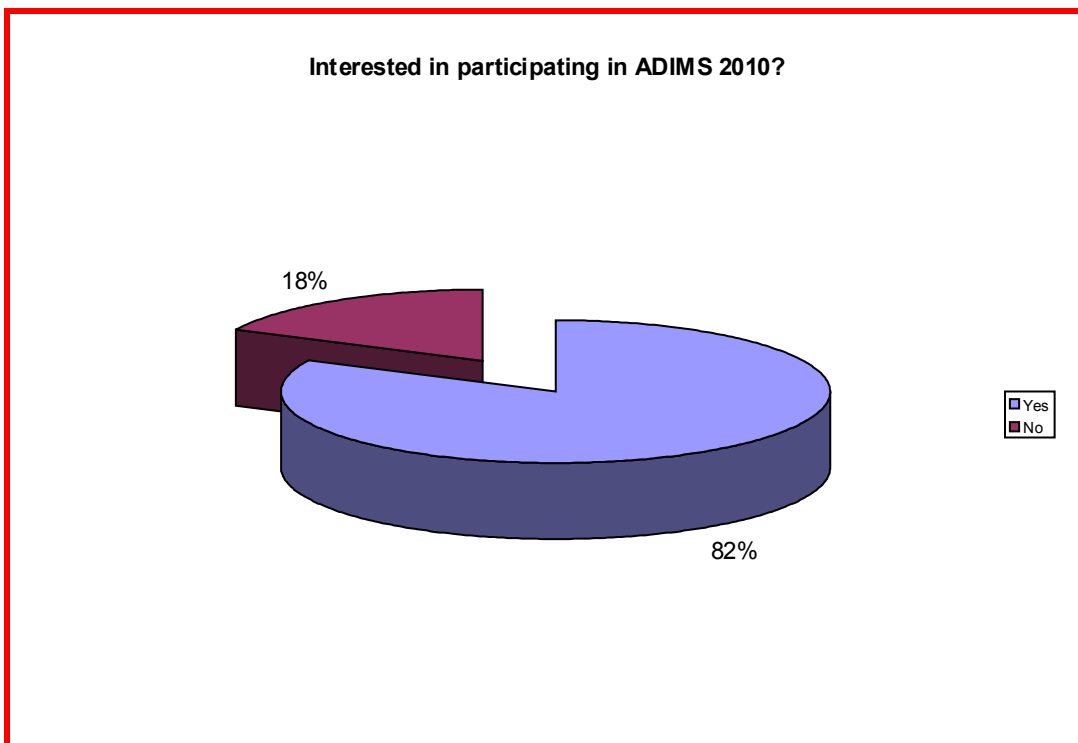
“I have printed out more than 10,000 giveaways and all of them were gone. The visitors at our stand were more than what I expected, considering that we are situated at the corner.”
Abdulla Al Romaihi, Managing Director of Sand Motec

“The show was very good. What I particularly liked about it was the accessibility of the cars on display which is unusual with motor shows of this calibre. There was a large variety of cars, from luxury to affordable ones. I can say that the quality of the show is the same as any other European motor shows,” commended **Thomas Ulherr, a German national.**

“It is a great show. The public had been very interested in our products and we had a very strong interaction. We’re very happy; the show has worked very well for us.”
Andrew Wagner, General Manager of Enviro Motion

Quick Statistics

82.14% of the exhibitors to re exhibit in 2010



92.86% of the exhibitors rated ADIMS 2008 from Good to Excellent

62% of the exhibitors stated that the quality of the visitors was **Excellent**

66.67% were satisfied with visitor quantity

Promotional Activities ---

Abu Dhabi International Motor Show 2008 is promoted throughout the year with a continuous International and Pan-Arab public relations and advertising campaign to promote the show and its exhibitors and sponsors. Media activity included print media such as magazines and newspapers as well as leading radio and television networks and on-line coverage.

Newspaper Advertising

Targeting visitors mainly over a period of 12 days prior and during the show.

Media
Newspaper
Al Ittihad
Al Khaleej
Gulf News
The National
Khaleej Times

Magazine Advertising

Promotion through publications and magazine was heavy throughout the year, started on February 2008 targeting exhibitors and directed to target visitors over the last three months.

AUTOCAR	F1	Top Gear	Top Performance	Top Auto	Tires & Parts
Car Xpress	Wheels	Arab Wheels	Arabian Yachts	Car Middle East	The Security Review
Commerce	Kem pinski	Location	Policy	RUSH	UAE Junction
Al Mal	Middle East Golfer	Boat Owner ME	Time out Abu Dhabi	Time Out DXB	Ahlan English

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Outdoor Campaign



Cinema 2 weeks
Marina Mall (7 Halls)
Abu Dhabi Mall -1
Abu Dhabi Mall -2
Outdoor 2 weeks
Megacom Abu Dhabi - 2 Circuits for 2 weeks
Lampost Abu Dhabi - 100 Poles for 2 weeks
Lampost Al Ain - 20 Poles for 2 weeks
LCD Screen - Marina Mall – 2 weeks
Mall Promotions 2 weeks
Marina Mall
Marina Mall - Main Entrance Long Banner for 2 weeks
A Jimmy Mall
Digital Posters All Retails Floors 42 Inch 20 Screen for 2 weeks

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Radio & Television Advertising

Radio 1 & Radio 2 Official Radio Stations

City 7 TV Official TV Partner

In Addition to a 3 weeks campaign in:

Radio Station
Emarat FM
City FM
Um Al Quain FM

Other Advertising & Promotion Activities

700,000 SMS sent as reminder prior to the show

650,000 Flyers were distributed across the UAE through various channels

Virgin Megastores branding and selling tickets

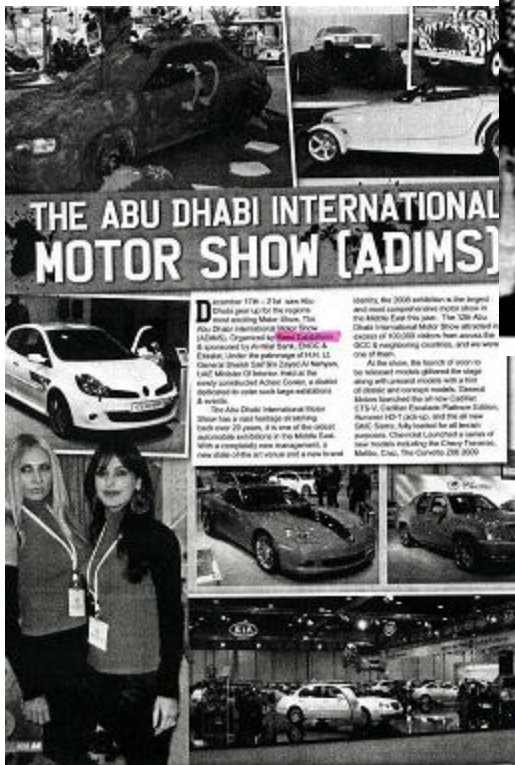
Press Releases

A widespread PR campaign over a period of 9 months covered the UAE, GCC and worldwide media including newspapers, magazines, and websites

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PR campaign covered the following topics :

- H.H Sheikh Saif Bin Zayed Al Nahyan extends patronage to Abu Dhabi Int'l Motor Show.
- 2008's largest and most comprehensive motor show in the Middle East
- His Highness Lt. Gen Sheikh Saif Bin Zayed Al Nahyan inaugurates the Abu Dhabi International Motor Show
- 28,000 visitors were recorded on the first 3 days of the show
- Abu Dhabi International Motor Show puts spotlight on advanced safety features
- Abu Dhabi International Motor Show beats expectations



ABU DHABI international MOTOR SHOW



Abu Dhabi Motor Show Beats All Expectations

Haseeb Haider

ABU DHABI — The Abu Dhabi International Motor Show 2008 beat all expectations, attracting about 49,000 auto enthusiasts, industry professionals and spectators from the United Arab Emirates and across the region.

Eighty exhibitors showcased 50 brands of luxury cars, high performance cars, custom-built cars, executive saloons, concept and hybrid cars, sports cars, off-road vehicles, family cars and SUVs, motorcycles and quad bikes.

Commercial vehicles such as trucks and pickups, vans and mini buses, luxury coaches, limousines and trailers and campers were also displayed.

The Motor Show, which featured an incredible array of 400 latest models from over 30 global vehicle manufacturers, has seen 19 Middle East launch-

es. They include Lamborghini Gallardo LP560-4 Spyder; Koleos, Laguna Coupe, Symbol and Logan from Renault; GMC Denali; Chevrolet Malibu and Cruze; Cadillac CTSV 4 and Escalade; Hummer HRT; Dodge Challenger SRT8; Lexus RX350; Toyota Sequoia; Mitsubishi 'T'; Skoda Octavia; Hyundai Coupe Genesis and Ford Fiesta.

"We received an excellent response to the Abu Dhabi International Motor Show, as reflected in the 48,567 visitors at the show as well as happy exhibitors. Our ticket sales far exceeded the 2006 edition by 250 per cent," said Ara Fernandez, group exhibition director of Reed Exhibitions Middle East.

The motor show was under the patronage of Lt. Gen. Shaikh Saif bin Zayed Al Nahyan, UAE Minister of Interior. It was held in December 17-21, 2008 at the Abu Dhabi National Exhibition Centre.

— haseebhaider@khaleejtimes.com

استقبل 49 ألف زائر ومبيعات لتناكر تزيد 250%

نجاح كبير لـ «معرض أبوظبي الدولي للسيارات 2008»

أبوظبي الوطني للمعارض، حيث قدم 60 عارضا
60 نوعاً من التعلقات لتجارية التي شملت
السيارات الفاخرة وسيارات الأتاء العالي
والسيارات المصممة بمواصفات خاصة،

بعد معرض أبوظبي الدولي للسيارات
2008، الذي أقيم تحت رعاية الفريق سمو
الشيخ سيف بن زايد آل نهيان، وزير الداخلية،
خلال الفترة من 17-21 ديسمبر الجاري في

أبوظبي - الخليج،

شهد «معرض أبوظبي الدولي
للسيارات 2008» الذي أقيم

ADIMS puts spotlight on safety features

BY OUR BUSINESS BUREAU

ABU DHABI: Leading international automobile manufacturers participating at the Abu Dhabi International Motor Show (ADIMS), held at Abu Dhabi National Exhibition Centre (ADNEC) from December 17 to 21, highlighted the advanced safety technologies and features that are today the

one of the prime considerations of car buyers. Automobile manufacturers said purchase decisions are now increasingly being made based on safety factors such as number of airbags, chassis, braking and stability management systems, unlike features such as price, speed, size and interior design.

ADIMS, organised by Reed Exhibition Middle

East under the patronage of His Highness Sheikh Saif Bin Zayed Al Nahyan, UAE's Minister of Interior, has served as a platform for manufacturers and other participants such as the Ministry of Interior for showcasing the latest safety technologies.

Volvo, the renowned brand for safety, has launched the world's pioneering "City Safety"