



9th International
Automobile Show

18 – 22 November 2008
Expo Centre Sharjah – United Arab Emirates

Post Show Report

Organized by:



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MESSAGE FROM THE MANAGEMENT OF EXPO CENTRE SHARJAH

The International Automobile Show is the Middle East's most popular biennial auto exhibition for car lovers and enthusiasts and hosts some of the finest automakers from across the globe.

The show this time has added significance since the economy is riding out of a financial storm that has made automakers to look for markets that are unaffected or are less affected by the global crisis.

The 9th edition of the Show is hosting over 40 exhibitors and featuring over 25 brands of automobiles including Toyota, Lexus, Nissan, Infiniti, Suzuki, Aston Martin, Bugatti, Bentley, Mitsubishi, TemSa, Kia, BMW, Rolls Royce, Mini, Mercedes Benz, Maybach, Jaguar, Land Rover, Ford, Lincoln, Mercury, Skoda, Lamborghini, Hummer, and Cherry.

We can proudly say that a visitor who has buying plans on his mind or someone who simply wants to admire the best machines from all over the world will not return disappointed from the show.

We hope the show will be an adrenalin-pumping experience for both the participants and the visitors.



Show Profile

The International Automobile Show is the Middle East's most popular biennial auto exhibition for car lovers and enthusiasts and hosts some of the finest automakers from across the globe. The show attracts car lovers and auto enthusiasts in large numbers, not only from the UAE but from across the Middle East region.

- ◆ Saloon & sedan cars
- ◆ 4x4s & SUVs
- ◆ Motorbikes
- ◆ Water vehicles
- ◆ Quad bikes
- ◆ Navigation systems
- ◆ Commercial vehicles
- ◆ Automotive end-user accessories
- ◆ Car care products
- ◆ Special vehicles
- ◆ Vintage cars
- ◆ Car audio & video systems
- ◆ Automotive Magazines & websites
- ◆ Auto finance, insurance and warranties



Fact File

| | |
|---------------------------|---|
| Frequency: | Biennial (even years) |
| Date: | 18 – 22 November 2008 |
| Location: | Expo Centre Sharjah, UAE |
| Gross Space: | 128,000 square meters |
| No. Of Exhibitors: | Over 40 |
| No. Of Visitors: | 43,822 |
| Type of Visitors: | Trade & Public |
| Timings: | 11am – 10pm (Friday 3pm – 10pm) |
| Event website: | www.int-autoshow.com |
| Sponsors: | ADNOC, Emirates Motor Sports Federation |
| Organizer: | Expo Centre Sharjah, UAE |

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Organizer

Expo Centre Sharjah is the premier exhibition facility in the UAE that acts as a gateway to the entire Middle East and CIS regions and the Subcontinent. It is the first established trade fair centre in the country and is considered a pioneer in its field.

Since its establishment in 1977, Expo Centre Sharjah has placed the emirate of Sharjah on the map of international exhibitions industry and has been a focal point of international trade.

Over the years, the Centre has become one of the region's most popular trade exhibition venues, and hosts some of the top-of-the-range, highly focused B2B and B2C shows.

In September 2002, sensing the technological and increasing space demands of its trade partners and customers, Expo Centre Sharjah moved to its present location, where state-of-the-art facilities added a cutting edge to the Centre.

The Centre, the exhibition wing of the Sharjah Chamber of Commerce and Industry, now is a prime meetings destination that offers the perfect combination of sophisticated technical facilities and professional services across a broad spectrum of events.



9th International
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Visitors

Visitors Profile:

High Net worth Individuals – Automotive Enthusiasts Trade Professionals – Media – General Public

The International Automobile Show witnessed a huge visitor turnout on the first two days. The total number of visitors on November 14th and 15th exceeded 15,000. By the time the show wrapped up on November 18th, the total number of visitors swelled in excess of 40,000.

"For car lovers and enthusiasts, the event is an ideal opportunity for assessing all the latest models of automobiles under a single roof. What makes the show unique is that visitors can do their evaluation and weigh the various options that are available to them at a comfortable pace without any buying pressure," - Mr. Saif Al Midfa, Director General of Expo Centre Sharjah.

In addition, BMW hosted a speed driving challenge. The Emirates Motor Sports Federation organized the challenge on the sidelines of the show. Held on a specially laid out track in the outdoor arena of the Expo Centre Sharjah's sprawling complex the challenge, sponsored by BMW, not only tested the driving skills of participants but also highlighted the importance of abiding by traffic rules and regulations.



Besides launches and display of some of the finest cars, there were several other features at the exhibition venue that kept the visitors enthralled. These included a 4X4 purpose built track exclusively for 4 wheel drives, a dedicated Hummer Zone, a play station area that would enable visitors to compete in various exciting games, a Mini Cooper driving challenge, a separate demo area to experience the thrill of driving a Mercedes Benz, and an audio zone among others.

The challenge was co - sponsored by:



2008 Attendance

| | |
|--------------|--------------|
| Day 1 | 7,346 |
| Day 2 | 7,652 |
| Day 3 | 9,434 |



| | |
|--------------|---------------|
| Day 4 | 10,723 |
| Day 5 | 8,667 |

Total Visitors: 43,822

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Exhibitors

Exhibitors Profile:

Manufacturers, retailers, distributors and agents in automobiles; commercial vehicles; automotive accessories and auto related service providers.

Prominent among the launches were Mercedes-Benz GLK, the Middle East preview of the "Most beautiful European car" of 2008 PGO Hemera, and several Lamborghini, BMW, Audi and Nissan vehicles, among others.



"We are delighted to be showcasing such an array of Mercedes-Benz vehicles at the International Automobile Show in Sharjah this year. Such a prestigious event provides the perfect opportunity for us to exhibit, and the new models we have lined up are sure to impress - especially the S600 Pullman - although all models displayed have been carefully selected to reflect the great Mercedes-Benz name," stated Wassim Derbi, Marketing Manager of Gargash Enterprises.c



"AGMC proudly supports the Sharjah Motorshow, and this is a unique opportunity for BMW owners and aficionados alike to visit our stand and find out more about the particular model which suits their individual style," said Stathis I Stathis, General Manager, AGMC.



Commenting on the premiere K. Rajaram, CEO of Al Nabooda Automobiles, stated:

"The Middle East is one of the most important markets for the Audi RS 6 as we will receive the highest market introduction volume from the factory worldwide. About 80% of the cars sold here are fully individualized, which shows the level of passion owners put into these cars."

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Media & Promotion

The International Automobile Show is heavily advertised and marketed all year round through an extensive network multi channel sources to promote its exhibitors and sponsors.

The advertising campaign consists of:

- Major Newspapers & Magazines
- Television Advertisements / Coverage
- Radio Advertisements
- Outdoor Hoardings / Lamppost Banners / Mupies
- Shopping Malls LCD's
- Online Advertising
- SMS Campaign
- Flyers Distribution
- Email Shots



NEWSPAPERS

Gulf News

Khaleej Times

Al Khaleej

Al Bayan

Al Ittihaad

7 Days News Paper

Business 24/7

RADIO

Coast FM

Sharjah FM

UAQ FM

OUTDOOR

Abu Dhabi Marina Mall

BurJuman Mall

Satwa/Shajah/Ajman Mupis

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