



Motor Show  
2010  
OMAN

15<sup>th</sup> Oman International Motor Show

SPEED UP  
YOUR MARKETING  
DRIVE!




Ufi  
Approved  
Event

2-5 December 2010

Oman International Exhibition Centre  
Muscat, Sultanate of Oman

The Organizer



OMANEXPO<sup>®</sup>  
Global Business Platform

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Official Hotel



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VIP Lounge Sponsor



Media Partners



Online Media Partner



# Get the Edge in a Rapidly Growing Market

The automotive market in Oman and in the whole Middle East in general continues to grow in the face of rising disposable incomes in the region and as the demand for new vehicles and for the aftermarket industry continues its upward trend. The numbers speak for themselves:



## 1,520

The number of units delivered by Mercedes-Benz Middle East & Levant in May 2010, its best sales month since October 2008

*Source: Mercedes-Benz Middle East & Levant*



## 28%

The increase in total regional sales for Cadillac in the first quarter of 2010 due to the continued popularity of its luxury vehicles

*Source: GM Middle East*



## 153%

The sales growth registered by Ford in Oman for its passenger cars in the first quarter of 2010 compared to the same period last year

*Source: Ford*



## 4,620

The total number of BMW 7 series sold in the Middle East in 2009, an increase of 75% over the previous year

*Source: BMW Group Middle East*



## 25%

The increase in sales in Mitsubishi vehicles in Oman during Ramadan in 2009

*Source: Zubair Automotive*

# Why You Should Participate in Motor Show 2010

- Launch new car models right in front of large crowds of would-be car buyers.
- Impress your target customers with the latest features of your automotive brands.
- Develop brand loyalty by keeping clients up to date with your brand's innovations.
- Generate interest for your new car models and sign up potential customers for test drives.
- Boost your position in the market with your strong presence in the exhibition.
- Interact directly with your customers and get feedback about your automotive brands.



# On Display:

## A Wide Collection of the Hottest Car Models

Motor Show 2010 will showcase the latest offerings of the auto industry, from SUVs to four-wheel drives and saloon cars to luxury, sports and concept cars.

### 4 -Wheel Drive



sedans and hatchbacks  
sports utility vehicles  
station wagons  
4-wheel drives  
luxury vehicles  
compact cars

### Sports Cars



sports cars  
coupe / convertibles  
electric cars  
hybrid vehicles  
concept cars  
green cars

### Luxury Cars



pick-up trucks  
off-roue vehicles  
vans / minivans  
commercial vehicles  
motorbikes  
quads and trikes

# The Latest Auto Parts and Accessories in the Market

Motor Show 2010 will also showcase an extensive selection of the latest car parts and accessories that will be launched for the first time in the region.

- air-conditioning systems
- auto paints and polishes
- automotive tyres
- car audio systems
- car batteries
- car insurance
- entertainment systems
- financing options
- GPS navigation systems
- headlights and signal lights
- heat control films
- motor oil & lubricants
- seat cushion and cover
- security systems
- vehicle tracking systems
- and many other accessories!

**Be there and directly interact with your target customers. Let them see for themselves the advantages offered by your products and services.**

# The New Features of Motor Show 2010

## Outdoor Adventure Zone

To be set up in the spacious area at the back of the exhibition centre, the Outdoor Adventure Zone will showcase the amazing features and capabilities of different brands of 4WDs. Visitors will get a chance to test drive these vehicles.



## Auto Shoppers Zone

This special tent area in front of the exhibition centre will display a wide range of auto parts and accessories, which visitors can check out and buy.



## National Pavilions

For the first time ever, Motor Show 2010 will have a strong international participation of many national pavilions, such as China, India, Italy, Taiwan, Thailand, Turkey, and the UAE.



# Motor Show 2008



## Automotive Brands in Previous Motor Shows

Audi  
Cadillac  
Chevrolet  
Chrysler  
Citroën

Daihatsu  
Deer  
Dodge  
Ford  
General Motors

Great Wall  
Hino  
Hummer  
Jeep  
Kia

Lexus  
Mazda  
Mitsubishi  
Opel  
Peugeot

Seat  
Skoda  
Suzuki  
Toyota  
Volkswagen



# Be a Sponsor!

To greatly maximize the impact of your participation in Motor Show 2010, a wide range of sponsorship opportunities is available to enable you to distinguish yourself from the competition.

## Choose from any of the following sponsorship options:

- |   |  |
|---|--|
| <input type="checkbox"/> Platinum Sponsor | <input type="checkbox"/> Visitor Bag Sponsor   |
| <input type="checkbox"/> Gold Sponsor     | <input type="checkbox"/> Visitor Badge Sponsor |
| <input type="checkbox"/> Silver Sponsor   | <input type="checkbox"/> Floor Plan Sponsor    |
| <input type="checkbox"/> Bronze Sponsor   | <input type="checkbox"/> Lanyard Sponsor       |

Contact us today for more details on each sponsorship option, including the wide range of benefits that you will be entitled to as a sponsor of Motor Show 2010. E-mail [info@omanexpo.com](mailto:info@omanexpo.com) or call +968-24660124.

# Promotion and Publicity Strategy

To ensure high visitor attendance and for exhibitors to get the most out of their participation in Motor Show 2010, the event will be extensively promoted using all types of media channels.

- Advertisements in both English and Arabic newspapers
- Advertisements and editorial coverage in trade magazines
- Regular press releases to newspapers, magazines and websites
- E-mail shots and SMS broadcasts to capture targeted consumers
- Mupis and billboards to raise awareness about the event
- Leaflets about the show to be distributed all over the capital
- Distribution of wheel covers with the Motor Show logo
- Radio spots and live radio coverage during the event
- Invitations to be sent to the top management of companies



# Oman: A Major Market for Cars

The Sultanate of Oman, the third largest country in the Arabian peninsula, is currently witnessing unprecedented growth with the implementation of multimillion-dollar development projects, not only in the capital Muscat but also in many other parts of the country.

To complement its vibrant oil & gas industry, Oman is now rapidly developing its tourism industry, manufacturing sector, building and construction industry, and other major industry sectors as part of its comprehensive growth strategy for the coming years.

All these exciting developments are increasing the demand for cars and other vehicles that would serve the transportation needs of a growing population with high disposable incomes. With its growing market for top-of-the-line models, family cars and other types of vehicles, Oman offers lots of opportunities for the world's auto industry and it is ready to welcome all world-renowned automotive brands.



## The Venue



Established in 1985, the Oman International Exhibition Centre (OIEC) is the primary venue for major trade fairs and exhibitions in the Sul indoor exhibition space, with parking space for over 2,500 vehicles. It is conveniently located near Muscat International Airport and is very close to the city centre of Muscat.

## The Organisers



Omanexpo is the pioneer in the events industry in Oman, with over 25 years of experience in organising professionals trade shows for a wide range of industries. Established in 1986, Omanexpo is a full-fledged member of UFI-The Global Association of the Exhibition Industry, which is based in France, and the International Association of Exhibitions and Events (IAEE), which is based in Texas, USA.

In addition to the Motor Show, Omanexpo also organises other industry-leading events, such as OGWA, The BIG Show, Food & Hotel Oman, and MedHealth & Wellness. For more information, visit [www.omanexpo.com](http://www.omanexpo.com).

Don't be left behind.  
Don't miss Motor Show 2010!

For stand bookings or for more information, please contact:

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