



2010 Post Show Report

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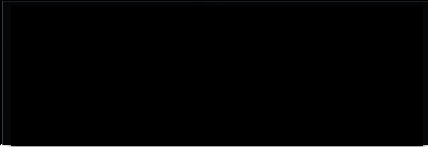
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Partners & Exhibitors

AGMC/ BMW

Castrol

Tuning UAE

Al Safa Trading

Scoot Coupe

HSV

Different Car Foiling Sys

UAE Bikers

Dunes Ride

Fox Exhaust Systems

RSG

Al Masood

Moca/ Wild X

Future Generation

Pure Speed

Dexol

Al Sayer Group

Top Performance

Saudi Auto

Speed Hobbies

Al Tahakum Exhaust

Background

AutomodEx 2010 is a high performance tuning exhibition that combines the elements of an exotic car and bike show, a radio controlled race tournament and the unveiling of the latest editions of some the world's finest cars and modification aids.

The event includes a car & bike segment that displays some of the finest modification samples from across the region and had identified Dubai Autism Center as the official charity and beneficiary of all the proceeds of the Radio Controlled Race Challenge segment during its 2010 edition.

The event received great acclaim at its debut in 2010 and was the chosen platform for the global launch of the X6M AC Schintzer by BMW.

AutomodEX is owned and organized by Discovery Exhibition Organizers

Background

“The UAE and in fact the region is known for its enthusiasm for motor sports. And with the right amount of support, technology and environment we have been home to some of the finest talent including the undisputed Mohammed Bin Sulayem. AutomodEx aims to provide the auto tuning industry a platform that can assist and educate sports enthusiasts as well as hobbyists in the latest developments and technologies in a safe and regulated manner and environment”, said Salem Al Khayyal, Founder, Discovery Exhibition Organizers.”

The Event

Over 50 exhibitors and displayed their products and services during the four day event.

AutomodEx 2010 was supported by Dubai Police who used the platform to educate the public as part of their campaign for safer roads.

The event was held from March 9 – 12, 2010 at the Dubai Autodrome

The Venue

The Dubai Autodrome was the most appropriate venue for the event's launch edition. The space was strategically allocated to the exhibition space, the car & bike show and the Radio Controlled Race Track.

The Venue



The Venue



Exhibition Area



Exhibition Area



Exhibition Space



Exhibition Space



The Dyno Challenge



Car and Bike Show



Print Collateral

Posters

Hand Bags

Invites

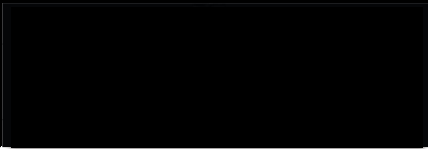
Envelopes

Event Brochures

Badges

Award Plaques

Gift Certificates



Media – Print

Alroya

Asia Trade Magazine

Top Performance Mag

Khaleej Times

Gulf News

Gulf Today

DriveArabia.com

UAE Digest

Car Middle East

SNOB magazine

Al Sada magazine

Emarat Times

Shufflegazine Mag

Al Khaleej

Al Bayan

Emarat Al Youm

Gulf Auto

Aswak al Sayara al Arabia

Wheels

Weekend

Emirates Business 24/7

Overdrive Magazine

Media – Electronic

Al Arabia

Virgin FM

Russian Radio

City 7

Gear One TV

Infinity TV

Arab Motors TV

Dubai One

MBC

Abu Dhabi TV

Media – Online

middleeastevents.com

dubaicityguide.com

eyeofdubai.com

albayan.ae

gulf4cars.com

carmiddleeast.com

ameinfo.com

sharjahcityguide.com

dubaion.biz

dubaichronicle.com

maktoob.com

waha4ar.com

motorperformance.biz

performancestruts.com

thecarlovers.com

gulfnews.com

Media – Online

tmcnet.com

drivearabia.com

albawaba.com

daylife.com

treehugger.com

dubaitrucks.com

qatarspeed.com

mix5star.com

bi-me.com

alkhaleej.ae

dubai.explocity.com

menafn.com

pcmag-mideast.com

godubai.com

isportswire.org

pr-inside.com

Media Coverage

إي سي شنيترز تفخر وبجي نقطة انطلاق طراز BMW X6M عالمياً



وذلك تحت رعاية معالي وزير الثقافة والشباب وتنمية المجتمع عبدالرحمن محمد العويس. حضر هذا الإطلاق ريتر فوجل مالك إي سي شنيترز وستاتيس إي. ستاتيس المدير العام لمركز الخليج العربي الميكانيكي ولضيف من الشخصيات

إيس فانلا (نعتز بإعلاننا اختيار إي سي دبي لإطلاق طراز BMW X6M المعدل. إن مركز الخليج العربي الميكانيكي الموزع والوكيل المعتمد في دبي والشارقة الشمالية لهذه الأطقم الخاصة).

عرضت AC Schnitzer - إحدى الشركات الرائدة في مجال تعديل السيارات - طاقمها الجديد المعدل بواسطة الديناميات الهوائية والخاص بسيارة BMW X6M. وذلك في معرض أوتوموديكس في دبي. أعلنت الشركة التي تتخذ من مدينة آخن في ألمانيا

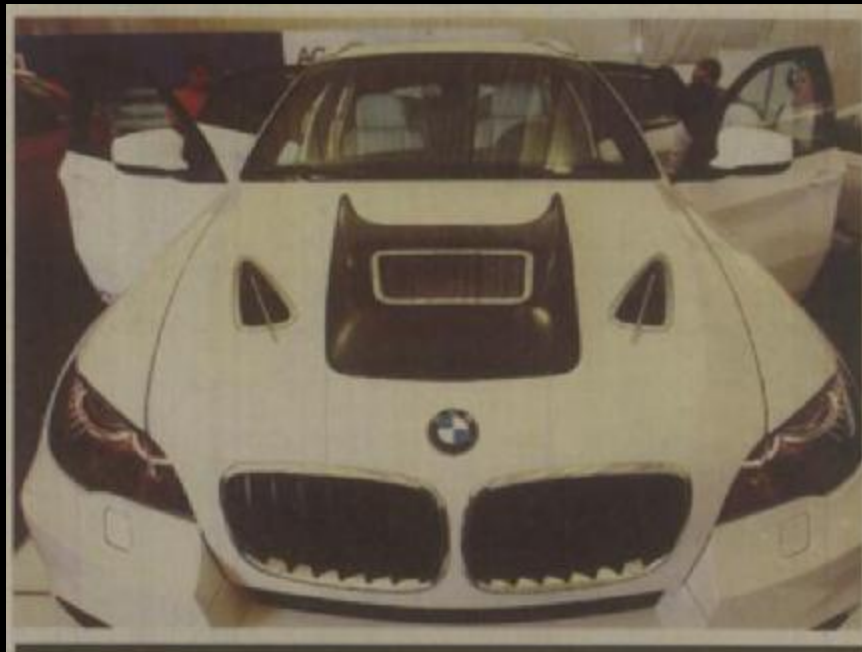
فعاليات

اختتام معرض أوتوموديكس 2010

مختلفة. حيث فاز في كل فئة ثلاثة متسابقين تم تقييمهم من قبل فريق مستقل من الحكام. وشرك في المسابقة ما يزيد على 180 شخصاً ومشاركة. وقال سالم الخيال مؤسس ديمسكفري لتنظيم المعارض: تماشى التجارب العام وعدد الزوار مع توقعاتنا وكنا في غاية السرور بحصول المعارضين على صفقات متميزة للأعمال خلال الأيام الأربعة للمعرض ووصول أوتوموديكس 2010 إلى نهاية مثمرة مما يعني بالتأكيد إقامة النسخة الثانية حيث سنعود في العام المقبل وفي التاريخ نفسه مع معرض أوتوموديكس 2011 وستبقى الزوار والرعاة والمهتمين على اطلاع على التفاصيل.

اختتم معرض أوتوموديكس فعالياته المتميزة التي استمرت على مدى أربعة أيام بحفل لتوزيع الجوائز. وأقيم المعرض في دبي أوتودروم. ومن المقرر أن يعود في نسخته المقبلة في الوقت ذاته من العام المقبل. ويهدف الحدث إلى أن يصبح الفعالية الأولى في مجال استعراض إمكانات الأداء الخلاق في الإمارات حيث يجمع عناصر تعديل السيارات وتنافس أجزائها إلى جانب معرض للسيارات والدراجات ومنافسات سباق التحدي المدار بالبراليو. واستقبل المعرض أكثر من 7200 زائر خلال أيامه الأربعة. وإلى جانب الفائزين في تحدي سباق السيارات حصل المشاركون في معرض السيارات والدراجات على جوائز في فئات

Media Coverage



AUTOMODEX KICKS OFF

The front view of the new BMW X6M by AC Schnitzer at the Automodex Motor Show, which opened at the Dubai Autodrome on Tuesday. The show will run until March 12. — *KT photo by Rahul Gajjar*

Drive



David Light

Royal rumble



Motoring events are coming thick and fast over the next few weeks. We've only just said goodbye to the successful AutoMO-DEX, which provided Middle East petrolheads with an opportunity to explore tuning up their vehicles for the first time, and now we have something coming up that will have any supercar enthusiast clomping at the bit.

Come March 18, the first Royal Drive will take place between Abu Dhabi and Dubai. With the rather innocuous title, you could be forgiven for thinking this is just another sneeze's jolly. You know the type — a few BMW owners get together and crowd around for a couple of days in the vague hope of impressing passers-by. If this is what crossed your mind, think again. The Royal Drive event is set to be the final word in show-off. Forget a few swanky German saloons and a two-seater British classic rolling along the highway, and imagine a whole fleet of the world's best cars combined with a festival feel that is sure to go beyond the realms of impressing those that look on, and actually have them baulk in envy.

The exclusive three-day meet will combine a customised drive with red-carpet hospitality. The unique gathering of exotic cars includes a 12-hour music festival named 'Elements' and will feature

Goetia Sound System alongside a host of international DJs including Sash, Toca Disco and Guru Josh Project. Among the supercars set to take part is a Ferrari 599 Italia, a Lamborghini LP640 SuperVeloce and the supercar fanatics' car of choice, a Porsche Carrera GT M Page.

The Royal Drive event is set to be the final word in showing off... The exclusive three-day meet will combine a customised drive with red-carpet hospitality

The Royal Drive will begin with a gala dinner at the Yas Marina Hotel, Abu Dhabi, on March 16. The following day, participants will be able to put their cars through their paces on the Yas Marina circuit before following a customised route along the sweeping boulevard of the capital's Corniche and then heading to Dubai.

In Dubai, motorists will enjoy VIP access to 'Elements' which

will take place in Dubai Festival Arena between 2pm and 2am on March 19. Separate tickets for this event are on sale through Virgin Megastores and Time Out, with prices set at Dh400, and Dh150 for VIP access.

The next day, the focus of Royal Drive will shift to The Walk at JBR. Once again, spectators will be able to see all the cars up close. Throughout this exciting week leading up to the drive, enthusiasts will be given a sneak preview of the cars that will shortly grace the roads at a specially constructed stand on The Walk at JBR as well as a chance to win free tickets to Elements. A stunning Mercedes-Benz SLR McLaren 722 S and the new Porsche Panamera will feature as part of the teaser display. Visitors to the stand can also enter a special draw for a chance to win VIP tickets to Elements.

A number of places are also still available for the actual drive. If you've got a spare Dh15,000 lying around to spend on three days of motoring, then give them a call on 050-296-9994 and, may I add, congratulations.

(Always one to live life in the fast lane, David's interest in cars comes from a desire to get to places in as short a time as possible. Email him at: david@aholicinraces.com.)

Media Coverage

AUTO SHOW

Automodex opens its doors

Dubai AutomodEx 2010 opened its doors to auto enthusiasts of all ages yesterday. The event is being held at the Dubai Autodrome from March 9 to 12. The event aims to become the UAE's flagship high performance tuning exhibition, and combines the elements of auto modification, a car and bike show and a radio controlled race tournament.

— Compiled from staff reports

«شنيترز» تعرض بي.إم.دبليو X6M في «أوتومودكس»



بي.إم.دبليو
من X6M
شنيترز

بواسطة الديناميات الهوائية والخامن
بسيارة بي.إم.دبليو X6M، في معرض
أوتومودكس في دبي. وقد أعلنت الشركة
عن شراكة حصرية مع مركز الخليج العربي
للليكانيكلي ليكون الوكيل والوزع لجموعات
إي سي شنيترز في دبي والشارقة
والإمارات الشمالية.

شرطة دبي إلى جعل الإمارات مركزاً متميزاً
لتجميع أجزاء السيارات والركبات البخارية
وتضم قائمة المعارضين 23 شركة محلية
وعالية.
وعرضت «إي سي شنيترز» (Schnitzer)
، إحدى الشركات المتخصصة في مجال
تعديل السيارات، طقمها الجديد المعدل

دبي - لؤي عبدالله

افتتح الشيخ راشد بن سعيد النعيمي
معرض «أوتومودكس 2010» في دبي
أمس والذي يستمر حتى يوم الجمعة
القبل.
ويهدف المعرض الذي يلقي الدعم من

Key Media & Event Statistics

Over Half a Million in PR Value (and counting)

Over 20 hours of collective TV footage

Over 20,000 Photographs

Over 7000 Visitors



Press Releases

AutomodEx 2010 to combine 'high performance' and 'safety' for the promotion motor sports

Dubai, February 28, 2010 – Discovery Exhibition Organizers announced the launch of their unique concept exhibition AutomodEx 2010 during a press meet earlier. The event will be held at the Dubai Autodrome from March 9 to 12, 2010 and aims to become UAE's flagship high performance tuning exhibition, and combine the elements of an exotic car and bike show, a radio controlled race tournament and the unveiling of the latest editions of some of the world's finest cars.

The event is supported by Tuning UAE who is organizing the exotic car & bike segment of the show and the organizers have identified Dubai Autism Center as the official charity and beneficiary of all the proceeds of the Radio Controlled Race Challenge segment.

AutomodEx 2010 is also being supported by Dubai Police who are using the platform to educate the public as part of their campaign for safer roads.

"The UAE and in fact the region is known for its enthusiasm for motor sports. And with the right amount of support, technology and environment we have been home to some of the finest talent including the undisputed Mohammed Bin Sulayem. AutomodEx aims to provide the auto tuning industry a platform that can assist and educate sports enthusiasts as well as hobbyists in the latest developments and technologies in a safe and regulated manner and environment", said Salem Al Khayyal, Founder, Discovery Exhibition Organizers.

"We would like to thank the Dubai Police for their immense support and extend our dedicated efforts towards their drive to make are roads safer while ensuring motor sports are practiced in their designated arenas," he added.

Auto tuning is applied to various performance segments of the vehicle including Audio, Interior, Engine, Suspension, Brakes and the Body.

AutomodEx 2010 shall run between 10am and 10pm from March 9 – 12 and shall display some of the finest automobile manufacturers along with after market parts and accessory companies.

Press Releases

AutomodEx 2010 Ends on a High Note

Dubai, March 15, 2010 – AutomodEx 2010 concluded its impressive four day exhibit last week following an awards/prize distribution ceremony for the Radio Controlled Race Challenge Winners along with successful entries of the Car & Bike Show.

The event was held at the Dubai Autodrome from March 9 to 12, 2010 and is due to return with its follow-up edition at the same time next year. The event aims towards becoming UAE's flagship high performance tuning exhibition, and combines the elements of auto modification and tuning, a car and bike show and a radio controlled race tournament. The event welcomed over 7200 recorded visitors during the course of four days.

Besides the winners of the radio controlled car races, participants of car & bike show were rewarded in the following categories:

Best Bike Competition Categories

Best Sports Bike

Best Hayabusa

Best Cruiser Bike

Best Street Fighter Bike

Best Harley Davidson

Best Air Brush Competition

Best Car Competition Categories

Best Paint

Best Exterior

Best Wheels

Best I.C.E. (In Car Entertainment)

Best Engine Tune-up

Each category had three winners who were graded by an independent team of judges including the celebrated 'Bear Garcia'. The contest had over 180 entries and participants.

"The footfall and general response has been on par with our expectations and we are very pleased that our exhibitors have conducted successful business during the four days. AutomodEx 2010 has eventually reached a dream ending which surely calls for a second edition. We shall be back with AutomodEx 2011 at the same time next year and will keep our visitors and partons posted on the event's development," said Salem Al Khayyal, Founder, Discovery Exhibition Organizers.

About the Organizers

Established in 2009 Discovery Exhibition Organizers (DEO) are a team of spirited individuals dedicated to the business of high profile industry events. The company's flagship brand AutomodEx made its debut at the Dubai Autodrome in March 2010.

Following the acclaim and success of AutomodEX 2010, DEO is currently engaged with the preparations of AutomodEX 2011.





Thank you.....