



**AUTO  
WORLD  
SHOW**

The World of Driving

**SEPTEMBER 22 - 27 , 2025**



# ABOUT

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- six days to meet, network, source, trade, and so much more.
- The biggest trade show for the automotive industry in Kuwait.
- The fourth edition will be held from 22 – 27 SEPTEMBER 2025  
10 am – 10 pm at Kuwait Fair Ground.
- It will be a must-attend event for you to connect with your markets, meet and network face-to-face with suppliers, customers, and business partners, source new products and solutions, and stay current on the latest market trends and innovations.
- We are excited to bring the industry together live, in person, and a safe environment.





# VISION...

- AUTO WORLD SHOW will be a completely new and dynamic automotive showcase unlike anything seen in Kuwait before. It will be a world-class celebration of motorsport and automobile culture, a car enthusiast's paradise.
- It will be a multi-dimensional extra vaganza that combines an experiential showcase of manufacturers' newest products with racing icons from the past and present, a dramatic 4x4 proving ground, exciting self-driving opportunities, and breathtaking extreme sports. It will be at the forefront of the most essential motorsports events.



**EXPO**



**Website**



**Social Media**





# MISSION...

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- We aim to make The Auto World Show the ideal venue for inspiring automotive innovations that move forward and advance progress toward a more sustainable future.
- Our platform will always maintain a human core as Auto World Show evolves, ensuring that we create meaningful connections and experiences for all exhibitors, journalists, influencers, visitors, and viewers.
- It will be a revolutionary and interactive alternative to the traditional motor show; it is an exhilarating celebration of car culture and motorsport that attracts large crowds and is accessible to fans of all ages. It is the ultimate awe-inspiring arena and the preferred destination for car enthusiasts, and B2C and B2B partners.





# VALUE...

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- AUTO WORLD SHOW will create a massive platform for car dealers and car enthusiasts to share the latest trends, innovations, and their love and passion for the automotive industry.
- The show brought together the majority of the car dealers in Kuwait and displayed vehicles from the past, present, and future, to benefit the automotive industry in capturing new investors, new business deals, and clearer insights on cars available in Kuwait, as well as potential investment opportunities.
- It will be a completely new and dynamic automotive showcase unlike anything seen in Kuwait before. It will be a world-class celebration of motorsport and automobile culture, a car enthusiast's paradise.

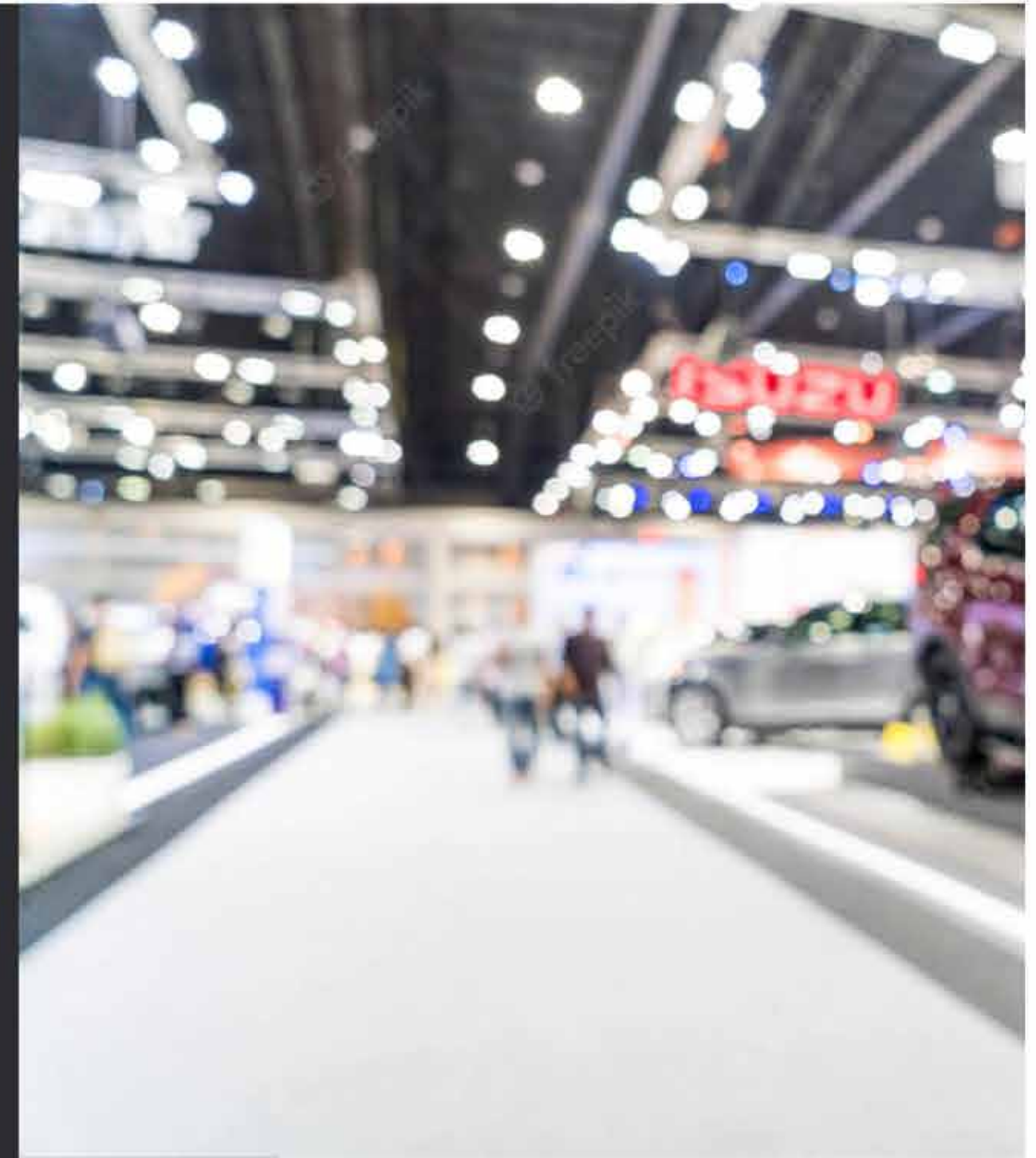




# VISITORS...

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- Visitors will have an interesting experience by looking at all kinds of cars in one place with the possibility of experimenting with cars in the same place.
- We expected 300,000+ active visitor based on our previous automotive exhibition since 2018 .
- AUTO WORLD SHOW will create local jobs, educate and entertain visitors, generate commerce, and raise the awareness of all brands because of the gathering in one place and time.
- It will bring motorsport history to life in front of visitors' eyes with a diverse collection of circuit and off-road racing cars, as well as many of the stars who made them famous!





# EXHIBITORS PROFILE

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Automotive brands will benefit from a perfect showcase for their products as well as novel ways to build relationships with customers, also they will benefit from the presence of a large number of visitors and the presence of test drive service, as well as the presence of banks and financing companies, which will help them complete the purchase process during the exhibition period.

- **DEALERSHIPS**
- **BANKS**
- **FINANCE**
- **INSURANCE**
- **GARAGES/ WORKSHOPS**
- **SERVICE CENTERS**
- **CAR MODIFIERS**
- **ACCESSORIES**





# WHAT'S ON

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## COMMERCIAL

- General Cars
- Electric, Hybrid Cars
- Luxury Cars
- Super Cars
- Classic Cars Auction
- Motorcycle
- After Sale Services

## EDUCATION

- Electric & Hybrid Cars
- Safety on Road
- Traveling by Cars
- Custom Cars
- Future of Cars
- Chinese Cars
- Aerodynamic of Racing Cars

## ENTERTAINMENT

- Sim Racing
- RC Show
- Live Music
- Food Court
- Motorcycle Stunt Show

## EXPERIENCE

- Electric Cars Test Drive
- 4x4 Experience
- Test Drive your Dream Car
- Cars Review
- Try Changing Tires





# KEY SECTIONS



## GENERAL CARS

A special show of the latest cars of different brands.



## HYBRID, ELECTRIC CARS

A Special section to showcase the latest electric and hybrid cars and technology.



## LUXURY CARS

Presentation of luxury cars in a separate private area with V.I.P services.



## MOTORCYCLE

A motorcycle section with all dealers and after sale service providers.

- Parts & Components
- Electronics & Systems
- Accessories & customizing
- Tires
- Repair & Maintenance
- Car Wash/Care

**+300**

Cars from different brands  
and models under one roof



# Unique Attributes



- The most efficient commercial platform for publicizing and promoting vehicles.
- The opportunity to be a part of Kuwait's largest crowd for families and individuals, local and international visitors interested in the automotive sector, multi-brand after-sales services, and support services.
- 4 days in a unique environment of both family and commercial relationships that facilitates interactivity with the market and real potential customers.
- Excellent opportunity to compare the level of satisfaction of actual or potential customers with your products versus competitors.
- Opportunity to meet the competitor's customers.
- Showcase, test drive, review, finance solutions, and more.
- The most effective way to "check the pulse" of the market and learn about current and future trends.
- Developing a significant sales portfolio and diverting new vehicle sales.
- Significant media coverage and exposure.
- Present the product in an engaging manner, including its quality, diversity, opportunity, guarantees, and services.
- Use all of the tools provided by the fair to communicate your presence at the festival, manage your participation, and close appointments.





## THE LATEST CARS

Our new car halls focus on showcasing the latest cars. With manufacturers and suppliers on hand to answer all the questions you might have about your next purchase or the newest cars on sale. Featuring the latest cars on display for you to get up close and personal.



## 4X4 EXPERIENCE

The 4x4 Experience, on the other hand, is for technical off-roading. Visitors can test the off-road capabilities of the latest 4x4s from manufacturers on a spectacular course. Brands will be able to sign up for this carefully designed and purpose-built low-speed course, which will allow them to showcase their products to customers while also allowing them to get behind the wheel in a safe environment. Visitors of all ages will be amazed at what the cars can accomplish off-road, making it a memorable experience for the entire family.

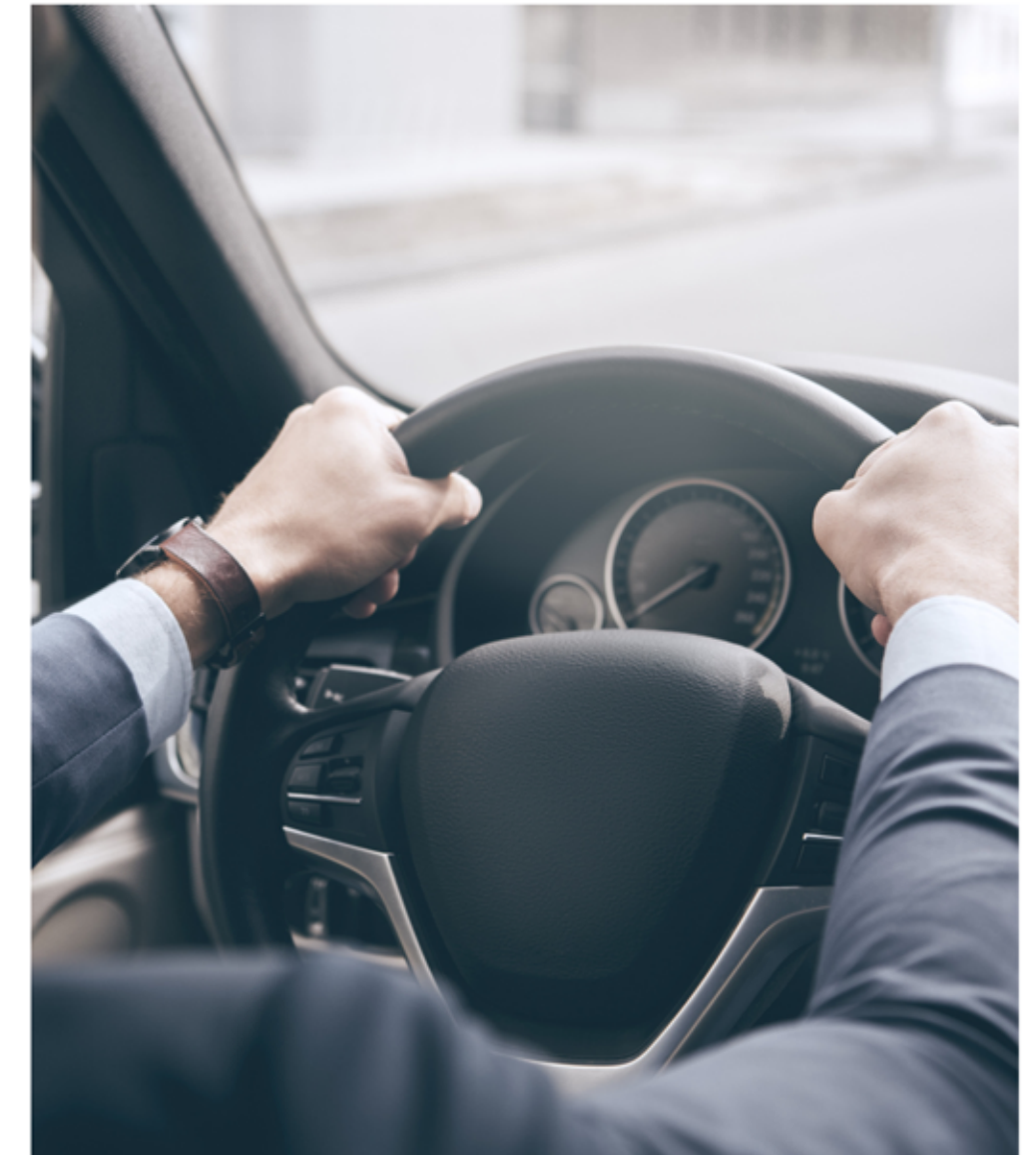




# TESTING DRIVING

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- The Auto World Show, unlike most others, isn't just about looking at static cars; you'll also be able to test drive a slew of them!
- We'll have the most recent electric vehicles, the best super saloons, and the ideal family hatchbacks for visitors to get behind the wheel and test drive.
- Our Test Drive experience will allow you to inspect some of the most recent vehicles for sale. Like what you've seen so far? **You'll even be able to purchase cars at the show**, with special show discounts.
- With experts on hand to answer your questions, our Alternative drive experience will allow you to experience how the latest electric and hybrid cars drive. On the day, test drives will be available for booking.
- The show isn't just about buying cars; we want to give you the opportunity to test ride vehicles with a twist. This will be a dedicated outdoor area where you can test out the latest cars, electric cars, hyper cars, e-bikes and scooters in a secure environment.
- There will be experts on hand to assist you with any questions you may have.





## THE EV ZONE

Our EV Zone will house all of the latest electric vehicles in one location, allowing you to explore the vehicles and speak with our independent experts about the latest EV technology. Are you considering going electric? The EV Zone will include expert sessions on the Tech Theatre, as well as a variety of companies and owners on hand to answer your questions and help you understand which car is right for you.

Looking to purchase an electric vehicle? This will assist you in determining which vehicle is best for you.



# THE LIVE STAGE

- The Live Stage is where you will find all of our celebrities hanging out. they will be ready to entertain, inform and interact with the crowd all weekend.
- Introducing special guests from TV and motorsport, along with some behind the scene stories, quizzes, games and giveaways.
- The Live stage will be packed with fun and entertainment.
- Join Car hosts for a turbo-charged day jam-packed with all things automotive. exclusive Cars, stories, and owner interviews, record-breaking sessions and much, much more.
- Learn about the most recent automotive technology and will educate and inform.
- Our ten-minute power sessions, which take place throughout the weekend, are intended to cut through the jargon and explain the topics in simple, easy-to-understand terms.





# **SIM RACING**

Sim racing is one of the world's fastest growing sports, and Auto World Expo will bring it to Kuwait in a spectacular and enthralling format. This facility will be filled with simulators and will serve two functions.

Visitors will first be able to try their hand at sim racing on an arrive and drive basis, with a wide range of cars and circuits to choose from. If desired, experienced sim racers will be on hand to coach them during their session. Second, we will hold a tournament for which visitors can pre-register, in which they will compete in a series of elimination rounds, culminating in a grand finale.

The winner and podium finishers will receive some fantastic prizes and may be on their way to a professional racing career! In addition, there will be a sim-racing shop where visitors can learn everything there is to know about sim racing and purchase entire simulators or individual components.





# SUPERCARS AT THE SHOW

- A motor show would be incomplete without a healthy collection of Supercars, and The Auto World Show will have one of the most impressive collections of Supercars and Hyper cars in one place this year.
- So, while they may be out of reach for many of us, there's no harm in fantasizing about finding your perfect match.
- But it's not just about looking at the cars; each day at The Auto World Show, you'll be able to see and hear them in action. We'll have Supercar sound offs and even some Hyper cars sideways.
- If that isn't enough, how about a ride as a passenger with Sporting Bears Dream Rides?
- We know how much people enjoy Supercars, so we'll make this one part of the day one you won't forget!





## CLASSIC CARS

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We didn't forget about classic cars, so a special space will be provide at the exhibition entrance to show classic cars in order to connect the past, present, and future through a special show of classic cars alongside super cars and electric cars, and will be available to owners of classic cars for sale inside the exhibition.







## SHOW ZONE

Have you ever witnessed a Motorcycle stunt performing some of the most insane stunts you've ever seen!

Remote-controlled cars, and mini moto bike activities will also be available on dedicated courses to enjoy on an arrive-and-drive basis.

The Show Zone will be open throughout the event and will aim to be both entertaining and inspiring.





# **AUTOMOTIVE INDUSTRY**

This platform will bring together the top players in the automotive industry from both international and domestic brands.

Exhibitors will have the opportunity to meet with customers, suppliers, and potential customers to discuss ways to expand their business.

In the festival, there will be a rich specialized platform dedicated to B2B dealings and networking.

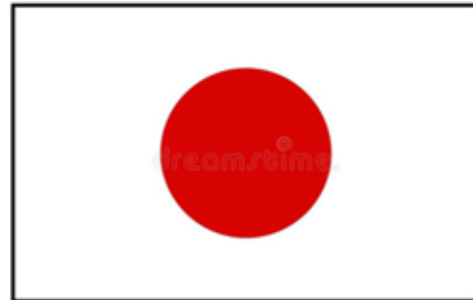


# Attendance of Embassy Representatives

We have not forgotten the importance of foreign embassies attending the exhibition, assisting in the development of relationships with manufacturing countries and automobile factories with agents in Kuwait and adding international flavor to the exhibit, thereby strengthening the agents' power.



**U.S. EMBASSY  
KUWAIT**



**THE EMBASSY OF  
JAPAN**



**EMBASSY OF THE  
PEOPLE'S  
REPUBLIC OF  
CHINA**



**GERMAN  
EMBASSY  
KUWAIT**



**BRITISH  
EMBASSY  
KUWAIT**



**EUROPEAN  
UNION IN  
KUWAIT**



# Media Plan

Media	Details	Comments
Press conference		
Outdoor coverage	Mega	200 mega for 2 weeks
Digital news media coverage	Qabas digital team - Jarida - Rai - Anba	1 report each before event and live coverage from event - reaching over 1 million potential customers
Social Media Campaign	All social media channels	campaign pre and during
Digital media coverage	campaign on all digital media	campaign pre and during - all channels including YouTube - news channels
Radio coverage	Radio stations campaign	coverage before event and live shows during the event
Interviews with participants	interview with participants	uploaded on the show website and YouTube channel
Newspaper coverage	All newspapers Arabic & English	6 newspapers coverage of event and participants pre and during
Influencers coverage	pre and during event	5 main car enthusiasts and influencers will announce pre event and will be present to cover event
Influencers coverage	pre and during event	10 major influencers announcement prior and coverage of event
Location outdoor branding	full outdoor branding in Mishref fair ground	all available outdoor in Mishref fair ground will be branded for A. W. S.



# Marketing Plan

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AUTO WORLD SHOW'S EXHIBITORS WILL BENEFIT FROM  
A MARKETING CAMPAIGN ACROSS MULTIPLE MEDIUMS,  
INCLUDING:



RADIO



NEWSPAPER



DIGITAL



OUTDOOR



SOCIAL MEDIA



# Marketing Channels



KTV3  
LIVE COVERAGE



AL QABAS ELECTRONIC  
VIDEO REPORT



360FM  
LIVE COVERAGE



ALRAI TV  
LIVE COVERAGE



ALJARIDA  
COVERAGE



AL QABAS ELECTRONIC  
VIDEO REPORT



360FM  
LIVE COVERAGE



KUWAIT TIMES  
COVERAGE



ALANBA  
COVERAGE



SnnKwt  
MEDIA NEWS



546K  
FOLLOWERS



33K  
FOLLOWERS



Feedsnetwork  
MEDIA NEWS



278K  
FOLLOWERS



366.6K  
FOLLOWERS



Alqabas  
PUBLIC NEWS



958K  
FOLLOWERS



1M  
FOLLOWERS



Alanbanews  
PUBLIC NEWS



549K  
FOLLOWERS



619K  
FOLLOWERS



# Influencer's Coverage

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Mohamed Al-Mehani

Q8STIG



182K FOLLOWERS



Abdulrazaq Gamal

CAR\_REVIEW



118K FOLLOWERS



Hussain Boqrais

HUSSAIN\_BOQRAIS



1.1M FOLLOWERS



# Celebrities Coverage



Abdelrahman  
Albedah

ALBEDAH\_EYE

209K FOLLOWERS



Dr Mohammed  
A Yousef

DR\_M\_ALKANDARI

1.4M FOLLOWERS



Yousef  
Alseddeeqi

YALSEDDEEQI

749K FOLLOWERS



Elham Alfadalah

ELHAMALFADALAH

7M FOLLOWERS



Dana Al Tuwarish

DANEEDA\_T

2.3M FOLLOWERS



Danah

ALDANAHBEAUTY

2.1M FOLLOWERS



Faiha Gangs

FAIHA\_GANGS

936K FOLLOWERS



Nourhan soliman

\_POCAHONTAS\_N

588K FOLLOWERS



Dina Abdelrahman

DODO\_ARTIST

341K FOLLOWERS



Eman Faisal

EMANFN

292K FOLLOWERS



Zeinab Jamshid

ZIZIOFFICIAL\_

524K FOLLOWERS



Rayan Chaar

RAYANCH

2.1M FOLLOWERS



# | FLOOR PLAN









# SPONSORSHIPS OPPORTUNITIES

AUTO WORLD SHOW is a great opportunity to rise awareness and position your company as an industry leader at this strategic location in a major market hub. Customized Sponsorship Opportunities are available to suit your company's objectives, providing maximum exposure at the event and throughout its marketing campaigns.

## BENEFITS OF SPONSORING THE EVENT

- Launch and demonstrate new products and services.
- Over 50,000 visitors are expected to attend the exhibition.
- Gain feedback and collect market research.
- Meet, discuss, and develop plans to expand business.







# SPONSORSHIPS PACKAGES

	Platinum KWT 20,000	Gold KWT 15,000	Silver KWT 8,000
DISPLAY AREA	100 m2	50 m2	25 m2
LOGO ON INDOOR & OUTDOOR BANNERS	✓	✓	✓
SPECIAL SOCIAL MEDIA CAMPAIGN	500K IMPRESSION	250K IMPRESSION	100K IMPRESSION
COMPANY LOGO PLACED ON THE WEBSITE, SOCIAL SITES, REGISTRATION DESK, GATES, FLAGS AND LED SCREENS	✓	✓	✓
SIGNAGE AT EVENT	✓	✓	✓
COMPANY INFORMATION MENTIONED BY MC REGULARLY THROUGHOUT DAY	✓	✓	✓
LIVE-RADIO & E-NEWSPAPER COVERAGE + PHOTO & VIDEO COVERAGE	✓	✓	
INFLUENCERS VISITING BOOTH	✓	✓	
AREA NAMED AFTER YOUR COMPANY	✓		



# 2023





# 2023





# 2024





# 2024





**Let's  
Connect  
With Us!**

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**DON'T MISS IT  
&  
BOOK YOUR  
SPACE NOW**



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