



a | **AUTO
WORLD
SHOW**

The World of Driving

SEPTEMBER 23 - 28 , 2024

WWW.AUTOWORLDSHOW.COM

SPACE x ZONE

ABOUT AUTO WORLD SHOW 2024

- 6 days to meet, network, source, trade, and so much more.
- The biggest trade show for the automotive industry in Kuwait.
- The second edition of AUTO WORLD SHOW will be held from 23 - 28 SEPTEMBER , 2024 10 am - 10 pm at Kuwait Fair Ground.
- AUTO WORLD SHOW 2024 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 up to date on the latest market trends and innovations.
- We are excited to bring the industry together live, in person and in a safe environment.



MISSION...

- 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.
- AUTO WORLD SHOW 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.



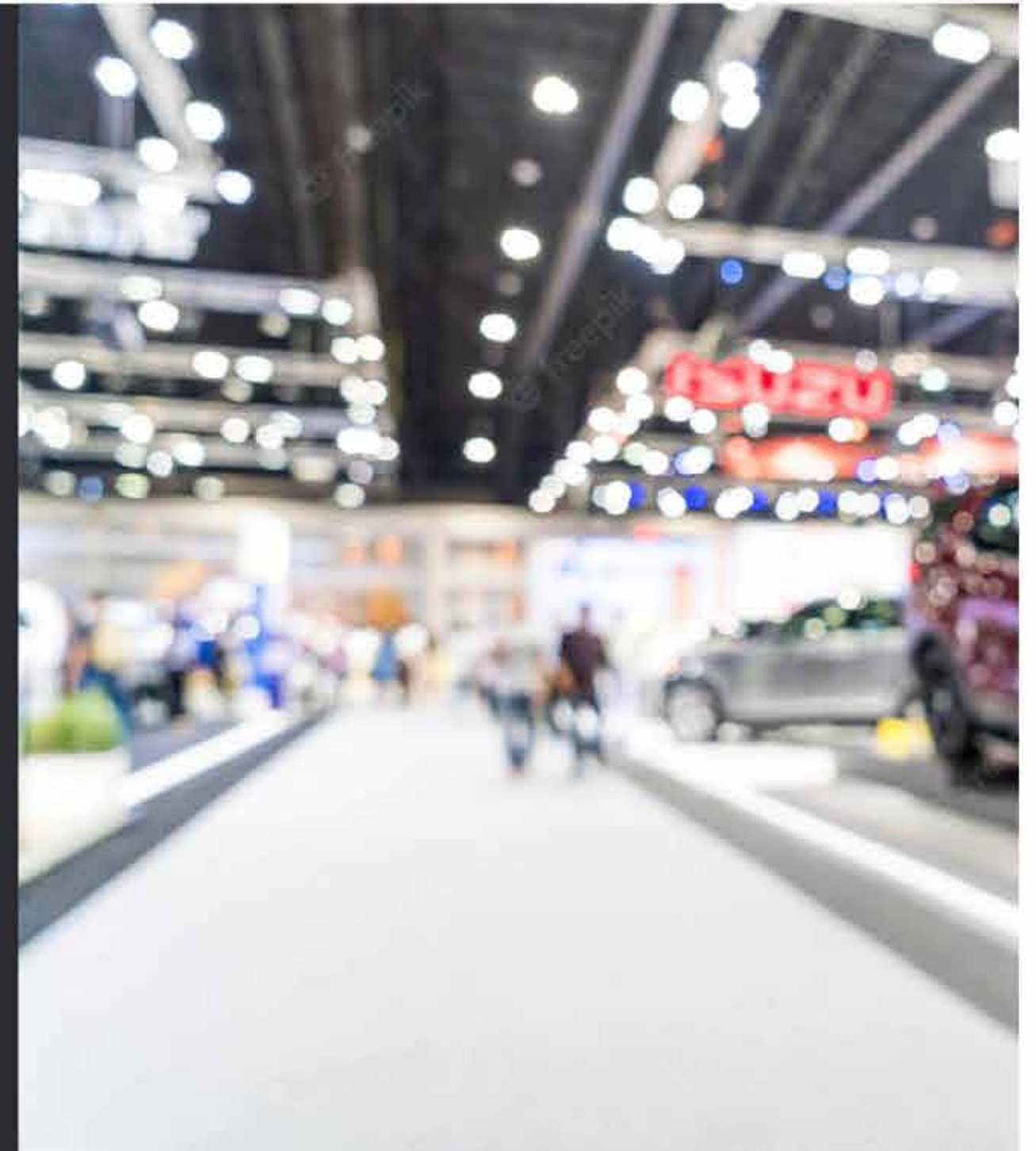
VALUE...

- 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...

- 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

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



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

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.

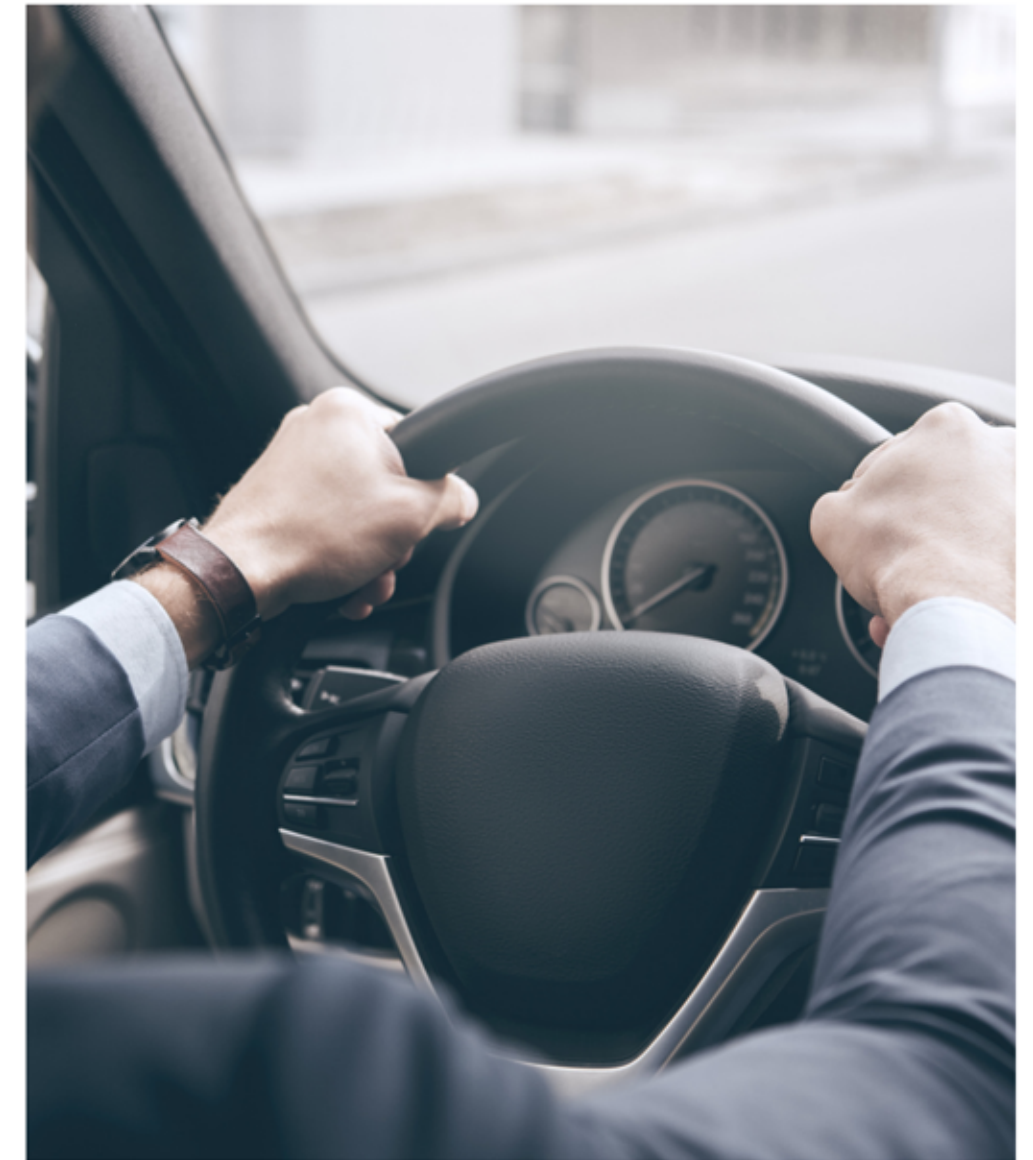
4X4 EXPERIENCE

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

- 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 testing 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

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.

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**



Marketing Plan

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



STUDIO 8
LIVE COVERAGE



ALRAI TV
LIVE COVERAGE



ALJARIDA
COVERAGE



AL QABAS ELECTRONIC
VIDEO REPORT



360FM
LIVE COVERAGE



KUWAIT TIMES
COVERAGE



ALANBA
COVERAGE



SnnKwt
MEDIA NEWS



507K
FOLLOWERS



27.4K
FOLLOWERS



Feedsnetwork
MEDIA NEWS



270K
FOLLOWERS



366.6K
FOLLOWERS



Alqabas
PUBLIC NEWS



529K
FOLLOWERS



769.4K
FOLLOWERS



Alanbanews
PUBLIC NEWS



509K
FOLLOWERS



557.5K
FOLLOWERS



Influencer's Coverage



Omar AlRadhwan

CARTOMIZE



56K FOLLOWERS



Q8STIG



114K FOLLOWERS



Abdulrazaq

CAR_REVIEW

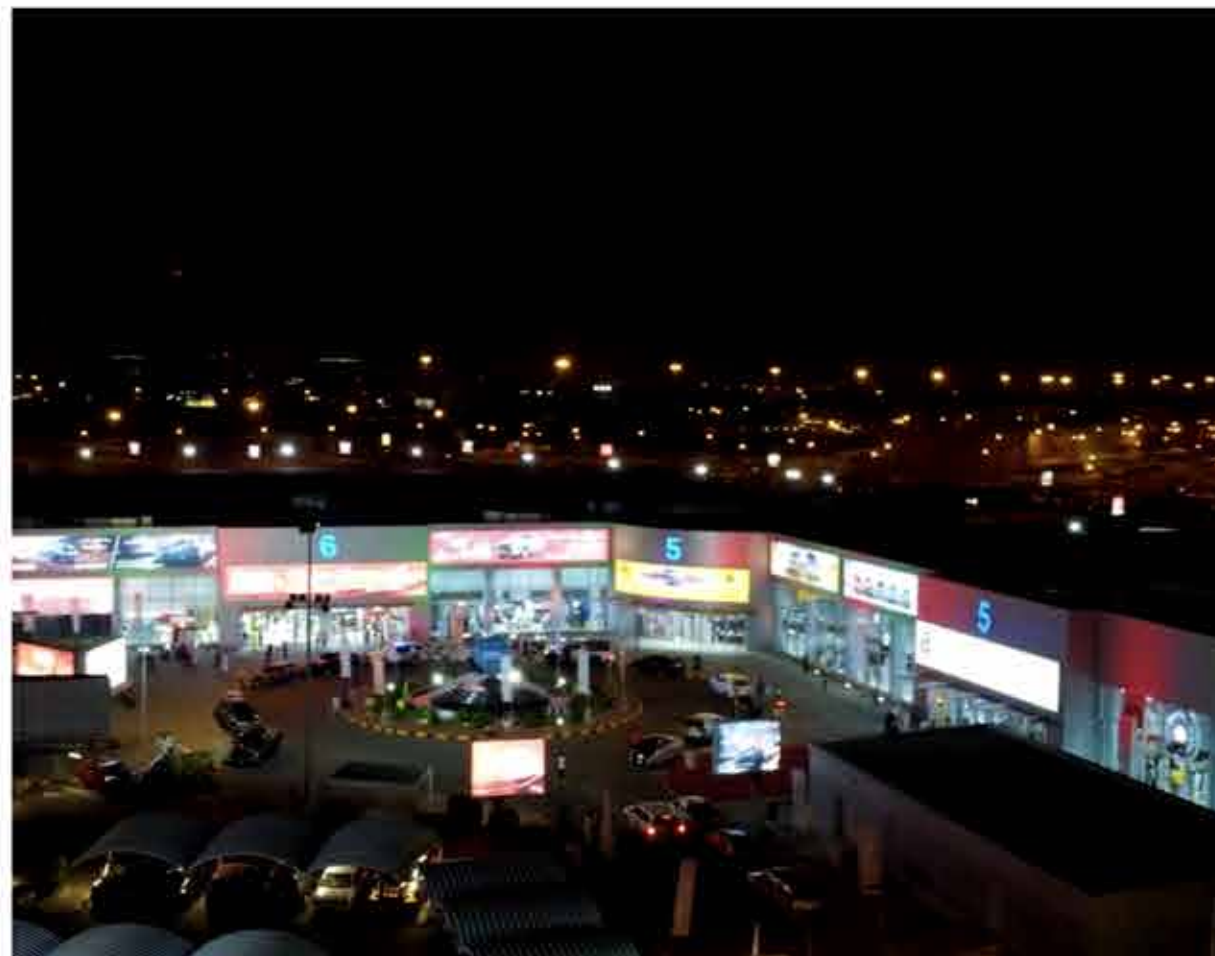


33K FOLLOWERS

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**Let's
Connect
With Us!**

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



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