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2010 Sharjah Auto Show to showcase new models

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New Mercedes, Audi, Volkswagen, Infiniti and Nissan models to be unveiled in public for first time in Middle East at Expo Centre Sharjah during UAE's largest auto show

Through their respective UAE dealerships, Mercedes, Volkswagen and Nissan have chosen The International Automobile Show (IAS) 2010 to publically unveil new models for the first time in the Middle East.

The five-day exhibition, now in its 10th edition takes place at Expo Centre Sharjah from 14-18 October 2010. It will host the first public viewing of Volkswagen's all new Touareg, and showcase the Mercedes R-Class facelift 2011, among others.

"It is testament to the growing reach and reputation of the International Automobile Show that such established dealers are not only exhibiting but have chosen to use the event as a platform from which to launch their latest models," said Saif Al Midfa, Director General of Expo Centre Sharjah.

In addition to displaying the SLS AMG, Mercedes dealer Gargash Enterprises will also display the M Class Grand Edition and Maybach facelift.

"We are showcasing the SLS AMG and R-Class facelift 2011 as the show is always a good platform to generate sales enquiries and highlight the diversity of our range," said Wassim Derbi, Marketing Manager at Gargash Enterprises.

Meanwhile, other major UAE car dealers such as AGMC, Arabian Automobiles and Al Habtoor Motors, amongst others have all confirmed their participation at this year's event. Nissan's Arabian Automobiles, has booked the largest stand space of 1,100sq m and showcasing the all new Z370, meanwhile Infiniti with their 400sq m will showcase the QX and M for the first time. AGMC, which is the exclusive dealer of BMW, Rolls Royce and Mini in Dubai and the Northern Emirates, will display their all new range of 2011 models in addition to some unique Mini displays in the outdoor arena.

Al Nabooda Motors, official dealer of Volkswagen, Audi and Porsche in Dubai and the Northern Emirates, will show its full line-up at the show.

"The all new Touareg will be launched at the end of September in the UAE so it is perfect timing for us that the IAS is taking place in October. Visitors at the show will be among the first to see the car," said Thierry Seyes, General Manager of the Al Nabooda Volkswagen franchise.

"Sharjah and the Northern Emirates are important markets for us and as such we are in the final planning stages of new state of the art facilities for our three brands to show our commitment to them," he added.

Other brands that have confirmed their participation at the show include Liberty Automobiles (General Motors, Chevrolet, Cadillac, Hummer, Opel) and Al Habtoor Motors (Mitsubishi, Bentley, Aston Martin).

The IAS is the Middle East's most popular bi-annual auto exhibition, hosting some of the finest automakers from across the globe. The show attracts car lovers and auto enthusiasts alike, not only from the UAE but from across the Middle East and with events for all ages. And for the first time, the Middle East Motor Tuning Show (MEMTS) will run alongside the IAS.

The two shows will collectively span 58,000 square metres of indoor and outdoor space and is supported by the Sharjah Chamber of Commerce and Industry and the Emirates Motor Sports Federation. There will be a number of visitor-focused initiatives, including safety, which will be one of this year's main themes. Instructors will give demonstrations and offer driving tips to visitors in a purpose-built area.

Show highlights also include a state of the art 4x4 driving course by Off-Road Zone. The track will include an extreme rock driving track, complete with artificial wadis, log drives and a RC Racer Zone.

For more information on the International Automobile Show, please visit www.int-autoshow.com.

<http://exorian.blogspot.com/2010/09/2010-sharjah-auto-show-to-showcase-new.html>