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**KUALA LUMPUR INTERNATIONAL
MOTOR SHOW**

 **'13**

15 - 24 NOV 2013

Putra World Trade Centre Kuala Lumpur



efficiency in motion

Organiser



MALAYSIAN AUTOMOTIVE ASSOCIATION

Show Manager

interexpo

KUALA LUMPUR INTERNATIONAL MOTOR SHOW '13

The most anticipated motor show in Malaysia is back!

The 8th Kuala Lumpur International Motor Show 2013 (KLIMS13) will be held from 15 to 24 November 2013 at the Putra World Trade Centre. It is making its comeback with vigor to enthrall car enthusiasts and motor show fans.

The show promises to woo visitors with adrenaline pumping performance cars, provocative concept cars, extravagant super cars and the captivating options available in mobility.

KLIMS13 is the biggest and most spectacular motor show in the country. Don't miss this opportunity to win the attention of the market with your exciting marque.



Message from Datuk Aishah Ahmad President of Malaysian Automotive Association



Having weathered economic upheaval, natural calamities and apocryphal end-of-the-world prophecy last year, the automotive industry is looking forward to sparks that will renew business vigor in the year of 2013.

Economic projections for 2013 assume a continuation in the recovery of advanced economies. Both within and outside of the auto sector, the confluence of policies, consumer demands and business investments are likely to boost employment and the economy as a whole.

As the market economies of the world rouse forward, we must still be mindful of our habitat and earth's finite resources. Rising fuel prices and global warming have turned the auto industry's attention to either rely less on traditional fossil fuels or use cheaper renewable sources of energy and produce Green vehicles that can go more miles on less energy. The buying trends of consumers are leaning towards hi-tech, fuel-efficient and environment-friendly vehicles.

Efficiency, whether in product designs or business operations, spurs the advancement of the auto industry. Therefore, KLIMS13 boldly takes on the theme of "Efficiency in Motion". It is returning with a thrust to showcase the vehicles that are driving the market.

KLIMS13 will steer the most powerful spotlight on Malaysia's auto marques – capturing the attention of policy makers, government officials, country royalties, local and overseas media, car enthusiasts, car buyers and the general public. It is a pivotal event for the movers and shakers of the automotive industry.

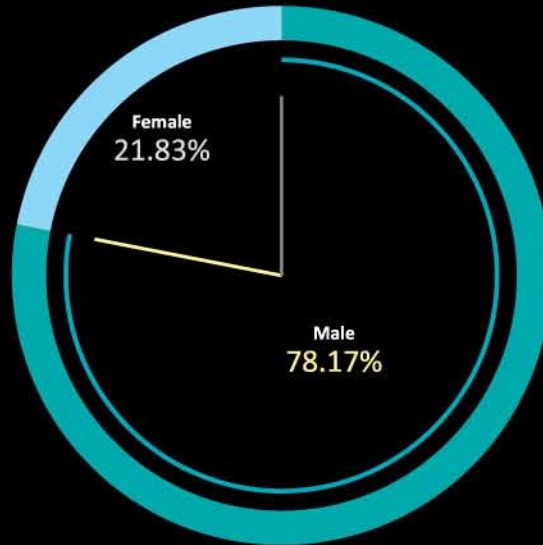
I urge all automotive industry players in Malaysia to rev up your engine and power up your auto market at KLIMS13! Let's make our journey into the year, more triumphal and memorable.

Efficiency in Motion

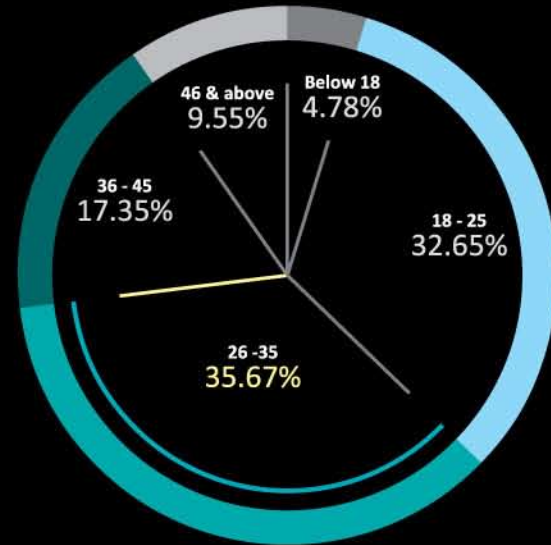
Driving KLIMS13 into its 8th presentation is the theme "Efficiency in Motion". The theme echoes the ethos of this era. Automakers are responding to environmental concerns, fuel hikes, market competition and consumer demands by coming up with extraordinary vehicles made not only to run but are also fuel-efficient and technologically green.

Fueling the excitement for KLIMS13 are showcases of the new breed of cars which transcends boundaries where mobility meets efficiency, technology meets imagination, and design meets desire.

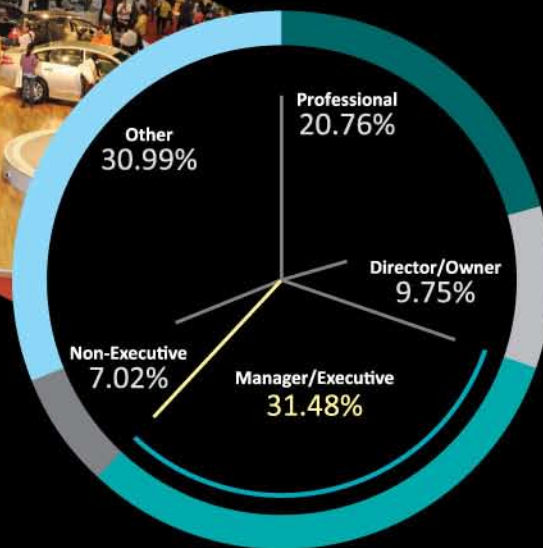
Gender



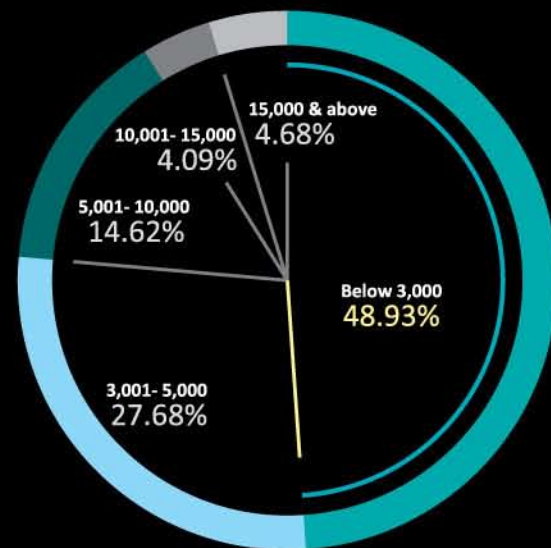
Age



Occupation



Income (per month)



High-Profile Show with Massive Market Attention

KLIMS13 will be THE show to watch out for in 2013. Backed up by an aggressive regional Advertising and Promotion (A&P) Campaign, KLIMS13 will be the centre stage to push your branding and marketing plans forward. The A&P campaign will focus on all sections of the market, with specific promotion activities targeted at corporate and consumer sector.

The show will be supported by a cross section of advertising medium:

- Print media
- TV and radio
- E-newsletters
- Mobile advertising (Buses)
- Outdoor (Billboards, Street bunting)
- Social media (Facebook, Twitter, Blog)



Exhibitors Profile

If you are involved in anything related to automotive,
JOIN KLIMS13 now!

Automobiles/Bikes

- 4 wheel drives
- Alternative fuel vehicles
- Commercial vehicles
- Concept cars
- Modified cars
- Motorcycles
- Multipurpose passenger vehicles (MPV)
- Passenger cars
- Prime movers / Tractors
- Sport cars / Roadsters
- Sports utility vehicles (SUV)
- Super minis
- Super bikes

Performance Parts

- Brakes, clutches & rotors
- Meters & electronics
- Performance exhaust systems
- Racing lubricants & oils
- Stroker kits
- Turbo / Supercharger performance kits

Accessories

- Alloy rims, tyres and wheels
- Anti theft / alarm devices
- Brake light
- Car audio
- Car seats, cushion & upholstery
- Demisters
- Fragrances
- Ionisers
- Body Kits
- Steering wheels
- Sun shades & sun roof accessories

Car Care Products & Fittings

- Additives
- Batteries & Equipment
- Belting
- Body care products
- Engine cleaners, parts and kits
- Exhaust accessories & filters
- Jacks
- Lubricants & oil
- Paints
- Shock absorbers spark plugs
- Stabilizers

What did they say about KLIMS'10



"An event for the auto industry to showcase its latest products and for car enthusiasts to view all under one roof."

Mr. Darren Yip, Assistant Manager, Edaran Tan Chong Motor Sdn Bhd

"Huge crowd. Great opportunity to check out the latest car models in the market."

Mr. Kelvin Chuah, Head of Marketing, Hyundai Sime-Darby Motors Sdn Bhd

"Good crowd."

Mr. Juan Chow, General Manager, Naza Motor Trading Sd Bhd

"Good number of visitors."

Ms Sulasi, A&P Senior Manager, Perodua Sales Sdn Bhd

"Good platform for product branding & awareness."

Mr. Daniel Woon, Marketing Director, Rimbungs Sdn Bhd

"Car show of the year. It's a good platform to launch new products because of the huge crowd it attracted."

Mr. Vincent Lim, Goodlife (M) Sdn Bhd

"Excellent advertising on all sorts of media."

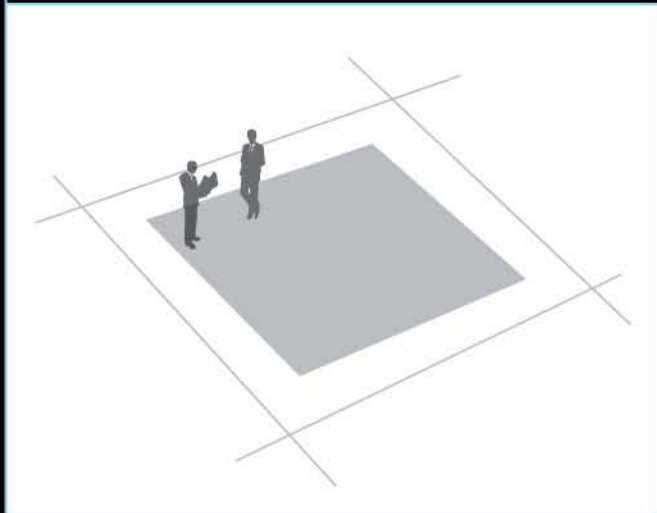
Mr. Markku Ranin, Managing Director, Tramigo

Participation Options

Option 1

Raw Space (minimum booking : 18sqm)

Rates : RM988 per sqm. Bare space only. This is ideal for exhibitors who wish to incorporate their own concepts and identities as part of their corporate branding activities.

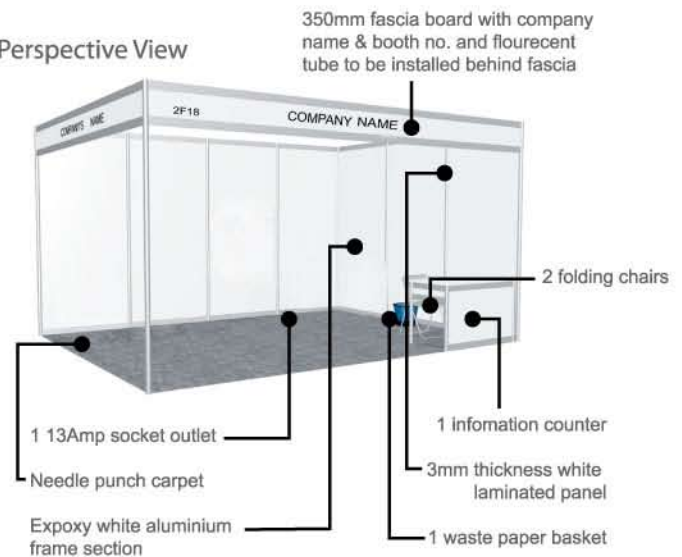


Option 2

Shell Scheme (minimum booking : 12sqm)

Rates : RM1,088 per sqm. Standard walk-in package. A 12sqm booth will provide exhibitors with white laminated partition, needle punch carpet, 1 information counter, 2 folding chairs, 2 fluorescent tubes (40w), 1 waste paper basket, 1 power point (13amp) and fascia board with company name and booth number.

Perspective View



The Organiser

Malaysian Automotive Association

The Malaysian Automotive Association (MAA), formerly known as the Malaysian Motor Traders Association (MMTA), was established in November 1960. The aim of MAA is to support the development and protect the interests of motor traders in Malaysia, as well as to make representation to the various Government bodies on important issues pertaining to the automotive industry.

Besides serving as a liaison with the Government agencies, MAA also communicates industry positions and objectives to the media frequently. To-date, MAA has 252 members, comprising 48 full members who are franchise holders and assemblers, 5 associate members nominated by franchise holders and 199 subscriber members from various institutions and associations (banks, stock brokers, etc) who have an interest in the local automotive industry.



MALAYSIAN AUTOMOTIVE ASSOCIATION

www.maa.org.my

The Show Manager

Interexpo (M) Sdn Bhd

Interexpo (M) Sdn Bhd is Malaysia's leading event organiser, incepted and led by some of the most experienced exhibition professionals in the country. The team behind the company has over 60 years of combined experience in organising events that served niche and dedicated industries.

With its affiliation of worldwide network, Interexpo is well equipped to organise and manage events that cater for different industries as well as targeted visitors that are both from the trade and the public. Among some of the successful shows in Interexpo's portfolio are Beauty Expo (2001 – 2012), Franchise International Malaysia, Automotive Engineering Asia, KL International Buskers' Festival and most importantly, the largest motor show in Malaysia, Kuala Lumpur International Motor Show (2000, 2003, 2006 & 2010).

interexpo

www.interexpo-my.com

The Venue

Putra World Trade Centre

Putra World Trade Centre (PWTC) is strategically located in the heart of Kuala Lumpur and offers excellent facilities for major exhibitions and conferences. It is within close proximity to a number of international class hotels, shopping complexes and has services such as banking, postal, restaurants and travel bureau within the building.



www.pwtc.com.my



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