



## **AutoMiddleEast.com announced as official online media partner for Automechanika 2008**

### ***Region's top auto website first with breaking news from the leading auto trade fair***

**Dubai, March 2008:** AutoMiddleEast.com, the region's top auto portal has been announced as the official online media partner of Automechanika Middle East for the third consecutive year. The leading trade fair for the auto aftermarket will take place from 1<sup>st</sup> to 3<sup>rd</sup> June 2008 with AutoMiddleEast.com bringing the latest breaking news from the three day event.

"Automechanika Middle East has grown from "one of several" to "the one and only" aftermarket event in the Middle East within the last five years. Partnerships with regional media have always played an important role as ideally exhibitions, print and online media go hand in hand in the marketing mix, rather than competing for budgets. AutoMiddleEast.com is an important partner for their unique position in the region," said Michael Dehn, Senior Show Manager, Automechanika Middle East.

The Dubai edition of Automechanika ranks second in terms of diversity and internationality among the company's global circuit with the 2008 show growing to become the region's largest sourcing platform for all professional customizing and performance companies. Automechanika Middle East attracted more than 800 exhibitors from 44 countries and more than 12,000 visitors at last year's show, making it the leading trade fair for the auto aftermarket.

“The choice of AutoMiddleEast.com as official media partner for the Automechanika trade fair is testament to the trust and confidence that the exhibition organizers have in the website to deliver fast up to date information to the public and generate interest. AutoMiddleEast.com will be first with news from the premier auto aftermarket show and provide in-depth coverage of the exhibition,” said Pankaj Dev, CEO and Managing Editor, AutoMiddleEast.com.

Visitors to AutoMiddleEast.com will be able to read reviews on the show as well as interviews with some of the main exhibitors. Its selection as official online media partner for Automechanika Middle East follows the website’s successful media partnership with the Dubai and the Sharjah Motor Shows.

On line visitors to AutoMiddleEast.com have surged by 200% since the site was re-launched in 2007. AutoMiddleEast.com is now the region's top auto portal and the preferred media partner for the region’s leading auto shows.

AutoMiddleEast.com was first launched in 2002 as AutoEmirates.com before changing its name in December 2005. The website identified a gap in the Middle East's auto online information market and has witnessed steady growth since its inception.

To find out more about this year’s Automechanika show visit: [www.automechanikaME.com](http://www.automechanikaME.com) or [www.automiddleeast.com](http://www.automiddleeast.com).

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#### **Notes to editors**

Founded in United Arab Emirates, the seeds for AutoMiddleEast.com were sown in 2000 with the launch of Auto Emirates Annual Car Buyer's Guide in print. Auto Emirates Annual Car Buyer's Guide contains information on new cars in the Middle East. In 2002, the print publication was also launched on the Internet as AutoEmirates.com, and contents expanded to include automotive news and road test reports.

AutoEmirates.com was re-named and re-launched as AutoMiddleEast.com in December 2005. The contents of AutoMiddleEast.com were further expanded to include information on all makes and models of new cars sold in the Middle East, Listings of Used Cars, automotive news, road test reports and features, updates on motor shows, events calendar, concept cars, classic cars, blog, and downloads area.