

EXHIBITION HIGHLIGHTS



12th AUTO EXPO 2014
THE MOTOR SHOW
7th -11th February 2014
India Expo Mart, Greater Noida,
Delhi NCR, India

IN RETROSPECT

Organisers



AUTO EXPO – THE MOTOR SHOW 2014

7 – 11 February 2014, India Expo Mart, Greater Noida, Delhi NCR, India



Media preview

5th February 2014

Media & Inauguration

6th February 2014

Show Days

7th February 2014 to 11th February 2014

Organisers

ACMA (Automotive Component Manufacturers Association of India)

CII (Confederation of Indian Industry)

SIAM (Society of Indian Automobile Manufacturers)

Theme

Mobility for All

Accreditation by

OICA (Organisation Internationale Des Constructeurs D'automobiles - International Organization of Motor Vehicle Manufacturers)

Exhibition area

64,000 sqmts

Number of Vehicle Exhibitors

55+

Total Vehicle Launches

Indian - 44

Global - 26

Total Number of Vehicles Displayed

2Wheelers - 200+

Commercial Vehicles (Trucks & Buses), 3Wheelers, Cars & MUVs/ SUVs,
Special Vehicles, Concept Vehicles etc. - 300+

Total Number of Visitors

5.6 Lakhs +

Number of Media registered

1800 +

International Participation From

China, Czech Republic, France, Germany, Italy, Japan, Korea, Sweden, UK,
USA

Website

<http://www.autoexpo-themotorshow.in/>

Concurrent Events

Auto Expo - Components 2014

Seminars & Conferences

Auto Trade dialogue

Styling & Design conclave and Automotive Design Challenge

Special Pavilion

Vintage Car Display

Hybrid Electric Mobility World

Other Activities

SIAM Anti-counterfeiting Campaign

Safety Ride Programmes

Test drive of vehicles

Driver Training Programmes

THE AUTO EXPO



The last two years have been difficult years for the industry. While the stimulus package announced at the end of 2008 had stemmed the negative trends that were prevailing at that time and had helped the industry achieve double digit growth, during 2010, the automotive industry went into another downturn in 2012 which was far deeper and prolonged than the one in 2008. For the first time in a decade the passenger car industry slipped into negative territory. The Commercial Vehicle sector was the worst affected as the country saw high inflation, rising interest rates, slowing of economic growth and industrial output. The virtual ban on mining activity and delays in major infrastructure projects further compounded the fall in demand particularly from the traditional urban markets. The good monsoons in 2013 and the consequent buoyancy in rural demand was perhaps the only bright spark. As a result, almost all segments of the automotive industry saw a negative performance during the financial year 2013-14.

Over the years, the Auto Expo has been recognised as a harbinger of good fortune and prosperity for the auto industry in India. It has evolved from a rudimentary exhibition of products in its early days to a showcase of manufacturing strength and technological capability that distinguishes the automotive 'boys' from the 'men'.

Auto Expo was instituted in 1985, jointly by the Association of Indian Automobile Manufacturers (currently Society of Indian Automobile Manufacturers - SIAM), and the Automotive Component Manufacturers Association of India, in partnership with the then Association of Indian Engineering Industry (currently Confederation of Indian Industry - CII). The first Auto Expo 86 was organized from 3rd to 12th January 1986 at Pragati Maidan. It was a stupendous effort at that time with 12000 square meters of indoor space & 4000 square metres outdoor space.

Successive Auto Expos continued to break new grounds and created new records in terms of number of exhibitors, international participation as well as number of visitors who came to see the Show. Today, the Auto Expo is reckoned to be one of the premier Auto Shows in the world and is a part of the global calendar of OICA recognised Auto Shows. For the Indian auto industry, the Auto Expo is a launch pad for new models and a showcase of contemporary as well as future mobility technologies, manufacturing capabilities and the high growth potential that exists in the Indian market for personal and public mobility.

Consequently, the Show has continued to expand in size leading to it outgrowing the venue itself. The last Show held in 2012, saw an almost 30% higher space requirement by the exhibitors than what was available at venue. Clearly, the first challenge was of managing the future growth of the Show with rising demand for space versus the supply limitations. The second challenge was of the time frame. For some years, the Auto Expo was being held in the month of January, which is also the same time as the Detroit Motor Show. As the international flavour at Auto Expo increased, so did the need for avoiding a conflict with the dates of the Detroit Show. After considerable discussion at the international platform of OICA, it was decided to move the Auto Expo to February.

These developments led to a bold decision that is to expand the Auto Expo over two venues till such time that an adequately large venue is made available in the NCR. The Auto Expo - Component Show remained at the traditional venue at Pragati Maidan and the Auto Expo - Motor Show was moved to the IEML situated at Greater Noida. Managing two venues separated by 40 Km and weaving them together into one single Show concept was by far the biggest challenge faced by ACMA, CII and SIAM. Every effort would be made to organise a complete Auto Expo Show once again as soon as a suitable venue is available.

Notwithstanding the many first-time challenges, the 12th Auto Expo - The Motor Show turned out to be a huge success and saw more than 5.01 lakh visitors over a 5 day period, smoother Press Days, visitor and traffic management, exhibitor services as well as fair facilities.

It is also heartening to note that the Interim Budget that followed in February 14, soon after the Auto Expo - The Motor Show saw a reduction in the Excise Duties on vehicles as Government made a sincere effort to bolster the industry through lower taxation. The impact of these Duty cuts is now being felt and in the month of May 14 the passenger car industry has shown signs of positive growth while the negative performance in commercial vehicles seems to have started flattening out.

We believe such miracles can happen with true partnership amongst all the concerned stake holders – Industry, Government and the Consumer. The Auto Expo is a celebration of our high confidence and resilience, deeply involving all these three stakeholders which is bound to succeed.

Vishnu Mathur
Director General, SIAM

SIAM Auto Trade Dialogue the biennial event was successfully conducted alongside the Auto Expo. The event facilitated better understanding and appreciation to the needs of the automotive industries in individual countries and regions. It enabled convergence of Automobile industry issues across the world and identification of common interests. This initiative helps the planners, policy makers, both Industry & Government, to evolve strategies and understand the areas of concern for economies around the world.

The special plenary session on evolution of auto policy in India was graced by Dr. Surajit Mitra, Director, Indian Institute of Foreign Trade (IIFT) who was also the chief guest for the event. Also present at the event were senior Government Officials including Mr. Sumanta Chaudhuri, Joint Secretary, Ministry of Commerce and Industry and Mr. Niraj Kumar, Director, Ministry of Heavy Industries and Public Enterprises.



12TH AUTO EXPO SHOWCASED A PROMISING 2014 FOR THE AUTO INDUSTRY



The 12th Auto Expo - The Motor Show 2014, kicked off its first day at the India Expo Mart in Greater Noida projecting a positive outlook for the industry. More than 50 upbeat manufacturers showcased a strong product portfolio for the coming year which will not only set the tone for FY 14, but will also provide stimulus for a promising year ahead.

Presence of industry stalwarts and public figures like Mr. Ratan Tata, Mr. Sachin Tendulkar, Ms. Priyanka Chopra, Ms. Kareena Kapoor added sheen to the already impressive lineup of vehicles on display at The Motor Show 2014. New investments, launches, concepts were unveiled by global CEOs on the inaugural day signifying a kick start for an industry turnaround in 2014.

MEDIA LOUNGE



MEDIA RESPONSE

Auto Expo - The Motor Show 2014 received an overwhelming response from the media. A total of 1800 media personnel were registered for the event with representation from 20 countries. This was done through an online process with barcode enabled photo identification.



LAUNCHES AT A GLANCE



ASHOK LEYLAND - CAPTAIN



AUDI - A3



BAJAJ - PULSAR SS400



BMW - i8 HYBRID



DC DESIGN - TIA



DATSUN - REDI GO



FIAT - AVVENTURA



FORD - FIGO SEDAN



GM - ADRA



HARLEY DAVIDSON - STREET 750



HERO MOTOCORP - HASTUR



HONDA - MOBILIO



HMSI - ACTIVA 125CC



HYUNDAI - SANTA FE



ISUZU - D MAX



JAGUAR LAND ROVER - F TYPE



JBM - CITY BUS



MAHINDRA & MAHINDRA / SSANGYONG - REXTON

LAUNCHES AT A GLANCE



MAHINDRA & MAHINDRA - MOJO PROTOTYPE



MARUTI SUZUKI - CELERIO



MERCEDES BENZ - GLA



MINI-COOPER - S COUNTRYMAN



PIAGGIO - NT3



RENAULT - KWID



SCANIA - ML BUS



SKODA - NEW YETI/ SUPERB



SUZUKI - LETS



SML ISUZU - S7



TATA MOTORS - ZEST



TATA MOTORS - PRIMA



TOYOTA - ALTIS NEW



TOYOTA - ETIOS CROSS



TRIUMPH - DAYTONA 675



VECV - PRO 8049



VOLKSWAGEN - TAIGUN



YAMAHA - ALPHA

THE GOVERNMENT AND AUTO INDUSTRY NEED TO WORK TOGETHER: PRAFUL PATEL

Inauguration of the 12th Auto Expo at the India Expo Mart in Greater Noida and Pragati Maidan, New Delhi

The 12th Auto Expo - The Motor Show 2014, kick-started on February 5th as the media day at Greater Noida with over 50 manufacturers bringing in their latest vehicle lines and concept vehicles.

Hon'ble Minister of Heavy Industries and Public Enterprises, Mr. Praful Patel, addressed the gathering at the opening. In his address, he had called for greater co-operation between the auto industry and the Government to help revive the sector. He also emphasized that it was important for the Government to take the right measures, give right incentives and provide a stimulus package to achieve a turnaround to the Automotive Sector.



'ENERGY! USE IT OR LOSE IT' SAYS ELECTRIC MOBILITY PAVILION AT AUTO EXPO

Hon'ble Minister of Heavy Industries and Public Enterprises, Mr. Praful Patel, inaugurated the Electric Mobility Pavilion at the Auto Expo - The Motor Show 2014 on 6th February 2014. The pavilion displayed various concepts of Hybrid Automobiles, and held sessions educating visitors about the nuances of Electric Technology along with a practical experience of driving electric cars and two wheelers to give consumers a first-hand experience of the vehicles.



ANTI - COUNTERFEITING GROUP

Society of Indian Automobile Manufacturers (SIAM) had rolled up their sleeves to combat the issue of counterfeit auto-parts by forming an Anti-Counterfeiting Group (ACG). This group focused on creating awareness and educating the customers about the disadvantages and risks involved in using fake parts for their vehicles.



INTERNATIONAL CONFERENCE ON HYBRID & ELECTRIC MOBILITY

Society of Indian Automobile Manufacturers (SIAM) and Department of Heavy Industry, Ministry of Heavy Industries & Public Enterprises had organised International Conference on Hybrid and Electric Mobility on 7th February 2014 at the Auto Expo 2014. Eminent speakers from India and across the world such as USA, Canada, Europe and Japan shared their perspectives on Global policy experience on e-mobility, India's experience in e-mobility and Global OEM experience & value chain approach for xEV systems. The conference was attended by more than 100 delegates from the industry, academia and policy makers.



FIRST DAY AT AUTO EXPO REGISTERED 75,000+ VISITORS

The 12th edition of Auto Expo - The Motor Show 2014, opened to public on 7th February, 2014 with an overwhelming response of more than 75,000 registered visitors. Over 35,000 tickets were sold through the day as visitors kept pouring in to experience some of the best and latest products in the Indian automobile market.

The visitors were also treated to various engaging and entertaining activities at the activity area at the Auto Expo. Visitors undertook test drives at the electric and hybrid vehicles at the Electric Mobility Pavilion, experienced safe driving programmes at the stalls of some of the leading two wheeler companies where they were also educated on techniques and practices for safe driving.

The Vintage car pavilion proved to be one of the biggest crowd puller, with cars from the Golden era displaying their charm enthralling one and all at the Expo.



INDIA SET TO DRIVE AUTOMOTIVE DESIGNS FOR EMERGING MARKETS 8th Styling & Design Conclave

Society of Indian Automobile Manufacturers (SIAM), organised the 8th Styling & Design Conclave and Automotive Design Challenge'13 on 7th February, 2014 at the Shangrila Hotel in New Delhi. The central theme for this year's conclave revolved around **"Emerging Markets: Creating Value through Design"**. The annual conclave showcased country's potential in becoming a Global Automobile Styling and Designing Hub, and served as a platform for Industry stalwarts and students to exchange ideas, concepts and role of design in building and sustaining brands.

The conclave in its eighth consecutive edition had senior designers from across the globe who shared their experiences through trends reports, technology developments, case studies on iconic products, evolving design processes and on role of design in building and sustaining a brand's value.



FOREIGN DELEGATES VISIT



AUTO EXPO - THE MOTOR SHOW 2014 BECOMES SPECIAL FOR DIFFERENTLY - ABLED

At Auto Expo - The Motor Show 2014 special arrangements were made for differently abled visitors for their ease in visiting the largest Auto motive event in the country.

Arrangements like wheel chairs handled by escorts, ramps and low floor buses had been made keeping in mind the smooth transit to the venue. The pathways and hall setups had been designed and structured to assist the movement of differently abled.

More than 250 differently abled people the Auto Expo over the first two days and expressed great delight on the special arrangements made.

As a part of another initiative by SIAM, Nipman Foundation - an NGO supporting the cause of disability, was invited along with differently abled members in presence of Mr. Pawan Munjal, Managing Director and CEO of Hero MotoCorp.



AWARENESS ON ROAD SAFETY

A Road Safety Street play was also conducted to spread the message, during the Auto Expo Street plays on issues related to safety environment.

For spreading safety messages amongst heavy commercial vehicle drivers, SIAM invited truck drivers from various truckers hubs of Delhi and UP and organised a refresher defensive driving workshop at the Expo ground along with the visit of drivers to the commercial vehicle pavilions.



TRAFFIC TAU

'Traffic Tau' the official mascot for the road safety initiative undertaken by SIAM had come to interact with the visitors at the Expo. The Tau met school children, university students and several other visitors while inculcating road safety lessons for which the response was very positive. Also manufacturers like Hero MotoCorp, Honda Motorcycle and Scooter India and Nissan took initiatives to educate customer on road safety



WEEKEND RAINS IN 1,10,000 VISITORS

The first part of the weekend and the second day at Auto Expo - The Motor Show 2014 saw a footfall of 1,10,000 at India Expo Mart. The visitors grew through day 4 of the expo as families in and around Delhi came in to witness the future of automobiles being showcased at Greater Noida.

Organisers and exhibitors were elated with the overwhelming response and were satisfied with the crowd and traffic management at the venue as the largest number of visitors registered themselves at the venue. Organisers also expressed their appreciation to the discipline and support shown through the day.

The day also saw some high profile visits from the film industry as well as the Delhi Political circles with Mr. Akshay Kumar, Mr. Sachin Pilot, Mr. Shivpal Yadav amongst other dignitaries from the Government who were enjoying their weekend at the Auto Expo.

The CEOs and top management of auto manufacturers also visited the Auto Expo - Components 2014 show at Pragati Maidan.

Auto Expo - The Motor Show 2014, had witnessed a record footfall of 1,21,000 visitors on the 5th Day of the biennial event. People, with their families, drove in from and around Delhi to watch the bravura of automobiles on display and experience the razzle dazzle of the show at India Expo Mart. The total footfall over Saturday and Sunday saw a record number of 2, 31,000 visitors at the expo.



The UP police and the local authorities seamlessly managed the traffic and the crowd going to and at the Expo ensuring smooth and cordial experience for all visitors.

AUTO EXPO - THE MOTOR SHOW 2014 RECEIVED OVERWHELMING RESPONSE ON MOBILE 'Auto Expo '14,' the mobile application received more than 32,000 downloads in less than 3 weeks

The 12th edition of Auto Expo - The Motor Show 2014 not only witnessed a record number of visitors at the India Expo Mart in Greater Noida, but was a big hit on mobile too. The official mobile app of the Motor Show witnessed over 32,000 downloads in less than a month of going live.

The organisers of the Motor Show launched the multi platform mobile application for the biennial automotive event on January 16, 2014 for Android, Windows, iOs and Blackberry users. The app, 'Auto Expo '14' in its essence was made to offer convenience to the visitors by providing updated information about the Motor Show on their finger tips.



By February 6, 2014 the mobile application was downloaded by 10,000 Android users, 16,000+ downloads were made on Windows platform, App store received 6500+ downloads and 300 Blackberry users downloaded the application.

'Auto Expo - The Motor Show 2014, saw an overwhelming response over its first ever social media presence. The official facebook and twitter handles were a constant source of live updates and information from the venue, for media and public.'

There are around 1 Lakh likes on Facebook, 3,000+ followers on Twitter and more than 20,000+ views on YouTube channel.

The official website of Motor show got more than 1 million hits from September 2013 - February 2014.



NO MONDAY BLUES FOR AUTO EXPO; GETS 105,000 FOOTFALLS AUTO INDUSTRY LOOKS TO BEAT THE GLOOM AS CONSUMERS THROG THE MOTOR SHOW THIRD DAY RUNNING

Monday didn't dampen the spirits of auto enthusiasts and aficionados as the Auto Expo clocked 105,000 footfalls on the first day of a new week. Huge crowds thronged in for four days in a row to see new cars and two-wheelers at the India Expo Mart.

The impressive consumer response on Day 6 hinted a revival of sorts for the auto industry, the organisers and the exhibitors. The day also witnessed its share of launches and celebraty visits.

Apart from general public, organisers were happy to see representation from various Government Officials and bureaucrats like Mr. Rajeev Kher, Commerce Secretary, Ministry of Commerce and Industry and Mr. Sutanu Behuria, Secretary, Ministry of Heavy Industries & Public Enterprises.



OUTDOOR ACTIVITIES / STUNT / SAFETY RIDE



TRUCKERS GET SPECIAL TRAINING AT AUTO EXPO - THE MOTOR SHOW 2014

Auto Expo - The Motor Show 2014 saw a surge of more than 500 truckers who visited the Heavy Commercial Vehicle Stalls to experience the latest products and technologies offered by various manufactures participating at the Expo.

The truckers were also briefed about the innovative concepts, driving techniques and measures on road safety through a comprehensive workshop at the stall. They organised a special series of street plays and interactive session for the truckers to engage through a simulating session near the Heavy Commercial Vehicle Stalls



CLASSICS AND ROAD BEASTS GLITTER AT THE VINTAGE AND SUPER CAR PAVILION

Visitors at the Auto Expo - The Motor Show 2014 were dazzled by the Vintage and Super Car Pavilion which showcased more than and 40 classic and high performance vehicles at the venue.

The special pavilion exhibited Vintage models like the Daimler Vanden, BMW Isetta 300, Morris 8, Austin 10, Ford Model T, A 1957 Ambassador, Ford Capri, Fiat 503 amongst others. Classic two wheeler such as Lambretta, Indian Scout and BSA were also put on display at the pavilion.



THE 12TH AUTO EXPO - THE MOTOR SHOW 2014 CLOSES ON A SUCCESSFUL NOTE

Auto Expo 2014, the biennial show of the Indian automotive industry, came to a successful close on the last day of the Motor Show at India Expo Mart, Greater Noida. The exposition, jointly organised by - Automotive Component Manufacturers Association of India (ACMA), Confederation of Indian Industry (CII) and Society of Indian Automobile Manufacturers (SIAM), was held from February 5-11, 2014 for the first time at a different venue in 28 years.

The impressive consumer response at the Auto Expo has hinted a revival of sorts for the auto industry and the organisers and exhibitors were elated with the overwhelming response. The show successfully concluded on February 11, 2014 setting the tone for the next financial year for the auto industry.

Day wise footfall:

Date	Footfall
5th and 6th Feb	60,000
7th Feb	75,000
8th Feb	1,10,000
9th Feb	1,21,000
10th Feb	1,05,000
11th Feb	90,000
Total	5,61,000



DIGNITARIES AT AUTO EXPO - THE MOTOR SHOW 2014



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DIGNITARIES AT AUTO EXPO - THE MOTOR SHOW 2014



CELEBRITIES AT AUTO EXPO - THE MOTOR SHOW 2014



GLIMPSES OF AUTO EXPO - THE MOTOR SHOW 2014



GLIMPSES OF AUTO EXPO - THE MOTOR SHOW 2014



GLIMPSES OF AUTO EXPO - THE MOTOR SHOW 2014



FACILITIES AT AUTO EXPO - THE MOTOR SHOW 2014



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See you again

5-9 February, 2016

Media preview 3rd February, 2016

Media & Inauguration 4th February, 2016



Organisers

