

**ACMA**

**CII**  
Confederation of Indian Industry  
Business and Beyond  
125 Years: 1895-2020

**SIAM**

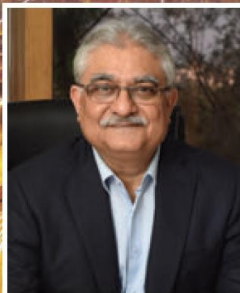
Accredited by  
**@OICA**  
The International Organisation  
of Motor Vehicle Manufacturers

**2020**  
**AUTO EXPO**  
**THE MOTOR SHOW**

**7-12 FEBRUARY 2020**  
India Expo Mart, Greater Noida  
Uttar Pradesh, INDIA

**AUTO EXPO 2020**

**#EXPLORE**  
**THE WORLD OF MOBILITY**



**Mr. Rajan Wadhera,**  
President, SIAM & President,  
Automotive Sector, Mahindra & Mahindra

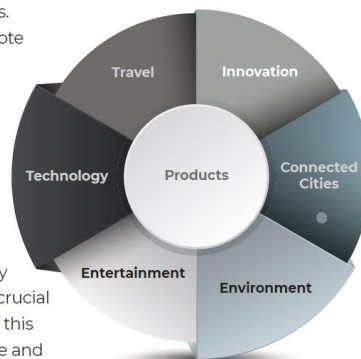
The auto industry is putting its best foot forward to match the aspirations of the nation and this edition of the Auto Expo 2020 will bring to fore the futuristic trends encompassing various facets of mobility, especially the underlying focus on electric mobility, technology infusion and safety. This Auto Expo would give a new dimension and feel to the visitors and enable them to Explore the World of mobility, through a world class tech enabled experience.



## SHOWCASING TOMORROW'S MOBILITY, IN 58 ACRES!

The world of mobility is changing faster than one can think. The automotive world is working at a fearsome pace to transform the way we will move and explore and enjoy, in a sustainable manner. This is more than evolution...it is a revolution! The Indian automobile industry is in the thick of it. Over our 14 editions, the Auto Expo has showcased the best, boldest and brightest that the industry has to offer. 2020 would be better as we stand at a point of disruption in the way we define and deliver mobility.

AI. AR / VR. ML. Telematics. Immersive experiences.  
Big data. Digital interfaces.  
Multi-modal access. Remote diagnostics. Connected platoons. On-the-fly updates. Composites. Electric. Fuel cell. Hybrid. Basically, the works!  
All converging onto a world-class exhibition complex of 58 acres, creating a unique mobility ecosystem. You too are a crucial and indispensable part of this ecosystem, helping define and deliver it.



*On demonstration from  
the 7<sup>th</sup> to 12<sup>th</sup>  
of February 2020.*

**At the 15<sup>th</sup> Auto Expo.**

*Organised by SIAM, supported by ACMA & CII. Accredited by OICA, the global automotive trade show association, as one of the world's marquee motor shows.*



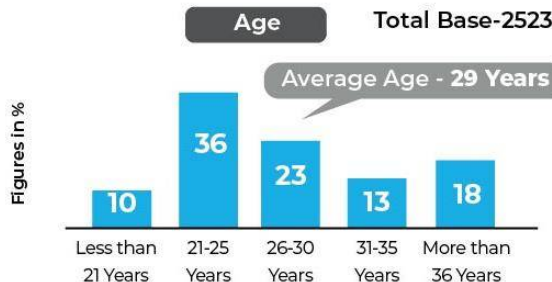


## CONNECT WITH GEN X,Y AND Z DIRECTLY.

Men, women and children who love, own or are keen to own cars, bikes or UVs. People who actually take time out to enjoy a day out with friends and family over product launches, tech showcases, entertainers, celebrities, games, automobile art and good food. People descend on to the Auto Expo at Greater Noida from well beyond Delhi-NCR, from Punjab, Rajasthan, Uttar Pradesh and Uttarakhand. They drive down to bask in this experience. And then there are a few who take flights from Mumbai, Chennai, Bengaluru, Pune and other cities for they do not want to miss out on all the excitement and engagement.

- 60% of the visitors are below 30 years of age.
- Eager and energetic.
- Aspiring, aware and ambitious.
- Willing to experiment, challenge convention, form opinion and debunk stereotypes.
- A unique congregation of the new India that any marketer would be eager to engage and interact with, given the right opportunity and platform.

### Visitors you will meet at the Expo



**60%** of the visitors are below 30 years of age.

**600,000**

visitors in 6 days

# POWER NETWORKING.

One typically sees them on television, in newspapers, in magazines and on key social media platforms. They are the handful in power, running large organisations that make up the industry. They are the ones crafting policies and regulations. They are the ones implementing them. They are the ones passing judgments on various issues. They are the regulators. They are the ones who write and report. They take decisions that impact investments, plans, destinies and the future of millions of us. They create opinion and impact impressionable minds. In a nutshell, setting the agenda!

Here you see them just a handshake away, as one of the large fraternity that is the Indian automobile industry and its various stakeholders. They are human after all... they laugh, crack jokes, get hassled, act shy, fuss over little details, rehearse their lines, straighten their jackets.

They are there at the Auto Expo.

As an exhibitor. As a member of SIAM.

As a policy maker.

As a member of the judiciary.

As a business / consumer / automobile journalist.

All ambassadors of the India story.

Make in India. Skill India. Digital India. Smart Cities Mission.

Keen to create an impact.

Out to get fresh ideas.

Exploring collaborations, partnerships and ventures.

Wanting to network.



Looks like the auto expo is happy in its new home. World class facilities and so far, world class ambience & management. Take a bow, SIAM

**Mr. Anand Mahindra**

*Chairman Mahindra Group, Mahindra & Mahindra*



Twitter is where people come to see what's happening in India and the world. We're excited to partner SIAM on the Auto Expo, to bring car enthusiasts with the opportunity to follow all the fast and furious car launch action in real-time, Twitter will host a special #BlueRoom pop-up show onsite, livestream highlights from the event and make available a custom "Auto Expo" emoji for fans

**Mr. Taranjeet Singh**

*Country Director, Twitter India*



The Auto Expo is the most important motor shows for any Indian. In the context of Mercedes Benz India Auto expo is the biggest event where we can showcase our marketing initiatives and interact with the various stakeholders like journalists, customers etc. For us the Auto Expo is also part of the 'Make in India' statement.

**Mr. Roland Folger**

*(Then) MD & CEO of Mercedes Benz India*



I enjoyed the Auto Expo very much. I saw lots of interesting, new and innovative vehicles as well as e-vehicle models, which is my area of interest.

**Ms. Birgitta Worringer**

*Deputy Director General, Federal Ministry of Transport and Digital Infrastructure, BMVI, Government of Germany*



# BESPOKE SOLUTIONS. MAXIMUM IMPACT.

The Auto Expo is about creating a mobility ecosystem, beyond the products.

There are seminars and conferences on specific subjects.

There are specific zones curated on subjects like automobile art, clean air, road safety, skills, history, virtual reality, superbike riding and memorabilia.

There are award functions to recognise the best in the industry.

There is an open platform to share knowledge, opinion and concerns with various stakeholders.

There are visitor engagements like quizzes, photography and drawing contests.

The opportunities to target, reach out and engage are immense.

The solutions will be crafted to your specific needs and goals.

Whether B2C. Or B2B. Or a mix of both.

As you want it. Where you wish it.

When you are prepared. The way most impactful.

Your participation and engagement will further enrich the Auto Expo. Enhance its appeal. And reinforce its stature as India's leading consumer event.



"This time the Auto Expo will be an electric vehicle Expo and almost all the players will be displaying their technology in the electric vehicle space, as is happening in auto Expos around the world. You will also see many mobility solutions because the thrust of the industry is clearly shifting and OEM's also looking at practicality and providing mobility solutions as many companies want to take a technology high ground."

**Pawan Goenka,**  
MD, Mahindra & Mahindra Limited



Auto Expo is typically great meeting place for different minds of the automotive world where you can see new technology and new concepts, particularly on the electric mobility relevant for the Indian market space.

**Mr. Greg Moran**  
Co-Founder & CEO, Zoomcar

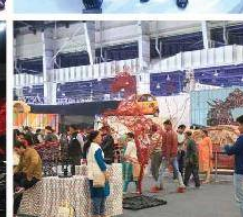
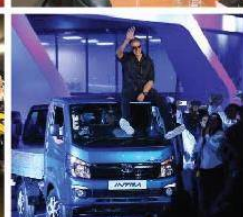


It is an excellent show. I thoroughly enjoyed coming here. It gives a glimpse of future mobility and the present trends.

**Dr. Bhure Lal**  
Chairman, EPCA











# 2020 **AUTO EXPO** THE MOTOR SHOW

7 - 12 FEBRUARY 2020  
INDIA EXPO MART, GREATER NOIDA, UTTAR PRADESH, INDIA





# ABOUT SIAM

The Society of Indian Automobile Manufacturers (SIAM) is a not for profit apex national body representing all major vehicle and vehicular engine manufacturers in India. SIAM works towards supporting sustainable development of the Indian automobile industry with the vision that India emerges as the destination of choice in the world for design and manufacture of automobiles. It works towards facilitating enhancement of the competitiveness of the Indian Automobile Industry, reducing cost of vehicles, increasing productivity and achieving global standards of quality.

SIAM provides a window to the automobile industry in India and works closely with stakeholders in the formulation of the economic and commercial policies, technical regulations and standards relating to automobiles. It provides economic and statistical information as well as technical and public policy services to the stakeholders on behalf of Indian Automobile Industry. It publishes Monthly Industry Statistics, Monthly Commodity Price Monitor and other periodic reports. It also organises seminars and workshops on the topics of topical relevance and interest to the industry.

SIAM works closely with the government and with international bodies like International Organisation of Motor Vehicle Manufacturers (OICA), International Motorcycle Manufacturers Association (IMMA) and coordinates with other counterpart international associations like, German Association of the Automotive Industry (VDA), Japan Automobile Manufacturers Association (JAMA), The Society of Motor Manufacturers and Traders (SMMT), China Association of Automobile Manufacturers (CAAM), Korean Automobile Manufacturer Association (KAMA), The Thai Automotive Industry Association (TAIA), Malaysian Automotive Association (MAA), Indonesian Automotive Industry Association (GAIKINDO), ASEAN Automotive Federation (AAF), etc. SIAM also participates in UNEC WP29 meetings which develops global technical regulations and meeting of the Asia-Pacific Economic Cooperation (APEC) automotive dialogues.

SIAM organizes Auto Expo - The Motor Show with support from ACMA & CII, a widely awaited biennial auto exhibition showcasing the trends in the auto industry. SIAM also organises regional as well as segment specific shows across the country.

SIAM aims to promote safety, address air quality improvement, compliance with standards and growth with responsibility.

To achieve this, SIAM focuses on several areas:

- Improve Indian automotive industry's competitiveness
- Promote development of alternative energy vehicles
- Promote development of a sustainable mobility eco-system
- Achievement of leadership in innovative technology



## CONNECT WITH US

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