



## **Auto Related Industries In The GCC Worth US\$1.1 Billion**

*Getting to grip with the escalating aftermarket industry in the Middle East major tyre manufacturers will make their presence felt at the single largest automobile show in the region - the 8th Middle East International Motor Show 2005.*

Sumner, MI ([PRWEB](#)) December 8, 2005 -- Getting to grip with the escalating aftermarket industry in the Middle East major tyre manufacturers will make their presence felt at the single largest automobile show in the region - the 8th Middle East International Motor Show 2005.

To be held from December 12-16 at the Dubai International Convention and Exhibition Centre (DICEC), the Dubai Motor Show will host leading players in the tyre industry including Bridgestone, Firestone, Michelin, Yokohama and Continental are set to woo the crowds with the best in the tyre business. Recent studies reveal that there are 300 factories that assemble cars and other auto-related industries in the GCC region with investments worth US\$1.1 billion offering employment to nearly 26,000 people.

“The auto parts and components sector has seen rapid growth and of the total auto parts and accessories imports, about 65 per cent are re-exported, mainly to the Middle East, Africa and East Europe,” remarked DWTC Director General, Helal Saeed Khalfan Al Marri.

Christian Ghazaleh, Regional Manager of Michelin, said, “Our USP is innovation. At this year’s Motor Show the focus will be on the Michelin Tweel, an ‘airless tyre’. The name Tweel is a contraction of tyre and wheel. The tyres are puncture-proof, maintenance-free (no need to check the tyre pressure) and easily retreadable. The Tweel is yet another commitment by Michelin to reduce braking times, rolling resistance and noise.”

He added, “Other tyres from Michelin at the Motor Show include the Primacy HP (a high-performance tyre that is safer, has a longer tread life and helps reduce fuel consumption), the Pilot Sport (high-performance tyre perfectly aligned with sports cars) and the 4x4 Diamaris (designed to cope with high demands of heavy and well-equipped luxury SUVs such as Porsche Cayenne and BMW X5).

Bridgestone and Firestone brands will use the Motor Show to expand the company profile and talk about technology, safety and future of tyres. Bridgestone will focus on comfort of the ride and run-flat tyres, in which a tyre is able to roll with air loss for a specified speed and distance until it loses significant air pressure. Such tyres have proved important to the safety of the driver and its passengers.

For more information, please contact:

BIZ COM - ‘For PROactive Communications’  
P.O. Box 48889, Dubai – UAE  
Tel: +971 4 332-0888  
Fax: +971 4 332-0999

###

**Contact Information**

**Ajay Rajguru**

BIZ COM

<http://www.bizcom.ae>

+9714 3320888

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).