

## **Impressive Line Up Of New Launches To Hit The Middle East Markets**

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Sumner, MI ([PRWEB](#)) December 11, 2005 -- More than 30 international automobiles will make their regional debut at the forthcoming Middle East International Motor Show when the five-day event opens its doors to trade visitors and end users on December 12th 2005.

The Middle East's biggest motor show, organised by the Dubai World Trade Centre (DWTC) is scheduled to take place at the Dubai International Convention and Exhibition Centre.

"The Dubai Motor Show this year is expected to draw around 85,000 visitors from all over the Middle East," remarked DWTC Director General, Helal Saeed Khalfan Al Marri.

The show will offer serious business opportunities to trade visitors as well as an exciting platform for car enthusiasts to view over 500 of latest models from around the world, he noted.

A wide selection will be on offer from the Porsche stable. The completely new Cayman S series will be unveiled to the delight of high-end sports car enthusiasts. Released in November 2005, the Cayman S boasts new styling a 3.4-litre engine, ensuring an acceleration of zero to 100km/hr in just 5.4 seconds. Besides, the new 911 Carrera 4 and 911 Carrera 4S will also be on display. Both cabriolet models, with an all wheel drive, are 44mm wider than the previous rear wheel drive models. The Carrera 4 is powered by a 3.6-litre, six-cylinder Boxer engine and the 4S has a 3.8-litre engine, generating a hefty 355bhp. Both have a new anti-roll safety system made of high strength steel tube.

Three new Mercedes-Benz vehicles will make their debut at the Motor Show with the objective of reiterating Mercedes-Benz's position as the region's best selling luxury automotive brand. The Maybach 57S, the new R-Class Grand Sports Tourer and the ML 63 AMG are the three beauties to take centre stage at the show. The Maybach 57S is to meet the exclusive requirements of customers for an ultra-luxury sedan with even greater engine output and agility. For this 5980cc speedster, the V12 engine gives a maximum output of 612 bhp and acceleration from standstill to 100km/h in just five seconds. The R-Class, Grand Sports Tourer is characterised by the three D's – design, dynamism and dimensions. While the sporty offroader ML63 with its 6.3-litre AMG engine gives an acceleration of zero to 100km/h in just five seconds.

Car fans have much to look forward from the Ford stable too as it plans to reintroduce the legendary Ford GT at the show. The Ford GT boasts a 5.4-litre V8 engine with the familiar shape of its concept car predecessor.

Also on display will be the 2006 model of the Explorer with bolder styling and design. Lincoln will showcase the V6, front wheel drive Zephyr, the Mark LT truck, the full-size Navigator and the LS V8 luxury sports sedan. Mercury will bring to the Middle East market the Monterey minivan; mid-size Milan and Mercury's flagship model the Grand Marquis.

Audi is expecting its brand new Q7 to be a big hit in the Middle East market. The completely unique styling has helped Q7 achieve a very sporty look with its sharp back end and aerodynamic low roof. The SUV is one of the

largest in its class at 5,086mm and its interior offers passengers the utmost in space and comfort. Its various seating configurations allow a maximum of seven passengers in three rows of seats. The Q7 boasts a high-end performance 4.2-litre engine creating an impressive 350 bhp with permanent all-wheel drive. Audi also plans to reveal the new RS4, the high-performance sports saloon car and the A4 cabriolet.

Chrysler lovers can get to see the full range of models, including the 300C. But the car to watch out for will be the exciting all-new Dodge Chrysler, making its Middle East debut. It will pay homage to the muscle cars of the Sixties, while adding 21st century performance and functionality. Also to be revealed at the Motor Show will be the Chrysler Crossfire, PT Cruiser and Grand Voyager with its innovative feature – the industry-exclusive Stow ‘n’ Go seating and storage system which enables the car seats to go flat to the floor for storage purposes. From Chrysler’s Jeep stable, the Jeep Commander will make its Middle East debut at the show.

General Motors will return to the show once again by taking the largest stand at the event to display the widest and most varied line-up of brands and models available in the region. GM will feature its concept cars, several highly anticipated regional revelations and vehicle launches across the company’s exclusive brand portfolio that includes Chevrolet, Cadillac, GMC, Opel, Saab and Hummer.

Land Rover, will display its five new and distinct 4x4s at the show. These include the Range Rover for 2006, the Range Rover Sport, the all-new LR3, Freelander and the Defender. Other players in the industry to showcase their latest models are Peugeot, in conjunction with Swaidan Trading LLC.

Besides this snap shot of just some of the impressive line-up of launches, Dubai’s strategic location straddling the east and the west, its booming economy and fast moving automobile industry all make the Dubai Motor Show the right place for businessmen, fleet buyers, individuals, enthusiasts or admirers to be in.

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