



For Immediate Release

## **ASIA AUTOSALON TO RETURN IN 2011**

**SINGAPORE, October 2009 – Supported by Singapore Convention & Exhibition Bureau, Asia AutoSalon 2009 was held for the first time from 8 to 11 October 2009 at Singapore EXPO Hall 5. Organised by local motorsports event organiser MPT Motor Trading, Asia AutoSalon successfully attracted 78,000 visitors over four days to more than 70 exhibitors, which included automotive tuning manufacturers and factories directly from eight countries in Asia Pacific. The bi-annual automotive trade and exhibition event will be back in 2011.**

Asia AutoSalon primarily serves as a platform where Asia Pacific countries can create potential business partnerships across the region in one place, rather than travel from one country to another. The participation of manufacturers and factories – instead of local representatives or agents – across major markets in Asia Pacific like Australia, Japan, Taiwan, China and Malaysia, strongly indicates the high value of Asia AutoSalon in relation to the potential of Singapore's motorsports industry.

Other than benefiting from competitive factory prices and firsthand expertise of imported car tuning products and services from these manufacturers at Asia AutoSalon, the local motorsports industry might also benefit from related opportunities in sponsorships when these manufacturers decide to set up a presence directly in Singapore.

"Asia AutoSalon is a value-add to the local motorsports industry, especially with the rising interest of motorsports and car tuning in recent times," said Koh Aik Leong, Managing Director, MPT Motor Trading.

**MPT Motor Trading** is a local motorsports event organiser that has been actively promoting motorsports in Singapore as well as in Asia since its inauguration in 2004. It has since established its name through several flagship events such as the inaugural Asia AutoSalon 2009 and popular grassroots motorsports events held at Kallang car parks or race circuits in Malaysia.

# ASIA AUTOSALON



Hailing from countries like Japan, Australia, Thailand and China, more than 40 race queens were hired and brought in by the regional manufacturers. Other than posing with the cars, race queens like those from APP worked hard throughout the event as they sheltered professional D1GP drift driver Tsutomu Fujio with umbrellas. They even bravely risked their lives by being part of Fujio-san's drift demonstration as he weaved his Mazda Efini FD3S RX-7 in multiple figure-of-eights and donuts around them.

Seven other drift drivers – both professional and amateur – joined Fujio-san and regularly performed entertaining demonstrations for the crowds on a daily basis. Instead of going sideways in smoke all the time, Malaysian drift driver Ser Meng Huy (nicknamed D Fai) wowed the crowds by driving his car in donuts with most of his body out of the car. Australian Jerome James Kennedy of Hi Power Racing created a reputation for himself as the wildest of the drivers as he sent his Nissan S15 flying at high speeds into and around corners.

Also deserving credit is the team of amateur drifters from local drift forum Drift Garage. Only pursuing drifting as a hobby, the four members of Drift Garage put themselves up for comparison against the professionals just so they can reach out to more like-minded drifting fans to join them in their passion.

Much to their delight, the crowds also witnessed many bumpers fall off as several crashes occurred over the four days. What impressed most was the quick recovery from the mechanics at Asia AutoSalon who fixed Fujio-san's gearbox within three hours after he suffered from an unfortunate crash on day 2.

The first Asia AutoSalon was received with a welcoming response from both local and foreign visitors, and plans are already in place to bring it back in two years' time.

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“This is definitely not the last you will see of Asia AutoSalon. Meanwhile, I would like to thank everyone who has made this event possible; that includes the exhibitors, visitors, media, official partners, sponsors, clients and of course my team. We will be back in 2011, better and bigger than before,” adds Mr. Koh.

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For enquiries or more information, email [media@asiaautosalon.com](mailto:media@asiaautosalon.com) or visit the website at [www.asiaautosalon.com](http://www.asiaautosalon.com).

### **Facts & Figures of Asia AutoSalon 2009**

Asia AutoSalon will happen every **2** years

**4** days of fabulous discounts, hot drifting action and sexy race queens

Hall **5** of Singapore EXPO was where the inaugural Asia AutoSalon took place

**8** major countries across Asia Pacific participated in Asia AutoSalon

Altogether **8** drift drivers performed demonstrations **4** times each day

More than **40** race queens from the region spiced the atmosphere

**70** over regional exhibitors were featured at Asia AutoSalon

**2011** is the year of the next Asia AutoSalon

**78,000** visitors attended the first Asia AutoSalon

Close to **1,000,000** Singapore dollars was spent on organising Asia Autosalon 2009