

10th AUTO EXPO
2010

The Complete Automotive Show
5-11 January 2010 • New Delhi, India
— Silver Jubilee Year —

www.autoexpo.in



Mobility
forall

FAIR
Buzzz...

6 January 2010: New Delhi

Small Cars make a Big Splash at Auto Expo 2010

Over ten vehicles, including several small cars, are making their debut at the 10th Auto Expo

Automakers appear to have identified low-cost cars as the key to gaining a strong foothold in emerging economies, where small sedans are considered a luxury item. Indeed, the mini and compact segments of cars shorter than 4 meters (13 ft 1.4 in) account for three-quarters of India's car market.

In any country, the base of the (income) pyramid is the biggest group," said Osamu Suzuki, chief executive of Suzuki Motor parent of top Indian carmaker Maruti Suzuki India. "Starting at the entry-price level was a successful strategy for us," he said.

The market leader in India, Maruti Suzuki, presented its compact next-gen multi-purpose vehicle called Concept R3, designed in-house at the 10th Auto expo. There's also the SX4 hybrid, a full parallel hybrid car designed by Maruti Suzuki engineers. One cannot miss the much-anticipated super-luxury Kizashi, marking the entry of parent company Suzuki Motor Corporation in the premium segment. Kizashi means 'a sign of great things to come' in Japanese.

One of the debut makers at the 10th Auto Expo is the long-awaited Toyota compact car, Etios, in both a sedan and hatchback version. Code-named EFC for Entry Family Car, during its development cycle, the vehicle incorporates advanced technology and superior quality features that have been developed by Toyota specifically for India. Etios means 'the origin of' and intends to spell a new chapter in the small car segment. Toyota plans to start building the car at its factory in Bangalore from late 2010.

GM's Chevrolet Beat, a compact hatchback designed for the Indian market and due to hit showrooms in 2010, is also on display at the Expo.

Honda Spiel Cars India, at the Auto Expo, announced the world premiere of its



'New Small Concept' to occupy the space below its Jazz/Fit model. This is the first time that Honda has chosen India for the world premiere of a concept car. Developed at Honda's Automobile R&D centre in Japan, the New Small Concept is designed as a family car to comfortably seat 5 adult passengers.

Another little scene-stealer was Volkswagen's Polo, Indian production of which has just begun in Mumbai. VW Polo is the company's first small car in India, and falls under the A2 segment of compact cars.

Larger vehicles too are sharing the limelight at the Expo.

Two new models from Mercedes-Benz, the full size luxury Sports Utility Vehicle GL 350 CDI and the S 500L are on display at Auto Expo 2010.

BMW India, an Indian subsidiary of the BMW Group, is presenting several new cars, the limited edition of the new Gran Turismo, the BMW X6 M, and the BMW 760Li, especially at the Auto Expo 2010. In addition, the company also displayed its new BMW X1, which is scheduled to come into India in CKD kits by end of 2010.

From Tata Motors, whose revolutionary Nano was the star of the 2008 Auto Expo, the offering this time is a premium multi purpose vehicle the Tata Aria. Also on display were the Tata Primea Concept Luxury Sedan, designed in association with Pinninfarina and other models in the Indigo and Indica range, as well as the Utility Trio of Safari, Grande Mark 2 and Xenon. Tata Venture and Magic were other launches in the affordable and low cost transportation segment.

Mahindra & Mahindra launched two new products from its utility vehicle platform and a new truck from the Navistar joint-venture. The world's second-largest truck maker Volvo presented its new global truck, and Daimler Motor showcased its new range of buses.

ACMA
Automotive Component
Manufacturers Association of India
— Golden Jubilee Year —

CII
Confederation of Indian Industry
(1895-2010)
— Celebrating 115 Years —

SIAM
Society of Indian
Automobile Manufacturers
— Golden Jubilee Year —

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AUTO 2010
ENTERPRISE
JANUARY 5 - 11, NEW DELHI - INDIA
The Big Fair For Small Enterprises



View Point

Driving into the Future

Never has an auto exposition in India attracted so much hype on the very first day. The 10th Auto Expo started off with a bang, with a slew of small cars and concept vehicles launched on the opening day itself. In fact, even before the show dawned, several companies announced their plans to hit the Indian market with their offerings.

Looking at the products, whether it is a small car, a hybrid, a concept or a huge truck, the emphasis is on advanced technology, eco-friendly machines

and fuel efficient engines. Of course luxury is in no way compromised, as the presence of Audi, Mercedes Benz, Skoda, BMW, Harley Davidson and Volkswagen stresses. Volkswagen's Polo will woo an audience that forms India's large middle class with high disposable incomes.

Even the big vehicle makers are reiterating their seriousness in making efficient, eco friendly global quality products. Take, for example, Ashok Leyland's new, innovative U-Truck platform. The trucks on these platforms will revolutionise the Indian trucking industry. Over 25 models and a host of variants are expected to roll out in 18 months starting April 2010.

Eicher made known its plans to bring in the VE series, a new range of value enhanced, fuel efficient, heavy duty trucks. There's are more surprises from Eicher still to come, both from the Volvo stable and the Royal Enfield stable.

Mahindra, showing its prowess in both the worlds, the big and the small, is bringing in heavy duty vehicles in collaboration with Navistar, as well as a small truck by the name of Maximmo.

Tata's Prima range of trucks is part of its 37-product display. Three new vehicles—Tata Aria, Tata Venture and Tata Magic Iris were unveiled, along with the all new Jaguar XJ. Alongside, York Transport Equipment (Asia) Pte Ltd Singapore, one of the largest manufacturers of trailer axles in Asia Pacific region and a subsidiary of TRF Ltd, a Tata enterprise,



launched its new range of products for the Indian market.

A day before the Auto Expo opened, Delhi Chief Minister Sheila Dikshit inaugurated the Twizy Z.E electric concept car from Renault. Expected to be on Indian roads by 2011, the Twizy is classified as a quadracycle and does not need to comply with the big list of safety regulations. Since it does not have doors, it does away with the need for an air conditioner.

Biking enthusiasts gathered at Pragati Maidan to get a major adrenaline boost from the exciting and innovative collection of bikes showcased by India Yamaha Motor Pvt. Ltd. Brand Ambassador John Abraham was at the Yamaha stall to add a touch of glamour to the new 2010 model of YZF-R1 and the launch of the special white colour edition of YZF-R15. Also at the Yamaha stall are its muscle bike VMAX, the YZR-M1 model, the 500cc TMAX sports scooter and 600cc XJ6 motorcycle.

In the two-wheeler segment, Hero Electric has launched three new eco and pocket friendly electric bike models: E-sprint, the Zippy and the special ability e-bikes.

US based bike maker Harley Davidson announced it will bring in 12 motorcycles from its 2010 model portfolio to India. Now these are big bikes meant for the fast and the furious!

The show has just begun. Expect new launches to dominate the Expo in the coming days too. Watch this space!

P. Tharyan, Editor, CNS CarNStyle

Green is In

If one single factor distinguishes the 10th Auto Expo from similar shows held in the past, it is a serious emphasis on everything Green. With the underlying theme of is a showcase for small vehicles, concepts and vehicles run on alternate fuels, all of which will shift consumer preference towards more fuel efficient and less polluting vehicles.

Both car and component manufacturers are, for the first time, emphasising on green technologies, taking a cue from global environmental concerns, with products that would effectively reduce their carbon footprint and make our planet cleaner and greener.

Several auto majors have dedicated areas within their stalls earmarked exclusively for showcasing their journey into the green world. On their part, the organizers, the Confederation of Indian Industry (CII), the Society of Indian Automobile Manufacturers (SIAM) and the Automotive Component Manufacturers Association (ACMA) are striving to ensure that the serious message of environmental concern and technological innovations is not sidelined in the glamour and hype of the exposition.

The focused pavilion on Automobile Engines showcases products that have been tweaked and fine-tuned to reduce emissions. There are pavilions on alternate fuels, gas and Asli Naqli. The latter is an effort to educate the masses on the pitfalls of using counterfeit parts.

The theme of the General Motors India stall entitled 'Inspiration to advance' has Chevrolet vehicles displayed under three categories: performance series, mini series and the green series. Making a green statement are the Chevrolet Volt, Chevrolet Spark - LPG, the all-new Aveo CNG and the Spark Electric prototype which is scheduled to make its commercial launch later this year. The Chevrolet Volt is an electric vehicle with

extended-range capability, designed to drive up to 40 miles on electricity without using gasoline or producing tail-pipe emissions.

In line with its focus on environmentally-clean technologies, Hyundai Motor India Ltd., is unveiling the electric version of its compact car – the i10. Hyundai i10 Electric is an all-electric zero-emission vehicle that reconciles motoring with the environmental aspirations of customers.

As part of its initiative to promote eco-friendly and non-polluting means of transport, Hyundai Motor India already has a strong line-up of models with alternate fuel technology like Santro CNG & LPG, Accent CNG & LPG and i10 CNG in India.

Honda Siel Cars is exhibiting the CR-Z Concept 2009, a concept model for a new hybrid model, which was unveiled for the first time at the Tokyo Motor Show in October 2009.

An exclusive 'Engine Section' features the advances made by Honda in the engine technology realizing both superior power and low fuel consumption.

While launching the Yeti vehicle, Skoda Auto will be showcasing the Greenline range of cars.

Leading manufacturers like Tata Motors are displaying their own range of green vehicles including an electric car. Even heavy duty vehicles run on fuel efficient engines are on display.

Others like Ashok Leyland too are expected to launch new platforms that are based on green technologies.

Electric two wheeler companies like Hero Electric, BSA and others too are unveiling new electric bikes and scooters.

Auto Expo 2010 is a major step in the Indian automobile industry's march towards a greener tomorrow.



10th Auto Expo in Top Gear



Vishnu Mathur, Executive Director, ACMA, Jayant Dawar, President, ACMA, Pawan Goenka, President, SIAM, Rajive Kaul, Past President, CII, Chairman, Auto Expo 2010, Dilip Chenoy, Director General, SIAM and Chandrajit Banerjee, Director General, CII, on the eve of Auto Expo 2010

Voices...

The Indian Automobile Industry had a total turnover of over \$36 billion in the last fiscal, with passenger vehicles contributing to around 16%, commercial vehicles 4%, three wheelers approximately 4%, and two wheelers making up the rest

Rajive Kaul

The Indian Auto Sector is currently in its fastest growth period and is poised to reach greater heights in the forthcoming years

Pawan Goenka

By 2020, component manufacturers from India would achieve their target of contributing approximately 50% of the total turnover of the Indian Automobile Industry.

Jayant Dawar

Global component manufacturers such as Bosch, Caterpillar etc. have set up facilities in India to take advantage of our developing economy and leverage on the engineering talent and technical skill sets available here.

Vishnu Mathur

To address infrastructure problems, the Government of India plans to lay approximately 20 km/day of highway roads in the months to come.

Chandrajit Banerjee

Indian Manufacturers exported 500,000 vehicles this year, registering an increase of 27% year on year. In four years, that figure is expected to touch 1 million.

Dilip Chenoy

With a host of macro indicators showing increased industrial production and a resurgence in demand for both passenger cars and commercial vehicles in India over the last few months, the 10th Auto Expo has begun on an extremely optimistic note.

Massive interest from overseas participants, resulting in an increase of 40 per cent in area, bigger contingents from Germany and China, a new entrant in Luxembourg, besides the strong presence of Indian manufacturers have resulted in complete booking of space at the sprawling venue. All the 16 halls, the 17 hangers and the outdoor space in total comprising 1,25,000 square metres have 100 per cent occupancy! In fact, the demand for space has several exhibitors still waiting for a possible entry into one of India's most prestigious automotive shows. Adding to the buzz are newcomers like Harley Davidson, which recently set up base in India, and Toyota which is participating in the show after a gap.

For the first time, a huge contingent of 350 overseas journalists have signed up to cover the event, clearly testifying that the Indian automotive industry has come of age. International attention has been drawn towards India following a spate of recent developments in the industry that included the launching of the world's cheapest car, the Nano, by Tata Motors and the acquisition of Jaguar Land Rover by the same company. Besides, almost every foreign vehicle manufacturer has a presence in India, be it Volkswagen, General Motors, Ford, Mercedes Benz, Mitsubishi, Suzuki, Renault, Nissan, Honda or Toyota.

The Indian component industry too has in the last few years penetrated the global

market either through partnerships or acquisitions. Global component manufacturers like Visteon, Delphi, Magna and Continental either have a dedicated business here or are in tie ups with Indian component manufacturers. Global tyre majors like Michelin, Bridgestone, Pirelli, Dunlop, Continental, and have made their mark on Indian roads, while Indian heavyweights like Apollo, JK, MRF etc are gaining an international foothold.

November 2009 was a historic month for the automobile industry in India, which registered 45.8 growth: its highest-ever growth in a single month! While the passenger vehicle industry witnessed a 66.5 per cent growth, the till-recently sagging commercial vehicle segment grew by a jaw-dropping 97.99 per cent!

Besides the slew of global vehicle launches, with a simultaneous display of India-specific products, the 10th Auto Expo will also display concept and hybrid vehicles. Component manufacturers will be announcing major innovations in their respective fields, especially their efforts in the area of green technology, in consonance with the focused theme of the Expo: Green Environment.

Several Firsts ...

For the first time, the Auto Expo has an Engine Pavilion focused on engine and its technologies. "Over the years we keep trying to segment the show better with defined segments. Since the Engine is a major component for any vehicle and we

have received sizeable participation from the sector, we created a special pavilion for Engines," said an expo official. Companies showcasing their products here include Greaves Cotton, Kriloskar Engine, Mahindra Navistar, Honeywell, Cooper Automotives and Q-Shield.

Another first was the earmarking of Day 1 (January 5) as Goodwill Day, when the Expo was open exclusively for the media, as well as physically challenged visitors.

Special arrangements have been made to ensure that physically challenged visitors face no hurdles while visiting the Fair.

To encourage students, especially from the engineering field, to take up automotive engineering and designing as a focused subject, the Auto Expo features a 'styling & design my car' contest.

Besides these innovative additions, the Show also has its usual focused pavilions for accessories, audio, alternate fuel, gas technologies, design, IT, diesel, garage equipment and the popular 'asli-naqli' pavilion, with a special focus on SMEs. Several participants expect to do brisk business with specially created expo merchandise priced anywhere between Rs 40 to Rs 800.

Besides the gleaming sleek beauties on wheels, the high profile Expo is expected to draw high profile celebrities too, with starry 'brand ambassadors' to add even more colour and glamour to India's No. 1 auto show.

Why India?

India is on every major global automobile player's roadmap, and it isn't hard to see why:

- India is the second largest two-wheeler market in the world
- Fourth largest commercial vehicle market in the world
- 11th largest passenger car market in the world
- Expected to be the seventh largest by 2016
- Robust production



The Show Stealers

Maruti Suzuki



R3 Multi Purpose Vehicle Concept

The new R3 Multi Purpose Vehicle Concept is Maruti's first step in its plans to explore newer and more profitable segments in the future like Crossovers and Multi Purpose Vehicles. It is based on an extended Sx4 Platform. Scheduled for production late 2011, the vehicle embodies Maruti Suzuki's motto - 'Joy of Life.'

Kizashi



A luxury car, the Kizashi is slated for a late 2010 release and will compete with the likes of Honda Civic, Toyota Corolla and Skoda Laura among others.

Other cars displayed at the pavilion include modified versions of the A Star small car, a hatchback version of the popular Sx4, Grand Vitara SUV and the complete small car portfolio of Maruti Suzuki India. Also on display are a couple of super bikes including the hugely popular Hayabusa Super Bike.

Toyota Kirloskar Motors India

Etios Concept



Toyota unveiled the Etios Hatchback and Notchback Models on the opening day of the Auto Expo. The Etios Concept is being launched first in India late this year and will be unveiled later to the rest of the world, a first for the company, highlighting the importance Toyota attaches to India as a hub for efficient engineering and small cars. Road shows over the next few months will cover major towns and cities in India.

Other cars unveiled by Toyota were the CNG versions of the Popular Innova and Corolla Models, an all new Landcruiser Prado, Toyota Prius Hybrid Car (launching on 7 January, 2010) and other models including the popular Fortuner SUV and its big brother, the Landcruiser.

Honda Siel Cars

Honda New Small Car Concept

This all-new small car concept, based on a new platform designed specifically for India was unveiled by Honda for the first time at Auto Expo 2010. The small car is slated for production late 2010 and early 2011, and is expected to compete with the likes of Maruti Swift, Hyundai Santro, i10 and other



heavyweights in the small car space in India.

The Asimo Robot is a great crowd-puller at this pavilion. Other models displayed at the Pavilion include the Honda CRZ Hybrid sports car, Honda CRV SUV, 3 Honda Jazz Modified Mugen Variants, Honda Accord, and Honda Civic.

Eicher Motors



VE Heavy Duty Trucks

Semi Low Floor Rear Engine City Bus

Class-leading fuel efficiency, good ergonomics and superior performance are the key highpoints of these vehicles.

Volkswagen

Polo



The much awaited Polo small car, showcased at the Auto Expo 2010, is slated for official launch in March 2010. The car, boasting of cutting edge technology and styling, will be launched in two variants, 1.2 litre petrol and 1.2 litre diesel.

A Polo Race Cup model was also unveiled that will participate in the Polo Cup races to be held in India in June this year.

Audi

Audi Sportback Concept



A futuristic concept that is a crossover between a sedan, SUV and a station wagon, this car is slated for production in the next two years and is a major step forward in bolstering Audi's position as a premier luxury car. Actor Rahul Bose added a touch of glamour to the launch.

Other models on display include the Audi R8, Audi TT Roadster, Audi Q5 Compact SUV, Audi Q7 SUV, Audi A8, Audi A6, Audi A4, and a limited edition vintage Audi Roadster.

Skoda

Skoda Yeti Compact Crossover SUV



Skoda unveiled the much awaited Yeti Compact SUV, in three Variants - Trendline, Comfort line and Highline.

Other cars in the Pavilion are the Skoda Superb, Skoda Fabia, Skoda Superb Combi, Skoda Octavia RS and Skoda Laura.

BMW



BMW X1

A premium compact SUV that will be officially launched across the country in a few weeks/months, the car will be made in Completely Knocked Down Kits (CKD) at their Chennai factory, signaling another milestone for the BMW India operations.

BMW Gran Turismo

Based on the 5 Series Platform, this limited edition touring car is for the first time being unveiled in India. Only a handful will be available for sale in India, on a first come first serve basis.

The Show Stealers

BMW 760 Li

The long wheel base of the super luxury sedan, the 7 series

BMW X6M

The X6M is a limited edition and super performance variant of the popular X6 cross over SUV. Other cars on display include the BMW X3, BMW X5, BMW 5 series Diesel and BMW 3 series sedan.

Tata Motors

Tata Aria



Mr. Ratan N Tata, Chairman, Tata Sons, unveiled the Tata Aria, a premium MPV, sporting a 2.2 Litre Common Rail Diesel Engine giving 140 PS of power. Offering class leading space, comfort and technology, Aria is poised to play a critical role in the C and D segment vehicles.

Tata Venture

A compact mini van based on the Tata Ace Platform, the Venture boasts of luxurious interiors, contemporary exteriors, plug in windows, three rows of seating and HVAC.

Tata Magic Passenger Vehicle

Designed for the rural population, this vehicle offers economical transportation with affordable running costs.

This highly anticipated car was officially launched for sale in India, after being displayed as a concept at several auto shows across the globe. It played the part of an Autobot, in the blockbuster movie, The Transformers.



Starting at a price tag of 3.34 lacs (ex showroom, Delhi), the Beat is expected to crack the small car segment wide open, with a 1.2 liter petrol, 16V DOHC engine, and 18.6 Km/l ARAI certified fuel efficiency. The fully loaded top end model with climate control, airbags and premium sound systems will be offered at a price of 3.94 lacs (ex showroom Delhi).

Also on display at the GM pavilion are the Aveo CNG, Chevrolet Camaro Sports car, Chevrolet Cruze Road car and Cruze Race car, Captiva SUV and other models in the GM line up.



Jaguar

Jaguar XJ

The all-new Jaguar XJ was officially unveiled at the Auto Expo 2010, with super luxury sedan offers premium styling and comfort. The XJ will be the flagship model for the Jaguar brand and will spearhead its foray into the premium luxury segments across the world.

Honda Motorcycles India



Honda launched the VFR1200F, its latest global fun bike, with dual clutch technology. It also showcased a Concept sports bike and Experimental Mobility Device U3X, and unveiled the CB Twister Bike, New CBF Stunner and New DIO as mass production models. The theme of the display at Auto Expo 2010 is 'Enjoy The Honda Quality'.

Special trial bikes were also demonstrated, with shows by Spanish riders. Amos Bilbao and Lia Sanz. The CRF 50 for kids was also on display, offering demo rides. The Design Corner was a special feature at the pavilion.

Yamaha



Yamaha launched the 2010 model of the YZF R1, and a special edition of the R15 and other models, as well as a special white colour edition of the YZF-R15.

Also showcased at the Auto Expo are the Fazer, FZ series and a few concept motorcycle models for the commuter segment. Other products at the pavilion include VMAX, YZR-M1, TMAX, XJ6, MT01, Gladiator Type SS &RS, G5, Alba and CruX.

Did You Know ?

- The first Japanese car in the United States was the Honda Accord manufactured in November 1982. 
- The Chevrolet Impala car enjoyed a breaking sales record of more than one million in 1965.
- The first cars used levers instead of a steering wheel.
- The first Porsche 911 was introduced in 1964 and generated a power output of 130 bhp.
- An airbag takes only 40 milliseconds to inflate after an accident.
- Ferrari makes a maximum of 14 cars every day.
- The world's longest traffic hold-up was between Paris and Lyon on the French Autoroute in 1980. It was about 110 miles long.
- The first auto insurance policy was purchased in 1897 in Westfield, MA, USA.
- Windshield wipers were introduced by a woman.
- The first self-propelled car was invented by Nicolas Cugnot in 1769. It was designed with three wheels and an engine in the front, along with the boiler. The car was able to run at a speed of 6 km/h. The first self-propelled car was first used by French Army to move cannons.
- The first recorded motor accident occurred when a steam-driven vehicle designed by Nicolas Cugnot, two years after he introduced the first one, hit a wall.
- Issac de Rivaz in 1807 designed an internal combustion engine that used a mixture of hydrogen and oxygen to generate power. He then developed a car using this engine.
- The first practical four-stroke engine was invented by the Otto and Langen Company of Deutz, Germany. Nikolaus Otto, who first worked in a grocery store, later started his own workshop near Cologne, where he invented the four-stroke engine in 1876. Later, a German engineer named Gottlieb Daimler carried out more developments in the engine and introduced a practical four-stroke engine that is still used in various car models.



Master Calendar of Events

Date	Name	Venue
5 - 11 January 2010	Health Check Up Camp for Drivers	Pragati Maidan
5 - 11 January 2010	Road Safety Nukad Natak	Pragati Maidan
5 - 11 January 2010	Nukad Natak on HIV Aids awareness for Drivers	Pragati Maidan
12 noon	VDA Press Conference	Hall 1A
1.30 - 5 PM	SAE - Society for Automotive Engineers Mtg - (KKG-15)	Board Room, Media Lounge, Punjab Pavilion, Near Gate No.4
6-January -2010	Three Wheeler Training Programme	Pragati Maidan
4.00 PM	Auto Expo Inauguration	Lal Chowk
7.30 PM	NDTV, Car/Bike Awards	Hotel Hyatt
6,7,8,9 & 11 January-2010	Road Safety Rally by Students at Pragati Madian	Pragati Maidan
7-January 2010 9 AM to 1 PM	Recycling of Vehicles	Gulmohar, IHC
	Auto Design Challenge, Announcement of Winners	Lalit Hotel
9:00 AM	India Semi Conductor Association Conference	Conference Room Hall 8
10 AM to 6 PM	4th Styling & Design Conclave	Lalit Hotel
10 AM to 2 PM	"Investment Opportunity" - an Interactive Session with State Governments	Evenza Hall, Phoolwari
11.30 AM	Inauguration of Diesel Planet	Lake area opposite hall 8-11
12 Noon to 2 PM	Media Hours for Exhibitors	Media Lounge, Punjab Pavilion, Near Gate No.4
1.00 to 6.00 PM	Seminar on IP Management through Brand Protection	Alta Hall, Phoolwari
3:00 PM	Valedictory function of National Road Safety Week by Mr Kamal Nath	Lal Chowk
10 AM to 5 PM	4th Auto Trade Dialogue (RV - 50)	NC Hangar, Pragati Maidan (near gate no.2)
12 Noon to 2 PM	Media Hours for Exhibitors	Media Lounge, Punjab Pavilion, Near Gate No.4
12 noon	Golf Tournament	Jaypee Greens, Noida
	International Young Presidents' Organization delegation	
	Bookmark Contest Awards Day	Lal Chowk
8,9 & 11 January 2010	Awareness Programems for Truck Drivers and visit to Auto Expo Pragati Maidan	
10.00 AM to 5.00 PM	Conference on Transport "Transport Solutions for a World-Class City"	Conference Room Hall 8
12 Noon to 2 PM	Media Hours for Exhibitors	Media Lounge, Punjab Pavilion, Near Gate No.4
10-January -2010 9.00 AM to 1.00 PM	Yamaha Press Conference	NC Hangar, Pragati Maidan (near gate no.2) / Lal Chowk
12 Noon to 2 PM	Media Hours for Exhibitors	Media Lounge, Punjab Pavilion, Near Gate No.4
2:00 PM	Visit of Minister Krecke, Minister of the Economy and Foreign Trade, Luxembourg	Hall 15D - Kerala Pavilion
11-January -2010 12 Noon to 2 PM	Media Hours for Exhibitors	Media Lounge, Punjab Pavilion, Near Gate No.4



10th Auto Expo at a Glance

The Complete Automotive Show

Theme: Mobility for All

- Largest biennial Automotive Show in Asia in its 25th year
- Only show in India accredited by OICA (International Organization of Motor Vehicle) with participation from:

Vehicles	Components	Garage Equipment
Accessories		

- Spread across 125,500 sqm
- 16 permanent halls and 18 hangars + state pavilions + outdoor space
- Focused pavilions / halls for:

SME Sector	Garage Equipment
Diesel Pavilion	Alternate Fuel Technologies
Design & Innovation	Audio & Car Accessories
National Pavilions	Vintage Cars/bikes

- Engines & Engine Technologies
- 2105+ Exhibitors
- 350 media registered from 11 countries
- Conferences, Workshops, Buyer-Seller Meets

International Participation

- 800 Overseas Exhibitors from 30 countries
- 40% increase in overseas area
- Country Pavilions from:

Canada	China	France	Germany
Italy	Japan	Luxemburg	Spain
Taiwan	UK		

- New Entrant - Harley Davidson, USA
- Buying/sourcing delegations from 40 countries
- Overseas Delegations confirmed from: Canada, China, Germany, Japan, Luxembourg, Myanmar, Pakistan, Spain, Taiwan, United Kingdom, USA
- 350 media registered from 11 countries
- Concurrent Events:
- Automotive Award Nights by Television Channels
- Conferences by Sectoral Associations
- Automotive Style/Design Contest
- Drawing Competition on Environment for School Children
- Charity Dinner
- Safe Driving initiative in collaboration with Traffic Police
- Golf Day, Vintage Car Display
- Quiz Programmes
- Exclusive Launches by Vehicle Manufacturers:
- Global Launches
- India Launches
- New product variants for India
- Press Conferences



Major Participants

Vehicles

Ashok Leyland	Audi	Bajaj Auto
BMW	BSA Motors	Emmel Wheelers
Fiat India	General Motors	Harley Davidson
Hero Electric	Hero Honda	Honda Motorcycles
Honda Siel Cars	Hyundai India	India Yamaha
Jaguar	Jay Bharat Maruti	Kranti Automobiles
Lohia Industries	Mahindra 2 Wheelers	Mahindra & Mahindra
Maruti Suzuki	Mercedes Benz	Premier Automobiles
Reva Electric	Royal Enfield	Renault India
Skoda India	Standard Tractors	Suzuki Motorcycles
Tara International	Tata Motors	Toyota Kirloskar
TVS Motor Co.	VE Commercial	Vibgyor Allied Ind
Volvo India	Volkswagon	Yo Bikes

Components

Amalgamations Group, Amtek Auto, Clutch Auto, Continental Engines, Delphi, Duratuf Glass, Endurance, Federal Mogul, FIEM, GKN Driveline, GNA Group, Greaves Cotton, Hi-Tech Gears, Magna International, Indications Instruments, Kirloskar Engines, Lombardini, Mahindra Navistar, Motherson Sumi, Neolite, Pricol, Punjab Bevel Gears, Sandhar Technologies Shriram Pistons, Sona Koyo, Talbros, TVS Group, Varroc Engineering, Wabco TVS, Yokohama

