

2018



MANILA International
AUTO SHOW

#MIAS
WORK & PLAY

POST EVENT REPORT



INTRODUCTION

MIAS 2018 is committed to deliver car display and services; but this time around, focusing closely on cars and automotive innovations that will live up to the “Work & Play” aspirations of auto enthusiasts. As such, visitors of this year’s MIAS can expect to find an extensive range of vehicles that are either ideal for their various business and career agendas or ones that will help one’s business keep up with the demands of their trade. On the other hand, leisure finds, adventure-seekers, and everyone else in between are sure to be impressed with the line-up of cars that are especially designed to elevate the way we travel.



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2018

FORGET NORMAL

**APRIL 5-8
2018**

CO-PRESENTED BY:
**BPI Family
Auto Loan**

**SEROIL
LEAGUE OF
BELIEVERS**



OFFICIAL PARTNERS

CO-PRESENTED BY:



PARTNER ASSOCIATION:



CUSTOM & CLASSIC CAR COMPETITION PRESENTOR:



2018

IN COOPERATION WITH:



FOR THE BENEFIT OF:



OFFICIAL MAGAZINE:



PARTICIPATING VEHICLE BRANDS:



PARTICIPATING BRANDS:

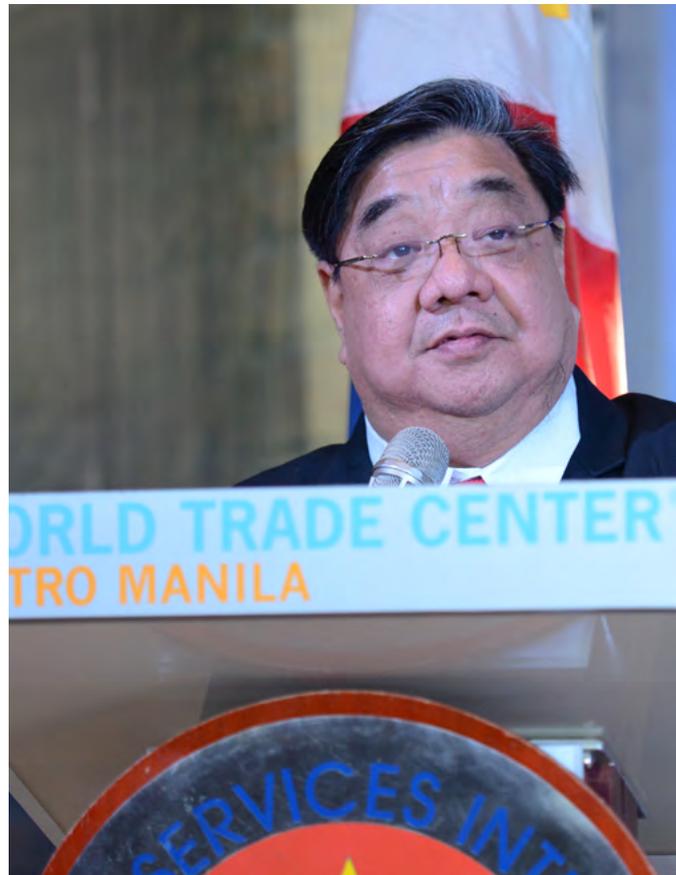


MEDIA PARTNERS:



SUPPORTED BY:





MESSAGES

Inspired by two of the most popular reasons that motivate people to buy a car, this year's theme of "Work & Play" seeks to highlight the latest and most outstanding automotive innovations that both capture the necessities and desires of people.

Through this conceptual framework, **MIAS 2018** will be turning the spotlight on automotive innovations that will not only help people put their best foot forward in their respective careers but also, products that will help businesses run optimally and efficiently.

We are more than ready to unveil the ultimate auto trade show that will cater to the diverse needs and aspirations of individuals with varying motivations and interests when it comes to car ownership, improvement, and maintenance.

Fueled by our commitment to elevate the Philippine automotive industry, allow me to personally welcome all of you to **MIAS 2018: WORK & PLAY!**

Joseph L. Ang
Founding Chairman
Worldbex Services International

EVENT IN NUMBERS

2018



EVENT THEME Work and Play



305
CAR
DISPLAYS

34
TRUCK
DISPLAYS

12
MOTORCYCLE
DISPLAYS



150
COMPANIES

138000
NUMBER OF VISITORS



75
PRODUCT
CATEGORIES



EXHIBIT AREA
33,000sqm



EVENT IN NUMBERS

“HARI’s participation at the Manila International Auto Show is one of the milestones that we’ll cherish for 2018. We weren’t just able to win the MIAS Best Booth Award; we also managed to find the perfect platform to release our four latest Hyundai vehicles. We look forward to setting new milestones with the Manila International Auto Show!”

Hyundai Resources Inc.
Distributor of Hyundai Vehicles

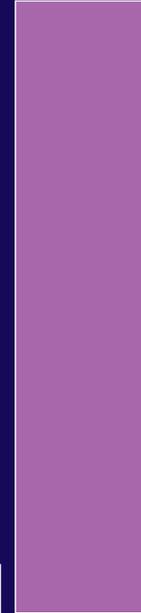


BRAND NEW CARS
MOTORCYCLE
OEM
CUSTOM CARS

40%



38%



3%



19%



2018



VEHICLE BRANDS 2018

2018



- BMW
- CHEVROLET
- DAF
- DODGE
- FORD
- FOTON
- GAZ
- HANGCHA
- HMC
- HYUNDAI
- ISUZU
- JAC MOTORS
- JAGUAR
- JEEP
- JINBEI AUTO
- LAND ROVER
- MERCEDES BENZ
- MITSUBISHI
- PIONEER TRUCK
- RAM
- SUBARU
- SUZUKI
- URAL

EVENT HIGHLIGHTS

“The Manila International Auto Show is one of the much-awaited events in the motor sport calendar of the Automobile Association Philippines every year. In fact, we hold the AAP Annual Motor Sport Awards Night, where we honor the country’s best drivers, during MIAS and at the same venue.”

Augusto C. Lagman
President
Automobile Association
Philippines



CAR
OF THE
YEAR



TRUCK
OF THE
YEAR



MOTORCYCLE
OF THE
YEAR



2018



EVENT HIGHLIGHTS

Car Launches

2018



EVENT HIGHLIGHTS

Car Club Display

2018



EVENT HIGHLIGHTS

Russ Swift Stunt Show

2018



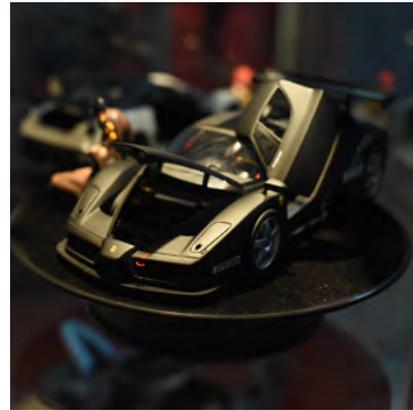
“MIAS has really a friendly atmosphere. There are diverse types of vehicles such as model cars plus custom and classic cars. The organizers deserved all the success. I can't wait for next year's MIAS!”

Russ Swift
British Stunt Performer

EVENT HIGHLIGHTS

Diecast Display and Swap Meet

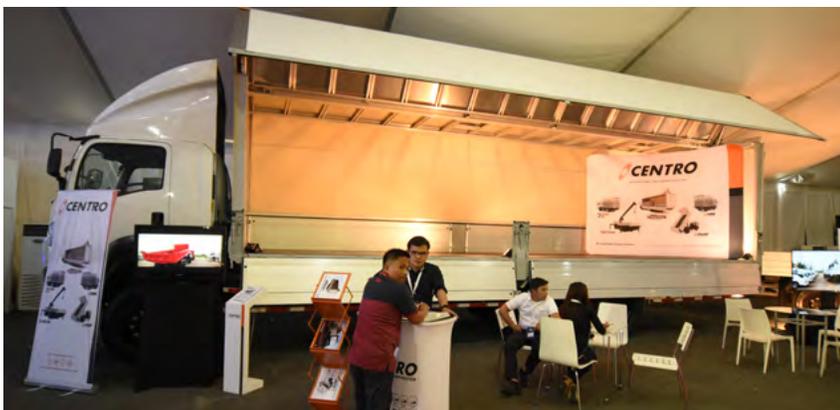
2018



Custom and Classic Car Competition



North Wing Truck Pavilion



West Wing Test Drive



"I'd like to congratulate the organizers of the Manila International Auto Show for always putting on a world class auto show. It's got the variety, it's got the entertainment, it's got the opportunity for people to purchase cars. It is really a one stop shop that does not only help consumers but also families as well so it is really a world class show and I encourage everybody to go down and see it."

James Deakin
American Journalist / Host





90.4%
Visitor's satisfaction
about the event

90.4%
overall
organization
rating

Out of 215
respondents, a total
grade of
94.4%
agreed that MIAS is the
biggest and most
attended auto show in
the Philippines

VISITORS' PROFILE

- **TOP PRODUCT INTEREST**
 1. Branded New Cars
 2. Concept Cars
 3. Motorcycles

- **EVENT INTEREST**
 1. Car Launches
 2. Concept Cars
 3. Motorcycles



CELEBRITIES/MEDIA PERSONALITIES



MARLON STOCKINGER
Celebrity Car Racer



JAMES DEAKIN
American Journalist/Host



RICHARD YAP
Actor/Endorser



JOYCE SPRING
Celebrity/Host

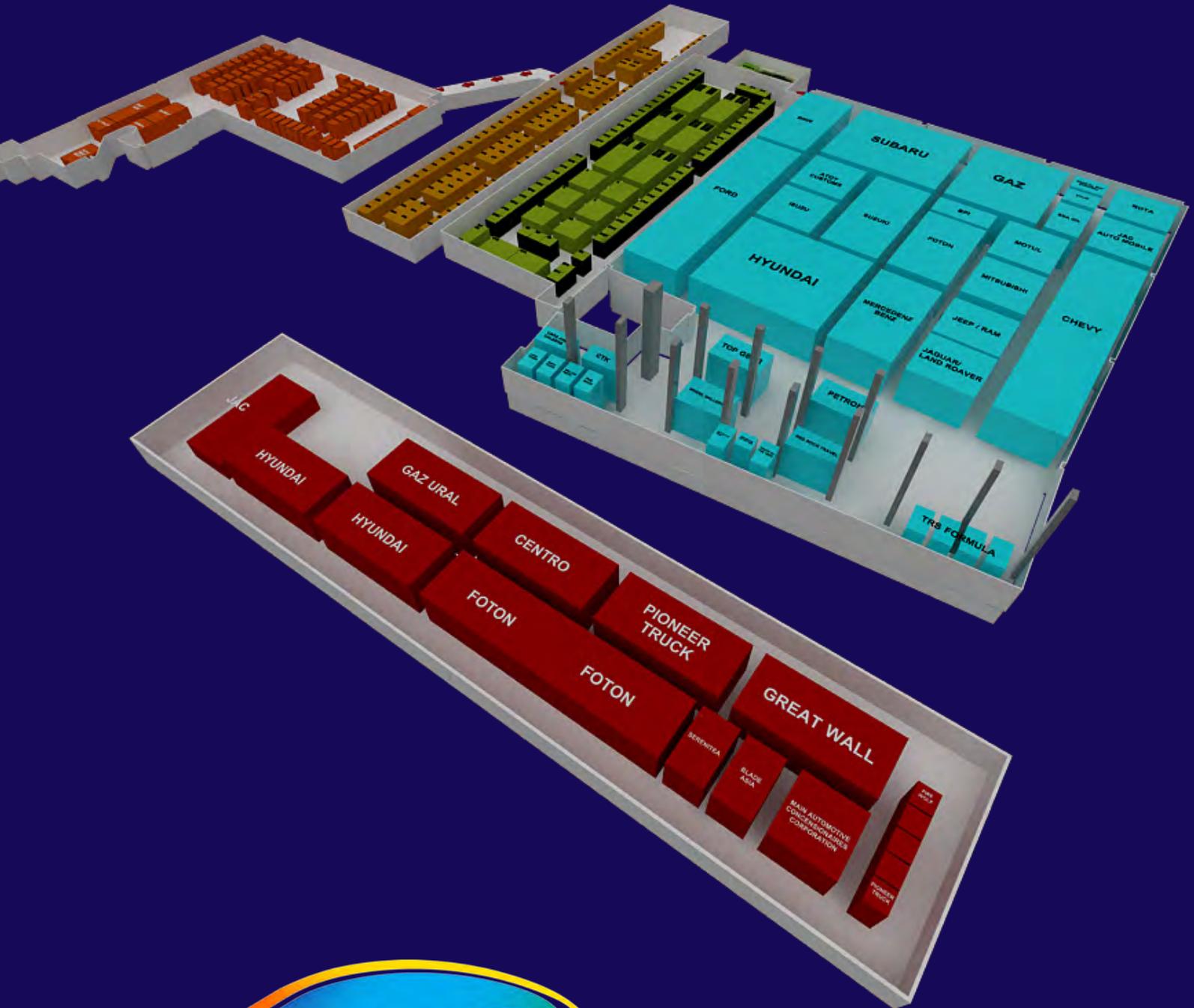


MARTIN ANDANAR
PCOO Secretary



RUSS SWIFT
British Stunt Performer

FLOOR PLAN



WORTH OF PUBLICITY
GENERATED

Over 420
media coverages

₱112,000,000
consolidated worth of
media values

MEDIA



2018

MANILA International
AUTO SHOW

SAVE THE DATE



WORK & PLAY

APRIL 4-7, 2019