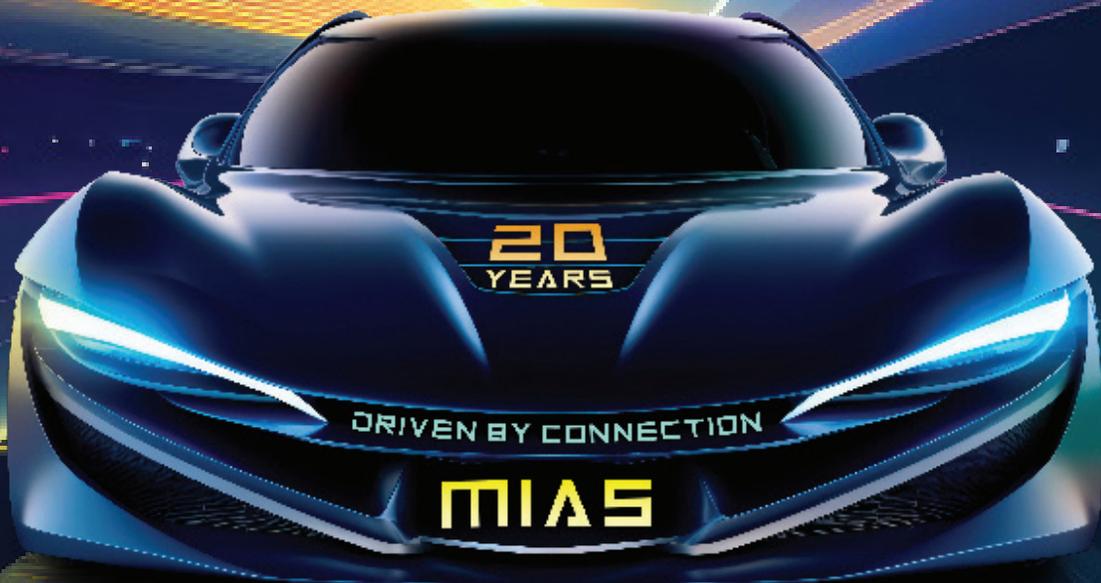


WORLDBEX SERVICES INTERNATIONAL

MANILA International AUTO SHOW



APRIL 10-13, 2025

10AM - 9PM



**WORLD TRADE CENTER®
METRO MANILA**

POST EVENT REPORT



manilaautoshow.com



inquire@worldbexevents.com

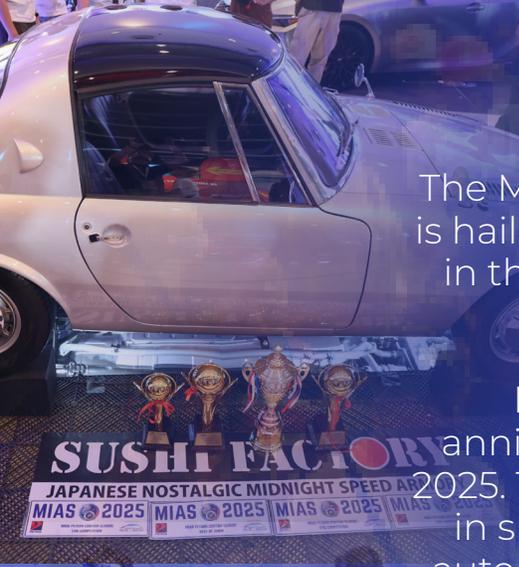


+632 8656 9239




INQUIRER MOBILITY
 THE OF *Miss MIAS 2025*
Twenty Thousand Pesos
Manila International Auto Show

EVENT OVERVIEW



The Manila International Auto Show (MIAS) is hailed as the most anticipated auto show in the Philippines, attracting visitors and exhibitors alike.

MIAS has just concluded its 20th anniversary celebration last April 10 to 13, 2025. The event has continued to take pride in showcasing the exciting world of the automotive industry for 20 years. Since its inauguration in 2005, MIAS has elevated the experience to a whole new level, impressing and exciting car enthusiasts and professionals alike.



MANILA International AUTO SHOW

CO-PRESENTED BY



PARTNER
ASSOCIATION



FOR THE
BENEFIT OF



CUSTOM & CLASSIC
CAR COMPETITION
SPONSOR



PARTICIPATING VEHICLE BRANDS



PARTICIPATING BRANDS



MEDIA PARTNERS



SUPPORTED BY





MESSAGE

Good morning, and welcome to the **20th Manila International Auto Show!**

It is an honor to stand before you today as we celebrate two decades of automotive passion, innovation, and excellence. Twenty years ago, we envisioned creating a platform where the automotive community could unite to celebrate innovation and mobility.

Over the years, **MIAS** has witnessed the unveiling of groundbreaking models, the rise of electric and hybrid technology, and the growth of a passionate community. Indeed, this year's theme, **Driven By Connection**, truly embodies what **MIAS** is all about. Beyond showcasing the latest automotive innovations, we are here to build stronger connections between brands and consumers, between technology and sustainability, and, most importantly, between people who share the same passion for mobility.

To everyone here today, let's continue driving the future forward—together. Once again, welcome to the **20th Manila International Auto Show!** Enjoy the show, and let's make this milestone truly unforgettable!

JOSEPH L. ANG
Founding Chairman
Worldbex Services International





“MIAS has been very supportive of our future public transportation developments, and we look forward to working with WSI for many more years to come.”

Usec. Mark Steven Pastor
Undersecretary for the
Department of
Transportation (DoTr)



“MIAS has always been a cooperative force in the automotive industry. We work hand-in-hand to enforce safer and cleaner roads.”

Hon. Atty. Romando “Don” S.
Artes
Chairman for the
Metropolitan Manila
Development Authority
(MMDA)



“The City of Pasay is honored to be the host for the 20th edition of MIAS. Pasay City will forever be the home of many great events by WSI for the many years to come.”

Mr. Peter Eric Pardo
Pasay City Chief of Staff
Representative of Pasay City
Mayor, Hon. Mayor Imelda
“Emi” Calixto-Rubiano



MANILA International AUTO SHOW

OVERVIEW



MORE THAN
170,900
FOOT TRAFFIC



MORE THAN
145
EXHIBITORS



33,000 SQM
EXHIBIT AREA



310
CAR, TRUCK &
MOTORCYCLE
DISPLAY



EXHIBITORS' SURVEY RESULTS



99%
of the local Exhibitors
rated the Overall event
as Excellent



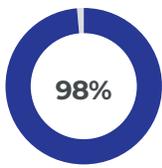
100%
of exhibitors present
exceeded the
expectations of
participation this MIAS
2025



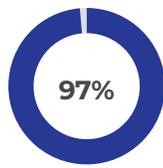
100%
of exhibitors present
were satisfied and
impressed with
the foot traffic of MIAS
2025



99%
of exhibitors gave the
management and
organizers an
"excellent" approval
rating



98%
of exhibitors rated the
overall structural
aesthetics of MIAS 2025
an "excellent" rating



97%
of exhibitors were
impressed with the
lineup of scheduled
activities and highlights
of MIAS 2025

OBJECTIVE PARTICIPATION

- 96% Promote awareness of Products
- 96% Market Exposure
- 96% Generate increased businesses
- 95% Appoint new agents / distributors
- 93% Explore joint venture possibilities
- 93% Market / test new products
- 91% Explore new businesses

VISITORS' SURVEY RESULTS



ATTENDEE PROFILE AND BEHAVIOR

Primary decision-makers:

100% of respondents (330) identified as the main vehicle purchase decision-makers.

First-time visitors:

45% were attending a Motor Show for the first time, suggesting a mix of new and returning audiences.

Time spent at the show:

73% spent 1-4 hours.

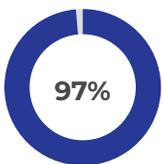
Only 18% stayed more than 4 hours - potentially a benchmark for booth dwell-time improvements.



satisfaction rating from its visitors



agreed that MIAS is the leading car show in the Philippines



will definitely recommend MIAS to others



saw adequate to moderate publicity regarding MIAS 2025



MAIN PRODUCT INTEREST:

- Cars, Trucks, and Motorcycles
- Car accessories and add-ons
- Automotive Services

TOP 5 HIGHLIGHTS OF MIAS 2025:

- Mobility Marathon
- MIAS - Petron Customs and Classics Car Competition
- Ms. MIAS
- Test Drive Avenue
- Die-Cast Car Collection



HIGHLIGHTS

MOBILITY MARATHON

THE LATEST CAR DEBUT

A highlight where the latest innovations and beauty of the newest cars will be in full display in a series of car launches scheduled in one program.



BYD



KIA



GAC



CHANGAN



MG



AITO



BESTUNE



NISSAN



LINK & CO.



FOTON



JETOUR



CHERY



BAIC



SUZUKI



GWM



OMODA JAECOO



HYUNDAI



VINFAST



ISUZU



TESLA



ROX

HIGHLIGHTS



A people's choice KNOCKOUT COMPETITION with different categories. This competition will let the CAR ENTHUSIASTS and the general public decide on which cars they like best in a tournament bracket format.



BEST IN SHOW:
RAIDY BAYOT - TOYOTA SPORTS 800

TRUCK ZONE

A display of masculine and heavy duty trucks that showcase its advantages and special features.



TEST DRIVE AVENUE

An area within the venue's space where visitors can actually feel driving the cars that they are eyeing to buy.



Die-Cast CAR COLLECTION

An exhibit where collectors and fans of die-cast cars showcase, buy, and trade their rarest and most unique collections.



MS. MIAS



2025 WINNER: CRISTEL GALANG (MS. AITO)

BEST BOOTH



BEST BOOTH WINNER: BYD

MERCHANDISE



MEDIA

Driven by Connection: MIAS celebrates two decades of automotive excellence

MANILA BULLETIN
 APRIL 12, 2025
 PAGES 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

Manila International Auto Show
 Posted by Woobie Worldbex
 Apr 13 · 🌐

Join FAW Bestune Philippines's raffle now and win a mini EV when you follow these steps! Visit Bestun... See more

1 FAW Bestune Philippines · Follow
 Apr 12 · 🌐

🔔 RAFFLE ALERT! 📢

Want to win the cutest MINI EV at MIAS 2... See more

Raffle CONTEST

WIN A BESTUNE PONY MINI EV

01 Complete the raffle form by April 15, 2025.
 02 Share 8 photos of the raffle form on your social media.
 03 Add your raffle form to your raffle entries.

Prize: A BESTUNE PONY MINI EV

World Trade Center, Metro Manila

Insights unavailable

Boost a post

13 likes · 1 comment · 2 shares



聯合日報 UNITED NEWS

菲美國防部長將於2025年3月28日會面

菲國防部長馬格薩薩拉將於2025年3月28日訪問美國，與美國國防部長奧斯汀會面。馬格薩薩拉將向奧斯汀報告菲律賓的國防發展情況，並討論加強兩國軍事合作。馬格薩薩拉還將與美國國防部長奧斯汀會面，討論加強兩國軍事合作。馬格薩薩拉還將與美國國防部長奧斯汀會面，討論加強兩國軍事合作。

新聞主任：運輸團體在罷駛前應先與運輸部長商榷

棉蘭老：副總統府秘書長將與棉蘭老省長會面

菲美陸軍軍演在菲律賓舉行

TOTAL AD VALUE
PHP 319,074,052

NEWSPAPER, ONLINE NEWS, POSTERS, BILLBOARDS, RADIO AND TV STATIONS, AND SOCIAL MEDIA MENTIONS ON YOUTUBE, INSTAGRAM, AND TIKTOK

Manila International Auto Show
 Posted by Woobie Worldbex
 Apr 13 · 🌐

It's a jam-packed Sunday afternoon as visitors flocked MIAS 2025 on its last day! Come and join the... See more

See insights and ads

Boost post

125 likes · 4 comments · 6 shares



Manila International Auto Show
 Posted by Woobie Worldbex
 Apr 13 · 🌐

2-time Olympic Gold Medalist and gymnast Carlos Yulo appeared today at the Autoplus booth here a... See more

See insights and ads

Boost post

254 likes · 4 comments · 43 shares

Manila International Auto Show
 Posted by Woobie Worldbex
 Apr 13 · 🌐

This MIAS 2025 utilizes the ENTIRE World Tr... See more

See insights and ads

Boost post

119 likes · 3 comments · 25 shares

Motoring

20th Manila International Auto Show 2025 DRIVEN BY CONNECTIONS

All-inclusive Sales booths display quality products

20th Manila International Auto Show 2025 DRIVEN BY CONNECTIONS

MIAS 2025 is a celebration of automotive excellence, showcasing the latest in automotive technology and design. The event is a must-see for car enthusiasts and a great opportunity for consumers to explore the latest in automotive technology and design.

Manila International Auto Show
 Posted by Woobie Worldbex
 Apr 12 · 🌐

Congratulations to BYD for winning the title of Best Booth here at MIAS 2025!... See more

BEST BOOTH

See insights and ads

Boost post

359 likes · 9 comments · 99 shares

Manila International Auto Show
 Posted by Woobie Worldbex
 Apr 12 · 🌐

A stunning show of grace and beauty happened at the Manila International Auto Show!... See more

See insights and ads

Boost post

149 likes · 2 comments · 22 shares

EXECUTIVE BUSINESS

Experience Cuteness and Sustainability: Win a Bestune PONY Mini EV at MIAS 2025!

MIAS 2025 is a celebration of automotive excellence, showcasing the latest in automotive technology and design. The event is a must-see for car enthusiasts and a great opportunity for consumers to explore the latest in automotive technology and design.

DRIVEN BY CONNECTION: MIAS CELEBRATES TWO DECADES OF AUTOMOTIVE EXCELLENCE

WORLD BEX SERVICES INTERNATIONAL



MANILA **International**
AUTO SHOW
2026

SAVE THE DATE

APRIL 9 - 12, 2026 | 10:00 AM-7:00 PM

WORLD TRADE CENTER METRO MANILA

Please refer to the Organizer for Major and Minor Sponsorship Packages:

For more information, please contact **Ms. Trishia Chilena:**

📞 (Manila) (632) 8656.9239 Loc. 129 📞 +639567239469 or 📧 wsil1@worldbexevents.com

ORGANIZED BY:

WORLD BEX SERVICES INTERNATIONAL

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