

## **Second Downtown Dubai Classic Car Show to feature dazzling displays, colourful parades and competitions**

**Dubai, UAE; February 14, 2010:** The rich heritage and colourful legacy of classic cars is once again on display in Downtown Dubai. The second Downtown Dubai Classic Car Show will be celebrated over four days this year following overwhelming participation from the public and classic car enthusiasts last year.

The second edition of the much-awaited event will be held from February 18 to 21, lending further colours and excitement to the city, already bustling with the Dubai Shopping Festival 2010.

The event also underscores Downtown Dubai, the 500-acre development by Emaar Properties, as the most vibrant lifestyle destination in the city, attracting thousands of visitors and residents to a wide array of activities.

Mr Ahmad Al Matrooshi, Managing Director – UAE, Emaar Properties, said: “Downtown Dubai Classic Car Show, this year, has a richer offering including more parades and competitions that will appeal to visitors and automobile lovers. This follows the overwhelming response from the public and classic car collectors last year.”

He added: “The car show also highlights the lifestyle appeal of Downtown Dubai, which is now in global spotlight following the opening of Burj Khalifa and The Dubai Mall. Emaar is committed to offering unique lifestyle experiences to our residents and visitors, and Downtown Dubai Classic Car Show is a fine example of creating events that add to the tourist appeal of Dubai.”

Taking visitors through the history of how modern-day cars evolved, and highlighting awe-inspiring car creations that blend functionality with elegance, the car show will be held on Emaar Boulevard. Running through Downtown Dubai and overlooking Burj Khalifa, Emaar Boulevard, with its mix of art and lifestyle events, is fast evolving as one of the world’s finest boulevards.

Organized by Emaar with the support of the Automobile & Touring Club of the United Arab Emirates (ATCUAE) - a member of the 'Fédération Internationale des Véhicules Anciens' (FIVA), the world-wide authority for historic vehicles, the Downtown Dubai Classic Car Show will feature several showpiece vehicles from the past.

Several private collectors including rally legend Mr Mohammed Ben Sulayem, Vice President of the Federation Internationale de l'Automobile FIA and President of ATCUAE; Sharjah Museum and others will display their cars. Car collectors from the GCC region and abroad have also confirmed their attendance.

The participants will take the cars on rides through Emaar Boulevard and the Downtown Dubai community at the colourful parades held every day. A detailed description of the cars' characteristics and ownership lineage will be displayed to inform and educate visitors.

The participants can also enter competitions for the ‘best car’ in eight categories including a Public Choice Award to be voted by the public. Eminent classic car experts will score the cars on the basis of car originality, engine cleanliness, original car colour, historical car value, finishing and aesthetics.

The top prize is the Downtown Dubai Classic Car Show Award. Awards will also be given for the Best of Show in the Public Exhibition and the Classic Car Parade. The judges will also pick winning cars in Pre World War II, Post World War II, European Car and American Car categories.

The event will open with an attractive parade and inaugural ceremony on Feb. 18 at 4.30pm, and will continue through midnight with a classic car parade at 8pm. On Feb. 19 and 20, the car show will be open from 4pm to midnight and on Feb. 21, it will from 10am to 4pm. The award ceremony will be held on Feb. 20 at 6.45pm. For more details, please visit [www.emaar.com](http://www.emaar.com) or call +971 4 367 3664.

Downtown Dubai has evolved as the most definitive lifestyle development in the city featuring two malls – The Dubai Mall and Souk Al Bahar. The Dubai Mall is the world's largest shopping center with 1,200 retail stores including 160 F&B outlets, and features Dubai Aquarium & Underwater Zoo; the Middle East's first and only SEGA Republic; a dedicated children's edutainment centre KidZania®; an Olympic-sized Dubai Ice Rink and Dubai's largest megaplex, Reel Cinemas. Souk Al Bahar, overlooking Burj Khalifa, has a veritable collection of restaurants and vintage stores. Another showpiece attraction at Downtown Dubai is The Dubai Fountain, the world's tallest performing fountain.

The community is anchored by Burj Khalifa, the tallest building in the world. In addition to homes and offices, Downtown Dubai also features five world-class hotels – The Address Downtown Dubai; The Address Dubai Mall; The Palace – The Old Town; Al Manzil and Qamardeen.

Emaar Boulevard, a 3.5 km boulevard, hosts several lifestyle activities including the Downtown Dubai Classic Car Show.