

Press Release

First Burj Dubai Classic Car Show at Emaar Boulevard to showcase spectacular showpiece vehicles

- *Organised with the support of the Automobile & Touring Club, UAE and FIVA*
- *Display and parades of several classic cars on February 27 and 28*
- *Classic car competition to be yearly event by Emaar*
- *Marks the evolution of Downtown Burj Dubai as a vibrant lifestyle destination*
- *Positions Emaar Boulevard on the league of the world's finest*

Dubai, UAE; February 2009: It's celebration time for classic car enthusiasts at Downtown Burj Dubai. The new and most-happening destination the city is hosting the first-ever Burj Dubai Classic Car Show, parade and competition at Emaar Boulevard on February 27 and 28, 2009. The classic car competition is billed to become the most competitive event of its kind in the region and will also elevate Emaar Boulevard as one of the most vibrant lifestyle destinations in the city.

Burj Dubai Classic Car Show marks the start of a year-long calendar of events to be hosted at Emaar Boulevard. The 3.5 km custom-built premise is aimed at strengthening community spirit through varied leisure activities, and will recreate the appeal of the world's famed boulevards through retail and leisure activities. A spectacular line-up of art, fashion, sport and lifestyle events are being planned to be held at Emaar Boulevard throughout the year.

Organized by Emaar Properties 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 Burj Dubai Classic Car Show will be a veritable showcase of the finest showpiece vehicles from the past decades that continue to enthrall motor-vehicle enthusiasts.

A glittering opening ceremony attended by classic car experts will mark the start of the Burj Dubai Classic Car Show. Old yet elegant, evolutionary yet functional, the participating vehicles will be displayed with a detailed description of their characteristics and ownership lineage. Additionally, a number of classic cars will be displayed at the Grand Atrium of The Dubai Mall

Classic car enthusiasts can also enter the competition to walk away with a number of awards. A jury of experienced classic car experts will score each car on the basis of parameters including car originality, engine cleanliness, original car colour, historical car value, finishing and aesthetics in both categories.

The public will also have the opportunity to judge the cars and decide their favourite vehicles through a Popular Choice contest. Last date for entries is February 23, 2009 and registrations can be made online at www.emaar.ae. A highlight of the event will be a number of car parades, set to awe on-lookers.

The Burj Dubai Classic Car Show will showcase classic vehicles from the private collection of the rally legend Mr Mohammed Bin Sulayem, Vice President of Federation Internationale de l'Automobile (FIA) for Sport and President of ATCUAE, will be solely responsible for issuing historic car certificates to vehicles which are at least 25 years old.

FIVA certification provides international credibility and can enhance the value of historic cars, although vehicles have to undergo intensive examination. Said Sulayem: "They have to be maintained to a very high standard and comply with international FIVA safety regulations otherwise they will simply not be awarded a certificate."

Also the Burj Dubai Classic Car Show will showcase cars from El Serkal Family, who are passionate car collectors, and Sharjah Museum. Other private collectors are also presenting their vehicles at the event.

One of the rare vehicles to be displayed at the Burj Dubai Classic Car Show is a 1952 Jaguar XK120, the first British Post World War II car to achieve 120 miles per hour. It was considered as the 'supercar of its day' which has since then competed in world classic car rallies such as 'Milano San Remo Cup,' 'The Jewel That is Jordan,' 'London to Brighton,' and 'Liege Rome Liege.'

Downtown Burj Dubai is the flagship mega project of Emaar Properties and encompasses residential, commercial, hospitality and leisure components set around the Burj Dubai lake and the boulevard. At the centre of the development is Burj Dubai, the world's tallest tower. Several residences and offices have been handed over to customers making Downtown Burj Dubai a thriving neighbourhood.

Other lifestyle attractions in Downtown Burj Dubai include The Dubai Mall, one of the world's largest shopping and entertainment destinations; Souk Al Bahar, a modern mall inspired by Arabesque architectural elements; and four hotels – The Address, Downtown Burj Dubai; The Palace – The Old Town; Al Manzil and Qamardeen – that are social hotspots already. A stellar attraction is the soon to be operational Dubai Fountain, a musical water spectacle.