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SINGAPORE MOTORSHOW 2016 DRAWS OVER 58,000 VISITORS

Singapore (18 January 2016) – More than 58,000 people went through the doors of the Singapore Motorshow 2016 held at Suntec Singapore Convention and Exhibition Centre between 14 to 17 January, 2016. Attendance number at this year's event surpassed the 52,000 visitors that attended last year.

Organised by Motor Traders Association of Singapore, floor space at this year's Singapore Motorshow was expanded to accommodate a greater number of vehicles, automotive accessories and other exhibitors. The show featured more than 20 new car launches as well as the return of Russ Swift's popular stunt-driving performance, sponsored by Subaru.

"We're thrilled at the response to the Singapore Motorshow this year", said Glenn Tan, President of the Motor Traders Association of Singapore. "The brands have worked together to put on a great exhibition for the people of Singapore and they have responded by turning up in greater numbers than the year before."

"From the always-packed Russ Swift stunt performances to the live radio shows, contests and lucky draws, we are very pleased to see families enjoying the many experiences on offer at the Motorshow. We will certainly look to build on this year's momentum for the next edition in 2017."

In addition to the hundreds of vehicles on display, visitors to the Singapore Motorshow 2016 also had the chance to meet Mediacorp artistes and celebrity DJs during the multiple live radio shows held over the course of the event. Some of those in attendance included James Seah, Tim Oh, Zheng Ge Ping, and Jean Danker from Class 95; Xie Jia Fa, Lin Pei Fen, Chew Chor Meng, Cai Wei Bin, Chen Tian Wen, and Thomas Ong from Y.E.S. 93.3FM, and Wallace Hong and Kym Ng from Love 97.2FM

"Mediacorp is proud to be the partner of the Singapore Motorshow for the second year in a row. The event's continued success is a testament of our joint (MTA and Mediacorp) commitment to deliver a strong product that audiences want," said Jessie Sng, Head of Men, Women, Parents Customer Group of Mediacorp.

A number of attendees walked away from the Singapore Motorshow 2016 with fantastic prizes. One lucky visitor, Kee Wei Kiat, won a brand new Subaru Impreza through a lucky draw conducted by MTA in collaboration with Subaru. Other lucky winners received prizes from sponsors such as Mediacorp and AIG Singapore.

Visitors also enjoyed other activities such as a series of experiential activities by Shell. They were able to learn about the latest innovations in motor oil, Shell Helix PurePlus and Shell's V-Power Nitro+ Premium Gasoline.

There was also an opportunity for visitors to give back through HL Bank's charitable initiative. The money raised by HL Bank through selling mineral water at the Motorshow will benefit some 790 seniors through programmes run by TOUCH.

Official sponsors for the Singapore Motorshow 2016 are AIG (Official Insurer), HL Bank (Official Bank), Mediacorp (Official Media Partner) and Shell Helix (Official Automotive Lubricants). The event is also supported by the Japan Automobile Manufacturers Association, Inc (JAMA). For more information on the Singapore Motorshow 2016, visit www.motorshow.com.sg.

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