



**FOR IMMEDIATE RELEASE**

## **SINGAPORE MOTORSHOW 2018 CONCLUDES WITH OVER 55,000 VISITORS**

**Singapore, 15 January 2018** – The Singapore Motorshow 2018 greeted over 55,000 visitors at the Suntec Convention and Exhibition Centre between 11 to 14 January, 2018.

Organised by the Motor Traders Association of Singapore (MTA), visitors were treated to a display of more than 170 vehicles from 26 automotive brands and breath-taking stunt-driving performances by crowd favourite Russ Swift, sponsored by Subaru. The event also showcased some of the latest driving technologies, such as artificial intelligence (AI) and electric cars.

“We are very encouraged that there is still strong interest to see many brands in one place,” said Mr. Glenn Tan, President of the Motor Traders Association of Singapore. “We are pleased to have the support of the brands and exhibitors come together to put up a stunning automotive event, raising the bar for a show that Singaporeans have come to know and love.”

“Seeing visitors enjoy the numerous exclusive automotive deals and the various activities such as Russ Swift’s sold-out stunt performances, live radio shows, contests and lucky draws across the 4-day event, we will work hard to carry this momentum forward and make bigger strides towards the next event in 2019.”

On top of 26 new car launches, visitors to the Singapore Motorshow also had the chance to meet Mediacorp artistes and celebrity DJs during multiple live radio shows that took place over the course of the event. Those that were present at the event include Yasminne Cheng, The Muttons and Sophie Gollifer from CLASS 95; Denise Tan and Mike Kasem from GOLD 905; Mary Bukoh and Kenneth Kong from Love 972; Kenneth Chung and Nico Weibin from Yes 933; and Mediacorp artistes Chen Han Wei, Felicia Chin, James Seah, Paige Chua, Richie Koh and Ya Hui.

“Mediacorp is proud to be the Official Media Partner of the Singapore Motorshow for the fourth year in a row. Our partnership with MTA has grown from strength to strength and we continue to use our media platforms to reach the right audience for a successful event,” said Ms. Jessie Sng, Lead, Partnerships, English Audience, Mediacorp.

Some attendees also walked away from the Singapore Motorshow 2018 with fantastic prizes that were up for grabs. Mr Ryan Poon Kok Hong became the proud owner of a brand-new Subaru Impreza 2.0i-S through the lucky draw conducted by MTA in collaboration with Subaru. Other lucky visitors also took home prizes and received giveaways from sponsors such as Mediacorp and AIG Singapore.

Visitors also tried their hand at a series of interactive activities, such as a racing simulator and creative photo contest, presented by Shell. Through these activities, guests were able to learn more about the latest innovations in motor oil and Shell Helix Ultra, and looked closer into their driving aspirations through the Drive On campaign.

Official sponsors for the Singapore Motorshow 2018 are AIG Asia Pacific Insurance Pte. Ltd. (Official Insurer), HL Bank (Official Bank), Mediacorp (Official Media Partner) and Shell (Official Automotive Lubricants & Fuels). The event is also supported by the Japan Automobile Manufacturers Association, Inc (JAMA). For more information on the Singapore Motorshow 2018, visit [www.motorshow.com.sg](http://www.motorshow.com.sg).

SINGAPORE  
**MOTORSHOW**  
2018

Launches and Key Highlights at the Singapore Motorshow 2018

<b>Brands</b>	<b>Launches and Key Highlights</b>
Audi	Launch of the Audi A8 and first ever presentation of Audi's 25 <sup>th</sup> Hour Exhibition in Southeast Asia
BMW	Launch of the BMW X3 and BMW X3 M40i
Citroën	Launch of the Citroën C3 Aircross
Honda	Launch of the Honda Civic Type R
Hyundai	Launch of the Hyundai IONIQ Electric, Hyundai KONA and Hyundai i30
INFINITI	Launch of the INFINITI Q50
ISUZU	Launch of the ISUZU NHR 87 G Plate
Kia	Launch of the Kia Stinger
Land Rover	Launch of the Land Rover Discovery Sport and Range Rover Evoque
Lexus	Launch of the Lexus NX, introduction of the Lexus LC Structural Blue Edition and preview of the Lexus LS.
Maxus	Launch of the Maxus G10 MPV
Mazda	Launch of the Mazda MX-5 RF Sports Edition
Mitsubishi Motors	Launch of the Mitsubishi Eclipse Cross
Nissan	Showcase of the New Nissan LEAF and preview of the petrol-powered Nissan Cabstar
Peugeot	Launch of the Peugeot 5008
Porsche	Launch of the Porsche Panamera Sport Turismo
SEAT	Launch of the 2018 SEAT Ibiza and SEAT Arona
Subaru	Launch of Subaru's EyeSight Technology featuring the Subaru XV 2.0L and Subaru Outback
Toyota	Display of the Toyota C-HR, preview of the Toyota Prius Plus, a SUV segment and a Safety Corner
Volkswagen	Launch of the Volkswagen Arteon and a showcase of the Volkswagen Beetle Cabriolet
Volvo	Launch of the Volvo XC40

List of participating automotive brands

<b>Automotive Brands</b>	
Audi	Maxus
BMW	Mazda
Citroën	Mercedes Benz
DS Automobiles	Mini (First appearance at the Singapore Motorshow)
Honda	Mitsubishi Motors
Honda Bikes	Nissan
Hyundai	Peugeot
INFINITI	Porsche
ISUZU	SEAT (First appearance at the Singapore Motorshow)
Jaguar	Subaru
Kia	Toyota
Land Rover	Volkswagen
Lexus	Volvo

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**About the Singapore Motorshow**

Organised by Motor Traders Association of Singapore (MTA), the Singapore Motorshow is Singapore's largest and most prestigious annual motoring event. Since its inaugural show in 1992, the Singapore Motorshow has grown to become the top platform for automotive brands to launch new models and display their latest products. In addition to exclusive



automotive deals, the Singapore Motorshow also features bargain deals for automotive accessories and lifestyle products and services.

For more information on the Singapore Motorshow, please visit [www.motorshow.com.sg](http://www.motorshow.com.sg).

 [Singapore Motorshow](#)

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