

CUSTOM 77 SHOW

EMIRATES

**24-26 MARCH 2022
IS THE NEXT EDITION!
SO STAY TUNNED**

NISMO

RACING

WHO WE ARE

Custom Show Emirates is the leading Automotive customization exhibition in the Middle East & North Africa region.

Started back in the year 2010 as a hub for all the cars and bikes lovers who shared the enthusiasm to get together in one place, to Display their works, showcase their talent among each other & the public.

Today, and after 12 years of hard work in keeping the show advancing, The Custom Show Emirates operates and serves as a platform for B2B and B2C participant's, connecting automotive manufacturers, suppliers and retailers directly with buyers and end consumers by covering various fields such as; styling, tuning, vehicle safety, after-market products, mechanical spare parts & automotive cosmetic parts.

Now in our 7th edition, Custom Show Emirates is aiming to attract & welcome over **38,000 visitors** combined in an auditorium of over **45,000 Sqm** where they will be able to witness a premium automotive experience & entertainment.

CSE is also a strategic partner of SEMA show, USA -



Custom Events LLC is the sole organizer and rights holder of the Trademark Custom Show Emirates (CSE), under the Bin Lahej Group of companies.

SEMA

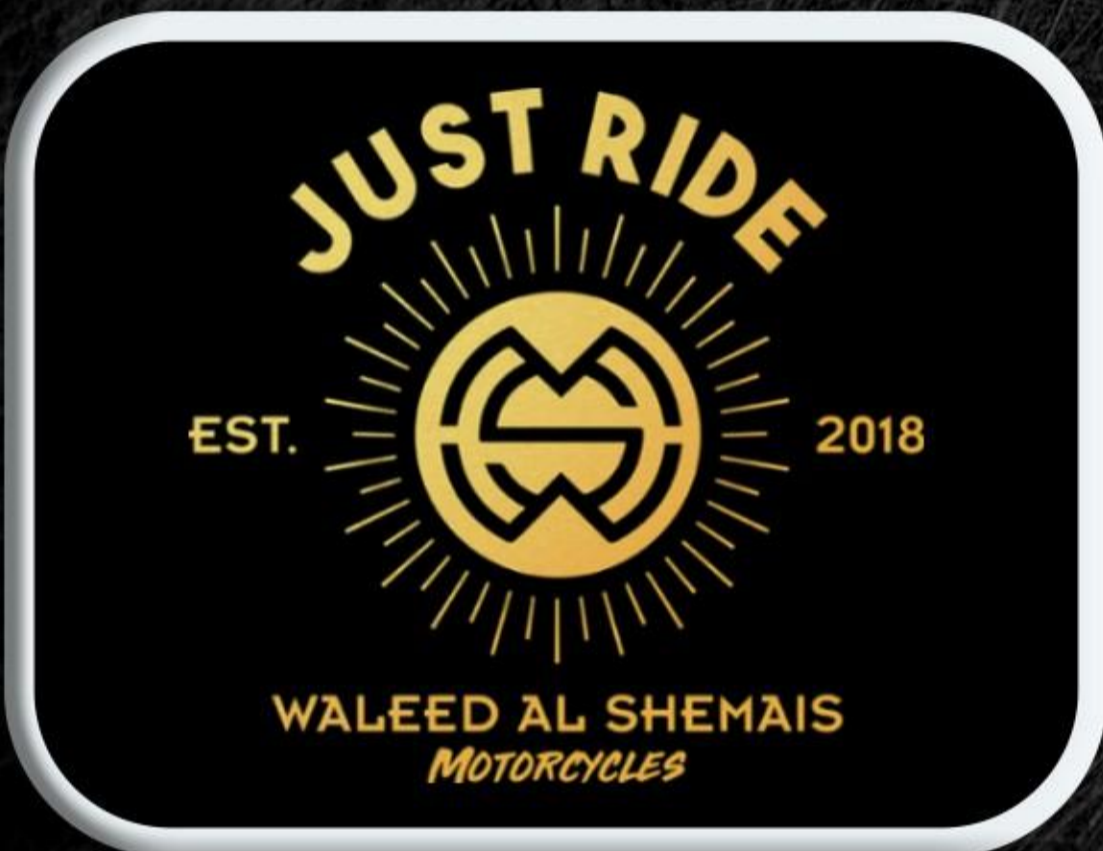
SHOW

SEMA SHOW' LETS RE-WIND A BIT TILL 1963

It's a four-day aftermarket industry trade show and event that historically brings in over 160,000 attendees, including more than 70,000 buyers from the industry. Attendees come from all over the U.S. and 140 countries. They come to see more than 2,400 exhibiting companies.



SPECIAL THANKS



STRATEGIC PARTNERS



شرطة دبي
DUBAI POLICE

إسعاف
Ambulance

مؤسسة دبي لخدمات الإسعاف
DUBAI CORPORATION FOR AMBULANCE SERVICES



الإدارة العامة للدفاع المدني - دبي
DIRECTORATE GEN. OF DUBAI CIVIL DEFENSE

MODIFIED SUVs



MODIFIED JDMS



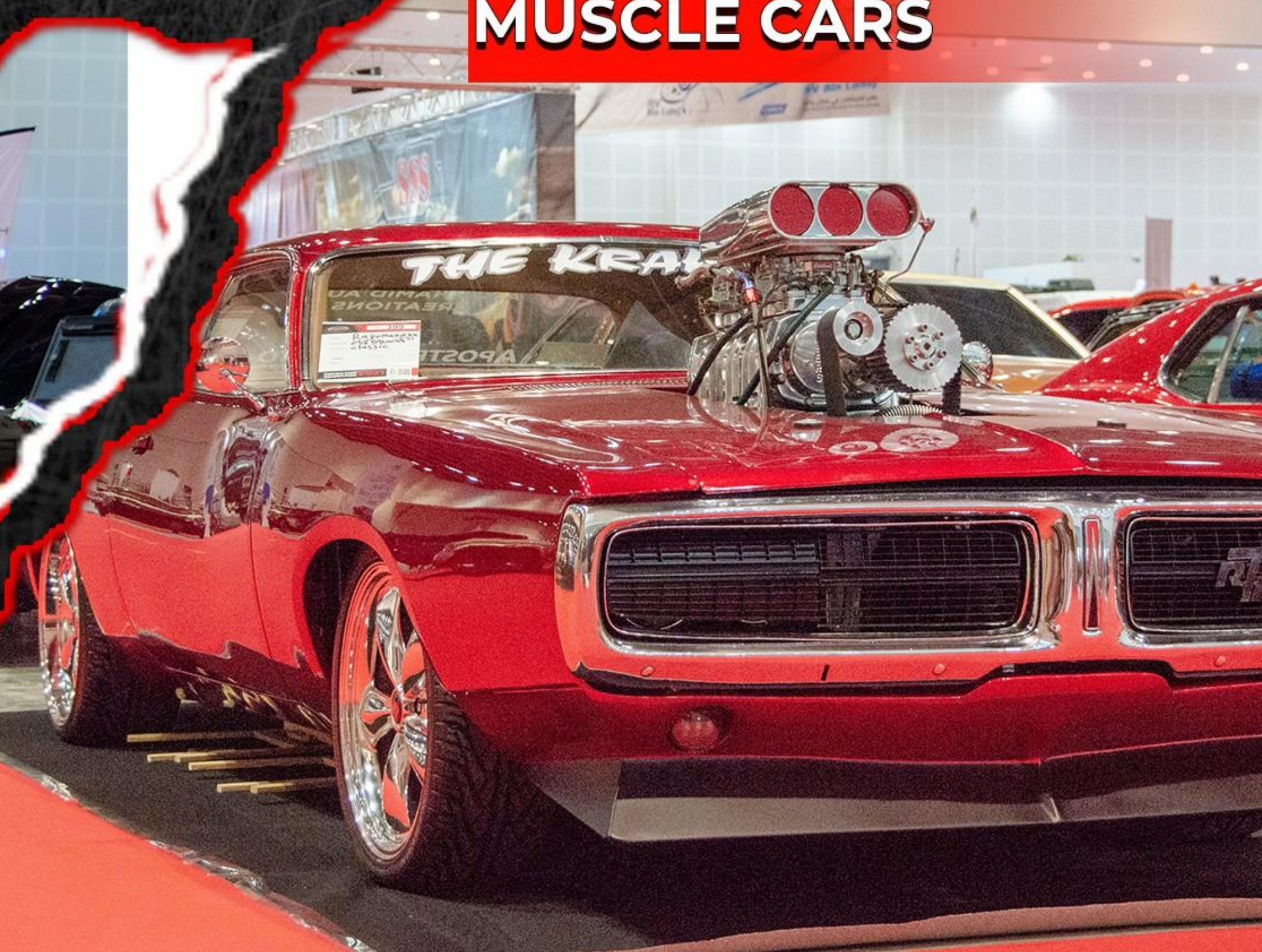
MODIFIED BIKES



KING OF SHOW



MUSCLE CARS



MODIFIED TRUCKS



CLASSIC CARS



THE - BUGGIES



THE SHOW STAGE



KIDS GARAGE



CLASSIC TRUCKS



KING OF MECHANIC



RC - ARENA



ENGINE BATTLE

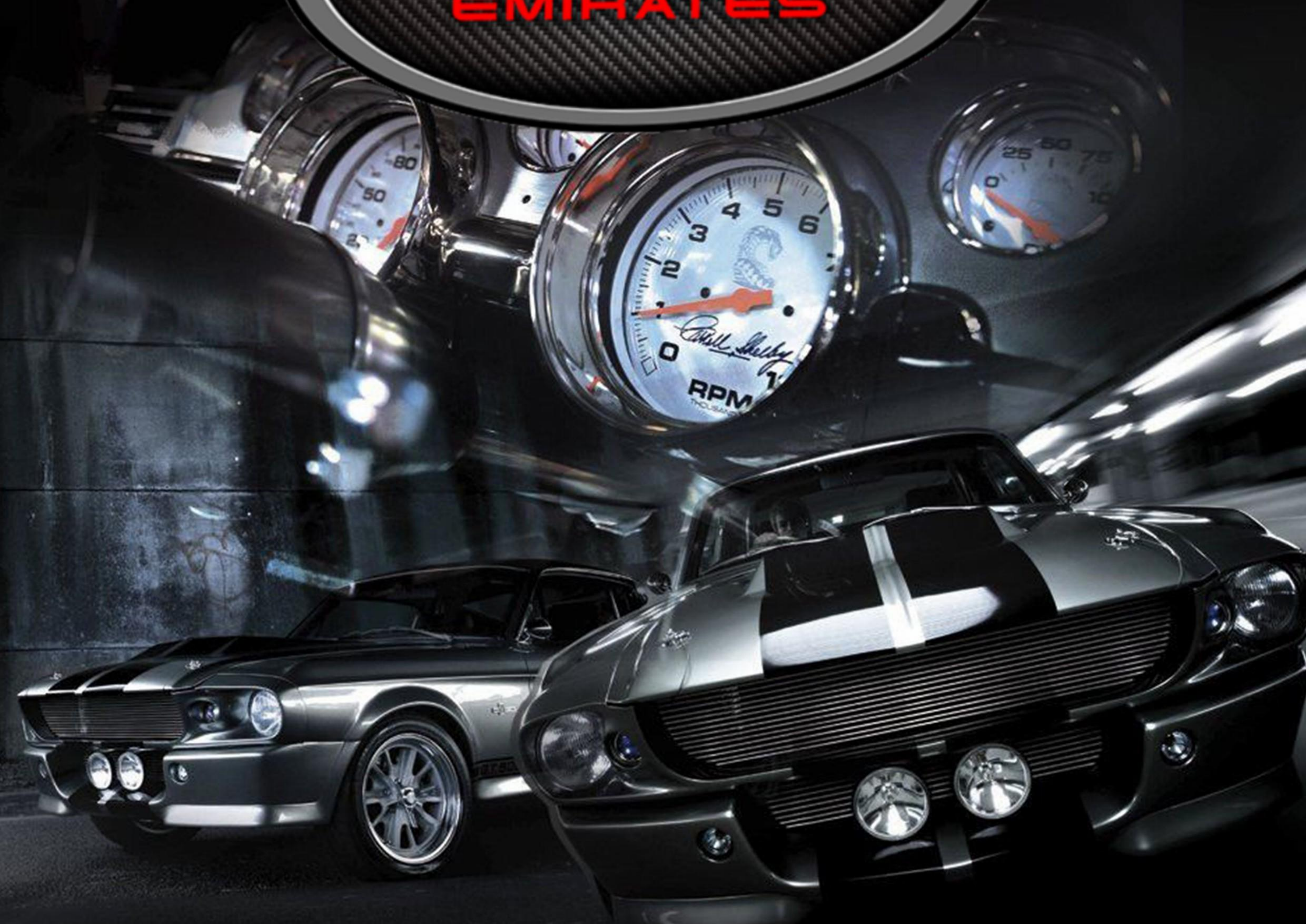


THE DRIFTING ARENA





CUSTOM SHOW
EMIRATES



SHOW STATISTICS 2021

Show At A Glance



35,000 SQM

Total Exhibition Space



10,500 SQM

Activities Space



525 SQM

Government Entities Space



29

Activities



27,000+

Visitors



OVERALL EXHIBITION SUMMARY



Exhibited Cars **504**



Exhibited Bikes **139**



Car Companies **37**



Government Entities **7**



Clubs **17**



Bike Companies **9**



RV Companies **2**



Others **9**

EXHIBITORS PARTICIPATION



Local **79**



International **9**
(Due to Covid Restriction)



Strategic Partners **9**



Sponsors **12**

EXHIBITORS SURVEY

%63



First Time Exhibiting
At CSE

%75



Very Satisfied With The
Organization And Visitorship

%77



Met Their Expectations

%64



Will Consider Booking
A Bigger
Space At CSE 2022

%30

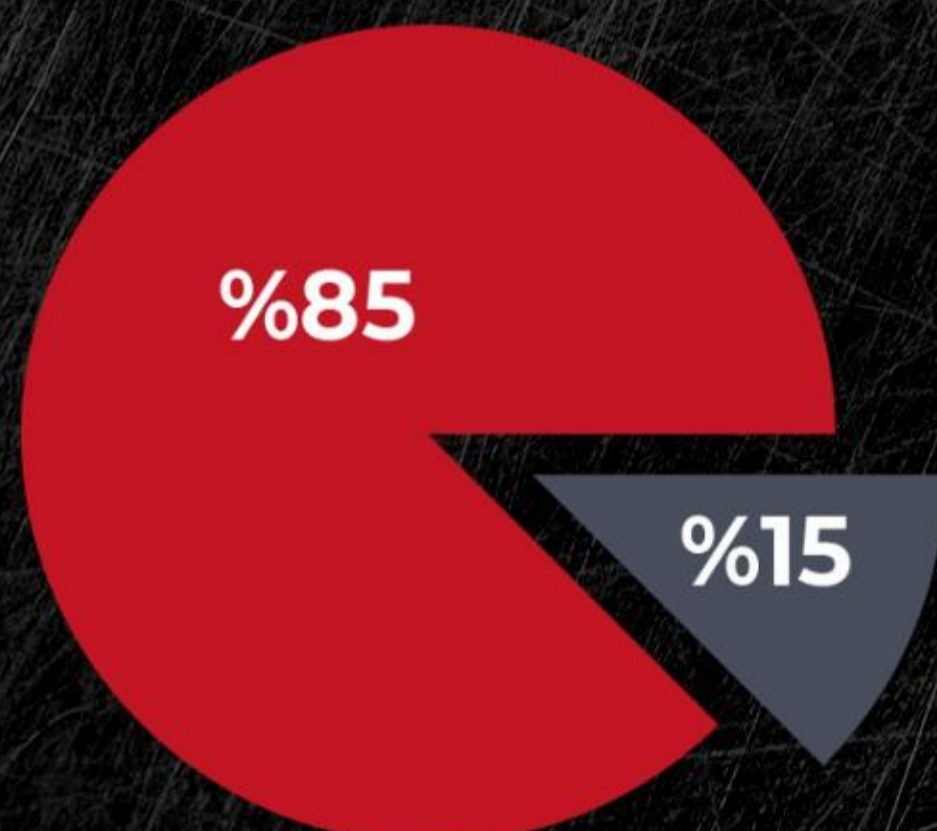


Will Consider Sponsorship
Options At CSE 2022

SHOW STATISTICS 2021

VISITORS STATISTICS

GENDER

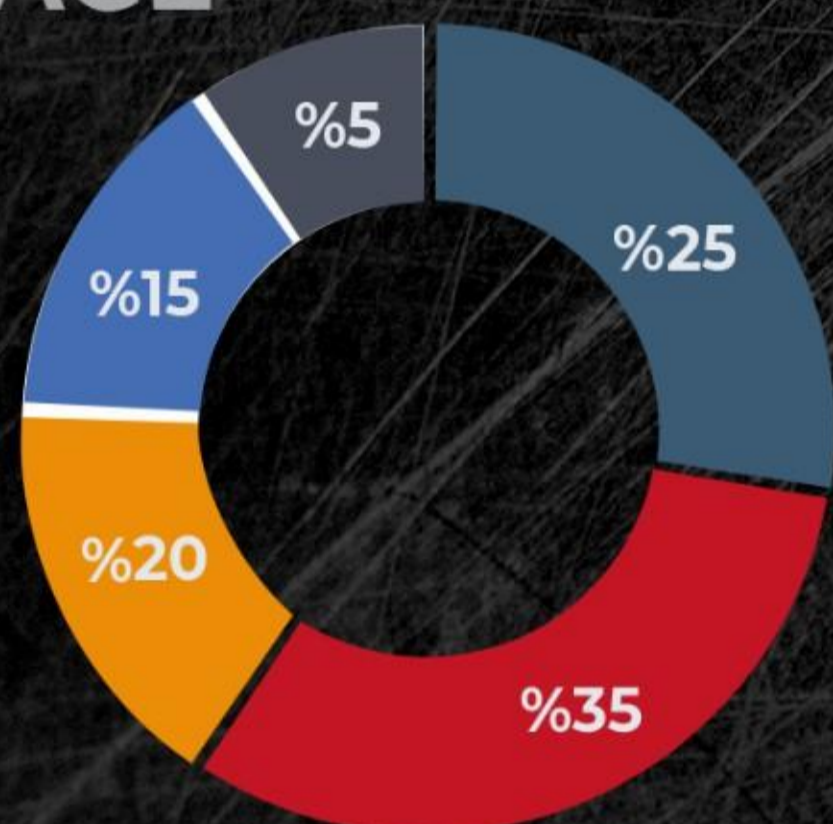


Male

Female

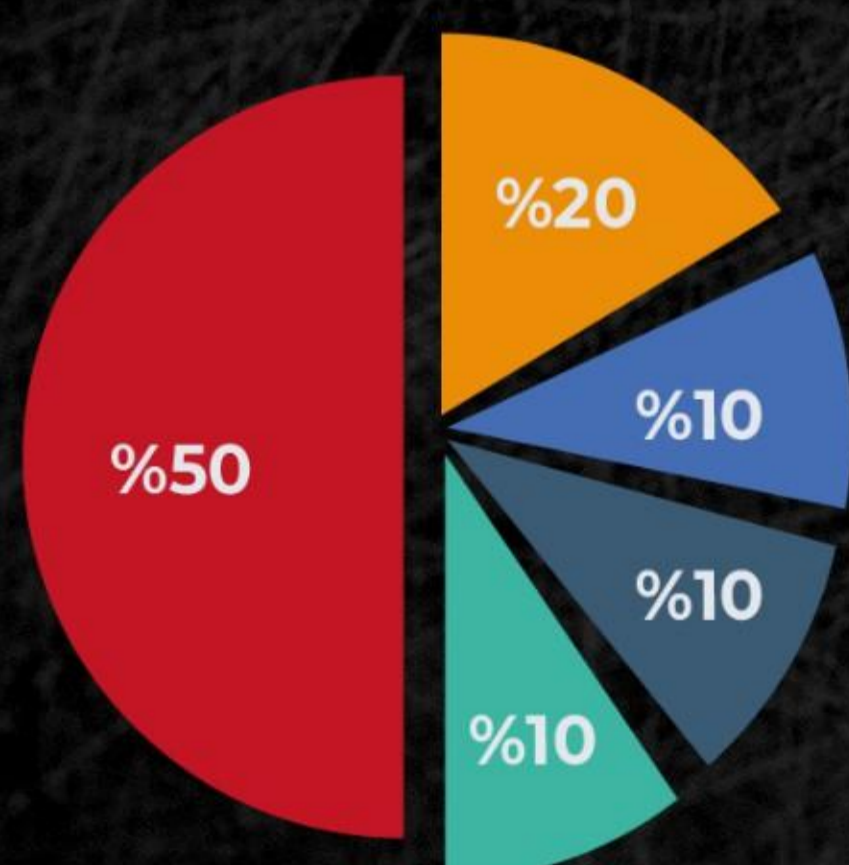
Female + %40 Comparing To 2019

AGE



5-20 20-35 35-50 50-65 +65

REGION



UAE Nationals GCC Nationals Other Arab States

Asian WEST EU

- Uae Region + 10 % Comparing To 2019
- Other Arab States + 40 % Comparing To 2019

VISITORS SURVEY

%92.5



Very Satisfied With The Show

%80



Attended With Intention To Purchase New Products / Services

%61



Attended With Intention To Find New Products / Partners / Suppliers

%78

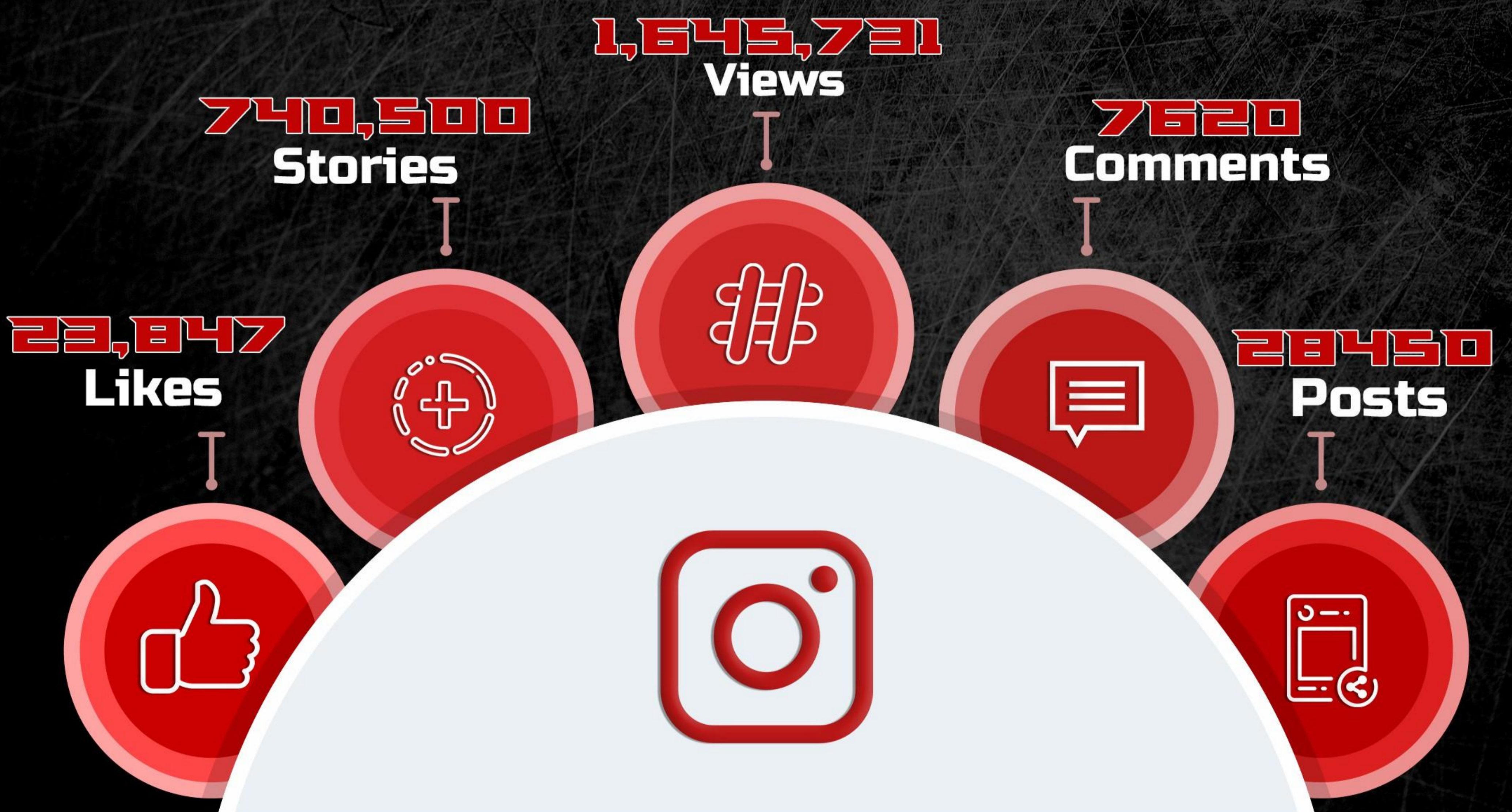


Attended To Check Out Latest Customization Trends

Note:

All Criteria For Covid19- Pandemic Had Been Followed By The Rules And Regulations Of The Ministry Of Health And Prevention.

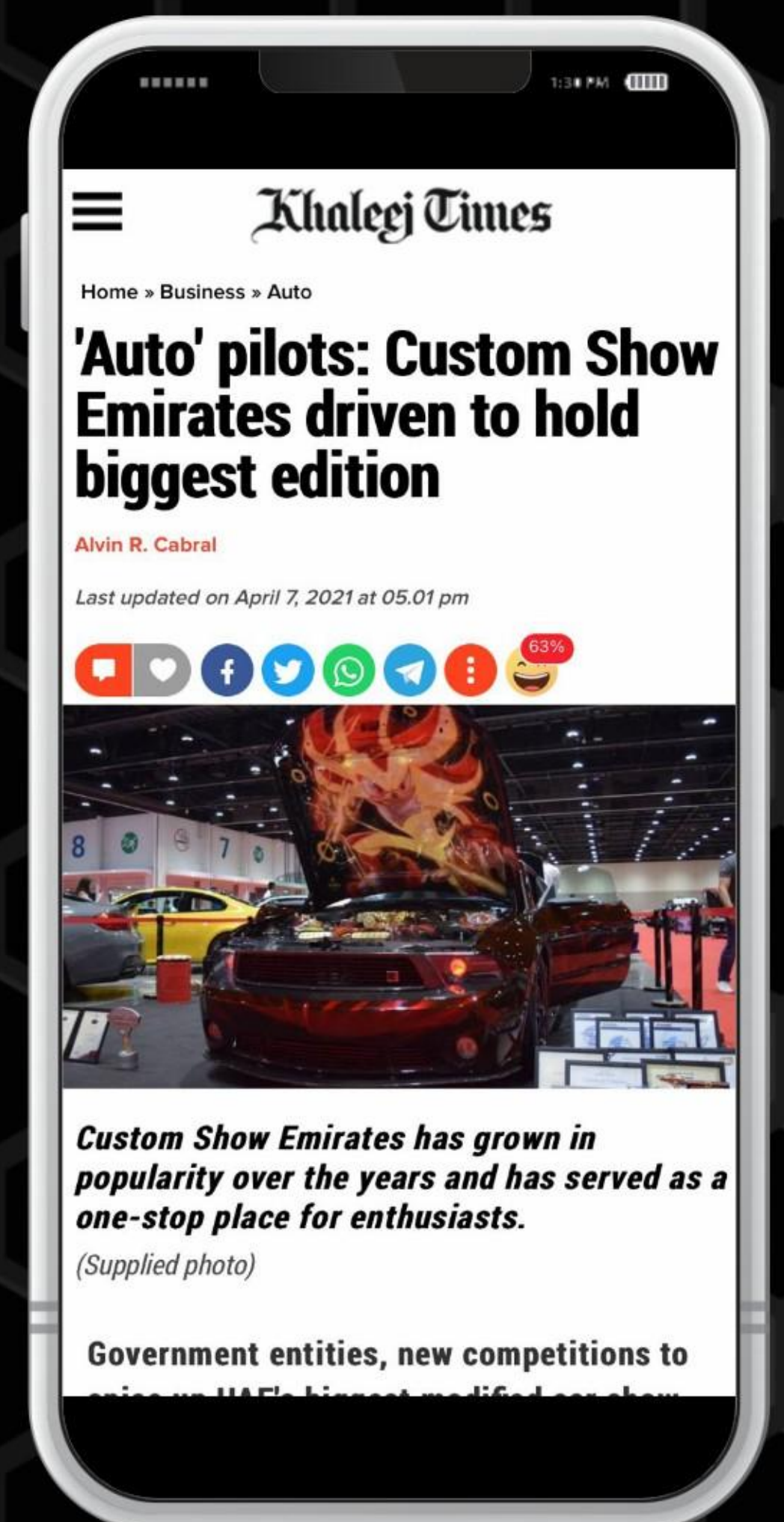
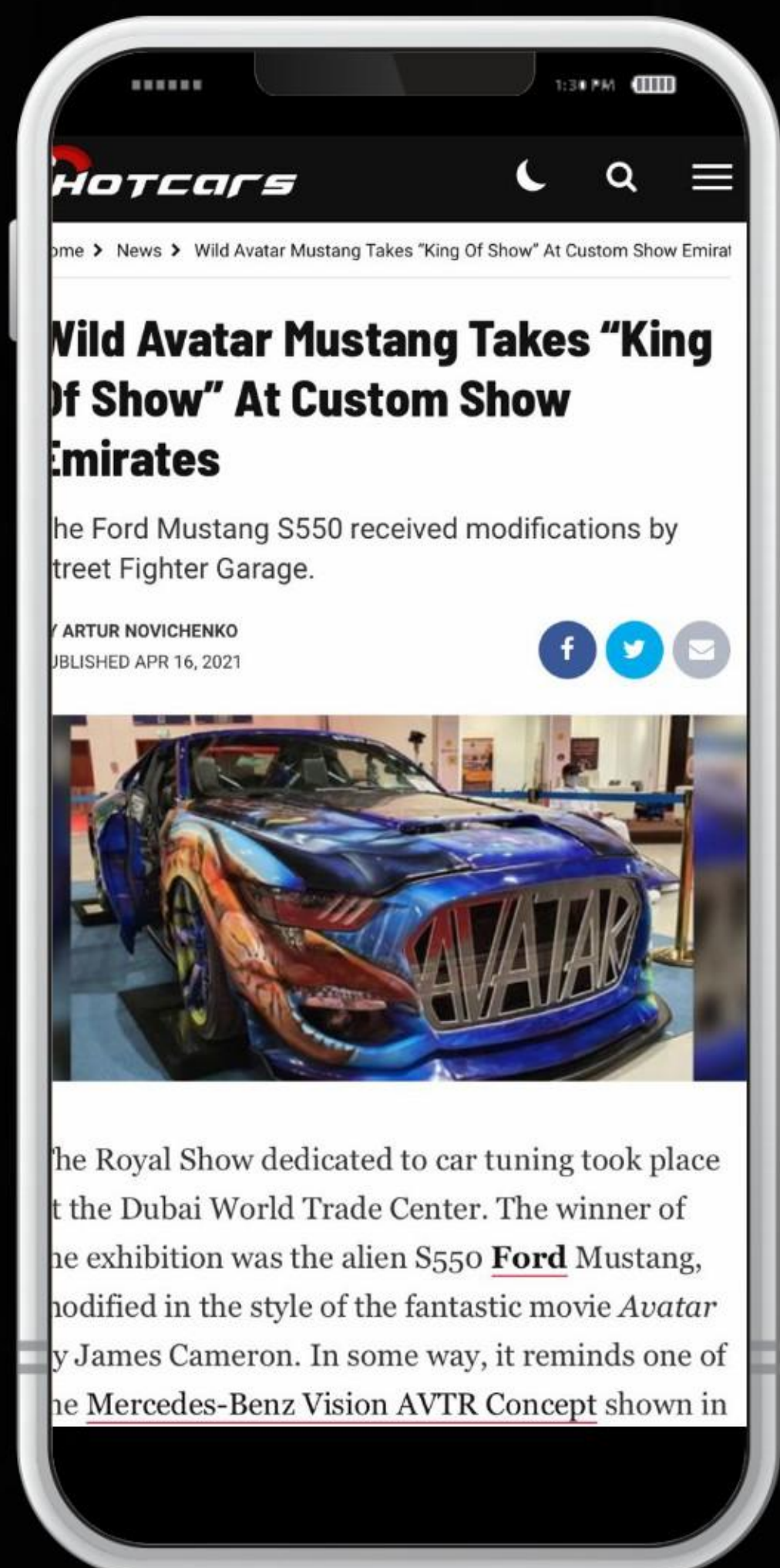
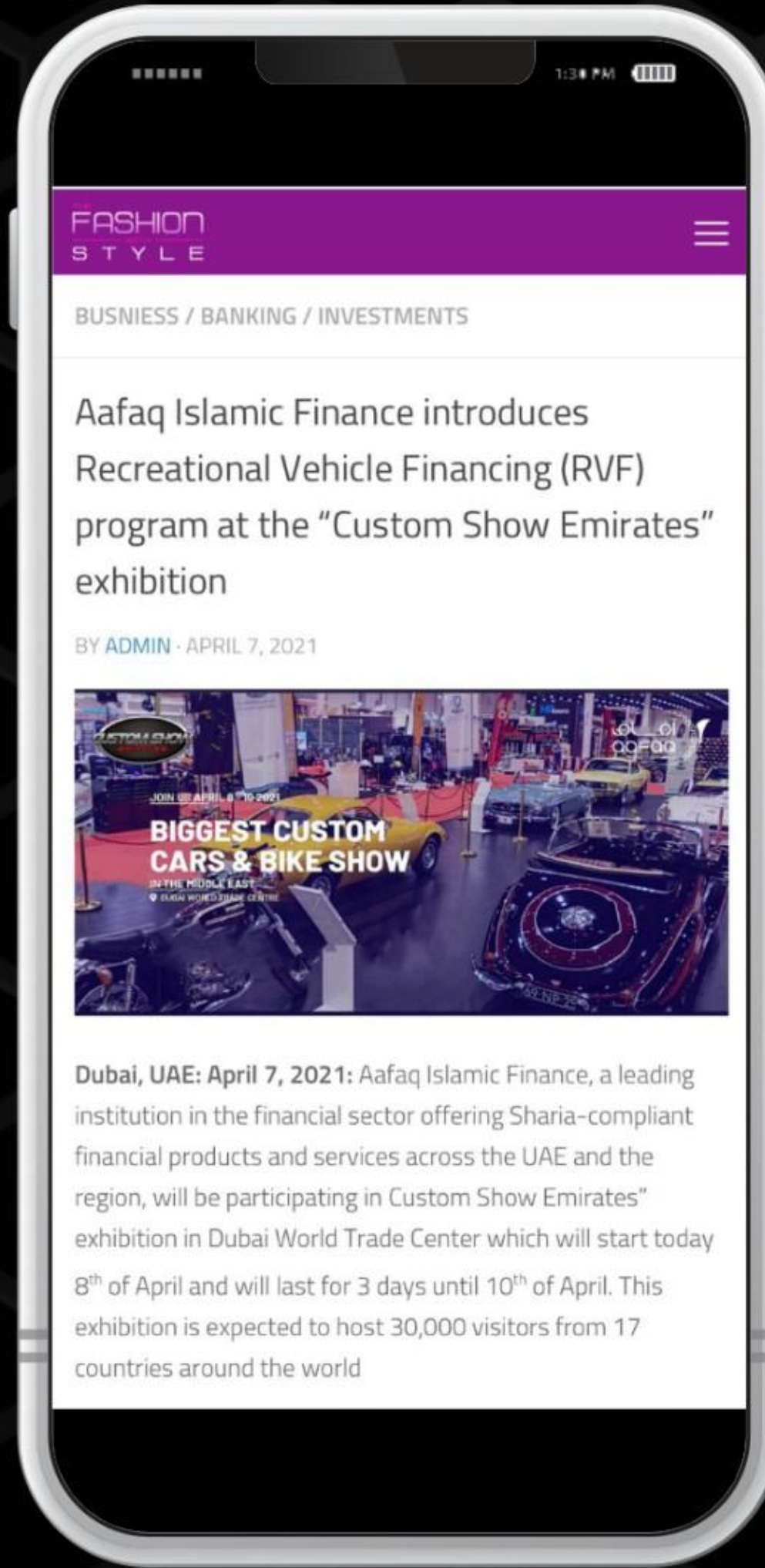
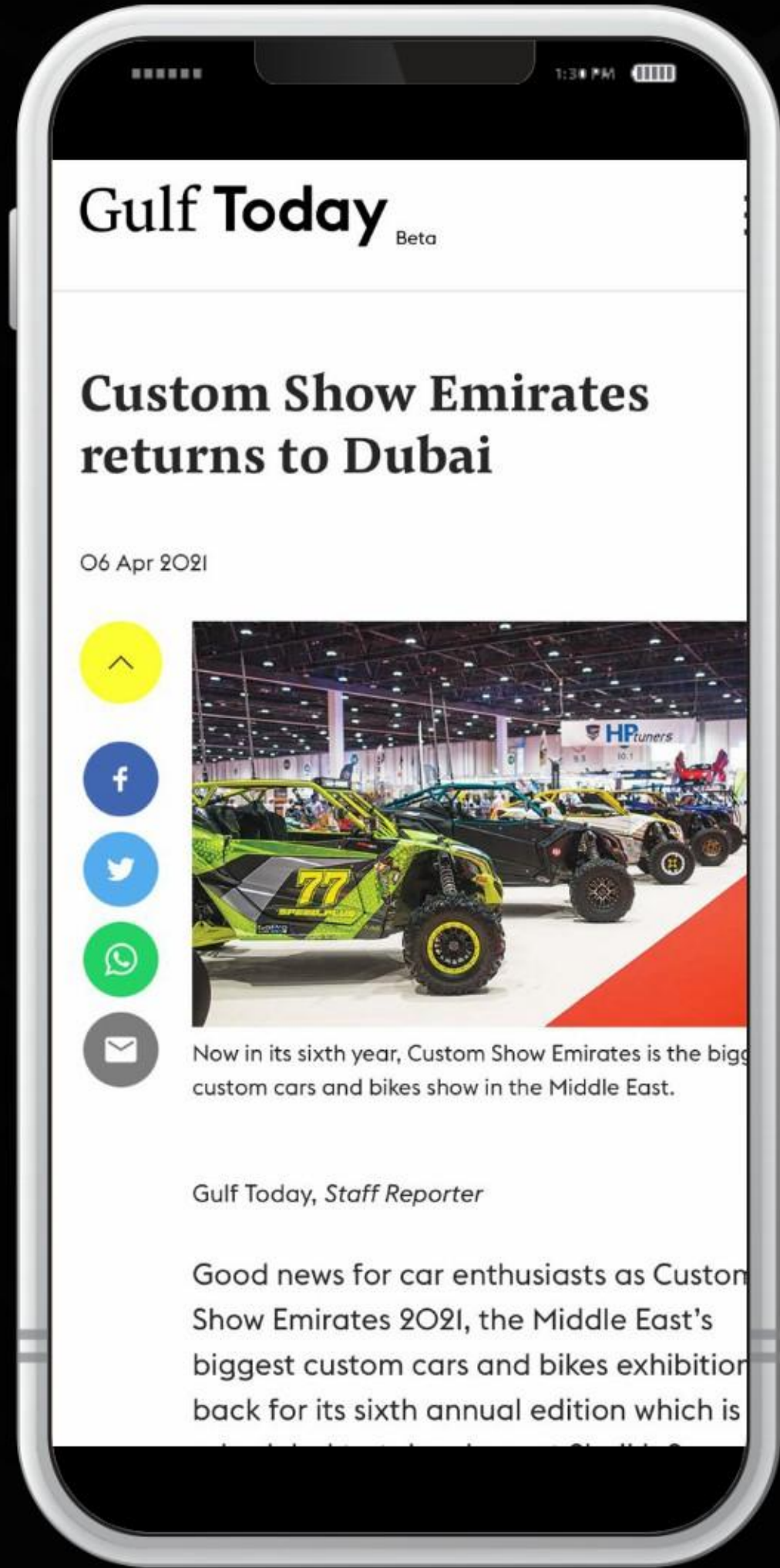
SOCIAL MEDIA STATISTICS 2021



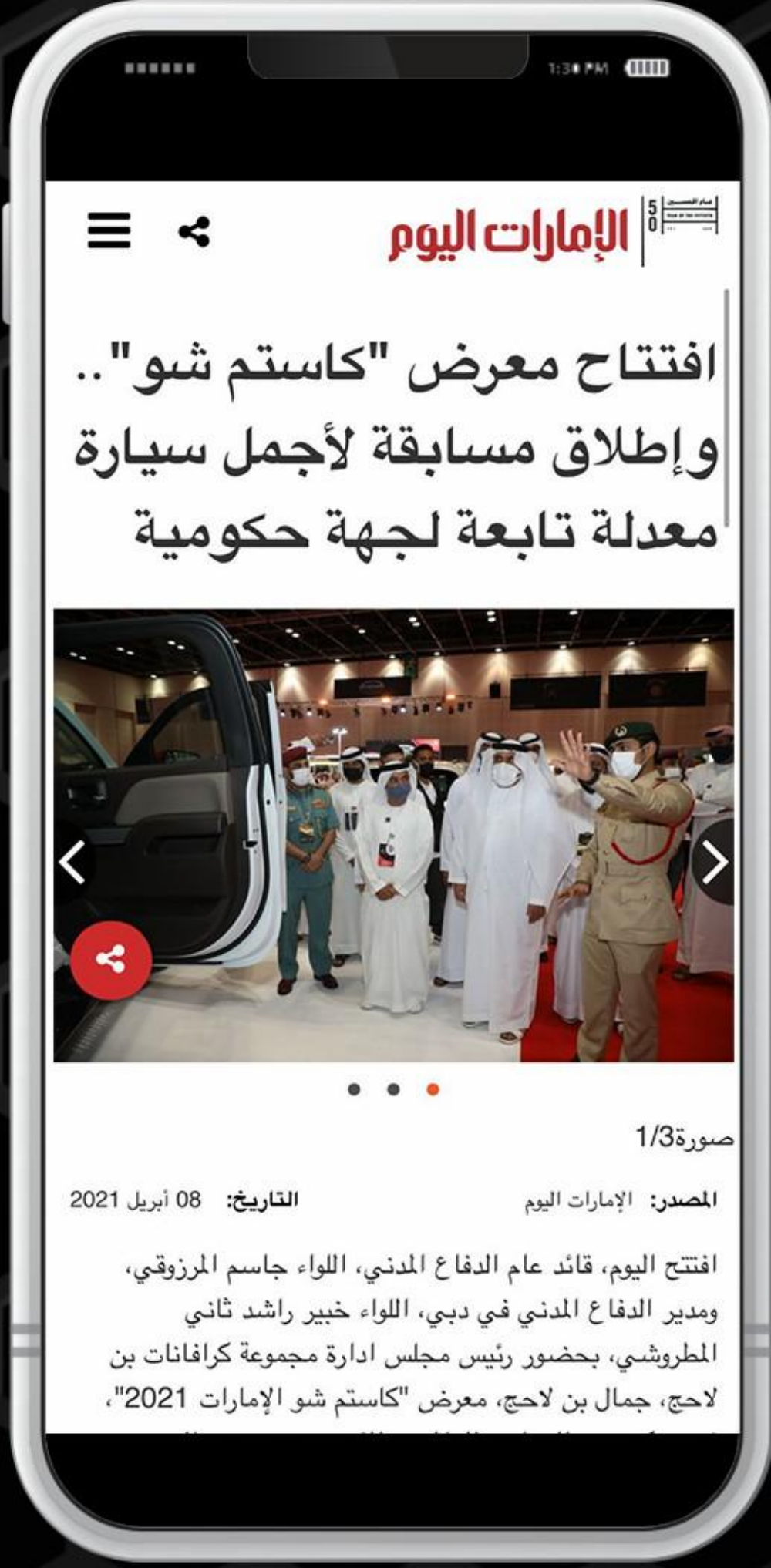
Newspapers , Magazines & Blogs Statistics 2021



MEDIA COVERAGE - ENGLISH



MEDIA COVERAGE - ARABIC



CHAIRMAN'S STATEMENT



TAKING OUR COMPANY FURTHER



Cars and Motorbikes customization is certainly a growing trend in the UAE, which has one of the highest rates of car ownership per household worldwide.

“The rise of hundreds of specialized shops is a testament to this cultural phenomenon; whether it’s hydraulics to make your car literally bounce with joy, or trick doors and trunks which open in atypical, unexpected ways.

Many people in the UAE want a one-of-a-kind vehicle to reflect their unique personality, something which can only be accomplished through customization.

As it is standard in the UAE, if you can dream it, you can build it, Of course, we have seen some really lavish custom jobs for flashy cars, such as the diamond encrusted rims with a price tag Dh3,673,020 or the diamond encrusted gear knobs for Dh550,000. And who can forget the pure gold Lamborghini Aventador LP700-4, the world’s most expensive car.

This year’s Custom Show Emirates will be bigger, and better exhibiting in Dubai, we will get to see more of these amazing custom works. Specially that it will be the first Custom Show Emirates exhibition, in Dubai”.

Jamal Saleh Bin Lahej
Chairman, and Founder
of Jamal Bin lahej Group



CUSTOM SHOW
EMIRATES

***WE ARE JUST
GETTING STARTED***