



RM ريم مول
Reem Mall

MOTOR FESTIVAL

November 14 – December 03
2024

What's on the Agenda?

1. Reem Mall Overview

2. Event Overview

3. Partner Invitation to Motor Show Event

4. Media and Influencers Coverage

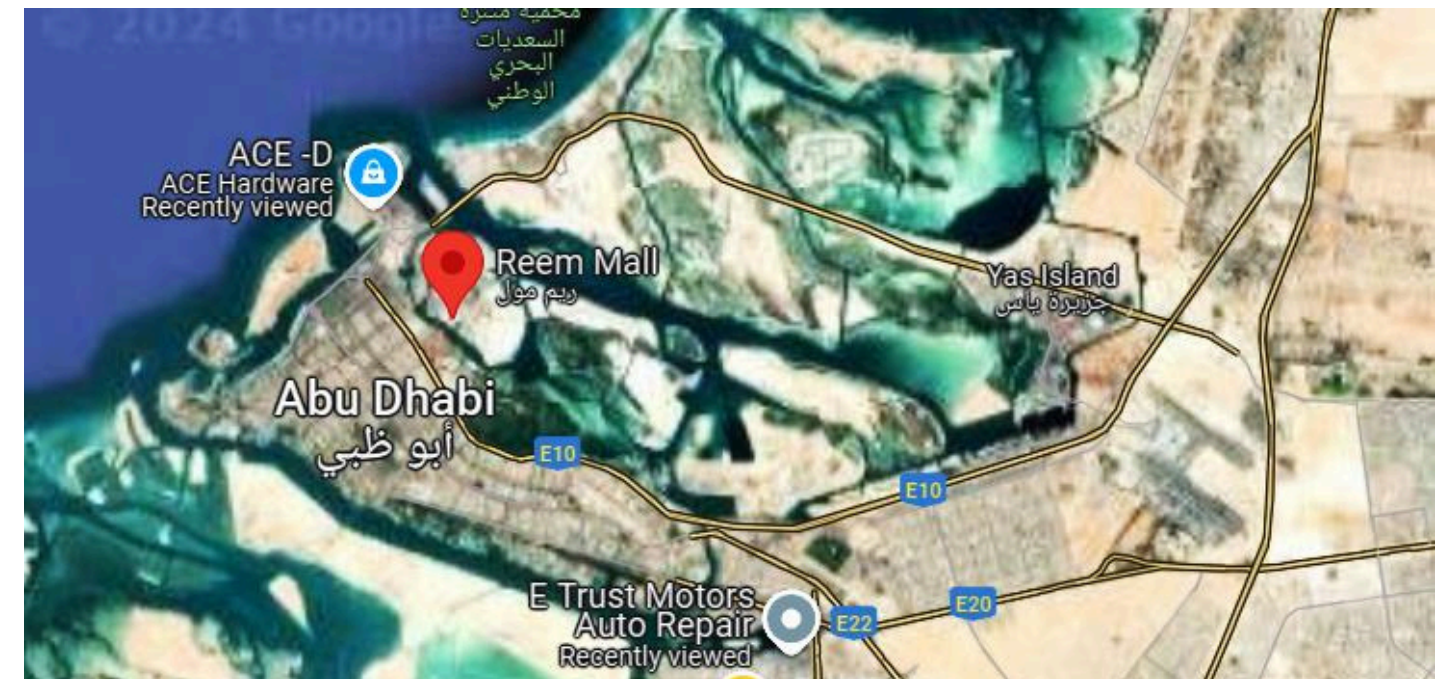
5. PR Coverage

6. Conclusion



1. Reem Mall Abu Dhabi's Ultimate Shopping and Entertainment

Reem Mall, located in the heart of Reem Island, is redefining the shopping and entertainment experience in Abu Dhabi. Offering a cutting-edge combination of world-class retail outlets, diverse dining options, and unique leisure experiences, Reem Mall is quickly becoming the city's go-to destination for residents and tourists alike. Featuring more than 450 stores, Reem Mall offers an unparalleled shopping experience with a carefully curated mix of global and regional brands. From luxury fashion and high-street favorites to specialty stores, visitors can explore an extensive variety of retail options in a vibrant and modern environment. Reem Mall's commitment to convenience and accessibility makes it an ideal destination for individuals and families, offering ample parking, child-friendly amenities, and seamless public transport connections. The entertainment offerings at Reem Mall set it apart from other retail destinations. One of its flagship attractions is Snow Abu Dhabi, one of the world's largest indoor snow parks, providing a unique year-round winter experience. The mall is home to a wide variety of dining options, from popular international chains to locally-inspired eateries, ensuring that every palate is satisfied.



Reem Mall is also dedicated to sustainable practices, featuring eco-friendly design elements and incorporating smart technologies that align with the UAE's sustainability goals. From energy-efficient lighting to waste-reduction initiatives, the mall is committed to making a positive environmental impact.

2. Event Overview:

Nov 15 – Dec 03

The Motor Fest activation at Al Reem Mall, Abu Dhabi, is a multi-week event designed to captivate automotive enthusiasts and the general public by showcasing a variety of cars and bikes. The event aims to celebrate automotive heritage, innovation, and high-performance vehicles, offering a unique experience for visitors while driving traffic to the mall.

Event Date: November 15 -December 03 (19Days)

- Classic Fest : Friday, Nov 15 -Thursday, Nov 21
- Custom Show Meet: Friday, Nov 22 -Thursday, Nov 28
- UAE National Festival: Friday, Nov 29 -Wednesday, Dec 03

Every Saturday evening, a Car Club Meet will be hosted on the rooftop, providing a platform for automotive enthusiasts to convene and share their passion for cars. Attendees will have the opportunity to vote for the Best Car of the Night, introducing a competitive yet friendly atmosphere.

Additionally, the UAE National Festival will be honored through special displays of government vehicles, including police cars and other official vehicles from relevant authorities, reflecting the nation's commitment to automotive excellence.



3. Partner Invitation to Motor Show Event

1. Cars Showcase

- Dedicated display area for classic, custom, government, and motorsports vehicles.
- Interactive boards will showcase each vehicle's specifications, history, and key details.
- Opportunity for partner brands to contribute vehicles and engage with attendees.

2. Blog Zone

- A dynamic space featuring live blog posts, interviews, and real-time event updates.
- Focus on history, modifications, and cultural significance of showcased cars and bikes.
- Partners can share stories and promote their brand via interviews and blog features.

3. Brand Ambassadors & Influencers

- Engage visitors through automotive influencers and brand ambassadors.
- Opportunities for live social media content, brand interactions, and engagement with a wide audience.
- Partners can collaborate with influencers to boost visibility and enhance their event presence.

4. Bike Display

- Dedicated Bike Zone near the Social Stage.
- Showcase a diverse range of bikes, providing an exciting platform for bike enthusiasts.
- An engaging opportunity for partners to display models and connect with visitors.



3. *Partner Invitation to Motor Show Event*

5. Entertainment: RC Car Activation

- Hobby Sportz to host free RC car driving sessions for mall visitors.
- Organizing an RC competition for UAE RC clubs on weekends, adding excitement to the activation.
- Partners can engage by sponsoring prizes or branding the RC sessions and competitions.

6. Car Clubs Meetup

- Weekly meetup on Saturdays from 4:00 PM to 9:00 PM for local car clubs.
- Enthusiasts will display vehicles, network, and compete for awards such as Best in Show, Best Restoration, and Best Modification.
- Partner brands can sponsor awards or participate in this high-engagement activation.

7. Suppliers for Car Parts and Accessories

- We invite suppliers of car parts and accessories to join us in this activation.
- Showcase your products to automotive enthusiasts and industry professionals.
- Opportunities to demonstrate products, network, and generate leads within the automotive community.



7. Conclusion

This Motor Festival activation at Al Reem Mall presents an unparalleled opportunity to engage with a diverse community of automotive enthusiasts, spanning from classic car enthusiasts to dedicated motorsport fans. By aligning with our proposed objectives and goals, your brand will not only enhance its visibility but also attract significant foot traffic and forge meaningful connections with potential customers. Seize this chance to elevate your brand's presence, showcase your products, and create unforgettable experiences for attendees. Together, let's drive the success of this event and leave a lasting impact on the automotive community!





Thank You