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11th Auto Expo 2012: the Countdown begins by Rocky Singh

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The 11th Auto Expo is all set to begin in Pragati Maidan, New Delhi from January 7-11, 2011. Organized jointly by Confederation of Indian Industry (CII), Automotive Component Manufacturers Association (ACMA) and Society of Indian Automobile Manufacturers, the Auto Expo is the largest automotive show in India & Asia and is slated to be the only complete automotive show in World.

For 25 years, Auto Expo has been a platform for showcasing the latest technological products, components, vehicles and has also been a harbinger of new business, partnerships for those in the Auto Industry. The show is already creating a lot of buzz and is expected to be bigger and better over 50 launches and a surging international participation. The theme for this yearâ€™s Auto Expo is â€˜Mobility for Allâ€™ with special focus on Green Technologies & Environment

The press conference for countdown of Auto Expo 2012, brought forward some of the interesting highlights of the show. These include:

50 new launches â€“ The Auto Expo 2012 will have about 50 vehicles besides a display of world class vehicles and designs. 8 amongst these launches will be global firsts. India-specific products are also to be unveiled simultaneously for the first time.

Overseas Participation â€“ According to Mr Chandrajit Banerjee, Director General, CII, around 1500 participants from 24 countries will be taking part in the show. Companies from Germany, People Republic of China, Canada, France, Italy, Japan, and the UK have confirmed their participation.

Complete booking of space â€“ The surging participation of international players has resulted in complete booking of space at the venue -16 halls, the 10 hangers and the outdoor space in total comprising 115000 square meters.

Strong presence of exhibitors from the auto component industry - Exhibitors from the auto component industry have a strong presence in Auto Expo 2012. Some of the major component manufacturers from Canada, Peopleâ€™s Republic of China, France, Germany, Hong Kong, Japan, Malaysia, Russia, Switzerland, Singapore, Thailand, UAE are participating in the 11th Auto Expo. Making it, a truly â€œIndiaâ€™s global Automotive showâ€•

Interesting Design Pavilions â€“ Auto Expo much like the previous versions will have special theme-based pavilions. These will include pavilions for accessories, audio, alternate fuel, gas technologies, design, IT, diesel, garage equipment and the popular â€˜asli-naqliâ€™ pavilion.

Auto Expo is rededicating the first day of the show (January 5th) as a Goodwill Day as in the previous edition. Although the first day is open exclusively for the media, it would also be open to those who are physically challenged.

As the Industry gears for the Auto Expo Expo 2012, this edition of Auto Expo is all set to offer auto enthusiasts an exhilarating line-up of products, spoiling them for choices!

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