



AsiaWorld-Expo

亞洲國際博覽館

# See the cars in all their splendor at AsiaWorld-Expo

**H**ong Kong has certainly no lack of car enthusiasts in town. They range from serious car users looking for functionality to convertible fanatics with an eye for gadgetries, or even dedicated fans of niche motorsports, like drifting for instance, which is fast gaining popularity amongst the young and the young-at-heart.

To engage today's car lovers, motor companies have moved on from the olden days of showroom displays to organising close encounters of the intimate kind. They have learned that in order to stand out in a crowded market, the most effective method of demonstrating engine performance and the artistry of such sophisticated machines, is to let prospective buyers touch and feel the product in an open, natural environment, and to see and experience it in action.

This explains why a rapidly growing number of innovative car shows and motorsports gala events go all out to capture that all-important element of interactive experience. The success of such functions hinges on the seamless synergy of product display, test drive and related fun elements – all made available at the same spot.

The choice of site is a prime consideration as car shows and motorsports need a spacious and well-serviced venue for display under optimum conditions, for close examination on details, and for the cars to maneuver and prove their pedigree, not to mention a host of other special requirements, like set-up, security and safety. It is in this context that AsiaWorld-Expo has become a helpful partner in overcoming many hurdles with their expertise, space, facilities and flexibilities to host these exhilarating events.



# CarPlus 20th Anniversary - Celebration - Super Car + Carnival

Organisers: South China Media, 《CarPlus Magazine》



## **Program:**

*Dynamic driving performance, Car of the Year award presentation  
Advanced driving experience sharing sessions  
Racer autograph signing session, Driving accessories auction  
Car products & accessories market, Whiz Kids Zone*

**T**he Super Car+ Carnival is conceptualised on the basis of promoting a car culture in Hong Kong, according to Chacky Ip, a professional car racer and Chief Editor of 《CarPlus Magazine》. "Hong Kong has a very limited range of entertainment," he said. "So the Carnival has been organised to meet the fervent demands of car enthusiasts who have been clamoring for such activities for a long time. It is, at the same time, a colorful weekend outing for families."

The over-riding consideration in staging an event of such a magnitude and complexity is the availability of a suitable venue, and in space-strapped Hong Kong, this is a particularly formidable challenge. Ip found the perfect solution at AsiaWorld-Expo which is readily accessible by MTR and other modes of transport. "You are right next to the MTR terminus here," he remarked.



Ip is especially impressed with the marshalling area: "It is spacious enough for us to create the vibe we have in mind for the carnival." Moreover, the close juxtaposition of indoor and outdoor facilities is a definite advantage in terms of flexibility, like the ready availability of the varied F&B services. "It is these conveniences and other small touches that add to visitors' overall enjoyment," Ip added.

Ip said that, ideally, they needed a year to plan such a mega event to perfection, but unfortunately, time was not on their side. But because much of the event infrastructure was already in place, and there was ready support from the professional team at AsiaWorld-Expo, they were able to pull it off in a matter of months. "Throughout the pre-function stage, the close liaison resulted in a very smooth execution of the multifarious jobs, culminating in a very successful event," Ip concluded.



### **Charles Ng**

*World-class drifting master*

**“** I'm perfectly happy with the venue with nothing wanting. There is no problem with the noise level here which enables us to concentrate on our driving, and put on a breath-taking show for our supporters. The Carnival provides an ideal platform for interaction with other car enthusiasts, and I do hope we can help ignite the passion that is smoldering in their hearts. **”**



### **Danny Chau**

*Renowned veteran racer*

**“** It's an extravaganza brimming with positive energy! We definitely need more of such carnivals in the community. I am especially glad to see such a diverse range of visitors: there are people of all ages and from different cultural backgrounds, all enjoying themselves. **”**



### **Charles Kwan**

*Hong Kong racing legend*

**“** I'm very impressed with the venue. Tyre marks could be an inhibition in other venues, but we don't have any worries here. It's just perfect for drifting. **”**



### **Lawrence K. K. Yu, BBS, MBE, JP**

*Guest-of-honor, Honorary Life President of the Hong Kong Automobile Association*

**“** Motorsport boasts a long history in Hong Kong, and one which deserves our whole-hearted, collective support, as it enriches our lives, not to mention its commercial value as a draw card for overseas tourists. I wish there were more quality venues like AsiaWorld-Expo to enable us to host a greater variety of motorsport events. Their flexible setting and reasonable charges are a boon to organisers. **”**



### **Kong Ho-kai**

*Car fan from Sham Shui Po*

**“** This is a very convenient venue, and the grounds layout is not as congested as in other car shows I've attended. I must congratulate the organisers for the thoughtful, visitor-friendly arrangements. The open plan they have adopted is a definite bonus for car fanatics like me, as I can study individual cars in detail from close range. I'm absolutely thrilled! **”**

# MSC Drifting

in Hong Kong

Organiser: Drift HK



# J

ames Tang, organiser of the event, is a highly acclaimed car racer who has competed in many overseas events with creditable results. He harbors intense passion for the motorsport of drifting, having honed his skills from veterans in Japan.

Building on his experience of hosting the inaugural event last year at AsiaWorld-Expo, the repeat event this year was bigger and better, with distinguished racers from Thailand, Japan and Italy to join local racers to showcase their skills to appreciative spectators.

With its kaleidoscopic sights and sounds, drifting is an exciting sports event that is scored on the basis of skills and techniques, Tang points out. It is, therefore, best viewed up-close. "Whilst we may not be able to emulate countries like Singapore, Malaysia and Japan, where they close part of the city when the drifting carnival rolls into town, it is fortunate that we have a dynamic venue like AsiaWorld-Expo to bridge the gap," he remarks.

Tang is especially pleased with the growing international profile of the show. Both China and Japan have sent a filming crew to cover the event, whilst locally, there was expanded coverage in the papers, magazines, radios and TV sportscasts. AsiaWorld-Expo also lent a hand in the promotional efforts with posts on social media, targeting the younger generation of drifting fans.



## **Nattawoot Krerpradab (Oat)**

*Racer from Thailand*

“I have always wanted to perform in Hong Kong, and this, my first visit, is a dream come true.

*I absolutely love the venue as it is just the right size and close to the hotel. I've participated in many other drifting events held in venues with no support facilities, and located miles away from anywhere. This is just superb.*”

## **Federico Sceriffo**

*Racer from Italy*

“To thoroughly enjoy drifting, spectators have to be close enough to where the action is. In this respect, the venue can't be better.

*AsiaWorld-Expo is also very convenient as it is close by to my hotel – a 10-minute walk, or 3 minutes by car. Thumbs up!*”

## **Saranon Pornpatanarak (Non)**

*Racer from Thailand*

“The lower temperature in Hong Kong is a blessing as it is good for the car engines.

*You don't need a big venue for drifting, especially from the spectators' point of view, so this place is perfect in size and has all the necessary amenities.*”





**T**he carnival and drifting events featured in this brochure are just two out of the many car shows and automobile-related events that have successfully taken place at AsiaWorld-Expo.

Besides making full use of the flexible outdoor area, many car-event organisers have also availed themselves of its adjacent indoor venue – Runway 11 – where guests are pampered with cocktails as they inspect the stunning display of new models, before proceeding to a much-anticipated test drive right next door. Runway 11 is a chic venue for classy receptions and is a perfect complement to the outdoor site where the action is.

AsiaWorld-Expo's renowned car company clientele include Audi, Land Rover, Lexus, Mini Cooper, and Volkswagen, just to name a few. They have demonstrated how creative ideas and specific themes can be executed in the most impressive and cost-effective fashion, given a ready-to-use venue.

Amongst its illustrious list of credentials is the Ferrari's 30th anniversary with Auto Italia in Hong Kong, which combines a glamorous product showcase with a celebratory banquet for more than 2,200 VIP guests. Gary Wong, General Brand Manager – Ferrari, attributes the success of the event to AsiaWorld-Expo being a "classy venue with top-rate services".

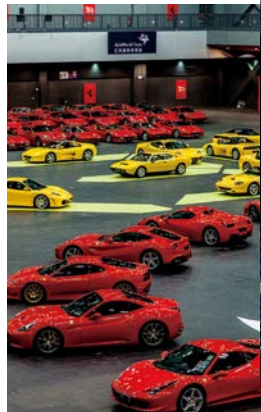


The pairing use of the state-of-the-art facilities of "AsiaWorld-Summit" and "AsiaWorld-Expo, Arena" was a stroke of genius, as Wong shared his experience: "The ground-level access configuration allows over 250 vehicles move in and out with ease, while the balcony design of Arena offers a dress circle platform for guests to appreciate the stunning line-up of the masterpieces."

Wong was especially pleased with the side-by-side location of the mega showroom and the banqueting hall: "AsiaWorld-Expo features a perfect setting for us to accommodate the dynamic programmes in adjacent zones, where guests can easily move around to mingle and network. Together with the gastronomic delights prepared by the professional F&B team, AsiaWorld-Expo has more than met the efficiency and service standards as demanded by such a large and upscale event."



The extensive grounds and the indoor/outdoor complementarity, plus the comprehensive facilities and professional expertise at AsiaWorld-Expo have enabled this flexible venue to mount the most glitzy car shows and prestigious product launches ideal for VIP networking, as well as fun-filled carnivals that appeal to families and the mass consumer market.



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