



RELIO QUICK AUTO MALL 2011



"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



HOTTEST AUTO SHOW IN TOWN

PROJECT REPORT

16 - 18 SEP, 2011, TRIPURA VASINI, PALACE GROUNDS, BENGALURU



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PREVIEW

Key Highlights

1. Inauguration by Ms. Priyanka, Kannada Cine Artist & Ms. Sheeja Mathews - India's First Woman to Own Harley Davidson Bike
2. New Product Launch:
 - a. The New Bolero from Mahindra and Mahindra
 - b. Vista Sedan Class from Tata Motors
3. Concept Car & Bike Display: Four colleges participated with an aeroplane, a car and 4 bike projects on display
4. Style Biking - by India's top stunt riders
5. Auto Job Fair - by www.manpowerindia.com
6. Think Green Drive Lounge - Showcasing of environment friendly cars

Participants	25
Visitors	30000 plus
Enquiries Generated	3700 plus
Hot Prospects	350 plus
Spot Bookings	171



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PARTICIPANTS



Sheer
Driving Pleasure



SUZUKI



The Ultimate
Riding Machine



OUTDECK
outdoor adventure gear



CHEVROLET



Manpower India Services
www.manpowerindia.com





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PARTICIPANTS

Rolls Royce

Volkswagen

Chevrolet

BMW Cars

Toyota

Indian Oil Corporation

BMW Bikes

TATA Motors

HDFC Bank

Jaguar Land Rover

Skoda

Raffles Millenium

Suzuki Bikes

Mahindra & Mahindra

Mahindra Holidays

Harley Davidson

Hyundai Motors

Hello Fitness

Hyosung

Maruti Suzuki

Priag

Power Sports

Honda Sael

MIS Outsourcing Pvt. Ltd.



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OVERWHELMING RESPONSE





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INAUGURATION



Inauguration by **Ms. Priyanka**, Kannada Cine Artist & **Ms. Sheeja Mathews** - India's First Woman to Own Harley Davidson Bike





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INAUGURATION





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PREMIUM LOUNGE





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PREMIUM LOUNGE





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GREEN LOUNGE





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LIVE DESIGN





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AUTO JOB FAIR





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CONCEPT CARS & BIKES





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STYLE BIKING





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STYLE BIKING





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ROLLS ROYCE





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BMW





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HARLEY DAVIDSON





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JAGUAR LAND ROVER





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VOLKSWAGEN





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TOYOTA





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OUTDECK
outdoor adventure gear

POWER SPORTS





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SUZUKI





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HYOSUNG

HYOSUNG





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SKODA





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TATA MOTORS





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TATA MOTORS - UNVEILING NEW VISTA-SEDAN CLASS





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MAHINDRA & MAHINDRA





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MAHINDRA & MAHINDRA - UNVEILING BOLERO





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CHEVROLET

CHEVROLET





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NEW
THINKING.
NEW
POSSIBILITIES.

HYUNDAI MOTORS





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HONDA SIEL





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**MARUTI
SUZUKI**

MARUTI SUZUKI





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MEMORABLE GLIMPSES





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BRANDING





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BRANDING



INVITATION



TICKETS



BADGES



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MEDIA COVERAGE

Publication	Date	Language
Sakshi	14.09.2011	Telugu
Deccan Herald	14.09.2011	English
Sanjay Vani	14.09.2011	Kannada
Andhra Jyothi	14.09.2011	Telugu
Indian Express	15.09.2011	English
Sanjay Vani	15.09.2011	Kannada
Deccan Herald	15.09.2011	English
Praja Vani	15.09.2011	Kannada
Andhra Jyothi	15.09.2011	Telugu
Eenadu	15.09.2011	Telugu
Eenadu	17.09.2011	Telugu
Hosa Digantha	17.09.2011	Kannada
Andhra Jyothi	17.09.2011	Telugu
The Hindu	17.09.2011	English
Sakshi	17.09.2011	Telugu
Praja Vani	17.09.2011	Kannada
Vijaya Karnataka	17.09.2011	Kannada
Dina Karan	17.09.2011	Tamil
Eenadu	18.09.2011	Telugu
Uday Vani	18.09.2011	Kannada
Indian Express	18.09.2011	English



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MEDIA COVERAGE

Indian Express
15 Sep, 2011

Auto Mall 2011 in the city

The exhibition will be held on September 16, 17 and 18

By Suresh Nandipati

With more than 200 models from Maruti, Mahindra, Tata, Hyundai, Volkswagen and others, the Auto Mall 2011 in the city will be a treat for the eyes. The exhibition will be held on September 16, 17 and 18 at the Palace Grounds, Bangalore.



There will be live demonstrations, live music and other activities. The exhibition is expected to attract a large number of visitors. The show is organized by Relio Quick India Pvt Ltd.

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Deccan Herald
15 Sep, 2011

AUTO SHOW More than just bikes

Relio Quick Auto Mall has emerged as India's largest multi-city automobile exhibition. After its huge success last year, the show is back in a bigger and better format. It began in Bangalore in April this year. It then moved to six other cities: Mysore, Coimbatore, Hyderabad, Chennai, Kolkata, Guwahati, Patna and Ranchi apart from Delhi, Mumbai and Bangalore.

The show will be held in Bangalore from September 16 to 18 at the Palace Grounds. The show not only serves as a perfect platform to launch, research and promote products but it also provides an opportunity for companies to interact with the common directly and showcase their products in the automotive sector, including new designs, concepts and

newly accessories. It will host some of the biggest brands from across the nation. This year there is a new theme - All Terrain Vehicles (ATVs) which has vehicles that are capable of traversing a variety of terrains from sand to snow. There will be other segments like 'Think Green' and 'Drive Green'.



Latest technology green cars with fuel and hybrid electric automobiles. There will be luxury cars and bikes as well as lifestyle products. An audience zone will be dedicated for display of popular high end cars, bikes and lifestyle products. There will be a segment on 'Vintage' and 'Classic' cars that will display some of the most valuable cars of previous years. The design and engineering students could also

showcase their design and creativity. The show will have some of the country's finest team riders to thrill the audience. There will be live music and entertainment on stage. There will also be a live show later in the day. For details, call 08251100000/08251100001.

The Hindu
17 Sep, 2011

Not just for the boys



CLEANING: The exhibition also showcases all-terrain vehicles. - PHOTO: BHAGYA PRAKASH K.

Staff Reporter

BANGALORE: It was destination Palace Grounds for automobile enthusiasts in the city, the venue for Relio Quick Auto Mall 2011.

The automobile exhibition was inaugurated on Friday by Kannada actor Priyanka Bulgannawar and Sheela Mathews, the Bangalorean who is the first woman to own a Harley Davidson in India.

Sandeep Kapoor, Managing Director of the Relio Quick India Pvt Ltd, said that cars and bikes from 13 manufacturers had been displayed at the expo.

Over 50,000 people are expected to visit the three-day event. Everything from bikes

to Tata Nano to Rolls Royce are being showcased at the exhibition.

The Premium Zone has pricey wheels such as Rolls Royce, BMW and high-end bikes among others. The Green Zone has Prius Toyota and Reva which are battery cars.

The Concept Car Zone has some innovative models built up by engineering students of Bangalore like the compressed air vehicle, powered by a 12V battery and which has been accepted for the SAE (society of automobile engineers) paper presentation. Another attraction is the diesel bike which has the engine of a 350 cc Royal Enfield engine and has an estimated

mileage of 110 kmpl from M.S Ramaiah Institute of Technology.

Vintage beauties

There is also a vintage car show exhibiting four classic cars and all-terrain vehicles (ATVs) or dirt bikes for adventure tours. Hyosung bikes were also launched at the event.

The Auto Job Fair at the Auto Mall 2011 is another main attraction for potential job seekers in the automobile sector, where spot interviews will be collected for placement.

The exhibition is on till September 18 from 10 a.m. to 8 p.m. at Tripura Vasini in Palace Grounds.

Indian Express
18 Sep, 2011



DAREDEVIL STUNTS: A biker performing a stunt at an auto expo organised at Palace Grounds in Bangalore on Saturday | Suresh Nandipati



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MEDIA COVERAGE

Prajavani
17 Sep, 2011

ಕರ್ನಾಟಕ ಮೇಲೆ ಕರಾಮತ್ತು

ಕರ್ನಾಟಕದ ಹಲವಾರು ಸ್ಥಳಗಳಲ್ಲಿ ಆಯೋಜಿಸಲಾಗಿರುವ 'ಆಟೋಮಾಲ್-2011' ಕಾರ್ಯಕ್ರಮದ ಒಂದು ಭಾಗವಾಗಿ, ಕರ್ನಾಟಕದ ಹಲವಾರು ಸ್ಥಳಗಳಲ್ಲಿ ಆಯೋಜಿಸಲಾಗಿರುವ 'ಆಟೋಮಾಲ್-2011' ಕಾರ್ಯಕ್ರಮದ ಒಂದು ಭಾಗವಾಗಿ, ಕರ್ನಾಟಕದ ಹಲವಾರು ಸ್ಥಳಗಳಲ್ಲಿ ಆಯೋಜಿಸಲಾಗಿರುವ 'ಆಟೋಮಾಲ್-2011' ಕಾರ್ಯಕ್ರಮದ ಒಂದು ಭಾಗವಾಗಿ...

Dinakaran
17 Sep, 2011

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Enadu
15 Sep, 2011

16ನುಂಚಿ ಆಟೋಮಾಲ್-2011

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Enadu
17 Sep, 2011

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Sakshi
14 Sep, 2011

16 ನುಂಚಿ 'ಆಟೋಮಾಲ್ 2011'

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Sakshi
17 Sep, 2011

ತೃಪ್ತರವಾಸಿನಿಲೋ ರಿಲಿಯೊ ಕ್ವಿಕ್ ಆಟೋಮಾಲ್ - 2011

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THANK YOU