



**MALAYSIA'S ULTIMATE PERFORMANCE
MOTORSPORT & MOTORING EVENT**



15-16 Oct
AUTO-CITY, JURU
12PM-12AM

Organizer:

Intrenasionale

Endorsed by:



Official Venue:

AUTO-CITY

Official
Motorsports Magazines:

Hypertune
SHIFT

Official ICE
Magazines:

ICEMAG

Official
Air Cooler:

Lansen

Official
Sticker:



For more information, please call:

Krystal Point Corporate Park, Level 4, Suite 1, No 1, Jalan Tun Dr. Awang, Bayan Lepas 11900. Pulau Pinang. Malaysia.
For more details, please contact **Khat** at **012-612 2426** or **Andrew** at **04-646 7866**
or visit our website at www.intrenasionale.com



The **MEAN MACHINES** returns to Auto-City, Penang for the fifth consecutive year as the undisputed largest international performance motorsports and motoring event in Malaysia. Having hosted more than 300,000 local and international auto enthusiasts over the past four years, the **MEAN MACHINES** is not only known in Malaysia but now in Singapore and Indonesia.

The **MEAN MACHINES 11** will return on October 15-16, 2011 to our host venue of Auto-City, Penang and is targeted to attract more than 100,000 visitors and 50 exhibitors. **MEAN MACHINES 11** will create the largest face-to-face marketing platform for companies aiming to reach the target audience of passionate car lovers and motorsport fans. Various exciting events are lined up to keep the energy level high throughout the two-days and will include a varieties of thematic car and bike shows, competitions, road safety campaigns, charity events and the ever popular Search for Miss M2.

MEAN MACHINES is organized by the largest international exhibition and event organizer in Penang and is endorsed by the Penang State Government.



ON-SITE LIVE EVENTS

- ✦ Classic Car Gymkhana
- ✦ Collectible Car Club Showcase
- ✦ Exotic SuperCar Show
- ✦ Modified Car Competition
- ✦ Search for Miss Mean Machines
- ✦ Largest Gathering of Bikers in Penang – Classic Bikes, Super Bikes, Modified Bikes, Airbrushed Scooters



NEW FOR MEAN MACHINES 2011

- ✦ Largest Gathering of Classic Cars
- ✦ Car Audio RAVE Party
- ✦ Drift Demonstration
- ✦ Hybrid & Electric Car Showcase



ADVERTISING & PROMOTIONAL STRATEGIES

- ✦ Advertisements & Reviews in leading Industry Magazines
- ✦ Advertisements & Press Editorials in Regional Newspapers
- ✦ Advertisements in Automotive Lifestyle Websites & Portals
- ✦ Direct Mailers & Personal Invitations
- ✦ Email Broadcast & Huge Forum Presence
- ✦ Exciting on-site Live Events
- ✦ Social Media - Facebook Group and Fan Club
- ✦ Roadshow and Event Launch in Popular Spots
- ✦ Street Signages - Streamers, Billboards and Banner



EXHIBIT SHOWCASE

- ✦ After-market Car Accessories
- ✦ Automobile Associations
- ✦ Automotive Technology & Engineering Institute
- ✦ Auto Workshop Equipments, Tools & Technologies
- ✦ Banks & Financial Institutions
- ✦ Bodykits and Modification Specialists
- ✦ Brakes & Clutches
- ✦ Car Care Products
- ✦ Car Paint Specialists
- ✦ Concept & Commercially Available Cars
- ✦ Commercially Available Scooters & Motorcycles
- ✦ Decorative Stickers
- ✦ Driving Schools and Institutes
- ✦ Exhausts Systems & Pipes
- ✦ Fuel & Fuel Additives
- ✦ GPS & Navigation Technology
- ✦ In-Car Entertainment
- ✦ Lubricants
- ✦ Magazines
- ✦ Mobile Technology
- ✦ Motorcycle Accessories
- ✦ Performance Parts
- ✦ Performance Tuners
- ✦ Protective Gears
- ✦ Racing & Leather Seats
- ✦ Reconditioned Cars
- ✦ Rims and Tyres
- ✦ Risk Management
- ✦ Security Systems
- ✦ Shocks & Absorbers
- ✦ Window UV & Security Tinting

SPONSORSHIP

Apart from standard canopy participation, companies can also choose to sponsor specific live-events to create stronger brand association with the performance motorsports and the motoring industry. Please contact Ms Khitrine Lim at 012-612 2426 for a customized sponsorship proposal.

INVESTMENT



Each canopy is equipped with one ceiling fan, two fluorescent lightings, fascia, 13amp powerpoint, one table and two chairs.



PAST PARTICIPANTS:



012-612 2426

