

## **POST RELEASE**

### **MOSCOW TUNING SHOW 2016**

The unique international project Moscow Tuning Show was held for the eighth time already May 20 through 22 in Crocus Expo IEC. The show incorporated all fans of unexpected styling solutions, beautiful cars and high.

Attendees of the opening ceremony were welcomed by: Arkady Zlotnikov – Deputy Director General AO CROCUS International, First Deputy Director of Crocus Expo IEC; Ekaterina Karenina – extreme driving instructor, TV and radio host, founder of own driving academy CARenina; Igor Kozlov – fivefold champion of Russia on motor racing, master of sports of the international class, journalist, chairman of Tuning Parade jury; Elena Guskova – Director of Moscow Tuning Show; Alexander Kucherenko – founder and principal organizer of RTR Ready to Race community.

Guests of honor noted that the project annually provides an excellent opportunity to gather together and speak about achieved success.

In 2016 for three days 70 companies from Moscow, the Moscow region, St. Petersburg, Nizhny Novgorod, Vladimir and other regions of Russia displayed their latest developments, fresh ideas and know-how for creation of unexpected and exclusive car image on the exhibit space comprising more than 17 000 sq m! The visitors also had an opportunity to become a member of a presented at the show autoclub.

Both key players of the market among which were TOPCAR, LARTE Design, Bohemia Auto, A-style, Fat-Tony, CBW, ARB PLATINUM COLLECTION and others, and newcomers – talented teams of auto repair shops to which participation in the exhibition helped to increase market awareness and to find new clients participated in the project.

Exhibitors, the leaders of the market of tuning services, autoclubs, associations of artists and aerographers presented on one platform fantastic cars, accompanying goods and components: premium class tuning, external and internal tuning, airbrush, disks and tires, multimedia (audio, video, individual security alarm systems), technologies and equipment for tuning, automotive accessories, auto boutiques (clothes and accessories) and motor racing. The show could rightfully seek credit to adding the much-wanted excitement and adrenaline rush to the car tuning and customization industry in Moscow.

Only at Moscow Tuning Show one could see equipment in use: Russian and foreign manufacturers and suppliers demonstrated new equipment and exclusive offers on their stands; learn more about modern technologies and tuning solutions that were presented by exhibitors, get advice from tuning industry professionals and be aware of industry trends; and take part in business program of the exhibition.

The exhibition as usual attracted attendees with a highly topical program of entertaining and informative events. More than 30 000 visitors – professionals and experts in car tuning, “pimped rides” fans and families with children, schoolchildren and students came to the show.

ARB Platinum Collection interior styling haute couture house (Design Atelier) displayed premium class cars decorated in Faberge traditions style.

Infiniti or Infiniti Club, DATSUN / NISSAN from G/Z\*Owners club and many others presented conventional cars with unexpected design.

Since recent time an adrenaline RTR Show of Masters drift show supplemented annual events of Moscow Tuning Show. The outdoor area opposite from Crocus Expo pavilions was filled with motors roaring, tires squeal and exclamations of the audience striving to cheer up professional athletes performing spectacular drifting rides on rear-wheel sports cars, stunt riding on sport motorbikes on forward and back wheels, jumps and many other things.

Tuning Parade competition was one of the most awaited events of the branch and it ran for two days: at first nominees were estimated by a competent jury, then the finals and awarding ceremony for the winners took place. In 2016 the winners in various nominations were proclaimed:

- Technical Innovations – Denis Izotov (professional designer);
- Art on Wheels – TUNING BRAZERS tuning studio;
- Female Delight – VELES centre, studio of automobile fashion;
- The Most Brutal Car – Jeep Wrangler Club;
- The Most Creative Car – Dmitry Klyukin (ideologist, investor, the main designer and maker);
- Back into the Past – D. Efimkin for Ferrari F355 tuning;
- Sports Iron – Infiniti Club;
- On Style – RS-line, tuning center;
- Stylish Wheels – Infiniti Club;
- All Terrain Conqueror – Jeep Wrangler Club;
- Club Movement – Infiniti Club;
- Inner World – Fat-Tony, tuning studio.

The organizers of Moscow Tuning Show 2016 are grateful to all participants, visitors and representatives of mass media for attention to the project, for the shown interest to further development of the tuning industry of Russia, and also invite to participate in 2017 edition of the show.

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