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AUTO MALL 2010

"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

IN ASSOCIATION WITH THE TIMES OF INDIA

PROJECT REPORT

09TH, 10TH, 11TH & 12TH SEPTEMBER'10, TRIPURA VASINI, PALACE GROUNDS, BENGALURU

PREVIEW

Relio Quick Auto Mall 2010 has achieved another milestone by reaching a new level of success. This time Palace Grounds at Bengaluru witnessed the more superb achievement of Auto Mall 2010 as it had added punch of glitz & glamour. It was organized in association with **Times of India from 9th – 12th Sep., 2010.**

This mega exhibition was inaugurated by **Mr. Praveen Sood,** IPS additional commissioner of Police, Bengaluru and Kannada Cine Star **Mr. Yash.** The 4-day event featured automobiles from over 36 major players of the market, and had multiple attractions like Premium & Lifestyle Lounge, Green Lounge to promote Green Driving, Live Design Show, Display of Vintage Cars, Super Bikes, Concept Cars and Bikes, Auto-Job fair, Style Biking Show by India's top stunt riders.

As a curtain raiser of the event, a Vintage and Classic Cars rally was organized on 8th Sep, a day before the exhibition began. The rally was flagged off by **Mr. Bhaskar Rao,** Transport Commissioner and brought forth some ageless car designs.

Automall has been successfully organized previously as well at Delhi (Jan 2009), Chandigarh (March 2009), Bengaluru (Nov 2009), Chandigarh (Feb 2010) and Mumbai (March 2010).

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Honda
Hero Honda
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Maruti
Skoda
Volks Wagen
GM
Hyundai
Reva
Green Bikes
HMSI

Bajaj
Fiat
Nissan
Mahindra 2 Wheelers
Bimal Carz Spa
Khusi
Times Books
Prayag and Co.
Bosch
Mahindra Holidays
Map My India
Fada
Car Wale
Raffles

DSK
NID
Auto Job Fair
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Motul
T-Cop
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YAMAHA	TATA MOTORS	Mahindra 2 Wheelers	HERO HONDA	BAJAJ	HONDA
HONDA	SUZUKI	REVA	BOSCH	TAGHeuer	CARZ SPA CAR'S BEAUTY CLINIC
Tcop™	BARISTA	DSK DESIGN industrial design	NATIONAL INSTITUTE OF DESIGN	Raffles Millennium International	ZIMSON
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OVERWHELMING RESPONSE

The event drew more than 75,000 visitors from all walks of life. More than 8010 enquiries were generated by the participating companies.

A total of 1205 hot prospects generated by participants and 96 spot bookings.

VINTAGE & CLASSIC CARS RALLY

Relio Quick organized Vintage & Classic Cars Rally on 08th Sep'10 as a curtain raiser event. The Rally was flagged off by Mr. Bhaskar Rao, Transport Commissioner.

Inauguration

Inauguration By
Mr. Praveen Sood, IPS, Additional Commissioner of Police, Bengaluru & Mr. Yash, Kannada Cine Star.

PREMIUM LOUNGE

PREMIUM LOUNGE

PREMIUM LOUNGE

PREMIUM LOUNGE

PREMIUM LOUNGE

PREMIUM LOUNGE

GREEN LOUNGE

GREEN LOUNGE

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LIVE DESIGN

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LIVE DESIGN

DESIGN SHOW
DSK
transportation design
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STYLE BIKING

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SUPER BIKES

PREMIUM LOUNGE

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HONDA

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Count on us

MARUTI

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HERO HONDA

HERO HONDA

BAJAJ

BAJAJ

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MAHINDRA 2 WHEELERS

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EXTENSIVE MEDIA COVERAGE

Sl No	Publication	Date	Language	Coverage	Sl No	Publication	Date	Language	Coverage
1	Sanje Vani	7.09.2010	Kannada	Main Event	18	Rajastan Patrika	10.09.2010	Hindi	Main Event
2	Ee Sanje	8.09.2010	Kannada	Vintage Rally	19	Toi	10.09.2010	English	Main Event
3	Sanje Vani	8.09.2010	Kannada	Vintage Rally	20	Bangalore Times	10.09.2010	English	Vintage Rally
4	Deccan Chronicle	8.09.2010	English	Vintage Rally	21	Deccan Herald	10.09.2010	English	Vintage Rally
5	Dina Mani	9.09.2010	Tamil	Vintage Rally	22	Deccan Chronicle	10.09.2010	English	Main Event
6	Dna	9.09.2010	English	Vintage Rally	23	Samukata Karanataka	10.09.2010	Kannada	Style Biking
7	Hosadiganta	9.09.2010	Kannada	Vintage Rally	24	Eenadu	10.09.2010	Telgu	Main Event
8	Udayavani	9.09.2010	Kannada	Vintage Rally	25	The Siasat	10.09.2010	Urdu	Style Biking
9	Deccan Chronicle	9.09.2010	English	Main Event	26	Sanjay Karnataka	10.09.2010	Kannada	Style Biking
10	The Hindu	9.09.2010	English	Vintage Rally	27	Indian Express	11.09.2010	English	Style Biking
11	Prajavani	9.09.2010	Kannada	Vintage Rally	28	Deccan Herald	11.09.2010	English	Style Biking
12	Indian Express	9.09.2010	English	Vintage Rally	29	Prajavani	11.09.2010	Kannada	Style Biking
13	Dinakaran	9.09.2010	Tamil	Vintage Rally	30	Hosadiganta	11.09.2010	Kannada	Style Biking
14	Saakshi	9.09.2010	Telgu	Vintage Rally	31	Samukata Karnataka	11.09.2010	Kannada	Main Event
15	Eenadu	9.09.2010	Telgu	Vintage Rally	32	Saakshi	11.09.2010	Telgu	Main Event
16	Andra Jothi	9.09.2010	Telgu	Vintage Rally	33	Daily Pasban	11.09.2010	Urdu	Style Biking
17	Toi	9.09.2010	English	Vintage Rally	34	Bangalore Times	13.09.2010	English	Main Event

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EXTENSIVE MEDIA COVERAGE

The Siasat Daily - 10th September 2010

میڈیکل کالجوں میں غیر قانونی تقررات کا معاملہ مزید پیچیدہ

کوئی بے قاعدگی نہیں ہوئی ہے، ہائی کورٹ میں حلف نامہ

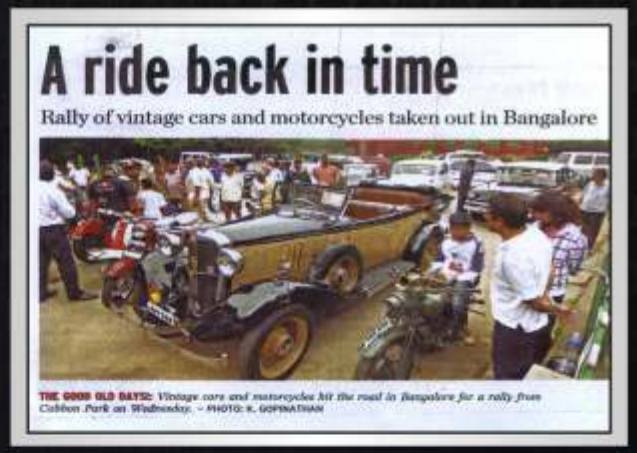
Andhra Jyothi - 30th August 2010

నగరంలో 9 నుంచి ఆటోమాల్

మోటార్ బైక్ విన్యాసాలు (ఫైల్ ఫోటోలు)

బెంగుళూరు, ఆగస్టు 29 (ఆన్‌లైన్ ప్రతినిధి) : రెలియో క్విక్ ఆటో మాల్ ప్రదర్శనకు బెంగుళూరులోని ప్యాలెస్ మైదానం ముస్తాబవుతోంది. ఈ విషయాన్ని నంద్ర నిర్వాహకులు ఆదివారం ఆన్‌లైన్‌కు తెలిపారు. సెప్టెంబర్ 9 నుంచి 12 వరకు ఈ ప్రదర్శన జరుగుతుందన్నారు. ఇందులో ప్రపంచ వ్యాప్తంగా ఖ్యాతి పొందిన ఆటోమొబైల్ పరిశ్రమలు తమ సరికొత్త వాహనాలతోసహా పాల్గొనబోతున్నాయని ఈ సందర్భంగా ప్రత్యేక వాహన పోటీలు ప్రధాన ఆకర్షణ కానున్నాయన్నారు. పరిసరాలపై పెద్దగా ప్రభావం నాల కోసం థింక్ గ్రీన్- డ్రైవ్ గ్రీన్ లాంజ్‌ను ఏర్పాటు చేసినట్లు తెలిపారు. ఇందులో వివిధ విశ్వ విద్యాలయాలకు చెందిన బీఎం విద్యార్థులు పాల్గొని చర్చాగోష్ఠి జరుపుతారన్నారు. నూతన ఆవిష్కరణలు, విన్యాసాలతో కూడిన వాహనాలు, మరో ఆకర్షణగా ఉంటాయన్నారు. వీటితోపాటు ఆటో జాబ్ ఫెయిర్ కూడా ఏర్పాటు చేస్తున్నామన్నారు. అంతర్జాతీయ బ్రాండ్లు అయిన హువా, బూయాస్, విట్జన్, రోల్స్ రాయ్స్ తదితర కంపెనీల వాహనాలు, స్పీడ్ బైక్‌లు అయిన విటిస్, స్టాడీస్‌ల విన్యాసాలు కళ్లు చెదిరేలా ఉంటాయ

Hindu - 10th September 2010


A ride back in time

Rally of vintage cars and motorcycles taken out in Bangalore

THE GOOD OLD DAYS: Vintage cars and motorcycles hit the road in Bangalore for a rally from Cubbon Park on Wednesday. - PHOTO: K. GOPINATHAN

Enadu - 10th September 2010

కళ్లుచెదిరే.. ఆటోమాల్

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EXTENSIVE MEDIA COVERAGE

Bangalore Times - 13th September 2010

BANGALORE TIMES, THE TIMES OF INDIA 3

Pics: K Sunil Prasad

VA VA VROO[illegible]!

Sandalwood actor Yash checks out a bike on display at the Auto Mall 2010, India's largest multicity automobile exhibition, a four-day event that was held in association with *The Times of India* and inaugurated by additional commissioner of police (traffic) Praveen Sood (above) at Palace Grounds

Andhra Jyothi - 10th September 2010

గత వైభవాన్ని చాటిన

వింటేజ్ కార్ల ర్యాలీ

Hindu - 1st September 2010

Auto design expo

EVENT It will be held from September 9

uto Mall 2010, a multi city automobile event will be held in Bangalore from September 9 to 12 at the palace grounds.

It will feature a wide spectrum of offerings from the auto industry including green, hybrid and luxurious cars and bikes. Organised by Relio Quick, it has a special section "Think Green, Drive Green Lounge" where electric vehicles, hybrid and alternative fuel vehicles will be showcased. The event will also have top auto designers giving a demonstration of their talents.

The Auto mall will provide a platform for design and engineering students to exhibit their talent.

The competition will reward the best designs, in an attempt to encourage students to take up their passion for automobile design to another level.

HOTTEST AUTO SHOW IN TOWN

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EXTENSIVE MEDIA COVERAGE

Bangalore Times - 10th September 2010

SNAP SHOT

Kicking off Auto Mall 2010 on Wednesday, was the Vintage & Classic Car and Bike Rally. The event, in association with The Times of India was flagged off by Bhaskar Rao (extreme left), IPS, Commissioner for Transport and Road Safety. Sukhbir (centre), co-organiser, Auto Mall looks on

Deccan Herald - 11th September 2010

Breathtaking

A bike stunt draws visitors to an automobile exhibition held at Bangalore Palace Grounds on Friday. KPN

Saakshi - 11th September 2010

సోలార్, విద్యుత్, పెట్రోలతో నడిచే బైక్

సోలారు బైక్‌తో విద్యార్థులు

బెంగళూరులోని హెచ్‌ఎస్‌ఆర్ కాలేజీకి చెందిన విద్యార్థులు సోలార్, ఎలక్ట్రికల్, పెట్రోలతో నడిచే వినూత్న వాహనాన్ని రూపొందించారు. ఈ వాహనం ఉపయోగించడం వల్ల కేవలం మీటరుకు 15 పైసలు ఖర్చు అవుతుందని విద్యార్థులు తెలిపారు. ఈ వాహనం ద్వారా వాతావరణం కాలుష్యం కాకుండా కాపాడవచ్చన్నారు. వాహనాన్ని నడిపే సమయంలో ఎటువంటి శబ్దం ఉండదన్నారు. దీని విలువ కేవలం రూ.25 వేలు మాత్రమేనన్నారు. ఈ వాహనాన్ని సోలార్, విద్యుత్, పెట్రోలతోనూ నడపవచ్చన్నారు. ఈ వాహనాన్ని తయారు చేయడానికి మూడు నెలలు పట్టిందని మహేశ్, మంజునాథ్ నవీన్ అన్నారు. ఇదంతా పాతవి, నిజానికి పాడైన అనే విద్యార్థులు తెలిపారు. -మహేశ్‌కుమార్, బెంగళూరు

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EXTENSIVE MEDIA COVERAGE

Saakshi - 11th September 2010

కళ్లు చెదిరే బైక్‌లు, కార్లు

బెంగళూరులోని రాజప్రసన్నలో గురువారం ప్రారంభించిన ఆటో ఎగ్జిబిషన్ సందర్శకులను విశేషంగా ఆకట్టుకుంటోంది. పాత కాలానికి చెందిన వింటేజ్ కార్లు, బైకులతో పాటు, నేటి యువతరాన్ని ఆకట్టుకునే లగ్జరీ కార్లను, బైకులను ప్రదర్శనలో ఉంచారు. మెర్సిడేస్ బెంజ్, బీఎండబ్ల్యులతో పాటు టయోటా, మారుతి సుజూకి, ఫోర్డ్, వోక్స్‌వేగన్, హోండా, టాటా, నిస్సాన్ తదితర కంపెనీల కార్లను వీక్షకులు కన్నార్పకుండా చూస్తున్నారు. సుజూకి, యమహా, మహేంద్ర, హోండా తదితర కంపెనీల ద్విచక్రవాహనాలు యువతను ఉరకలెక్కించేలా ఉన్నాయి. వీటితో పాటు ట్యాగ్ కంపెనీకకు చెందిన రూ.2.30 లక్షల నుంచి రూ.10 లక్షల వరకు విలువ చేసే చేతి గడియారాలను కూడా ఈ ప్రదర్శనలో ఉంచారు. వివిధ కంపెనీలకు చెందిన బైకులతో బైక్ రైడర్లు చేసే విన్యాసాలు సందర్శకులను గగుర్పా

Deccan Herald - 10th September 2010

Classic beauties on a ro

"Whenever I go for a drive, people look at the car to amazement and appreciate me for maintaining it well. As maintenance is a costly affair, I use it just occasionally."
SHASHIDHAR

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EXTENSIVE MEDIA COVERAGE

Deccan Chronicle - 8th September 2010

A rally of vintage cars and bikes to be flagged off by Bhaskar Rao, transport commissioner.

Actor Yash to inaugurate Auto mall 2010 at Palace Grounds on Thursday.

Sanjayvani - 8th September 2010

ಹಳೆ ಸುಂದರಿಯರ ಜಾತ್ರೆ!

ವಿಂಟೇಜ್ ಕಾರು ಬೈಕ್‌ಗಳ ರ್‍ಯಾಲಿಯಲ್ಲಿ ಪಾಲ್ಗೊಂಡ ಹಳೆಯ ಮಡಿಲು ವಿಧಾನಸೌಧ ಮುಂಭಾಗ ಸಾಗಿತು.

(ಪುಟ್ಟ ಪ್ರತಿನಿಧಿಯಿಂದ)

ಬೆಂಗಳೂರು, ಸೆ. ೮- ಹಳೆಯ ಸುಂದರಿಯರಾದ ವಿಂಟೇಜ್ ಕಾರು ಹಾಗೂ ಬೈಕ್‌ಗಳ ರ್‍ಯಾಲಿ ನಗರದಲ್ಲಿಂದು ಜರುಗಿತು.

ಅಪರೂಪದ ಸುಂದರಿಯರನ್ನು ನೋಡಲು ಜನ ರಸ್ತೆಯ ದೃಶ್ಯ ನಿಂತು ನೋಡಿ ವೀಕ್ಷಿಸಿದರು.

ಕಂಠೀರವ ಕ್ರೀಡಾಂಗಣ ಆವರಣದಿಂದ ಆರಂಭವಾದ ರ್‍ಯಾಲಿ ಕಬ್ಬನ್ ಪಾರ್ಕ್, ವಿಧಾನಸೌಧ, ರಾಜಭವನ, ಮೌಂಟ್ ಕಾರ್ಮೆಲ್, ಗಾಲ್ಫ್ ಕೋರ್ಸ್, ವಿಂಡ್ಸರ್ ಮ್ಯಾನರ್, ಕಂಠೀರವ ಚಿತ್ರಮಂದಿರದ ಮೂಲಕ ಅರಮನೆ ಮೈದಾನದಲ್ಲಿ ರ್‍ಯಾಲಿ ಅಂತ್ಯಗೊಳಿಸಲಾಯಿತು. ರ್‍ಯಾಲಿಯಲ್ಲಿ ಜಾಗ್ವಾರ್, ಅಥ್ಲರ್ ಸೇರಿದಂತೆ ಸುಮಾರು ಮುವತ್ತರಷ್ಟು ಕಾರು ಹಾಗೂ ಲಾಂಬ್ರೆಟ್ಟಾ ಬೈಕ್ ರ್‍ಯಾಲಿಯಲ್ಲಿ ಭಾಗವಹಿಸಿದ್ದರು.

ಕಬ್ಬನ್‌ಪಾರ್ಕ್‌ನಲ್ಲಿ ಇರುವ ಸಡೆದ ವಿಂಟೇಜ್ ಕಾರು ಬೈಕ್‌ಗಳ ರ್‍ಯಾಲಿಯಲ್ಲಿ ಪಾಲ್ಗೊಂಡಿದ್ದ ಹಳೆಯ ಆಕರ್ಷಕ ಬೈಕ್.

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New Indian Express - 9th September 2010

6 గురువారం, 09 సెప్టెంబర్, 2010 కర్ణాటక ఆంధ్రజ్యోతి

నగర వాసులను అలరించిన

అలనాటి రాజసం కార్లు

బెంగళూరు, సెప్టెంబర్ 8 (ఆంధ్రజ్యోతి): దక్షిణమధ్య రిక్రియేషనా అండమే ఆధ్వర్యంలో గత వైభవాన్ని గుర్తుకు తెచ్చే పింటేజ్ కార్లు, మోటారు సైకిళ్ళ ర్యాలీ బుధవారం నగరంలో రోడ్లను అలరిస్తూ నగర వాసులను ఆకట్టుకుంది. ఈ అపురూపమైన కార్లను చూడ దానికి అరుదైన, అపురూపమైన ఈ కార్లను వీక్షించడానికి రోడ్లపై వాసులు గుమిగూడడం విశేషం. కంఠీరవ స్టేడియం ఆవరణం నుంచి ప్రారంభమైన అలనాటి కార్ల ర్యాలీ కబ్బన్ పార్కు, విధానసౌధ రాజ్‌భవన్, మౌంట్ కార్మెల్ గార్డ్స్ కోర్స్ పింటర్స్ మానర్, కావేరి చిత్రమందిరం ద్వారా ప్యాలస్ మైదానంలో ర్యాలీ ముగుస్తుంది. ర్యాలీలో జాగ్వార్, ఆస్టిన్‌తో పాటు వివిధ రకాల మోటారు సైకిళ్ళు, అలాగే సూట్లుధరి ఒకప్పటి సుతులను గుర్తు కు తెచ్చాయి.

E Sanjaya - 31st August 2010

ಸೆ.9ರಿಂದ ಜಾಗತಿಕ ವಾಹನ ಮೇಳ

Hindu - 10th September 2010

A ride back in time

Times of India - 10th September 2010

WHEELS OF ANOTHER AGE

Andhra Jyoti - 10th September 2010

గత వైభవాన్ని చాటిన

వింటేజ్ కార్ల ర్యాలీ

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