

THE ASSOCIATION OF INDONESIA AUTOMOTIVE INDUSTRY

# GAIKINDO

BIMONTHLY BULLETIN - VOL. 05 YEAR 2 - JUNE-JULY 2015

NEWS

# Biggest Auto Show Coming



GAIKINDO  
INDONESIA INTERNATIONAL  
**AUTO SHOW**

20-30 August 2015 ICE - BSD 2015

Dear Reader,



Nature teaches us almost about everything, including how to deal with changes. The best step in addressing changes is to adjust to them, and continue to do things better off. By mid-2015, Indonesia's automotive industry continues to get prepared to face a number of changes. One important change is the new name for the annual and official automotive exhibition:

*GAIKINDO Indonesia International Auto Show (GIIAS)*. The new name of "GIIAS" has more global reference, some things more for the international automotive community. With this new name, GAIKINDO is challenged to make GIIAS more advanced than the by-gone one.

And as a matter of fact, GAIKINDO is already heading towards a better organization of GIIAS. In addition to the newly-adopted name of GIIAS, the venue also occupies a new location. The new venue in Indonesia Conference Exhibition-Bumi Serpong Damai (ICE-BSD) City in many ways has advantages over the previous venue. ICE-BSD City holds more spaces, freshness (officially launched in early 2015), and elegance.

Obviously, the decision to move to the new venue of GIIAS is based on an intention to be better off. This is all in line with the intention to keep up with the image of the national automotive industry and coming along with the quality of the exhibition that GAIKINDO needs to show to the world, namely an exhibition that comes to terms with international standards. These good intentions should be made to happen, so that the

changes in name and place can provide higher values to the national automotive industry in general and for GIIAS in particular.

To improve GIIAS' quality to meet international standards is an important mission for GAIKINDO. In conjunction with GIIAS, GAIKINDO also always organizes international an international automotive conference—a world-class event that is routinely held and attached to the exhibition. This event accommodates reviews and visions from stakeholders— industry, government agents, scholars, media— on the various aspects that sustain the life and the development of the automotive industry.

Other changes facing the automotive industry today come from the condition of the national economy. The rise in the exchange rate of the US dollar against rupiah as well as the fluctuation in world's energy prices pose an impact on the performance of the national economy. In turn, the rhythm of production and automotive markets slightly steps on brake. But actually for the Indonesian automotive industry, this is nothing new. We have been through the worse in the past time. And look, we managed to get through the turmoil.

A grim chapter of our journey does not necessarily signify that our whole life is doomed. All elements of the Indonesian automotive industry and its stakeholders— especially the Government who is expected to be willing to pay more attention to the growth of national automotive industry— remain consistently committed to performing their best in production and sales activities. With painstaking efforts, we will again be able to get through the challenging changes.

Regards,  
**Sudirman MR**

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# GIIAS on Track to Show Its Best

**G**AIKINDO is setting the only official automotive exhibition in Indonesia—*GAIKINDO Indonesia International Auto Show (GIIAS)*— with more advanced touches in the effort to transform it to be a much better exhibition through which the exhibitors and the organiser can perform their best in all aspects for spectators and stakeholders.

To start with, unlike the previous auto show, *GIIAS 2015* will be held in a roomier space (22 hectares), all indoors, in Indonesia Convention and Exhibition (ICE) in Bumi Serpong Damai (BSD) City, outskirts of Jakarta the capital. “Hopefully, we can show our best that we have to the world,” said GAIKINDO Secretary General Mr Noegardjito.

He added that *GIIAS 2015* is on its track towards the largest in Southeast Asia in terms of quality, exhibition services, and location. The ICE in DSD City, built with a value of IDR 4 trillion, is also adding up elegance and classy atmosphere to the exhibition. This corresponds to GAIKINDO’s plans to bring the Indonesian automotive industry to the international level in all respects.

Mr Noergadjito said further that *GIIAS* is regularly held as an effort to show the development of the national automotive industry to the domestic stakeholders and to the world. To that end, its implementation needs to be supported by all parties. “Automotive industry cannot stand alone, but instead it must find encouragement from stakeholders and partners. And automotive exhibition in regular basis, among others, is helpful means for campaign to win such support and encouragement,” he said.

## Convenience, Elegance, and Comfort

Chairman of *GIIAS 2015* organising committee Mr Johnny Darmawan put it that GAIKINDO should be taking into account of a notion to expand its capacity to accommodate the growing number of onlookers, fellow foreign partners from industry, governments, and observers, and journalists. GAIKINDO wants to create ICE-BSD City as the home of Indonesia’s automotive world. “The location is easy to reach from any direction, and it holds spacious parking area, as well,” Mr Darmawan said.

To make easy for visitors, the organiser provides transportation access from a number of embarking points. “There are 19 malls around the city from which visitors can pick shuttle buses to take them to *GIIAS* venue,” said Mr Dharmawan. “The bus is free, so visitors do not need to bother to drive to *GIIAS*.”

Upholding a theme “*Smart Mobility for the Future*” this year, the car exhibition by GAIKINDO has gone through

some 20 years of implementation since it was launched for the first time in 1986. It passed one of its monumental milestone in 2006 when the Paris-based World’s Automobile Industry Association (*Organisation Internationale des Constructeurs d’Automobiles*, OICA) announced its support and recognition to the exhibition.

“With OICA’s support and recognition, *GIIAS* becomes one of the world’s automotive exhibition series such as *Detroit Auto Show* (NAIAS), *Frankfurt Auto Show* (IAA), *Geneva Motor Show*, *Auto China Beijing*, *Tokyo Motor Show*,” said Mr Darmawan.

## GIIAS Makassar and GIIAS Surabaya

GAIKINDO’s commitment to continuing to encourage the growth of the national automotive industry makes way to opportunities of the development in areas outside Jakarta. Automotive-related activities need to be groomed in some other areas to encourage local industry to grow so as that it can contribute to local economy. Makassar (South Sulawesi) and Surabaya (East Java) are regions where GAIKINDO is about to launch exhibition by the end of this year.

*GIIAS Makassar* will take place in 25 - 29 November 2015 in the Celebes Convention Center. *GIIAS Surabaya* will follow in 9 - 13 December 2015 in Grand City. *GIIAS* in Makassar and Surabaya will present well-known brands of vehicles directly from agents (APM). ■

## Supporting Programmes

- 4x4 Challenge
- Champion of Champions
- Super Taxi Ride
- Big Bike Test Ride
- Live Modz Show off 2015 “It’s Battle Time”
- Modcomfest 2015
- Students’ Day
- Blood Donor
- Students’ Visit to Assembly Plants.

## GIIAS 2015 in Number

### Dates

- 20-30 August 2015
- 20 August for VIP and Press Day
- 21-30 August for Public
- 21 August, Bloggers’ Day
- 24-26 August, Red Cross’ Day
- 27 August, Students’ Day
- 28 August, Women’s Day

### Show Time

- From 10.00 to 22.00

### The Crowd

- 380,000 target visitors
- Over 300 exhibitors
- 34 total brands of carmakers
- 25 brands of passenger car
- 9 brands of commercial vehicle
- 20 new models to launch

### Venue Size

- 220,000 square meters of total area
- 60,000 square meters indoor
- 31,577 square meters outdoor
- 91,577 square meters of area to be utilised

### Admission

- IDR 100,000 ticket on VIP and press day
- IDR 40,000 ticket on Monday-Thursday
- IDR 60,000 ticket on Friday-Sunday.

NO	EVENTS	CITIES	VENUE	DATE
1	GIIAS Jakarta	Jakarta	ICE-BSD City	20-30 August
2	10th Indonesia International Automotive Conference (IIAC)	Jakarta	ICE-BSD City	25 August
3	GIIAS Makassar	Makassar	Celebes Convention Center	25-29 November
4	GIIAS Surabaya	Surabaya	Grand City	9-13 December

# GIAS Building Better Generation

**G**AIKINDO's commitment to continue to support the Indonesian automotive industry is implemented in various constructive ways and continue to be sustained by GAIKINDO through the exhibition. One form of this commitment is to support the next generation who will be the successor of this nation in the future.

Chairman of the Organizing GIIAS 2015 Mr Johnny Darmawan explained the importance of the next generation for the survival and development of the automotive industry. "Through GIIAS 2015, GAIKINDO wants to inspire the next generation. And this year, GIIAS is focusing on social activities under the umbrella of "GIAS Educare", as we believe that every child is entitled to get the right for education."

## **With 1,000-teacher Community to Share Knowledge and Happiness**

GIAS not only wants to focus on the festive program to indulge its visitors, but also to show its concern for the future generation by organising several social events. One of which is through the "GIAS Educare" programme which is the umbrella of the overall socio-educational activities of the exhibition this time. This includes the "Travelling and Teaching" programme, a pre-event social activity implemented in a cooperation between GIIAS 2015, Pertamina as the main sponsor of GIIAS 2015, and 1,000-teacher Community (@ 1000\_guru).

GIAS 2015 along with the "1,000 Teachers" paid a visit to 120 school children in a village outside Bogor (West Java) to provide humanitarian and educational support to them. GAIKINDO wants to motivate those children to continue to explore the science, develop the ability and courage to achieve their dream as well as assist and facilitate to develop their hometown. Education is the important thing which contributes greatly to the quality of life of this nation in the future.

GAIKINDO distributed school supplies such as bags and stationery. Moreover, GAIKINDO



also donated school facilities, including the field construction for physical exercise. GAIKINDO and 1,000-teacher Community provided free medical services to the surrounding communities. Later in the evening, the team played an open-air movie to entertain the local people.

During the implementation of the "Travelling and Teaching" programme, the joint team of GIIAS 2015 was assisted by some automobile producers that are participating in GIIAS 2015. They were Ford, Nissan, Toyota and VES (Community Sidekick Suzuki Vitara Escudo), taking a quite challenging route to the village. And during the two-day activities on 13 to 14 June 2015, the joint team of GIIAS together with 1,000-teacher Community made a social action as well as teaching and sharing knowledge with local children who still lack facilities. Through the "GIAS Educare" and the





"Travelling and Teaching" programme, *GIIAS 2015* wants to show its commitment to continuing the pledge to support the education of children and making its contribution to the next generation.

### Continuous Social Activity

Such social activities have become a common routine conducted by the largest automotive exhibition organiser in Indonesia. Apart from giving concerns to the development of the country through education, this also serves as investment by highlighting the importance of education for all children in the country. This is why they need to implement the social activities prior to the exhibition event, and extend this to the dates during the exhibition is ongoing, by inviting school children to the venue. At that point, the school children can obtain a valuable experience by observing the automotive world lively. This is expected to help the school children to create a big dream in developing the national automotive industry.

In the previous years, GAIKINDO already

demonstrated its commitment to this regard. Last year alone, school children invited to the exhibition showed their considerable enthusiasm. This year GAIKINDO prepares everything to exceed that in the previous years. This is especially because the exhibition is taking place in a much better and new venue— the ICE at BSD City. ■



## GIIAS Educare Goes to Rural School



"*GIIAS Educare*" programme started with a series of activities to provide educational aid to an elementary Islamic "Hidayatul Islam" school at Cioray Village, Bogor (West Java) on Saturday, 13 June 2015. The school children proved to be happy in finding the charity. They were enthusiastic and eager to take part in each phase of the activities organised by the joint team of *GIIAS* and *1,000-teacher Community*. Some students cheerily showed off the news bags and stationery that they received from the programme. "We can use for school," said one of the students.

In addition to providing bags and stationery, *GIIAS Educare* programme also delivered sporting equipment, trash bins, as flagpole, and door locks to keep the school secured.

Mr Sukatma Atmaja, the schoolmaster, said that this activity helps the school. He hopes this useful aid and facilitate will enhance the teaching activities. "Thank you for your help. Hopefully we can use as best as we can," he said. ■

# Big Businesses

## Finding Opportunities in GIIAS

**G**AIKINDO Indonesia International Auto Show (GIIAS) officially is partnering with PT Pertamina Persero as a main sponsor of the biggest of the automotive event. "Cooperation with Pertamina is considered very appropriate, given that the energy issue has become a hot topic that is always talked about. Every vehicle is constructed so as to present energy efficiency," said Mr Noegardjito, Secretary General of GAIKINDO. Pertamina's presence during GIIAS 2015 will

be a momentum to provide education on the development of technology of fuel that is now in the spotlight for the automotive industry Southeast Asia and the world as well today.

Apart from Pertamina, GAIKINDO also partners with a financing company of BCA. This will help visitors who wish to make a purchase on credit of vehicles at the auto show. GIIAS will take place on 20 to 30 August 2015 in ICE, BSD City. ■

## 20 New Models to Launch at GIIAS 2015

**S**ome exhibitors are about to use the momentum at GIIAS 2015 to launch their new models. Honda declares that GIIAS 2015 is going to be the world premiere of its Bold Runabout Vehicle (BRV) model. This is the first time at GIIAS 2015 that the cross-over vehicle is launched for the first time to enter the international market. Other brands will use GIIAS 2015 for Asia (Lexus) and Southeast Asia (Renault) premiere for their fresh models. ■

**At least 13 brands declare to have 20 completely new models to launched for Indonesia, Asia and even the world's market**

Audi	New Q3, New Q7, New TT
BMW	2 new modern sport models
Daihatsu	2 concepts
Ford	3 new models
FUSO	FZ4928 and FZ4028
Hino	3 new models
Honda	BRV for world premiere
Lexus	2 models for Asia premiere
Mazda	Special edition (only 200 units available)
Mercedes-Benz	AMG GT, Maybach S Class, New GLC
Mitsubishi	1 new model, 1 concept
Nissan	X Trail Hybrid
Renault	New SUV for Southeast Asia premiere





## Carmakers' Enthusiasm Soaring

There are 34 brands of vehicles from passenger cars and commercial vehicles showing enthusiasm to showcase their newest models in *GAIKINDO Indonesia International Auto Show (GIIAS)* on 20 to 30 August 2015 in ICE, BSD City.

For the first time, Aston Martin, Lexus, McLaren and Porsche are confirming that they will show up in the exhibition to directly meet with their consumers. The presence of these premium brands to prove *GIIAS* as an international automotive exhibition that they trust to further strengthen their existence in the national automotive market.

Mr Johnny Darmawan, the chairman of the organizing committee of *GIIAS 2015* expressed pleasure to see the enthusiasm and trust given

to the exhibition. "We hope *GIIAS 2015* can be a benchmark development of the automotive industry in Indonesia. Its implementation continues to be increased each year in line with the development of this industry," he said.

GAIKINDO hopes that the exhibition *GIIAS*, with its international leverage, will be one of the largest automotive exhibition in Asia. The exhibitors of *GIIAS 2015* will occupy 10 exhibition halls and one convention hall, all of them in indoor area of 60,000 square meters.

There is also additional 91, 577 square meters of outdoor exhibition space. The improving total area of the exhibition by GAIKINDO ensures comfort and convenience for visitors and exhibitors of *GIIAS 2015*. ■

PHOTO: Agam Yudha



### With Endorsement of the Government

GAIKINDO met Vice President (VP) Mr Jusuf Kalla in Jakarta on 22 June 2015 to discuss *GAIKINDO Indonesia International Auto Show (GIIAS) 2015*. In the meeting with the Vice President, GAIKINDO was represented by Chairman Mr Sudirman MR along with the chairmen and secretary general. "We came to report to the Vice President of the recent development of *GIIAS 2015*. We also asked the vice president to officially open the exhibition *GIIAS* on 20 August," said Mr Sudirman, after the meeting.

On that occasion, Mr Sudirman MR was accompanied by Chairman III of GAIKINDO who is also currently the chairman of the organising *GIIAS 2015* Mr Johnny Darmawan. Three other GAIKINDO chairmen are Mr Jongkie D Sugiarto (Chairman I), Mr Johannus Nangoi (Chairman II), Mr Rizwan

Alamsjah (Chairman IV), as well as Secretary General of GAIKINDO Mr Noegardjito.

On the exhibition site, GAIKINDO and promoter Seven Events continue to make various preparations. So is the host of the ICE BSD City, which states that the location has a lot of infrastructure to make improvements to organise *GIIAS 2015*.

ICE BSD City has some merits for being the new venue to hold a large-scale exhibition of international caliber such as *GIIAS*. In addition to being a new venue, ICE BSD-City is also more elegant, much more spacious than the previous venue. With so many advantages, the organiser of *GIIAS 2015* and the ICE BSD-City manager are certain to be able to provide comfort to some 300 exhibitors and estimatedly 380,000 spectators. ■

# Production in January-June 2015

## Sedan, MPV, and Small Vehicles Steady

Throughout January to June 2015 production of sedan type vehicle, multipurpose vehicle (MPV), as well as energy-efficient and environmentally friendly vehicles shows steady growth. These three types of vehicles recorded positive growth rate from month to month throughout the first half of 2015.

As to sedans, June was the highest production figures (5,090 units) during the first half of 2015. This shows the continuous growth of production figures since April (5,631 units) and May (5,368 units). April 2015 also marked a production leap, after slowing in February (3,844 units) and in March (3,927 units). Production in 2015 began with 4,228 units in January.

Throughout January to June 2015, total production figures sedan reached 28,907 units. Production of sedan with engine capacity under 1,500 CC contributed the most (27,477 units) throughout Semester 1 of 2015.

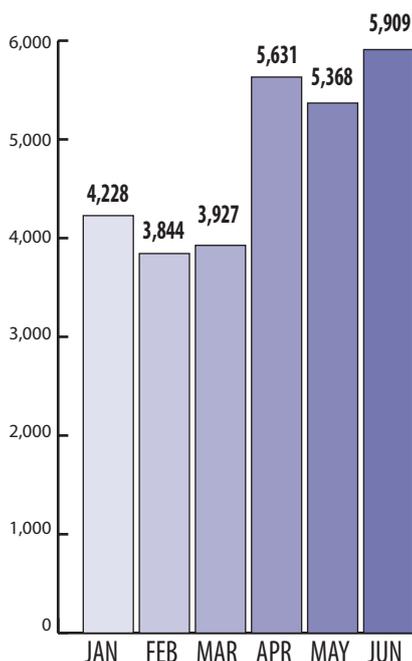
Steady production rate in the first half 2015 also occurred to MPV (292,519 units). Growth figures of

MPV production throughout Semester 1 of 2015 in general also showed a stable trend, with some volatility. Beginning with a production of 48,277 units in January, production of MPV in a row showed 47,401 units (February), jumped to 54,585 units (March), had dropped in April (49,234 units) and May (44,384 units), before rising again in June (48,658 units).

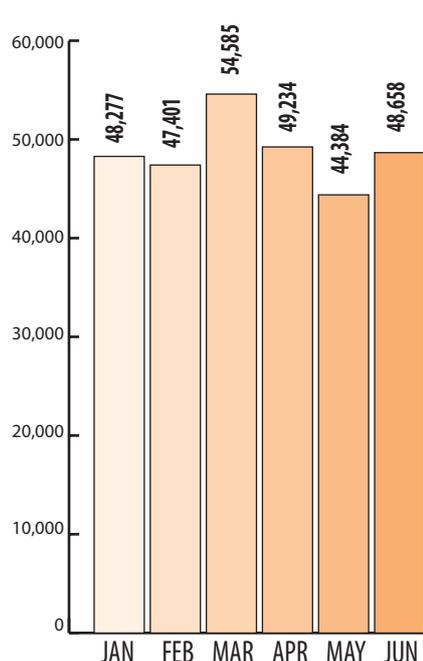
Similar to that of of sedan production, total production figures of MPV were also supported by the type with engine capacity under 1,500 CC. Throughout the first half of 2015, production of the MPV with engine capacity under 1,500 CC reached 226,241 units.

The production of energy-efficient and environmentally friendly saw convincing hike throughout Semester 1 of 2015. Vehicles with engine capacity under 1,200 CC recorded a total of 85,319 units of production figures, with stable monthly growth of production figures. ■

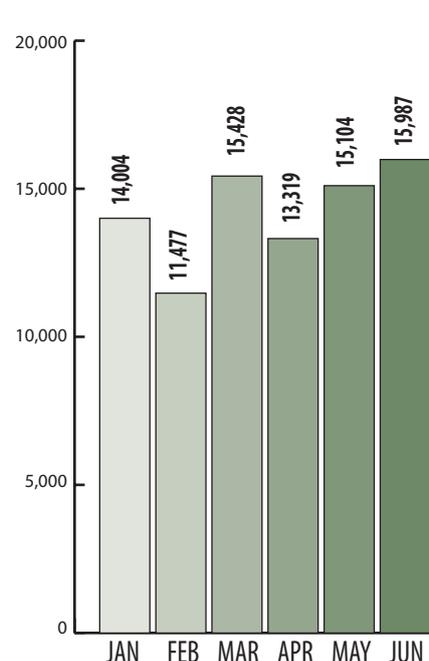
PRODUCTION OF SEDAN,  
JANUARY-JUNE 2015



PRODUCTION OF MPV,  
JANUARY-JUNE 2015



PRODUCTION OF AFFORDABLE  
ENERGY SAVING CARS





# Sedan, 4x4, and Bus Surprising Domestic Market

Indonesian domestic vehicle market throughout the first half of 2015 experienced a surprising sale growth of sedans, 4x4, and buses. The three types are showing convincing growth of monthly sales, amidst downturn of some other types.

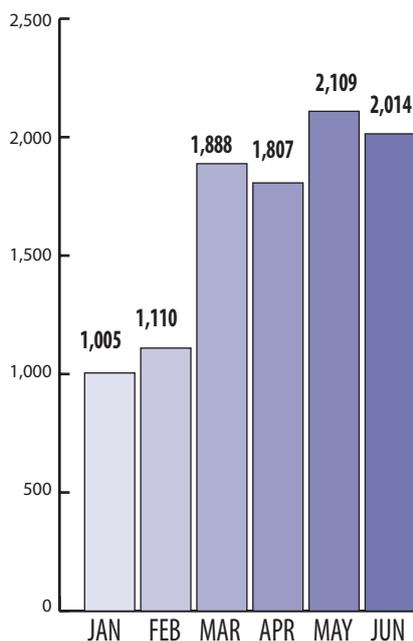
Sedan domestic market rose with the increase in numbers from month to month. It began with the sale in January 2015 (1,005 units), February (1,110 units), March (1,888 units), slightly down in April (1,807 units), surging in May (2,109 units), and slightly slowed in June (2,014 units). Despite the dynamic market through all Semester 1, in general the domestic market trend of sedan rose from January to June 2015. Total domestic sales of sedan all through Semester 1 of 2015 reached 9,933 units. Of the whole figures, sedans with engine capacity under 1,500 CC contributed digits at most (5,057 units), followed by sedan with engine capacity between 1,500 CC and 3,000 CC (4,605 units).

The 4x4 type that previously has been unnoticed, this time also yanked during the Semester 1 of 2015. Throughout the first six months of 2015, domestic sale

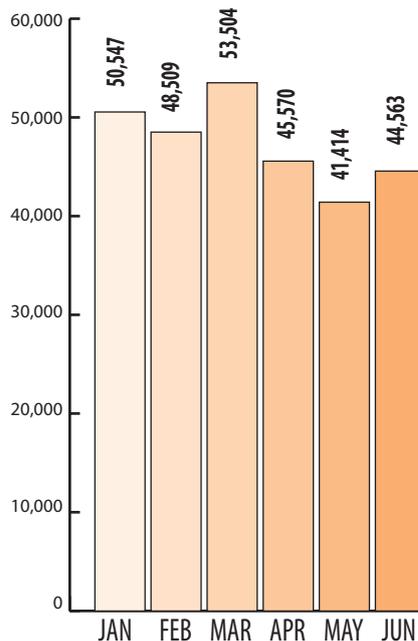
of 4x4 was somewhat also volatile, but essentially it saw uphill trend. Sales in 2015 starting with 830 units in January, ring to 871 units in February, slowing to 656 units in March, but bouncing again to 796 units in April, soaring to 1,035 units in May, and continuously rising again to 1,143 units June. Total domestic sales of 4x4 all along Semester 1 of 2015 reached 5,331 units, with the greatest contribution of the type 4x4 with engine capacity between 1,500 CC and 3,000 CC, followed by the type 4x4 with engine capacity above 3,000 CC— all of which applying diesel technology.

A surge in domestic sales was also booked by bus type. Beginning its sales in January, the bus type posted 84 units, surging over 100% in February to 281 units, rising slightly to 284 units in March, and in April the figures increasing to 294 units. Slowing down to 240 units in May, the sales of buses sped up nearly 100% in June to 472 units. Total sales of buses all along Semester 1 of 2015 reached 1,655 units, with almost nearly balanced contribution from buses weighing 5-10 tons (834 units) and buses weighing 10-24 tons (821 units). ■

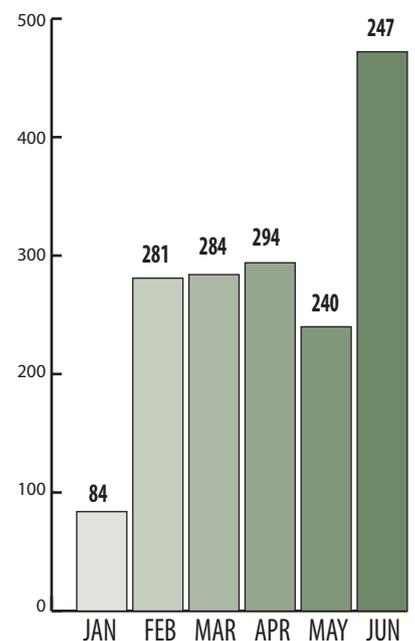
DOMESTIC MARKET OF SEDAN,  
JANUARY - JUNE 2015



DOMESTIC MARKET OF 4x4,  
JANUARY - JUNE 2015



DOMESTIC MARKET OF BUS,  
JANUARY - JUNE 2015



# Official Automotive Exhibition in Indonesia by GAIKINDO in 23 Years Now

**G**AIKINDO Indonesia International Auto Show (GIIAS) turned out to have been going through quite a long journey. GIIAS name was actually also part of the dynamics experienced by these auto show all along the way. And the exhibition venue several times moves to a better location to meet international standards.

For the first time, GAIKINDO's automotive exhibition was launched in 1986. At that time the exhibition still adopted the name "GAIKINDO Car Exhibition" which was handled by GAIKINDO. Aside from being the first, "GAIKINDO Car Exhibition" at the same time became the largest automotive exhibition in Indonesia at the time.

This exhibition continued to grow, and in 2006 it achieved world calibre with the support and recognition of the Paris-based World Motor Vehicle Industry Organisation (*Organisation Internationale des*

*Constructeurs d'Automobiles, OICA*). GAIKINDO adopted a new the name for its exhibition "Indonesia International Motor Show" (IIMS).

Entering 2015, when all aspects of the automotive industry developed, the demand for automotive exhibition standards increased. The old paradigms of an auto show were no longer worth preserving. The concept and implementation of an auto show should be improved. It became the rationale for GAIKINDO to adopt a new name of its exhibition into *GIIAS*, and shift the venue to the new one that facilitates better various aspects and meets international standard requirements.

Here is a brief history of the biggest and official automotive exhibition in Indonesia by GAIKINDO from time to time. ■



## 1980s

- 1986 GAIKINDO organised an auto show entitled "GAIKINDO Car Exhibition GAIKINDO". The exhibition at the time accommodated 13 exhibitors from the motor vehicle industry of GAIKINDO members. ■

## 1990s

- 1994: Delayed for two years as a result of the tight money policy of the Government, the Indonesian automotive exhibition could eventually be staged.
- 1996: At that time the auto show by GAIKINDO was named "Jakarta Auto Expo" and managed to break the sales record compared to that in the previous years, attracting over 200 thousand visitors. ■



## 2000-2003

- 2000: The exhibition's name this year was changed from "Jakarta Auto Expo" to "GAIKINDO Auto Expo" that was launched again after for three years in a row due to the financial crisis that crippled countries in Southeast Asia region.
- 2003: "GAIKINDO 12th Auto Expo" was held from 19 to 27 July 2003 involving 150 participants of the supporting industries, covering area of 35 thousand square meters in Jakarta Convention Center (JCC). ■

## 2015

- Indonesian automotive exhibition organized by GAIKINDO is entering new chapter this year. GAIKINDO no longer adopted the name IIMS for its exhibition, replacing it with a new name (GIIAS) which implies more progressive, more elegant, and more global values.
- *GIIAS 2015* occupies a new and vast venue in Indonesia Conference Exhibition-Bumi Serpong Damai (BSD ICE) City. This location is much larger in size and more elegant than the previous one, in accordance with various standards of *GIIAS* as one of the international automotive exhibitions.
- ICE-BSD City occupies an area of 220 thousand square meters. It has a massive building that holds 10 exhibition halls covering an area of 50 thousand square meters plus 50 thousand square meters of open area for outdoor exhibition space, a convention hall over 4,000 square meters that can be partitioned into four rooms, 29 meeting rooms, as well as convenient pre-function lobby area of 12 thousand square meters.
- There are 34 automotive industry taking part as exhibitors of *GIIAS 2015*, all of which can be accommodated in indoor space so as that exhibitors from commercial vehicles (buses and trucks) and the visitors remain comfortable without worrying about rain or heat.
- GAIKINDO estimates that *GIIAS 2015* is likely to attract 280 thousand visitors during the 11-day exhibition from 20 to 30 August 2015. ■



## 2004-2008

- 2006: In that year, the automotive exhibition held by GAIKINDO managed to improve its reputation so it was listed in the international auto show calendar. GAIKINDO succeeded in proving that the series of exhibitions that it had been staging indeed met global standards. With GAIKINDO's achievements, OICA provided recognition and support to GAIKINDO's automotive exhibition.
- With the recognition and support of the OICA, GAIKINDO changed the name of the exhibition in accordance with its leverage as one of international events: the *Indonesia International Motor Show (IIMS)*.
- 2008: *IIMS* in this year occupied the entire area of the JCC, indoor and outdoor. ■

## 2009-2014

- 2009: In an effort to keep up with quality exhibition, exhibition by GAIKINDO applied progressive concepts and full of vision, in 2009 GAIKINDO moved *IIMS* from JCC to Jakarta International Expo, Kemayoran (JI-Expo) by utilizing an area of 60 thousand square meters.
- 2013: *IIMS* held by GAIKINDO continued to grow and recorded a great success.
- 2014: The great success of *IIMS* held in 2013 led GAIKINDO to decide to expand the area used for exhibition in 2014 to 80 thousand square meters in an effort to accommodate the needs of participants and visitors of the exhibition for comfortable environment. ■

# More Brands Jump into *GIAS 2015* Wagon

**G***IAS 2015* has just welcomed some more brand participants that are determined to participate in the exhibition. The additional brands that ensure their participation this year include Lexus, Maserati, Porsche. These brands is the world's automotive class that will showcase their luxury and premium models.

It becomes evident that this event would become the latest barometer of the implementation of international exhibition. These brands have so far showed their existence in the national automotive market. In addition to some of the luxury brands, there are some others that are making approach to pave their way in taking part in *GIAS 2015*.

Covering a total land area of approximately 220,000 square meters, (ICE) is designed to be the most spacious exhibition and convention center in Indonesia. It offers flexibility to facilitate a full range of business events simultaneously additional to the core business spanning from meetings, incentives, conventions and exhibitions. It spans across 10 exhibition halls of 50,000 square meters and an additional 50,000 square meters of outdoor exhibition space, a 4,000 square meters of convention hall divisible into four rooms; 29 meeting rooms; and 12,000 square meters of a convenient pre-function lobby. ■

The arrival of some brands like Aston Martin, Lexus, Maserati, McLaren, Porsche, adds to the long list of *GIAS 2015* participants. In addition to those brands, there are already dozens of others that have expressed the certainty of their presence in *GIAS 2015*.

## Passenger car (26 brands)

	1. Aston Martin		10. Jaguar		19. Nissan
	2. Audi		11. Land Rover		20. Porsche
	3. BMW		12. Lexus		21. Renault
	4. Chevrolet		13. Mazda		22. Smart
	5. Daihatsu		14. McLaren		23. Suzuki
	6. Datsun		15. Maserati		24. Tata Motors
	7. Ford		16. Mercedes-Benz		25. Toyota
	8. Honda		17. MINI		26. Volkswagen
	9. Hyundai		18. Mitsubishi Motors		

## Commercial car (8 brands)

	27. FAW		29. Isuzu		32. Scania
	28. Hino		30. Mitsubishi FUSO		33. Toyota Dyna
			31. Tata Motors		34. UD Trucks