



P R E S E N T S





JANUARY 2026

Jeddah



## Event Overview

### ABOUT ASIAN AUTO FESTIVAL

Welcome to the Asian Auto Festival, an exclusive outdoor automotive and cultural showcase designed to transform Le Prestige Mall into Jeddah's premier destination for families, car enthusiasts, and curious visitors this January.

For three vibrant days, the open-air venue will come alive with the latest innovations from leading Asian automakers — featuring interactive test drives along King Abdul Aziz Road, thrilling Car Simulator Zones, and stunning Asian-inspired themes and brand partners.

Our goal is simple: to attract thousands of new visitors, deliver an unforgettable family-friendly experience, and celebrate the cutting-edge design and technology of modern Asian vehicles — all while positioning Le Prestige Mall as a bold lifestyle and entertainment hub for the community.



# Jeddah

♦ (L) *Le Prestige* ♦

January 15 – 16 – 17 , 2026



## ❖ Event Objectives



### Generate Footfall

Drive high visitor traffic to Le Prestige Mall during the summer season with a must-see, high-energy event.



### Showcase the latest Chinese, Korean & Japanese Innovation

Introducing the latest Asian Car Models and automotive technology to a wider Saudi audience.



### Create Unforgettable Experiences

Offer visitors hands-on activities like real test drives, simulators, cultural shows, and family entertainment.



### Enhance Mall Reputation

Position Le Prestige Mall as a vibrant lifestyle hub and Triangle Events as a trusted creative event partner.





## Targeted Partners



ISUZU



BYD



HONGQI

FOX



EXCEED

CHANGAN

LYNK & CO

HAVAL

JETOUR

GEELY

## ❖ The Target Audience

LE PRESTIGE Asian Auto Festival specifically designed to appeal to a diverse audience activities and attractions tailored to different interests and age groups.

### Primary Audience

Men and Women aged 18 – 65 interested in Asian cars, smart mobility, and unique lifestyle experiences.

### Secondary Audience

Families with children looking for fun weekend activities and a place to spend some quality time.

### Tertiary Audience

Influencers, car enthusiasts, media, and local business community.



## ❖ Event Activities



**Automotive Showcase:** Display of latest Asian car brands, EVs, SUVs, and luxury sedans with live demos.



**Test Drive :** Supervised real test drives on Malik Road with professional instructors and safe routes.



**Car Simulator Zone:** Virtual driving experiences with racing simulators, VR headsets, and daily competitions.



**Cultural Show:** Daily Street Performers & Mimes for Children with traditional drummers and live Music DJs and Bands



**Food Trucks :** The outdoor setup creates a lively, family-friendly atmosphere that blends automotive innovation with food and entertainment.



## ❖ Automotive Showcase

The centerpiece of the Asian Auto Festival featuring the latest and most innovative Asian automotive brands, displayed in a professionally designed exhibition space.

-  Latest models from top Asian brands: EVs, SUVs, luxury sedans.
-  Branded booths with live demos and interactive Displays.
-  Bilingual product experts providing detailed Information.
-  Timed presentations and exciting car unveilings if client requires.
-  Photo opportunities with featured vehicles and brand ambassadors – influencers.



## ❖ Test Drive Experience

Hosting a dedicated test drive event for visitors provides a unique opportunity to engage a growing and influential segment of the automotive market. By creating an inclusive and family-oriented atmosphere, the event encourages participation, builds brand trust, and strengthens emotional connections.



**Empowering Female Drivers:** Creating a welcoming environment that encourages women to experience the thrill of driving firsthand, building confidence and emotional connection with the brand.



**Family-Friendly Experience:** Transforming the test drive into a family outing with engaging activities, entertainment, and comfort zones — making it an inclusive event for all visitors.



**Brand Engagement Through Experience:** Allowing participants to *feel* the quality, safety, and innovation of our clients' vehicles — turning curiosity into genuine interest and potential sales.



**Driving Word-of-Mouth & Social Media Buzz:** Encourage participants to share their experiences online, creating authentic user-generated content that boosts visibility and brand credibility across digital platforms.



**Community Connection & Positive PR:** Position our clients as progressive, family-oriented brands that actively support women's empowerment and mobility in Saudi Arabia.



## ❖ Outdoor Event Theme Overview

The outdoor setup is designed to create an energetic, family-friendly atmosphere that blends automotive innovation with lifestyle and entertainment. By combining live car displays, interactive test drives, gourmet food options, and engaging activities, the event becomes more than just an exhibition — it's an experience. This vibrant environment encourages visitors to stay longer, explore more, and connect emotionally with the brands on display.



**Dynamic Car Display Zone:** Showcase the latest models in an open-air setup with immersive lighting, branding, and photo-friendly backdrops to attract families and car enthusiasts.



**Interactive Test Drive Stations:** Offer visitors the chance to experience vehicles firsthand in a safe, well-organized environment that highlights comfort, technology, and performance.



**Gourmet Food Truck Village:** Create a vibrant social hub where guests can relax, enjoy diverse cuisines, and extend their stay at the event.





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## Zone Mapping - Customer Journey & Activities

# Le Prestige



# Thank You



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