



# ***SMMT Press Release***

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## **British International Motor Show cancelled for 2010**

Following a thorough consultation with the UK motor industry, the Society of Motor Manufacturers and Traders (SMMT) has taken the difficult decision to cancel the 2010 British International Motor Show.

SMMT, with the support of the UK motor industry, remains committed to showcasing the achievements and products of the automotive sector. However, the economic downturn and the unprecedented challenges facing the industry both in the UK and around the world, have made it impossible for exhibitors to commit to a 2010 event.

“The British International Motor Show is the UK’s largest consumer exhibition, hugely popular with the public, and has been attracting increasing numbers of visitors over recent years, making the decision to cancel the 2010 Show an extremely difficult one. However, the global credit crunch has placed the automotive sector under unique pressure and has created a level of uncertainty that deters manufacturers from committing to large-scale, international events,” said SMMT chief executive Paul Everitt.

“The UK has a strong, diverse and highly competitive motor manufacturing industry, home to globally successful companies and iconic products admired around the world. Both SMMT and the industry are committed to showcasing the achievements of the sector but in a way that better reflects the changing dynamics of the industry,” concluded Everitt.

Speaking on behalf of International Motor Industry Events (imie), the organisers of the British International Motor Show, joint managing director Rob Mackenzie said: “Given the great strides that the Motor Show has taken since its return to London, we fully endorse the decision to postpone BIMS until market conditions will again permit us to deliver a world class event that truly showcases the UK industry.”