



PRESENTS



MOTORSHOW



Overview



Produced by **NMPRO**, the MotorShow Multimedia Network is owned and managed by Automotive Engineer and Film Director **Nadim Mehanna**, who introduced Formula One to the Arab World and was the pioneer in establishing all modern motoring medias in the Middle East since 1992.

Together with his specialized NMPRO team, they Released "MotorShow" the first motoring TV Show in the Arab world, the first motoring Website, the first motoring Facebook Page, the first motoring In-flight Entertainment Program, the first motoring App, the first motoring Newsletter, the first F1 TV broadcast, the first Rally live on TV, the first HD/3D/UHD/SUHD motoring productions in the Middle East and the first Cinematic Car Show in the World!

MotorShow, is the Middle East's First and Pioneering Car Show since 1992, it has been broadcasted on most of the leading channels of the Arab World, such as MBC, Al Jazeera, Dubai TV, Rotana, StarzPlay, MTV and LBC to name few. Today and after all these ongoing successes, also because of its credibility, unbiased analysis and the trust built during more than 3 decades, MotorShow is the only remaining car show on TV in MENA region, it's currently syndicated and is continuously produced to feed premium Platforms and TV channels with the latest in the field!

MotorShow is the Middle East's First and Largest Motoring Multimedia Network

As we speak, MotorShow runs and feeds more than 15 premium medias reaching millions of viewers, browsers, travelers, readers and mobile users across the Pan Arab region.

Through MotorShow over 3 decades, **NMPRO** became also the official motoring production arm for Philip Morris (Marlboro), Rothmans, Gillette, Red Bull, Rolls-Royce, Bentley, Nissan, BMW, Toyota, Kia, Hyundai, Mini, Ford, Samsung, Cartier, Bridgestone and many other multinationals, where not only we produced their MENA motoring premium content, but were also their think-tank and developed concepts like the Marlboro World of Action, Red Bull Car Park Drift, Classic Cars Concours d'Elegance, to name a few...



Being one of the main Film, Drama Series and Documentary producers in MENA, combined to our passion to cars, at NMPRO we consider that no other entity can offer better upscale motoring production solutions with ultimate cost efficiency, our latest concept was producing a car show for OTT platforms with cinematic equipment, it's a first in the world, please have a look at the quality [here](#).



MotorShow Episode's Information



Duration

Each episode is around 25 minutes

Crew

Around 35 staff including Presenters and Director

Resolution

Filmed in 4k resolution with latest cinema equipment and lighting

Production

Produced and post-produced like feature films with color grading, sound design and tailor-made music

Release

on OTT/VOD Premium Streamers, TV channels,
In-flight entertainment programs,
YouTube and other Social Media Platforms



MotorShow/NMPRO

Owned Digital and Social Media Platforms



MotorShow Website
NMPRO Website



MotorShow Instagram Page
NMPRO Arts Instagram Page



MotorShow Facebook Page
NMPRO Arts Facebook Page



MotorShow YouTube Channel
NMPRO YouTube Channel



MotorShow X Page
NMPRO Arts X Page



MotorShow TikTok Page
NMPRO Arts TikTok Page



Here are the numbers of our own Social Media Pages (with **REAL** car fans and followers):



MotorShow on YouTube around 31k Subscribers

MotorShow on Instagram around 107k Followers

MotorShow on X around 51k Followers

MotorShow on Facebook around 566k Followers

MotorShow on TikTok around 35k Followers

NMPRO Arts on YouTube around 15k Subscribers

NMPRO Arts on Instagram around 30k Followers

NMPRO Arts on Facebook around 34k Followers

NMPRO Arts on TikTok around 23k Followers

■ In total around **1,000,000 real** digital car aficionados and **millions of TV/VOD** spectators following from the MENA region!

■ And if we add together the digital followers of our media partners, who also release the MotorShow content on their digital networks, we will be rounding **more than 50 million combined followers**, as they all have massive reach online.

MotorShow Cinematic DocuSeries



And to commemorate 3 decades of success, we have decided to take MotorShow to a new level, a World Premiere, it's the MotorShow Cinematic Docu-Series, filmed cinematographically with the following information and content:

- Covering the entire cars and motoring scene
- Special features about Hybrid and Electric Vehicles
- Information about latest technologies and future trends
- Overview and history of brands to which the new model belongs
- Revealing new vehicles through artistic and cinematic beauty filming
- Interviews and analysis related to cars shown and motoring industry in general
- Credible and advanced test-drives of latest super and hyper cars - ON and OFF Road
- Showing landmark and landscape of cities where episodes are produced through driving scenes
- Coverage of global motoring events such as Motor Shows, Formula One, Factory Visits, Air and Boat Shows
- Hosted by Automotive Engineer and Middle East's Most Credible and Renown Motoring Celebrity **Nadim Mehanna**

➤ Here's a sample of
the cinematic quality



MotorShow's Website

- The World's largest motoring website in terms of content and automotive history
- Fully interactive and responsive web portal with various international hosting servers to cater all audiences across the globe
- More than 4,500 hours of premium motoring Video-on-Demand (VOD) streamed in multi-resolution to suit user's connection
- More than 2,2 million high quality motoring Photos
- More than 100,000 editorial releases in both Arabic and English
- WebTV streaming motoring non-stop 24/7 in adaptive resolution to meet audience bandwidth



MotorShow's Reels

Of course, it's the era of vertical screening and fast pace content creation, therefore we have established a new section on all our social network, releasing comprehensive shorts, while also maintaining the cinematic quality, **here's a sample.**

MotorShow's Newsletter

Our dedicated editorial team wraps up every week the most viewed topics together with our latest releases and shares it with our registered wide audience of motoring fans and executives from the Middle East and the World, through our concise bilingual responsive Newsletter.



MotorShow's Sky

Our MotorShow original and premium content has been travelling through In-flight entertainment services onboard Emirates Airlines, MEA, Gulf Air, Qatar Airways, Al Wataniyah, Etihad Airways, Oman Air, Kuwait Airways, Air Arabia, Fly Dubai, Royal Jordanian, Iraqi Airways, and seasonally within the Arabic selection of Lufthansa and British Airways.



MotorShow Markets and Reach

Our reach is mainly spread on the GCC and Pan Arab markets with a focus on KSA, UAE and Qatar. Topics we cover on MotorShow, if released on our complete Multimedia Network, can have a combined reach of millions of TV and VOD Platforms viewers, browsers, mobile users and travelers!

That said, all the original MotorShow content created can be maximised in reach to generate efficient leads through geo-targeted boost focusing on the territory and cities of our partners' choice.



Enjoy the Ride !