

## OVERWHELMING RESPONSE TO RAFFLE INITIATIVE AT MODHESH WORLD

### Chance to win Geely Emgrand GT

**Dubai, UAE, 12 August 2016:** With less than a month to go before the special raffle initiative at Modhesh World comes to an end, excitement is mounting ahead of the draw, which offers visitors a chance to win a Geely Emgrand GT.



This is the first time since it was launched 16 years ago that Modhesh World will be hosting a raffle draw, and the response has been overwhelming, according to the organisers, Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism).

Every visitor to Modhesh World, who spends over AED 150 on a swipe card is entitled to a raffle coupon that will be entered into the draw. The winner will be announced on the last day of Modhesh World – 27<sup>th</sup> August. .

GEELY, owner of Volvo cars since 2010, is the No.1 Chinese car brand in the GCC. The Geely Emgrand GT is the latest Geely flagship model to come from GEELY and Union Motors, the exclusive distributor of GEELY cars in the UAE. The raffle initiative will enable the dealership to create awareness of the brand which won “China Car of the Year” in 2016, and interact with Modhesh visitors.



With Modhesh World proving to be a wonderful and fulfilling experience for children, the organisers wanted to reward parents by joining hands with Union Motors to offer this fantastic prize. It should be noted that many parents bring their children several times over the summer to enjoy the wealth of attractions on offer at Modhesh World.

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**ABOUT MODHESH WORLD:**

Modhesh World is organised by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism). The 17th edition of Modhesh World kicked off on the 27th of June 2016 at the Dubai World Trade Centre and runs until 27 August under the theme- 'Every Step Is a New Adventure'. Modhesh World has many other features and facilities including exclusive souvenir shops showcasing Modhesh World memorabilia, an array of dining outlets and food trucks featuring a variety of cuisines. Spacious parking spaces and affordable ticket prices together with world-class entertainment makes Modhesh World a great choice for kids and their families to enjoy the perfect summer holiday, right here in Dubai.

**ABOUT UNION MOTORS AND GEELY:**

Union Motors was established in 2013 by MAN Investments a fast-growing UAE family investment group. Union Motors is the sole exclusive distributor of Geely in the UAE. Union Motors also operates The Refinery an exclusive car wrapping and detailing workshop as well as Union Auto Fit a specialised auto care entity focused on a wide range of activities including repairs, maintenance, spare parts and accessories. Union Motors offers a 7-star customer experience across all its brands incorporating innovation and modern technology as part of its all services. Union Motors operates in Dubai, Abu Dhabi & Ras Al Khaimah offering Auto Sales, Service and parts facilities. The Union Motors brand is synonymous with a customer centric environment and world-class service and modern experience for our customers