



INFINITI G CONVERTIBLE 'LANDS' AT DUBAI INTERNATIONAL AIRPORT

Dubai – United Arab Emirates (1 June, 2010) Following the recent global debut of the all new Infiniti G37 Convertible model, Infiniti Middle East has chosen the world's (and the region's) fastest growing airport to display this new model. Infiniti has worked with JCDecauxMEA to install a 5.9m x 1.9m light box showcasing the beauty of the all new Infiniti G37 Convertible. Antoinnes Barthes, General Manager, Infiniti Business Unit Middle East, said: "We are always seeking highly impactful areas to communicate the Infiniti message and with such a high caliber of global and local travelers passing through, the Dubai Airport Terminal 1 is the perfect site". Yoann El Jaouhari, Sales and Marketing Director of JCDecauxMEA, is also glad to have Infiniti onboard: "With continuous double-digit growth in passenger number, Dubai Airport offers a bustling and sophisticated environment reaching consumers from around the globe. It is an ideal showcase for a premium brand like Infiniti." The all-new 2010 Infiniti G37 Convertible has been designed from the outset with one goal in mind: to excite the senses. The stunning silhouette is perfectly proportioned, looking just as beautiful with the three-piece folding hard-top roof up or down, while the performance promised by the potent 3.7-litre V6 engine is guaranteed to delight.



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* Dubai International was the fastest growing major airport for international passenger traffic in 2009. Source: www.dubaiairport.com

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About Infiniti:

Infiniti is the youngest luxury automotive brand in the world, with a current product line up in the Middle East that includes the Infiniti premium luxury G Sedan, G Coupe and G Convertible, the EX35 luxury crossover, the FX35/50 performance crossover, the M35/45 mid-size premium luxury sedan and the QX56 full-size luxury SUV. The lineup includes advanced technologies such as the innovative Around-View Monitor, Intelligent Cruise Control, Intelligent Brake Assist and Four-Wheel Active Steering.

About JCDecauxMEA:

A regional division of the French-based JCDecaux Group in Dubai, JCDecaux Middle East and Africa (JCDecauxMEA) is a key player in the outdoor advertising industry in the region with operation in the United Arab Emirates with the exclusivity of advertising at Dubai International Airport and Sharjah International Airport. It is the market leader in Qatar managing the entire outdoor advertising network plus the transit media in Doha, as well as the advertising in Villaggio mall through q.media Decaux. In addition, JCDecauxMEA is the exclusive advertising concessionaire in Algeria for Algiers International Airport and the Tahkout bus fleet.

For more local information you can visit the Infiniti Media Channel through www.infiniti-me.com.

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