

DUBAI SHOPPING FESTIVAL RETURNS WITH MUCH-AWAITED MEGA RAFFLES

- **Daily chances to win an INFINITI QX50 and AED 150,000 in cash, weekly prizes of AED 100,000 for five winners (AED 20,000 each) and a Mega Grand cash prize of AED 500,000 for one winner**
- **Get a chance to win one of seven Nissan models at the Nissan Grand Raffle**
- **Mega raffle promotions start on 15 October at ENOC and EPPCO stations, Zoom stores, Metro stations, and many other locations across the city**

Dubai, UAE, 14 October 2018: With the 24th edition of Dubai Shopping Festival (DSF) promising to provide unforgettable shopping experiences, the Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) announced that the DSF Mega Raffles promotions – the INFINITI Mega Raffle and the Nissan Grand Raffle - will begin on 15 October 2018.



The two popular and much-awaited mega raffles, offering incredible prizes every day, will run in cooperation with Arabian Automobiles, the flagship company of AW Rostamani Group, and ENOC; two strategic partners of DFRE. The upcoming edition of DSF runs from 26 December 2018 to 26 January

2019, but shoppers can enjoy the opportunity to buy raffle tickets for the INFINITI Mega Raffle and participate in the Nissan Grand Raffle promotion more than two months in advance.

INFINITI Mega Raffle

The INFINITI Mega Raffle gives DSF shoppers the chance to drive away with a fresh start to their future every day. One lucky winner will be chosen daily to take home an INFINITI QX50 plus AED 150,000 in cash! To enter the daily draws, customers need to purchase a raffle ticket for just AED 200 from 15 October onwards at selected EPPCO and ENOC petrol stations, Zoom stores, Metro stations, kiosks at main streets, shopping malls, Gold Souk and the Global Village.

In addition, five lucky raffle ticket holders will get a weekly chance to win AED 20,000 each over a period of five weeks during the Dubai Shopping Festival (DSF), totaling AED 100,000 per week! And that's not all – one raffle ticket holder will also get a chance to win a mega cash prize of AED 500,000 as DSF concludes.

Nissan Grand Raffle

The daily Nissan Grand Raffle will offer shoppers the chance to win one of 7 different Nissan models. Up for grabs are the Nissan Sunny Sedan, Sentra, KICKS, Altima, Xtrail, Pathfinder and Patrol. Customers can enter the raffle by spending AED 20 on non-fuel purchases at ENOC, EPPCO petrol stations and ZOOM stores. In addition, one Sentra will be given away every weekend for four weeks starting 1 December in the lead up to DSF, totaling to four Sentras.



The winners of the two daily DSF mega raffles will be announced at the raffle draw ceremony at Global Village that will be telecast live from 9 pm to 10 pm daily on Sama Dubai TV.

Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment (DFRE) said: “The Dubai Shopping Festival’s continued success rests on its three pillars – Shopping, Winning and Entertainment – and the DSF Mega Raffles are the winning element of DSF. Shoppers eagerly wait all year round for DSF to arrive to grab incredible opportunities such as the mega raffles which have truly changed the lives of so many people from different nationalities. However, the success of the raffle promotions would not have been possible without the support of our key partners, especially AW Rostamani Group and ENOC, a partnership that has stood the test of time and reflects the wider successful alliance forged between the government and private sectors in Dubai. We are confident that this collaboration will continue to bear fruit and residents and visitors will again reap the benefits of shopping in Dubai during DSF.”

Michel Ayat, CEO of Arabian Automobiles Company, AW Rostamani Group said: “At Arabian Automobiles, the flagship company of AW Rostamani Group and the exclusive dealer for Nissan, INFINITI and Renault in Dubai and Northern Emirates, we have enjoyed a close strategic partnership with Dubai Festivals and Retail Establishment (DFRE) since its inception. The city is a leading destination in the retail sector and Dubai Shopping Festival (DSF), in its long standing 23 years, has effortlessly established an immersive experience for all shoppers. Going beyond the tailored offerings for consumers, the establishment has secured a sustainable growth for the Emirate’s economy. As with every year, this year’s offers promise grandeur. INFINITI’s mega raffle will give customers the opportunity to win the all-new INFINITI QX50 on a daily basis during DSF. The new model has witnessed a full model change and we believe it takes the brand appeal of INFINITI to the next level, combining style and technology with cutting edge features. In addition to INFINITI’s mega raffle, Nissan’s daily raffle will be offering its customers the chance to win, also on a daily basis, from their renowned line-up of sedans, crossovers and SUVs, including the Pathfinder, Xtrail and the country’s favorite – the Patrol. We are delighted to have played our role in making the Dubai Shopping Festival (DSF) the success it is today.”

Saif Humaid Al Falasi, Group CEO, ENOC said: “Our collaboration with Dubai Festival & Retail Establishment (DFRE) goes back to more than two decades. We witnessed DSF continuously play a role in positioning Dubai as a key destination for retail, tourism and lifestyle. DSF’s decision to start the Nissan & INFINITI Raffle early for the first time since its inception is proof of the growing prominence that the event has managed to generate over the past years. Our participation in DSF this year will enable us

to reward our loyal customers and give away 36 Nissan cars & 39 INFINITI Cars to our customers this DSF and we look forward to offering our customers exciting rewards throughout the course of this festival.”

For more information, visit <https://www.visitdubai.com/en/dsf> or follow us on:

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About Dubai’s Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world’s leading tourism destination and commercial hub, Dubai Tourism’s mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai’s tourism sector. It markets and promotes the Emirate’s commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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