



MOBILITY FEST

2024

15TH & 16TH JUNE

KICC



www.aakenya.co.ke

AA Kenya's Mobility Fest Second Edition

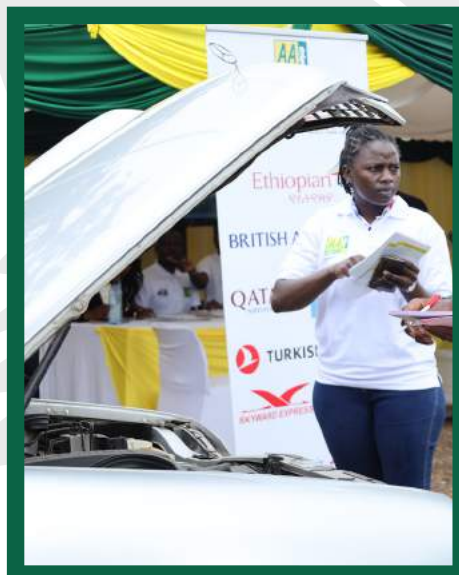
Welcome to the ultimate motoring experience of the year – **AA Kenya's Mobility Fest 2024!** This annual event is a dual festival that hosts the Autoclinic and Best Young Driver contest & will be held in **Nairobi, Rift Valley & Coastal Regions**. With thrilling driver activities, amazing music, delicious food, complimentary merchandise and a strong emphasis on road safety, this is an event not to be missed! Our focus is to promote safe driving practices and ensure that vehicles are in top-notch condition. Join us and be a part of this unforgettable experience!



AUTO CLINIC

The AutoClinic is an integral part of AA Kenya Plc's legacy, dating back to the very beginning of the organization. This highly anticipated event offers AA Kenya members and the motoring community an opportunity to stay ahead of the curve with the latest trends in motoring, as well as to gain valuable insights on road safety, safe driving techniques, and vehicle maintenance.

This year, we're putting a spotlight on E-mobility and the significant impact of emissions on our planet's climate. We're excited to introduce our members and all motorists to the latest developments in Electric and Green Mobility. By embracing these technologies, we can all play a vital role in reducing carbon emissions and preserving our planet for future generations.



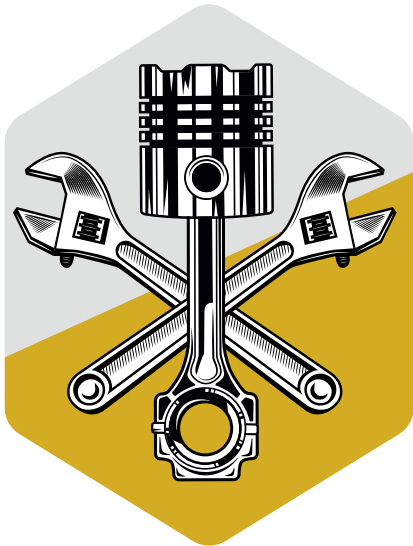
BEST YOUNG DRIVER

AA Kenya, in partnership with **FIA**, annually organizes the largest road safety awareness campaign in Kenya - The **BYD**. This contest inspires young drivers to adopt responsible, safe, and environmentally friendly driving practices.

Through this championship, they get a chance to showcase their skills locally and globally, while also setting an example for their peers and adults alike. It is an opportunity for the youth of Kenya to make a positive difference in the world through their driving habits.

This year, the top two finalists will be fully sponsored by AA Kenya to participate in the international finals in Belgium.





Who can Partner with us?

1. Motor Oil and Lubricants experts
2. Tyre Experts
3. Service Center Operators
4. Motor Vehicle Financing Institutions
5. Vehicle Sound Systems, parts & accessories experts
6. Batteries and Charging Systems dealers
7. Motor Vehicle Insurers
8. Motor Vehicle Dealers
9. Medical Experts
10. Electric Mobility Dealers



Who is coming to the event?

1. AA Kenya Members and Clients
2. Vehicle Owners
3. Motoring Enthusiasts
4. Car Groups
5. Fleet Managers
6. Vehicle Dealers
7. General Public



What do I get as an attendee?

1. Free vehicle checks, shock absorber testing & tyre change training
2. Road safety awareness
3. Vehicle maintenance tips
4. Free medical check up & eye test
5. Insights on motor trends and test drives
6. Vehicle financing and Insurance advisory
7. Entertainment, food, drinks & networking

HOW CAN YOU BE A PARTNER?

1. STRATEGIC PARTNERS – Ksh 350,000/-

- 9x9 free exhibition vantage booth
- 2 Free pages on Autonews Magazine for corporate branding and advertising
- Co-branding on all event marketing channels & collateral
- One-year Premier AA membership for the company executive officer

2. PREMIER PARTNERS – Ksh 200,000/-

- 3x3 free exhibition vantage booth
- One year Prestige membership for the company executive
- Co-branding on all event marketing channels & collateral
- 1 Free page on Autonews Magazine for corporate branding and advertising

3. PRESTIGE PARTNERS –Ksh 150,000/-

- 3x3 Exhibition booth
- Co-branding on all event marketing channels & collateral
- Half-page advert in the Autonews magazine

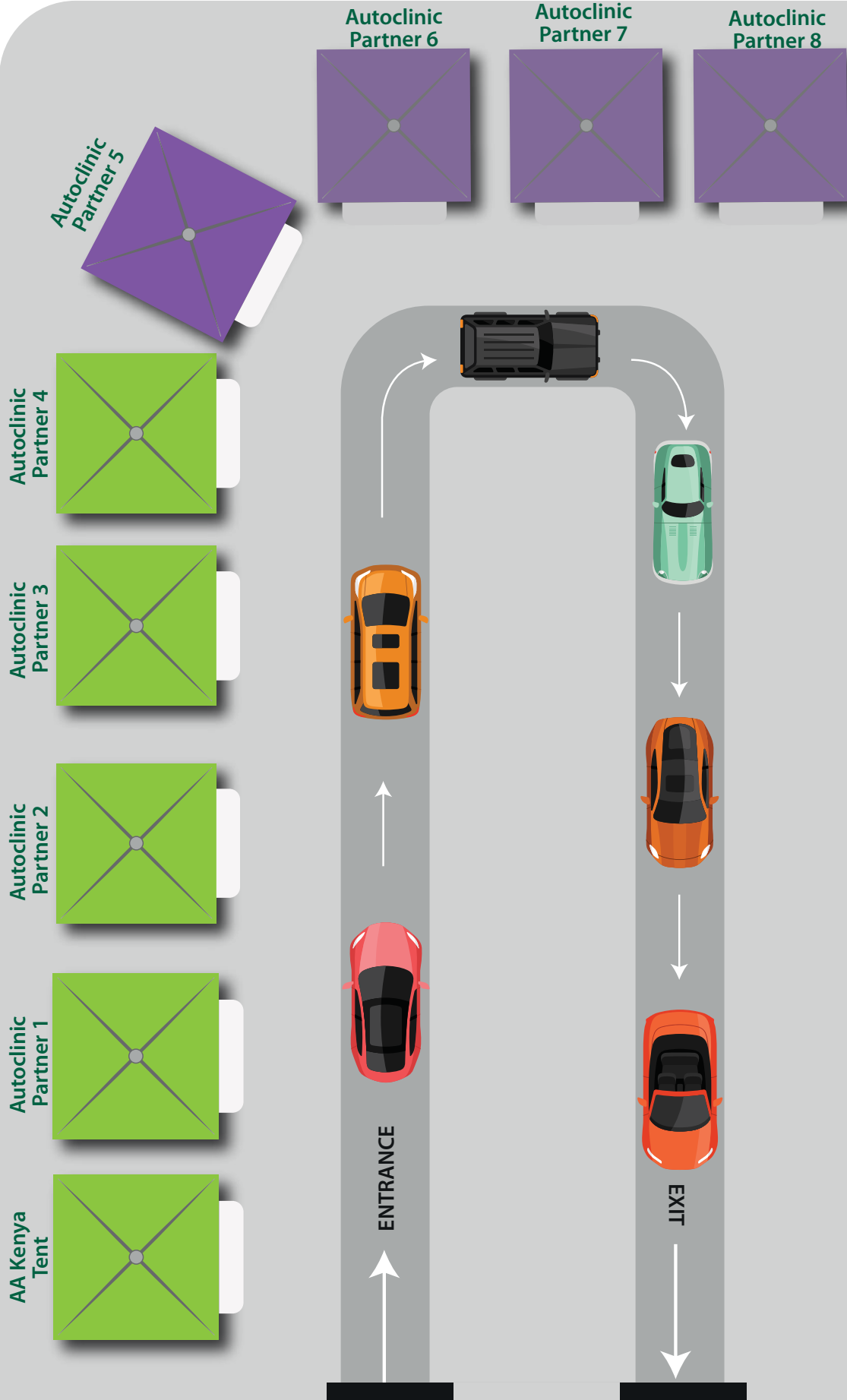
4. E-MOBILITY PARTNERS – Ksh 80,000/-

- Exhibition space(booth not included)
- Co-branding on all event marketing channels & collateral
- One article space on Autonews magazine

5. SME PACKAGE – Ksh 15,000/-

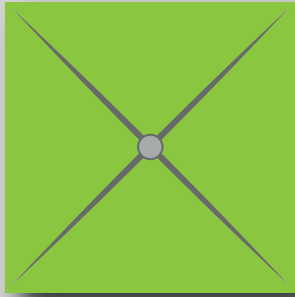
- One table & two seats in a shared tent
- Co-branding on social media
- Free event recap mention on Autonews magazine

AUTOCLINIC FLOOR PLAN



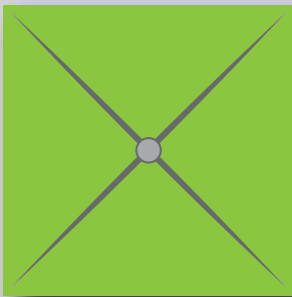
BYD FLOOR PLAN

**ELEVATED
TREE/
PARKING**

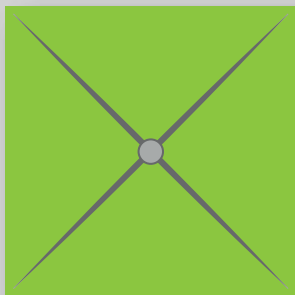


**BYD Holding Road
Safety Tent**

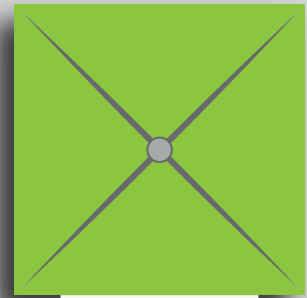
Entertainment Tent



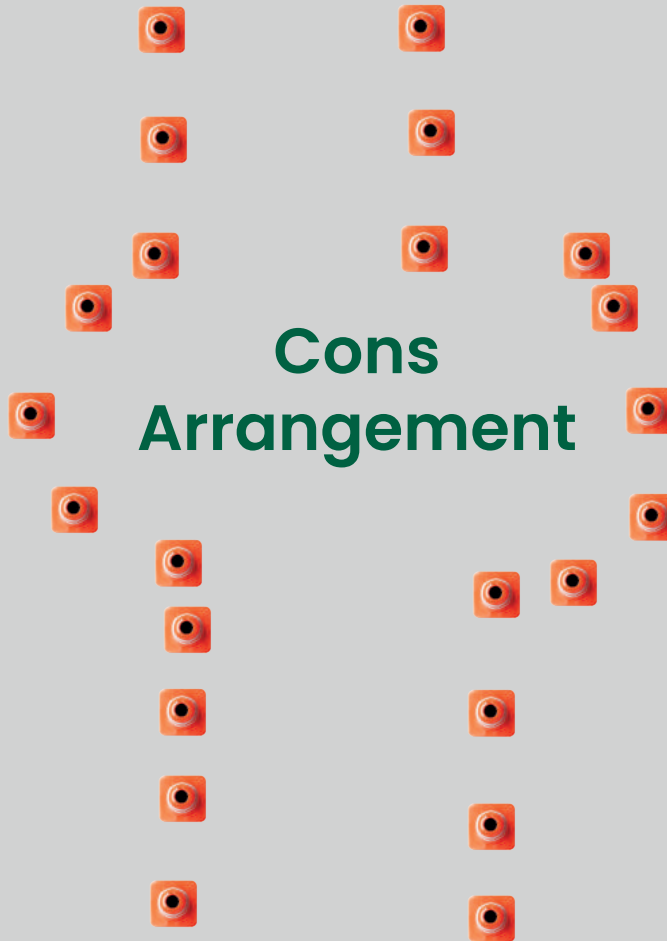
**BYD Registration
Verification Tent**



**BYD Theory
Testing Point**



**BYD Practical
Holding Tent**



Renaissance Corporate Park - Upper hill

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