



DSF Auto Season presents MOC27, an original IP designed by JBCM Event Architects and marketed and produced by Oryx Signature, a one-of-a-kind outdoor lifestyle experiential festival in the UAE

This long-term partnership brings 200+ brands, 50+ clubs and four days of open-air adventure across 350,000 sqm at Dubai Sevens Stadium, 14–17 January 2027

Dubai, United Arab Emirates, 7th October 2026: Oryx Signature (<https://www.oryxsignature.com>) has been signed by JBCM Event Architects (<https://www.jbcm.events>) for a long-term partnership to market & produce **MOC27** (<https://www.moc-festival.com>) the Motor, Outdoor & Camping Festival. Backed by **Dubai Department of Economy & Tourism**, the four-day event is built for families, friends, clubs and adventurers who spend their winters outdoors. **MOC27**, presented by DSF Auto Season, will run at The Sevens Stadium Grounds, Dubai, from 14th to 17th January 2027.

The festival covers more than 350,000 square metres of open ground, with over 200 brands, more than 50 clubs and communities, and over 50 activities.

Each winter, people across the UAE head out to the desert, the beach, the wadis or their own back garden for a BBQ. Yet most outdoor events here cater to one crowd at a time: enthusiasts get an exhibition, children get a day out, and motor shows and concerts stay separate. **MOC27** puts all of it in one place and gives the clubs and communities who keep the outdoor lifestyle going year-round a central role.

"MOC was never meant to be another car show or another desert party. It's a festival for dad, mum, son and daughter, built around the clubs and communities who live the outdoors every day. If visitors just watch and walk, we haven't done our job" said **Justyn Cánovas, CEO & Senior Partner of MOC27 and JBCM Event Architects.**

The aim is for every visitor to go home having learnt something, whether a new skill, a route or a club worth joining. That starts in the car park, where club convoys and world-record vehicles line the way in.

The Expo has five areas. Motors covers anything with an engine, from 4x4s and bikes to parts and kits. Outdoor covers hiking, adventure sports, cycling and pets. Camping brings the two together through outdoor living, cooking and travel. The Community Village is packed with local outdoor clubs and associations, and finally the Festival is full of fun and family entertainment. Every exhibitor must run a live demo and offer deals available only at **MOC27**. Visitors can test-drive a 4x4 over sand with an instructor, ride a dirt bike on the test track or pitch a rooftop tent before they buy.

*"More families than ever are exploring the UAE beyond its cities, and **MOC27** gives that community a home. Together with JBCM, we're building a festival that puts the UAE on the global map for family outdoor living, and one that will return every season,"* added **John Andrew Camillo, Founder & CEO, Oryx Signature.**

The Main Arena hosts launches, demos, and pro and family competitions every evening. In the Overland & Test Ride Zone, visitors can take on an articulation course, recovery training and the Overland Build-Off. The CAC Village (Clubs, Associations & Communities) is the festival's social hub. The UAE's 4x4, overland, motorcycle, hiking, cycling and marine groups will gather there to show their vehicles and swap stories from the trail. Non-profit clubs get free stand space and member discounts of up to 30%.

There is also a hospitality garden, wildlife and nature area, wellness and women's space, kids' zone, an Emirati majlis, TED-style talks and a hot-air balloon. Seven food zones serve live BBQ and street food. After sunset, the festival moves to live music, sundowner DJ sets and an open-air cinema.

The partnership pairs JBCM's 35 years of festival delivery in more than 35 countries with Oryx Signature's 18+ years of expertise and experience in the UAE market.

MOC27 is the first chapter in a bigger vision for the outdoor lifestyle in the UAE. As the festival grows, so will its community, experiences and footprint, with two new properties already on the horizon: **MOCRV** and **MOCMarine**. Together, they will take the MOC platform beyond the festival grounds and into new ways of exploring, travelling and enjoying the outdoors