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**2024 LOTUS ELETRE**  
PURE ELECTRIC HYPER-SUV

**2024 Aston Martin Valhalla**

A New Era in Hybrid Supercars





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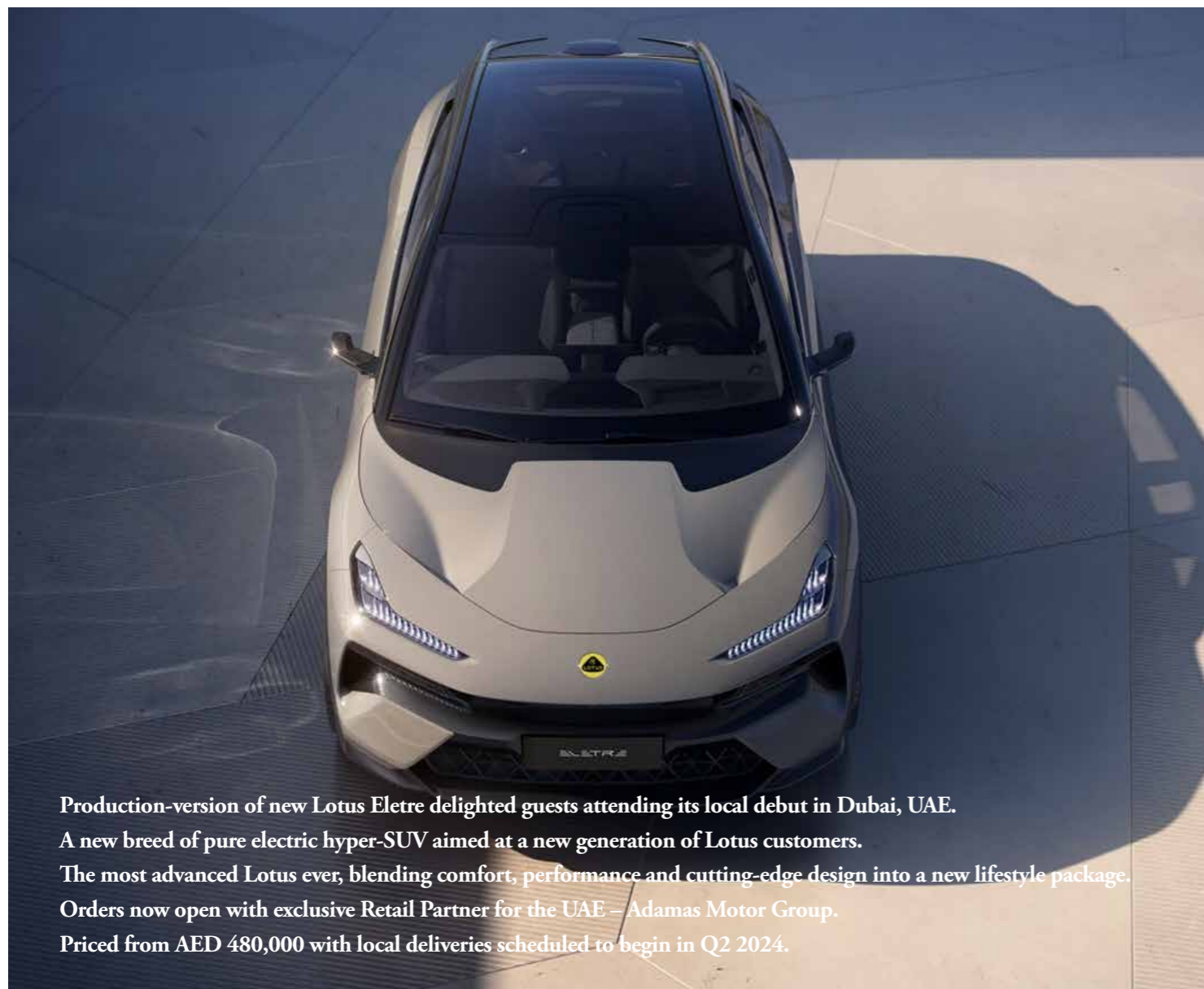
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# 2024 LOTUS ELETRE

## Pure Electric Hyper-SUV



Production-version of new Lotus Eletre delighted guests attending its local debut in Dubai, UAE. A new breed of pure electric hyper-SUV aimed at a new generation of Lotus customers. The most advanced Lotus ever, blending comfort, performance and cutting-edge design into a new lifestyle package. Orders now open with exclusive Retail Partner for the UAE – Adamas Motor Group. Priced from AED 480,000 with local deliveries scheduled to begin in Q2 2024.

Adamas Motor Group, the exclusive Retail Partner of Lotus Cars in the UAE, is thrilled to have introduced the ground-breaking Lotus Eletre hyper-SUV during a private gathering held in the vibrant city of Dubai.

The new Lotus Eletre is the first of a new breed of pure electric lifestyle vehicles from the iconic

British manufacturer and marks a defining moment in its history. It is aimed at a new generation of Lotus customers and showcases the brand's commitment to innovation, performance and sustainable motoring. "Lotus Eletre represents the new brand identity by utilizing 75 years of sports car design and engineering and evolving them into a desirable

all-new lifestyle vehicle.

The Eletre is a technological leader in its class with fully autonomous capabilities built in as standard. Furthermore, the Hyper-SUV boasts a long list of innovative and patented technologies that have never been seen in the automotive world. The Eletre drives just like a Lotus would,







it is built For The Drivers.”

Dan Balmer, Regional Director, Asia Pacific & Middle East, Group Lotus

“Adamas Motor Group and Lotus Cars have always been united in our relentless pursuit of automotive excellence, and tonight we are extremely proud to host the inaugural launch of the world’s first pure electric Hyper-SUV in our home market of the UAE. The new Eletre features a unique blend of technology, performance and sustainability, which are perfectly aligned with the UAE’s status as a hub for cutting edge automotive innovation. We are confident that its exceptional attributes, coupled

with our best-in-class customer service, will resonate deeply with our discerning customers and look forward to seeing the car on the UAE roads next year.”

**Karl Hamer, Chairman & CEO,  
Adamas Motor Group.**

The Lotus Eletre sets new benchmarks in the all-electric and hyper SUV segments with a wealth of remarkable and highly innovative features. It redefines the boundaries of electric mobility, with up to 600 kilometers of range and lightning-fast acceleration that propels it from 0 to 100 km/h in under three seconds.

Its handling has been finely tuned by Lotus engineers to create a vehicle that drives like a true sports car and inspires confidence, while delivering the practicality of an SUV. The Eletre’s futuristic cockpit is upholstered with the highest quality materials, as well as an array of cutting-edge features such as Lotus Hyper OS infotainment system, immersive KEF Premium Audio, and a suite of advanced driver assistance technologies.

The new Lotus Eletre is available to order from Lotus Cars UAE, operated by Adamas Motor Group and priced from AED 480,000 with first customer deliveries scheduled to for Q2 2024.







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# 2024 ASTON MARTIN VALHALLA

## A New Era in Hybrid Supercars



When it comes to luxury cars, few brands are as iconic as Aston Martin. For over a century, this British manufacturer has been synonymous with power, beauty, and soul, producing some of the most sought-after sports cars in the world. And now, with the upcoming release of the 2024 Aston Martin Valhalla, the company is set to take the hypercar market by storm.

The Valhalla, named after the legendary Norse hall of the slain, is a true marvel of engineering. It is a hybrid hypercar, powered by a turbocharged V6 engine and electric motors that deliver over 1,000 horsepower. This powertrain is paired with advanced aerodynamics and lightweight construction, resulting in a car that can go from 0 to 60 mph in less than 2.5 seconds, with a top speed of over 220 mph.

But the Valhalla is more than just a powerhouse of performance. It is also a work of art, with a sleek and aerodynamic profile that is both stunning and functional. The low-slung body and distinctive front grille make a bold statement, while the minimalist yet luxurious cabin is designed to provide a comfortable and immersive driving experience.

One of the most impressive features of the Valhalla is its hybrid powertrain. While some hypercars prioritize raw power over fuel efficiency, the Valhalla strikes a perfect balance between the two. The V6 engine is paired with a pair of electric motors, which provide additional power and torque when needed. This not only improves the car's performance but also reduces emissions and fuel consumption.

Another key aspect of the Valhalla is its advanced aerodynamics. The car features a range of innovative design elements that work together to maximize downforce and minimize drag. These include a front splitter, rear diffuser, and active aero elements that adjust in real-time based on driving conditions. The result is a car that feels stable and planted, even at high speeds.

Inside the cabin, the Valhalla is just as impressive. The minimalist design is both functional and stylish, with a focus on providing a comfortable and immersive driving experience. The seats are crafted from lightweight materials and offer plenty of support, while the advanced infotainment system keeps you connected on the road. The cabin is also surprisingly spacious, with plenty of legroom and headroom for both driver and passenger.



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One of the most exciting aspects of the Valhalla is the way it represents a new era of hypercars. While previous hypercars focused primarily on raw power and performance, the Valhalla takes a more holistic approach. It combines cutting-edge technology with stunning design, resulting in a car that is both thrilling to drive and beautiful to look at.

Of course, with a car like the Valhalla, pricing is

always a concern. While Aston Martin has not yet released official pricing details, it is expected to be in line with other high-end hypercars on the market. This means that the Valhalla will likely be out of reach for all but the most affluent buyers. But for those who can afford it, the Valhalla promises to be one of the most thrilling and rewarding hypercars on the market.

In conclusion, the 2024 Aston Martin Valhalla

is a true marvel of engineering, design, and performance. It represents a new era of hypercars, one where power and efficiency are balanced with beauty and style. With its hybrid powertrain, advanced aerodynamics, and luxurious cabin, the Valhalla promises to be one of the most exciting and rewarding hypercars on the market. While it may be out of reach for most of us, it is sure to inspire awe and admiration in anyone lucky enough to see it in action.





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# 2024 PORSCHE 718 SPYDER RS

The Most Powerful Version Yet of the Popular Mid-Engine Roadster



Thirty years after the presentation of the Boxster concept car, Porsche is launching the most powerful version yet of the popular mid-engine roadster: the new Porsche 718 Spyder RS. For the first time, the high-revving naturally aspirated engine from the 911 GT3 powers an open-top, mid-engine sports car.

“With an engine taken directly from racing, the 718 Spyder RS offers a driving experience like no other,” says Kjell Gruner, President and CEO of Porsche Cars North America. “Slicing around a tight corner with the top off and the engine soaring to 9,000 rpm is an experience you will never forget.”

The new 718 Spyder RS is a counterpart to the 718 Cayman GT4 RS. The same lightweight powertrain with its high-revving engine characteristics also powers the Porsche 911 GT3 Cup racing car. The exceptionally light and pure soft top of the 718

Spyder RS makes the highly evocative sound of the engine an even more compelling experience. The effect is further heightened by a standard lightweight stainless steel sport exhaust system and the distinctive combustion air inlets on the sides behind the headrests.

### High-revving naturally aspirated engine and lightweight construction

The powertrain of the new 718 Spyder RS is identical to that of the 718 Cayman GT4 RS coupe. The four-liter six-cylinder boxer engine revs to 9,000 rpm and generates up to 493 hp and 331 lb.-ft. of torque. Combined with a short-ratio seven-speed PDK transmission, the six-cylinder engine catapults the two-seater roadster from 0-60 mph in 3.2 seconds. Compared to the previous 414 hp 718 Spyder without the ‘RS’ designation, the 718 Spyder RS boasts an additional 79 hp, and accelerates to 60 mph 0.5 seconds quicker toward a top track speed of 191 mph.

Like every modern RS model, the new 718 Spyder RS is available exclusively with the seven-speed Porsche Doppelkupplung transmission (PDK). Gearshift paddles mounted on the steering wheel allow drivers to keep their hands on the wheel even when shifting gears manually. Alternatively, the driver can shift using the ergonomically designed selector lever on the center console. In addition to the more powerful engine, the Spyder RS weighs 59 pounds less than the 2023 Porsche 718 Spyder with optional PDK.

### Balanced aerodynamics

The front end of the new Porsche 718 Spyder RS is almost identical to the front end of the 718 Cayman GT4 RS. The standard front lid is made of CFRP and features a wide air outlet above the bumper to channel the airflow. The two NACA ducts enhance brake cooling without adversely affecting the drag coefficient. Sideblades on the outer ends of the bumper contribute to downforce,







with sport calibration and has been lowered by 30 millimeters. It also features Porsche Torque Vectoring (PTV) with a mechanical rear limited slip differential, ball joint type suspension bearings and 20-inch forged alloy wheels. The behavior of the chassis is characterized by sharp steering precision, as well as agile and neutral handling. The ride height, toe, camber, and anti-roll bars are all adjustable. Compared to the 718 Cayman GT4 RS, spring and damper rates have been reduced to achieve a more relaxed, characteristically convertible-style set-up. Like on the 718 Cayman GT4 RS, customers can optionally specify a front axle lift system. As with the 718 Cayman GT4 RS, it raises the front end by 1.1 inches while driving up to 37 mph.

#### Performance-focused interior

Sporty characteristics define the inside of the car, too, with nothing but functional and ergonomic essentials. The Race-TEX covered GT Sport steering wheel features a yellow 12-o'clock marking. The

standard Full Bucket seats are made of lightweight CFRP in a carbon-weave finish and offer a high degree of lateral support. The seat covers are made of black leather, while the perforated Race-TEX seat centers features a contrasting color with a black background. The contrasting colors are Arctic Grey and Carmine Red.

A 'Spyder RS' logo in the respective contrasting color is embroidered on the headrests. The dashboard and trims are covered with leather. Available exterior colors include four standard and three metallic paints, including the new Vanadium Grey Metallic as well as the special colors Arctic Grey, Shark Blue and Ruby Star Neo.

#### Optional with Weissach Package

An optional Weissach Package is also available for the Spyder RS. Particularly lightweight, optional forged magnesium wheels can be ordered in combination with this very sporty equipment package. When equipped with this package, the

tailpipes of the sport exhaust system are made of titanium. Their design was inspired by the limited-edition 935 from 2018. Further exterior highlights include an exposed carbon fiber hood, carbon fiber combustion air scoops on the sides, and a carbon fiber Gurney flap on the rear spoiler. A visual highlight inside the car is the upper part of the dashboard covered with Race-TEX. The seat headrests gain embroidered "Weissach" logos, and the cloth top gains an embossed Weissach logo.

#### A Matching Porsche Design Chronograph

Exclusively available to buyers of the Porsche 718 Spyder RS is a handcrafted chronograph by Porsche Design, made by the Porsche watchmaking operation in Solothurn, Switzerland. Designed to match the configuration of the car, the case is made of titanium, the dial is made of carbon fiber and the strap is made of vehicle leather. The rotor on the back reflects the respective wheel design on the 718 Spyder RS.

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# 2024 MASERATI GRECALE FOLGORE

## The Everyday Exceptional



Maserati presents the Grecale, the new SUV and the embodiment of the concept of “The Everyday Exceptional”.

Once again, the new model bears the name of a wind. The Gregale (Grecale in Italian) is a north-easterly Mediterranean wind, and now also an SUV expected to play a major role in the Maserati range.

Naming its cars after the most famous winds of the world is a tradition for the brand.

It all began in 1963 with the legendary Mistral. Ghibli, Bora, Merak and Khamsin would follow in turn. In 2016, the Levante, the first SUV in the Trident brand's history.

Passion, innovation, versatility and style are the

ingredients of the Grecale, soon to be launched with a wide range of powertrains: conventional internal combustion engine, Mild Hybrid and, in the future, Full-Electric.

The new Maserati is the everyday exceptional: the thrill of luxury and pure innovation, in perfect balance. A car with great performance, unique, stylish lines and character, and the highest quality in its interiors, courtesy of the refinement of the materials selected for its finishes. Not to mention the high technical specifications and the 360° sound experience, taking as a starting point the typical Maserati roar of the engine, to the immersive acoustic experience provided by Sonus faber Premium (standard) and High Premium (optional) sound system. Grecale is also an everyday car, an SUV in which to take your

children to school or to commute to work and face up to the everyday without compromise.

The new SUV embodies Maserati's all-Italian audacity in making luxury and exceptional performance part of the daily routine.

The Grecale is an SUV that stands out in terms of spaciousness and comfort, boasting an impressive set of best-in-class features. It is best-in-class in terms of interior space, driveability, handling, acceleration (0-100 km/h in 3.8 seconds / 0-60 mph in 3.6 seconds— on the Trofeo), top speed (285 km/h 177 mph – again on the Trofeo), sound quality, extensive use of materials such as wood, carbon fiber and leather, and excellent standard specifications.

These pillars form the basis for the brand's







research into style, making each and every model clearly recognisable. The inspiration for the Grecale therefore emerges organically from the brand's roots and its iconic character.

**Visual Longevity.** The Maserati approach to design is timeless, characterized by iconic elements with draws of full volume, directly inspired by architecture and art. The cars are sculptural forms devoted to performance, with a unique construction and exclusive proportions that transcend time and fashion.

**Unique by Design.** Maserati is immediately recognizable for the lines of its cars and its style. The approach to design cues evokes the brand's identity. It all begins with the iconic badge: the

Maserati Trident. The distinctive design elements form an integral part of the overall stylistic vernacular, such as in the trapezoidal C pillar and the Trident-inspired design of the new rims.

**A Balance of Opposites.** The design elements are inspired by the brand's homeland and acts as an innovative reinterpretation of Italian architecture and craftsmanship. Not just design, but also know-how, transformed through curiosity and an openness to the stimuli from contemporary beauty, filtered through the characteristic style of Maserati. The uniqueness of the materials used in the car, speak of the artisan tradition that becomes an endeavour of handmade engineering, enriching the interior.

**Colors.** The same colors used in the interior recall natural environments. Color research constantly emphasises the link with craftsmanship, the desire to create unique transparencies and interferences between light and matter. The colors are somewhat unexpected, once again inspired by manufacturing, while picking up on contemporary environments.

**Innovative by Nature.** The dynamism and interaction of light become the key elements of the design research, oriented towards new and innovative interpretations. The concepts of pure performance and dynamism are combined with a metamorphosis of colors and materials. This theme is taken up especially in the Full-Electric version, for which specific color palettes have



been created, based on the Northern Lights and the constant interaction embodied by light. The entire car is transformed and evolves into a process that is not an end in itself, but is functional and sensitive to environmental issues.

**Functionality and emotions** come together in the Grecale. The Grecale embodies the intrinsic values of being made in Italy, the values of Maserati and its new era. Ingenuity and the ability to reinvent itself and develop, always keeping an eye on the future without forgetting its DNA.

Starting from the flagship MC20, the brand has been reinvented, embarking on a new stage in its history, and with it new design elements are to be featured on all new models.

The MC20 super sports car provides the Trident brand with a new identity, opening the doors to an entire range of cars whose earliest components can be seen in the Grecale.

It is inspired by architecture not only in terms of its forms, drafting and innovation, but also with regard to the quest for and identification of new materials and textures. The end result is the creation of a unique product in terms of its lines, as well as the sensation we can get from physical contact with it.

Like the MC20, the Grecale now takes on a vertical rather than a horizontal aspect, adapted here for the requirements of an SUV. The front is the new model's most distinctive side,

featuring a low and imposing grille without being excessive, a sign that emphasizes the fact the car is a Maserati. In the Trofeo, the grille is shifted slightly forward, to make it bolder and accentuate its sporty character.

Looking at the profile, the continuous contrast between purity of design and technology jumps out at you, much attention having been paid to the movement from the hood to the rear to bring out its sporty character. The contrast is clear between its highly fluid soft body with meandering, visual forms and its technical components emphasised by the use of carbon fiber. The distinction is highlighted between bodywork, finding purity in its most evident aspect and technical specifications.



# 2024 MERCEDES-AMG C 63 S E PERFORMANCE

The Dawn of a New Era



The new 2024 Mercedes-AMG C 63 S E PERFORMANCE is a game-changer in the 55-year history of AMG. It brings state-of-the-art technologies derived directly from Formula 1™ to the road. A two-speed electric motor positioned on the rear axle supports the most powerful production four-cylinder in the world, a Handcrafted AMG 2.0-Liter turbocharged engine that is mounted longitudinally at the front.

Power delivery and torque build-up occur spontaneously and without delay: as in Formula 1™, the electric support of the exhaust gas

turbocharger eliminates the turbo lag of the combustion engine, while the electric motor at the rear axle pushes powerfully from a standstill. The electric powertrain and 400-volt high-performance battery are AMG-exclusive, in-house developments and underline the engineering prowess of the Affalterbach-based developers. Just like in Formula 1™, the battery is specifically designed for fast power output and draw with innovative direct cooling of the cells. The combined system output is 671 hp and 752 lb-ft of torque. These are new benchmarks for the C-Class.

For the first time in a C 63, the fully variable AMG Performance 4MATIC+ all-wheel drive transfers power to the road and includes a Drift Mode for even more driving pleasure. Added to this is the standard-fit active rear axle steering, another unique feature in this segment.

“With the C 63 S E PERFORMANCE, we are opening a new chapter in our brand history. Even 55 years after our company was founded, we at AMG continue to show the courage and the will to realize the creative, the special things. The new C 63 in particular is a real game-changer. With its revolutionary

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concept, it brings a completely new approach to the segment, which until now has been primarily characterized by the promise of pure performance. With a maximum system output of 671 hp, we do indeed keep this promise. But the intelligent P3 hybrid concept offers much more. I am sure that with this technology, which incorporates a lot of know-how from Formula 1, we will also appeal to a new group of customers," says Philipp Schiemer, Chairman of the Board of Management of Mercedes-AMG GmbH.

"With its performance hybrid drive and electrically assisted exhaust turbocharger, the new C 63 S E PERFORMANCE is a technological masterpiece that takes a new approach. The electrified powertrain offers a whole new driving experience. The immediate response of the electric drive at the rear axle,

the rapid torque build-up as well as the fast power output and also draw of our battery are very special features. Add to this the standard-fit rear axle steering and the fully variable AMG Performance 4MATIC+ all-wheel drive with Drift Mode - the new C 63 once again illustrates the high level of technical expertise that AMG possesses," says Jochen Hermann, Member of Executive Board – Chief Technical Officer of Mercedes-AMG GmbH.

#### **Expressive design with powerful proportions and striking details.**

Form follows function: the design of the new C 63 S differs from the Mercedes-Benz C-Class in its more muscular proportions. The performance sedan is based on an extensively modified AMG bodyshell. The front end is 2 inches longer and the front fenders are wider. In terms of length, the sedan measures an extra 3.3 inches. The

wider track width at the front axle results in 3 inches more overall width at the front. And the wheelbase has grown by 0.4 inches.

A new distinguishing feature, and one that is exclusive to the C 63 S, is the narrow air outlet in the center of the hood that transitions elegantly into the two power domes. A small but particularly fine detail: for the first time ever on a Mercedes-AMG production model, a round badge with a black AMG emblem replaces the Mercedes star with laurel wreath on the hood. Further typical elements include the AMG-specific radiator grille with vertical struts and the AMG front fascia with a "jet-wing" design. Two electronically controlled AIR PANELS (behind the radiator grille and in the front fascia) allow the air to be regulated as required.



Matching side skirts, rear fascia with large diffuser as well as two trapezoidal, externally ribbed dual tailpipe trims round off the design. Exclusive details at the rear include the special airflow breakaway edge on the trunk lid, plug-in charging flap and model designation set against a red background. The C 63 S is fitted with 19-inch AMG alloy wheels and staggered tires as standard. Optional 20-inch wheels, also with staggered tires, are available, including a forged wheel design.

#### **Stylish interior, new generation of the AMG Performance Seat**

In the interior, AMG sports seats with special upholstery and distinctive stitching pattern add refinement, and many options for individualization are available. Optional redesigned second-generation AMG Performance Seats feature side bolsters with weight-saving openings that also allow for better ventilation. The shape of the backrest tapers towards the bottom.

#### **MBUX multimedia system with hybrid-specific displays**

The MBUX infotainment system includes various AMG- and hybrid-specific displays and functions that can also be extensively personalized. These include special displays in the instrument cluster, on the portrait-orientation multimedia central display in the center console and on the optional head-up display.

#### **The AMG-specific E PERFORMANCE hybrid drive: combustion engine in the front, electric motor in the rear**

In the new Mercedes-AMG C 63 S E PERFORMANCE, the Handcrafted AMG 2.0-liter four-cylinder turbo engine is combined with a permanently-excited synchronous electric motor, a high-performance battery developed in Affalterbach and fully variable AMG Performance 4MATIC+ all-wheel drive. The system output of 671 hp and the maximum system torque of 752 lb-ft enable impressive driving performance: the vehicle accelerates from 0-60 mph in an estimated 3.3 seconds.

The 201 hp (150 kW) electric motor is positioned at the rear axle, where it is integrated with an electrically-shifted two-speed gearbox and the electronically controlled limited-slip rear differential in a compact electric drive unit (EDU). Experts refer to this layout as a P3 hybrid. The lightweight high-performance battery is also located in the rear above the rear axle.

#### **94 hp continuous output and 201 hp peak output**

The high-performance battery offers a capacity of 6.1 kWh, a continuous output of 94 hp and a peak output of 201 hp for ten seconds. The low weight of only 196 lbs (89 kg) helps to deliver the very high power density. Charging takes place via the installed 14V on-board charger

with alternating current at a charging station, wallbox or household outlet. The battery is designed for fast power delivery and draw rather than longest possible range.

#### **The continual push for innovation: direct cooling of the battery cells**

Every battery needs a defined temperature for optimum power delivery. The basis for the high performance AMG 400-volt battery is its innovative direct cooling system: a high-tech coolant flows around all 560 cells and cools them individually. The result is the battery is always in a consistent, optimal, operating temperature window, no matter how often it is charged or discharged. Should the average temperature be exceeded when driving at high speeds, protection mechanisms are configured so that maximum performance can be obtained from the battery, with the temperature level subsequently lowered by direct cooling.

#### **Operating strategy: electrical power always available**

The basic operating strategy is derived from the hybrid powerpack of the Mercedes-AMG Petronas Formula 1™ racecar. As in the premier class of motorsport, maximum power is always available when the driver accelerates aggressively - for example, to accelerate powerfully out of corners or when overtaking. The electric power can always be accessed and frequently reproduced via high recuperation performance and needs-based recharging.



# 2024 LAMBORGHINI REVUELTO

## The First Super Sports V12 Hybrid HPEV



In the marque's 60th anniversary year, Automobili Lamborghini presents Revuelto, the first super sports V12 hybrid plug-in HPEV (High Performance Electrified Vehicle). Revuelto defines a new paradigm in terms of performance, sportiness and driving pleasure from its unprecedented new architecture; innovative design; maximum-efficiency aerodynamics; and a new carbon frame concept. An output of 1015 CV is delivered from the combined power of an entirely new combustion engine together with three electric motors, alongside a double-clutch gearbox that makes its debut on a 12-cylinder Lamborghini for the first time.

The powertrain combines high specific power elements: the new 127 CV/liter combustion engine works synergically with two front axial flux motors that deliver an outstanding weight-to-power ratio, with a radial flux electric motor positioned above the first eight-speed double-clutch gearbox debuting on a 12-cylinder Lamborghini. The three electric motors are powered by a lithium-ion high specific power (4500 W/kg) battery pack that also supports a fully-electric drive mode.

"The new Revuelto is a milestone in the history of Lamborghini, and an important pillar in our Direzione Cor Tauri electrification strategy," said Stephan Winkelmann, Lamborghini Chairman

and CEO. It is a unique and innovative car but at the same time faithful to our DNA: the V12 is an iconic symbol of our super sports heritage and history. Revuelto was born to break the mold, combining a new 12-cylinder engine with hybrid technology, creating the perfect balance between delivering the emotion that our clients want with the necessity to reduce emissions."

Carbon fiber, produced via artisan craftsmanship in the Sant'Agata Bolognese factory, is the principal structural element within the new car, used not only in the monofuselage and frame but also for many elements of the bodywork. The extensive use of carbon fiber and lightweight materials,





combined with the potent engine power, contributes to achieving the best weight-to-power ratio in the history of Lamborghini: 1.75 kg/CV. The new Revuelto combines these attributes to deliver performance figures at the peak of its segment: acceleration from 0-100 km/h in only 2.5 seconds and a top speed of more than 350 km/h. These numbers combine with its exceptional dynamism thanks to the introduction of electric torque vectoring, and four-wheel drive available also in fully-electric drive mode, ensuring the Revuelto super sports car expresses its amplified qualities both on track and in daily driving.

**Design**

Revuelto brings the future of Lamborghini design to the road today. It stays constant to the exclusive

Lamborghini design DNA but establishes an entirely new stylistic language. It links with the iconic and legendary Lamborghini V12 cars of the past throughout the new shape, while the new proportions open the door towards the future.

While Revuelto delivers a quantum leap in an all-new car design, both externally and internally, the inspiration of previous V12 legends is still clear. Starting with the 1971 Countach prototype and its perfect proportions developed on a single longitudinal line, this car was responsible for creating a pure and essential style contextualized in the Space Age era. It defined the Lamborghini V12 super sports car DNA and introduced one of the most distinctive Lamborghini V12 elements: the vertically-opening scissor doors, which contribute

to creating the character of Revuelto.

The new car also defers to the inimitable proportions of the Diablo and the floating blade on the rear fender, while the muscularity and inclined front of the Murciélago is evident.

With the Revuelto, Lamborghini launches a new Space Race, ushering in a design language that adapts to the challenges imposed by electrification, and presaging the shapes and proportions of super sports cars of the near future. The design is inspired by aerospace elements, characterized by sculpted surfaces encompassed by two lines that start from the front and embrace the cabin and engine, tapering down to the hexagonal-shaped exhausts.





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# 2024 BMW 5 SERIES

World-First Active Lane Change with Eye Activation



More dynamic than ever, featuring a wealth of digital innovations and, for the first time ever, available fully electric - this is the new BMW 5 Series. In the form of the all-electric BMW i5, the latest edition of the celebrated BMW 5 Series takes the lead on the road to sustainable premium mobility. The eighth generation of the BMW 5 Series continues to stand for advanced technology combined with sporty, elegant design, and the performance and comfort only a BMW can deliver.

The global market launch of the new BMW 5 Series will begin in October 2023. The new generation will be offered worldwide with an all-electric drivetrain, while the flexible

architecture also accommodates highly efficient internal combustion engines with 48-volt mild hybrid technology and, coming to the US in 2024, plug-in hybrid systems.

### The segment benchmark continues a long success story.

The success story of the BMW 5 Series dates back to 1972, when the first generation of the sporty and elegant four-door sedan was presented. Since then, the worldwide popularity of the BMW 5 Series has steadily increased. With its unmistakable combination of dynamic performance and high level of long-distance comfort, it became the epitome of the business sedan. By the spring of 2023, more than ten million BMW 5 Series had

been produced.

### Traditional production site celebrates anniversary.

Like all previous generations, the new BMW 5 Series is manufactured at Plant Dingolfing, BMW's largest European plant, which is celebrating its 50th anniversary. In 1973, the first vehicle manufactured at this location was a first-generation E12 5 Series. Today, the BMW Group plant in Dingolfing is not only the lead plant for BMW's luxury class vehicles, but also the location of the company's e-drive production competence center, which produces both the electric motors and the high-voltage batteries for the BMW i5 on site.



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### Sporty, elegant sedan at the heart of the brand portfolio.

The exterior design of the new generation reinterprets the sporty elegance of a BMW 5 Series in the brand's current design language. With its distinctive appearance, the new BMW 5 Series is right at the center of the brand's portfolio of four-door models - more present and elegant than the 3 Series, more dynamic and sporty than the 7 Series.

The heightened presence of the new BMW 5 Series is underscored by the athletic proportions and the larger exterior dimensions compared to the previous generation. The new model has grown in length by 3.4 inches to 199.2, in width by 1.3 inches to 74.8 and in height by 1.4 inches to 59.6. The wheelbase has been increased by 0.8 inches to 117.9 and improves seating comfort, especially in the rear.

Modern front design with nearly vertical daytime driving light icons and optional illuminated BMW kidney grille.

The front view of the new BMW 5 Series Sedan is characterised by a modern interpretation of

the brand's signature twin headlights and BMW kidney grille. The LED headlights show the traditional four-lamp face in a modern, minimalist form. Two nearly vertical LED elements positioned towards the outside function as daytime running lights and turn signals.

The BMW kidney grille, stylistically inspired by the so-called "Sharknose" of early 5 Series generations and projecting far forward, functions as the visual center at the front. All the lines of the front apron and the long hood, which connects directly to the kidney grille frame, run towards the front fascia. With its wide surround and optional illuminated contour line, the BMW kidney grille gives the front view a distinctively sporty appeal.

### Sporty silhouette and dynamically stretched proportions.

The clear and simplified design language is also expressed in the side view of the new BMW 5 Series. Its dynamically elongated proportions, long hood, and almost upright BMW kidney grille are clearly visible from this perspective. The sporty character of the three-box design is also expressed in the steeply sloping A-pillar, the gently flowing

roof line towards the rear, and the gradually sloping trunk line.

The side section has a pronounced athletic look thanks to a high shoulder line, powerfully modelled surfaces, and two distinct character lines. Black side skirts provide a graphic contrast to the rest of the bodywork, visually slimming the vehicle in profile. The door handles are flush with the surrounding surfaces. The Hofmeister kink is elegantly highlighted by a graphic element with the number '5' embossed on the side window surround.

### Powerful rear end with expressively designed lighting.

At the transition to the rear, the shoulder and roof lines flow harmoniously into the contours of the lights, where horizontal lines emphasise the width and solid stature of the rear view.

The flat rear lights interpret the brand's hallmark L-shaped lights with modern appeal. Inside, four narrow LED strips aligned horizontally handle lighting functions. They are divided by an L-shaped chrome strip.



Wide range of paintwork, BMW i5 M60 xDrive and M Sport Package with specific design features.

The range of exterior paint colors includes one solid finish, nine metallic finishes, and three BMW Individual paint finishes including two expressive Frozen paint finishes.

Individual design features give the BMW i5 M60 xDrive a striking look, which emphasise its dynamic performance. A front apron with black surfaces at its center and large air intakes, a grille featuring horizontal slats and M logo, side skirts and exterior mirror caps finished in high-gloss black, 19-inch M light alloy wheels and a rear apron with a pronounced diffuser insert signal the M Performance model's sporty character.

Interior and Equipment. Driving pleasure and travel comfort combined with innovative flair.

The new BMW 5 Series offers ideal conditions for enjoying BMW driving pleasure in everyday traffic and a high level of comfort on long-distance journeys. Generous space, modern functionality, a high level of acoustic comfort as well as high-quality materials,

fine workmanship, and advanced digital services characterize the ambience in the interior. The clear and modern design of the interior, sporty flair and innovative equipment features, designed to optimize travelling comfort, underline the vehicle's character as a dynamic business sedan for the digital age.

The fully digital BMW Curved Display, which reinterprets the brand's typical orientation towards the driver, represents the heart of the interior redesign. Other innovations include the BMW Interaction Bar with ambient lighting in the instrument panel and door area (standard on i5 models, optional on 530i and 530i xDrive), My Modes for a customizable driving and interior experience, and the new gear selector switch on the center console control panel. With the significantly expanded level of standard equipment compared to the predecessor model and a new structure in the range of options, comfort and individuality are raised to a higher level.

### Fully digital BMW Curved Display with new graphic display and optimized touch operation thanks to BMW Operating System 8.5 with QuickSelect.

With its frameless glass surface slightly inclined towards the driver, the BMW Curved Display consists of a 12.3-inch Information Display behind the steering wheel and a 14.9-inch Control Display, which merge into a single fully digital and high-resolution unit. The BMW Curved Display is the central component of the multi-sensory BMW iDrive experience, which in its latest generation based on BMW Operating System 8.5 also offers a new graphic display with a clear start screen and QuickSelect access for simple and intuitive touch operation.

The control system is designed to be operated primarily by means of the touch screen and natural language, but also includes steering wheel buttons and the BMW iDrive Controller on the center console. The BMW Head-Up Display and BMW Natural Interaction for controlling functions using gestures are available as optional equipment. The advances in digitalization that accompany the development of the BMW iDrive make it possible to significantly reduce the number of buttons, knobs and controls used in the cockpit. They continue to be used where they are the ideal solution for fast and intuitive operation.



# 2024 HONDA PROLOGUE SUV

Stylish, Sporty, Spacious and All-Electric



With a name symbolizing the key role it plays in the company's electrification strategy, the all-electric 2024 Honda Prologue is a spacious, adventure-ready midsize SUV. With an anticipated EPA range rating of 300 miles<sup>1</sup>, DC fast charging capability and a neo-rugged design, the Prologue is ready to take on adventures around town and outside the city limits. Prologue has the size and ground clearance that puts it squarely in the midsize SUV class with the fun-to-drive dynamics, styling and generous interior space that fit perfectly in the Honda lineup.

Pre-sale activities for Prologue will start later this year with first deliveries slated for early 2024. Honda's first all-electric SUV will be available nationwide with MSRP expected to start in the upper \$40,000s<sup>2</sup>, before the application of any government incentives or tax credits. Customers interested in the new Prologue can find more

information and sign up for updates here.

"The arrival of the all-new Honda Prologue is a pivotal moment for the brand as Honda begins the transition to our zero-emissions future," said Lance Woelfer, assistant vice president of Honda National Auto Sales, American Honda Motor Co., Inc. "Prologue is aptly named as our first volume Honda EV, a stylish, sporty and spacious SUV that will take us toward our vision of 100% zero emissions vehicle sales by 2040."

Prologue is built on a state-of-the-art electric vehicle platform and multi-link front and rear suspensions optimized by Honda engineers to deliver a sporty driving experience with class-leading refinement. Honda will offer Prologue in both single-motor (front-wheel-drive) and dual-motor (all-wheel-drive) configurations with three trim levels – EX, Touring and Elite.

Class-leading standard features include the latest digital services technology and features with Google<sup>3</sup> built-in, and wireless Apple CarPlay and Android Auto™ compatibility<sup>4</sup>.

Targeting IIHS Top Safety Pick+ and NHTSA 5-star ratings, Prologue comes standard with the Honda Sensing® suite of safety and driver-assistive technologies, including Honda's first applications of Rear Cross Traffic Braking, Blind Zone Steering Assist and Rear Pedestrian Alert.

### Modern Design with Neo-Rugged Styling

Prologue styling was led by a team of designers in the Honda Design Studio in Los Angeles, who utilized virtual reality (VR) tools to create a simple and clean neo-rugged design concept. Prologue is low and wide with a sleek silhouette, and a capable and planted stance, anchored by available 21-inch







wheels, the largest ever offered on a Honda.

Prologue's roomy interior and generous dimensions, including the longest wheelbase in its class (121.8-inches), position the SUV alongside the Passport in Honda's light truck lineup. Prologue is about 8-inches longer and 5-inches wider than the CR-V.

Honda engineers optimized Prologue's aerodynamics to maximize efficiency and driving range, while reducing wind noise inside the cabin. Even the intricate design of the wheels and the curvature and departure angle of its rear spoiler minimize wake and reduce vortex.

To further build the Honda EV brand identity, Prologue debuts with a newly designed Honda name badge in a stylized typeface that captures the modern and clean design of Prologue. In addition, to align with Honda's global EV models, Prologue adopts e: series badging.

Prologue's seven available eye-catching exterior colors include North Shore Pearl, a new color

inspired by the natural beauty and colors near Lake Tahoe, California.

### Modern and Spacious Interior

Prologue's sporty and modern interior prioritizes comfort, usability and a spacious cabin, while advancing the Honda design direction that has been so well received on Civic, HR-V, Accord, CR-V and Pilot. Clean and simple with sleek horizontal lines, the cabin features high-quality materials and large buttons and knobs, with close attention paid to the operation of all switchgear and controls.

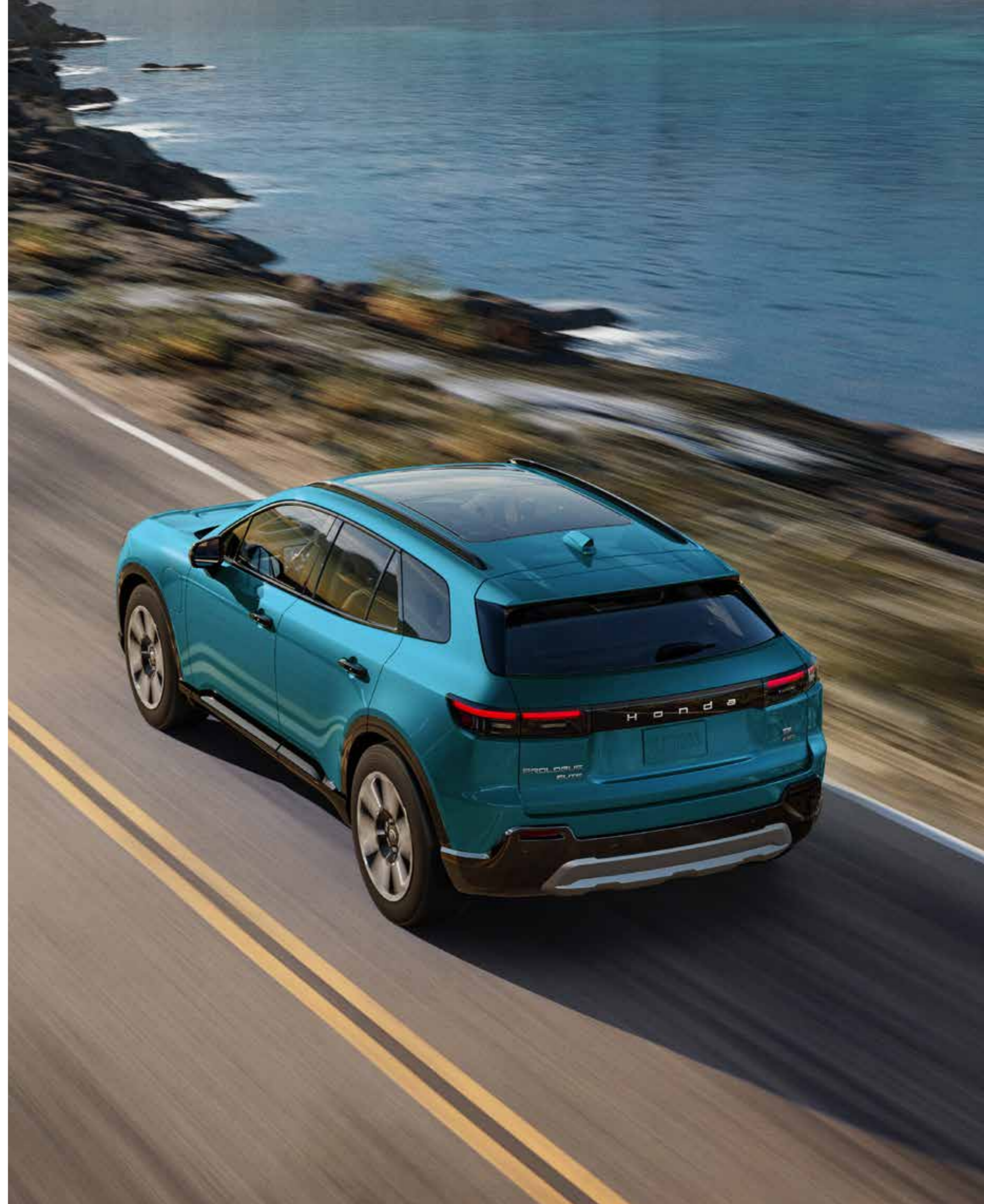
Prologue's easy-to-use steering column mounted shifter opens up valuable space on the center console between the front seats. Honda interior designers have maximized the cabin's function and utility by creating a clever two-tiered center console with class-leading storage capacity, a flexible multi-use tray that enables driver and front seat passenger to sit two smartphones side-by-side, and a pair of massive cupholders that can accommodate large 32 oz. bottles. The console also features Honda's first space-saving pocket type wireless smartphone

charger, which is standard.

The uncluttered design, low, flat beltline and generous dimensions, give the cabin an open and airy feeling, especially when equipped with the available panoramic roof. With up to 136.9 cubic feet of interior space, including a notably larger front-to-rear-seat tandem distance than Passport, Prologue seats five comfortably and a feeling of spaciousness is shared by all occupants. For increased comfort, Prologue's rear seats feature two angles of recline.

Prologue offers plenty of room for everyone's gear with up to 25.2 cu.-ft. of cargo space (EX) behind the rear seats, enough for three golf bags lying flat on the cargo floor. With the standard 60/40-split rear seatbacks folded flat, the cargo space expands to 57.7 cu.-ft. of space (EX). Hidden space under the cargo area floor adds another 0.5 cu.-ft. A power tailgate with hands-free access is standard on Touring and Elite.

Prologue EX features black and charcoal or charcoal and light gray cloth upholstery with







accent color stitching, an 8-way power driver's seat with 2-way power lumbar, heated front seats, dual zone climate control, gloss black trim on the dash and 19-inch wheels. Touring adds black and charcoal or charcoal and light gray leather seating surfaces with accent color stitching, memory driver seat, a leather-wrapped steering wheel, auto-dimming interior rearview mirror and front and rear parking assist.

Prologue Elite comes with black and charcoal, brown and black or charcoal and light gray perforated leather seating surfaces with accent color stitching, front ventilated seats, a heated steering wheel, Sport driving mode, 21-inch wheels and more.

#### Smart Technology

Must-have tech has been smartly integrated into Prologue's sporty and modern cabin with a focus on the driver. Prologue is the first Honda SUV

with Google built-in, which debuted on the 2023 Honda Accord Touring. Standard on all Prologue trims for seamless on-the-go digital services, it includes apps such as Google Assistant, Google Maps, and more on Google Play.

Prologue's tech-rich cabin features two high-definition digital screens – a standard 11-inch digital driver instrumentation display with a sleek hoodless design and an intuitive 11.3-inch touchscreen with wireless Apple CarPlay and Android Auto™ compatibility. Elite trims add a 7x3-inch head-up display (HUD).

#### Sporty, Yet Comfortable Dynamics

Prologue backs up its neo-rugged styling with a sporty, engaging and refined driving experience. Two-wheel drive models are powered by a front-mounted single motor tuned for confident acceleration and maximum efficiency. Prologue Elite features standard all-wheel drive (available on

EX and Touring) which adds an additional motor in the rear. This dual motor arrangement generates an estimated 288 hp and 333 lb.-ft. of torque, delivering responsive and quick acceleration.

Recharging on the go is quick and convenient with DC fast charging at rates up to 155 kW. Prologue's 85kWh lithium-ion battery pack can recharge 65 miles of range in about 10 minutes<sup>5</sup>.

Prologue's custom-tuned Active Sound Control adds to the emotion of driving by creating a seamless acceleration feel through the repetition of pleasant and expansive low to high frequency sounds linked to Prologue's acceleration and deceleration. The available Sport mode creates an even more engaging driving experience with quicker throttle and steering response, firmer steering, increased braking power and other enhancements.

# mavi





# 2025 CADILLAC CELESTIQ

An Inspired Vision of Design, Technology & Bespoke Craftsmanship Previews Flagship Sedan



Cadillac unveiled the CELESTIQ show car, a vision of innovation and purpose that previews the brand's future handcrafted and all-electric flagship sedan. Conceived to lead Cadillac's electric future and inspired by the brand's 120-year heritage, it serves as a touchstone for the Cadillac design and engineering teams, who continue to develop CELESTIQ as it moves closer to production. "The CELESTIQ show car is the purest expression of Cadillac," said Magalie Debellis, manager, Cadillac Advanced Design. "It brings to life the most integrated expressions of design and innovation in the brand's history, coalescing in a defining statement of a true Cadillac flagship."

In developing the show car, the design and engineering teams immersed themselves in the

artisanship and customization that defined early Cadillac sedans such as the bespoke V-16 powered coaches of the prewar era, and the hand-built 1957 Eldorado Brougham. The CELESTIQ is the culmination of that heritage, brought to life with innovative production methods and new technologies. "Those vehicles represented the pinnacle of luxury in their respective eras, and helped make Cadillac the standard of the world," said Tony Roma, chief engineer. The CELESTIQ show car — also a sedan, because the configuration offers the very best luxury experience — builds on that pedigree and captures the spirit of arrival they expressed."

Designers drew further inspiration from classic architecture such as the mid-century masterpieces of architect Eero Saarinen, along with other iconic

American designs, which made era-defining statements when introduced and endured with distinctive timelessness. Realizing and infusing those influences within an Ultium-based EV architecture resulted in a clean-sheet expression for the CELESTIQ show car that considers the entirety of travel as a curated experience — one intended to evoke an emotional response. The result is a vehicle that makes a magnetic first impression and cultivates a permanent personal connection. "We've combined the beauty of function with the beauty of form," said Laetitia Lopez, Color & Trim creative designer. "

"We had to reconsider all aspects to immerse the customer, all of their senses, and create a connection with the vehicle through the finest genuine







materials, exceptional detailing and advanced technology.” The show car previews some of the materials, innovative technologies and hand-crafted attention to detail harnessed to express Cadillac’s vision for the future. Highlights include five high-definition, advanced LED interactive displays, including a 55-inch-diagonal advanced LED display, along with expected many industry firsts such as a variable-transmission Smart Glass Roof and Ultra Cruise1, General Motors’ next evolution of available hands-free driver assistance technology

which Cadillac plans to offer on CELESTIQ. The Smart Glass Roof features Suspended Particle Device (SPD) technology that allows for four zones of variable lighting, allowing passengers to fine-tune their cabin experience for completely personalized comfort and visibility. Additionally, the 55-inch-diagonal advanced LED display introduces a passenger display with electronic digital blinds, an active privacy technology, which is designed to allow passengers to enjoy video content while blocking it from the view of the driver. While they’re previewed

on the show car, these technologies and more will make the CELESTIQ the most advanced vehicle ever from Cadillac. Availability for the production version of CELESTIQ will be announced at a later date. GM is investing \$81 million to support its assembly at GM’s Global Technical Center, the landmark campus originally designed by Eero Saarinen and the heart of the company’s engineering and design efforts. The CELESTIQ will be the first production vehicle built12 there since the center’s inauguration in May 1956.





# THE EPITOME OF AUTOMOTIVE EXCELLENCE

## 23 Exceptional Cars at Concorso D'Eleganza Varignana 1705



The organisers of the exclusive Concorso d'Eleganza Varignana 1705 have released details of the spellbinding curation of pre-1973 automobiles that will star at the inaugural running of the event within Italy's Motor Valley in Varignana, Italy, from October 13-15. Each car, handpicked by a highly knowledgeable panel of global automotive critics and aficionados for its exceptional provenance, peerless aesthetics, and purity of purpose,

represents a seminal moment in the history of automotive design and engineering. A total of 23 cars will be exhibited in five classes - 'Eleganza Anteguerra - Pre-War Elegance', 'Le Corse Eroiche - Heroic Races' 'Gioielli Italiani - Italian Fine Gems', 'Gran Class Sportiva - Great Sporting Class', 'Grinta et Stile - Grit and Style' and 'Icône dalla Germania - German Icons' - within the majestic grounds of the 18th century Palazzo di Varignana to conclude the European

automotive Concours season in superlative style. The inaugural Concorso D'Eleganza Varignana 1705 has attracted many leading collectors, who have brought legendary cars from their iconic collections. Corrado Lopresto and his family will display their exceptional Alfa Romeo 6C 2500 Berlinetta Touring, Silvia Nicolis releases the wonderful Fiat 1100 E Vistotal from the famed Nicolis Museum while Hidetomo Kimura travels from Japan with his stunning



Fiat 750 GT MM Zagato.

Naturally, as the Concorso D'Eleganza Varignana 1705 is located in Italy's Motor Valley in Bologna, 'local' talent, in the form of legendary brands such as Ferrari, Lamborghini and Maserati, is exceptionally well represented. But home victory is far from guaranteed, certainly not in the Pre-War Elegance class, where a regal 1937 Jaguar SS 100 will prove robust competition for entrants, including the aforementioned 1938 Alfa Romeo 6C 2500 Berlinetta Touring, an ultra-rare, 1933 lightweight aluminium-bodied Alfa Romeo 6C 1750 GS Zagato, and a 1929 Lancia Lamba VIII Seire Berlina GT Cabriolet, widely regarded as one of the most technically advanced automobiles of the age.

In the second class of the Concorso D'Eleganza Varignana 1705, a 1927/35 Bugatti 37/44 Grand Prix will line up alongside a 1926 Maserati Tipo 26, a 1929 Alfa Romeo 6C

1750 SS and a 1939/46 HRG Le Mans from the sadly long-since defunct British sports car manufacturer. may seem to have little in common. All four exude the indomitable spirit of Corse Eroiche - Heroic Races - the name of the class in which they are exhibited.

The 'Italian Fine Gems' class provides an equally eclectic, yet arguably more exquisite amalgamation of machinery. A Fiat 110 E Cabriolet 'Visotal' Castagna will share lawn space at Palazzo di Varignana with a 1951 Fiat 750 GT MM Zagato and a 1952 Ermini 1100 Sport Internazionale - one of just three examples built.

Deciding the winner of the 'Great Sporting Class', where entries are set to include a 1965 Bizzarrini 5300 GT, a 1963 Ferrari 250 GT Lusso, a 1968 Lamborghini Miura P400 and a Ferrari 275 GTB, will not be a task for the faint-hearted or the uninitiated. But the members

of the Concorso D'Eleganza Varignana 1705 judging panel, Mr. Stefano Pasini, Mr. Lorenzo Ramaciotti, Mr. Adolfo Orsi, Dr. Mercatali and Dr. Giorgetti, have the resolve, knowledge, and experience to arrive at the correct decision.

'Grit and Style' is the name of the fifth class. Such qualities are epitomised by the 1963 Lancia Flaminia Zagato 3C, a car born to cross continents with peerless performance and impeccable character. A second legend of the Lancia marque, a 1955 Aurelia B24 Spider, and an exquisite 1964 Alfa Romeo TZ will be also gracing the grounds of Palazzo di Varignana with their enchanting elegance. A 1955 Fiat 8V Zagato, a car as capable of stunning motor show visitors as it was leading the competition a merry dance on racetrack and rally route, rounds off the class.

Finally, the 'German Icons' class illustrates the white heat of technological development





that fueled the country's post-war rise to a powerhouse of automotive engineering. Collectors and enthusiasts alike can marvel at the metamorphosis of the breed as represented by the transition from cars such as the era-defining post-war 1956 Mercedes-Benz 300 SL Gullwing and 1957 Mercedes 300 SL Roadster to the dawning of a new decade of autobahn-storming performance with the 1972 BMW 3.0 CSL.

Carlo Gherardi, Founder of Palazzo di Varignana, commented: "We are extremely excited by the extraordinary ensemble of exceptional automobiles we have secured for the inaugural Concorso D'Eleganza Varignana 1705, and humbled by the kindness of the collectors who conceded to entrust their prestigious creations to us. From the renowned collections of Lopresto, Museo Nicolis and Mr.

Hidetomo Kimura – to name a few – each of these magnificent automobiles on display will enable us to deliver a truly spectacular event.

"Now, we look forward to welcoming guests through the gates of the Palazzo di Varignana to celebrate beautiful design, exquisite engineering and the very best of automotive culture in this glorious setting," a setting that echoes the very spirit of Italian craftsmanship and style.







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# A REVOLUTION IN URBAN MOBILITY

## Audi's urbansphere Set to Make a Grand Entrance in the Middle East at the Museum of the Future



- Audi urbansphere concept debuts at the Museum of the Future, shaping the future of urban travel
- Audi continues to push boundaries and redefine the future of transportation: the urbansphere concept is testament to the brand's radical vision for urban travel's future
- Audi urbansphere is designed in collaboration with customers – setting new benchmarks in advanced technologies, rapid charging, and urban mobility

Audi Middle East is thrilled to announce the highly anticipated arrival of the Audi urbansphere concept to the region for the first time at the prestigious Museum of the Future in the UAE on the 30th of September. The Audi urbansphere is the third and largest of the four concept vehicles in the sphere series, which also includes the skysphere, grandsphere and activesphere, promising to revolutionise the future of urban travel with its ground-breaking design and innovative technologies.

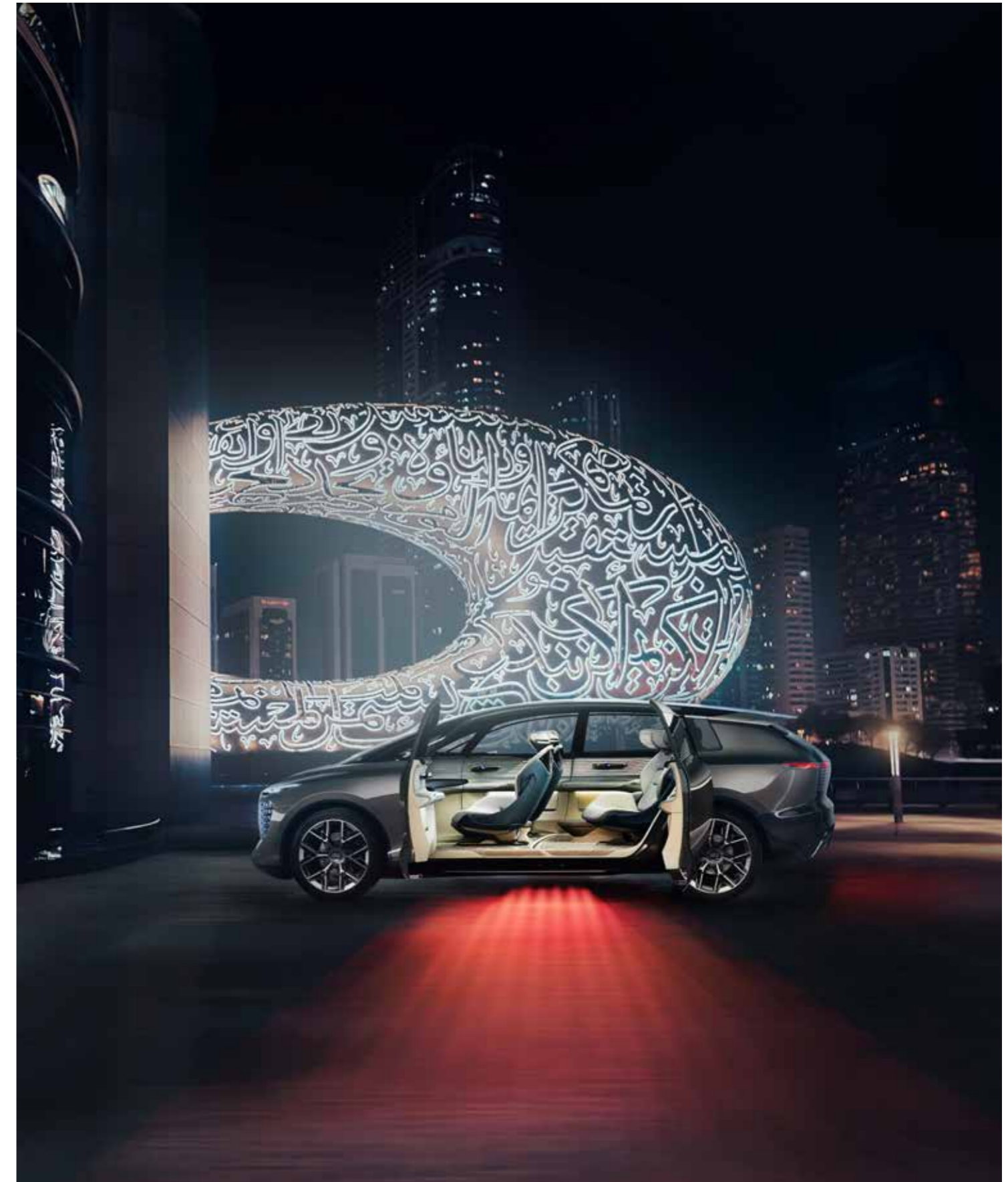
The strategic partnership between Audi Middle East and the Museum of the Future holds

immense significance for both entities. Through this collaboration, Audi can showcase its audacious vision for the future of the automotive industry and its unwavering commitment to sustainable mobility. At the Museum of the Future, this partnership provides a unique opportunity for visitors to delve into the mesmerising world of automotive innovation, offering a tantalising glimpse into the cutting-edge capabilities and designs that will shape the future of transportation.

The Audi urbansphere concept sets completely new standards for urban mobility. Built on the Premium Platform Electric (PPE) technology

platform with an electric drive system, the urbansphere promises an awe-inspiring range and power output. Its battery module, between the axles, holds around 120 kilowatt hours of energy, empowering rapid charging with up to 270 kilowatts at fast-charging stations. The high-voltage system, with 800 volts, ensures swift charging times, making the urbansphere ready for action at a moment's notice as the model can be charged from five to 25 percent in just under 25 minutes.

As passengers step inside the Audi urbansphere, they are welcomed into an opulent interior







designed to offer the highest level of comfort and personalisation. The absence of a traditional steering wheel and dashboard creates a spacious and liberating atmosphere, allowing passengers to relax and enjoy the journey. Passengers have the futuristic option of hiding or displaying the steering wheel, pedals and dashboard. The concept

car's lounge-chair-inspired architecture, with light-coloured, pillow-like upholstery elements, provides a sense of tranquillity and serenity during travels. Advanced control interfaces and connectivity options enable seamless integration of technology, allowing passengers to work, communicate, or unwind during their journey.

The urbansphere brings virtually limitless possibilities due to Audi's extensive range of options and seamless

# THE INFINITI QX55

## 23 Exceptional Cars at Concorso d'Eleganza Varignana 1705



The INFINITI QX55 is dedicated to customization, going above and beyond to acknowledge and cater to each unique preference. This exceptional crossover coupe offers an intuitive realm, inviting both drivers and passengers to embark on a journey of precise auditory tailoring.

Within this immersive audio environment, the power to fine-tune parameters like bass, treble, balance, and more is placed conveniently at your fingertips through INFINITI's easily accessible technology features. This transformative capability effectively turns the QX55 into a personalized audio canvas, where musical preferences become a fundamental part of your driving experience.

In this harmonious blend, drives transform into captivating performances, and moments behind the wheel evolve into a melodic journey. The fusion of INFINITI's precision engineering and Bose's audio expertise has given birth to a system that elevates

your driving experience beyond the ordinary, filling your cabin with rich, immersive sound from a pair of leaders in innovation.

It's worth noting that silence is oftentimes as golden as the music itself. This is where noise-insulation enters the stage, from the creative technologies within Bose® Active Sound Management (ASM), an unsung hero in ensuring a peaceful cabin ambiance.

Specialized glass panels act as guardians against the intrusion of unwanted external interference. By reducing wind, road, and engine noise, they provide a serene sanctuary within the vehicle. As one revels in a chosen playlist, noise-insulating glass ensures that hearing is undisturbed, allowing every note to shine.

In an age where connectivity rules, the INFINITI QX55 shines. Its audio system seamlessly integrates with navigation and connectivity features, offering a

user-friendly, tech-savvy jaunt. Pairing smartphones via Bluetooth is a breeze, and streaming selections is effortlessly enjoyable. The vehicle becomes an extension of the digital world, ensuring an uninterrupted and harmonious audio journey.

All of this occurs whether navigating city streets or embarking on a cross-country road trip, the audio system effortlessly complements sensory appreciation. Directions and alerts come through crystal-clear, enhancing the voyage and maintaining the balance of the cabin. This integration allows one to stay on course while enjoying those favourite tunes.

With the INFINITI QX55, every road becomes a melodious testament to the magic of sophisticated soundwaves. Visit your nearest INFINITI of Arabian Automobiles center with your first playlist in mind.



# NISSAN SET TO HEIGHTEN EXCITEMENT

## with An Array of Models at Japan Mobility Show

Futuristic Nissan Hyper Urban is first in series of exciting EV concepts aimed to meet diverse aspirations



In the lead up to the Japan Mobility Show in Tokyo later this month, Nissan Motor Co. Ltd. has digitally unveiled the Nissan Hyper Urban crossover, at its new design presentation hall within the Nissan Technical Center in Atsugi, Kanagawa. This marks the first in a series of exciting all-electric concept vehicles set to be revealed one by one\* in digital form ahead of the show's press day on October 25, and symbolize the future of electrified mobility within Nissan's newly designed interactive booth.

Nissan's vision for the Japan Mobility Show embodies the company's unwavering dedication to enriching people's lives and to revolutionizing the electric-vehicle (EV) landscape with transformative products and technologies. The

series of exciting concepts represent Nissan's aim to empower journeys and society and are designed to meet the shifting demands of the environment, society today and generations to come.

Each concept features the word hyper to express the heightened excitement they aim to bring and is represented by a symbolic character. With custom-tailored features that add value to unique lifestyles and diverse aspirations, the concepts help customers make a positive impact on the planet without compromising on style or fun.

The Nissan Hyper Urban Crossover: Empowering a cleaner world.

The Nissan Hyper Urban's styling perfectly complements the sophisticated tastes of its target users, such as urban- and suburban-based professionals who prioritize environmental sustainability.

Characterized by a sleek and modern aesthetic, the crossover's design expresses the users' discerning taste, making a bold statement while also effectively blending in with their environment.

The Nissan Hyper Urban crossover would also be fully interwoven into the EV ecosystem, with its impressive V2H function providing power to the home, resulting in significant energy cost savings and reducing strain on the power grid.



Thanks to its V2G capability, owners can even contribute surplus power to the grid to support their local community and earn money in the process. The Intelligent Charging Management System features AI that can autonomously charge vehicles and power buildings, providing efficient management of power.

The concept also applies sustainability to vehicle

lifespan, making it ideal for people conscious of the long-term value of everything they own. Hardware updates and regular software updates provide a fresh ownership experience over many years.

The car represents the future design and technological capabilities of Nissan's electric offerings. The exterior's lime yellow body changes

chromatic expressions depending on the angle that light hits it, effectively drawing attention while also blending into the surrounds. The front and rear scissor doors provide a sense of openness and character, while the sporty silhouette produces aerodynamic excellence for increased efficiency. Wide tires complete the sporty look, evoking rugged dynamics with urban aesthetics.



# 2024 LEXUS LX LINE

## A Top-tier Luxury SUV



### The LX F Sport Handling

Engineered to elevate the driver and drive to unprecedented heights, the 2024 LX is the definitive chapter of flagship luxury. Its exterior, a study in sophistication and strength, exhibits a silhouette that perfectly complements any road, on-road or off. And the LX F SPORT Handling elevates your drive to its most visceral heights. Featuring aerodynamically enhanced bodywork, exclusive 22-inch forged F SPORT wheels and a race-inspired interior, this SUV stands in a class of its own.

### Twin-Turbo Power

Elevating performance on every road, the LX features a twin-turbocharged V6 that produces 409 horsepower\* and 479 lb-ft of torque,\* making it the most powerful engine ever fitted to an LX. Paired with a standard 10-speed Direct-Shift automatic transmission, this powertrain achieves incredible performance and a refinement worthy of this Lexus flagship.

### An Intuitively Connected Driving Experience

Lexus Interface\* seamlessly connects you via touchscreen or voice. Among the benefits of an active Drive Connect trial or subscription, Intelligent Assistant\* gets smarter over time

and wirelessly integrates with Apple CarPlay\*\* or Android Auto™.\* It's the convenience of more than 19 inches of screen access, including a lower display that's designed to inform, not distract. Combined with next-generation off-road camera systems and an available audio system that immerses you in three-dimensional sound, this is technology as it should be.

### Lexus Safety System + 2.5

Lexus Safety System+ 2.5\* is a comprehensive safety system included in every LX. This integrated suite of advanced active safety equipment and convenience features is designed to help in certain circumstances, from providing pedestrian alerts\* to preventing lane drift.\*

### Hill-Start Assist Control

Hill-start Assist Control (HAC)\* helps to increase driver confidence when ascending hills. While stopped on an incline, conventional vehicles may roll back once you step off the brake. HAC helps maintain the vehicle's position by applying the brakes to all four wheels until the vehicle begins moving forward.

### Intuitive Parking Assist with Rear Cross-Traffic Braking

The Intuitive Parking Assist\* function utilizes

sensors integrated into the front and rear bumpers to help with routine tasks like parallel parking. Audible tones and an indicator on the multimedia display can notify you of a detected object's location and proximity. When reversing, should the system determine a collision with an approaching vehicle is imminent, the Rear Cross-Traffic Braking\* function can automatically apply the brakes.

### Advanced Capability

With a suite of available enhanced off-road\* technologies that include Active Height Control, Multi-Terrain Select and Crawl Control\* with Turn Assist, the LX pushes the boundaries of capability. The only question is: Where will you go first?

### F Sport Handling

An intuitively responsive Adaptive Variable Suspension enables you to customize your desired level of road feel, and the available Active Height Control defaults to a lower center of gravity at highway speeds for optimized stability and handling. And the system can even detect a sharp turn of the steering wheel as you enter a curve and automatically adjust the suspension to help reduce body roll.





# THE LONGINES SPIRIT FLYBACK

## Adorned with Titanium

Unveiled this year, the LONGINES SPIRIT FLYBACK marks a new chapter in the long history of LONGINES pilot's watches. The line has now been extended to include a titanium version – also certified by COSC (Contrôle officiel suisse des chronomètres) – combining lightness, bold design and cutting-edge precision.

The Longines Spirit Flyback line symbolises the pioneering spirit that has always driven the brand. This chronograph watch with flyback function is testimony to Longines' pioneering role in developing the technology. The winged-hourglass brand actually produced the first model equipped with a flyback function in 1925,



then filed a patent that was registered on 16 June 1936: a world first. A revolutionary tool for conquering the skies, the flyback complication enables successive timing of different stages of a flight, thus facilitating navigation (see box below).

A veritable tool watch, the Longines Spirit Flyback is now adorned with Grade 5 titanium, an alloy that is both lighter and tougher than steel. Aesthetically, the chronograph is notable for its 42mm case with a satin-polished finish that plays on the contrasts between dark shades and subtle shine. A strong, sleek design coupled with cutting-edge technology gives this new timepiece an exceptional character.

# LEGACY MACHINE FLYING T

## The first MB&F Machine inspired by women

Even the most unpredictable and audaciously led lives, when observed from a distance, form patterns and fall into cycles. This is a fundamental truth that underlies all human existence, whether individual or collective. For Maximilian Büsser and MB&F, creative energy comes in seven-year cycles. It was in MB&F's seventh year that the Legacy Machine collection was born, that the first M.A.D. Gallery opened in Geneva and opened the door to the MB&F co-creations.

The 14th year of MB&F unveiled a new avenue of horological exploration, an evolution of creative horizons for founder and company alike: the Legacy Machine FlyingT, first launched in 2019,

is the first of MB&F's three-dimensional horological art pieces inspired by women.

A round case in gold or platinum, with a steeply cambered bezel and slender, elongated lugs, often fully set with diamonds. A high, extravagantly convex dome of sapphire crystal rises from the bezel. Beneath the dome, a subtly curved dial plate in various finishes: liquidly black with layers of stretched lacquer, guilloché, vibrant gemstones or glittering with blazing white diamonds.

An asymmetric ventricular opening in the dial plate frames the heart of the LM FlyingT engine – a cinematic flying tourbillon that beats at a serene rate of 2.5Hz (18,000vph). The tourbillon.



# McLaren



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