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MAGAZINE



THE NEW MORGAN PLUS FOUR

DESIGN, DYNAMIC AND TECHNOLOGY UPDATES
EVOLVE COMPANY'S LONGEST-RUNNING NAMEPLATE



2025 LAMBORGHINI URUS SE

The First Plug-In Hybrid Super Suv

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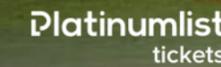


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2025 LAMBORGHINI URUS SE THE FIRST PLUG-IN HYBRID SUPER SUV

New design, 800 CV of power, range over 60 km in electric mode, and best-in-class performance and driving experience

Automobili Lamborghini opens a new chapter in its history with the Urus SE, the first hybrid plug-in version of the Lamborghini Super SUV, unveiled at the Volkswagen Group Media Night ahead of the public premiere at Auto China Beijing 2024. Featuring a new design, optimized aerodynamics, unprecedented on-board technology and an 800 CV hybrid powertrain, the PHEV (Plug-in Hybrid Electric Vehicle) version ranks at the top of the Urus range in terms of comfort, performance, efficiency, emissions and driving pleasure. Thanks to its “two hearts”, thermal and electric, the torque and power values are the highest ever, giving the SE a unique place in its category and boasting an 80% reduction in emissions.

“With the Urus we changed the paradigms of the SUV world, ushering in a new segment,” commented Stephan Winkelmann, Lamborghini Chairman & CEO. “In just a few years, the Urus has become our brand’s bestseller, enabling Lamborghini to attract new customers and strengthen its position in the most important markets. With the Urus SE, we’ve taken another step towards the future in line with our Direzione Cor Tauri 2.0 strategy, moving ahead with the electrification of the range and the path toward decarbonization that began with the introduction of the Revuelto super sports car in March 2023.”

An unmatched driving experience

The Urus SE offers an unparalleled driving experience also thanks to the plug-in hybrid system, which helps to improve the vehicle’s performance and dynamics on any surface and in any condition: more torque and power at any rpm is provided by way of innovative technical solutions such as the introduction of the electric

torque vectoring system between the two axles, and the electronic rear differential.

“The underlying mission of the project was clear: to offer state-of-the-art performance combined with the uncompromising character typical of Lamborghini’s DNA,” commented Chief Technical Officer Rouven Mohr. “The Urus SE is positioned at the top of its class in terms of being fun to drive and for its driving dynamics. It’s a vehicle that harmoniously combines different qualities: absolute comfort and at the same time performance and fun-to-drive, ensuring an experience like no other.”

The twin-turbo 4.0 V8 engine has been re-engineered to work in optimal synergy with the electric powertrain. It develops 620 CV of power (456 kW) and 800 Nm of driving torque; the combustion unit is combined with an electric powertrain delivering 192 CV (141 kW) and 483 Nm of torque. In delivering maximum output the main focus has been on the calibration strategy between ICE and e-motor, reaching a total output of 800 CV to ensure an optimal power curve in every driving mode and on every surface. A 25.7-kWh lithium-ion battery is situated below the load floor and above the electronically-controlled rear differential.

The permanent-magnet synchronous electric motor located inside the 8-speed automatic transmission can act as a boost for the V8 combustion engine but also as a traction element, making the Urus SE a 100% electric 4WD vehicle capable of traveling more than 60 km in EV mode.

Debuting on the Urus SE is the new centrally-located longitudinal electric torque vectoring system with an electro-hydraulic multi-plate clutch, which distributes driving torque variably and continuously between the front and rear





axles. The transfer case works in synergy with the new electronic limited-slip differential installed on the rear axle, which manages torque vectoring by braking, giving the vehicle “on demand” oversteering to convey the feel of a purebred super sports car.

Both systems are designed and calibrated to best suit any type of grip condition and driving style, providing the maximum traction and agility whether driving on a racetrack or desert dunes, ice or dirt.

Unique in its category, the Urus SE offers greater torque and power at any rpm or driving condition. The system develops a total power output of 800 CV (588 kW) at 6000 rpm and a total torque of 950 Nm already available at 1750 rpm and up to 5750 rpm, ensuring best-in-class performance from every angle. This is also thanks to a further enhanced weight-to-power ratio: 3.13 kg/CV (compared to 3.3 in the Urus S). The Urus SE sprints from 0 to 100 km/h in just 3.4 seconds (Urus S: 3.5) and from 0 to 200 km/h in just 11.4 seconds (Urus S: 12.5), reaching a top

speed of 312 km/h (Urus S: 305 km/h). These figures make the SE the most powerful Urus ever, as well as the new benchmark in the Super SUV category.

Design and aerodynamics

The Urus SE redefines the stylistic canons of a model that shifted the paradigms of SUV design, while at the same time its lines have been updated with the express objective of optimizing aerodynamic efficiency.

The design highlights the dynamics of the form, accentuating the vehicle's sportiness and muscularity. The front section features a new hood with a floating design, where the absence of the cut-off line gives a sense of continuity and amplifies the athletic style of the Urus SE, recalling certain new styling concepts introduced by the Revuelto. Other new elements include the headlight clusters that feature matrix LED technology, introducing a brand-new light signature inspired by the tail of the Lamborghini brand's bull, along with a redesigned bumper and front grill.

“The design and proportions of the Urus remain incomparable and absolutely recognizable as a Lamborghini,” stated Lamborghini Design Director Mitja Borkert. “At the same time the Urus SE delivers a highly sophisticated evolution, consistent with our new iconic and essential design philosophy, and importantly delivering an enhanced feeling of luxury together with more Ad Personam potential. We took inspiration from the Revuelto with the floating engine bonnet, achieving a very clean and muscular front design. The state-of-the-art front light system integrates a new, distinctive DRL signature. The rear emphasizes a wider stance with a focus on the new diffuser and low-mounted license plates, while the rear mesh takes inspiration from Lamborghini super sports cars like the Gallardo. The interior design follows our ‘feel like a pilot’ philosophy, enhancing interaction between the driver and the digital system.”

At the rear, the cargo compartment hatch has been completely redesigned, introducing a Gallardo-inspired continuity that harmonizes the lines by connecting the taillight clusters with “Y” lights and the new rear diffuser, which gives the vehicle



even sportier proportions. Together with the new spoiler, the diffuser increases rear downforce by 35% at high speeds compared to the Urus S, further enhancing the vehicle's stability. Aerodynamic efficiency is also improved by new under-body air vents and revamped air ducts, which channel more airflow to cool the mechanical and engine components: a 15% increase over the original Urus. The new design of the front section, combined with an optimization of the aerodynamic underside, has also improved the management of airflows dedicated to the braking system, with a 30% improvement in air cooling over the previous system.

Customization

The Urus SE offers a range of customization options that is unrivaled in its category. The alloy wheels are updated with the introduction of 23” Galanthus rims paired as standard with new Pirelli P Zero tires. The color range has also been expanded, with more than 100 bodywork options now available, including two new colors offered at launch: Arancio Egon (orange), in combination with an interior in Arancio Apodis

(orange), and Bianco Sapphirus (white) with interior in Terra Kedros (terracotta). The interior options include an array of 47 color combinations and four types of embroidery (Q-citura stitching), with the additional potential offered via the Ad Personam program, which enables owners to make their Urus SE a true one-of-a-kind.

Interiors

The cabin has been updated to highlight Lamborghini's signature “feel like a pilot” design DNA, featuring new solutions throughout the front section of the dashboard and accentuating the lightweight feeling already introduced on the Revuelto.

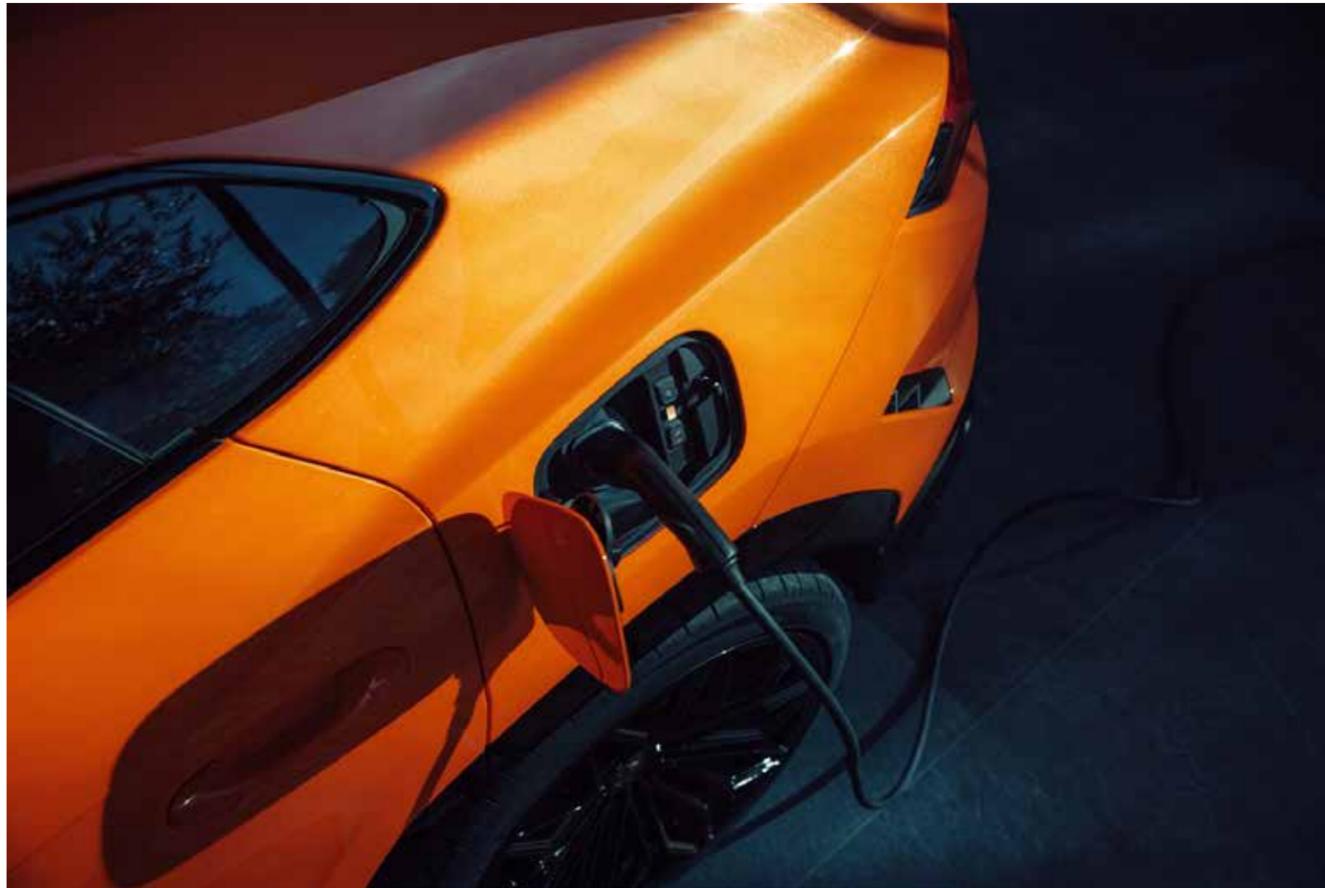
A larger screen – now 12.3 inches – installed in the center of the dashboard features a new version of the Human Machine Interface (HMI) that is even more intuitive to use with updated graphics, consistent with that of the Revuelto. The Lamborghini Centro Stile designers also directed their design focus on the air vents; the anodized aluminum trim elements with the unmistakable

Y shape; and the new panel, seat, and dashboard coverings. The mechanical pushbutton panel gives a more tactile feel.

The driver can make use of the 12.3-inch digital instrument cluster and the aforementioned 12.3-inch touchscreen display, integrated into the center of the dashboard and the heart of the Lamborghini Infotainment System (LIS). It also includes a dedicated telemetry system for the SE and new displays related to the driving assistance system that allow for better perception of the surrounding environment.

Four different personalities

In the center of the console, the “tamburo” selector unit is used for choosing the different driving modes. Thanks to the introduction of the hybrid powertrain, the six Urus driving modes are combined with four new Electric Performance Strategies (EPS), for a total of eleven options. The Strada, Sport, and Corsa modes (for road and track use), and the Neve, Sabbia, and Terra modes (for surfaces with a different grip than asphalt) are now accompanied by the EV Drive, Hybrid, Performance, and Recharge options.



Stefano Cossalter, Product Line Director for Lanzador and Urus: "The Urus SE is a fundamental evolutionary step, not only in terms of sustainability by virtue of a radical reduction in CO2 emissions, but also in terms of performance and sportiness, thanks to the adoption of cutting-edge technical solutions starting with the hybrid powertrain. The Urus SE is our Super SUV with two hearts: one thermal and linked to our roots, the other electric and futuristic. Beating in unison they offer a new interpretation of the unmistakable Lamborghini personality, but taken to a new level."

EV Drive allows the driver to experience and exploit the electric potential at its best. Especially developed and calibrated for urban driving, it delivers over 60 km in electric range as well as reaching a maximum speed of 130 km/h. Above this speed the V8 engine automatically supports the electric motor, likewise if the torque demands exceed the maximum available from the electric motor.

Hybrid, which can be selected when driving in Strada mode, provides the maximum efficiency and comfort along with optimal balance between combustion engine and the electric motor, and is therefore the most versatile option for everyday driving. Recharge, which can be selected in Strada, Sport, Corsa and Neve modes, recharges up to 80% of the battery while maintaining optimal performance. The Performance option is the experience for those who want to appreciate the full potential of the Urus SE not only in Strada, Sport and Corsa modes but also in Sabbia and Terra, highlighting the dynamic qualities of the Super SUV even beyond the asphalt.

Depending on the driving mode selected, the vehicle's air springs adjust for ground clearance, with travel ranging from 15 mm in Corsa up to 75 mm when the lifting system is activated. The parameters that adjust steering, drivability and the sound of the twin-turbo V8 are also variable, reflected in the "personality" of the Urus SE.

Special attention was given to the calibration of the air suspension system to highlight each driving mode. For Strada, the development work improved the already high level of comfort of the Urus S. Sport mode injects even more fun into driving, enhancing the characteristics of the new transmission to facilitate the start and continuation of drift. In Corsa, the mode designed expressly for track driving, the Urus SE expresses its full dynamic potential. This is thanks in part to the suspension ECU/electronics, which controls the chassis movements (pitch, yaw, roll and pumping) to make the vehicle extremely stable and responsive between the curbs of a racetrack, as well as on difficult and low-grip surfaces thanks to the anti-roll bars managed by the 48v electronic system. The Neve, Sabbia, and Terra modes have all been optimized to maximize wheel travel and the consistency of ground forces for the best traction on any surface.

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THE NEW MORGAN PLUS FOUR: DESIGN, DYNAMIC AND TECHNOLOGY UPDATES EVOLVE COMPANY'S LONGEST-RUNNING NAMEPLATE



The latest Morgan Plus Four combines the company's signature blend of industry-leading craftsmanship and engineering honesty to create the purest expression of the four-wheeled Morgan sports car available today.

Proudly continuing the legacy of the company's longest-running nameplate, the latest Plus Four features a series of design, dynamic and technological enhancements, informed by over 70 years of evolution.

"We are proud to continue Plus Four's incredible legacy – one that stretches back to 1950 – with this latest model, honouring the spirit of the original car yet reimagining it for today. The latest Plus Four is unmistakably a Morgan for today's discerning customer.

The importance and responsibility when evolving this longstanding nameplate is not lost on the team at Pickersleigh Road. Whilst other models within our lineup offer greater opportunity for experimentation, Plus Four requires a more delicate approach. We believe that the new features and detail culminate to create a fitting evolution and an immediate impression of a more refined, usable, and quality sports car, yet one that remains playful and fun.

The introduction of the latest Plus Four also brings a renewed approach to vehicle design, engineering, quality, and production at Morgan. Through greater internal collaboration we have been able to further champion the qualities that make Morgan special, whilst creating even

more compelling sports cars for our global community of customers."

Massimo Fumarola, Chief Executive Officer, Morgan Motor Company

Evolving Timeless Design

The design intent for new Plus Four has been to simplify and reduce visual noise, allowing the timeless silhouette of Plus Four to be further celebrated. The front and rear views are characterised by the introduction of new lighting, wings, front splitter, rear diffuser, and floating front and rear number plate plinths. These changes culminate in a refreshed visual identity and an overall cleaner appearance.



The new front and rear lights – manufactured exclusively for Morgan – have been conceived by the company's in-house design and engineering teams and are free from the constraints that a readily available lighting unit imposes. The introduction of the new front and rear lights is evidence of the company's wider ethos of enhancing usability and quality, whilst maintaining the timeless appeal that is synonymous with the brand.

The new 8" headlight has subtly grown in diameter over previous models by 1-inch, helping to return the more traditional proportions of Plus Four – which grew slightly when moving to the CX-Generation Aluminium Platform in 2020. The new headlight design incorporates the front indicator, allowing for the removal of separately mounted indicator units, this feature is also reflected within the rear lights. Both front and rear lights emit a more powerful and higher-quality light source than previous models.

The front and rear wings on new Plus Four have been entirely reformed and are now constructed using a cold forming technique. Whilst the changes are deliberately subtle, they feature a

greater level of surfacing, influencing the way in which light reflects over the wing profile, adding tension and evoking a more sculpted volume.

To coincide with the introduction of new front and rear wings, the latest Plus Four features a new front splitter and a new rear diffuser, both of which feature a floating number plate plinth. Both the front splitter and rear diffuser are finished in dark matte grey paint to reduce visibility and lift the visual weight of the car. This feature harks back to period Morgan sports cars, many of which featured no front undertray or bumpers, thus creating a pronounced horizontal line at the lower section of the wings and central cowl.

A new model badge features Morgan's own H.F.S. Bold typeface. Inspired by car badges that used italicised typefaces and repeating speed lines, the badge is a contemporary interpretation of classic automotive brand design.

Both the rear-view mirror and wing mirrors are new. Each has been designed in-house and is manufactured exclusively for Morgan.

Far surpassing the engineering integrity, functionality and aesthetic qualities of previous mirrors, the new units are made from lightweight aluminium and are homologated for all existing markets. Whilst subtle, the meticulous attention-to-detail and rigorous testing process of the new mirrors represents the level of detail upon which the company is now operating.

"To think of a Morgan is to picture the unmistakable silhouette of the Plus Four. During this exciting time in the company's history, whilst we look towards broader visual experimentation across our model range, the continuous evolution of Plus Four – our time-proven brand anchor – is rightly afforded a more delicate approach.

The changes we have made – as with any longstanding design-led product – consider the delicate balance between tradition and innovation. For the latest Plus Four, we are proud to present an extensive list of component design updates that come together to deliver an undeniably refreshing yet reputedly authentic impression.



The wings have been entirely reformed with a greater level of intelligent surfacing to control highlights and add poise. Our new headlights feature the latest illumination technology yet were born of a desire to address a more traditional and balanced frontal proportion. Our new mirrors are now formed of beautifully machined aluminium. Strategic design simplification has reduced visual distraction and celebrates enhanced quality at a component level throughout.”

Jonathan Wells, Chief Design Officer, Morgan Motor Company

Pure Driving Enjoyment

Plus Four prioritises driving feel above performance figures and lap times. The company’s engineering team pursue dynamic performance that rewards the driver, giving them a greater connection to the car and the road ahead. Plus Four is available in manual and automatic transmission variants and is powered by the latest BMW 2.0 litre engine. The latest Plus Four features a change to the standard suspension consisting of new spring rates and re-valved dampers. In addition, an optional Dynamic Handling Pack – extensively developed alongside suspension experts, Nitron,

– will be available from launch. The Dynamic Handling Pack is manufactured exclusively for Morgan and includes new springs with single way adjustable damping and adjustable spring platform, as well as the addition of a rear anti-roll bar. These changes help to deliver a greater level of dynamic performance and, like the Plus Four overall, aim to deliver driving feel and enjoyment.

Enhancing occupant interaction with Plus Four has been a primary focus for the company’s design and engineering teams, and is consistent with the ethos of blending tradition with appropriate modern technology. Specific updates for Plus Four include the Sennheiser audio system, enhancements to the LCD screen and dashboard, new interior illumination, and a new key fob. These changes enhance the user experience, seamlessly integrating with the vehicle without detracting from its timeless appeal.

The lightweight Sennheiser audio system, first introduced to Plus Four in 2022, has been enhanced for the latest Plus Four. The enhanced system utilises additional ‘invisible’ speakers in the cockpit, specifically underneath both seats, and higher-specification conventional speakers within the doors. As with the previous iteration

of the audio system, Sennheiser’s tuning creates the magical illusion of a broad sound stage in front of the passengers, providing a high-quality soundtrack, and now an even greater range of volume and increased Bluetooth range.

The visual identity of the Sennheiser premium audio system is maintained thanks to the speaker grilles located on each door. The grille design takes inspiration from the iconic louvres that are stamped into each bonnet of a Plus Four, and feature the Sennheiser logo.

Plus Four drivers will now possess greater control to influence the audio choice with new track pause and skip functionality, operated using the existing volume control dial – therefore removing the need for additional switches. Volume display and track ID will be shown on the LCD screen, situated between the temperature and fuel dials in front of the steering wheel. Further changes to the LCD screen include a range of visual enhancements to graphics, whilst all dashboard button lights are finished in white.

Reflecting the changes to exterior lighting, new interior lighting helps to illuminate the elegant cockpit of Plus Four. Using higher-quality lighting modules and more intelligent





programming, the illumination experience has been enhanced, and features fade-in-fade-out technology. The position, direction, and configuration, of all lighting has been meticulously designed and evaluated to achieve the optimum scenario for occupants.

“The latest Plus Four represents a fitting evolution of our longest established nameplate and delivers an even greater Morgan experience to our customers around the world. It does this thanks to new dynamic improvements which deliver a more engaging level of performance, through myriad technology updates which improve the user’s interaction with the vehicle, and a range of quality enhancements which further increase engineering integrity. Achieving these refinements without detracting from the timeless integrity of Plus Four is down to the skill, dedication and collaboration of our teams and suppliers.”

Matt Hole, Chief Technical Officer, Morgan Motor Company

Plus Four, a legacy

First introduced in 1950 at the Earl’s Court Motor Show in London, the Plus 4 has proven to be one of the company’s most popular models. Named Plus 4 due to its increased power over the 4-4 – the first four-wheeled Morgan – which was introduced in 1936. For the first four years of its life, the Plus 4 featured a ‘flat’ radiator and cycle wings. From 1954, however, the ‘cowl

radiator’ design was introduced. This is the timeless silhouette that has become synonymous with Morgan, and the design proportions that today’s Plus Four continues.

Thousands of examples have been produced throughout its life, with exports proving popular to all key markets including the USA. It was a Plus 4 that won its class at the 1962 Le Mans 24 Hours race, the company’s most notable motorsport triumph. A Plus 4 was the first car owned by Ralph Lauren and, to this day, features in his collection – one of the most revered automotive collections in the world. Its centrality within the story of Morgan is unquestionable.

21st Century Coachbuilding

Like every four-wheeled Morgan produced today, Plus Four combines a blend of traditional craftsmanship and appropriate modern technology, a philosophy which the company refers to as ‘21st Century Coachbuilding’. This philosophy flows throughout the company and influences its approach to designing and engineering each model, as well as the way in which every vehicle is constructed. As part of this philosophy, all models benefit from continued development and incremental improvements throughout, ensuring that the quality of each model is reflective of a modern-day sports car. Reflecting these advances, the warranty on Plus Four is now three years, with the option to extend for a further 12 months.

Each aluminium body is hand-formed over an ash wood frame. This body, which is beautifully made using age-old techniques handed down through generations, is seamlessly married to an ultra-modern aluminium platform with the latest braking, suspension, and electronic systems.

The finest Scottish leather, itself a by-product of the food and agricultural sectors, is used sparingly within the cockpit of Plus Four. This leather is trimmed into each car using traditional techniques and tools. By the nature of the model’s hand-crafted manufacture, natural materials are used sparingly with minimal waste produced.

Bespoke as Standard

At Morgan, there is no ‘bespoke’ department. Every Plus Four that enters production is bespoke as standard. Beyond the almost endless combination of colourways and options available to configure, prospective owners can go beyond this and request additional materials and features for their new Plus Four. This approach ensures that every Plus Four built is a true ‘one-off’ and is as individual as its owner.

Availability

The new Morgan Plus Four is available to order now from Adamas Motor Group in Dubai and Abu Dhabi. To find out more please visit: <https://adamasmotors.com/>



2025 McLaren W1 THE REAL SUPERCAR



- Ground-breaking successor to two of the greatest supercars of all time – the McLaren F1 and McLaren P1TM – opens new chapter in McLaren's famous '1' car lineage
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- Epic all-new V8 hybrid powertrain with 1275PS – the highest power output of any McLaren ever and greater than all core competitors
- All-new MHP-8 V8 combustion engine develops 928PS – at 233PS per litre the highest-ever output from a McLaren engine – and revs to 9,200rpm
- Power-dense E-module develops

- 347PS; integrates electric motor and control unit for reduced weight and optimised packaging
- World-beating McLaren lightweight engineering delivers vehicle weight of 1,399kg, enabling best-in-class power-to-weight ratio of 911PS/tonne – the highest ever for any McLaren supercar
- Formula 1-inspired ground effect aerodynamics and McLaren race mode combine to deliver world-first, radical 'road to track' character transformation, lowering ride height by 37mm at the front and 17mm at the rear and engaging up to 1,000kg of downforce
- The most advanced active aero features ever in a road-legal McLaren, with revolutionary

- McLaren Active Long Tail rear wing that extends rearwards by 300mm just one of multiple patents filed for aerodynamic innovations
- New W1 is fastest-accelerating and fastest-lapping road-legal McLaren ever, achieving the astonishing combination of being quicker than a Speedtail to 300km/h (186mph) in a straight-line and 3 seconds a lap ahead of a McLaren Senna on McLaren's reference track
- Incredible acceleration of 0-200km/h (0-124mph) in 5.8 seconds and 0-300km/h (0-186mph) in less than 12.7 seconds; maximum speed





- electronically limited to 350km/h
- Pure driver control and engagement from McLaren trademark rear-wheel drive with 1275PS and 1340Nm made possible by extraordinary Formula 1 know-how that only McLaren as a racing company can deliver
- New McLaren Race Active Chassis Control III suspension with Race mode ensures unparalleled breadth of capability across both road and track
- Supreme feel and feedback from McLaren Hydraulic Performance Steering and hydraulic braking to create real supercar sensation
- New 8-speed transmission with E-reverse, coupled with new

- hydraulic electronic differential
- Bespoke McLaren Aerocell carbon fibre monocoque and McLaren Anhedra Doors optimised for aerodynamic performance; constructed using motorsport techniques
- Formula 1-inspired front suspension is mounted directly into the Aerocell with externally visible front arms and key components 3D-printed for weight optimisation, including the use of titanium components
- Unmatched supercar driver ergonomics and best-in-class visibility on road and track
- Unique seating design integrated into the Aerocell monocoque for the purest driver connection to the car

- Pedals, steering wheel and primary controls move to fully embrace driver within the cockpit environment
- Virtually unlimited bespoke options available via MSO, including new McLaren InnoKnit tailored interior material
- Comprehensive warranty (4-year vehicle; 6-year HV battery) and 4-year service plan complement unique ownership experience
- Pricing from circa £2.0 million including taxes in the UK, with the final cost dependent on the level of MSO personalisation
- Just 399 customer cars will be produced – and all are already customer allocated



To celebrate the 50th anniversary of Tignanello, one of the most influential red wines that was ahead of its times, Maserati crafted a customised Fuoriserie version of its latest creation, GranCabrio Folgore, the most futuristic expression of the current 100% electric production from the Modena-based brand. The bespoke, which was exclusively created for Marchesi Antinori, will be auctioned, on July 14, in California at Festival Napa Valley's Arts for All Gala—one of the leading arts charity events in the US.

For the 110th anniversary of the Trident, Maserati comes together with Marchesi Antinori, which boasts a family wine history of over 600 years, handed down for 26 generations, and is an elevated, distinctive symbol of Italy. With its solid identity, innovative intuition and the strong value of the centuries-old tradition that has made the Italian winery one of the best companies in the

world, the production of Marchesi Antinori and Tignanello reflect the feeling and passion that have always characterised the spirit of Maserati, a lively protagonist and pioneer in the history of motoring. It has always been driven by the desire to anticipate and become a sign of the times. The inspiration for this car arises from the vineyard, a metaphor for roots and territory. Both houses' local areas add much value to their end products: from the cellar, the magical place where wine is made, and from the specific Tignanello label, unchanged for half a century and still highly recognisable, just like the Trident's most iconic creations.

To craft a car that epitomises the characteristics and values of Marchesi Antinori and Tignanello, Maserati has researched the uniqueness that surrounds the history of this wine and it has paid homage to the Florentine family of winemakers

through the colours, shades, innovative materials and refined artisan details that make GranCabrio Folgore Tignanello an ode in motion to the prestigious Tignanello vineyard and to the 50 years of this wine.

The exteriors of GranCabrio Folgore Tignanello translate into a customisation of the body colour, created ad hoc: the Terra di Tignanello paint is a chestnut colour inspired by the vineyard's soil, warmed by a coppery burgundy reminiscent of the central red shades of Tignanello's characteristic barriques. It has a rich, metallic tint; a prestigious colour inspired by the estate and the atmosphere of the winery. The rims and callipers come in matte and gloss black respectively, whereas the emblems are coloured copper, with the Maserati logo in glossy copper on a gloss background. The soft top fabric is also black. But the most romantic details lie in the



interiors, 'revealing' the hallmarks of Tignanello and celebrating the history of both houses, combining tradition, innovation and craftsmanship. The seats feature leather embellished with a multi-material silver and burgundy ribbed weave, made of Vegea, an innovative spreadable fabric derived from the vineyards. It recalls the pattern of the rows of vines on the Tignanello hill, marked out by the Albarese rocks in their midst. The fabric looks and feels like leather, and it is used for the first time in a Maserati car.

Everything else is real material: dark briar wood with lasering – selected to recall the printing burned into the oak barrels – embellishes the panels, featuring textual details on the creation of Tignanello. On the headrest, elegant embroidery combines the Maserati Trident with one of Tignanello's hallmarks: the sun, long a distinctive feature on the bottle label. The same symbol is lasered on the central tunnel, together with the dates 1971-2021: these refer to the first and current vintage of Tignanello, 50 years since this wine was released on the market.

Klaus Busse, Maserati Head of Design: "This collaboration with Marchesi Antinori gives us the opportunity to epitomise the essence of Bespoke production, the flagship of our Maserati Fuoriserie customisation programme. It is designed to

create ad-hoc experiences for Trident customers, by producing tailor-made cars that can make the driving experience even more sublime and distinctive, the way only an outstanding wine can at the table. Telling a story of Italian excellence is a source of pride for us and serves as constant stimulus for our work, which with Bespoke production aspires to create something absolutely dedicated and inimitable".

Piero Antinori: "A never-ending challenge, the obsession to improve and constantly question ourselves, to find higher and higher quality margins: these are the cornerstones of the collaboration with Maserati, a brand acknowledged worldwide as a symbol of Made in Italy quality."

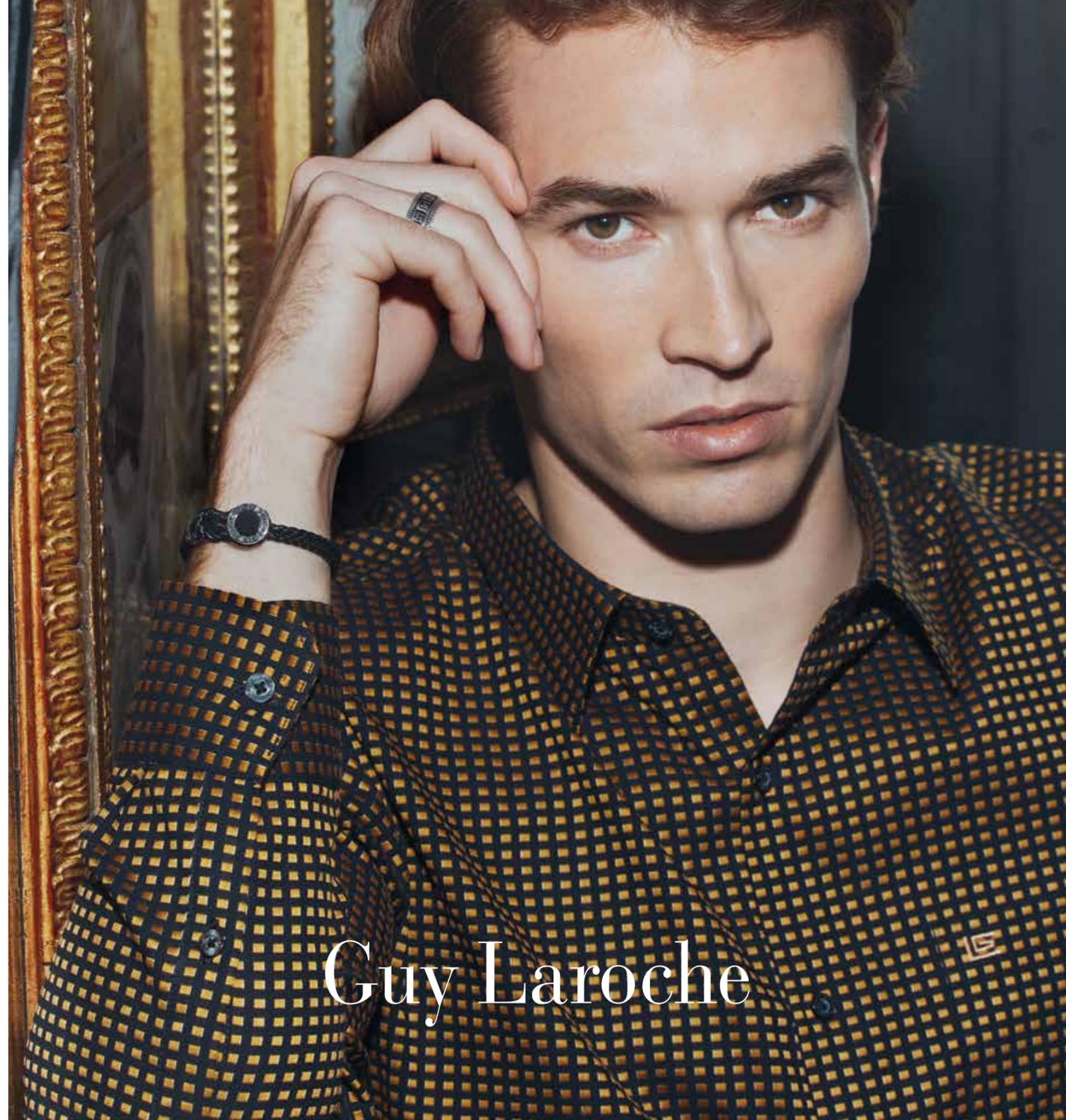
A one-of-a-kind model, inspired by Tignanello for its 50th anniversary, a car with a great identity and recognisability, just like our wine. An initiative that makes our family particularly proud: this special GranCabrio Folgore will be auctioned at Festival Napa Valley's 2024 Arts for All Gala, with the proceeds to be donated to charity".

GranCabrio Folgore is Maserati's latest addition, as the first 100% electric convertible in the luxury segment and the fastest on the market. Performance, comfort, style and elegance give this car equipped with a battery system

based on 800V technology – developed with cutting-edge technical solutions based on Formula E – the ability to offer outstanding performance combined with the Trident's typical comfort and elegance.

Maserati GranCabrio provides four true seats, made possible by the soft top. It also comes with a series of innovative systems and details, such as the neck warmer to travel with the top down even when the temperature drops, and the wind stopper to reduce turbulence inside the passenger compartment.

Tignanello was the first Sangiovese to be aged in barriques, the first contemporary red wine blended with untraditional grape varieties (specifically Cabernet) and one of the first red wines from Chianti Classico that did not use white grapes. Tignanello is a milestone, a wine that fully represents the spirit of the Antinori family's motto, "Te Duce Proficio", which means "Following your guide I flourish". The wine is crafted from a careful selection of Sangiovese and Cabernet harvested from the eponymous vineyard located on Tenuta Tignanello, in the heart of Chianti Classico on an area covering 57 hectares (141 acres) with south-west sunlight exposure.



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2025 MASERATI GRANCABRIO FOLGORE

The First 100% Electric Convertible On The Luxury Segment Market



Highlights

- Maserati GranCabrio Folgore is the first 100% electric convertible on the luxury segment market
- Maserati GranCabrio Folgore is the fastest 100% electric convertible on the market
- Maserati GranCabrio Folgore adopts a 100% electric battery-based powertrain
- The Folgore system is based on 800V technology and has been developed with cutting-edge technical solutions derived from Formula E. It offers superb performance, combined with the comfort and elegance typical of the Trident, made possible by the three powerful 300-kW permanent magnet motors.
- Like its GranTurismo twin, the Maserati GranCabrio combines the high performance of a sports car with comfort suitable for long distances
- Maserati GranCabrio provides four real seats with the comfort needed, even for long journeys
- The soft top offers reduced dimensions, providing space for four people's luggage
- The roof can also be operated on the move

at speeds of up to 50 km/h and opens in just 14 seconds. The controls on the centre display can also be operated with a single finger, with no need to take your eyes off the road

- The neck warmer makes it possible to travel with the top down, even when the temperature drops; the wind stopper reduces turbulence inside the passenger compartment
- Even out in the open air, GranCabrio guarantees exceptional acoustic and thermal comfort
- Like the GranTurismo's, the technical architecture of the GranCabrio is the result of an innovative project that makes extensive use of lightweight materials such as aluminium and magnesium, together with high-performance steel. This multi-material approach required new manufacturing processes to be created, resulting in best-in-class weight levels.
- A key feature of the GranCabrio is the Atlantis High electrical/electronic architecture, previously

seen in the GranTurismo. Based on high-speed CAN FD messages, the system comes with advanced cyber-security and flash-over-the-air features. The fulcrum is the Vehicle Domain Control Module (VDCM) master controller, with 100% Maserati-designed software that provides 360° control of all the most important car systems, for the best driving experience in all conditions

- The GranCabrio cabin is equipped with innovative systems, including the Maserati Intelligent Assistant (MIA) multimedia system, the latest infotainment, a Comfort display that brings together the main functions in an integrated touchscreen interface, a Digital Clock and the Heads-up Display (available as an option)
- An all-round sound experience is guaranteed by the iconic signature sound of the Maserati engine, even in the electric version thanks to innovative work by engineers at the Maserati Innovation Lab. The sound experience is completed by the immersive Sonus faber 3D sound system.





Maserati continues to race towards an electric future, without neglecting its history. Introducing the GranCabrio Folgore, the first full-electric convertible in its segment to hit the market. The Gran Cabrio Folgore, with its top speed of 290 km/h, is also the fastest electric convertible on the road.

Following in the footsteps of the GranTurismo, the open-top variant also offers an electric motor, the Folgore version, which maintains all the brand's typical characteristics by combining luxury with performance, driving comfort with sportiness, refined power with a new electrified elegance and modern technology.

With a fabric roof that does not take up too much space when stored in the boot, GranCabrio was created to share the pleasure of open-air travel with four passengers.

It is an authentic four-seater that makes it possible to travel with family and friends, enjoying the performance and luxury of the car with its fine materials, immersed in a drive that imposes no limits.

GranCabrio lets you share the thrill of a journey in a unique car, a symbol of Italian elegance, combined with the technology that a current Maserati can offer in all its forms.

Even with the top down, GranCabrio guarantees exceptional thermal and acoustic comfort.

An illustrious history of successes

A Maserati convertible immediately puts you in touch with the elegance of the car, not concealed under the roof and behind the windows. An open-top Maserati looks even more elegant and offers full enjoyment of the engine's roar. These cars place the driver in contact with the road and the landscape that surrounds them; they provide the full experience by combining the emotions of driving with those of the world through which we are all travelling.

The first open-top Maseratis date back to the company's origins, when two cars born to race – the 1931 4CS and the 1932 8CM – were adapted for road use. This inaugurated a history of great success, of the Maserati convertibles, long known in the House of the Trident's language as "spyders", with a 'y'. The story began in the 1930s, then continued with the rare A6/G 2000 Spyders bodied by Frua, successors of the first Maserati road car launched by the Maserati brothers before they left the company. Only small numbers were produced at this point, as collector's items.

In the late 1940s, Maserati started visiting international motor shows to unveil its cars, still designed and given form by the great Italian coachbuilders of the time. The story of the Maserati convertible was truly starting to take shape. In 1957, when Juan Manuel Fangio brought the Formula 1 World Championship to the Trident with the legendary 250F, the 3500 GT was presented in

Geneva as the first mass-produced road-going sports car. This was also the first Maserati to cross the Atlantic to the US.

Two years later, at the 1959 Geneva Motor Show, the 3500 GT Convertibile was launched, designed by Giovanni Michelotti and built by Vignale around a 3.5-litre engine that could deliver 235 horsepower. A car destined to leave a mark for its style, so much so that the Italian press called it "a work of art in motion". Journalists at the UK's Autocar magazine wrote: "the impeccable deployment of horsepower and brilliant road holding immediately convinced us". It had a steel body, but the doors, bonnet and tailgate were made of light alloy with a slightly angular and geometric grille.

The 1960s marked a historic turning point: Maserati abandoned the acronyms it used for its cars and began to name them after winds. The first of these was the Mistral, for the strong northerly wind that blows over the Mediterranean. Designed by the Frua coachbuilder, the Mistral was unveiled in 1964 in a spyder version, an elegant reinterpretation of the fastback coupé, with an enormous amount of space for luggage. Fitted with a powerful 3.5 or 4.0-litre six-cylinder engine, it offered exhilarating performance with the wind in your hair.

Legend has it that when his people asked him why he insisted on keeping a Maserati Ghibli in his garage, Henry Ford II replied: "It's staying there until you produce just as beautiful a Ford". A car of such great beauty had to have a spyder version, created by the

prodigious hand of Giorgetto Giugiaro. One of the most expensive cars of its time, it was equipped with a 4.7-litre V8 engine, or more rarely with a 335-hp 4.9-litre in the Spyder SS version.

In the 1980s, Maserati introduced the turbocharged engine with the 180-hp twin-turbo V6, with a top speed of over 215 km/h. The Biturbo Spyder was developed by Zagato, which transformed it into a two-seater (with two fold-down seats in the rear) by reducing its original wheelbase by 2400 mm. The Biturbo Spyder was launched in 1984 and continued to evolve until 1994, selling more than 3000 cars in a decade.

Under the protective wing of Ferrari at the turn of the millennium, Maserati restarted its production of convertible cars with the Maserati Spyder, a basic name to reconnect to the history of the Mistral and Ghibli, the basis for many important pages written by fans of the genre. The Maserati Spyder – also known as the 4200 GT Spyder – arrived in 2001 and was presented as a sleek and modern car, with a luxurious interior and a powerful 4244-cc V8 engine that could deliver 390 hp and a top speed of 283 km/h. A luxurious car with a great rush of technology, such as the "Cambiocorsa" steering wheel gearbox inspired by Formula 1.

We then come to the 21st century, by which point Maserati still believed in open-top models, launching the GranCabrio in 2009. Designed by Pininfarina, it embodied the essence of Italian style and elegance by offering a powerful V8 engine

and cutting-edge technology, a new symbol of Maserati's commitment to combining driving pleasure with uncompromising performance.

And here we are with the present-day GranCabrio, the direct successor to the GranTurismo, a luxury car that then as now continues to turn heads and ruffle hair in the wind. In the Folgore version, it is the first full-electric open-top car in its class. Another step towards the future.

Pillars of GranCabrio

The characteristics of GranCabrio can be summed up in four basic concepts that condense the enormous potential of Maserati's latest product:

- **Open-top elegance.** Passion for detail, luxurious materials and extraordinary quality to create an unrivalled outdoor experience in a convertible, as the epitome of the Maserati spirit
- **Performance.** Driving pleasure, a powerful and muscular car on the track as well as on the road, ideal for travelling long distances in company
- **Cutting-edge technology.** GranCabrio incorporates state-of-the-art technology, from the infotainment system to driver aids, to improve performance, safety and entertainment
- **Iconic design.** A unique style, designed alongside the coupé version, to interpret the transition from a hard roof to a retractable top in the best possible way



Fabric roof

Maserati GranCabrio stands out for its unparalleled "open-air experience", to enjoy the road as you travel down it. The canvas roof, available in five colours – Black, Blue Marine, Titan Grey, Greige, Granata – offers an impeccable driving experience when closed in a coupé form, whereas the excellent aerodynamics and great comfort are maintained even when driving it as a convertible.

The canvas soft top can be operated when driving at speeds of up to 50 km/h (31 mph). It opens in 14 seconds and closes in 16 seconds. The roof can be opened or closed at any time via a touch button on the comfort display.

To provide enough space for the folded top in the boot, a cargo space is available, which can also be put away (horizontally in the boot) if you decide to travel with the roof closed, to increase the boot capacity.

The Cabrio menu includes the option to open and close the soft top, either by gesture control or by pressing and holding the button. By swiping and holding a finger to the left, the user can close the soft top, or can swipe and hold right to open it. The movement can be stopped/resumed at any time by lifting the finger from the screen as the roof closes or opens, giving the user complete control of the mechanism.



Neck warmer and wind stopper

Comfort in the passenger compartment, even with the top down, is ensured by the neck warmer, which envelops the driver and passenger by blowing warm air directly from the newly designed seats. As standard on all models, it can be activated via a dedicated button on the comfort display, which can also be used to adjust the intensity of the air to any of the three speeds available.

One of the optional extras is a wind stopper that can be folded up in the boot. When fitted behind the front seats, it prevents the formation of turbulence in the passenger compartment when the top is down.

Naturally, this option is only available when two people are travelling, to optimise the aerodynamics even with the top down.

The wind stopper comes with a protective bag, for easy storage in the boot.

Design

Iconic design and open-top elegance

The new GranCabrio was created in parallel with the GranTurismo and follows the understatement and elegance of its lines, reaffirming the concept expressed by the coupé version with the optimal balance between aesthetic approach and unostentatious functionality. Just like in the GranTurismo, a union that has created a natural beauty and a design unaffected by fads, always remain timeless.

With undeniably unique and immediately recognisable lines, Maserati has created a sculpted technology: a pure shape suitable to cover best-in-class mechanics, emphasising the purity of its forms and its refined design cues.

The classic proportions of the brand's cars have been maintained, with the long bonnet and the central body intersected by the four fenders; proportions even further highlighted in such a sporty model, just like the GranTurismo. The fabric roof maintains the clean line when closed and highlights the luxury of the passenger compartment when open, maintaining the cleanliness of the lines.

Again for the GranCabrio, a decision was made to maintain continuity with the design of the previous generation, widely appreciated among customers. The simultaneously elegant and decisive profile gives the surfaces a pleasantly dynamic appearance, the lines are sinuous, the volumes are gentle, with specific characterisation in the wheel arches to highlight the transition between the refinement of the design and the technical aspects of the car.

Exterior

Unique front and eye-catching rear light clusters

As with all new Maserati models, starting with the MC20 halo car, the front of the GranCabrio also features vertical lights, bringing back what

has become a new lighting signature for the brand. This stylistic decision gives the car a fresh, sporty look.

Conversely, the front grille includes the iconic 3D Trident logo.

The rear features the taillights launched in the GranTurismo, a mix between the classic boomerang form from many Maserati models in the past and a harpoon. Illuminated by Full LED technology, this shape also gives the GranCabrio an unmistakable, very assertive signature at the rear. GranCabrio offers the driver and their passengers an exclusive welcome, featuring an interior and exterior lighting strategy, triggered based on how far the key is away. The system uses interior and exterior lights to provide a greater sense of welcome and security when the user gets into the vehicle in the dark. The lights turn on as you approach and move away.

The feature also supports locking and unlocking the doors and tailgate,

based on how close the key fob is to the vehicle. Customers can choose to unlock the doors when approaching the vehicle (Approach Unlock) and lock the doors when they move away from the vehicle (Walkaway Lock)*.



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2026 BUGATTI TOURBILLON AN AUTOMOTIVE ICON 'POUR L'ÉTERNITÉ'



In 2004, the reborn Bugatti brand transformed the world of automotive performance and luxury with a 1,001 hp hyper sports car: the Veyron. The 6rst road car with more than 1,000 hp was succeeded in 2015 by another engineering feat so ambitious it reset all expectations of performance, the world's 6rst 1,800 hp car: the Chiron. At the heart of these cars was the world's most advanced automotive engine: an -0.0liter Wuadturbo D15. Now, 20 years after Bugatti invented the hyper sports car, it rede6nes the concept completely with an entirely new powertrain and platform. This is the Bugatti Tourbillon.

NAME ANS PHILOYOPH&

Mate Rimac, CEO of Bugatti Rimac, said: The development of the Bugatti Tourbillon¹ was

guided at every step by the 115 years of Bugatti history and the words of Ettore Bugatti himself. His mantras 'if comparable it is no longer Bugatti' and 'nothing is too beautiful' were a guiding path for me personally, as well as the design and engineering teams looking to create the next exciting era in the Bugatti hyper sports car story.

"Icons like the Type 57SC Atlantic, renowned as the most beautiful car in the world, the Type 35, the most successful racing car ever, and the Type 41 Royale, one of the most ambitious luxury cars of all time, provide our three pillars of inspiration. Beauty, performance and luxury formed the blueprint for the Tourbillon; a car that was more elegant, more emotive and more luxurious than anything before it. Quite simply, incomparable. And just like those icons of the past, it wouldn't be simply for the present, or even for the future, but Pour l'éternité – for eternity."

As the first Bugatti in more than 20 years not powered by the iconic W16 engine, the tradition of naming core models after legendary Bugatti racing drivers of the past is no longer applied.

Instead, the name Tourbillon was chosen as the perfect encapsulation of this car's character. A French word, and a subtle reference to Bugatti's French heritage and home in Molsheim, the tourbillon is a watchmaking invention of a Swiss-born genius living in France in 1801. A completely original creation without compare, it is both complex and beautiful, helping to counteract the effects of gravity on a watch to ensure more consistent time-keeping. And over 200 years later it is still revered as the pinnacle of watchmaking.

This sense of mechanical timelessness was a core part of the Bugatti Tourbillon journey. For a car that will be displayed on the concours lawns of this and the next centuries, technology can





easily date – especially large digital screens – so it's important that it uses as many timeless components as possible. The Tourbillon therefore utilizes a number of design and engineering techniques that will never age, including a completely analogue instrument cluster crafted by Swiss watchmakers and finished with the same care and attention you find in the world's greatest timepieces. Just as these become heirlooms over generations, the Tourbillon is designed as a car for eternity.

SEYIGN F AEROS&NAMICY

As with every Bugatti of the modern era, the Tourbillon is 'shaped by speed'. The ability to travel at more than 400 km/h requires every single surface, inlet and ridge to be finely honed to ensure it is not only aerodynamic but also beneficial to the car's thermodynamics. This is the guiding principle of the Tourbillon, which is then evolved around four Bugatti design

elements inspired by history: the horseshoe grille, the Bugatti Line, the central ridge and the dual color split.

Frank Heyl, Bugatti Director of Design, said: "The creations of Ettore and Jean Bugatti are ingenious in their aerodynamics, innovation and enduring beauty. We draw from the Bugatti Type 35, where the whole shape of the car was guided by the shape of the horseshoe grille, tapering back into this streamlined fuselage shape. We find inspiration in the Type 57SC Atlantic – the S stood for Surbaissé, which essentially meant lowered – bringing down the frontal area, lowering the roofline, lowering the driver and creating this wonderful stance and proportion.

That's something that was very important for us, carefully curating the placement of volumes that are both functional but also supporting

the extreme proportions of the car. If the car lower, it looks wider and the size of the wheels are emphasized; it looks like there is tension in the muscles, a posture ready to pounce. Every design decision is geared towards creating a sense of speed even at a standstill.

"Ever since Jean Bugatti began to apply bold dual-tone paintwork to his cars, it has become an important part of Bugatti design DNA, and in the Tourbillon, we evolve it once more in an authentic but modern way. That split happens around our fourth key design element: the Bugatti line, inspired by the color split lines of the Type 41 Royale and reborn as a core design element of both Veyron and Chiron². In-keeping with our new proportions, and lowered roofline, the Bugatti line now curves around more sharply, leaning forwards slightly as it winds its way around the roof, imbuing the side profile with a leaping motion."



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Although beautiful in its design and proportions, every surface, intake and vent is carefully honed to balance the enormous aerodynamic forces of a car travelling at over 400 km/h as well as the thermodynamic requirements of a V16 engine, electric motors and battery at full performance.

Using over 20 years of expertise from the Veyron and Chiron, the Tourbillon features a number of patented technologies. As a result, the rear wing even remains submerged during top speed runs, with a perfect equilibrium of forces generated by these new innovations. The wing is utilized to establish higher downforce at slower speeds and as an airbrake for improved stability under deceleration.

Much of this aerodynamic equilibrium is thanks to the new diffuser concept, which starts to climb from just behind the passenger cabin, rising at an ideal angle to keep the Tourbillon in perfect balance. The diffuser is built around a completely new crash concept, which is fully integrated within the structure of the diffuser itself, keeping it both enormously effective but also hidden from sight, enabling the open rear-end design.

At the heart of the Tourbillon's design ethos is the

iconic horseshoe, from which all lines of the car originate, shaping the central fuselage volume. Docked onto that left and right are the flying fenders that allow to stream air underneath the headlights to boost air mass flow into the side intakes. This intricate interplay of airflow is further exemplified by the frontal design, which, while maintaining the dimensions of a sculpted overhang, ingeniously houses an ultra-efficient cooling system that directs air through and out of the front bonnet, augmenting downforce while ingeniously packaging a sizable frunk in between the two radiators.

A set of advanced, electrically actuated dihedral doors not only allow for easy entry into the vehicle but provide a dramatic sense of arrival, able to be opened and closed from the key fob, the door opening button found just underneath the Bugatti Line and on the center console.

INTERIOR

Ever since car manufacturers began to embrace digital screens and touchscreens in cars, the rate of progress has been so rapid that within less than a decade, the technology appears outdated. Imagining the Tourbillon on concours d'elegance lawns not just in 10 years but perhaps

in 100 years, the design philosophy of the interior focused on timelessness. Inspired by the world of horlogerie, in which wristwatches over 100 years old can still be worn and used today, integrated into modern fashion and lifestyles seamlessly, the design and engineering teams pioneered an authentic analogue experience in the cabin.

The centerpiece of this takes the horlogerie philosophy to its most literal conclusion; an instrument cluster designed and built with the expertise of Swiss watchmakers. Made up of more than 600 parts and constructed from titanium as well as gemstones such as sapphire and ruby, the skeletonized cluster is built to the largest tolerance of 50 microns, with the smallest at 5 microns, and weighs just 700g. This intricately engineered masterpiece remains a focal point of the driving experience, fixed in place as the rim of the steering wheel rotates around it – a set-up known as a fixed hub steering wheel. Through this ingenious concept Tourbillon drivers have an unobstructed view of their instrumentation independent of the steering angle because the spokes reach around the back of the instrument cluster.



The center console is a blend of crystal glass and aluminum, revealing the intricate workings of the switches and the engine start 'pull' lever that it hosts. This glass was developed over 13 separate stages to ensure it was both perfectly clear and extremely strong and safe in the event of an accident. The aluminum parts of the console are anodized and milled from a single block of metal, while the knurled aluminum switches sit at the head of a complex mechanism that is fully visible beneath the crystal glass – entirely developed in-house. The act of igniting the all-new naturally aspirated V16 engine and electric powertrain has been crafted to be a physical experience, a nod to the rituals of historic automobiles – a pull to start and a push to cease.

But hidden from view until desired is a high-definition digital screen, which displays vehicle data and offers seamless mobile connection. An intricately engineered mechanism deploys the

touchscreen from the top of the center console; portrait mode for the reversing camera in just two seconds and full landscape mode in five seconds.

Every interior decision – just as it is with the exterior – is made with ultimate performance in mind, without compromising in any way on practicality or comfort. The seats, for example, are fixed to the floor to be as light and as low as they can possibly be, the pedal box can be electrically adjusted forwards and backwards to ensure a comfortable driving position for everyone. Thanks to this new solution, the interior is spacious, making it ideal for longer trips and daily use. Even the audio system is being engineered without traditional speakers and woofers, opting for an advanced system that features exciters on the door panels and throughout the car to use existing interior panels as speakers. It is a lighter and more efficient system than traditional audio set-ups.

Christophe Piochon, President of Bugatti, said: "As well as the spectacular analogue innovations that have gone into creating a timeless interior such as this, we focused on authenticity of materials and perfection in every part. Informally we say that 'what you see is what you get', describing the fact that if you see a piece of what you think is titanium, then that's what it is. Or if you see carbon fiber, or leather, then it will be exactly that – and always the best possible. With the Tourbillon, we are taking this impeccable authenticity and craftsmanship to the next level. Our completely new Bugatti platform has been designed in every single detail to express the pursuit of engineering excellence. It is clear from looking at any of Ettore Bugatti's creations that every component – even if it is never seen – is a work of art, and that was our intention with Tourbillon, too. It is stunning in every detail, recognizably Bugatti and also a masterpiece of packaging and engineering."

THE 2026 MERCEDES-MAYBACH SL 680 MONOGRAM



- Two curated design concepts – “Red Ambience” and “White Ambience”
- Chrome element and upright star on the hood as well as aerodynamic scoop behind the seats redefine proportions
- Exclusive Maybach pattern elegantly blends exterior and interior design
- Highest level of refinement with exceptional acoustic and road comfort

The 2026 Mercedes-Maybach SL 680 Monogram Series is the sportiest model in Maybach brand history. It introduces a uniquely harmonious combination of colors and materials for the exterior and interior, with the Maybach pattern

as a linking design element. These special accents appear throughout vehicle, inside and out. Two specially curated design concepts will be available exclusively for the open-top two-seater when it arrives at U.S. dealerships in the second half of 2025.

The Mercedes-Maybach SL 680 Monogram Series Red Ambience is characterized by a new two-tone paint finish of Obsidian Black Metallic over MANUFAKTUR Garnet Red Metallic. In the White Ambience design concept, Obsidian Black Metallic contrasts with MANUFAKTUR Moonlight White Magno. The exceptionally brilliant red and elegant white hues embody sensuality, beauty and lightness. These also perfectly express the philosophy and driving

experience of the all-new model. The interior features sustainably tanned, MANUFAKTUR Crystal White Exclusive Nappa leather and gleaming silver chrome accents.

“Our customers love something special. The Mercedes-Maybach SL Monogram Series adds a sporty two-seater to our model family for the ultimate open-air pleasure. It combines a dynamic driving experience with everything that characterizes a Mercedes-Maybach: excellent craftsmanship, exquisite design details and fine materials.”

Daniel Lescow, Head of Mercedes-Maybach, Mercedes-Benz Group AG





Iconic design refined with exclusive Maybach elements.

In keeping with the brand philosophy, the Mercedes-Maybach SL offers a holistic sensory experience. The contours of the Maybach-specific chrome radiator grille are illuminated, as is the finely integrated MAYBACH lettering. The distinctive hood bears an upright Mercedes star and a chrome element positioned longitudinally along the center. To further enhance exclusivity, the Obsidian Black Metallic hood is also available with the Maybach pattern incorporated in Graphite Grey. This is accomplished with a complex process where the hood first receives a base coat and is sanded by hand. The Maybach pattern is then printed onto the hood. Next, the hood is coated in matte clear, sanded by hand and finally finished with an additional coat of matte clear. Each part of the process is meticulously executed with the utmost precision.

Exquisite exterior details continue with rose gold accents adorning the headlights, windshield frame finished in chrome and side sill panels featuring an integrated chrome element. The unique front fascia of the Mercedes-Maybach SL emphasizes the vehicle's width with horizontal air intakes. Exclusive 21-inch Maybach forged wheels in a 5-hole Monoblock or multi-spoke design further underscore the special nature of the vehicle.

The extensively insulated acoustic soft top is covered in light black fabric with a subtle anthracite Maybach pattern. The rear of the vehicle is characterized by taillights with the Maybach light signature, brand-specific rear fascia with chrome accents, unique diffuser panel and tailpipe trims with a signature horizontal bar. Behind the seats, an aerodynamically designed double scoop reinforces the distinctive design. Together with the chrome element on the hood,

it gives the profile of the two-seater particularly elegant and sporty proportions, especially with the top down.

Maybach-specific interior with radiant, Crystal White Nappa leather

Inside, sustainably tanned, MANUFAKTUR Crystal White Exclusive Nappa leather creates an exceptionally exquisite ambience. It extends to the door panels, center console and the brand's signature comfort seats. The seat upholstery features a new unique geometric design. The space behind the seats is also finished in Crystal White Nappa leather. The seat backrests and silver chrome trim provide a striking contrast. The digital driver display and electrically adjustable center multimedia display feature Maybach-specific start-up animations and display styles. Further brand hallmarks in the interior include the steering wheel, stainless steel pedals and stainless steel door sills.

POLICE

WATCH MODEL: TOUGH GEAR



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AUDI ACCELERATES INTO 2025 WITH A BOLD NEW RS LINE-UP



- **Three new RS performance models unveiled during the Michelin 24H DUBAI 2025.**
- **In GCC countries, the RS 3 models are available for orders now from USD 69,946*, the RS Q8 range from USD 169,007*, and the RS e-tron GT models from USD 190,000*.**

Audi has kicked off its 2025 campaign with a bang, debuting three new RS models at the iconic Michelin 24H DUBAI 2025 at Dubai Autodrome. Combining Audi's motorsport legacy with advanced innovation, the new RS 3, RS Q8 performance, and RS e-tron GT performance models represent the pinnacle of engineering and design. Catering to both performance enthusiasts and those seeking luxury, these models reinforce Audi's reputation for excellence across the Middle East.

A Versatile Line-Up with New Variants for Every Driver

Building on its legacy of *Vorsprung durch Technik*, Audi's RS performance line-up represents a bold step forward in performance

and innovation. Continuing its product offensive, Audi begins 2025 with the introduction of the RS 3, RS Q8 performance, and RS e-tron GT performance—each offering precision engineering, striking design, and unmatched performance. Whether it's the compact agility of the RS 3, the commanding SUV presence of the RS Q8 performance, or the electrified luxury of the RS e-tron GT performance, these models set a new standard for automotive excellence.

Audi RS 3: Performance Meets Versatility

The RS 3 has been reimagined with a striking facelift, combining refreshed aesthetics with cutting-edge technology. At its heart lies Audi's 2.5-litre five-cylinder TFSI engine, delivering an exhilarating 400 horsepower and best-in-class acceleration of 0 to 100 km/h in just 3.8 seconds. The RS Torque Splitter dynamically distributes power between the rear wheels, enhancing agility and precision during spirited cornering, while a dedicated drift mode underscores the car's playful character on closed tracks.

Visual updates include a redesigned honeycomb grille, re-sculpted bumpers, bold air intakes, and

updated LED light signatures. Drivers can now choose from new exterior colours and opt for performance wheels for added road presence. Inside, new RS bucket seats offer superior support in spirited driving, while carbon fibre accents and customisable ambient lighting provide a motorsport-inspired atmosphere. Combined with Audi's MMI infotainment system, the RS 3 delivers an immersive driving experience tailored to modern performance enthusiasts.

Audi RS Q8 performance: The Ultimate SUV

The RS Q8 performance represents the pinnacle of Audi's combustion-engine SUVs, blending unrelenting power with everyday practicality. The 4.0-litre V8 biturbo engine, paired with mild-hybrid technology, produces a formidable 640 horsepower and 850 Nm of torque, launching the SUV from 0 to 100 km/h in just 3.6 seconds. Enhancements to the turbochargers and increased boost pressure elevate the performance of the RS Q8 to new heights, making it Audi's most powerful SUV.

The exterior features a refreshed design, including a more aggressive front fascia, redesigned air



intakes, and enhanced rear diffusers. Exclusive lightweight 23-inch wheels—available in matte black or titanium finishes—contribute to the vehicle's athletic stance while improving overall efficiency. Inside, the cabin features RS-specific elements such as perforated Valcona leather seats with contrast stitching, a driver-centric digital cockpit, and a state-of-the-art Bang & Olufsen sound system. Whether navigating city streets or open highways, the RS Q8 performance offers unparalleled luxury with uncompromising strength.

Audi RS e-tron GT performance: Leading the Electric Revolution

Audi's electric flagship, the RS e-tron GT performance, sets new benchmarks for sustainable luxury and thrilling performance. Its dual-motor setup delivers up to 925 horsepower in boost mode (when using Launch Control), launching the car from 0–100 km/h in a breathtaking 2.5 seconds. The battery capacity now stands at 105 kWh (gross), and—thanks to the advanced 800-

volt electrical architecture—this allows ultra-fast DC charging of up to 320 kW. As a result, the battery can be replenished from 10% to 80% in just 18 minutes, extending the car's range to as much as 592 kilometres (WLTP).

Aerodynamic enhancements, including an adaptive rear spoiler and underbody airflow optimisation, ensure efficiency without compromising the RS e-tron GT's striking silhouette. A new active air suspension adapts to driving conditions in real time, providing a refined balance between comfort and dynamic handling. Inside, an optional sunroof with transparency control lets occupants tailor the amount of natural light, while a new steering wheel with satellite buttons places key functions within easy reach. An expansive digital cockpit and premium materials complete the interior, showcasing Audi's commitment to innovation and craftsmanship. The RS e-tron GT performance embodies Audi's vision for sustainable mobility without sacrificing driving thrills.

Engineering Excellence

With its latest RS line-up, Audi reaffirms its dedication to innovation and craftsmanship. Designed to meet the unique demands of the region, these models offer unparalleled performance, luxury, and sustainability. Audi invites drivers to explore these exceptional vehicles and experience the future of automotive excellence.

Audi Middle East's Managing Director Rene Koneberg comments: "As part of our largest product offensive to date, we're beginning the new year with a bold statement. Our RS performance line-up exemplifies Audi's relentless pursuit of excellence. By seamlessly blending high performance, innovative design, and smart technology, we are delivering vehicles that not only meet but exceed the expectations of our customers. The unveiling at the Dubai 24-hour race highlights our unwavering commitment to the region and its passion for automotive excellence."

2025 BENTLEY CONTINENTAL GT SPEED: REDEFINING THE DEFINITIVE GRAND TOURER



Bentley Motors is proud to reveal the fourth generation Continental GT Speed, following in the 21-year tradition of the Continental GT family by redefining the ultimate blend of supercar performance, handcrafted luxury and everyday usability.

A comprehensive exterior and interior redesign with clean modern detailing follow the new design DNA established by the coachbuilt Bentley Bacalar and Batur. Outstanding performance is brought by an all-new Ultra Performance Hybrid powertrain with 782 PS and 1,000 Nm, from a 4.0-litre V8 working in tandem with a 190 PS electric motor. 0-60 mph in 3.1 seconds is the result, with the benefit of 50 miles (81 km) of usable electric-only range (on the EU drive cycle) and a total range of 534 miles (859 km) – creating an everyday supercar.

The performance of the powertrain is matched by a new chassis system, with new two-chamber air springs paired with new dual-valve dampers, along with Bentley Dynamic Ride (48V active anti-roll

control), eLSD and torque vectoring. Incredible body control and the best Continental GT ride comfort to date are the results, supported by a 49:51, rear-biased weight distribution for the first time in the car's history.

Under the skin, a suite of modern innovative technology delivers class-leading capability so that every journey is a seamless experience in terms of driver assistance, infotainment systems and connected car services.

The new exterior continues the design revolution for Bentley's future journey, with the biggest revision to the face of the Continental GT in two decades, and the first mainstream Bentley with single headlamps since the 1950s.

World-leading Bentley interior cabin design, materials, quality, and craftsmanship continue with the introduction of further wellness seat technology, new air ionisation, three-dimensional leather textures, new modern quilting, and technical finishes such as

new dark chrome.

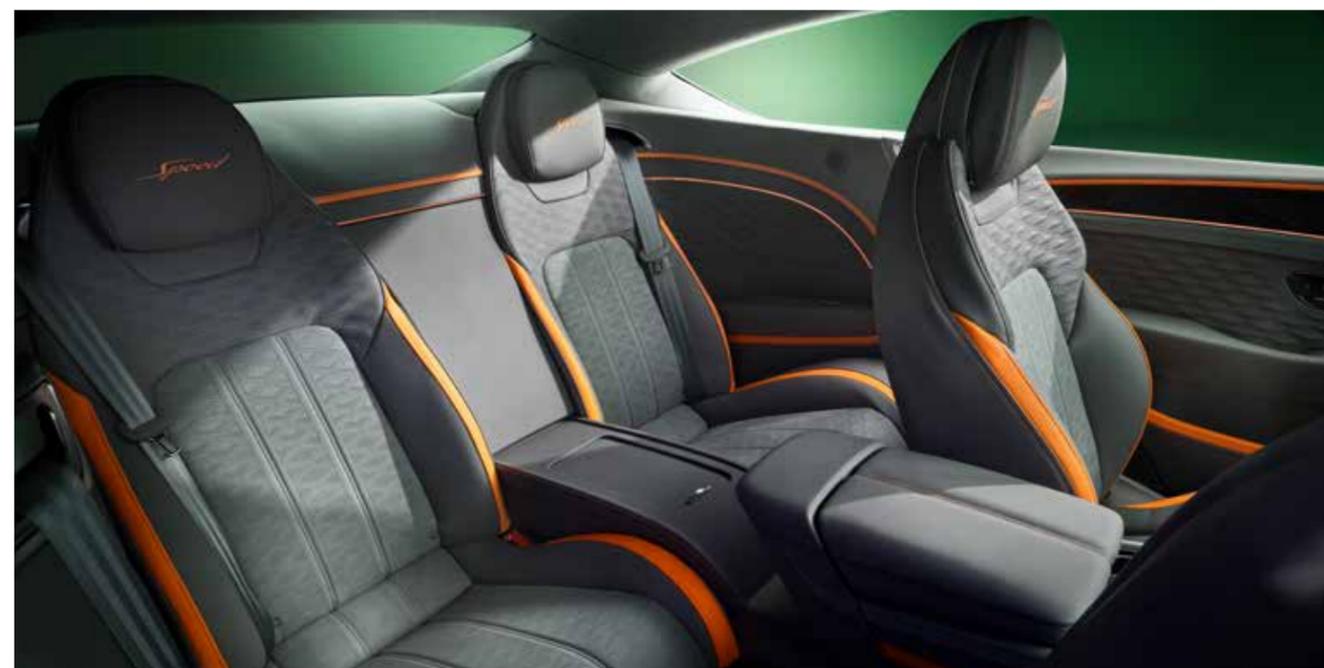
A completely new 400-volt electrical architecture enables the most advanced suite of powertrain technology to be offered by a luxury automotive brand today, delivering emissions of 29 g/km of CO2 and an electric range of 50 miles / 81 km on the WLTP drive cycle.

For the first time in the history of the Continental GT, the convertible Continental GTC is being launched concurrently with the coupe - providing ultimate flexibility for customers who appreciate both open topped and closed roof motoring.

Both coupe and convertible models will be crafted entirely by hand at Bentley's Dream Factory in Crewe, England. Production and deliveries are due to begin in Q3.

The Ultra Performance Hybrid

For the new Continental GT Speed, a brand-new Ultra Performance Hybrid powertrain has been





developed. The new powertrain combines a new 4.0 litre V8 engine capable of producing 600 PS (584 bhp) with a 190 PS (187 bhp) electric motor. Peak system output is 782 PS (771 bhp) – enough for a 0-60 mph sprint time of just 3.1 seconds and a top speed of 208 mph (335 km/h).

System torque is increased by over 11 per cent compared to the outgoing W12-powered Continental GT Speed, from 900 Nm = to 1000 Nm (738 lb ft). System power has also increased by 19 per cent, from 659 PS to 782 PS. This makes the new Continental GT Speed the most powerful Bentley ever, beyond the levels of the second-generation Supersports and the Batur.

The system manages the energy flows dependent upon the mode chosen – with pure EV, electric boost, regenerative braking – and, most importantly for this new GT Speed – a charge mode, where the engine drives the wheels and charges the battery at the same time.

The new class-leading powertrain delivers extreme performance and sets the latest Continental GT apart from other competitors - with more horsepower, more torque and a significant drop in CO2 and fuel consumption figures to around one tenth of equivalent conventional petrol powertrains. In turn, this provides an extraordinary range of driving capability, from extreme performance to silent and effortless electric luxury.

Due to the combination of the V8 engine and electric power, Bentley's engineers have been able to deliver improved power and torque across the full rev range. This includes a vital boost from the electric motor for strong acceleration from low speeds and throughout the mid-range, combined with increased performance from the V8 engine at higher speeds too. A significant amount of development has also been invested in the exhaust note too, emphasising the cross-plane quality – and without the use of artificial, electronic enhancement.

Equally impressive are the electric modes, allowing customers to enjoy silent and seamless motoring. In full electric mode, the electric motor alone can deliver 190 PS and 450 Nm, more than enough to keep up with the traffic in most situations. Full electric mode can be deployed at speeds of up to 87 mph / 140 km/h, with throttle applications of up to 75 per cent. The battery can be fully replenished in as little as 2¾ hours thanks to significant improvements in charger and battery capacity, with 11 kW peak charging power.

The Performance Active Chassis

The new Continental GT Speed and GTC Speed models both benefit from the new Bentley Performance Active Chassis. This includes Active All Wheel Drive, an electronic limited slip differential, all wheel steering, torque vectoring (front to rear and across the axles), Bentley Dynamic Ride active anti roll system, and a new generation of ESC control software. In addition, the car is fitted with a new dual

valve damper system and dual chamber air springs, which enables more sophisticated tuning options. The result is that the new cars can achieve an even more impressive combination of performance, handling, and comfort.

The new twin-valve damping brings a number of benefits. The system allows increased force spread between soft and firm settings – the result is reduced compromise between road surface isolation and body control. The damper control ECU now has complete control over independent compression and rebound damping delivering better body control during compression/rebound directional changes.

Overall dynamic ability, and steering feel, have both been improved by the car's now perfect weight distribution of 49:51, achieved thanks to the intelligent positioning of the hybrid battery. The weight split brings a car that is inherently balanced during dynamic driving, and permits a range of driving styles to be accessed. With the car's advanced ESC system fully engaged, the new Continental GT Speed is completely planted and controls traction to inhibit oversteer. In Dynamic Mode, the car allows some rear axle slip, allowing the driver to control the cornering attitude of the car whilst maintaining a safety net to bring the car back in-line if required. The ESC system can also be completely turned off, at which point the Continental GT Speed's cornering stance can be balanced on-throttle by the driver for the most dynamic Bentley driving experience yet.



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2025 BMW i4 NEW DESIGN FOR THE BMW KIDNEY GRILLE, HEADLIGHTS, AND REAR LIGHTS



Slim headlights and a vertically arranged BMW kidney grille dropping deeply towards the road define the front-end styling of the BMW i4 and BMW 4 Series Gran Coupe. A refreshed design brings additional visual impact to these signature brand features. The surround of the BMW kidney grille is now finished in matt chrome, both as standard and in conjunction with the optional M Sport package. Due to the lower cooling requirement of the electric drive system, the BMW kidney grille of the new BMW i4 has a fully enclosed upper section, below which is a Black high-gloss surface topped by a matte-silver honeycomb pattern. The air intakes on the combustion-engined versions of the new BMW 4 Series Gran Coupe have a mesh structure whose surfaces are now finished in matte Quartz Silver.

New exterior paint finishes and aerodynamic wheels.

The selection of exterior paint finishes for the BMW i4 and BMW 4 Series Gran Coupe now includes Cape York Green metallic and Vegas

Red metallic. A wide variety of BMW Individual paint finishes are also offered.

The range of optional alloy wheel designs also features attractive new additions. 19-inch M Aero bi-color wheels can be ordered on cars specified with the optional M Sport Package. Also new are 20-inch BMW Individual Aero bi-color wheels in double-spoke design, available on M440i models and 430i models equipped with the M Sport Package.

New interior accents enhance a progressive sporting appeal.

The changes to the interior of the new BMW i4 and new BMW 4 Series Gran Coupe are focused on digitalization and achieving a sharper sporting profile. The upgraded BMW iDrive with QuickSelect further reduces in the number of buttons and controls in the cockpit. The functions of the automatic climate control system and seat and steering wheel heating can now be operated by touch via the BMW Curved Display or by voice command through

the BMW Intelligent Personal Assistant. New adjustment controls for the air vents allow the airflow direction to be adjusted using rotating and tilting movements.

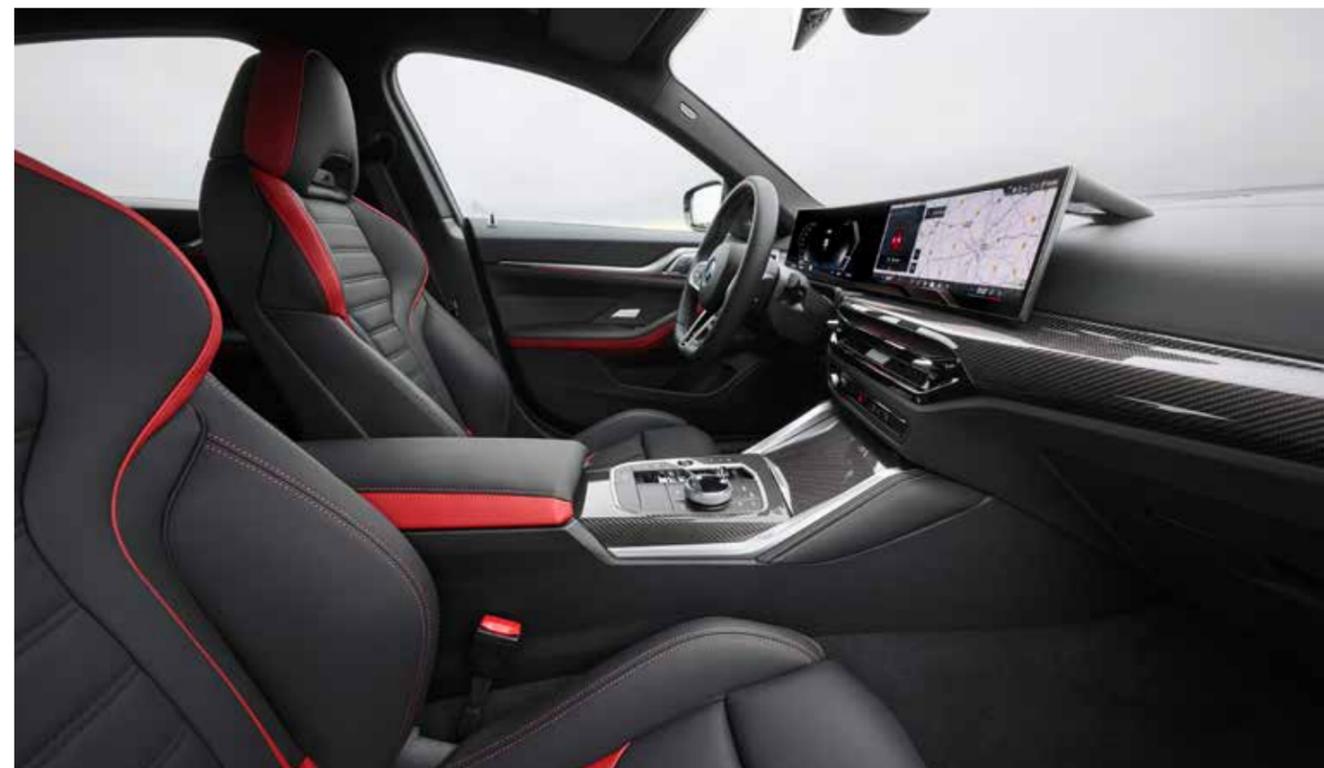
High-quality materials, new interior trim elements.

New interior trim elements include M Fine Brushed Aluminum, new Finline Light open-pored and Grey Blue Ash open-pored fine wood trim variants.

The Sensatec upholstery covering the instrument panel now has a smoother, more refined surface that extends to the upper portion of all four door panels. And customers can now specify a Galvanic finish for the gear selector, BMW iDrive Controller, and Start/Stop button on the center console.

Combustion engines with 48V mild hybrid technology. Powerful and efficient.

The new B58B30M2 3-liter inline 6-cylinder





engines in the 2025 M440i Gran Coupe models feature a new 48V mild hybrid (MHEV) technology for sharper power deliver and greater efficiency. The auxilliary electric drive of the 48V starter generator can provide 11 hp of boost to the 375 hp TwinPower Turbo engine, resulting in a total system output of 386 hp @ 5,200-6,250 rpm and 398 lb-ft of torque @ 1,900-4,800 rpm.

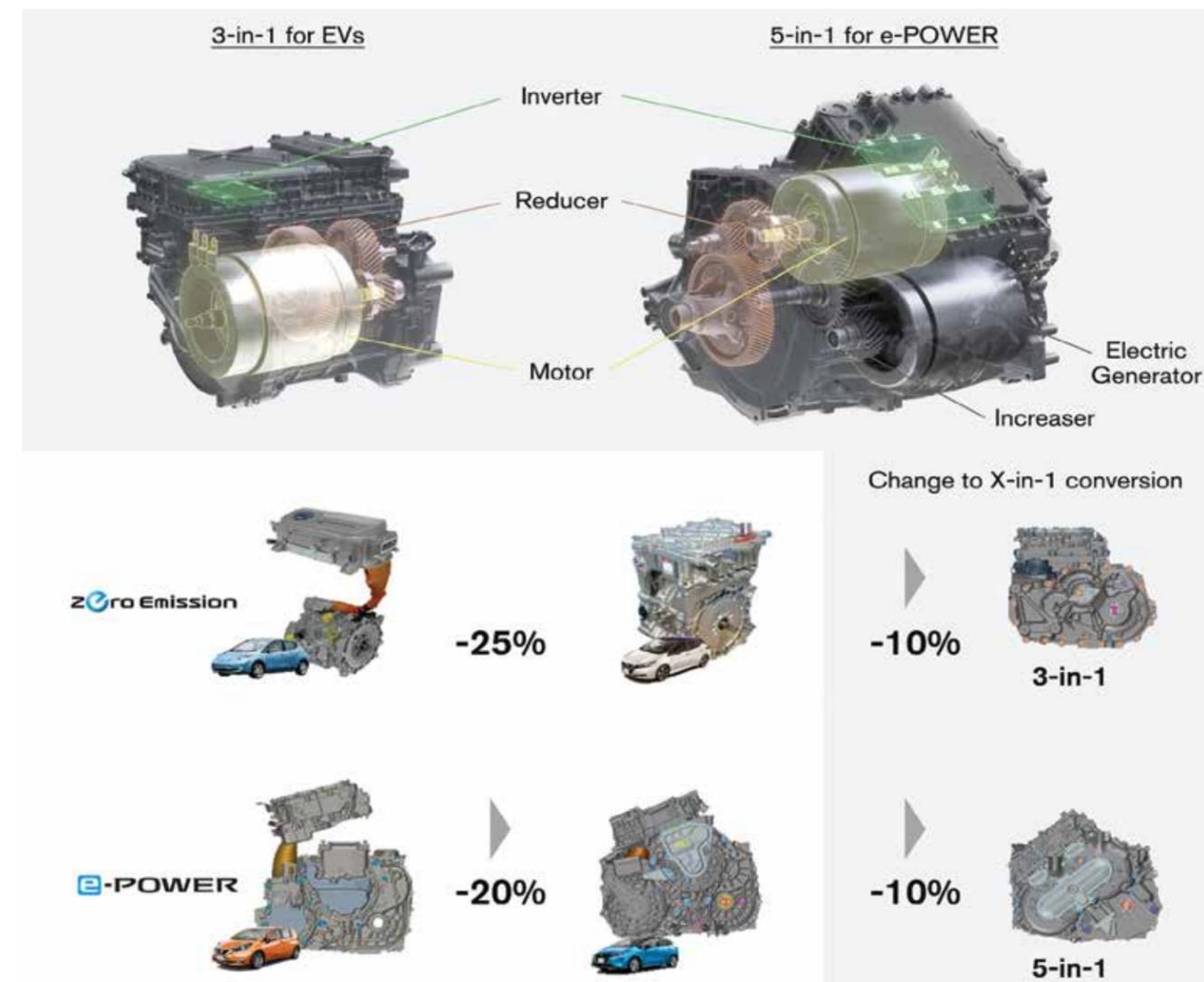
Unique design elements for the M

Performance models.

The BMW i4 M50 xDrive and BMW M440i xDrive Gran Coupe underline their sporty character with M-specific design features. Both models now feature a BMW kidney grille with a Black high-gloss surround and horizontally arranged bars adorned by a BMW M logo. And the front apron elements previously finished in Cerium Grey now come in Black high-gloss. Display and control/operation system, connectivity.

The latest generation of the BMW iDrive display and control/operation system with QuickSelect based on BMW Operating System 8.5 opens up a new way of intuitively controlling vehicle functions and accessing digital services in the BMW i4 and BMW 4 Series Gran Coupe. With the digital BMW Curved Display screen grouping and the expanded capabilities of the BMW Intelligent Personal Assistant, the driver-centric cockpit has been optimized for touch control and natural language.

NEXT-GENERATION X-IN1- ELECTRIC POWERTRAIN



Further commonize and modularize core EV and e-POWER components, with the goal of reducing the cost of e-POWER to that of ICE vehicles by 2026

Nissan's current electrification strategy is based around with two pillars: electric vehicles (EVs) and e-POWER. Our development of the X-in-1 next-generation electric powertrain will promote the spread of EVs through the pleasure of a 100 motor-driven experience and the sharing and modularization of core

components. These efforts will enable us to develop electrification technologies more efficiently by applying the knowledge gained from EVs to e-POWER and vice versa.

Commonized use and modularization of core components

The EV and e-POWER electric powertrains are 100% motor-driven and are unique to Nissan. Since both only use motors, core components can be commonized. The modularization of the X-in-1 will result in improved performance, reduced

weight, smaller size, and better noise and vibration control through integration. Additionally, sharing core components will lead to cost reductions. Our aim is to reduce the cost of parts and production by 30% compared to 2019.

3-in-1 for EVs Modularize three components (motor, inverter, reducer)

5-in-1 for e-POWER Modularize five components (motor, inverter, reducer, electric generator and increaser)

2025 INFINITI QX80 REIMAGINES THE LUXURY SUV



The all-new 2025 INFINITI QX80 resets the full-size luxury SUV segment benchmark. It brings together understated yet detailed style, intelligently integrated technology and a commanding, effortless driving experience. As the flagship of the lineup and first new model in INFINITI's product renaissance, the all-new QX80 delivers extraordinary comfort, convenience and technology for all three rows. "INFINITI has always sought to raise the bar in automotive luxury, going beyond the vehicles themselves to provide a truly satisfying, total ownership experience," said Craig Keeys, group vice president, INFINITI Americas. "The all-new 2025 INFINITI QX80 is the ultimate expression of bold design, first-ever technologies and detailed craftsmanship, and we believe it reestablishes the standard for full-size luxury SUVs."

Artful, evocative design brought to life

The all-new 2025 INFINITI QX80 is the first model to showcase the latest evolution of

INFINITI design, building on long-standing expertise in craftsmanship and detailing.

"The all-new QX80 is the first production model to be born under our evolved design language, Artistry in Motion," said Alfonso Albaisa, senior vice president for Global Design. "On the exterior, we held true to the provocative vision we established with the QX Monograph and on the inside, we seamlessly integrated technology amongst the finest materials, to deliver a sense of extraordinary craftsmanship for all three rows."

An unforgettable welcome

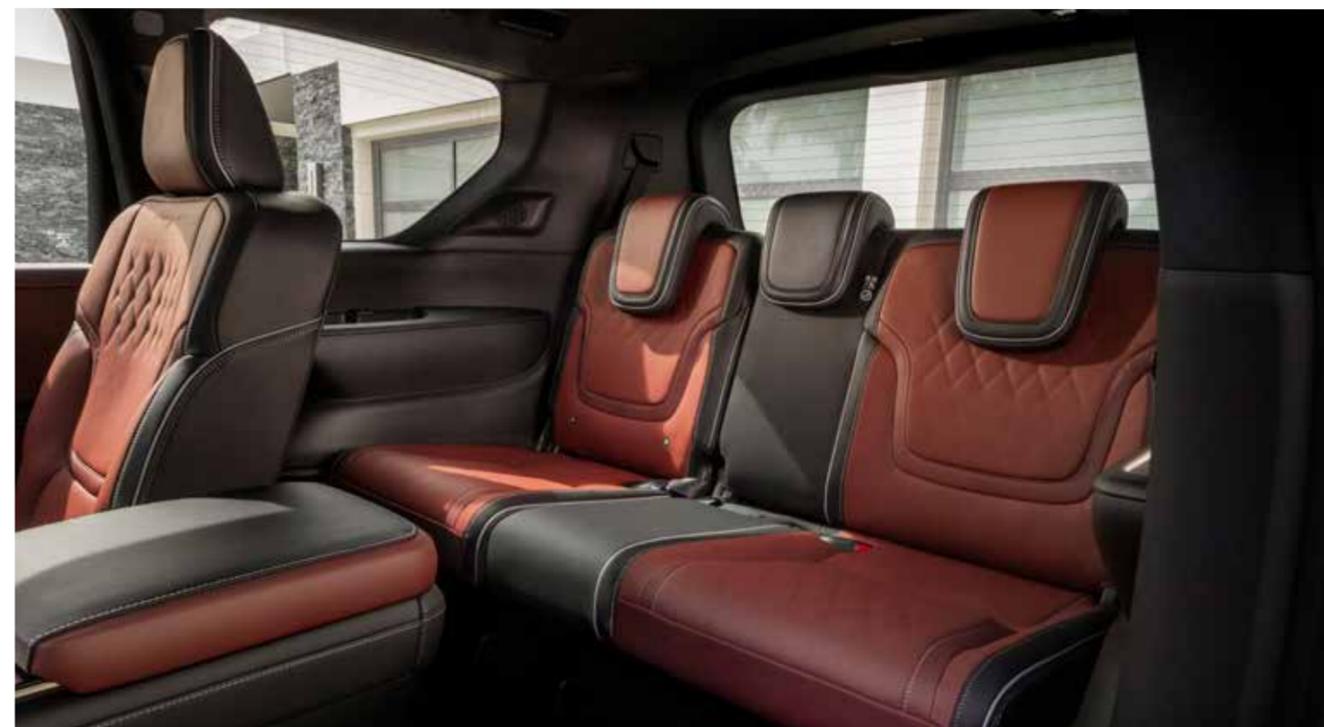
In a nod to the Japanese principle of thoughtful hospitality, the all-new QX80 features a dramatic welcome sequence that includes activation of the available INFINITI Light Path. Upon approaching the vehicle with the key fob, the flush door handles automatically extend to welcome occupants. A stunning light show proceeds when the vehicle is unlocked: the INFINITI emblem illuminates, followed

by individual elements in the DRLs, continuing from the center of the vehicle outwards. It culminates in the INFINITI Light Path, a stunning projection on the ground featuring the INFINITI wordmark and wing-like geometric shapes.

Luxurious and functional interior

The interior of the all-new QX80 is heavily inspired by Japanese culture and the principle of *miyabi*. Derived from Kyoto artisan culture, it references the use of layered, soft materials and gorgeous, flowing integration of technology and extraordinarily high-quality materials. Soft-touch materials abound, with particular attention paid to layering them over any hard parts where passengers' arms or elbows may rest upon them. Additionally, elements like leather appointments, wood trims, suede and metal seamlessly incorporate high-tech items like touchscreens.

QX80's dashboard concept uses two 14.3-inch





displays. Ahead of the driver is a configurable meter with three views – Classic, Elegant and Enhanced – that can be operated by way of an ergonomically positioned jog wheel on the right of the steering wheel. That jog wheel can also operate the center INFINITI InTouch® display, or occupants can simply touch, tap and swipe, like on a tablet.

For the first time, QX80 also offers an available color head-up display⁷ to help keep key information in the driver's eyeline.

Delivering on the INFINITI promise to incorporate powerful technology that enables a more connected and convenient drive, the center display comes with Google built-

in⁵. Always-updated Google Maps allow for simple and efficient navigation, while users can download many of their other favorite apps on Google Play⁸. Google Assistant further makes everyday interactions easier and safer, allowing for natural-language requests like, "Hey Google, navigate to my nearest INFINITI retailer."

THE FUTURE OF AUTONOMOUS DRIVING: ARE WE THERE YET?



The rise of autonomous vehicles (AVs) promises a revolution in transportation, but as development continues, the question remains: are we truly close to a future where self-driving cars become commonplace? Here's an in-depth look at the technology driving autonomous cars, the challenges they face, and what we might expect in the years to come. The State of Autonomous Driving Technology Today, self-driving technology is classified into five levels by the Society of Automotive Engineers (SAE):

- 1 **Level 0: No automation (the driver controls all aspects).**
- 2 **Level 1: Driver assistance (systems like adaptive cruise control).**
- 3 **Level 2: Partial automation (driver must still be ready to take over).**
- 4 **Level 3: Conditional automation (driver only intervenes in certain conditions).**
- 5 **Level 4: High automation (operates without driver intervention in designated areas).**
- 6 **Level 5: Full automation (can handle all driving tasks anywhere).**

Most commercially available cars today operate at Level 2 or Level 3, with Tesla, GM, and other automakers leading the way. Tesla's Autopilot, for example, enables the vehicle to handle tasks like lane changes and braking, but drivers still must stay engaged. At the forefront of fully autonomous Level 4 and Level 5 systems is Waymo, Google's self-driving car project, which is testing AVs in specific areas with no human intervention. However, there are significant hurdles before these vehicles become widely available.

Technological Hurdles and Advancements

One of the primary challenges in AV development is creating software that can process and react to vast amounts of data in real-time. AVs rely on sensors like LiDAR, radar, and cameras to understand their surroundings, but interpreting this data quickly enough to make safe decisions is a technological feat. Neural networks and machine learning algorithms have made great strides in recent years, but they must be trained on millions of scenarios to ensure reliable performance.

Another hurdle is dealing with unpredictable road conditions, like weather and construction. Autonomous driving systems must be able to adapt to diverse environments while maintaining passenger safety. Companies like Tesla and Waymo have heavily invested in neural networks and AI systems that "learn" from real-world driving experiences. However, this learning process is ongoing, as there are endless potential scenarios to cover.

Regulatory and Ethical Challenges

The regulatory landscape for AVs is another significant barrier. In the U.S., each state sets its own rules for AV testing, which can create a patchwork of regulations for manufacturers to navigate. European countries have generally taken a cautious approach, mandating high safety standards that delay large-scale testing. Without consistent international standards, companies face difficulty launching AVs across borders, slowing down mass adoption. Ethical considerations also play a crucial role in AV deployment. Who is responsible if a self-driving car causes an accident—the car manufacturer, software

developer, or the passenger? Automakers and lawmakers must address these concerns to build public trust. Additionally, AI-driven ethical decision-making in unavoidable accident scenarios—often called the "trolley problem" for AVs—is a deeply complex issue. Some argue for government involvement to create an ethical framework for AVs, while others advocate for leaving ethical programming to manufacturers.

The Road Ahead: What's Next for AVs?

Looking to the future, most experts agree that Level 5 autonomy is still several years away, with realistic estimates putting its arrival at least a decade out. Even though Tesla and other companies have ambitious timelines, technical and regulatory challenges may hinder progress. In the near term, however, Level 4 autonomy may become more prevalent in urban areas, especially with ride-hailing services like Waymo and GM's Cruise leading the way.

Public acceptance will also play a crucial role in the AV rollout. Many people are hesitant about fully autonomous cars due to safety concerns, and incidents involving self-driving prototypes have only heightened these fears. Manufacturers will need to educate the public on AV safety features and provide ample testing to prove reliability before people embrace this technology en masse. The future of autonomous driving holds exciting possibilities, but it's essential to temper expectations. While AVs are indeed advancing rapidly, achieving widespread adoption will require significant improvements in technology, regulatory frameworks, and public trust. Until then, we're likely to see a gradual integration of more advanced driver-assistance features that bridge the gap to full autonomy.

THE HEART OF E-MOBILITY AT THE BMW GROUP

BMW Group Plant 02.20 celebrates 10 years of electric powertrain component production



Since the first production lines went on-stream ten years ago, BMW Group Component Plant 02.20 in Dingolfing has built more than 1.5 million electric motors, one million high-voltage batteries and ten million battery modules. The site in Lower Bavaria continues to blaze a trail for the ramp-up of electromobility. Today, the BMW Group has a higher percentage of total sales from electrified vehicles than any other German automotive manufacturer. "Our Plant 02.20 in Dingolfing plays a crucial part in this," explains Stefan Kasperowski, Vice President High-Voltage Battery production at Bavarian plants. "We provide the BMW Group's vehicle plants with a reliable and flexible supply of e-drive components for our electrified vehicles."

State-of-the-art site with long history
Plant 02.20 is a prime example of successful transformation, having been in operation for more than half a century. For many years, it was home to the BMW Group's central spare parts warehouse. It was only in the early 2010s that aftersales logistics was relocated, making room for electromobility. There were initially about 200 employees producing electric motors and high-voltage batteries for the BMW Group's first plug-in hybrids and, later, its fully-electric models. The current fifth generation of electric motors and high-voltage batteries began rolling off the production line in 2020. Since 2015, the BMW Group has invested more than one billion euros in transforming Plant 02.20 into the company's "heart" and Competence Centre for E-Drive Production, establishing around 15

production lines for battery modules, electric motors and high-voltage batteries. Over time, the number of BMW Group employees has gradually increased and production volumes have risen. Today, more than 2,500 people work in e-drive production at Plant 02.20. The majority of these employees previously worked in other areas of vehicle production.

Ten years ago, Markus Fallböhrer, current Senior Vice President Battery Production at the BMW Group, was responsible for planning and production of electric drive systems in Dingolfing and Landshut. "Redesigning and transforming Plant 02.20 plant at this record pace was certainly quite a feat," he recalls. "We managed construction work, commissioning of systems and series production virtually



simultaneously. This enabled us to meet growing demand for electrified models and successfully implement the transition to e-mobility." As Fallböhrer points out, the high quality of e-components, economical production methods and stable supplies to vehicle plants are all crucial. Today, Plant 02.20 consistently operates at a high level, supplying the production network with components for electrification. "Dingolfing is the heart of the e-drive at the BMW Group," says Klaus von Moltke, Senior Vice President Engine Production at the BMW Group. "About 80 percent of all our electric motors are currently produced in Dingolfing." The figure for high-voltage batteries is around 60 percent.

Close links between battery factory and vehicle production

To continue to meet growing demand for

electrified models in the coming years, the BMW Group has created a global network for e-drive production, with additional locations in Leipzig, Regensburg, Spartanburg (USA) and Shenyang (China) for the current generation of high-voltage batteries. For the new sixth generation, which will be used from 2025 onwards in the models of the Neue Klasse, locations are being established around the world in the US, Mexico, China and Hungary, as well as in Irlbach-Straßkirchen in Lower Bavaria. In line with its "local for local" principle, these sites are located as close as possible to BMW Group vehicle plants.

Production network benefits from Dingolfing expertise

As the nucleus of electrification at the BMW Group, Plant 02.20 will continue to play a key role in the future, supporting development of new facilities in

a variety of different ways. Comprehensive skills development for the new plant in Debrecen is currently underway. Some of the employees will also be deployed to the new high-voltage battery facility in Irlbach-Straßkirchen. The BMW Group engine plant in Steyr, Austria, which will build the upcoming generation of electric motors for the Neue Klasse, will also benefit from Dingolfing's expertise in electric motor production, while the housing will be supplied by Plant Landshut. Looking ahead, Kasperowski says: "Both the capacity of the Dingolfing location and its employees' skills will continue to be in demand." Fallböhrer confirms: "We are reaping huge benefits from having navigated the learning curve for e-component production ahead of others. The whole production network is now harnessing this knowledge to continue the success and bolster the growth of e-mobility at the BMW Group."

MERCEDES-BENZ ECAMPUS: CONCENTRATED EXPERTISE IN BATTERY TECHNOLOGIES WITH “MERCEDES-BENZ DNA”



- New competence centre for development of innovative, high-performance battery cells and new manufacturing processes
- Ola Källenius: “Our goal is to reduce battery costs by more than 30 percent in the coming years”
- In 2024, Mercedes-Benz will invest 14 billion euros in research and development and in its plants – a significant proportion will be channelled into the development of batteries and electric drive systems
- New “Industrial Cell Lab” covers the entire product and process chain of cell development and production, and enables the development of expertise for an economical manufacturing process
- Investments in the three-digit million range strengthen Stuttgart-Untertürkheim as a high-tech location for drive technologies
- Sustainable building concept: recycled concrete, green roof including photovoltaics Mercedes-Benz is significantly strengthening its development activities in battery technology.

In a ceremony attended by the German Federal Minister of Economic Affairs Robert Habeck, Baden-Württemberg's Minister-President Winfried Kretschmann and other high-ranking guests, Mercedes-Benz opened the eCampus at the heart of its headquarters in Stuttgart-Untertürkheim. It is the competence centre for the development of cells and batteries for the future electric vehicles of the brand with the star. The aim is to develop innovative chemical compositions and optimised production processes for high-performance cells with “Mercedes-Benz DNA” and reduce battery costs by more than 30 percent in the coming years. The Mercedes-Benz eCampus covers the entire field of battery and cell technology. It ranges from the development

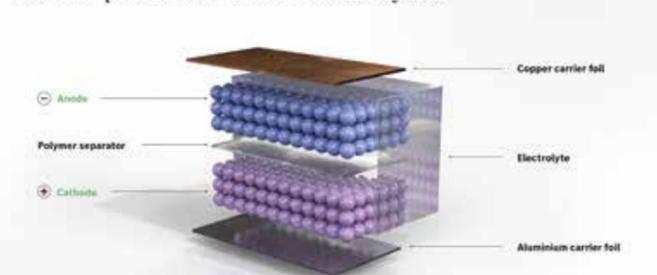
and evaluation of new cell chemistries and industrial-scale cell production to the testing and certification of complete battery units.

“The opening of the Mercedes-Benz eCampus marks an important step in our sustainable business strategy. It is our ambition to also play a leading technological role in electric mobility. The eCampus brings us closer to this goal. The work carried out here will help to reduce battery costs by more than 30 percent in the coming years. By locating the eCampus at the heart of our centre for research and development of drive systems, it signifies a clear commitment to a more sustainable future and to the long heritage of our Stuttgart-Untertürkheim location.”

Ola Källenius, Chairman of the Board of Management of Mercedes-Benz Group AG

Mercedes-Benz is developing various forms of cell chemistry. Among other things, the company is working on lithium-ion cells with high-energy anodes based on silicon composites and innovative cobalt-free cathode chemistries, as well as on solid-state battery technology. The aim is to develop the best possible cells with “Mercedes-Benz DNA” for high energy density, fast-charging capability and performance and to build up expertise for their industrialisation. Specifically, the energy density can be increased to up to 900 Wh/l through the use of new technologies such as high-silicon anodes or solid electrolytes. The only way to scale up production effectively is through comprehensive knowledge of cell chemistry and design. The knowledge gained flows into series production of battery cells at partner companies – for use in future generations of Mercedes-Benz batteries. The importance of mastering cell chemistry for the development

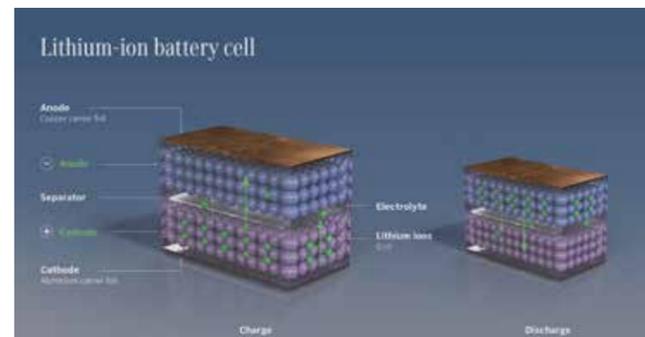
Basic components of a lithium-ion battery cell



of future products has been demonstrated by the VISION EQXX technology programme, for example. Thanks to a powerful battery with pioneering cell chemistry, this vehicle has set distance and efficiency records for electric vehicles on several journeys.

Operations at the new competence centre for battery technologies in the heart of the Stuttgart-Untertürkheim plant will start in two stages. The approximately 10,000-square-metre factory for the industrial production of battery cells has started operations after a construction period of around two years. State-of-the-art production facilities in the “Industrial Cell Lab” make it possible to manufacture and test battery cells with different chemistries on an industrial scale. Several tens of thousands of cells can be produced here every year for the development of future battery generations. The production process consists of a series of automated and manual steps. It covers all battery cell manufacturing steps from electrode production to cell assembly including electrolyte filling, forming with the first charging and discharging processes and finishing.

The cell production process has a major influence on the quality of the battery. Mercedes-Benz has therefore the ambition to not only master the chemical composition of the cells, but also the industrial manufacturing process. The new Industrial Cell Lab enables the company to gain expertise in the economical production of cells with “Mercedes-Benz DNA”. It thus complements the two existing cell laboratories: Novel cell chemistries and advanced cell designs are developed and evaluated in the “Chemistry Lab”. In the “Flexible Cell Lab”, the new developments are produced and tested in automotive pouch cells.



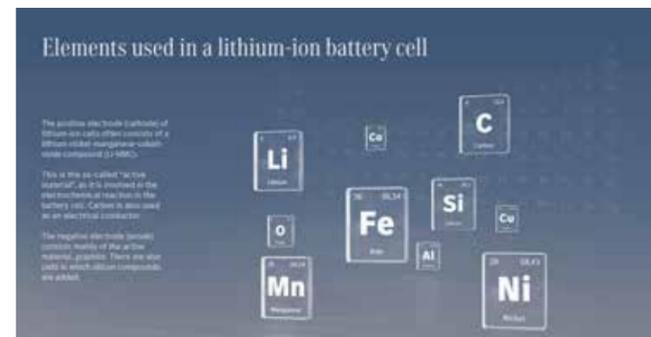
The new building for the second stage is due to be completed by the end of this year. Among other things, this state-of-the-art test and proving centre will house a battery ramp-up factory for product and process development as well as maturity assurance for large-scale industrial production. Various functions of the test centre at the Nabern site will be transferred to the eCampus in Untertürkheim for this purpose. State-of-the-art test benches are being built on an area of around 20,000 square metres to comprehensively test and prove the safety and service life of batteries.

The new Mercedes-Benz eCampus building is located on the site of the former buildings 132/1 and 132/2 in the centre of the Stuttgart-Untertürkheim plant, which looks back on a long and eventful history. The original building 132/1 was built back in 1907 and in its early years housed the production of camshafts and crankshafts. These were used in numerous generations of Mercedes-Benz combustion engines. Over the years, a number of different capabilities were added. These included tool calibration, the central inspection area, the production inspection area for crankshafts and connecting rods and production management for engines. As a competence centre for future drive technologies, the new eCampus plays a key role in the transformation of the plant with a heritage spanning 120 years.

120 years of Mercedes-Benz Untertürkheim

With the new eCampus, Mercedes-Benz is consolidating the role of the largest powertrain facility within its global network, which is celebrating its 120th anniversary this year. Investments in the three-digit million-euro range will strengthen Untertürkheim's role as a high-tech facility for drive technologies – a clear commitment to the workforce and to Baden-Württemberg as a centre of automotive competence.

Founded in 1904, the Mercedes-Benz Stuttgart-Untertürkheim plant spans several sub-sites in the Neckar valley and set the course for e-mobility



some time ago. The plant already produces flexible drive systems for both fully electric and electrified vehicles. Untertürkheim is responsible for the production of drive components. The forge is also located there. Furthermore, the Untertürkheim site is home to a large part of the Group's drivetrain research and development, with a test track for vehicle testing as well as the new Mercedes-Benz eCampus. The central van division and its research and development is also located here. And Untertürkheim is home to the Mercedes-Benz Group AG headquarters. In total, more than 23,000 employees work there, including sub-sites – around 14,100 of them in production. From 2024, the ramp-up of production of electric drive units for fully electric Mercedes-Benz vehicles will begin at Untertürkheim.

Highly efficient engines are produced in Bad Cannstatt. Axle production for all drivetrains and the foundry are both located in Mettingen. Parts for electric drive units will be manufactured and assembled into electric axles here from 2024. Transmission production is at the Hedelfingen plant. Battery systems for the all-electric EQS and EQE models have also been produced here since 2021. This year will also see the start of production of parts for electric drive units. Flexible production is located in Sirnau and training is based in Brühl. Since 2022, the Brühl plant has been home to a battery factory producing systems for Mercedes-Benz plug-in hybrid models. The ramp-up of production for batteries for all-electric models starts here in 2024.

Closing the battery loop

The opening of the eCampus marks an important step in Mercedes-Benz's sustainable business strategy. By 2039, the company aims for its fleet of new vehicles to be net carbon neutral over their entire lifecycle. In addition to decarbonisation, one of the most important levers for this is the establishment of a truly circular economy in order to conserve primary resources. Mercedes-Benz is pursuing a holistic approach to batteries, focussing on three core issues: circular design, value retention and closing the loop.

The eCampus activities form the starting point of Mercedes-Benz's circular concept. With the “Design for Circularity” approach, the company considers the entire value chain of battery technology from the very beginning. From development of new cell chemistries to the testing of battery cells and production in small quantities for the development, the company designs battery cells with “Mercedes-Benz DNA”. The findings flow into the series production of battery cells at partner companies. Production of batteries for electric Mercedes-Benz vehicles is net carbon neutral¹ at battery factories on three continents – including at the two Untertürkheim plants in Brühl and Hedelfingen. Local battery production is a key success factor for the Mercedes-Benz sustainable business strategy.

eCampus with sustainable building concept

The building concept for the new eCampus in Stuttgart-Untertürkheim, which covers more than 30,000 square metres, also meets Mercedes-Benz's sustainability criteria. Its foundations contain recycled concrete made from demolition materials. More than 75 percent of the usable roof area of the state-of-the-art test and proving centre is equipped with photovoltaic systems and supply the facilities with renewable energy. The entire roof area is also being greened. Reversible heat pumps and cold accumulators enable a sustainable heat supply and air conditioning for the hall. Hybrid cooling towers increase the efficiency of the water supply.

Mercedes-Benz's own production sites have been net carbon neutral¹ since 2022. By 2030, the plan is to cover more than 70 percent of production energy requirements with renewable energy. This will be achieved through the expansion of solar and wind energy at the sites and the conclusion of further corresponding power purchase agreements. The goal for all Mercedes-Benz production plants worldwide is to operate with 100 percent renewable energy by 2039.

NISSAN DEMONSTRATES AUTONOMOUS-DRIVE MOBILITY SERVICES PROGRESS ON PUBLIC ROADS



Nissan has commenced demonstrations of a prototype vehicle equipped with its in-house-developed, autonomous drive technologies - showcasing progress in its goal towards rolling out autonomous mobility services within fiscal year 2027.

The Nissan LEAF prototype vehicle incorporates 14 cameras, 10 radars and 6

LIDAR sensors. It demonstrates Nissan's progress in the field of autonomous driving, particularly within complex urban environments. Compared to earlier prototypes the company has demonstrated, the latest test vehicle features an array of roof-mounted sensors, significantly expanding the detection area and enabling more accurate detection of its surroundings.

As a result, recognition performance, behavioral prediction, and judgment functions, as well as control functions have been enhanced, delivering smooth operation in a variety of complex scenarios. Around the busy streets of Yokohama, close to Nissan's global headquarters in Japan, the LEAF prototype is able to smoothly demonstrate its ability to predict the behavior of pedestrians, conduct lane changes

NISSAN
MOTOR CORPORATION

14 CAMERAS

Recognize objects, pedestrians and the color of traffic light signals.

10 RADARS

Detect and measure the speed of objects.

6 LIDARS

Detect the position and shape of moving and stationary objects.



Autonomous development vehicles



when merging, and judge when to safely enter intersections.

Nissan has been studying business models for future mobility services since fiscal year 2017. While the current demonstration is being conducted at SAE Level 2 equivalent with a safety driver present, the company aims to continue to expand functionality and to begin offering autonomous-drive mobility services within Japan, starting in fiscal year 2027*, working with third parties such as local authorities and transport operators.

In the fourth quarter of this fiscal year, Nissan aims to begin trials in the Minato Mirai area, and plans to progress to service demonstration tests within fiscal year 2025. During the trials, the level of autonomous driving functionality will be gradually increased while assessing customer acceptance, with the aim to provide driverless services.

This initiative is being conducted in close cooperation with the Japanese Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; and other central ministries. The ministries will also

promote initiatives to realize new autonomous mobility services at the Level 4 Mobility Acceleration Committee that they organize.

Nissan's long-term vision is to empower mobility by solving transportation service issues faced by local communities. Local communities, particularly within Japan have been facing several mobility challenges, such as driver shortages, which are a result of an ageing population. Supporting a resolution to this challenge, Nissan will provide a broad range of new services that enable free movement.

ADAMAS MOTOR GROUP APPOINTS UNO MOTORS AS INEOS GRENADIER PARTNER IN LIBYA

initial deliveries commenced in 2023 and this latest step in network expansion underscores strong confidence in the future of the INEOS brand.

Karl Hamer, Chairman & CEO of Adamas Motor Group, commented: "The appointment of UNO Motors as our dedicated partner in Libya marks a significant milestone for the INEOS Grenadier brand in the region. Libya

presents a unique opportunity to introduce the rugged yet luxurious Grenadier to an adventurous audience who value durability, capability, and premium quality. We are confident that UNO Motors' expertise and customer-centric approach will drive the success of the Grenadier in this market."

Moataz Abdulrahman Mohamed Ben Gleil of Uno Motors added: "We are

thrilled to partner with Adamas Motor Group to bring the INEOS Grenadier to Libya. This is a vehicle built for our terrain and lifestyle, combining toughness with modern technology and comfort. We look forward to building a strong community of INEOS Grenadier owners and delivering exceptional service that matches the high standards of this remarkable 4X4."



- UNO Motors brings the INEOS Grenadier brand and products into Libya.
- Dedicated partner aims to build a strong community of owners with focus on customer service and aftersales excellence.
- Operations begin from a temporary facility with brand-new INEOS Grenadier showroom in development.

Adamas Motor Group is delighted to announce the appointment of UNO Motors as a dedicated INEOS Grenadier partner in Libya. UNO Motors is currently operating from a temporary facility and will focus on establishing the INEOS brand in the local market, emphasizing excellent customer service and aftersales care. A brand-new stand-alone showroom is currently in development and is expected to be completed in 2025.

Combining rugged British spirit and design with German engineering precision, the INEOS Grenadier 4X4 is a tough, go-anywhere vehicle with best-in-class off-road capability, paired with the premium comfort, refinement, and quality standards expected by today's drivers.

This new vehicle has received an overwhelmingly positive reception in the Middle East since the

INEOS Grenadier

The backbone of the Grenadier is a full box-section ladder frame chassis, with heavy-duty solid beam axles, a two-speed transfer case and up to three locking differentials. It is powered by a BMW 3.0-litre turbo-charged inline six-cylinder gasoline engine, which has been specifically calibrated for this application. Practical features include a 70:30 split rear door,

integrated roof mounting bars, pre-wiring for auxiliary lamps and accessories, and a front bumper to sit on. An 'open-source' approach to accessories means owners can tailor the vehicle to their specific requirements.

The interior combines versatility and practicality with the latest technology and exceptional comfort. Its intuitive and functional layout

features physical switches that are widely spaced for easy use on the move. A central infotainment touchscreen gives intuitive access to a range of information displays and settings menus. An overhead console provides controls and switches for off-road and auxiliary controls. Hose-out rubber flooring, leather seats and numerous stowage options mean the Grenadier is ready for anything work and life can throw at it.

LOTUS CARS UAE CELEBRATES RECORD-BREAKING TRACK DAY AT DUBAI AUTODROME



- “Born on Track” event held at Dubai Autodrome on 23 January 2025.
- Over 70 Lotus sportscars gathered for the largest Lotus event yet in the Middle East.
- Celebration of growing and vibrant community of Lotus owners in the UAE.

Lotus Cars UAE, operated by Adamas Motor Group, are proud to announce the resounding success of a historic track day held from Dubai Autodrome on Thursday, 23 January 2025. The gathering, which saw over 70 Lotus sportscars take to the track, became the largest assembly of Lotus vehicles ever held in the Middle East

– a true testament to the overwhelmingly positive reception of this iconic British brand in the UAE.

The event provided an excellent platform for Lotus Cars UAE to share updates on planned facility developments and the expanding lineup of electrified

vehicles, including the Lotus Eletre and Emeya, which led the opening parade. Additionally, the gathering showcased the unwavering passion of brand enthusiasts and owners, who brought their Lotus Emira sportscars as well as various legacy models, such as the Evora and Exige, to the track.

Karl Hamer, Chairman and CEO of Adamas Motor Group, commented: “I would like to extend our sincere gratitude to all Lotus owners who joined us on the track last week. The event was a fantastic showcase of the unique spirit of Lotus Cars, combined with the customer-centric and personalized approach of Adamas Motors.

We’re delighted to have welcomed so many owners, and we look forward to continuing our engagement with the community as we take the brand to even greater heights.”

For further information on the range of Lotus Cars in the UAE, please visit: <https://www.lotuscars.com/en-AE>.

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