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MAGAZINE



June 2024 Issue

INTRODUCING THE NEW MORGAN PLUS FOUR

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

Elegance is an attitude


Régé-Jean Page



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LONGINES




THE LONGINES
MASTER COLLECTION

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INTRODUCING 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/>



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2024 PORSCHE 718 SPYDER RS

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



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

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

The new 718 Spyder RS is a counterpart to the 718 Cayman GT4 RS. The same lightweight powertrain with its high-revving engine characteristics also powers the Porsche 911 GT3 Cup racing car. The exceptionally light and pure soft top of the 718 Spyder RS makes the highly evocative sound of the engine an even more compelling experience. The effect is further heightened by a standard lightweight stainless steel sport exhaust system and the distinctive

combustion air inlets on the sides behind the headrests.

High-revving naturally aspirated engine and lightweight construction

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

Like every modern RS model, the new 718 Spyder RS is available exclusively with the seven-speed Porsche Doppelkupplung transmission (PDK). Gearshift paddles mounted on the steering wheel allow drivers to keep their hands on the wheel even when shifting gears manually. Alternatively, the driver can shift

using the ergonomically designed selector lever on the center console. In addition to the more powerful engine, the Spyder RS weighs 59 pounds less than the 2023 Porsche 718 Spyder with optional PDK.

Balanced aerodynamics

The front end of the new Porsche 718 Spyder RS is almost identical to the front end of the 718 Cayman GT4 RS. The standard front lid is made of CFRP and features a wide air outlet above the bumper to channel the airflow. The two NACA ducts enhance brake cooling without adversely affecting the drag coefficient. Sideblades on the outer ends of the bumper contribute to downforce, while the front spoiler lip is slightly shorter than on the 718 Cayman GT4 RS, which is equipped with a large rear wing and therefore requires a larger front spoiler lip to achieve aerodynamic balance. Instead of a wing, the 718 Spyder RS features a striking ducktail spoiler that is both larger and reshaped compared to the 718 Spyder. All aerodynamic components are intricately coordinated. They maintain the car’s aerodynamic balance and contribute to a high degree of driving stability.





Lightweight soft-top design

The new 718 Spyder RS comes with a unique manually-operated, lightweight soft top. It consists of two parts: a sunshield and a weather protector. Both are completely removable and can be stowed in the vehicle. The single-layer lightweight Spyder soft-top can be used with the sunshield alone, shading the driver and passenger. The passenger compartment remains largely open to the side and behind the passengers.

Sports suspension offers high precision and agility

The chassis of the 718 Spyder RS uses a combination

of components from the 718 Cayman GT4 RS and the 718 Spyder. It comes standard with Porsche Active Suspension Management (PASM) with sport calibration and has been lowered by 30 millimeters. It also features Porsche Torque Vectoring (PTV) with a mechanical rear limited slip differential, ball joint type suspension bearings and 20-inch forged alloy wheels. The behavior of the chassis is characterized by sharp steering precision, as well as agile and neutral handling. The ride height, toe, camber, and anti-roll bars are all adjustable. Compared to the 718 Cayman GT4 RS, spring and damper rates have been reduced to achieve a more relaxed, characteristically convertible-style set-up.

Like on the 718 Cayman GT4 RS, customers can optionally specify a front axle lift system. As with the 718 Cayman GT4 RS, it raises the front end by 1.1 inches while driving up to 37 mph.

Performance-focused interior

Sporty characteristics define the inside of the car, too, with nothing but functional and ergonomic essentials. The Race-Tex covered GT Sport steering wheel features a yellow 12-o'clock marking. The standard Full Bucket seats are made of lightweight CFRP in a carbon-weave finish and offer a high degree of lateral support. The seat covers are made of black leather, while the perforated Race-Tex seat



centers features a contrasting color with a black background. The contrasting colors are Arctic Grey and Carmine Red.

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

Optional with Weissach Package

An optional Weissach Package is also available

for the Spyder RS. Particularly lightweight, optional forged magnesium wheels can be ordered in combination with this very sporty equipment package. When equipped with this package, the tailpipes of the sport exhaust system are made of titanium. Their design was inspired by the limited-edition 935 from 2018. Further exterior highlights include an exposed carbon fiber hood, carbon fiber combustion air scoops on the sides, and a carbon fiber Gurney flap on the rear spoiler. A visual highlight inside the car is the upper part of the dashboard covered with Race-Tex. The seat headrests gain embroidered "Weissach" logos, and the cloth top gains an

embossed Weissach logo.

A Matching Porsche Design Chronograph

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

BENTAYGA & MULLINER

Reach New Peaks with The Apex Edition



- * Exclusive Bentayga Apex Edition by Mulliner, based on sporting Bentayga S, limited to 20 examples globally
- * Content includes 22” carbon wheel, carbon-ceramic brakes, carbon body kit, bespoke livery and unique interior for ultimate expression of Bentayga performance
- * Choice of six distinctive designs curated by Mulliner, or the option to co-create a unique one-of-one specification
- * Carbon wheels and CSiC brakes together save 44 kg in unsprung mass for enhanced steering agility and immensely powerful, fade-free braking
- * Improved wheel stiffness equivalent to 1° in camber per 1G of force
- * Matching Bentayga Apex Edition offered exclusively for owners of Continental GT and GTC Le Mans Edition

Braking performance is also enhanced, with Carbon-Silicon-Carbide (CSiC) discs a part of the Apex Edition’s uncompromising specification. These provide a weight saving of more than 20 kg over iron disc brakes, offer a

maximum braking torque of 6,000 Nm and are engineered to withstand temperatures up to 1,000 °C.

Six curated themes by Mulliner

The first of the six Mulliner themes features an exterior in striking Candy Red satin, with a livery of Anthracite and Arctic White stripe and pinstripes in Arctic White. Inside, Arctic White main hide and Hotspur secondary hide





are complemented by Arctic White contrast stitching and seat piping. This contrast colour can also be found framing the satin carbon fibre fascia and waistrails.

Apex Edition theme two sets a darker, stealthier mood, with Anthracite exterior finish and gloss black livery stripe. Pinstripes in Mandarin provide a flash of contrast. Inside, Mandarin is revealed as the main hide, its dramatic impact framed by Beluga secondary hide. This shade also frames the satin carbon fibre veneer and overmats.

Design theme three has a bold exterior finish in Orange Flame and uses the same colour as a livery stripe on the carbon fibre body kit. Rather than a contrasting stripe colour, this design features an Orange Flame livery stripe in satin finish, creating a subtle tonal variation. Inside, Linen main hide and Newmarket Tan secondary hide are complemented by an accent hide in Charcoal, which appears on the seat wings and contrast stitching, steering wheel, and centre console.

Design theme four also features a subtle livery stripe in a satin version of the main exterior finish, in this case Alpine Green. An orange pinstripe traces the outline of the aerodynamic components. Inside, the prevalent tones are Portland and Cumbrian Green for the main and secondary hides respectively. Accents of orange appear on the contrast stitching, seat piping,

veneer edging as well as on the console and steering wheel.

Theme five features an exterior in Pale Brodgar, with an Anthracite livery stripe and pinstriping in Bacalar Bronze, a shade originally created for Bentley Mulliner's ultimate two-seat barchetta. Inside, the hide colours Linen and Porpoise set a relaxed mood, lifted by flashes of Bacalar Bronze in the contrast seat piping as well as on the steering wheel and console accent tabs.

The last design theme features an exterior finish of Extreme Silver, contrasted by a Beluga stripe running centrally along bonnet and roof. Painted pinstripes in Signal Yellow flank the body stripe and the lower edge of the aero components. Inside, Signal Yellow main hide and Beluga secondary hide create a dramatic contrast.

Finally, owners of the highly limited Le Mans Edition Continental GT and GTC, created in 2023 to mark the 20th anniversary of Bentley's sixth victory at the La Sarthe circuit, can specify an Apex Edition Bentayga in matching livery of Verdant green with Moonbeam Le Mans style racing stripe. The interior matches that of the Le Mans Edition Continental GT, with Beluga hide and napped Dinamica fabric seat faces. The interior's monochrome colour scheme is relieved by contrast seat stitching and seatbelts in Hotspur. The steering wheel, trimmed in hide and Dinamica, also features Hotspur contrast

stitching and six o'clock accent tab.

Apex Edition specification

Every Bentayga Apex Edition is comprehensively equipped with a high degree of bespoke content. Bespoke exterior features include the Styling Specification's aerodynamic front spoiler, rear spoiler, sills and mirror caps in satin carbon fibre. Interior appointments centre around a bespoke colour split with satin carbon fibre fascia, centre console and door waistrails and the five-seat Comfort Specification, complemented by the Naim for Bentley audio system. Additional bespoke touches include Apex Edition blind seat insert embroidery with contrast Bentley emblems, the Apex Edition namestyle on the waistrails, and Apex Edition carbon fibre treadplates. Carbon fibre Apex Edition badges also feature on the exterior D-Pillar. All Apex Edition models feature the latest advanced driver assistance systems (ADAS) with the inclusion of Touring specification.

Bespoke co-creation

With production limited to just 20 Apex Edition examples worldwide, exclusivity is assured. Mulliner customers are encouraged to take the curated design proposals as inspiration, and to further express their individuality throughout the personal co-creation process. Working directly with designers at the Mulliner studio, customers have the opportunity to create true one-of-one expressions of Bentayga.



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ASTON MARTIN DBX707

Technically advanced interior to match class-leading performance



The Aston Martin DBX707's unique blend of immense performance, exceptional dynamics, unmatched style and true luxury saw it rapidly ascend to the pinnacle of the sector, as the true Supercar of SUV's. Such is the overwhelming popularity of the multiple award-winning DBX707 that it now becomes the marque's single powertrain in the British ultra-luxury performance brand's SUV portfolio.

Comprehensive upgrades to the interior are central to the new DBX707, with the adoption of Aston Martin's state-of-the-art in-house developed infotainment system and a striking new cabin architecture. This transformative enhancement showcases exemplary deployment of craft and innovation combining immaculate design and indulgent luxury with a formidable

suite of connected car technology.

Marco Mattiacci, Global Chief Brand and Commercial Officer of Aston Martin said of the new DBX707: "With its best-in-class performance and dynamics, world-class design and the highest levels of luxury, the DBX707 immediately established a new ultra-luxury SUV benchmark. Now upgraded with state-of-the-art technology and a completely new interior the DBX707 moves the game on once more, further elevating the standard by which all competitors are judged".

In parallel to a comprehensive interior redesign, the DBX707 now receives Aston Martin's next-generation infotainment system. This entirely bespoke, fully integrated multi-screen system

features wireless Apple CarPlay and Android Auto plus multiple USB-C connections and full online connectivity supported by the Aston Martin customer app.

Information is displayed using best in class Pure Black touchscreen technology with full capacitive single and multi-finger gesture control. The main driver's instrument cluster is a 12.3" screen – 1.5" larger than those found in the DB12 and Vantage - with a second 10.25" central infotainment display screen integrated into the new dashboard and centre console.

Striking a perfect balance between touchscreen commands and the positive tactility of physical switches, DBX707 features buttons for the key mechanical operations of gear selection, drive





mode, heating and ventilation, continuing Aston Martin's philosophy of creating the perfect blend between digital and analogue controls. There are also control switches for suspension, ESP and exhaust, lane keep assist and park distance control, ensuring the most used controls are always conveniently to hand.

Complementing the integration of Aston Martin's next-generation infotainment system, DBX707 also showcases an all-new interior; the latest evolution of Aston Martin's bold new design debuted in the DB12 and Vantage. Exuding confidence and quality, the clean, contemporary lines create a fabulous sense of space and cohesion, with a striking horizontal design line bisecting the upper and lower sections of the new dashboard.

This strong linear theme serves to reduce the overall height of the interior, with increased use of alternating chrome materials, contemporary veneers and the simplified centre console amplify the sense of quality while achieving a perfect balance of sports car feel and impressive modern luxury.

Every area of the interior has been enhanced, from the new steering wheel to redesigned D-pull door release handles and elegant vertical air vents, both of which are now matched to bright chrome or dark chrome interior jewellery. New front door veneer panels are larger and available in a variety of new materials, including gloss smoked oak, gloss titanium mesh and updated ziricote wood, piano black and carbon fibre veneers.

There are three different interior trim

specifications, each with its own signature detailing; Inspire Comfort features matrix embroidery and quilting; Inspire Sport has vector embroidery and Accelerate with Alcantara® for an extra element of sportiness. Additional detailing comes in the form of micro piping and sateen embroidery. And, of course, there is extensive scope for further personalisation via Aston Martin's bespoke service, Q by Aston Martin.

DBX707 is now fitted as standard with the Aston Martin Premium Audio 800w 14 speaker audio system. Developed utilising advanced hardware, this system features a surround sound mode with QuantumLogic® surround sound processing for a totally immersive soundscape.



REDEFINING THE PERFORMANCE

Experience with the Bugatti Bolide



The Bolide, a testament to engineering excellence, stands at the pinnacle of track-oriented performance. Born from Bugatti’s extensive automotive and motorsport lineage, the track-only hyper sports car exemplifies the spirit of the extreme and pushes the limits of what’s possible on the racetrack.

Designed with precision and purpose, the Bolide¹ represents a departure from the norm, a shift towards a completely different realm of driving that Bugatti had not yet explored in its modern-day history. Not just focused on speed, each and every aspect is finely tuned for circuit dominance.

Yet, the Bolide isn’t just about blistering lap times, it is also about accessibility. Despite its extraordinary performance capabilities, the Bolide remains approachable – even for those without race experience. In the pursuit of perfection, Bugatti’s engineers have crafted a track-only hyper sports car that invites drivers to explore their limits.

To achieve this, Bugatti lent on state-of-the-art technology, its unrivalled motorsport heritage and direction from Bugatti Pilote Officiel and legendary Triple Crown winner, Andy Wallace. His input, garnered from years of racing at the highest levels as well as involvement with the Molsheim brand since 2011, proved invaluable to Bugatti’s engineering team as they refined the Bolide’s aerodynamics, drivetrain, and handling characteristics.

Bugatti Pilote Officiel, Andy Wallace, said: “Everything about the car is on a completely different level to what I have driven before. All cars are difficult to drive at their limit, but even at the limits of its capabilities, the Bugatti Bolide remains remarkably easy to drive. When you have a car with this much capability, and this much downforce, not many people would believe that is possible. Even I found myself in a state of disbelief after my initial stint driving the Bolide.”

Key to the Bolide’s behavior on track are several technologies deployed for the first time in a Bugatti vehicle as well as technologies that are usually not available in a track car, like ABS and ESP. Built as closely as possible around the brand’s legendary 1,600 PS 8.0-liter W16 turbocharged engine, the Bolide features an ultra-lightweight advanced monocoque of the highest quality carbon fiber composite. Developed in collaboration with Dallara, this innovative structure is designed to the same demanding Fédération Internationale de l’Automobile (FIA) LMH and LMDh requirements as Le Mans race cars.

An entirely new seating position for Bugatti – one that is reclined into the rear of the car ensuring that the heels of the driver sit slightly raised and the passenger is optimally angled towards the nose of the Bolide – also mirrors design from some of the world’s most extreme race cars. This imparts unwavering confidence on the asphalt.





This confidence also fed into in part by the unique Brembo braking system in the Bolide. The result of two years of demanding evaluation, the carbon-carbon brakes offer stopping power that is on par with the technology that goes into both LMh/LMDh and Formula 1 machinery. Guaranteeing that the Bolide stands unrivalled on every part of the track.

Extensive simulation and testing on some of the world's most revered racetracks allowed Bugatti to elevate the performance further, tuning the Bolide's aerodynamic traits in a way that is usually only associated with top level motorsport. The resultant downforce it generates, in combination with all-wheel drive with electronically controlled differentials and high-performance Michelin Pilot Sport slick tires, means that the Bolide delivers unmatched levels of traction and grip on the track.

The considerable effort put into the Bolide development program paid off. Boasting a top speed of 380km/h in low-downforce configuration, the Bugatti track-only hyper sports car demonstrates aptitude on the straights exceeding that of Formula 1, where the all-time speed record hit close to 373km/h. For Bolide, the

only boundary is finding a straight long enough to reach 380km/h, with straights on FIA approved tracks unable to exceed 2 km in length, with only a handful of exceptions worldwide. Despite the impressive top speed, elasticity is where the Bolide truly shines.

Wallace added: "The feeling when you come out of a corner, press the throttle, and experience that relentless surge of power is incomparable. You come out of that corner at 100km/h, and from there to 200km/h and then 300km/h is an absolute revelation. In that specific scenario, the Bolide would pull away from a Formula 1 car."

However, given that track performance is not defined by top speed, engineering focus from Bugatti prioritized cornering, traction, and braking over outright top speed, ensuring it perfectly suited to circuit driving. The Bolide can navigate through corners with complete precision. Its advanced aerodynamics working to generate up to three tons of downforce, and its wide track and low center of gravity creating exceptional grip capabilities with lateral forces peaking at 2.5 G. In essence, the Bolide is a master in the art of the track.

As Bugatti's most extreme creation to date, the Bolide represents a bold new approach to hyper sports car for the marque. All aspects of the car have been designed, developed, and tested to produce the greatest possible track performance whilst guaranteeing the pilot an incomparable experience. In true Bugatti fashion, the Bolide's interior exudes quality. Air conditioning, power steering and ergonomically designed seats make sure that every lap is just as comfortable as it is memorable.

Emilio Scervo, CTO of Bugatti Rimac, commented: "Development of the Bolide was a fresh but familiar direction for the brand. It's racing DNA not only demonstrates our unwavering commitment and capabilities in top tier automotive performance, but it also resonates deeply with our legacy in motorsport competition. The results of this project are evidence of our engineering prowess, craftsmanship and racing heritage – a result we are extremely proud of."

With the test phase of the Bugatti Bolide officially concluded, the Molsheim team has now shifted focus to series production. Delivery of the first customer car is expected to take place in just a few months.

Guy Laroche



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2024 MERCEDES-AMG C 63 S E

Performance The Dawn of a New Era



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

Power delivery and torque build-up occur spontaneously and without delay: as in Formula 1™, the electric support of the exhaust gas turbocharger eliminates the turbo lag of the combustion engine, while the electric motor at the rear axle pushes powerfully from a standstill. The electric powertrain and 400-volt high-performance battery are AMG-exclusive, in-house developments and underline the engineering prowess of the Affalterbach-based developers. Just like in Formula 1™, the battery is specifically designed for fast power output and draw with innovative direct cooling of the cells. The combined system output is 671 hp and 752 lb-ft of torque. These are new benchmarks for the C-Class.

For the first time in a C 63, the fully variable AMG Performance 4MATIC+ all-wheel drive transfers power to the road and includes a Drift

Mode for even more driving pleasure. Added to this is the standard-fit active rear axle steering, another unique feature in this segment.

“With the C 63 S E PERFORMANCE, we are opening a new chapter in our brand history. Even 55 years after our company was founded, we at AMG continue to show the courage and the will to realize the creative, the special things. The new C 63 in particular is a real game-changer. With its revolutionary concept, it brings a completely new approach to the segment, which until now has been primarily characterized by the promise of pure performance. With a maximum system output of 671 hp, we do indeed keep this promise. But the intelligent P3 hybrid concept offers much more. I am sure that with this technology, which incorporates a lot of know-how from Formula 1, we will also appeal to a new group of customers,” says Philipp Schiemer, Chairman of the Board of Management of Mercedes-AMG GmbH.

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

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

Expressive design with powerful proportions and striking details

Form follows function: the design of the new C 63 S differs from the Mercedes-Benz C-Class in its more muscular proportions. The performance sedan is based on an extensively modified AMG bodyshell. The front end is 2 inches longer and the front fenders are wider. In terms of length, the sedan measures an extra 3.3 inches. The wider track width at the front axle results in 3 inches more overall width at the front. And the wheelbase has grown by 0.4 inches.

A new distinguishing feature, and one that is exclusive to the C 63 S, is the narrow air outlet in the center of the hood that transitions





elegantly into the two power domes. A small but particularly fine detail: for the first time ever on a Mercedes-AMG production model, a round badge with a black AMG emblem replaces the Mercedes star with laurel wreath on the hood. Further typical elements include the AMG-specific radiator grille with vertical struts and the AMG front fascia with a “jet-wing” design. Two electronically controlled AIR PANELS (behind the radiator grille and in the front fascia) allow the air to be regulated as required.

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

Stylish interior, new generation of the AMG Performance Seat

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

MBUX multimedia system with hybrid-specific displays

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

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

In the new Mercedes-AMG C 63 S E PERFORMANCE, the Handcrafted AMG 2.0-liter four-cylinder turbo engine is combined with a permanently-excited synchronous electric motor, a high-performance battery developed in Affalterbach and fully variable AMG Performance 4MATIC+ all-wheel drive. The system output of 671 hp and the maximum system torque of 752 lb-ft enable impressive driving performance: the vehicle accelerates from 0-60 mph in an estimated 3.3 seconds. The 201 hp (150 kW) electric motor is positioned at the rear axle, where it is integrated with an electrically- shifted two-speed gearbox and the electronically controlled limited-slip rear differential in a compact electric drive unit (EDU). Experts refer to this layout as a P3 hybrid. The lightweight high-performance battery is also located in the rear above the rear axle

94 hp continuous output and 201 hp peak output

The high-performance battery offers a capacity of 6.1 kWh, a continuous output of 94 hp and a peak output of 201 hp for ten seconds. The low weight of only 196 lbs (89 kg) helps to deliver

the very high power density. Charging takes place via the installed 14V on-board charger with alternating current at a charging station, wallbox or household outlet. The battery is designed for fast power delivery and draw rather than longest possible range.

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

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

Operating strategy: electrical power always available

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

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Maserati continues to race toward an electric future, without neglecting its history. Enter GranCabrio, the Trident's new convertible.

Following in the footsteps of the GranTurismo, the open-top version offers an internal combustion engine at launch in the captivating Trofeo version, which combines luxury with performance and driving comfort with sportiness.

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.

A long 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 traveling.

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,



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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.

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-liter V8 engine, or more rarely with a 335-hp 4.9-liter 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 3,000 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

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. 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 with 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 soft top in the best possible way

Soft top

Maserati GranCabrio stands out for its unparalleled "open-air experience", to enjoy the road as you travel down them. The canvas roof, available in five colors – black, blue marine, titan grey, greige, garnet – 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 central display.

To provide enough space for the folded top in the boot, a cargo space is available, which can also be folded down (horizontally inside the trunk) if you decide to travel with the roof closed, to increase the trunk 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 simultaneously optimise the aerodynamics 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 understated 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, GranCabrio will always remaining timeless.

With undeniably unique and immediately recognizable 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 hood and the central body intersected by the four fenders; proportions even further highlighted in such a sporty model, just like the GranTurismo. The soft top 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 away the keys are. The lights come on when you approach and move away, whereas the doors and boot are locked when the distance from the keys increases.*

Wheels

The new Maserati GranCabrio comes with a staggered wheel configuration, larger at the rear (21" 295/30) than at the front (20" 265/30). The wheel offering consists of six different designs, with four varying finishes for the Trofeo version. The brake callipers come in five different colors for the Trofeo version: black, yellow, blue, red, and red anonized.

Colors

A typical feature of Maserati DNA that applies to the new GranCabrio, as it does to the GranTurismo, is inspiration from the Italian territory and the constant quest for beauty to make impactful pigments and innovative applications. The aim is a living surface, in constant interaction between light and matter.

Maserati GranCabrio Trofeo is available in six colors: Bianco Astro, Nero Assoluto, Blu Modena, Green Metallic, Grigio Incognito, and Grigio Maratea Matte.

In addition to these standard colors, a new range of 26 special shades and the option to customize your car with exclusive materials will be available as part of the Maserati Fuoriserie customisation program.

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."

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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 brands 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 underbody 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.



2025 BMW i4

New design for the BMW kidney grille, headlights, and rear lights



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 Fineline 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.





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MB&F HM8 MARK 2



MB&F's connection to cars runs deep, starting in 2012 with the HM5, followed by the HMX in 2015, and the HM8 in 2016. Each of these iterations is linked by its instantly recognizable speedometer-style display on the side of the case that recalls the daring and futuristic design of the 1970s.

A decade after the first automotive-inspired MB&F Machines, MB&F revealed the supercar-inspired HM8 Mark 2 in 2023.

After a successful introduction of two editions in 2023 – with white or green body panels, the latter limited to 33 pieces – the HM8 Mark 2 comes back with a new 2024 limited edition featuring glossy sapphire blue bodywork, again limited to 33 pieces. Thanks to their metallic pigments and a translucent material, the blue body panels recall luxurious car paints, both technically and aesthetically.

The Initial Dream

To fully understand MB&F's link to the car world, we need to step back in time to 1985 for a moment. As children, we all have dreams, some of them come true, others get abandoned along the way, and some are so part of who we are that they end up happening despite us. This was the case with MB&F's Founder Maximilian Büsser, who spent the majority of his childhood dreaming about becoming a car designer. He was so smitten with the idea that from the age of 4 to 18, cars were the only thing he would sketch and draw. When his classmates started discovering other areas of interest, his heart remained steadfastly loyal to the automobile with its aerodynamic lines and sleek forms.

Just before graduating from high school, he learned that the world-famous ArtCenter College of Design from Pasadena, was opening a campus in Europe, and not just in Europe, but in La Tour-de-Peilz, a

Back to the dream



stone's throw from his childhood home. Could this be a sign? He could hardly contain his excitement until he discovered that the school fees were CHF 50,000, a huge amount of money today, and an even more colossal sum back in 1985.

Knowing how much he loved cars, his parents said they would find a way – but Maximilian knew that it would be too much for them. So as everyone keeps telling him he would make a very good engineer as he was so good at maths, he signed up for the Swiss Federal Institute of Technology Lausanne (EPFL), and that could have been the end of the story, only it wasn't.

"I lost my way, I lost my marbles, and ended up in the watchmaking industry," he shares with a smile. "So, when I decided to tackle car design in a timepiece, this was humungous for me. It was everything I had ever dreamed of."

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OMODA & JAECOO

Becomes Fastest Growing Automotive Brand Globally, Marking New Energy Debut At Beijing Auto Show 2024



• OMODA & JAECOO marks successful participation at the global automotive event with the launch of OMODA's first pure electric model, the OMODA E5 and JAECOO's new energy hybrid models, the J7 PHEV and J8 PHEV.

• OMODA & JAECOO announces the O-UNIVERSE "GREEN OJ" public welfare platform, making a solid commitment to caring for ecological environmental protection and vulnerable groups.

OMODA & JAECOO, the innovative automobile

brand dedicated to pioneering the future of travel, celebrated its participation at the prestigious Beijing Auto Show 2024 with the launch of three brand-new models: the pure electric OMODA E5, and the new energy, hybrid SUVs JAECOO J7 PHEV and J8 PHEV.

In addition to these launches, OMODA & JAECOO also announced the O-UNIVERSE "GREEN OJ" public welfare platform, an initiative through which it has made a solid commitment to caring for ecological environmental protection and vulnerable groups, among others. With

already existing partnerships with a multitude of organizations, including IUCN, Indonesia's Pandawara and New Zealand's Keep New Zealand Beautiful, the brand is expanding this initiative to multiple countries and regions, including the UK, South Africa, and Kazakhstan, setting a solid foundation for the long-term growth of its global welfare footprint.

The brand welcomed over 2,000 international delegates at the prestigious exhibition's 18th run, held at the China International Exhibition Centre. Its booth turned into a global hub with politicians





from over 10 different nations photographed next to the OMODA E5 and marking a rare honourable moment in the global automotive sector.

OMODA & JAECCO's new philosophy, "new products + new technology + new ecosystem," which is underpinned by innovation, sustainability and a focus on exceptional design and cutting-edge performance, was highlighted at the brand's futuristically designed booth. OMODA showcased the unique charm of future fashion and electric technology with its first pure electric model, OMODA E5, while JAECCO responded to the accelerated changes of the new energy era for off-road SUVs, speeding up its evolution towards electrification with the J7 PHEV and J8 PHEV.

Shawn Xu, CEO of OMODA & JAECCO Automobile International, said: "Participating in the globally renowned Beijing Auto Show is a momentous milestone for us at OMODA &

JAECCO. We are honoured to have introduced our new vehicles at the prestigious exhibition and sincerely thank our teams, who worked so hard to make the global debut a success.

Our presence at the show underscores our commitment to innovation and excellence, and establishes us as automotive leaders working towards reshaping the future of mobility in the UAE and the wider Middle East through our electric and new energy hybrid vehicles that meet the aspirations of our customers. In just a year, we have become one of the fastest expanding car brands in the world, and we couldn't be prouder of this achievement."

OMODA & JAECCO has penetrated the global market at a rapid pace, entering key markets around the world and expanding its presence to more than 40 high-potential markets globally, including the UAE and Saudi Arabia, in less than a year. Through major brand events such as global

music festivals and charity tours, OMODA & JAECCO has established its brand recognition on a global scale, achieving 24 billion exposures and attracting the attention of over 5.2 million fans from over 40 countries.

Actively responding to the need for sustainability across automotive markets in the Middle East and worldwide, OMODA & JAECCO will continue to integrate diverse new energy technologies, such as pure electric and hybrid systems, leading the way in green mobility. With the launch at the Beijing Auto Show, the brand is already lending momentum to this growing market and addressing its high demand.

The new launches that took place at the event complement the brand's ongoing global expansion, embodying the brand's all-dimensional "evolution" in design aesthetics and smart innovations, while continuing to lead the way to a new era of mobility.

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CLASSIC TRIALS FULL OF SURPRISES

at the Dubai Duty Free Spring Trials Weekend



The Dubai Duty Free Spring Trials Weekend which opened Newbury Racecourse's 2024 Flat campaign on Friday 19 and Saturday 20 April attracted a large and enthusiastic crowd and brought exciting racing with one close finish after another and several impressive performances by horses with big futures.

There were surprises in both the Classic Trials which featured on day two of the meeting. Italian runners are rare in the United Kingdom though after an unbeaten two-year-old career in her native Italy, Folgaria was allowed to take her chance in the Dubai Duty Free Stakes Group 3 for three-year-old fillies over seven furlongs. This acknowledged trial for the forthcoming One Thousand Guineas in a fortnight's time at Newmarket had only six runners but all were good winners and there was a blanket finish.

Winning Newmarket trainer Marco Botti's wife Lucie represented the stable at Newbury as she does in her husband's satellite yard in Dubai. Hollie Doyle was riding Folgaria for the first time and it was her strength in the saddle that forced the filly home.

Hollie's husband Tom Marquand had won the opening race of the day, the Group 3 Dubai Duty Free Finest Surprise Stakes aboard Hamish, and there was a further family connection as Hamish was bred by trainer William Haggas's father and ran in his red and white colours.

"But I don't train him," confessed Haggas. My wife Maureen has an obsession with Hamish. She eats, sleeps and thinks about him all the time – and rides him. She's the trainer."

The finish was a replica of the result of last year's St Simon Stakes when Hamish just held the Shadwell-bred Al Qareem who finished only a neck behind in second.

"We could have done with the ground being a bit softer," said Haggas happy to give his wife and his eight-year-old gelding all the credit. The victory was the fifth in a row for Hamish. His last defeat was in a photo at Newbury.

The colts' trial, the Watership Down Stud Too Darn Hot Greenham Stakes, was won by another gelding, Esquire, trained in the North by David O'Meara. Esquire's victory has no consequence on the Guineas because as a gelding he is ineligible for all the Classics. But as trainer O'Meara said "There are always good races for good horses."



Esquire was the first clear cut winner of the day though O'Meara had not been sure that he would stay the seven furlong trip. He did so in style from a host of pursuers whose own Classic chances probably disappeared.

The future is bright though for Economics, winner of the Dubai Duty Free Tennis Championships Maiden Stakes for three-year-old colts and fillies over a mile. He is a serious Derby contender if he comes through his next trial, the Al Basti Equiworld Dante Stakes at York.

Even more striking, in the manner of his wide margin victory, was Godolphin's first winner of the meeting, Hidden Law, in the Darley Maiden Stakes over a mile and three furlongs for three-year-olds.

"Sheikh Mohammed will decide whether he takes the Classic Trial route," said Godolphin's retained jockey William Buick. "But I would say there's a lot more to come and he's bred to stay at least this trip. This was only his second run and he was unlucky to just get beat on his debut."

The opening day of the meeting also saw success for the Dubai Royal Family with Teraabb ridden to victory in a tight finish by Jamie Spencer in the familiar yellow and black colours of H.H Sheikh Ahmed bin Rashid Al Maktoum in the GBP 32,500 Dubai Duty Free Full of Surprises Handicap, a seven furlong contest for three-year olds.

"I'd have been an unlucky loser," said Spencer. "He is bred to get further than this seven

furlongs and I'm sure he'll improve over a longer trip."

Racegoers on both days of this popular fixture were able to sample Arabic Hospitality in the Dubai Duty Free Marquee where there were also opportunities to win fabulous prizes including free entry into the Dubai Duty Free Finest Surprise and Millenium Millionaire prize draws adding to the excitement of the occasion.

Dubai Duty Free's Executive Vice Chairman and CEO Colm McLoughlin said, "The Dubai Duty Free Spring Trials Weekend never fails to produce quality racing which help elevate our brand on the international stage. We look forward to following the progress of many of the bright prospects we have seen on the track this weekend as the season unfolds."

DUBAI DUTY FREE VOTED

“Best Duty Free Shopping in The Middle East.”
For The 23rd Consecutive Year at the 2024 Business Traveller Middle East Awards



Dubai Duty Free Executive Vice Chairman & CEO, Colm McLoughlin along with Salah Tahlak, Joint COO and Sinead El Sibai, SVP – Marketing receiving the Business Traveller ME Award for ‘Best Duty Free Shopping in the Middle East’ from Ian Fairservice, Managing Partner and Group Editor-in-Chief of Motivate Media Group.

On the first evening of the Arabian Travel Market, Dubai Duty Free was voted “Best Duty Free Shopping in the Middle East” for the 23rd consecutive year at the Business Traveller Middle East (BTME) Awards held at The Ritz-Carlton, DIFC.

Dubai Duty Free came out top in the readers’ and online survey conducted by the Business Traveller magazine in the airports category and beat stiff competition among the other nominated airport retailers in Qatar, Muscat, Bahrain and Abu Dhabi.

Commenting on the award, Executive Vice Chairman and CEO of Dubai Duty Free, Colm McLoughlin, said, “We are thrilled to receive the “Best Duty Free Shopping in the Middle East” for the 23rd consecutive year. This is a testament to the dedication of our team of staff, who have continued to do an excellent job over the past four decades. Thanks to all who have voted for us every year, and I want to express my gratitude to our Chairman, HH Sheikh Ahmed bin Saeed Al Maktoum, for his unwavering support through the years.”

Organised by Motivate Publishing and Panacea Publishing, the awards recognise the best of the best across 41 categories spanning three main divisions including airlines, airports and hotels as well as a special award for the Lifetime Achievement Award.

The award for “Best Duty Free Shopping in the Middle East” was presented by Ian Fairservice, Managing Partner and Group Editor-in-Chief of Motivate Media Group to Colm McLoughlin along with Salah Tahlak, Joint COO and Sinead El Sibai, Senior Vice President – Marketing.

INDUSTRY LEGEND TO RETIRE

After A Stellar Career



Dubai Duty Free Executive Vice Chairman & CEO, Colm McLoughlin with Ramesh Cidambi, COO and Salah Tahlak, Joint COO during the Dubai Duty Free 40th Anniversary.

Colm McLoughlin To Step Down As Executive Vice Chairman & CEO Of Dubai Duty Free Ramesh Cidambi Named As New Managing Director With Salah Tahlak As Deputy Managing Director.

After 55 years in the travel retail industry and 41 at the helm of Dubai Duty Free, Colm McLoughlin, Executive Vice Chairman & CEO has announced that he is stepping down from his role on 31st May 2024.

McLoughlin, who has been the driving force behind Dubai Duty Free’s rise to become the single largest duty free operation in the world, will maintain an advisory role, he will attend sponsored sporting events and will remain as Chairman of the Dubai Duty Free Foundation.

Effective June 1st, 2024, Ramesh Cidambi, the current COO of Dubai Duty Free, will become Managing Director, reporting directly to H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free.

Salah Tahlak, the current Joint COO, will become Deputy Managing Director of Dubai Duty Free.

Commenting on the announcement, McLoughlin noted, “I am pleased to announce my retirement and want to extend my sincere thanks to all of our management and staff who have supported me so well. A huge thanks of course to our Chairman, H.H. Sheikh Ahmed bin Saeed Al Maktoum, who has been a wonderful boss to me for all these years and who I know will give the same level of support to my successor.”

“Longevity is a key factor in the success of Dubai Duty Free and both Ramesh

and Salah are great examples of this. I am confident that Dubai Duty Free will continue to grow and I see a very bright future for the operation.”

Ramesh Cidambi joined Dubai Duty Free in 1987 and became head of the IT division before taking on further senior positions across Logistics, Retail Development and the DDF Leisure division. He stepped into the role of COO in 2016 following the retirement of George Horan and has been responsible for all aspects of the company’s operation, overseeing major retail projects at Dubai International Airport and Al Maktoum International Airport.

Commenting on the new role, Cidambi said, “I want to thank our Chairman, H.H. Sheikh Ahmed bin Saeed Al Maktoum and our Executive Vice Chairman and CEO, Colm McLoughlin for this appointment. Colm is a legendary figure in our industry and has been a fantastic role model for me, and our entire team. I wish him and his wife Breeda a very happy retirement.”

“I am looking forward to this next chapter of my career and to working with the team to continue driving the business across both our retail and leisure divisions.”

Salah Tahlak joined the airport retailer in 1992 and was one of the first Emiratis and US graduate to join the organization. He went on to head up the Marketing division and became Tournament Director of the Dubai Duty Free Tennis Championships in 2003. He was the first Arab national to be on the council of both the ATP and WTA. In 2016 Salah became Executive Vice President for Corporate Services responsible for Marketing, IT, Logistics and Corporate Security. In 2022 Salah was appointed as Joint COO.

Commenting on his new appointment, Salah said “I have had a long and rewarding career with Dubai Duty Free and I want to thank our Chairman, H.H. Sheikh Ahmed bin Saeed Al Maktoum and of course Colm McLoughlin for this new opportunity. Colm has been like a father figure to me over the years and I have learnt so much from him. I wish him and Breeda and the whole McLoughlin family many happy years of retirement.”

Colm McLoughlin was a member of the original consultancy team from Aer Rianta, the Irish Airport Authority, which was contracted by the Dubai Government to launch the new duty free operation in 1983. Reporting to then Director General, Mohi-Din BinHendi, Colm remained in Dubai as General Manager of the new operation, becoming Managing Director in 2011. Colm was later named Executive Vice Chairman and CEO of Dubai Duty Free and its subsidiary businesses, which include The Irish Village restaurants, The Century Village, the Dubai Duty Free Tennis Stadium and the Jumeirah Creekside Hotel.

Under his leadership, Dubai Duty Free has grown dramatically over the past 4 decades during which business rose from US\$20 million (1984) to US\$2.16 billion (2023). Dubai Duty Free is the recipient of over 780 awards, of which 86 have been attributed to Colm directly, including the ‘Most Distinguished Employee Award’ presented in 2000 by H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai and the ‘Irish Presidential Distinguished Service Award’ presented in 2014 by President Michael D. Higgins. In 2017, the Middlesex University Dubai conferred an Honorary Doctorate to Colm as part of its celebration of the academic success of its class of that year.



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