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Geneva International Motor Show Qatar 2023 to welcome public visitors starting today

The 2023 debut of the Geneva International Motor Show in Qatar kicked off in a breathtaking manner, featuring the participation of 32 of the world's most esteemed automotive manufacturers, showcasing an unparalleled array of new vehicles. The event, which officially commenced on October 5th, is now ready to open its doors to the public, starting today.

The show has established itself as the premier motor show not only in the Middle East but also on a global scale. It's not just an exhibition within a top-notch setting; it's the Ultimate Festival of Automotive Excellence, slated to run from October 5th to October 14th, 2023. During this time, car enthusiasts can look forward to unforgettable automotive encounters both within and around the central venue.

The event offers the industry the opportunity to come together at a show dedicated entirely to the automobile, and this coming together is further facilitated by Qatar's central location. 80% of the world's population is less than a 6-hour flight from Doha.

Qatar is known as a hub for luxury consumers from across the Middle East and part of a vibrant regional automotive market, which is considered the fastest growing luxury automotive market in the world. Qatar's well established car culture also includes some of the world's most prominent classic car owners, motorsport clubs and national champions.



Chery's power brand makes a grand debut at GIMS Qatar 2023

As the representative of China's independent brands, Chery Automobile is poised to make a grand debut of its power brand at the ongoing Geneva International Motor Show (GIMS) Qatar 2023, demonstrating its technical and innovative strength to accelerate progress in the global new energy automotive field for car enthusiasts worldwide.

The Geneva International Motor Show (GIMS) is one of the five major auto shows in the world and the largest exhibition event in Switzerland. It is known as the "wind vane of international automotive trends" and has always been an important stage for major auto companies to showcase new technologies, new models and future strategies.

The attendance at the show and the release of a new power brand is another phased achievement of Chery's brand improvement, new technology and product development.

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Kia showcases impressive lineup

Kia Middle East & Africa is set to showcase its latest vehicle-line up in a dedicated 1,372 sqm booth spanning across two levels at the ongoing Geneva International Motor Show (GIMS) Qatar 2023.

This immersive display features the Telluride and Sportage, the hybrid models including the K8 HEV, K5 HEV and Sorento HEV, and the highly anticipated EV models – EV6, EV9 and the concept EV5.

Kia held a press conference yesterday at the event, with attendees including regional media, VIP customers, and industry experts. The purpose of this gathering was to introduce and unveil their groundbreaking all-electric models, which included the EV9, EV6, and the concept EV5. This unveiling represents a significant milestone for the brand as it marks the introduction of the first dedicated electric vehicles (EVs) in the Middle East.

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THE i5



Sheer Driving Pleasure

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The Ultimate Festival of Automotive Excellence

The inaugural Geneva International Motor Show Qatar 2023 began in a spectacular fashion, with 32 of the globe's most prestigious automobile brands participating and presenting an unprecedented collection of new vehicles. This event has established itself as the premier motor show not only in the Middle East but also on a global scale. It's not just an exhibition within a top-notch setting; it's the Ultimate Festival of Automotive Excellence, slated to run from October 5th to October 14th, 2023. During this time, car enthusiasts can look forward to unforgettable automotive encounters both within and around the central venue.

Visitors, media and special guests will enjoy the opportunity to drive or be driven in exquisite cars in breath-taking venues, be it on the road, on the racetrack or even in the desert dunes. This experience will be further enhanced by the simultaneous staging of the FORMULA 1 QATAR GRAND PRIX 2023 on 6-8 October 2023, bringing together renowned players in the automotive industry in a highly dynamic environment. GIMS Qatar is poised to become the premier automotive event in the Middle East.

Where East Meets West

GIMS Qatar will be a place where East meets West, thanks to Qatar's strong tradition of hospitality and world-class infrastructures. The event offers the industry the opportunity to come together at a show dedicated entirely to the automobile, and this coming together is further facilitated by Qatar's central location.



80% of the world's population is less than a 6-hour flight from Doha.

"Qatar is an ideal gateway that connects people from all over the world, making it the perfect place for this exciting event and bringing car enthusiasts together to experience the latest innovations in the automotive industry. Over the years, Qatar has been recognized for the high quality it

offers in every aspect," said Berthold Trenkel, COO of Qatar Tourism. "It is an honour for Qatar to host the first such event outside of Switzerland. This is a pleasure for all of us car enthusiasts."

Qatar is known as a hub for luxury consumers from across the Middle East and part of a vibrant regional automotive market, which is considered the fastest growing luxury

automotive market in the world. Qatar's well established car culture also includes some of the world's most prominent classic car owners, motorsport clubs and national champions.

Leading Partners

GIMS Qatar is the result of a joint commitment by the authorities such as the Minister of



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Tourism, the car importers and the Qatari automotive community. Together they have agreed on a clear roadmap to support and promote GIMS in Qatar and to position GIMS Qatar as the leading automotive show in the Middle East. This commitment is invaluable to the success of GIMS Qatar.

The implementation of GIMS Qatar involves high calibre and committed local stakeholders at all operational levels, including Qatar Business Events Corporation (QBEC), which operates the Doha Exhibition and Convention Centre (DECC), Qatar Motor and Motorcycle Federation (QMMF), owner of Lusail International Circuit, as well as Qatar Museums, with its outstanding Qatar Auto Museum (QAM) collection.

GIMS Qatar and its partners will facilitate the entire exhibition journey from shipping cargo to the construction of stands and hospitality. This is possible thanks to the alliance between GIMS Qatar, Qatar Tourism and Qatar Airways.

The sheer passion for all things car-related and the strong commitment of the national authorities make Qatar a fantastic stage for all exhibitors to showcase and celebrate the world's most desirable cars in a world-class environment, and the ideal gateway to engage with new audiences.

GIMS Qatar is expected to attract over 200,000 visitors from Qatar, the Middle East and around the world. Fans who cannot attend in person will still be able to experience

the spirit of this special automotive festival: GIMS will digitally connect audiences with exhibitors, vehicles on display and other event highlights. GIMS TV and other content created around the event will be made available to the media and the public online on GIMS-owned channels.

Global brands and car premieres

Spanning over 10,000 m2 at the Doha Exhibition and Convention Centre (DECC), the exhibition hosts 31 renowned automotive brands, including Toyota, Lexus, Porsche, Volkswagen, Lamborghini, BMW, KIA, Audi, McLaren, Mercedes-Benz, Vinfast, Chery and much more. GIMS Qatar is also set to showcase the latest innovations from industry, 10+ world premieres and 20+ regional premieres.

His Excellency Saad Bin Ali Al Kharji, Deputy Chairman of Qatar Tourism, said: "GIMS Qatar is setting the stage for what promises to be the most prestigious and influential automotive experience in the Middle East. Welcoming the world to the ultimate automotive festival is a testament to our dedication to creating unforgettable experiences for residents and visitors. Hosting large-scale, globally recognised events such as GIMS Qatar exemplifies our commitment to our strategic vision of becoming the fastest-growing destination in the Middle East by 2030."

Sandro Mesquita, CEO of GIMS, said: "We are extremely pleased to welcome a prestigious line-up of exhibitors to the inaugural edition of the Geneva International Motor Show Qatar. For over a century, GIMS has been at the forefront showcasing automotive innovations and technology. Today, GIMS is excited to expand its legacy in the middle east, venturing for the first-time outside Geneva, by partnering exclusively with a dynamic and progressive country like Qatar".

Taking place at the National Museum of Qatar in a closed event, and in close partnership with the upcoming Qatar Auto Museum and Car Design News, GIMS Qatar will host a Forum for the future of car design, which will include a rich programme of keynote speakers, exclusive panel discussions and a networking lunch that will facilitate disruptive dialogue and cross-disciplinary thinking to discuss the future of the automotive industry.



Sandro Mesquita, CEO,
Geneva International Motor Show

The Sealine Adventure Hub, located at the luxurious Outpost Al Barari, will offer adventure seekers the opportunity to explore the surrounding dunes and see first-hand the skills and capabilities of automotive brands participating in GIMS Qatar 2023 as they conquer the toughest terrains.

In collaboration with the Qatar Motor & Motorcycle Federation (QMMF), GIMS Qatar will also host four exclusive Track Days at Lusail International Circuit. Guests will be invited to enjoy premiere access with the unique opportunity to drive on the newly renovated circuit directly following the F1 champions.

The Urban Playground at Lusail Boulevard will bring the passion and energy of GIMS Qatar to life with engaging performances and interactive activities. A special Parade of Excellence will take place on October 12 at 19:00 which will feature up to 100 dream cars and unique models cruising along Lusail Boulevard's 1.3km iconic strip.

At the DECC, a Classics Gallery will offer visitors an opportunity to discover an exclusive line-up of the world's greatest and finest motorcars. Showcasing some of the best cars ever made and top concourse winners, this exhibit is a must-attend event for all discerning classic car buyers, collectors, and enthusiasts. The exquisite display also shines spotlight on the automotive jewels from Qatari and Arabian private collections.



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Kia showcases impressive lineup at GIMS Qatar 2023

Kia displays a total of nine vehicles at the show, including its hybrid models the K8, K5, and Sorento, in addition to the Telluride and Sportage.



Kia Middle East & Africa has announced its participation at the Geneva International Motor Show, scheduled to take place at the Doha Exhibition & Convention Centre from October 5 to October 14, 2023. The sustainable mobility solutions brand is set to showcase its latest vehicle-line up in a dedicated 1,372 sqm booth spanning across two levels.

This immersive display features the Telluride and Sportage, the hybrid models including the K8 HEV, K5 HEV and Sorento HEV, and the highly anticipated EV models – EV6, EV9 and the concept EV5.

Kia held a press conference yesterday at the event, with attendees including regional media, VIP customers, and industry experts. The purpose of this gathering was to introduce and unveil their groundbreaking all-electric models, which included the EV9, EV6, and the concept EV5. This unveiling represents a significant milestone for the brand as it marks the

introduction of the first dedicated electric vehicles (EVs) in the Middle East.

This significant introduction underscores Kia's positioning as a premium and aspirational EV brand in the region, aligning with Kia's vision to become a 'Sustainable Mobility Solutions Provider.'



Kia's booth at the show, designed using natural plants, promises an immersive experience for visitors featuring reflective surfaces that create four distinct sensory visual environments – Light, Air, Earth, and Water.

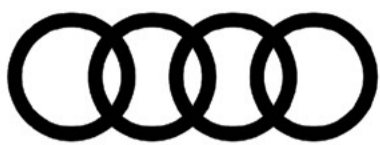
SooHang Chang, President, Kia Middle East & Africa, commented: "Participating in the Geneva International Motor Show in Doha is yet another remarkable achievement for us at Kia, signifying our growth and expansion within the Middle East. As one of the top five brands in the region, our current and latest vehicle lineup showcased at the Kia booth during the motor show represents our future vision of becoming a 'Sustainable Mobility Solutions Provider.' This includes our EV lineup including EV9, EV6 and concept EV5. Kia's commitment to sustainability goes beyond electric vehicles, we are also proud to introduce our 10 must-have sustainable items, a significant aspect of our overarching Design Sustainability Strategy. These materials, meticulously integrated into the Kia EV9, exemplify our vision for a greener and more environmentally responsible future. We remain committed to developing futuristic, innovative, and sustainable ways of transportation and hope to inspire our customers and ourselves in creating a carbon-neutral reality."

Introducing the All-New Kia EV6

Your electric adventure is coming soon



Movement that inspires



Q-Auto partners with Lusail International Circuit as the Official Automotive Partner of Formula 1 Qatar Grand Prix 2023

Q-Auto L.L.C, the official importer of Audi and Volkswagen Vehicles in Qatar, has forged a strategic alliance with the Lusail International Circuit in Qatar, solidifying its position as the Official Automotive Partner for the FORMULA 1 QATAR AIRWAYS QATAR GRAND PRIX 2023-2024. This collaboration brings together two of Qatar's most prestigious automotive and motorsports entities, aiming to enhance the overall motorsport experience within the nation.

As part of the strategic partnership, Q-Auto is providing five brand new Audi Q8 SUVs to the circuit, while three Audi Q7s are serving as Event Support Vehicles to deliver seamless and efficient operations during the FORMULA 1 QATAR AIRWAYS GRAND PRIX 2023.

"Partnering with Lusail International Circuit is a significant step forward for us, showcasing our commitment to promote motorsports in Qatar. We take pride in joining Lusail International Circuit's journey towards becoming a top-tier motorsport hub regionally and globally.



We are honoured to contribute to their vision and excited about the business and brand opportunities this partnership will bring to the table," said Ahmed Shariefi, managing director of Q-Auto L.L.C.

"We look forward to collaborating with Q-Auto in our journey to make Lusail International Circuit a top-tier motorsport hub regionally and globally. With the opening of the new state-of-the-art circuit, we are headed in the right direction, and we look forward to incorporating Audi vehicles in our event support fleet to deliver efficient operations during the race week" Said Amro Al Hamad, CEO of Lusail International Circuit and Executive Director of Qatar Motor and Motorcycle Federation.

Since 2014, Q-Auto L.L.C has been the official importer of Audi and Volkswagen cars in Qatar. With a strong reputation, Q-Auto L.L.C has earned trust as a leading distributor of Audi vehicles in Qatar, providing best-in-class customer service and a diverse range of Audi models. Additionally, Q-Auto L.L.C offers a wide array of services, including comprehensive after-sales support such as maintenance, repairs, and genuine Audi parts.

Located in the city of Doha, Qatar, Q-Auto L.L.C ensures that the Audi and Volkswagen experience is readily accessible to its valued customers.

Nasser Bin Khaled Automobiles inaugurates its luxurious pavilion at GIMS

- The luxury pavilion showcases a wide range of sedans, SUVs and electric vehicles, and reveals three iconic models: the Mercedes-Benz CLE Coupe, Mercedes-Benz E-Class, and Mercedes-AMG GLC Coupe

Nasser Bin Khaled Automobiles, the authorized general distributor of Mercedes-Benz in Qatar, proudly unveiled its opulent pavilion at the Geneva International Motor Show Qatar 2023.

The momentous inauguration of the pavilion was graced by the presence of notable dignitaries, including HE Sheikh Nawaf Bin Nasser Al Thani, Chairman of NBK Group, and HE Sheikh Faleh bin Nawaf bin Nasser Al Thani, Managing Director of the Automotive Sector at Nasser bin Khalid Group, Selvin Govender, Director of Market Management Middle East and Africa for Sales and Customer Services, distinguished VIP guests, and esteemed members of the local and international media.

CLE Coupe, and Mercedes-AMG GLC Coupe. Furthermore, it showcased an impressive lineup of cutting-edge electric vehicles and extensive range of SUVs, sporty vehicles, coupes, and the renowned luxury sedans from Mercedes-Benz, Mercedes-AMG, and Mercedes-Maybach.

Top of Form

Sheikh Faleh bin Nawaf bin Nasser Al Thani, said: "At Nasser Bin Khalid Automotive and Mercedes-Benz, we take great pride in our robust participation at the inaugural Qatar-Geneva International Motor Show. Our active involvement underscores our dedication to upholding the principles of luxury, excellence, and progress. Our

arrival of visitors who wish to stay informed about our premium vehicles and indulge in the luxury experience we offer in our pavilion," he added.

During the inauguration, three iconic cars were revealed for the first time in the region: the Mercedes-Benz CLE Coupe, Mercedes-Benz E-Class, and Mercedes-AMG GLC Coupe. The Mercedes-Benz all-electric range (EQ) was also revealed for the first time in Qatar, featuring revolutionary technology and driving range.

Mercedes-Benz E-Class

The new Mercedes-Benz E-Class blends tradition and modernity, featuring exciting design and innovative technology. The interior boasts the advanced MBUX Hyperscreen, offering numerous functions and interaction options. It's equipped with multimedia, safety, and comfort features, including a head-up display for a seamless driving experience.

Mercedes-Benz CLE

The Mercedes-Benz CLE Coupé combines sporty elegance with modern design language,

showcasing a sculptural appearance with flowing lines and a frameless rear design. The digital cockpit offers customization, and the Burmester® 3D-Surround-Soundsystem ensures a premium audio experience.

Mercedes-AMG GLC Coupe

The Mercedes-AMG GLC Coupé combines dynamic elegance and AMG features, with a sporty silhouette and a powerful engine. It features a 2.0-liter four-cylinder engine, with the GLC 63 S E PERFORMANCE Coupé producing 680 hp and impressive acceleration.

Cars on display

Visitors to NBK Automobile's pavilion can explore an extensive lineup of sophisticated luxury sedans, including the Mercedes-Benz S-Class and Mercedes-Maybach S-Class. Additionally, the pavilion features sporty SUVs, such as the Mercedes-Benz GLS, the Mercedes-AMG GLE Coupe, and the iconic luxury Mercedes-AMG G-Class, alongside an impressive selection of electric vehicles, including the EQS, EQS SUV, EQE SUV, and the Vision EQXX.



Occupying a prime location, the NBK Automobiles' luxurious pavilion embodies progressive design and innovative themes that resonate with the values and brand essence of Mercedes-Benz. NBK's presence at the show underscores its steadfast commitment to supporting Qatar's major events, reaffirming its pivotal role in ensuring the success of the world's most prominent gatherings, thus reaffirming its position as a leader in the luxury automotive segment.

NBK's pavilion warmly welcomed visitors to witness the regional debut of three iconic models: the Mercedes-Benz E-Class, Mercedes-Benz

significant presence at this exhibition reaffirms our unwavering commitment to bolstering international events and exhibitions hosted by Qatar, thereby contributing to the ongoing trajectory of success and prosperity."

"In this inaugural edition, we are delighted to take part in an opulent and expansive pavilion, where we proudly present the latest vehicles from Mercedes-Benz, Mercedes-AMG and Mercedes-Maybach. This marks the debut of a premium car range in the region. We are confident that our automobiles will cater to a wide range of customer preferences and desires. We eagerly anticipate the



PORSCHE



Witness Porsche innovation at the Geneva International Motor Show Qatar.

Get up close and personal with the new, fully-electric concept car Mission X, all-electric Taycan and the iconic 911 S/T at the Geneva International Motor Show Qatar.

When:
7th - 14th October, from 2 PM to 10 PM (Sunday-Friday)
and from 10 AM to 10 PM (on Saturdays)

Where:
Doha Exhibition & Convention Center, Porsche Stand – E3

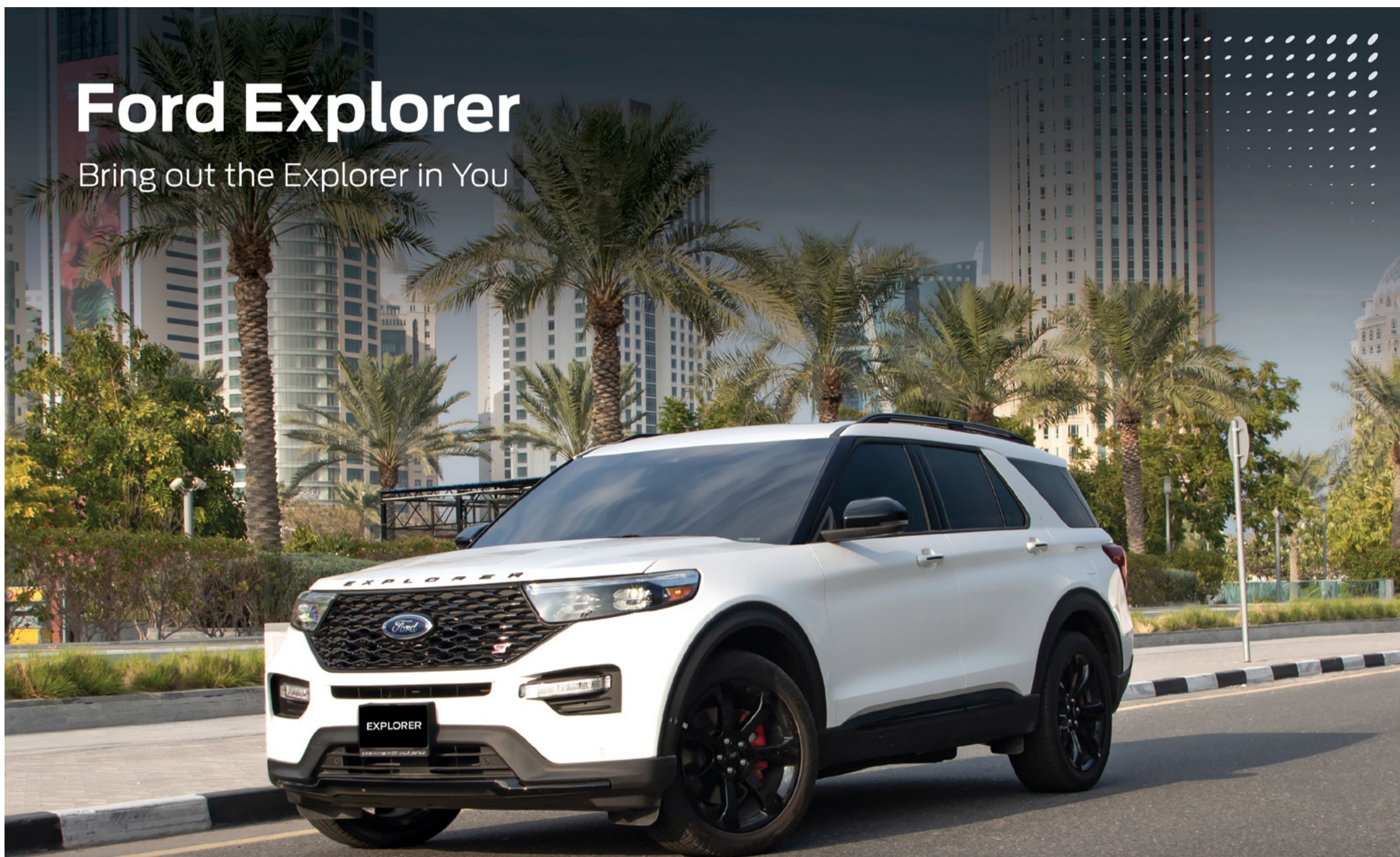


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(Showroom Timing: Sat. - Thu. 8:30 am - 9:00 pm)

Pearl Qatar - The Pearl Qatar, Building No: 193, Doha, Qatar. P.O.Box 17260
(Showroom Timing: Sat. - Thu. 9:00 am - 9:00 pm | Friday 4:00 pm - 9:00 pm)

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SCAN NOW





Crafted to inspire you every mile!

To coincide with the prestigious Geneva International Motor Show in Qatar, which has kicked off in grand style, National Car Company, the sole agent for Mazda in Qatar, has announced the launch of the entire 2024 model year range of sedans and SUVs.

Customers purchasing 2024 models can take advantage of 5 Years unlimited Km warranty along with 5 years roadside assistance among other customer friendly purchase packages. Entire range of Mazda sedans and Mazda SUVs are now on display at the state-of-the-art Mazda showroom located at Al Nasr, open from 9am-9pm on Saturdays to Thursdays and 4.30 pm – 8.30 pm on Fridays.

Besides the regular modes of payment, customers can also opt for flexible in-house finance schemes which are subject to credit approval.

Announcing the launch of 2024 Mazda range, Sathish Nair – General Manager, Marketing & Sales for Mazda Qatar, said, “Mazda’s transition to a premium brand with unique design, innovative technologies, Japanese quality and workmanship are reflected in the refined and advanced product line-up and superior levels of driving pleasure. Our team at National Car Company always strive to deliver high levels of customer experience while presenting the – Pure, New and Elevated Dimensions of Driving Pleasure - ultimately derived by our loyal customers from their favourite Mazda establishing an enduring and long-term association.”

Mazda remains the only brand with majority of its model line-up available in Qatar exclusively made in Japan with exceptional quality and workmanship and all Mazda sedans and SUVs have been awarded with “2023 IIHS Safety Pick Plus” ratings, a clear indication of Mazda’s human centric approach in building cars.

FEEL PURE DRIVING PLEASURE: SKYACTIV TECHNOLOGY

Mazda’s path breaking SKYACTIV family of technologies that lifts performance to new heights and delivers sheer driving pleasure at the same time. Effortless joyful driving makes one feel alive.

INGENIOUS SOLUTIONS THAT SPARK BREAKTHROUGHS

Mazda’s engineers design their cars to a feeling, not a spec sheet. They know they got it right when the car feels like it has come to life. And at the heart of every Mazda is its engine – its life force.

Mazda is constantly looking for ways to increase the efficiency of its engines without sacrificing performance. While most of the automotive world has given up on innovating the internal combustion engine, Mazda believes there is still room for improvement. It is this obsession with squeezing more efficiency through continuous improvements that has led to some of Mazda’s most prolific breakthroughs.

CONFIDENCE INSPIRING i-ACTIV ALL-WHEEL DRIVE

Mazda’s dedication to creating exciting vehicles is showcased through i-ACTIV AWD, surpassing contemporary SUVs in technology and performance. This advanced system uses sensors to analyze various factors, adapting power output over 200 times per second based on 27 variables to anticipate road conditions accurately.

KODO DESIGN – BREATHING LIFE INTO THE CAR

Mazda has redefined its Kodo design, emphasizing “refined toughness” and drawing inspiration from Japanese crafts. They’ve embraced a minimalist “less is more” approach, resulting in a bold, premium exterior, and a pleasant interior for all occupants.

ALL NEW MAZDA CX-60: YOUR DRIVE FORWARD

Designed and built in Japan, the all-new Mazda CX-60 represents everything that Mazda has built into its DNA over the last one hundred years as it offers a totally new perspective of an SUV in terms of design, aesthetics, power, and fuel economy and offers the peace of mind being environment friendly.

ALL-NEW SCALABLE PLATFORM WITH LONGITUDINAL ENGINE:

The CX-60 features a front-engine rear-wheel-drive layout, part of Mazda’s new Skyactiv Multi-Solution Scalable Architecture platform. This versatile platform can accommodate various engines and electrification options. Designed with the Skyactiv-Vehicle Architecture concept, the CX-60 offers a balanced and comfortable driving experience, even during dynamic maneuvers.

PERFORMANCE

The All-New Mazda CX-60 offers versatility for both city and long-distance driving. It’s available with a fuel-efficient 2.5-liter gasoline engine and a powerful inline 6-cylinder 3.3-liter gasoline engine with MHEV technology. Mazda’s MHEV system captures and uses energy during braking to optimize fuel efficiency without the need for plug-in charging. The unique front-engine rear-wheel-drive layout is part of Mazda’s innovative Skyactiv Multi-Solution Scalable Architecture platform. There are three variants available in Qatar, all featuring a high-performance 2.5-liter Skyactiv-G engine, 8-speed automatic transmission, and driver-centric technologies, offering low emissions and excellent fuel efficiency.

THE MAZDA CX9 SIGNATURE GRADE - REFINED PREMIUM

The Mazda CX-9 combines sophistication with family SUV practicality. It features the SKYACTIV-G 2.5T petrol engine for class-leading performance and efficiency. The Dynamic Pressure Turbo minimizes turbo lag. The Signature grade boasts a luxurious interior with Nappa Leather, a hand-stitched “chidori” steering wheel, and more. Apple CarPlay™ and Android Auto™ integration provide seamless connectivity. The High Plus grade offers advanced features like a reconfigurable gauge cluster display, ventilated seats, and enhanced safety features, including Full Speed Mazda Radar Cruise Control and Smart City Brake Support.

CX-30 was measured, from the tires to the headliner, to minimize any road noise. After a comprehensive study on how sounds are transmitted through the vehicle’s cabin, speakers are repositioned depending on their frequency to produce a better sound. Ingenious solutions such as this reflect the passion and attention to detail by Mazda engineers and designers working together to achieve a common goal of providing the best experience possible for the brand’s fans.

FREEDOM TO GO ANYWHERE

The CX-30 is a versatile compact crossover with class-leading horsepower and available all-wheel drive. It’s powered by a Skyactiv-G 2.0 engine and equipped with



MAZDA CX-30: HUMAN CENTRIC

In line with Mazda’s human-centric approach to building cars, the CX-30 has a feeling of oneness that extends beyond the drive. It is a five-seat, crossover made for a wide range of fans, especially young people who are approaching significant life transitions. Mazda created the CX-30 to be able to help these fans enjoy those milestones to the fullest and become an essential partner in their daily lives. The human-centric cockpit helps the driver feel connected with the vehicle but is not isolating from the other occupants. A focus on interior comfort and everyday user-friendliness makes this all-new compact crossover a car for everyone.



A PLEASANT TIME FOR ALL

With an inviting cabin, the engineers have strived to preserve the peaceful environment by focusing on the noise, vibration, and harshness (NVH). Every aspect of the

off-road traction assist. G-Vectoring Control Plus and front-wheel drive are standard, while all-wheel drive is optional on higher trims. The top-trim CX-30 Premium offers a premium experience with advanced features like a windshield-projected Active Driving Display, leather seats, power liftgate, moonroof, Adaptive Front Lighting, paddle shifters, and LED Signature illumination.

MAZDA CX5: ELEVATED DIMENSIONS OF DRIVING PLEASURE

The 2024 model year next generation Mazda CX-5 which was introduced recently re-emphasizes Mazda’s dream of delivering an SUV which breaks through the traditional trade-off between driving pleasure and passenger comfort.

Mazda is the unique Japanese brand which thrives to create an emotional connection with customers and become an essential part of their lives. To achieve this, Mazda has worked to strengthen the feeling of connection between car and driver, creating human-centered cars that operate in harmony with human sensibilities.

The All New CX5 comes with a SKYACTIV-G 2.5 direct-injection gasoline engine, paired with the six-speed SKYACTIV-DRIVE automatic-manual transmission. These powertrains provide powerful acceleration delivering power output of 187hp@ 5,700 rpm and torque of 250Nm@ 5000 rpm (AWD).

These features are in addition to the existing CX-9 Prestige grade offering a power sunroof, BOSE® Premium 12-speaker audio system, LED fog lamps and Mazda GPS Navigation system.



Classic cars steal the spotlight at GIMS

From Amiri cars to a Popemobile, the Classics Gallery at the ongoing Geneva International Motor Show in Qatar offers a meticulously curated exhibition of historically significant heritage cars. Included as part of the experience of the main exhibition at the expansive halls of the Doha Exhibition and Convention Center (DECC), the Classics Gallery is a must-see for all discerning classic car buyers, collectors or car enthusiasts.

The Classics Gallery showcases exotic and exceptional historic automobiles, including Best of Show winners from leading concours d'elegance events. The exquisite display gallery also highlights automobiles with Qatari provenance and pedigree.

Sheikha Hessa Al-Thani, Head of Marketing and Planning at Qatar Tourism, said: "The rich tapestry of the world's automotive heritage, including that of Qatar, will converge at the prestigious Classics Gallery, which is set to become a firm highlight at the upcoming Geneva International Motor Show Qatar. The special exhibit pays tribute to the pioneering spirit that is embodied by this inaugural event in Qatar, and we welcome residents and visitors to explore the expansive displays and ground-breaking reveals that will take place during this influential motor show."

Sandro Mesquita, CEO of Geneva International Motor Show said, "I invite all to explore the 10-day 'Ultimate Festival of Automotive Excellence' which comprises

global debuts and new model launches by world-renowned manufacturers, circuit driving experiences, exhilarating off-roading adventures in the desert, a programme of disruptive talks and much more. At GIMS Qatar 2023, you will get a glimpse of the future of the automotive industry while exploring its present and reflecting on its past, as you traverse through the different halls of the DECC. The Classics Gallery is a spectacle on its own showcasing outstanding historic cars of global repute".

Mohammed Luqman Ali Khan, Curatorial Director and Author of the official event book said, "On display at the Classics Gallery will be automotive jewels from world-renowned car collections. There will be an eclectic mix

of extraordinary prewar and postwar vehicles including Best of Show award winners, fabled maharaja cars, official state motorcars, iconic roadsters, a grand prix winner and also a Popemobile. The 'star car of the show' is Qatar's very own, the Rolls-Royce Phantom V delivered new to the then Amir of Qatar HH Sheikh Ahmad Bin Ali Al Thani after it was showcased at the 1962 Geneva International Motor Show. Phantom Chassis 5LCG25 truly represents the connoisseurship of Qataris, it is an automotive monument to the long-standing relations between Qatar and Geneva Motor Show. The spectacular exhibition of vintage & classic cars is a precursor to the 'GIMS Qatar Concours d'Elegance' planned for future."





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Chery wows the crowd with its five stunning lineup

- Chery’s hybrid technology leads the industry, offering high efficiency and energy savings
- Chery’s products demonstrate their technological charm and product strength on the world stage



Chery, the renowned Chinese automotive brand, is showcasing five of its top-tier models at the ongoing Geneva International Motor Show Qatar 2023, and it plans to unveil two new PHEV models during the event.

As one of the world’s top five auto shows, the Geneva Motor Show serves as a global stage for automotive brands to display cutting-edge technologies and launch their latest vehicle models. The 2023 Geneva International Motor Show will be open until October 14th, taking place at the Qatar Doha Exhibition and Convention Center.

As per reports, the two PHEV models set to debut at this show mark the latest achievement in Chery’s 18-year journey of advancing hybrid technology.

While maintaining Chery’s safety and quality characteristics, these vehicles adopt a “primary electric, supplemented by gasoline” driving mode and features a class-leading efficient powertrain combination, a unique and independently developed 3-gear DHT (Dual-Clutch Hybrid Transmission) in its class, and class-leading intelligent features.

In addition, Chery’s globally popular the Tiggo family models—the Tiggo 8 Pro Max and the Tiggo 7 Pro Max, will also make their appearance at the Geneva Motor Show.

As the main driving force behind Chery’s continuous upward power, the Tiggo 8 Pro Max boasts a futuristic tech-business style, a future intelligent cabin, and outstanding power

performance, making it stand out in the global mid-size SUV (sport utility vehicle) market.

The aesthetic design and exceptional quality of the Tiggo 7 Pro Max break through global A-class SUV value standards, aligning with the global trend of family-oriented vehicles.

Utilizing the auto show as a platform, Chery Automobile reiterates its dedication to delivering top-notch vehicles to consumers worldwide, driven by its core products and cutting-edge technology

In the sedan segment, the Chery Arrizo 8 combines technological intelligence with an elegant style, featuring a fully optimized aesthetic design, a magic cube intelligent cabin, and optimal performance handling. It will undoubtedly impress the Geneva Motor Show and showcase Chery’s technological charm and product strength on the world stage.

Taking this auto show as an opportunity, Chery Automobile will reaffirm its commitment to providing high-quality vehicles to global consumers through its core products and the

latest technology. It will also showcase Chery’s innovation, quality, and technology on the world stage. And there are more Chery strengths for us to look forward to.



The all-new OMODA and JAECOO

Elite Motors, the authorized distributor of Chery in Qatar, has unveiled the highly-anticipated debut of the all-new OMODA and JAECOO models. The brand’s presence at the ongoing Geneva International Motor Show has received acclaim on the global stage. Ahmed Elsebayee, the Managing Director of Elite Motors, reaffirmed their dedication to the event by presenting state-of-the-art future models at affordable prices.



Chery's power brand makes a grand debut at GIMS Qatar 2023



Relying on the continuous pursuit of technological innovation, Chery has become the first Chinese passenger car company to export complete vehicles, CKD parts, engines, manufacturing technology and equipment to the global market.



As the representative of China's independent brands, Chery Automobile is poised to make a grand debut of its power brand at the ongoing Geneva International Motor Show (GIMS) Qatar 2023, demonstrating its technical and innovative strength to accelerate progress in the global new energy automotive field for car enthusiasts worldwide.

The Geneva International Motor Show (GIMS) is one of the five major auto shows in the world and the largest exhibition event in Switzerland. It is known as the "wind vane of international automotive trends" and has always been an important stage for major auto companies to showcase new technologies, new models and future strategies.

The attendance at the show and the release of a new power brand is another phased achievement of Chery's brand improvement, new technology and product development.

With 26 years of technology accumulation, Chery has established a leading advantage in the hybrid and pure electric fields. "Adhering to the concept of "innovating power to drive the future", the power brand which Chery will launch at the

With an unwavering commitment to technological innovation, Chery has achieved a significant milestone by becoming the first Chinese passenger car company to export complete vehicles, CKD parts, engines, manufacturing technology, and equipment to the global market.

Geneva International Motor Show (GIMS) is "power 4.0 global architecture" covering all forms of energy types such as ICE, PHEV, and BEV," Ahmed Elsebeyee, Managing Director, Elite Motors, said. Elite Motors is the distributor of Chery in Qatar.

This architecture will provide new products with the advantages of "powerful, rapid, efficient,

green", and "high-energy smart, subverting users" perceptions and expectations of electric hybrid products, and at the same time offer technical supports to Chery to move towards new energy transformation in an all-round way. It will further enhance the global market competitiveness of Chery products. Chery's new PHEV product lineup will also be released during the GIMS, and the brand's charity fund will also be launched simultaneously. Let's wait and see for more Chery power!

Growing stronger

Kantar and Google have collaboratively unveiled the 2023 Chinese Global Brand Builders Top 50 list. Among these rankings, Chery stands out as the leading Chinese global brand builder in the automotive sector, securing the 14th position on the overall list and demonstrating robust growth in its brand power.

Since its establishment, Chery has implemented a globalisation strategy and has always adhered to technology-driven development, with the corporate vision of building an auto brand with international competitiveness and influence.

Through the implementation of product strategy, localization strategy and talent strategy, Chery focuses on developing domestic and international markets, continuously deepens globalization, and focuses on the brand core of green, technology, family and companionship.

After 26 years of development, Chery's sales and service network covers more than 80 countries and regions, and has more than 12 million users worldwide. At the same time, Chery has carried out a variety of social contribution activities in the global market, involving green development, environmental protection, social welfare, personnel training and other fields, hoping to contribute to society through continuous efforts and provide better products for global consumers and service.

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Al Abdulghani Motors showcases an exceptional collection of cars at GIMS



Al Abdulghani Motors, the exclusive distributor for Toyota and Lexus in Qatar, is taking part in the esteemed Geneva International Motor Show 2023. The event began on October 5, 2023, and will continue until October 14, 2023, at the Doha Exhibition and Convention Centre, attracting car enthusiasts from Qatar and the surrounding region.

The exhibition pavilion of Al Abdulghani Motors stands out with an exceptional collection of Toyota and Lexus vehicles. This collection includes Toyota GR sports cars, electric models like the Toyota bZ4X, and the Lexus UX300. Additionally, they offer a range of hybrid cars that seamlessly combine advanced technology, innovative design, and a delightful driving experience.

The exhibition also features the showcase of the symbol of modern technological advancement, the Toyota Mirai. This remarkable vehicle relies on hydrogen fuel cells as its electric power source, capturing the attention of visitors and infusing an even more contemporary and innovative atmosphere into the already impressive event.

As for Land Cruiser enthusiasts, Al Abdulghani Motors launched the Cruiser base project, which offers Land Cruiser customers in Qatar the ability to modify their cars or add accessories to enhance the appearance and make it more fun to drive.

Abdulghani Nasser Al Abdulghani, CEO of Al Abdulghani Motors, said: "Our participation in the first edition of the Geneva International Motor Show in line with our national commitment to this civilized exhibition, which reflects the State of Qatar's approach towards globalization in spreading a true picture of the advancement of automotive sector in particular and innovation in the mobility sector in general."

He added: "This approach reflects our interest in the event, which we translated into a huge pavilion that bring in a collection of the latest designs and technologies associated to cars



and the future of mobility in Qatar. We were specifically keen to showcase environmentally friendly cars with low or no carbon emissions in line with Qatar National Vision 2030."

The specifications of the showcased cars are listed below:

Toyota Mirai

A luxury, rear-wheel-drive electric sports vehicle that relies on hydrogen fuel cells. It offers a combination of dazzling design, advanced technology, and superior performance. It relies on fuel cell technology that derives electrical energy. It comes from the interaction between the elements hydrogen and oxygen to operate an

electric motor, so water is the only substance that comes out of exhaust. It can be filled in just three to five minutes and provides a range of up to 650 km without carbon emissions.



Toyota bZ4X

It is the first fully electric four-wheel drive car in the bZ series, which means "Beyond Zero", that offers strong performance and high energy efficiency. The bZ is offered 4X in two grades, XLE and Limited, including front-wheel drive (FWD) and all-wheel drive (AWD). In terms of size, the bZ4X falls squarely in the middle of the crossover SUV segment. Moreover, the bZ4X's shape is balanced and elegant, with dynamic lines flowing from front to back.

Lexus UX 300e

An electric car from the luxury brand Lexus is an SUV in the multi-purpose category that combines luxury with the high efficiency of electric cars. It also offers a driving range of up to 560 kilometres.

Special Edition (V10) of the Land Cruiser GR

It is a special edition of the most powerful four-wheel drive car, the Land Cruiser GR, created to celebrate the tenth consecutive success in the Dakar Rally. The car came with basic modifications in its external appearance, as 18-inch aluminium wheels were added to enhance the appearance, and the brake discs and mudguards were modified to give it a sharper look and increase its robustness. In addition, the hood has been altered to align with the new design of the car, resulting in a more impressive appearance, and distinctive patterns have been added to its sides to ensure the uniqueness of this special edition.

Toyota Yaris GR

A true sports car that is Rally inspired, the GR Yaris incorporates knowledge and technology born from the World Rally Championship, to deliver performance every day. Developed with the experts at Toyota Gazoo Racing World Rally Team, GR Yaris incorporates advanced technology including GR-FOUR our first sports AWD system in 20 years, and a 1.6-Litre, 3 Cylinder Turbo engine.

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