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المتحدة للسيارات - المانع ذ.م.م.
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Future Design Forum to highlight next generation of luxury and supercars

With panel discussions inviting audiences to ‘Rethink Luxury’ and on ‘The Future of Supercars,’ the upcoming Future Design Forum by Qatar Tourism, Geneva International Motor Show, Qatar Auto Museum and Car Design News is set to inspire and present the latest advancements of the automotive industry to car enthusiasts.

Taking place at the National Museum of Qatar, an iconic destination with striking architecture designed by world-renowned architect Jean Nouvel, the Forum will take place on Monday, 9 October, 2023. The Future Design Forum is one of five immersive experiences scheduled alongside the inaugural motor show and which spread across some of Qatar’s leading tourism attractions including, Lusail Boulevard, Sealine, and the Lusail International Circuit.

Commenting on the Future Design Forum at the National Museum of Qatar, Sheikha Hessa Al-Thani, Head of Marketing and Planning at Qatar Tourism, said: “We are delighted to work with our valued partners to bring to life this exciting forum which embraces cutting-edge design and automotive innovation. GIMS Qatar is an important milestone in Qatar’s global position as a hub for major events; the country’s expansive exhibition halls coupled with its natural and modern landscapes will provide visitors with a holistic experience that sees a rich diversity and fusion of Qatar’s culture and heritage.”



Chery pavilion displays Chinese technology and innovation

The pavilion of Elite Motors, serving as the exclusive agent for the prestigious global Chery brand, became a magnet for a multitude of visitors at the highly-anticipated Geneva Motor Show in Doha.

Crowds gathered to bask in the presence of an impressive lineup of international Chery models, and what unfolded was a captivating showcase of China’s cutting-edge technological prowess and innovative brilliance. It was abundantly clear that this display struck a chord with attendees, as their enthusiastic approval echoed throughout the event.

One visitor, overwhelmed by the spectacle, eloquently stated, “I can’t help but feel that the Chery pavilion is akin to a grand museum of Chinese innovations, boasting a splendid array of diversity.” Moreover, it’s the hub for some extraordinary deals and exclusive offers, leaving the attendees positively thrilled. Many were avidly snapping souvenir photos of these magnificent automobiles, eager to capture a piece of this memorable experience.



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Alfardan Automobiles steals the spotlight with spectacular lineup

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During the event, held from October 5 to October 14, 2023, at the Doha Exhibition & Convention Center (DECC), these models were met with an overwhelming response from visitors. The line-up included the all-new BMW i5, a business sedan that is redefining innovation and sustainability in the upper mid-range vehicle segment; BMW XM Label Red, the flagship version of the brand’s first-ever high-performance vehicle built with an electrified drive system; and the all-new MINI Countryman, a chic and versatile crossover that retains all the iconic appeal of the MINI.



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

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- Lane Departure Warning System (LDWS) • Blind Spot Monitoring (BSM) and Rear Cross Traffic Alert (RCTA) • Smart Brake Support (SBS) • Driver Attention Alert (DAA) • Cruising & Traffic Support (CTS)
- Mazda Radar Cruise Control (MRCC) • Electric Sunroof

Teyseer Motors launches all-new PEUGEOT 408 in Qatar

PEUGEOT and Teyseer Motors have announced the arrival of the all-new 408 car in the State of Qatar. With the new 408, Peugeot shows the creativity of its teams by presenting a completely new image with a fastback and an exceptionally sporty style. The new model is the first of its kind, both in the history of the brand itself and in the automotive market as a whole.

This new age PEUGEOT offers a feline stance and unique allure, with engineering excellence focused on efficiency and intelligent electrification, as well as the emotions provided by cutting-edge technologies dedicated to driving pleasure and instinctive use.



The Allure of Innovation

The PEUGEOT 408 captivates with its dynamic fastback profile and distinctive style that breaks with convention. Its feline stance is a trademark of PEUGEOT's design language, while its sharp lines, body-coloured grille, and iconic lion emblem make a bold statement. The rear bumper features an inverted cut-out, adding a touch of strength and character. The 408 sits confidently on 720mm diameter wheels, with striking 20-inch rims boasting a disruptive geometric design. The innovative light signature, with fang-shaped LED lights at the front and three-claw LED lights at the rear, further exemplifies PEUGEOT's unique allure.

The All-new PEUGEOT 408 comes with six distinctive colours; Obsession Blue (new colour, selected to mark the launch of the model), Titanium Grey (new colour), Artense Grey (Allure trim only), Elixir Red, Pearl White and Black Perla Nera, giving its customers the opportunity to stand out from the crowd.

A Spacious and Efficient Interior

Inside the new PEUGEOT 408, you'll find exceptional comfort and ample space. With



a length of 4.69m and a long wheelbase of 2.79m, the 408 offers remarkable legroom and a generously sized 536-litre boot, expandable to 1,611 litres with the rear seats folded. The sleek and slim silhouette enhances aerodynamic efficiency, contributing to an exceptional driving experience.

Emotion and Technology Combined

The PEUGEOT 408 delivers an emotional driving experience for both the driver and passengers. Featuring the latest generation of PEUGEOT's

renowned i-Cockpit®, it offers a compact steering wheel for unique agility and precision of movement. The cockpit is designed with a focus on quality and connectivity, incorporating state-of-the-art technologies to make every journey more intuitive and rewarding.

Excellence in Safety and Performance

Safety is paramount in the new PEUGEOT 408, with a range of advanced driver assistance systems to ensure peace of mind on the road. These include Adaptive Cruise Control, blind

spot monitoring, Rear Cross Traffic Alert, Lane Keep Assist, and Driver Attention Alert. The 408 is equipped with a 215 hp engine and an 8-speed automatic gearbox, delivering excellent performance and efficiency.

The Future of PEUGEOT

"At PEUGEOT, we believe that life is better with allure. With its unique look, innovative fastback silhouette and unbridled elegance, the new 408 is the perfect expression of the PEUGEOT Brand's philosophy and inventiveness," says Linda Jackson, CEO of the PEUGEOT Brand. "Unexpected from every angle, the new PEUGEOT 408 has been designed for lovers of cars and of life, who want to break free from the traditional while seeking responsible pleasure. It embodies PEUGEOT's exacting technological standards - controlled efficiency and a very high-level digital experience - as well as the intense emotions of instinctive driving pleasure".

The new PEUGEOT 408 introduces a new era of modernity and elegance, transcending traditional sedan and SUV classifications. It pushes the boundaries of design, technology, and performance, providing an extraordinary driving experience that exceeds expectations.





PEUGEOT

ALL-NEW 408



STARTING FROM

118,000 QAR



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Domasco launches GAC Motor's new generation stylish SUV Emzoom

Building on the success and rising demand witnessed by GAC Motor in Qatar, Doha Marketing Services Company (DOMASCO), has announced the launch of the All-New Emzoom.



With a suite of advanced tech and safety features, such as a 7-inch LCD instrument cluster, a 10.25-inch infotainment system, and Level 2 Advanced Driving Assistance Systems (including Adaptive Cruise Control, Automatic Emergency Braking, Forward Collision Warning, Traffic Sign Recognition, and more), the Emzoom ensures a convenient and enjoyable ride for all.

cluster, a 10.25-inch multifunctional infotainment system, Level 2 Advanced Driving Assistance Systems, which include Adaptive Cruise Control, Automatic Emergency Braking, Forward Collision Warning, Traffic Sign Recognition System, and six other crucial systems, the Emzoom makes every drive a convenient and enjoyable experience for both the driver and passengers.

Available in five trim levels with a starting price of QAR 65,900, the Emzoom comes with a 7-Year/ 250,000 KM warranty.

GAC Motor is exclusively distributed in Qatar by Doha Marketing Services Company (DOMASCO), a leading multi-brand company in Qatar, part of the Al-Futtaim Automotive group. Al-Futtaim Automotive is one of five divisions within the Al-Futtaim Group which provides quality products and services that enrich people's lives and aspirations each and every day.

Representing the new design language of the globally acclaimed manufacturer, the strikingly aesthetic Emzoom is a brand-new addition to the company's popular line-up of SUVs, sedans, and MPVs. Featuring GAC Motor's sculpted new-wave iconic grille design, the Emzoom is a 5-seater compact SUV that blends modern design, expansive interior space, cutting-edge technology, and remarkable performance into one crossover.

Powered by a 1.5L Turbo engine with a 7-Speed DCT Transmission, the Emzoom produces 177 HP and 270Nm torque. With its combined fuel economy of 18.3 kms per litre, it's the ideal choice for urban dwellers.

Marco Melani, Managing Director of Domasco GAC Motors, said, "With its distinctive design,

advanced technology, and exquisite performance, all packaged at an incredible price point, the all-new Emzoom is sure to make a statement on the roads of Qatar. The launch of the Emzoom further strengthens GAC Motor's presence locally, where the brand has been experiencing growing demand among car buyers for its exceptional quality, reliability, and value for money. With the introduction of the Emzoom, GAC Motor is set to capture an even larger share of the market, catering to the diverse needs and preferences of Qatar's automotive enthusiasts."

Inside the Emzoom, drivers will find a spacious, comfortable, and refined cabin that is designed with both style and practicality in mind. The car boasts premium materials, ergonomic seating,

ample legroom, a super-size panoramic sunroof, and class-leading 21 storage compartments.

Equipped with a range of advanced technology and safety features, including a 7-inch LCD instrument



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Future Design Forum to highlight next generation of luxury and supercars



CAR DESIGN NEWS

Car Design News is the leading resource for car design professionals globally. Reaching highly engaged decision makers, influencers and innovators. For over two decades, Car Design News has been the leading conduit to the global automotive design supply chain. Launched in 1999 makes them the oldest, and most creative car design brand. 20- year archive of cars and designers. With an award-winning team of journalists, analysts and commercial marketers, they provide the latest global design news, exclusive interviews, reviews, videos, insights, intelligence, careers, archive motor show reports, global market forecasts and events, both virtual and in-person, to facilitate and create business opportunities for the world's car design community.

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edge design and automotive innovation. GIMS Qatar is an important milestone in Qatar's global position as a hub for major events; the country's expansive exhibition halls coupled with its natural and modern landscapes will provide visitors with a holistic experience that sees a rich diversity and fusion of Qatar's culture and heritage."

Dr. Alkindi AlJawabra, Qatar Auto Museum Director said: "We are pleased to host and co-organise the first edition of GIMS Qatar Future Design Forum in collaboration with Qatar Tourism, GIMS, and Car Design News. This collaboration is at the heart of the museum's education strategy. Conceived at the end of the oil age, Qatar Auto Museum is planned to be an engine driving design, research, inspiration, and innovation in new forms of mobility."

Scheduled from 9:00 – 14:00, the Future Design Forum promises to gather more than 200 distinguished guests and members of the media. Attendees will have multiple transportation options, including car, metro, or bus access. VIP guests will enjoy the convenience of drop-off at the VIP entrance

by car, while those arriving by metro or car will have access to golf carts to arrive at the entrance.

QATAR AUTO MUSEUM

Qatar Auto Museum (QAM) will serve as a hub for culture and innovation by showcasing one of the most vibrant and passionate car culture communities in the world through an unmatched collection of automobiles and engaging exhibitions and experiences that unite innovators, designers, engineers, collectors, and policymakers through a shared passion for cars. The Museum is expected to open in 2026. The new, 30,000-square-metre (320,000-square-foot) museum is designed by the Office for Metropolitan Architecture (OMA), led by Pritzker Architecture Prize winning architect Rem Koolhaas, and will be housed in the old Doha Exhibition Centre (DEC). The development of Qatar Auto Museum project is supported by QAM Advisory Board members, supervised by H.E. Dr.Hessa bint Sultan Al Jaber, QAM President, and managed by Dr. AlkindiAlJawabra, QAM Director.

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Kia showcases impressive lineup at GIMS Qatar 2023

Kia Middle East & Africa's display of its latest vehicle lineup in a dedicated 1,372 sqm booth spanning across two levels at the ongoing Geneva International Motor Show (GIMS) Qatar 2023 has been attracting the attention of car enthusiasts at the show.

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 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."



EV5's striking aesthetics

Kia's 'Opposites United' design philosophy, which celebrates the creative tension formed from the fusion of often seemingly contrasting visual influences of nature and modernity, has galvanized Kia's design team in the delivery of the Concept EV5's striking aesthetics. In particular, the 'Bold for Nature' pillar of the philosophy has influenced the form and stance of the Concept EV5, creating a unique SUV to support those pursuing a 'borderless life' where there is no boundary between their enjoyment and appreciation of nature and the city.

The Kia Concept EV5 takes influence from the contrast and complementarity of natural landscapes and man-made architecture. It is designed to inspire our customers on every journey, while providing sustainable and environmentally responsible solutions. Created for those who seek inventive new ideas, the SUV brings together emotional form language with innovative, user-focused interior architecture.

The Concept EV5 clearly exudes a progressive look from all angles. However, there is no doubting the vehicle's authenticity and identity as a member of the Kia family. At the front, a new form of Digital Tiger Face projects cleanness and dignity, strength and robustness in equal measure while paying subtle homage to the famous Kia Tiger Nose grille. The confident new design is integrated with Kia's Star Map signature lighting technology, which introduces the concept of a constellation connecting stars to a clean face.

The futuristic flowing pattern provided by the digital lighting extends down the side of the Concept EV5, further confirming its status as a pure EV. The serene sense of strength exuding from the SUV's sculpted lines, square, fenders and powerful stance is amplified by a paintwork finish inspired by a rich, formidable hue found in nature – Iceberg matte green. Striking 21-inch wheels and an aerodynamic-enhancing roof spoiler complete the picture.

Introducing the All-New Kia EV9

Your electric adventure is coming soon

Movement that inspires

Every Mazda feels like a seamless extension of you



Every Mazda is delivered with a firm belief in the power of cars to evoke human emotions, to awaken the senses, heighten reflexes, and make pulses race. Mazda believes that the joy of being alive stems from what we discover on our journey and the inspiration we find in every mile.

Just like the symbiotic relationship developed over time by a horse and rider—Jinba Ittai—driving any new generation Mazda feels like a natural extension of your being. When Mazda released the first-generation MX-5 Miata in 1989, that ignited an evolutionary revolution.

Mazda R&D team has worked hard to implement the newest technologies and the Jinba Ittai principle to ensure the best driving experience. As one of the Mazda program managers explained, “When the car and driver are in perfect harmony, driving is fun.”

A horse and rider communicate through tactile response. The horse adjusts its gait to allow the archer to release his arrow. Mazda aims to create the same relationship between car and driver.

“For instance,” as the program manager emphasized, “the location of the shift lever, whether it is more in the front, off to the side or farther back, will determine what muscles are used to operate it. We need to balance the amount of strength needed to feel oneness.”

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 SUV’s.

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. The 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.

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.



(FR) layout is the debut of the longitudinal version of our Skyactiv Multi-Solution Scalable Architecture platform. This all-new platform accommodates both four- and six-cylinder longitudinal engines of any capacity, as well as diverse electrification technologies such as our M Hybrid mild hybrid system. Design was directed by our unique Skyactiv-Vehicle Architecture concept, assuring that Mazda SUV works with the human body’s inherent ability to maintain balance while in motion to place you in full command of the greater power of our newly developed engine. So, you can comfortably maintain a relaxed, well-balanced posture even as you experience the pleasure of controlling G forces in various driving situations.

CONFIDENCE INSPIRING i-ACTIV ALL-WHEEL DRIVE

Mazda’s unwavering commitment to making vehicles that thrill and delight is evident in the driving dynamics derived from the confident inspiring i-ACTIV AWD which is far ahead in technology and performance than any contemporary crossover SUV.

The assurance of i-ACTIV all-wheel drive comes through its sensors, which consider factors like steering angle, throttle inputs and wheel-spin along with temperature and use of wipers to paint a clear picture of the outside conditions. i-ACTIV all-wheel drive can adjust power output more than 200 times per second, using 27 different variables, to “predict” what the road conditions look like.



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 many of Mazda’s most prolific breakthroughs.

ALL-NEW SCALABLE PLATFORM WITH LONGITUDINAL ENGINE

Engineered to give exhilarating responses that are also friendly to the environment, next generation Mazda SUV’s (New CX-60 & New CX-90) front-engine rear-wheel-drive



KODO DESIGN – BREATHING LIFE INTO THE CAR

The Kodo – Soul Motion design, breathing life into the car, has been redefined by strengthening the low, wide expression of the evolved Mazda identity. Mazda has settled on ‘refined toughness’ as a keyword and challenged themselves to elevate the KODO concept to a new level. Inspired by traditional Japanese crafts, Mazda has pursued minimalist aesthetics -LESS IS MORE CONCEPT free of all non-essential elements. The result is a bold and premium-looking exterior, and an interior that gives all occupants a pleasant feeling.

PASSENGER SAFETY IS PARAMOUNT

Mazda’s i-Activsense is an umbrella term covering a series of advanced safety technologies which make use of detection devices such as milli-wave radars and cameras. They include active safety technologies that support safer driving by helping the driver to recognize potential hazards, and pre-crash safety technologies which help to avert collisions or reduce their severity in situations where they cannot be avoided. Mazda’s i-Activsense advanced safety technologies include Advanced Smart City Brake Support with Pedestrian Detection, Smart Brake Support with Collision Warning, Smart Brake Support, Mazda Radar Cruise Control with Stop & Go Function, Blind Spot Monitoring with Rear Cross-Traffic Alert, Lane Departure Warning System with Lane-Keep Assist, Driver Attention Alert, High Beam Control, Adaptive Front-Lighting System, and Traffic Sign Recognition.

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 next generation Mazda models was reviewed, 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 with a common objective.

For the most refined experience, the top-trim Mazda SUVs and sedans include a windshield-projected Active Driving Display, leather seats, power liftgate, power moonroof, paddle shifters, and LED Signature illumination headlights and taillights. These features are in addition to the existing Mazda Connect system with commander control, BOSE® Premium 12-speaker audio system, LED fog lamps and Mazda GPS Navigation system.

Alfardan Automobiles steals the spotlight with spectacular lineup



event is a tribute to the elegance, innovation, and forward-thinking represented by the BMW and MINI brands. We were honoured to showcase the future of motoring with the BMW i5, BMW XM Label Red, and all-new MINI Countryman, and thrilled by the enthusiastic response from automotive fans to these compelling models,” said Nasr Jairoudi, General Manager of Alfardan Automobiles, in the wake of the event.

Established in 1996, Alfardan Automobiles is the official importer in Qatar for BMW and MINI. Its conveniently located landmark showrooms are backed by a full complement of after-sales facilities fully equipped with the latest computerization in service and diagnostic tools and technologies.



Alfardan Automobiles, with its extended business hours, the full support of BMW Group’s Headquarters and experienced and fully trained staff, strives every day to be the leading service provider for the premium motorist.

After more than two decades of partnership with BMW Group, Alfardan Automobiles has been expanding its investments to widen the availability of these brands across the fast-developing State of Qatar.

Two high-end showrooms featuring the latest and widest selection of BMW and MINI models, in addition to state-of-the-art service centers, provide clients with an unparalleled brand experience.

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Alfardan Automobiles’ involvement at the Geneva International Motor Show in Qatar underscored the company’s focus in showcasing the ultimate in automotive brilliance on a global stage. The event – an extension of the renowned annual Geneva International Motor Show held in Switzerland – provided an opportunity to reveal its latest offerings from its prestigious brand portfolio.

By introducing these impressive BMW Group models at the debut Geneva International Motor Show Qatar, Alfardan Automobiles etched a memorable milestone, offering visitors and car enthusiasts a glimpse into the revamped driving experiences now accessible to them. The event drew not only car enthusiasts but also industry professionals and prospective buyers, eager to explore the advanced technologies, striking designs and unparalleled craftsmanship of the dynamic models on display.

The highly anticipated BMW i5, with its all-electric drivetrain offering emission-free mobility, received particular praise. The BMW XM Label Red, which

blends exclusivity, power, and innovation in a high-performance package, has set new benchmarks in the Sports Activity Vehicle and Sports Activity Coupe segments.

The all-new MINI Countryman, which was recently unveiled at the IAA International Motor Show in Munich, also made its Middle Eastern debut at GIMS Qatar. The largest model in the MINI lineup, it impressed with an updated, more stylish look and

roomy cabin filled with advanced features. All three models were well received by visitors and BMW aficionados, who were impressed by the vehicles’ refined new chassis, revamped interiors, advanced specs and contemporary digital features.

“Our presence at the inaugural Geneva International Motor Show (GIMS) Qatar demonstrated our commitment to providing an unrivalled experience for our customers. The



Auto Class Cars announces new Lynk & Co dealership and unveils new cars at GIMS Qatar 2023

Auto Class Cars, a subsidiary of Nasser Bin Khaled Group in Qatar, has announced a new addition to its portfolio of car brands, Lynk and Co, a luxury Chinese-European automotive company.

The announcement was made during the inauguration of the Geneva International Motor Show Qatar 2023 taking place at the Doha Exhibition and Convention Center and runs until 14 October 2023.



The reveal of Lynk and Co cars was attended by HE Sheikh Nawaf Bin Nasser Al Thani, Chairman of NBK Group, Frank Zauner, Auto Class Cars General Manager, VIPs, dignitaries, and representatives of local and international media.

Auto Class Cars will be the authorized general distributor of Lynk and Co in Qatar and will display the brand's cars at its showroom on Salwa Road.

HE Sheikh Nawaf Bin Nasser Al Thani, Chairman of NBK Group said: "We are proud in this partnership and collaboration with Lynk & Co to represent them in Qatar. We are passionately committed

to accomplishing our shared goals and exceeding customer expectations. Our alignment in values and forward-thinking ambitions makes this alliance especially promising. As the authorized distributor of Lynk & Co in Qatar, Auto Class Cars is dedicated to introducing the market to the finest and most cutting-edge brands. We aim to enrich our community's options and provide them with solutions tailored to their needs. This partnership marks a strategic expansion endeavour, aligning us with brands that share our values and vision."

Frank Zauner, General Manager, Auto Class Cars said: "Today, we stand on the threshold of a new era in Qatar's automotive landscape, one that promises to redefine the region's automobile experience. We are thrilled to announce the latest addition to the Auto Class Cars Portfolio of brands, to unveil a collection of premium vehicles from Lynk & Co that are set to make waves in the industry. Auto Class Cars is immensely proud to partner with this prestigious brand and introduce its exceptional vehicles to our market. These cars seamlessly merge luxury, performance, European design, top-notch innovative technology, and the highest safety standards. In essence, it's the car you've always dreamed of—the car of the new generation."

Lynk & Co, founded in 2016, has achieved remarkable growth and progress in record time, establishing itself as a premium brand poised to reshape the automotive sector. It is not just another car manufacturer; it is a brand that consistently pushes the boundaries of innovation.

During the event, four distinctive models were revealed: the 01, 03+, 05, and the epitome of luxury, the 09.

01 louder Pro

The LYNK & Co 01 Louder Pro 2023 is a FWD SUV car that is equipped with a 2 L Turbo engine, 4 Cylinders and 218 horsepower. The transmission is 8 Speed Automatic, the fuel economy is 14.9 KM/L.

In terms of entertainment and technology, this car is fitted with USB Connection, CD, AUX, Bluetooth, Premium Sound System, Wireless Charging Pad, Wireless Apple CarPlay, Wireless Android Auto, and 10 Harman Infinity Speakers.

In the Interior, it has Sports leather cooled Seats, Power Seats & Lumbar Control.

Safety is a priority: Blind Spot Sensor, Alarm System, Lane Departure Warning, Stability Control Traction Control, Brake Assist, Hill Assist System and much more.



03+

A high-performance premium sedan, equipped with advanced chassis tuning, independent suspension and high-performance brakes. Engine is drive-E 2.0TD EVO turbo engine. The maximum output power is 265hp / 195kw. The acceleration from 0 to 100 is 5.7 seconds. With string speed and excellent handling, 03+ will provide you with the ultimate experience.

It has a golden Armor design, the "+" symbol represents a winner's gene that highlights its uniqueness. The exterior is distinguished with Bilateral four exhaust, energy cube LED rear lights, full carbon fiber aeropack.

The interior design is a perfect blend of advanced technology and exquisite craftsmanship, with sleek lines and premium "Alcantara" materials. The car Integrates more than 20 advanced driving assistance functions, ensuring your safety when you are handling the BEAST.

05 Hyper Halo

The LYNK & Co 05 Hyper Halo 2023 is an AWD SUV car that is equipped with a 2 L Turbo engine, 4 Cylinders and 254 horsepower. The transmission is 8 Speed Automatic, and a fuel economy of 14.2 KM/L.

In terms of entertainment and technology, this car is fitted with USB Connection, Bluetooth, Premium Sound System, Wireless Apple CarPlay, Wireless Android Auto, Drive Mode Select And 10 Speakers.

The interior features 12.3 inches HD digital instrument cluster, and 12.7 inches touchable center stack. Like the other cars, safety is no compromise. 05 safety features include, but not limited to, Safety Blind Spot Sensor, Lane Departure Warning, Stability Control, Built-in Camera: 360 Camera and many other functions that keep you safe.

09 Ultra

The Lynk & Co 09 Ultra is our flagship SUV based on SPA platform, with 5 doors and a front mounted powerplant which delivers its power through all four wheels. It produces 251 bhp (254 PS/187 kW) of power at 5500 rpm, and maximum torque of 350 N.m. The engine supplies its power through to the wheels via an 8-speed automatic transmission.

The luxury SUV occupies 7 seaters, offers seats ventilation and Massage, driver seat memory function, genuine leather steering wheel, 14 Speakers BOSE Audio, 12.8 inch full-color W-HUD and much more.



Its design is captivating, panoramic canopy, front door acoustic glass, adaptive front-lighting system, and roof tails.

All the Lynk & Co cars will be available at Auto Class Cars and Lynk & Co pavilion at the Geneva International Motor Show Qatar, as well as in the showroom of Auto Class Cars on Salwa Road in Doha.

Nasser Bin Khaled Automobiles showcases Mercedes-Benz EQ range for first time in Qatar at GIMS

Nasser Bin Khaled Automobiles, the general authorized distributor of Mercedes-Benz in Qatar, displays a range of the all-electric Mercedes-Benz EQ cars in its dedicated pavilion at the Geneva International Motor Show Qatar 2023.

The impressive selection of electric vehicles includes the EQS, EQS SUV, EQE SUV, and the Vision EQXX.



EQS sedan

The EQS is the first fully electric luxury sedan from Mercedes-Benz, and it can be personalized with the assistance of the MANUFAKTUR range. It is distinguished with its special paint finishes and high-quality interior refinements which expand the possibilities for putting together an EQS to suit your personal taste.

The front and rear seats are finished in Nappa leather and feature intricate diamond quilting. Nappa leather in a MANUFAKTUR colour is also used for the armrests in the doors, the centre console and the lower section of the instrument panel.

Smooth, quiet and rich in torque, the EQS 450+ is powered by an advanced 245kW electric motor that can send up to 329 hp and 417 lb-ft of torque to the rear wheels. The "permanently excited synchronous motor" (PSM) features permanent magnets to generate AC current with high power density and efficiency. An advanced cooling system helps maintain its high-performance consistency during spirited driving and a wide range of climates.

The EQS sedan, on a dedicated luxury electric platform, optimizes packaging, materials, and safety for quiet comfort, spaciousness, and innovative design. It features three levels of heating and cooling ventilation for added comfort.



The EQS SUV

The EQS SUV ushers in a new era of luxury SUVs with all-electric performance, modern elegance, and spacious, futuristic interiors, including an optional roomy third row. It embodies the character that defines a Mercedes SUV.

The EQS 450+ SUV is powered by an advanced 265kW electric motor that can send up to 355 hp and 419 lb-ft of torque to the rear wheels.

The EQS is the first Mercedes-Benz SUV electric SUV, purpose-built for a quiet, spacious, and innovative all-electric experience. The "sensual purity" of the EQS SUV design is rooted in its all-electric architecture, but comes to life on every surface. Cab-forward proportions, a long wheelbase with 4-wheel steering pair luxurious room with nimble handling. Black wheel arches and side sills pair with flowing yet muscular sculpting to express strength with a sleek, sporty and agile poise. The Black Panel front and full-width front and rear light bars are symbolic of the futuristic elegance within.

From seat stitching to rose gold accents, the EQS cabin defines a new level of luxury and style. Its user-friendly interface includes intuitive touch controls and an AI-powered voice assistant. A 12.3-inch customizable display blends analog-style gauges with digital readouts for electric driving.

The 12.8-inch OLED central touchscreen offers superior performance over LCD displays.

EQE SUV

The EQE SUV stands apart with its distinctive design, highest standards of function and aerodynamics. Its dynamic proportions reinforce this impression and powerfully refer to generously modelled surfaces, reduced joints and seamless transitions.



With the new EQE SUV, you will experience a fully electric driving experience for all the senses. As an individual option or as part of the attractive Advanced and Premium Packages, there is a choice of further high-tech equipment that is probably only to be found in a Mercedes-Benz in

this form. Particularly brilliant examples here are the KEYLESS-GO, the Burmester® surround sound system or the Sound Experience in the interior.

Multicontour seats for driver and front passenger provide excellent ergonomic seating comfort. Inflatable active cushions in the side bolsters ensure the best possible seating comfort and optimum lateral support. Another highlight is the ENERGIZING massage function with different programmes and two intensity levels.

The EQE SUV features a new generation of batteries that set new standards in terms of performance, efficiency and charging power. The lithium-ion battery consists of ten cell modules with a usable energy content of up to 90 kWh.



VISION EQXX

The Mercedes-Benz VISION EQXX is the most efficient Mercedes-Benz ever a vehicle designed for that road trip. It answers the progressive demands of a modern generation of customers for and emotionality through innovation. Part of a far-reaching technology programme, this software-defined research prototype was engineered by women and men with the creativity, ingenuity and determination to deliver one of the planet's most efficient cars – in every respect. They did so using the latest digital technology, the agility of a start-up and the speed of Formula 1.

The result is an efficiency masterpiece that, based on internal digital simulations in real-life traffic conditions, will be capable of exceeding 1,000 kilometres on a single charge with an outstanding energy consumption of less than 10 kWh per 100 kilometres (efficiency of more than 6 miles per kWh).

Mercedes-Benz's groundbreaking electric car redefines road trips with software-driven innovation, embracing modern luxury and efficiency through advanced engineering in drivetrain, aerodynamics, and lightweight design.

Porsche celebrates 75 years of innovation at GIMS with a new hypercar concept and MENA debut of 911 S/T

- Regional debut of the Mission X Concept that reinterprets the hypercar and takes centre stage alongside the fully electric Taycan
- Middle East debut of the 911 S/T, a lightweight, purist special with power from the 911 GT3 RS that celebrates the 60th Anniversary of the 911
- ‘Dream in full colour’ expresses the endless array of dreams which started with Ferdinand Porsche’s original desire to create his own sports car 75 years ago

In its 75th anniversary year, Porsche has chosen the theme ‘Dream in Full Colour.’ This theme not only highlights the brand’s diverse colour choices over the decades but also exemplifies its relentless commitment to innovation, as seen in the groundbreaking Mission X hypercar concept



The 911 S/T weighs approximately 40kg less than a manual GT3 Touring at just 1,380 kilograms thanks to the use of lightweight carbon-fibre-reinforced plastic (CFRP) for the front bonnet, roof, front guards, doors, rear axle, anti-roll bar and shear panel. It accelerates from 0 to 100 km/h in just 3.7 seconds and has a top speed of 300 km/h.

The 911 S/T pays homage to the 911 S of 1969 which was known internally as the 911 ST and included modifications to the chassis, wheels, engine and body to improve performance and handling before the era of large spoilers and aerodynamic aids.

Icons of Porsche, 25-26 November

The largest classic car festival in the Middle East, Icons of Porsche, returns to ‘The Slab’ in the Dubai Design District (D3) under the familiar, iconic backdrop of Dubai’s city skyline which welcomed more than 15,000 visitors last year. The two-day festival will ramp up the spectacle even further, not just for Porsche purists but for all car enthusiasts and their families.

Once again, Icons of Porsche will host not only the biggest display of classic Porsches anywhere in the region but also artwork installations from renowned artists, live music from local musicians, celebrity appearances, popular food and beverage vendors and displays from TAG Heuer, Porsche Lifestyle as well as a special Porsche merchandise pavilion.

To secure your complimentary single or family tickets, pre-register now at www.iconsofporsche.com

Porsche’s dramatic-looking, two-seater hypercar concept, the Mission X and the purist, lightweight 911 S/T make their regional debuts at the ongoing Geneva International Motor Show in Qatar as the centre pieces of Porsche’s 75th Anniversary celebrations.

For three quarters of a century, Porsche has combined heritage and innovation to realise the sports car dreams of customers around the world which began on 8 June 1948 when the first Porsche, the 356 ‘No. 1’ Roadster received its general operating permit. It continues today with the Mission X Concept picking up the torch of more recent Porsche super sports cars like the 959, the Carrera GT and the 918 Spyder to continue the evolutionary development of future vehicle concepts.

“Ferry Porsche famously stated that, unable to find the car of his dreams, he decided to build one for himself and this determination has continued for 75 years till today and remains a defining part of our future vision,” said Dr. Manfred Bräunl, Chief Executive Officer of Porsche Middle East and Africa.

Porsche’s brave colour choices used over the decades, from Speed Yellow and Rubystar to Lava Orange, Neptune Blue and Forest Green, capture the essence of the Anniversary year theme ‘Dream in full colour’. This reflects not only on Porsche’s energetic choice of colours, but also its innovation and courage to not be afraid, just as Ferry did when he dreamt himself a better car that became the Porsche 356,” Bräunl added.

The future can be seen in the Mission X Concept that is a spectacular reinterpretation of a hypercar with Le Mans-style doors that open upwards to the front and is powered by a high-performance, efficient electric powertrain.

The vision of Mission X, should it go into series production, is for it to be the fastest road-legal vehicle around the Nürburgring Nordschleife, with a power-to-weight ratio of roughly one PS per kilogram and achieving downforce values well above the level of the current 911 GT3 RS.

60 Years of 911

Porsche is celebrating the 60th Anniversary of the 911 with the limited edition 911 S/T that is restricted to just 1,963 units and makes its regional debut at the Qatar show.

It’s the first time the high-revving 525 PS, 4.0 litre, six-cylinder boxer engine from the 911 GT3 RS has been matched with a short-ratio manual gearbox and lightweight clutch in a specification that combines the GT3 RS with the Touring Package.



Alfardan Premier Motors showcases JLR’s lineup of modern luxury

- Award-winning Range Rover and Range Rover Sport take centre stage on Alfardan Premier Motors’ stand at the 2023 Geneva International Motor Show in Qatar.
- The complete Defender family goes on display, with the recently-launched Defender 130 – featuring a third row of seats to accommodate up to eight people – next to the famed Defender 90 and 110 models.
- Jaguar’s fully-electric, globally-acclaimed I-PACE and the popular Jaguar F-PACE models take a prominent place on Alfardan Premier Motors’ stand at the motor show.

Alfardan Premier Motors Co., the official retailer for Jaguar Land Rover in the State of Qatar, is showcasing the 2023 Geneva International Motor Show Qatar with an unparalleled display of the latest models from all the brands, exemplifying the company’s luxury-by-design philosophy.

One of the most prestigious and influential icons in the automotive world, the Geneva International Motor Show (GIMS) has been an industry leader in Switzerland and now comes to Qatar. Underlining the innovative capabilities and spirit of Qatar, visitors and exhibitors looked forward to an unprecedented display of luxury and sports cars, as well as exotics and classics.



Taking centre stage at the show is the highly acclaimed Range Rover SV, a unique interpretation of Range Rover luxury and personalisation. This car is handcrafted by the bespoke Special Vehicle Operations division, enjoying peerless refinement and unmatched capabilities that truly define modern luxury.

Alongside the Range Rover SV is the dynamic Range Rover Sport, providing visitors with an opportunity to experience the epitome of dynamic luxury. Its reductive design highlights the vehicle’s muscular stance and taut surfaces.

The complete Defender family, including the full-size Defender 130 that seats up to eight people, is exhibited alongside the ever-popular Defender 90 and Defender 110 variants.

As Jaguar continues its journey towards full electrification, the famed British marque’s first-ever fully electric Jaguar, the renowned I-PACE, is on display for visitors to experience.

The I-PACE has been subtly enhanced, with a more distinctive design, richer specifications, the addition of R-Dynamic models and – for the first time – striking satin paints in a choice of two metallic colours. It offers an unrivalled balance of performance, refinement, agility, and technology, allied to impressive real-world range and day-to-day usability.



Alongside the electric SUV is Jaguar’s performance SUV, the Jaguar F-PACE. With an assertive fresh exterior, beautifully crafted all-new interior, latest-generation Pivi Pro infotainment, and a wide range of engine choices, the new Jaguar F-PACE is now more luxurious, connected, and efficient than ever.

Samer Bou Dargham, General Manager for Alfardan Premier Motors, said: “The 2023 GIMS Qatar is a landmark occasion that expands on the Geneva International Motor Show’s rich history, and we are delighted to be taking part in this historic event here in Qatar.

Alfardan Premier Motors has a long history of representing Jaguar Land Rover and has been a key player in the growth of JLR’s brands and products in Qatar. Our participation in this prestigious event is testimony to our commitment to delivering outstanding levels of service and experiences to our clients. Those clients will be able to get a close look at the latest vehicles from JLR displayed together, and experience at first hand the high level of service from the experienced Alfardan Premier Motors team”.



Al Abdulghani Motors pavilion features spectacular automotive excellence



Al Abdulghani Motors, the sole representative of Toyota and Lexus in Qatar, is displaying remarkable automotive excellence at the 2023 Geneva International Motor Show. 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.



Chery pavilion displays cutting-edge Chinese technology and innovation

The pavilion of Elite Motors, serving as the exclusive agent for the prestigious global Chery brand, became a magnet for a multitude of visitors at the highly-anticipated Geneva Motor Show in Doha.

Crowds gathered to bask in the presence of an impressive lineup of international Chery models, and what unfolded was a captivating showcase of China's cutting-edge technological prowess and innovative brilliance. It was abundantly clear that this display struck a chord with attendees, as their enthusiastic approval echoed throughout the event.

One visitor, overwhelmed by the spectacle, eloquently stated, "I can't help but feel that the Chery pavilion is akin to a grand museum of Chinese innovations, boasting a splendid array of diversity." Moreover, it's the hub for some extraordinary deals and exclusive offers, leaving the attendees positively thrilled. Many were avidly snapping souvenir photos of these magnificent automobiles, eager to capture a piece of this memorable experience.

Ahmed Elsebayee, Managing Director, Elite Motors, expressed his satisfaction, stating, "We are delighted by the impressive number of attendees who graced the Elite Motors pavilion and had the opportunity to revel in the latest models that represent the future, all offered at prices designed to cater to a wide range of budgets."

The brand has unveiled two new PHEV models during the event marking the latest achievement in Chery's 18-year journey of advancing hybrid technology.



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 reaffirms its commitment to providing high-quality vehicles to global consumers through its core products and the latest technology. It also showcases Chery's innovation, quality, and technology on the world stage.

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 Geneva International Motor Show (GIMS) is "power 4.0 global architecture" covering all forms of energy types such as ICE, PHEV, and BEV," Elsebayee added.

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.

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, also made their appearance at the 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.

In the sedan segment, the Chery Arrizo 8 combines technological intelligence with an elegant style, featuring a fully optimized aesthetic design, a



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.

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.

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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