

الريادة للسيارات ذ.م.م.  
PIONEER MOTORS W.L.L.

HONGDI BESTUNE

رقم مجاني 800 7553

**GULF AUTO**

GULF TIMES FOCUS PUBLICATION Monday, October 9, 2023

المتحدة للسيارات - المانع ذ.م.م.  
United Cars - Almana W.L.L.

Jeep CHRYSLER DODGE RAM

رقم مجاني 800 7552

# GIMS QATAR DRAWS CAR ENTHUSIASTS IN DROVES



The inaugural Geneva International Motor Show Qatar 2023 kicked off in grand style, transforming Doha into a global automotive hub. This unprecedented event, running until 14 October, has firmly established itself as the premier motor show not only in the Middle East but on the world stage. Car enthusiasts from around the globe are flocking to the Doha Exhibition and Convention Center to witness the ultimate festival of automotive excellence.

With 32 of the world's most prestigious automobile brands participating, the show promises an extraordinary collection of new vehicles and cutting-edge automotive technology. Visitors, media, and special guests have the unique opportunity to immerse themselves in the world of automobiles both within and around the central venue. Whether it's on the road, on the racetrack, or in the desert dunes, unforgettable automotive encounters await you.

## Chery's cutting-edge hybrids illuminate Elite Motors pavilion

The Geneva International Motor Show Qatar 2023 witnessed a remarkable spectacle at the Elite Motors pavilion as it played host to an array of cutting-edge hybrid Chery models, showcasing China's technological prowess and innovation.

The event turned into a captivating celebration of Chery's remarkable journey in advancing hybrid technology, garnering enthusiastic approval from the gathered crowds.

Elite Motors, the exclusive agent for the prestigious global Chery brand, left no stone unturned in creating an awe-inspiring display that drew throngs of automotive enthusiasts. The pavilion turned into a hub of excitement as attendees flocked to witness Chery's latest achievements in the world of hybrid vehicles.

Page 8



## Porsche unleashes thrilling hypercar concept and iconic 911 S/T

The Porsche pavilion at the Geneva International Motor Show Qatar 2023 has become a focal point of the event, with throngs of visitors and automotive enthusiasts converging to catch a glimpse of these extraordinary vehicles. The pavilion has been abuzz with excited chatter and camera

flashes as attendees seek to capture every detail of Porsche's latest creations.

Porsche's commitment to innovation, performance, and heritage has once again cemented its position as a leader in the world of high-performance sports cars.

Page 3



BMW THE XM LABEL RED.

Sheer Driving Pleasure

**Alfardan Automobiles**  
Suheim Bin Hamad St. Showroom and Alfardan Towers Showroom – West Bay  
Tel. +974 4447 7577  
E-mail: [bmw@alfardan.com.qa](mailto:bmw@alfardan.com.qa)  
Website: [www.bmw-qatar.com](http://www.bmw-qatar.com)





# WE ARE THRILLED TO ANNOUNCE THE OPENING OF THE NEW JEEP - CHRYSLER - DODGE - RAM SHOWROOM IN THE PEARL QATAR



VISIT US



QUICK SERVICE



65 + CARS DISPLAYED



COFFEE BAR



ACCESSORIES

SCAN NOW

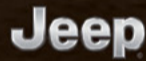


**United Cars - Almana W.L.L.**

United Cars - Almana is the sole distributor of Jeep, Chrysler, Dodge and RAM vehicles in Qatar.

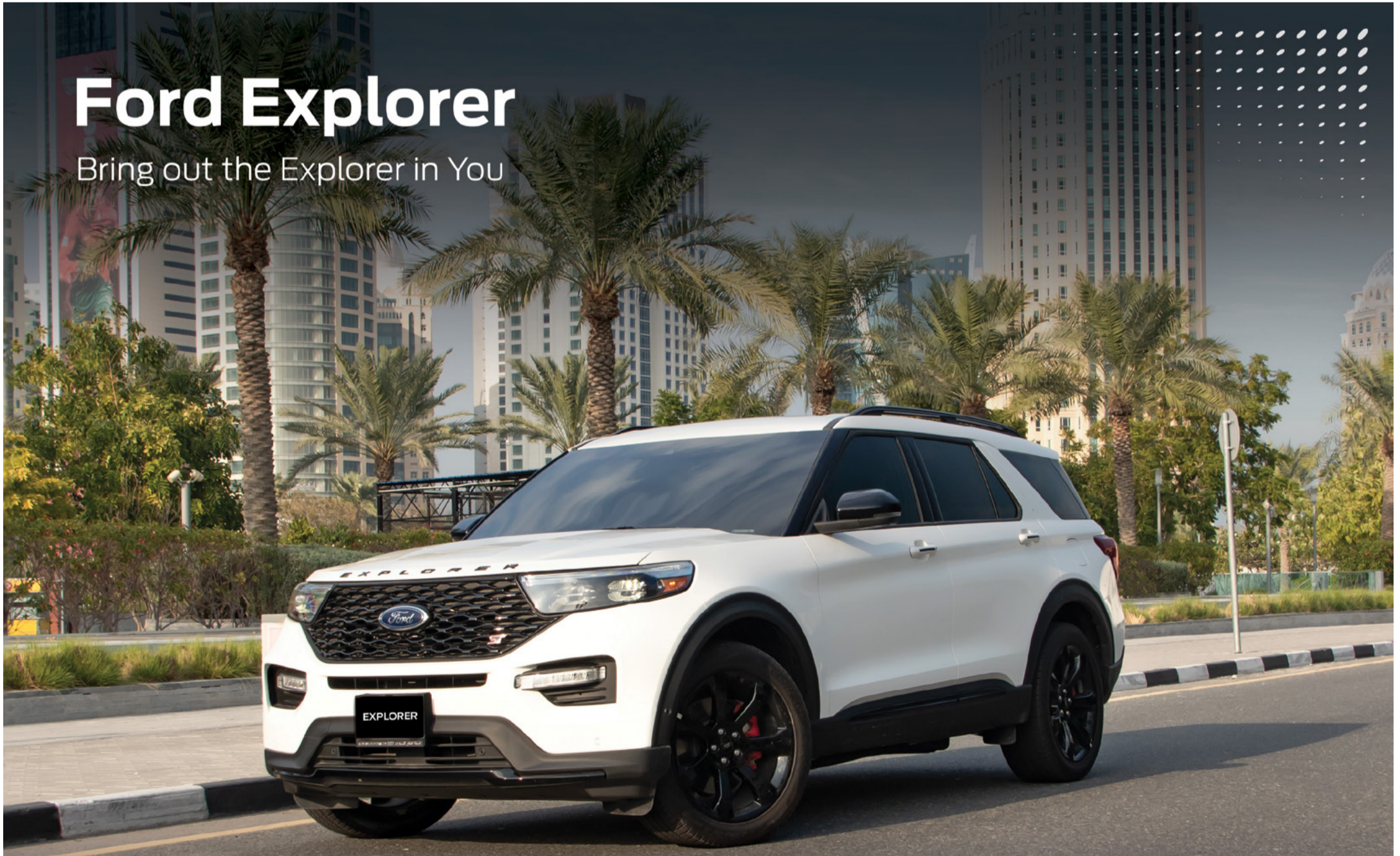
Pearl Qatar - The Pearl Qatar, Building No: 193, Doha, Qatar. P.O.Box 17260  
(Showroom Timing: Sat - Thu: 9:00 am - 9:00 pm | Friday 4:00 pm - 9:00 pm)

TOLL FREE 800 7552



# Ford Explorer

Bring out the Explorer in You



STARTING FROM  
**QAR 159,000**

5 YEARS OR 100,000 KM WARRANTY  
5 YEARS OR 100,000 KM ROADSIDE ASSISTANCE

BOOK A  
TEST DRIVE  
800 7551





# Porsche unleashes thrilling hypercar concept and iconic 911 S/T, drawing enthusiastic crowds



In a dazzling display of automotive excellence, Porsche has taken center stage at the ongoing Geneva International Motor Show Qatar 2023, taking place at the Doha Exhibition and Convention Center. The renowned German automaker has not only unveiled an awe-inspiring hypercar concept but has also revived the legendary 911 S/T, creating a palpable buzz among auto enthusiasts and industry insiders alike.

## Hypercar Concept:

Porsche's 75th Anniversary celebrations are in full swing at the ongoing Geneva International Motor Show in Qatar, where the spotlight shines brightly on two remarkable automotive creations: the Mission X hypercar concept and the purebred lightweight 911 S/T. These exquisite machines have made their regional debuts, captivating enthusiasts with their breathtaking designs and cutting-edge engineering.

For an astonishing three-quarters of a century, Porsche has masterfully blended its rich heritage with relentless innovation, bringing to life the dreams of sports car aficionados worldwide. This journey began on June 8, 1948, when the first Porsche, the iconic 356 'No. 1' Roadster, was granted its general operating permit. This illustrious legacy continues unabated, with the Mission X Concept now picking up the torch passed down by its super sports car predecessors like the legendary 959, the iconic Carrera GT, and the trailblazing 918 Spyder. It stands as a testament to Porsche's unwavering commitment to advancing the future of automotive excellence.

Dr. Manfred Bräunl, Chief Executive Officer of Porsche Middle East and Africa, eloquently highlighted this enduring determination by quoting the words of Ferry Porsche himself: "Unable to find the car of his dreams, he decided to build one for himself." This profound commitment has defined Porsche's vision for 75 remarkable years and continues to shape its future.

As we commemorate this milestone, Porsche's bold and vibrant colour choices throughout the decades, from the iconic Speed Yellow and Rubystar to the striking Lava Orange, Neptune Blue, and Forest Green, perfectly encapsulate the theme of the Anniversary year: 'Dream in full colour.' These choices not only reflect Porsche's dynamic approach to color but also symbolize its spirit of innovation and courage—a spirit that mirrors Ferry Porsche's fearless pursuit of creating a better car, ultimately giving birth to the Porsche 356.

The future unfolds before our eyes with the Mission X Concept, a breathtaking reinterpretation of the hypercar genre. With its Le Mans-style doors that elegantly open upwards towards the front and a potent, efficient electric powertrain, it represents Porsche's vision of what's to come. Should it transition to series production, the Mission X aims to claim the title of the fastest road-legal vehicle around the challenging Nürburgring Nordschleife. This aspiration is underpinned by a remarkable power-to-weight ratio, with approximately one PS per kilogram, and a level of downforce exceeding that of the current 911 GT3 RS.

In essence, Porsche's 75th Anniversary showcases not only its illustrious past but also its unwavering commitment to shaping the

future of automotive excellence, boldly embracing innovation and embracing the dream in full colour.

## The Revival of 911 S/T

In a move that has sent waves of nostalgia through the crowd, Porsche has resurrected the iconic 911 S/T. Known for its rich racing heritage and distinct styling, the 911 S/T is a beloved classic among Porsche aficionados. The revival of this model has struck a chord with attendees who have fond memories of the original 911 S/T tearing up racetracks in the past.

The modern reinterpretation of the 911 S/T promises to maintain the spirit of the original while incorporating advanced technology and performance enhancements. With its timeless design cues and a powerful engine, it's set to be a fitting tribute to a legend.

## Enthusiastic Crowds and Industry Attention:

The Porsche pavilion at the Geneva International Motor Show Qatar 2023 has become a focal point of the event, with throngs of visitors and automotive enthusiasts converging to catch a glimpse of these extraordinary vehicles. The pavilion has been abuzz with excited chatter and camera flashes as attendees seek to capture every detail of Porsche's latest creations.

Porsche's commitment to innovation, performance, and heritage has once again cemented its position as a leader in the world of high-performance sports cars.



## Witness Porsche innovation at the Geneva International Motor Show Qatar.



Scan the QR code to get your ticket.

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:  
7<sup>th</sup> - 14<sup>th</sup> 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

**Porsche Centre Doha**  
Exclusive Manufaktur Partner  
Al Boraq Automobiles Co. w.l.l.  
Telephone 4459 9666  
porscheqatar.com



# National Car Company unveils 2024 Mazda model lineup



**N**ational Car Company, the exclusive representative of Mazda in Qatar for over five decades, is celebrating a significant milestone by enriching the Qatari automotive market with the latest models designed to evoke the joy of life. As Mazda continues to emphasize its firm belief in the profound ability of automobiles to evoke human emotions, it proudly unveils the 2024 Mazda model year lineup to coincide with the ongoing Geneva International Motor Show in Qatar. The launch of its entire 2024 model year lineup showcases a captivating array of sedans and SUVs. Mazda is also introducing a range of enticing incentives to enhance the driving experience for its customers.



Customers who choose the 2024 models can enjoy the assurance of a remarkable 5-year unlimited kilometer warranty, a testament to Mazda's unwavering dedication to providing peace of mind for its valued customers. In addition to the warranty, buyers will benefit from 5 years of comprehensive roadside assistance, reaffirming Mazda's commitment to ensuring the safety and satisfaction of its owners. These customer-centric purchase packages are designed to make Mazda vehicles even more accessible and appealing to a wide range of car enthusiasts.

The full spectrum of Mazda sedans and SUVs is now prominently displayed at the state-of-the-art Mazda showroom, strategically located in Al Nasr. The showroom warmly welcomes visitors from 9:00 am to 9:00 pm on Saturdays to Thursdays and from 4:30 pm to 8:30 pm on Fridays, providing ample opportunity for potential buyers to explore and experience the latest Mazda offerings.

For added financial flexibility, Mazda is offering customers the option of flexible in-house finance schemes, subject to credit approval. This ensures that Mazda vehicles can find their way into the hands of an even broader spectrum of Qatari drivers, continuing to elevate the Mazda ownership experience.

Mazda remains the exclusive brand in Qatar that primarily manufactures its model lineup in Japan, demonstrating the brand's unwavering commitment to exceptional quality and workmanship. The coveted "2023 IIHS Safety Pick Plus" ratings awarded to all Mazda sedans and SUVs reflect Mazda's human-centric approach to car manufacturing, underscoring the brand's dedication to safety and the well-being of its drivers and passengers.

National Car Company has not only been a dedicated partner of Mazda but has also been instrumental in enriching the Qatari market with the latest models that embody the joy of life. The Japanese Mazda brand holds a deep-seated belief in the powerful connection between cars and human emotions.

Behind the scenes, Mazda's research and development team has tirelessly worked to implement cutting-edge technologies and the Jinba Ittai principle, which emphasizes the harmonious relationship between the car and its driver. One of Mazda's program managers perfectly encapsulated the brand's philosophy, stating, "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."

In conclusion, National Car Company's 50-year partnership with Mazda has culminated in a momentous celebration of the brand's latest offerings in Qatar. With an unbeatable warranty, comprehensive roadside assistance, and an enduring commitment to safety, Mazda is poised to make a significant impact in the Qatari automotive market. The brand's steadfast dedication to the emotional connection between drivers and their vehicles continues to drive innovation and excitement among car enthusiasts. Visit their Al Nasr showroom to embrace the future of driving pleasure.



INTRODUCING THE 2024 MAZDA RANGE  
FIND INSPIRATION IN EVERY MILE.



MAZDA MAKES YOU FEEL ALIVE

Every Mazda is crafted with the firm belief in the power of cars to move human emotions. To awaken senses, heighten reflexes, make pulses race. The joy of being alive comes from what we discover on our journey, and the inspiration we find in every mile.





# Kia's impressive electric vehicle lineup shines at GIMS Qatar 2023

Kia, the renowned South Korean automobile manufacturer, is making waves at the ongoing Geneva International Motor Show Qatar 2023, hosted at the Doha Exhibition and Convention Center. With its electrifying display of the EV6,

EV9, and the futuristic concept EV5, Kia reaffirms its commitment to the electric vehicle (EV) market, solidifying its position as a leading player in the global automotive industry.

Kia's journey in the EV sector began over a decade ago with the introduction of the Ray. Since then, the company has consistently improved and expanded its electric vehicle lineup. Today, a variety of Kia electric cars are available worldwide, including Qatar, where the EV scene is gaining traction. Kia has even set ambitious goals to launch seven new EV models by the end of 2027, indicating its dedication to a sustainable automotive future.

So, what sets Kia apart as a premier EV manufacturer? The answer lies in the numerous advantages of driving an electric car, benefits that extend not only to the driver but also to the environment:

- 1. Simplified Maintenance:** EVs have fewer moving parts than traditional internal combustion engine vehicles, leading to lower maintenance costs and reduced potential for breakdowns.
- 2. Rapid Charging:** Kia's EVs offer the convenience of quick and easy charging. With access to rapid charge points, the batteries can be charged to 80% capacity in as little as 20 minutes.



- 3. Environmental Friendliness:** By utilizing green energy sources for charging, Kia's EVs can achieve carbon neutrality after manufacturing. This commitment to sustainability aligns with global efforts to reduce carbon emissions.
- 4. Cost Efficiency:** Compared to gasoline or diesel vehicles, charging an EV is considerably more cost-effective. According to Kia's eco brochure, it costs just seven pence per mile to charge one of their EVs.
- 5. Impressive Range:** Kia's EVs offer substantial driving ranges, mitigating concerns about range anxiety. The EV6 boasts an astounding range of up to 328 miles, with other models such as the e-Niro and Soul not far behind.
- 6. Practicality:** Kia's EVs are designed with practicality in mind, making them excellent options for families. They offer spacious interiors and ample cargo space.
- 7. Convenient Charging:** Kia's e-Niro and Soul models feature front-mounted charge ports, eliminating the need for frequent reverse parking to access charging points.
- 8. Technological Innovation:** Kia vehicles are equipped with an array of advanced technologies, including smart park assist, vibrant touch screens, voice control, and comprehensive trip computers.



In a bid to cement Kia's standing as a dependable automobile manufacturer, the company has recently clinched two prestigious accolades at the 2023 What Car? Car of the Year Awards. The Kia Sportage was lauded as the "Best Family SUV" by industry experts, owing to its compelling pricing, standard features, and overall comprehensiveness. Simultaneously, the Kia EV9 secured the coveted "Readers' Choice" award, amassing twice as many votes as the nearest competitor. The EV9 further bolsters Kia's commitment to its Plan S strategy, aimed at leading the electric vehicle market, alongside the acclaimed EV6 and the all-new Niro EV.

Kia's impressive presentation at the Geneva International Motor Show Qatar 2023 not only underscores the company's dedication to innovation but also underscores its pivotal role in driving the global shift towards electric mobility. As electric vehicles continue to gain popularity, Kia emerges as a paragon of excellence and a top preference for environmentally conscious drivers seeking to transition to electric vehicles.



## Introducing the All-New Kia EV6

Your electric adventure is coming soon

**KIA**  
Movement that inspires

Look for Kia's inspiring space at the Geneva International Motor Show.



# Al Abdulghani Motors unveils Toyota's automotive brilliance

**A**l Abdulghani Motors, the exclusive distributor of Toyota and Lexus in Qatar, has emerged as the focal point of attention at the Geneva International Motor Show Qatar 2023, presenting an extraordinary showcase of Toyota and Lexus vehicles that epitomize automotive excellence at its zenith.

## A Diverse Range of Toyota and Lexus Vehicles

The Al Abdulghani Motors pavilion at GIMS Qatar 2023 has become an instant attraction, drawing crowds of car enthusiasts and industry experts alike. The showcase boasts an array of vehicles that exemplify Toyota and Lexus's commitment to innovation, performance, and sustainability.

Among the highlights of this stunning display are the Toyota GR sports cars, which have captivated onlookers with their dynamic designs and exhilarating performance capabilities. These sports cars represent Toyota's dedication to delivering excitement and driving pleasure to its customers.



In a nod to the future of automotive technology, Al Abdulghani Motors has prominently featured the Toyota bZ4X, an all-electric model that underscores Toyota's commitment to eco-friendly mobility solutions. The bZ4X is not only visually striking but also showcases Toyota's advanced electric technology, promising a sustainable and efficient driving experience.

Lexus enthusiasts are in for a treat as well, with the inclusion of the Lexus UX300. This luxurious compact SUV blends elegance and functionality seamlessly, offering a taste of Lexus's renowned craftsmanship and sophistication.

## Hybrid Cars - A Fusion of Technology and Style

Al Abdulghani Motors has also dedicated a significant portion of their exhibition space to Toyota's hybrid lineup. These vehicles represent a harmonious blend of cutting-edge technology, innovative design, and a delightful driving experience. Toyota's commitment to sustainability is evident in these hybrids, as they aim to reduce environmental impact without compromising on performance.



## The Toyota Mirai - A Symbol of Technological Advancement

Perhaps one of the most attention-grabbing vehicles on display is the Toyota Mirai, a symbol of modern technological advancement. The Mirai's unique feature lies in its reliance on hydrogen fuel cells as its electric power source, making it a standout in the world of zero-emission vehicles. Visitors to the Al Abdulghani Motors pavilion have been captivated by the Mirai's forward-thinking approach to clean energy, further enhancing the innovative atmosphere of GIMS Qatar 2023.

## Personalizing the Land Cruiser Experience

For Land Cruiser enthusiasts in Qatar, Al Abdulghani Motors has introduced the Cruiser Base Project, a tailor-made initiative designed to enhance the Land Cruiser ownership experience. This project offers Land Cruiser owners the opportunity to modify their vehicles and add accessories that not only improve aesthetics but also make driving this iconic SUV even more enjoyable. It's a



testament to Al Abdulghani Motors' commitment to meeting the unique needs and desires of their customers.

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."

In summary, Al Abdulghani Motors has left an indelible mark on GIMS Qatar 2023 with its outstanding display of Toyota and Lexus vehicles. From the excitement of the Toyota GR sports cars to the eco-consciousness of the Toyota bZ4X, the exhibition offers a comprehensive look at the brands' dedication to excellence, innovation, and sustainability. With the Toyota Mirai's hydrogen fuel cell technology and the personalization options of the Cruiser Base Project, Al Abdulghani Motors has cemented its reputation as a leader in the Qatari automotive market and a beacon of automotive excellence at this year's GIMS Qatar.

## LUXURY ELECTRIFIED



VISIT US AT

QATAR

7-14 OCTOBER

GENEVA INTERNATIONAL MOTOR SHOW 2023



@LEXUSQATAR  
www.lexusqatar.com






@LEXUSQATAR  
www.lexusqatar.com





# Alfardan Automobiles pavilion draws enthusiastic crowds

The Alfardan Automobiles pavilion at the Geneva International Motor Show Qatar 2023 experienced a remarkable surge in visitor turnout, as auto enthusiasts and industry aficionados flocked to witness the latest offerings from the prestigious BMW and MINI Group.

As the exclusive agent and authorized distributor of BMW and MINI in Qatar, Alfardan Automobiles proudly presented three exceptional models that perfectly encapsulate the ideals of sustainability, innovation, and driving pleasure. The BMW i5, the BMW XM Label Red, and the all-new MINI Countryman took center stage, sparking awe and excitement among the throngs of eager attendees.

The Geneva International Motor Show Qatar 2023, held at the Doha Exhibition and Convention Centre, served as the ideal backdrop for Alfardan Automobiles to showcase their commitment to excellence in the automotive industry.

Visitors to the Alfardan Automotive pavilion expressed their enthusiasm for the latest models on display. Ahmed Al-Mansoori, a passionate BMW enthusiast, shared his excitement, stating, "I have always been a fan of BMW's commitment to innovation and sustainability. The BMW i5 is a testament to their dedication to a greener future while providing the ultimate driving experience. I am truly impressed."

Another visitor, Fatima Ahmed, admired the BMW XM Label Red, saying, "The BMW XM Label Red is a stunning blend of sportiness and luxury. It's thrilling to see BMW pushing the boundaries of what a sports SUV can be."

Sarah Khalid, a fan of the MINI brand, was equally thrilled, exclaiming, "The new MINI Countryman is everything I've been waiting for. It's stylish, practical, and promises endless fun on the road. I can't wait to get behind the wheel."

The Alfardan Automobiles pavilion not only showcased the latest models but also provided a platform for potential customers to explore the vehicles up close and learn about the innovative technologies and features incorporated into each model.

Among the highlights of the exhibition were the three remarkable models:

**BMW i5:** As the automotive industry continues



It is composed of four modules with 72 battery cells each and three modules with twelve cells each. The high-voltage battery has a low profile thanks to the modules being cleverly and model-specifically designed. This means it can be fitted in the underbody of the BMW i5 to save space.

## EXTERIOR

The BMW kidney Iconic Glow becomes an eye-catcher, especially in the dark, with white light highlighting its contours when the vehicle is stationary and while driving. Additionally, the Dynamic Light Carpet illuminates the door areas when entering and exiting the vehicle for safety reasons, while also welcoming and inspiring with light animations.

## INTERIOR

The Interaction Bar running between the dashboard and doors is a special innovation in lighting, featuring touch surfaces that allow you to control the climate and additional functions.

Furthermore, the cockpit transforms into a concert hall with the Bowers & Wilkins Surround Sound System, which includes 18 speakers and 655 watts of power in a customized audio system

**BMW XM Label Red:** A true sports SUV, the BMW XM Label Red combines power and agility. Its bold design and powerful engine captivated the audience, showcasing BMW's pursuit of high-performance vehicles.

Ideally suited for the terrain and the driving conditions in the Gulf and the Middle East, the BMW XM comes with 4WD Sand mode, conceived specifically for navigating terrain on and off the road.

The M HYBRID drive system in the BMW XM delivers an overall output 653 hp and is underpinned by a high-revving V8 engine with cutting-edge M TwinPower Turbo technology. The 4.4-litre engine is assisted by an electric motor integrated into the eight-speed M Steptronic transmission, delivering a maximum overall torque of 800 Nm.

The BMW XM sprints from 0 to 100 km/h in 4.3 seconds, accompanied by an energy-charged soundtrack amplified by hexagonal dual tailpipes arranged one above the other for the first time on a BMW M model. Uniquely, the BMW IconicSounds Electric developed in a collaboration with Hollywood music legend Hans Zimmer creates a suitable backing track for the electric motor's power delivery.

**MINI Countryman:** The all-new MINI Countryman promised to bring the fun back to driving. Its fresh design, innovative features, and compact size make it the perfect companion for urban adventures.

## SURPRISINGLY SPACIOUS

The MINI Countryman has 450 litres of boot space, which can be expanded to 1,390 litres when the rear seats are down. You can comfortably fit five adults, luggage for all, as well as any other supplies you'll need on your trip. Legroom and cargo space in this MINI are things you'll never have to worry about.

## TOUCH COMMAND

Everything is at your fingertips with the central instrument now optimized with intuitive touch-screen capability and vibrant graphic design. Controlling navigation, selecting your playlist, and flicking through functions is now easier than ever.

## HANDS-FREE REAR ACCESS

Hands full? No problem. With the optional Comfort Access & Easy Opener function, open and close the tailgate of your MINI Countryman electronically by waving your foot under the rear of the vehicle.

## ALL4: ANYTHING'S POSSIBLE

Bigger, badder and built for adventures. The new MINI Countryman's four-wheel drive system distributes power dynamically between the front and a rear axle. This means the road can be wherever you want it to be and you stay in control no matter the conditions. It's the ultimate all-rounder.

## MULTIFUNCTION INSTRUMENT DISPLAY

Aesthetically curved in a sleek Black Panel design and positioned in your direct line of sight, our new MINI instrument cluster, provides key information in a distinctive, modern display. The crisp, high-definition 5.0" digital screen and the displays flanking it provide details like your speed, fuel level, mileage, temperature and navigation instructions.



to embrace sustainability, the BMW i5 made a significant statement. With its cutting-edge electric technology, the i5 embodies the brand's commitment to eco-friendly driving without compromising on performance.

It's an all-electric sedan that will expand your horizons of style and smart technology. A perfect presentation of presence and attitude, the first-ever BMW i5 occupies a unique perspective. Sporty, yet serious. Elegant, yet energizing. Unexpected – and ultimately astounding.

## PERFORMANCE

In order to activate full drive power on demand, the i5 eDrive40 (with the optional M Sport package) feature a "Boost" shift paddle near the left steering wheel spoke. Pulling the paddle for more than 0.8 seconds triggers a Sport Boost indicator on the Information Display, indicating a high level of power requested by the accelerator pedal for maximum acceleration. Simultaneously, the Iconic Sounds Electric sound changes to SPORT. Additionally, the Launch Control function, standard on the i5 M60 xDrive with the M Sport Package Pro, is also available for the i5 eDrive40. It enables extremely dynamic acceleration from standstill through precise coordination of the drive and traction control systems.

## TECHNOLOGY

Like the drive units, the high-voltage battery used in each BMW i5 model is also derived from the latest fifth-generation BMW eDrive technology.





# Chery's cutting-edge hybrids illuminate Elite Motors pavilion at GIMS Qatar



reinforcing its status as a global leader in the field of hybrid technology. The Geneva International Motor Show Qatar has undoubtedly served as a platform for Chery to shine brightly on the global stage.

## Building Momentum

Kantar and Google have joined forces to reveal the highly anticipated 2023 Chinese Global Brand Builders Top 50 list. In this prestigious ranking, Chery has emerged as the frontrunner among Chinese global brand builders in the automotive sector, securing an impressive 14th position on the overall list. This achievement underscores Chery's remarkable growth in terms of brand power and influence on the global stage.

Since its inception, Chery has been steadfast in its pursuit of a globalization strategy, firmly anchored in technology-driven development. The company's overarching vision has always been to establish an automobile brand with international competitiveness and far-reaching influence.

Notably, Chery has blazed a trail in the automotive industry by becoming the first Chinese passenger car company to export complete vehicles, CKD (Completely Knocked Down) parts, engines, manufacturing technology, and equipment to markets around the world. This commitment to global expansion has been a key driver behind Chery's ascent in the international automotive arena.

Chery's strategic approach is characterized by a three-pronged focus encompassing product strategy, localization strategy, and talent strategy. This multifaceted approach enables Chery to effectively cultivate both domestic and international markets while continually deepening its global presence. At its core, Chery's brand identity revolves around the pillars of green technology, family values, and companionship.

With an illustrious 26-year journey of development under its belt, Chery's reach now extends to over 80 countries and regions, boasting a substantial user base of more than 12 million customers worldwide. Alongside its impressive market

The Geneva International Motor Show Qatar 2023 witnessed a remarkable spectacle at the Elite Motors pavilion as it played host to an array of cutting-edge hybrid Chery models, showcasing China's technological prowess and innovation.

The event turned into a captivating celebration of Chery's remarkable journey in advancing hybrid technology, garnering enthusiastic approval from the gathered crowds.

Elite Motors, the exclusive agent for the prestigious global Chery brand, left no stone unturned in creating an awe-inspiring display that drew throngs of automotive enthusiasts. The pavilion turned into a hub of excitement as attendees flocked to witness Chery's latest achievements in the world of hybrid vehicles.

thanks to a unique and independently developed 3-gear DHT (Dual-Clutch Hybrid Transmission). These innovations firmly established Chery as a frontrunner in the global hybrid vehicle market.

The enthusiastic crowd couldn't help but applaud as they witnessed the class-leading intelligent features integrated into these new models, showcasing Chery's commitment to delivering state-of-the-art technology to its customers.

In addition to the new PHEV models, Chery also showcased its globally popular Tiggo family models—the Tiggo 8 Pro Max and the Tiggo 7 Pro Max. These models added an extra layer of excitement to the pavilion, further solidifying Chery's reputation as a brand that combines style, performance, and affordability.

Visitors to the Elite Motors pavilion also shared their excitement and approval. Sarah Miller, an automotive enthusiast, commented, "I've been eagerly awaiting Chery's latest offerings, and I must say they've exceeded my expectations. The technology and innovation on display are truly impressive."



Another visitor, John Thompson, added, "I'm a big fan of hybrid technology, and Chery's commitment to eco-friendly options is commendable. The new PHEV models are a step in the right direction for the future of automobiles."

The Geneva International Motor Show Qatar showcased not only Chery's exceptional hybrid vehicles but also the growing enthusiasm for environmentally friendly transportation solutions. Chery's dedication to pushing the boundaries of hybrid technology has clearly resonated with attendees, making the Elite Motors pavilion a must-visit destination for automotive enthusiasts and environmentally conscious consumers alike.

As Chery continues to make strides in the automotive industry, it remains committed to providing cutting-edge vehicles that cater to a diverse range of customers and budgets,

expansion, Chery has actively engaged in a diverse array of socially responsible initiatives in the global market. These initiatives span across areas such as green development, environmental protection, social welfare, and personnel training. Chery is committed to making a meaningful contribution to society through ongoing efforts and strives to provide superior products and services to discerning consumers worldwide.

In a world where innovation and global presence are paramount, Chery's rise as a leading Chinese global brand builder in the automotive sector serves as a testament to its unwavering commitment to excellence, technology, and social responsibility. The 2023 Chinese Global Brand Builders Top 50 list has affirmed Chery's position as a trailblazer, poised to shape the future of the automotive industry with its innovative and globally conscious approach.



The star attractions of the show were the two new Plug-in Hybrid Electric Vehicle (PHEV) models unveiled by Chery during the event. These models not only maintained Chery's reputation for safety and quality but also showcased a remarkable "primary electric, supplemented by gasoline" driving mode. The powertrain combination in these models was class-leading in efficiency,

Ahmed Elsebayee, Managing Director of Elite Motors, expressed his satisfaction with the turnout and the reception of the Chery models. He said, "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 New Mercedes-Benz E-Class Embracing tradition and innovation

The new Mercedes-Benz E-Class has its regional premiere at the Geneva International Motor Show Qatar, and is available at Nasser Bin Khaled Automobiles, the authorised general distributor of Mercedes-Benz in Qatar.

The E-Class combines tradition and modernity: on the one hand, the model series continues the long model history of the classic E-Class; on the other hand, its new appearance builds a bridge to the avant-garde trendsetters from the Mercedes-Benz EQs. The new E-Class has the proportions of a classic three-box sedan: the short front overhang and long bonnet are followed by a greenhouse which is set well back.

## The exterior

From the illuminated radiator grille to the elegantly dynamic rear end design with fascinating lighting details, the new E-Class Sedan speaks the language of exciting design and follows with the progressive stylistic elements that are characteristic of innovative dynamism. The split taillights impress with their new contour and an unmistakable star-look interior.

Whether open or closed, the panoramic sliding sunroof gives you a wonderful feeling of freedom and a pleasantly bright ambience in the interior. When viewed from the outside, the large sliding sunroof likewise makes a unique visual impression, as it lends lightness and exclusivity to the exterior.

The new E-Class has expressive new design with illuminated radiator grille. It combines tradition and modernity in an elegant design: flowing shapes,



dynamic proportions and innovative highlights such as the illuminated radiator grille embody the new look without losing the unique character of the legendary sedan.

The elegant rear end of the E-Class makes a statement. The split LED taillights impress with their innovative contour, especially in the dark.

Cohesively connected in the centre, it further emphasizes the width of the rear and captivates in both day and night design in strikingly bright star-look.

With the Driving Assistance Package Plus, you can experience safety on a whole new level. The E-Class offers you the best possible comfort and relief for every journey. Thanks to state-of-the-art driving assistance systems you can receive first-class situational support with speed adjustment, steering, lane changes or in the event of a collision risk.

With the DIGITAL LIGHT with projection function, the E-Class offers you the highest level of visibility and comfort for your safety. The light reacts to changing traffic conditions, the carriageway, and the weather to ensure optimised light adapted to the situation for a wide field of vision at all times. The projection function also enriches the illuminated field of vision with animations.

The AIRMATIC air suspension and rear-axle steering noticeably allows more driving comfort and agility. The air suspension impresses with your choice of sporty dynamics or high comfort. Thanks to rear-axle steering, you benefit from particularly agile or confident handling, depending on the speed, and a smaller turning circle.

## The interior

The interior of the new Mercedes-Benz E-Class is very well equipped with the latest state of the art technology systems that rake your driving experience into higher levels.

MBUX Superscreen with selfie and video camera with an aesthetically high-tech appearance is a highlight of the interior. Thanks to the integrated camera, the well-designed display and operation, and the front passenger display with privacy mode, the E-Class transforms into your mobile entertainment and video conference room.

The new infotainment generation MBUX offers many new functions and services as well as opportunities for interaction between you and your E-Class. All displays (passenger display on request) form an integrated aesthetic experience and can be personalized with display styles, modes and color themes.

The Burmester® 4D sound system with Dolby® Atmos surround sound allow you to experience the E-Class with all your sense. With its 17 individual speakers, the Burmester® 4D sound system guarantees a unique premium sound experience in Dolby® Atmos quality. The additional four exciters are pairs of structure-borne sound converters built into the backrests of the front seats, allowing you not just to hear the music, but also to feel it.



# The All-New Honda Accord variants: Premium Hybrid with Advanced Two Motor Powertrain and 1.5 litre VTEC Turbo

Introducing the All-New Premium Hybrid Honda Accord eHEV and the 1.5L VTEC turbo variant. A key standout feature of the all-new Accord is its groundbreaking Premium 2-motor hybrid system, known as e:HEV, making its regional debut for the first time.

The highly popular 1.5L VTEC Turbo petrol variant is also available. The Accord brand plate has been synonymous for its driving dynamics over the decades and a true benchmark in its class, offers an unbeatable combination of style, efficiency, performance, and connectivity.

The new Accord is longer and sleeker with premium proportions and a broad stance, with a low horizontal beltline and a long, powerful front end. The most popular sedan backs up its sleek new looks with more confident and refined dynamics, improved responsiveness, and a more fun-to-drive personality.

The Hybrid (e:HEV) model is equipped with a 2.0 litre direct injection Atkinson cycle engine with Electronic Continuously Variable Transmission (E-CVT) which features direct drive to the wheels via the propulsion motor, thus eliminating the need for conventional geared transmission. With a total system power output of 204hp and motor torque is at an impressive 355Nm from 0-2000rpm. The 1.5 Litre VTEC Turbo Engine generates 194hp @6000rpm and 260Nm torque. Packed with a number of interior, advanced technology and safety features, is why, this is the best Accord ever.

## Modern Design in Motion: Exterior Styling

The All New Accord features a sleek new coupe styling, a car created with a sporty character, that amplifies its spirited on-road personality as well as offers remarkable levels of comfort. It features elegant and sophisticated styling with long, clean body lines and a strong, powerful front end with an upright grille and a new dual low-beam design with darkened housing that gives the headlights a dramatic look, day or night.

A sharp upper character line running the length of the body creates a sense of motion and highlights its increased overall length. A longer hood and a flowing fastback roofline creates a premium silhouette. Along the roof line, Accord uses laser brazing technology, eliminating the need for roof molding for a smooth and clean roof line.



Distinctive horizontal LED straight-line taillights accentuate Accord's wide stance.

Across the rear, linear tapered LED taillights expand across the trunk to emphasize the width and sleekness of the Accord.

A combination of design simplicity and advanced technology can be seen in every detail. The distinctive front end features an active shutter grille, hidden behind the gloss black mesh panel. The shutter grille opens and closes at predetermined speeds to improve engine efficiency.

Some of the detailed features of the Accord include:

- Full LED Lighting with Coming Home Function: The Honda Accord features full auto LED Headlights with LED Daytime Running Lights on all grades. An added function includes the coming home function where the headlights lights are switched on when you unlock your car with the remote control. In this way your headlights help to illuminate the way to and from your front door, whenever you arrive or set off in the dark.
- Dual Tone Alloy Wheels: The LX and EX Grade

feature 17" Alloy Wheels that perfectly fit into the frame of the sleek Accord. The EX-L, Sport and e:HEV-EX-L features Dual Tone 18" Alloy Wheels.

- Sunroof: One touch operation of the sunroof and sunshade, allows you to soak in the sun or allowing the breeze in while cruising along highways.

Other noteworthy features Auto rain sensing wipers in the Hybrid Accord grades, rear and front parking sensors, rear fog lamps, power folding mirrors, smart entry with touch sensor and Walk-Away auto lock® is standard in all grades.



# Audi Q8 makes world premiere at GIMS, offering a glimpse into the brand's exciting F1 future



Audi Middle East and Audi Qatar announce the brand's participation and activities in the prestigious Geneva International Motor Show in Qatar. The event will see Audi marking significant milestones as the brand is set to launch its much-anticipated Q8 model globally and showcase for the first time in the region the Audi Formula 1 project show car, providing a glimpse into the future of mobility and motorsport.

Audi has showcased the significance of the Middle East for the brand as visitors will have the exclusive opportunity to witness the world premiere of the Audi Q8, the flagship of the Audi SUV line-up, during the show. The arrival of the Audi Q8 in Qatar, showcased in its SQ8 derivative, holds profound importance for the region's automotive landscape. With its 507hp V8 powerplant and quattro all-wheel drive, the unveiling underscores Audi's commitment to meeting the unique preferences and demands of Middle Eastern customers.

This extraordinary luxury SUV combines a striking and unforgettable design with innovative

technology and unwavering performance. Its expansive, lavish and spacious interior transforms every journey into an extravagant voyage, guaranteeing an unparalleled first-class experience that leaves both the driver and passengers in awe.

Adding to the excitement, one of the many highlights of the momentous occasion and participation is the arrival of the F1 Showcar with Audi Launch Livery to the Middle East for the very first time – a significant step forward as the brand enters motorsports pinnacle series from 2026 onwards.

In addition to the Formula 1 project showcar, Audi will also display a range of other exceptional models at the Geneva International Motor Show in Qatar. These include its all-electric e-tron range, the Audi RS e-tron GT and the Q8 e-tron, in addition to the Audi S8 and Audi exclusive RS 7, each representing Audi's commitment to providing a diverse and innovative line-up that caters to the varied customisation preferences of our customers in the Middle East.

As the brand goes above and beyond with its unique presence during the motor show, Audi underlines the importance of the Middle East. Adding to the sheer display of cars and presence during the motorshow is a presentation by Audi's newly appointed Managing Director for the Middle East Region, Mr Rene Koneberg, reflecting on the brand's regional momentum.

Visitors can pass by the Audi stand in GIMS QATAR to get a first-hand look at the F1 Showcar with Audi Launch Livery and the exclusive selection of Audi's top models present.

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. In 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion.

AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005, Audi Middle East, which covers Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia and the UAE. Audi Middle East is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility. Its broad product range now comprises six fully electric models, one of the most comprehensive BEV portfolios in the region, including the recently launched Q8 e-tron.

Q-Auto L.L.C is the official Audi importer in Qatar since 2014. With its strong reputation Q-Auto L.L.C has become a trusted distributor for Audi vehicles in Qatar. Offering the best-in-class customer service and a wide range of Audi models, Q-Auto L.L.C also offers an array of services, including comprehensive after-sales support such as maintenance, repairs, and genuine Audi parts.



## THE ALL-NEW X-TRAIL

DEFY ORDINARY



nissanqatar.com

Main Showroom - Salwa Road | The Pearl Showroom | Al Sadd Showroom | Bin Omran Showroom | Barwa Showroom



 Nissan Qatar
  800 0505

شركة صالح الحمد المانع  
SALEH AL HAMAD AL MANA CO.



# GIMS QATAR DRAWS CAR ENTHUSIASTS IN DROVES



The inaugural Geneva International Motor Show Qatar 2023 kicked off in grand style, transforming Doha into a global automotive hub. This unprecedented event, running until 14 October, has firmly established itself as the premier motor show not only in the Middle East but on the world stage. Car enthusiasts from around the globe are flocking to the Doha Exhibition and Convention Center to witness the ultimate festival of automotive excellence.

With 32 of the world's most prestigious automobile brands participating, the show promises an extraordinary collection of new vehicles and cutting-edge automotive technology. Visitors, media, and special guests have the unique opportunity to immerse themselves in the world of automobiles both within and around the central venue. Whether it's on the road, on the racetrack, or in the desert dunes, unforgettable automotive encounters await you.

GIMS Qatar embodies the spirit of where East meets West. Qatar's tradition of hospitality and world-class infrastructure sets the stage for this remarkable event. Situated in a central location, 80% of the world's population is within a 6-hour flight from Doha, making it the perfect gateway for automotive enthusiasts worldwide.

Berthold Trenkel, COO of Qatar Tourism, remarked, "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."

Qatar boasts a thriving regional automotive market, known as the fastest-growing luxury automotive market globally, attracting luxury consumers from across the Middle East. The country's rich car culture includes prominent classic car owners, motorsport clubs, and national champions.

The success of GIMS Qatar is the result of a joint commitment by various stakeholders, including the Minister of Tourism, car importers, and the Qatari automotive community. These parties have collaborated on a clear roadmap to promote GIMS in Qatar and position it as the Middle East's premier automotive show.

Local stakeholders, such as Qatar Business Events Corporation (QBEC), Qatar Motor and Motorcycle Federation (QMMF), and Qatar Museums, have played pivotal roles in facilitating the entire

exhibition journey, from cargo shipping to stand construction and hospitality.

Thanks to the alliance between GIMS Qatar, Qatar Tourism, and Qatar Airways, GIMS Qatar is set to provide a world-class environment for exhibitors to showcase the world's most desirable cars and engage with new audiences.

## A Global Extravaganza

GIMS Qatar is expected to attract over 200,000 visitors from Qatar, the Middle East, and around the world. For those unable to attend in person, the event will be digitally connected, allowing audiences to experience the spirit of the automotive festival online. GIMS TV and other digital content will be available on GIMS-owned channels.

The exhibition spans over 10,000 square meters at the Doha Exhibition and Convention Center (DECC), featuring 32 renowned automotive brands and showcasing 10+ world premieres and 20+ regional premieres.

His Excellency Saad Bin Ali Al Kharji, Deputy Chairman of Qatar Tourism, expressed his optimism, saying, "GIMS Qatar is setting the stage for what promises to be the most prestigious and influential automotive experience in the Middle East."

Sandro Mesquita, CEO of GIMS, added, "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."

GIMS Qatar also offers a forum for the future of car design, hosted in partnership with the Qatar Auto Museum and Car Design News. This forum includes keynote speakers, panel discussions, and networking opportunities to discuss the future of the automotive industry. Adventure seekers can explore the desert dunes and witness the capabilities of participating automotive brands at the Sealine Adventure Hub, located at Outpost Al Barari. Additionally, four exclusive Track Days at Lusail International Circuit, in collaboration with the Qatar Motor & Motorcycle Federation (QMMF), will provide a thrilling experience for guests.

The Urban Playground at Lusail Boulevard will bring the energy of GIMS Qatar to life with engaging performances and interactive activities. A special Parade of Excellence, featuring up to 100 dream

cars and unique models, will captivate onlookers on October 12th at 19:00.

At DECC, the Classics Gallery offers visitors the chance to explore an exclusive lineup of the world's finest motorcars, including automotive treasures from Qatari and Arabian private collections. This exhibit is a must-see for classic car enthusiasts and collectors.

The Geneva International Motor Show Qatar 2023 is not just an automotive exhibition; it's an immersive experience, a celebration of innovation, and a testament to the future of the automotive industry. Qatar has truly become the epicenter of automotive excellence, and the world is watching.

## Qatar's transformative journey

Qatar has been making significant strides in developing its auto industry. While oil and gas have traditionally been the backbone of the Qatari economy, the government is now actively promoting diversification through investments in various sectors, including transportation.

Historically, Qatar has relied heavily on imports for its automotive needs. The nation's population grew significantly in recent decades, leading to an increased demand for automobiles. As a result, the government has been working diligently to transform Qatar from a consumer to a producer in the automotive sector.

Qatar's leadership recognizes the importance of a robust auto industry for its long-term economic sustainability and diversification. To support this goal, they have implemented several strategic initiatives:

**Qatar National Vision 2030:** The Qatar National Vision 2030 is a comprehensive development plan aimed at transforming the country into a modern and sustainable nation. One of its key pillars is the development of a knowledge-based economy, which includes promoting local industries, including the auto sector.

**Free Zones and Investment Incentives:** Qatar has established free zones and offers various incentives to attract automotive companies. These incentives include tax breaks, customs exemptions, and access to a well-educated workforce.

**Research and Development:** The government has invested in research and development (R&D) in the automotive sector, focusing on sustainable technologies, electric vehicles (EVs), and

autonomous driving.

## Domestic Auto Production

One of Qatar's most significant achievements in the auto industry is the establishment of domestic auto production. Qatar's flagship automotive company, Qatar Mobility Innovations (QMI), has been at the forefront of this endeavor. QMI has partnered with international automotive companies to produce vehicles in Qatar.

**QMIC EV:** Qatar Mobility Innovations launched the QMIC EV, the nation's first electric vehicle, in 2020. This electric vehicle is designed to cater to the country's environmental concerns while promoting sustainable transportation.

**Local Assembly Plants:** International car manufacturers such as Nissan and Toyota have set up local assembly plants in Qatar, creating jobs and contributing to the development of the local auto industry.

## Sustainable Mobility

Sustainability is a core focus of Qatar's auto industry. The country aims to reduce its carbon footprint and promote eco-friendly transportation alternatives. To achieve this, the government and private sector have been actively promoting electric vehicles (EVs) and other sustainable mobility solutions.

**EV Infrastructure:** Qatar is investing heavily in EV infrastructure, including charging stations and incentives for EV owners.

**Public Transportation:** Qatar is also enhancing its public transportation systems, with plans for extensive rail and bus networks. The Doha Metro, which opened in 2019, is a prime example of this effort.

## Future Prospects

Despite these challenges, Qatar's auto industry has a promising future. The government's commitment to diversification and sustainability, coupled with its strategic investments, positions Qatar as a potential hub for sustainable mobility solutions in the Middle East. In short, Qatar's auto industry is on a transformative journey, evolving from a consumer-driven market to a producer and promoter of sustainable mobility. Through strategic initiatives, domestic production, and a strong focus on sustainability, Qatar is driving towards a future where it not only meets its own automotive needs but also exports sustainable mobility solutions to the wider region. As the industry continues to grow, it remains an essential component of Qatar's vision for a prosperous and sustainable future.



## GULF AUTO Special Supplement Team

<b>Advertising &amp; Marketing Manager</b> Hassan Ali Anwari	<b>Layout/Graphics</b> A.K. Vinay Kumar
<b>Business Development Manager</b> Mohamed El Ashry	<b>Circulation In-charge</b> Sherif Samy
<b>Editor</b> Amjad Vanimal	<b>Printed by</b> Raya Commercial Printing Press
<b>Photography</b> Feroze Ahamed	

### Advertising Office

Gulf Times/Arrayah Bldg., C Ring Road, P.O. Box 533, Doha Qatar  
Tel: (+974) 55683067 email: myashri@raya.com





CHERY  
FUN TO DRIVE

QATAR

GENEVA  
INTERNATIONAL  
MOTOR  
SHOW

2023

ENJOY THE LATEST  
CHERY'S INNOVATIONS

VISIT ELITE MOTORS BOOTH IN  
GENEVA MOTOR SHOW



TIGGO 8 PRO E+

Amazing Prices

Starting From Cash Price

99,000 Q.R

Starting From Cash Price

75,900 Q.R

TIGGO 7 PRO MAX

Amazing Prices

5 Years  
Or 150,000 km  
warranty

10 Years  
Or 1 million km  
Engine warranty

ELITE MOTORS  
BUILD THE TRUST



OMODA  
FOR FUTURE

QATAR

GENEVA  
INTERNATIONAL  
MOTOR  
SHOW

2023

ENJOY THE LATEST  
CHERY'S INNOVATIONS

VISIT ELITE MOTORS BOOTH IN  
GENEVA MOTOR SHOW



OMODA

Amazing Prices

Starting From Cash Price

99,000 Q.R

5 Years  
Or 150,000 km  
warranty

10 Years  
Or 1 million km  
Engine warranty

ELITE MOTORS  
BUILD THE TRUST

