

THE FOCUS

Annual Newsletter, Issue 10 - 2024

The St. Regis Al Mouj Muscat Resort
opens in Oman



مجموعة الفردان
Alfardan Group



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MESSAGE FROM THE PRESIDENT & CEO

“The successes of the past 70 years are the result of the dedication and hard work of our employees, partners and Alfardan family. I extend my deepest appreciation to everyone who has been part of this journey.”

70 YEARS OF PROVIDING EXCLUSIVE EXPERIENCES

As we embark on the significant milestone of Alfardan Group's 70th anniversary, I am filled with gratitude. Over the past seven decades, our Group has continually evolved, staying true to the core values of passion, mastery, and trust that have been passed down through generations. It is an honor to be part of a legacy that has not only shaped the business landscape of Qatar but also extended its reach beyond our borders.

The year 2024 has been yet another extraordinary chapter in our journey. We have expanded our presence in the region with the grand opening of The St. Regis Al Mouj Muscat Resort in Oman, a testament to our commitment to luxury, quality, and service excellence. In addition, Alfardan Jewellery launched its first boutique in Oman, further strengthening our footprint in the region.

In Qatar, we have continued our expansion with the opening of the first Rolls-Royce service facility in the Middle East and Africa, the opening of Fauchon at the Marsa Malaz Kempinski, The Pearl and at The St. Regis Doha. This marks another milestone in our efforts to bring world-class experiences to Qatar and beyond.

A key highlight of this year is the launch of Athar – our company-wide sustainability strategy. The strategy aims to create long-term shared value for the industries in which the Group operates, and is committed to responsible practices, ethical governance, and operational excellence. As part of this journey, we submitted our second Communication on Progress (CoP) report to the United Nations Global Compact, reaffirming our commitment to the UN Sustainable Development Goals (SDGs). The submission resulted in a 28% increase in responses compared to the previous year, with the most significant growth in the environmental pillar.

In line with our focus on education and skills development, we have also inaugurated the Alfardan Automotive Academy, an initiative designed to nurture talent and drive innovation of our employees. This academy reflects our ongoing commitment to developing the next generation of skilled professionals and empowering our workforce.

As we reflect on our accomplishments, it is clear that the successes of the past 70 years are the result of the dedication and hard work of our employees, partners, and Alfardan family. Our journey has been shaped by a shared vision of excellence, and I am confident that we will continue to build on this foundation as we look toward the future.

As we celebrate this incredible landmark, I extend my deepest appreciation to everyone who has been part of this journey. Together, we will continue to reach new heights and ensure that the Alfardan name remains synonymous with excellence for generations to come.

Omar Alfardan
President & CEO
Alfardan Group

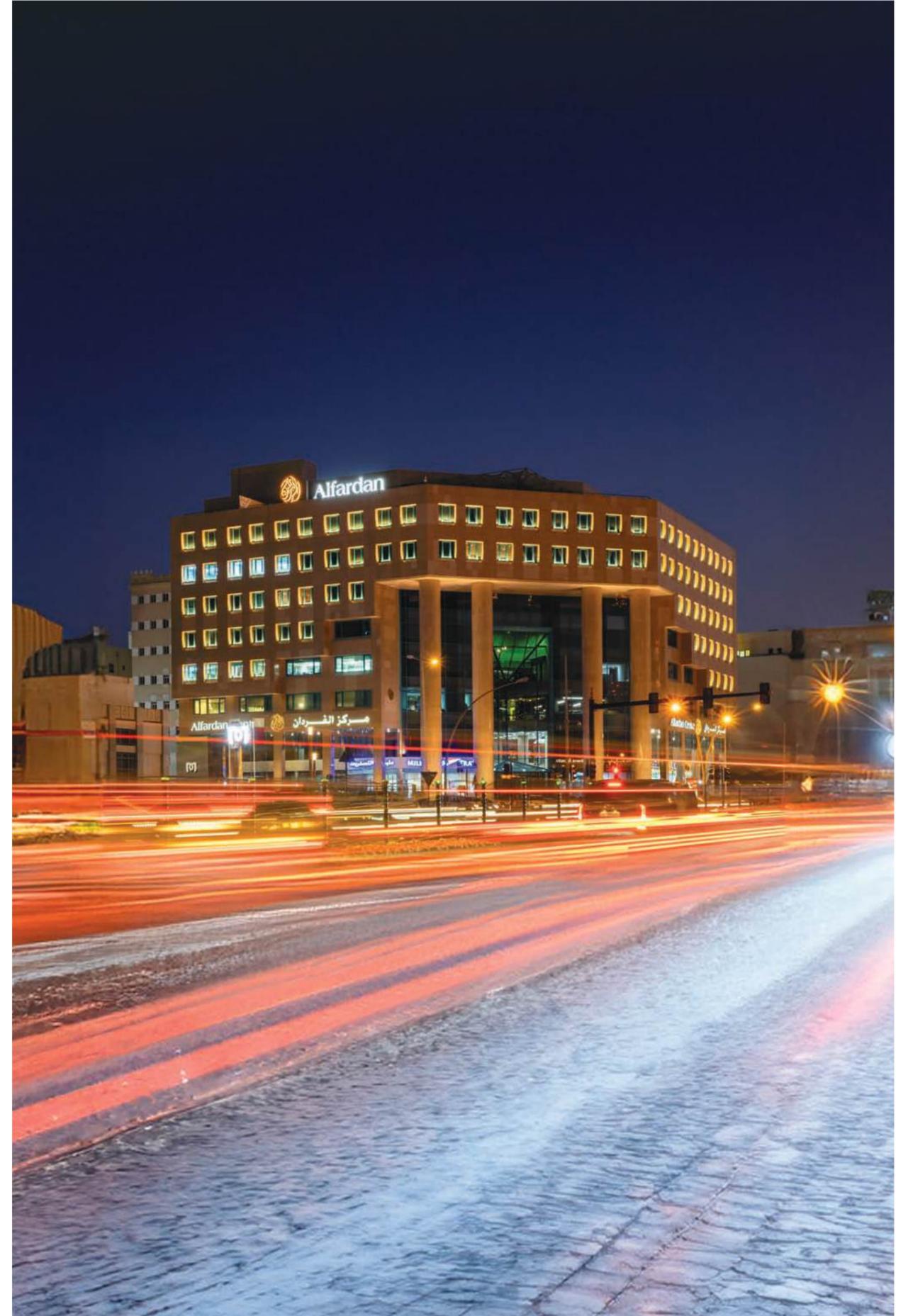


مجموعة الفردان
Alfardan Group

70th ANNIVERSARY
سبعون عاماً

تستمر مجموعة الفردان منذ العام ١٩٥٤ في فتح آفاق جديدة ورفع معايير الفخامة وتعزيز التجارب الحصرية لعملائها داخل دولة قطر وخارجها. واحتفالاً بالذكرى السبعين لتأسيس مجموعة الفردان، ننتهز هذه الفرصة لنعرب عن مدى افتخارنا بقيمتنا العريقة واثنا الغني وروح العائلة التي قادت مسيرتنا. وفيما نقف على أعتاب المستقبل، نتطلع إلى النمو المستمر والنجاح الباهر والالتزام الثابت برسالتنا المشتركة، حيث يعد احتفالنا حكاية إرث ومصدر إلهام لمسيرة استثنائية نعتز بها

Since 1954, Alfardan Group has consistently pioneered new frontiers and set new standards in timeless luxury and exclusive experiences in Qatar and beyond. As we celebrate the Group's 70th anniversary, we take a moment to pay tribute to the enduring values, rich heritage, and the shared spirit of our family that have guided our path. Standing at the threshold of the future, our gaze is set on continued growth, success, and an unwavering dedication to our shared mission. This milestone anniversary is a testament to the resilience of a legacy that has inspired an extraordinary journey.

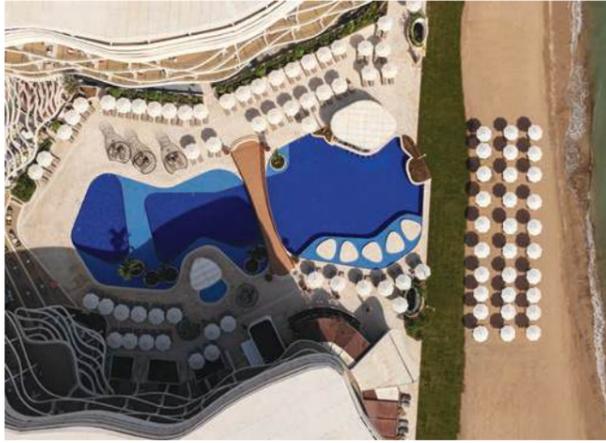


Alfardan Group and The St. Regis Al Mouj Muscat Resort celebrate the grand opening of Oman's ultimate luxury address

His Highness Sayyid Theyazin bin Haitham bin Tarik Al Said, Minister of Culture, Sports and Youth, ushered a new era in luxury hospitality for the region as he marked the grand opening of The St. Regis Al Mouj Muscat Resort. The celebratory evening, proudly hosted by Alfardan Group and The St. Regis Al Mouj Muscat Resort, welcomed more than 200 distinguished guests, local and regional dignitaries, members of Alfardan and Marriott International, and Bollywood star, Saif Ali Khan to an enchanting evening gala showcasing the resort's avant-garde design and exquisite culinary experiences.

"This project highlights the deep bilateral ties between Qatar and Oman, strengthening our shared vision for achieving economic diversification and developing various industries especially the hospitality sector," stated Omar Hussain Alfardan, President and CEO of Alfardan Group. "We are honored to unveil The St. Regis Al Mouj Muscat Resort, a true symbol of luxury and elegance in Muscat. Our longstanding partnership with the St. Regis reflects our commitment to excellence, and we are proud to contribute to Oman's tourism sector and economic growth, positioning the Sultanate of Oman as a premier destination on the global stage."





David Marriott, Chairman of the Board of Marriott International, expressed, "Together with the Alfardan Group, we are thrilled to celebrate the opening of The St. Regis Al Mouj Muscat Resort. Oman is a thriving leisure destination attracting global travelers to experience the country's natural beauty and rich culture, and the resort perfectly blends Oman's storied heritage with the brand's timeless glamour. The debut of the St. Regis brand in Oman marks a significant milestone as we continue to support the country's growing tourism sector."

Mohamed Sleiman, CEO of Alfardan Properties and Hospitality, added, "The St. Regis Al Mouj Muscat Resort is a testament to our commitment to elevating luxury hospitality in Oman, offering an array of world class culinary experiences in one destination. At the heart of this project is our investment in Omani youth where local talents are not only empowered but equipped with the skills and opportunities to thrive in key roles, contributing to the ongoing development of Oman's hospitality sector."

Guests were guided into the opulent world of The St. Regis Al Mouj Muscat Resort by the legendary St. Regis Butlers and the rhythmic

beats of Omani drummers as they entered the main lobby where they were serenaded with the extraordinary musical stylings of 14-year-old Omani pianist, Hamed Suleiman. Drawing inspiration from the graceful yacht-like architecture of the hotel and the mesmerizing beauty of oceanic waves, the night was a thoughtful integration of structure and nature, creating an ethereal, dream-like atmosphere.

Industry leaders including, Mohamed Sleiman, CEO of Alfardan Properties and Hospitality, David Marriott, Chairman of the Board, Marriott International and Sandeep Walia, Chief Operating Officer Middle East and Luxury in Europe, the Middle East and Africa, Marriott International, highlighted the resort's significant contributions to enhancing Oman's tourism and economic landscape, setting the stage for a night to be remembered.

The remarkable gastronomical odyssey featured exquisite dishes crafted by the resort's internationally-renowned dining venues, where each plate reflected the artistry and mastery of its chefs. While indulging in these culinary delights, guests reveled in the harmonious sounds of the Al Shumukh trained under the

watchful eye of The Royal Oman Symphony Orchestra.

Nestled in the heart of Muscat on the tranquil shores of the Al Mouj Muscat's waterfront, The St. Regis Al Mouj Muscat Resort features 250 opulent guestrooms and suites, including one- to three-bedroom duplexes, each with expansive views of the ocean, golf course, or cityscape. An impressive art collection featuring works by celebrated Omani artists such as Anwar Sonya, Alia Al Farsi, Hassan Meer, and Sami Al Syabi, alongside regional and international talents like Arne Quinze, Barnaby Barford, Lorenzo Quinn, Fatma Al Shebani, Will Martyr and Zhang Hong Yi, adds a cultural richness to the ambiance.

The property also includes the first St. Regis branded residences, offering one-to-four bedroom apartments and townhouses. These residences, designed to appeal to local and global luxury connoisseurs, embody the "Live Exquisite" lifestyle, blending Omani tradition with modern elegance.

The resort's exceptional culinary experiences include award-winning and illustrious restaurants including Hakkasan, Em Sherif, Roberto's, COYA, Novikov Café, Zorba and Karibu. The wellness offering is equally unmatched, featuring the first Guerlain Spa in Oman.

Events and gatherings find a magnificent home at The St. Regis Al Mouj Muscat Resort. Two opulent ballrooms capable of hosting up to 1,000 guests, alongside picturesque settings for intimate celebrations, make it a beloved destination for weddings, meetings, and social events.

Oman's new iconic luxury address serves as a gateway to the country's most captivating cultural landmarks. Guests can explore the grandeur of the Sultan Qaboos Grand Mosque, the rugged beauty of the Al Hajar Mountains, the natural wonders of Wadi Shab, and the pristine waters of the Daymaniyat Islands.



Alfardan Group hosts the **Family Business Council-Gulf (FBCG)** 11th Annual Summit in Qatar

Alfardan Group was delighted to host The Family Business Council Gulf (FBCG) highly anticipated Gala Dinner and the Annual Summit, which took place in Qatar. This distinguished event celebrated the achievements of the past year and set the stage for future growth and innovation in the family business community.

The event was attended by prominent family businesses from the GCC, including Abdul Latif Jameel, Al Muhaidib Group, Al Rajhi Group Holding, and SEDCO Holding from Saudi Arabia, Bahwan Group from Oman, Al-Futtaim Group and Al Nowais Investments from the UAE, and Alzayani Investments from Bahrain. Distinguished family businesses

from Qatar were also in attendance such as Al Abdulghani Motors, Al Jaidah Group, Al Mana Group, Al Majed Group, Artan Holding, Salam International and Marzooq Al Shamlan & Sons and others. Attendees included industry leaders, innovators, and influencers from various sectors, who came together to acknowledge outstanding contributions and share insights on the future of family businesses in the GCC.

The Gala Dinner took place at Letbelah museum, it was an evening of elegance, inspiration, and celebration. The night featured an opening speech by Mr. Omar Alghanim, Chairman of FBCG and Mr. Omar Hussain Alfardan, the President and CEO of Alfardan Group and one of the founding members of



FBCG, in his speech, Mr. Omar Hussain Alfardan stated, "It is an honor to host the 11th Annual Summit of the Family Business Council-Gulf here in Doha for the first time, we gather to underscore the importance of cooperation among family businesses in the GCC to ensure their continuity and success across generations."

He added, "I selected Letbelah for this event because it holds a special place in my heart, embodying the spirit of evolution and modernity while preserving authenticity. This balance is what we continuously strive to achieve for continuity, prosperity, while preserving our ancestors' heritage."

During the Gala Dinner, FBCG honored individuals and organizations that demonstrated exceptional leadership, innovation, and impact in their respective fields. Categories for the awards included SME Family Business, Family Business Executive and Innovation. This year Zohour Omar Alfardan, General Manager of Wellness and Lifestyle at Alfardan Hospitality won the Innovation Award for "Nest" which is a new concept in workspaces that offers meeting spaces, events venue and a

café-restaurant. These awards reflected FBCG's commitment to recognizing those who drive positive change and honor the success of family businesses in the GCC across generations.

One of the evening's highlights was a mesmerizing performance by Dana Alfardan, a renowned Qatari composer and songwriter. Dana is celebrated for her unique blend of contemporary and classical music, and her performances have captivated audiences worldwide. Her musical compositions reflect a deep cultural heritage, making her a fitting choice for this prestigious event.

The 11th Annual Summit took place at The St. Regis Marsa Arabia Island, bringing together leaders, policymakers, and business executives to discuss and explore the latest trends, challenges, and opportunities in the family businesses landscape.

This year's summit focused on the theme of "Envision, Embrace, Empower" which covered a wide range of topics, including digital transformation, sustainability, innovation, and leadership. The summit aimed to equip attendees with insights and strategies



to navigate the rapidly evolving business environment. The summit featured a series of keynote presentations, panel discussions, and workshops led by renowned experts and industry pioneers.

The Gala Dinner and the 11th Annual Summit provided unparalleled networking opportunities for attendees. These events were designed to foster connections, encourage collaboration, and facilitate the exchange of ideas among professionals from diverse backgrounds to ensure family businesses succession in the Gulf.



Doha's 1st Sustainable Basketball Court opens at Al Gassar Resort

His Excellency Abdullah bin Hamad bin Abdullah Al-Attiyah, Minister of Municipality, inaugurated the first sustainable basketball court in Al Gassar Resort in Doha. Through recycling used tires in Qatar, the project was executed by Alfardan Group in cooperation with Continental ME, the leading German company for tires and automotive technology. This innovative project, which aligns with Qatar National Vision 2030, demonstrates the private sector's commitment to recycling and waste management.

The inauguration was attended by Mr. Omar Hussain Alfardan, the President and CEO of Alfardan Group, and Mr. José Luis de la Fuente,

Managing Director of Continental Middle East, as well as Dr. Ma'n Al Hamawi, Chairman of the Sustainability Committee and CEO of Alfardan Automotive, and Mr. Ahmad Nassar, Vice Chairman and CFO of Alfardan Group.

H.E. Minister Al-Attiyah emphasized the significance of such initiatives in supporting the Ministry of Municipality's strategic goals. These goals include the safe disposal and reduction of all types of waste which can be achieved through several methods, including recycling and reusing materials, converting waste into energy at the waste management facility in Mesaieed, and producing organic fertilizer.



His Excellency said, "The Ministry of Municipality is keen to collaborate with the private sector to improve waste management and treatment. Through consolidating such efforts, the Ministry aims to achieve Qatar's strategic goals through improving the quality of life and sustainability of resources and their preservation." In pursuit of this objective, the state has established Al Afja Industrial Zone for recycling in Mesaieed, where 51 plots of land have been allocated to recycling facilities, including (4) factories specialized in tire recycling, aiming to consistently dispose of tires in the state.

Mr. Omar Hussain Alfardan, President and CEO of Alfardan Group, said, "Since the Group's foundation, Alfardan's name has been synonymous with excellence and luxury. Today, we reaffirm that the true essence of luxury lies in a profound sense of responsibility toward the environment. Therefore, sustainability initiatives have remained a top priority for the Group, which led us to launch a comprehensive sustainability strategy, 'Athar,' across all Alfardan companies."

He further added, "This project is the result of a fruitful collaboration between Alfardan

Properties and Alfardan Commercial, in partnership with Continental Middle East, to promote an active lifestyle and encourage innovation in sustainable sports."

"At Continental, sustainability is at the heart of our mission. The renovation of this basketball court in Doha, using recycled tires, represents our commitment to innovative solutions that benefit both the environment and our communities," said Mr. José Luis de la Fuente, Managing Director of Continental Middle East. He added, "This project would not have been possible without the invaluable partnership and support of Alfardan Group and Mr. Omar Hussain Alfardan. Together, we are transforming waste into opportunities and inspiring others to join us in building a greener, more sustainable future for generations to come."

The courts' surface was constructed using 500 recycled tires to produce 'Green Rub' tiles, a durable and eco-friendly material made from 100% recycled rubber, which significantly reduced the carbon footprint compared to using new rubber. In addition, the safety standards of the courts ensure a comfortable playing experience for players of all ages.



Alfardan Group holds Tariqi 2024 Onboarding Session

Alfardan Group held its onboarding session for the Tariqi Program's 2024 intake that gathered the Group's management team, and current and new beneficiaries of the scholarship.

The Tariqi scholarship program is an educational support and development program started in 2006 with the aim of supporting eligible students in the pursuit of quality higher education offered by universities in Qatar, as well as training and growth opportunities both personally and professionally. One of Alfardan Group's major CSR pillars is education and the Group believes that quality education must be accessible to all citizens and residents of Qatar.

Abed Assalam Braidy, Training Manager at Alfardan Automotive, conducted the onboarding presentation during the event, covering topics such as an overview on Alfardan Group and the scholars' internship and employment opportunities.

Sara Fahad Alfardan, Chief Communications and PR Officer at Alfardan Group said, "Tariqi program has achieved remarkable growth, transforming the educational journeys of many brilliant students. This success would not have been possible without the support and vision of our President and CEO, Mr. Omar Hussain Alfardan, who is a firm believer that quality education is the foundation for a brighter future for all."

The event also featured a short talk by Samiha Faheem, a previous beneficiary of the program, who is now a part of Alfardan Group's workforce as an accountant at the office of the Chief Financial Officer. Samiha shared some insights on her journey as a Tariqi scholar and her current learnings as an employee at the Group.



Alfardan Group attends Community Partner Workshops at Carnegie Mellon University

Alfardan Group participated in a series of training workshops at Carnegie Mellon University in Qatar, aimed at enhancing professional skills and fostering innovation.

These workshops covered a diverse range of topics, including creativity and innovation strategies, data analytics, human-centric digital transformation, ethical leadership, and creative thinking with AI.

By engaging in these sessions, employees gained valuable insights into best practices across various fields, reinforcing Alfardan Group's commitment to continuous learning and development. Such initiatives reflect the Group's dedication to equipping our teams with cutting-edge knowledge and strategic expertise, ensuring we remain at the forefront of industry advancements.



Alfardan Group launches company-wide Sustainability Strategy, Athar

In alignment with Qatar Sustainability Week and Qatar National Vision (QNV) 2030, Alfardan Group proudly announces the launch of its first company-wide sustainability strategy named Athar. This strategic initiative reflects the Group's steadfast commitment to creating positive environmental, social, and governance (ESG) impacts across all its business sectors.

The name Athar, meaning "a mark left by an action or individual" in Arabic, embodies the vision of creating a profound and lasting impact through sustainable practices. Athar is committed to building a legacy that empowers individuals, protects the planet, and cultivates strong partnerships, all while aligning with the global sustainability standards outlined in QNV 2030. By integrating sustainability principles into its daily operations and broader strategies, Alfardan Group aims to be a transformative force and a leader in driving change both locally and regionally.

In 2022, Alfardan Group joined the United Nations Global Compact (UNGC), highlighting its dedication to sustainable development goals and fostering stakeholder engagement through shared values. Subsequently, the Group started working on a comprehensive ESG strategy in early 2023 to evaluate operational capabilities and uncover sustainability opportunities across key industries.

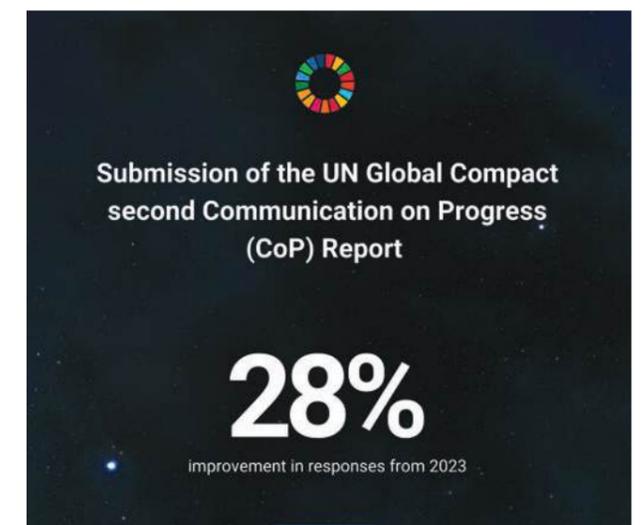
Mr. Omar Hussain Alfardan, President and CEO of Alfardan Group, remarked on the launch of Athar, "Since our founding, the Alfardan name has stood as a symbol of excellence and luxury. Today, we reaffirm our belief that true luxury is inseparable from a deep sense of responsibility to the environment and the communities we serve." He continued, "Athar represents the legacy we are building for future generations, both here in Qatar and beyond."

Building on this commitment, the Sustainability Committee in Alfardan Group has formalised a mandate for implementing the strategy across its various business units. The Group is

set to publish its first sustainability report in Q4 2024, which will highlight the strategic focus on operational efficiency, responsible business practices, and creating long-term value across its industries.

"As a pioneer company in Qatar's private sector, Alfardan is dedicated to advancing responsible business practices that drive sustainable growth and foster long-term success," said Dr. Ma'n Alhamawi, CEO of Alfardan Automotive and Sustainability Committee Chairman. "Athar allows us to expand our role as a sustainability pioneer and explore new opportunities that enable us to positively impact our teams, our communities, and the environment."

The launch of Athar marks an important milestone for Alfardan Group, ensuring that social and environmental sustainability remain at the heart of the Group's future business strategies and long-term vision.



Alfardan Group celebrates long service employees at Annual Town Hall

During its annual Town Hall Sohour, Alfardan Group, Alfardan Properties and Alfardan Hospitality honored employees for their excellent performance and long service in an event held at Marsa Malaz Kempinski, The Pearl-Doha.

In addition to employee awards, the different subsidiaries shared their achievements for the past year and forthcoming projects for the rest of the year.

Employees were able to partake of the sumptuous Sohour buffet at the hotel's Ramadan tent, which featured a traditional and international food spread.

Among the long-service awardees is Mrs. Aisha Hussain Alfardan, for her 20 years of service as Personal Advisor to the Chairman at Alfardan Group. The Group's Board Members, including Mr. Hussain Ibrahim Alfardan, Chairman, Mr. Ali Hussain Alfardan, Vice Chairman, Mr. Fahad Hussain Alfardan, Board Director, and Mr. Omar Hussain Alfardan, President and CEO, presented the 20-year long-service award to Mrs. Aisha.



Alfardan Group celebrates Qatar National Sport Day 2024

Qatar's leading conglomerate, Alfardan Group, celebrated National Sport Day 2024 with a full-day event for employees and their families at the Marsa Malaz Kempinski, The Pearl. The event was attended by 1000 guests including Fardan Fahad Alfardan, Chief Operating Officer of Wahet Al Shaflihiya and Safwa, Hussain Omar Alfardan, Chief Marketing Officer of Alfardan Automotive, and Zohour Omar Alfardan, General Manager of Wellness and Lifestyle of Alfardan Hospitality.

The event featured fun activities for employees and their families and healthy meals from Marsa Malaz Kempinski. At the end of the event, winners of all sports competitions were awarded medals and trophies by the management.

At Alfardan Group, the health and wellbeing of its employees is a top priority and the Group has been celebrating the National Sport Day across all its businesses since the event was established by the government of Qatar in 2012. Tournaments of basketball, volleyball, football, cricket, padel, badminton, table tennis and billiards kick off a month before the National Sport Day between teams of different business units with four rounds of elimination games leading up to the finals. Employees and management actively participated in all the games that not only foster a healthy lifestyle but also boosts team building and motivation in the employees.



ALFARDAN
JEWELLERY
QATAR





Sartoro Genève and Alfardan Jewellery present exclusive high jewellery showcase at Corinthia Yacht Club

Sartoro Genève, in collaboration with Alfardan Jewellery, hosted an exclusive afternoon tea reception at the Corinthia Yacht Club. The event brought together Sartoro's esteemed clients and members of the Corinthia Yacht Club for an intimate and sophisticated showcase of the Maison's high jewellery collection.

This exclusive event marked a memorable celebration of jewellery, craftsmanship, and timeless elegance.

Guests were treated to an immersive experience, discovering Sartoro Genève's impeccable creations, each radiating elegance and expert craftsmanship. The curated display, set against the luxurious backdrop of the Corinthia Yacht Club, was complemented by an elegant afternoon tea, allowing guests to connect and enjoy the Maison's artistry in a refined setting.



House of Bovet CEO highlights Qatar's role as a global luxury hub

House of Bovet CEO Pascal Raffy highlighted Qatar's rising prominence as a global hub for luxury and sophistication, lauding the nation's elegance, refined architecture, and deep cultural values, aligning them with the principles of luxury watchmaking.

"Luxury must have a clear identity, be produced in small quantities, and be handcrafted. Qatar's well-organised and aesthetically pleasing urban environment speaks directly to these principles," Raffy told Gulf Times on the sidelines of Bovet's exclusive "Evening of Artistry and Craftsmanship" held at The Engine Room, St Regis Doha.

The event, showcasing Bovet's legacy of intricate watchmaking, was attended by Alfardan Group vice chairman and Alfardan Jewellery president Ali Alfardan, watch collectors and artisans, and other guests. Returning to Doha after seven years, Raffy said he admires the country's remarkable transformation and its growing appreciation for Haute horology.

He expressed excitement about incorporating Qatari elements into Bovet's bespoke designs, which highlights the rich essence of the country's culture that offers endless inspiration. "Luxury is not just about marketing; it's about respect, education, and sustainability," he noted. "I see endless opportunities for meaningful exchanges between Bovet and Qatar."

A fan of Arabic calligraphy, Raffy described it as an art form with centuries of tradition that perfectly matches Bovet's decorative arts and offers unlimited insights for bespoke pieces: "Art is universal and the region itself has so many assets in culture." Raffy underlined the importance of storytelling in presenting Bovet's creations, saying: "We don't sell a Bovet timepiece; we share its story. We take the time to educate our collectors about the mechanics, aesthetics, and deep sense of detail that go into each watch. This journey is about respect, and it's also the essence of true luxury".

He shines a spotlight on Bovet's recent accolades, including the prestigious

Mechanical Exception Prize at the 2024 Grand Prix d'Horlogerie de Genève (GPHG), which recognised Bovet's innovative solution to the Daylight Saving Time adjustment in a mechanical timepiece. "Winning such an award is a testament to our artisans' pride, prowess, and dedication. I do design my time pieces, we do 35-40% of the 1,000 timepieces bespoke every year," Raffy said.

He underscored Bovet's partnership with Alfardan Jewellery as a cornerstone of its presence in Qatar. He described Ali Alfardan as a kindred spirit, stressing: "Our partnership is built on shared values, tradition, elegance, and bespoke artistry. It's a human journey that goes beyond business". "The first time I met with Mr Ali Alfardan, the symbiosis is good understanding, education, behaviour, kindness, and so many ideas coming from this gentleman. He is a pure passionate collector of beautiful watchmaking," he added.

For Raffy, whose life revolves around bespoke creations and decorative arts, the connection felt natural. He expressed great pride in having met Mr. Alfardan and his family, as well as his team, citing the importance of the human journey in this collaboration. Raffy confirmed Bovet's participation in the upcoming Doha Jewellery and Watches Exhibition next year, where the brand will showcase its timepieces in collaboration with Alfardan Jewellery. Some of the pieces will be exclusive limited editions, drawing inspiration from the region's rich culture.



Yasmine Sabri attends the Chopard Ice Cube event co-hosted with Alfardan Jewellery

Chopard along with its partner Alfardan Jewellery hosted an elegant evening to launch the Ice Cube collection in Doha, Qatar. Taking inspiration from the 'Sculpted by Light' campaign, the venue was transformed to welcome 120 ladies in a dazzling atmosphere.

Egyptian actress Yasmine Sabri joins Ali Hussain Alfardan, Najla Ali Alfardan, Dana Ali Alfardan, Shafiqah Alfardan and Jawaher Ali Alfardan in celebration of the event.

For the occasion, Yasmine Sabri wore a mix of Chopard High Jewelry & Ice Cube collection.



From geometry to artistry: Vacheron Constantin showcases timeless excellence in Qatar

Vacheron Constantin, the world's oldest continuously operating watch manufacturer, brought its unparalleled legacy to Qatar through the event "From Geometry to Artistry", held at the iconic Alfardan Car Museum in Letbelah.

This exclusive gathering offered watch enthusiasts and collectors an immersive journey into the world of high watchmaking, blending artistry, precision, and heritage.

The Alfardan Car Museum, known for its stunning collection of vintage and classic cars, provided a fitting backdrop for the event. The synergy between the museum's timeless automobiles and Vacheron Constantin's elegant timepieces was a celebration of craftsmanship that bridges the past and present. Both the cars and the watches represent a seamless blend of

tradition and modernity, making the venue an inspired choice.

Guests had the unique opportunity to explore Vacheron Constantin's extensive collections, including Patrimony, Égérie, Overseas, Traditionnelle, Historiques, Fiftysix, Heures Créatives, and Malte. Among these were rare and limited-edition models crafted from diverse materials and featuring intricate complications.

These collections, designed for both men and women, embody the essence of timeless design and mechanical innovation. One of the event highlights was the demonstration of the tourbillon, a captivating watchmaking complication designed to enhance accuracy. Seeing the intricate mechanism in motion offered attendees a glimpse into the ingenuity that defines Vacheron Constantin's legacy.



"From Geometry to Artistry" went beyond mere exhibition by engaging participants in an interactive enameling workshop. This is one of the métiers d'art that the Maison specialises in, along with gemsetting, engraving and guilloché, offering them a unique experience in the meticulous artistry behind watch design. Guests tried their hand at crafting their own timepiece designs, gaining an appreciation for the skill and creativity required in haute horology.

Founded in 1755, Vacheron Constantin has remained a pioneer in watchmaking, with over 265 years of uninterrupted activity. The brand's heritage is deeply rooted in the transmission of excellence across generations of master artisans. This rich history was palpable at the event, as attendees were transported through centuries of innovation, artistry, and precision.

A representative from Vacheron Constantin told Gulf Times that the choice of the Alfardan Car Museum was intentional, as it mirrors the brand's ethos. "Both vintage cars and Vacheron Constantin watches are about preserving history while embracing innovation. This venue



perfectly embodies our journey from heritage to modernity," he said.

The event highlighted Vacheron Constantin's commitment to connecting with its clientele, offering not only exceptional timepieces but also a profound understanding of the artistry and dedication behind their creation. For watch connoisseurs in Qatar, "From Geometry to Artistry" was a rare opportunity to witness the harmonious rhythm of time and craftsmanship come to life.



Exclusive private viewing event at the House of Yessayan Jewelry

The House of Yessayan Jewelry, an iconic name in luxury craftsmanship, proudly hosted an exclusive private viewing at its boutique in Doha Festival City Mall. This remarkable event, co-hosted by Mrs. Amal Ameen, welcomed an elite gathering of high-profile guests for an unforgettable evening filled with elegance and insight into the exquisite world of high and fine jewelry.

The boutique was transformed into a luxurious space with a refined ambiance, providing the perfect setting for guests to discover the fascinating history of the House of Yessayan. Guests had the opportunity to explore a curated selection of Yessayan's exquisite jewelry collections, which ranged from stunning bridal sets and high jewelry masterpieces to elegant, everyday pieces - ensuring options to suit various budgets and tastes.

A highlight of the evening was the captivating panel discussion led by Mr. Hovig Yessayan, Managing Director and Owner of Yessayan Jewelry, alongside Mrs. Amal Ameen. The engaging conversation covered topics such as the inspiration behind Yessayan's collections, styling tips for different occasions, and an insightful exploration of large, statement stones. Guests were deeply intrigued by the expertise shared, making this panel one of the most memorable parts of the event.

The evening was a resounding success, leaving guests with a deeper appreciation for the artistry and legacy behind each Yessayan piece. The House of Yessayan continues to uphold its reputation as a beacon of luxury, offering unmatched quality, elegance, and exclusivity.



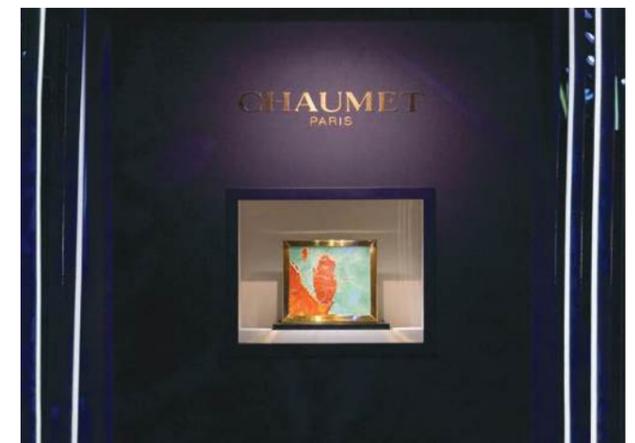
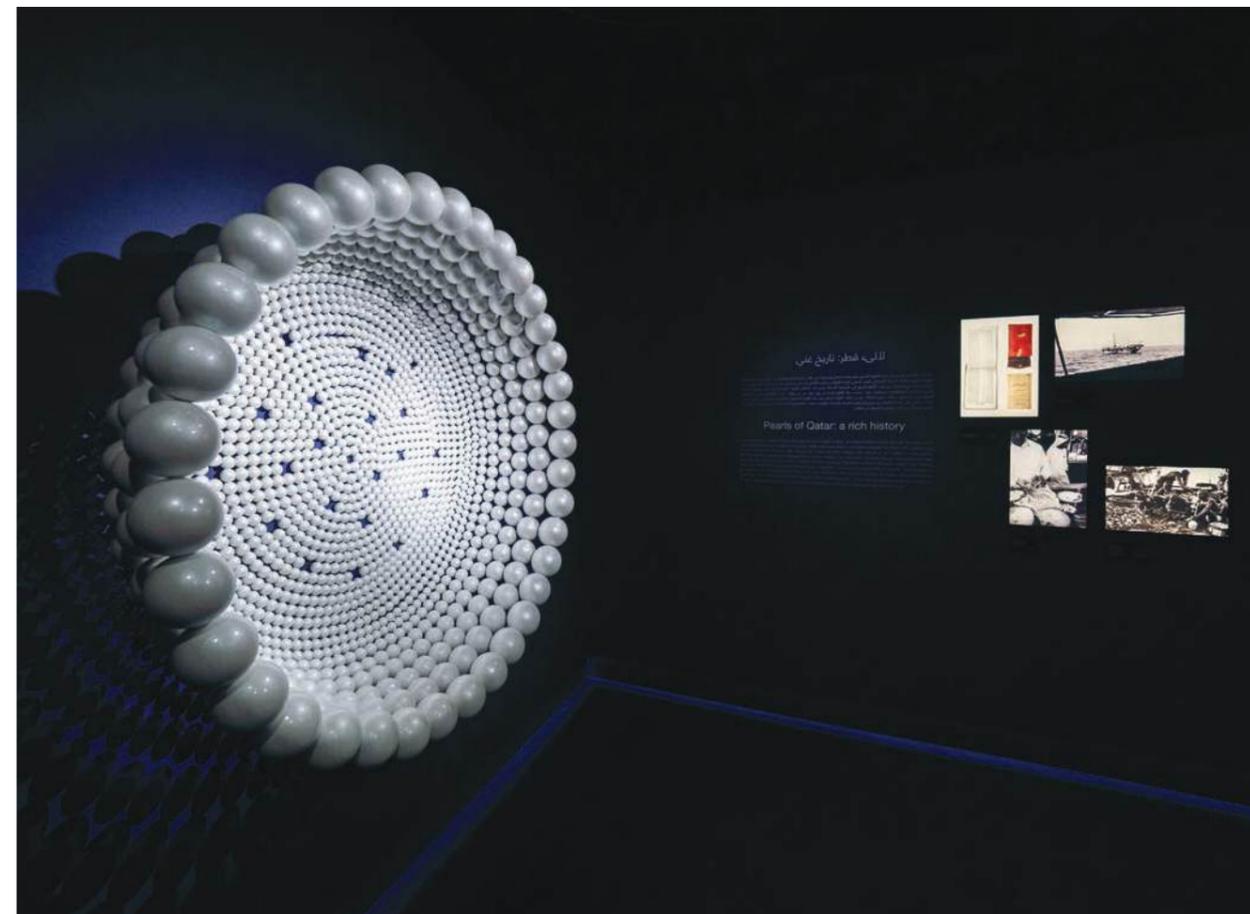
Chaumet & Nature: Nature-Inspired Jewellery Since 1780

Maison Chaumet presents Chaumet & Nature: Nature-Inspired Jewellery Since 1780, in collaboration with Qatar Museums, M7 and Qatar Creates at M7 located in Msheireb Downtown Doha. This unprecedented and immersive exhibition takes visitors on a unique journey to discover and celebrate the wonders of nature in all its variety.

From 1780 to the present day, the Maison has placed its creativity and savoir-faire at the service of nature, transposing its preciousness into jewellery. Over the course of successive eras, it has looked to the masterpieces of the earth's flora and fauna, capturing the immensity of the sky, its stars and birds, and interpreting the infinite nuances of the sea and the treasures, to create jewels imbued with emotion and symbolism.

Chaumet & Nature exhibition spotlighted more than 100 exquisite jewels from the French Maison's collections as well as those of Qatar Museums, honouring the link both countries have shared since 1970s. Chaumet & Nature marks the first high jewellery exhibition of its kind ever held in Qatar.

Chaumet and M7: A Creative Collaboration
The exhibition Chaumet & Nature marks a new stage in the collaboration that has united Chaumet and M7 for several months. The story started in 2023 with a venture to create the Maison's logo in Arabic, in partnership with M7. Together, they chose a designer from Qatar to carry out the project, representing a milestone in connecting homegrown talent with global brands. Conceived by Zainab AlShibani, a graphic designer and artist specializing in



printing and lettering, the logo translates the Chaumet spirit and reflects both its jewellery heritage and its commitment to excellence. Evoking harmony and balance, it symbolises the fusion of tradition with innovation and captures the essence of the Maison's elegance and sophistication. The exhibition actively engaged local creatives, featuring a poem called "Treasures of the Earth" written by Qatari poet Salman Bin Khalid. The poem was created for Chaumet to celebrate the significant role of poetry in Arabic literature. Surrounded by words, visitors experience a virtuoso dialogue that

connects nature, beauty and jewellery. Chaumet also commissioned the Qatari artist Shouq Al-Mana to design an exclusive piece for the exhibition. Inspired by the underwater nature that Chaumet cherishes as a source of themes and motifs, Altawash pays tribute to the Qatari tradition of pearl diving and commerce.



Devji Aurum unveils a Timeless Gem: A Journey of Elegance in the Heart of Doha

Devji Aurum, a distinguished name in the world of fine jewelry, proudly announces the opening of its first boutique in Doha, Qatar. This marks a significant milestone in the brand's journey, which began over 70 years ago in Bahrain and later expanded in the Middle East, establishing Devji Aurum as a brand known for its exotic luxury and timeless heritage.

In Qatar, this momentous achievement is the result of a close partnership with the prestigious Alfardan Jewellery, a collaboration that began its course many years ago. The shared values and vision of both the Alfardan and Devji Aurum Group have culminated in the opening of Devji Aurum's first shop-in-shop boutique, located on Level 1 of Doha Festival City's Alfardan Jewellery boutique. This presence in Doha signifies the deep appreciation the brand has garnered from

the local market, transforming that admiration into a permanent residence in the heart of the city.

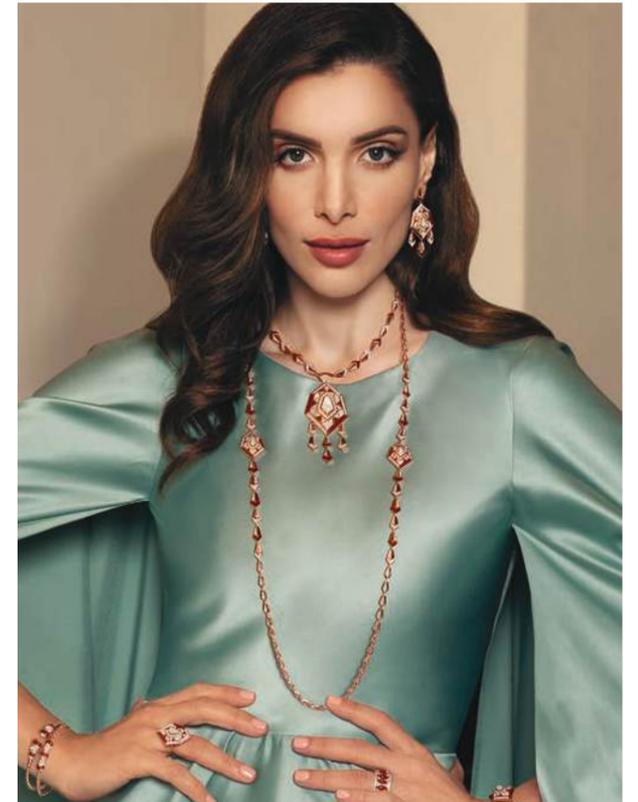
The new boutique offers a captivating display of Devji Aurum's iconic collections. Among these is the Bridal Collection, featuring an array of timeless pieces that embody the beauty of love. This collection also boasts a selection of twin and engagement rings, each one a masterpiece, perfect for celebrating life's most cherished moments.

The boutique also houses the signature Ruhi Collection, a symbol of artistic elegance. From the revered Ruhi Gold to the vibrant Ruhi Pearls and the intricate Ruhi Iconic line, each creation resonates with a global audience. The grand opening also celebrates the much-anticipated



launch of the Ruhi Amber Collection, a homage to history and a celebration of the Amber gems.

In addition to these, the boutique will offer the Fashion Collection, which showcases a fusion of versatility and modern luxury. From everyday elegance to bold statement pieces, collections such as Oubharia and Fashion Iconic are emblematic of Devji Aurum's creativity. For Qatar, the boutique will introduce new lines, including the exclusive release of Duvara Collection, inspired by architectural heritage

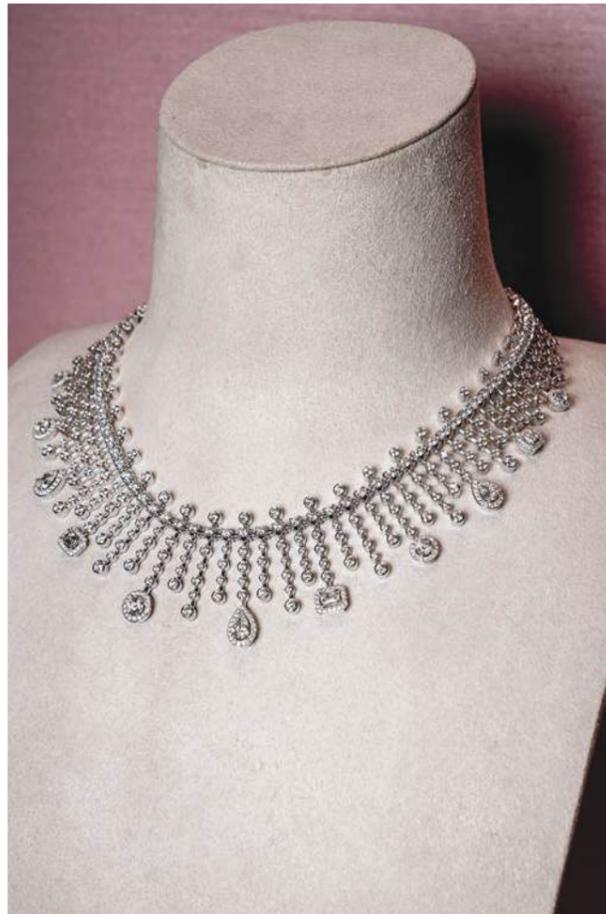


and featuring exclusive gemstones, paying tribute to Qatari elegance with pieces available only in Doha.



Speaking about this important milestone, Mr. Mahesh Devji, Managing Director of Devji Aurum, expressed: "We are deeply honored to be a part of the Alfardan family, a relationship that spans decades of shared vision and mutual respect. Both Devji Aurum and the Alfardan Group are driven by a commitment to excellence, and together, we believe in delivering 'maximum happiness to the maximum number of people.' This partnership is a true testament to our aligned values, and we look forward to an exciting future together." As Devji Aurum continues to grow its presence in Qatar, the brand also looks forward to participating in the prestigious Asjad Show, where they will unveil new creations that blend innovation and elegance, further showcasing their position as leaders in fine jewelry.

The grand opening of the Doha boutique is a momentous occasion, one that heralds a new chapter in Devji Aurum's illustrious history. As they continue their legacy of craftsmanship, luxury, and service, Devji Aurum invites jewelry enthusiasts to join them on this extraordinary journey, where each piece tells a story of passion, artistry, and timeless beauty.



Mrs. Aisha Alfardan hosts an exclusive private viewing of Sartoro Genève's jewellery collection

Sartoro Genève, the acclaimed Fine and High Jewellery Maison known for its impeccable craftsmanship and innovative designs, in collaboration with Mrs. Aisha Alfardan, one of Qatar's most distinguished businesswomen, welcomed distinguished guests to an exclusive private viewing of the extensive jewellery collection.

The exclusive gathering showcased Sartoro's stunning creations, offering a unique opportunity for attendees to explore the Maison's commitment to quality and elegance. Hosted by Mrs. Aisha Alfardan, the evening was a fitting engagement that combined Sartoro Genève's artistic vision with Mrs. Aisha Alfardan's graceful and influential presence.



Maison Sartoro Genève hosts private viewings of their exclusive high jewellery collection



Maison Sartoro Genève unveiled their exquisite High Jewelry collection at Alfardan Jewellery's boutique in Doha, hosting private viewings over a period of three evenings. These exclusive moments attracted an elite gathering of distinguished clients and influential attendees. The showcase displayed intricate designs and craftsmanship, with each jewel telling a story of exquisite artistry and refined taste.

During the three soirees, whispers of admiration filled the air, echoing the sentiment of all those in attendance: Maison Sartoro Genève has once again set the standard of Haute Joaillerie. Each creation is a symphony of artistry and sophistication, marking the events as a true celebration of beauty.





Whispers of Luxury: The House of Yessayan's grand arrival in Doha

The House of Yessayan, renowned for its unparalleled craftsmanship and exquisite designs, is proud to announce the grand opening of its flagship store in Doha, Qatar. Nestled within the prestigious Doha Festival City, this opulent establishment marks a significant milestone for the esteemed brand, bringing its legacy of luxury to the heart of Qatar's capital city.

At the heart of the store lies an impressive array of diamond collections, meticulously curated to cater to every taste and preference. Whether seeking high-end jewellery for a special occasion or elegant pieces for everyday wear, patrons will find a stunning selection that epitomizes luxury and craftsmanship.

The House of Yessayan is synonymous with elegance, sophistication, and timeless beauty, and its newest location in Doha is no exception. Boasting a unique and breathtaking interior design, the flagship store captivates visitors with its blend of modern luxury and traditional charm. From the moment guests step through its doors, they are enveloped in an atmosphere of refinement and exclusivity.

In addition to its signature collections, The House of Yessayan is proud to introduce a captivating collaboration with U Los Angeles jewelry brand. Situated within the Doha flagship store, this dedicated section showcases a unique fusion of design aesthetics, featuring a varied range of pieces adorned with gemstones and diamonds. From statement-making designs to delicate treasures, the U Los Angeles collection offers something truly extraordinary for every jewellery connoisseur.



As The House of Yessayan continues to expand its global presence, the opening of its flagship boutique in Doha reaffirms its position as a leader in the world of luxury jewellery. With its unrivalled craftsmanship, unparalleled beauty, and commitment to excellence, the brand invites patrons to experience the magic of fine jewellery in its purest form.

Girard-Perregaux Free Bridge Meteorite: Out of this world

Girard-Perregaux unveils a new addition to its famous Bridges Collection. This latest model embraces modernity while simultaneously upholding the marque's fondness for symmetrical styling. Incorporating two meteorite plates, the Free Bridge Meteorite unites avant-garde design with cutting-edge materials. Quite simply, this latest model is out of this world.

A fondness for symmetry since the 1860s

The famous Bridges is legendary within the watch industry. Regarded as the oldest mechanical signature within the field of Haute Horlogerie, its origins date back to the 1860s. Over time, the bridges have evolved, encompassing different shapes, finishes and materials. Now, the Manufacture has, once again, reimagined the structural components



famously located front of house and presented them in a new, highly inventive way.

In 1889, La Esmeralda, a chronometer featuring three gold bridges, a tourbillon and an elaborately engraved case, won a gold medal at the Paris Universal Exhibition. Like the prize-winning pocket watch, the Free Bridge Meteorite is endowed with an inverted movement with bridges located to the front, the balance wheel at 6 o'clock and the spring barrel positioned directly above. This imbues the display with a becoming symmetry, a characteristic it shares with the legendary Tourbillon with Three Gold Bridges of the 19th century.

Fulsome, skeletonised, dauphine-style hour and minute hands sit atop a bridge that straddles various wheels belonging to the gear train and motion works. This tendency to reveal parts normally positioned out of sight endues the model with a unique appearance. It is a design approach that is also manifest with the openworked spring barrel, located below 12 o'clock, that affords views of the mainspring in various states of tension.

A horological canvas enriched with multiple depths and various textures

The display sits beneath a sapphire crystal box that drinks in light, illuminating the various indications. At the base of the neoteric dial, the aptly-named Neo Bridge spans the mainplate, supporting the balance. Throughout the design, the Manufacture has masterfully played with different depths and textures. The suspended indexes are positioned on a flange and project over the surfaces below, again serving to reinforce the model's distinctive three-dimensional styling. The 44 mm stainless steel case is endowed with a tasteful blend of polished and satin-finished surfaces, while the crown is enriched with a blend of polished and sandblasted facets.

Two meteorite plates deliver unworldly allure

As its names implies, the watch incorporates



fragments from the asteroid belt. Discovered in Namibia, the Gibeon meteorite is composed of an iron-nickel alloy, incorporating small amounts of cobalt and phosphorous. The meteorite features naturally occurring flow lines termed the Widmanstätten pattern. This endows the fragments with their own identity, making each watch unique and rare. The intricate arrangement of lines, together with the textured surface of the meteorite, delivers an alluring tonal contrast.

The central bridge of the watch features a marquetry of two meteorite plates, each retained with two gleaming screws. The creation of these plates is protracted and complex. Everything begins with the slicing of the Gibeon meteorite. Thereafter, the slices are machined into the desired shape and pierced with two holes to accommodate the aforementioned screws. Subsequently, each plate is treated in order to accentuate the Widmanstätten pattern, a process that has to be carefully mastered to avoid eroding too much of the material. Finally, the plates are rhodium-plated, providing a protective layer that prevents the iron-rich meteorite from corroding.



Silicium technology

Consistent with its avant-garde design, the Free Bridge Meteorite is equipped with a contemporary, self-winding movement, the Calibre GP01800-2085. An evolution of the existing Calibre GP01800, this latest iteration features up-to-the-minute know-how. The escape wheel, pallet lever and the arms of the elaborately shaped balance wheel are formed of silicium, a lightweight material that is not liable to corrosion.

Made within a laboratory setting, free of dust, silicium components can be formed into intricate shapes not possible using traditional milling or stamping techniques. This freedom to create intricate shapes means that the geometry of components can be optimised.

Silicium has a low coefficient of friction, mitigating wear and thereby augmenting durability. Moreover, silicium is unaffected by changing temperatures and is less susceptible to magnetic fields when compared with traditional materials.

With the advent of the Free Bridge Meteorite, Girard-Perregaux has produced a variable inertia balance and escapement in the cutting-edge material. The resultant balance is less sensitive to adverse influences such as magnetism and shocks. Moreover, the enhanced shock resistance confers superior rate stability, thereby augmenting precision.

Unquestionably modern, the Free Bridge Meteorite incorporates several traditional materials synonymous with fine watchmaking. Movement components are embellished with classical Côtes de Genève, bevelling and snailing as well as sandblasted finishes. Consistent with all Girard-Perregaux Manufacture movements, the Calibre GP01800-2085 is also engraved with the Eagle emblem.

While the Free Bridge Meteorite pushes the limits of horological creativity and performance, it shares several characteristics with other members of the Bridges collection, including the legendary arrow-shaped bridges, first seen in the 1867. Today, the Maison's inventive spirit is perpetuated with the release of the new Free Bridge Meteorite.

The Free Bridge Meteorite goes on sale in March 2024 and will be available worldwide in all authorised Girard-Perregaux retailers.



Noudar launches exclusive new collection at the Doha Jewellery and Watches Exhibition 2024

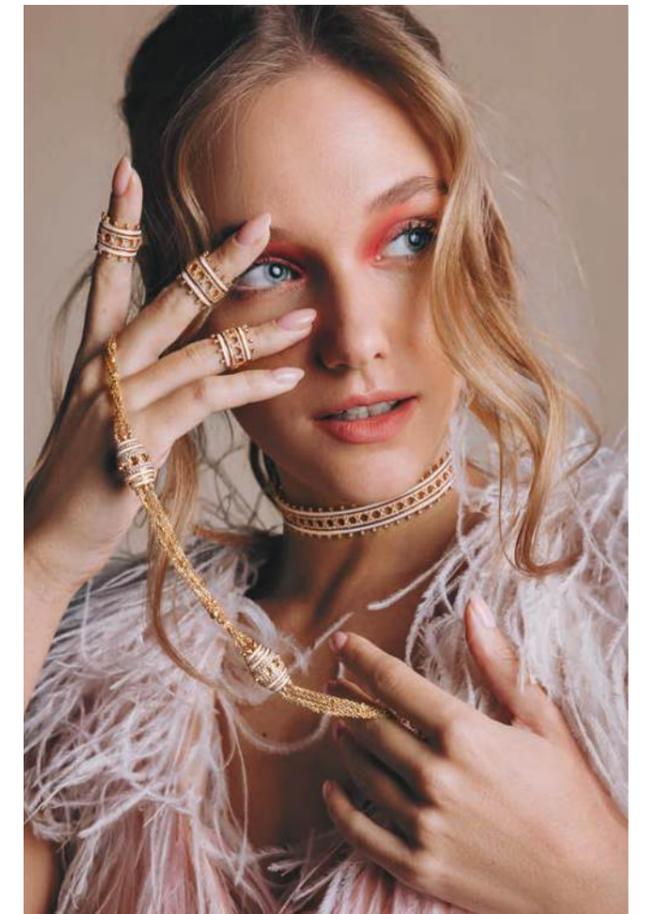
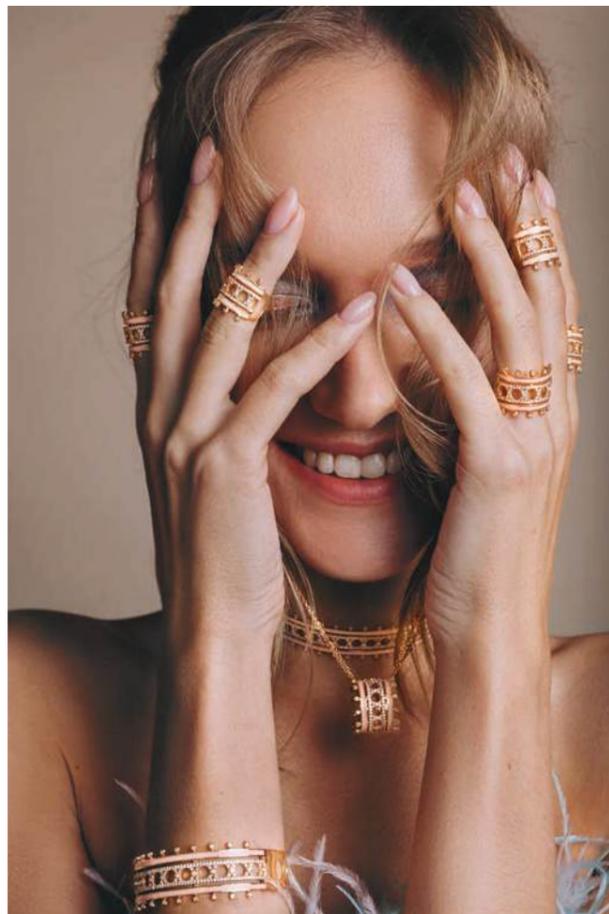
Noudar, an internationally renowned Qatari jewellery brand inspired by the enduring riches of Arabian civilization, is honoured to launch an exclusive collection at the Doha Jewellery and Watches Exhibition 2024. The collection, named Maha's Henna, celebrates the legacy of its parent company, Alfardan Jewellery, on its milestone 70th anniversary, and is a feminine reinvention of the classic Henna collection that still evokes the modernity and versatility of all of Noudar's lines.

through Noudar's vision. Recent notable public appearances that have drawn attention to Noudar's popular and timeless pieces include Jennifer Lopez, Taylor Swift, Rihanna, Sofia Vergara, Jenna Ortega, Ashlee Simpson Ross, Charli XCX, Issa Rae, Keke, Chrissy Teigen, Erin Lim, and Becky G.

Launched in 2012, Noudar, by Noor Ali Hussain Alfardan, is Alfardan Jewellery's first local in-house brand, capturing the essence and sophistication of Arabian culture passed down through generations with a contemporary approach to luxury jewellery. Noor takes inspiration from geometric forms, Islamic patterns, and traditional ceremonial jewellery, emphasizing the importance of meticulous craftsmanship in her designs to elevate both functionality and versatility in contemporary luxury jewellery.

Drawing influence from Islamic motifs, Omani mosaics and the beauty of Henna patterns, Noor weaves these cultural elements into her latest collection as well. The collection showcases romantic yet bold designs that are meticulously crafted to cater to the modern woman's taste for timeless pieces. Inspired by her former collections, Maha's Henna reinvents patterns with a modernist approach, not only showcasing the aesthetic allure of Henna designs, but also serving as a bridge between the past and the present.

As a proudly Qatari brand, Noudar has been at the forefront of design and innovation locally and globally for over a decade, winning the hearts of many across the globe. Noudar's bold collections have established themselves as the ode to sophistication across the board, whether at local events, or celebrity red carpets. The intricate patterns, often seen in traditional jewellery, now find a global stage



MARLI New York showcases newest novelties at Doha Jewellery and Watches Exhibition

MARLI New York is pleased to announce its return to the 20th annual Doha Jewellery and Watches Exhibition (DJWE) 2024. The exhibition, held at the Doha Exhibition and Convention Centre (DECC), welcomes MARLI New York for the eighth time.

“The Doha Jewellery and Watches Exhibition presents an extraordinary opportunity for our clientele in the Middle East and around the world to discover and acquire our most sought-after jewelry,” said Maral Artinian, Founder & CEO of MARLI New York. Our eighth year at DJWE coincides with the 20th edition of the exhibition, and we could not be more honored to be a part of such a highly anticipated industry event.”

The newest novelties within the Tip-Top fine jewelry collection was exclusively unveiled at

DJWE to mark the occasion. Tip-Top evokes the dynamism of New York City through brilliant cut diamonds and pyramidal gemstones fashioned into medallion-shaped pendants, earrings, rings, and tennis bracelets in 18K gold. Worn individually as a statement piece or in combinations for a more personalized look, the collection offers endless possibilities for self-expression and individual style.

MARLI New York’s participation further highlights its commitment to artistry and craftsmanship. “Qatar is associated with style, culture and innovation, making it the ideal location for such a global event. We are convinced that our presence here will establish MARLI New York as a market leader in high-quality jewelry, and we are excited to build on this journey.”





Dolce&Gabbana in partnership with Alfardan Jewellery attends 2024 Doha Jewellery and Watches Exhibition

A precious chest guards and at the same time reveals extraordinary treasures of craftsmanship: Dolce&Gabbana's journey through the world of jewelry and watches starts with the façade of the booth, articulated through the windows that anticipate the allure of the collections. The transparency of the glass and the intense black, symbol of absolute elegance, chase each other in a game of reciprocal references that from the outside moves to the heart of the space that hosts the one-of-a-kind creations of Dolce&Gabbana Alta Gioielleria (high jewelry) and Alta Orologeria (high watchmaking) and the Fine Jewelry and Watches Collections.

On the occasion of this year's exhibition, Dolce&Gabbana presents some of its most emblematic creations: from the one-off Alta Gioielleria Sicilia necklace, featuring its exceptional 100.10-carat yellow pear-shape diamond, to the Kosmos Invisible Setting watch characterized by the proprietary DG 01.01 caliber assembled by hand by master watchmakers in Geneva and by the precious diamonds adorning the case, dial, crown and deployant clasp. Rings with delicate dangling charms, earrings and bracelets with classic shapes or more unusual compositions: the Dolce&Gabbana Fine Jewelry Collections - Devotion and Easy Rainbow among others - are a dream to wear every day, thanks to its original design that combines the brand's most iconic codes and a hint of playful irony.

Ever since its foundation, Dolce&Gabbana has supported the enhancement of Italy's artistic, cultural and historic heritage, recognising and promoting throughout the world the excellence of the numerous craft workers in the territory and their instinct for innovation: thanks to priceless gems, original shapes and the refined techniques used in their designs, the Dolce&Gabbana creations showcased at DJWE 2024 celebrate this universe of beauty, art and the love for expertise, standing out for their extraordinary attention to detail and surprising color harmonies and lightness.

A memory to cherish, a message to share, the celebration of love: the most unique quality of any precious is the sensation it arouses in the wearer. Imbued with Italian spirit, these special creations encapsulate the soul of Dolce&Gabbana: because jewelry and watches become truly priceless only when they make emotions dance.



Chopard at the 2024 Doha Jewellery and Watches Exhibition

Chopard presents an array of delicate Haute Joaillerie, fine jewellery and distinctive timepieces at the Doha Jewellery and Watches Exhibition, the seven-day luxury fair is held at the Doha Exhibition and Convention Centre in Qatar.

Chopard's exquisite jewellery, unique timepieces and Qatar exclusives

Returning for an exciting 20th edition, visitors are able to discover a unique selection of Haute Joaillerie creations from the Red Carpet and Precious Lace collections. A selection of jewellery from the iconic Happy Diamonds collection is also on display, with watches and

jewellery from the Happy Sport, Happy Hearts and Happy Spirit lines. Other highlights include a limited edition of Qatar exclusive timepieces from L'Heure du Diamant with exceptional dials along with some unique IMPERIALE pieces. The gents' collections showcased include some exceptional L.U.C, Mille Miglia with limited Qatar Editions and Alpine Eagle watches.

The Doha Jewellery and Watches Exhibition
The Doha Jewellery and Watches Exhibition remains a precious journey to the very heart of glamour where exclusivity, beauty, art, legacy, and unique craftsmanship strive and combine to tell the unforgettable story behind each jewel.





Gallery Al Tawash debuts the “Aisha Collection” at the Doha Jewellery and Watches Exhibition 2024

Gallery Al Tawash is proud to announce the debut of the Aisha Collection, named after its curator, Mrs. Aisha Hussain Alfardan, during the Doha Jewellery and Watches Exhibition 2024, in honour of the 70th anniversary of Alfardan Jewellery. Gallery Al Tawash is the second in-house brand of Alfardan Jewellery, drawing from the rich pearling heritage of Qatar.

The Aisha Collection embodies the narratives of resilience and opulence from Qatar’s history. The Alfardan family’s legacy in pearling spans generations, renowned for their courage and skill in sourcing pearls from the waters of the Arabian Gulf. Today, this heritage is proudly continued through Gallery Al Tawash. The family gallery honours the historic term for pearl merchants in Arabic, and serves as a sanctuary for one of the world’s most extensive collections of unique natural pearls.

Gallery Al Tawash, previously a hidden gem exclusive to special guests, has now introduced a ready-to-wear jewellery line. Each piece in this new collection not only preserves the region’s pearl heritage but also aligns with contemporary trends attractive to youth.

Mrs. Aisha Hussain Alfardan, remarking on her collection’s launch, said, “The purpose of this collection was not just unveiling exquisite jewellery, but it was also about reviving our pearl diving legacy through designing elegant and contemporary pieces that will connect us to our roots.”

The Aisha Collection also honours Qatar’s deep-rooted pearl diving heritage, showcasing meticulously designed jewelry that embodies elegance. Each pearl reflects the nation’s history, weaving Qatar’s past into timeless pieces that its wearers will surely don with confidence. Commenting on the Aisha Collection, Mr. Hussain Ibrahim Alfardan, Chairman of



Alfardan Group, said, “Pearls are known for their toughness and endurance have withstood the test of time, mirroring the resilient spirit of Qatar’s history. Just as they have endured through the ages, we hope their significance and presence will continue to linger and be embraced and carried by the new generation.”

Alfardan Jewellery celebrates its 70th anniversary at Doha Jewellery & Watches Exhibition

In 2024, Alfardan Jewellery is proud to celebrate its 70th anniversary highlighting the enduring legacy and rich heritage cultivated throughout the years. This momentous occasion is honoured through the showcase of exclusive collections at the milestone 20th edition of the Doha Jewellery & Watches Exhibition (DJWE), the go-to, exclusive, high-profile event for jewellery experts, global brands, and aspiring designers.

The event will continue to be the heart of glamour, where exclusivity, beauty, art, legacy, and unique artistry will intertwine under one roof, with about 55 international Alfardan Jewellery brands represented.

Unparalleled quality and sophistication are the hallmarks of Alfardan Jewellery, trusted by generations. Alfardan Jewellery is a pioneer in the region for holding the exclusive Jewellery and Watches Exhibition for the first time in 1977. It eventually became a public event in 2003 where the world's finest designers descended to the region to feature their best works.

Mr. Ali Hussain Alfardan, Vice Chairman of Alfardan Group and President, Alfardan Jewellery, said: "Alfardan Jewellery and its work remains especially close to my father's and all our hearts. Our ventures as a family began with pearling generations back, and later evolved into multiple luxury enterprises across the

region. So, we are proud to continue sharing our passion with the world, by announcing exciting upcoming expansions in Oman and the UAE. We thank all clients and visitors for their support."

Alfardan Jewellery will feature several luxury brands under its portfolio with a specially designed pavilion and booths. Some notable brands with exclusive collections on display include Chopard, Vacheron Constantin, Marli, Sartoro, Chaumet, Tiffany & Co., Girard-Perregaux, Franck Muller, Butani, Gallery Al Tawash, Noudar to name a few. Dolce&Gabbana, HRH Joaillerie and Ulysse Nardin will also be present for the first time.





Chopard opens a new boutique at Place Vendôme Mall in Qatar

Chopard along with partner Alfardan Jewellery are pleased to announce the opening of a new Chopard boutique at the Place Vendôme Mall in Qatar, strategically located at the heart of Lusail city. The new boutique reflects the retail design concept of the Maison Chopard; a warm ambiance is created through the light-toned white oak wood and luxurious leathers assuring a comfortable modern charm.

“We are happy to continue to grow our presence in Qatar along with our long-term partner Alfardan Jewellery. We are excited to see this new boutique welcome in our beloved clients in an elegant yet friendly atmosphere” said Caroline Scheufele, Chopard Co-President and Artistic Director.

Speaking on this occasion, Ali Alfardan, Vice-Chairman of Alfardan Group and President of Alfardan Jewellery said, “We are proud of this latest opening offering Chopard and Alfardan Jewellery clientele a unique shopping experience.”

The new boutique, located in the ground floor at Gate 3 VIP entrance, welcomes visitors to view the Maison’s unique creations including watches, jewellery and accessories.



ALFARDAN
JEWELLERY
UAE



Alfardan Jewellery marks UAE National Day with exquisite PEARLA collaboration

Born from an enduring love for the UAE's heritage, tradition and elegance, Alfardan Jewellery has announced a unique collection to commemorate UAE National Day. The new collaboration sees the legacy brand partner with Dubai-based boutique PEARLA, crafting a collection inspired by the UAE's rich history and pioneering modernity.

Available in stores and online now, the new collection is the perfect gift for any loved one this UAE National Day. Elevated and luxurious fashion and jewellery pieces are on offer, including beautiful floating abayas in regal blues and earthy reds. Prints are inspired by the emblematic falcon and seven stars of the UAE's diverse Emirates – a symbol of national

pride and unity. Jewellery plays on traditional UAE elements with a modern twist, combining cultural symbolism with contemporary design and benefitting from Alfardan's unrivalled sourcing of precious gems and metals.

Utilising Alfardan's expertise as one of the region's most loved and legendary jewellery brands, pieces include intricate drop-down earrings, chockers, bracelets and necklaces. A range of eye-catching designs are on offer, which pay homage to Arabian heritage designs. Based in Dubai's dynamic D3 district, PEARLA brings its signature elegance and versatility to the collection, with the collection a must-have accessory for the occasion and season ahead.



Alfardan Jewellery is renowned for its commitment to using only the finest 18k gold in its creations, ensuring a perfect balance of durability and elegance. This high-quality gold, is ideal for crafting intricate, timeless pieces that maintain their brilliance and strength over time. Alfardan Jewellery also employs expert techniques in Mother of Pearl (MOP) inlays, a luxurious material known for its iridescent beauty.

By combining 18k gold with MOP, Alfardan artisans create stunning designs that showcase their precision and craftsmanship, resulting in jewellery that is not only exquisite but also a symbol of refinement and sophistication. This dedication to excellence in both material and technique sets Alfardan Jewellery apart as a leader in fine craftsmanship.



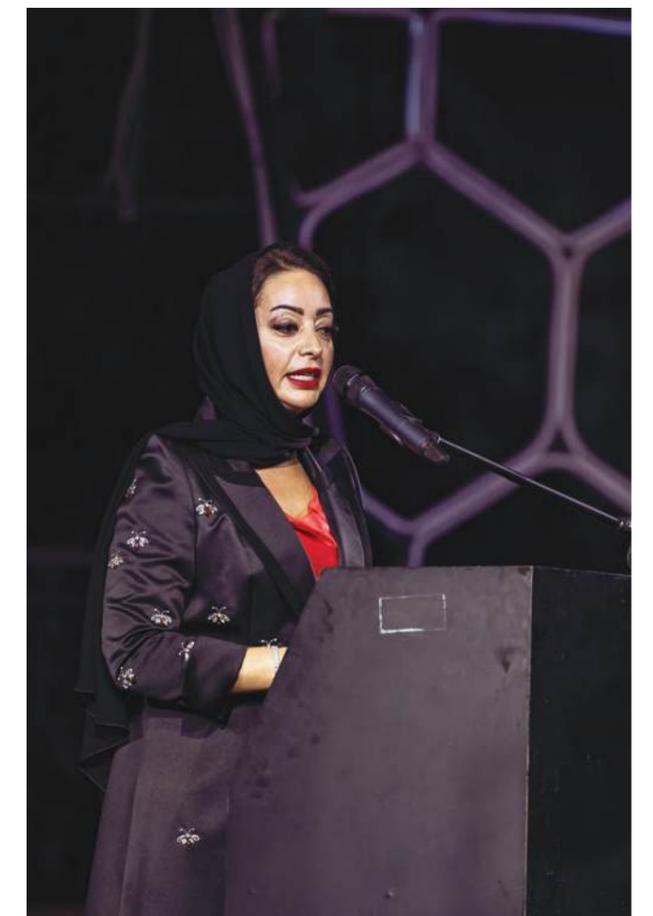
Ghada Hussain Alfardan awarded CEO of the Year at the 20th Middle East Watch & Jewellery Awards

The 20th edition of the Middle East Watch & Jewellery of the Year Awards was held in the heart of Dubai, celebrating two decades of excellence in the luxury watch and jewellery industry. Hosted at the glamorous Soho Garden at Meydan, Dubai, the prestigious event recognized and honored the world's most exceptional timepieces and jewelry creations, setting a benchmark for craftsmanship and innovation in the region.

Since its inception, the awards have grown to become one of the most anticipated and respected events in the Middle East's luxury calendar, bringing together prominent industry leaders, renowned watch and jewellery brands,

collectors, and enthusiasts from around the globe. The 20th edition was no exception, with a distinguished panel of experts and a carefully curated selection of nominees showcasing the very best in horology and fine jewellery.

This year's ceremony recognized and honoured 23 leading watch and jewellery brands for their remarkable creations, along with CEO of the Year award which recognized Ghada Hussain Alfardan, CEO and Vice President of Alfardan Jewellery UAE. The Swiss Ambassador to the United Arab Emirates and the Kingdom of Bahrain, H.E. Dr Arthur Mattli, was in attendance, alongside numerous watch collectors and jewellery enthusiasts.



Alfardan Jewellery shines at Jewellery & Watch Show Abu Dhabi 2024

Alfardan Jewellery proudly participated in the prestigious Jewellery & Watch Show Abu Dhabi 2024, showcasing its exquisite collections to an international audience of jewellery enthusiasts, collectors, and industry professionals. As one of the most anticipated events in the region, the show celebrated its legacy of presenting a treasure trove of jewels, providing a platform for global luxury jewellery brands to unveil unique creations that dazzled and delighted attendees.

With a reputation as one of the world's leading experts in natural pearls and one of the Gulf's most successful pearl traders, Alfardan Jewellery highlighted its deep-rooted heritage and craftsmanship at the event. Known for its unrivaled expertise in the natural pearl market, the brand displayed a range of fine jewellery pieces that exemplified its commitment to quality, innovation, and elegance.

A Legacy of Craftsmanship

Over the years, Alfardan Jewellery has evolved from a local store into a leading luxury jewellery retailer in the GCC, operating several showrooms and boutiques across the region. The brand's participation at the Jewellery & Watch Show Abu Dhabi underscored its ongoing mission to explore new possibilities and avenues for business growth, while remaining grounded in the same family values that have guided its success.



"At Alfardan Jewellery, we have always strived to redefine the jewellery experience for our customers, offering not only exceptional designs but also unparalleled service," said Ghada Al Hussain Al Fardan, Vice President & CEO, Alfardan Jewellery UAE. "Our participation in this important event was an opportunity to connect with our valued clientele and showcase our latest collections, each of which reflects our enduring commitment to excellence."

A Showcase of Timeless Elegance

Throughout the event, Alfardan Jewellery's booth stood out with its stunning display of fine jewellery, including pieces crafted from the brand's signature natural pearls, complemented by diamonds, sapphires, and other precious gemstones. Attendees were able to experience firsthand the exquisite craftsmanship and innovative design that have made Alfardan Jewellery a leader in the luxury jewellery market.



Alfardan Jewellery was joined at the event by a host of other prestigious brands, including Noudar, Gallery Al Tawash, Dolce & Gabbana, Luvor Italia, Araya, Moksh, Nigaam, Sartoro, House of Gol, HRH Joaillerie, Colette, Misk, Matthia's & Claire, Chantecler, Verdi, and Inbilico, all of which contributed to the event's exciting and dynamic atmosphere.

Looking Ahead

Alfardan Jewellery's participation at the 2024 Jewellery & Watch Show Abu Dhabi was a significant milestone in its journey to redefine luxury jewellery retail. The event provided the brand with an opportunity to further strengthen its position as a market leader, continuing to innovate while maintaining the legacy of trust and excellence built over generations.



A Night of Sophistication: Mahartna Private Event

Alfardan Jewellery hosted an exclusive evening at The Abu Dhabi Edition to celebrate the unparalleled beauty of natural pearls. Distinguished guests gathered for an intimate showcase of the prestigious Mahartna collection, a tribute to the region's rich heritage and timeless charm.

The evening was more than an exhibition; it was a journey through history, craftsmanship, and tradition. Alfardan Jewellery was honored to share this celebration of artistry and heritage with their esteemed guests.

The event offered an enchanting experience, with handcrafted jewellery pieces from the Gallery Al Tawash collection taking center stage. Each creation, adorned with natural pearls, reflected the artistry and cultural legacy of these rare gems, captivating connoisseurs and enthusiasts alike.

Guests were enthralled by a special presentation from Ghada Alfardan, a passionate advocate and expert on natural pearls. Her storytelling provided a deep insight into the historical and cultural significance of these treasures, adding a layer of appreciation to the exquisite designs on display.



Alfardan Jewellery x Fabergé: A memorable afternoon of elegance

Alfardan Jewellery, in collaboration with Fabergé and Emaar, hosted an exclusive afternoon tea event that brought together VIPs, media guests, and connoisseurs of fine jewelry. Held at the stunning Address Grand Creek Harbour, the event was a celebration of artistry, luxury, and timeless design.

Attendees were treated to an elegant experience, complete with a curated display of Fabergé's latest collections. The iconic brand's signature blend of heritage craftsmanship and contemporary design captivated the guests, providing an intimate glimpse into the world of exceptional jewelry.

The sophisticated ambiance of the venue, paired with exquisite refreshments, set the perfect stage for a celebration of luxury and style. Guests mingled, admired the masterpieces on display, and engaged in conversations that celebrated the enduring allure of fine jewelry.

This unforgettable gathering reflected the shared vision of Alfardan Jewellery and Fabergé: to inspire through artistry and create moments of refined beauty.





Alfardan Jewellery x HRH Joaillerie: a majestic campaign celebrating equine elegance

HRH Joaillerie launched an enchanting new campaign inspired by the majestic elegance of horses. This collaboration beautifully draws parallels between the strength and beauty of equines and the exquisite craftsmanship of HRH, highlighting themes of grace, freedom, and the rich symbolism of the Middle East.

A Celebration of Grace and Strength

The campaign showcases the profound connection between the equine world and the artistry of jewellery design. Horses have long been revered in Middle Eastern culture, symbolizing nobility, freedom, and an unyielding spirit. Just as these magnificent creatures embody grace and power, the creations from HRH Joaillerie reflect an unparalleled dedication to craftsmanship and an artistic vision that celebrates the beauty of life.

With a focus on fluid lines, intricate details, and opulent materials, each piece in this collection captures the essence of equine elegance. The designs evoke the movement and strength of horses, allowing wearers to embrace their own sense of freedom and beauty.

Craftsmanship That Speaks Volumes

At the heart of the collaboration is a commitment to quality and artistry. HRH Joaillerie is renowned for its meticulous craftsmanship, utilizing traditional techniques and modern innovations to create stunning jewellery pieces that tell a story. Each item in the collection is a testament to the brand's dedication to excellence, marrying timeless design with contemporary aesthetics.

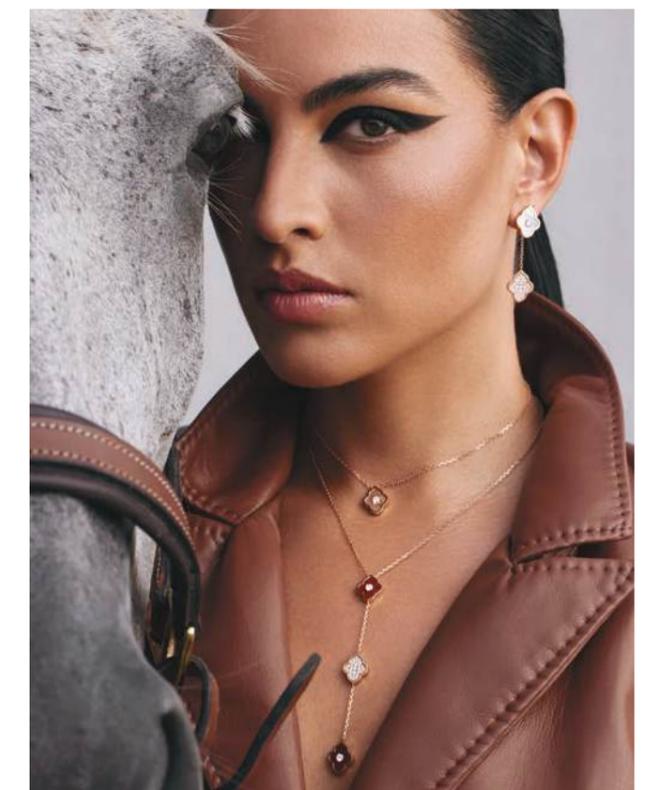
The campaign features an array of exquisite pieces, from delicately crafted necklaces and bracelets to stunning earrings that mirror the elegance of equine forms. These creations not only serve as adornments but also as symbols of empowerment and grace, inviting wearers to connect with the strength that both horses and exquisite jewellery embody.

The Cultural Significance

In the Middle East, horses hold a special place in the hearts of many, representing heritage and tradition. The Alfardan Jewellery x HRH Joaillerie campaign honors this cultural significance, celebrating the bond between humans and horses throughout history. By weaving these themes into their jewellery, the collaboration pays homage to the region's rich equestrian heritage while promoting a contemporary appreciation for its beauty.

Embracing Freedom and Elegance

The essence of the campaign is further underscored by its focus on freedom and elegance. Just as horses roam freely, embodying a spirit of independence, the jewellery invites wearers to express their individuality and confidence. This celebration of personal expression is central to the ethos of both Alfardan Jewellery and HRH Joaillerie, making this campaign a true reflection of empowerment through artistry.



Celebrating Emirati Women: Alfardan Jewellery's campaign in partnership with the UAE Women's Sport Federation

In honor of Emirati Women's Day, Alfardan Jewellery proudly launched a campaign in partnership with the UAE Women's Sport Federation, celebrating the incredible spirit and achievements of Emirati women. This initiative highlights the remarkable contributions of female athletes who continue to inspire and empower the community through their dedication and excellence in sports.

Honoring Exceptional Athletes

The campaign features five outstanding athletes, each a beacon of strength and determination in their respective fields:

Amal Bin Haider, captain of the UAE Women's National Basketball Team, is celebrated not only for her athletic prowess but also for her leadership on and off the court. Her commitment to the sport has paved the way for future generations of female athletes in the UAE.

Maha Alblooshi, a talented goalkeeper for the UAENT, represents the resilience and courage of Emirati women in football. Her journey reflects the growing opportunities for women in sports, showcasing that passion and hard work can lead to success.

Siham Alrushaidi, a member of the UAE Paralympic athletics and badminton teams, is a true testament to the indomitable spirit of Emirati women. Her achievements in sports highlight the importance of inclusivity and the celebration of diverse abilities.

Asma Alhosani, a standout player in the jiu-jitsu national team, exemplifies the strength and discipline required to excel in martial arts. Her accomplishments have not only brought her personal success but have also raised awareness and interest in the sport among young Emirati women.

Hawraa Alajmi, a member of the UAE Karate national team, represents the determination

and resilience that characterize Emirati women in combat sports. Her journey serves as an inspiration for aspiring athletes across the nation.

Empowering Women Through Sport

The collaboration between Alfardan Jewellery and the UAE Women's Sport Federation aims to amplify the voices of these remarkable athletes, showcasing their achievements and encouraging young Emirati women to pursue their dreams in sports and beyond. By highlighting their stories, the campaign fosters a sense of pride and unity within the community.

Alfardan Jewellery believes in the power of jewellery as a symbol of achievement and empowerment. Throughout the campaign, selected pieces inspired by the spirit of these athletes will be showcased, emphasizing the beauty and strength inherent in every Emirati woman.

A Celebration of Community and Identity

The Emirati Women's Day campaign is more than just a celebration of individual achievements; it is a tribute to the collective strength of Emirati women who are shaping the future of the nation. By partnering with the UAE Women's Sport Federation, Alfardan Jewellery reinforces its commitment to supporting initiatives that promote female empowerment, community engagement, and cultural identity.





Experience the enchantment of 'Oceanic Whisperers' collection by Gallery Al Tawash



Introducing our latest marvel: "Oceanic Whispers," a collection that encapsulates the mystique of pearls and the unparalleled artistry that defines our brand. Nestled amidst a tapestry of sea-inspired elements, these pieces are a testament to our legacy as the largest collector of natural pearls in the region.

Crafted with a reverence for the secrets whispered by the ocean, "Oceanic Whispers" unveils a captivating narrative of underwater enchantment. At its center lies a resplendent pearl, a luminescent jewel born from the depths of the sea. Each pearl in our collection is a treasure unearthed, a testament to our unwavering commitment to preserving nature's most precious gifts.

Surrounding the pearl are intricately sculpted elements reminiscent of the ocean's embrace. Tiny starfish and delicate seashells, meticulously crafted by our skilled artisans.

The allure of "Oceanic Whispers" lies not only in its aesthetic splendor but also in the mastery of its creation. Each element is meticulously fashioned by hand, a labor of love that celebrates the union of artistry and nature's bounty. From the gentle curvature of the band to the intricate detailing of the sea motifs, every aspect of this ring reflects our dedication to excellence.

As you adorn yourself with "Oceanic Whispers," you become a vessel for the secrets of the sea, a guardian of its mysteries. Let this collection be a reminder of the boundless beauty that lies beneath the waves and the timeless elegance that defines our brand as the foremost purveyor of natural pearls in the region.



Alfardan Jewellery opens luxurious new boutique in Yas Mall, Abu Dhabi

Alfardan Jewellery, a name synonymous with elegance and luxury, has officially opened its newest boutique in Yas Mall, one of the UAE's premier shopping destinations. This latest addition to Alfardan's portfolio marks an exciting chapter in the brand's commitment to delivering exquisite jewellery and timepieces to discerning customers.

The grand opening ceremony attracted a host of VIP guests, influencers, and media representatives, all eager to experience the elegance and craftsmanship that Alfardan Jewellery is renowned for. The boutique's design exudes sophistication, featuring a modern aesthetic that complements the stunning array of jewellery and watches on display.

A Curated Selection of Luxury Brands

Alfardan Jewellery's Yas Mall boutique showcases an impressive collection of exclusive brands, including international names known for their artistry and innovation. Shoppers can explore a diverse range of fine jewellery, from classic diamond pieces to contemporary designs that appeal to today's fashion-forward clientele. In addition to jewellery, the boutique also offers an exquisite selection of luxury watches, catering to both collectors and those looking for a statement timepiece. Each brand represented in the boutique has been handpicked for its quality, heritage, and craftsmanship, ensuring that customers receive only the best.

Personalized Services

What sets Alfardan Jewellery apart is its commitment to personalized customer service. The boutique features dedicated jewellery consultants who are on hand to guide customers through their selections, offering expert advice and insights into the craftsmanship behind each piece. Additionally, bespoke design services allow clients to create their own unique pieces, ensuring a truly personalized shopping experience.

A Commitment to Excellence

Alfardan Jewellery has long been a leader in the luxury sector, known for its commitment to excellence and a passion for fine craftsmanship. The opening of the Yas Mall boutique is a testament to the brand's dedication to expanding its footprint in the UAE and providing customers with unparalleled access to exclusive luxury items.

Experience the allure of luxury at Yas Mall - where every piece tells a story.





Alfardan Jewellery partners with **Utopia and the Russian Social Club** for an exclusive private event

Alfardan Jewellery hosted a lavish private event in collaboration with Utopia and the Russian Social Club, celebrating the exquisite fusion of traditional craftsmanship and contemporary design. This exclusive gathering brought together a vibrant community of Russian-speaking women in the UAE, highlighting the beauty of high-end jewellery and the importance of connection through shared passions.

Utopia's Unique Approach to Pearls

At the heart of the event was Utopia's stunning collection, which reinterprets the timeless elegance of pearls - nature's precious gifts. With a focus on sustainability and purity, Utopia employs contemporary Italian design to create pieces that resonate with both tradition and modern aesthetics. Their commitment to high-quality raw materials and meticulous craftsmanship shines through in each piece, offering a distinctive identity that speaks to discerning collectors. The collection presented during the event featured striking designs that showcased the beauty of pearls in innovative ways.

Building Community Through Jewellery

The Russian Social Club, recognized as the first premium Russian-speaking social ladies' club in the UAE, played a pivotal role in bringing this event to life. The club's mission focuses on fostering a sense of community among its members, creating a space where women can connect, share experiences, and celebrate their cultural heritage.

This partnership with Alfardan Jewellery and Utopia exemplifies the club's dedication to empowering women through shared interests in art, culture, and, of course, exquisite jewellery. The event served as a platform for networking, encouraging conversations about style, fashion, and the stories behind the pieces that adorn them.



Looking Ahead

The collaboration between Alfardan Jewellery, Utopia, and the Russian Social Club is a testament to the power of bringing people together through shared passions. As the UAE continues to grow as a melting pot of cultures, events like this play a crucial role in fostering connections and celebrating diversity.

Alfardan Jewellery looks forward to hosting more exclusive events, promoting community engagement through the art of jewellery and further enriching the cultural tapestry of the UAE.





Alfardan Exchange opens its new branch in City Center Mall

Mr. Fahad Alfardan, the President of Alfardan Exchange, inaugurated a new branch at City Center Doha. This new branch, bringing the total number of the company's branches to 23, offers various services such as money transfers, foreign currency exchange, selling gold bullion and coins, and multi-currency travel cards. The branch is equipped with advanced facilities to ensure client receive the best services.

On this occasion, Mr. Fahad Alfardan expressed his happiness with the opening of the new branch at City Center Doha, emphasizing Alfardan Exchange's commitment to providing top-notch services to clients and being located in vital areas of the country, making it easier for clients to access exchange services and enrich their experience to the highest level.

He noted that this new branch brings the total number of the company's branches to 23 and features advanced facilities and a new design. Mr. Fahad Alfardan also revealed plans for smart digital expansions and the opening of more advanced branches, as well as updates to other branches of the company.

He also expressed his gratitude and appreciation for the unlimited support that the exchange sector receives from the Qatar Central Bank, through the issuance of regulations that encourage the enhancement of service quality and innovation in service channels and diversification of their offerings.

Mr. Bashar Al-Waqfi, CEO of Alfardan Exchange, stated that the opening of the City Center Doha branch is an important addition that strengthens the expansion of Alfardan Exchange. He confirmed that the new branch was created with the highest standards and facilities to provide the best services to clients.

He emphasized that the company is committed to being present in all vital locations to be closer to its clients, making it easier for them to access the services provided by Alfardan Exchange branches. He added that the City Center Doha branch is the 23rd branch of Alfardan Exchange, featuring a new design to serve clients and offering all the services provided by Alfardan Exchange, including money transfers, foreign currency exchange, gold bullion and coins sales, and multi-currency travel cards.



He also mentioned that Alfardan Exchange focuses on several key areas, including geographic expansion through an increasing number of branches, so they can be closer to clients and meet their foreign exchange needs while keeping up with their expectations and supporting the growth of the national economy. He added that the continued opening of branches is based on the fact that a large segment of clients still prefers to visit exchange branches for services, representing 75% of the total transactions.

The second focus of Alfardan Exchange is on digital transactions, or "smart transactions." In this regard, he revealed the launch of a new version of the Alfardan Exchange application, which offers unique features for the first time in the Qatari exchange market. He mentioned that the new Alfardan Exchange app allows users to make financial transfers, exchange foreign currencies, buy gold bullion and coins, and use delivery services through an accredited security company for the first time in Qatar. Clients can

now use the new Alfardan Exchange app to order foreign currencies, gold bullion, or multi-currency travel cards, which will be delivered to their homes using the "Secure Delivery" service available on the app.

Mr. Bashar Al-Waqfi emphasized that Alfardan Exchange continues to embody its vision and support Qatar's sustainability vision by enhancing digital transformation, which is a crucial part of Alfardan Exchange's ongoing strategy. This is in line with the company's efforts to offer the best technological solutions that facilitate and enhance the customer experience.

He also indicated that the expansions of Alfardan Exchange branches will continue in 2025 in selected locations to cover vital and important geographical areas across the country. There has been a noticeable increase in the number of Alfardan Exchange clients, as the company provides the best financial services in the Qatari market.



Alfardan Exchange wins the 2024 Arab Banking Excellence and Achievement Award

Alfardan Exchange has been awarded the 2024 Arab Banking Excellence and Achievement Award by the World Union of Arab Bankers, recognizing it as the most reliable company specialized in money transfers in Qatar. The award was presented during a ceremony held at the Four Seasons Nile Plaza in Cairo, attended by prominent figures from the Arab banking and financial sector.

Mr. Bashar Al Waqfi, Chief Executive Officer of Alfardan Exchange, commented: "This award is a testament to our continuous efforts in delivering high-quality financial services. We are committed to introducing innovative solutions that further solidify our leading position in the market."

This award reflects Alfardan Exchange's commitment to providing outstanding and secure services in remittances, foreign currency exchange, and the sale of bullion and gold

coins. The company has strengthened client trust both locally and internationally through innovation and efficiency in its financial services.

Alfardan Exchange remains dedicated to delivering exceptional services, focusing on meeting the evolving needs of clients and reinforcing transparency and reliability in all its financial dealings.



TerraPay and Alfardan Exchange join forces for Advanced Digital Cross-Border Remittance Solutions

In a significant development for the remittance sector, TerraPay, a global cross-border payments network, has announced a strategic partnership with Alfardan Exchange. This collaboration aims to leverage TerraPay's advanced digital payment infrastructure and Alfardan Exchange's established presence in the industry, marking a pivotal moment in the evolution of cross-border remittance solutions.

Alfardan Exchange, a prominent player in the remittance sector, brings to the table a wealth of experience and a strong commitment to facilitating seamless financial transactions. This partnership is set to provide a host of benefits to Alfardan Exchange, with a key focus on leveraging TerraPay's cutting-edge digital payment infrastructure. By joining forces, the two entities aim to facilitate seamless, cost-effective, efficient cross-border payments to cater to the diverse customer needs.

Sudhesh Giriyan, President - Cross border payments at TerraPay expressed enthusiasm about the collaboration. "TerraPay, a pioneering provider of white-labeled digital payment infrastructure, is dedicated to transforming the remittance landscape. The partnership with Alfardan Exchange is seen as an opportunity to

strengthen TerraPay's market presence in Qatar and gain strategic leverage in the remittance sector."

He adds "The collaboration underscores TerraPay's commitment to innovation, setting new benchmarks in the remittance sector. Known for creating seamless, secure, and accessible cross-border transaction solutions, TerraPay aims to revolutionize the digital payments landscape in partnership with Alfardan Exchange.

In terms of the partnership's specifics, the two companies will work together to establish advanced digital cross-border remittance solutions. This collaboration will not only strengthen financial inclusivity but also enhance connectivity across multiple global corridors."

Bashar Alwaqfi the General Manager of Alfardan Exchange,

stated: "We are pleased to announce our partnership with TerraPay, this collaboration adds more valuable services to our existing offerings for customers. At Alfardan Exchange, we are committed to continually expanding our service portfolio, in line with our strategic growth objectives. Through this partnership, we look forward to working with TerraPay to introduce innovative solutions and enrich the remittance experience for our valued customers."

This collaboration between TerraPay and Alfardan Exchange represents a shared commitment to providing cutting-edge remittance solutions and driving financial inclusion globally. Both entities are poised to revolutionize the digital payments landscape, offering enhanced efficiency, security, and accessibility to customers across diverse corridors.



Alfardan Exchange partners with The Royal Mint

Alfardan Exchange, Qatar's premier financial exchange company, announces a significant partnership with the prestigious Royal Mint, the original maker of the Sovereign coin, solidifying its status as an official authorized agent for The Royal Mint in Qatar.

With a storied legacy spanning over 1,100 years, dating back to its establishment in 886, The Royal Mint, is a limited company that is wholly owned by His Majesty's Treasury and is under an exclusive contract to supply the nation's coinage as well as currency for countries across the globe. It has steadfastly maintained its reputation as the world's premier manufacturer of coins, gold bullion, and sovereigns.

The Royal Mint is renowned for its extensive portfolio, offering a diverse array of coins and jewellery for more than 60 countries worldwide, encompassing historical pieces as well as contemporary designs. Additionally, The Royal Mint produces gold, silver, and platinum bullion, with the Holy Kaaba-engraved gold bullion being one of its most prominent creations in 2023,

designed in collaboration with the Islamic Council of Wales.

This partnership exemplifies Alfardan Exchange's commitment, nurtured since its inception in the early 1970s, to collaborate with esteemed financial institutions and deliver the highest-quality products and services to its customers. Striving to provide a broad spectrum of financial services and competitive alternatives compared to traditional banks, Alfardan Exchange seeks to meet the evolving needs of its clientele.

Mr. Fahad Hussain Alfardan, the President of Alfardan Exchange, stated, "We are delighted to partner with the prestigious Royal Mint and take pride in becoming an official authorized agent for The Royal Mint products in Qatar. Our objective is to establish a robust presence for The Royal Mint brand and its products in the region, befitting the venerable heritage of The Royal Mint. Our paramount focus has always been on our customers, as we remain committed to delivering excellence."



Furthermore, Mr. Alfardan emphasised, "This strategic step aligns with our vision to expand our operations and add valuable products to the Qatari market in accordance with the Qatar National Vision for economic diversification. We are keen to meet the growing demand for original coins and gold bullion in light of the ever-changing global economic landscape."

Nick Bowkett, Head of Bullion Sales at The Royal Mint, said: "The Royal Mint continues to forge precious metals trade relationships across the world and we're pleased to be working with Alfardan Exchange to provide our sovereign bullion coin range, and our Britannia bullion coins and bars to the market in Qatar."

"The premium quality of our products and our renowned British craftsmanship will be showcased, enhancing awareness of our premium bullion coins among collectors and investors in the Middle East."

Alfardan Exchange has positioned itself as a leading provider of meticulously crafted coins and high-purity gold bullion, catering to the needs of both individuals and institutions at competitive prices for over half a century.

Notably, Alfardan Exchange has earned the distinction of being ranked first in Qatar and recognized among the top five exchange houses in the field of digital transformation in the GCC. It has also been classified among the top 20 exchange companies in the Middle East by Forbes Middle East, proudly representing the sole Qatari exchange house on these lists.

In addition to its partnership with The Royal Mint, Alfardan Exchange has collaborated with major financial institutions and secured the exclusive role of Digital Master Agent for Western Union in Qatar, offering its services through mobile applications and an online web portal. Additionally, it has forged alliances with industry giants like MasterCard and the Commercial Bank.



الفردان للصرافة
Alfardan Exchange



THE ROYAL MINT®
THE ORIGINAL MAKER

TESS Payments' FinTech Power meets Alfardan Exchange Industry Leadership

In a groundbreaking partnership set to revolutionize Qatar's FinTech landscape, TESS Payments, an emerging force in digital payment solutions, has joined hands with Alfardan Exchange, Qatar's trusted leader in remittance services. This partnership marks a powerful fusion of TESS's innovative, agile approach to FinTech with Alfardan Exchange's industry-leading legacy, offering a combined strength poised to set new standards in the world of payments and digital financial solutions.

As the financial industry undergoes a rapid digital transformation, the TESS – Alfardan Exchange partnership will provide comprehensive, high-impact payment solutions that address the evolving needs of

consumers and businesses alike. Together, they will leverage cutting-edge technology and unmatched market insight to create an enhanced, secure, and seamless payment experience for Qatar's dynamic market.

This collaboration aims to deliver revolutionary digital payment channels, allowing both institutions to expand their reach and impact, while also supporting Qatar's national vision for digital innovation. "By combining our FinTech expertise with Alfardan Exchange's longstanding industry leadership, we are setting a new benchmark in digital payments and remittance solutions for Qatar," said Saad Ishfaq, CEO - TESS Payments.



Adding his thoughts, Bashar Al-Waqfi, CEO of Alfardan Exchange, commented: "This partnership aligns with our commitment to providing innovative financial solutions and continuing the journey of digital transformation and smart transactions that meet the evolving needs of our valued customers. With 'TESS,' we look forward to leading the digital financial future in the exchange sector in Qatar while continuing to deliver the trust and excellence in service that our customers expect. I would like to extend special thanks to the Qatar Central Bank for its ongoing support of the exchange sector in the country and for issuing regulations that encourage improved service quality and innovation."

The partnership signals an exciting future where FinTech innovation and established market strength come together to reshape the payment ecosystem in Qatar. Through shared commitment and aligned goals, TESS Payments and Alfardan Exchange are positioned to drive sustainable growth and enhance the financial experience for customers across the country.



Alfardan Exchange participates as Gold Sponsor in the Arab Banking Conference 2024

Alfardan Exchange participated as a Gold Sponsor in the Arab Banking Conference 2024, which was held in Doha. The conference took place under the patronage of H.E. Sheikh Bandar Bin Mohammed Bin Saoud Al-Thani and was titled "Sustainable Development in the Arab World & the Role of Banks."

This year's conference featured a special celebration marking the 50th anniversary of the Union of Arab Banks and brought together top economic leaders from across the Arab world. The event focused on highlighting the critical role of banks in promoting sustainable development and discussing ways to achieve sustainable economic growth in the Arab region.



Alfardan Exchange opens Seven New Branches in 2024

Alfardan Exchange announced the inauguration of new branches in seven locations, as it continues its expansion strategy to meet the growing demand on high standards financial services.

Clients can enjoy premium services at the new outlets in City Center Doha Mall, Souk Al Baladi Al Duhail, Abu Sidra Mall, Lulu Hypermarket in Al Meshaf, Umm Salal Muhammad, Almeera Hypermarket in Leabaib and Wathnan Mall.

Committed to delivering exceptional value to clients, the Alfardan Exchange new branches are supported by a highly proficient customer service team dedicated to providing outstanding service, complemented by an innovative portfolio of services using the latest technologies.

These latest additions to its network complements Alfardan Exchange's strong

presence in key locations across Qatar, including Alfardan Centre on Grand Hamad Street, Najma Street, Hyatt Plaza Mall, Al Nasr, The Pearl Island, Mall of Qatar, Gulf Mall, Place Vendome Mall, Ain Khaled, Abu Hamour, Old Airport Road, Bin Mahmoud Metro Station, Muaither, Wakra, Ezdan Oasis, and Al Khor.



ALFARDAN
PROPERTIES



Alfardan Properties launches the exclusive **Alfardan Oyster Privilege Club**

Alfardan Properties is proud to unveil the Alfardan Oyster Privilege Club (AOPC), an innovative membership programme tailored to enrich the lifestyle and experience of corporate entities and their employees. The programme was launched at an exclusive press conference at Marsa Malaz Kempinski, The Pearl - Doha, and attended by members of Qatar's press.

The Alfardan Oyster Privilege Club is a one-of-a-kind product that offers an array of bespoke services and unparalleled experiences. It has been meticulously crafted to provide an array of elite services and privileges to discerning businesses and companies across Qatar. From favorable rates on rooms, suites, and more than 50 world-class F&B outlets alongside renowned spas at luxury hotels, to access to catering, meeting rooms, and event spaces, through Alfardan Hospitality. In addition to advanced medical care in partnership with Alfardan Medical with Northwestern Medicine

and preferred rates on the prestigious Alfardan Jewellery brands.

Commenting on the launch, Mohamed Sleiman, Chief Executive Officer of Alfardan Properties and Alfardan Hospitality, stated: "At Alfardan Properties, we have always strived to go beyond conventional standards, and the Alfardan Oyster Privilege Club is a reflection of that ethos. We are delighted to launch this unique and one-of-a-kind product in the country, dedicated to provide unparalleled experiences for our diverse audience. This programme is not just about tangible benefits; it's a gateway to a world of unmatched services, distinction, and hospitality."

The AOPC is not just an extension; it's an evolution from the Alfardan Living Privilege Programme launched more than three years ago, targeting our residential tenants, providing them with a range of bespoke opportunities.



It is a transformative initiative aimed at top corporate accounts, starting with our valued commercial tenants who have been the cornerstone of our success at Alfardan Properties. Their unwavering loyalty has served as a driving force, inspiring us to give back to our community in meaningful ways. This programme extends the Alfardan experience to a broader audience, its scope extending far beyond, encompassing a diverse range of businesses across various industries in Qatar.

At Alfardan, we strive to provide value to our commercial tenants by offering key opportunities for business development. Our strategic partnerships with Fadaat Media through their Alif Bookstore, for instance, and Sports Corner, as another example, have highlighted how through the AOPC, Alfardan Properties is able to go by providing growth opportunities, utilizing the cross-promotion of our existing customer base and employees at Alfardan Group.

Partnering companies are able to tap into our databases, benefitting their business through offering their products and services at preferred rates through the Alfardan Oyster

Privilege Club and the relevant extensive network. This privilege club marks a milestone on Alfardan Properties' journey to expanding these privileges to further enhance business opportunities for mutual growth and success.

The Alfardan Oyster Privilege Club welcomes businesses of all types, creating a vibrant and inclusive community that fosters shared benefits and extraordinary opportunities. The Alfardan Oyster Privilege Club is also available through four-tiered membership options: Platinum, Gold, Silver, and Bronze, guaranteeing that members experience the epitome of luxury and convenience.

An accompanying mobile app ensures that members of the Alfardan Oyster Privilege Club can access all privileges digitally, as well as stay informed about offers and happenings, book hotel rooms and tables at F&B outlets and more. They can present their digital membership card to avail the privileges and get personal recognition from the comfort of their personal devices.

SOTHEBY'S
INTERNATIONAL
REALTY OMAN



The Residences at The St. Regis Al Mouj Muscat Resort achieve a new milestone with successful handover to owners

Alfardan Group and Oman Sotheby's International Realty announced the successful handover of The Residences at The St. Regis Al Mouj Muscat Resort to its esteemed owners, marking a significant milestone in the luxury real estate market in the Sultanate of Oman.

This landmark event marks the debut of the iconic St. Regis branded residences in Oman, offering residents all the nuances that come with the 'Live Exquisite' lifestyle.

Commenting on the successful handover of The Residences, Mohamed Sleiman, CEO of Alfardan Properties and Alfardan Hospitality, stated: "The completion and handover of The St. Regis

Residences represent significant achievements for us and demonstrate our commitment to delivering exceptional luxury living experiences. We are confident that these residences will attract discerning buyers seeking the pinnacle of elegance and comfort."

The Residences at The St. Regis Al Mouj Muscat Resort, a stunning architectural masterpiece nestled in the heart of Al Mouj in Muscat, offer residents an unparalleled lifestyle experience. This exclusive development boasts a range of one-to four-bedroom apartments and townhouses, each meticulously designed to embody the epitome of luxury and sophistication.



Residents will have the privilege of enjoying a wide variety of services, including the legendary St. Regis Butler Service, a 24-hour concierge, and award-winning dining outlets - Hakkasan, Roberto's, Coya, Novikov, and Em Sherif to name a few. In addition, residents gain access to world-class amenities, featuring a private beach, multiple swimming pools, a state-of-the-art fitness center, and the renowned Guerlain Spa as well as an adjacent Golf Course.

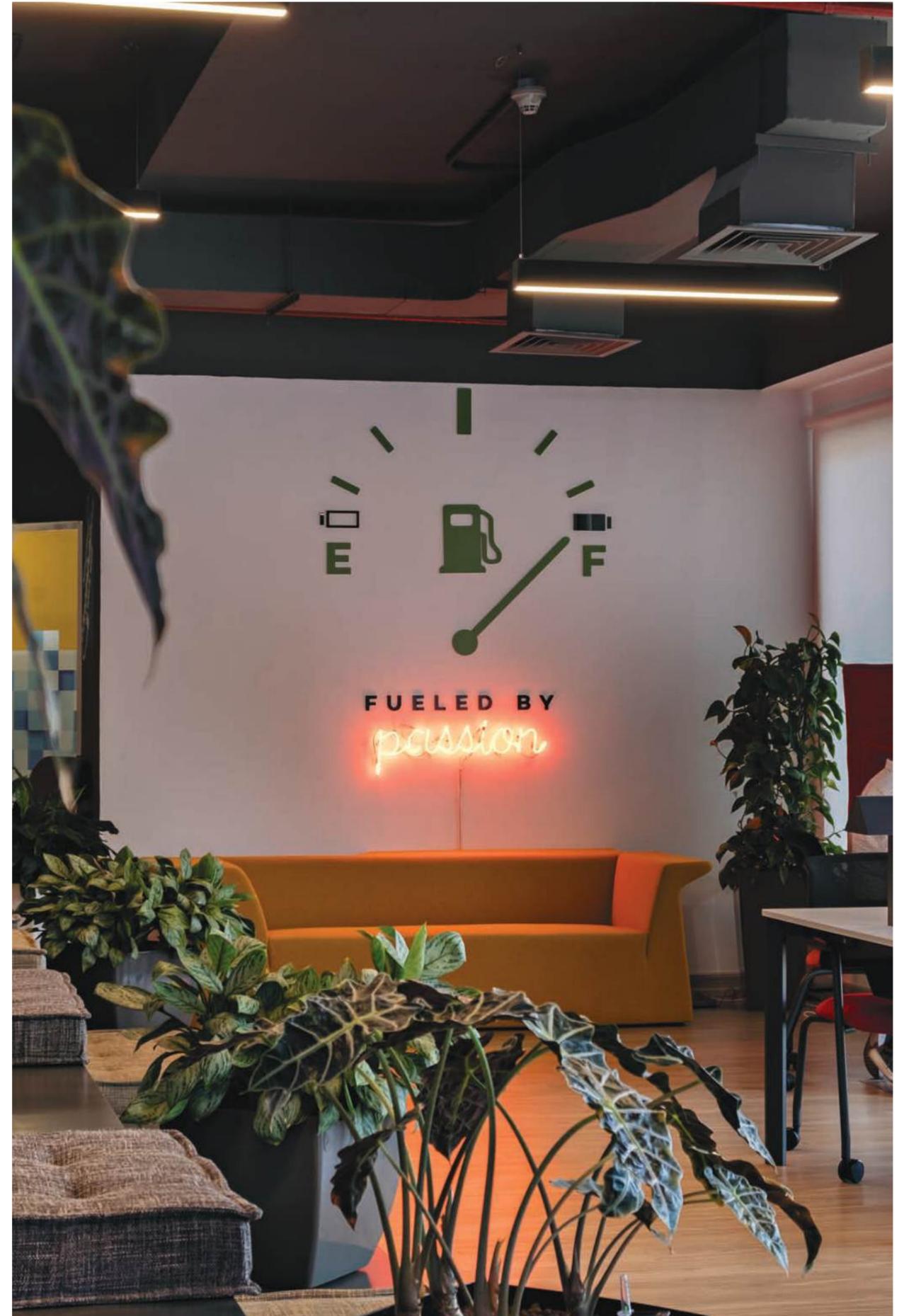
Offering freehold ownership, The St. Regis Residences present an attractive investment opportunity for those seeking a premier address in Oman.

Zhanna Yerkozhanova, General Manager of Oman Sotheby's International Realty, the exclusive sales agency, added: "We have witnessed strong demand from both local and international buyers who recognize the unique value offered by this prestigious development. This successful handover marks the beginning of an exciting journey for the new homeowners, who will now get to experience the unparalleled luxury and services that The St. Regis brand is renowned for."

Mr. & Ms. Ritov, the proud new owners, shared their thoughts on the handover: "Securing our residence at The St. Regis Al Mouj Muscat Resort is a dream come true. The attention to detail, quality of construction, and luxurious amenities have exceeded our expectations. We are thrilled to be part of such an exclusive community, and we look forward to enjoying the exceptional lifestyle that comes with owning a St. Regis branded residence."

The Residences at The St. Regis Al Mouj Muscat Resort is more than just a residence; it is a lifestyle. Owners will have the opportunity to immerse themselves in the vibrant Al Mouj area while enjoying the world-class amenities and services of the St. Regis brand.

WORKINTON QATAR



An evening of inspiration: Jawaher Alfardan and Ghanim Al Sulaiti at Live Workinton Talks Series



Workinton Qatar was thrilled to host two trailblazing figures in the fields of wellness and sustainability - Jawaher Alfardan and Ghanim Al Sulaiti. The event, held at Workinton M7, was more than just a discussion; it was a celebration of innovation, vision, and the entrepreneurial spirit that drives Workinton Qatar's community.

the mind behind Qatar's first vegan café, Evergreen Organics, shared his groundbreaking approach to integrating sustainability into everyday life and business. His passion for environmental stewardship and commitment to ethical practices were truly inspiring. He also highlighted actionable steps entrepreneurs can take to adopt eco-conscious practices, sparking engaging discussions during the Q&A session.

Jawaher Alfardan, also known as Joujou, captivated the audience with her journey of building businesses that promote holistic living. The founder of Niya Yoga, a leading yoga studio and holistic healing center in Qatar, shared her experiences, emphasizing the importance of aligning one's purpose with their business goals. "Wellness is not just a trend; it's a necessity," she stated, reflecting her belief in a holistic approach to well-being that goes beyond traditional yoga. Her insights on creating spaces that inspire mindfulness and self-care resonated deeply with the attendees, many of whom are aspiring entrepreneurs eager to make an impact.

The evening wasn't just about listening - it was about connecting. The interactive dialogue between the speakers and attendees created an atmosphere of collaboration, fostering relationships that could lead to future partnerships. As always, Workinton Qatar's goal is to provide a platform for meaningful conversations that inspire growth, innovation, and community.

Both speakers left the audience motivated to pursue their passions with purpose and responsibility. Events like these exemplify how Workinton Qatar brings thought leaders and game changers together, creating opportunities to learn, share, and grow.

On the other hand, Ghanim Al Sulaiti, a prominent advocate for sustainability and



Workinton Qatar announces Deliveroo as Official F&B Sponsor

Workinton Qatar announced a new partnership with Deliveroo Qatar to sponsor the food and beverage offerings at all community events. This exciting collaboration will enhance the experience for WorkinMembers, entrepreneurs, professionals and event attendees by providing them with a wide range of high-quality, delicious food options during networking events, workshops, and social gatherings.

With Deliveroo Qatar as an official food and beverage partner, Workinton Qatar's community can look forward to enjoying exceptional meals from top local restaurants while engaging in meaningful discussions and building valuable connections.

Neha Maqsood, Community Lead at Workinton Qatar said "Deliveroo's support is a fantastic addition to our community members." She adds that "we believe that good food fosters good conversation, and we are excited to offer our members an elevated experience during our events through Deliveroo's diverse wide selection.

Deliveroo Qatar and Kuwait General Manager, Seham Alhusaini said, "We are thrilled to partner with Workinton Qatar and support their community initiatives. As members of the Workinton Qatar community since our launch, we've always valued the synergy between our brands. This partnership is a natural progression, allowing us to enhance the food experiences we share and support the vibrant network of professionals within the community."

At Workinton Qatar, we are committed to fostering an environment where ideas flow, and professionals from all industries can come together to innovate, collaborate, and grow. Through our partnership with Deliveroo Qatar, we're ensuring that our members not only have a productive space to work but also enjoy high-quality refreshments that complement the vibrant, community-driven atmosphere of Workinton Qatar.



Workinton Qatar hosts DHL4SMEs Introductory Session, an initiative created to strengthen Qatar's SME Ecosystem

Workinton Qatar, a premier coworking space and hub for entrepreneurs, has announced a strategic partnership with logistics leader DHL Express Qatar in the DHL4SMEs initiative aimed at empowering small and medium-sized enterprises (SMEs) across Qatar. This collaborative effort was introduced at a special event hosted at Workinton Alfardan Centre, which brought together prominent players in the business ecosystem, including Program Partners from Commercial Bank Qatar, Al Tamimi & Co., Soutien Group, Ogilvy, Seib Insurance, Vodafone and Microsoft.

The event featured insights from each of the partner organizations, with representatives underscoring the significant role SMEs play in the Qatari economy and the unique challenges they face. Through this initiative, Workinton Qatar alongside other DHL4SMEs partners aim

to address these challenges by providing SMEs with vital resources and support to drive growth and innovation.

"Partnering with DHL on the DHL4SMEs initiative is a pivotal step in Workinton Qatar's mission to empower SMEs and foster a thriving business community," said Ahmet Toygun Tunçer, Country Manager of Workinton Qatar. "This collaboration enables us to offer unparalleled resources, mentorship, and networking opportunities that will drive growth and resilience within the SME sector. Together with DHL and other partners, we are committed to creating a supportive ecosystem where small and medium-sized enterprises can overcome challenges, scale their operations, and contribute meaningfully towards the realization of Qatar's National Vision 2030."





Commenting on the amphitheater at Workinton Alfardan Centre where the attendees sat; Steve Mackie, partner at Soutien group said that “Without Workinton [Qatar], we wouldn’t be here today...we wouldn’t be in this loving environment.” He further adds that “Workinton has fostered a community where SMEs have found not just a workspace, but a supportive home.”

small and medium-sized enterprises. As SMEs make up 60% of Workinton’s membership, this initiative reflects our dedication to supporting their growth and resilience. Through collaborative events, expert mentorship, and specialized resources, we are taking bold steps to strengthen the SME ecosystem in Qatar, fostering a vibrant community where businesses can thrive.

Workinton Qatar’s participation in the DHL4SMEs program marks a key milestone in its ongoing commitment to empowering





Alfardan Automotive: New Training Academy opens for employees



enrich their skill set relevant to their field of work. Certified trainers have already conducted several training courses.

Tailored to meet diverse role requirements, it provides training courses of varying durations depending on the complexity of the subject matter. Technical and product courses typically span 1 to 5 full days, while non-technical programs range from half a day to 3 days, ensuring employees acquire essential skills.

Mr. Omar Hussain Alfardan, President and CEO of Alfardan Group, emphasized the Academy's significance, stating, "Providing professional development opportunities remains a top priority for us at Alfardan Group, and this Training Academy reflects our dedication to sustainable growth and investing in our human capital."

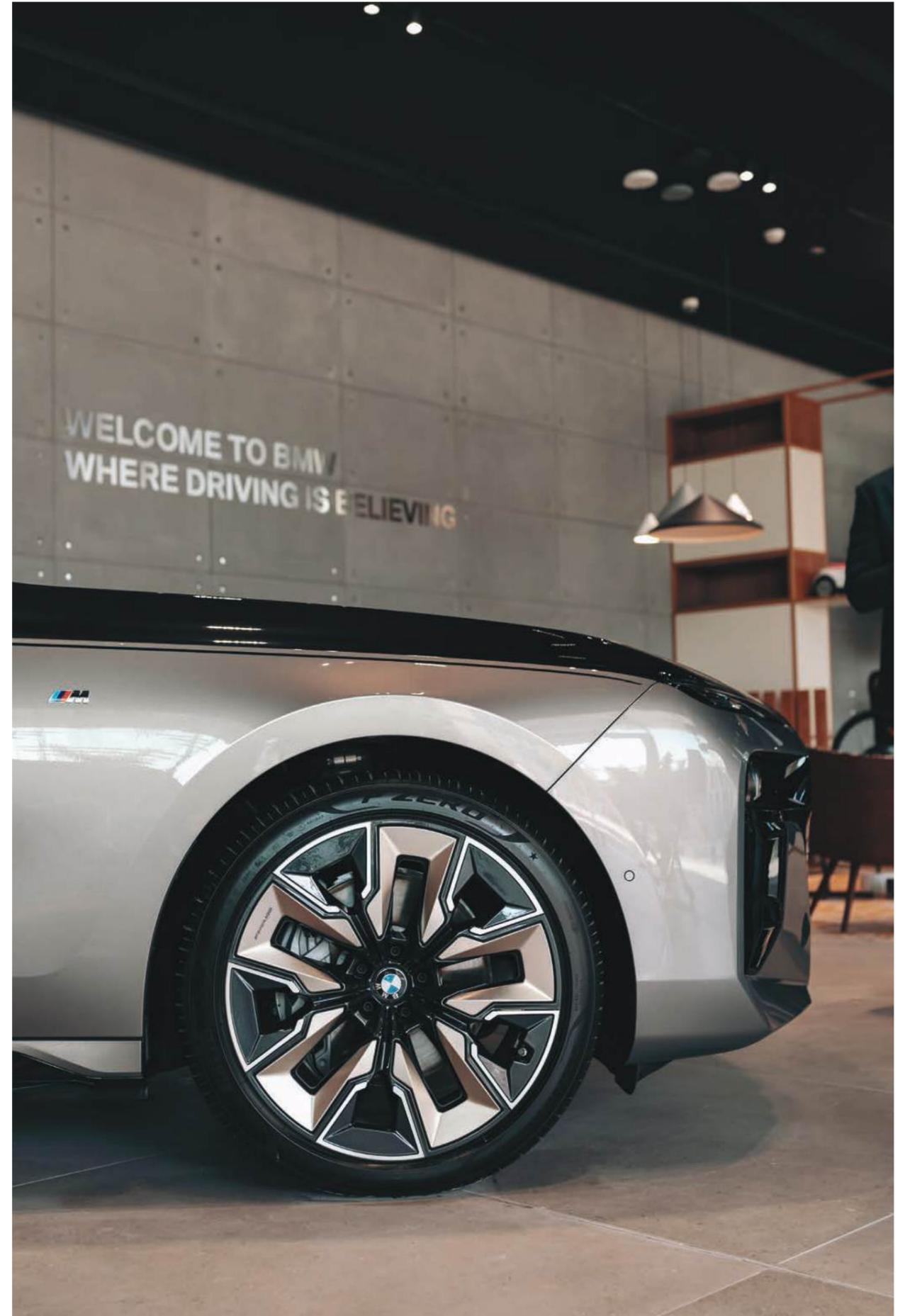
As Alfardan Automotive adapts to global industry shifts towards connectivity, electrification, digitalization, and ecological energy, investing in human capital remains paramount. The Training Academy is a gateway to transformative progress, empowering employees to thrive in an ever-evolving landscape.

Alfardan Automotive is thrilled to unveil its new Training Academy, catering to employees across its diverse divisions. The President and CEO of Alfardan Group, Mr. Omar Hussain Alfardan, alongside general and senior managers, inaugurated the Training Academy at Jery Al Samur within Alfardan Automotive Complex, a new pinnacle of excellence by Alfardan Automotive in Qatar with cutting-edge sales, service, and spare parts facilities.

This Training Academy offers comprehensive training in various functions, from technical skills to product knowledge and customer support. Aligned with the brands' commitment to investing in its workforce, the Academy aims to enhance employee capabilities and



ALFARDAN AUTOMOBILES



Alfardan Automobiles brings the new and reimagined icon BMW M5 to Qatar



Alfardan Automobiles, the official importer of BMW Group vehicles in Qatar, has unveiled the new BMW M5 range, combining powerful performance and innovative technology to redefine the standards of power and luxury, with an unrivalled presence and timeless heritage.

The engineering masterpiece was unveiled during a special gathering for BMW M owners, where they had the exclusive opportunity to have a closer look at the car. The event concluded with a special parade of BMW M cars driven by their owners from the West Bay Exhibition to the Losail International Circuit, adding an exceptional atmosphere full of excitement and enthusiasm to the event.

Powerful with sustainable technologies

The new BMW M5 is unlike anything before it – marking the first time hybrid technology has been introduced to the M5 lineup. BMW's signature M HYBRID system pairs a powerful 4.4-litre V8 engine with an electric motor, delivering an incredible 727 horsepower and 1,000 Nm of peak torque. With this high-octane setup, the M5 rockets from 0 to 100 km/h in just 3.5 seconds and reaches top speeds of 305 km/h with the M Driver's Package. It's a driving experience that combines the best of both worlds – high-performance muscle with a modern twist of electrification.

At the core of the new BMW M5 is the cutting-edge M HYBRID system, inspired by BMW's racing technology. This hybrid system doesn't just deliver speed; it also offers effortless acceleration, thanks to the electric motor's 450 Nm of nominal torque. Whether you're gliding through Doha's city streets or taking on open roads, the M5 promises a driving experience that's both responsive and remarkably smooth.

And with three different driving modes (4WD, 4WD Sport, and rear-wheel-drive 2WD), drivers can switch up their experience to suit their mood and the road ahead.

A design that commands attention

From the outside, the new M5 is unmistakably bold. Its sculpted body features M-specific elements like the Iconic Glow illuminated grille, twin exhausts, and a sleek M Carbon roof – all of which contribute to its athletic stance and improved aerodynamics. The iconic design, combined with elegant body-coloured paintwork, makes the M5 a showstopper, whether it's parked in front of Katara Cultural Village or cruising down the Corniche.

Inside, the M5 doesn't hold back on luxury. The cabin is outfitted with Merino leather, ambient lighting, and BMW's Curved Display, which offers drivers all the information they need right at their fingertips. The panoramic sunroof enhances the spacious feel, while a premium Bowers & Wilkins sound system makes every drive a joy.

Equipped with the latest in driver-assistance systems, the BMW M5 is designed for both thrilling drives and everyday commutes. Safety features include Lane Departure Warning, Collision Warning, and Parking Assistant, with options for near-autonomous driving capabilities via Driving Assistant Professional – ideal for longer trips across the UAE and beyond. The M5 even features remote-controlled parking via smartphone, making city parking in West Bay or The Pearl easier than ever.

A new chapter for BMW in Qatar

The arrival of the M5 marks a major moment for BMW enthusiasts in Qatar. It's more than just a car; it's a statement of BMW's commitment to pushing the boundaries of performance while embracing fuel-free driving. Alfardan Automobiles is excited to bring this new chapter to Qatar, giving customers a driving experience that captures the essence of "Sheer Driving Pleasure" with a nod to the future.

Alfardan Automobiles showcases best of BMW's security and performance with BMW 7 Protection and authority bikes at Milipol Qatar

Alfardan Automobiles, the official importer of BMW Group vehicles in Qatar, is marking a grand presence at the Milipol Qatar event, with a powerful display of cutting-edge BMW vehicles. The showcase highlights their focus on providing stakeholders with vehicles tailored to meet their security needs while ensuring uncompromising innovation.

Alfardan Automobiles showcased the BMW 760 Protection XDrive model at its pavilion in the exhibition, while the BMW F 800 GS-P and BMW F 900 GS-P bikes also drew notable attention, especially the BMW R 1300 GS-P model, which is being launched globally for the first time at the exhibition in Qatar. These authority vehicles represent the best of the brand's sophisticated technology, clever features, and service.

Alfardan Automobiles gave visitors a first-hand look at how BMW merges cutting-edge technology with uncompromised safety for both official and civilian use. These vehicles have been meticulously designed to meet the highest standards of protection while maintaining the luxury and performance that BMW is renowned for. Additionally, the BMW Motorrad line-up, known for its adventurous spirit and versatility, offers a sense of exploration and dynamic performance.

BMW 7 Protection: Next-level security

Built on the platform of BMW's flagship 7 Series, the BMW 7 Protection provides exceptional safety through an integrated protection concept.

Offering a high level of armouring and protection, the BMW 7 Protection ensures that high-profile individuals can travel in utmost safety. Boasting exemplary ride comfort and

advanced equipment, to state-of-the-art driver assistance systems tailored to ensure total security in any scenario, this protection vehicle is indistinguishable from the standard model yet offers full ballistic protection, allowing VIPs and officials to travel discreetly and securely.

In addition to its BMW Protection Core, bullet-resistant armour, protection-spec doors and armouring for the underbody and roof, it also features a self-sealing fuel tank, run-flat tyres, safety glass and an integrated fire extinguishing system.

Offering customised protection from firearms and explosive attacks, the precisely tuned chassis is built for agile handling and flexible response in dangerous situations. BMW Motorrad line-up: Performance for quick response scenarios

Alfardan Automobiles also turned heads with its BMW Motorrad line-up, featuring the BMW F 800 GS-P, the BMW F 900 GS-P, and the highlight of the event - the BMW R 1300 GS-P. The R 1300 GS-P reflects BMW's commitment to providing cutting-edge solutions for law enforcement purposes. The dynamic machine features a 145 hp boxer engine that accelerates from 0 to 100 km/h in just 3.4 seconds, making it the most powerful bike in BMW Motorrad's history and the best choice for quick response scenarios.

This model has been designed for police forces, offering exceptional agility and handling both on and off the road. Its state-of-the-art electronic chassis and four driving modes ensure optimal performance in the most demanding conditions.



The BMW F 800 GS-P and BMW F 900 GS-P also deliver top-tier performance for emergency services. The F 800 GS-P, with its 87 hp engine, is a reliable partner for police operations, combining rugged durability with exceptional fuel efficiency and off-road capability, making it suited for any terrain. Meanwhile, the F 900 GS-P, featuring 105 hp and a top speed of over 200 km/h, is a perfect blend of power and control. With an extremely stable chassis, sprinting capabilities and special power reserves, it impresses as an "open-air workplace", making it ideal for police and emergency services.



Milipol Qatar, the leading homeland security and civil defence exhibition in the region, draws industry leaders and decision-makers from around the globe. Visitors at the 15th edition of the event have the unique opportunity to witness displayed vehicles in action, and to explore their advanced features up close.



Alfardan Automobiles drives sustainable mobility into the future with full range of new BMW electric models

When it comes to electric mobility, few names resonate with luxury, performance, and innovation quite like BMW. With Alfardan Automobiles' fully electric BMW line-up now available in Qatar, the future of driving feels within reach.

After hitting the roads with the new BMW i7, BMW i5, BMW i4, BMW iX, BMW iX2 and BMW iX4, it's clear these models deliver on their promise of performance plus sustainability. Putting cutting-edge technology front and centre, the extraordinary all-electric models offer an equally impressive driving experience.

BMW i7: Luxury, reimagined for the future

One of the standout features is the optional 31.3" BMW Theatre Screen. During the drive, back passengers are captivated by the integrated Amazon Fire TV and the finest rear-seat entertainment system you'll find in a luxury sedan, turning the i7 into a cinematic experience. And when it's time to drive, the all-electric 400kW output means you're not sacrificing any of that signature BMW performance. From 0 to 100 km/h in just 4.7 seconds and with a range of up to 625 km on a single charge, it offers both thrills and peace of mind. With dazzling zero-emissions and a luxurious interior, it's forwardism at its finest - a perfect blend of elegance and environmental responsibility.

BMW i5: Sporty, sophisticated, sustainable

This sedan means business. The BMW i5 is your sleek luxury ride, with a sustainable twist. While the i5 is 100% electric, its sporty handling and acceleration remind you of the best of that famed BMW performance.

The i5 is packed with features like the "Boost" shift paddle, which adds an extra kick for dynamic acceleration. 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. The rush of acceleration is immediate and satisfying, reminding drivers that sustainability doesn't have to mean compromising on power.

BMW i4: Electrifying performance and handling in a Gran Coupé

The BMW i4 brings an athletic flair to the electric line-up, offering up to 530 hp and a range of up to 600 km on a single charge, making it perfect for long-distance journeys. As the first all-electric Gran Coupé, the i4 merges cutting-edge engineering with the elegance and sportiness that BMW is known for. Whether you're hitting 0 to 100 km/h in just 4 seconds or enjoying the near-silent ride on long stretches of road, this model proves that electric mobility can still deliver thrilling performance. You get a racier look plus more precise driving with the M Sport package.

Design-wise, its redesigned front grille and rear lights, and tech-savvy interior featuring waterfall ambient lighting and the BMW Curved Display, ensures a luxurious yet sustainable driving experience. The luxury instrument panel and the striking CraftedClarity glass application for the gear unit transforms the cockpit into your personal crown jewel.

BMW iX: All-electric SUV redefining adventure

We have the BMW iX - the SUV for the eco-conscious adventurer. With a range of over 600 km and dual BMW electric motors, the iX offers everything you'd expect from a high-performance SUV, but with zero emissions. Taking the iX for a test drive showcases its superb versatility: it's packed with power, delivering sports-car levels of acceleration capable of 0 to 100 km/h in under five seconds. If that's not enough, you also get a superb range of over 600km.



One of the most impressive aspects of the iX is how it incorporates Shy Tech - intelligent, almost hidden features that enhance the driving experience. For example, the frameless head-up display is sleek, almost invisible, but projects crucial information directly onto your windshield. From the BMW roundel that doubles as the lid for the windshield washer fluid to the full-length, panoramic Sky Lounge that gives passengers a breath of fresh air (literally) and creates a generous sense of space, the iX is as futuristic as it is functional.

BMW iX1: Compact, electric, and ready for adventure

The BMW iX1 brings versatility and power to the electric SUV segment, delivering a range of up to 474 km and 0 to 100 km/h acceleration in just 5.6 seconds - depending on the model. Meaning you can go wherever the moment takes you and then some.

Inside, the cutting-edge multimedia cockpit takes "driver-centric" to a whole new level with the innovative BMW Curved Display and touch/voice control concept, giving seamless control of navigation, entertainment, and vehicle settings. The intuitive interface to the latest iDrive Operating System, BMW Maps, Apple CarPlay™ and BMW Intelligent Personal Assistant allow you to access the right information at the right time.

BMW iX2: Striking design meets electric efficiency

The BMW iX2 pushes the boundaries of electric mobility with its SUV-coupé design, offering a unique blend of elegance and practicality. With a range of up to 477 km, the iX2 is as efficient as it is dynamic, boasting an electric system output of 201 horsepower.

This all-electric SUV effortlessly balances performance and comfort. Hitting the accelerator proves a revelation — the 201 hp and impressive 494 Nm of torque deliver a smooth yet exhilarating ride on urban streets or the open highway. It's also incredibly responsive, hitting 0 to 100 km/h in just 5.6 seconds. This isn't just a practical EV; it's a performance vehicle that doesn't skimp on thrills. Perhaps the most impressive feature is its range of up to 477 km, which means that range anxiety is never a concern even on longer trips.

From a tech standpoint, the iX2 is loaded with features that enhance the drive without overwhelming you. The BMW Head-Up Display projects vital navigation details directly onto the windshield, allowing you to stay focused on the road, while the wireless charging tray keeps your devices powered and cable-free.

Alfardan Automobiles brings you the future of driving with **BMW ConnectedDrive**

Did you know that BMW ConnectedDrive was one of the first automotive systems to offer internet access directly from the car, way back in 2008?

The latest BMW ConnectedDrive feature is an exceptional suite of digital services that seamlessly integrates your vehicle with the outside world – is now available to BMW drivers here through Alfardan Automobiles, the group importer of BMW vehicles in Qatar.

Tailored specifically to meet the needs of the Qatari market, BMW ConnectedDrive is designed to enhance your driving experience, whether you're cruising along the Corniche or navigating the busy streets of Doha.

The pioneering technology is set to elevate the way in which BMW aficionados in Qatar interact with their cars, offering unparalleled convenience, safety, and connectivity.

After testing out BMW ConnectedDrive on a recent drive through Doha's bustling streets, it's clear that this is more than just a set of features - it's a complete digital ecosystem designed to keep you connected, informed, and entertained on every journey.

Having experienced BMW ConnectedDrive firsthand, the real-time traffic updates and seamless connection to Apple CarPlay truly stood out, making navigation smoother than ever. BMW ConnectedDrive ensures that whether you're navigating city streets or embarking on a long road trip, every drive is elevated to a new level of sophistication.

BMW's ConnectedDrive system isn't just a fancy add-on: it's the result of decades of BMW's commitment to integrating technology with the driving experience, making it a must-have for those who want their car to be as smart as their phone.

A digital ecosystem for the modern driver
At the heart of BMW ConnectedDrive is

the BMW iDrive system, which offers a fully integrated user experience. The system combines the latest BMW Operating System with a new generation of display and operating elements, ensuring that all controls are easily accessible and intuitive to use. The BMW Curved Display, for instance, places vital information at your fingertips, making every interaction with your vehicle seamless and user-friendly.

But BMW ConnectedDrive doesn't just stop at convenience. The system also includes a range of advanced technologies that keep your car up to date with the latest software. Thanks to remote software upgrade capabilities, your BMW can receive updates via the My BMW app or the vehicle's built-in SIM card. With Qatar's extreme temperatures in mind, these updates ensure that your BMW is always running optimally, no matter the weather.

This means you'll always have access to the latest features and improvements without needing to visit the dealership — a feature that highlights BMW's commitment to keeping its vehicles at the cutting edge of automotive technology. During your driving experience, the ability to remotely update the software saves us a trip to the dealership, which was incredibly convenient and time-saving.

A personalised driving experience

BMW ConnectedDrive is designed to cater to your unique driving needs and preferences. One of its standout features is the BMW Intelligent Personal Assistant, which allows you to control various functions with simple voice commands. Whether you need to adjust the cabin temperature, find a specific location, or change the music, the Intelligent Personal Assistant ensures that you can keep your focus on the road.

In addition, the My BMW app offers a suite of tools that make it easy to manage your vehicle from anywhere. From checking your car's status and sending destinations to your BMW, to remotely controlling functions and even



locating your vehicle, the app adds an extra layer of convenience to your driving experience. Given Qatar's hot climate, the ability to pre-cool your car using the app is a game-changer - ensuring you step into a perfectly cooled cabin every time. The app is particularly useful for pre-cooling the car on hot days - by the time you get in, it is perfectly comfortable and ready to go.

For those considering an electric BMW, the Electric Vehicle Analysis feature provides insights into how an all-electric model would fit your driving profile, making it easier to choose the right vehicle.

Staying connected on the go

In today's fast-paced world, staying connected is more important than ever, and BMW ConnectedDrive excels in this area. The system includes Apple CarPlay, allowing you to use iPhone functions wirelessly via the vehicle display. This seamless integration ensures that you can stay connected while driving safely, accessing your favourite apps and features without distraction. Moreover, the BMW Digital Key turns your smartphone into a digital key, allowing you to lock, unlock, and even start your BMW without needing a physical key. This feature, along with automatic unlocking and locking by BMW Digital Key Plus, ensures maximum convenience and security.

The ultimate companion for every journey BMW ConnectedDrive is divided into four main categories - My Assistant, My Car, My Life, and My Journey - each designed to enhance a different aspect of your driving experience. Whether you're using the Concierge Services to find a destination, keeping track of your vehicle's efficiency, enjoying onboard entertainment options, or navigating real-time traffic information, BMW ConnectedDrive ensures that every journey is smooth and enjoyable. This level of connectivity and convenience is perfectly suited for navigating both the urban landscape of Doha and the open desert roads.



Hydrogen Pioneers: BMW Group and Toyota Motor Corporation take collaboration to the next level to offer Fuel Cell Electric Vehicle (FCEV) options for passenger cars

BMW plans to launch its first-ever series production fuel cell electric vehicle (FCEV) in 2028, thereby offering customers an additional all-electric powertrain option with zero local emissions in a BMW. The BMW Group and the Toyota Motor Corporation are pooling their innovative strength and their technological capabilities to bring a new generation of fuel cell powertrain technology to the roads. Both companies share the aspiration of advancing the hydrogen economy and have extended their collaboration to push this locally zero-emission technology to the next level.

The BMW Group's leading development expertise in electric drive technologies is once again demonstrated by its relentless efforts to advance hydrogen fuel cell technology and its embracing of a 'technology-openness' approach in order to provide customers with a range of mobility solutions for the future.

"This is a milestone in automotive history: the first-ever series production fuel cell vehicle to be offered by a global premium manufacturer. Powered by hydrogen and driven by the spirit of our cooperation, it will underscore how technological progress is shaping future mobility," said Oliver Zipse, Chairman of the Board of Management of BMW AG. "And it will herald an era of significant demand for fuel cell electric vehicles."

Koji Sato, President and Member of the Board of Management (Representative Director) Toyota Motor Corporation, said, "We are pleased that the collaboration between BMW and Toyota has entered a new stage. In our long history of partnership, we have confirmed that BMW

and Toyota share the same passion for cars and belief in 'technology openness' and a 'multi-pathway' approach to carbon neutrality. Based on these shared values, we will deepen our collaboration in efforts such as the joint development of next-generation fuel cell systems and the expansion of infrastructure, aiming for the realization of a hydrogen society. We will accelerate our efforts together with BMW and partners across various industries to realize a future where hydrogen energy supports society."

Shared powertrain technology utilized across individual models to offer attractive FCEV options

The BMW Group and the Toyota Motor Corporation will jointly develop the powertrain system for passenger vehicles, with the core fuel cell technology (the individual third-generation fuel cells) creating synergies for both commercial and passenger vehicle applications. The result of this collaborative effort will be utilized in individual models from both BMW and Toyota and will expand the range of FCEV options available to customers, bringing the vision of hydrogen mobility one step closer to reality. Customers can expect the BMW and Toyota FCEV models to maintain their distinct brand identities and characteristics, providing them with individual FCEV options to choose from. Realizing synergies and amalgamating the total volume of powertrain units by collaborating on development and procurement promises to drive down the costs of fuel cell technology.

BMW will launch its first hydrogen-powered production model in 2028

After successfully testing the BMW iX5 Hydrogen pilot fleet worldwide, the BMW Group is now pre-paring for series production of vehicles with hydrogen drive systems in 2028 on the basis of the jointly developed next-generation powertrain technology. The series production models will be integrated into BMW's existing portfolio, i.e. BMW will offer an existing model in an additional hydrogen fuel cell drive system variant. As FCEV technology is another electric vehicle technology, the BMW Group explicitly views it as complementing the drive technology used by battery electric vehicles (BEV) and next to plug-in hybrid electric vehicles (PHEV) and internal combustion engines (ICE).

A new level of partnership

The BMW Group and the Toyota Motor Corporation can look back on over a decade of trusting and successful collaboration. Building on this, the companies are now extending their cooperation to accelerate innovation of next-generation fuel cell powertrain systems and pioneer this new technology.

Shared vision of advancing the hydrogen economy

The pathway to realizing the full potential of hydrogen mobility includes its use in commercial vehicles and the establishment of a refuelling infrastructure for all mobility applications, including hydrogen-powered passenger vehicles. Recognizing the complementary nature of these technologies, the BMW Group and the Toyota Motor Corporation are supporting the expansion of both hydrogen



refuelling and battery electric vehicle charging infrastructure. Both companies are encouraging sustainable hydrogen supply by creating demand, working closely with companies that are building low-carbon hydrogen production, distribution, and refuelling facilities.

The BMW Group and Toyota Motor Corporation are advocating the creation of a conducive framework by governments and investors to facilitate the early-stage penetration of hydrogen mobility and ensure its economic viability. By promoting the corresponding infrastructure, they aim to establish the FCEV market as an additional pillar alongside other powertrain technologies. Furthermore, the companies are seeking regional or local projects to further drive the

development of hydrogen infrastructure through collaborative initiatives.

Benefits of hydrogen-powered technology

Hydrogen is recognized as a promising future energy carrier for global decarbonization. It acts as an effective storage medium for renewable energy sources, helping to balance supply and demand and enabling a more stable and reliable integration of renewables into the energy grid. Hydrogen is the missing piece for completing the electric mobility puzzle where battery electric drive systems are not an optimal solution.



Alfardan Automobiles launches the all-new BMW X2

Alfardan Automobiles, the official importer of BMW Group vehicles in Qatar, showcased the epitome of power and precision with the launch of the all-new BMW X2 in the market.

Launched in the picturesque setting of The St. Regis Doha's Asateer Ramadan tent, guests and media partners alike had the opportunity to witness the first public appearance of the all-new BMW X2 in Qatar, showcased by Alfardan Automobiles.

The BMW X2, a vehicle concept that introduced the Sports Activity Coupé (SAC) for the premium compact segment, has now evolved into a more distinctive, sportier, and forward-looking second generation. With its significantly larger dimensions and a pronounced coupé silhouette, it offers a unique mix of sportiness and everyday practicality.

The BMW X2 – with its characteristic design and outstanding performance – boasts a powerful 201 hp engine with 221 nm torque, with a top speed of 231 km/h. Sprinting from 0-100 km/h in just 7.4 seconds, its adaptive M suspension, and high-performance M Sport braking system guarantee a sporty drive paired with agile handling.

Set atop 20" M light alloy wheels, featuring the BMW Iconic Glow and adaptive LED headlights, the new BMW X2 xDrive20i is sure to make an impact with powerful lines and an athletic presence.

Inside, both the driver and passengers will experience true comfort with an impressive panoramic sunroof that offers an open-top atmosphere in every seat, ambient lighting and sports seats. The latest BMW X2 also features the BMW head-up display for driving ease, BMW curved display, wireless charging and an expanded range of digital services.

The standard assistance systems for automated driving and parking available in the all-new BMW X2 increase comfort and safety both in everyday driving and on longer journeys. Standard features include the latest version of the front collision warning system, Cruise



Control with brake function, Speed Limit Info and Lane Departure Warning with lane return. The Parking Assistant including Reversing Assist Camera and Reversing Assistant also forms part of the standard equipment roster.

The BMW iX2, an electric version of the X2, will be available in the Qatar market from June. This fully electric SUV coupe marries the distinctive silhouette and innovative BMW Iconic Glow with the cutting-edge eDrive technology, marking a leap forward in electric mobility.



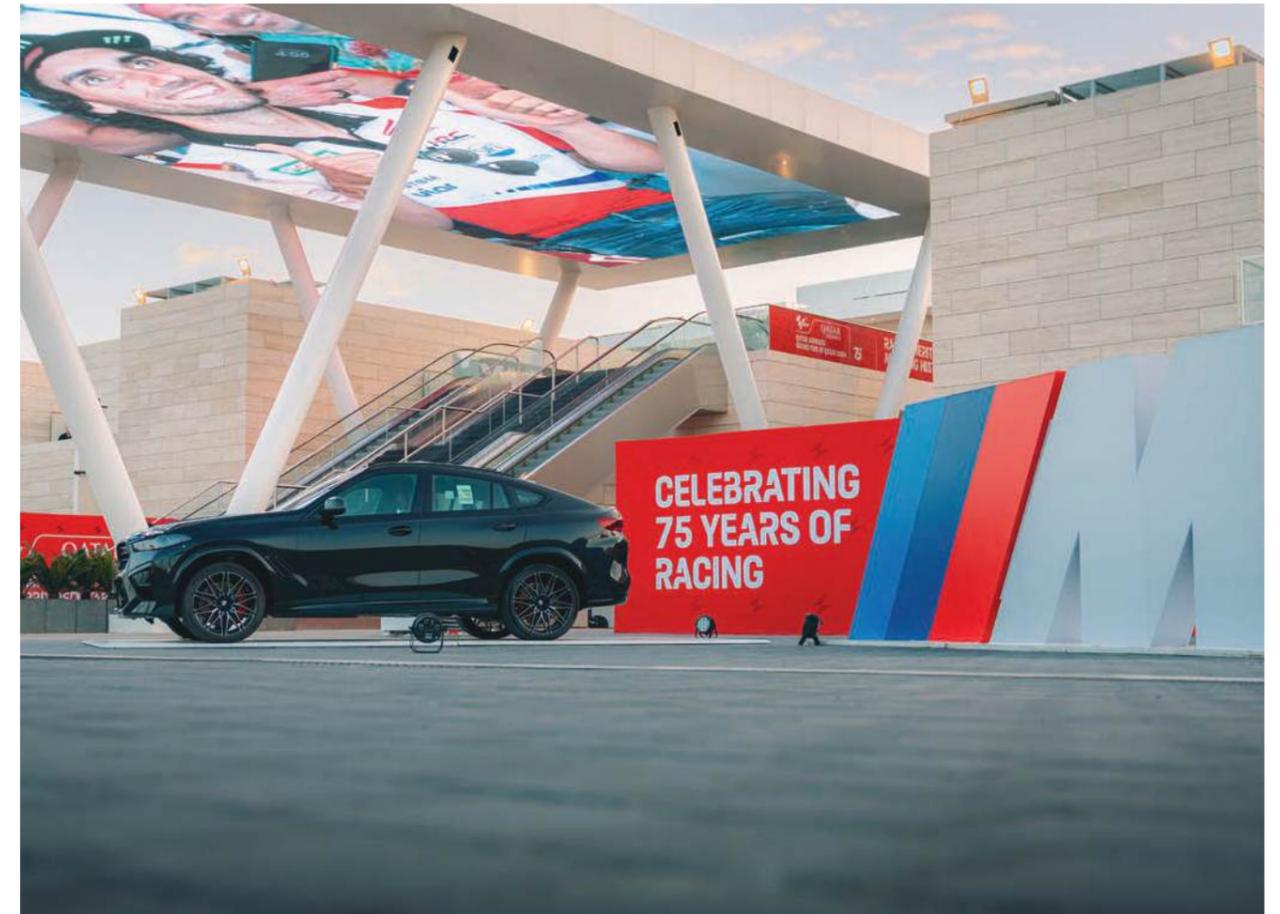
Alfardan Automobiles makes a mark at Qatar Motorcycle Grand Prix (MotoGP) with stunning display of BMW vehicles

Alfardan Automobiles, the official importer of BMW vehicles in Qatar, showcased an array of high-performance BMW vehicles at the 2024 MotoGP™ Qatar Airways Grand Prix, including the luxurious 7 Series fleet for transporting guests and VIPs around the circuit, providing a unique and exciting experience for visitors at the event.

Alfardan Automobiles head-turning line-up of BMW vehicles included the BMW M2 Coupe, BMW M4 Convertible, BMW X5M and

BMW X6M. BMW Motorrad high-performance motorcycles were also on show including the BMW S 1000 RR, BMW M 1000 R, and BMW M 1000 RR. Together, these models showed off the best of BMW's advanced technology and design – in addition to speed and precision.

BMW also made its presence felt with a number of safety vehicles on the track, including the M3 Touring Safety Car, BMW M3 Safety Car and the BMW XM Safety Car. These models reinforced the critical role of safety vehicles in motorcycle



racing, while also emphasising BMW's dedication in incorporating cutting-edge safety technology integrated in all its models.

Alfardan Automobiles continues to enhance its distinguished presence at the Lusail Speed Fest, following the conclusion of the Qatar Airways - Qatar 1812 km race, which took place as part of the World Endurance Championship (WEC), by showcasing BMW vehicles at the MotoGP event for this season.

The Lusail Speed Fest has indeed set the stage for an exciting motorsport season, with Alfardan Automobiles taking the charge in offering memorable experiences and showcasing the latest in sporty vehicles to the community. Alfardan Automobiles also provided an exceptional luxurious transportation experience to its guests and VIPs around the circuit using the BMW 7 Series fleet.

MotoGP, the Grand Prix motorcycle racing event, is among the highest class of motorcycle racing events held on road circuits, as sanctioned by the Fédération Internationale de Motocyclisme.

As the official importer for BMW Group in Qatar, Alfardan Automobiles continues to raise the standards of excellence and innovation as a leader in the automotive sector in the State of Qatar.





Alfardan Automobiles showcases top BMW models at Qatar 1812 km racing event in Lusail Speed Fest

Alfardan Automobiles, the official importer of BMW vehicles in Qatar, successfully participated in the recent Lusail Speed Fest at Qatar Airways Qatar 1812 km racing event which makes up the first round of the 2024 World Endurance Championship. The name of the Qatar 1812 km race celebrates the National Day of the State of Qatar, which falls on December 18. Lusail International Circuit hosted this event, which formed part of the Lusail Speed Fest.

It was the first time an opening round of the 2024 World Endurance Championship was held in Qatar, and also the BMW brand's first participation in the event with two BMW M Hybrid V8 cars in the Hypercar category and two BMW M4 GT3 cars in the GT3 category.

The BMW M Motorsport team competed in the event using the BMW M Hybrid V8 – in an electrifying showcase of speed and innovation – with the goal of a successful return to the 24 Hours of Le Mans race, taking place in June. More than a traditional race car, this model is paving the way for an electric future for BMW M. Powered by the P66/3 eight-cylinder turbo engine with supplementary electric drive, it emphatically demonstrates how dynamic and emotional electrified M Power can be.

A range including some of BMW's most impressive cars and motorcycles were also on display during the event – including the BMW M2 Coupe, BMW M4 Convertible and BMW X5 M. BMW Motorrad high-performance motorcycles were also on show including the BMW S 1000 RR, BMW M 1000 R, and BMW M 1000 RR. The models on display – which showcased the best of BMW's high performance, advanced technology and breathtaking design – are also among the top vehicles from the premium automotive brand when it comes to speed and precision.

In addition, Alfardan Automobiles offered an exclusive experience for its clients inside the BMW M Motorsport garage, with an intimate look at the inner workings of BMW's racing efforts and allowed clients to immerse themselves in the world of high-performance motorsport.

Nasr Jairoudi, General Manager of Alfardan Automobiles said: "We were pleased to participate in the Lusail Speed Fest activities accompanying the Qatar Airways Qatar 1812 km race within the 2024 World Endurance Championship by displaying our high-performance BMW M models. This partnership reflects our commitment to promoting sportsmanship, feelings of unity and national pride in Qatar.

To celebrate the event, a number of BMW M models were driven by their owners in a convoy on March 2, the final day of the racing event, starting from the BMW showroom at Alfardan Towers in West Bay and heading to Lusail Circuit. The autocade offered an opportunity for BMW M owners to join in the festivities and show off their vehicles and culminated in experiencing the adrenaline of the track firsthand.

"The idea was to not only celebrate the spirit of innovation and competition, but also strengthen the bond between car enthusiasts and the illustrious BMW brand," added Jairoudi. "We express our thanks and appreciation for the number of motorsport enthusiasts from Qatar and beyond who joined us for the autocade, and to experience firsthand the superior performance and sophisticated design of our vehicles."



Alfardan Automobiles and ExxonMobil Tennis Open maintain winning partnership in 2024

Alfardan Automobiles, the official importer of BMW Group vehicles in Qatar, has confirmed its exclusive partnership with the Qatar Tennis Federation to sponsor the Qatar ExxonMobil Tennis Open, part of the ATP World Tour of 2024, as the official transportation partner.

In support of the event, Alfardan Automobiles will furnish a luxury fleet of BMW vehicles to cater to the transportation needs of participating players and officials. Additionally, the company will exhibit an impressive line-up of BMW vehicles at the stadium – the dynamic and luxurious new 5 Series sedan, the bold and stylish crossover SUV X6, and the innovative, fully electric iX1. These models represent the pinnacle of automotive technology, design, and performance.

Nasr Jairoudi, General Manager of Alfardan Automobiles, commented on the partnership, saying: “As part of our ongoing commitment to world-class tournaments in the State of Qatar,

Alfardan Automobiles is thrilled to return to Qatar ExxonMobil Tennis Open this year. The synergy between the Qatar ExxonMobil Tennis Open and Alfardan Automobiles is a result of our mutual dedication to excellence, innovation, and spirited competition. We look forward to providing an exhilarating ride experience for all participating players and officials with our fleet of spectacular BMW vehicles.”

Alfardan Automobiles' ongoing support for Qatar ExxonMobil Tennis Open reflects its commitment to fostering international sports tournaments in the State of Qatar, as it increasingly becomes an important global destination for sporting excellence.

The six-day tournament was held at the Khalifa International Tennis and Squash Complex, marking the 17th edition of the Qatar ExxonMobil Tennis Open sponsored by Alfardan Automobiles.



Alfardan Automobiles elevates luxury at 2024 Doha Jewellery & Watches Exhibition with exclusive BMW fleet

Alfardan Automobiles, the official importer of BMW vehicles in Qatar, is proud to announce its continued partnership with the Doha Jewellery and Watches Exhibition (DJWE) as a key sponsor.

Celebrating its 20th edition, the week-long extravaganza of luxury and design was held at the Doha Exhibition & Convention Center (DECC). As part of the sponsorship, Alfardan Automobiles provided a luxurious fleet of cutting-edge BMW vehicles to both assist organisers and to transport VIP guests to and from the DECC, ensuring a seamless and sophisticated experience aligning with the grandeur of the event.

Nasr Jairoudi, General Manager at Alfardan Automobiles, said: “Our association with the Doha Jewellery and Watches Exhibition, a prestigious event that celebrates the finest craftsmanship and quality, mirrors our own commitment to excellence and luxury. We are thrilled to once again contribute to this iconic event with our fleet of luxury BMW vehicles, lending a touch of elegance and comfort to the guest experience.”

Complementing the opulence of the exhibition, the BMW fleet – made up of four 7 Series vehicles – were stationed at the DECC, ready to transport VIP guests seamlessly, adding an efficient touch of sophistication to their overall experience.

Having celebrated more than two decades of partnership with the BMW Group, Alfardan Automobiles has actively contributed to Qatar's strong culture of luxury. Their newly opened BMW Retail.Next facility at Jery Al Samur – which offers a 360-degree sales and service experience – embodies a concept aimed at providing customers a first-class luxury experience. The facility's showroom, which stands out with its interior design and engineering, showcases the quality and luxury of the cars on display.

The 20th DJWE hosted approximately 30,000 visitors from over 175 countries, offering an unmatched showcase of luxury watches, necklaces, rings, earrings, diamonds, gold and silverware.



Alfardan Automobiles showcases first-class customer experience with opening of another **BMW Retail.Next** facility at Jery Al Samur

Alfardan Automobiles, the official importer of BMW and MINI in Qatar, has continued its expansion by opening a new BMW Retail.Next facility at Jery Al Samur within Alfardan Automotive Complex, complete with a showroom, service centre, spare parts and body shop.

The new Retail.Next facility embodies an innovative concept that aims to provide customers a first-class luxury experience. The facility is based on the new BMW corporate identity, ensuring the ultimate hospitality and comfort.

The facility's showroom stands out with its attractive interior design and stunning engineering, effectively showcasing the quality and luxury of the cars on display. It is designed to accommodate various BMW and MINI

models, including future additions planned by the brands. The service centre within the facility is designed to meet customers' needs with the highest levels of service quality. Additionally, the new facility offers a broad range of aftersales services to ensure a comprehensive and enjoyable customer experience.

Omar Hussain Alfardan, President & CEO of Alfardan Group, said: "This new facility highlights our unwavering dedication to our loyal customers and the BMW and MINI brands. We are confident this innovative Retail.Next facility will uphold and elevate our high-quality standards. The BMW Retail.Next facilities at Alfardan Automobiles showcase our efforts to redefine the automotive retail experience for our customers and exceed their expectations."



A team of highly certified experts from Alfardan Automobiles will receive customers' vehicles for inspection, repairs, or customisation jobs at the Jery Al Samur facility. The high-tech area provides customers with the latest vehicle repair techniques and services, allowing the in-house team of specialists to support the brand's loyal customer base better.

A shaded parking area, including parking and entrance assistance, is available to customers when they arrive. They can also explore and select their preferred BMW and MINI accessories and premium lifestyle branded merchandise, made with the same attention to detail as the BMW and MINI range of vehicles. Dedicated private bays at the facility enable an overall holistic purchasing experience for vehicle handover to customers. Beyond the extensive range of aftersales services, this state-of-the-art facility offers a suite of premium services, including tinting, body protection and wrapping solutions for all BMW and MINI cars.

The new facility also features a unique training centre, which aims to better serve customers in an ever-changing automotive market through intensive training programmes. Regular training



is set to refine the entire team's customer service skills and product knowledge. Each team member is thus equipped to maintain the exceptional standards motorists expect from Alfardan Automobiles and the BMW and MINI brands.



MINI Cooper SE: A stylish and sustainable revolution

The MINI Cooper SE is here to challenge the way we think about city driving in Qatar, combining MINI's iconic charm with electric efficiency, this game-changing model promises an exhilarating driving experience that's as sustainable as it is stylish. Here's an in-depth look at why the MINI Cooper Electric is making waves in the Middle East and why it's poised to be the ideal urban vehicle on Qatar's roads.

At first glance, the MINI Cooper SE exudes all the design elements we've come to expect from the brand - compact, quirky, and unmistakably MINI. The bold round headlights, wide stance, and iconic grille maintain the model's heritage, but the addition of sleek, futuristic lines and modern finishes signals a bold new direction.

MINI was able to draw on development expertise within the BMW Group in order to achieve further improved driving dynamics in the new MINI Cooper SE. Continuous advancement in the areas of technology, efficiency and power delivery reflects careful handling of the popular MINI model's tradition-steeped history and now raises driving fun to a new level once again.

Full torque is available from the get-go in the MINI Cooper SE with 160 kW, the model newly available in Qatar. It accelerates without delay and without shift interruptions. The lithium-ion high-voltage battery is installed in the floor of the MINI Cooper SE for optimum road holding and weight distribution, while also increasing the vehicle's stability and agility. In this way, MINI redefines the brand's hallmark go-kart feeling, consistently perpetuating the concept of urban driving fun that has been so successful for more than 60 years.

The battery capacity in the MINI Cooper SE is 54.2 kWh. This gives the new model a predicted range of between 300 and 400 kilometres, thereby noticeably extending the radius for excursions within the urban setting and beyond. With its hallmark MINI space concept, the MINI Cooper SE demonstrates the maximum flexibility of a purpose-built vehicle. Offering

maximum variability, the design of the interior allows the luggage compartment volume to be expanded and includes four seats.

The MINI Cooper SE is a standout choice for anyone looking for a stylish, fun, and eco-friendly vehicle in Qatar. Its combination of impressive performance, striking design, and modern technology makes it a perfect match for the city's busy urban environment, where agility and efficiency are key.

For drivers in Qatar looking to embrace the future of mobility without compromising on driving pleasure, the MINI Cooper SE delivers on all fronts. Whether you're looking to make the shift to electric driving or simply want a more sustainable, exciting way to get around Doha, the MINI Cooper SE is a perfect fit.



The all-electric MINI Countryman- a new era of compact luxury and sustainable driving

The all-electric MINI Countryman presents a remarkable fusion of MINI's iconic design and cutting-edge electric mobility. Combining practicality, performance, and sustainability, it is the ideal choice for those seeking an efficient yet exciting driving experience, without compromising on style.

The all-electric MINI Countryman delivers a fresh and exhilarating take on the sustainable mobility landscape. With its bold stance, spacious interior, and agile handling, the all-electric MINI Countryman reflects the MINI DNA while embracing the future of sustainable driving.

This all-electric crossover stands out with its sleek design, featuring the signature MINI circular headlights, sharp lines, and athletic proportions, while the addition of electric power brings a quiet but responsive performance. Whether navigating city streets or exploring the open road, the all-electric MINI Countryman proves to be both practical and thrilling.

Electric Performance and Efficiency

The 204 hp electric motor in the MINI Countryman generates a torque of 250 Nm, accelerating the car from 0 to 100 km/h in 8.6 seconds. Meanwhile, the all-wheel drive MINI Countryman SE ALL4, boasting 313 hp, generates a combined torque of 494 Nm and takes the vehicle from standstill to 100 km/h in 5.6 seconds.

The MINI Countryman is also available with innovative, efficient petrol engines. These are the MINI Countryman C with front-wheel drive; an all-wheel drive MINI Countryman S ALL4; and an increased-output model with all-wheel drive in the MINI Countryman JCW ALL4 variant. The exterior design: expressive minimalism with character

With its grounded design and simple lines, the new MINI Countryman embodies the adventurous spirit, versatility and reliability of a compact crossover. The off-road vehicle's



expressive character features classic MINI proportions, making it easily recognizable. Short overhangs, a compact front apron and a long wheelbase contrasted with large wheels combine classic MINI design elements with a sophisticated, sporty body.

With its upright and minimalist silhouette, the new MINI Countryman embodies the adventurous flair, versatility and reliability of a compact crossover vehicle. Short overhangs, a short bonnet and the contrasting long wheelbase with large wheels combine classic MINI design features with an athletically grown body.

In addition, the new design of the MINI Countryman embraces improved aerodynamics in order to achieve environmentally friendly consumption figures based on this aspect of the vehicle as well. The result is an impressive cd value of 0.26 for the all-electric MINI Countryman – compared to 0.31 in the predecessor model. As such, the next-generation MINI crossover model achieves a new optimum in comparison with its competitors, embracing clever vehicle design with a minimal footprint.



The iconic and adventurous MINI Countryman just got bigger and better

The MINI Countryman has always been the maverick of the MINI family – larger, bolder, and more versatile than its siblings. When the MINI brand, known for its compact and go-kart-like driving experience, decided to venture into the crossover segment with the Countryman in 2010, it marked a significant shift in MINI's history.

Fast forward to 2024, and the latest Countryman not only embodies innovation; it redefines what a compact crossover can be. The new MINI Countryman has grown in size, yes, but it hasn't lost an ounce of that quirky, adventurous spirit that has always defined MINI. If anything, it's just become more versatile, more technologically advanced, and ready for anything you throw its way.

A design that stands out

MINI has always had a knack for turning heads, and the 2024 Countryman is no exception. The new design language, fittingly named "Charismatic Simplicity," blends the brand's iconic look with a modern twist. The first thing you'll notice is the octagonal front grille, a nod to MINI's heritage but with a fresh, bold attitude. The wider wheel arches and sculptural bonnet don't just look good – they give the Countryman a muscular stance that demands attention. And let's be honest, who wouldn't want that iconic Black Band wrapping around their ride, hinting at the adventurous spirit within?

Despite being 6 cm taller and 13 cm longer than its predecessor, the Countryman doesn't feel bulky. Instead, it strikes the perfect balance between presence and playfulness. But despite



its growth spurt, it retains the characteristic charm that MINI fans love.

Tech-forward interior with a personal touch

Climbing into the MINI Countryman feels a bit like stepping into the future, but with all the charm and warmth of your favourite MINI. The cabin is a delightful mix of high-tech innovation and eco-conscious materials. The dashboard, adorned with recycled polyester 2D knit surfaces, is as stylish as it is sustainable. It's the kind of place where you wouldn't mind spending a few extra minutes, even if you've already arrived at your destination.

At the heart of the interior is the new 9.4-inch OLED circular centre screen – a first for MINI. This screen replaces the traditional instrument cluster and is powered by the all-new MINI Operating System 9. It's as intuitive as it is stylish, offering everything from navigation to entertainment with just a touch or a voice command. And speaking of voice, the new MINI Intelligent Personal Assistant is there to help with anything you need, simply activated with a friendly "Hey MINI."

But it doesn't just add tech for the sake of it. MINI has made sure that every feature enhances your driving experience, making the Countryman not just a car, but a smart, connected companion on the road.

On the road: Where fun meets practicality

Let's be clear: the Countryman may have grown in size, but it hasn't lost any of that MINI magic on the road. Whether you're zipping through the bustling city streets of Doha or cruising along the scenic Corniche, the driving experience is pure MINI – agile, responsive, and just plain fun.

The steering is direct, the ride is firm, and the go-kart-like handling that MINI is famous for is very much present, despite the car's larger size. The all-wheel-drive system, available in the S ALL4 and JCW trims, adds a level of versatility that's perfect for those who want to take their MINI adventures off the beaten path.

But MINI didn't stop at making the Countryman bigger and more powerful though. They've also packed it with advanced driving aids like Automatic Active Cruise Control, Lane Departure Warning, and even a Parking Assistant Professional that lets you park the car using your smartphone. It shows that MINI is thinking about your comfort and convenience as much as your driving pleasure.



Alfardan Automobiles unveils the all-new **MINI Cooper 3-Door** for the first time in the Middle East

Alfardan Automobiles, the official importer of BMW Group vehicles for Qatar, has launched the all-new MINI Cooper 3-Door in Doha for the first time in the Middle East, setting a new benchmark in the compact car segment. This latest iteration of the beloved MINI marries the brand's iconic design language with cutting-edge technology.

Adding to the event's allure, a Classic MINI 3-Door was also prominently displayed, presenting a tangible link between the brand's storied past and its innovative present. The showcase offered a unique opportunity to explore the significant milestones in the MINI brand's development over the years, highlighting the design, technology and performance leaps that led to the latest model.

Under the hood, the MINI Cooper S 3-Door excels with a performance-enhanced 2-litre TwinPower turbo four-cylinder engine, delivering 204 horsepower. This power is mated to a finely tuned suspension and damping system designed for nimble handling, propelling the car from 0 to 100 km/h in just 6.6 seconds. Inside, the cockpit dazzles with high-quality equipment details, black-blue surfaces made of two-tone knitted material, and Vescin seats adorned with a perforated houndstooth pattern, blue accent stitching, and patterned fabric inserts.

The new MINI Cooper 3-Door sports a refreshed aesthetic that pays homage to its storied heritage while being futuristic at the same time. A standout new front grille, modernised lights, and a sleek OLED screen are just the beginning. The vehicle's silhouette retains the unmistakable MINI charm, with tight overhangs, a short bonnet, and a wheelbase that promises agility and stability in equal measure.



The innovation is evident in the MINI Cooper 3-Door future-oriented technologies. Connected Drive and the MINI App seamlessly integrate your digital life with the driving experience - letting you stay connected on the go or access real-time vehicle data - offering all the convenience and personalised connectivity.

With three trim levels - Classic, Favoured, and JCW - the new MINI Cooper 3-Door offers an extensive range of customisation options. Whether it's body paint finishes, interior trims, or wheel sizes from 16 to 18 inches, every detail can be tailored to suit individual preferences.

The safety and comfort factors are enhanced by driver assistance systems such as the Safe Exit function, Active Cruise Control, and the standard Parking Assistant. The brand's first full-fledged voice assistant simplifies the operation of the MINI Interaction Unit, which is the first round OLED display in the automotive industry with a refreshing user interface design.



Unforgettable experience for MINI customers in Qatar as all-new **MINI Countryman 2024** sets a new standard for compact crossovers

Alfardan Automobiles, the official importer of BMW Group vehicles for Qatar, recently organised a premium experience for MINI customers to enjoy an exclusive preview on the all-new MINI Countryman, culminating with the official launch of the 2024 MINI Countryman in Qatar, which sets a new standard for compact crossovers.

As a part of the preview experience specially organised by Alfardan Automobiles for its valued customers, a spectacular parade was flagged off from the MINI Showroom in West Bay to head to The St. Regis Hotel – where customers were treated to a delectable Suhoor.

Setting a new standard in compact crossovers, the 2024 MINI Countryman boasts an innovative design overhaul and state-of-the-art technology, in keeping with the brand's tradition of creating forward-thinking vehicles. It introduces a bold, modern and digital design language labelled "Charismatic Simplicity," paying homage to the brand's iconic heritage while embracing the future. From its distinctive octagonal radiator grille to its sculptural bonnet, wider wheel arches and characteristic Black Band that encircles the vehicle, every aspect

of the exterior emphasises MINI's adventurous spirit and fun driving experience.

Inside the cabin, the MINI Countryman offers a leap into the future with innovative materials such as recycled polyester – in the form of high-quality 2D knit surfaces – highlighting its sustainability quotient. The completely revised dashboard, state-of-the-art 9.4-inch touchscreen infotainment system, and intuitive MINI Operating System 9 ensure both comfort and convenience for occupants.

The all-four-wheel drive system makes the vehicle versatile, distributing dynamic power between the front and rear axles for unparalleled control.

The vehicle is also packed with advanced features and specifications designed to elevate the driving experience. From MINI Experience Modes to an expanded suite of driving assistant systems, including Automatic Active Cruise Control and Lane Departure Warning, and a Parking Assistant Professional that allows drivers to perform manoeuvres effortlessly using their smartphone, the Countryman ensures a safe and enjoyable journey for all.



ALFARDAN
**PREMIER
MOTORS**



Jaguar unveils Type 00. Unmistakeable. Unexpected. Dramatic.

Introducing an unmistakable, unexpected and dramatic physical manifestation of Jaguar, as the brand continues its transformation. Type 00 (pronounced Type Zero Zero) embodies Jaguar's creative philosophy of Exuberant Modernism following the debut of its new brand identity.

The world premiere of the design vision concept at Miami Art Week – as South Florida becomes the centre of the art world for six-days – previews what's to come from Jaguar, as the brand recaptures the original 'Copy Nothing' ethos of its founder, Sir William Lyons.

Adrian Mardell, Chief Executive Office, JLR, said: "The magic of Jaguar is close to my heart – an original British luxury brand unmatched in its heritage, artistry and emotional magnetism. That's the Jaguar we are recapturing and we will create the same sense of awe that surrounded iconic models like the E-type. Our journey is already underway, guided by our original ethos to Copy Nothing – and the results will be nothing short of spectacular."

In Miami, Jaguar's transformation into an electric-only brand with an elevated family of highly desirable and exclusive new luxury vehicles continues. This transition extends beyond the products Jaguar designs and engineers; it represents a reimagining of the entire brand.

Rawdon Glover, Managing Director, Jaguar, said: "We have forged a fearlessly creative new character for Jaguar that is true to the DNA of the brand but future facing, relevant and one that really stands out."

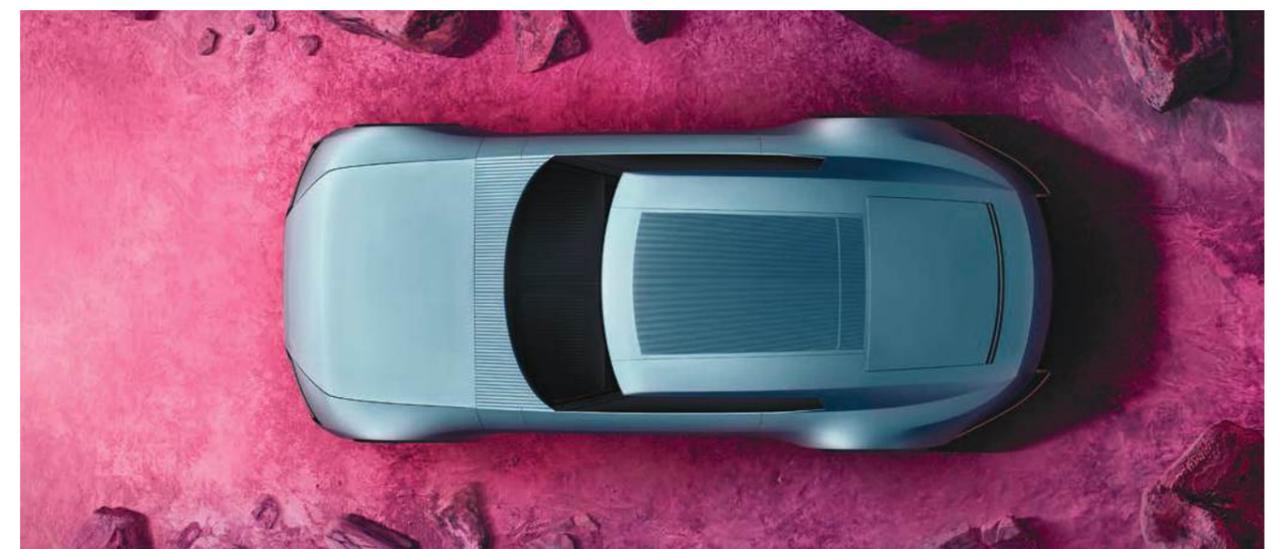
World premiere: Type 00

Introducing Type 00. The physical manifestation of Jaguar's new creative philosophy – Exuberant Modernism.



The 'Type' prefix is a link to the brand's provenance, to models like the pioneering E-type. The first zero references zero tailpipe emissions. The second represents its status as car zero in our new lineage. Its visionary design defies electric vehicle convention with a long bonnet, sweeping roofline, 23-inch alloy wheels, fastback profile and boat-tail to create a dramatic silhouette with sophisticated, modernist surfaces. This design was enabled by our unique and dedicated architecture (JEA) (JaguarElectrical Architecture).

Professor Gerry McGovern OBE, Chief Creative Officer, JLR, said: "Type00 is a pure expression of Jaguar's new creative philosophy. It has an unmistakable presence. This is the result of brave, unconstrained creative thinking, and unwavering determination. It is our first physical manifestation and the foundation stone for a new family of Jaguars that will look unlike anything you've ever seen. A vision which strives for the highest level of artistic endeavour."



Alfardan Premier Motors showcases modern luxury at the Qatar Boat Show 2024



Alfardan Premier Motors. "A prestigious event such as this is in full alignment with Range Rover's core values – modern luxury, status, and leading the way. It provides us with the opportunity to connect with our clientele and showcase our brand's commitment to innovation and creating extraordinary experiences. Whether it's through advanced technologies like our Pivi Pro infotainment system and the development of hybrid powertrains, or through personalised vehicle customization with SV Bespoke, we are dedicated to offering our customers the very best."

Alfardan Premier Motors Co., the official retailer of Jaguar Land Rover in the State of Qatar was proud to be the "Official Car Sponsor" of the Qatar Boat Show 2024 which took place at the Old Doha Port. As Doha's premier yacht event, the Qatar Boat Show 2024 showcased world-class superyachts, cutting-edge marine technology, and a diverse range of luxury brands.

Range Rover recognises that true luxury lies in creating vehicles that are as sustainable as they are desirable. The brand continuously strives to incorporate eco-conscious principles into all aspects of its business, from the sourcing of materials to the development of fuel-efficient technologies.

This strategic collaboration reinforces Range Rover's commitment to modern luxury, aligning with the prestigious maritime event's celebration of innovation, craftsmanship and exclusivity.

Alfardan Premier Motors partnership with the Qatar Boat Show exemplifies Range Rover's commitment to sustainable luxury, a core element of the brand's Reimagine strategy. Much like the innovative yachts on display, Range Rover vehicles are engineered with dedication to both refined luxury and environmental responsibility.

Range Rover places a strong emphasis on its unique identity and dedication to crafting matchless experiences. This commitment is not limited to luxurious interiors and powerful performance, but also enjoys a deep respect for the environment. The Qatar Boat Show, with its celebration of Qatar's maritime heritage and its focus on sustainable practices in the marine industry, provides an ideal platform for Alfardan Premier Motors to showcase its latest models and connect with an audience that appreciates the finer things in life, including responsible innovation.

As the official car sponsor of the Qatar Boat Show 2024, Range Rover aligns itself with organisations and brands that share similar values, promoting a more sustainable future for the luxury industry.

"Alfardan Premier Motors is delighted to be the official car sponsor of the Qatar Boat Show 2024," said Nasr Jairoudi, General Manager of



Alfardan Premier Motors redefined luxury in the **Heart of Innovation:** an immersive display at Msheireb Downtown Doha

Alfardan Premier Motors Co., the official retailer of Jaguar Land Rover in the State of Qatar was thrilled to unveil an exclusive display at Msheireb Downtown Doha, the world's first fully built smart and sustainable city district.

The captivating installation showcased different Range Rover models starting with the inspiring Range Rover Sport SV. Visitors had the opportunity to get a close look at the Range Rover Sport SV, the most powerful and dynamic Range Rover Sport ever, blending supreme performance and dynamism with peerless Range Rover capability, refinement, and reductive design.

The Range Rover Sport SV redefines the boundaries of performance, boasting a 0-100 km/h time of just 3.8 seconds and a top speed of 290 km/h. This remarkable feat is achieved through a combination of innovative suspension, braking, and engine technologies, making it the fastest and most dynamic Range Rover Sport ever created.

Msheireb Downtown Doha, with its pioneering blend of technology, sustainability, and architectural grandeur, has set the stage for Range Rover to redefine modern luxury. This unique collaboration reflected the brand's evolution, demonstrating a keen understanding of the discerning customer who seeks opulence without compromising on environmental responsibility.

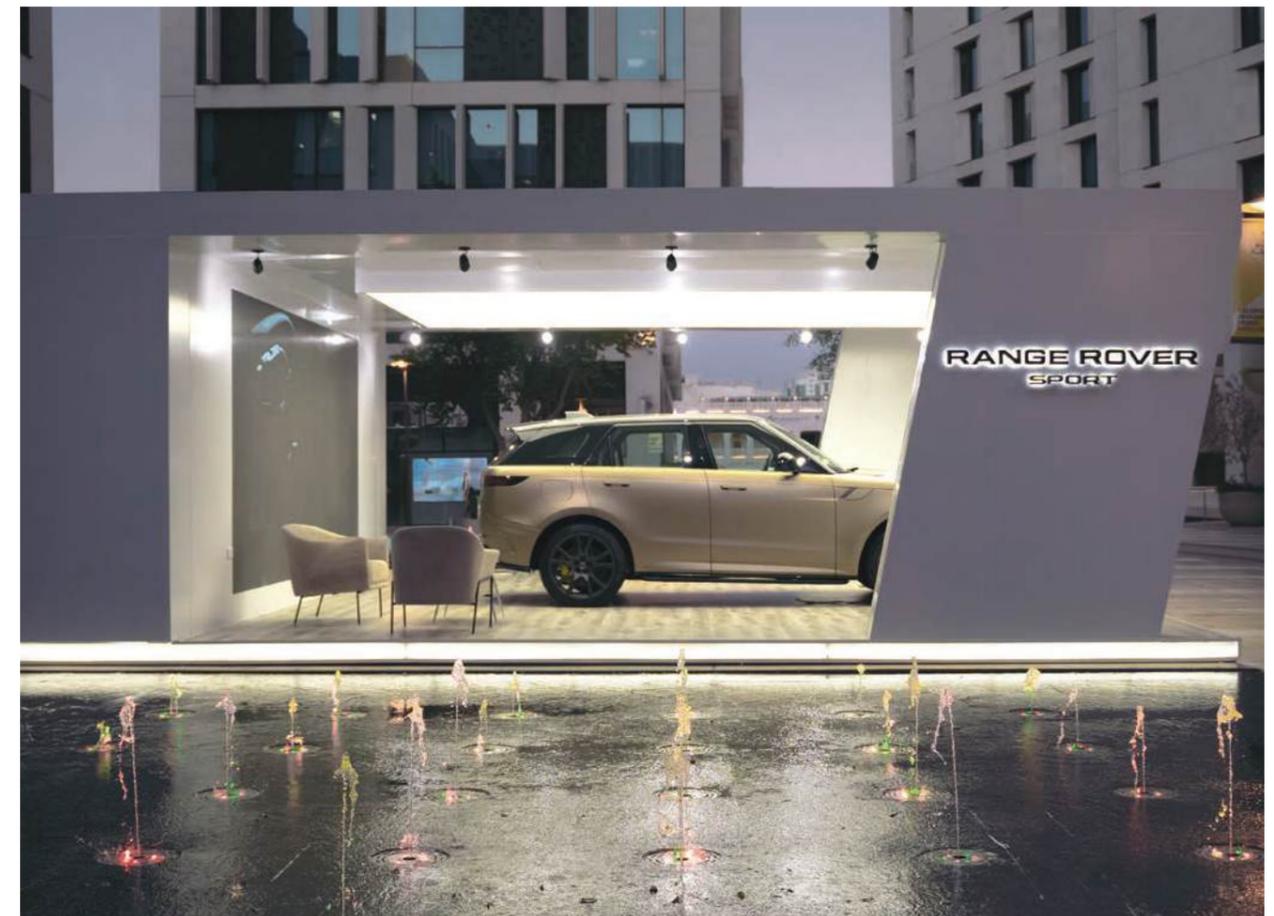
Nasr Jairoudi, General Manager for Alfardan Premier Motors, said: "The integration of smart and sustainable elements in Msheireb Downtown is a perfect match for Range Rover's vision of luxury that evolves with the times. This display allowed us to connect with a forward-thinking audience and demonstrated



our leadership in the industry by combining performance with sustainability."

More than just a static display, Alfardan Premier Motors showcase at Msheireb Downtown Doha was an invitation to step into a world where style and sustainability coexist. It was a testament to Range Rover's ability to move with the times, embracing cutting-edge technologies and design philosophies that resonate with a new generation of luxury consumers.

For those who value both performance and planet, the Range Rover Sport stands as a symbol of what's possible. By choosing Msheireb Downtown Doha as the backdrop for this display, Alfardan Premier Motors solidified its position as a leader in sustainable luxury, inspiring a future where driving pleasure and environmental consciousness go hand-in-hand.





Alfardan Premier Motors and JLR Academy organise a programme to transfer expertise and knowledge in the automotive industry



As part of its efforts to support lifelong education and development, and emphasising the commitment of JLR (Jaguar Land Rover) to the Middle East region and ensuring the highest standards of service and knowledge across the different markets, JLR Academy hosted the “Welcome to JLR” training course for the Middle East and North Africa region in Qatar, in partnership with Alfardan Premier Motors Co., the official retailer of Jaguar Land Rover in the State of Qatar.

Stemming from their joint responsibility to provide, enhance and transfer expertise and knowledge, this programme is a joint initiative to enhance the automotive sector, develop the capabilities of local and regional talents, focus on innovation and enhance participants’ knowledge of the latest developments in the automotive sector, in line with JLR’s Reimagine strategy that aims to deliver a sustainability-rich vision of modern luxury by design, and focus on JLR’s leadership in the fields of sustainability, electric vehicles and developing the latest technologies.

This course aims to onboard and align new employees with JLR’s brand values, products and business practices, and showcases JLR’s commitment to excellence in the MENA region by investing in comprehensive training and development programmes. It also reflects both JLR and Alfardan Premiere Motors’ dedication to furthering the growth and expertise of JLR’s workforce, to realise the company’s vision of providing inspiring and thought provoking experiences for all of its staff, from apprentices through to the company’s leaders.

Abed Assalam Braidy, Training Academy Manager at Alfardan Automotive, said: “As the global leader in modern luxury, JLR always

ensures that its employees and staff are well-trained and aligned with the brand’s values and its interpretation of modern luxury on all levels. Hosting this course here in Qatar shows Alfardan Premier Motors embraces these same values, and cements its place as a key player in the automotive industry, further establishing our reputation for excellence in the region.

This training course will help JLR’s new employees from across the MENA region learn and develop further within JLR, and ultimately lead to an enhanced customer service and brand experience.”

The training course was conducted at Alfardan Automotive’s Training Academy, a state-of-the-art facility that reflects the company’s dedication to providing the highest levels of service for its customers.

The facility is the ideal setting for JLR Academy’s high-standard training course and reflects Alfardan Premiere Motors’ large investment in its staff by providing them with the highest levels of training. Hosting the “Welcome to JLR” training course reflects the strong relationship between JLR and Alfardan Premiere Motors, and the two parties’ shared commitment to providing their customers.

Fully equipped Land Rover Defender 110 and 130 exhibited at S'hail - Katara International Hunting and Falcons Exhibition

Alfardan Premier Motors Co., the official retailer of Jaguar Land Rover in the State of Qatar concluded its participation at the eighth edition of the Annual Katara International Hunting & Falcons Exhibition, known as S'hail, with a showcase of Land Rover's latest fully equipped Land Rover Defender 110 and 130. The exhibition was organized by the Cultural Village Foundation and was attended by global companies from different countries.

S'hail is dedicated to preserving Qatar's cultural heritage and exposes attendees to the rich legacy of hunting and falconry supported in parallel by events, awareness programs and environmental initiatives. Alongside these activities, Alfardan Premier Motors displayed Land Rover's award-winning Defender 110 and 130. As Land Rover's most durable 4x4, The Land Rover Defender is especially suitable for hunting and falconry. Its off-road capabilities and adequate space for necessary equipment make it the ideal outdoor companion.

Hussein Adra, Marketing & Customer Relationship Manager for Alfardan Premier Motors, commented: "The Land Rover Defender has attracted considerable attention particularly from loyal Qatari clients of the brand, as hunting and falconry is a big part of Qatar's culture. Through this exhibition, we wanted to showcase how the historical hunting and falconry experience could be made even more memorable with the powerful and convenient all-terrain vehicle, The Defender. The vehicle's complex characteristics and features draw a strong sense of loyalty as all our Defender editions do."

The Defender is as technologically advanced as it is durable. It introduces Land Rover's new Pivi Pro infotainment system. The next generation

touchscreen is intuitive and user-friendly, requiring few inputs to perform frequently used tasks, while its always-on design guarantees almost instant responses.

A comprehensive supply of charging sockets throughout the cabin will keep occupants charged and connected at all times, whether using digital devices to stream music or camping accessories to provide home comforts in remote locations. Front-row occupants can choose from a pair of 12V power supplies and two USB sockets, one of which is located behind the central touchscreen – perfectly located to minimise trailing wires when used to power a dashcam.

In the second row, occupants have two USBs and a pair of 12V charging points and, when third-row seats are fitted, they come with a USB outlet and 12-volt socket. The loadspace also includes an additional 12-volt socket while a three-pin 230V domestic socket is also available. Configurable Terrain Response debuts on the new Defender, allowing experienced off-roaders to finetune individual vehicle settings to perfectly suit the conditions, while inexperienced drivers can let the system detect the most appropriate vehicle settings for the terrain, using the intelligent 'Auto' function.

Meanwhile, the advanced Clear Sight Ground View technology helps drivers take full advantage of the Defender's all-conquering capability, by showing the area usually hidden by the bonnet, directly ahead of the front wheels. This is achieved through the strategically placed cameras in front of the vehicle which projects the vision that is in front of the wheels on the central touchscreen.



The Defender also offers multiple Accessory Packs including Explorer, Adventure, Country and Urban – giving the Defender a unique character that is capable of conquering many terrains.

Land Rover's unstoppable 4x4 family expanded with the introduction of the practical Defender 130 body design, which joined the existing 90 and 110 derivatives.

The Defender 130 is ready for any adventure with premium interior practicality for up to eight occupants, across three rows of seating. With a spacious 2-3-3 seat configuration, the latest digital technologies and advanced integrated chassis technologies, Defender is the toughest, most capable off-road expert.

Established in 2017, S'hail is a globally recognized exhibition, considered the largest within the region, dedicated to preserve and promote the art of hunting and falconry. This exhibition has emerged as the international hub for hunting and falcon enthusiasts, attracting the Qatari public and prominent figures, such as government officials, VIPs, customers, as well as businesspeople.



Introducing Range Rover Sport SV Edition Two: The definition of sporting luxury returns offering new, modern design choices

The Range Rover Sport SV sets the benchmark in its segment with unmatched world-first technologies and dynamic capability in an assertive, modern vision of sporting luxury.

Range Rover announces the continuation of its high-performance SUV flagship: introducing the Range Rover Sport SV EDITION TWO.

The new Range Rover Sport SV EDITION TWO offers a dramatic performance-honed exterior, with four new themes announced for 2024. Each theme has been carefully curated to ensure its assertive presence and sporting personality on the road: Blue Nebula Matte, Ligurian Black Gloss, Marl Grey Gloss and Sunrise Copper Satin.

Each curation blends unique exterior paint colourways, with new carbon fibre finishers and SV Performance seats in a range of colours, which offer clients a choice of innovative knit textiles or Windsor leather, for a dynamic, technical and cossetting interior space. Range Rover Sport SV EDITION TWO also features exclusive branding on the front splitter, centre console, treadplates and puddle lamps; a mark of sporting luxury that makes it instantly recognisable.

Geraldine Ingham, Managing Director, Range Rover, said: "What makes Range Rover Sport SV so desirable is its unique combination of dynamic performance, modern sporting luxury design, its cutting-edge sensory technology and breadth of capability. For the first year, this was initially only open to clients by reservation. Today we announce the next step in our SV line-up, Range Rover Sport SV EDITION TWO, available with new design themes which offer our discerning clients the chance to enjoy four distinct characters of our high-performance luxury SUV."

Range Rover Sport SV is the most powerful and dynamic Range Rover Sport ever, blending supreme performance and dynamism with peerless Range Rover capability, refinement and reductive design. Its array of performance-enhancing technologies includes the most advanced suspension system in its class and a sensory audio system with wellness benefits. Inherent to the high-performance credentials of Range Rover Sport SV, an exclusive airflow-enhanced design delivers a more assertive and grounded aesthetic, with functional lightweight and technical material choices throughout reinforcing its high-performance capabilities.

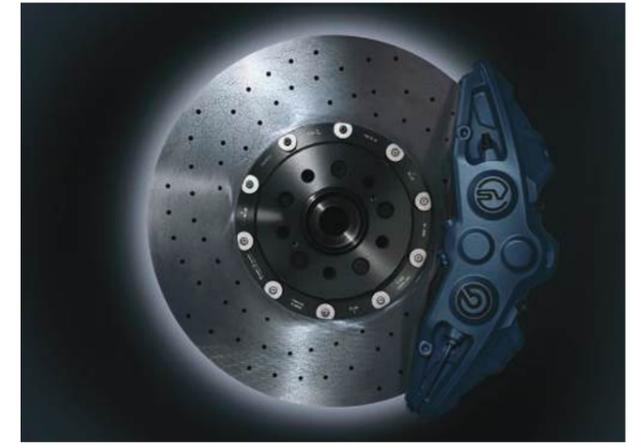
Powered exclusively by a 635PS, 750Nm 4.4-litre Twin-Turbo MHEV V8 petrol engine, Range Rover Sport SV is capable of accelerating from 0-100 km/h in as little as 3.8 seconds and a top speed of 290 km/h.

This outstanding performance is enabled by a combination of features that deliver a weight saving of up to 76kg, including Carbon Ceramic Brakes option, and standard-fit aerodynamic enhancements including a carbon fibre bonnet.

Clients can now also specify a specially designed summer tyre for Range Rover Sport SV, which extends the car's cornering capability, with up to 1.2G steady-state lateral acceleration achievable in the dry (0.1G increase vs the fit all-season tyre).

Created with technical partner Michelin, the Pilot Sport S 5 tyre (275/40R23 front, 305/35R23 rear) features a variety of different compounds across the tread width to maximise dynamic performance and wear.

For winter or all-terrain use, the standard-fit Michelin Pilot Sport All Season 4 tyres, which feature a unique construction, tread pattern and compound, are recommended.





Introducing Defender OCTA

The new master of extreme performance on- and off-road

Introducing a new hero for the original British adventure brand Defender: New Defender OCTA. The toughest, most capable and most luxurious model in the unstoppable 4x4 family, taking the capability of Defender 110 to an unparalleled level.

Powered by a 4.4-litre Twin Turbo mild-hybrid V8 engine, the OCTA model is the most extreme and most powerful Defender ever, with 635PS and up to 750Nm of torque enabling 0-60mph in 3.8 seconds (0-100km/h in 4.0 seconds). Heavily revised chassis components with innovative technologies, including 6D Dynamics suspension, ensure its dynamic capabilities are taken to new heights.

The exterior is bolder and tougher than ever, with a distinct character. The ride height is raised, its stance widened, and wheel arches extended for incredible presence. Redesigned bumpers give improved approach and departure angles, while tough underbody protection gives drivers the confidence to explore further over rough terrain. And, it will wade deeper than any production Defender before it too – through up to one metre of water.

Mark Cameron, Managing Director, Defender, said: “With New Defender OCTA we have been able to unlock the full potential of Defender. It is the very definition of breadth of capability, and a testament to what we can achieve utilising the very best technologies and talents within our engineering division. With its powerful V8 engine, ground-breaking 6D Dynamics suspension technology, exquisite finishes and unique detailing, it is rare, incredibly tough and inherently desirable.”

New Defender OCTA's name is derived from the toughest and most desirable mineral on earth – a diamond – and the octahedral shape that gives their distinctive appearance and durability. This shape also inspired the new signature graphic, which denotes it as the flagship Defender – strong and resilient, yet striking, rare and desirable.



Every Defender OCTA wears a new encircled diamond graphic, including a gloss black diamond within a machined and sandblasted titanium disc on each Signature Graphic panel.

The tough luxury of Defender OCTA is epitomised by Defender OCTA Edition One, which is available in the first year of production. It features a curated specification, finished in an exclusive new Faroe Green paint colour with a Khaki and Ebony Ultrafabrics™ PU and seam-less Knit interior, new Chopped Carbon Fibre detailing, and 20-inch forged alloy wheels with a choice of all-terrain or optional specially developed Advanced All-Terrain Tyres.

F-Pace 90th Anniversary Edition celebrates nine decades of Jaguar innovation

Jaguar is celebrating 90 years of pioneering design, performance and innovation as it approaches an all-electric future, with a new special edition of one of its most successful vehicles – the F-PACE luxury performance SUV. Marking the final model of the F-PACE, 90th Anniversary Edition (available on selected models except SVR) features subtle badging, with R-Dynamic exterior cues and a choice of options including diamond-turned alloy wheels, privacy glass, panoramic roof and 3D Surround Camera technology. Inside, supportive sports seats with contrast stitching, ebony headlining and aluminium interior trim provide luxurious surroundings.

Clients can choose from S, SE and HSE specifications with a choice of engines – including mild-hybrid and plug-in Electric Hybrid. The latter offers up to 40 miles (65km) (WLTP) of electric-only driving range and fast DC charging capability to top up the battery from 0-80% in as little as 30 minutes.

At the pinnacle of the F-PACE line-up, the SVR 575 Edition is a celebration of the internal combustion engine with its powerful supercharged V8 providing epic performance and – thanks to its Variable Valve Active Exhaust – a soundtrack to match.

The F-PACE SVR has performance at its heart, powered by Jaguar's characterful 5.0-litre supercharged V8. The SVR 575 Edition, with its power increase of 25PS, to 575PS, makes it the most powerful F-PACE ever, providing a unique blend of performance and excitement. With 700Nm of torque, it can accelerate from 0-60mph in just 3.8 seconds (0-100km/h in 4.0 seconds).

The SVR 575 Edition benefits from unique SVR bodywork with a performance optimised front bumper, Black Exterior Pack with black grille surround and bonnet louvres, and SVR rear bumper with black detailing. The SVR 575 Edition also features 22-inch forged alloy wheels with Diamond Turned finish and Satin Technical Grey contrast.

Inside, Suedecloth and Windsor leather performance seats – heated and cooled with 14-way electric adjustment – provide tactile comfort, with semi-aniline leather performance seats also available. SVR branding adorns the steering wheel, while the aluminium veneer is unique to SVR models.

Rawdon Glover, Managing Director, Jaguar, said: "F-PACE has given new clients to the brand a choice of models from the efficient plug-in Electric Hybrid to the high-performance F-PACE SVR. With its inherent quality and design leadership, it has delighted our clients globally. As we prepare for an all-electric future, the 90th Anniversary Edition is a fitting tribute to nine decades of pioneering design, performance and innovation."

90 years of Jaguar innovation

Behind the F-PACE 90th Anniversary Edition is a story spanning nine decades (1935 to 2025) of automotive leadership. It occupies a notable place in Jaguar's heritage as its first ever SUV, among a remarkable lineage of vehicles and innovations.

The pioneering spirit of Jaguar can trace its roots back to the 1930s, which was accelerated in the 1940s with the development of the XK engine that would stay in production for 40 years and be the backbone of motorsport success.

Jaguar's first sports car was a two-seat roadster with unrivalled refinement and comfort. The first 240 cars used a hand-made aluminium body and featured the company's all-new, 160hp 3.4-litre, double-overhead cam XK straight-six engine. The XK120's 120mph top speed made it the world's fastest production car. To demonstrate this, Jaguar ran the car on a closed motorway in Jabbeke, Belgium – and achieved 126mph. Victories in the 1951 and 1952 Alpine rallies were among the XK120's many motorsport successes.





Alfardan Premier Motors recognized for luxurious contribution to Qatar TotalEnergies Open 2024



Alfardan Premier Motors Co., the official retailer of Jaguar Land Rover in the State of Qatar, is delighted to repeat its sponsorship of the Qatar TotalEnergies Open – the phenomenally prestigious international tennis tournament on Doha’s sporting calendar for the fourteenth year in a row, acting as the official transport provider. The tournament was successfully held at the Khalifa International Tennis and Squash Complex with the participation of the renowned tennis stars in the world.

Alfardan Premier Motors provided a fleet of 30 chauffeur-driven luxurious Land Rover Defender 130 vehicles to cater for the transportation needs of all players and officials in its role as the tournament’s Official Car.

The Defender 130 is ready for any adventure with premium interior practicality for up to eight occupants, across three rows of seating. With a spacious 2-3-3 seat configuration, the latest digital technologies and advanced integrated chassis technologies, Defender is the safest, toughest, and most capable off-road expert.

Samer Bou Dargham, General Manager for Alfardan Premier Motors, said: “This year’s tournament witnessed intense competition among the top international tennis players coming to Qatar from around the globe. There is no doubt that the partnership between Alfardan Premier Motors and the Qatar Tennis Federation is a long-standing, mutually beneficial partnership, with this being our fourteenth year of working together.”

“We have always prided ourselves on our association with prestigious sporting sponsorships such as this, and we are proud to support Qatar as it becomes a hub for sporting excellence. In tune with this, Land Rover cars are known to be the perfect partners for this high caliber globally recognized event as they reflect its elite stature,” he added.

The tournament witnessed an exciting star-studded line up of the world’s greatest women tennis players. This year’s tournament culminated with the triumph of Iga Swiatek of Poland who bagged the championship trophy for 2024.

The award-winning I-Pace is now more distinctive and more desirable

Since its debut the Jaguar I-PACE has won more than 90 global awards, including the unprecedented treble at the 2019 World Car of the Year Awards, winning World Car Design of the Year, World Green Car and World Car of the Year, reinforcing its status as the benchmark all-electric performance SUV.

With a low centre of gravity, advanced suspension systems and compact, efficient electric motors on each axle, I-PACE offers an unrivalled balance of all-wheel drive performance, refinement and agility – together with impressive real-world range and exceptional comfort and day-to-day usability. The vehicle's technology and features have continually improved using seamless software-over-the-air updates – with more still to come.

Now, 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.

Nick Collins, Executive Director, Vehicle Programmes, said: "I-PACE has always offered a comprehensive package of performance, agility, technology and everyday usability that customers expect from a Jaguar, together with the smooth, quiet and effortless driving experience that electrification offers. We've delivered exactly that, and now it's our latest model to benefit from our approach of offering more curated, richer specifications.

"Looking to the future we're applying the know-how from our electrified vehicle programmes and accelerated technological development enabled by our collaborative partnership with the Jaguar TCS Racing Team to reimagine Jaguar as an all-electric modern luxury brand from 2025."

Refreshed Design

The I-PACE's cab-forward profile, short overhangs and taut, muscular haunches are instantly recognisable and set it apart from other all-electric SUVs. This award-winning

design has now evolved, with subtle, carefully considered enhancements which deliver even greater presence.

The front grille now has a smooth form, in striking Atlas Grey. Replacing the previous gloss black lozenge pattern, this gives a simpler, cleaner finish to the front of the vehicle while strengthening its inherently electric DNA. Atlas Grey is also applied to the vertical blades at the outside of the front apertures. A further detail change is the new black and silver Jaguar badge in the grille.

The front bumper finishers, lower door finishers and rear diffuser are now body-colour instead of Gloss Black. This treatment serves to simplify and refine the design while taking away visual mass.

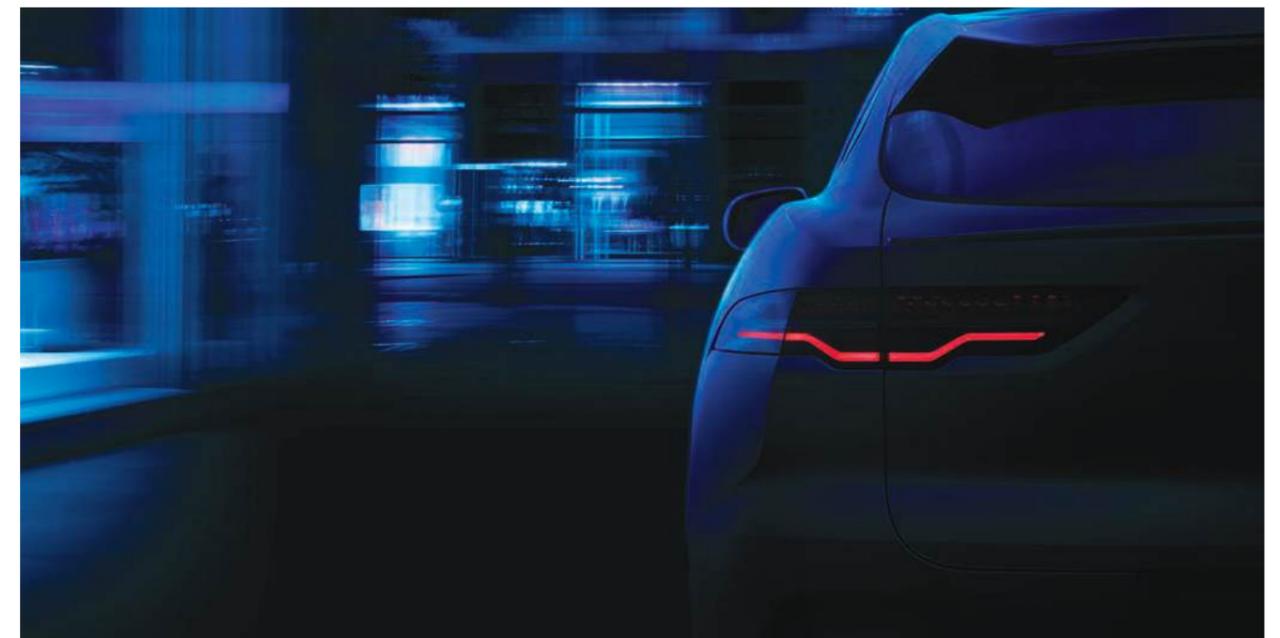
Models including the 400 SPORT feature a discreet tailgate spoiler, subtly reflecting I-PACE's performance potential and dynamic character (also standard on all other models equipped with 22-inch wheels).

All wheels offered on I-PACE as standard equipment are now diamond-turned, while the striking 22-inch Style 5069 wheel now has a Satin Grey finish to complement its carbon fibre inserts. All 22-inch wheels may be specified with self-sealing All-Season tyres.

Perfectly complementing these updates is the exterior Black Pack. Now standard on all models from the R-Dynamic SE, the Gloss Black finish is applied to the grille surround, window surrounds, door mirror caps and rear badges.

There's also the option of a contrast panoramic roof, which for the first time enables customers to specify a black finish for the rear section of the roof – until now body-coloured – to complement the sweeping glass panel.

Customers can also specify satin paints for the first time. Offered in a choice of Eiger Grey or new Carpathian Grey, these finishes give I-PACE a sophisticated, contemporary look.





Limitless luxury, boundless adventure: An exciting road trip through Qatar with the Defender 90, 110 & 130

For decades, the Defender has been a true icon of exploration and individualism. Recently, Qatar formed the backdrop to an exclusive luxury adventure road trip, which allowed guests to go further into the stunning landscapes and scenery that have shaped this country's culture and history. This amazing experience was hosted by Alfardan Premier Motors Co., the official retailer of Jaguar Land Rover in the State of Qatar.



By exploring this incredible terrain from the privileged perspective of a Defender, guests were able to sample the special capabilities of this legendary vehicle, taking in desert tracks as well as other unforgettable paths off the beaten trail. A city drive also highlighted the urban capabilities of the emblematic Defender: the ideal companion for such a varied adventure, as a paragon of robust strength and go-anywhere versatility.

Guests were able to participate in several traditional activities during the experience, reflecting the fabric of local culture within a thoroughly modern declination. The past met the future on this latest journey through time and space with the Defender, in a way that perfectly reflects the story of Qatar itself: rooted in history yet looking eagerly towards what is to come. As a result, guests had the opportunity to create some stunning and unique content that pays tribute to the art of driving exploration and the ever-evolving scenery of Qatar.



The invited guests took the Defender on a unique journey, starting from the JLR showroom at Burj Alfardan in Lusail city all the way to the Al Majles Resort: a luxury boutique resort next to the glittering coast. On the way, the captivating route took in a wide variety of roads over both highways and desert, showcasing the Defender's broad scope of unstoppable capabilities.

Hussein Adra, Marketing & CRM Manager for Alfardan Premier Motors, commented: "We were very excited to be hosting this wonderful event, designed to enhance the emotional connection that people feel with the iconic Defender, and the incredibly diverse landscapes and culture of Qatar. There is no better environment to demonstrate the amazing capabilities of the Defender thanks to its advanced technology, which at the same time allows its occupants to travel in perfect comfort and enjoy unparalleled modern luxury."



As well as long-lasting memories, guests took away a dynamic experience that increased their knowledge and connection with the Defender: one of the four pillars that now makes up JLR's 'House of Brands'. More than an off-road vehicle, the Defender is an enduring icon; and this incredible journey through the rich heritage of Qatar highlights precisely why. The same values that underpin the Qatari way of life are also clearly present in the Defender: quality, trust, dependability, and a love of the great outdoors.

Alfardan Premier Motors expands with the opening of Jaguar Land Rover's New Facility in Jery Al Samur within the New Alfardan Automotive Complex

Alfardan Premier Motors Co., the official retailer of Jaguar Land Rover in the State of Qatar, has continued its expansion with the opening of a new Jaguar Land Rover facility at Jery Al Samur offering Sales, Service, Spare Parts, and the addition of a body shop and a training centre.

Built to cater to the most discerning clients, visitors can enjoy convenience and ease of access at the new location, located only 12 minutes away from Doha Festival City. This falls inline with the demand of sales of Jaguar Land Rover vehicles and to cater for its after sales services.

Situated in Jery Al Samur within the new Alfardan Automotive Complex, it is a reimagined world where clients can realise a vision of a refined and luxurious purchasing experience. The facility caters to the complete needs of clients, with Servicing and Parts divisions in the same location.

The modern facility has been built to the new Jaguar Land Rover global ARCH standard, designed to provide a bright and welcoming atmosphere to clients. It can accommodate the expanded line-up from both brands, as well as future additions to their extensive range. Clients can expect striking architecture and a stunning interior design concept from the Jery Al Samur facility – a reflection of the supreme design applied to every vehicle under the facility's roof. What's more, those looking for vehicle customization services will find a high-end Personalization Studio within the sales area. Completing the experience for Jaguar Land Rover's discerning clients, the facility provides drop-off services and online service booking.

Mr. Omar Hussain Alfardan, President & CEO of Alfardan Group remarked on the significant occasion by saying: "This new and high-tech

facility reiterates our commitment first and foremost to our clients, and to the Jaguar and Land Rover brand. Alfardan Premier Motors is committed to bringing an exclusive experience to not only our clients, but to our employees as well, and are confident that this groundbreaking facility will maintain and enhance our exceptional standards."

A team of highly certified experts from Alfardan Premier Motors are always available to receive clients' vehicles for inspection and repairs at Jery Al Samur. The high-tech facility provides clients with the latest in vehicle repairing techniques and services, allowing the in-house team of specialists to better support the brands' loyal client base. The skilled team of professionals is also adept in aluminium structural repairs and has the know-how to take on any repair or customization job efficiently.

The new facility features a unique Training Centre, aiming to better serve clients in an ever-changing automotive market through intensive training programmes and further refining the client service skills and product knowledge of all staff. Investing in human resources tops Alfardan Premier Motors corporate agenda since it is the reason for its outstanding track record. With regular training, each team member is equipped to uphold the exceptional standards motorists expect from Alfardan Premier Motors and the Jaguar Land Rover brands.

"The growth of our iconic brands with the same rigorous quality standards and delivery applied in Qatar through Alfardan Premier Motors is a partnership we are proud of. Today is yet another special occasion as we launch this outstanding new Jaguar Land Rover brand facility in the country," added Mr. Bruce Robertson, Managing Director at Jaguar Land





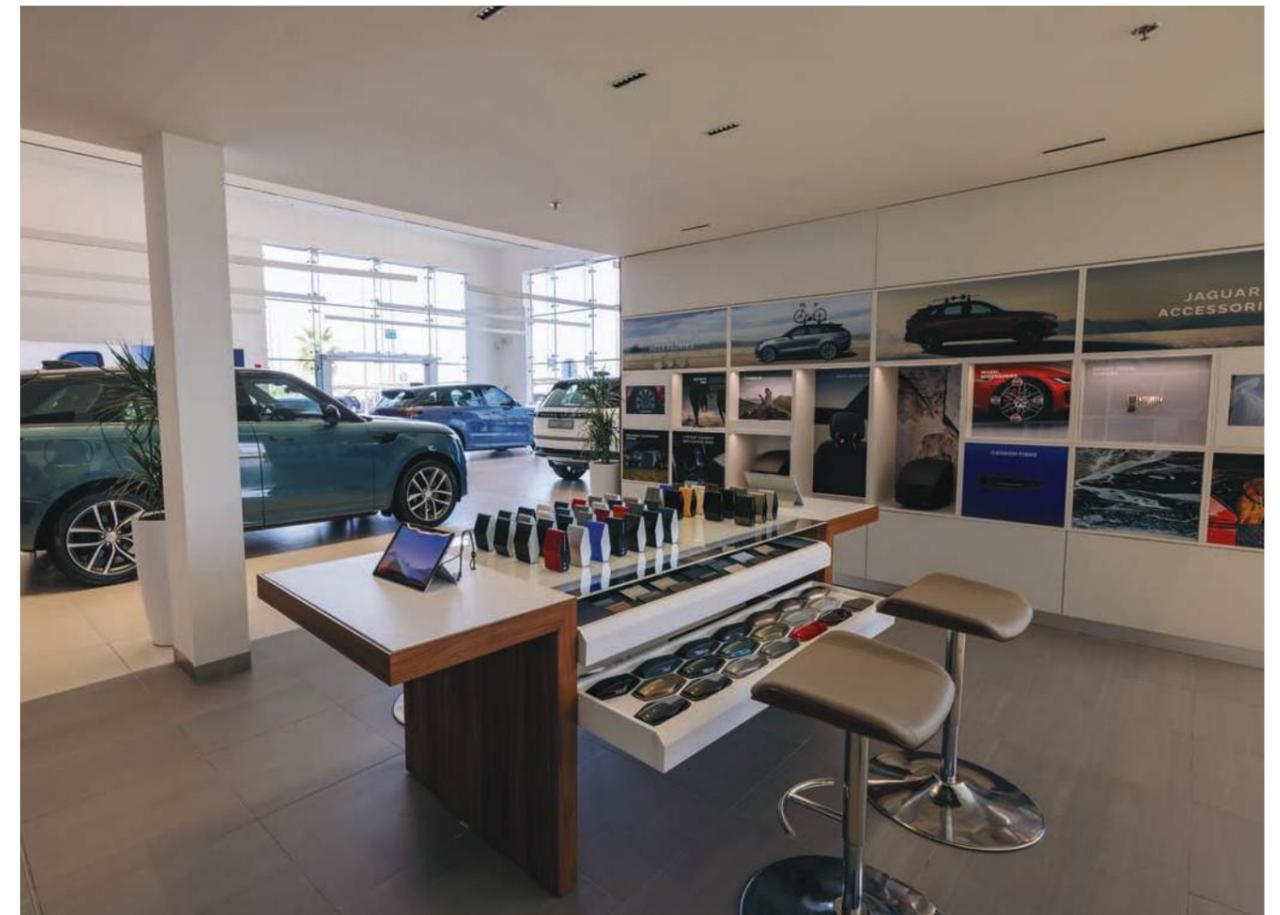
Rover MENA. “This is testament to our partner’s passionate team and relentless commitment to the best client experience, trust and satisfaction.”

The facility has been developed in accordance to Jaguar Land Rover’s recently unveiled new corporate identity, as part of their move to a House of Brands organisation. The new brand identity aspires to remove ambiguity and bring to the fore the unique DNA of each of JLR’s brands - Range Rover, Defender, Discovery and Jaguar – as well as accelerate the delivery of the company’s vision to be Proud Creators of Modern Luxury.

The showroom will be home to an all-new and flagship Jaguar Land Rover models, including Jaguar XF, XE, F-PACE, E-PACE, F-TYPE and I-PACE. Under the Land Rover line-up, will be featured the Range Rover, Range Rover Sport, Range Rover Velar, Range Rover Evoque, Land Rover Defender, Land Rover Discovery and Land Rover Discovery Sport. The facility also includes Approved Pre-Owned vehicles from Jaguar and Land Rover that meet the high-quality standards and maintenance that represent the everlasting legacy of the brands.

Clients can also enjoy a shaded parking area including parking and entrance assistance for people with disabilities. Along with a wide range of accessories displayed, the facility also includes a relaxing lounge area for clients that invites them into the Alfardan Premier Motors community through a complete experience. Clients can also choose from many Jaguar Land Rover premium lifestyle branded goods and merchandise with the same attention to detail applied when building the Jaguar Land Rover range of vehicles. When receiving the vehicle, the facility has dedicated private bays for the vehicle handover, creating a holistic end to the purchasing experience.

The modern and well-equipped facility will fully address all the requirements of the demanding and esteemed clientele, while maintaining the best practices in the industry and delivering the highest possible levels of client care.



ALFARDAN
SPORTS
MOTORS



Alfardan Sports Motors and Touring Superleggera create a new era of ultra-luxury automotive craftsmanship in Qatar

In a landmark event held at The Engine Room, The St. Regis Doha, Alfardan Sports Motors officially introduced the iconic Touring Superleggera brand to Qatar, marking a significant milestone in the luxury automotive landscape. Alfardan Sports Motors, a beacon of luxury and excellence in the sports and luxury automotive industry, is renowned for bringing the Italian most prestigious car brands to Qatar's discerning clientele. Touring Superleggera, with its storied history of crafting custom, hand-built masterpieces since 1926, represents the pinnacle of Italian automotive artisanship and innovation.

The grand reveal, attended by the crème de la crème of Qatari society along with esteemed media representatives, showcased not only Touring Superleggera's entrance into the Qatari market but also the unveiling of an automotive masterpiece that transcends traditional boundaries of performance and aesthetics. The unveiled Touring Superleggera "Vento D'Oro" model, distinguished by its unique golden leaf application on both the exterior and interior, serves as an example of the bespoke luxury that Touring Superleggera will offer to the Qatari market.

Present at the launch were dignitaries such as Mr. Omar Alfardan, President and CEO of Alfardan Group; Dr. Ma'n Alhamawi, Chief Operating Officer at Alfardan Automotive; Mr. Hussain Omar Alfardan, General Manager - Business & Network Development at Alfardan Automotive; Mr. Charly Dagher, General Manager at Alfardan Sports Motors, Touring Superleggera Qatar; Mr. Markus Tellenbach, CEO at Superleggera; and Mr. Matteo Gentile, Head of Design at Superleggera.

Mr. Omar Alfardan, President and CEO of Alfardan Group, commenting about this partnership, stated: "Today's introduction of Touring Superleggera to the Qatari market underlines Alfardan Group's strategic vision of offering unparalleled luxury and bespoke craftsmanship. Superleggera, with its storied heritage of Italian design and innovation, perfectly embodies the ethos of excellence and exclusivity we strive for across all our ventures. This partnership is more than an addition to our portfolio; it is a testament to our commitment to curating exceptional experiences that resonate with the sophisticated preferences of our clientele. Together, Alfardan Group and Touring Superleggera are setting new benchmarks



in the luxury and customized automotive sector, fostering a legacy of excellence that will continue to inspire and elevate the standards of luxury living in our beloved country."

Mr. Markus Tellenbach, CEO of Touring Superleggera shared his vision: "As Touring Superleggera steps into the vibrant landscape of Qatar, we do so with a profound sense of pride and anticipation, partnering with Alfardan Group. Our brand's heritage, rooted in nearly a century of Italian craftsmanship, innovation, and bespoke automotive artistry, resonates with the values of exclusivity and luxury that Alfardan Group embodies and specifically Alfardan Sports Motors. This collaboration is a confluence of legacies, where Touring Superleggera's storied history of creating automotive masterpieces meets Alfardan's unparalleled expertise in catering to the discerning tastes of the Qatari ultra-luxury market. We are honored that Alfardan Sports Motors will be the custodian of our brand in Qatar, bringing Touring Superleggera's tradition of excellence and bespoke luxury to the esteemed clientele who appreciate the fine art of automotive design and craftsmanship."

Mr. Charly Dagher, General Manager at Alfardan Sports Motors, Touring Superleggera Qatar, commenting on the significance of this launch, added, "The introduction of Touring Superleggera to Qatar through Alfardan Sports Motors heralds not just a new era of automotive luxury and bespoke design, but also an unparalleled ownership experience that sets a new benchmark in the realm of ultra-luxury automobiles. We are beyond delighted to showcase this extraordinary vehicle, which serves as a mere glimpse into the world of exclusivity and personalized luxury that awaits Touring Superleggera's esteemed clientele under the meticulous care of Alfardan Sports Motors. Our commitment extends beyond the exquisite craftsmanship of these vehicles; we are dedicated to offering an ownership journey that is as unique and distinguished as each Touring Superleggera car itself. This includes bespoke services that cater to the individual desires and expectations of our clients, ensuring that every aspect of their experience is nothing short of extraordinary."



Alfardan Sports Motors welcomes **Ferrari 12Cilindri** at National Museum of Qatar

Alfardan Sports Motors, the official Ferrari importer in Qatar, has unveiled the new Ferrari 12Cilindri at a private event hosted at the National Museum of Qatar. The venue, renowned for its seamless integration of past and present, provided the perfect backdrop to showcase the new model which embodies a perfect balance of tradition and cutting-edge technology.

As a unique and symbolic landmark, the iconic venue offered Ferraristi an exclusive opportunity to be among the first to preview and explore the new Ferrari 12Cilindri. The intimate unveiling ceremony at the nation's esteemed cultural destination underscored Ferrari's dedication to the client experience.

The 12Cilindri is a high-performance marvel that pays homage to Ferrari's legendary twelve-cylinder engine, drawing inspiration from the iconic Gran Turismo models of the 1950s and 1960s.

The Ferrari 12Cilindri's engine is the latest development of the iconic V12 that laid the foundations for the Maranello legend, in this version unleashing 830 cv and with maximum revs rising to a heady 9500 rpm. The impressive power curve ensures 80% of total torque is already available at just 2500 rpm, resulting in instantaneous pick-up for maximum accelerator response and a feeling of never-ending power all the way to the red line.

The Ferrari 12Cilindri's cockpit guarantees superb comfort for both driver and passenger, even on long journeys: its feeling of airiness and space is heightened still further by a glass roof, prestigious materials and a central display in addition to one for the driver and a third ahead of the passenger.

Mr. Tarek Al Hammoud, General Manager of Ferrari Qatar at Alfardan Sports Motors stated: "The Ferrari 12Cilindri represents the pinnacle of automotive craftsmanship, blending a distinct

heritage with outstanding innovation. The National Museum of Qatar – which gives voice to Qatar's heritage whilst celebrating its future therefore proved the ideal venue to unveil this model.

"This extraordinary occasion was also a fitting tribute to the ever-growing Ferrari community in Qatar, whose enduring passion and enthusiasm has not only cemented the brand's legacy but has also fostered a spirit of excellence that resonates far beyond our borders. Their dedication inspires us to continually raise the bar, delivering unmatched customer experiences and redefining the essence of Ferrari ownership," he added.

The Ferrari 12Cilindri is aimed at driving enthusiasts, but also at those who demand new standards of performance, comfort and design: long-standing Ferraristi, loyal to the unique emotions that only the Ferrari V12 can deliver, as well as new clients dreaming of combining outstanding Italian design with exhilarating driving pleasure. The Ferrari 12Cilindri is designed for connoisseurs with a very clear vision of what Ferrari's DNA has always been, truly making it a car for the few.



A Celebration of Passion: Alfardan Sports Motors marks 25 Years of Ferrari legacy in Qatar

The air buzzed with anticipation, the soft hum of engines crescendoing into a symphony of power and elegance. On this extraordinary day, Alfardan Sports Motors, the official Ferrari importer in Qatar, marked its silver jubilee - 25 years of igniting dreams, fostering community, and celebrating the unparalleled legacy of Ferrari in Qatar.

Since its inception in 1999, when the first Ferrari showroom opened in Qatar, Alfardan Sports Motors has been more than an automotive dealer. It has been the gateway to an extraordinary world where luxury meets passion and performance. Over two and a half decades, it has built a vibrant community of Ferraristi, united by their shared admiration for the Prancing Horse and the pursuit of excellence.

The celebration reached its crescendo with a majestic parade, a visual symphony of Ferrari's finest creations. Up to 50 breathtaking Ferraris, including the Ferrari Roma, Ferrari Roma Spider, Ferrari 296 GTB, Ferrari 296 GTS, Ferrari SF90 Stradale, Ferrari SF90 Spider, 812 GTS and 812 Superfast, formed a convoy that painted Qatar's roads in bold strokes of luxury and innovation. As the engines roared to life at the Alfardan Sports Motors showroom, the convoy began its journey through the country's picturesque landscapes, framed by golden dunes and cultural landmarks that mirrored the heritage of Qatar.

The parade's final destination was the Letbelah Museum, a treasure trove of Ferrari history, housing one of the rarest collections in the world. There, amidst the gleaming vehicles that embody Ferrari's timeless legacy, the spirit of innovation and tradition stood proudly on display.

As the sun dipped below the horizon, the festivities transitioned into an exclusive dinner that welcomed Ferraristi into an ambiance of refinement and camaraderie. Upon their arrival, Ferrari owners were greeted by the rhythmic movements of Ardah dancers, a vivid celebration of Qatari heritage that set the tone for an unforgettable evening.

The dinner, graced by Mr. Omar Alfardan, President of Alfardan Group, and Mr. Hussain Omar Alfardan, Chief Marketing Officer of Alfardan Automotive, served as a testament to the deep bonds forged between Ferrari, Alfardan Sports Motors, and the community it serves.

Reflecting on the occasion, Mr. Tarek Al Hammoud, General Manager of Alfardan Sports Motors – Ferrari Qatar, shared heartfelt words: "Ferrari represents more than luxury and performance; it embodies passion, ambition, and timeless elegance. Over the past 25 years, it has woven itself into the cultural fabric of Qatar, inspiring generations of enthusiasts.



This milestone is not just a celebration of the past but a promise to continue building a legacy of innovation and prestige together."

The celebration of 25 years is as much about the future as it is about the past. Ferrari's values - performance, elegance, and innovation - align seamlessly with Qatar's vision as a hub of ambition and modernity. This silver jubilee honors the shared journey of Alfardan Sports Motors and Ferrari, celebrating their partnership's evolution and the vibrant

community of Ferraristi who drive this legacy forward.

Since 1999, Alfardan Sports Motors has not only introduced Ferrari to Qatar but has cultivated a lasting relationship between the Maranello marque and its passionate audience. Each Ferrari delivered, each owner welcomed, is part of a larger story - one that celebrates the pursuit of dreams, the thrill of driving, and the passion for perfection.

Ferrari Middle East recognizes Alfardan Sports Motors with **Best Improvement Award**

Alfardan Sports Motors, Ferrari Official Importer in Qatar, has been recognised by Ferrari Middle East and granted the 'Best Improvement Award' for 2023. This recognition comes as a testament to Alfardan Sports Motors' unwavering dedication to providing unparalleled service to Ferrari customers.

The award acknowledges Alfardan Sports Motors continuous efforts to enhance the Ferrari ownership experience through exceptional service delivery and customer satisfaction initiatives. The award was announced as Alfardan Sports Motors celebrates its silver jubilee as Ferrari Official Importer in Qatar, a fitting way to mark 25 years of excellence in the automotive industry.

Situated on the prestigious Pearl Island, Qatar's premier luxury destination, Alfardan Sports

Motors boasts state-of-the-art showroom and service centre that cater to the discerning needs of Ferrari enthusiasts. With a commitment to delivering peerless customer service quality, Alfardan Sports Motors has established itself as a trusted partner for luxury automotive aficionados across the region.

Mr. Tarek Alhammoud, General Manager at Alfardan Sports Motors expressed gratitude to Ferrari Regional Office, stating: "We are deeply honoured to receive the Best Improvement Award from Ferrari Middle East. This recognition underscores our relentless pursuit of excellence and our dedication to exceeding the expectations of Ferrari enthusiasts. As we embark on the next chapter of our journey, we remain committed to delivering unparalleled service and experiences to our valued customers."



Alfardan Sports Motors reveals New Ferrari Roma Spider in Qatar

Alfardan Sports Motors, the official importer of Ferrari in Qatar, has welcomed the long-awaited Ferrari Roma Spider to Qatar's automotive market. The exclusive introduction of the latest model from the Prancing Horse marks a significant milestone in the brand's ongoing pursuit of automotive excellence, marked by the successful delivery of a driving experience rooted in Italian history and high-quality performance.

The new car was revealed during a private evening event that took place at The Engine Room, located in Qatar's The St. Regis Doha, where Ferraristi and VIPs had the unique opportunity to be among the first to preview the car, alongside a stand-out display of the Ferrari Roma. The intimate unveiling ceremony reaffirms Ferrari's dedication to the customer experience, with personalization emphasised at every touchpoint of the individual Ferrari Journey.

The Ferrari Roma Spider embodies enduring elegance and high performance, offering a modern interpretation of the stylish, pleasure-driven Italian lifestyle from the 1950s and 60s. Retaining the successful V8 2+ concept of the Ferrari Roma, this car stands out with its adoption of a soft top - a feature making a delightful comeback to the Prancing Horse lineup for front-engined cars, 54 years after the introduction of the 1969 365 GTS4.

There's a novel and modern take on the soft-top design that underlines the Ferrari Roma Spider's exuberant character, with extensive personalisation options that include sophisticated, bespoke fabrics and contrasting stitching. On a functional level, the soft top deploys in just 13.5 seconds and can be actioned at up to 60 km/h. The fact that it is so compact also yields a larger boot and boosts the car's versatility. A new, patented wind deflector integrated into the backrest of the rear bench can be deployed by a button on the central tunnel, guaranteeing exceptional in-car



occupant comfort without taking up any space in the car.

The Ferrari Roma Spider retains the Ferrari Roma's excellent dynamic characteristics: it boasts a best-in-class weight/power ratio thanks not only to its soft top, but also to its all-aluminium chassis and 620 cv V8 from the engine family that was heralded as the International Engine of the Year on four consecutive occasions. The engine is coupled with Ferrari's universally acclaimed 8-speed DCT known for its incredibly fast shift times as well as excellent standards of comfort and mechanical efficiency.

The Ferrari Roma Spider is not just rewardingly easy to drive, it is also extremely dynamic and responsive: this makes it the perfect companion on out-of-town weekends and longer journeys alike – always, of course, with the exhilarating Ferrari V8 soundtrack playing in the background.

A number of features are designed to make this car superbly versatile, including a category-topping boot size that includes a hatch via the rear seat backrests to allow larger items to be carried, and standard wireless connectivity. Not forgetting, of course, 18-way-adjustable heated ergonomic seats that are also available with an optional neck warmer for colder days.





The Maserati GranCabrio Trofeo debuts in Qatar with Alfardan Sports Motors

Alfardan Sports Motors – Maserati Qatar is proud to present the new Maserati GranCabrio Trofeo, an extraordinary blend of luxury, craftsmanship, and high-performance motoring, now making its debut in Qatar. This iconic convertible, designed for the discerning driver, was unveiled to media and press personalities at a media launch that took place at the Kempinski Marsa Malaz, marking its highly anticipated introduction to the Qatari market.

At the core of the GranCabrio Trofeo is Maserati's acclaimed Nettuno engine - a 3.0-liter V6 twin-turbo powerhouse delivering an exhilarating 542 HP. With all-wheel drive traction, the GranCabrio Trofeo accelerates from 0 to 100 km/h in just 3.6 seconds, reaching an impressive top speed of 316 km/h. This remarkable performance is seamlessly integrated with Maserati's renowned design aesthetics, offering drivers the ultimate in open-air motoring luxury.

The GranCabrio's advanced soft-top mechanism folds in just 14 seconds, even at speeds of up to 50 km/h, allowing drivers and passengers to savor the thrill of open-top driving. Designed with ample space for four, the GranCabrio Trofeo ensures that comfort and style accompany every journey, whether cruising with the top down or enclosed within the car's refined, hand-crafted cabin.

The GranCabrio Trofeo brings Maserati's highest expression of performance, combining stunning speed with unmatched Italian elegance. In addition to its exhilarating driving dynamics, customers will have access to Maserati's Fuoriserie program, which offers an unparalleled level of personalization with bespoke materials, colors, and finishes, allowing owners to tailor their GranCabrio to their personal tastes.

The event celebrated not only the launch of this iconic model but also Maserati's continued product innovation. Alfardan Sports Motors was proud to highlight that, alongside the



GranCabrio Trofeo, the Qatari market will soon welcome the GranCabrio Folgore—the fully electric version of the model—demonstrating Maserati's bold vision for the future of luxury automotive.

Mr. Charly Dagher, General Manager of Alfardan Sports Motors – Maserati Qatar stated: "We are immensely proud to bring the Maserati GranCabrio Trofeo to Qatar, a model that perfectly embodies the seamless fusion of Maserati's rich heritage and cutting-edge modernity. This launch marks an exciting chapter for us, meeting the high expectations of the Qatari market with a vehicle that offers unparalleled luxury, performance, and Italian craftsmanship."

Mr. Dagher Added: "The GranCabrio Trofeo is not only a tribute to Maserati's legacy but also a reflection of our commitment to delivering the future of automotive excellence to our discerning clientele in Qatar."

Alfardan Sports Motors invites all Maserati enthusiasts and clients in Qatar to visit the showroom and experience the unparalleled power, style, and luxury of the GranCabrio Trofeo firsthand. The Maserati team will be on hand to assist with inquiries, arrange test drives, and provide detailed information on both the Trofeo and upcoming 100% electric Folgore models.



Celebrating over 75 Years of the Maserati GranTurismo: A legacy of luxury and speed

In the lavish landscape of high-performance and luxury cars, Maserati's GranTurismo stands out - not just as a vehicle but as a piece of history on wheels. This car isn't merely driven; it's experienced, offering a journey through over seven decades of innovation and Italian craftsmanship. In Qatar, where luxury meets a deep appreciation for cultural heritage, the GranTurismo resonates with those who seek the very best of both worlds.

A Storied Beginning

The story of the Maserati GranTurismo begins in the optimism of post-war Italy, a time when the world was ready to move past austerity and embrace beauty and speed. Maserati, already a famed name on the racetrack, took a bold step. They introduced a car that could tear down the track on a weekend and elegantly tour the countryside on the week days. This was the birth of the "Gran Turismo" concept - a car that combined heart-pounding performance with the kind of luxury that makes a long journey not just bearable but delightful.

As decades rolled on, the GranTurismo evolved, each model growing more sophisticated but always staying true to its dual-purpose roots: luxury coupled with breathtaking speed.

Innovation Meets Tradition

The heart of the all-new Maserati GranTurismo beats with a V6 Nettuno engine, an engineering marvel inspired by Maserati's racing refined yet designed for the here and now. It's a power source that encapsulates the thrill of Formula One but is smooth enough for a peaceful drive along the Corniche. This balance makes the GranTurismo a beloved choice for those in Qatar who cherish both the roar of a sports car and the whisper of a luxury sedan.

Today's GranTurismo

Today, the Maserati GranTurismo is more than a car; it's a symbol of Maserati's commitment to excellence. It's adorned with sleek, fluid lines that trace back to its storied heritage, yet equipped with ultramodern tech that propels

it firmly into the future. From its advanced infotainment systems to its proactive safety features, the GranTurismo marries the past to the present in a package that speaks of deep respect for its lineage.

A Cultural Icon

In Qatar, the Maserati GranTurismo is more than just transportation; it is a statement. It reflects a nation's ethos of valuing tradition while striving for innovation. Owning a Maserati GranTurismo is akin to owning a piece of art that perfectly encapsulates the Qatari spirit, forward-looking yet deeply rooted in its heritage.

As the Maserati GranTurismo charts its course forward, it continues to embody the spirit of grand touring, merging the thrill of speed with the poetry of design. It's not just a car, but a legacy - one that Maserati is proud to advance in the heart of Doha and beyond, inviting all who appreciate beauty and power to partake in its ongoing story.

Those drawn to the allure of this iconic car can visit the Alfardan Sports Motors Showroom at Medina Central on The Pearl Island, where the latest models are not just displayed, but celebrated. It's here that car enthusiasts can connect with the soul of Maserati and perhaps find a new companion for their own life's journeys.



Global recognition for Alfardan Sports Motors' Mopar Aftersales Excellence

Alfardan Sports Motors – Mopar Qatar celebrates yet another milestone in its remarkable journey of success, this time spotlighting the exceptional achievements of its aftersales team. This talented group has not only upheld Alfardan Sports Motor's commitment to excellence but has also earned prestigious accolades at the recent Customer Centricity Competition. In a stunning display of skill and dedication, Muhammed Ali, a member of Alfardan Sports Motor's Mopar Aftersales team clinched first place across the Middle East and South Africa, and third place on a global scale in the Technician category. Held in Türkiye, this competition is renowned for testing the limits of expertise and precision in the automotive aftersales arena.

This remarkable accomplishment underscores Alfardan Sports Motors' steadfast commitment to delivering the ultimate ownership experience through its state-of-the-art aftersales facility Mopar. Equipped to meet the needs of Fiat, Abarth, Alfa Romeo, and Fiat Professional vehicle owners in Qatar, the facility embodies customer centricity at its core, reflecting Alfardan Sports Motors' dedication to exceeding expectations in every aspect and constantly conquering new heights of exceptionalism.

"These accomplishments are a result of inspiring collective efforts aimed at surpassing customer expectations and achieving excellence, in alignment with our vision to offer a bespoke comprehensive dealership experience resonating with the discerning tastes of our brand enthusiasts," stated Mr. Charly Dagher, General Manager of Alfardan Sports Motors. "Our goal is to provide the ultimate ownership experience."

Mr. Saghir Malik, Mopar Aftersales Manager, echoed these sentiments: "Our team diligently provides exceptional services, exceeding customer expectations. We are incredibly proud of Muhammad's and the team's accomplishments, which exemplify the unmatched talent, services, and expertise provided by our aftersales team."

The skillful team's achievement at the Customer Centricity Competition is a well-deserved recognition of the exceptional skills, dedication to customer satisfaction, and commitment to upholding Alfardan Sports Motors' high standards. Muhammed Ali's success reflects the ongoing investment in training and development programs provided by Alfardan Sports Motors to its one-of-a-kind Aftersales team, to deliver superior services aligned with Mopar's global standards.

The state-of-the-art Alfardan Sports Motors Aftersales facility, located in Al Khor city, with a new facility planned to open soon at Jery Al Samur area, offers a comprehensive range of services that meet all the needs of Fiat, Abarth, Alfa Romeo, and Fiat Professional vehicle owners. Alfardan Sports Motors' dedication to excellence and the satisfaction of its esteemed clients has consistently earned recognition through various awards and accolades over the years, further solidifying its position as a leader in the automotive industry and ownership experience in Qatar.



ROLLS-ROYCE
MOTOR CARS
DOHA



Elevating every moment: Ghost Series II & Black Badge Ghost Series II launch in Doha

A distinguished masterpiece crafted to exhilarate, Rolls-Royce Ghost Series II and its bold alter ego, Black Badge Ghost Series II, have officially arrived in Doha, marking the unveiling of two distinguished motoring masterpieces.

Taking centre stage at the beautiful St. Regis Marsa Arabia Island, The Pearl, Ghost Series II brought to life a stunning evolution of Rolls-Royce's most iconic nameplate, blending powerful, driver-oriented design with unmatched Bespoke craftsmanship. Following Ghost Series II, the bold Black Badge Ghost Series II was revealed, showcasing its daring presence and enhanced performance. Both models embodied Rolls-Royce's commitment to luxury, with their flawless engineering, cutting-edge technology, and timeless elegance, offering guests an immersive experience in the marque's exceptional craftsmanship and immersing them in the wonderful world of Rolls-Royce.

On this occasion, Ayman Berjawi, General Manager, Rolls-Royce Motor Cars Doha, said: "With flawless performance and superior craftsmanship, Ghost Series II is designed to exhilarate. As this unparalleled masterpiece arrives in Doha to inspire those who seek luxury, its extraordinary performance and modern presence have captivated all those who embrace every moment.

Building on the celebrated character of Ghost, the new Series II stands as the most technologically advanced V12-powered Rolls-Royce, seamlessly blending serenity, elegance, and cutting-edge technology into one exceptional motor car. I'm honoured to reveal Ghost Series II and its alter ego, Black Badge Ghost Series II to our special clients, who had an exceptional opportunity to explore these masterpieces, their intricate details, and different dimensions that reflect their unique personalities."

James Crichton, Regional Director Rolls-Royce Motor Cars Middle East & Africa, commented:

"A city where heritage and progress seamlessly intertwine, Doha is a landscape of innovation, luxury, and vision - a place where the world of Rolls-Royce Motor Cars truly comes to life.

Since 2009, Ghost has set the benchmark for luxury, captivating clients who value both elegance and performance. Now, Ghost Series II brings a stunning evolution empowering our clients to experience unmatched power, control, and agility. Striking the perfect balance between commanding power and exquisite Bespoke craftsmanship, every drive and every detail of Ghost Series II is a testament to excellence, thrilling the senses of those behind the wheel.

With the unveiling of Ghost Series II and its Black Badge alter ego, we are reaffirming our commitment to offering extraordinary experiences to our clients here in Doha, where innovation and luxury are endless."

Embodying a legacy of excellence since its launch in 2009, Ghost has set the benchmark for a new era of luxury, appealing to a diverse clientele that values both elegance and performance. Ghost Series II, and its bold counterpart, build on this legacy, offering an even more personalised canvas for Bespoke commissions and introducing cutting-edge technology to enhance driving experience.

Bringing to life superior craftsmanship that excites the senses, Ghost Series II is more closely aligned to Rolls-Royce's sheer, monolithic design approach than ever. A cleaner, more contemporary front, highlighted by an illuminated Pantheon grille, updated headlights, and sleek daytime running light graphics emphasize its commanding presence. The new chrome accents and 'floating' plinth for the Spirit of Ecstasy elevate the front, while the rear introduces new tail lamps inspired by Spectre, with vertical light panels and curved chrome elements. Two new 22-inch, 9-spoke wheels complete the exterior's modern elegance. Additionally, for the first time, a new



exterior colour has been added to the marque's existing palette of more than 44,000 prêt-à-porter hues. Mustique Blue evokes the glamour of the Caribbean Island it's named after, shimmering with glass and mica flakes that reference the 1929 Phantom II Continental's pioneering use of pearlescent paint.

The interior of Ghost Series II continues to embody the marque's mastery of craftsmanship, blending both analogue and digital luxury. The new pillar-to-pillar glass panel houses the advanced SPIRIT operating system, enabling bespoke digital personalization, from colour-customized instrument dials to seamless integration with the Rolls-Royce Whispers app. The cabin also offers an extraordinary auditory experience, thanks to an evolved 18-speaker, 1400-watt audio system that transforms the car's structure into a resonating soundstage. Using the car's aluminium sill sections as resonance chambers and integrating 'speakerless' exciters in the Headliner, Rolls-Royce creates a unique overhead sound experience. With a new Starlight Headliner that channels sound down into the cabin and automatic frequency adjustments, the result is a sound environment that is as refined as it

is immersive. This acoustic mastery is matched by exquisite new expressions of craftsmanship, from the Spirit of Ecstasy Clock Cabinet to the Illuminated Fascia, which draws inspiration from the movement of the night sky. Rolls-Royce also introduces new materials like Grey Stained Ash and Duality Twill, combining traditional artistry with modern innovation for a truly bespoke, luxurious interior.

Black Badge Ghost Series II exudes a daring presence, with subtle yet striking exterior details, including a unique lower grille and darkened chrome elements throughout. For the first time, the door handles are finished in black, enhancing the model's bold, noir aesthetic. Its most dramatic statement comes from the 22-inch, part-polished, seven-spoke forged wheels, designed to showcase the powerful V12 engine and dynamic performance capabilities beneath.

Inside, the signature dark technical surfaces of Black Badge are further elevated with a new Clock Cabinet, where a black chrome Spirit of Ecstasy figurine takes centre stage, surrounded by an upgraded Central Information Display featuring the latest SPIRIT operating system. Meticulously crafted Technical Carbon surfaces,



with diamond-weave patterns of carbon and metal, add depth and sophistication, while the use of physical vapour deposition on interior metals ensures long-lasting durability. Clients can also choose from innovative materials like the striking Duality Twill fabric or the distinctive Placed Perforation technique, both offering unmatched levels of craftsmanship and personalisation.

At the heart of Ghost Series II is Rolls-Royce's potent 6.75-litre twin-turbocharged V12 engine, delivering near-silent power through an eight-speed gearbox and all-wheel drivetrain. The celebrated Planar Suspension System, augmented by the Flagbearer System and Satellite Aided Transmission, ensures an unmatched 'magic carpet ride' while adapting to dynamic road conditions with effortless agility. For Black Badge Ghost Series II, the V12 engine is tuned to produce 29PS more power and 50Nm more torque, elevating performance further. A dedicated Black Badge Planar Suspension and revised braking system enhance agility and driver confidence, while a sportier exhaust note and faster gearshifts add an edge to the Black Badge experience, all



without compromising Rolls-Royce's signature serenity.

Both Ghost Series II and Black Badge Ghost Series II continue to build on the legacy of Rolls-Royce Motor Cars, shaped in collaboration with its clients. These motor cars further demonstrate that the future of Rolls-Royce is a balance of heritage, innovation, contemporary craftsmanship, and bespoke, providing clients with an extraordinary canvas with which to bring to life their imaginations.



The world's pre-eminent super-luxury SUV: Cullinan Series II and Black Badge Cullinan Series II

Launched in 2018, the Rolls-Royce Cullinan set a new benchmark for super-luxury SUVs, delivering unparalleled comfort and the brand's signature 'magic carpet ride'. Exceeding even the highest expectations, Cullinan quickly became the most requested model in Rolls-Royce's portfolio. Today, the Cullinan Series II and its bold counterpart, the Black Badge Cullinan Series II, reaffirm their command of urban environments. Both models represent the most extensive Series II developments in the marque's history, reflecting evolving luxury codes and usage patterns while staying true to the original qualities that have made Cullinan so popular.

Cullinan Series II's exterior features vertical lines inspired by illuminated city skyscrapers, enhanced by tall daytime running lights for better visibility. The front showcases clean, sharp surfaces reminiscent of yachts, with a refreshed illuminated Pantheon grille. Profile refinements include a sleek line from the taillight to the rear wheel and integrated stainless steel exhaust surrounds. The new Emperador Truffle paint finish, inspired by the timeless elegance of marble and enhanced with a 'Crystal Over' lacquer, exudes sophistication, with a subtle shimmer that elevates its allure. Inside, alongside the updated glass-panel fascia and redesigned gauge cluster, a striking addition is the new Spirit of Ecstasy Clock Cabinet.

Positioned next to the Central Information Display, this inset vitrine presents an analogue timepiece and an up-lit Spirit of Ecstasy figurine. Crafted from solid stainless steel, the figurine is showcased on a matte black stage, framed by high-gloss side panels that create an elegant reflection effect. Additional interior updates include the SPIRIT system offering Bespoke personalization, dual rear-screen streaming, Wi-Fi, and an 18-speaker Bluetooth-compatible Bespoke Audio system.

The Black Badge Cullinan Series II, bold and rebellious, takes Rolls-Royce's signature luxury to a new level, with all exterior details, including the Spirit of Ecstasy figurine, finished in high-gloss black. For the first time, this extends to window surrounds and door handles, hand-prepared and coated in multiple layers of black paint for a mirror finish. Darkened elements like the rear tailgate and exhausts receive a specialized chrome electrolyte treatment, ensuring a striking presence. The dynamic exterior is further enhanced by extending the body colours to the lower surfaces, a treatment exclusive to this model. Inside, the Black Badge Cullinan retains its signature Technical Carbon finish, with each piece undergoing a 21-day process to achieve a mirror effect. The Black Badge infinity symbol appears across the interior, from the rear Technical Carbon 'Waterfall' section to Lounge Seat configurations. Interior metals are darkened using physical vapour deposition for a durable, sleek finish.

Rolls-Royce continues its exploration of fine textiles with the introduction of Duality Twill, a new rayon fabric available in Bespoke colourways for the Cullinan SII and its alter ego. This innovative material, enhanced by up to 2.2 million stitches, is paired with Placed Perforation, a contemporary craft technique using tiny perforations in leather to create intricate, artistic designs, offering a sophisticated touch to the interior.

Performance remains a key feature of the Black Badge Cullinan Series II, with its 600PS twin-turbocharged 6.75-litre V12 engine generating 900Nm of torque. Enhanced engineering features include higher-capacity air springs to reduce body roll and a ZF eight-speed gearbox that adjusts feedback based on driver inputs while maintaining the 'magic carpet ride'. A 'Low' mode increases responsiveness, making all 900Nm of torque available from 1700rpm and accelerating gear shifts by 50%.



The Cullinan Series II and Black Badge Cullinan Series II continue to build on the legacy of Rolls-Royce Motor Cars, shaped in collaboration with a new generation of super-luxury consumers. These motor cars further demonstrate that the future of Rolls-Royce is a balance of heritage, innovation, and contemporary craftsmanship, designed in partnership with its clients.

Rolls-Royce Motor Cars Doha wins the 'Retain' Award at the Regional Dealer Conference

Taking place every year and bringing together Rolls-Royce Motor Cars Middle East and Africa authorised dealers, the Regional Dealer Conference recognises and celebrates the most outstanding performing dealer partners of the marque in the region.

Presenting awards across four categories only: "Engage", "Entertain", "Retain" and "Customer Centricity", each of which reflects a range of business objectives and achievements, Rolls-Royce Motor Cars Doha has been awarded the 'Retain' accolade for 2023 at the Rolls-Royce Motor Cars Regional Dealer Conference.

This award is a testament to the dealership's unwavering pursuit of excellence, a hallmark of the marque. Commemorating several achievements, Rolls-Royce Motor Cars Doha's unwavering dedication to curating lasting and meaningful relationships with their clients, immersing them in the world of Rolls-Royce, has greatly contributed to the marque's success across the region.

César Habib, Regional Director - Rolls-Royce Motor Cars Middle East & Africa: "I am thrilled to congratulate Rolls-Royce Motor Cars Doha on their well-earned win at the Regional Dealer Conference. The 'Retain' award is a true testament to their dedication to the marque. Rolls-Royce Motor Cars sits at the pinnacle of luxury and excellence, and Rolls-Royce Motor Cars Doha's incredible work and continuous pursuit of excellence have played a pivotal role in the success the marque witnessed across 2023."

Nasr Jairoudi, General Manager, Rolls-Royce Motor Cars Doha: "We are honoured to be receiving the 'Retain' award. At Rolls-Royce Motor Cars Doha we strive to provide our current and future clients with unrivalled professional expertise and unique experiences and this award acknowledges our commitment to putting our customers at the heart of everything we do. I would like to thank my team for their hard work and unfaltering dedication, and I look forward to building on this success, together."



Rolls-Royce Motor Cars Doha opens state-of-the-art ownership services facility

Dedicated to providing its distinguished clientele with unique personalized experiences and services, Rolls-Royce Motor Cars Doha is delighted to announce the opening of the very first standalone Ownership Services facility located at Jery Al Samur within Alfardan Automotive Complex, featuring the marque's new visual identity in the Middle East and Africa region, inaugurated in the presence of Mr. Omar Hussain Alfardan, President and CEO of Alfardan Group and Chris Brownridge, Rolls-Royce Motor Cars Chief Executive.

Further cementing the marque's pinnacle position as a true House of Luxury, the opening of this state-of-the-art facility reaffirms Rolls-Royce's dedication to providing its past, present, and future clients with unparalleled services and experiences.

The facility is divided into two primary environments, the Showcase Area and the

Technical Insights Section. Imbued with sophistication, the Showcase Area provides a relaxed and immersive client experience whilst discovering the latest Rolls-Royce accessories. The Technical Insights area is comprised of the cutting-edge technology that defines Rolls-Royce's commitment to excellence. Fully equipped with a paint shop facility, and 10 working bays that are fully integrated with workbenches, every touchpoint in this area contributes to the flawless performance of each Rolls-Royce motor car by providing the highly trained and experienced Rolls-Royce technicians with state-of-the-art equipment.

Additionally, in full alignment with the marque's electrification strategy, Rolls-Royce Motor Cars Doha's standalone Ownership Services facility is fully equipped and ready for the servicing of Spectre, the marque's first fully electric Super Coupé.



“Rolls-Royce is a brand that is very dear to our hearts and we at Alfardan Automobiles are honored to have been the marque’s partner here in Qatar for the past 20 years. The opening of the first Rolls-Royce visual identity standalone Ownership Services facility in the Middle East and Africa region represents a great milestone in our partnership with the brand. Our customers are our absolute priority, and this facility raises our commitment to the marque and our distinguished clients to unprecedented levels, by enabling us to continue with unparalleled services and exceptional experiences that meet their personal needs. I would like to thank my team members at Alfardan Automobiles for their tireless efforts and constant dedication, and I look forward to the successes yet to come.”
Nasr Jairoudi, General Manager, Alfardan Automobiles

“Inspiring Greatness is what drives us at Rolls-Royce Motor Cars, and I am extremely delighted to see the marque’s first new visual identity standalone Ownership Services facility in our region open its doors in Doha. At Rolls-Royce Motor Cars, we always strive to immerse our clients in the magical world of Rolls-Royce, deliver unparalleled experiences, and exceed limits to surpass expectations in everything we do. The embodiment of this spirit can be witnessed within the walls of the Rolls-Royce Motor Cars Doha showroom, this exceptional Ownership Services facility, and in the steadfast dedication to the marque, all of which are brought to life by Mr. Omar and his remarkable team. This state-of-the-art facility offers our clientele in the region an to the very core of our great marque, and all it represents.”
César Habib, Regional Director – Rolls-Royce Motor Cars Middle East & Africa



Rolls-Royce unveils **Arcadia Droptail**: a coachbuilt haven of tranquility

Rolls-Royce Motor Cars is delighted to present Rolls-Royce Arcadia Droptail, an exquisite coachbuilt expression of tranquillity. Arcadia Droptail is the epitome of quiet irreverence, celebrating purity of form and natural materials while serving as a bold statement of the client's personal taste. Commissioned by an individual who possesses a distinct affinity for architecture and design, Arcadia Droptail is a testimony to the patron's sensibilities and personal codes of luxury, defined by purity and subtle restraint, reflecting their firm belief in distilling complexity to reveal the inherent, fundamental essence.



This coachbuilt commission takes its name from the mythical realm of Arcadia, a place depicted in Ancient Greek mythology as 'Heaven on Earth' – a land renowned for its extraordinary natural beauty and perfect harmony. Like the haven that inspires its name, Arcadia Droptail was envisioned by the client as a serene space characterised by reduction, material depth and tactility that would serve as a refuge from the complexities of their business life.

In capturing the theme of tranquillity, Coachbuild designers embarked on an exploration of design, sculpture and architecture from the client's favourite regions around the world. This included the precision and richness of modernist tropical sky gardens seen in Singapore, Indonesia and Vietnam as well as British 'Biomimetic' architecture, where organic forms and material honesty are celebrated.

In addition to these references, the client was also inspired by the motor car itself and the purity of the Droptail design concept. The commissioning client insisted that their Coachbuild motor car should be absolutely faithful to the earliest hand-drawn sketch they were first presented with in 2019.

It was the profile of this highly contemporary projection of the roadster body type that resonated so strongly with the commissioning

client. They were particularly compelled by the motor car's bold, low stance, ensconcing cabin design and dramatic body lines. They also immediately recognised the nautical inspiration behind Droptail's 'sail cowls': named after their resemblance to a yacht's jib, these sharp, angular forms rise behind the doors and curve gently inwards, subtly directing the eye to the motor car's occupants.

"Rolls-Royce Coachbuild is the pinnacle expression of this incredible brand, and an unmatched concept in the luxury sector. In this department, the world's most influential individuals collaborate with our designers, engineers and craftspeople to bring completely new ideas to life. Together, they create exquisite motor cars that not only become a cherished part of the commissioning client's personal story but also add to the proud history of Rolls-Royce Motor Cars. Clients curate every facet of these masterpieces, which are brought into being by what I believe is the most talented team of experts in the luxury industry. Arcadia Droptail exemplifies this approach. This motor car is deeply connected to the client's personality and preferences, and in capturing their character we have been empowered to make inspiring design, craft and engineering statements that show the world our ambition, and our unparalleled abilities."

Chris Brownridge, Chief Executive, Rolls-Royce Motor Cars





ALFARDAN
**LUXURY
MOTORS**



Extended warranty available for your Aston Martin vehicle



Alfardan Luxury Motors Co., the official dealer for Aston Martin in the State of Qatar, is providing a comprehensive Warranty Extension package in line with its commitment to customer trust and satisfaction. Available on the full line-up of models, the extension programme gives owners the reassurance that their car will receive world class service by a team of highly skilled, factory-trained technicians - using only genuine parts.

“Delivering the highest levels of customer service is paramount to us, and our Aston Martin Extended Warranty programme ensures that customers not only receive the best care from our team, but that they have absolute peace of mind when it comes to maintaining their prized cars. Coverage is extensive, and cars are repaired in our state-of-the-art service facility that was developed to meet the marque’s stringent international guidelines,” said Charly Dagher, General Manager for Alfardan Luxury Motors.

Issam Jahchan, Aftersales Manager for Alfardan Luxury Motors added, “The Extended Warranty package for Aston Martin has a very high level of coverage and continues the protection that the brand offers from new, safeguarding against unexpected repair costs. Anyone that has owned their Aston Martin three or more years from the first day the car was registered is eligible, and we have differing duration options of either 12 or 24 months for up to 15 years.”

The Alfardan Luxury Motors five-star Aftersales facility, located in the Industrial Area, Street 2, offers customers a seamless aftersales experience and the best in luxury car servicing to keep their Aston Martin at its best. It features the latest in cutting-edge technology, machinery, and tools, with numerous working bays, approved diagnostic equipment and genuine spare parts.





Aston Martin Vanquish - an icon returns to reign supreme



Highlights include a world-class V12 engine of monumental potency, a bespoke chassis bristling with state-of-the-art dynamics technology, carbon fibre bodywork of unmatched presence and an interior which sets new standards of modern luxury. With production limited to under 1000 examples a year, this icon will continue to reign in ultra-luxury exclusivity.

Powered by a new 5.2-litre Twin-Turbo V12 producing an astonishing 835PS and 1000Nm of torque, Vanquish achieves a new benchmark for supercar performance with immense in-gear acceleration and a top speed of 345 km/h – the highest top speed of an Aston Martin series production car to date with 0-100 km/h in 3.3 seconds. Only by refining every stage of the internal combustion process has this unprecedented performance and efficiency been achieved, while ensuring this magnificent V12 meets the latest emissions legislation across global markets.



With its chassis meticulously honed to deliver unprecedented dynamic bandwidth, Vanquish features harness the processing power of the most sophisticated powertrain, chassis and braking control systems available to deliver a unique combination of character and capability which fuses the effortless mile-eating comfort of a continent-crushing GT with the precision, exploitability and immersive, entertaining driving experience of a supercar.

With the introduction of the most potent flagship in its 111-year history, Aston Martin is proud to announce the return of its most legendary nameplate: Vanquish.

A technical masterpiece befitting a true class leader, Vanquish sits at the pinnacle of Aston Martin's fabled front-engined sports car range. Showcasing exceptional in-house engineering ability, a new legend extends this dynastic bloodline in magnificent style.

Speaking of the spectacular new V12 flagship, Aston Martin Executive Chairman, Lawrence Stroll, said: "With the introduction of Vanquish we have crowned Aston Martin's next-generation sports car portfolio. A true halo model in every respect, Vanquish makes an emphatic statement. One that further delivers on our mission to create the most potent, most beautiful and most exciting cars in the ultra-luxury sports car market. As such Vanquish is the truest of Aston Martins. Immaculately designed and impeccably engineered it sets extraordinary new standards of performance, style and luxury for a new generation of connoisseurs".

Aston Martin DBX707: technically advanced interior to match class- leading performance

Launched in 2022, the Aston Martin DBX707's unique blend of immense performance, exceptional dynamics, unmatched style and true luxury saw it rapidly ascend to the pinnacle of the sector, as the true Supercar of SUV's. Such is the overwhelming popularity of the multiple award-winning DBX707 that it now becomes the marque's single powertrain in the British ultra-luxury performance brand's SUV portfolio.

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

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

In parallel to a comprehensive interior redesign, the DBX707 now receives Aston Martin's next-generation infotainment system. This entirely bespoke, fully integrated multi-screen system features wireless Apple CarPlay and Android Auto plus multiple USB-C connections and full online connectivity supported by the Aston Martin customer app.

Information is displayed using best in class Pure Black touchscreen technology with full capacitive single and multi-finger gesture control. The main driver's instrument cluster is a 12.3" screen – 1.5" larger than those found in the

DB12 and Vantage - with a second 10.25" central infotainment display screen integrated into the new dashboard and centre console.

Striking a perfect balance between touchscreen commands and the positive tactility of physical switches, DBX707 features buttons for the key mechanical operations of gear selection, drive mode, heating and ventilation, continuing Aston Martin's philosophy of creating the perfect blend between digital and analogue controls. There are also control switches for suspension, ESP and exhaust, lane keep assist and park distance control, ensuring the most used controls are always conveniently to hand.

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

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

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



New Aston Martin VANTAGE unveiled at Alfardan Luxury Motors in Qatar

Alfardan Luxury Motors, the official dealer for Aston Martin in the State of Qatar, unveiled the newest of the esteemed British marque's next generation of sportscars: Vantage. The iconic model made its debut in Qatar in a series of viewings at the state-of-the-art Aston Martin showroom in Alfardan Towers, West Bay, Doha.

The latest in an iconic bloodline, the new Vantage is an authentic, unadulterated celebration of pure performance, engineered to deliver maximum thrills with maximum confidence.

"We're delighted to present the all-new Vantage in Qatar. Engineered for real drivers, Vantage has immaculate style, unforgettable performance and inimitable character; it embodies the sporting qualities the line has become synonymous with since 1964. With class-leading outputs and razor-sharp handling, I have no doubt the motoring enthusiasts here will be thrilled by the new generation model," said Samer Bou Dargham, General Manager of Alfardan Luxury Motors.

Powered by a heavily reworked, hand-built 4.0 Twin-Turbo V8 engine the new Vantage is the fastest in the nameplate's history. With peaks of 665PS and a colossal 800Nm of torque it also makes the biggest-ever jump in power and torque compared to the model it succeeds, those increases of 155PS and 115Nm equating to gains of 30% and 15% respectively. Mated to an 8-speed ZF automatic transmission this is enough to propel the two-seater sports car to a top speed of 325km/h and punch it from a standstill to 100km/h in just 3.4sec.

From the first glimpse you know the new generation Vantage is a game-changer. A body standing 30mm wider with a more muscular stance is accentuated by a completely redesigned front-end featuring a 38% larger recontoured veined grille aperture, offering 29% increase in mass airflow for additional cooling. Further cooling intakes set into the bumper either side of the grille sharpen the front-end's

features, while the new integrated splitter, with a wider and lower stance, adds drama as well as aerodynamic function, providing high speed stability through lift reduction. This distinctive front-end treatment is completed by all-new Matrix LED headlamp design with integrated DRLs, featuring Aston Martin's new light signature.

Elsewhere the new Vantage sees a return of the iconic Aston Martin side strake, which now forms the sharp focal point of revised vents in each flank. Standard-fit 21in forged alloy wheels fill the wider wheel arches to perfection, creating a purposeful stance that exudes power and poise in equal measure. Frameless door mirrors and presenting door handles are also new to Vantage, while a wider rear bumper incorporating side vents and larger diameter quad exhaust tailpipes ensure the Vantage looks as dramatic from the rear as it does from the front.

Vantage is a hardcore sports car at heart, but this doesn't mean it makes sacrifices when it comes to design, comfort or equipment levels. The new generation Vantage makes a breathtaking statement with an all-new ultra-luxury interior defined by flawless architectural lines, swathed in the finest materials and packed with state-of-the-art connected technology and a stunning surround sound system developed by audio partner, Bowers &



Wilkins. It is the second model to feature Aston Martin's next-generation infotainment.

The second of Aston Martin's Next Generation of sportscars, new Vantage sets a new benchmark of driving purity, for drivers who relish in a challenge a fast sports car represents. Aston Martin Vantage, Engineered for Real Drivers. For customers looking to further enhance the exclusive nature of the new Vantage and create something truly unique, Q by Aston Martin, the brand's bespoke service delivers the ultimate in personalisation. Offering an extensive palette

of options, from unique graphics through to tinted carbons and bespoke materials on both the interior and exterior, each 'Q by Aston Martin - Commission' car can push the boundaries of desire and is completely tailored to the customer.

Alfardan Luxury Motors participates in 2024 Edition of Doha Jewellery & Watches Exhibition



Alfardan Luxury Motors Co., the official dealer for Aston Martin in the State of Qatar, is proud to have participated in the highly anticipated Doha Jewellery & Watches Exhibition (DJWE), and sponsored by Alfardan Automotive. To mark the collaboration, Alfardan Luxury Motors was present at the event with a dedicated stand showcasing the Aston Martin DB12, and welcomed VIP visitors to their stand.

"As the most prestigious watch and jewellery event in the region, DJWE features an impressive array of the world's esteemed brands and is visited by thousands - all with a penchant for luxury and the finest in craftsmanship. This shared audience makes the event an interesting platform for us and Aston Martin, and being present with the illustrious DB12 was a natural decision for us with its unique combination of blistering performance and supreme dynamics across the Qatari market. We are delighted to have been able to share its beauty with the crowd," added Samer Bou Dargham, General Manager for Alfardan Luxury Motors.

Delivering a quantum shift in sporting character and dynamic capability, this new generation of the legendary DB bloodline defines its own

new category. Combining a scintillating driving experience with exceptional refinement, state-of-the-art technology and indulgent luxury, the DB12 demands a new definition. Grand is not enough; this is the world's first Super Tourer.

The DB12 takes a new direction. One which makes it the most complete and accomplished DB model in Aston Martin's history. Blessed with exceptional performance and handling to satisfy and reward the most demanding drivers, its meticulously honed chassis is perfectly matched to a class-leading 680PS/800NM V8 Twin-Turbo powertrain. The result is an energised Aston Martin that shines with authenticity, capability and passion to deliver a driving experience that's second to none.

DB12 has joined Alfardan Luxury Motors' line-up at its state-of-the-art showroom located at Alfardan Towers in West Bay, Doha.

State-of-the-art Aston Martin Vantage GT3 spearheads new era in top-flight GT racing



Timed to coincide with the international debut of the new Vantage road car, the spectacular new Vantage GT3 mirrors the latest showroom model's intensified performance, sharpened dynamics and eye-catching style, translating those qualities into a formidable new GT racer and starting the next chapter in Aston Martin's illustrious motorsport history.

Speaking of the exciting new GT racer, Marco Mattiacci, Global Chief Brand and Commercial Officer of Aston Martin said: "Simultaneously revealing the new Vantage and Vantage GT3 race car underlines Aston Martin's commitment to building the world's finest sports car, and then proving its capabilities on-track.

"It also signals a closer relationship between our road and race programmes, with Aston Martin Racing benefitting from the exceptional pool of talent, experience and knowledge forged in Formula 1® and found throughout Aston Martin Performance Technologies.

"The result is a truly state-of-the-art GT racer; one that clearly shares its DNA with the latest Vantage road car, yet is perfectly evolved to suit the latest GT3 regulations.

"Descended from a succession of multiple world championship-winning predecessors, the new Vantage GT3 is proving irresistible to an impressive international roster of leading GT

racing teams. Hungry for victory and poised to build upon Aston Martin's extraordinary track record, the world's greatest endurance races are firmly in the Vantage GT3's sights."

The Vantage GT3 is a comprehensive evolution of the ultra-successful and recently retired Vantage GTE and GT3 cars, which made their debuts in 2018. Sharing their mechanical architecture – and that of the new Vantage road car – the Vantage GT3 is built around Aston Martin's proven bonded aluminium chassis structure and powered by its fearsome twin-turbo 4.0-litre V8 engine. Boasting a dramatic, all-new nose-to-tail aerodynamic package, comprehensively revised suspension and state-of-the-art electronics, together they endow this latest-generation Aston Martin GT racer with world-beating potential.

Built to comply with all FIA GT3 class regulations, including the new-for-2024 LMGT3 category, the new Vantage GT3 is a truly global competitor. One that will battle for honours in the world's most competitive GT series, including the FIA World Endurance Championship (WEC), IMSA WeatherTech SportsCar Championship (IMSA), Fanatec GT World Challenge, European Le Mans Series (ELMS) and the Nürburgring Langstrecken Serie (NLS).

The Vantage GT3 is the first product of the pioneering collaboration between Aston Martin Racing (AMR) and Aston Martin Performance Technologies (AMPT), as Adam Carter, Aston Martin's Head of Endurance Motorsport, explains: "The new GT3 is our first opportunity to use AMPT to play a role in leveraging the capabilities, attitude and methodologies of all of Aston Martin's various nerve centres, which we've then combined with the unrivalled GT programme management expertise of AMR. The GT racing programme will serve as a development lab that will lead to an increasing transfer of knowledge and approach into future Aston Martin road cars".





Aston Martin unveils **Three New Jewels** in the crown of high performance

Aston Martin boldly presents a bloodline born for the racing line, with the unprecedented unveiling of three cars on the same day, representing the racing heart of the British ultra-luxury manufacturer and its commitment to integrating motorsport technologies in its high-performance cars for the road.

Fittingly unveiled on the day that the marque's AMR24 Formula 1® challenger first touched the tarmac at the home of British motorsport, the new Vantage is the quintessential Aston Martin sports car and the most driver focused and fastest Vantage in the nameplate's history. Having been introduced in the year of the first World Championship Formula One race at Silverstone in 1950, the 74-year history of Vantage runs side-by-side with that of the famous circuit that Aston Martin's team now calls home at the cutting-edge AMR Technology Campus.

Engineered for real drivers, Vantage's authentic, unadulterated celebration of pure performance, technically crafted to deliver maximum thrills with maximum confidence, sits naturally alongside the marque's visceral challenger for the 2024 FIA Formula One World Championship™. Both cars represent Aston Martin's ambition to be a leader in high-performance technologies and on track, with the Aston Martin Aramco Formula One Team seeking to build on its best-ever season in 2023, claiming nine podiums and 280 Championship points under the expert control of Fernando Alonso and Lance Stroll.

Between these two weapons of road and track sits the Vantage GT3 racer, inspired by the production sports car whose famous name it shall boldly carry to some of the world's most prestigious endurance events including the 24 Hours of Le Mans in 2024.

The Vantage GT3 takes the supreme qualities of the new production model and evolves it into a formidable new GT racer that will write a new chapter in Aston Martin's illustrious motorsport



history, having scored a remarkable 52 class wins and 11 world titles between 2012 and 2023 with the ultra-successful Vantage GTE.

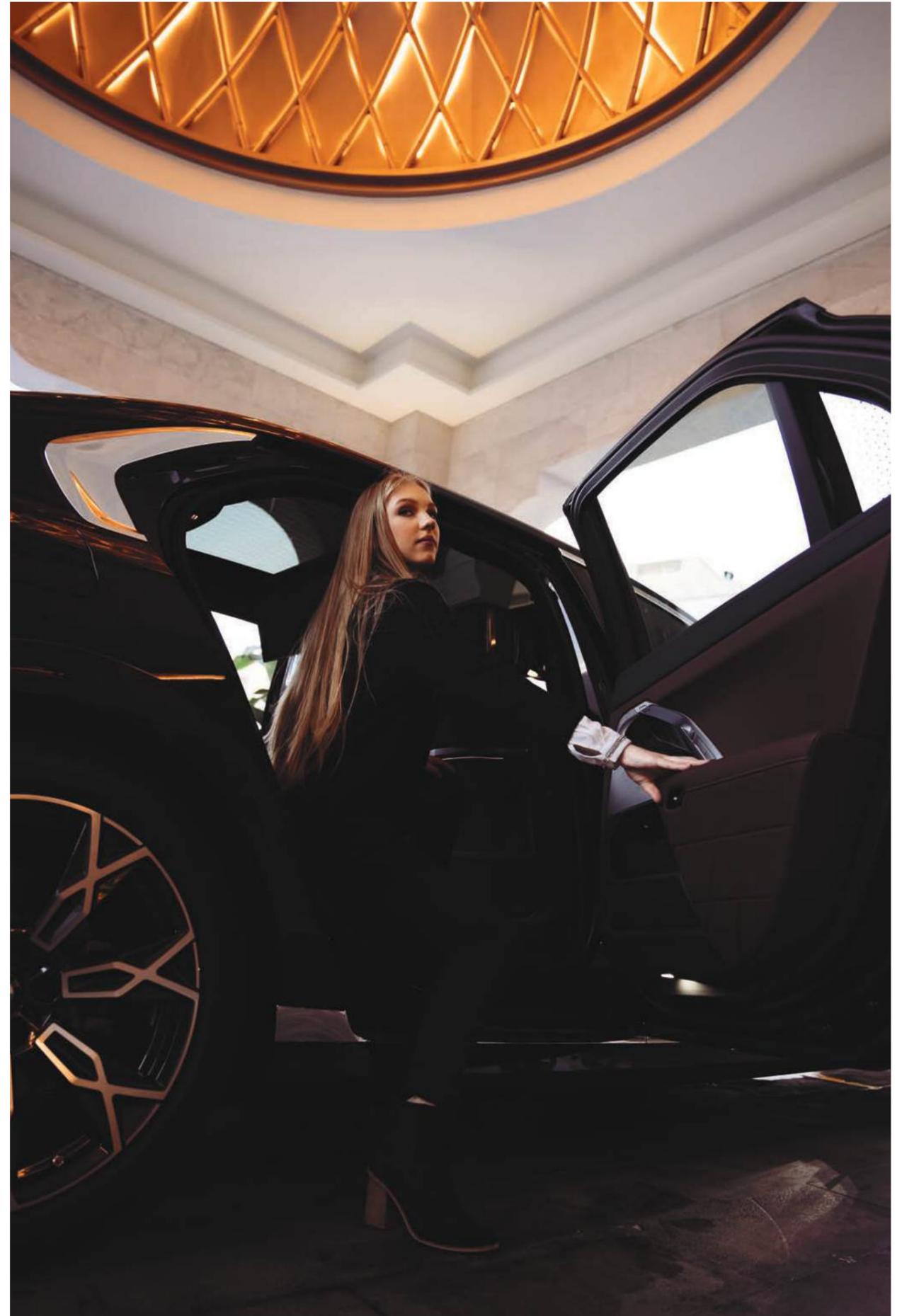
Lawrence Stroll, Executive Chairman of Aston Martin said: "These three brothers in speed embroider our DNA with new dynamism. Simultaneously revealing the new Vantage and Vantage GT3 race car on the very same day as we unleash our AMR24 Formula One challenger at Silverstone demonstrates our ambition to be a leading force in F1 and create the world's finest and most thrilling sports cars.

"Today's celebration of high-performance also highlights the burgeoning relationship between our road and race programmes, with Aston Martin Lagonda now benefitting from the exceptional pool of engineering talent, experience and knowledge forged in Formula One and harvested through Aston Martin Performance Technologies.

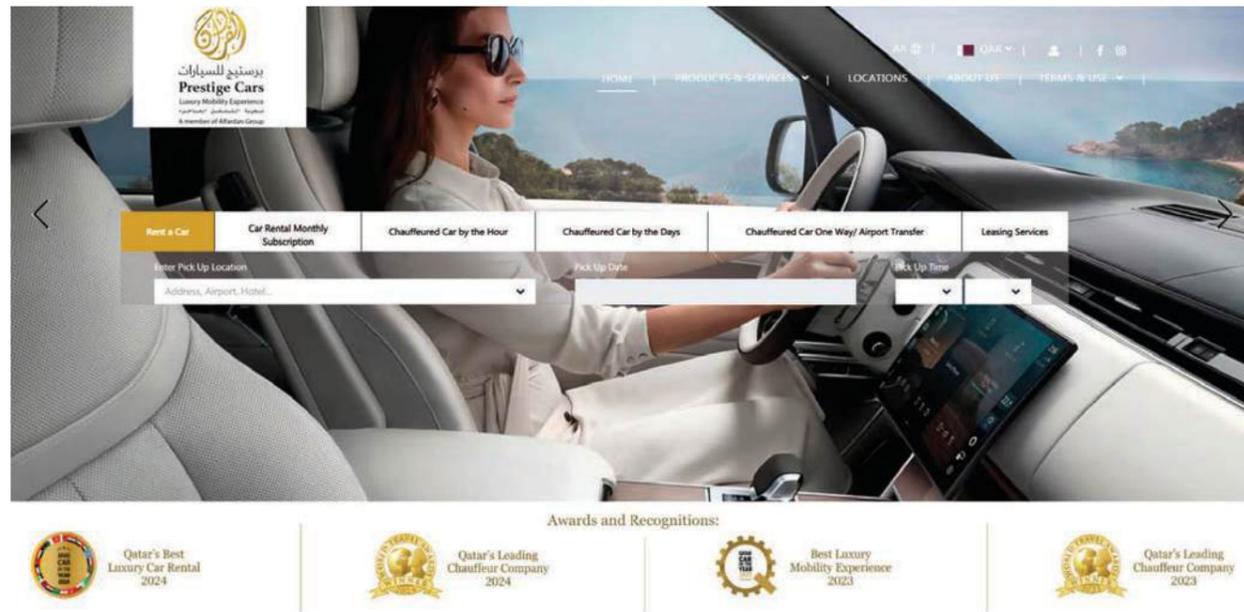
"Over recent years we have already seen the sport of Formula 1 have a transformative impact on our brand, attracting new customers to Aston Martin and driving reappraisal of our products. Boosted by a highly competitive F1 team, the synergy with high-performance motorsport technologies is something we can maximise even further through our next generation of sportscars and endurance motorsport strategy."



PRESTIGE CARS



Prestige Cars wins **Best Luxury Car Rental of 2024** at the Arab Car of the Year Awards



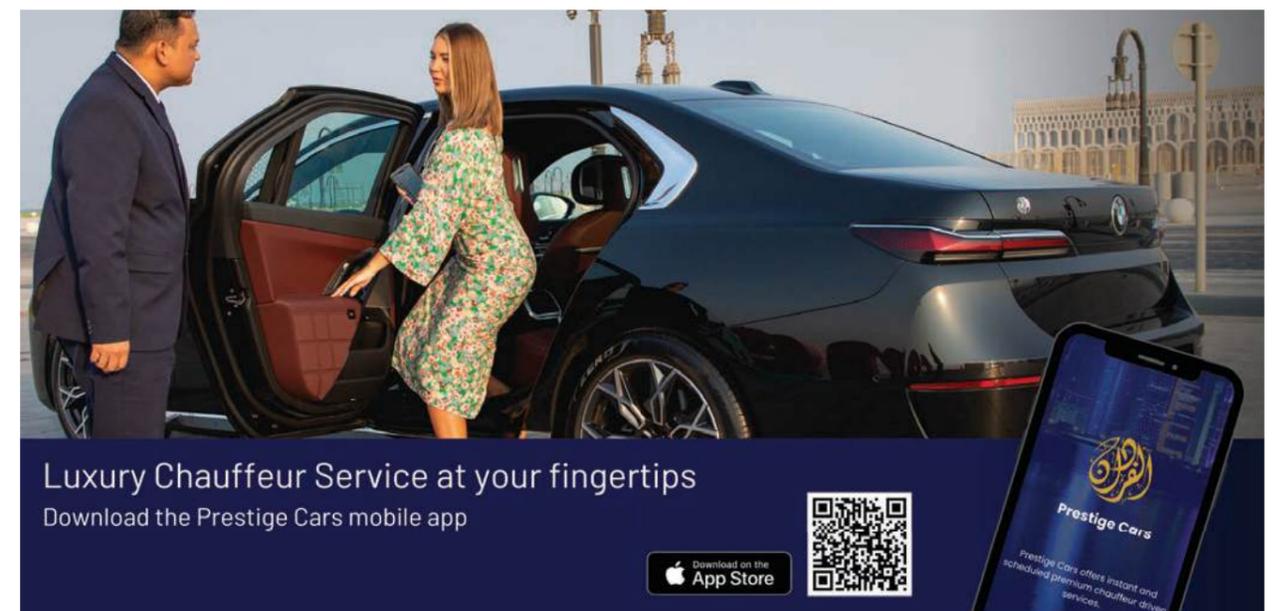
Prestige Cars is delighted to announce its recognition as the Best Luxury Car Rental of 2024 at the inaugural Arab Car of the Year (ARABCOTY) awards. This esteemed accolade highlights Prestige Cars' leadership and innovation in delivering unmatched luxury car rental services in Qatar.

The ARABCOTY awards, known for their rigorous judging standards, celebrate the finest achievements in the automotive world, acknowledging exceptional contributions to Mobility Experience. Winning this accolade places Prestige Cars alongside the most distinguished names in the Car Rental industry. Prestige Cars has consistently set the benchmark in the luxury car rental landscape, offering a fleet of premium brands such as BMW, Mini Cooper, Jaguar, and Land Rover. Also reputed for its dedication to crafting seamless luxury mobility experience to the major 5 stars hotels, corporate, government and individuals.

Clients enjoy flexible rental plans, including daily, weekly, and monthly as the company ensures that every client enjoys a memorable and personalized Mobility package for Car Rental and unforgettable journey for chauffeured services.

Prestige Cars' deployed a state-of-the-art user-friendly online platform, www.prestigecarsco.com, which plays a pivotal role in delivering this award-winning experience. The digital platform empowers clients to access world-class luxury mobility with just a few clicks, exemplifying the company's commitment to innovation, speed, convenience, and quality.

This unwavering commitment to excellence is why Prestige Cars stands as the exceptional reputation in the luxury mobility experience.



Prestige Cars secures second consecutive win as Qatar's Leading Chauffeured Company at World Travel Awards 2024



Prestige Cars, Qatar's most trusted name for luxury mobility services, proudly announces its recognition as Qatar's Leading Chauffeured Company for the second consecutive year at the esteemed World Travel Awards 2024 ceremony held in Dubai. Specializing in vehicle rentals, chauffeured cars, long-term leasing, and conference and events transportation, Prestige Cars sets the standard for luxury mobility.

The World Travel Awards, globally recognized as the ultimate hallmark of industry excellence, honors exceptional performance in the travel, tourism, and hospitality sectors.

Prestige Cars, established in 1997 as a subsidiary of Alfardan Group, has been Qatar's trusted leader in luxury mobility, offering high-end vehicles, expert chauffeurs, and services that consistently exceed client expectations. With

a focus on quality and luxury, the company incessantly raises the bar for premium performance in the industry.

Mr. Marwan El Khazen, General Manager of Prestige Cars, expressed his gratitude for the accolade, stating, "We are really honored to receive this prestigious award for the second year in a row. It is a testament to the hard work, dedication, and passion of our entire team at Prestige Cars. This recognition motivates us to continue raising higher benchmarks for luxury mobility services in Qatar."

Now a two-time World Travel Award winner, the company reaffirms its status as Qatar's leading luxury chauffeur company, promising a journey of unparalleled elegance and sophistication for discerning clientele.

CELEBRATING TRAVEL EXCELLENCE
SINCE 1993



Qatar's Leading Chauffeur Company 2024 Prestige Cars

This certifies that the holder has been voted the winner of this award by the voters of the 31st annual World Travel Awards.

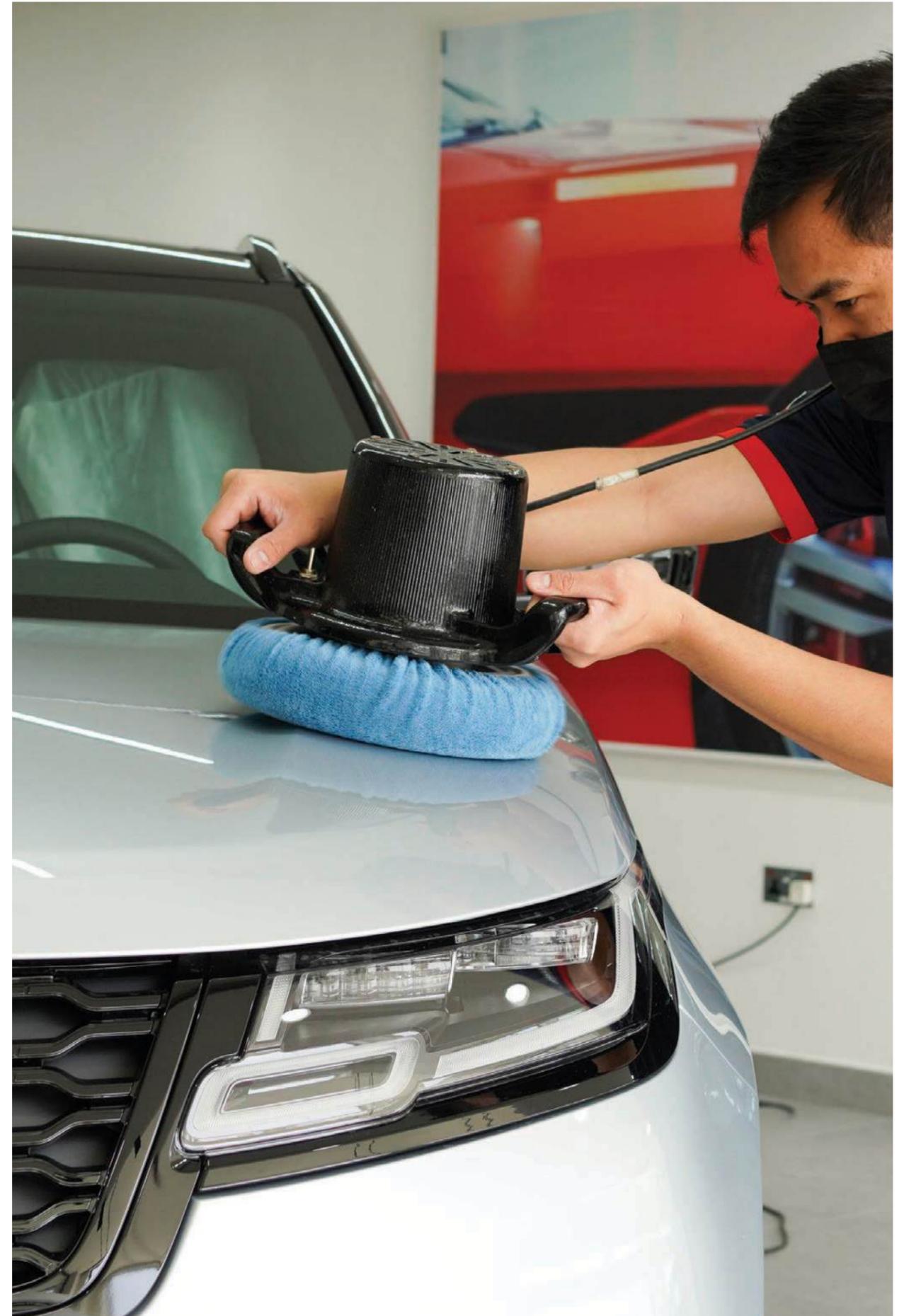
GRAHAM E. COOKE

Founder

worldtravelawards.com



TRANSPARENCY QATAR





Transparency Qatar launches latest service center in Jery Al Samur

In the presence of Alfardan Group President & CEO, Mr. Omar Alfardan, Transparency Qatar, renowned as one of the most specialized car protection services providers, launched their latest service center in Jery Al Samur within Alfardan Automotive Complex. The new service center embodies an innovative concept that aims to provide customers with a first-class luxury experience, ensuring ultimate hospitality and comfort. The latest service center stands out with its attractive interior design and stunning engineering, effectively showcasing the quality and luxury of the services provided. The service center is designed to meet customers' needs with the highest levels of service quality.

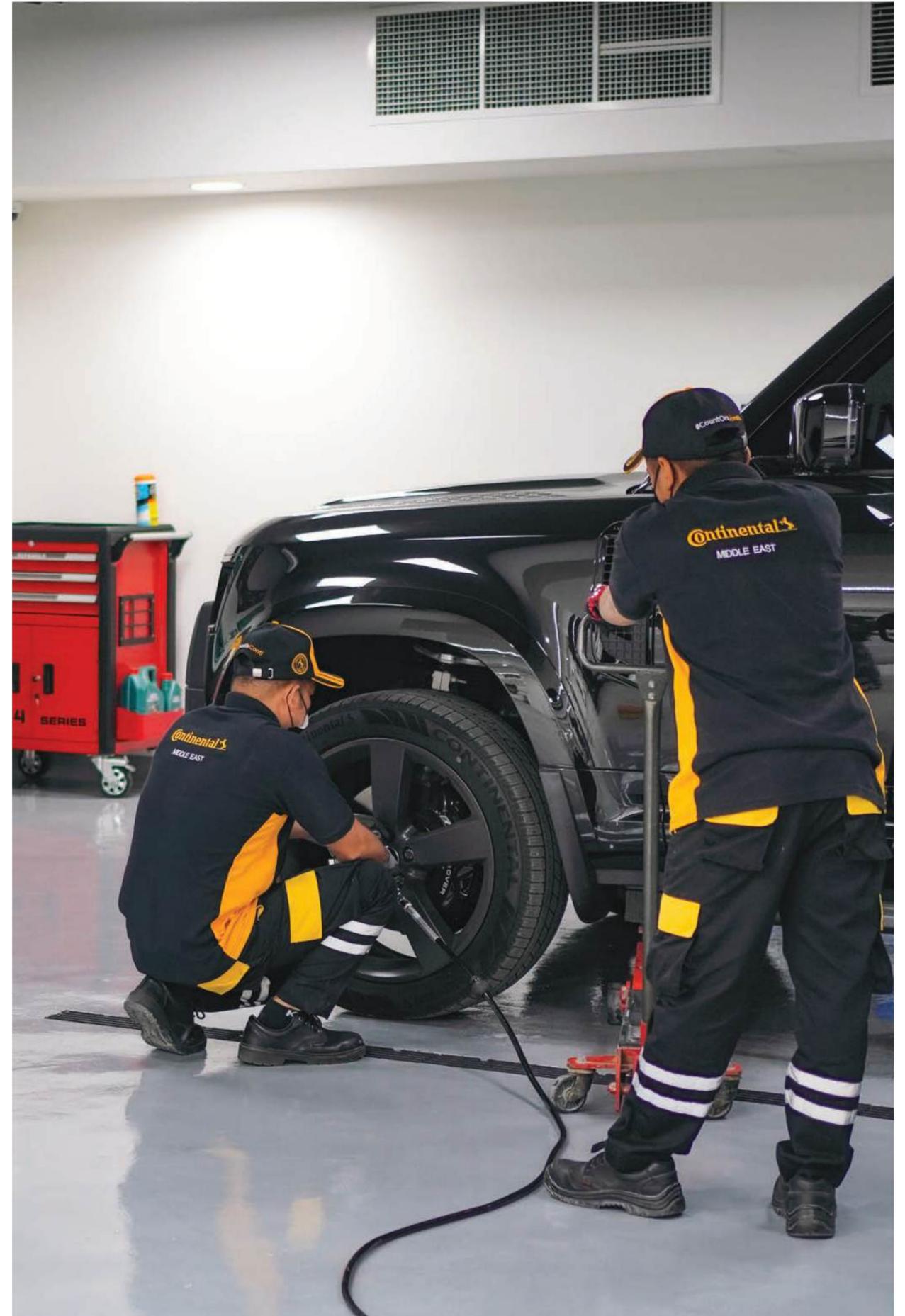
Mr. Omar Alfardan, President & CEO of Alfardan Group, took the opportunity to make a notable statement: "Transparency Qatar, which was established in 2010, aims to provide a wide range of premium services and the latest in car maintenance products to its valued customers that meet their ever-evolving needs and requirements. The company strives to always abide by Alfardan Group's unique values and to maintain its incredibly high standards. This is reflected in our latest service in Jery Al samur within Alfardan Automotive Complex, its premium-quality product range and the stellar services the company provides, as well as its team of internationally certified and trained technicians." Mr. Omar Alfardan added, "The launch of the latest service center comes in line with our expansion strategies in the State of Qatar, as we have decided to expand in various service centers across the south and the north. The company also plans to elevate the services it provides and to expand its collection of premium products, to meet high standards. Transparency Qatar is renowned for its premium quality services, which makes it, the service provider of choice for a lot of luxury car owners."

Mr. Shambil Basit, General Manager of Transparency Qatar delivered a speech at the launch event, stating: "We are elated to unveil our latest service center in Jery Al Samur, and we assure them that we have exerted all efforts to ensure that the services and products provided through the service center will exceed our demanding requirements, to meet our customers' expectations." He added, "Due to the resounding success of our operations in Transparency Qatar, we have decided to expand our market share by launching new service centers across various locations. We came to this decision after developing a comprehensive plan through which we will take the company to a new level of dynamic and effective operations."

Transparency Qatar offers a wide range of luxury car care services, catering to the diverse needs of the customers to ensure their vehicles receive the utmost care it deserve. The company is also committed to providing the necessary training for its employees to develop their knowledge of its growing products and expand their expertise, in order to enhance their ability to provide the best service. Transparency Qatar strives to set the benchmark for quality and customer satisfaction in the luxury vehicle maintenance industry.



ALFARDAN COMMERCIAL



Alfardan Commercial launches new, state-of-the-art service center

Alfardan Commercial, Qatar's best, quickest, and easiest auto care service with the most advanced machinery and expert team, unveiled a new service center in Al Messila. The opening was inaugurated by Mr. Omar Hussain Alfardan, President and CEO of Alfardan Automotive Group, with the esteemed presence of Mr. Ferdinand Hoyos and Mr. Jon Ander Garcia Encinas from Continental, alongside Dr. Ma'n Alhamawi and Mr. Shambil Basit from Alfardan Commercial.

Mr. Omar Hussain Alfardan made a notable statement on the occasion: "Since 2013, customers trust Alfardan Commercial to be one of the best distributors of automotive aftermarket merchandise in Qatar, working with premium brands directly in the industry to deliver the highest quality products available in the market."

Mr. Omar added, "We are proud to inaugurate our latest Alfardan Commercial service center, marking a significant milestone in our commitment to excellence. As we open our doors to serve the market, we also look forward to the future with great anticipation. It is our pleasure to announce that this is just the beginning of our journey to expand our reach and enhance accessibility to our exceptional services.

Mr. Shambil Basit, General Manager of Alfardan Commercial delivered a speech noting: "As the General Manager of Alfardan Commercial, I am delighted to introduce our newest service center, symbolizing our continuous commitment to exceeding customer expectations. Our team is driven to deliver excellence in automotive care, with a steadfast dedication to quality and innovation. This new facility not only signifies a milestone in our journey, but also reflects our unwavering vision of providing unparalleled value, allowing Alfardan Commercial to hold multiple upcoming promotions in future. We are enthusiastic to redefine automotive service and look forward to expanding and continually

improving our services to serve our esteemed customers better. We thank our customers for entrusting us with their vehicles, and we assure our dedication to their satisfaction."

Mr. Shambil also commented on the partnership with Continental Tires: "Marking a significant achievement, Alfardan Commercial proudly announces the successful completion of a decade-long partnership with Continental Tires. This milestone not only symbolizes ten years of fruitful collaboration but also underscores the enduring commitment to excellence and mutual growth between the two esteemed entities. As we commemorate this milestone, we reflect on the journey of innovation, trust, and shared success that has characterized our partnership, and look forward with enthusiasm to the promising opportunities that lie ahead."

Alfardan Commercial Service Center offers a wide range of vehicle maintenance services such as Tire Service, Battery Service, Oil Service, Wheel Alignment, A/C Gas Refill, Brake Service, Computer Check-Up, and Wiper Blades that aim to help maintain a vehicle's condition over a long period of time. A mobile service also allows customers to book online and have Alfardan Commercial services carried out at any suitable location of choice across Qatar.

The company works very closely with manufacturers to ensure service continuously improves and exceeds expectations, with customer satisfaction being the ultimate goal, and is also committed to providing the necessary training for its employees to develop their knowledge of its growing products and expand their expertise, in order to enhance their ability to provide the best service.

Alfardan Commercial was established in 2013 and has witnessed many stages of development since its inception. Alfardan Commercial works in direct partnership with the most distinguished brands in the industry to provide its customers with the most premium services



available in the market, along with top-notch, high-quality products. The company also has close links with manufacturers to ensure that its services are constantly elevated and enhanced, to exceed its own expectations, and meet their own high standards, to help achieve customer satisfaction.



Celebrating 30 Years of Ferrari in the Middle East: A spectacular event in Oman

In a grand celebration of Ferrari's 30 years in the Middle East, an exclusive event was held at the prestigious Em Sherif restaurant in The St. Regis Al Mouj Resort, Muscat, Oman. This remarkable evening brought together Ferrari enthusiasts and clients for an unforgettable experience, blending luxury, heritage, and the thrill of high-performance automobiles.

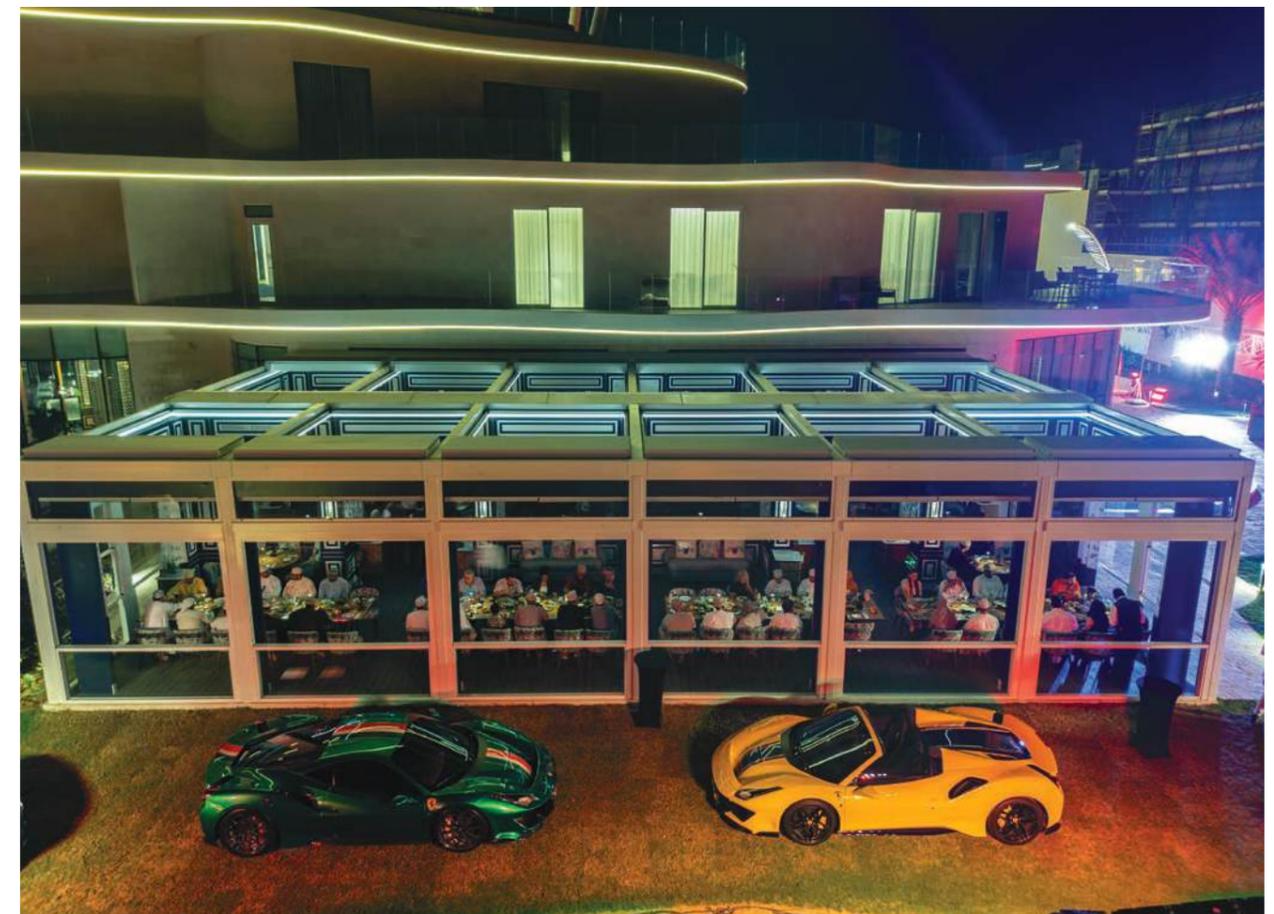
The highlight of the event was the stunning display of nine Ferrari models, each representing the pinnacle of automotive excellence from the era between 2015 and 2024. Among the showcased cars were the 488 Pista, 488 Pista Spider, F12 TDF, 458 Spider, Purosangue, 296 GT, SF90 Stradale, F8 Tributo, and more.

These models exemplify Ferrari's commitment to innovation, performance, and design. Guests were treated to a sumptuous dinner, surrounded by the elegance of Em Sherif, while they admired the iconic Ferrari models. The event not only celebrated Ferrari's rich history in the region but also highlighted the brand's ongoing dedication to creating unparalleled driving experiences. The Ferrari 488 Pista and 488 Pista Spider, known for their racing-derived technology and exhilarating performance, were among the stars of the evening. The Purosangue, Ferrari's first-ever four-door, four-seater model, showcased the brand's versatility and innovation. The 296 GT and SF90 Stradale, both featuring hybrid technology, represented Ferrari's forward-thinking approach to performance and sustainability.

This event was a testament to Ferrari's enduring legacy and its strong connection with the Middle East. It provided an opportunity for Ferrari clients to immerse themselves in the brand's heritage and to experience firsthand the passion and craftsmanship that define Ferrari. As the evening drew to a close, guests left with a deeper appreciation for Ferrari's journey over the past three decades and an excitement for what the future holds.

Significant events between 2015 -2024

1. Ferrari has notched up six class wins in the production-derived world championship (2014, 2015, 2017, and 2022 in LMGTE Pro; 2017 also in the LMGTE Am; 2023 in LMGTE Am). The first was in 2014 with Toni Vilander and Gianmaria Bruni's 458 Italia in the LMGTE-Pro class. The pair repeated the feat the following year. Alessandro Pier Guidi and James Calado's first victory came in 2017
2. In 2022, Ferrari celebrated its 75th anniversary, marking a major milestone in the brand's history
3. Ferrari continued its journey in brand elevation with two Ferrari fashion shows in Milan Fashion Week's official calendar in 2022
4. In 2024, Ferrari secured another victory at the 24 Hours of Le Mans, making history in motorsport. The official Ferrari -AF Corse team's 499P number 50 crossed the chequered flag first after 311 laps





Celebrating 30 Years of Ferrari in the Middle East: A night to remember in Oman

In a grand celebration of Ferrari's 30-year legacy in the Middle East, Alfardan Motors Oman hosted an exclusive event in Muscat, Oman, at the prestigious Karibu in The St. Regis Al Mouj Muscat Resort. This event was a tribute to our esteemed Ferrari clients, bringing together the passion and heritage of the Prancing Horse in a night filled with elegance and nostalgia, where Ferrari enthusiasts gathered to share their love for the brand and its storied history.

The highlight of the anniversary was the weeklong spectacular showroom display featuring iconic Ferrari models from the 2005-2014 era. Guests were treated to an up-close look at some of the most celebrated models, including the California T, 458 Spider, F430 Scuderia, and the 599 GTO, among others. These vehicles, each a masterpiece of engineering and design, stood as a testament to Ferrari's relentless pursuit of excellence and innovation.

Significant events between 2005 -2014

1. In 2005, the XX Programme was launched, involving the owners of limited-edition XX prototypes, designed for track usage only: FXX-K, 599 XX, FXX and their EVO version.

2. 2007 was a significant year for Ferrari with the completion of extensive renovation and expansion of the factory in Maranello. The production output topped the 6,000-car mark in the same year.



3. In 2007, Ferrari also demonstrated dominance in the FIA Formula 1 World Championship with victories at Melbourne and Interlagos. The F2007 was notably superior to the rest of the field at these circuits.

4. In 2008, Ferrari launched the Ferrari California, the company's most versatile model at the time. It is a convertible GT that provided great driving pleasure in both coupe and convertible configurations.



Formula One viewing events by Ferrari Oman

Alfardan Motors invited clients to experience the thrill of Formula One like never before. A series of exclusive viewing events held at our Ferrari showroom in Al Azaiba brought together passionate fans to immerse themselves in the excitement of live F1 races while surrounded by the essence of the Ferrari brand.

As the heart-pounding action of each race unfolded on high-definition screens, guests cheered on the legendary Ferrari Formula One team. From the Italian Grand Prix to the Monaco Grand Prix and others, the air was charged with energy and anticipation, a reflection of Ferrari's unmatched legacy in formula 1.

But these gatherings went beyond the races themselves. Each guest had the opportunity to explore a selection of Ferrari Approved models, beautifully displayed within the showroom. From the latest innovations to our certified

pre-owned lineup, these cars showcased Ferrari's tradition of excellence in design and performance, offering attendees an intimate look at what continues to set Ferrari apart in the world of luxury.

The Formula One viewing events were more than just motorsport—they were a celebration of the Ferrari lifestyle. With each race, clients deepened their connection to the brand, embracing Ferrari's blend of luxury, performance, and passion.





Esperienza Ferrari: The pinnacle of performance with the **Ferrari 296** in Oman

The stunning Shangri-La Barr Al Jissah Resort in Muscat became the ultimate destination for Ferrari enthusiasts, as Alfardan Motors hosted the final chapter of Esperienza Ferrari in 2024. Against the majestic backdrop of Oman's coastline, a select group of Ferrari clients and prospects were invited to experience the extraordinary Ferrari 296 GTB and GTS - innovative masterpieces that redefine the thrill of driving.

This wasn't merely a test drive - it was a celebration of Ferrari's legacy and its uncompromising vision for the future. Guests were immersed in the spirit of the Prancing Horse, with exclusive insights into the technological innovations that place the Ferrari 296 in a class of its own. Every curve of Oman's breathtaking landscape became a testament to the car's ability to deliver pure driving emotion.

The Ferrari 296, equipped with its groundbreaking V6 hybrid engine delivering an exhilarating 830 horsepower, captivated all in attendance. From the very first ignition, guests were treated to a symphony of engineering excellence as they embarked on scenic drives through Oman's winding roads. The 296 effortlessly combined blistering performance with unrivalled agility, showcasing Ferrari's pioneering hybrid technology that masterfully fuses electrification with the brand's signature dynamism.

With the Ferrari 296 at the heart of the experience, Esperienza Ferrari proved once again that the brand is not only about unparalleled cars but also about creating timeless memories. From its groundbreaking technology to its luxurious details, the 296 embodies Ferrari's promise of passion and performance. This remarkable event left an indelible impression, reaffirming Ferrari as the ultimate symbol of excellence and innovation.



Alfardan Motors Oman hosts Salalah Khareef Drive

Alfardan Motors hosted the Salalah Khareef Drive, an exclusive event that invited clients to experience the thrill of driving their Ferraris through the breathtaking landscapes of Salalah during the renowned Khareef season. Over the course of four luxurious nights, guests stayed in top-tier hotels, enjoying the exceptional hospitality of the region while exploring its scenic roads behind the wheel of their own Ferraris.

The Khareef season transforms Salalah into a lush green paradise, making it the perfect backdrop for the exhilarating test drives. Clients had the unique opportunity to put the Ferrari 296 GTS to the test on Salalah's winding roads, feeling the unmatched combination of power and finesse offered by Ferrari's hybrid marvel. The 296 GTS, with its V6 hybrid engine and open-top freedom, was the star of the event, providing drivers with an unforgettable blend of high performance and luxurious comfort.

This event wasn't just about driving; it was about embracing the Ferrari lifestyle in one of Oman's most beautiful settings. Guests were treated to the ultimate combination of adventure and relaxation, with each day's drive showcasing the dynamic capabilities of Ferrari's engineering, and each evening filled with the charm and elegance of Salalah's finest accommodations.

The Salalah Khareef Drive highlighted Ferrari Oman's dedication to creating unique and memorable experiences for its clientele. By blending the exhilaration of driving with the beauty of Salalah's autumn season, the event left a lasting impression, reinforcing Ferrari's commitment to offering not only iconic cars but also unforgettable journeys.





Esperienza Ferrari: The ultimate test drive with the 296GTS

Alfardan Motors hosted Esperienza Ferrari, a day dedicated to offering clients an exhilarating experience with the Ferrari 296 GTS. Against the striking backdrop of Oman's scenic roads, the event gave clients a rare opportunity to feel the power and agility of Ferrari's latest hybrid masterpiece.

This event wasn't just about cars - it was about embracing the Ferrari lifestyle. The test drives created a deeper connection between the drivers and the brand, showcasing Ferrari's unwavering commitment to pushing the boundaries of performance and design. Each guest left not only with memories of the stunning roads but with a true sense of what it means to experience Ferrari.

With the iconic St. Regis Al Mouj Muscat Resort serving as the starting point, the day cantered around the thrill of driving the Ferrari 296 GTS. Boasting a V6 hybrid engine, the 296 GTS marries Ferrari's racing heritage with cutting-edge technology, delivering both raw power and refined control. The test drives along Oman's breathtaking coastal routes allowed participants to fully appreciate the car's impeccable handling and open-top freedom, making the experience as thrilling as it was luxurious.

Esperienza Ferrari demonstrated Alfardan Motors Ferrari dedication to providing more than just exceptional vehicles; it created an unforgettable journey, perfectly blending luxury, performance, and passion.



Esperienza Ferrari: The thrill of the **Roma Spider** in Oman



The exclusive lounge at Jumeirah Muscat Bay came alive with the excitement of Ferrari enthusiasts, as the roar of the Roma Spider echoed through Oman's scenic roads. The Esperienza Ferrari event, an invitation-only affair, brought together Ferrari's distinguished clientele and potential buyers for a luxury experience like no other.

Organized by Alfardan Motors' dedicated team, the event provided guests the exhilarating opportunity to test drive the Ferrari Roma Spider - a perfect blend of power and elegance. Set against the breathtaking landscapes of Oman, the Roma Spider's sleek lines and dynamic performance captivated the attendees, allowing them to experience firsthand the thrill that only Ferrari can offer.

More than just a driving event, Esperienza Ferrari was a celebration of the brand's rich heritage and cutting-edge innovation. Guests were immersed in the Ferrari legacy, with insights into the brand's latest technological advancements. The Ferrari Oman team, donned in corporate driving uniforms, was on hand to ensure a smooth and enjoyable experience for all attendees.

The day was a testament to Ferrari's unwavering commitment to excellence, delivering not just iconic cars but unforgettable experiences. With the Roma Spider at the forefront, Esperienza Ferrari left a lasting impression, reaffirming Ferrari's promise to thrill with every turn of the ignition.





A Ferrari Night at Vox Gold, Mall of Oman

Alfardan Motors brought together a select group of distinguished clients for an evening of cinematic luxury, celebrating the essence of Ferrari through an exclusive screening of the much-anticipated film, Ferrari. Hosted at the prestigious Vox Gold theatre at the Mall of Oman, the event exemplified Alfardan Motors' commitment to providing unparalleled experiences that mirror the prestige and performance of the Prancing Horse.

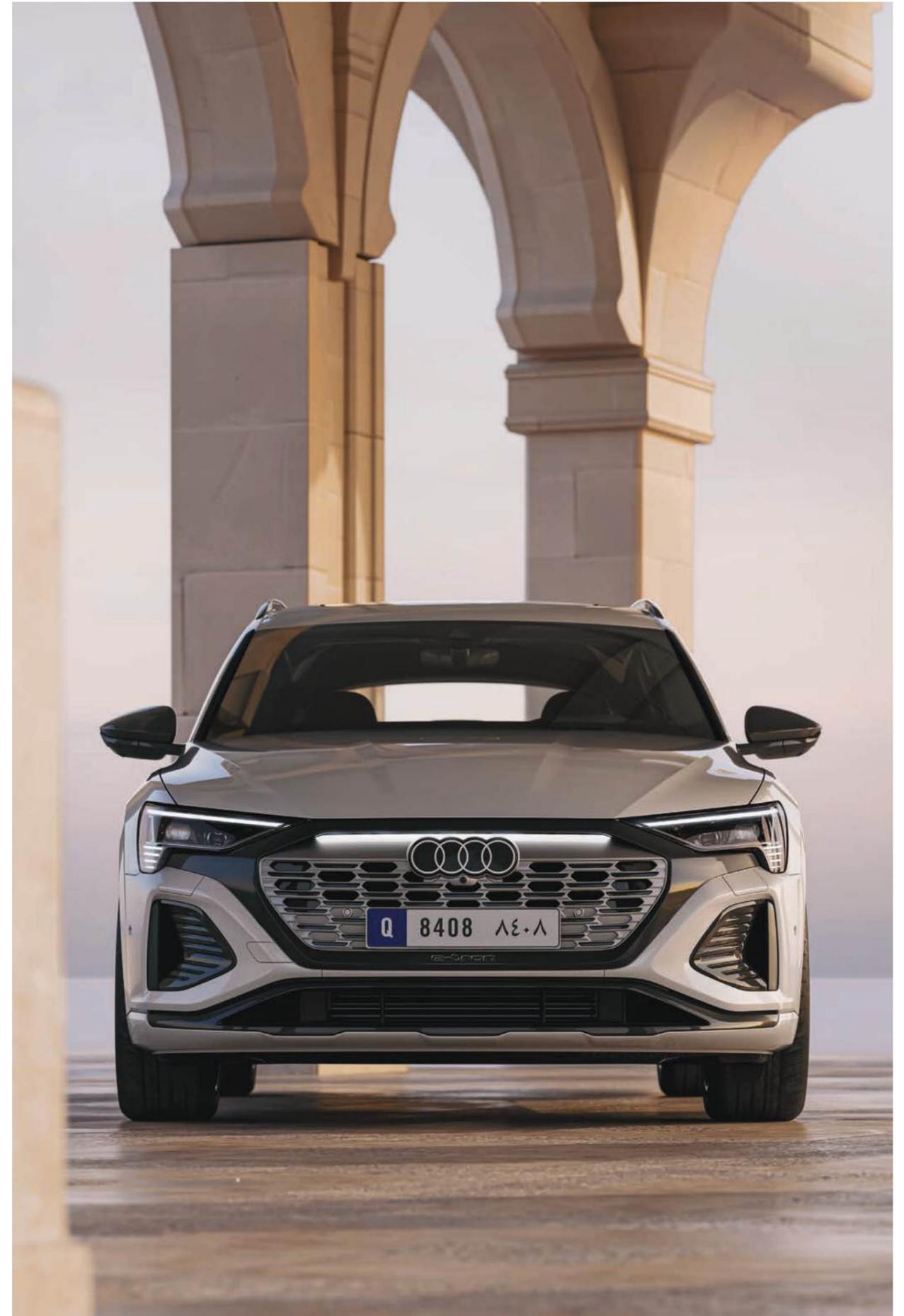
Once inside, guests were treated to the luxurious atmosphere of Vox Gold, renowned for its opulent surroundings and exceptional service. Tailored exclusively for Ferrari owners, the experience included gourmet snacks and beverages delivered directly to their seats, elevating the traditional movie-going experience to one of absolute indulgence.

The highlight of the evening was, of course, the film Ferrari, a cinematic exploration of the brand's rich history, innovation, and iconic status in the world of motorsports. Watching this story unfold on the big screen resonated deeply with the audience, many of whom share a personal connection to Ferrari, either as owners or lifelong admirers of the brand.

The event not only paid homage to Ferrari's extraordinary legacy but also celebrated the passionate community of Ferrari enthusiasts in Oman. Each client left with a renewed sense of pride in being part of a brand that continually redefines luxury, performance, and excellence.



**PREMIUM
MOTORS OMAN**



One-of-a-kind Audi RS 6 Avant GT finds its home in Oman

Audi Oman, represented by Premium Motors, celebrates the delivery of the exclusive Audi RS 6 Avant GT to a single, discerning owner in Oman. This one-of-a-kind model, powered by Audi's most potent 4.0-litre V8 twin-turbo TFSI engine in the RS 6 series redefines high-performance luxury with breathtaking speed, sharp handling, and unmatched agility.

Bearing the iconic RS badge, the Audi RS 6 Avant GT combines motorsport-inspired performance with everyday usability. With its limited production, this collector's masterpiece blends bold design, engineering precision, and Audi's hallmark luxury, ensuring its place as a standout in the high-performance car world.

The Audi RS 6 Avant GT commands attention with its GT-specific bumper, visible carbon stripes on the bonnet, and a wide Audi Singleframe grille adorned with black Audi rings. Heritage-inspired wraps in Arkona white, grey, or black tones pair with striking paint

options like Mythos black metallic and Nardo grey, celebrating Audi Tradition. Carbon-fibre accents, a roof-rail-free silhouette, and exclusive 22-inch six-arm wheels complete its dynamic exterior. Inside, black Dinamica microfibre on the door rails and dashboard, accented by bold copper and red stitching, seamlessly merges luxury with sportiness, showcasing Audi's impeccable craftsmanship.

Christian Nehme, General Manager of Premium Motors Oman said, "The Audi RS 6 Avant GT makes a bold statement in Oman, reflecting the rising demand for exclusive high-performance vehicles. Its arrival adds to the vibrant luxury car scene in the region and underscores Audi's commitment to constant innovation."

This rare masterpiece is set to turn heads and captivate car enthusiasts across Oman, offering its owner a prestigious addition to their collection and an unparalleled driving experience.



The all-new Audi Q6 e-tron takes centre stage in iconic regional reveal

Audi Middle East unveiled its all-new electric masterpiece, the Audi Q6 e-tron, in a stunning regional showcase at Al Mouj complex in Muscat, the Ritz Carlton Abu Dhabi, with a backdrop of the Sheikh Zayed Grand Mosque, 7 by Richard Serra at the Museum of Islamic Art Park in Doha, Dubai's Museum of the Future and House of Wisdom in Sharjah. Beyond a product launch, Audi's latest electric SUV marks the beginning of a new era for the four rings, taking a bold leap into the future of sustainable luxury and advanced mobility.

As the white cover slipped away, the Audi Q6 e-tron made a powerful statement, heralding the start of the brand's largest model offensive in its history. With its sleek, modern exterior and spacious, intuitive interior, the Q6 e-tron redefines the brand's vision of luxury and innovation.

The Q6 e-tron also introduces world-first innovations like customisable digital light signatures and "awareness" OLED rear lights,

enhancing both style and safety. Inside, the brand new "Digital Stage" elevates the overall experience, seamlessly blending advanced digital interfaces with Audi's signature attention to detail.

With a range of up to 625 km on a single charge (according to WLTP) and an 800-volt system that charges up to 80% in just 21 minutes, the Q6 e-tron is engineered to meet the fast-paced lifestyles of the region. A quick 10-minute charge can restore up to 260 km of range. Audi's expanding charging infrastructure across the Middle East makes electric driving more accessible than ever.

The future of mobility has never been more exciting and the Audi Q6 e-tron is leading the way. Available in showrooms by the end of this year, the Q6 e-tron sets a new benchmark in advanced technology and sustainable performance, defining the next chapter of electric mobility.



Audi Oman and EVO Oman conduct EV Training at the Oman Youth Center

Audi Oman, represented by Premium Motors, in collaboration with EVO Oman, recently hosted a specialised training session at the Youth Center to introduce Audi's electric vehicle (EV) technology, particularly the Audi e-tron. The event aimed to familiarise participants with Audi's electric vehicles and underscore the significance of sustainable mobility solutions.

Through such collaborations, Audi Oman aims to promote environmental responsibility and innovation among the younger generation. Audi Oman's broader commitment to society is reflected in this partnership. By working with the Youth Center, Audi is offering sustainable transportation solutions and fostering a culture of innovation and environmental consciousness.

The EVO Oman, the leading provider of electric vehicle charging infrastructure in the Sultanate, played a crucial role in the event. Known for offering comprehensive charging solutions for both individual EV owners and businesses, EVO is at the forefront of supporting Oman's transition to greener transportation.

Christian Nehme, General Manager of Premium Motors Oman, commented on the initiative: "At Audi Oman, we believe that the future of transportation lies in sustainability. By partnering with the Youth Center and EVO Oman, we are preparing the next generation to embrace the EV revolution, ensuring a greener, more responsible future for all."

The Youth Center, which focuses on developing young talents and equipping them with the skills needed for Oman's future, welcomed this initiative as an opportunity to engage youth in the rapidly evolving world of electric vehicles.

Audi Oman's collaboration with EVO extends further by launching Oman's largest network of interconnected EV chargers, providing Audi EV owners with a seamless and convenient charging experience across the country.

Audi Oman takes drivers on an exhilarating 'Conquer the Peaks' journey at Jabal Akhdar

Audi Oman, represented by Premium Motors, recently organised 'Conquer the Peaks with Audi', an exclusive driving event designed to highlight the performance and versatility of Audi's luxury vehicles. The event took participants on a drive through the winding roads of Jabal Akhdar, a renowned location in the Al Hajar Mountains. This scenic route, known for its terraced landscapes, provided an ideal setting to demonstrate the capabilities of Audi's premium models.

Christian Nehme, General Manager of Premium Motors remarked, "We were thrilled to invite Audi enthusiasts to explore the luxurious Audi line up in such a magnificent setting. The combination of exhilarating driving performance and breath-taking natural views made this event truly special. We extend our gratitude to Anantara Al Jabal Akhdar Resort for their exceptional hospitality."



New Audi Q8 elevates the Middle East luxury SUV market

Audi Middle East is set to elevate the driving experience with the launch of the new Audi Q8, a masterpiece that combines luxury, performance, and cutting-edge technology. The launch comes as Audi updates the flagship of the Q family with an even purer design and upgraded technology, evident in the revised exterior aesthetic featuring new front and rear aprons that underscore the SUV coupé's strong character. Building on the success of its predecessor, the Audi Q8 boasts a range of enhancements and innovations that continue to redefine the standards of premium SUVs in the Middle East markets. Additionally, the Q8 introduces newly designed headlights and taillights that leverage digitalisation, offering personalised options that further enhance its appeal and individuality.

One of the key highlights of the Audi Q8 is its exceptional performance capabilities. The Audi Q8 55 TFSI features a six-cylinder engine with 340 HP and 500 Nm of torque, accelerating from 0 to 100 km/h in 5.6 seconds and reaching an electronically limited top speed of 250 km/h. The SQ8, with a V8 engine, further emphasises the model's sportiness. It boasts a 4.0 TFSI engine with 507 HP and 770 Nm of torque, coupled with a fast-shifting eight-speed tiptronic and quattro permanent all-wheel drive. The performance of the SQ8 aligns perfectly with customer expectations in the Middle East. With this engine, the SQ8 TFSI accelerates from 0 to 100 km/h in just 4.1 seconds, maintaining an electronically limited top speed of 250 km/h.

The Audi Q8's performance is further enhanced by its advanced suspension system, which embodies Audi's DNA of balanced, solid, controlled, precise, and effortless handling characteristics. The electronically controlled air suspension with continuously adaptive damping ensures optimal comfort and stability, offering an increased level of safety and comfort for drivers. Optional all-wheel steering further improves manoeuvrability, reducing the turning radius and enhancing stability at higher speeds.

The revised exterior aesthetic of the unmistakably powerful and upright Audi Singleframe with an octagon design now impresses with vertical inlays. These inlays are thoughtfully arranged in a teardrop shape in the Q8 exterior, while in the S line exterior package and the SQ8 TFSI, they take on the shape of an L, adding a distinctive and dynamic element to the SUV's overall design. Furthermore, all Audi Q8 units feature a new exhaust system with premium-quality, visually appealing tailpipes that enhance the vehicle's sporty appeal. Additionally, the S line exterior package, aligned even more closely with the SQ8 TFSI, stands out with its clearly accentuated side air intakes in the front bumper, further enhancing the Q8's sporty and sophisticated appearance. These design elements underscore Audi's commitment to delivering both aesthetic refinement and advanced technological features in the Audi Q8.

At the heart of the Audi Q8 are its high-intensity LED headlights that illuminate the road with precision. The latest addition to the top-of-the-range headlights is the digital daytime running light signatures, elevating the Q8's visual appeal. These signatures, accessible via the MMI interface, offer users a choice of four distinct light signatures, further enhancing the SUV's unique and unmistakable appearance. This level of personalisation reflects Audi's dedication not only to providing a luxurious driving experience but also to delivering customised aesthetics that appeal to discerning customers. For those seeking an extra level of sophistication, Matrix LED headlights are available as an option. The top-of-the-range HD Matrix LED headlights with Audi laser light technology provide an unparalleled high beam range, activated above 70 km/h, enhancing safety and visibility. The Q8's distinctive design is further accentuated by digital OLED rear lights, offering four selectable light signatures that complement the Audi laser light system, creating a striking visual impression on the road.



Enhancing the Q8's allure is its extensive range of decor, colours, and wheels. Customers can choose from nine decorative inlays and three new metallic finishes, including Sakhir Gold, Ascari Blue, and Chili Red. The Audi Q8 offers a range of wheel designs, with sizes ranging from 21 to 23 inches, ensuring a perfect blend of style and performance.

The interior of the Audi Q8 is a testament to Audi's commitment to luxury and innovation. With advanced driver assistance systems, including surroundings display in stunning full HD quality, the Q8 offers a seamless and intuitive driving experience.

"The Audi Q8 represents the pinnacle of Audi's engineering strength and design excellence,"

said Rene Koneberg, Managing Director of Audi Middle East. "With its advanced technology, dynamic performance, and luxurious features, the Audi Q8 is poised to set new benchmarks in the premium SUV segment, offering customers in the Middle East an unparalleled driving experience."

The Audi Q8 will be available at Audi dealerships across the Middle East from September this year, continuing Audi's legacy of delivering uncompromising quality and innovation to discerning customers. For more information about the Audi Q8 and its features, customers can visit www.audi-me.com/Q8 or contact their nearest Audi dealer.

Experience Audi Excellence with hassle-free leasing options from Audi Oman



Audi Oman, represented by Premium Motors, is now offering easy leasing options, making it more convenient than ever to drive a premium Audi vehicle. With a 36-month leasing period, customers can enjoy benefits such as free registration and insurance, free maintenance, and 24-hour breakdown assistance. The models available for lease include the Audi A3, Audi A6, Audi Q5, and Audi e-tron Sportback, with amounts starting from just OMR 399 a month with no down payment required. These leasing options are designed to provide an accessible and hassle-free luxury driving experience.

Christian Nehme, General Manager of Premium Motors, highlighted the advantages of leasing a premium brand like Audi: "Leasing Audi models allows customers to make a statement with the exceptional quality, performance, and luxury of our vehicles without the financial commitment of ownership. It is an opportunity to experience the best in automotive excellence with added convenience and peace of mind."

Audi models A3, A6, Q5, and e-tron Sportback are renowned for their design, comfort, power, and luxury, offering an unparalleled driving experience. The impressive line-up features high-performance engines, exceptional handling, luxurious interiors, and cutting-edge technologies, setting the benchmark for excellence in the automotive industry.

To view and experience the entire range of Audi models and book your model, visit the Premium Motors showroom located at Alfardan Heights in Ghala. The facility spans three floors and 10,000 square meters, featuring a bespoke showroom, premium service and spare parts facility, and dedicated consulting areas, all designed in accordance with global standards and corporate identity.

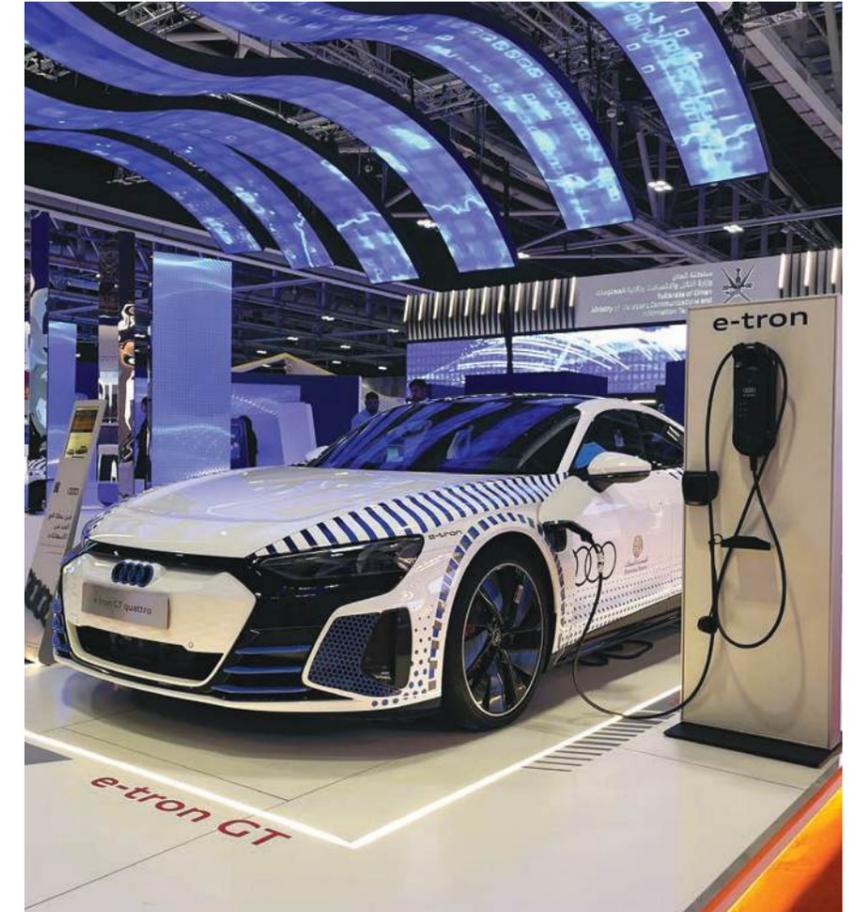
Audi Oman showcases the innovative e-tron GT at COMEX 2024

Audi Oman recently showcased the Audi e-tron GT at COMEX 2024, held at the Oman Convention and Exhibition Centre. This prestigious event provided an excellent platform to highlight Audi's commitment to cutting-edge technology and sustainable mobility.

COMEX 2024 attendees had the opportunity to witness firsthand the Audi e-tron GT. This electric vehicle combines stunning design with unparalleled performance and zero emissions. With up to 646 horsepower, quattro all-wheel drive, and an acceleration from 0 to 100 km/h in just 3.3 seconds, the e-tron GT offers a range of approximately 488 kilometres, showcasing the pinnacle of Audi's technological advancements.

Visitors to the Audi Oman display area at COMEX 2024 experienced more than just the e-tron GT. They explored Audi's innovative technology and sustainable initiatives, gaining insights into how the company is driving the future of electric vehicles. The event highlighted Audi's relentless pursuit of excellence in performance, design, and environmental responsibility.

Audi Oman's participation in COMEX 2024 was driven by a clear message of commitment to a greener, more innovative future. The company



showcased its advancements in electric vehicle technology and invited attendees to explore the features of the Audi e-tron GT, emphasizing its role in shaping the future of sustainable mobility.

Christian Nehme, General Manager of Premium Motors, commented: "We were pleased to present the Audi e-tron GT at COMEX 2024. This event was the perfect venue to highlight our latest innovations and our dedication to sustainable mobility. We believe that

COMEX provided a unique opportunity for us to connect with enthusiasts and industry professionals, demonstrating Audi's vision for a cleaner, greener future."

Audi Oman wins Eco Mobility Award for Sustainable Practices

Audi Oman has been honoured with the first-ever Eco Mobility Award at Oman Sustainability Week (OSW), held at the Oman Convention & Exhibition Centre.

The event was held under the patronage of His Excellency Salim bin Nasser Al Aufi, Minister of Energy and Minerals, and attended by numerous delegates from various ministries, prominent business executives, and key figures influential in the Environment, Social and Governance (ESG) sector.

This award was introduced to honour organisations making significant strides towards Oman's national Net Zero 2050 goal. In collaboration with the Ministry of Transport, Communications and Information Technology, and Oman Environmental Services Holding Company – be'ah, this new category spotlighted key innovators in the mobility sector who are crucial in driving sustainability transformations.

A panel comprised of senior representatives from notable organisations such as the Ministry of Transport, Communications and Information Technology, and the Ministry of Energy and Minerals, among others, evaluated entries using a framework tailored for this purpose.

Christian Nehme, General Manager of Premium Motors, commented on the win: "We are thrilled to receive the Eco Mobility Award. This award is a testament to Audi's commitment to innovation and our proactive approach to sustainability."

The award underscores Audi Oman's leadership in sustainable mobility within the Sultanate and sets a global benchmark for the automotive industry. This recognition marks a significant milestone in Audi Oman's pursuit of a sustainable future, propelling the nation towards its environmental objectives and fostering a culture that values sustainability and innovative solutions.

Audi's ambitious strategy includes launching more than ten fully electric models and their derivatives by 2025, aimed at reducing the fleet's ecological footprint by 30% compared to 2015. The company's commitment to sustainability extends to achieving carbon-neutral production across all its facilities by 2025, demonstrating a holistic approach that covers sourcing raw materials, production processes, and the entire lifecycle of its vehicles, including their recycling or reuse.

In Oman, Audi's dedication is showcased by the establishment of over 50 EV charging stations and the introduction of models such as the Audi e-tron GT quattro, Audi RS e-tron GT, Audi Q8 e-tron, and Q8 Sportback e-tron, which combine luxury with zero-emission driving. This robust infrastructure supports Audi's comprehensive strategy, which includes the Audi Mission Zero programme that aligns with the United Nations' Sustainable Development Goals to achieve net carbon neutrality by 2050.



Audi Oman transforms car selling experience with its instant valuation platform

Audi Oman, represented by Premium Motors, has launched a novel approach to instantly assess car values for its owners. The new online platform, specifically tailored for Audi vehicles, is transforming the car selling process in the Sultanate.

The platform, www.sellmyaudi.me, gives Audi owners a clear idea of the price their car could fetch when either selling or trading in their car. This innovative feature brings unprecedented transparency to the car-selling process, empowering owners with the

knowledge they need to make informed decisions.

The website employs advanced algorithms that consider various factors that affect a car's price, including model, condition, mileage, and current market trends, ensuring that the valuation reflects the car's actual worth. This transparency aims to bridge a fair and efficient transaction process.

Christian Nehme, General Manager of Premium Motors, stated, "The innovative website revolves around our commitment to empowering

Audi owners and transforming the car-selling landscape in Oman. The platform's immediate and competitive valuation service allows owners to navigate the selling journey with confidence and ease. It is set to help to revolutionise how Audi owners sell their cars."

The website (www.sellmyaudi.me) is already live in Oman and offers complete peace of mind for our valued customers.



Volkswagen Oman hosts media meet-and-greet with test drive of **all-new dynamic SUV Tiguan**

Volkswagen Oman, represented by Premium Motors, recently hosted an exclusive media meet-and-greet at their showroom, where journalists had the opportunity to test drive the all-new Volkswagen Tiguan, now available in Oman. The test drive took participants on a scenic route to the St. Regis Al Mouj Muscat Resort, allowing them to experience firsthand the highly regarded SUV's cutting-edge features, advanced technology, and refined design.

The all-new Volkswagen Tiguan is built on the Modular Transverse Matrix (MQB evo) platform, which allows for seamless integration of advanced technologies. Key features include the sleek Digital Cockpit Pro, which provides access to essential information and digital services through an intuitive operating system. Front seat pneumatic massage functions, IQ.LIGHT HD Matrix headlights, and Adaptive Chassis Control Pro enhance both driver comfort and safety. The vehicle also includes Park Assist, simplifying parking in tight spaces.

From the outside, the all-new Tiguan boasts a completely reimagined design with flat LED headlights, an illuminated front strip, and a

redesigned grille, lending it a sleek, modern appearance. At the rear, a horizontal light bar and new wheel designs improve both aesthetics and aerodynamics. The vehicle is available in three striking colors—Cypress Green, Oyster Silver, and Persimmon Red.

Stepping into Inside, the Tiguan offers a premium experience with a next-generation Cockpit and Infotainment System. A 15-inch Infotainment Screen, redesigned menu structure, and high-quality materials give the interior a sophisticated feel. The Digital Cockpit Pro and Head-Up Display project key information directly onto the windshield, while the new Touch Control Dial allows for easy customization of ambient lighting, temperature, and drive modes.

Christian Nehme, General Manager of Premium Motors Oman, commented on the success of the event, saying: "We were delighted to host members of the media and provide them with an exclusive test drive of the all-new Volkswagen Tiguan. This model exemplifies Volkswagen's commitment to combining advanced technology with a stylish, modern design, offering an unmatched driving experience."



Volkswagen launches the **all new Tiguan** to the GCC

Volkswagen proudly presents the all-new Tiguan to the GCC, marking the debut of the third generation of this iconic bestseller. The Tiguan has become one of Volkswagen's most successful models globally, with over 7.6 million units sold since its introduction in 2007. The new model will be available in dealerships as early as September, featuring the 1.4L TSI engine and 2.0L TSI engine by the end of the year.

Matthias Ziegler, Managing Director, Volkswagen Middle East, said, "The Tiguan has been a global success for the Volkswagen brand, and this is the same for our region. The Tiguan has proven to be the perfect versatile SUV for our customers, allowing them enough space to enjoy an active lifestyle and compliment their drive with high-tech features and a charismatic design."

Volkswagen's all-new Tiguan features cutting-edge technology, built on the latest Modular Transverse Matrix (MQB evo) platform—Volkswagen's most widely utilised technological foundation. This advancement allows

Volkswagen to integrate high-tech features, enhancing every aspect of the vehicle. The sleekly designed Digital Cockpit Pro seamlessly delivers top-tier information and integrates digital services and apps, supported by a user-friendly operating concept that ensures intuitive interactions. Innovations such as the pneumatic massage function for the front seats and the IQ. LIGHT HD matrix headlights, inspired by the premium Touareg model, elevate the all-new Tiguan's appeal, while the new adaptive chassis control Pro enhances both comfort and performance, and the latest Park Assist system automates parking maneuvers.

This latest model represents a leap forward in design, technology, and comfort, enhancing every aspect of the driving experience. With significant upgrades across the board, the all-new Tiguan sets a new standard in the SUV market, showcasing Volkswagen's commitment to innovation and excellence.





Volkswagen Oman displays 2024 Teramont at Salalah Grand Mall and launches exciting Khareef Competition

As part of the Khareef initiatives, Volkswagen Oman, represented by Premium Motors, showcased the Middle East's best-selling 7-seater SUV, the Teramont, at Salalah Grand Mall. Starting from OMR 18,555 the Teramont is the perfect vehicle for families with a passion for adventure, especially for seasons such as the Khareef.

The 2024 model, on display, has undergone a complete facelift, boasting upgraded interior and exterior designs, enhanced technology, and premium materials for a more luxurious driving experience.

The new model introduces a fresh exterior design, featuring a wide chrome four-bar grille surrounded by LED headlights with the Adaptive Front-lighting System (AFS) as standard. Daytime Running Lights (DRLs) encircle the headlights and extend into an illuminated lightbar, giving the vehicle a premium appearance. The front boasts integrated air intakes, while the rear features a larger spoiler that elongates the roofline and

mirrors the front lighting signature with an illuminated lightbar between LED taillights. All trims offer new wheel designs ranging from 18 to 20 inches, with the R-line® trims showcasing a gloss-black grille, 21-inch aluminium alloy wheels, and R-line badging.

The spacious interior of the Teramont features premium materials, ambient lighting, and quilted leather seats. Comfort features include a remote engine start, ventilated front seats, and more. Drivers can look forward to enhanced technology, including a 12-inch infotainment display, 10.25-inch Volkswagen Digital Cockpit Pro, wireless smartphone connectivity, wireless charging, and multiple USB-C ports with fast charging.

The Teramont is powered by a four-cylinder turbocharged TSI® engine with 270 horsepower and 370NM of torque, ensuring both power and improved fuel economy. IQ.DRIVE® driver assistance technology is available on select models, providing advanced safety features for a secure driving experience.

Seven seater Volkswagen Teramont 2024 captivates Oman with its blend of luxury and innovative technology

The new Volkswagen Teramont 2024 has made its mark in Oman, securing its first customer who is drawn to its comprehensive facelift, enhanced features, and luxurious design. Renowned as Volkswagen Middle East's top-selling 7-seater SUV, the Teramont is perfectly suited for families who love adventures.

The heart of the Teramont lies in its powerful four-cylinder turbocharged TSI® engine, which produces 270 horsepower and 370NM of torque, offering both strength and improved fuel efficiency. Selected models come equipped with IQ.DRIVE® driver assistance technology, enhancing safety for a more secure driving experience.

Shabeer, the first customer of the new Teramont, shared his motivations for choosing the Volkswagen brand, stating, "The Volkswagen brand's reputation for quality and the Teramont's combination of adventure-readiness and family-friendliness attracted me."

He was particularly impressed by the Teramont 2024's "complete facelift, luxurious interior with premium materials, and adaptive front-lighting system." He believes the vehicle's sleek design, spacious interior with quilted leather seats, and advanced technology set it apart from competitors. He recommends the Teramont 2024 for its luxurious driving experience, powerful engine, and comprehensive safety features, making it ideal for families and adventure enthusiasts alike.

Shabeer finds the Teramont 2024 superior to his previous vehicle, offering a more luxurious, comfortable, and technologically advanced driving experience. He appreciates the vehicle's fuel efficiency and environmental benefits, thanks to its turbocharged TSI® engine. The customer highlighted the Teramont's technological features, such as the "12-inch infotainment display, Volkswagen Digital Cockpit Pro, wireless connectivity, and fast-charging USB-C ports," for their convenience and advanced connectivity.



ALFARDAN
MARINE
SERVICES



Alfardan Marine Services at the Qatar Boat Show 2024



Alfardan Marine services took part in the Qatar Boat Show which was held at the picturesque Old Doha Port.

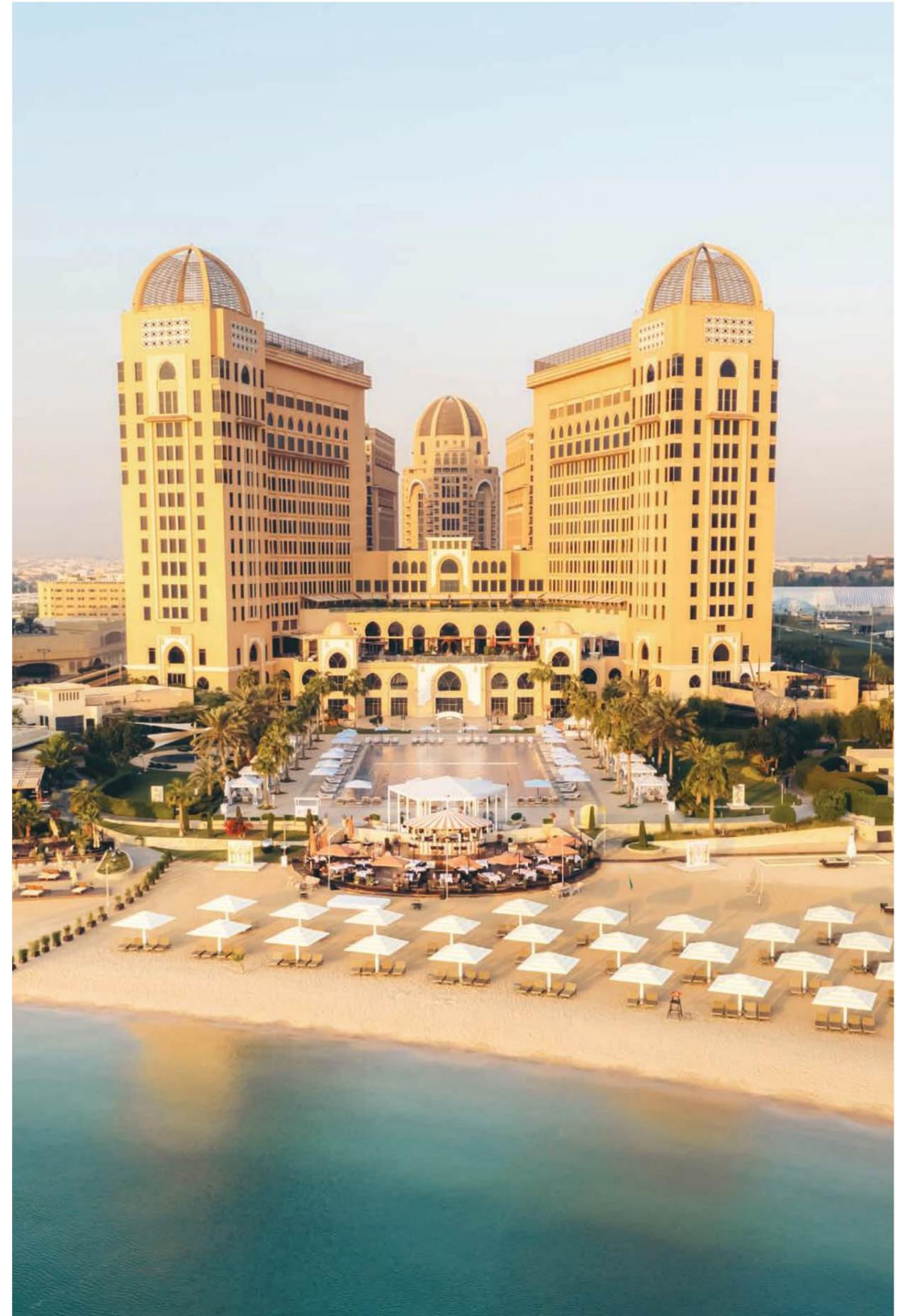
With more than 20,000 visitors, the exhibition was a resounding success, where all the marine community came together to discover the latest technologies and innovations.

Mercury Avator engines were showcased on our stand highlighting our commitment to sustainable practices, in addition to Searay boats, Raymarine navigation system, Wavejam electric jet boards and Jackson Kayaks.

Mercury Marine and Raymarine officials visited the show to further support our team and our ongoing partnership.



THE ST. REGIS DOHA



Vilebrequin La Plage at The St. Regis Doha brings the spirit of the French Riviera to Qatar



The St. Regis Doha and Vilebrequin have officially unveiled Vilebrequin La Plage, a revolutionary beach club and poolside experience that seamlessly blends the timeless elegance of the St. Regis brand with Vilebrequin's effortless French Riviera glamour.

This partnership marks a global first for Vilebrequin, as the brand expands beyond luxury swimwear into its first-ever outdoor retail and lifestyle experience. More than just a beach club, Vilebrequin La Plage is a fully immersive destination, featuring a transformed poolside experience, an exclusive limited-edition capsule collection, and a meticulously curated coastal French dining concept.

A Grand Debut at Formula 1: Vilebrequin La Plage

To celebrate this historic collaboration, Vilebrequin La Plage made its first appearance in the Formula 1 Paddocks during Race Week, offering an exclusive pop-up activation that introduced guests to the effortless luxury of Doha's newest beachfront retreat.

The St. Regis team designed a bespoke ice cream cart serving elevated soft-serve ice cream, a highlight of the Paddock experience alongside their other activation for Fauchon. Drivers, team principals, press, and VIP attendees with Paddock Access were treated to a taste of the beachfront lifestyle, further solidifying Vilebrequin La Plage as a destination of indulgence and summer elegance.

A New Era for Luxury Leisure in Doha

With its iconic pastel color palette, custom-designed textiles, and signature Vilebrequin aesthetic, the reimagined poolside experience at The St. Regis Doha is a visual masterpiece reminiscent of Saint-Tropez's legendary seaside escapes. Every element, from the plush loungers to the custom beach cabanas, has been designed to transport guests to the French Riviera - offering an oasis of sophistication, playfulness, and relaxation.

"Partnering with The St. Regis Doha is both an honor and a delight," said Roland Herlory, CEO of Vilebrequin. "Since 1971, Vilebrequin has been busy inventing the art of the beach with its cocktail of playful elegance, exceptional quality,

and irresistible Frenchness. The St. Regis Doha offers us a unique platform to express our heritage and know-how, and working together to craft a truly unforgettable guest experience is an inspiring challenge."

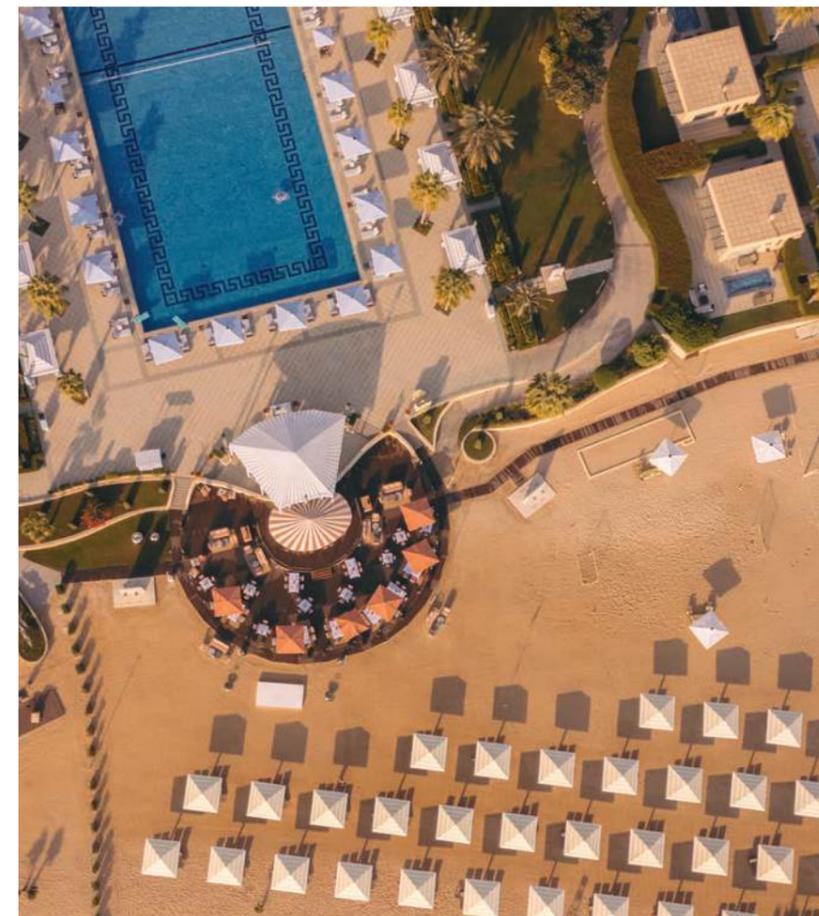
Marc Matar, Multi-Property General Manager of The St. Regis Doha and St. Regis Marsa Arabia Island, added: "We are thrilled to partner with Vilebrequin to bring something that truly speaks to the future of Qatar's luxury leisure guest. The experience-focused collaboration marks a significant milestone in the evolution of hospitality in the region, working on a 360-degree experience with the world's leading luxury beachwear brand."

An Exclusive Capsule Collection – A Tribute to Qatar

To commemorate this exceptional collaboration, Vilebrequin has launched a limited-edition capsule collection dedicated to Qatar and The St. Regis Doha, available exclusively at the hotel. This bespoke collection pays tribute to the destination which Vilebrequin La Plage now calls home, with a carefully embroidered gold Oryx. Seeing this symbol adorning the iconic Vilebrequin swim short brings a sense of pride to the team.

A Culinary Destination, designed in collaboration with Studionomie

Beyond its beach club and retail offering, Vilebrequin La Plage introduces a new dining concept, celebrating the coastal flavors of the Mediterranean. Developed in partnership with Studionomie, a renowned F&B concept development firm that has



worked with Michelin-starred restaurants and some of the world's most prestigious luxury hospitality brands, the menu is a true reflection of Riviera dining - light, fresh, and effortlessly sophisticated.

Guests can expect delicately prepared seafood, vibrant seasonal produce, and handcrafted cocktails, paired with the relaxed yet refined atmosphere of a beachfront retreat. From sun-kissed salads to elevated grilled specialties, every dish embodies the laid-back elegance of a Saint-Tropez summer afternoon.

A Fully Immersive Luxury Experience

Vilebrequin La Plage is not just a destination—it is a lifestyle concept that encapsulates the joy, freedom, and effortless sophistication of the French Riviera. The St. Regis Doha

has created an unparalleled luxury experience, combining world-class hospitality with the artistry of Vilebrequin's legendary craftsmanship.

From its Formula 1 debut to its poolside transformation, this first-of-its-kind collaboration is a celebration of vacation as an art form, redefining luxury leisure in Qatar. Whether unwinding in the private beachfront cabanas, indulging in exquisite coastal cuisine, or shopping the exclusive collection, guests are invited to immerse themselves in the ultimate expression of modern beachside glamour.



The St. Regis Doha partners with Evolution Sports Qatar

The St. Regis Doha proudly announces a new partnership with Evolution Sports Qatar, the nation's largest multi-sport coaching organization, focused on nurturing young talent and fostering a love of sport. This collaboration unites two leaders in luxury and sports to provide unique benefits and support for Evolution Sports' community of nearly 3,000 students and their families.

Through this partnership, students and parents involved in Evolution Sports Qatar will gain exclusive access to special events and privileges at The St. Regis Doha. A key initiative of the partnership is the launch of the "Luminary of the Month" program, where The St. Regis Doha will spotlight a standout student each month, celebrating their achievements and potential as future stars within the Evolution Sports community. This program will provide a platform to recognize young athletes across Evo's basketball, soccer, netball, and swimming teams, showcasing their hard work and inspiring others.

As Evolution Sports Qatar steps into the next phase of their journey, this partnership marks the debut of their all-new branding and kit designs across all sports. With a fresh look and strengthened values, Evolution Sports continues to reinforce its commitment to excellence in community sports.

At a signing ceremony to commemorate the partnership, Marc Matar, Multi-Property General Manager of The St. Regis Doha and The St. Regis Marsa Arabia Island, met with Evolution Sports Qatar's Business Development and Community Outreach Director to officially mark the collaboration. To symbolize this shared commitment, The St. Regis Doha provided new jerseys for Evolution Sports' basketball, football, and netball teams, launching this partnership with a renewed spirit and exciting new branding.

The St. Regis Doha launches Parisian Tea House with FAUCHON Paris



The St. Regis Doha is thrilled to announce the opening of a new FAUCHON Paris patisserie and Salon de Thé concept, enhancing its culinary offerings with a taste of Parisian luxury. This alluring destination caters to tea enthusiasts and gourmands alike.

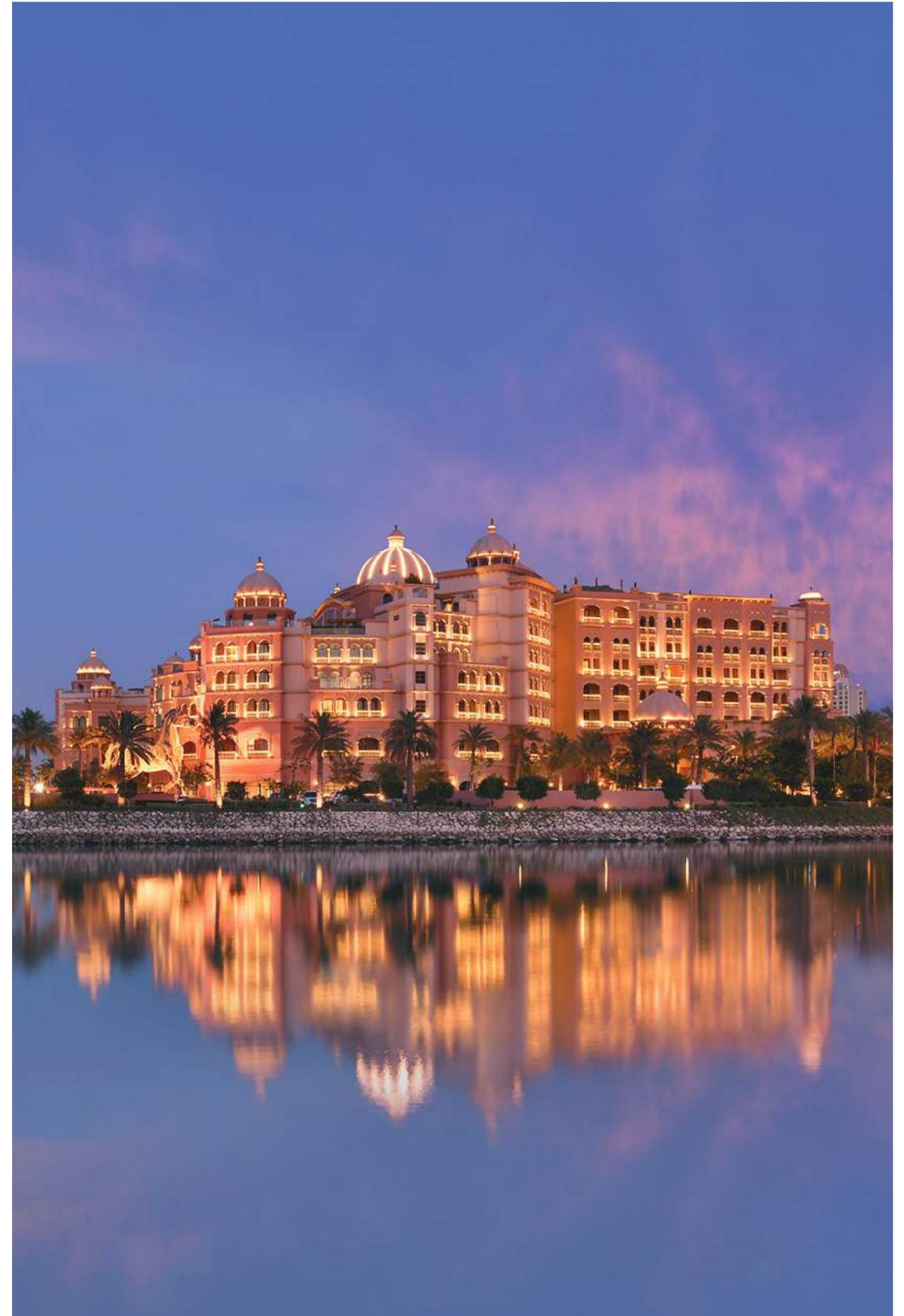
Highlights of FAUCHON Paris at The St. Regis

- **Parisian Elegance:** The collaboration with the iconic FAUCHON brings a unique tea house experience to The St. Regis Doha, featuring a Parisian-style café terrace and interiors adorned in the signature FAUCHON pink, creating an Instagrammable haven.
- **Gourmet Delicacies:** Guests can savor carefully blended teas and delicate pastries, chocolates, and confections that showcase FAUCHON's renowned culinary artistry.

- **Interactive Experiences:** The tea house will offer tea blending and masterclass experiences, allowing guests to immerse themselves in the sophisticated world of tea.



MARSA MALAZ KEMPINSKI



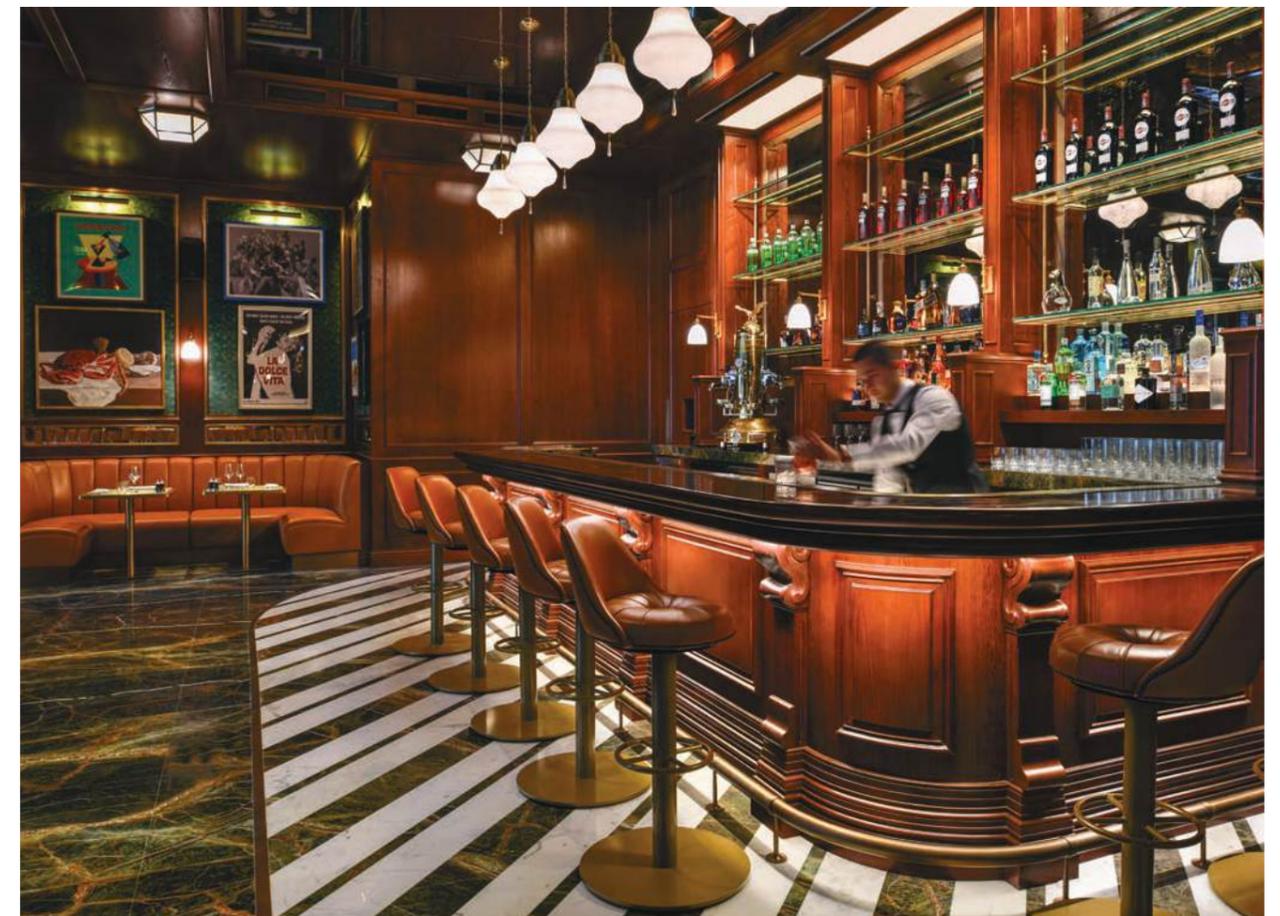
Living 'La Dolce Vita' in Doha

Doha's culinary landscape has transformed dramatically over the past decade, but the arrival of Harry's Dolce Vita marks a new chapter. Perched at Marsa Malaz Kempinski, The Pearl, the iconic Italian restaurant has already captured the hearts of locals and expats alike since its opening in October. A blend of 1950s Italian glamour, timeless cuisine, and Qatar's unmatched hospitality makes this venue more than a dining destination - it's a story of culture, flavour, and indulgence.

Stepping into Harry's Dolce Vita feels like a journey back to Italy's golden age, where elegance and simplicity defined the era. The design tells the story: opulent furnishings, rich materials, and vibrant hues transport you to mid-century Italy. From the moment you walk in, you're immersed in the spirit of 'la dolce vita' - the sweet life.

The experience doesn't stop at the ambiance. The menu is a love letter to Italy's culinary heritage, meticulously curated to reflect the authentic flavours and traditions of Italian cooking. Whether it's a creamy burrata paired with ripe tomatoes, handmade pasta tossed in rich sauces, or perfectly grilled seafood, every bite feels like a trip to Rome or the Amalfi Coast. Dessert is where Harry's truly shines; Tiramisu is not just a dessert—it's an experience. The delicate balance of mascarpone, espresso-soaked biscuits, and cocoa dusting leaves you wanting more.

Since its opening, the restaurant has quickly become a favourite for those seeking something more than just a meal. It's where families gather to celebrate milestones, couples toast to anniversaries, and friends linger over conversations long into the evening.





FAUCHON Paris: From Paris to The Palace

FAUCHON Paris has arrived at Marsa Malaz Kempinski, bringing a delightful taste of Paris to Doha's shores. Nestled within the hotel's stunning setting, FAUCHON offers guests an irresistible blend of French flair and culinary magic, making it the perfect spot for everything from a quick coffee break to a leisurely meal.

The moment you step inside, you're welcomed by a stylish yet cozy atmosphere, where Parisian elegance meets the beauty of the hotel's serene waters. Whether you prefer a quiet corner or a lively table with friends, FAUCHON has created a space that feels both chic and comfortable.

Led by Head Chef Sébastien Monceaux, the menu is filled with FAUCHON's famous creations. From buttery croissants to colorful macarons and fresh pastries, every item is crafted with care and creativity. There's

something for everyone, whether you're stopping by for a morning treat or indulging in a more elaborate dining experience.

And if you want to take a piece of FAUCHON home, their gourmet retail section offers a variety of tempting options. From beautifully packaged gift baskets to specialty items perfect for food lovers, you'll find plenty to enjoy or share.

FAUCHON Paris at Marsa Malaz Kempinski is more than just a café - it's a destination for anyone who loves to indulge in life's finer moments. It's the perfect place to enjoy delicious food, great company, and a touch of Parisian charm. Experience the flavors of France in the heart of Doha, where every bite turns into a special moment to remember.



WAHET AL SHAFLAHIYA



Safwa participates in Lulu Hypermarket's 'Qatari Products Our First Choice' Initiative



Safwa Qatar took part at the launch of the "Qatari Products: Our First Choice" festival at the D-Ring Road outlet of retail giant LuLu Hypermarket, marking a grand celebration of local products, in collaboration with the Ministry of Municipality.

The festival highlights Qatar's finest food and non-food products, celebrating the nation's cultural heritage and traditions.

Since its inception in 2010, the festival has become a hallmark event across all LuLu outlets in the region, showcasing locally produced goods while supporting small Qatari businesses and entrepreneurs.

Shoppers can explore a wide range of fresh produce, such as vegetables, herbs, chicken, eggs, Arabic lamb and beef, chilled and frozen

items, dairy, processed foods, baked goods, groceries, health and beauty products, linens, pillow and table covers, bed sheets, and much more.

The inaugural ceremony was attended by Fardan Fahad Alfordan, Chief Operating Officer of Safwa and Wahet Al Shaflihiya in the presence of dignitaries including Saud al-Marri from the ministry's Food Security Department, Ahmed al-Yafei from the ministry's Agricultural Affairs Department, Mahaseel Company general manager Mohammed Ismail al-Mohammed, and LuLu Group international director Dr Mohamed Althaf.

Senior Lulu officials and distinguished Qataris from public and private sector organisations were also present.





Moyses Stevens expands in Doha with new branch at Place Vendome Mall

Wahet Al Shafalahiya, a subsidiary of Alfardan Group, opened the second branch of Moyses Stevens, renowned for its exquisite floral artistry and a legacy of excellence since 1876, in Place Vendome Mall in Doha. This expansion marks the esteemed florist's second location in Doha, following the overwhelming success of its debut at The St. Regis Doha Hotel.

Known as the "King's Florist," Moyses Stevens holds royal warrants and is acclaimed for its pioneering contributions to floral design. With a rich history rooted in London, the brand has consistently set the standard for innovation and quality in floristry.

The new branch at Place Vendome Mall comes in response to high customer demand and the need for more accessible luxury floral services. Situated in one of Doha's most luxurious shopping destinations, this location promises to deliver the same unparalleled floral arrangements and services that have earned Moyses Stevens its prestigious reputation.

The opening was graced by the presence of Mr. Fardan Fahad Alfardan, Chief Operating Officer of Wahet Al Shafalahiya and Mr. Spale Marcinko, Director of Moyses Stevens UK. "We are thrilled to bring Moyses Stevens in Place Vendome Mall after the success of its debut at the St. Regis Doha Hotel", said Mr. Fardan Fahad Alfardan. "Our aim is to provide an exceptional floral experience and this expansion is a testament to our commitment to meeting the needs of our clients. Moyses Stevens holds a Royal Warrant from HM the King, signifying our dedication to providing royal-quality services to everyone".

The new Place Vendome Mall branch will offer an extensive range of floral arrangements, bespoke designs, and premium services, ensuring that every customer finds the perfect floral expression for any occasion.



Wahet Al Shaflahiya completes major achievements in 2024

Wahet Al Shaflahiya is proud to announce newly awarded major projects in the year 2024.

Projects in private and government sectors

In line with its commitment to meeting the growing demand for landscape maintenance and enhancements in Qatar, Wahet Al Shaflahiya undertook a substantial list of projects in 2024.

Some of these notable achievements include:

- Landscape maintenance for Al Bidda Park, The Chedi Katara, Rixos Gulf Hotel, Giardino Compound and Giardino Mall
- Landscape enhancement for Isola Dana Park, Family Play Park and Corinthia Villas at Gewan Island, The Pearl Qatar
- Landscape, water features and indoor plants maintenance for The St. Regis Marsa Arabia Island
- Landscape and Indoor Plant works for The St. Regis Al Mouj Muscat Resort in Oman
- Indoor Plant maintenance for Hamad Medical Corporation, Harrods Tea Room and Orchard Food Court
- Water Feature maintenance for Education City Golf Club
- Soft landscape and irrigation for Ain Khaled Village and Sheikh Saud Majlis awarded by Techno Qatar

Successful completion of surveillance 1 of the ISO 9001-2015 certification

Wahet Al Shafliya successfully completed surveillance 1 of its ISO 9001:2015 certification for Quality Management Systems. This comes as a true testament of the company's dedication to excellence, sustainability, and continuous improvement in its operations.

Classification Certificate from Ministry of Finance, limit upgraded to more than 5 million to 20 million

Another milestone achieved by Wahet Al Shaflahiya is being awarded by the Ministry of Finance of Qatar with the Contractor Classification Certificate and the limit has been upgraded from 5 million to 20 million.



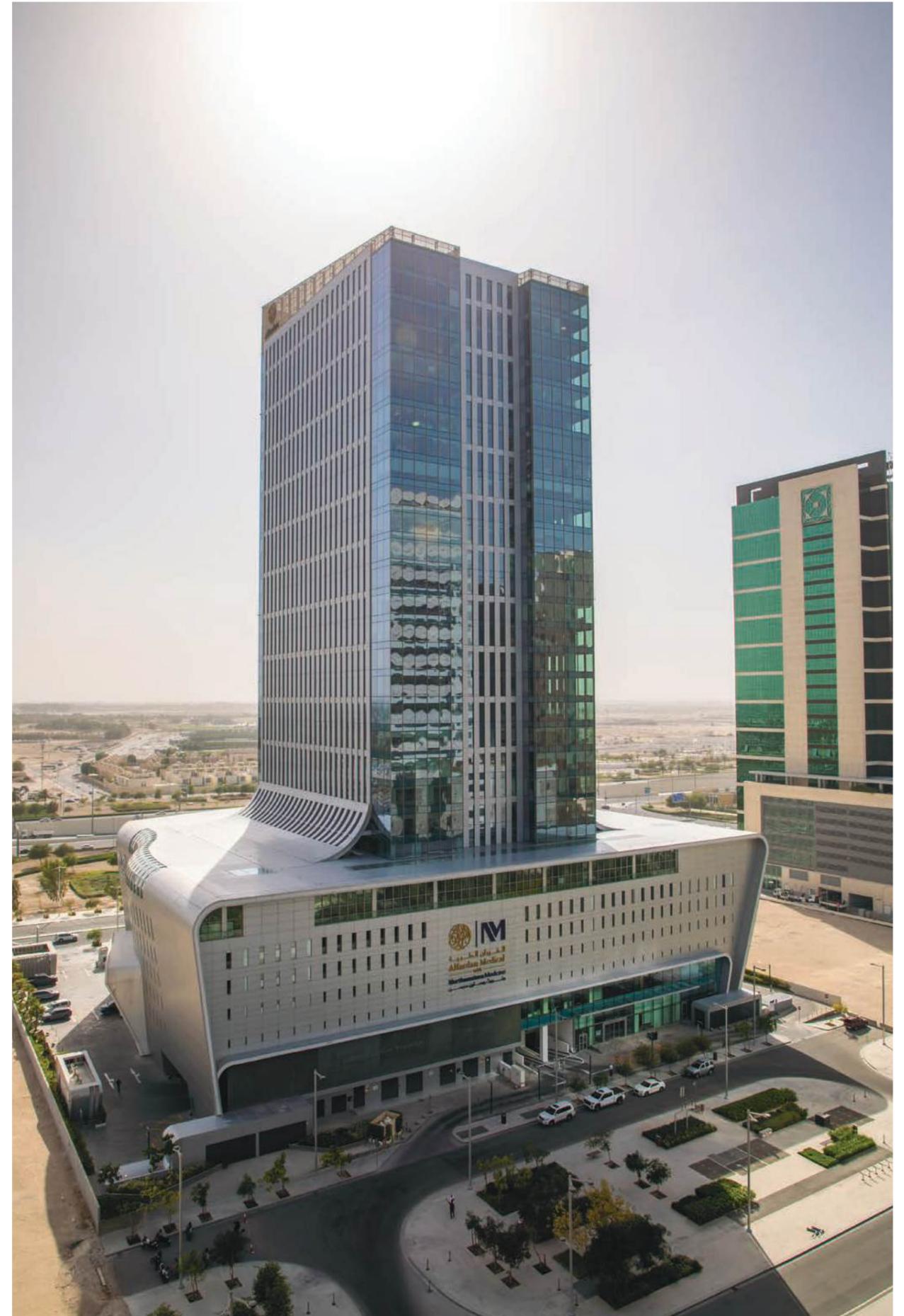
In-Country Value (ICV) Scorecard Certificate

Wahet Al Shaflahiya was also awarded with the In-Country Value (ICV) Scorecard Certificate which is used to demonstrate Wahet Al Shaflahiya's commitment to local economic development.

These achievements reflect Wahet Al Shaflahiya's determination to lead the way in providing Qatar with the exclusive landscape and water features services. The team looks forward to achieving even greater milestones in the next years.



**ALFARDAN
MEDICAL WITH
NORTHWESTERN
MEDICINE**



Alfardan Medical with Northwestern Medicine completes AIDET Training

We are delighted to announce the successful completion of Acknowledge, Introduce, Duration, Explanation, Thank You (AIDET) training at Alfardan Medical with Northwestern Medicine (AMNM), in partnership with Northwestern Medicine - Chicago. This training marks a significant step forward in enhancing our team's skills in patient communication and care, further solidifying our commitment to delivering unparalleled healthcare services.

AIDET is a proven framework designed to improve patient-provider interactions. It focuses on building trust, reducing patient anxiety, and ensuring clear communication, all of which are essential to fostering a positive healthcare experience. The training was conducted by Ms. Ashley Jansen, an experienced representative from Northwestern Medicine, Chicago, and involved staff

from multiple departments across Alfardan Medical with Northwestern Medicine.

The AIDET model has been adopted by leading healthcare institutions globally for its ability to transform patient care. The framework teaches healthcare professionals how to communicate more effectively with patients as well as colleagues by following a structured approach:

- Acknowledge: Greet the patient with compassion and recognize their presence.
- Introduce: Clearly introduce yourself and your role in the patient's care.
- Duration: Explain how long procedures or wait times will take, providing transparency.
- Explanation: Offer clear, concise information about the care process.
- Thank You: End each interaction by thanking the patient and reinforcing your commitment to their care.

At AMNM, we believe that exceptional patient care starts with effective communication. Through AIDET, our team has gained invaluable insights into how small actions, like a reassuring introduction or timely explanations, can make a world of difference in the patient experience.

The AIDET training spanned five intensive days, during which our medical professionals, administrative staff, and support teams came together to practice and implement the AIDET principles. Through a mix of hands-on learning, interactive workshops, and real-time feedback, the training provided our team with the tools they need to improve patient interactions at every stage of care.

In recognition of this achievement, a training completion certificate ceremony was held to honor the hard work and dedication



of our staff. The event was graced by Ms. Ashley Jansen, the trainer and representative from Northwestern Medicine, Chicago, as well as Dr. Mohammed Al-Makhamreh, COO of AMNM, and Dr. Fawzi Al-Ayoubi, CMO of AMNM. Their presence not only highlighted the importance of the training but also reaffirmed the leadership's commitment to fostering a culture of continuous improvement.

During the event, both Dr. Al-Makhamreh and Dr. Al-Ayoubi expressed their gratitude to the team for their active participation

and commitment to patient-centered care. Ms. Jansen, who led the training sessions, also commended the AMNM team for their eagerness to learn and apply AIDET's principles, which are designed to enhance both patient satisfaction and clinical outcomes.

The journey toward excellence never ends at AMNM. Together with our exceptional team and valued partners, we remain focused on our goal of setting new benchmarks for healthcare delivery as well as quality in the region and beyond.



Exciting Summer Camp Initiative: A Collaboration for Children's Health and Enjoyment

Alfardan Medical & Northwestern Medicine (AMNM) proudly partnered with Toys for Joy and Kempinski Marsa Malaz to host an enriching summer camp designed for children aged four to nine.

As the medical sponsor of this initiative, AMNM was dedicated to ensuring a safe and healthy environment for all participants. Our team of general and pediatric physicians led a series of informative workshops aimed at educating children and parents about the significance of health and wellness. Through engaging and interactive sessions, we emphasized key topics such as nutrition, physical activity, and injury prevention, fostering a sense of awareness and responsibility among the young attendees. Our goal was not only to inform but also to inspire children to adopt healthier lifestyles.

The summer camp offered a diverse array of fun activities alongside educational experiences, allowing children to learn while enjoying their time in a supportive community. From arts and crafts to outdoor sports, every activity was carefully curated to promote creativity, teamwork, and social interaction. The collaboration with Toys for Joy and Kempinski Marsa Malaz created a vibrant atmosphere that encouraged physical activity and exploration, helping children build friendships and develop new skills.

We are deeply grateful for the opportunity to contribute to the health and happiness of our community's children this summer. The positive feedback we received from parents and participants alike reaffirms our commitment to nurturing the next generation. A heartfelt thank you goes out to everyone involved for making this initiative a resounding success!

As we look to the future, we invite you to stay tuned for more updates and initiatives from AMNM that promote health and wellness in our community. Together, we can continue to make a meaningful impact on the lives of our children!





الفردان للخدمات البحرية
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ELECTRIC OUTBOARD



الفردان للخدمات البحرية
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