

# THE FOCUS

Corporate Newsletter, Issue 11 - 2025



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الفردان كورپوريشن  
Alfardan Corporation

70<sup>th</sup> ANNIVERSARY  
السنه ١٤٠٠  
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# TABLE OF CONTENTS

4

Message from the CEO  
& Managing Director

6

Alfardan Corporation

16

Alfardan Jewellery

76

Alfardan Exchange

92

Alfardan Properties

106

Alfardan Automotive

242

Alfardan Marine

248

Alfardan Hospitality

286

Wahet Al Shaflahiya

292

Alfardan Medical





## DRIVING GROWTH DELIVERING IMPACT

As we continue our journey of growth and innovation, I am proud to reflect on some of the key milestones that have marked the past year. Each of these achievements reflects our unwavering commitment to excellence, sustainability, and the pursuit of meaningful partnerships that drive our legacy forward.

This year witnessed the successful launch of two brands under Alfardan Jewellery, **Elyaka** by Mrs. Aisha Hussain Alfardan, a brand that celebrates the beauty of natural pearls from the Gulf and **Lady Alfardan** by Mrs. Zohour Omar Alfardan and Ms. Omniah Omar Alfardan, a brand designed for the young, modern women where heritage meets youthful elegance. We also announced Alfardan Jewellery's strategic partnership with Mouawad, bringing together two esteemed names in the world of luxury and reinforcing our shared vision of distinction.

In the automotive sector, we expanded our global footprint with the launch of **Škoda Auto** in Oman, marking the brand's first presence beyond Europe. We also introduced **Alfardan Auto Spa** (formerly Transparency Qatar), delivering exceptional service and care to our valued customers. Further strengthening Qatar's mobility ecosystem, Alfardan Automotive, in partnership with Qatar Free Zones Authority, unveiled a world-class 67,000 sqm Automotive Logistics Hub in Umm Alhoul Free Zone. This strategic facility boosts logistics efficiency, storage capacity, and automotive services, aligning with Qatar National Vision 2030.

Through our company-wide sustainability strategy, Athar, we are proud that our efforts are creating meaningful impact. Our project **"From Tires to Courts"**, Qatar's first basketball court made entirely from recycled tires, demonstrates how innovation and environmental responsibility can drive positive community change. Winning the Qatar CSR Award 2025 reinforces our belief that sustainable progress thrives on collaboration, creativity, and collective purpose. Being honored with the **Sustainable Excellence Award 2025** by the Ministry of Environment and Climate Change further validates our commitment to driving impactful environmental initiatives.

Guided by our sustainability strategy, Alfardan Exchange introduced a fully digital experience across all branches in Qatar, streamlining transactions while eliminating over four million paper forms and documents each year.

In line with our vision, Workinton was rebranded to **Nestwork**, developed under Alfardan Corporation and managed by Alfardan Properties. This transformation signifies a renewed commitment to supporting local entrepreneurship, fostering innovation, and cultivating long-term partnerships. Nestwork is the country's only community-driven coworking platform, built to empower founders and innovators through thoughtfully curated environments designed to spark ideas and accelerate action.

These accomplishments would not have been possible without the dedication of our people, the trust of our partners, and the loyalty of our customers. Together, we are building on our legacy and charting new paths for Alfardan Corporation, always guided by the values of passion, mastery, and trust.

I extend my deepest appreciation to everyone who continues to be part of this journey. With your support, we will continue to grow stronger and reach greater milestones in the years to come.

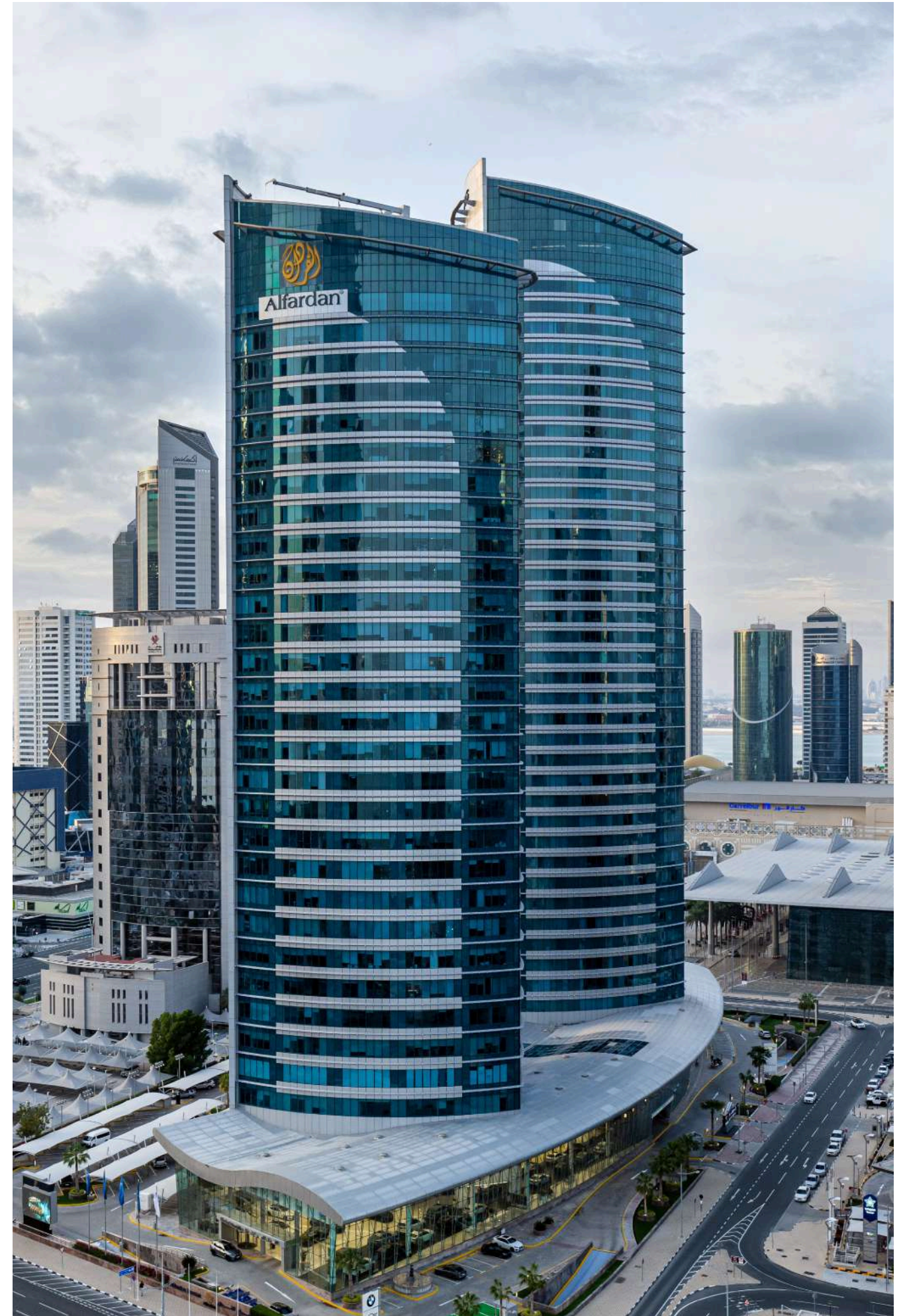
**Omar Hussain Alfardan**  
CEO & Managing Director

## MESSAGE FROM THE CEO AND MANAGING DIRECTOR

“Together, we are building on our legacy and charting new paths for Alfardan Corporation, always guided by the values of innovation, passion, mastery, distinction and trust.”



# ALFARDAN CORPORATION





# Alfardan Corporation receives Sustainability Excellence Award



Alfardan Corporation, represented by Mr. Omar Hussain Alfardan, CEO and Managing Director, is proud to receive the Sustainable Excellence Award from His Excellency Dr. Abdullah bin Abdulaziz bin Turki Al Subaie, Minister of Environment and Climate Change.

This recognition reflects our continued commitment to embedding sustainability at the core of our operations, in alignment with Qatar National Vision 2030 and global environmental priorities. It acknowledges our efforts to drive meaningful impact across our businesses, from advancing circular economy initiatives and resource efficiency to promoting responsible practices that benefit both society and the environment.

More than an achievement, this award reinforces our responsibility to create long-term value, viewing the environment not only as a priority, but as a strategic partner in shaping a more sustainable future for generations to come.





# Alfardan Corporation holds Tariqi 2025 Onboarding Session



Alfardan Corporation held its onboarding session for the Tariqi Program's 2025 intake that gathered the management team, with current and new beneficiaries of the scholarship.

The Tariqi scholarship program is an educational support and development program that 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. Education is a major CSR pillar of Alfardan Corporation, as quality education must be accessible to all citizens and residents of Qatar.

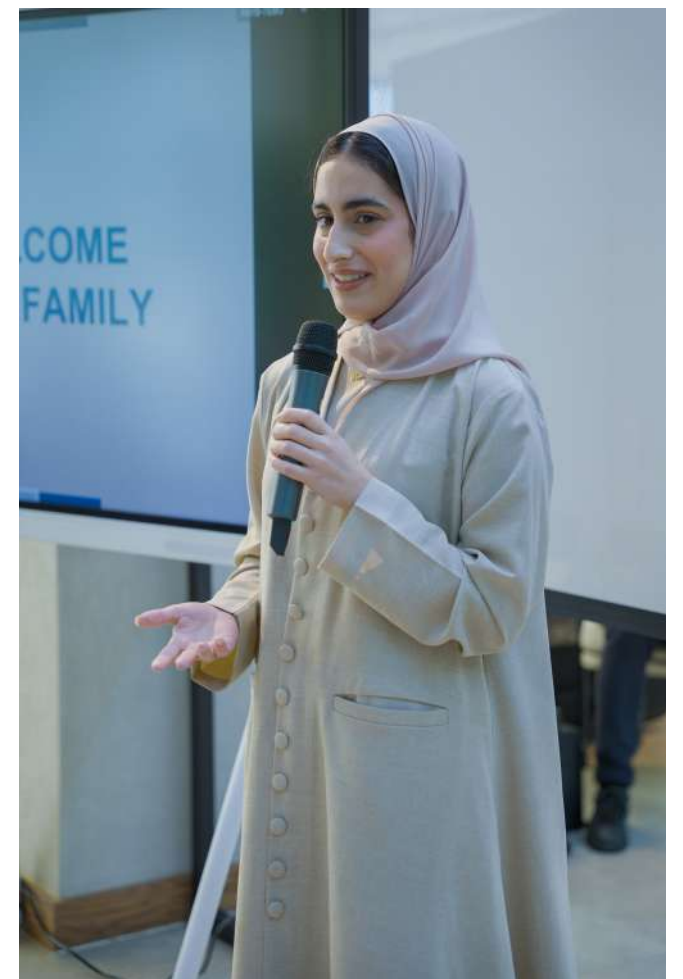
Abed Assalam Braidy, Training Manager at Alfardan Automotive, conducted the onboarding presentation during the event, covering topics such as an overview on Alfardan Group and the scholars' internship and employment opportunities.

Maha Fahad Alfardan, Director of Family Strategic Initiatives & Corporate PR at Alfardan Corporation 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 CEO and Managing Director, 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 short talks by Julia Nasser and Jana Al Otoum, who are both beneficiaries of the program, taking up Journalism at Northwestern University of Qatar.





# Alfardan Corporation attends Community Partner Workshops at Carnegie Mellon University

Alfardan Corporation 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 company's dedication to equipping our teams with cutting-edge knowledge and strategic expertise, ensuring we remain at the forefront of industry advancements.



# Alfardan Corporation wins Qatar CSR Award 2025 for Sustainable Basketball Courts Initiative

In a proud moment for sustainability and community development, Alfardan Corporation was honored as a winner at the Qatar CSR Awards 2025, held at Al Wosail Ballroom, The Ritz-Carlton, Doha, for its innovative contribution to environmental sustainability through the “From Tires to Courts” initiative, Qatar’s first basketball courts constructed entirely from recycled tire materials.

As part of Athar, Alfardan Corporation's sustainability strategy, and developed in collaboration with Continental Middle East, the leading German company for tires and automotive technology, the project at Al Gassar Resort addresses urgent waste challenges through creative, and sustainable solutions.

By transforming approximately 500 used tires into a safe, durable 175-square-meter sports surface using “Green Rub” tiles, the project reduced carbon emissions by more than 50% compared to traditional materials. Beyond its environmental impact, the initiative promotes community engagement, healthy living, and social unity through sports.

The Qatar CSR Awards recognize organizations and individuals advancing responsible, impactful practices across Qatar. Alfardan Corporation's recognition highlights its leadership in sustainable innovation and community empowerment.

“This recognition marks an important step in our journey to turn sustainability from a vision into tangible impact. Our project, “From Tires to Courts’ reflects our commitment to innovative environmental solutions that address pressing challenges like waste management while brings communities together through sports and wellness. Through collaborative efforts under Athar strategy, we aim to take steady, responsible steps toward contributing to Qatar’s sustainability goals” Dr. Ma’n Alhamawi, CEO of Alfardan Automotive & Sustainability Committee Chairman.

As Qatar moves toward its National Vision 2030 goals, Alfardan Corporation continues to lead the way towards sustainable development in the country. As a member of the UN Global Compact since 2021, the Corporation remains dedicated to promoting responsible and innovative practices that align with the nation's sustainability goals.





# Alfardan Corporation celebrates Qatar National Sport Day 2025

Qatar's leading conglomerate, Alfardan Corporation, celebrated National Sport Day 2025 with a full-day event for employees and their families at the Aspire Ladies Sports Hall. The event was attended by more than 1000 guests including Fahad Hussain Alfardan, Board Member, Fardan Fahad Alfardan, Chief Operating Officer of Wahet Al Shafalahiya and Safwa, and Sara Fahad Alfardan, Corporate Chief Communications and PR Officer.

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 Corporation, the health and wellbeing of its employees is a top priority and the company 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 among the employees.





# ALFARDAN JEWELLERY QATAR



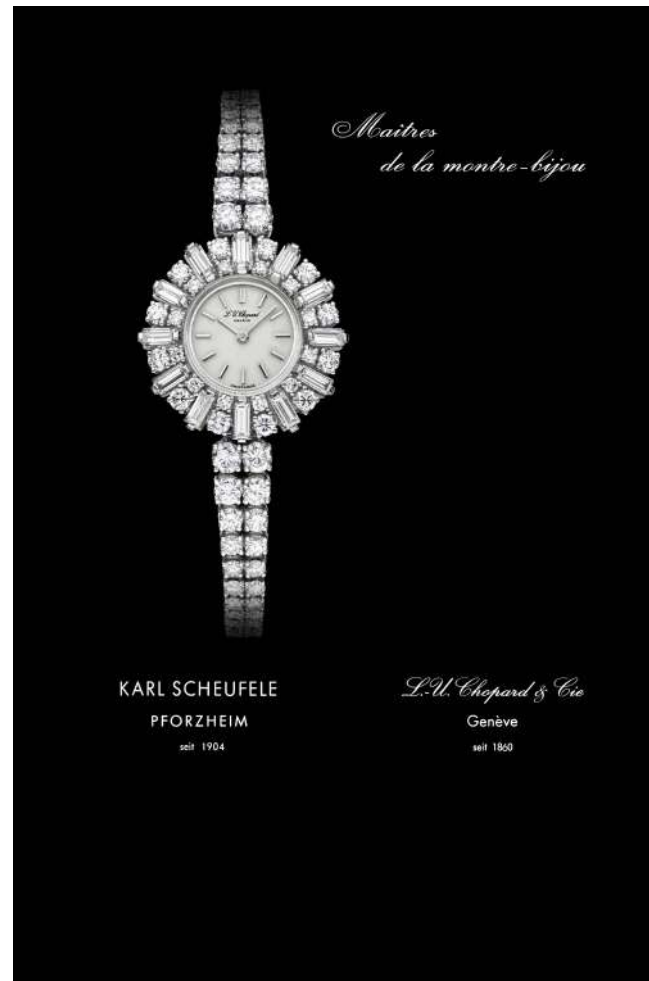


# L'Heure du Diamant Chopard the Master of Jewellery Watches

The history of jewellery watches at Chopard is a tale of innovation, craftsmanship, and artistic excellence, interwoven with the legacy of the Scheufele family. Since its founding in 1860 by Louis-Ulysse Chopard, the Maison has remained at the forefront of fine watchmaking, with a distinctive expertise in jewellery watches emerging over time.

Parallel to this, the Scheufele family's heritage in Pforzheim – a historic centre of jewellery and watchmaking – laid the foundation for a tradition of precision and artistry. In 1904, Karl Scheufele I established his own Manufacture, Eszeha, specialising in jewellery watches and luxury items crafted in gold and platinum, which confirmed his reputation as 'The Master of Jewellery Watches'. The era's Belle Epoque aesthetic, with its delicate, transformable designs and the use of platinum, greatly influenced his creations. In 1912, he introduced an innovative clip that allowed a pocket watch to be worn on the wrist, an elegant precursor to the modern wristwatch. By the 1920s, Eszeha had embraced the Art Deco movement, producing timepieces distinguished by their daring geometric shapes, stylised diamond settings, and platinum cases.

Following the challenges of World War I, Karl Scheufele I focused his collection increasingly on watches, incorporating Swiss movements into his meticulously crafted cases. This expertise was carried forward by his son, Karl Scheufele II, who steered the Maison through the post-war years and positioned it for expansion. In 1958, at just 20 years old, Karl Scheufele III assumed leadership, alongside his wife, Karin. Seeking to broaden the Maison's reach, he set his sights on acquiring a Swiss watch manufacture – an ambition realised in 1963 with the purchase of Chopard. Fortunately for him, Louis-Ulysse Chopard's heir quickly realised their mutual alignment in terms of values and vision and was therefore open to passing the baton to the Scheufele family.



From then on, their stewardship of Chopard ushered in a new era of creativity and technical refinement. Jewellery watches became central to the Maison's identity, with diamond-set designs showcasing an exceptional interplay of baguette and brilliant-cut stones. By the late 1960s, the Maison had gained international recognition for its artistry and innovation, winning 15 Golden Rose of Baden-Baden awards – known at the time as the 'Oscars' of jewellery. The period also saw Chopard's early advertisements feature the slogan "Maîtres de la montre-bijou" (Masters of Jewellery Watches), cementing its growing reputation in the field.

The 1970s brought a bold new aesthetic, reflecting both the exuberance of the era and Chopard's evolving expertise. Timepieces such as 1976's Concord watch featured ornamental stone dials, vibrant colours, and sculptural bracelets, including Milanese mesh and tree-bark textures – techniques long mastered by the Scheufeles. This savoir-faire became intrinsic to Chopard's visual universe, seamlessly blending goldsmithing traditions with Swiss horological precision. The decade also saw the launch of the Belle Epoque collection, reinterpreting the curving, floral motifs of the early 20<sup>th</sup> century for a contemporary audience.

By the 1990s, renowned for its jewellery watches, Chopard created the world's most precious watch in 1997, the groundbreaking 'Chopardissimo', which required 2000 hours of work and sparkled with 874 diamonds totalling 163 carats. The launch of the L'Heure du Diamant collection in 2012 further cemented Chopard's and the Scheufele family's shared heritage of creating "jewels that tell the time". One model from the collection even went on to earn the Jewellery Watch Prize at the Grand Prix d'Horlogerie de Genève the following year.

In 2018, Chopard became the first luxury watch and jewellery Maison to commit to using 100% ethical gold in the production of its watch and jewellery creations, including L'Heure du Diamant, reaffirming its 'Journey to Sustainable Luxury'.

In 2024, the introduction of the 10.01-C calibre, dedicated to L'Heure du Diamant, marked another milestone as the smallest and thinnest in-house movement on the market, measuring 15.70 mm in diameter and only 2.90 mm in thickness.







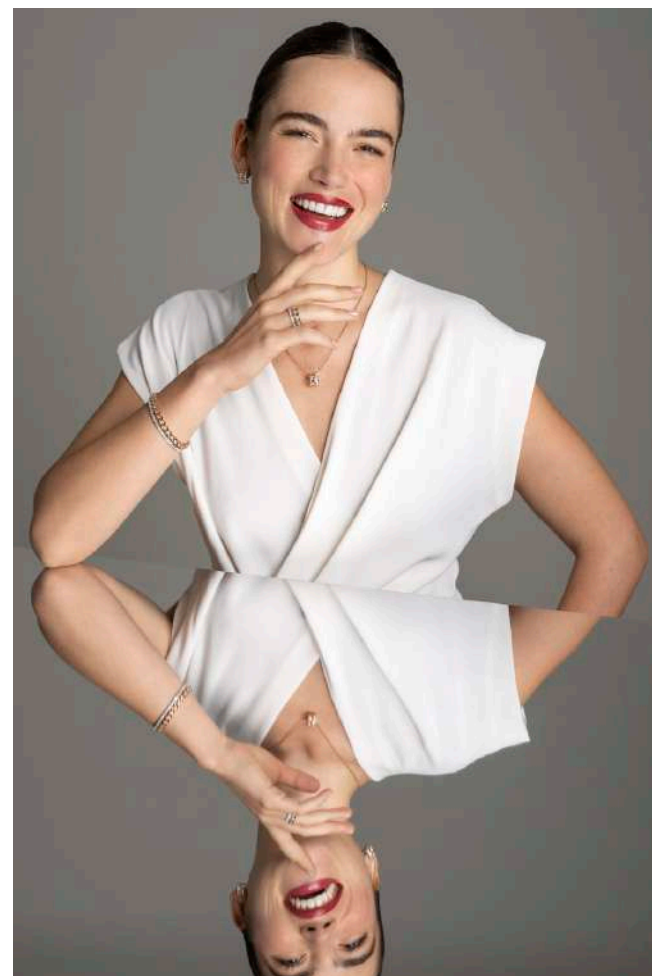
In 2025, Chopard continues to honour its legacy of jewellery watchmaking with several landmark initiatives. For the first time, a moonphase complication is introduced to a L'Heure du Diamant timepiece, adding a new chapter to the collection's mechanical evolution. At the same time, the Maison unveils its latest campaign, featuring Chopard Ambassador Bella Hadid framed by flowers, a Chopard signature seen as far back as its 60s catalogues. A travelling exhibition dedicated to L'Heure du Diamant will also launch this year, showcasing over 15 exceptional diamond-set timepieces. Many of these creations highlight Chopard signatures, such as ornamental stone dials, crown-set diamonds, and bark-type bracelets. The exhibition will debut in Geneva before touring global destinations, including Dubai, Cannes, and Paris. Heritage pieces will be displayed alongside contemporary L'Heure du Diamant watches and jewels, such as The Precious Hours set and the L'Heure du Diamant Moonphase watch.







## Sartoro Geneve presents a limited-time only Pop-Up of iconic creations at Place Vendome



Sartoro Geneve brings its signature artistry to Place Vendôme with an exclusive month-long pop-up featuring the Maison's most coveted collections.

Visitors will discover Sartoro's core fine jewelry collections, Dualité, Trilogie, Ondes, and Alba, each reflecting the house's spirit of contemporary elegance. Highlighting the showcase, the Dualité collection embodies the art of contrast, featuring bold two-tone gold creations set with brilliant diamonds - a celebration of harmony between strength and grace.

Experience Sartoro's world of contemporary artistry and timeless elegance - exclusively at Place Vendôme, Doha.



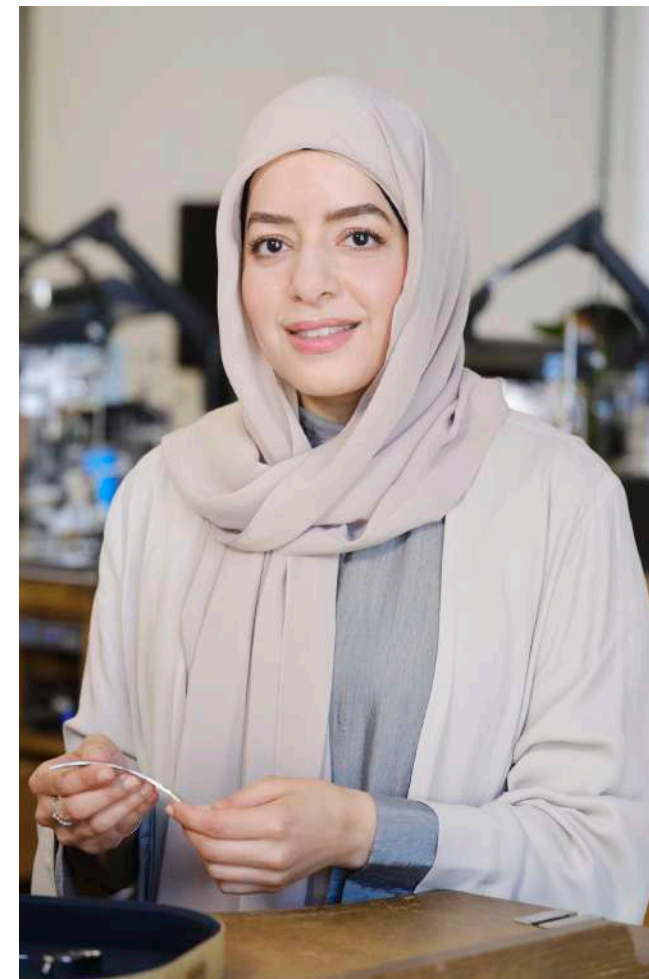


# M7 announces **Chaumet** Tiara Project and **Winner Aisha Alattiya**



Qatar Museums and M7, in partnership with Maison Chaumet, are thrilled to announce Aisha Alattiya as the winner of the exclusive tiara project commissioned by Alfardan Jewellery and Qatar Museums. Building on the legacy of the 'Chaumet & Nature' jewellery exhibition held in Qatar at M7, this groundbreaking initiative invited artists and designers from the MENA region to craft one-of-a-kind tiaras that merged their cultural heritage with Chaumet's fascination with the natural world. Alattiya's winning design will be crafted by Chaumet's skilled craftsmen in their workshop, before being presented at M7, marking a significant milestone in the creative's journey.

This opportunity aligns with M7's mission to foster connections and encourage knowledge exchange between local communities and global brands. Open to jewellery designers, architects, product designers, and artists in applied and decorative arts from across the MENA region, it attracted more than eighty applications. Eleven designers were short-listed to participate in an exclusive masterclass led by Chaumet's Creative Studio Director, Olga Corsini, at M7, Qatar's epicentre for innovation and entrepreneurship in design, fashion and tech. After the masterclass, three finalists including, Aisha Alattiya, an artist and jewellery designer; Zahia Albakri, an architect and fashion designer; and Alanoud Al-Ghamdi, an artist and calligrapher, were shortlisted for a unique opportunity to visit Chaumet's workshop at Place Vendôme in Paris. During their two-day trip, the finalists explored the High Jewellery Design Studio, the Art of Gouaches, and the workshop, to meet with artisans and the chef d'Atelier leading the tiara's creation.





Maha Ghanim Al Sulaiti, Director of M7, expressed her support for this initiative, saying, "Through this project, we have witnessed how design can tell powerful, meaningful stories. Maison Chaumet embodies the art of honouring heritage through design, and Aisha's winning design is a testament to both her artistic talent and the beauty of celebrating one's cultural roots through storytelling. We hope this initiative will inspire designers and creatives to join future M7 opportunities and programmes."

Alattiya's winning design, the "Houbara Haven Tiara," is inspired by Qatar's natural landscape, pearls, and rich cultural heritage. The tiara tells a captivating story, beginning with the discovery of the resilient Awsaj plant, which thrives in the harsh desert environment. Its fruit, reminiscent of pearls, with delicate white and purple blossoms, is known for its medicinal properties, while the plant's intertwined branches, traditionally used to craft embroidery spindles, form the tiara's intricate foundation. The design also celebrates Qatar's falconry tradition, with the exquisite piece evoking the refuge the Houbara bird finds within the branches during hunting season.

Speaking about the initiative, Mr. Ali Hussain Alfardan, President of Alfardan Jewellery and Vice Chairman of Alfardan Group, said "At Alfardan Jewellery, we take great pride in supporting this initiative led by M7, which nurtures emerging talent and bridges cultural heritage with contemporary creativity. The Tiara Design Project stands as a testament to Maison Chaumet's rich heritage and commitment to excellence, and we are delighted to stand alongside them in this project, celebrating craftsmanship, innovation, and the enduring artistry of fine jewellery."

Aisha Alattiya, a passionate artist since childhood, is celebrated for her mastery in ceramics, oil paintings, acrylics, and watercolors, with a particular focus on landscapes and nature. Her exploration of mixed media on ceramics, utilising a range of underglaze techniques, has allowed her to express deep themes of life and nature. Over the years, she has designed a diverse range of products, including vases, jewellery boxes, tableware, and drinkware. In 2021, driven by a profound fascination with nature's hidden beauty, Alattiya ventured into jewellery design.





# Alfardan Jewellery proudly unveils the **Erth Collection**

In the heart of the Gulf, where tradition runs as deep as the waters that once carried pearl divers across the sea, Alfardan Jewellery proudly unveils the Erth Collection - a timeless homage to GCC heritage, inspired by the purity of pearls and the enduring beauty of traditional Arabic craftsmanship.

Rooted in the spirit of the Gulf, the collection reflects the legacy of generations past while embracing the elegance of modern design. For centuries, pearls have symbolized grace, power, and national pride, while Arabic jewellery has reflected identity, culture, and artistry. With the Erth Collection, Alfardan Jewellery honors this legacy by merging its renowned mastery of pearls with the richness of traditional craftsmanship and Arabic design. Each piece goes beyond jewellery, it becomes a reminder of presence, radiance, and artistry.

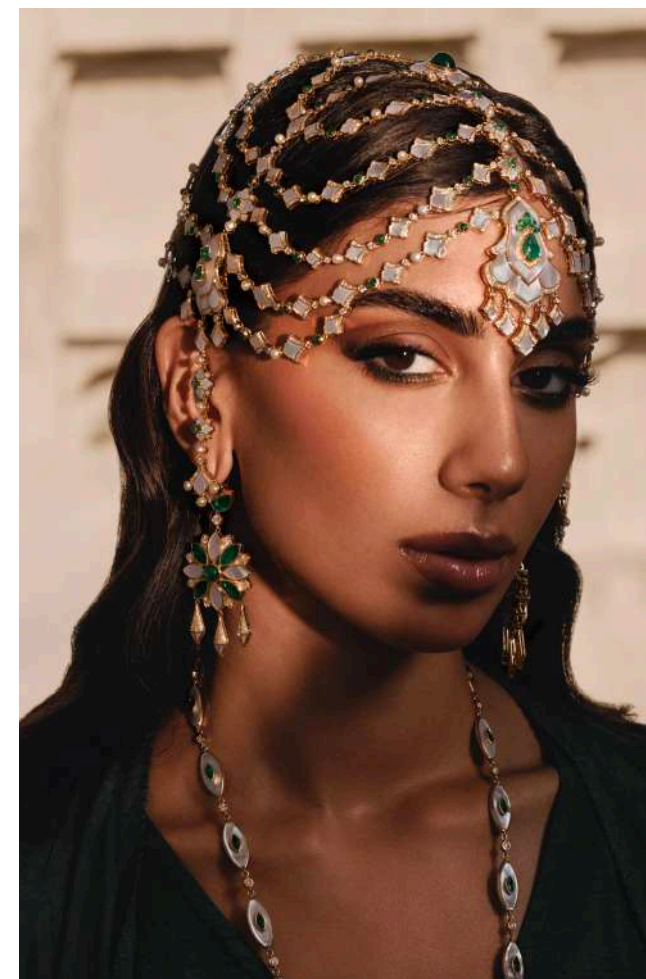
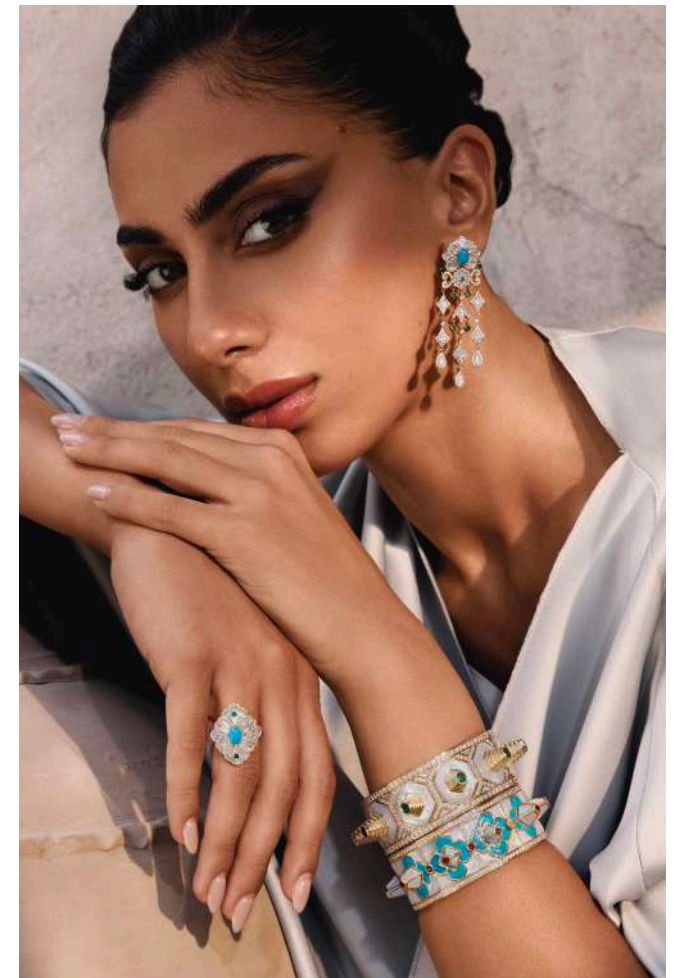
The soul of the Erth Collection lies in the seamless blend of mother-of-pearl with traditional Arabic jewellery, a tribute to heritage and identity. Crafted in 18K gold, the collection is enriched with diamonds, emeralds, rubies, and sapphires, adding layers of symbolism and sophistication. Each creation reflects Alfardan Jewellery's legacy of excellence, transforming tradition into timeless elegance.

The visionary behind this collection is Mr. Ali Hussain Alfardan, President of Alfardan Jewellery, who states: "Arabic jewellery has always been admired for its beauty and intricate traditional designs, a true vessel of heritage and a mirror of identity. While this artistry has carried immense beauty for centuries, it was often recognized for its heavy weight. My vision was to preserve this heritage while reimagining it into creations that feel effortless, contemporary, and alive in today's world, reducing the gold weight while maintaining the integrity of traditional formats to ensure each piece remains both culturally authentic and comfortably wearable. By combining gold with mother-of-pearl and gemstones, we capture the lightness of the sea and the brilliance of tradition, pieces that honor the past while embracing the present. These jewels appeal not

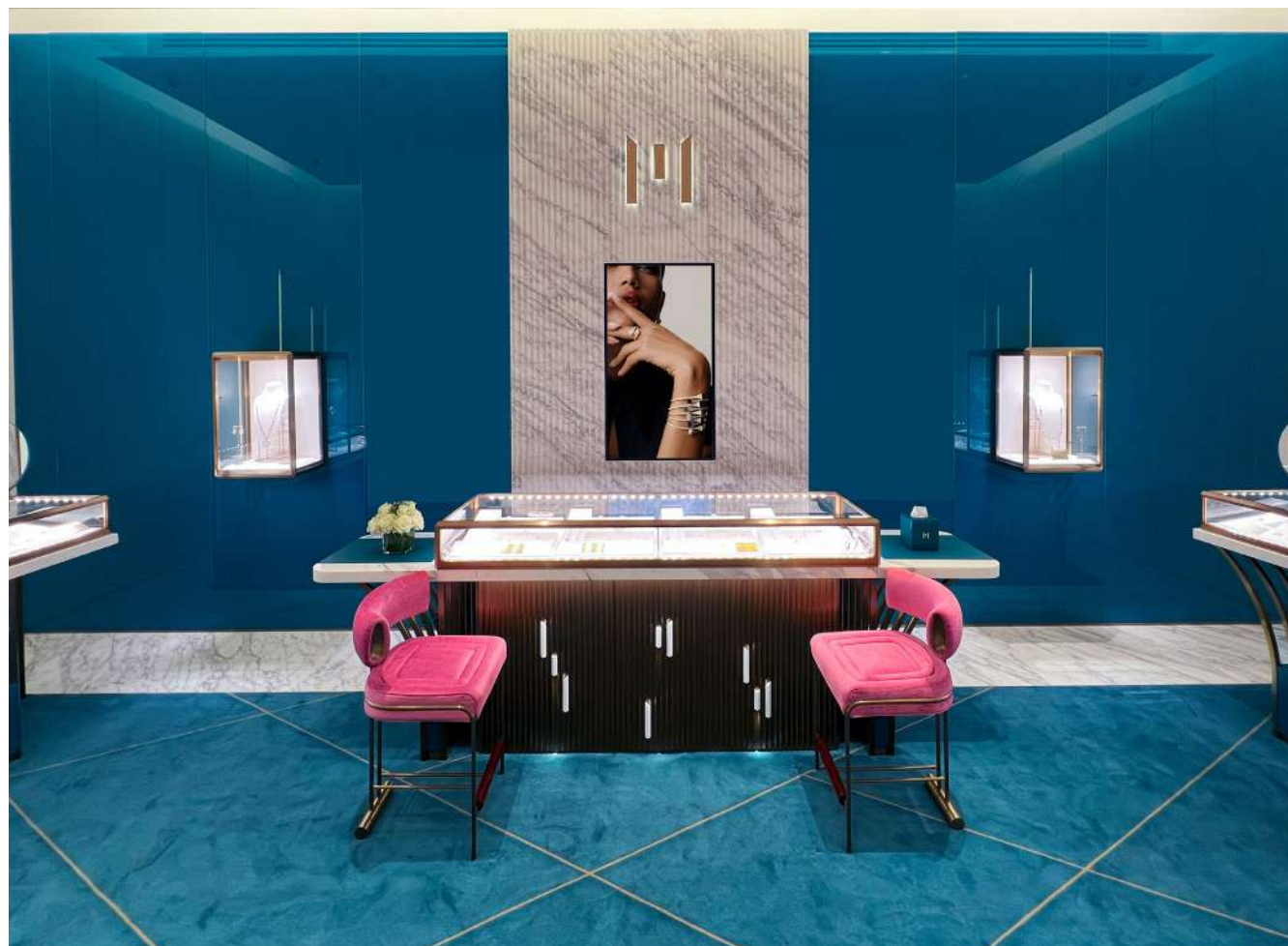
only to the older generation but also resonate deeply with the modern woman, offering designs that transcend age and occasions."

Envisioned as everlasting, the Erth Collection is created for Gulf women of every age, from the young who wish to adorn themselves with their roots, to the older who gaze upon each pearl and see reflected there a moment in their own history. It is jewellery that bridges the ages, combining culture and contemporary chic with ease.

The collection is now available exclusively at Alfardan Jewellery showrooms in Qatar and the UAE.







# Marli New York brings signature elegance to Doha

MARLI New York proudly unveils its latest space at The Villaggio Mall in Doha, a bold new expression of the brand's architectural vision meticulously crafted to immerse visitors in the Marli Universe. Every detail reflects Marli's philosophy of sophistication and simplicity, offering clients in Doha a direct connection to designs that embody individuality, timeless versatility, and self-expression.

Far beyond a boutique, this setting invites exploration by transforming jewelry into a narrative experience. Inspired by the language of Marli's global flagships, the Doha space merges refinement with immersive elements to deliver an atmosphere tailored to resonate with discerning individuals.

The interior is anchored by the brand's iconic teal, balanced with polished marble accents and strategically placed illuminated showcases.

Vertical elements frame each creation, while a geometric-patterned carpet defines the spatial flow, quietly evoking the dynamic energy of New York. This thoughtful approach reflects the brand's ongoing dedication to crafting environments that balance elegance and atmosphere.

Founded in 2014 by Maral Artinian, Marli redefines contemporary jewelry by championing nonconformity. Rooted in over a decade of artisanal mastery, the brand combines precision with forward-thinking aesthetics, empowering wearers to articulate their identity through exceptional craftsmanship. From material choices to spatial layout, every facet of the boutique reflects Marli's commitment to innovation and quality.





# Aisha Alfardan unveils “Elyaka”: A contemporary tribute to the beauty of natural Gulf pearls

Mrs. Aisha Hussain Alfardan announced the launch of “Elyaka”, a new fine jewellery label celebrating the beauty of natural pearls from the Gulf. The collection embodies a vision that marries the authenticity of the past with present-day elegance, creating designs that allow the modern woman to shine with confidence and femininity.

“In Elyaka”, said Aisha Alfardan (founder), “we reintroduce the pearl as part of a woman’s daily narrative. We honor a magnificent legacy and give it new life to suit the strong, modern woman.”

The “Elyaka” collection offers a variety of designs, ranging from refined minimalism to striking statement pieces, giving women an elegant choice for everyday - deeply rooted in heritage yet crafted to stand the test of time.

Jewellery from “Elyaka” will be available exclusively at all Alfardan boutiques in Qatar and UAE, with Saudi Arabia and Oman to follow soon. Each location promises an exceptional experience reflecting lasting beauty and authentic identity.







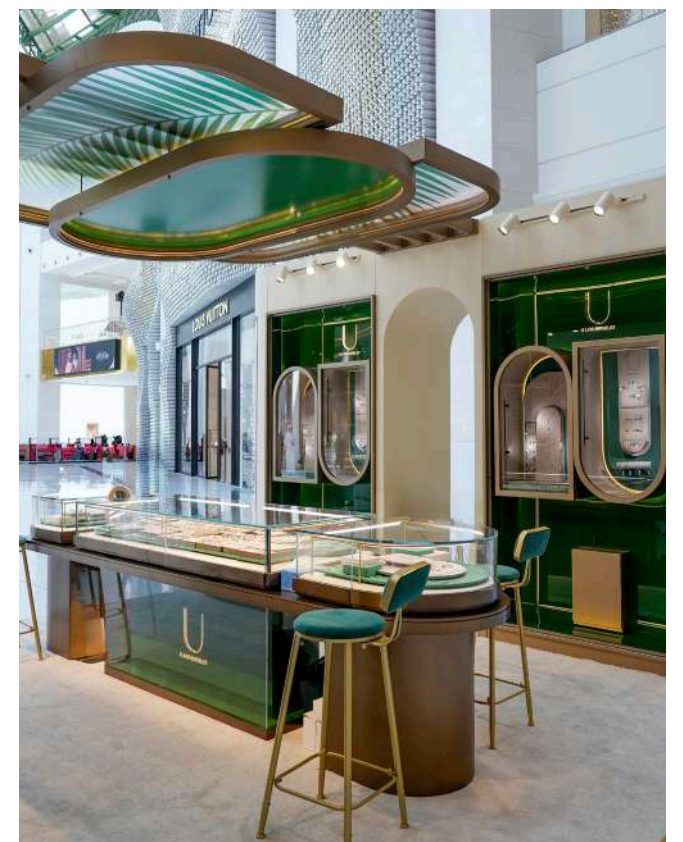
## U Los Angeles Pop Up at Place Vendôme

The Doha Pop-Up marks a significant milestone for U Los Angeles, offering local fashion enthusiasts the chance to explore our collections up close. For a limited time, uncover vibrant, elegant, and unique pieces that capture modern sophistication and self-expression at Place Vendôme Mall.

Our carefully curated collections include U Gold, U Stones, U Chains, U Bands, and U Baguettes - a stunning blend of bold statement pieces and delicate elegance, each crafted to reflect sophistication and individuality. Whether you're enchanted by timeless classics or inspired by bold, contemporary designs, a dynamic collection awaits to delight every taste.

With our flagship boutique located in Santa Monica Century City Mall, and a growing presence in Saudi Arabia and Qatar.

We can't wait to welcome you to experience the vibrant, elegant, and unique essence of U Los Angeles jewellery Pop Up at Place Vendôme Mall.





# Devji Aurum unveils Ruhi Collection 2025 in Doha

Devji Aurum, a distinguished name in fine jewellery, is showcasing its Ruhi Collection 2025 at Alfardan Jewellery in Doha, offering a glimpse of modern luxury and timeless heritage.

The unveiling marked the second edition of Ruhi Week in Qatar and celebrates the brand's 75 years of outstanding presence in the region.

Speaking on the sidelines of the event, brand designer Dev M Sagar highlighted Devji Aurum's appeal and legacy, as well as the collection's craftsmanship and designs.

"One of my grandfather's last wishes is to create something that is completely limited edition, one-of-a-kind, made with precious metals, gemstones, precious pearls, all natural pearls, and the unique touch that we add in each of the designs itself," he said.

The design and creation process for each piece takes 12-18 months, Sagar said, highlighting the extensive research and development involved in ensuring the highest quality and exclusivity.

About the challenge of balancing tradition with contemporary trends, he said that Devji Aurum has always been open to new adaptations, citing how the brand created its designs to cater to a younger generation.

"For example, today, the modern generation likes to layer. We were specialising in bigger pieces; what we did is we broke down those bigger pieces into smaller ones so that the younger generation can layer up or layer down as per their wardrobe, as for their choice, what they want to wear," Sagar recalled.

He said that they experimented with various new materials and continuously introduced new manufacturing techniques to remain relevant. He also pointed to the brand's intricate manufacturing processes as a deterrent to copycat designs, ensuring the continued originality of Devji Aurum creations.

According to Sagar, Qatar was chosen as a key location for Ruhi Week due to the longstanding support from Qatari customers.

"We have received love from Qatar and its people from a very, very long time," he stated.

Sagar said that many patrons visiting their Bahrain and Dubai locations had urged them to open a boutique in Qatar.

He also noted the aligned vision between the Devji family and Hussain Alfardan in continuing a legacy that has resonated for generations, and underscored the 40-year partnership with Hussain Alfardan and the Alfardan family.

"Even before we had our retail presence over here, we made a lot of limited edition pieces for him, for his collection," Sagar said. "So it's been a long, long time that started from my grandfather's time, that came to my dad, and now it is between me and Ali (Alfardan) and the whole Alfardan family as well."

Devji Aurum celebrated the opening of its first boutique in Doha last year, a significant milestone in its 75-year history, which began in Bahrain and later expanded across the Middle East.





# Alfardan and Mouawad take Jewellery to the Next Level

Alfardan Jewellery, a house of heritage and distinction, proudly announces its strategic partnership with Mouawad, the prestigious high jewellery house renowned for its timeless elegance and exceptional craftsmanship. This collaboration marks a significant moment in the world of fine jewellery, offering discerning clients exclusive access to Mouawad's exquisite creations within Alfardan Jewellery's distinguished boutiques.

## A Legacy of Pearls and Unparalleled Craftsmanship

This partnership unites two legendary houses that share an unwavering commitment to artistry, refinement, and excellence. Alfardan Jewellery, an esteemed name with a history deeply rooted in the pearl trading industry, has long been synonymous with prestige and exclusivity. For generations, the Alfardan family has been instrumental in preserving the region's illustrious pearl diving heritage, sourcing the world's most coveted natural pearls, and transforming them into breathtaking masterpieces. Under the visionary leadership of Hussain Ibrahim Alfardan, the brand has curated some of the most exquisite pearl collections, including rare and historically significant pieces treasured by collectors worldwide.

Through this collaboration, Alfardan Jewellery will not only showcase Mouawad's high jewellery and fine jewellery collections but will also continue its dedication to preserving and celebrating its

pearl heritage. This partnership presents an extraordinary opportunity for clients to explore a unique blend of contemporary elegance and timeless tradition - where Mouawad's artistry meets Alfardan's legacy of pearls.

Mouawad Co-Guardians shared their enthusiasm about the partnership: "We are delighted to join forces with Alfardan Jewellery, a brand that shares our passion for excellence, exclusivity, and timeless elegance. This partnership will provide a unique opportunity for collectors and jewellery enthusiasts to experience Mouawad's exceptional craftsmanship through a

trusted and established luxury retailer."

Mr. Ali Hussain Alfardan said, "For decades, Alfardan Jewellery has been at the forefront of luxury, rooted in our deep heritage in pearls and fine jewellery. Our partnership with Mouawad is a natural alignment of our values, bringing together two houses that embody craftsmanship, heritage, and exclusivity. We look forward to presenting our clients with not only Mouawad's extraordinary creations but also a celebration of our own rich history, particularly our legacy in natural pearls."



# Noudar unveils a dazzling New Collection: A modern tribute to tradition

Noudar, the distinguished fine jewellery brand by Noor Alfardan, unveils its latest collection, embodying a seamless fusion of heritage and contemporary elegance. Staying true to its identity, Noudar continues to celebrate tradition while empowering modern women to embrace their cultural roots in an innovative way.

The new collection pays homage to the rich tradition of Henna, a centuries-old art form cherished in Arabic culture. Historically, women adorned their nails and fingers with intricate Henna designs, symbolizing beauty and heritage. Today, Noudar transforms this tradition by allowing women to embellish their nails with luxurious jewellery crafted from gold and diamonds, redefining luxury while preserving cultural authenticity.

The name Noudar originates from an ancient Arabic term for gold, reflecting the brand's deep connection to heritage and refinement. Founded by Noor Al Fardan, Noudar seamlessly blends the timeless treasures of Arabian civilization with a modernist approach to luxury jewellery.

With intricate designs inspired by Omani patterns and traditional Henna motifs, this collection reimagines heritage through bold, romantic creations tailored for the modern woman.





# Vacheron Constantin celebrates its 270-year quest for excellence at the Doha Jewellery & Watches Exhibition 2025

Vacheron Constantin, the luxury Swiss watchmaking Maison with 270 years of uninterrupted history and dedication to excellence, is proud to announce its participation in the highly anticipated Doha Jewellery & Watches Exhibition.

This year, the Maison invites guests to embark on an extraordinary journey into the art of High Watchmaking as it celebrates its 270<sup>th</sup> anniversary under the theme “The Quest.” Inspired by this remarkable milestone, the exhibition space seamlessly blends heritage and innovation, offering visitors an immersive experience into the Maison’s exceptional craftsmanship.

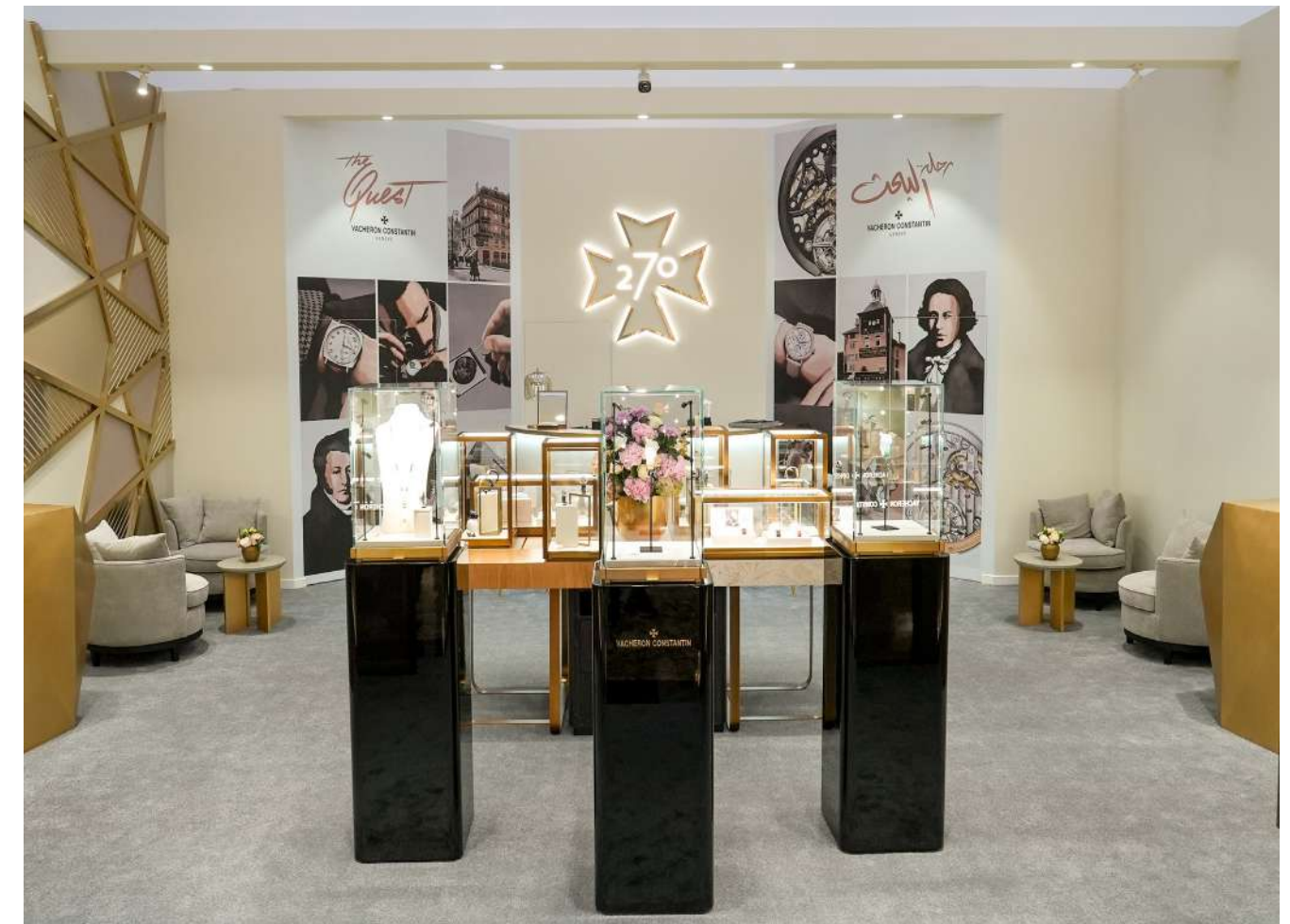
A key highlight is the Historiques 222, a contemporary reimagining of the iconic model affectionately known as the ‘Jumbo.’ This celebrated timepiece features a 37 mm stainless steel case, fluted bezel, and integrated bracelet, paired with a blue dial that embodies timeless elegance and modern sophistication. The caseback which bears a signature representing Vacheron Constantin’s 270<sup>th</sup> anniversary, has been fitted with a transparent sapphire crystal to reveal the in-house Calibre 2455/2.

Guests will also have the opportunity to explore a curated selection of Vacheron Constantin’s

latest creations alongside rare treasures from its Heritage collection, each reflecting the Maison’s dedication to technical mastery and artistic sensibility.

For an enhanced experience, the exhibition space features private rooms, offering a refined setting where clients and collectors can explore bespoke services, witness the artistry of fine watchmaking, and delve into the Maison’s storied legacy.

“Marking our 270<sup>th</sup> anniversary at the Doha Jewellery & Watches Exhibition is a truly momentous occasion. We are honored to invite clients, collectors, and enthusiasts to embark on ‘The Quest,’ a journey that celebrates our enduring commitment to heritage, innovation, and the artistry of fine watchmaking,” said Christophe Ramel, Regional Director of Vacheron Constantin Middle East.





# Alfardan Jewellery unveils Solevre: A revolutionary new luxury brand at DJWE

Alfardan Jewellery, a name synonymous with excellence and timeless luxury, is set to redefine the world of fine jewellery with the launch of its latest innovation, Solevre. This groundbreaking brand, a highly valuable addition to Alfardan Jewellery's prestigious portfolio, will be showcased at the Doha Jewellery and Watches Exhibition (DJWE).

The much-anticipated debut of Solevre marks a new era in luxury jewellery, blending unparalleled craftsmanship with innovative designs.

Showcased exclusively at the Alfardan Jewellery Pavilion, Solevre presents an extraordinary collection of fine jewellery, meticulously crafted to captivate collectors, connoisseurs, and fashion enthusiasts alike.

The collection features a stunning array of bracelets, crafted in exquisite white gold and platinum and adorned with dazzling half-carat diamonds that looks like a whole carat.

The diamond collection starts from 10 to 50 pointers, with each stone appearing significantly larger due to Solevre's exceptional craftsmanship. A 10-pointer sparkles like a 30-pointer, a 30-pointer radiates the brilliance of a 50-pointer, and a 50-pointer mirrors the presence of a full carat. Solevre uses only high-grade diamonds with a G color rating, ensuring superior quality. Each diamond is carefully selected to meet the highest standards of brilliance and refinement.



The collection is designed to suit all styles, budgets, and age groups, making luxury accessible to every jewellery enthusiast. These breathtaking pieces, available in various sizes, reflect the ultimate fusion of elegance, sophistication, and modernity.

Solevre stands as a testament to Alfardan Jewellery's commitment to pioneering excellence, setting new benchmarks in the realm of high jewellery. This surprise unveiling adds an element of exclusivity to this year's DJWE, making it an unmissable event for those who appreciate the finest craftsmanship and luxury.

Explore the grand reveal of Solevre and witness the beginning of a new chapter in fine jewellery.



# Devji Aurum's Gwenllian Collection premieres at Doha Jewellery & Watches Exhibition, blending Welsh and Arabian legacies

Devji Aurum, one of the oldest fabricators of exquisite jewellery in the world, announces its collaboration with renowned Welsh fashion designer Jayne Pierson and go-to-market advisory firm nuForj here via the Gwenllian Collection, representing the first time in Devji Aurum's over 70-year history that it has formed a design collaboration from outside the region and with the caliber of such a renowned designer as Ms. Pierson.

The Gwenllian Collection is a limited edition and rare set of collars, cuffs, earrings and rings. The items are exquisitely crafted in Welsh gold, diamonds, precious lapis, and malachite and feature Welsh triskelion motifs and Celtic knots, each signed by Jayne Pierson, serialized, and intended to be worn as an amulet to protect the wearer.

Devji Aurum CEO Mahesh Devji said Pierson's evocatively Welsh designs meshed with his company's own legacy. "We believe jewellery should not simply be adornments – they should be time capsules that tell stories from the soul. Indeed, Jayne's designs tell timeless stories of Welsh ages past that also speak to us in modern times, reflecting the spiritual heart of Welsh culture. They are truly fantastic."

The Gwenllian Collection builds on Pierson's reputation for avant-garde design inspired by Celtic mythology, Welsh heritage, and a blending of history and the future. It was named for Gwenllian ferch Gruffydd, a 12<sup>th</sup>-century Welsh warrior princess, the only known medieval era woman known to have led a Welsh army into battle.

"In working with Mahesh's team, I really loved the emotional intensity of the collaboration, both parties approaching it without any preconceived notions of where it might lead us," Jayne Pierson said. "I am really excited by

the collision of cultures represented by this collection – Welsh, Arabian and Indian. The end result are pieces that are incredibly meaningful and people just become overwhelmed with emotion simply trying them on."

Rudy N. Vogel, Managing Principal, nuForj, LLC stated "knowing the uncommon vision and craftsmanship of Mahesh and the distinctive creativity and novel design of Jayne, I knew from the start that the outcome of this utterly unique collaboration would result in something very special that is the Gwenllian collection."





# Sartoro Genève brings iconic high jewellery creations to the 21<sup>st</sup> edition of the Doha Jewellery and Watches Exhibition

Swiss-based Maison, Sartoro Genève, renowned for its dedication to fine craftsmanship and timeless designs, is proud to announce its return to the prestigious Doha Jewellery and Watches Exhibition (DJWE) in 2025. Celebrating its 21<sup>st</sup> edition, this world-class event will take place at the Doha Exhibition and Convention Center (DECC). The Maison's participation underscores its continued commitment to excellence, and artistry on a global stage.

This year, Sartoro Genève will unveil a carefully curated selection from its celebrated collections, with a special focus on its iconic core lines, Trilogie and Dualité. These collections, which have come to define Sartoro's vision, will take center stage, offering a refined experience for connoisseurs of High and Fine jewellery.

The Trilogie collection, known for its bold, architectural beauty and innovative diamond cuts, will showcase new interpretations, pushing the boundaries of design and continuing Sartoro's legacy of sophistication and innovation. In parallel, the Dualité collection - beloved for its harmonious fusion of contrasting elements - will feature a range of new pieces that embody Sartoro's relentless pursuit of artistic perfection, seamlessly blending tradition with contemporary elegance.

Arto Artinian, Co-Founder and CEO of Sartoro Genève, expressed his enthusiasm about the Maison's participation, stating: "We are incredibly proud to return to the Doha Jewellery and Watches Exhibition for its 21<sup>st</sup> edition. For us, DJWE is more than just an exhibition, - it is an opportunity to celebrate craftsmanship while also meaningfully connecting with those who truly appreciate the artistry behind every creation".

Saro Artinian, Co-Founder and Creative Director of Sartoro Genève, expressed his excitement for the upcoming exhibition: "This year, we are excited to present new creations that push

the boundaries of design, while honoring the timeless elegance that our collections stand for - ensuring that Sartoro's creations not only stand out in the present but also remain relevant and cherished for generations to come."

With its distinctive blend of tradition, innovation, and artistry, Sartoro Genève is poised to deliver an unforgettable experience at this year's Doha Jewellery and Watches Exhibition, further cementing its position as a leader in the world of Haute Joaillerie.







## Chopard at the 21<sup>st</sup> Edition of the Doha Jewellery & Watches Exhibition



Chopard showcases a collection of exquisite high jewellery, elegant fine jewellery, and unique timepieces including exclusive watches crafted specifically for Qatar. The seven-day luxury fair was held at the Doha Exhibition and Convention Centre.

### Chopard's exquisite jewellery and unique timepieces

Returning for an exciting 21<sup>st</sup> edition, visitors can explore a remarkable collection of exclusive Qatar edition watches, meticulously handcrafted in Geneva for the fair.

While the L'Heure du Diamant collection undoubtedly shines as the highlight of the booth, visitors can also marvel at a breathtaking array of Haute Joaillerie creations from the latest

Red Carpet Collection by Caroline Scheufele, unveiled at the latest Cannes Film Festival. Along the Haute Joaillerie, all the Maison's iconic jewelry collections are to be rediscovered from the renowned Happy Diamonds and Happy Hearts to the latest Ice Cube collection. Watches include the iconic Happy Sport, Alpine Eagle and unique Imperiale watches for ladies, whilst gentlemen will find excitement in the sporty Mille Miglia, exquisite timepieces from the Alpine Eagle and L.U.C collection.



# DOLCE&GABBANA collaborates with Alfardan Jewellery to present a Special Watch Collection

Dolce&Gabbana expands its range of precious items with a special collection of timepieces created in collaboration with Alfardan Jewellery.

Dolce&Gabbana's love for creativity and watchmaking expertise comes to life in these creations that reimagine some of the brand's most iconic models, offering a new and luxurious interpretation through the use of refined techniques, exquisite gemstones, and innovative color variations for dials and straps.

The new designs stand out for their extraordinary decorative beauty, a result of passionate craftsmanship and meticulous attention to detail. Designed and developed in Italy directly by Dolce&Gabbana alongside Alfardan Jewellery to create a tailored offering

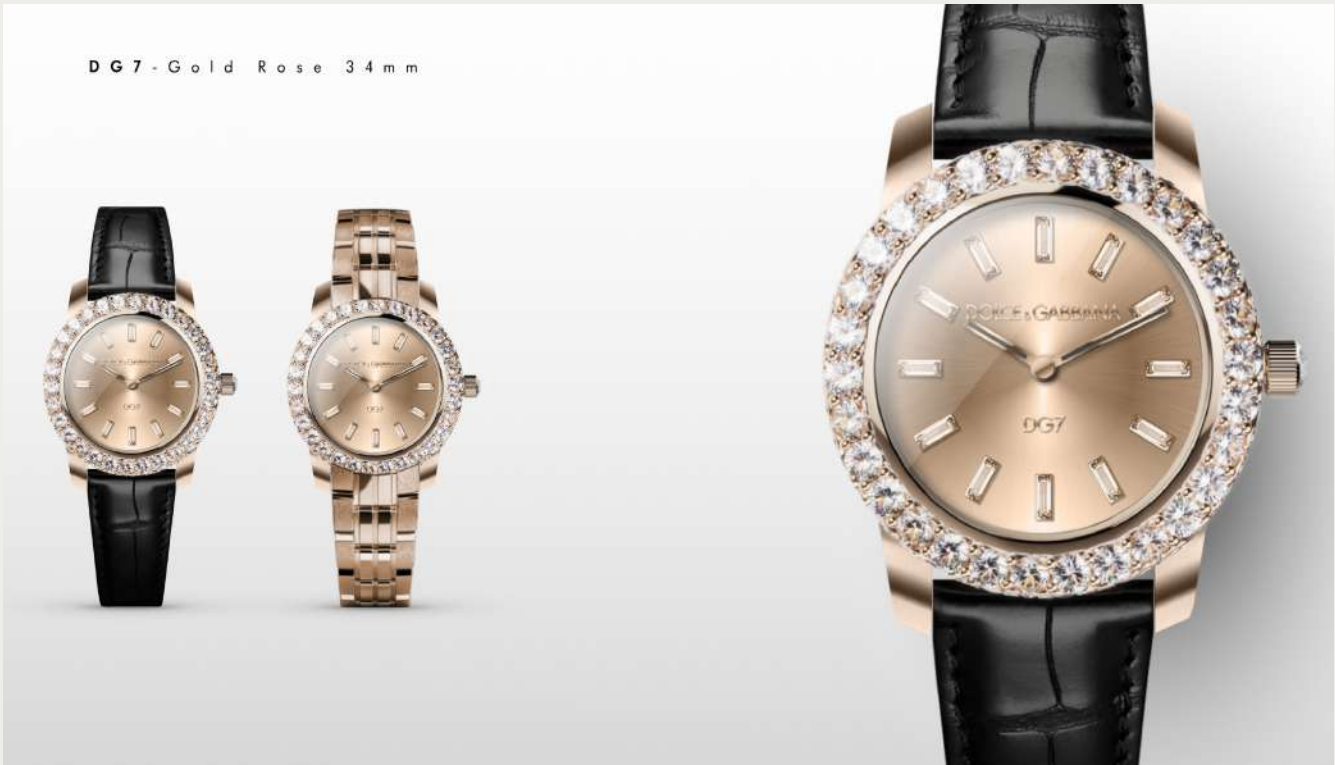


for the local market, the timepieces are built and assembled by Swiss master watchmakers, ensuring high-quality performance and finishing.

Among the highlights is the Sofia watch, featuring a Milano-link bracelet in 18kt rose gold, made even more radiant by the colorless diamonds set on the bezel of the iconic square case and a mother-of-pearl dial.

The DG7 family is enriched with new models that perfectly combine style and functionality through unique components and precious materials. A standout edition showcases the art of engraving and inlay work, featuring a strap and an 18kt rose gold case fully adorned with colorless diamonds that frame and elevate the dial.

Timeless and classic elegance inspires the DG7 Tapered watches with a bracelet, case, and dial in 18kt white or rose gold, illuminated by colorless diamonds.





# Alfardan Jewellery participates in the 21<sup>st</sup> edition of DJWE 2025

In the world of haute joaillerie, where heritage intersects with innovation and excellence characterizes every piece, Alfardan Jewellery emerges as Qatar's premier luxury jewellery house.

Founded in 1954 by Hussain Ibrahim Alfardan, whose remarkable ability to discern the authenticity of precious pearls and stones set the foundation for generations of excellence, Alfardan Jewellery has evolved into the jeweler of choice in Qatar and the region. This legacy of expertise continues through the Alfardan family, who maintain the highest standards of quality and sophistication that have defined the brand for over seven decades.

Reflecting on this rich heritage, Mr. Ali Hussain Alfardan, Vice Chairman of Alfardan Corporation 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. We thank all clients and visitors for their support."

This enduring commitment to excellence is prominently displayed at the Doha Exhibition and Convention Center (DECC), where this year's Doha Jewellery and Watches Exhibition (DJWE) features an exceptional collaboration with over 60 prestigious international brands under the renowned Alfardan name. As a pioneer that held the first exclusive Jewellery and Watches Exhibition in 1977, Alfardan Jewellery continues its tradition of innovation by welcoming eight distinguished new additions to its collection at DJWE 2025:

- Bovet
- Arayan
- Mayiana
- Modani
- Viana
- Amwaj
- Miamoon
- Samra
- KHEPRI

These new prestigious brands, along with Alfardan's existing portfolio, create an exceptional exhibition of refinement and artistic excellence. Each displayed piece represents the peak of craftsmanship, meticulously selected to meet the tastes of Qatar's most discerning clientele.

As stated by Mr. Ali Alfardan, "In a historic first, this year's exhibition marks a significant milestone as several prestigious brands, including Vacheron Constantin, Chopard, and other renowned jewelers, have chosen to showcase their collections at Doha Jewellery & Watches Exhibition before their appearance at the Geneva International Gem and Jewellery Show."

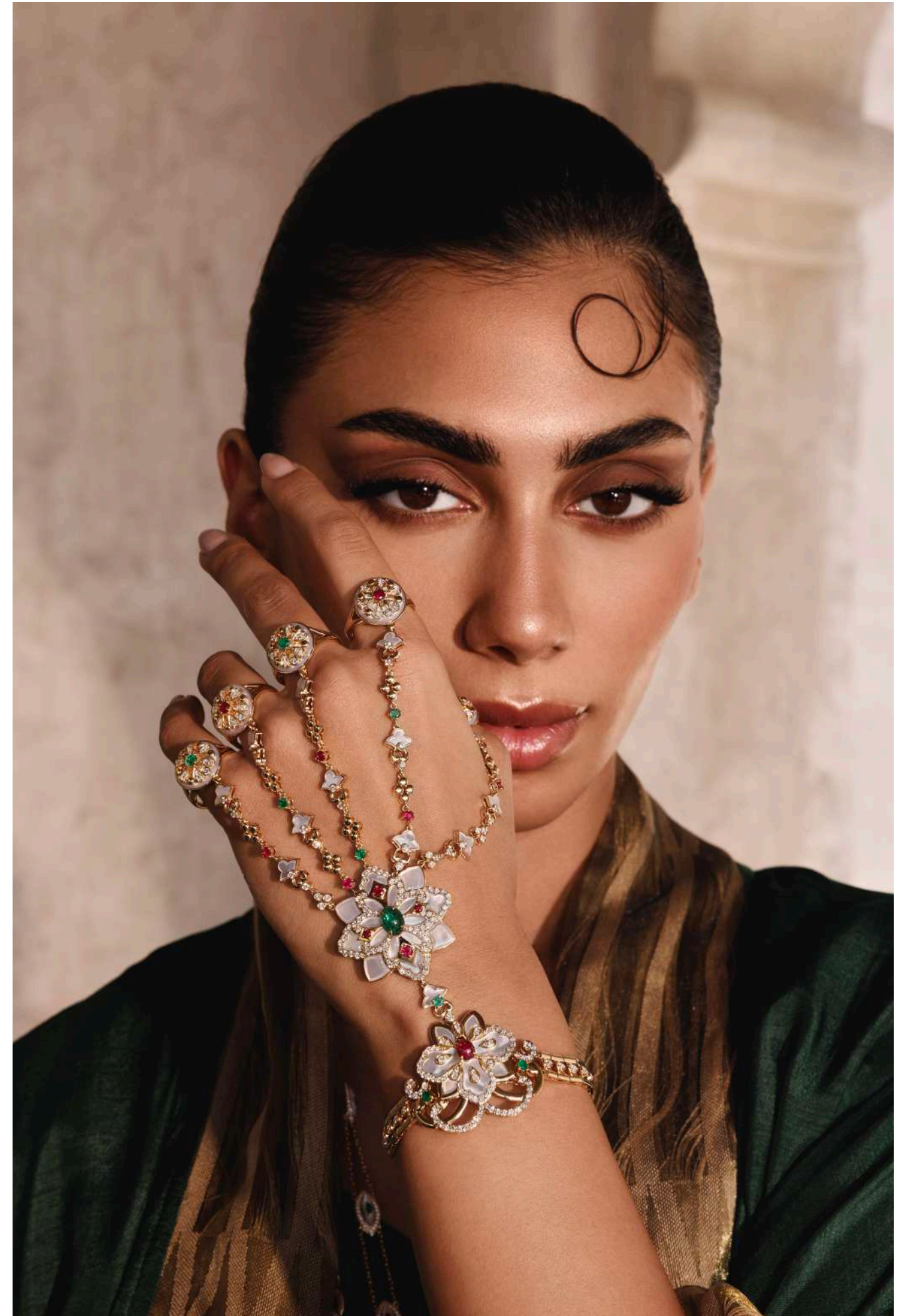
This unprecedented decision underscores Qatar's growing influence in the global luxury market and Alfardan's distinguished position within it. Adding to the exhibition's prestige, Vacheron Constantin, celebrating an impressive 270 years of watchmaking excellence, will debut an exclusive collection of timepieces in Qatar specifically for this event.

As DJWE 2025 unfolds, visitors can look forward to a carefully orchestrated presentation that honors Alfardan's rich heritage while highlighting its commitment to bringing the world's finest jewellery houses to Qatar. This harmonious blend of tradition and fresh perspectives promises an exhibition that stands out like no other.





# ALFARDAN JEWELLERY UAE





# From the Gulf to the world: Alfardan's Timeless Journey in Natural Pearl

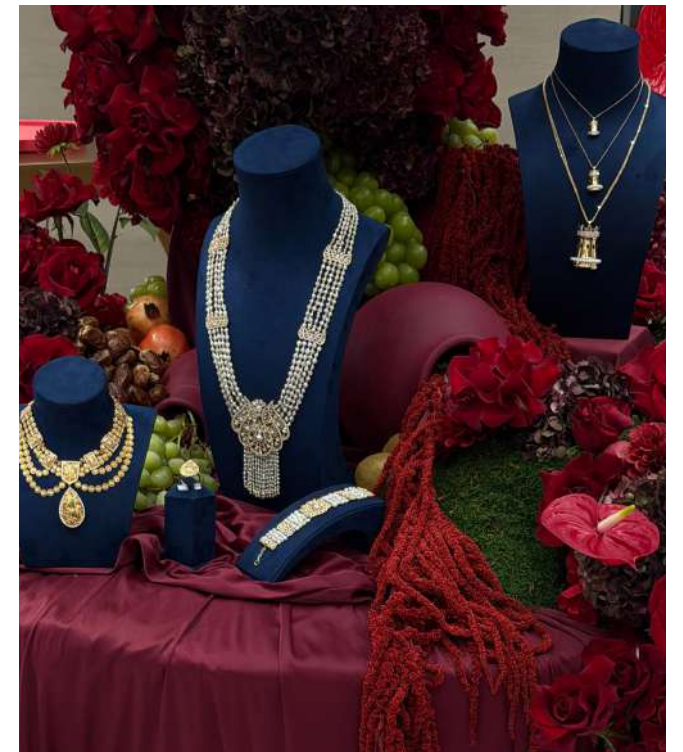
Alfardan Jewellery's story began more than 70 years ago with the vision and passion of Hussain Ibrahim Alfardan, a pioneering expert and merchant of natural pearls in the Gulf. His deep knowledge, integrity, and dedication to preserving the region's pearl heritage laid the foundation for what would become one of the Middle East's most respected jewellery houses.

Today, that legacy was carried forward by Mrs. Ghada Hussain Alfardan, CEO and Vice President of Alfardan Jewellery UAE. With pride in her father's enduring contribution to the natural pearl trade, she continues to uphold the brand's heritage of authenticity, craftsmanship, and timeless elegance. Under her leadership, Alfardan Jewellery remains a symbol of Gulf tradition evolving into modern luxury and honoring its roots while shaping the next chapter of excellence in fine jewellery.



# Alfardan Jewellery celebrates the 54<sup>th</sup> UAE National Day

Alfardan Jewellery proudly marked the UAE's 54<sup>th</sup> National Day with a special showcase in collaboration with Fatima Lutfi. The event celebrated the nation's heritage and timeless elegance, bringing together creations that reflect the enduring beauty of Gulf tradition. Rooted in a legacy that began over 70 years ago with Hussain Ibrahim Alfardan, a pioneer of the natural pearl trade, Alfardan Jewellery continues to embody authenticity, craftsmanship, and cultural pride. Under the leadership of Mrs. Ghada Hussain Alfardan, CEO and Vice President of Alfardan Jewellery UAE, the brand remains a symbol of Gulf heritage evolving into modern luxury. The National Day showcase, presented alongside Fatima Lutfi, honored the UAE's rich history while embracing its dynamic future. It stood as a radiant tribute to 54 years of unity and achievement, reinforcing Alfardan Jewellery's role in shaping the next chapter of excellence in fine jewellery across the region.





# HRH Joaillerie at Raffles Dubai: Elegance in Every Detail



Hosted by Alia Bin Haidar, the private showcase of HRH Joaillerie at Raffles Dubai was a celebration of timeless beauty and modern sophistication. Guests were immersed in a journey that began with a warm welcome in the Raffles suite, surrounded by the iconic Dubai skyline. The evening featured HRH collections styled with Illustrella, live art customization, and a luxurious perfume bar with bespoke engravings - each moment crafted to delight.

The guest experience was elevated by Raffles Dubai's impeccable hospitality, from exquisite culinary offerings to the serene ambiance of the suite. With every sparkle, scent, and personal touch, the event honored the artistry of HRH Joaillerie and the vision of Alia Bin Haidar - leaving guests with memories as radiant as the jewels themselves.





# Alfardan Jewellery proudly unveils the **Erth Collection**

In the heart of the Gulf, where tradition runs as deep as the waters that once carried pearl divers across the sea, Alfardan Jewellery proudly unveils the Erth Collection - a timeless homage to GCC heritage, inspired by the purity of pearls and the enduring beauty of traditional Arabic craftsmanship. Rooted in the spirit of the Gulf, the collection reflects the legacy of generations past while embracing the elegance of modern design.

For centuries, pearls have symbolized grace, power, and national pride, while Arabic jewellery has reflected identity, culture, and artistry. With the Erth Collection, Alfardan Jewellery honors this legacy by merging its renowned mastery of pearls with the richness of traditional craftsmanship and Arabic design. Each piece goes beyond jewellery, it becomes a reminder of presence, radiance, and artistry.

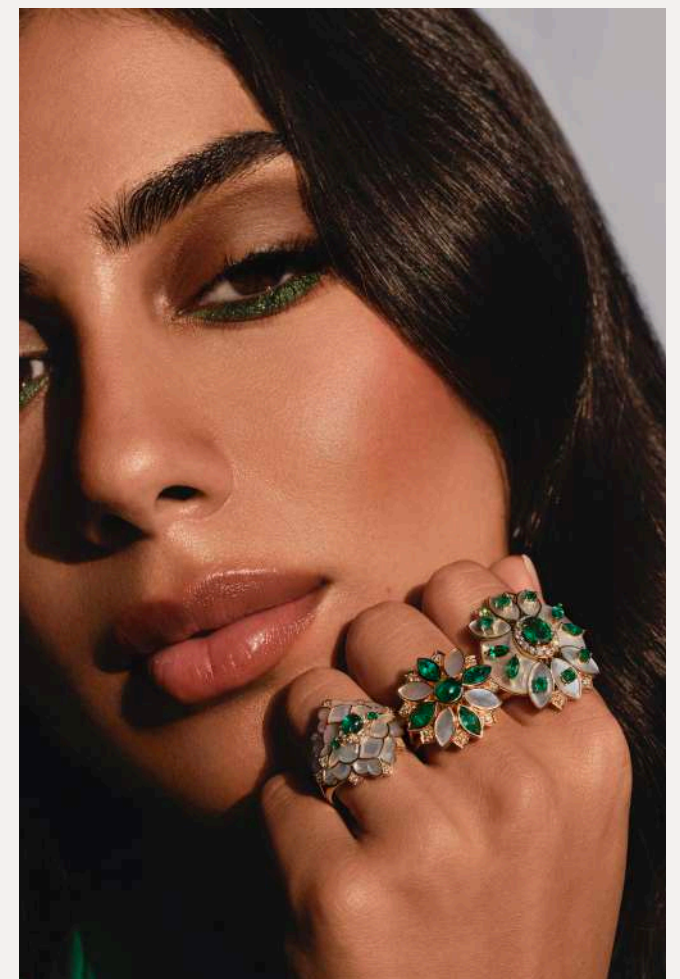
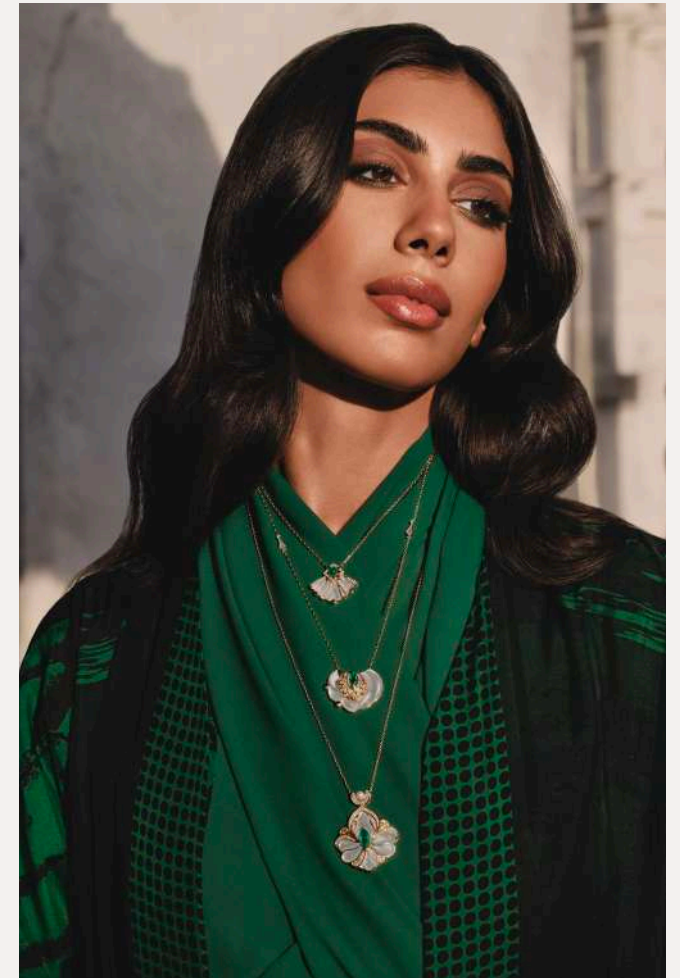
The soul of the Erth Collection lies in the seamless blend of mother-of-pearl with traditional Arabic jewellery, a tribute to heritage and identity. Crafted in 18K gold, the collection is enriched with diamonds, emeralds, rubies, and sapphires, adding layers of symbolism and sophistication. Each creation reflects Alfardan Jewellery's legacy of excellence, transforming tradition into timeless elegance.

The visionary behind this collection is Mr. Ali Hussain Alfardan, President of Alfardan Jewellery, who states: "Arabic jewellery has always been admired for its beauty and intricate traditional designs, a true vessel of heritage and a mirror of identity. While this artistry has carried immense beauty for centuries, it was often recognized for its heavy weight. My vision was to preserve this heritage while reimagining it into creations that feel effortless, contemporary, and alive in today's world, reducing the gold weight while maintaining the integrity of traditional formats to ensure each piece remains both culturally authentic and comfortably wearable. By combining gold with mother-of-pearl and gemstones, we capture the lightness of the sea and the brilliance of tradition, pieces that honor the past while embracing the present. These jewels appeal not only to the older generation but also resonate deeply with the modern woman, offering designs that transcend age and occasions."



Envisioned as everlasting, the Erth Collection is created for Gulf women of every age, from the young who wish to adorn themselves with their roots, to the older who gaze upon each pearl and see reflected there a moment in their own history. It is jewellery that bridges the ages, combining culture and contemporary chic with ease.

The collection is now available exclusively at Alfardan Jewellery showrooms in Qatar and the UAE.





# Alfardan Jewellery celebrates Emirati Women's Day 2025

Alfardan Jewellery, in collaboration with Amana Healthcare, proudly commemorated Emirati Women's Day 2025 with a heartfelt campaign honoring the resilience, grace, and quiet strength of Emirati women. The initiative drew inspiration from the journeys of women who shine through struggle, embodying the spirit of perseverance and beauty that defines the nation's daughters.

The campaign beautifully bridged the worlds of healing and heritage - from the compassionate care of Amana Healthcare to the timeless elegance of Alfardan pearls. Together, they celebrated women as symbols of endurance and radiance, echoing the belief that, much like pearls formed under pressure, Emirati women rise to every challenge with dignity and brilliance.

This collaboration underscored a shared commitment to uplifting women's voices and stories, honoring their contributions not only within families and communities but also in shaping the UAE's future. It was a tribute to the strength in silence, the glow through struggle, and the grace that continues to inspire generations.

The collection is now available exclusively at Alfardan Jewellery showrooms in Qatar and the UAE.



# Alfardan Jewellery launches new Mahartna Summer Collection

Alfardan Jewellery proudly unveiled the new Summer Collection under its Mahartna line, a sub-brand of Gallery Al Tawash that redefines the beauty of natural pearls for today's generation. Rooted in the Gulf's rich pearl-diving legacy, Mahartna bridges timeless tradition with contemporary design, offering ready-to-wear creations that honor heritage while embracing modern elegance.

This season, the collection captures the essence of summer with pieces that are radiant, playful, and full of movement. Inspired by the golden warmth of the sun and the lightness of carefree days, the designs reimagine pearls in refreshing forms, whether layered for bold expression or worn solo for subtle charm. Each jewel reflects a celebration of culture and craftsmanship, brought to life for the modern woman who carries history with pride.



With this launch, Mahartna continues its journey of making heritage effortlessly wearable, inviting women to shine with pieces that are both deeply rooted and beautifully renewed.



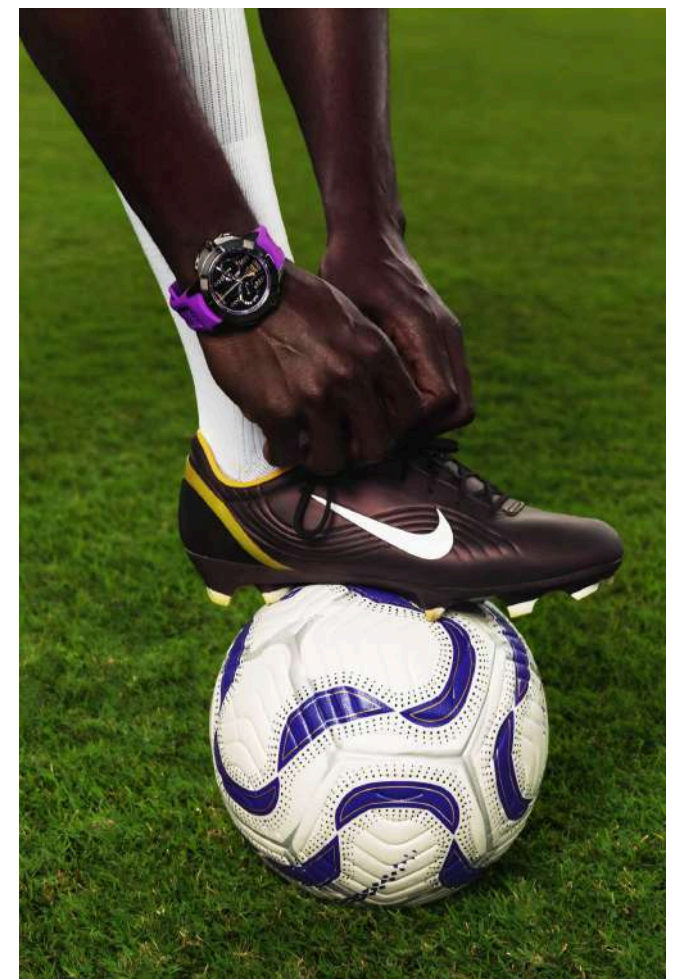
# Alfardan Jewellery and Al Ain FC launch exclusive Jacob & Co. timepieces celebrating legacy and excellence



Alfardan Jewellery, a leading name in luxury and fine craftsmanship, proudly joins forces with Al Ain Football Club to unveil an exclusive collection of limited-edition Jacob & Co. timepieces. This collaboration brings together three icons - Alfardan Jewellery, Al Ain FC, and Jacob & Co. - in a powerful statement of heritage, innovation, and excellence.

Crafted for true champions, each timepiece in this limited series merges Jacob & Co's avant-garde design with Al Ain FC's rich legacy.

From dials inspired by the club's iconic colors to custom caseback engravings, every detail reflects ambition, pride, and glory. More than just a watch, this collection is a tribute to the enduring spirit of Al Ain, brought to life by Alfardan Jewellery's commitment to curating rare and meaningful luxury experiences.





# Alfardan Jewellery and Al Ain Club announce exclusive partnership at official signing ceremony

Alfardan Jewellery, one of the region's most prestigious names in luxury jewelry and timepieces, has officially announced a landmark partnership with Al Ain Club to launch an exclusive line of Jacob & Co. watches. The official signing ceremony, held during a press conference attended by senior representatives from both Alfardan Jewellery and Al Ain Club, marked the beginning of a strategic collaboration that merges the worlds of elite sport and high horology. This partnership will see the creation of bespoke Jacob & Co. timepieces that reflect the legacy, excellence, and spirit of Al Ain Club, renowned for its championship pedigree and loyal fanbase.

The exclusive collection, developed in close collaboration with Jacob & Co., will feature limited-edition designs inspired by Al Ain Club's iconic heritage and vibrant identity. These timepieces will be available only through Alfardan Jewellery, offering collectors and football enthusiasts a rare opportunity to own a piece of this historic alliance. The launch represents a bold step in uniting luxury craftsmanship with the passion of sport, further cementing Alfardan Jewellery's role as a pioneer in curating exclusive luxury experiences in the region.





# Alfardan Jewellery x Jacob & Co. shine in Harper's Bazaar Arabia May 2025 feature



Alfardan Jewellery proudly announces its collaboration with the iconic Jacob & Co. in an exclusive feature for Harper's Bazaar Arabia. Celebrating a shared passion for excellence and artistry, the feature showcases the synergy between Alfardan's legacy of luxury and Jacob & Co.'s trailblazing innovation. Highlighting standout creations that blur the line between art and high jewellery, the editorial curation brings to life a dazzling display of craftsmanship, imagination, and heritage.

Driven by unrelenting creativity, Jacob & Co. continues to break boundaries in the world of horology and fine jewellery. This spirit of invention aligns seamlessly with Alfardan Jewellery's vision of offering extraordinary pieces to its discerning clientele. The May 2025 feature not only celebrates the artistry of both houses but also reaffirms their commitment to delivering the exceptional - making the impossible, reality.





# Alfardan Jewellery launches Jacob & Co. in exclusive partnership with Erth Abu Dhabi

Alfardan Jewellery and Erth Abu Dhabi celebrated the successful launch of Jacob & Co. in an exclusive, private event that introduced the world-renowned luxury watchmaker to Abu Dhabi's elite clientele. This collaboration offered an extraordinary opportunity to experience Jacob & Co.'s exceptional collection within a venue that seamlessly combined Emirati heritage with contemporary elegance.

The event took place at the iconic Erth Abu Dhabi, which provided the perfect setting to showcase the high-end craftsmanship and innovative designs that define Jacob & Co.

Guests were treated to an exclusive display of the brand's iconic timepieces, each a true testament to the fusion of luxury and innovation that Jacob & Co. represents.

"We were honored to unveil Jacob & Co. to our distinguished guests alongside Erth Abu Dhabi," said Ghada Hussain Alfardan, Vice President and CEO of Alfardan Jewellery UAE. "This launch was an exciting milestone in our ongoing effort to bring the finest in luxury to Abu Dhabi, and we were thrilled to offer our guests a glimpse into the craftsmanship and innovation that Jacob & Co. is known for."





# Luxury Meets Tradition this Ramadan

Alfardan Jewellery, a name synonymous with timeless luxury and exquisite craftsmanship, is thrilled to announce an exclusive collaboration with Emirati designer Atika Al Abbas to celebrate the spirit of Ramadan. This collaboration unveils a curated collection of jewelry pieces, each designed to reflect the grace, elegance, and meaningful connections that define the holy month.

The collection blends classic and contemporary design elements, creating luxurious yet wearable pieces that embody the true essence of Ramadan. From delicately crafted necklaces to intricately designed bracelets, each item in this collection represents an expression of beauty, unity, and devotion.

Ramadan is a time for reflection, togetherness, and giving, and this collaboration honors these values through meticulously designed pieces that serve as more than just accessories. They are a celebration of the moments that matter most - from intimate family gatherings to grand iftar celebrations.

Alfardan Jewellery and Atika Al Abbas have come together to craft a lasting tribute to the richness of the season, elevating each moment with elegance. Whether worn during a festive occasion or as an everyday reminder of the season's blessings, these pieces are sure to inspire and captivate.

Celebrate Ramadan with elegance. Celebrate Ramadan with Alfardan Jewellery.





# European Grandeur meets Arabian Elegance with **Lady Alfardan's** debut collection

Alfardan Jewellery is delighted to present its newest sub-brand Lady Alfardan, which is a fusion of old-world European grandeur and Arabian modernity. The debut collection takes inspiration from the opulent heritage pieces of bygone eras, imbuing them with youthful elegance to create an edit that's both young and graceful, fun and feminine.

Timeless pieces are given a youthful and contemporary edge, creating a collection that's as perfect for brunch and coffee with friends as it is for drinks and dinners on the town. Inspired by heritage pieces like glittering diadems and brooches, the collection spans statement items like pendants, chokers, earrings, rings and bracelets. All pieces are crafted from coloured sapphires in youthful – yet regal – shades like 'boho pink', blue and green. In a nod to Alfardan's rich Qatari history, pieces also

incorporate intricate Arabian detailing, allowing them to double as everything from headdresses to sparkling abaya embellishments.

With prices ranging from AED2,500 to AED10,000, Lady Alfardan is designed for the young, modern women, delivering a look that's both timeless and bold. Pieces can be elegantly stacked, showcasing the collection's versatility and giving a fresh and youthful take on old-world charm.

The Lady Alfardan collection is a testament to the Qatari jewellery brand's dedication to quality and luxury. Each piece is meticulously fashioned by hand, a labour of love that showcases Alfardan Jewellery's commitment to preserving nature's most precious gemstones.





# Alfardan Jewellery shines in Netflix's Dubai Bling Season 3



Alfardan Jewellery made a stunning appearance in Netflix's highly anticipated Dubai Bling Season 3, where celebrities Danya Mohammed, Farhana Bodi, and Jwana Karim dazzled in some of the brand's most exquisite pieces. Throughout the season, these trendsetting icons elevated their looks with Alfardan Jewellery, setting new standards of luxury and sophistication in the world of fashion.

Each of these influencers showcased Alfardan Jewellery's timeless and luxurious designs, proving how the brand's iconic pieces perfectly complement the bold and fashionable styles of these leading personalities. From statement necklaces to sparkling earrings, the jewellery played a key role in accentuating their stunning outfits, elevating their presence on screen and leaving a lasting impression.

Danya, Farhana, and Jwana's radiant personalities, combined with Alfardan's exceptional craftsmanship, set the stage for new trends in the fashion world. The jewellery not only enhanced their striking appearances but also underscored the brand's ability to deliver elegance and refinement that resonates with the modern woman.

As the season unfolds, Alfardan Jewellery continues to shine as a symbol of luxury and high-end fashion, leaving viewers inspired by the exquisite looks created in partnership with these influential stars.





# ALFARDAN EXCHANGE





# The future of gold arrives in Qatar: Alfardan Exchange and The Royal Mint unveil the world's most secure bullion bar embodying over 1,000 years of expertise and craftsmanship

Alfardan Exchange, in proud partnership with The Royal Mint, hosted an exclusive unveiling of the iconic Britannia Gold Bullion Minted Bar Range at the British Embassy in Doha - the first showcase of its kind in Qatar. The event offered distinguished guests an early opportunity to experience the collection, now available through Alfardan Exchange, reaffirming the company's leadership in the nation's bullion and investment gold market.

Held under the patronage of the British Embassy in Doha and with the attendance of His Majesty's Ambassador to Qatar Neerav Patel, along with Mrs Anne Jessopp, Chief Executive Officer at The Royal Mint, Mr. Fahad Hussain Alfardan, President of Alfardan Exchange and Mr. Bashar Al Waqfi, Chief Executive Officer at Alfardan Exchange. The prestigious event brought together prominent guests from Qatar's business community, Alfardan Exchange, Alfardan Corporation leadership, The Royal Mint, representatives from the UK Embassy, and distinguished clients and media.

The evening featured an introduction to The Royal Mint's 1,100-year heritage, a presentation of its groundbreaking bullion range, and an exhibition of Britannia gold bars and coins, celebrated globally for their exceptional purity, craftsmanship, and security innovations.

Commenting on the prestigious event, Mr. Fahad Hussain Alfardan, President of Alfardan Exchange, said: "This collaboration

with The Royal Mint underscores our shared commitment to quality, integrity, and excellence. For over half a century, Alfardan Exchange has been synonymous with trust and innovation in Qatar's financial and bullion markets. Together with The Royal Mint, we are proud to make premium, internationally recognized gold bullion more accessible to investors and collectors in Qatar."

Mr. Bashar Al Waqfi, Chief Executive Officer of Alfardan Exchange, added: "This milestone reflects our ongoing strategy to expand and elevate Qatar's bullion market by bringing world-class products and trusted global partnerships closer to our clients. At Alfardan Exchange, our philosophy has always been client-first, ensuring that every offering combines integrity, innovation, and accessibility. Partnering with The Royal Mint is a natural extension of that commitment, enabling investors in Qatar to access the new Britannia Gold Bullion range with complete confidence through our nationwide branches and secure digital platforms."

The Royal Mint's latest Britannia bar design represents a new era of security in bullion investment, incorporating advanced visual features that make it virtually impossible to counterfeit. Each bar showcases the iconic Britannia, a symbol of strength and reliability, rendered with exceptional precision and artistry.







Mrs. Anne Jessopp, Chief Executive Officer of The Royal Mint, said: "Qatar represents an important and fast-growing market for The Royal Mint. Partnering with Alfardan Exchange allows us to bring over a millennium of British minting heritage and innovation to new audiences. The Britannia gold bar range embodies our craftsmanship and our commitment to setting new global standards in bullion security and design."

Guests at the Doha showcase also had the opportunity to view luxury displays, including exclusive gold exhibits, followed by a networking reception celebrating the deepening ties between Qatar and the United Kingdom.

The Royal Mint is renowned for its extensive portfolio, offering a diverse array of investment products and services, collectable coins and jewellery, 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 week's showcase reinforces Alfardan Exchange's position as Qatar's foremost bullion distributor and highlighted its trusted partnership with The Royal Mint, the UK's official mint and one of the world's most recognized authorities in precious metals.

## Alfardan Exchange opens its new branch at Doha Mall

Alfardan Exchange is proud to announce the opening of its new branch at Doha Mall, bringing the total number of branches across the country to 26.

This new branch opening comes as part of the company's strategic expansion plan to extend its comprehensive range of financial services to a wider client base. The new branch offers a full suite of services including international money transfers, foreign currency exchange, gold bars and coins sales, and multi-currency travel cards.

The branch is staffed by a highly skilled, multilingual team with deep expertise in serving a diverse nationality. Their commitment to excellence ensures that every client receives a seamless, personalized experience that reflects the highest international service standards. Thoughtfully designed to balance innovation with comfort, the branch provides a state-of-the-art environment where financial transactions are handled swiftly within a welcoming space that places customer satisfaction and service quality in first place.

The branch welcomes customers daily from 8:00 AM to 11:00 PM, following Doha Mall's working hours on Fridays. Customers can also enjoy Alfardan Exchange's services anytime, anywhere through the website and mobile app, available 24/7.

Alfardan Exchange continues to serve customers through its extensive branch network located in Alfardan Centre Grand Hamad Street, Najma, Al Nasser Street, Hyatt Plaza Mall, The Pearl-Qatar, Qatar Mall, Gulf Mall, Place Vendome Mall, Abu Sidra Mall, Duhail, Umm Salal Mohammed, Ain Khaled, Abu Hamour, Old Airport Road, Bin Mahmoud Metro Station, Muaither, Al Mashaf, Al Wakra, Ezdan Oasis, Al Khor, Laebib, Wathnan Mall, City Center Mall, Barwa Madinatna, and Doha Festival City Mall.

In 2026, the company plans to further expand its footprint by opening new branches in key, strategically selected locations across Qatar.





# Alfardan Exchange opens new branch at Doha Festival City Mall

Alfardan Exchange is pleased to announce the opening of its latest branch located at Doha Festival City Mall. This new addition marks the 25<sup>th</sup> branch in the company's growing network across Qatar.

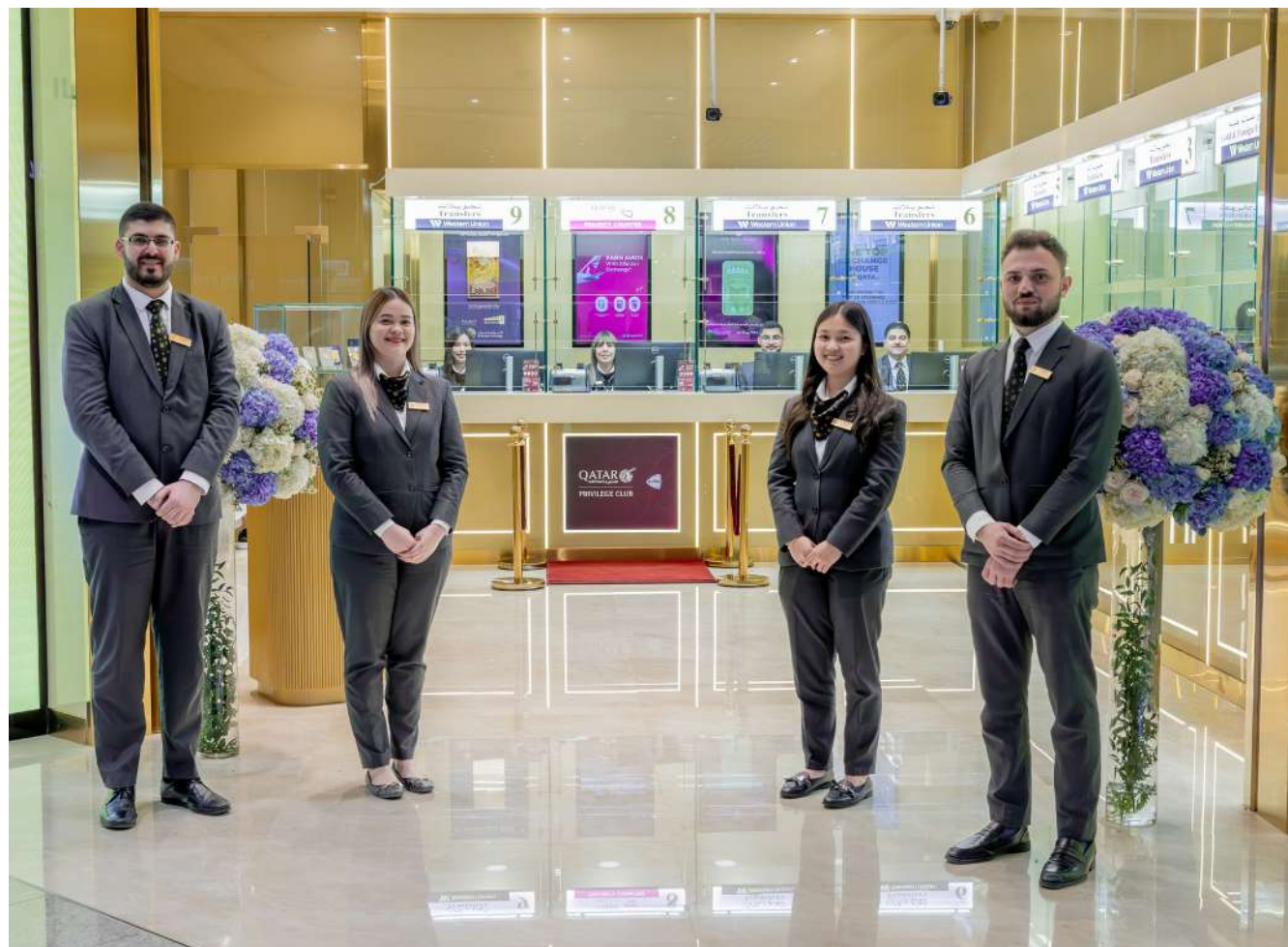
Strategically positioned to serve the vibrant Doha Festival City community, the branch offers a full range of services including international money transfers, foreign currency exchange, gold bars and coins, and multi-currency travel cards.

The branch features a modern and elegant design that reflects the atmosphere of Doha Festival City Mall. It is supported by a professional, multilingual team dedicated to providing every customer with an exceptional experience at the highest service standards. The opening of this new branch further strengthens Alfardan Exchange's position as a preferred destination for clients seeking reliable and advanced financial solutions.

The Doha Festival City branch operates daily from 8:30 AM to 10:00 PM, following Doha Festival City's Friday hours. Customers can also access our services anytime via our 24/7 mobile app and online portal.

Alfardan Exchange remains committed to reaching communities across Qatar, with services also available at: Alfardan Centre Grand Hamad Street, Najma Street, Hyatt Plaza Mall, Alnasr, The Pearl Island, Mall of Qatar, Gulf Mall, Place Vendome Mall, Abu Sidra Mall, Al Duhaail, Umm Salal Muhammed, Ain Khaled, Abu Hamour, Old Airport Road, Bin Mahmoud Metro Station, Muaither, Al Meshaf, Wakra, Ezdan Oasis, Alkhor, Leabib, Wathnan Mall, City Center Mall, and Barwa Madinatna.

As part of its 2025 vision, Alfardan Exchange is set to expand into new key locations to better serve communities across the country.



# Alfardan Exchange wins “Best Money Transfer Qatar 2025” Award from Global Banking & Finance Review Magazine

Alfardan Exchange, the leading company in currency exchange, money transfers, and precious metals in Qatar, has been honored with the “Best Money Transfer in Qatar for 2025” award by Global Banking & Finance Review magazine.

Since its launch in 2010, the Global Banking and Finance Review Awards have shone a spotlight on the innovations, achievements, strategies, and pioneering advancements within the global financial community. These awards aim to honor companies of all sizes and sectors for their leadership in specific areas and their demonstrated expertise and excellence in the financial world.

On this occasion, Mr. Bashar Alwaqfi, Chief Executive Officer of Alfardan Exchange, stated: “We take pride in receiving this prestigious international award, which is a testament to the great trust our valued clients have placed in us, and the dedication of our team to deliver excellence. It underscores our strategic innovations, such as the advanced Alfardan Exchange Send Money app, which enables our clients to send money, purchase gold, and exchange currencies with secure delivery. Additionally, the inauguration of the region's first comprehensive digital experience in the exchange sector, offering clients the ability to use digital signatures and receive receipts via WhatsApp or email across all branches, along with strategic partnerships like our collaboration with the Qatar Airways Privilege Club, which enabled our clients to collect Avios when conducting their financial transactions. We will continue to enhance our digital solutions and expand our service network to remain the first choice in the country.”



This award shows that Alfardan Exchange keeps up with fast digital changes and is a trusted provider of a variety of financial services for both individuals and businesses. It also highlights the company's capacity for continuous innovation and service development in line with global standards, securing its position at the forefront of the digital transformation in the currency exchange and money transfer industry in Qatar.



# Alfardan Exchange wins the Arab Banks Awards & Commendations of Excellence 2025

Alfardan Exchange has been honored with the “Arab Banks Awards & Commendations of Excellence 2025”, during a gala ceremony held at the InterContinental Phoenicia Hotel in Beirut, Lebanon. The event was attended by a group of ministers, distinguished guests, and prominent figures from the Arab banking and financial sector. Presented by the World Union of Arab Bankers, this distinction recognizes Alfardan Exchange as the strongest provider of currency exchange and remittance services in Qatar for 2025.

In this context, Mr. Bashar Al-Waqfi, Chief Executive Officer of Alfardan Exchange, stated: “This honor reflects Alfardan Exchange’s commitment to delivering safe and reliable financial services to our valued clients and stands as a testament to their trust in us and

our dedication to excellence. Our ongoing goal is to provide innovative financial solutions that meet the highest standards of quality and professionalism in the Qatari market. I would also like to extend my gratitude and appreciation to the Qatar Central Bank for its continued support of the exchange sector by enacting regulations that encourage improved service quality and innovation.”

Alfardan Exchange continues to expand and enhance its services in response to its clients’ evolving needs, adopting the latest technologies and upholding transparency and integrity in all financial transactions. These efforts support the company’s vision to be the premier choice for financial services in Qatar.



# Alfardan Exchange inaugurates its 24<sup>th</sup> branch in Qatar at Barwa Madinatna, Lulu Hypermarket



Alfardan Exchange announce the inauguration of a new branch at Barwa Madinatna, Lulu Hypermarket. The new branch, increases the total number of the company’s branches to 24, offers various services such as Money Transfers, Foreign Currency Exchange, selling Gold Bars and Coins, and Multi-Currency Travel Cards. The branch is equipped with advanced facilities and staffed by a friendly and professional team committed to delivering exceptional client service.

Operating daily from 8 AM to 11 PM, the Lulu Madinatna branch adheres to Lulu Hypermarket’s Friday timings. Additionally, the electronic portal and mobile apps provide continuous service availability, 24/7. In addition to the new branch, Alfardan Exchange continues to deliver its premium services

through its branches located at Alfardan Centre Grand Hamad Street, Najma Street, Hyatt Plaza Mall, Alnasr, The Pearl Island, Mall of Qatar, Gulf Mall, Place Vendome Mall, Abu Sidra Mall, Al Duhail, Umm Salal Muhammed, Ain Khaled, Abu Hamour, Old Airport Road, Bin Mahmoud Metro Station, Muaither, Al Meshaf, Wakra, Ezdan Oasis, Alkhor, Leabib, Wathnan Mall, City Center Mall.

Alfardan Exchange will continue its expansion in 2025 in selected locations to cover vital and important geographical areas across the country.



# Alfardan Exchange announces partnership with Qatar Airways Privilege Club

Alfardan Exchange, the leading company in the field of currency exchange, financial transfers, and precious metals in Qatar, has announced a new partnership with Qatar Airways Privilege Club. This collaboration enables Alfardan Exchange's clients to collect Avios when conducting their everyday financial transactions.

Through this partnership, members of Qatar Airways Privilege Club can now collect Avios when using eligible services from Alfardan Exchange. These services include Cross-Border Money Transactions, buying Foreign Currencies, purchasing Gold Bars and Coins, and loading or reloading Alfardan Exchange's Multi-Currency Travel Card. The benefits are accessible at any of Alfardan Exchange's branches across Qatar, as well as via its user-friendly Mobile Application available 24/7 on the Apple Store and Google Play Store. Members can simply enter their Privilege Club number in the app or provide it upon making a purchase to link the transaction to their account and collect Avios.

Commenting on the partnership, Mr. Bashar Alwaqfi, Chief Executive Officer of Alfardan Exchange said: "We are delighted to collaborate with Qatar Airways Privilege Club to introduce this rewarding initiative to our esteemed clients. Alfardan Exchange clients can now enjoy the added benefit of collecting Avios on eligible services aligned with their everyday financial needs. This partnership reflects our ongoing commitment to innovation, value, and putting our clients first. This initiative is part of the company's strategy to develop its loyalty program and enrich the overall client experience. I would like to sincerely thank Qatar Central Bank for their support in elevating service quality and driving innovation within the exchange industry."

Qatar Airways Senior Vice President Business-to-Consumer, Christophe Guittard, said: "Driven by our commitment to creating meaningful experiences for Privilege Club members in Qatar, we are delighted to announce our latest partnership with Alfardan Exchange. This collaboration introduces yet another way for our members to enjoy exclusive benefits in the services they already value and trust, allowing them to collect Avios instantly when engaging with Alfardan Exchange's financial solutions. This reflects our continued efforts in providing relevant, everyday connections that align with our members' lifestyle - making loyalty more rewarding and generous one interaction at a time."

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 and 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.

Additionally, the company was also recently awarded the 2024 Arab Banking Excellence and Achievement Award from the World Union of Arab Bankers, named the Most Reliable Company Specialized in Money Transfer in Qatar. In 2025, Alfardan Exchange was honored with the Arab Banks Awards & Commendation of Excellence, named the Strongest in Exchange and Remittance services in Qatar for the year 2025.





# Alfardan Exchange conducts an exclusive visit to PAMP Precious Metals Refinery in Switzerland

Alfardan Exchange President, Mr. Fahad Hussain Alfardan, and Chief Executive Officer, Mr. Bashar Alwaqfi, visited the PAMP refinery in Switzerland, located within Castel San Pietro, near the Italian border in the southern part of Ticino, where they took an exclusive tour of the state-of-the-art facility.

The visit was part of Alfardan Exchange's strategy to offer the most distinguished and prestigious gold bars and coins to its clients in Qatar, who the company takes great pride in their trust. The visit also provided a firsthand look at PAMP's commitment to excellence in the precious metals industry, with a focus on its innovation and craftsmanship.

Both parties expressed their pride in the decades-long partnership, with Alfardan Exchange being the primary agent in Qatar and one of the top five agents in the Middle East for the prestigious PAMP brand.

Alfardan Exchange offers a wide range of gold bars and coins from the world's most prestigious refineries. Available in a variety of weights, starting from 1 gram up to 1 kilogram, to meet the needs of all its valued clients. Alfardan Exchange has positioned itself as a leading provider of meticulously crafted and high-purity gold bullion, catering to the needs of both individuals and institutions at competitive prices for over half a century.



# Alfardan Exchange partners with iPiD to launch Qatar's First Real-Time Payee Verification Service



Alfardan Exchange, the trusted and leading name in the field of exchange, financial transfers and precious metals in Qatar, has partnered with iPiD to launch the first real-time beneficiary validation solution in the exchange industry in Qatar. By integrating iPiD Validate, Alfardan Exchange is pioneering a new era of secure, transparent, and fraud-resistant cross-border transfers - setting a new standard for Qatar's exchange industry.

**iPiD Validate: Instantly Confirm Payee Details**  
Through iPiD's global API solution, Alfardan Exchange can now verify payee names and account numbers in real time, before a payment is sent. This advanced Know Your Payee (KYP) solution helps reduce fraud, prevent transaction failures, and deliver peace-of-mind to clients sending money abroad.

Mr. Bashar Al Waqfi, CEO of Alfardan Exchange, stated: "Through our partnership with iPiD, we aim to offer a new generation of security and assurance to our clients' remittance experience. As the first company in Qatar to launch an instant beneficiary validation service, we take pride in leading the adoption of innovations that bring trust, transparency, and efficiency to every transaction. 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."

Mr. Damien Dugauquier, CEO and Co-Founder of iPiD, added: "This partnership is a bold step forward for Qatar's payments ecosystem, Alfardan Exchange's leadership in embracing real-time payee verification reflects a shared commitment to building trust, ensuring compliance, and protecting clients across borders. We're proud to support their journey with the most comprehensive verification network globally."

**First of Its Kind in Qatar**  
This integration marks a significant milestone for the exchange sector in Qatar. It is currently the only service of its kind available in the country, underscoring Alfardan Exchange's leadership in adopting cutting-edge fintech solutions to simplify transactions and enhance the clients experience.



# Alfardan Exchange inaugurates the **Comprehensive Digital Experience**, in conjunction with World Environment Day

In a first-of-its-kind initiative in the Exchange Industry across Qatar and the Middle East, Alfardan Exchange inaugurated its Comprehensive Digital Experience at the City Centre Mall branch, which coincides with World Environment Day.

This marks the beginning of an innovative digital transformation being implemented across all branches of Alfardan Exchange in Qatar. The event was attended by Mr. Fahad Hussein Alfardan, President of Alfardan Exchange, Mr. Bashar Al Waqfi, CEO of Alfardan Exchange, Dr. M'an Alhamawi, Chairman of the Sustainability Committee and CEO of Alfardan Automotive, Mr. Ahmad Nassar, Vice Chairman of the Sustainability Committee and CFO of Alfardan Group, as well as a representative from the Ministry of Environment and Climate Change.

Alfardan Exchange clients can now enjoy a comprehensive digital experience. This includes the ability to use digital signatures and receive receipts via WhatsApp or email across all branches. This new system provides a faster, more efficient, and eco-friendly alternative to traditional paper-based transactions.

This strategic move is set to significantly reduce paper usage, eliminating 4 million paper forms and documents annually. This shift will save approximately 240 trees, preserve 214 thousand gallons of water, and reduce paper and plastic waste by 12 tonnes each year. Additionally, it will reduce carbon dioxide emissions by approximately 41 thousand cubic meters annually.

Commenting on this initiative, Mr. Fahad Hussain Alfardan, President of Alfardan Exchange: "This initiative reflects our dedication to sustainability and the optimal use of natural resources. The Digital Experience marks a key step in our commitment to delivering more advanced financial services. I would like to sincerely thank Qatar Central Bank for their support in enhancing

service quality and driving innovation within the exchange industry. I also extend my gratitude to the Ministry of Environment and Climate Change for their valuable support of this initiative."

Mr. Bashar Al Waqfi, Chief Executive Officer of Alfardan Exchange, added, "We are proud of this pioneering step in our digital transformation journey. The digital experience is a perfect blend of improving client experience and supporting environmental sustainability. This move highlights our commitment to reducing waste and improving operational efficiency, placing us at the forefront of innovation in the exchange industry."

This initiative was carried out in partnership with the Swiss company Euronovate Group, a global leader in digital transformation and digital identity management solutions. The project was also supported by Euronovate's regional representative, Business Consult, which played a crucial role in its development and implementation. Euronovate Group is a trusted partner for companies worldwide, offering advanced solutions for digital signatures and secure document management, with a strong focus on improving operational efficiency and promoting environmental sustainability. The group is renowned for designing cutting-edge technologies and tablets in Switzerland, which are then manufactured in Italy.

Alfardan Exchange has received several prestigious awards, including recognition by Forbes Middle East as one of the Top Digital Exchange Companies in Qatar and the GCC. The company was also recently awarded the 2024 Arab Banking Excellence and Achievement Award from the World Union of Arab Bankers, named the Most Reliable Company Specialized in Money Transfer in Qatar.





# ALFARDAN PROPERTIES





# Alfardan Properties launches the exclusive “Alfardan Living Privilege Programme” and “Alfardan Oyster Privilege Club” in Oman

Alfardan Properties has officially launched “Alfardan Living Privilege Programme” and “Alfardan Oyster Privilege Club”, which was attended by Alfardan Properties’ distinguished tenants and members of Oman’s press at The St. Regis Al Mouj Muscat Resort. Having been successfully launched previously in Qatar, these programs have now been introduced to enhance the lifestyle of distinguished residential and commercial tenants based in premier mixed-use developments in Oman: Alfardan Heights and Finaa Alfardan.

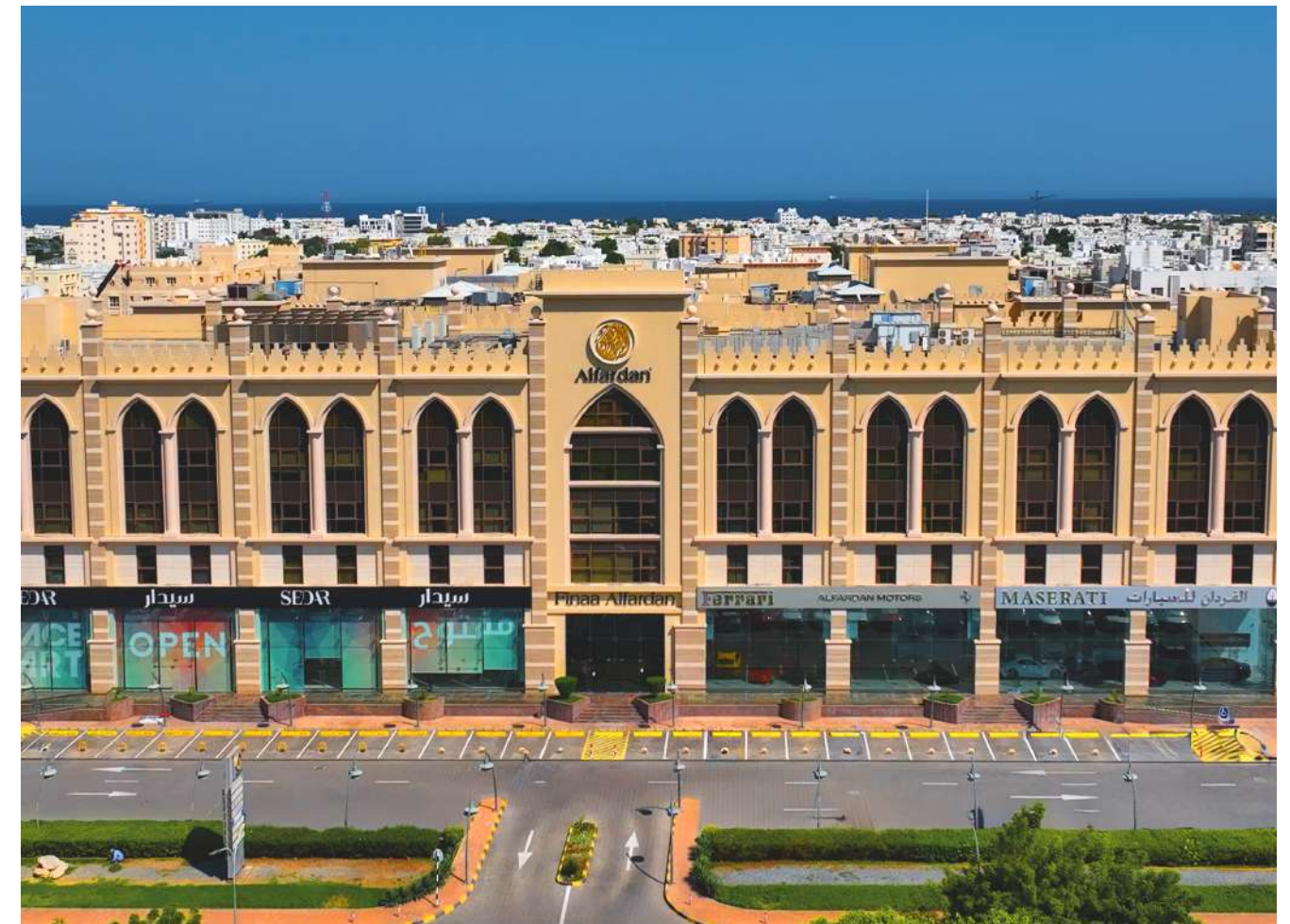
“Alfardan Living Privilege Programme” is designed exclusively for elite residential tenants at Alfardan Properties while “Alfardan Oyster Privilege Club” is a program tailored to their commercial tenants and their employees, both offering access to a world of carefully curated benefits and unparalleled experiences. In Oman, Alfardan Properties’ tenants will enjoy bespoke preferential rates at The St. Regis Al Mouj Muscat Resort, including preferred rates across hotel rooms, award-winning Guerlain Spa and renowned dining outlets such as Em Sherif, Coya, Novikov Café, Roberto’s, Hakkasan, and Zorba, among others. International privileges extend across Qatar and Türkiye, offering preferential rates at 5-star hotels, over 50 award-winning dining outlets, and exclusive spas at premier destinations such as The St. Regis Doha, The St. Regis Marsa Arabia Island, Marsa Malaz Kempinski in Qatar, and Kocataş Mansions in Istanbul. Additionally, members enjoy preferred rates across Alfardan Jewellery brands.

The remarkable success of the “Alfardan Living Privilege Programme” and the “Alfardan Oyster Privilege Club” in Qatar has played a pivotal role in driving their expansion to Oman. These initiatives have become cornerstones of Alfardan Properties’ commitment to distinctive

living, elevating residential and corporate experiences through exclusive access to a curated suite of premium lifestyle benefits. Their success and strong impact on tenant satisfaction have underscored the programs’ ability to create meaningful connections and deliver exceptional value – making their introduction to the Omani market a strategic next step.

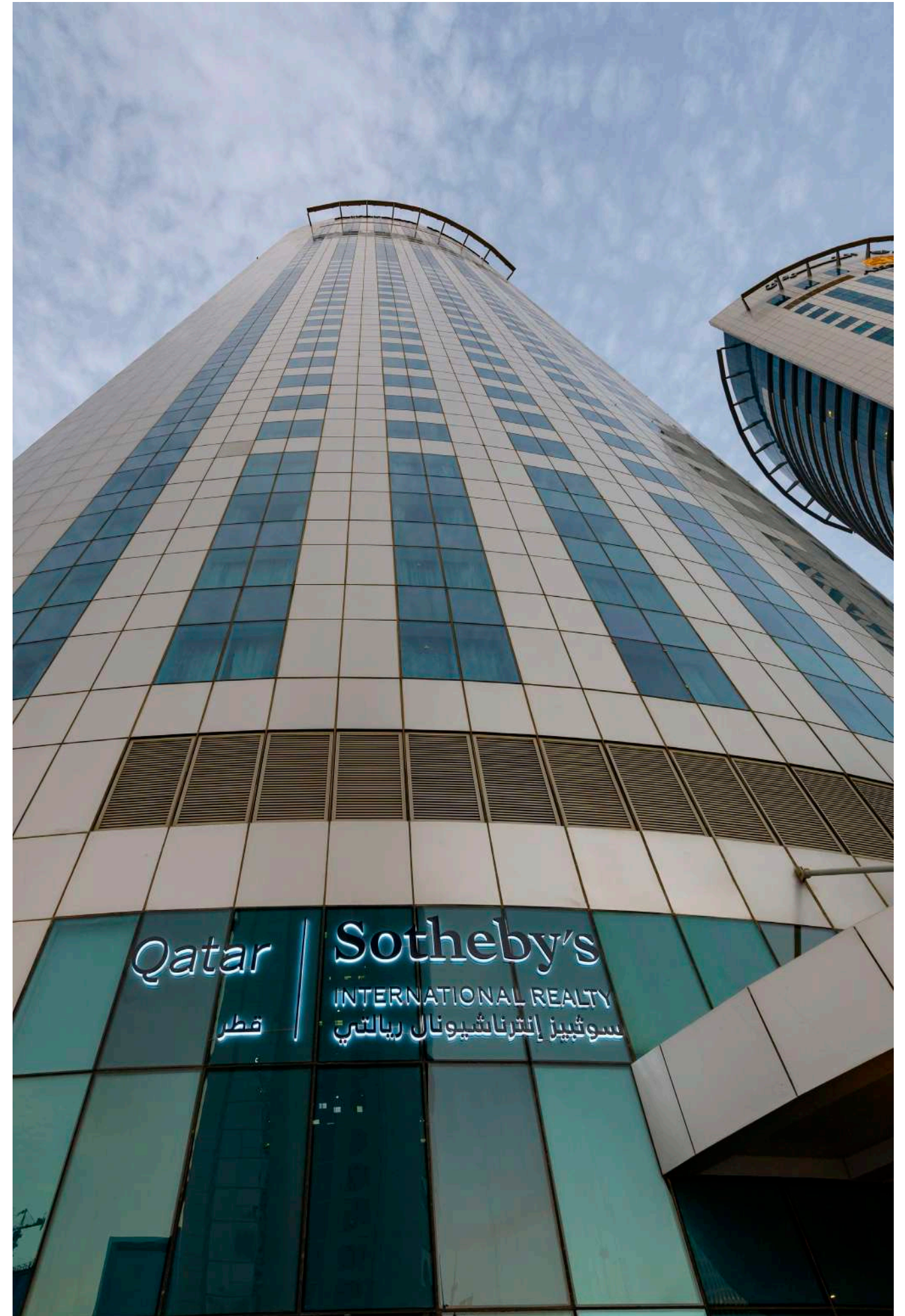
Commenting on this expansion, Mohamed Sleiman, Chief Executive Officer of Alfardan Properties and Alfardan Hospitality, states: “Introducing these two programs in Oman marks a key milestone for us. By extending tailored privileges across three countries, we are enhancing the living and business experiences of our partners and residents, while setting a new industry benchmark. More than just benefits, these programs build a connected community defined by luxury, service, and the distinctive living Alfardan Properties offers.”

The Alfardan Oyster Privilege Club is complemented by a user-friendly mobile app, allowing members to easily access and manage their privileges at any time.





# SOTHEBY'S INTERNATIONAL REALTY QATAR





# Qatar Sotheby's International Realty showcases Qatar's luxurious properties at LPS Shanghai 2025 Exhibition

Qatar Sotheby's International Realty marked a successful participation at LPS Shanghai 2025, Asia-Pacific's leading luxury real estate exhibition, reinforcing its role as a key player in Qatar's high-end property market on the international stage. The exhibition brought together global investors, industry leaders, and high-net-worth individuals seeking premium real estate opportunities.

As part of the Qatar Pavilion, inaugurated by HE Rashid Mubarak Al Khater, Consul General of the State of Qatar in Shanghai, Qatar Sotheby's International Realty presented a curated portfolio of luxury residential and investment offerings that reflect the country's evolving real estate landscape and its growing appeal to international buyers.

The Pavilion, hosted by the Real Estate Regulatory Authority (Aqarat) and Invest Qatar, highlighted Qatar's investment-friendly ecosystem, transparent regulatory framework, and long-term growth potential. Alongside leading Qatari developers, Qatar Sotheby's Realty played a central role in engaging with investors and showcasing the lifestyle, quality, and value proposition of Qatar's luxury real estate sector.

During the exhibition, the brokerage firm showcased The Residences at The St. Regis Marsa Arabia Island, The Pearl – Qatar as a premium development for those seeking a luxurious lifestyle and looking for branded residences. Additionally, they introduced Kempinski Residences & Suites, Doha, a newly launched freehold development with fully renovated apartments in West Bay's tallest tower, offering spacious layouts, premium amenities, and hotel-style services. Alongside premium developments, luxury properties across Qatar and the region have been highlighted throughout the exhibition. The company also provided tailored advisory services, reflecting its expertise in connecting



international buyers with strategically positioned real estate opportunities in Qatar and beyond.

The exhibition welcomed more than 12,000 VIP investors and industry professionals and featured over 180 exhibitors from Asia-Pacific, Europe, North America, and the Middle East, making it the largest international real estate exhibition in Shanghai. The strong engagement at the Qatar Pavilion highlighted growing confidence in Qatar's real estate sector, which continues to play a vital role in the country's economic diversification and investment strategy.

Qatar Sotheby's International Realty's participation at LPS Shanghai 2025 further reinforces its position as a trusted leader in luxury real estate, combining deep local market knowledge with the unmatched global reach of the Sotheby's International Realty network.





# Qatar Sotheby's International Realty concludes successful participation at Cityscape Qatar 2025

Qatar Sotheby's International Realty wrapped up a highly successful participation at Cityscape Qatar 2025, showcasing a powerful regional presence and an impressive portfolio of luxury developments spanning Qatar, Oman, and Türkiye. The company's booth attracted strong attention from investors, partners, and high-net-worth buyers seeking premium residential and investment opportunities.

**Showcased Developments Across Three Markets**  
During the event, Qatar Sotheby's International Realty highlighted a curated selection of distinguished projects, each representing the brand's commitment to luxury living and exceptional quality such as:

- The Residences at The St. Regis Marsa Arabia Island, The Pearl – Qatar: A collection of St. Regis branded residences offering resort-style living, waterfront views, and world-class amenities on Qatar's iconic island destination.
- The Residences at The St. Regis Al Mouj Muscat Resort: Beachfront homes set within one of Oman's most exclusive resort communities, combining coastal living with the legendary St. Regis service.
- Kempinski Residences & Suites, Doha: Newly launched freehold, fully renovated apartments in West Bay's tallest tower, offering spacious layouts, premium amenities, and hotel-style services.
- Rixos Tersane Residences, Türkiye: A contemporary waterfront development in Istanbul's Golden Horn district, blending branded residential living with access to the renowned Rixos hospitality experience.
- Additional Luxury Listings Across Qatar, Oman, and Türkiye and the world: The team also presented a selection of secondary-market

villas, penthouses, and exclusive off-market homes across the region's most desirable locations and beyond.

A major highlight of the participation was the strong attendance of agents from all three Sotheby's International Realty offices - Qatar, Oman, and Türkiye. Their combined presence underscored the brand's expanding regional footprint and its ability to deliver seamless cross-border real estate advisory services to clients from around the world.



The booth recorded exceptional footfall and strong interest from visitors throughout the exhibition. Attendees explored investment opportunities, sought expert guidance, and engaged with the team on both new developments and high-value secondary listings.

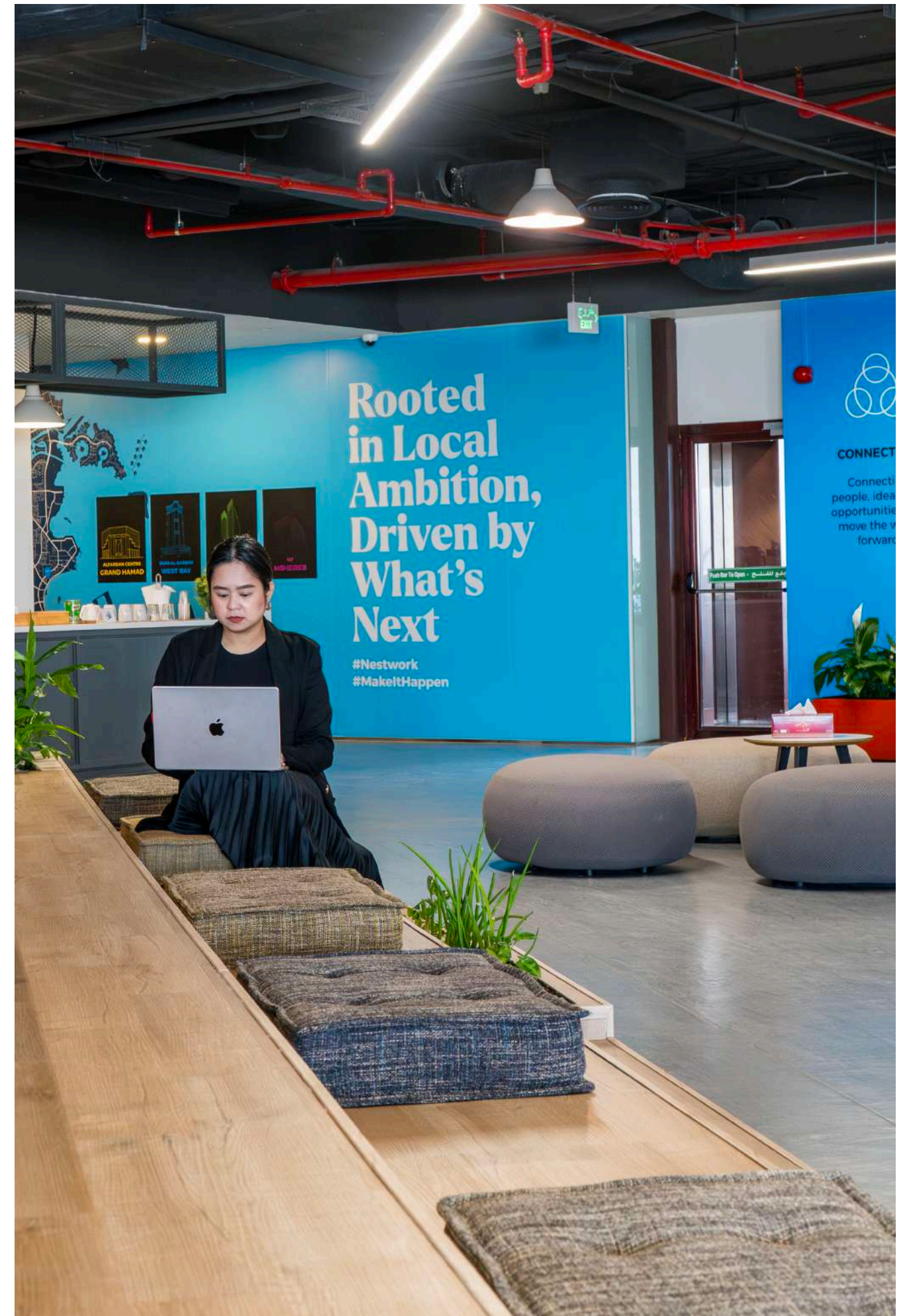
This positive response reflects the growing confidence in the region's luxury property market and the increasing demand for branded residences, serviced living, and international diversified investments.

Qatar Sotheby's International Realty's successful participation at Cityscape Qatar 2025 reinforces its position as a trusted leader in luxury real estate. With a world-class portfolio, an expanding regional presence, and unmatched global reach, the company continues to elevate the standard of property advisory and premium lifestyle offerings in Qatar and across the region.





# NESTWORK QATAR





# Workinton Qatar rebrands to Nestwork: A strategic evolution aligned with Qatar National Vision 2030

Workinton Qatar, a leading provider of coworking spaces since 2018, was officially rebranded as Nestwork, embracing a fully independent, local-based identity that paid tribute to Qatar's rich heritage and dynamic culture. With four prime locations across Qatar—Alfardan Centre, Souq Waqif; Burj Al Gassar, Westbay; Burj Alfardan, Lusail; and M7, Msheireb—Nestwork offers customized office solutions, private suites, meeting spaces, event venues, and a full multimedia studio.

More than just a rebrand, Nestwork represents a strategic evolution. Developed under Alfardan Corporation and managed by Alfardan Properties, this transformation reflected a renewed commitment to supporting local entrepreneurship, fostering innovation, and building long-term partnerships.

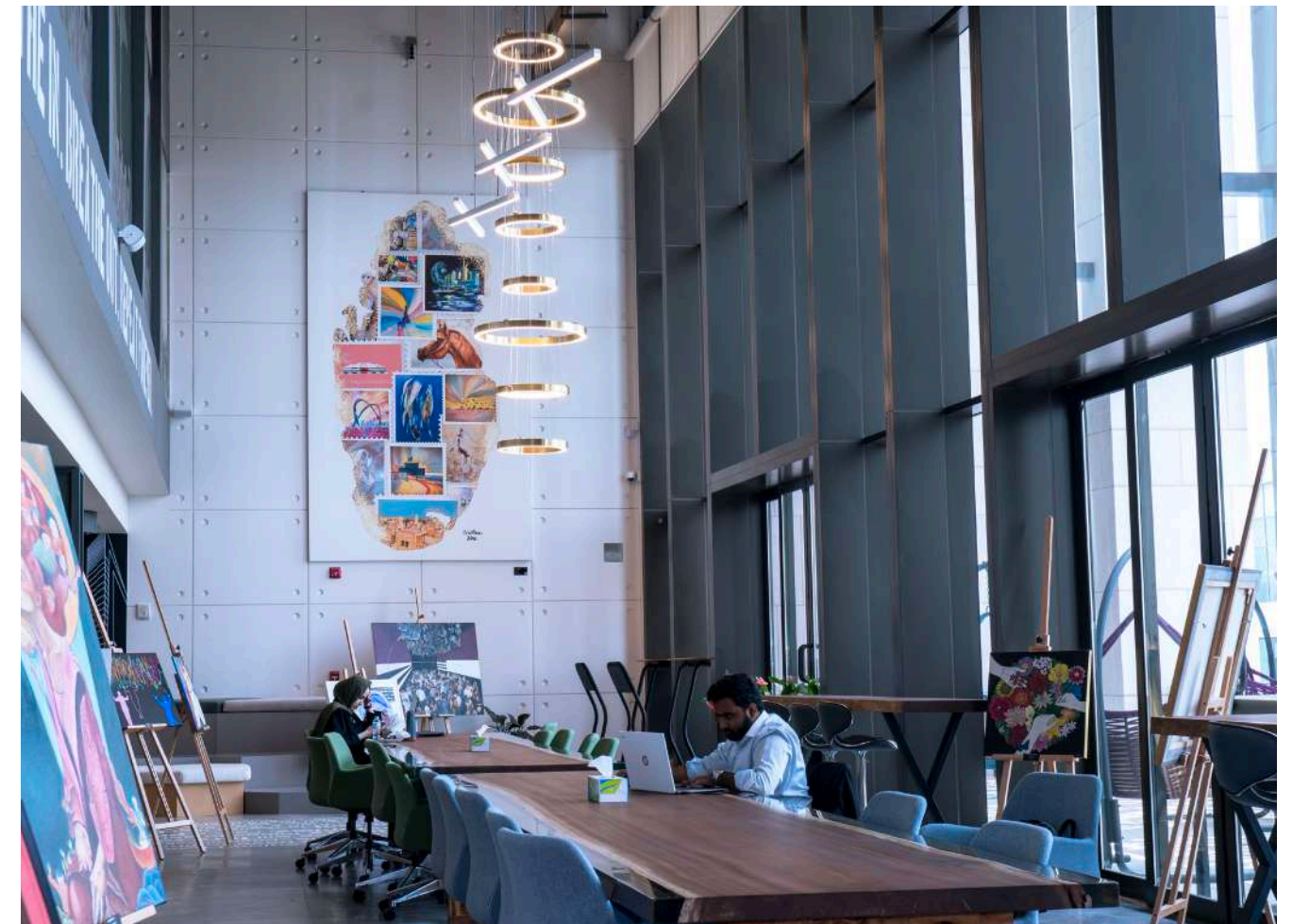
Since its launch, Workinton Qatar had grown into a hub for business creativity and connection, serving a thriving community of over 500 members and hosting partnerships with key industry leaders. As Nestwork, this foundation expanded with enhanced autonomy, deeper market alignment, and an elevated mission to shape a future where innovation, collaboration, and local ambition thrived. "This rebrand marked a pivotal step in our long-term strategy to align more closely with Qatar's National Vision 2030," said Mohamed Sleiman, Chief Executive Officer of Alfardan Properties and Alfardan Hospitality. "By transitioning to Nestwork, we deepened our roots within the local ecosystem and reinforced our commitment to fostering a knowledge-based economy driven by local talent. Nestwork was designed to fuel startups and build agile, innovation-driven communities that support Qatar's ambitions for economic diversification and sustainable development."

"Nestwork is here to support, elevate and grow alongside Qatar," said Zohour Omar Alfardan, General Manager of Wellness and Lifestyle at

Alfardan Hospitality. "We are here to empower entrepreneurs, foster innovation, and serve as a launchpad for the next generation of local and regional ventures."

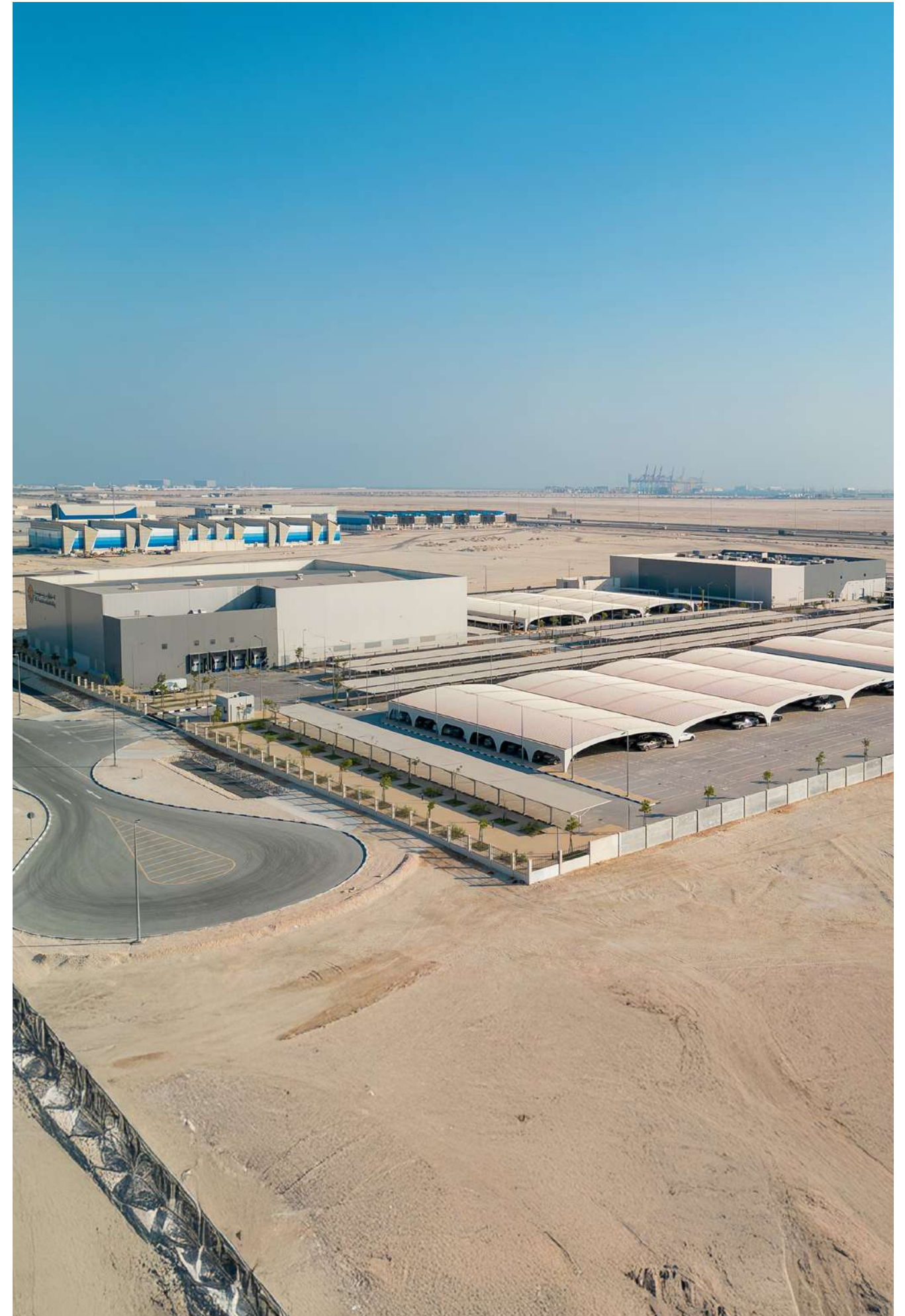
As Qatar's unique coworking concept offering both Enterprise-level and Suite solutions, Nestwork is uniquely positioned to address the evolving needs of the country's dynamic business ecosystem.

At its core, Nestwork is about productivity, community, and impact. It now steps into a new chapter, building on its legacy to meet the evolving needs of Qatar's dynamic business ecosystem. Nestwork is designed to foster collaboration, empower innovation, and position itself as a future forward hub for entrepreneurs and professionals alike, all rooted in a "Make it happen" philosophy that turns ambition into action.





# ALFARDAN AUTOMOTIVE





# Alfardan Automotive launches Regional Logistical Hub in Qatar's Free Zones

Qatar Free Zones Authority (QFZ) and Alfardan Automotive have officially opened a world-class automotive and spare parts logistics hub at Umm Alhoul Free Zone. The strategic launch marks a significant step in reinforcing Qatar's regional leadership in mobility and expanding the capabilities of its growing mobility industries cluster within the free zones.

The inauguration was attended by H.E. Sheikh Mohammed Bin Hamad Bin Faisal Al-Thani, CEO of QFZ, and Mr. Omar Hussain Alfardan, CEO and Managing Director of Alfardan Corporation, along with senior executives from both organizations. The opening of the hub comes within the framework of the strategic partnership between QFZ and Alfardan Automotive, formalized in 2021, under a shared commitment to advance Qatar's mobility capabilities.

Located near Hamad Port, ranked first in the Gulf for container port performance, the new Alfardan Automotive Trading facility spans over 67,000 square meters, including a built-up area of 12,860 square meters. It adds depth to QFZ's mobility industries cluster and specializes in automotive and spare parts logistics, servicing passenger vehicles, motorcycles, heavy equipment, and related components. The hub is designed to handle a wide range of logistics functions, including indoor and outdoor vehicle storage with a total capacity of approximately 1,500 units, as well as temperature-controlled bays tailored for luxury vehicles.

The facility features a Pre-Delivery Inspection (PDI) center comprising 24 work bays dedicated to inspection, quality checks, cleaning, and accessories installation. It also houses a 5,800-square-meter Alfardan Commercial warehouse for premium tires, batteries, lubricants, and paints. The hub incorporates advanced logistics and inventory management systems to optimize import, and storage operations. Together, these capabilities position the hub as a key enabler of growth in Qatar's automotive and mobility logistics sector.

H.E. Sheikh Mohammed Bin Hamad Bin Faisal Al-Thani, CEO of QFZ, said: "The inauguration of Alfardan Automotive Trading's regional mobility logistics hub underscores QFZ's commitment to strengthening the nation's automotive sector and regional trade networks. With Qatar's passenger car market growth, facilities like this hub provide world-class infrastructure that supports expanding supply chains, enhances operational efficiency, and attracts local and international investors. Strategically located near Hamad Port, the hub contributes directly to Qatar's vision of becoming a leading logistics hub in the mobility and supply chain sector regionally and internationally, advancing sustainable economic growth aligned with our National Vision 2030."

Mr. Omar Hussain Alfardan, CEO and Managing Director of Alfardan Corporation, commented: "Alfardan Automotive has built a long-standing legacy in Qatar's luxury automotive market, delivering cutting-edge products while maintaining exceptional customer care and industry best practices. The opening of our regional logistics hub represents an extension of this commitment, offering a qualitatively elevated level of logistical services that enhances our operational capabilities, supports our dealership networks, and complements Qatar's broader trading and economic activities. This hub reinforces the country's growth as a regional center for logistics and mobility, reflecting our shared vision for economic growth and sustainable development."

QFZ remains committed to building a robust mobility industries cluster, fostering a dynamic community of leading and innovative global companies. With strategic facilities like Alfardan Automotive Trading's logistics hub, the cluster will strengthen Qatar's supply chains, attracts both local and international investors, and reinforces the country's position as a strategic gateway for logistics, mobility, and trade.







# Alfardan Automotive and First Finance Company launch permanent financing programme for premium vehicles in Qatar

Alfardan Automotive has announced a landmark collaboration with First Finance Company, a subsidiary of Dukhan Bank Group, introducing a permanent financing program that sets new standards for accessibility and flexibility in premium vehicle ownership. This long-term initiative reflects the Group's commitment to delivering customer-focused solutions that enhance every stage of the automotive journey.

The official signing ceremony took place at the Jaguar Land Rover Special Vehicle (SV) showroom at Burj Alfardan in Lusail City in the presence of representatives from both parties, marking the beginning of this permanent initiative that will benefit both existing and prospective customers.

The program, which is now available across Alfardan Automotive showrooms, offers customers a suite of benefits designed to make ownership more attainable and convenient. Through this partnership, Alfardan Automotive and First Finance Company are setting a new benchmark for convenience and peace of mind in premium automotive retail.

Mr. Samer Bou Dargham, Chief Sales Officer at Alfardan Automotive, said: "The collaboration with First Finance Company reflects our ongoing dedication to customer satisfaction and our leadership in the automotive market. By embedding flexible, innovative financing solutions into the ownership experience, we are not only meeting today's customer needs but also building the foundation for lasting trust and loyalty."

Mr. Eslah Assem, First Finance CEO said: "We are proud of this strategic partnership, which will represent a qualitative leap in the world of

car financing in the State of Qatar, providing customers with multiple financing options that suit their needs. Signing this agreement is part of our successive steps to strengthen First Finance's position as a leading company in the Qatari market and the region. This is in line with our approach, which is primarily based on enabling our customers to transform their aspirations into reality by providing seamless services and processes, and innovative solutions that comply with the provisions of Islamic Sharia. We are pleased with this joint cooperation and hope to build upon it in the future."

The First Finance company provides financing services to all bank customers, whether they work in the public or private sector. This makes it a strategic financing partner relied upon by all Alfardan Automobiles customers, including both Qataris and residents. Furthermore, First Finance allows its customers to obtain advance credit approvals for financing through the company's mobile application, the FFC Mobile App, before the customer even visits its headquarters.

By embedding financing into the heart of its customer experience, Alfardan Automotive is reaffirming its role as a forward-thinking industry leader, one that goes beyond sales to create holistic ownership experiences. More than a milestone, this collaboration is an additional step that sets the tone for how automotive retail in Qatar will evolve in the years ahead.





# Alfardan Automotive's Bodyshop awarded with **Highly Commended Bodyshop of the Year - Passenger Cars** at 2024 Automechanika Dubai Awards



Alfardan Automotive's Bodyshop has been awarded with "Highly Commended Bodyshop of the Year, Passenger Cars" category at the 2024 Automechanika Dubai Awards. This accolade underscores Alfardan Automotive's commitment to delivering excellence and its leadership in Qatar's automotive repair industry.

The announcement was made during the renowned Automechanika Dubai. As one of the top five finalists, Alfardan Automotive's Bodyshop stood out for its state-of-the-art facilities, exceptional customer service, and adherence to global best practices. This recognition reinforces the Bodyshop's reputation as the go-to destination for premium automotive repair services in the State of Qatar.

This achievement highlights the dedication of the entire team at Alfardan Automotive Bodyshop to setting industry benchmarks and providing world-class repair solutions for our esteemed clients. Alfardan Automotive is honored to receive this award and remain committed to maintaining the highest standards of quality and customer care.

Located within the Alfardan Automotive Complex in Jery Al Samur, the Bodyshop is equipped with cutting-edge technology and staffed by highly skilled professionals. Just 12 minutes from Doha Festival City, the facility offers unparalleled convenience to its clients while delivering exceptional repair and maintenance services for a wide range of premium automotive brands.

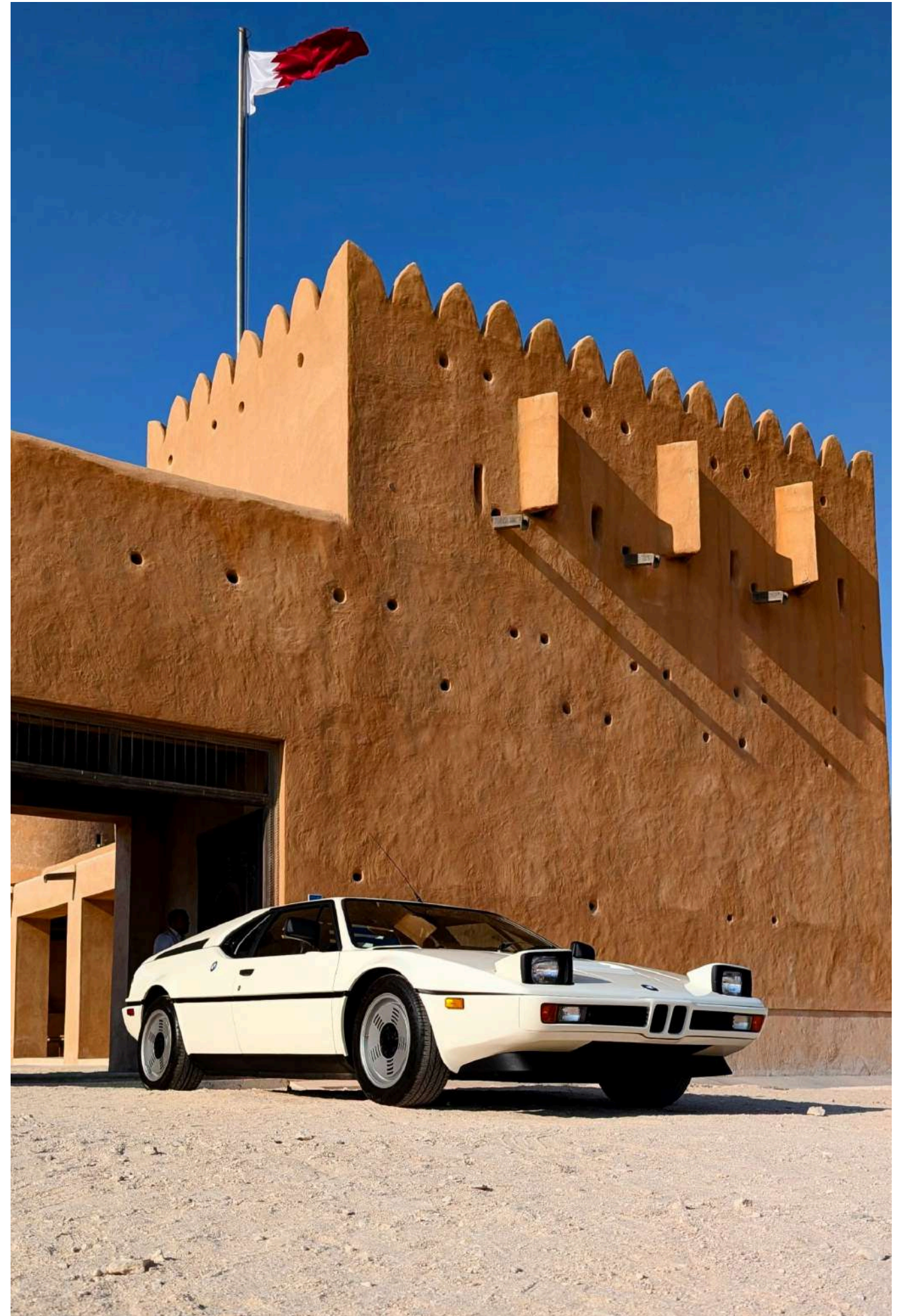
Participation in the Automechanika Dubai Awards reflects Alfardan Automotive's focus on benchmarking its services against the best in the industry. The recognition serves as a testament to the company's continuous efforts to innovate and lead in the automotive sector.

Alfardan Automotive's Bodyshop is proud to cater to the most discerning clients and to represent Qatar on an international stage. This award is a motivation to continue exceeding expectations and delivering excellence.





# ALFARDAN AUTOMOBILES





# BMW Classics Club launches in Qatar



Alfardan Automobiles, the official importer of BMW Group vehicles in Qatar marks a milestone with the launch of the country's first official BMW Classics Club.

The launch of the BMW Classics Club marks the start of an exciting new era for Qatar's BMW classic cars community – and for Alfardan Automobiles, which has been part of the country's automotive scene for nearly 30 years. The club's establishment is an important step in Alfardan Automobiles' journey, following its distinction earlier this year as the region's first Certified BMW Classic Partner.



Qatar's BMW community came together at Alfardan Automobiles' West Bay Showroom to celebrate the heritage and legacy of the brand at the vibrant launch event. Owners and collectors were able to connect and enjoy a display of classic models showcasing BMW's evolution and craftsmanship over the decades.

Looking ahead, Alfardan Automobiles will build on the success of the launch event by offering more opportunities to connect people and cars, learn more about BMW's fascinating history and exchange knowledge. Future plans for the BMW Classics Club include exclusive drives, exhibitions and educational sessions.

Keeping these iconic cars on the road is vital to the partnership with BMW Group Classic, reflecting both parties' commitment to safeguarding the brand's rich heritage and passing it on to future generations. As the first certified partner for BMW Classic vehicles in the Middle East, Alfardan Automobiles has been officially recognised by the BMW Group for achieving exceptional standards in maintaining and showcasing classic BMW vehicles with a factory-trained team. This milestone embodies

Alfardan Automobiles' pioneering role in bringing BMW Classic expertise to the region, ensuring that every classic model is preserved and cared for with the utmost authenticity and attention to detail. The launch of the BMW Classics Club will further strengthen community connections and help classic car owners get the best from their vehicles while preserving their heritage.

Ayman Berjawi, General Manager of Alfardan Automobiles, said: "We are delighted to build our relationship with Qatar's passionate classic BMW enthusiasts through launch of the club. Alfardan Automobiles aims to foster this inspiring community by facilitating the exchange of knowledge and celebrating BMW's rich history."





# BMW M4 CS Edition VR46 makes its debut in Qatar

Alfardan Automobiles, the official importer of BMW Group vehicles in Qatar, is proud to announce the arrival of the BMW M4 CS Edition VR46 in Qatar. Marking the only unit available in Qatar and one of just 92 produced globally, this unique model highlights BMW's dedication to performance, craftsmanship, and rarity while paying tribute to the legendary Valentino Rossi. The launch event was attended by select BMW M owners and enthusiasts, who joined in celebrating the arrival of this exclusive model to the Qatari market.

The BMW M4 CS Edition VR46 has been created as a celebration of Rossi's remarkable motorsport legacy, with his iconic racing number "46" and signature details featured prominently on the car. Distinctive design highlights include bold yellow accents across the grille, brake callipers, and wheels, along with exclusive VR46 badging and bespoke finishes that make this model instantly recognisable to enthusiasts and collectors alike.

Beneath its striking exterior, the BMW M4 CS Edition VR46 is equipped by M's renowned engineering, blending sheer driving performance with precision dynamics that bring motorsport passion to the road. Every detail has been carefully considered to create a car that is as exhilarating to drive as it is rare to own.

Globally, production has been capped at just 92 cars, with 46 available in each of two striking colour variants. The model for Qatar comes in Frozen Tanzanite Blue, a shade that perfectly complements the yellow exterior details and carbon-fibre elements, while further underlining the car's exclusivity within the local market.

Inside, the M4 CS Edition VR46 continues the celebration of Rossi's heritage with lightweight M Carbon bucket seats upholstered in premium Merino leather and Alcantara, complete with yellow stitching that echoes the exterior accents. Exclusive "M4 CS Edition VR46" badging, along with a performance-focused steering wheel and carbon-fibre trim elements, create a cabin environment that feels at once luxurious and race-inspired.

The car is equipped with a 3.0-litre inline six-cylinder M TwinPower Turbo engine, producing 550 horsepower, enabling it to sprint from 0 to 100 km/h in just 3.4 seconds. With a top speed of 302 km/h, adaptive M suspension, M Carbon ceramic brakes, and an exhaust system tuned for both sound and performance, the model delivers the ultimate BMW M driving experience, whether on the racetrack or Qatar's open highways.

Adding to its allure, ownership of the BMW M4 CS Edition VR46 comes with an exclusive customer experience in Italy, including a guided visit to Valentino Rossi's iconic VR46 Motor Ranch in Tavullia, a BMW M Driving Experience at the renowned Imola circuit, and the rare opportunity to meet Rossi himself. This blend of motorsport legacy and personal connection makes the edition more than just a car – it is an entry into a world defined by passion and exclusivity.

Ayman Berjawi, General Manager of Alfardan Automobiles, said: "The arrival of the BMW M4 CS Edition VR46 in Qatar is an exciting moment, and we are immensely proud to welcome this one-of-a-kind model to our market. With only 92 cars worldwide, and just a single unit here in Qatar, this edition captures the essence of exclusivity, while celebrating the spirit of Valentino Rossi and the craftsmanship of BMW M. For our customers and motorsport enthusiasts, it represents a unique opportunity to connect with racing heritage through a car that is truly extraordinary."





# BMW Qatar and Texas A&M University collaborate to inspire the next generation of engineers



As part of its ongoing commitment to education and innovation, Alfardan Automobiles, the official importer of BMW in Qatar, partnered with Texas A&M University at Qatar to host an exclusive Hybrid Engineering Workshop under the Alfardan Tariqi Scholarship Program. This initiative forms part of the company's continuous Corporate Social Responsibility (CSR) efforts, aimed at empowering young talents and fostering technical excellence within the local community.

Held on the university's campus, the workshop brought together over 50 engineering students for an engaging and hands-on learning experience. Participants explored the advanced hybrid systems of the BMW M5 and the groundbreaking BMW XM, gaining firsthand insights into the technology that defines the future of performance and sustainability. The session included live demonstrations, interactive discussions, and real-world applications of hybrid engineering in modern mobility.

The workshop was led by Mr. Abed Assalam Braidy, Training Academy Manager at Alfardan Automotive, whose expertise offered students a deeper understanding of the innovation and precision behind BMW's engineering philosophy. By connecting academic knowledge with practical automotive technology, this initiative exemplifies Alfardan Automobiles' commitment to bridging education and industry, nurturing the next generation of engineers who will drive Qatar's future in technology and sustainable mobility.

Through such partnerships, Alfardan Automobiles continues to uphold the BMW legacy of innovation, performance, and responsibility, ensuring that education, progress, and sustainability remain at the heart of its journey in Qatar.







# Alfardan Automobiles brings BMW's high-performance thrill to MotoGP

Alfardan Automobiles, the official importer of BMW vehicles in Qatar, is once again bringing the heat to the MotoGP™ Qatar Airways Grand Prix of Qatar 2025 with a powerful presence at Lusail International Circuit, headlined by an impressive display of BMW M high-performance machines - both on two wheels and four.

This year's BMW M Stand at the MotoGP fan zone from April 11 to 13 is all about pure adrenaline, with visitors getting up close to the fierce BMW S 1000 RR - a track-bred superbike that epitomises speed, precision, and M engineering at its finest.

BMW's M power continues at the Vehicle Display Stand, where motorsport fans can check out two of the most high-performance cars in the M line-up: the BMW M2 and the limited-edition BMW M4 CS. With aggressive styling and track-inspired dynamics, both models exemplify BMW's signature M DNA, turning heads and stirring hearts in equal measure with their power, agility and design.

Taking centre stage outside the Paddock main entrance is the all-new BMW M5 Touring Safety Car, making its first appearance in Qatar. Officially unveiled during the MotoGP season launch at the One Bangkok complex in Thailand, this model showcases BMW M's commitment to innovation and motorsport safety. Combining the practicality of a touring model with the force of M performance, the M5 Touring brings fresh energy to MotoGP's world-class safety car fleet.

Designed to strengthen the championship's fleet of official safety cars, the M5 Touring stands out with its cutting-edge design, spacious layout, and powerful performance. It embodies BMW M's core values, seamlessly blending advanced innovation, everyday functionality, and the highest motorsport safety standards.

For over 25 years, BMW M Motorsport has proudly served as the official supplier of safety cars for the MotoGP championship, a

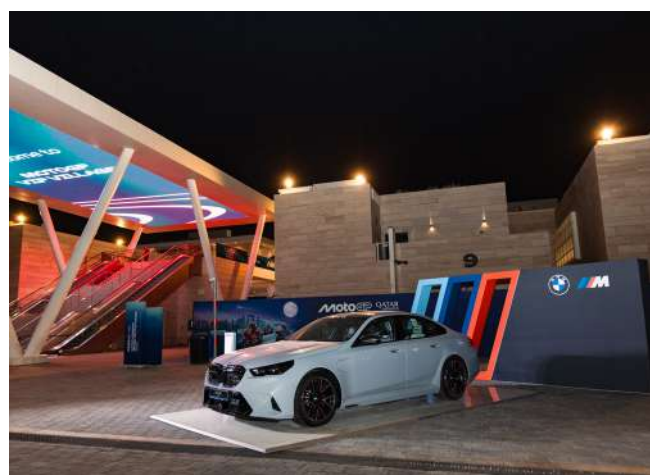
longstanding partnership that underscores BMW's unwavering dedication to motorsport excellence.

In addition to the fan zone, Alfardan Automobiles also provided a dedicated fleet of BMW models for transporting the VIPs attending the MotoGP weekend.

Ayman Berjawi, General Manager of Alfardan Automobiles for BMW, said: "Being part of MotoGP is more than a showcase - it's about sharing our passion for performance with one of the most enthusiastic motorsport audiences in the world. This year, we wanted to elevate the fan experience and bring them closer to the heart of BMW M. From the cutting-edge BMW S 1000 RR superbike to the new BMW M5 Touring Safety Car, we're offering a full-spectrum M experience that reflects our commitment to innovation, design, and unforgettable driving moments.

"As BMW M Motorsport marks over 25 years of serving as the official supplier of MotoGP safety cars, it's an honour for Alfardan Automobiles to continue delivering that legacy right here in Qatar."

Alfardan Automobiles' presence at MotoGP follows its standout participation in last year's Lusail Speed Fest, reinforcing its role as a key player in Qatar's motorsport and luxury automotive landscape.





# Alfardan Automobiles showcases the new **BMW 1 Series and 2 Series** at exclusive Iftar event

Alfardan Automobiles brought together media partners for an exclusive iftar at the prestigious Nujoom Ramadan tent at The St. Regis Marsa Arabia Island, The Pearl-Qatar. More than just an elegant evening of connection and tradition, the event also showcased the new BMW 1 Series and 2 Series - already available in the country - offering an exclusive first look at the future of premium compact cars for many of the guests. Ramadan is a time for reflection, togetherness, and shared experiences. By showcasing the new BMW 1 Series and 2 Series in such a setting, the official importer of BMW Group vehicles in Qatar continues its mission to enhance not just the driving experience, but also the complete journey of ownership for customers.

Speaking about the event, Ayman Berjawi, General Manager of Alfardan Automobiles, said: "Ramadan is a time for meaningful connections, and at Alfardan Automobiles, we believe in celebrating these moments with our valued customers and media partners. The BMW 1 Series and 2 Series offer a perfection blend of innovation, style and performance. As always, we remain committed to bringing the very best of BMW to Qatar. Our goal is to provide our customers with exceptional experiences that complement the exceptional cars they drive."

## **A new era for the BMW 1 Series: Bold, sporty, and intelligent**

For two decades, the BMW 1 Series has been setting the benchmark in the premium compact segment, and the latest iteration takes that legacy even further. Sporting a dynamic new design, a refreshed drive portfolio, and the latest in digital innovation, the all-new BMW 1 Series offers an electrifying blend of performance and everyday practicality. Its bold new stance is complemented by striking LED headlights, a sleek kidney grille, and a sculpted rear design that demands attention. Inside, a modern, driver-focused cockpit featuring the BMW Curved Display and the latest BMW Operating System 9 ensures an intuitive and seamless experience. With

agile handling, advanced safety features, and a balance of sportiness and efficiency, the BMW 1 Series is ready to redefine compact luxury.

## **BMW 2 Series: A coupé that turns heads and raises heartbeats**

For those seeking an even more dynamic experience, the BMW 2 Series Gran Coupé delivers in every way. With its low-slung stance, flowing lines, and aggressive front grille, this coupé is designed for drivers who want to make a statement.

Beyond aesthetics, the BMW 2 Series offers an exhilarating drive, thanks to a refined chassis, a powerful selection of engines, and BMW's renowned handling precision. Inside, the cabin blends sportiness with sophistication, featuring premium materials, a driver-centric layout, and next-generation digital controls. Whether it's the thrill of acceleration or the pure joy of cruising, the BMW 2 Series Gran Coupé ensures an unforgettable ride.

Driving enthusiasts in Qatar have the opportunity to experience the next generation of BMW performance and design. Customers can visit any Alfardan Automobiles showroom to explore the new models and book a test drive.







# Alfardan Automobiles celebrates **BMW M Motorsport's** achievement in the Qatar 1812km race as part of the 2025 World Endurance Championship

Alfardan Automobiles, the official importer of the BMW Group in Qatar, celebrated BMW M Motorsport's remarkable achievement during the opening round of the 2025 World Endurance Championship at the Qatar 1812 km race. The BMW M Team WRT secured third place in the LMGT3 class with the BMW M4 GT3 EVO, while the BMW M Hybrid V8 delivered a strong performance in the Hypercar class, finishing the race in fourth and seventh positions.

"We are proud to support BMW M Motorsport in the FIA WEC Qatar 1812 km race and celebrate their outstanding podium finish. The event provided us with an exceptional opportunity to strengthen our relationship with our clients through exclusive, unforgettable experiences, including exclusive access to the team garage and direct interaction with the drivers. We reaffirm our ongoing commitment to delivering unique experiences for BMW enthusiasts in Qatar."

The race was held at the Lusail International Circuit with some of the world's top drivers participating, including Valentino Rossi, Kevin Magnussen, and Ahmad Al-Harthy. The event featured intense competition over 10 hours of thrilling racing.

In the Hypercar class, the BMW M Hybrid V8 showcased strong performance from qualifying, where Dries Vanthoor secured second place with a time of 1:38.495, marking the team's best qualifying result to date. During the race, drivers Vanthoor, Magnussen, and Raffaele Marciello excelled, finishing fourth overall, while the second car, driven by Ruben Frijns, René Rast, and Sheldon van der Linde, secured seventh place.

During the event, a range of high-performance BMW M models were displayed in the fan zone, including the BMW M2 Coupe and the BMW M5 luxury sedan. Visitors had the opportunity to explore the latest innovations in performance, design, and advanced engineering from BMW M Motorsport. Additionally, clients had exclusive access to the BMW M Motorsport team garage, offering a unique behind-the-scenes look at endurance racing.

In the LMGT3 class, The Bend Team WRT, led by Augusto Farfus, Timur Boguslavskiy, and Yasser Shahin, secured third place in an exceptional race, after starting from 14th position, thus showcasing the team's strength and competitive ability.

Alfardan Automobiles also provided a one-of-a-kind experience for racing fans by hosting a special meet-and-greet with the team's drivers on February 24 at the BMW showroom in West Bay. This gathering allowed clients and media partners to get exclusive autographs and engage in open discussions with the drivers, providing a special opportunity for direct interaction.

Commenting on the win, Ayman Berjawi, General Manager of Alfardan Automobiles, said:





# Alfardan Automobiles launches the new **BMW X3**, a model that blends luxury with versatile design



Alfardan Automobiles, the official importer of BMW Group vehicles in Qatar, has introduced the all-new BMW X3 – a dynamic blend of performance and versatility – to the country, offering customers the highest levels of comfort, control, and sophistication in equal measure.

The special event was held at the BMW Retail. Next showroom on Lusail Boulevard, where guests were invited to get a closer look at the BMW X3 models. Attendees had the opportunity to explore the stunning model with its advanced features and unique details, making it one of the outstanding SAV's in its class.

Nasr Jairoudi, General Manager of Alfardan Automobiles, commented on the launch: "The new BMW X3 launch here in Qatar reflects our commitment to offering our clients the best Sport Activity Vehicles to enhance their lives. This cutting-edge vehicle uniquely combines performance and versatility. The BMW X3 has always been an icon in the BMW family, and today we are introducing a new generation that raises the bar to unprecedented levels, offering our customers an exceptional driving experience that goes beyond their expectations."

With captivating design language, the exterior of the BMW X3 manages to be both powerful

and refined. Its bold kidney grille, accented by the gorgeous Iconic Glow lighting, commands attention day or night. Crisp lines and expansive surfaces create an athletic yet elegant profile, while the long wheelbase and sculpted rear ensure practicality meets visual impact. This SAV is as much a standout at a glamorous event as it is on a rugged offroad trail.

Under the hood, the BMW X3 is all about delivering unforgettable driving experiences. From the X3 20 xDrive – reaching 100 km/h in just 8.5 seconds – to the breathtaking X3 M50 xDrive, which achieves the same in a swift 4.6 seconds, there's a model to suit every pace of life. Beyond its performance stats, the BMW X3 stands out with technology that makes every drive smarter and easier. The BMW Digital Key Plus gives you seamless access to your vehicle, while features like Parking Assistant Professional and Augmented View navigation ensure you always have support right when you need it.

Inside, the BMW X3 warmly invites you to sit back and relax in a space crafted with premium, sustainable materials. Upholstered in either recycled polyester or soft vegan leather, the cabin balances luxury with modern sensibilities. A state-of-the-art experience awaits, complete with the BMW Curved Display and ambient lighting capable of setting the perfect mood in 15 customisable colours. The spacious cabin ensures the trip is as enjoyable as the destination. Even luggage demands are no match for the X3, with a base cargo capacity of 570 litres that expands to an impressive 1,700 litres when needed.

Designed to cater to a diverse range of lifestyles, the BMW X3 brings new levels of convenience, safety, and entertainment to the road. Book a test drive today and see for yourself how this next-generation SAV is built to explore the world – and tailored to your unique lifestyle.







# Alfardan Automobiles and ExxonMobil Tennis Open continue winning partnership in 2025

Alfardan Automobiles, the official importer of the BMW Group in Qatar, has announced the renewal of its partnership with the Qatar Tennis Federation as the official transportation partner for the 2025 Qatar ExxonMobil Open Tennis Championship, which is part of the ATP Tour. The 18th edition of the tournament will take place at the Khalifa International Tennis and Squash Complex in Doha.

continue supporting the Qatar ExxonMobil Open Tennis Championship by providing our luxurious fleet of BMW cars. This partnership represents Alfardan Automobiles ongoing commitment to excellence and reflects our shared vision to enhance international sporting events and highlight Qatar's position as a global hub for sporting excellence. We look forward to delivering an exceptional transportation experience befitting the level of this global event."

To support the tournament, Alfardan Automobiles will provide a premium fleet of BMW vehicles, ensuring seamless and luxurious transportation for the players and officials. Adding to the excitement, a selection of BMW's most innovative and dynamic new models – the BMW XM, the BMW X3, and the BMW 5 Series – will be displayed at the stadium, exemplifying the brand's commitment to cutting-edge design, performance, and technology.

The Qatar ExxonMobil Open Tennis Championship continues to attract top global tennis stars, under the patronage of Alfardan Automobiles, which renews its commitment to supporting sports and enhancing Qatar's position on the international sports stage. The tournament is expected to feature intense competition among some of the world's best tennis players, providing fans with a unique opportunity to enjoy high-level matches in Doha.

Ayman Berjawi, General Manager at Alfardan Automobiles, expressed his enthusiasm for the partnership, stating, "We are proud to





# Alfardan Automobiles wins BMW's Best Customer Experience Champion in Sales for 2024 at the BMW Group Middle East Dealer Awards

Alfardan Automobiles, the official importer of BMW Group in Qatar, has reaffirmed its commitment to excellence by winning the BMW Best Customer Experience Champion in Sales Award for 2024 at the BMW Group Middle East Dealer Awards.

The award was presented to Dr. Ma'n Alhamawi, CEO of Alfardan Automotive, in recognition of the company's outstanding achievements in providing an exceptional customer experience, setting new standards of excellence in sales and customer satisfaction in the luxury car sector. This award serves as a testament to the company's strategic vision, continuous innovation, and the dedication and teamwork that drive its success.

Alfardan Automobiles has long been a leader in enhancing the customer experience, ensuring that every client enjoys an exceptional journey when purchasing and owning a BMW. The company's customer-centric approach continues to shape the future of automotive sales in Qatar, further cementing its position as a reference in delivering premium services.

In this context, Ayman Berjawi, General Manager of Alfardan Automobiles, said: "It is a great honor for us to receive the Best Customer Experience Champion in Sales Award for 2024 from BMW. This achievement reflects the unwavering dedication of our team and our consistent focus on delivering an exceptional experience to our customers. Our commitment to excellence across all aspects of our business, from sales to after-sales services, ensures that we continue to exceed expectations and reinforce our leadership in the Qatari automotive market."



Alfardan Automobiles continues to be committed to setting new standards in luxury car sales and customer service, with this award reflecting the tireless efforts and hard work of every member of its team.





# Alfardan Automobiles enhances the experience at 2025 Doha Jewellery & Watches Exhibition

Alfardan Automobiles, the official importer of BMW vehicles in Qatar, continues to confirm its leading position in the world of luxury through its exclusive partnership with the 2025 Doha Jewellery and Watches Exhibition. In this prestigious event that brings together the finest international jewelry and watch brands The company introduced a luxurious fleet of BMW cars to provide an exceptional transportation experience that reflects the values of elegance and excellence.

Held at the Doha Exhibition & Convention Center (DECC), the seven-day extravaganza showcased the best in luxury, with Alfardan Automobiles contributing significantly to the event's success.

Throughout the exhibition, Alfardan Automobiles provided a fleet of luxurious BMW vehicles to transport VIP guests to and from the DECC, ensuring an experience that matched the sophistication of this world-class event. Among the standout attractions was the commanding BMW X7, which was displayed in a booth inspired by the "BMW Retail Next" concept, adding an innovative contemporary touch that reflects BMW's forward-looking vision in delivering extraordinary experiences to customers.

The exclusive BMW fleet featured some of the most advanced and luxurious models, where VIP guests are transported in unparalleled comfort and style, complementing the grandeur of the exhibition.



Ayman Berjawi, General Manager at Alfardan Automobiles, said: "We are proud to be a key sponsor of the Doha Jewellery and Watches Exhibition 2025, an event that epitomises the highest standards of luxury, craftsmanship, and elegance. DJWE reflects the same values we hold at Alfardan Automobiles, and this partnership allows us to provide a unique touch to the event with our luxury BMW fleet and the display of the BMW X7. We are honored to contribute to this world-class showcase and enhance the guest experience with exceptional comfort and style."



Curated by Visit Qatar and the Qatar Business Events Corporation, DJWE proved to be the ultimate destination for luxury enthusiasts. With over 500 global brands on display, the event attracted approximately 30,000 visitors from more than 175 countries. Guests enjoyed a meticulously crafted retail experience, complemented by the presence of international celebrities and influencers, making DJWE a celebration of elegance and exclusivity.

Guests are immersed in a one-of-a-kind experience, thoughtfully crafted to cater to those with a discerning taste for distinction

and sophistication. The presence of prominent figures and international influencers further elevates the exhibition, adding a unique vibrancy to its atmosphere. With its diverse and culturally rich environment, the exhibition has transformed into a true celebration of luxury and refinement, solidifying its reputation as a premier destination for enthusiasts of fine craftsmanship and innovative design.





# Alfardan Automobiles brings back the track thrills with special **BMW M event at Lusail International Circuit**

The unmistakeable roar of BMW M engines reverberated through Lusail International Circuit as through a track event hosted by Alfardan Automobiles, the official importer of BMW Group vehicles in Qatar.

This highly anticipated two-day event, held by Alfardan Automobiles, the official importer of BMW Group vehicles in Qatar, brought together driving enthusiasts to experience the raw power, precision, and innovation that define the BMW M family. The event was tailored exclusively for BMW M customers and select media partners, offering them the unique opportunity to experience the ultimate driving machines in their natural habitat: the track.

pleasure. Participants were able to experience the perfect balance of speed, control, and luxury that has made BMW M a leader in performance vehicles for decades.

Not only did the event showcase the brand's engineering prowess, it also highlighted the joy of driving at its best. As Qatar continues to develop its motorsport culture, the BMW M special event at the Losail International Circuit highlighted Alfardan Automobiles' focus on creating exceptional and memorable experiences that meet the expectations of customers and their media partners.

With 12 iconic M models, including the legendary BMW M2, M3, M5, XM, X5M, and X6M, and the legendary BMW XM, the lineup showcased the pinnacle of performance, blending cutting-edge engineering with adrenaline-fueled excitement. Each corner and straightaway at the famous Lusail circuit – which has hosted Formula 1 and the FIA World Endurance Championship among others – offered drivers an opportunity to test the cars' raw power, dynamic handling, and innovative engineering.

While every model turned heads, the BMW M5 truly owned the track. Known for its M HYBRID powertrain, the M5 combines a 4.4-litre V8 engine with an electric motor to produce an astonishing 727 horsepower and 1,000 Nm of torque. Its blistering acceleration from 0 to 100 km/h in just 3.5 seconds and a top speed of 305 km/h showcased its dual capability as a luxury sedan and a race-ready beast. On the Lusail track, the M5 demonstrated razor-sharp handling, exceptional stability, and a symphony of power that left drivers awe-struck.

From the agile BMW M2 to the commanding BMW XM, every model on the track embodied BMW M's core philosophy: unmatched driving





# MINI x Art brings creativity and design to life with three inspiring Qatari artists

MINI x Art, presented by Alfardan Automobiles, the official importer of BMW Group vehicles in Qatar brought together iconic automotive design with Qatar's vibrant art and culture scene. Three innovative Qatari artists transformed MINI cars into living canvases, using their own individual creative style. With three very different approaches to visual arts, Muna Al-Bader, Abdulaziz Yousef, and Mubarak Al-Malik reflected MINI's spirit of individuality, imagination and self-expression during this special event.

The event at Mina District, Doha Corniche, highlighted Alfardan Automobiles' commitment to supporting local talent and cultural dialogue through Qatar's art and creative community, while celebrating an icon, MINI. Public Day, gave all visitors the opportunity to see the artists at work, transforming MINIs into moving masterpieces, combining British heritage with Qatari creativity.

The three artists brought their original perspectives and styles to the cars they painted in the presence of Qatar's art lovers.

**Muna Al-Bader:** Muna is renowned for her creative use of the colour blue in her lyrical works, focusing on people and traditional music in a contemporary context.

**Abdulaziz Yousef:** Abdulaziz's bold, colourful public space works and installations celebrate Qatari life and explore memory and transformation.

**Mubarak Al-Malik:** Mubarak's street art combines Qatari heritage with a modernity, using the batoola face covering as a tribute to his cultural roots.

By collaborating with these talented artists, MINI is continuing its commitment to supporting local talent and connecting with Qatar's creative community. The themes of fun, color and exploration that are part of the MINI DNA and were reflected in this special event.

Additionally, MINI Qatar Club Day took place with an exclusive MINI parade providing a showcase of new models. The event provided MINI Club members with the opportunity to come together in celebration of MINI's 66 years of design innovation and individuality.

Ayman Berjawi, General Manager of Alfardan Automobiles, said: "For 66 years, MINI cars have given people joy over the world and Qatar is no exception. Alfardan Automobiles is delighted to organize MINI x Art, which brought together the creativity and spirit of MINI cars with three talented Qatari artists. We are happy about the wonderful celebration of art, culture, heritage and innovation with the automotive and art worlds coming together for a truly original and inspiring event."







# Alfardan Automobiles celebrates 66 years of MINI

Alfardan Automobiles, the official importer of BMW Group vehicles in Qatar, brought MINI's cool personality to life with a special celebration at the MINI Showroom, held in honour of the brand's 66th Anniversary. The event brought MINI's vibrant personality and modern spirit to life in a lively and memorable setting.

The showroom was transformed into a lively hub, with activities to engage and entertain. Guests, including loyal customers and friends of the brand, enjoyed engaging moments that reflected MINI's core values of driving fun, playfulness, and connection across generations.

MINI fans and owners were in a festive spirit as they paid tribute to a brand that has become a symbol of fun, freedom, and individuality since the launch of the Classic MINI in 1959. The evening captured MINI's youthful character and playful energy, showing why the brand continues to feel fresh and exciting more than six and a half decades later.

"MINI's 66<sup>th</sup> anniversary is not just about looking back at a remarkable history, it's about celebrating the character and community that continue to define the brand," said Ayman Berjawi, General Manager of Alfardan Automobiles. "From the MINI 3-Door Classic that won hearts in the 1960s to the bold and electrified models shaping its future today, MINI has always been more than a car. It's an icon of individuality, a cultural mark, and a source of pure joy on the road. To celebrate this milestone here in Qatar, surrounded by loyal customers, passionate fans, and new generations discovering MINI for the first time, was incredibly special. MINI thrives on connection and energy, and that was exactly what this celebration captured."

A highlight of the evening was the presentation of the beloved MINI 3-Door Classic – a timeless model known for its innovative spirit and distinctive design. The car stood as a vibrant reminder of MINI's design heritage while also pointing to its bold future, from pioneering creativity to the electrified line-up now shaping the next chapter of the brand.





# ALFARDAN PREMIER MOTORS





# Upgraded 2026 Defender 90 and 110 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 has participated at the ninth edition of the annual Katara International Hunting and Falcons Exhibition, known as S'hail, with a showcase of Land Rover's latest upgraded 2026 Defender 90 and 110. The exhibition took place and was organized by the Cultural Village Foundation Katara.

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 upgraded 2026 Defender 90 and 110. As Land Rover's most durable 4x4, The Defender is especially suitable for hunting and falconry. Its off-road capabilities and adequate space for necessary equipment make it the ideal outdoor companion.

Nasr Jairoudi, General Manager for Alfardan Premier Motors, commented: "The 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 upgraded 2026 Defender. The vehicle's complex characteristics and features draw a strong sense of loyalty as all our Defender editions do."

The 2026 Defender 4x4 line-up is now more distinctive and ready for adventure than ever, thanks to upgraded finishes, design and technology enhancements across 90, 110 and 130 body designs – including Defender OCTA.

Upgrades across the Defender vehicle line-up include a crisp new headlight design with



signature detailing and fog lights as standard, and flush rear lights with smoked lenses. A refreshed palette of contemporary exterior colors and finishes, including Woolstone Green and Borasco Grey, is complemented by enhanced detailing and upgraded materials. Inside, a larger 13.1-inch touchscreen provides even more intuitive control for infotainment.

Technological upgrades see Adaptive Off-Road Cruise Control available as an option on Defender vehicles for the first time, making it even easier to negotiate rough terrain in comfort.

Optional Defender accessory packs allow clients to personalize their vehicle and include the Explorer Pack, Adventure Pack and Urban Pack. New individual accessories include black variations of the Expedition Roof Rack, Cross Bars and Front Undershield, while the rear scuff plate is now also offered in a dark finish, in addition to the existing bright finish.

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.







# Defender Upgraded: Now even more distinctive and easy to use

The Defender 4x4 line-up is now more distinctive and ready for adventure than ever, thanks to upgraded finishes, design and technology enhancements across 90, 110 and 130 body designs – including Defender OCTA.

Upgrades across the Defender vehicle line-up include a crisp new headlight design with signature detailing and fog lights as standard, and flush rear lights with smoked lenses. A refreshed palette of contemporary exterior colors and finishes, including Woolstone Green and Borasco Grey, is complemented by enhanced detailing and upgraded materials. Inside, a larger 13.1-inch touchscreen provides even more intuitive control for infotainment.

Technological upgrades see Adaptive Off-Road Cruise Control available as an option on Defender vehicles for the first time, making it even easier to negotiate rough terrain in comfort. And, Defender 130 is now available with an optional integrated air compressor for easily adjusting tire pressures during multi-terrain adventures.

Defender OCTA, the performance hero, benefits from an exclusive new Sargasso Blue exterior color, available Patagonia White Matte Wrap, and tactile Textured Graphite accents in the latest program of updates.

## Clean yet tough exterior

The Defender vehicle's tough exterior receives optimised surfaces for the new front and rear bumpers – whether finished in Silicon Silver or Carpathian Grey Satin on most models – and a new textured pattern for the hood inserts and side vents, creating a strong and adventurous look. All models get new Gloss Black Defender-branded wheel center caps.

Redesigned headlights provide a distinctive new signature when lit, while the flush-fitting tail lights now have a dark tinted finish for a clean appearance and enhanced visibility, illuminating the path ahead on every adventure.



And, a gloss black grille-bar is now standard, complemented by a dark oval badge.

A precision-crafted new 22-inch seven-spoke Diamond Turned Dark Grey alloy wheel and new exterior colors are also available. A metallic grey, Borasco Grey is inspired by the Borasco silver mine in California, with a fine and bright finish. By contrast, Woolstone Green is inspired by Woolstone waterfall in the UK. The deep green finish recognises the British outdoors with warm undertones energised by medium aluminium and coarse yellow mica accents.

## Defender OCTA

Defender OCTA is the hero of the Defender family, with 626 HP (635PS) 4.4-liter twin-turbo V8 power, innovative 6D Dynamics suspension, Body and Soul Seats and a dedicated OCTA Mode for performance off-road use.

The fastest and most capable Defender has a revised color palette for even greater choice. In addition to existing Charente Grey and Petra Copper colors, clients can now choose Borasco Grey and all-new Sargasso Blue. Sargasso Blue has a coarse sparkle reminiscent of the Sargasso Sea.



# Defender Trophy:

## An epic adventure challenge supporting Tusk.

## Are you made for it?

Defender is looking for individuals with an unstoppable spirit of adventure to take on a new kind of competition. The new Defender Trophy is inspired by Trophy and Challenge events of the past but will create its own legacy across three demanding rounds of training and competition. Only those who embrace the impossible, with a passion for global conservation, need apply. Epic Adventure, Greater Purpose.

Defender has been the vehicle of choice of explorers and expedition leaders for decades and the new global initiative is inviting entries in more than 50 countries. Local selections will begin this summer, before national finals next spring determine who will make it to the global final hosted with Defender conservation partner Tusk – in Africa – in 2026.

Winners will get a once-in-a-lifetime opportunity to team-up for an epic mission that will ensure Defender Trophy leaves a positive and lasting legacy on the people and places it encounters.

An epic expedition needs an epic vehicle. The new Defender 110 Trophy Edition will signify adventure to a new generation of enthusiasts, as the competition will be watched by a global online audience. Bringing the event's spirit to the streets, the Trophy Edition is available to order in a choice of two exclusive heritage-inspired colours – Deep Sandglow Yellow and Keswick Green – with a specially chosen adventure-ready specification.

Mark Cameron, Managing Director, Defender, said: "Global adventure and community have been the fabric of the Defender brand's DNA for decades, staying true to its roots that can be traced back to the original Land Rover of 1948. Our unique new global adventure challenge will bring nations together, as competitors co-operate to navigate tough terrain, conquer

extreme physical challenges and solve tactical tests – all united by a greater purpose.

"Working with Tusk, our conservation partner of more than 20 years, we will bring epic adventure to a new generation of enthusiasts, watching online, while leaving a legacy we can be proud of. If you embrace the impossible and share our unstoppable spirit of adventure, this is the challenge for you."

Defender is seeking individuals who embody the values of the original British adventure brand to enter the inaugural Defender Trophy. Eligibility requirements include: entrants are resident in a participating country, over 23 years old, can swim 50m, eligible to drive and travel internationally, and speak fluent English.





# Defender completes first Rally-Raid Prototype Test and signs Dakar Rally Legend



Original British adventure brand Defender has accelerated its preparations for entering the World Rally-Raid Championship (W2RC) by completing prototype test activity in Morocco with the Defender Dakar D7X-R, in addition to signing two stellar drivers.

Fourteen-time Dakar Rally winner Stéphane Peterhansel will join the Defender Rally team for the ultimate epic adventure, alongside emerging talent Rokas Baciūška. French driver Peterhansel joined the Defender Rally team in Morocco, successfully completing early test activity with the first prototype of the Defender Dakar D7X-R as they began preparations for competing at the Dakar Rally, an event renowned as the world's most gruelling long-distance off-road race.

Defender, the iconic and unstoppable 4x4, which is designed and engineered for capability and durability, will make its works debut at the Dakar Rally, where three Defender Dakar D7X-Rs will compete in the 'Stock' category for production-based cars. A two-car entry will contest the remaining rounds of the 2026 FIA World Rally-Raid Championship (W2RC).

James Barclay, Managing Director of JLR Motorsport, said: "Completing our first official test in the Defender Dakar D7X-R prototype is a huge milestone and kicks off a busy calendar of testing activity on our journey to Dakar. The team are doing phenomenal work as we prepare for the world's most challenging off-road race in just eight months' time."

"I'm also extremely proud and excited to announce the first two of our world-class driver line-up. The world-renowned Stéphane Peterhansel brings a remarkable amount of practical experience to the team as the most

successful Dakar Rally competitor ever. His knowledge is going to be a huge asset to our programme."

"Rokas Baciūška is one of the most exciting and promising upcoming rally talents, boasting an impressive track record since he first entered the Dakar in 2022 – the same year he was crowned FIA World Rally-Raid Champion in the T4 class."

"With Stéphane and Rokas now on board and testing of the Defender Dakar D7X-R accelerating, it's a hugely exciting time for the team as we focus on the work that lays ahead."

## DEFENDER DAKAR D7X-R

The Defender Dakar D7X-R, the team's purpose-built, production-based, competition challenger, will share the same robust D7x aluminium body architecture, transmission and driveline layout as production Defenders, testament to its extreme durability and strength. The Defender Dakar D7X-R is powered by a 4.4-litre twin-turbo V8 engine, and the prototype is wrapped in a distinctive camouflage design. It was put through its paces to verify the reliability, durability and capability baselines in the demanding sand dunes of the Sahara Desert.

Just like Defender's embrace the impossible ethos, having impressive physical and mental strength as a driver is a prerequisite for success. Drivers will be tested to the extreme in the harshest of environments, and only those possessing a determined spirit, unwavering bravery and a passion for adventure will have what it takes. All of the Defender Rally team's drivers will demonstrate their fearless speed, meticulous skill and unwavering stamina in the heat of competition.







# Alfardan Premier Motors introduces an exclusive Range Rover Ghazal Limited Edition

Alfardan Premier Motors Co., the official retailer of Jaguar Land Rover in the State of Qatar, proudly announces the arrival of Range Rover, Ghazal Edition, a bespoke Range Rover that pays homage to Qatar's rich heritage and breathtaking natural scenery. With only five such units curated, this limited-edition model epitomizes refined craftsmanship, elegant design, and a deep connection to the Qatari local culture.

The Range Rover Ghazal Edition draws inspiration from the graceful Arabian Gazelle, a symbol of agility and beauty in the Arabian Peninsula. This edition mirrors the warm, balanced hues of the gazelle's soft rolling fur coat, incorporating an exquisite metallic effect that captures the shimmering elegance of desert dunes under the sun. The exterior is finished in Bespoke Copper, a striking yet sophisticated shade, complemented by a Bespoke Brown roof, embodying the natural harmony of the gazelle's distinctive features.

The Ghazal Edition's exterior accents reflect the intricate elements of the gazelle itself. The dark contrast detailing is inspired by the natural markings found on the gazelle, elegantly blending with Anthracite chrome jewellery accents to create a seamless aesthetic. The 23-inch forged style wheels, finished in satin dark with body-coloured inserts, add a striking presence, while black brake callipers enhance its bold character. The vehicle is further distinguished by Intrepid Anthracite and Graphite Atlas pack finishers, complemented by a black metal insert with a black metal surround script.

Inside, the Range Rover Ghazal Edition offers an environment of supreme luxury, curated with natural brown walnut veneer and moonlight chrome accents. The cabin features Caraway and Perlino leather seats, ensuring unparalleled comfort, while the Caraway leather steering wheel and black ceramic controls provide a tactile, sophisticated driving experience and exclusivity of this edition.

Commenting on the arrival, Nasr Jairoudi, General Manager for Alfardan Premier Motors, stated: "The Range Rover Ghazal Edition is a testament to our commitment to delivering bespoke luxury vehicles that resonate with Qatar's heritage and natural beauty. This edition seamlessly blends refined craftsmanship with cultural significance, offering our customers a one-of-a-kind driving experience that reflects their appreciation for exclusivity and sophistication."

With a heritage deeply rooted in luxury and innovation, Alfardan Premier Motors continues to set new benchmarks in the Qatari automotive landscape. The introduction of the Range Rover Ghazal Edition reinforces the brand's dedication to offering unique, tailor-made experiences to its esteemed clientele.





# Defender pledges support for local conservation and humanitarian heroes with new “Defender Awards” initiative



Original British adventure brand, Defender, has launched the inaugural Defender Awards initiative to champion and support local conservation and humanitarian heroes. The £1m commitment sees the brand extend its unwavering support for conservation and humanitarian causes, following 70 years of partnership with the British Red Cross and 20 years of collaboration with African conservation charity Tusk.

The international initiative will recognise and reward seven winners drawn from the UK, France, Germany, Italy, Australia, Japan and South Africa. Winning entrants will each receive a £100,000 bursary, a tough and capable Defender vehicle to help support vital, front-line work in hard-to-reach locations, and mentoring support from a community of experts.

Entries are being accepted from programmes working in one of four categories:

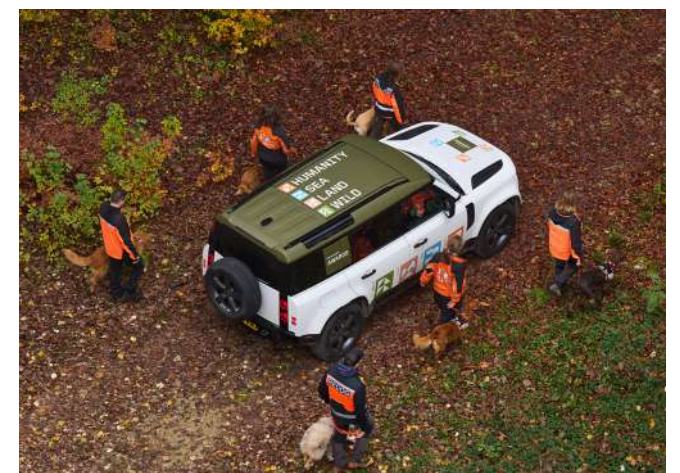
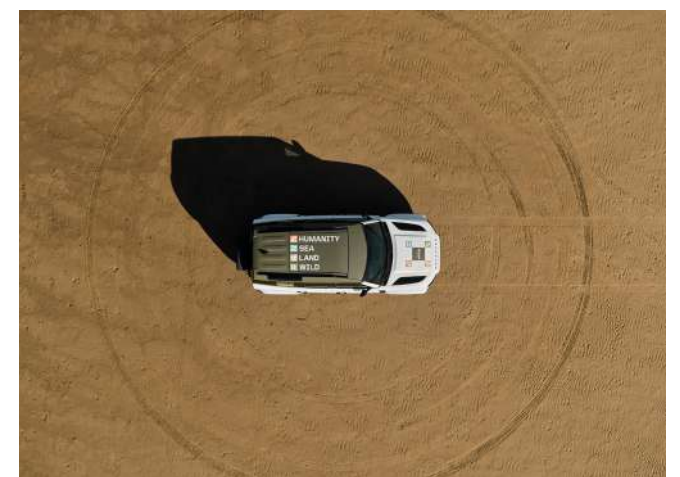
- Defenders of the Wild – protecting endangered and at-risk species
- Defenders of Humanity – supporting vulnerable communities
- Defenders of the Land – protecting and restoring the most precious and fragile places on earth
- Defenders of the Sea – protecting marine species and environments

Defender is a brand with purpose at its heart, with humanitarian roots that can be traced back to the first Series Land Rovers of 1948. Defender has always been a lifeline to the communities in which it operates – from the first vehicles deployed with British Red Cross nurses in Kenya and Dubai in 1954, to its partnership with Tusk to protect engaged species and bio-diversity in Africa – and is committed to supporting the heroes who are embracing the impossible every day.

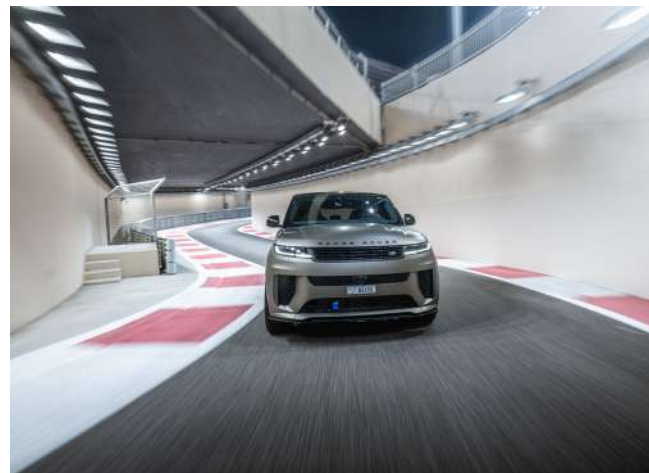
Mark Cameron, Managing Director, Defender, said: “Defender has a proud heritage of helping people make more of their world, spanning both humanitarian and conservation causes. Our enduring 70-year association with the Red Cross and 20 years of work with Tusk support established organisations – but we wanted a way of engaging with smaller-scale initiatives. “We have launched Defender Awards to recognise and support conservation and humanitarian heroes. Our new programme represents an investment of more than £1m and will assemble an international network of

experts to share knowledge and help advance change. It is international in scale but has a local focus and will enrich Defender’s rich history of supporting vulnerable habitats, species and communities.”

National judges will then select two entries in each of the four awards categories, to create a 56-strong international shortlist, before a judging panel of globally renowned conservation and humanitarian experts selects the seven overall winners.







# Range Rover Sport SV Edition One smashes Yas Marina Circuit lap record for fastest SUV and Four-Door production vehicle

The Range Rover Sport SV has shattered records at Yas Marina Circuit, cementing its place as the fastest SUV and fastest four-door production vehicle ever to lap the iconic track. Setting an outstanding 2:20.405-minute lap time, the high-performance luxury SUV has redefined what's possible in its segment.

The record-breaking run was completed by accomplished Emirati racing driver Saeed Al Mheiri, who unlocked the full potential of Range Rover's most powerful and dynamically capable vehicle to date. The lap, set in standard production specification, underlines the ultimate fusion of performance, capability, and luxury.

At its core, the Range Rover Sport SV's 635PS 4.4-litre twin-turbo mild-hybrid V8, with 750nm of torque - the most powerful engine ever fitted to a Range Rover. With 750Nm of torque, it launches from 0-100km/h in just 3.8 seconds.

"The Range Rover Sport SV represents the pinnacle of performance and innovation. Breaking the record at Yas Marina Circuit is a testament to our commitment to pushing the boundaries of sporting luxury. This achievement cements Range Rover Sport's position as the benchmark for high-performance SUVs, delivering an unrivalled driving experience both on and off the track." Bruce Robertson, Managing Director, JLR MENA.

Fitted with Michelin Pilot Sport All-Season 4 tyres, specifically developed to optimize both high-speed handling and everyday usability, the Range Rover Sport SV delivers an unmatched balance of precision, control, and comfort. An optional summer tyre, the Michelin Pilot Sport S5, designed to enhance performance in warmer conditions will be available to customers in the MENA region soon.

A key factor in the record-breaking lap is the revolutionary 6D Dynamics suspension - a

world-first hydraulic interlinked system that eliminates the need for traditional anti-roll bars. It actively controls pitch and roll, keeping the SUV near-level during hard acceleration, aggressive cornering, and heavy braking. This innovation ensures supreme stability, agility, and driver confidence, allowing the Range Rover Sport SV to carry more speed through corners while maintaining its legendary refinement.

The industry-first Brembo Carbon Ceramic Braking system, with its 440mm front discs- the largest ever fitted to a production SUV- provides exceptional fade resistance and stopping power, even under extreme track conditions. Paired with exclusive eight-piston Brembo Octyma front calipers, available in Yellow, Red, Carbon Bronze, and Black, the system delivers immediate and precise pedal response, allowing drivers to push the limits with confidence.

Aerodynamically honed, the Range Rover Sport SV cuts a muscular yet refined figure. A carbon fibre bonnet, quad tailpipe finishers, and sculpted bodywork enhance its dynamic capability, while exclusive colour choices ensure a commanding presence. Inside, the SV Performance seats provide exceptional support and comfort along industry-first Body and Soul Seat system introduces haptic vibrations synchronized to music, offering an immersive sensory experience that enhances both well-being and in-car enjoyment.

The Range Rover Sport SV's Yas Marina Circuit record is more than a milestone - it's a statement. It proves that a luxury SUV can excel on the track without compromising capability or refinement.

With its groundbreaking suspension, precision braking system, and world-class engineering, the Range Rover Sport SV redefines the future of high-performance luxury SUVs.



# Alfardan Premier Motors recognized for luxurious contribution to Qatar TotalEnergies Open 2025



Alfardan Premier Motors Co., the official retailer of Jaguar Land Rover in the State of Qatar is honored to renew its partnership as the official transport provider for the 2025 edition of Qatar TotalEnergies Open for the fifteenth consecutive year. The premier tennis tournament was successfully held at the Khalifa International Tennis and Squash Complex with the participation of the renowned tennis stars in the world.

The partnership stems out of the company's eagerness to support sports tournaments hosted by the State of Qatar and to reinforce Qatar's position as a leading sports hub. For fifteenth consecutive years, Alfardan Premier Motors has provided a fleet of luxury vehicles to enhance the level of comfort for the movement of players and teams to and from the stadium. For this year's partnership, Alfardan Premier Motors provided a fleet of 35 luxurious Range Rover vehicles for the championship.

The Range Rover brings new levels of wellbeing, combining advanced technology with modern luxury to provide an exciting experience in every journey, and to establish a confident example of the luxury SUVs. It introduces more options than ever before to create an effortless driving experience.

Nasr Jairoudi, 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 fifteenth 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, Range Rover vehicles are known to be the perfect partners for this high caliber globally recognized event as they reflect its elite stature," he added.

Alfardan Premier Motors represents the world's leading names in luxury car brands and has been closely associated with major happenings in Qatar, which underscores the company's commitment to be a key partner in the important sporting, national and international events taking place in town.





# Alfardan Premier Motors celebrates remarkable success in Jaguar Land Rover MENA Everyday Legend Competition

Alfardan Premier Motors Co., the official retailer of Jaguar Land Rover in the State of Qatar, proudly celebrates a momentous achievement as its sales and service team excel in the prestigious JLR MENA Everyday Legend competition. This outstanding recognition reaffirms Alfardan Premier Motors dedication to excellence, customer satisfaction, and continuous professional development, solidifying its position as a leader in the luxury automotive sector.

The competition brought together the finest JLR professionals from across the MENA region, testing their knowledge, expertise, and commitment to world-class service. Alfardan Premier Motors very own Abdelmonem Nasr and Bassel Monther stood out among the region's top talent, with Abdelmonem securing 2<sup>nd</sup> runner-up in the Service Advisor category, demonstrating exceptional technical expertise and dedication to customer care. Meanwhile, Bassel achieved 1<sup>st</sup> runner-up among all Sales Executives, showcasing remarkable insight and the ability to deliver tailored luxury automotive solutions.

This incredible success is a testament to Alfardan Premier Motors investment in its people, equipping them with the skills and training necessary to not only meet but surpass global luxury automotive standards. The company's ongoing commitment to excellence ensures that every customer experiences the highest level of service, from the showroom to after-sales support. And by engaging in such prestigious competitions, Alfardan Premier Motors benchmarks its capabilities against regional and global industry leaders, further solidifying its reputation as a premier JLR retailer dedicated to excellence.

Nasr Jairoudi, General Manager for Alfardan Premier Motors, expressed his deep pride in the team's achievements, stating: "At Alfardan Premier Motors, excellence is at the core of

everything we do, from sales to after-sales service. The recognition of Abdelmonem and Bassel in the JLR MENA Everyday Legend competition is a testament to their dedication, expertise, and unwavering commitment to delivering exceptional customer experiences. Their success reinforces our ongoing investment in talent development and our dedication to upholding the highest standards in luxury automotive retail."

This prestigious recognition further strengthens Alfardan Premier Motors reputation as a premier JLR retailer, ensuring that customers in Qatar receive unparalleled service and expertise. With a steadfast commitment to continuous growth and innovation, Alfardan Premier Motors remains dedicated to setting new benchmarks in luxury automotive excellence.

Alfardan Premier Motors remains steadfast in its commitment to continuous investment in its people, ensuring that its team is equipped with the latest knowledge, skills, and training to uphold the highest standards of customer care and performance. This aligns with JLR's global mission of setting new benchmarks in luxury, innovation, and service excellence.

As the company celebrates this milestone, it looks forward to even greater achievements, continuing to raise the bar and reaffirm its commitment to delivering an exceptional ownership experience for every JLR customer in Qatar.



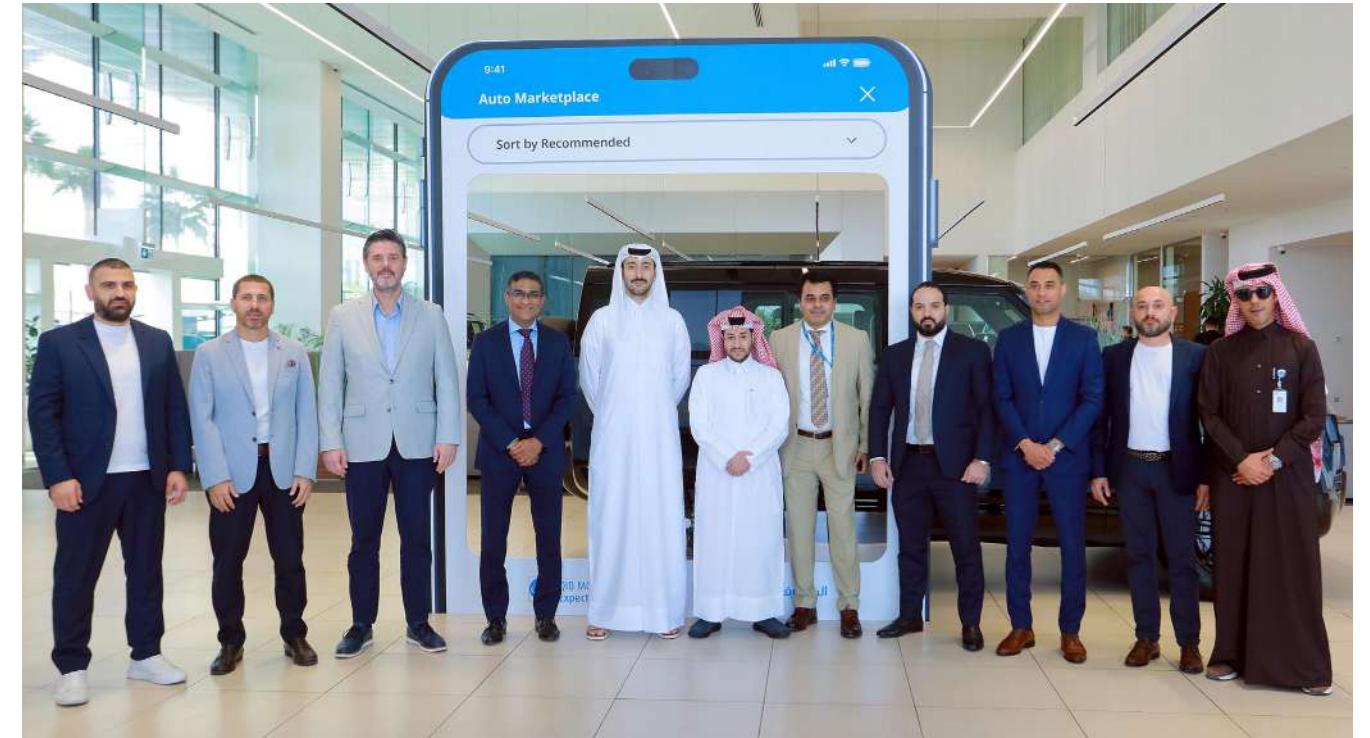


# QIB welcomes Alfardan Premier Motors to its **Auto Marketplace** to enhance the car buying experience



Qatar Islamic Bank (QIB), Qatar's leading digital bank, announces the addition of Alfardan Premier Motors the official retailer of Jaguar Land Rover vehicles in Qatar, to its recently launched Auto Marketplace. This cutting-edge platform, integrated with the QIB Mobile App, revolutionizes the car buying process by digitally connecting customers with car dealers seamlessly and efficiently. This partnership has been celebrated in a ceremony at JLR Lusail Showroom, in the presence of representatives from QIB and Alfardan Premier Motors.

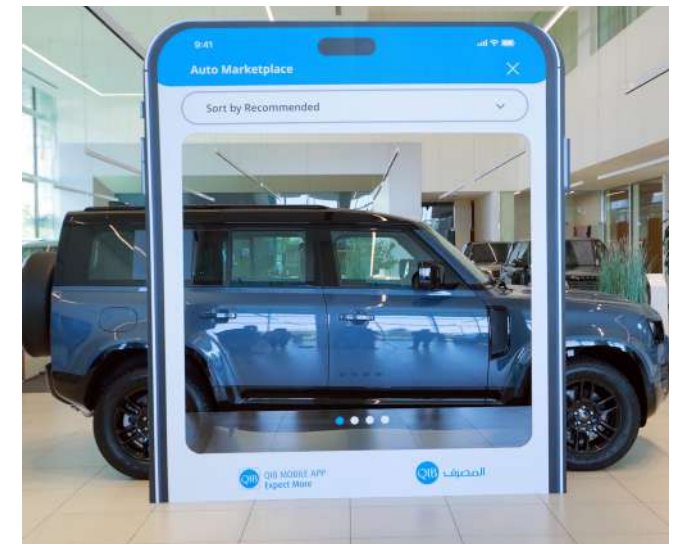
The Auto Marketplace offers customers a seamless, end-to-end car buying journey through the QIB Mobile App. With this feature, customers can effortlessly browse a wide range of available luxurious vehicles from Alfardan Premier Motors, explore detailed listings, and select the car that suits their preferences. Once a vehicle is chosen, users can easily book a test drive directly through the App, ensuring a hassle-free experience. Additionally, the Auto Marketplace simplifies the financing process by allowing customers to instantly secure financing options within the same



platform. From browsing to financing and finalizing the purchase, the entire car buying process is streamlined and accessible, offering unparalleled convenience and efficiency.

Mr. D. Anand, General Manager of QIB's Personal Banking Group, said: "We are pleased to partner with Alfardan Premier Motors to be part of our Auto Marketplace to redefine the car buying journey. This partnership reflects our commitment to meeting the increasing demand for faster, more convenient digital solutions in the automotive sector. Together, we are offering our customers a unified and efficient experience - all through the QIB Mobile App."

Commenting on joining the Auto Marketplace, Mr. Nasr Jairoudi, General Manager of Alfardan Premier Motors, said: "At Alfardan Premier Motors, we are committed to redefining the automotive experience through innovation and excellence. Partnering with QIB on the Auto Marketplace enables us to seamlessly connect customers with our prestigious range of vehicles, offering them a journey that embodies sophistication, convenience, and modern luxury. This collaboration is a testament to our shared dedication to setting new benchmarks in customer satisfaction and elevating the car-buying process to extraordinary heights."



Available on "App Store", "Google Play", and "Huawei AppGallery", customers can download the QIB Mobile App and easily self-register using their Debit Card details. The App offers customers the ability to have full control of their accounts, cards, and transactions, and to fulfill all their banking requirements remotely. New customers can open their first banking account with QIB instantly. Existing QIB customers can open additional accounts, instantly get personal financing or a Credit Card, all via the QIB Mobile App.





# 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.

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.

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.



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.

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."



# ALFARDAN SPORTS MOTORS





# Alfardan Sports Motors named Top Ferrari Showroom in the world



Alfardan Sports Motors, official Ferrari importer in Qatar, has been recognised with the world's Top Showroom Award 2024, a landmark achievement that celebrates a historic first for Qatar and marks the very first time a Ferrari showroom in the Middle East region has received this illustrious global distinction.

The prestigious accolade is a testament to Alfardan Sports Motors' on-going efforts in delivering exceptional performance including customer service, enhanced operations to meet global industry-leading standards and retail excellence.

Located in the heart of the Pearl Island, Qatar's popular luxury destination, Alfardan Sports Motors - Ferrari Qatar is a prime state-of-the-art elegantly designed showroom with a world-class service centre that has been serving Ferrari's customers in the country since 1999. Throughout its 26-year-journey, it has delivered remarkable ownership experiences centered around a customer-first approach, helping build and elevate relationships while providing exceptional after-sales services.

Its showroom is part of an immersive environment that celebrates the Prancing Horse

at every touchpoint. By creating luxury-driven experiences for customers, Alfardan Sports Motors consolidates its position as a trusted partner for automotive enthusiasts in the Qatari market, which continues to go from strength to strength and remains a key location in Ferrari's global operations.

Mr. Omar Hussain Alfardan, President of Alfardan Automotive commented: "This recognition represents far more than an award; it is the realisation of a long-term vision rooted in the values of the Alfardan Corporation; building institutions defined by excellence, integrity, and enduring relationships. From the outset, our ambition was to establish a world-class Ferrari presence in Qatar, guided by a deep respect for the brand and a principled commitment to delivering exceptional value to our clients."

Mr. Omar Hussain Alfardan Added: "To see this vision recognised on a global stage, for the first time in Qatar and the Middle East, is both a moment of great pride and a responsibility we carry forward as we continue to elevate standards and shape the future of luxury automotive experiences in the State of Qatar."



Mr. Tarek Al Hammoud, General Manager at Alfardan Sports Motors, said: "It is a privilege to receive the world's Top Showroom Award 2024. This is a distinguished accolade that would not have been possible without the remarkable efforts of our passionate and highly-trained team at Alfardan Sports Motors who have been instrumental in our successes.

"More importantly, we also express our sincere gratitude to the Alfardan family as their long-standing support and investment have enhanced the Ferrari brand in Qatar, helping attract new and regular customers. Their dedication has opened new opportunities for individuals to experience the best of Ferrari which continues to be an iconic brand thanks to its unmatched performance, exquisite designs and heritage and legacy.

Mr. Al Hammoud added "We would like to extend our sincere appreciation and gratitude to our loyal clients, whose trust, passion, and continued support were instrumental in making this achievement possible. We look forward



to further building on this accomplishment and redefining luxury automotive experiences in Qatar to keep delivering a best-in-class experience for all."

Giorgio Turri, Managing Director of Ferrari Middle East, said: "Alfardan Sports Motors continues to raise the bar when it comes to luxury customer experiences and this award is a milestone achievement that celebrates the team's hard work and commitment. Alfardan Sports Motors has not only delivered outstanding sales during 2024 but its team consistently go above and beyond to carefully look after customers and create meaningful connections that differentiate Ferrari. We are proud that every member of this team is working hand in hand to achieve exceptional results and drive excellence."

The Top Showroom Award 2024 sets the platform for further success in the future and reinforces Alfardan Sports Motors' commitment to delivering world-class luxury automotive experiences in Qatar.



# ALFARDAN LUXURY MOTORS





# Aston Martin Doha unveils the **New Vanquish** at an exclusive Suhour event in Qatar



The legend returns as Alfardan Luxury Motors and Aston Martin Middle East and North Africa proudly unveil the stunning new Aston Martin Vanquish in Qatar. Held at the prestigious Marsa Malaz Kempinski – Beach Ramadan Lounge, the exclusive launch event welcomed an elite gathering of VIP guests, industry leaders, and passionate automotive enthusiasts to witness the grand arrival of the most powerful and luxurious production Aston Martin in history.

The event was organized by Alfardan Luxury Motors – Aston Martin Doha, the official importer of the British Iconic Brand in Qatar, marking another milestone in its commitment to delivering the pinnacle of automotive craftsmanship and innovation to the country. Among the distinguished attendees were His Excellency Mr. Neerav Patel, UK Ambassador to Qatar; Mr. Omar Hussain Alfardan, CEO and Managing Director of Alfardan Corporation; Dr. Ma'n Al Hamawi, CEO of Alfardan Automotive; and Mr. Hussain Omar Alfardan, CMO of Alfardan Automotive.

## **A Statement of Power and Prestige**

A name synonymous with Aston Martin's most iconic and performance-driven grand tourers, the new Vanquish represents a defining

evolution in automotive engineering. The masterpiece is powered by a 5.2-litre Twin-Turbo V12, producing an astonishing 835PS and 1000Nm of torque, making it the most powerful V12 in Aston Martin's core sports car lineup. It boasts a top speed of 214mph (345 km/h) - the highest ever in an Aston Martin series production car - while offering an unparalleled fusion of dynamic agility, luxury, and comfort.

Designed with meticulous attention to detail, the Vanquish's bonded aluminum structure, carbon-fiber bodywork, and advanced aerodynamics reinforce its status as a true flagship model. The cutting-edge Bilstein DTX dampers, electronic rear differential (e-diff), and bespoke 21-inch Pirelli P ZERO™ tyres ensure a driving experience that balances sheer power with exceptional refinement.

## **A Grand Unveiling in an Exquisite Setting**

Against the spectacular backdrop of The Pearl Island, the event delivered a sophisticated and immersive experience that reflected the essence of Aston Martin's craftsmanship and innovation. Guests were introduced to the Vanquish's sculpted silhouette, contemporary elegance, and state-of-the-art interior, which features a full-length panoramic glass roof,



an all-new infotainment system, and a cabin handcrafted with the finest materials.

The presentation showcased Aston Martin's relentless pursuit of perfection, underscoring its reputation as a brand that seamlessly blends high-performance engineering with timeless design. With over 111 years of heritage, Aston Martin has remained at the forefront of the luxury automotive world, producing some of the most desirable and exhilarating vehicles ever created. The Vanquish, as the marque's new halo model, is the ultimate expression of this enduring legacy.

## **Exclusivity Redefined**

The Vanquish is more than a car - it is an invitation to a rare and exclusive ownership experience. Production is strictly limited to fewer than 1,000 units annually, ensuring that each vehicle remains a collector's piece of unparalleled distinction. The Vanquish is destined to become a coveted masterpiece among Qatar's most discerning automotive collectors.

## **Seamless Ownership Experience with Alfardan Luxury Motors**

For Aston Martin owners in Qatar, Alfardan

Luxury Motors delivers an unparalleled ownership experience through its certified showroom and aftersales network. From the moment of acquisition, owners benefit from bespoke customization services, ensuring their Vanquish is tailored to their personal vision. A team of highly skilled Aston Martin-certified technicians provides meticulous maintenance and servicing using genuine parts, preserving the vehicle's performance and exclusivity.

The Aston Martin Vanquish is now available for order exclusively through Alfardan Luxury Motors – Aston Martin Doha.





# ROLLS-ROYCE MOTOR CARS DOHA





# Rolls-Royce Motor Cars Doha unveils Phantom Centenary Private Collection



- Rolls-Royce Motor Cars Doha unveils Phantom Centenary Private Collection, Rolls-Royce's tribute to a century of Phantom excellence
- Occasion honours 100 years of Phantom - the marque's pinnacle product and most celebrated nameplate
- Exclusive showcase of historic Phantom masterpieces across Phantom I to Phantom VIII

Rolls-Royce Motor Cars Doha celebrates Phantom's 100<sup>th</sup> anniversary at the first reveal in the Middle East of Phantom Centenary Private Collection. Limited to just 25 examples worldwide, it represents the most complex and technologically ambitious project ever undertaken by the marque's Bespoke Collective, a moving tribute to Phantom's enduring legacy of excellence and artistry.

Rolls-Royce Motor Cars CEO Chris Brownridge unveiled the Phantom Centenary Private Collection at the National Museum of Qatar, honouring 100 years of the marque's pinnacle product. Symbolising a century of stories, Phantom Centenary introduces new techniques and is the result of over 40,000 hours of meticulous craftsmanship.

Fitted with rear seats in high-resolution printed fabric developed with a fashion atelier and completed with 160,000 stitches, the Bespoke masterpiece reflects artistry in every detail. The most intricate woodwork ever crafted by Rolls-Royce debuts groundbreaking firsts: 3D marquetry, 3D ink layering, and 24-carat gold leafing. A unique Spirit of Ecstasy is created in an homage to the first Phantom, cast in solid 18-carat gold then plated in 24-carat gold hallmarked and enameled specially for the Phantom Centenary Private Collection. It is a symbol of the marque's relentless pursuit of excellence and represents the ultimate canvas for Bespoke capabilities.

For a century, Phantom has stood as the definitive expression of Rolls-Royce - an exquisite showcase of craftsmanship, individuality and timeless luxury. Through each generation, advances in design, engineering, materials and technology have secured its status as the world's most revered luxury motor car and the ultimate canvas for the marque's most imaginative Bespoke creations.





Omar Hussain Alfardan, CEO and Managing Director of Alfardan Corporation, commented: "Phantom is far more than a motor car it is a timeless symbol of excellence. For over a century, it has stood as a true cultural icon: a reflection of achievement, artistry, and enduring influence. From its inception, Phantom has embodied the ultimate expression of success and personal vision, brought to life through the mastery of Bespoke craftsmanship. This centenary celebration pays tribute to Phantom's legacy of peerless distinction, and to the discerning clients of Qatar whose passion for innovation, individuality, and progress continues to define the spirit of modern luxury. We are proud to honour this remarkable milestone and to celebrate Phantom's continuing presence in the ever-evolving story of elegance across our region."

James Crichton, Regional Director, Middle East & Africa, Rolls-Royce Motor Cars added: "Phantom has defined the very essence of Rolls-Royce - an enduring benchmark of luxury, craftsmanship and engineering mastery. Across eight generations, it has reflected the values and aspirations of our clients while remaining true to its unmistakable character. In many ways, the story of Phantom is the story of Rolls-Royce itself - a journey guided by artistry, innovation and an unwavering pursuit of perfection. We are proud to be celebrating Phantom's legacy here in Doha - a city that continues to inspire the marque's vision of progress and prestige."

Various generations of Phantom were placed centre stage - from the original Phantom I to the contemporary Phantom VIII - each representing a defining moment in the marque's century-long pursuit of perfection. Among the more recent motoring masterpieces was Phantom Scintilla, a radiant expression of Bespoke artistry inspired by light itself. The heritage selection included the distinguished Phantom I Continental, epitomising the grace and refinement of the 1920s; Phantom II, admired for its dynamic touring character; and Phantom III, the first Rolls-Royce to feature a V12 engine, setting the template for future generations. The stately Phantom V and Phantom VI reflected the marque's long-standing association with royalty and world leaders, while Phantom VII marked the dawn of a new era at the Home of Rolls-Royce at Goodwood, redefining modern luxury for a new generation. Completing the display were the



exquisite Phantom Zenith Drophead Coupé and Phantom Zenith Edition, highly exclusive creations celebrating the close of Phantom VII production, alongside Phantom VIII, the purest modern expression of effortless luxury, built upon the marque's Architecture of Luxury.

Completing this remarkable display of Phantom motor cars was a celebration not only of engineering excellence but of enduring artistic inspiration, as guests experienced a curated display of eight original artworks created by the marque's designers. Displayed along the event's History Wall, each piece echoed a tradition first established in 1910, when artist Charles Sykes produced paintings for early Rolls-Royce catalogues. Together, they paid tribute to Phantom's eight generations, reinterpreting their spirit through a contemporary creative lens and celebrating the model's evolving role in culture.

The celebration not only honoured the heritage of the world's most revered luxury motor car but also reflected the enduring passion of Rolls-Royce clients in Qatar for the marque's innovation and craftsmanship. As Phantom enters its second century, Rolls-Royce Motor Cars Doha remains a true home of Bespoke luxury in the region – where heritage and modernity continue to move in perfect harmony.





# Rolls-Royce Motor Cars Doha welcomes representatives from the United Kingdom's Department for Transport

Rolls-Royce Motor Cars Doha, facilitated by the British Embassy in Qatar, welcomed senior representatives from the UK's Department for Transport, led by Mr. Simon Argyle, Deputy Director of International Relations, during an official visit to the showroom on The Pearl.

The engagement served to further strengthen the longstanding relationship between the UK and the State of Qatar, two nations united by a shared commitment to excellence, innovation, and the advancement of ultra-luxury mobility.

During the visit, Mr. Berjawi and his team provided an exclusive tour of the showroom, offering the delegation a first-hand look at the marque's latest portfolio, including the Rolls-Royce Spectre, the world's first ultra-luxury electric super coupé. Spectre embodies the marque's bold transition to electrification, combining effortless power, silent performance, and Bespoke artistry.

"We were delighted to welcome Mr. Argyle and the delegation from the UK Department for Transport to Rolls-Royce Motor Cars Doha. This visit represents more than a meeting of

minds; it is a reflection of our shared dedication to innovation, sustainability, and the enduring values of British craftsmanship. As we continue our journey towards an all-electric future, Spectre stands as a true expression of the marque's vision for the future of ultra-luxury mobility." Ayman Berjawi, General Manager of Rolls-Royce Motor Cars Doha

Mr. Argyle expressed his appreciation for the valuable insights and perspectives provided by the Rolls-Royce Doha team, particularly around electrification and the luxury automotive market. He commended the marque's unwavering attention to detail, unique levels of personalisation, and leadership in sustainable innovation of both the vehicles and manufacturing operations, highlighting the development of the all-electric motor car, Spectre, and the environmental efforts at the Home of Rolls-Royce. These qualities continue to define Rolls-Royce as the pinnacle of luxury.

The visit reaffirmed the enduring connection between the UK and the State of Qatar, celebrating a mutual vision for progress, craftsmanship, and the pursuit of perfection.



# Rolls-Royce Motor Cars Doha presents Bespoke Black Badge Cullinan Series II 'Desert Sunset'

Rolls-Royce presents its latest Bespoke commission from the Middle East – a captivating Black Badge Cullinan Series II inspired by the unique colours of the sunset over the client's home city of Doha in Qatar.

The motor car's Bespoke two-tone exterior paint finish features Bronze as the main body colour. This takes its cues from the deserts of the Arabian Peninsula, where the mix of iron-rich red and calcium carbonate-based white sands lends a warm, golden-brown hue to the landscape. The upper portion is finished in Sunrise Sparkle, which mimics the setting sun's rays reflecting and scattering across the sheer glass and steel surfaces of Doha's futuristic

skyline. The interior is trimmed in Sunrise main leather with Casden Tan secondary and Havana tertiary leathers, complemented with seat inserts, piping, contrast stitching and embroidered 'RR' headrest monograms in Sunrise. The seats are decorated with Bespoke perforations, which mimic the shapes of the clouds as they appear over the Home of Rolls-Royce in Goodwood. The wood elements are crafted from Mimosa Negra open-pore veneer. Dark Spice carpets and Casden Tan lambswool floor mats complete the interior theme.







James Crichton, Regional Director, Middle East & Africa, Rolls-Royce Motor Cars, commented: "Our clients' ever-growing demand for individualisation has made the Middle East our most valuable market for Bespoke motor cars in the world. Through our Private Office in Dubai, we bring the Home of Rolls-Royce in Goodwood to our clients in the region, providing them with a unique opportunity to co-create their motor car alongside a dedicated Bespoke designer and specialised client experience manager. This expressive Black Badge Cullinan Series II highlights how our Bespoke team can capture the spirit of special places and cultures, and Cullinan's potential as a canvas for self-expression, creativity and artistry."

Ayman Berjawi, General Manager, Rolls-Royce Motor Cars Doha, added: "This remarkable Black Badge Cullinan Series II commission is a celebration of Qatar's natural beauty and our client's discerning taste. 'Desert Sunset' is not only a stunning expression of Bespoke craftsmanship, but also a reflection of the unique bond between Rolls-Royce and our clients in Doha. We are proud to see such a bold and emotive creation inspired by our home city, brought to life through our close collaboration with the Private Office in Dubai."

The motor car was commissioned by a longstanding Qatari client through Private Office Dubai, located in the neighbouring United Arab Emirates. Available by invitation only, Rolls-Royce's Private Office service gives clients the opportunity to develop the most detailed and complex Bespoke commissions in partnership with a Bespoke designer and dedicated experience manager permanently based in the region in private, relaxed surroundings.

Opened in 2022, Private Office Dubai was the first creative outpost outside the Home of Rolls-Royce at Goodwood. It is now part of the global network that extends to other major luxury hubs including Shanghai, New York City and Seoul.

Private Office Dubai serves clients throughout the Middle East and Africa. The decision to begin building the international network here reflects the region's status as Rolls-Royce's leading market for Bespoke commissions by average value. Clients from the Middle East consistently request some of the marque's most technically challenging, creatively ambitious, and highly individualised commissions.





# Black Badge Spectre: The most powerful Rolls- Royce ever, arrives in Doha



- On the exceptional Lusail International Circuit, clients got the chance to experience Black Badge Spectre and test its unprecedented power
- Black Badge is Rolls-Royce's formidable alter ego, made for clients who fearlessly reject convention

Black Badge Spectre arrived in Doha, making its debut through an effortless and commanding demonstration of power on the renowned Lusail International Circuit. The marque's alter ego amplified boasts bold exteriors, vivid interiors, and limitless Bespoke potential made for the boldest and most audacious clients. With an unprecedented 1075 Nm torque and 485 kW (659 hp) power output, it stands as the most powerful Rolls-Royce ever.

Created for bold individuals who redefine luxury, Black Badge Spectre delivers effortless intensity, precision, and immediacy. Engineered to meet the extraordinary expectations of Black Badge clients, it reflects their demand for unparalleled craftsmanship and dynamic edge.

By analysing anonymised driving data across vast distances, Rolls-Royce identified a preference for short bursts of power over



sustained acceleration – insight that shaped Spectre's dramatic and intense performance. This validation underscores Black Badge Spectre's role as the definitive expression of power, precision, and daring character.

## HARNESSING FORMIDABLE POWER

Black Badge Spectre takes power to the extreme with two advanced powertrain innovations. Inspired by Rolls-Royce's aviation legacy, these functions mirror the burst-power capabilities of the legendary Merlin engine. Infinity Mode, activated via the ∞ button,

unlocks the full 485 kW (659 hp) output for an immediate, heightened throttle response, with the dials intensifying to match the car's dynamic shift.

Spirited Mode delivers an instant acceleration surge. Engaged while stationary, the driver fully depresses the brake and throttle, waits for a haptic and visual signal, then releases the brake to unleash 1075 Nm of torque - propelling the car from 0-60 mph in just 4.1 seconds. This fusion of history and innovation cements Black Badge Spectre's status as the most powerful and exhilarating Rolls-Royce ever created.

## BLACK BADGE CHASSIS ENGINEERING

To ensure drivers fully harness Black Badge Spectre's power, Rolls-Royce engineers refined the chassis for enhanced confidence and control. Increased steering weight and adjusted roll stabilisation improve feedback and reduce body-roll during cornering, while enhanced dampers optimise body control, minimizing 'squatting' under acceleration or deceleration. These revisions perfectly balance an enhanced sense of engagement with the effortless operation and fêted Magic Carpet Ride associated with Rolls-Royce motor cars.

## A CLANDESTINE AGREEMENT

Long before its debut, clients anticipated Black Badge Spectre's arrival, drawn to its bold reinterpretation. In response, Rolls-Royce granted a select group early access under the condition of secrecy, aligning with their rebellious spirit. A highly exclusive fleet was commissioned ahead of the reveal, and their overwhelmingly positive response validated the creation of the most powerful Rolls-Royce in history.

## A DARKENED AESTHETIC

Black Badge Spectre debuts in Vapour Violet, a deep black-violet inspired by 1980s and 1990s club culture. A contrasting Iced Black bonnet adds a bold statement, with clients able to choose from 44,000 colours or create a Bespoke hue in collaboration with Rolls-Royce designers. A new 'waft' coachline option highlights the lower profile, enhancing its commanding presence. The 23-inch five-spoke forged aluminium wheels, available in part-polished or all-black finishes, reflect the car's technical sophistication. Winter tyres are available from launch, accommodating Black Badge clients worldwide.

Signature darkened brightwork, including the Pantheon Grille, Spirit of Ecstasy, and double 'R' Badge of Honour, reinforces Black Badge Spectre's subversive, noir identity.

## VIVID ILLUMINATIONS

Advancing contemporary craft, Rolls-Royce enhances Black Badge Spectre's Illuminated Grille with a new backplate in Tailored Purple, Charles Blue, Chartreuse, Forge Yellow, or Turchese. This allows clients to extend their chosen colour or add a unique accent to complement the coachline or interior. This striking illumination continues inside with Illuminated Black Badge Treadplates, available in ten colours, offering a bold and dynamic personal touch.

## A VIBRANT INNER SANCTUARY

Black Badge Spectre's rebellious character is immediately evident upon entry. The Illuminated Fascia, featuring an abstract Spirit of Ecstasy pattern, now incorporates the Black Badge Infinity symbol - a mark of infinite power inspired by historic water-speed records.

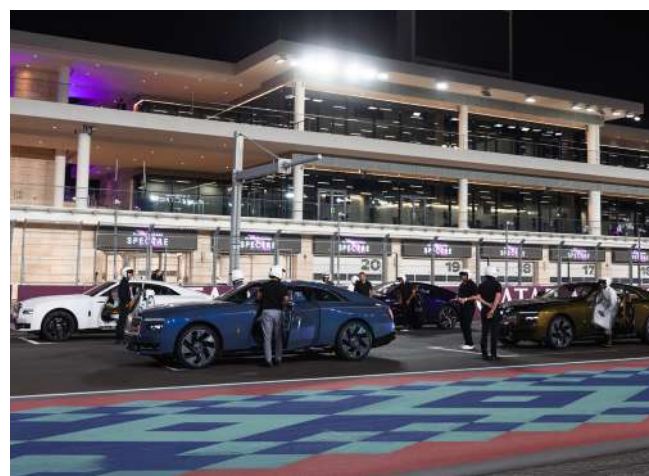
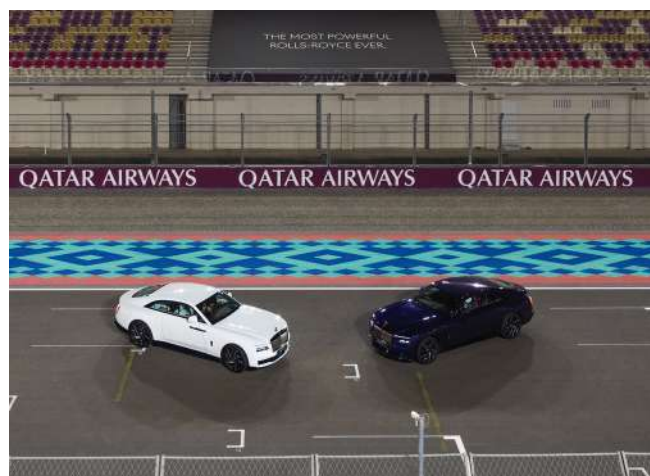
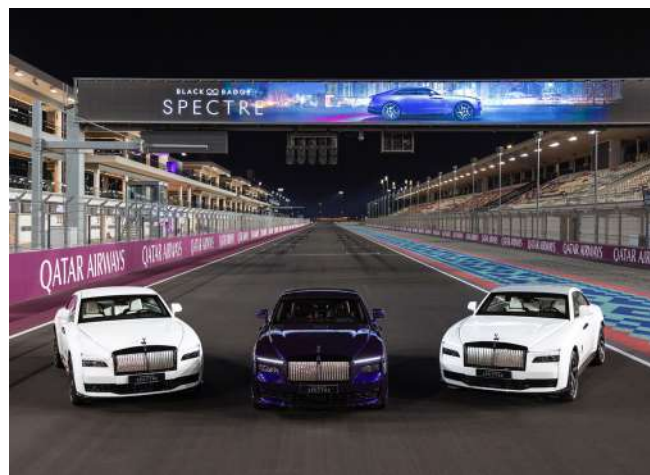
The fascia, adorned with over 5,500 stars set in a Piano Black 'sky,' is framed by a Technical Fibre finish. This intricate diamond-weave surface, combining carbon and fine metal thread over black Bolivar wood, undergoes meticulous craftsmanship, including sandblasting, six layers of lacquer, and hand-polishing for striking depth.

The Infinity symbol is also stitched into the leather 'Waterfall' section separating the rear seats. Instrument dials can be curated in five bold color themes - Vivid Grelow, Neon Nights, Cyan Fire, Ultraviolet, and Synth Wave - harmonizing the physical and digital elements of the SPIRIT operating system. This digital luxury platform offers remote charging, location details, and exclusive access to the marque's digital members' club, Whispers.

## DRAMATIC BY DESIGN

Black Badge Spectre is a motor car born of fearless expression and focus, meticulously crafted in the image of the daring individuals it was made to serve. Its landmark power output, chassis technologies, and expansive potential for Bespoke open a vivid new chapter in the highly successful stories of Black Badge – the formidable alter ego of Rolls-Royce.





# Rolls-Royce Motor Cars Doha wins inaugural ‘Spectre Social Media Reel Competition’ Award at Regional Dealer Conference

Rolls-Royce Motor Cars Doha has been recognised with the first-ever ‘Spectre Social Media Reel Competition’ award at the 2024 Rolls-Royce Motor Cars Regional Dealer Conference, celebrating the dealership’s excellence in digital storytelling and brand engagement.

Held annually, the Regional Dealer Conference brings together Rolls-Royce Motor Cars Middle East & Africa authorised dealers to celebrate outstanding achievements across key business areas. The awards are presented across five categories ‘Engage,’ ‘Entertain,’ ‘Retain,’ ‘Customer Centricity,’ and the newly introduced ‘Spectre Social Media Reel Competition’ - each recognising excellence in different aspects of business performance and client experience.

As the winner of this inaugural category, Rolls-Royce Motor Cars Doha’s compelling reel stood out for its exceptional production quality, dynamic portrayal of Spectre in alignment with its product positioning, brand-appropriate voiceover and music, and ability to captivate its audience.

Presented in Dubai by Julian Jenkins, Rolls-Royce Motor Cars Director of Sales & Brand, and James Crichton, Regional Director of Rolls-Royce Motor Cars Middle East & Africa, this award underscores Rolls-Royce Motor Cars Doha’s innovative approach to digital content, reinforcing the marque’s luxury storytelling through captivating and immersive visual experiences.

“We are honoured to receive the ‘Spectre Social Media Reel Competition’ award, a testament to our commitment to innovation and excellence in digital storytelling. At Rolls-Royce Motor Cars Doha, we strive to create compelling, immersive content that reflects the marque’s unparalleled luxury and craftsmanship. This recognition highlights our dedication to engaging our audience in new and dynamic ways. I would like to extend my sincere gratitude to my team for their creativity, hard work, and passion.”  
Ayman Berjawi, General Manager, Rolls-Royce Motor Cars Doha





# ALFARDAN MOTORCYCLES





# Alfardan Motorcycles hosts its **First Masterclass in videography** to elevate rider storytelling

Alfardan Motorcycles hosted its first videography masterclass with Bylo Production at the Alfardan Motorcycles showroom, bringing together passionate riders to explore the growing connection between motorcycling and creativity. The session became a space for motorcyclists to share their journeys and express the spirit of the ride through visual storytelling.

Designed exclusively for Alfardan Motorcycles Owners Club members under the newly launched AMC Rides community, the masterclass brought together the thrill of the open road with the craft of media creation. Participants learned how to capture balanced riding footage, set up cameras and mounts effectively, and apply essential editing techniques to produce cinematic stories. With guidance from the experts at Bylo Production, riders explored every step of the creative process through hands-on sessions and an on-road filming experience that brought techniques to life in real time.

The session underscored Alfardan Motorcycles' ongoing commitment to enriching the ownership experience by offering educational and creative programs that balance between technical skill and artistic expression. It offered them the tools to communicate individuality, emotion, and community spirit through visuals that reflect the freedom and precision at the heart of Alfardan Motorcycles.

As part of the AMC Rides community initiative, the masterclass reinforced the brand's role in nurturing a connected and inspired community of riders who not only share the road but also the stories that come from it.

Riders and enthusiasts interested in joining future AMC Rides experiences, workshops, and exclusive events are encouraged to become members of the Alfardan Motorcycles Owners Clubs, which include BMW Motorrad, Ducati, Vespa, Triumph, and KTM.





# Alfardan Motorcycles launches “AMC RIDES” to bring owners clubs together in a new weekly riding experience

Building on the energy and enthusiasm of its successful Season Opening Ride held on October 1st, Alfardan Motorcycles has launched AMC RIDES, a new weekly riding initiative created to keep the motorcycle community active, connected, and engaged throughout the season.

AMC RIDES brings together the BMW Motorrad, Ducati, Vespa, and Triumph Owners Clubs in a continuous series of curated rides that celebrate the shared values of freedom, passion for the open road, and the companionship that comes naturally when riders gather with their brand communities.

“Riding has always been about more than the machine. It is about belonging, shared memories, and that feeling of freedom you get the moment the journey begins. AMC RIDES is our way of extending that spirit throughout the season, giving our community a weekly opportunity to come together and enjoy what they love most.” Said Ayman Berjawi the GM of Alfardan Motorcycles.

Each ride will be hosted in collaboration with its respective Owners Club and headed toward different destinations across Qatar. The initiative officially rolled out in October 2025 and will continue every week, offering club members a consistent platform for connection and brand-led lifestyle experiences.

The new initiative reflects Alfardan Motorcycles’ ongoing commitment to not only deliver premium motorcycles but also cultivate a thriving riding culture in Qatar. AMC RIDES enhances the ownership journey by strengthening community ties and creating memorable shared experiences.

Motorcycle owners and enthusiasts interested in taking part are encouraged to join their brand’s Owners Club and become part of AMC RIDES. The initiative invites riders to stay connected, share the road, and embrace every week as a new chapter in the ongoing story of the Alfardan Motorcycles community.





# Alfardan Motorcycles opens the Riding Season: A Journey of Performance and Community

Alfardan Motorcycles welcomed the start of the 2025 riding season with a distinctive ride that captured the spirit of freedom and adventure. The event brought together motorcycle owners, enthusiasts, and a growing community of riders on a day that celebrated camaraderie, discovery, and a shared passion for life on two wheels.

The ride, now one of the most anticipated highlights of Qatar's motorcycle calendar, began at the Alfardan Motorcycles showroom at The Pearl-Qatar, continued to Al Bayt Stadium for a memorable group photo, and concluded with a friendly gathering at Public House-Marsa Malaz Kempinski. Riders from across the country took part, marking the beginning of a new season filled with energy, passion, and a strong sense of belonging.

This year also witnessed the official launch of the BMW Motorrad, Ducati, and Vespa Owners Clubs, exclusive communities that bring riders together through shared experiences and organized activities. The clubs offer members dedicated digital channels to stay connected, plan rides, exchange updates, and take part in events that reflect the collective spirit of Qatar's vibrant motorcycle scene.

"At Alfardan Motorcycles, we believe the essence of riding goes beyond the road itself, it's about being part of a community bound by the same passion, friendship, and respect.

These gatherings bring riders closer, nurture new friendships, and embody the spirit of togetherness that defines the motorcycle lifestyle in Qatar." said Ayman Berjawi, General Manager of Alfardan Motorcycles.

Through such initiatives, Alfardan Motorcycles continues to play a leading role in shaping Qatar's motorcycle culture creating a space that blends the thrill of the ride with genuine connection and a sense of shared adventure. Following the success of the Season Opening Ride and the launch of the Owners Clubs, Alfardan Motorcycles reaffirms its place at the heart of Qatar's motorcycle community where passion meets belonging. Building on this momentum, the company will roll out a series of weekly "AMC Rides" throughout the season, offering riders continuous opportunities to connect, explore, and share their enthusiasm within an open and dynamic community.

Motorcycle lovers and those curious to explore this world are invited to visit the Alfardan Motorcycles showroom at The Pearl-Qatar to experience models that capture the spirit of freedom and adventure. They can also follow Alfardan Motorcycles on social media for updates on rides, gatherings, and Owners Club activities and join the clubs to discover the joy of riding in an atmosphere of friendship, openness, and shared experience.





# ALFARDAN MOTORS OMAN



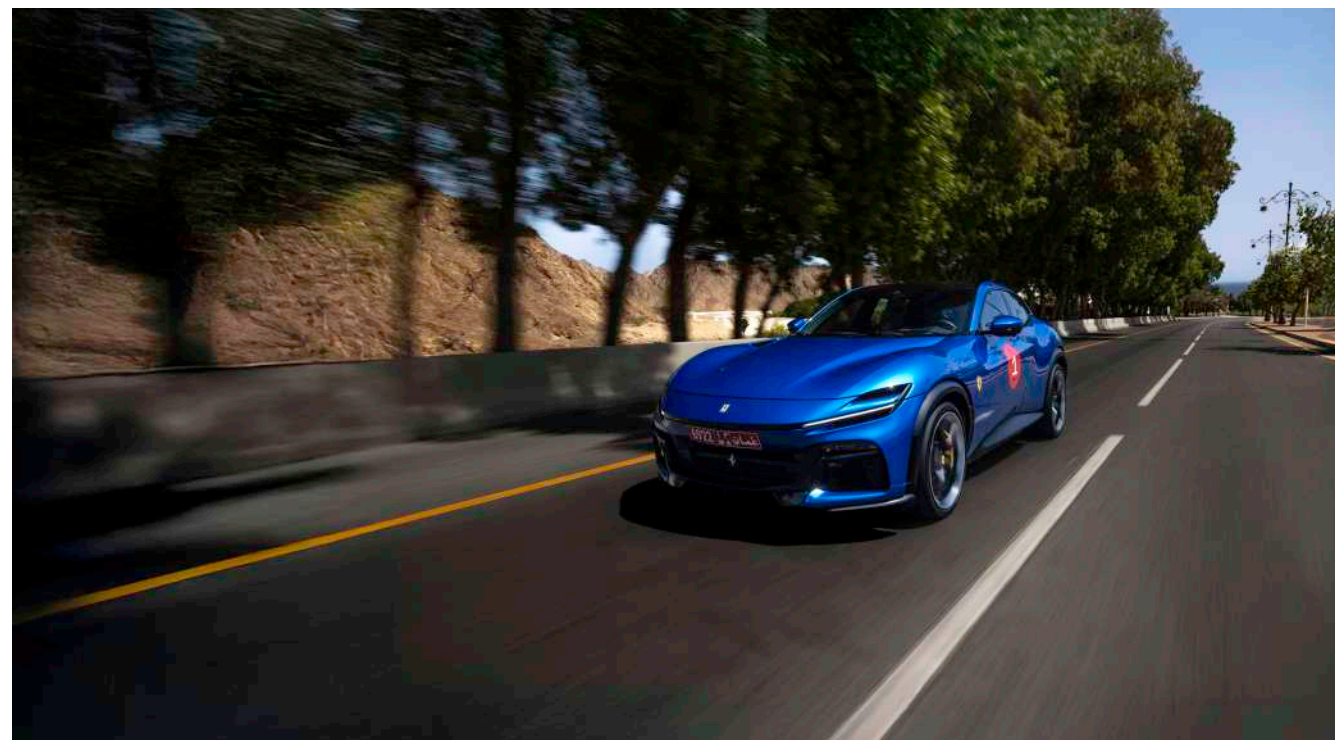


# Esperienza Ferrari: Ferrari Purosangue takes center stage in Muscat

The Purosangue, Ferrari's first four-door, four-seater, captivated guests with its commanding design and exhilarating performance. Powered by a naturally aspirated V12 delivering 725 cv and accelerating from 0 to 100 km/h in just 3.3 seconds, it stood as a testament to Ferrari's ability to combine versatility with uncompromising driving emotion.

Adding to the evening's allure, two Ferrari Approved pre-owned models, a 458 Spider and a 296 GTB, were on display, offering guests the chance to admire more icons of the Prancing Horse. Inside the Piano Lounge, refined Ferrari branding and an elegant atmosphere set the stage for conversations, connections, and a celebration of passion shared by clients and enthusiasts alike.

More than a test drive, the event was a celebration of the Ferrari lifestyle. It united owners, clients, and fans of the Prancing Horse in an atmosphere that reflected not only the performance and prestige of the brand, but also the sense of belonging that defines the Ferrari community.





# Esperienza Ferrari: Discovering the 12Cilindri on Oman's most scenic roads

Alfardan Motors, Ferrari Oman welcomed an exclusive group of clients and enthusiasts to a special edition of Esperienza Ferrari at Shangri-La Al Bandar. After the memorable April experience that brought the 296 GTB and GTS to the roads of Muscat, this new chapter focused entirely on the latest V12 grand tourer: the Ferrari 12Cilindri.

To ensure guests got the most from their time behind the wheel, Ferrari brought in professional instructors from Italy's Scuderia de Adamich. Riding alongside each participant, they offered expert guidance to help drivers truly understand how the 12Cilindri is meant to be experienced, through tight bends, sweeping climbs, and stretches of open mountain road.

Throughout the day, two 12Cilindri test cars

cycled through guests, each run showcasing the unmistakable presence, sound, and balance of Ferrari's legendary V12 architecture.

Inside the Piano Lounge, the atmosphere was unmistakably Ferrari. Red roses, Cavallino centerpieces, and custom Ferrari cushions created a refined and inviting setting for guests to relax, connect, and talk cars. It was a gathering of people who speak the same language: performance, elegance, and passion.

Just like the April edition with the 296, this event was about more than test drives, it was about connection. With every detail carefully considered, from the setting to the drive routes to the hospitality, it was another moment that captured what it means to live the Ferrari lifestyle in Oman.





Some cars are made to be driven.  
Others, to be remembered  
**The Ferrari 296 is both.**



Alfardan Motors – Ferrari Oman welcomed clients and prospects to a new chapter of Esperienza Ferrari, hosted at the elegant Piano Lounge at Shangri-La Al Bandar. The gathering brought together current owners, future drivers, and admirers of the 296, each drawn by the car's blend of performance, emotion, and unmistakable Ferrari character.

Outside, the spotlight was shared between two 296 GTS and one 296 GTB, ready for test drives through the winding coastal roads of Muscat. Nearby, a certified pre-owned 296 GTB stood on display, offering a tangible glimpse into the world of Ferrari Approved ownership.

Inside, the Piano Lounge transformed into a reflection of Ferrari's refined spirit. Red roses adorned each table, Ferrari cushions

added warmth to every seat, and Cavallino centerpieces grounded the experience in heritage. It was understated, yet unmistakably Ferrari - where every detail spoke the brand's language without saying a word.

As guests mingled and shared stories, the 296 quietly took center stage. Test drives weren't just about speed; they were about connection. With every turn and every acceleration, the 296 revealed what makes it extraordinary: compact, powerful, and intuitive, it delivers an emotional response that only a Ferrari can.

Esperienza Ferrari is never just an event. It's a moment where the line between admiration and ownership fades, and the Ferrari lifestyle comes into clear focus. For many, this day with the 296 marked a continuation of that journey.





# A Ferrari Night with Supercar Majlis

In the spirit of Ramadan, Alfardan Motors – Ferrari Oman hosted an exclusive Iftar in collaboration with Supercar Majlis at the prestigious Chedi Muscat. This elegant evening brought together Ferrari owners and supercar enthusiasts for a celebration of passion, heritage, and community, set against a backdrop of timeless luxury.

## An Exquisite Gathering of Ferrari Icons

The evening welcomed an impressive lineup of Ferrari models, including the 296 GTB and GTS, 488 GTB, 458, 812 Superfast, and many more each representing Ferrari's rich legacy of performance and innovation. The event provided a unique opportunity for guests to connect over their shared passion, embracing the essence of Ferrari's exclusive ownership experience.

## A Landmark Moment: The Arrival of the 12Cilindri

A highlight of the night was the debut of the

Ferrari 12Cilindri, marking its first appearance in Oman. As Ferrari's latest V12, it captivated attendees with its striking presence and cutting-edge performance. In an exciting addition to the evening, Ferrari owners and club members had the exclusive opportunity to register for test drives, ensuring they would be among the first to experience the thrill of the 12Cilindri on Oman's roads.

## A Celebration of Passion and Prestige

The event was a perfect reflection of Ferrari's philosophy - where automotive excellence meets refined lifestyle experiences. As guests indulged in an exquisite Iftar, conversations flowed effortlessly, reinforcing the strong sense of camaraderie within the Ferrari community.

Ferrari is more than just a marque- it is a way of life. And as we continue to bring together passionate owners and enthusiasts, moments like these serve as a reminder of the timeless allure of the Prancing Horse.







## A Ferrari night at the Ramadan Lounge - Sohoor Experience at The St. Regis and Shangri-la

In celebration of the holy month of Ramadan, Alfardan Motors – Ferrari Oman hosted exclusive sohoor events across two luxurious venues: The St. Regis Al Mouj Muscat and the Shangri-La. The evenings offered an exquisite combination of Ferrari's passion for performance, elegance, and exclusivity, providing an unforgettable experience for clients and guests.

At The St. Regis, guests immersed themselves in the serene ambiance of Ramadan, enjoying a refined sohoor experience while connecting with fellow Ferrari enthusiasts. During the event, clients were given the opportunity to test drive the thrilling Ferrari 296 GTS and the Purosangue, experiencing firsthand the exceptional performance and technology that define these remarkable models.

The festivities continued at Shangri-La, where the atmosphere was equally captivating. Guests were treated to the Ferrari 12Cilindri, a breathtaking new arrival, offering a rare

opportunity to witness the impressive V12 engine in action. As with the previous gatherings, the evening was designed to foster camaraderie within the Ferrari community, with guests indulging in delightful conversation, rich traditions, and the unmistakable allure of Ferrari.

These events not only provided guests with a luxurious setting to enjoy the spirit of Ramadan but also gave them the chance to explore Ferrari's latest models and experience the brand's unrivaled commitment to performance and luxury. From the remarkable test drives to the elegant sohoor setting, every detail was carefully curated to offer an unforgettable experience.

As always, Ferrari Oman remains dedicated to creating unique, memorable moments that elevate the Ferrari lifestyle - a celebration of excellence, passion, and innovation.





# A Ferrari night at the Ramadan Lounge at The St. Regis Al Mouj Muscat

In celebration of the Holy Month of Ramadan, Ferrari Oman hosted an exclusive Iftar at the prestigious The St. Regis Al Mouj Muscat Resort, bringing together esteemed clients for an evening of tradition, elegance, and automotive excellence.

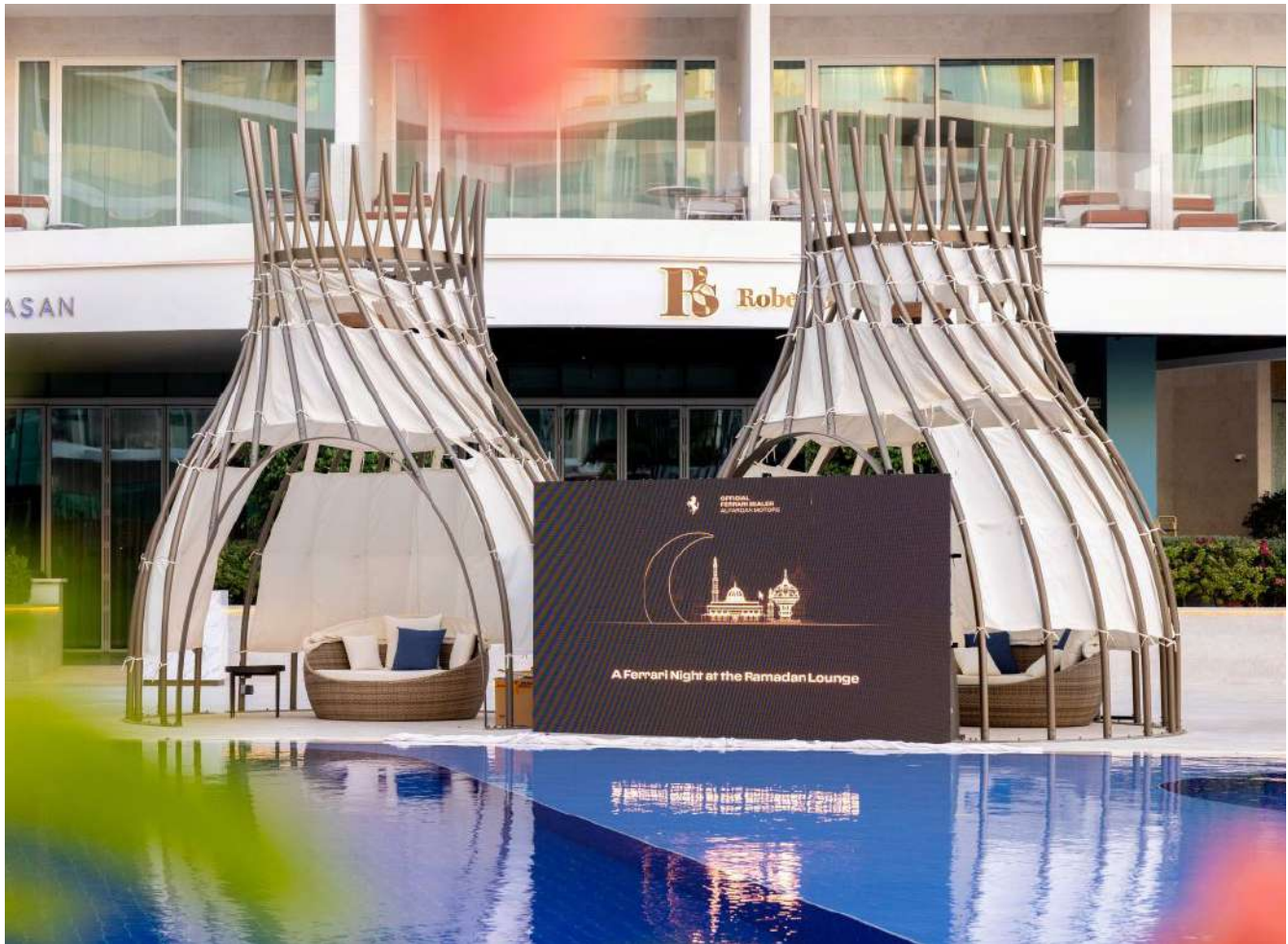
The event featured a breathtaking Ferrari display by the poolside, where guests had the opportunity to admire the striking 296 GTB and 296 GTS, as well as the Approved Ferrari 458 Spider. This curated showcase highlighted Ferrari's unparalleled blend of performance, innovation, and timeless design.

To enhance the ambiance, a live band performed enchanting oriental Arabic melodies on the oud, qanun, and keyboard adding a touch of cultural authenticity to the evening.

As the sun set, guests gathered to break their fast with a carefully curated Iftar, indulging in exquisite cuisine while sharing moments of camaraderie and appreciation for Ferrari's enduring legacy.

As a token of gratitude, attendees received a special Ramadan giveaway from Ferrari, symbolizing the brand's commitment to its valued clients during this meaningful time of year.

The evening was a perfect reflection of Ferrari's dedication to creating unforgettable experiences, blending tradition with the passion and prestige that define the Prancing Horse.







## A Ferrari night at Roberto's: Celebrating the 296 Community



Alfardan Motors hosted an unforgettable evening at Roberto's, bringing together Ferrari 296 GTB and GTS owners, waiting list clients, and prospective enthusiasts for an exclusive celebration of performance and passion.

This event marked the official start of the Ferrari 296 community in Oman, creating a unique space for guests to connect, share experiences, and deepen their bond with the groundbreaking V6 hybrid sports car. The evening's sophisticated ambiance was perfectly complemented by an elegant dining experience at Roberto's.

Guests were also treated to exclusive test drives of the Ferrari 296 GTS, experiencing firsthand the thrilling blend of electrifying performance, advanced technology, and Ferrari's unmistakable DNA.

More than just a gathering, it was a true celebration of the Ferrari lifestyle, a night that strengthened bonds within the 296 community while reaffirming Ferrari's commitment to innovation, exclusivity, and the pure joy of driving.



# Honoring Enzo Ferrari: A Celebration of Passion and Legacy in Oman

In a tribute to the visionary founder of Ferrari, Enzo Ferrari, clients and enthusiasts gathered for an exclusive celebration in Oman, blending the thrill of driving with the elegance of a luxury gathering.

## A Tribute in Motion

The event commenced at the Ferrari showroom, where clients assembled in preparation for a grand parade. At precisely 5 PM, a stunning convoy of Ferraris, led by the dealership's demo car, set off in formation. The parade was a breathtaking sight as it weaved through the streets, embodying the spirit of Ferrari - performance, prestige, and passion.

## An Exclusive Gathering at The St. Regis Al Mouj Muscat Resort

Upon arrival at the St. Regis Al Mouj, the Ferraris were prominently displayed at the main hotel entrance, creating an awe-inspiring welcome. Guests then made their way to the stunning beachside setting of Zorba restaurant, where a carefully curated barbecue awaited. Against the backdrop of the sea, attendees indulged in fine cuisine, shared stories, and celebrated the legacy of Enzo Ferrari in an atmosphere of refined luxury.

## A Celebration to Remember

This event was more than just a commemoration; it was a testament to the enduring passion and camaraderie of the Ferrari community. Every detail, from the precision



of the parade to the elegance of the evening gathering, was a reflection of the Prancing Horse's legacy. As Ferrari continues to unite enthusiasts around the world, events like these serve as a reminder that Ferrari is more than a car; it is a way of life.





# PREMIUM MOTORS OMAN





# Škoda Launches the **All-New Superb** in Oman, Redefining Elegance and Innovation

Škoda Oman has announced the launch of the all-new Škoda Superb in Oman, marking the next chapter for the brand's flagship. Combining timeless design with advanced technology and exceptional comfort, the Superb embodies Škoda's commitment to delivering premium automotive solutions and outstanding value. "Our customers are our priority, and we listened intently to their wishes while developing the next generation of our flagship model", said Klaus Zellmer, Chairman of the Board of Škoda Auto. "The result is a product that delivers more value in terms of features, user experience, and comfort. It is easier to use thanks to our new Škoda Smart Dials, and new assistance systems round off this evolution to perfection."

Lukas Honzak, Managing Director of Škoda Middle East, added: "The Škoda Superb represents the very best of our brand - timeless design, modern technology, and exceptional value. In the Middle East, there is strong demand for vehicles that deliver both everyday practicality and premium comfort, and the Superb is ideally positioned to meet those expectations. We are proud to introduce our flagship to the region as we continue to expand Škoda's presence and product offering across the region."

## **Superb in Oman**

The all-new Superb sedan variant also made its official debut in Oman, where Premium Motors, the exclusive representative of Škoda Oman, hosted an elegant launch event at its Muscat showroom. The occasion brought together corporate clients, fleet partners, media representatives and customers, marking a key milestone for Škoda in the Sultanate. Christian Nehme, General Manager of Premium Motors, said: "We are proud to bring the all-new Škoda Superb to Oman. This model represents a new benchmark in comfort, innovation and design for our market. The strong interest and positive feedback from our guests reaffirm that the Superb is ideally suited to the expectations of customers in Oman, combining European craftsmanship with everyday practicality."

## **Design and Comfort**

With its dynamic proportions, sleek lines, and spacious interior, the Superb offers a sophisticated yet practical driving experience. The exterior has been refined with a broader grille, slimmer LED Matrix beam headlights, and sculpted details that accentuate its stance. Aerodynamic improvements also contribute to efficiency and driving dynamics, while premium paint finishes and alloy designs complete its



modern profile. Inside, the Superb elevates the driving experience with Škoda's latest Virtual Cockpit, heads-up display, and state-of-the-art driver assistance systems. The ergonomically designed cockpit features a new infotainment system with intuitive controls, wireless smartphone integration, and enhanced connectivity options. Prioritizing passenger comfort, the cabin has also been designed with high-quality materials, generous space, and a focus on convenience; making it ideal for both daily commutes and long-distance journeys.

## **Performance and Safety**

Performance in Oman will be driven exclusively by the 2.0 TSI petrol engine, delivering 140 kW (190 hp) of power. This versatile engine balances dynamic acceleration with fuel efficiency. Advanced driver-assistance systems and safety features, including adaptive cruise control, lane-keeping assist, and multiple parking aids further elevate the driving experience. With safety remaining at the heart of Škoda's flagship model, such controls and robust build quality ensure peace of mind for drivers and families alike.

## **Trim Availability in The Middle East**

Superb Sedan will be available in the region from October 2025 in the Selection and Laurin & Klement (L&K) trims, with the Sportline and Essence trims being added to the offering from early 2026.

The all-new Superb continues Škoda's 130-year tradition of combining European heritage with forward-looking engineering and innovation, with a growing retail network and a model line-up that now includes the Kodiaq, Kushaq, Octavia RS, and the flagship Superb. Building on its legacy as one of the brand's most iconic models, the Superb is set to become a key player in the regional market.





# Škoda launches the new Octavia in the Middle East, elevating everyday driving

Škoda has officially announced the highly anticipated arrival of the new Octavia model in Oman, a bold evolution of the brand's global best-seller with enhanced design, functionality, and sustainability. With over seven million units sold worldwide, the Octavia, the embodiment of high-quality European engineering and craftsmanship, continues to anchor Škoda's line-up, offering ideal interior, boot and storage space with simply clever features throughout the cabin.

Available in four distinct trims – Essence, Selection, Sportline and the sporty range-topper RS - this new model features a sharper design language, smarter technology, and even more dynamic performance, tailored to meet the evolving expectations of drivers across the region.

The new Octavia's exterior reflects subtle yet impactful enhancements. Revised front and rear aprons, a reimagined Škoda grille, and second-generation LED Matrix beam headlights contribute to a more confident, contemporary look. These advanced headlights feature 36 matrix segments for improved illumination, while animated LED rear lights add a striking

visual signature on the Sportline and RS variants. A refreshed alloy wheel portfolio includes bold new designs up to 19 inches, including Sportline-exclusive Vega and RS-specific Elias wheels in anthracite. The colour palette comprises nine exterior paint options, with Mamba Green reserved for the Sportline and RS trims, enabling greater personalisation.

Inside, the Octavia sets a new benchmark with its commitment to premium comfort and eco-conscious materials. A 13-inch infotainment display makes its debut, complemented by a newly redesigned 10-inch Digital Display that replaces analogue dials as standard across the range. Enhanced USB-C ports now provide 45W fast charging, while the upgraded Phone Box delivers 15W wireless charging with integrated cooling. Passengers enjoy increased comfort and mindful design, with seat upholstery incorporating recycled materials and sustainably tanned leather. Features such as dual-zone Climatronic, enhanced KESSY keyless entry, and Simply Clever additions - including a new rear storage box and a sustainably sourced umbrella - complete the thoughtfully upgraded cabin.



Lukáš Honzák, Managing Director of Škoda Middle East, commented: "The launch of the new Octavia represents another important step for the brand in our Middle East journey. For the first time, we're introducing new entry-level trims that will make the Octavia accessible to an even wider audience, including price-sensitive customers and businesses seeking fleet solutions. All without compromising safety, comfort, or design, something that will resonate with our customers here who value innovation, reliability, and refined European engineering. Meanwhile, at the top of the range the Octavia RS continues to lead with its bold design, impressive performance, and confident drive. As a halo model for the brand in this region, the Octavia RS really sits in a category of its own."

With its refreshed design, forward-thinking technology, enhanced safety, and commitment to sustainability, the new Škoda Octavia sets a new standard for everyday driving in Oman. Whether chosen for its practicality, performance, or premium features, the Octavia continues to embody Škoda's promise of delivering accessible, intelligent mobility — now more refined and future-ready than ever before.





# Škoda Auto launches in Oman, strengthening its presence in the Middle East

Škoda Auto has officially entered the Omani market. This next step in the brand's strategic expansion across the Middle East contributes to Škoda's plans to further broaden its market presence outside of its European home market. The launch features a fully digital and state-of-the-art showroom in Muscat, developed in partnership with Premium Motors, part of Alfardan Corporation. The Czech automaker will offer a full range of its ICE models within the next months including spacious sedans and a broad SUV portfolio ranging from the compact Kushaq to the all-to the all-new 7-seater Kodiaq, also available with all-wheel drive.

## Škoda Auto strengthens Middle Eastern presence with Oman launch

Škoda's entry into Oman is a pivotal component of its broader Middle Eastern growth strategy. As demand for European automotive brands rises in the region, Škoda is committed to providing high-quality vehicles tailored to local preferences. The brand's strategic expansion in Oman is designed to further broadening its market presence outside of its European home market. In the future, Škoda aims to reach 10,000 annual deliveries in the Middle East and thus establish the brand as a strong player in the regional automotive market.

Lukas Honzak, Managing Director of Škoda Middle East, commented: "We are thrilled to bring Škoda to Oman, a market with a strong appreciation for quality, reliability, and advanced technology. This launch, in partnership with Alfardan Group and Premium Motors, is a significant milestone for Škoda's growth in the Middle East. We look forward to introducing Omani customers to our range of vehicles, each designed to enhance the driving experience with comfort, safety, and efficiency."

Partnering with Premium Motors including a state-of-the-art showroom in Muscat Škoda Auto has partnered with Premium Motors, a member of Alfardan Corporation. The strategic partnership brings Škoda's great value-for-money proposition, high quality and

functionality as well as the brand's simply clever features to Omani customers. The first Škoda showroom, located in Muscat, is a cutting-edge facility that offers a fully digital, customer-oriented experience, including an interactive digital configurator and an immersive digital wall display. A motorsport corner within the showroom celebrates Škoda's dynamic racing legacy. The new facility in Muscat will also feature an exclusive Škoda service centre with 8 work bays that ensures comprehensive aftersales support. The brand plans to open three more showrooms and service centres across Oman by 2029, further solidifying its presence in the market.

The grand opening event was among others attended by His Excellency Mr. Khalfan Bin Said Al Shueili, Minister of Housing and Urban Planning, Mr. Omar Hussain Alfardan, President of Alfardan Corporation, Dr. Ma'n Alhamawi, CEO of Alfardan Automotive, Mr. Hussain Omar Alfardan, CMO of Alfardan Automotive, Mr. Christian Nehme, General Manager of Premium Motors, distinguished guests from Volkswagen Group Middle East as well as Omani national rally champion Abdullah Al-Rawahi, including his Škoda Fabia.

Speaking at the event, Christian Nehme, General Manager of Premium Motors, said: "We are extremely proud to add Škoda to our growing portfolio of European car brands that Premium Motors represents in Oman. This showroom offers an entirely new level of customer experience. Every aspect of the space is thoughtfully integrated, from digital screens to the seamless coordination between our sales advisors and service team, to create a comfortable experience for our customers and deliver exceptional service. We are excited to bring this unique concept to Oman."

## Growth opportunities through Oman's thriving automotive market

Oman's economy is poised for growth, driven by diversification efforts and a favourable business environment. With its population of around



4.5 million people and currently around 300 vehicles per 1,000 inhabitants, the country is already the 5<sup>th</sup> strongest automotive market in the region. The automotive market in Oman is experiencing increased demand for high-quality, technologically advanced and practical vehicles offering value for money, making it an ideal time for Škoda to enter. With a focus on customer satisfaction and a commitment to innovation, Škoda aims to capitalize on this growth potential.

Škoda's initial offering in Oman includes a full range of its ICE sedans from Europe, including the latest performance model, the new Octavia RS. The Czech automaker is also offering a diverse SUV portfolio, from the compact Kushaq to the ICE flagship 7-seater Kodiaq, which is also available as 4x4. These models are now available to order, providing Omani customers with a variety of options to suit their driving needs and preferences. Škoda also intends to offer electric vehicles in the Middle East in the future.





# Audi Oman honoured for its partnership with Youth Centre in Empowering Omani Youth and Advancing Sustainable Mobility

Audi Oman, represented by Premium Motors, was honoured by His Highness Sayyid Theyazin bin Haitham Al Said, Minister of Culture, Sports and Youth, in recognition of its successful logistical partnership with the Youth Centre.

This moment of pride embodies Audi Oman's continued dedication to innovation and community development, strengthening its role in empowering and supporting youth, and contributing to a more sustainable and prosperous future for the nation.

## Renewed partnership

Building on this achievement, Audi Oman has renewed its exclusive partnership with the Youth Centre, further deepening their shared mission to drive sustainable mobility, nurture local talent and encourage knowledge sharing in the rapidly evolving electric-vehicle (EV) sector.

The collaboration includes a specialised training programme designed to familiarise youth with EV technology, covering areas such as battery systems, servicing, and the electrical mechanisms that power vehicles like the Audi e-tron. This initiative aims to raise awareness of sustainable transportation and equip young Omanis with future ready technical skills that support the country's transition to cleaner energy. Last year, Audi Oman also collaborated with EVO Oman to deliver a practical training session at the Youth Centre, offering participants hands-on exposure to electric-mobility solutions.

## Culture of innovation

Audi Oman's impact on society extends far beyond providing sustainable transportation solutions. It is about fostering a culture of innovation, learning, and environmental responsibility. The renewed agreement with the



Youth Centre reflects this vision, underscoring the brand's belief that corporate partnerships should enrich communities and inspire positive change.

Christian Nehme, General Manager of Premium Motors Oman, said, "At Audi Oman, sustainability is central to everything we do. Through our partnership with the Youth Centre, we aim to empower young Omanis to shape the future of mobility, drive innovation, and create lasting value for their communities. Being honoured by His Highness Sayyid Theyazin bin Haitham Al Said inspires us to continue contributing meaningfully to Oman's social and environmental progress."

Through this renewed partnership, Audi Oman continues to lead by example, championing sustainability, innovation, and youth empowerment as integral pillars of national progress.

# Audi Oman and NBO partner to offer exclusive benefits on Premium Vehicle Range



Audi Oman, represented by Premium Motors, has signed a Memorandum of Understanding (MoU) with the National Bank of Oman (NBO) to enhance their partnership and offer exclusive benefits to NBO customers and employees. The MoU was signed by Christian Nehme, General Manager of Premium Motors, and Faisal Al Wahaibi, Chief Retail and Digital Banking Officer at NBO.

The collaboration reflects both organisations' dedication to excellence and their shared vision of enhancing customer value and experience. Through this partnership, NBO customers and employees will gain access to exclusive offers across Audi Oman's distinguished range of vehicles, bringing the sophistication and performance of premium German engineering closer to Oman's driving enthusiasts.

## Partnership in Motion

Christian Nehme commented, "We are delighted to partner with NBO in offering their customers and employees special privileges on our range of Audi vehicles. This collaboration reflects our commitment to bringing progressive technology and refined design closer to Oman's discerning drivers."

Faisal Al Wahaibi, Chief Retail and Digital Banking Officer at NBO, added, "This partnership with Premium Motors highlights our focus on delivering greater value and choice to our customers. Through these exclusive offers, we aim to enhance their lifestyle experience with one of the world's most respected automotive brands."

## Luxury Across Line-up

The exclusive offers apply to a refined selection of Audi Oman models, including sedans such as the A3, A4, A6, A7, and A8, as well as high-performance editions like the S3, S6, and RS 6 Avant. For those seeking versatility and presence, Audi's SUV range, including the Q3, Q5, Q7, and Q8, delivers the perfect balance of sophistication and practicality.

Reflecting Audi's unwavering commitment to innovation, the partnership also embraces the brand's growing electric mobility range, which includes models such as the Q8 e-tron, e-tron GT, Q6 e-tron, and A6 e-tron. Each of these vehicles represents Audi's philosophy of progressive design, cutting-edge technology, and sustainable performance, now made even more accessible through this exclusive collaboration with NBO.

Through this collaboration, Premium Motors and NBO reaffirm their commitment to excellence and innovation, uniting their strengths to deliver exceptional value to customers. The partnership represents a forward-looking alliance that enhances accessibility to premium mobility solutions and elevates the Audi ownership experience for NBO clients and automotive enthusiasts across Oman.



# All-New Audi Q5 debuts in Oman: performance, digital innovation, and everyday luxury combined

The all-new Audi Q5 has officially arrived in Oman, bringing a bold evolution of performance, technology, and design tailored for modern drivers. Its debut was celebrated with a five-day driving programme designed to showcase the Q5's quattro capability, mild-hybrid efficiency, and digital innovation across Oman's mountain roads, coastal highways, and city streets.

Each day of the programme welcomed a new group, from media representatives and influencers to existing Audi owners and fleet clients, who began with a product briefing, agenda overview, and safety session before setting off. The routes spanned Anantara Jabal Akhdar on day one, Sifah on days two and three, and Sur on days four and five, offering participants an immersive opportunity to experience the Q5's performance, comfort, and design in diverse real-world conditions.

## Progressive Design and Technology

The all-new Audi Q5 introduces a refreshed design language, intelligent driver assistance systems, and a fully digital cockpit. Its mild-hybrid drivetrain reduces fuel consumption while maintaining dynamic responsiveness, ensuring greater efficiency without compromise. Inside, customers will find premium finishes, customizable trim packages, and seamless connectivity that reflects Audi's progressive DNA.

Building on its advanced technology, the all-new Q5 also makes a bold statement in design and performance, engineered with Oman's diverse roads in mind. Its exterior is sharper and more athletic, highlighted by the Singleframe grille, sculpted lines, and the option of digital OLED lighting that gives the SUV unmistakable character. On the road, the Q5 delivers agile handling and confident stability through Audi's quattro all-wheel drive system, ensuring a composed drive on mountain passes, coastal routes, and city streets alike. Inside, customers benefit from advanced comfort features such as optional sports seats, three-zone climate control, and a spacious cabin layout that blends practicality with premium craftsmanship. Every detail has been carefully considered to offer both driver and passengers an engaging, refined experience.

## A Vision for the Future

Christian Nehme, General Manager of Premium Motors, said: "The all-new Audi Q5 embodies our promise to deliver innovation, performance, and customer-focused experiences at every stage of ownership. Launching the model through an immersive five-day drive gave us the chance to create memorable moments with our customers, partners, and communities. This reflects Audi's vision for Oman: raising expectations and setting new benchmarks in premium mobility across the Sultanate."



# The All-New Audi A6 models arrive in Oman: One Legacy, Two Powertrains

The all-new Audi A6 models have officially arrived in the Sultanate of Oman, introducing two distinct powertrains under one of Audi's most iconic nameplates.

With more than 30 years of heritage, the A6 has long defined understated performance, executive comfort and refined versatility. Now, with the addition of the A6 e-tron, the model enters a new era: where electric range meets regional relevance.

Both models are tailored to meet the expectations of drivers in Oman – from long-distance journeys to daily usability and reflect Audi's commitment to intelligent design, engineering and progress.

## Combustion, Reimagined: The All-New Audi A6 Models

Built on Audi's Premium Platform Combustion (PPC), the all-new A6 is available in Sedan and Avant body styles with power outputs ranging from 204 hp to 367 hp (150 kW to 270 kW), depending on the variant. Some of the A6 engine variants are equipped with mild hybrid technology that improves fuel efficiency, enhances stop-and-go driving, and supports partially electric propulsion in everyday conditions.

## Fully Electric. Fully Capable: The A6 e-tron

The Audi A6 e-tron marks the next step in Audi's electric evolution. Built on the Premium Platform Electric (PPE), it is offered in three Sportback variants and the high-performance S6 Sportback e-tron. Power outputs range from 327 hp to 551 hp (240 kW to 405 kW) with launch control, depending on configuration.

## A Cabin Built for Both Worlds

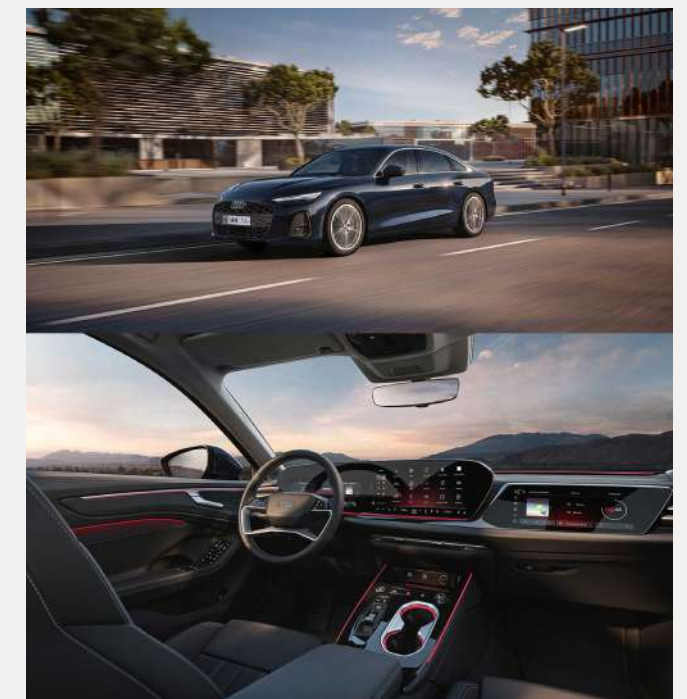
Originally revealed as a concept at Dubai's Museum of the Future in 2022, the A6 e-tron brings that vision to life in record time – while sharing a common interior DNA with its combustion sibling.

Both models feature Audi's new human-centric layout, including a curved panoramic display, with 14.5 inches for the driver and 11.9 inches for the front passenger.

## Built Responsibly, Engineered for Tomorrow

The A6 e-tron is assembled at Audi's net carbon-neutral Ingolstadt facility, which houses the brand's in-house PPE battery line. This plant is central to Audi's commitment to electrify all core segments by 2027.

Christian Nehme, General Manager of Premium Motors, said: "The A6 has long been a cornerstone of Audi's success in Oman as a model that has earned its place through understated performance, everyday usability, and timeless design. With the arrival of the all-new A6 models and the fully electric A6 e-tron, we are building on that legacy with two distinct yet equally compelling expressions of progress. One embodies sculpted elegance and dynamic precision, the other signals a bold new chapter in electric mobility. As a brand, our goal is to empower customer choice, offering vehicles that are not only technically advanced, but emotionally resonant and poised for the future."





# Audi Oman launches Audi Approved Plus Summer Campaign

Audi Oman, represented by Premium Motors, has launched an exciting new Audi Approved Plus Summer Campaign, offering a limited-time opportunity to enjoy the hallmark luxury, performance, and engineering of Audi at exceptional value. This seasonal initiative invites customers to discover a curated selection of certified pre-owned vehicles, each accompanied by a suite of premium ownership benefits.

The campaign showcases compelling deals on a variety of sought-after Audi models, combining performance, innovation, and value. The 2023 Audi Q3 35 TFSI S tronic with 150 HP is available in two configurations, with monthly EMIs starting from OMR 83 and OMR 87. Enthusiasts looking for sporty styling and dynamic handling opt for the 2024 Audi S3 with an EMI of OMR 140 or the S3 Sportback at OMR 143. Those interested in electric mobility have attractive options as well, including the 2022 e-tron Sportback S line is offered with EMIs of OMR 123 and OMR 176, depending on specifications. The high-performance 2022 e-tron SB/ S line is available at an EMI of OMR 132, making it a strong contender for customers embracing Audi's electric future.

The Audi Approved Plus Programme is a hallmark of trust and quality in the pre-owned vehicle market, offering customers the same premium experience they would expect when purchasing a brand-new Audi. Designed to uphold the brand's exacting standards, the programme ensures that every certified vehicle meets rigorous criteria for performance, safety, and reliability.

At the heart of the programme is a detailed 300+ point inspection carried out by trained Audi technicians. Each vehicle undergoes a thorough evaluation of its mechanical, electrical, and aesthetic components from the condition of the paint and undercarriage, to key consumables like brake pads and spark plugs. Advanced diagnostic scans are also performed to detect and resolve any hidden issues,

ensuring every Approved Plus Audi is road-ready and flawless.

What sets the Audi Approved Plus Programme apart is meticulous inspection along with the comprehensive warranty and after sales support that comes with each vehicle. This combination offers buyers complete peace of mind, reinforcing Audi's reputation for engineering excellence and customer satisfaction.

Backed by Audi's legacy, Audi Approved Plus offers a trusted, high-quality alternative to a new car for both daily driving and lasting reliability.

Christian Nehme, General Manager of Premium Motors, commented: "With the Audi Approved Plus Summer Campaign, we are reaffirming our commitment to delivering the Audi experience without compromise. Each certified vehicle is inspected and backed by warranty and represents our promise of quality and customer confidence. This initiative is designed for those who value a premium customer experience and want to enjoy the drive with the assurance that comes with Audi standards."

Expert consultants are available to provide personalised guidance and test drives, helping customers discover what sets Audi apart in redefining the driving experience in the region.



# Winning Golfers Andrew Moore & Josh Armstrong secure spot in Audi Quattro World Cup

The St. Regis Al Mouj Muscat Resort proudly marked the successful conclusion of the 2025 Audi quattro Cup Qualifier. Following an intense and closely contested competition, Andrew Moore & Josh Armstrong emerged victorious, securing the coveted opportunity to represent Oman at the Audi quattro World Cup at Al Mouj Golf. This global event annually attracts approximately 70,000 golfers from 38 countries, underscoring the qualifier's significance at an international level.

The winning team was celebrated during an elegant prize ceremony luncheon at The St. Regis, where they received premium awards from Audi and The St. Regis. The ceremony also recognized outstanding performances with honors for nearest the pin, longest drive, and an exciting hole-in-one challenge. Additional raffle prizes further enhanced the excitement of the event.

"Hosting this event highlights our resort's dedication to luxury, precision, and excellence," remarked Wassim Daageh, General Manager of The St. Regis Al Mouj Muscat Resort. "We were delighted to offer our renowned hospitality to golfers and guests alike, creating an unforgettable experience for all."

Christian Nehme, General Manager of Premium Motors, added, "The Audi quattro Cup represents the perfect fusion of precision and passion, values closely shared with our partners, The St. Regis Al Mouj Muscat Resort and Al Mouj Golf. We are proud to host an event that unites sporting excellence with exceptional hospitality."

Scott McCaw, General Manager of Al Mouj Golf, stated, "Our championship course, designed by Greg Norman, challenged the competitors while offering breathtaking views of the Sea of Oman. We look forward to seeing the winning team represent Oman on the world stage."



The tournament, a seamless collaboration between Audi, The St. Regis, and Al Mouj Golf, brought together over 60 skilled amateur golfers competing in teams of two under the Greensomes Stableford format, delivering a day defined by exceptional sportsmanship, thrilling competition, and exquisite hospitality. With its world-class golfing facilities, luxurious accommodations, and stunning natural beauty, Oman continues to establish itself as a premier destination for international events.



# Audi Oman Unveils a Future-Forward Lineup in a Landmark Showcase at Premium Motors

- Audi Oman unveils the new Audi A5, Audi A6 Avant, and the all-electric Audi A6 e-tron at a landmark launch event
- Full lineup display included the Audi Q6 e-tron, Q7, Q8, S8, and four classic Audi models
- A dynamic brand experience unfolded through captivating live music and immersive interactive activations

Audi Oman, represented by Premium Motors, recently staged a landmark event that set a new benchmark in the Sultanate's premium automotive scene. Held under the esteemed patronage of His Excellency Sheikh Sabaa bin Hamdan bin Sabaa Al Saadia, the secretary General of the Higher Committee for National Day Celebrations, this exclusive event marked a significant milestone in Audi's journey in the region.

The grand reveal at the Premium Motors showroom featured the highly anticipated unveilings of the new Audi A5, Audi A6 Avant, and the all-electric Audi A6 e-tron. In addition, several other models, including the Audi Q6 e-tron, Audi Q7, Audi Q8, and the high-performance Audi S8, were prominently displayed for attendees to explore. Four classic Audi models were also on display, offering a nostalgic nod to the brand's storied heritage while celebrating its forward-looking vision.

## A Dual Path to the Future

By launching both advanced internal combustion engine and fully electric vehicles simultaneously, Audi demonstrates its strategic commitment to meeting the evolving preferences of Omani drivers. This dual approach reflects Audi's broader mission to lead in both performance and sustainability. This event was more than just a product launch; it was a celebration of Audi's evolving identity and its rich local legacy.

Attended by Audi owners, VIPs, media representatives, and influential personalities, the showcase underscored the brand's commitment to delivering both performance and sustainability. Guests enjoyed live band performances that added vibrant energy to the evening, along with interactive activations and brand experiences that brought Audi's innovation and lifestyle ethos to life. These thoughtful touches elevated the occasion, turning it into a celebration of both technology and community.

## Tomorrow's Icons

The newly unveiled Audi A5 stands out with its sharp, athletic design and refined character, making it an ideal choice for drivers who seek both performance and sophistication. Inside, a digital-first cabin features the Audi Virtual Cockpit and an intuitive MMI touch interface for a seamless driving experience.

The new Audi A6 Avant brings a perfect blend of executive elegance and everyday practicality. Known for its dynamic handling, advanced driver assistance systems, and generous cargo capacity, it caters to families and professionals who require both comfort and utility without compromise.

Meanwhile, the new Audi A6 e-tron represents the brand's bold step into the electric future with state-of-the-art EV technology. A projected range of up to 700 kilometres and ultra-fast charging capabilities redefines electric mobility all while delivering the premium refinement expected from Audi.

## Driving Toward a Sustainable Future

This event marks a pivotal moment in Audi's electrification journey in Oman. By offering both conventional and electric models, Audi Oman is empowering customers with choice while preparing them for the next era of mobility.



Christian Nehme, General Manager of Premium Motors commented: "With this launch, we are introducing the future of mobility in Oman. From electrification to design excellence, these models reflect Audi's promise to lead with purpose and progress."

Among the distinguished attendees was Rene Koneberg, Managing Director of Audi Middle East, who praised the event's significance in showcasing Audi's progressive vision. "Audi is in the midst of the most ambitious model offensive in our history," he said. "Tonight marks a major milestone in that journey here in Oman. Audi is offering more choice than ever - while paving the way for the next era of mobility."



# Audi Oman and Enterprise Join Hands to Enrich Mobility Solutions in Oman

- The collaboration between Audi Oman and Enterprise aims to redefine premium car rental services in the Sultanate.
- Enterprise Oman focuses on luxury with Audi additions.
- The Audi A3, A4, and Q5 combine style, performance, and technology in Enterprise's fleet.

Audi Oman, represented by Premium Motors, has delivered eight Audi vehicles: A3, A4, and Q5 models; to Enterprise Rent-A-Car Oman, marking the introduction of Audi into Enterprise's fleet for the first time. This strategic addition highlights Enterprise's dedication to expanding its premium offerings and meeting the evolving needs of its customers. The official handover ceremony took place at the Audi Oman showroom, where Mr Aqueel Bhatti, General Manager of Enterprise Rent-A-Car Oman, received the vehicles in person.

As part of the world's largest transportation solutions provider, Enterprise Rent-A-Car continues to elevate the customer experience in Oman with high-quality service and a wide selection of vehicles. With a global network spanning more than 9,500 locations across 90+ countries, Enterprise is known for combining international standards with local convenience. The addition of Audi vehicles further strengthens its fleet, meeting the growing demand for luxury and performance.

## Perfect for travellers

The Audi A3, A4, and Q5 bring a unique blend of style, performance, and technology to Enterprise's fleet. The Audi A3 offers compact luxury with a modern design and cutting-edge features, making it ideal for city commutes and short trips. The Audi A4, with its dynamic performance and refined interior, is perfect for business travellers and those seeking a more premium driving experience. Meanwhile, the Audi Q5, known for its spaciousness and advanced safety technology, provides a comfortable and reliable option for family road trips and longer journeys.

## For broad range of customers

By integrating these models into its lineup, Enterprise Oman caters to a broader range of customers, from business professionals to families and leisure travellers, ensuring they have access to top-tier vehicles for every occasion.

Mr. Christian Nehme, General Manager of Premium Motors, highlighted the quality and reliability of Audi vehicles, emphasising their suitability for the rental market. "Audi vehicles are synonymous with luxury, innovation, and performance, all of which align perfectly with Enterprise's focus on delivering the best driving experience to its customers," he said.

Enterprise Rent-A-Car operates at key travel hubs in Oman, including Muscat International Airport, Salalah Airport, and Duqm Airport, ensuring easy access for both tourists and residents.

Mr. Aqueel Bhatti expressed his delight about the addition of Audi to the fleet. He said "We are extremely excited about our partnership with the Audi Group here in Oman. Audi is well known for its comfort and premium quality—qualities that Enterprise Oman has always strived to offer our customers. With the addition of Audi's exceptional vehicles and diverse models, we are confident this will significantly enhance the customer experience and elevate their journeys across Oman. At Enterprise, we always listen to our customers. Over time, we have received numerous requests for German cars, particularly the Audi brand. We are proud to now provide a high-quality product at a competitive price, making premium vehicles more accessible. This partnership allows customers to rent luxurious Audi models at attractive rates, adding great value to their experience. We look forward to a long and successful relationship with Audi and are excited to offer our customers the very best in comfort, performance, and service."



Audi Oman, represented by Premium Motors, has been at the forefront of providing innovative and luxury vehicles in the Sultanate. Known for exceptional customer service and a range of high-performance cars, Audi Oman continues to collaborate with partners like Enterprise

Rent-A-Car to bring the best of German engineering and automotive excellence to Omani roads. This partnership further solidifies Audi's presence in the market while offering customers a chance to experience true luxury and performance during their stay in Oman.



# Volkswagen Oman unveils its latest line-up in an exclusive celebration of innovation and heritage

Volkswagen Oman, represented by Premium Motors, hosted an exclusive evening unveiling the brand's latest line-up and celebrating automobile legends reborn with innovation, comfort, and character. Held under the patronage of His Excellency Abdul Salam bin Mohammed Al Murshidi, Chairman of the Oman Investment Authority, the occasion marked a significant milestone for Volkswagen's presence in the Sultanate. The event introduced Volkswagen's newest models, including the newly reimagined Passat and Jetta, alongside classic favourites such as the Caddy and ID. Buzz, offering guests a unique journey through the brand's heritage and its forward-looking vision.

Hosted at the Volkswagen Showroom in Ghala Heights, the evening brought together distinguished guests, media representatives, and Volkswagen enthusiasts for a curated experience that blended live entertainment, interactive showcases, and immersive brand storytelling. The atmosphere reflected Volkswagen's evolving identity, one that honours its heritage while embracing modern innovation and design.

Christian Nehme, General Manager of Premium Motors Oman, remarked, "This exclusive event marks a proud moment for Volkswagen in Oman. It is a celebration of our heritage, our innovation, and the values that define the brand. We were honoured to host this evening under the patronage of His Excellency Abdul Salam bin Mohammed Al Murshidi as we continue to strengthen our connection with customers and further advance the Volkswagen experience in the Sultanate."

A new chapter for Volkswagen sedans  
As part of the evening's showcase, guests were invited to discover Volkswagen's latest sedan innovations, presented with a renewed



sense of purpose and identity. The newly reimagined Passat and Jetta were introduced as symbols of Volkswagen's ongoing evolution, vehicles shaped by intelligent engineering, contemporary design, and an unwavering commitment to comfort and practicality. Thoughtfully refined for the needs of today's drivers, each model reflects the brand's philosophy of merging everyday usability with a premium driving experience.

The Passat, long regarded as a benchmark for executive motoring, returns with a more assertive silhouette, elevated craftsmanship, and enhanced driver-assistance technologies. Its interior, defined by clarity and comfort, underscores Volkswagen's meticulous attention to detail and its pursuit of refined mobility.



The Jetta, equally celebrated for its style and versatility, offers refreshed proportions, intuitive digital features, and a dynamic character that appeals to drivers seeking both sophistication and efficiency. Together, these models embody Volkswagen's enduring dedication to vehicles that are timeless in spirit yet distinctly modern in execution.

Celebrating heritage while looking ahead  
Complementing the unveiling of the new line-up, Volkswagen Oman presented a curated display of classic icons such as the Caddy and ID. Buzz. These models served as a meaningful reminder of the brand's legacy, one built on functionality, innovation, and emotional

connection. Their presence bridged the past and the present, illustrating how Volkswagen continues to evolve while remaining true to the qualities that have shaped its identity for generations.

The evening experience extended beyond the vehicles themselves. Guests enjoyed a programme of live music, interactive brand activations, and immersive showcases designed to deepen their connection with the Volkswagen world. Every element of the event was crafted to reflect the brand's balance of heritage and progress, creating a setting that honoured tradition while celebrating the future of mobility.



# Volkswagen Oman celebrates the launch of new **Golf GTI** with an exclusive drive experience

Volkswagen Oman, represented by Premium Motors, hosted a spectacular event at its showroom to officially reveal the new Golf GTI to customers and enthusiasts in the Sultanate. The launch combined a dynamic product presentation, interactive contests, and a scenic drive experience, perfectly capturing the essence of the Golf GTI, a model that continues to set benchmarks in performance, innovation, and iconic design.

Guests were welcomed into a striking showroom setup, highlighted by the debut of a specially designed Golf Corner. This vibrant space, adorned with bold red and black checkered patterns and distinctive GTI branding, created an immersive atmosphere that reflected the dynamic spirit and legendary status of the Golf GTI. With visual cues such as the statement 'The icon is back' and prominent model displays, the corner served as a powerful tribute to the GTI's enduring appeal. As part of the event, Premium Motors also announced the launch of its official TikTok and Snapchat accounts. Guests were encouraged to follow and tag the brand on these platforms by scanning the QR codes available at the reception area.

The event concluded with a convoy drive from the Premium Motors showroom to the scenic Muttrah Corniche, culminating in a group photoshoot at Bandar Al Rowdha Park/Bandar Al Rodah Park. This drive offered guests an exclusive opportunity to experience the GTI's exhilarating performance in a real-world setting, while reinforcing the community spirit among Volkswagen fans. Attendees also participated in engaging competitions, with three winners earning a unique opportunity to take the new Golf GTI home for a weekend.

The launch of the new Golf GTI in Oman new Golf GTI in Oman is part of Volkswagen's broader Middle East rollout, introducing the most advanced version of the legendary hot hatch. Equipped with a turbocharged 2.0 TSI engine producing 265 horsepower and 370Nm

of torque, the GTI sprints from 0 to 100 km/h in just 5.9 seconds. Inside, it features a 12.9-inch digital infotainment system, wireless App Connect, and convenient device charging, offering both connectivity and comfort. The exterior design retains hallmark GTI elements such as the LED front crossbar and signature rear taillights, now paired with a bolder, more modern stance that reflects its performance DNA.

Regionally, the Golf GTI continues to attract a devoted following of driving enthusiasts who appreciate its unique combination of power, practicality, and timeless appeal. With its latest update, the model remains a standout choice in the segment and a core part of Volkswagen's performance heritage.

Speaking at the event, Christian Nehme, General Manager of Premium Motors Oman, said, "The Golf GTI is an automotive icon that has captivated generations of driving enthusiasts worldwide. Introducing its latest evolution to Oman and celebrating this milestone with our Volkswagen community is a moment of immense pride. The enthusiasm we witnessed during the showroom unveiling and the scenic convoy highlights the deep connection our customers have with the GTI. We are confident that this new model will build upon its remarkable legacy and continue to inspire and excite drivers across the Sultanate."



# Volkswagen Oman **signs MoU** with **Sohar International** to offer flexible and attractive auto financing



Volkswagen Oman, represented by Premium Motors, has signed a strategic Memorandum of Understanding (MoU) with Sohar International, ushering in a new era of flexible and competitive car financing solutions in the Sultanate. The agreement offers preferential interest rates, quick approvals, and streamlined processing for customers purchasing new or certified pre-owned Volkswagen vehicles.

The MoU was signed by Christian Nehme, General Manager of Premium Motors, and Abdul Qader Al Sumali, Chief Retail and Premier Banking Officer at Sohar International.

This collaboration aims to enhance convenience and affordability, making Volkswagen ownership more accessible for individuals and families across Oman. Sohar International,

known for its innovative retail banking approach, will offer customized financing packages tailored to a range of customer needs.

This partnership reflects our shared commitment to delivering greater value and peace of mind to car buyers," said Christian Nehme. "Volkswagen stands for quality and trust. With Sohar International's support, we are making the ownership journey even more attainable."

Volkswagen continues to strengthen its presence in Oman with a diverse vehicle lineup, from dynamic models like the Golf R and GTI to family-friendly SUVs such as the Teramont, Touareg, Tiguan and T-Roc. Through its Certified Used Cars program, the brand also delivers exceptional value with dealership-backed benefits.



# T-Roc impresses at a special test drive event by Volkswagen Oman

Volkswagen Oman, represented by Premium Motors, recently brought together a select group of T-Roc owners for a unique test drive experience that blended the thrill of driving with an exclusive social gathering. The event began at the Volkswagen showroom, where guests received a warm welcome and a preview of the latest T-Roc. They then set off in their own T-Roc vehicles on a scenic drive to Cliff Deck at Muscat Bay. Upon arrival, guests were invited to test drive the latest Volkswagen models of their choice, including the newest T-Roc, the iconic Golf GTI, and the all-new Tiguan, offering them a firsthand experience of the brand's most recent innovations. The gathering was designed to showcase the vehicles and let participants experience them in a relaxed, real-world setting.

From the moment they arrived, guests were eager to see how the new T-Roc had evolved. Once on the road, the vehicle's smooth performance and confident handling quickly wins over those behind the wheel. The latest T-Roc is powered by a 1.4-litre turbocharged petrol engine that delivers 150 hp and 250 Nm torque. Paired with an eight-speed automatic transmission, it offers a dynamic yet refined drive, equally suited to city streets and open highways.

Once the group arrived at Cliff Deck restaurant at Muscat Bay, they were treated to refreshments and casual conversations with fellow guests and Volkswagen representatives. The car remained the centre of attention as attendees explored its interior and discussed features that caught their attention. After the refreshments, guests had the opportunity to get behind the wheel and test drive the new T-Roc, experiencing its latest upgrades first-hand. In addition to the T-Roc, a full lineup of Volkswagen models was available for test drives, including the Tiguan, Touareg, Teramont, Golf GTI, and the high-performance Golf R—giving attendees a comprehensive experience of Volkswagen's versatile and dynamic range.

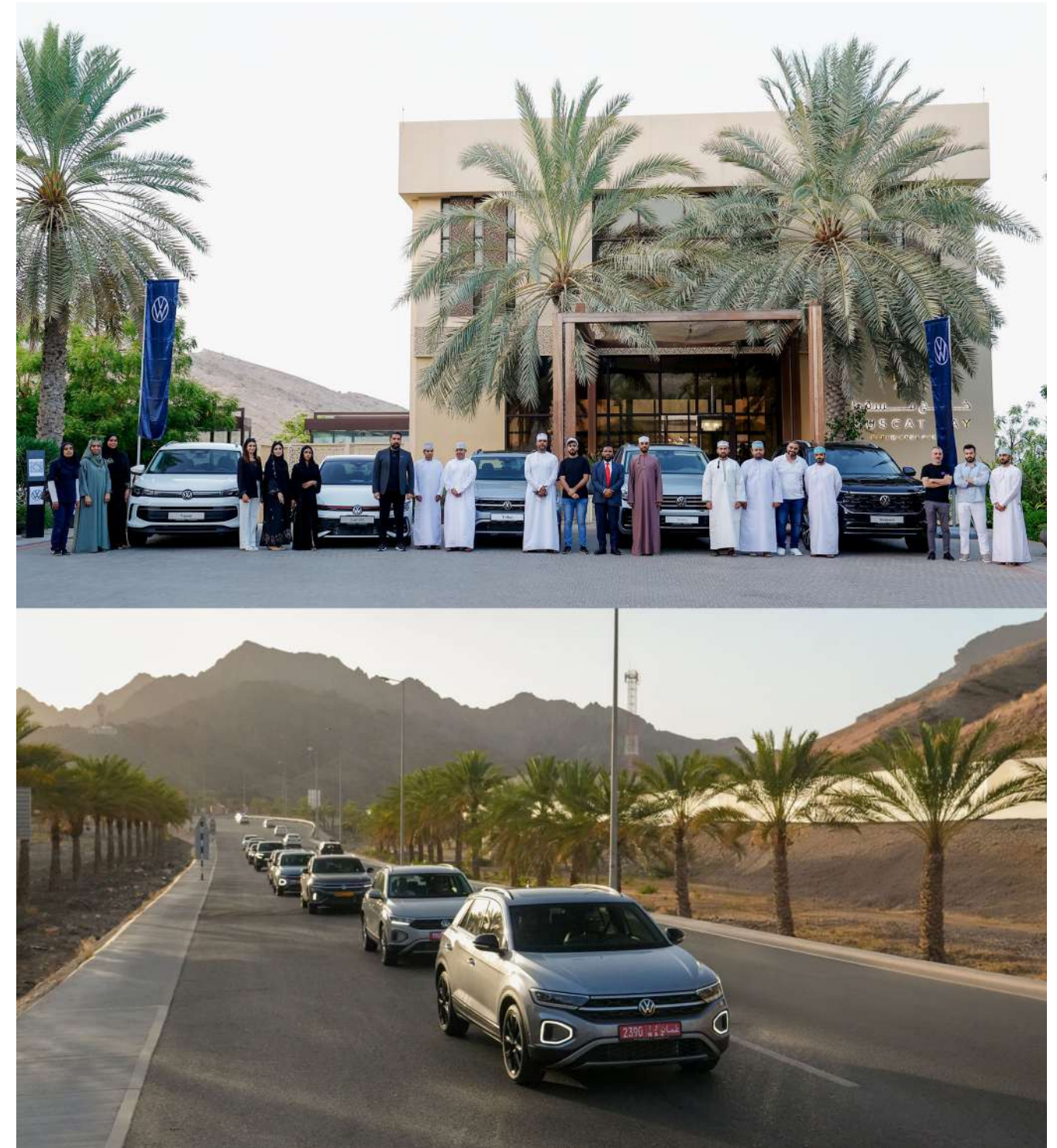
A guest commented that the drive felt smooth and controlled and said the T-Roc gave the sense of being light but powerful at the same time. Others noted how quiet the cabin remained, even at higher speeds, and appreciated the sense of stability the vehicle offered throughout the route.

The T-Roc offers a well-finished, tech-forward cabin with ergonomic seating and a clean, modern layout. Many were impressed by the Digital Cockpit, which comes with a 8-inch display that can be upgraded to a 10.25-inch version in higher trims. It presents all essential driving information clearly and can be customised based on individual preferences.

The T-Roc also supports App-Connect, which allows seamless smartphone pairing through Apple CarPlay, Android Auto, or MirrorLink. For those who appreciate high-quality sound, the optional BeatsAudio system with 300 watts of output was a popular highlight. A few guests took the time to explore the different personalisation options, including vibrant exterior colours and wheel designs that give each model a distinctive look.

Comfort and safety were recurring themes in the feedback received. The ergoActive seats, available in select variants, offer exceptional lumbar support and can even be fitted with a massage function. Several attendees praised the ease of parking, assisted by features such as front and rear parking sensors and Park Assist. For those looking for additional safety, higher trims include systems such as Adaptive Cruise Control and Travel Assist.

"The T-Roc is designed for people who want more from their vehicle without stepping into something too large or too complicated," said Christian Nehme, General Manager of Premium Motors. "This test drive was about more than just showing the car. It was about letting potential owners experience how well it blends everyday practicality with premium design and technology."



The vehicle also stands out visually, with bold styling that includes a wide front grille, LED headlights, and a coupe-inspired silhouette. Despite being compact, the T-Roc has a commanding road presence that reflects its confident performance.

As the event concluded, guests left with a genuine impression of what life with the T-Roc could be like. Whether it was the intuitive technology, refined comfort, or strong road presence, the car made a memorable impact on everyone who attended.

The customers also got to experience the newest ranges from Volkswagen which are the new Golf and the new Tiguan.



# Volkswagen Oman partners with Enterprise Rent-A-Car to expand fleet with 12 new vehicles

Volkswagen Oman, represented by Premium Motors, has partnered with Enterprise Rent-A-Car Oman, supplying 12 Volkswagen models, including the Teramont, Tiguan, and T-Roc models, to expand Enterprise's fleet. This marks the introduction of Volkswagen to the Enterprise lineup, strengthening its offering with reliable and versatile vehicles. Mr Aqueel Bhatti, General Manager of Enterprise Rent-A-Car Oman, collected the new additions at a special handover event held at the Volkswagen showroom.

Enterprise Rent-A-Car is globally recognised as a leader in mobility solutions, operating in over 90 countries. In Oman, the company has built a reputation for offering diverse vehicle options, exceptional service, and a customer-first approach. The introduction of Volkswagen vehicles further enhances its fleet, providing customers with dependable options for both business and leisure travel.

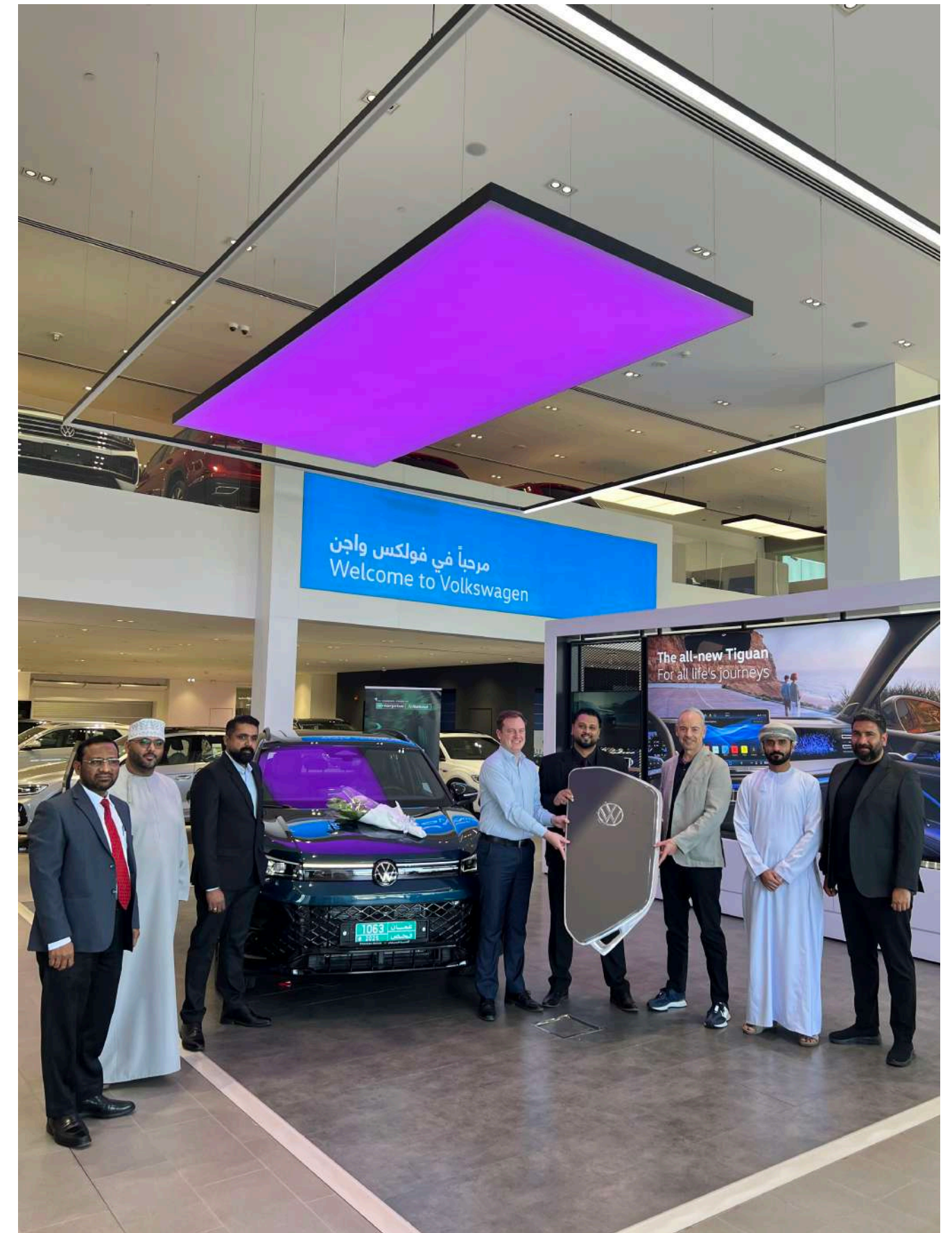
The newly added Volkswagen Teramont, Tiguan, and T-Roc are designed to meet various customer needs. The Teramont, with its spacious interior and robust performance, is perfect for family trips or group travel. The Tiguan, a practical yet stylish SUV, is ideal for both urban commutes and weekend getaways. For those who prefer a sporty and compact vehicle, the T-Roc stands out with its bold design and agile handling, offering a fun and comfortable driving experience.

Mr. Christian Nehme, General Manager of Premium Motors, highlighted the value Volkswagen brings to the Enterprise fleet. "Volkswagen vehicles are known for their durability, safety, and innovative features, making them an excellent addition to Enterprise's offering. These models deliver both performance and comfort, which customers will appreciate," he said.

Mr. Aqueel Bhatti shared his excitement about the collaboration, stating, "We are very excited about our partnership with Volkswagen. The brand is synonymous with quality and premium products, which aligns perfectly with Enterprise's core values. For us, customer satisfaction is paramount, and Volkswagen's diverse range of models fits seamlessly into our business. Their vehicles cater to a variety of customer needs, offering exceptional safety, comfort, and practical features that enhance the driving experience. Since introducing Volkswagen models into our fleet, the feedback has been overwhelmingly positive. Customers appreciate the reliability, versatility, and advanced features of these vehicles, especially in Oman's varied terrain. Whether driving in the city or exploring the country's rugged landscapes, Volkswagen vehicles have proven to be an excellent choice for every journey."

With branches at key travel hubs such as Muscat International Airport, Salalah Airport, and Duqm Airport, Enterprise Rent-A-Car ensures travellers can enjoy a smooth and convenient car rental experience.

Enterprise Rent-A-Car's focus on well-maintained vehicles, competitive pricing, and outstanding customer service has made it a trusted name in Oman. Collaborating with Volkswagen Oman reinforces its goal to offer innovative, reliable mobility solutions that exceed customer expectations and set new standards in car rental services.





# Premium Motors recognised for excellence at Audi Middle East Dealer of the Year Awards

- Premium Motors placed second in the Aftersales Team of the Year category.
- Audi Oman played a key role in the Audi Q6 e-tron's regional reveal.
- The dealer remains committed to expanding Audi's presence in Oman.

Premium Motors, the official Audi dealer in Oman, has been recognised for its excellence at the Audi Middle East Dealer of the Year Awards. The dealership was honoured in the Aftersales Team of the Year category for its outstanding service and customer care, while also receiving the Best Strategic Collaboration award for its instrumental role in the regional unveiling of the Audi Q6 e-tron, Audi's latest all-electric innovation.

These achievements underscore Premium Motors' commitment to delivering a world-class Audi experience, from showcasing cutting-edge vehicles to providing exceptional aftersales support. The Audi Q6 e-tron launch, which took place at iconic Middle Eastern landmarks - including Al Mouj complex in Muscat - was a pivotal moment for the brand's electric future. Premium Motors' involvement in this milestone highlights its strategic leadership in shaping the transition to premium electric mobility in Oman.

Supporting this vision is the state-of-the-art Audi showroom in Alfardan Heights, Ghala. Spanning 10,000 square metres, the facility is designed to offer an immersive customer experience, showcasing Audi's latest innovations, including the Q6 e-tron. The showroom's advanced service centre and highly skilled aftersales team ensure that Audi owners receive top-tier care, reinforcing the expertise that earned the dealership its Aftersales Team of the Year award.

"These awards reflect our commitment to excellence across all areas of our business, from launching groundbreaking models like the Audi Q6 e-tron to delivering industry-leading customer service," said Christian Nehme, General Manager of Premium Motors. "As Audi continues to push the boundaries of electric mobility, we are proud to bring this innovation to Oman and provide our customers with the best automotive experience possible."



# Volkswagen T-Roc sets new standards for compact SUVs

Volkswagen T-Roc, a compact SUV that seamlessly combines style, performance, and advanced technology to meet the needs of modern drivers, is gaining significant popularity in Oman. With its refined exterior design, enhanced interior quality, and improved technical features, the new T-Roc exudes confidence, underscoring its bold personality.

The striking exterior is characterised by sleek LED headlights, daytime running lights, and an optional panoramic sunroof, creating a dynamic and sophisticated appearance. Customisable alloy wheel options ranging from 16 to 19 inches, including exclusive black-themed designs, ensure the T-Roc makes a bold statement on the road.

Inside, the T-Roc focuses on comfort and innovation, featuring a leather multifunction steering wheel, ambient lighting, and premium upholstery options such as Vienna or Nappa leather. The digital cockpit, available in 8-inch and 10.25-inch versions, provides intuitive access to infotainment and vehicle systems. Additional features such as wireless charging, App-Connect, and an optional Beats audio system further enhance the driving experience.

Under the bonnet, a 1.4L TSI engine produces 150 PS (148 hp) and 250 Nm of torque, paired with an 8-speed automatic transmission for effortless handling. Its compact dimensions ensure easy manoeuvrability, while the spacious interior accommodates five passengers comfortably, along with a practical 445-litre

boot. Driver-assist features such as adaptive cruise control, park assist, and a blind-spot monitor add convenience and safety to every journey.

The T-Roc is available in three trims - Life, Style, and R-Line; tailored to suit a range of preferences. The Life trim offers a practical and well-rounded package, including essentials such as LED headlights, the 8-inch Composition Media system, and standard comfort features. For those seeking added sophistication, the Style trim elevates the experience with Vienna leather upholstery, power-adjustable heated seats, and a wider selection of alloy wheel designs. Meanwhile, the R-Line trim caters to sporty tastes, with a dynamic exterior, larger alloy wheels, and ErgoActive ArtVelours seats featuring lumbar support and massage functionality.

Christian Nehme, General Manager of Premium Motors Oman, said, "The new Volkswagen T-Roc exemplifies modern automotive excellence, offering customers a compact SUV that sets benchmarks in design, innovation, and safety, making every journey both comfortable and secure. It is hugely popular in Oman as evident by the bookings we have seen."

Drive your dream Volkswagen T-Roc with Premium Motors. Located at Alfardan Heights at Ghala, Premium Motors is spread across three floors and designed in accordance with global standards and corporate identity.





# ALFARDAN MARINE SERVICES





# Alfardan Marine Services at the Qatar Boat Show 2025



For the second consecutive year, Alfardan Marine Services participated in the Qatar International Boat show that was held in the Old Doha Port.

This year's edition saw recordbreaking participation, with 505 regional and international brands, 85 exhibitors, and over 65 luxury yachts from 25 countries, and 27.000 visitors, marking a 25% growth compared to the inaugural edition and solidifying its status as the fastest-growing marine exhibition in the region.

Alfardan Marine Services launched the latest expansion of its award-winning Verado® outboard lineup with the introduction of the all-new V10 425hp Verado, with the presence of Mercury Marketing Manager for EMEA and Europe – Ms. Kris De Ramos.

With this launch, Mercury has set new benchmarks for performance in the high-horsepower outboard segment, delivering exceptional power, acceleration, and fuel efficiency while continuing Mercury's legacy for smoothness and quiet operation.







Qatar National Bank (QNB), in partnership with Visa, also held a special ceremony during the final day of the show to award the winners of its summer campaign giveaway.

The campaign offered customers the chance to win extraordinary prizes by using their QNB Visa credit cards, including two sporty Sea Ray boats as the grand prizes, and the winners were officially presented with their boats at the show, with the presence of Mr. Fardan Fahad Alfardan and officials from QNB.





# THE ST. REGIS DOHA





# Taste of Qatar: Certified Excellence



The year concluded on a high note for The St. Regis Doha as the property solidified its reputation as the city's premier culinary destination. In a significant sweep for the “Finest Address,” several of its signature restaurants were honored with the prestigious three-star rating; the highest possible accolade, under the inaugural Taste of Qatar program. This ambitious certification, recently introduced by Qatar Tourism, was designed to establish rigorous national benchmarks for dining excellence, evaluating venues on their service precision, atmosphere, and gastronomic innovation.



The hotel’s dominant presence in these rankings reflected the remarkable strength and versatility of its portfolio. Renowned venues including the modern Cantonese powerhouse Hakkasan, the heritage-rich Indian flavors of Rivaaj, and the high-energy Greek experience at OPA Doha all secured top honors. They were joined by the soulful Mediterranean atmosphere of SAX Qatar, the timeless Italian elegance of Scalini, and the refined French artistry of Fauchon. By securing such high marks across a diverse range of global cuisines, the recognition served as a fitting close to a year defined by unwavering consistency, culinary precision, and undisputed leadership in the luxury hospitality sector.

# The Epicenter of Gastronomy: MICHELIN Guide Ceremony 2025



The St. Regis Doha hosted the MICHELIN Guide Ceremony 2025, welcoming the region’s most respected chefs and culinary figures. The event marked a defining moment for Doha’s dining scene, highlighting its growing stature on the international culinary stage.

By hosting the ceremony, the hotel reaffirmed its commitment to culinary excellence and its support of both innovation and local talent, delivering a globally significant event with precision and confidence.





# A Landmark Partnership: The FIFA Arab Cup 2025



The St. Regis Doha served as a key hospitality partner for the FIFA Arab Cup 2025, delivering catering services across the tournament's most prestigious venues. Drawing on its extensive sporting legacy, the hotel demonstrated its ability to manage large-scale operations while maintaining the standards of refined luxury.

Throughout the competition, bespoke dining experiences were curated for VIP guests, corporate leaders, and international dignitaries. Menus blended regional influences with global favorites, reflecting the diversity of the tournament itself and reinforcing the hotel's leadership in luxury event catering.

# A Cut Above the Rest: Hosting HD Cutz London During F1 Weekend



During Formula 1 week, The St. Regis Doha welcomed HD Cutz London to The Engine Room, transforming the hotel's fitness facility into a refined grooming destination. The activation brought together elite barbering and athletic precision, aligning seamlessly with the energy of race week.

The experience drew a high-profile audience, including Formula 1 CEO Stefano Domenicali. As the city buzzed with Grand Prix excitement, The Engine Room offered a discreet retreat for athletes, executives, and industry leaders, reinforcing the hotel's role as a natural hub for the F1 community.



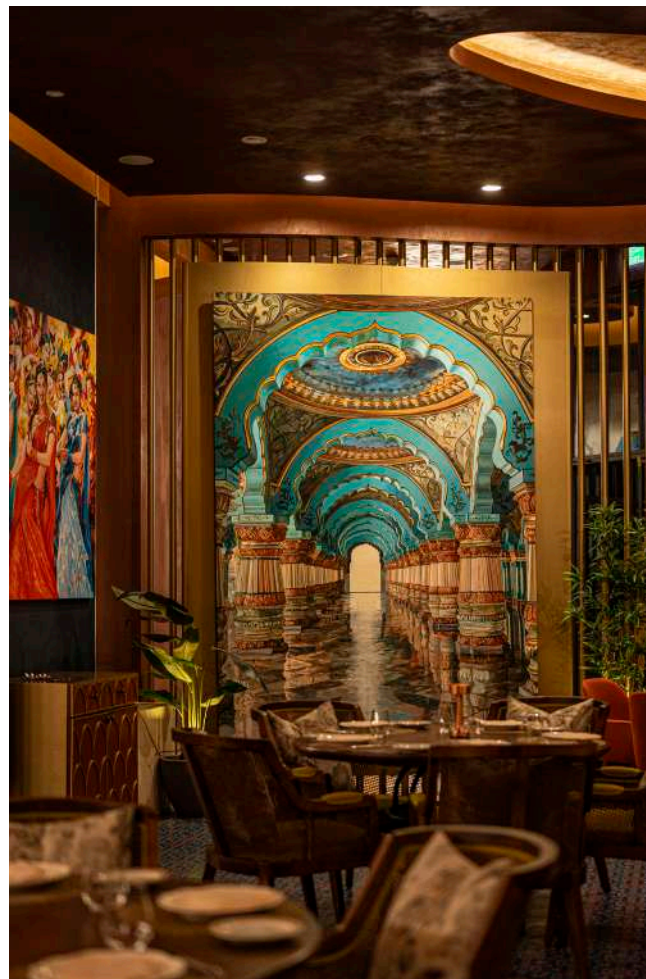
# A new era of dining at RIVAAJ: Chef Jolly curates signature tasting menus

RIVAAJ, a Michelin-selected dining destination will welcome back Surjan Singh, also known fondly as Chef Jolly, to Doha. The celebrated MasterChef India judge will bring his culinary prowess introducing specially curated dishes for the RIVAAJ tasting menu. The unveiling will take place during his visit.

Infused into these dishes are his love of culinary traditions and the diversity gained from decades of travel and exploration, paying homage to regional cuisine. RIVAAJ's refreshed menu will feature a vibrant selection of small sharing plates and a delectable range of tasting menus. It will be feast for all senses and is sure to satisfy the most discerning of palates. Social dining reimagined as shared moments are celebrated over explosions of new flavours enhancing the RIVAAJ dining experience.

Among the new exciting offerings are locally inspired samplers such as Charred Eggplant Mash with Sesame-Mint-Labneh; Chole Hummus with Garlic Naanettes; and Venison Tenderloin Seekh Kebab, expertly seasoned with stone flower, smoked chili, and accompanied by a refreshing mint-garlic dip, presenting a creative take on traditional flavors. Tease your taste buds with "Khaad Gosht," a braised lamb shank pie with cinnamon, green cardamom, nutmeg, and saffron aromatic sauce, inspired by the ancient cooking methods of Rajasthan's warriors who used pit-baking techniques during their hunts.

Reflecting on his new creations, Chef Jolly shares, "The dishes at Rivaaj are shaped by my culinary expeditions - my interactions with people, the knowledge passed down through



cultures and my passion for experimenting with flavors and techniques. It's a constantly evolving journey that combines innovation with comfort."

Throughout his stay in Doha, Chef Jolly will work closely with his team, immersing his vast expertise in their repertoire so that they may execute this innovative menu and delight diners at Rivaaj.

Rivaaj's luxurious yet family-friendly ambiance, where every corner radiates the warmth of Indian heritage, the restaurant provides an ideal environment to savor the newly curated menu, perfect for both intimate dinners and larger celebrations. This new chapter promises an exciting experience for guests, something truly special to look forward to.



## A Year of Distinction: FACT Dining Awards Success



The St. Regis Doha's culinary leadership was recognized at the FACT Dining Awards, where the hotel and its restaurants claimed multiple top honors. The accolades reflected the breadth of its dining portfolio, spanning cultural traditions and contemporary international cuisine.

Asateer was named Favourite Ramadan Experience, while Novikov received Best Overall Winner.

Further recognition followed for OPA Doha as Best Greek, Rivaaj as Favourite Indian Fine Dining, and SAX Qatar as Best Lounge. The hotel's nightlife offerings were also celebrated, with The Barn awarded Favourite Night Out and La Bodega Negra named Favourite Outdoor Bar - marking a defining year for the "Finest Address" in Qatar.

## Asateer: The Return of Doha's Most Iconic Ramadan Experience



With the return of the Asateer Ramadan Tent, The St. Regis Doha once again became a focal point of the Holy Month. Set beside the hotel's pool, the 2025 edition was reimagined through close collaboration with leading event specialists, resulting in a striking environment defined by scale, detail, and elegant Arabesque design. Partnerships with Alfardan Automotive, Alfardan Jewellery, Fifty One East, and Fnac Qatar added depth and cultural resonance throughout the experience.

Dining remained at the heart of Asateer, with regional specialties curated by award-winning chefs. Beyond the tent, the hotel offered a layered Ramadan journey: Michelin-selected Iftars at Rivaaj, Parisian-inspired evenings at Fauchon, and elevated dining at Hakkasan. Outdoors, LAYALI Terrace - created in partnership with Doha Gossip - offered live cooking stations and signature Huqqa shisha, set against views of the Arabian Gulf.





# The St. Regis Doha partners with QIFF 2025 as an Event Supporter to Enhance Culinary Excellence

St. Regis Doha is delighted to be an Event Supporter of the Qatar International Food Festival (QIFF) 2025, solidifying its place as a destination where opulent hospitality and world-class gastronomy converge.

As part of this esteemed collaboration, St. Regis Doha will host internationally renowned chefs from the MICHELIN Guide selection, providing them with a distinguished platform to showcase their culinary expertise in an ambiance of elegance and excellence. In addition to welcoming these acclaimed chefs, St. Regis Doha will offer the world-class kitchens of its award-winning dining venues—Scalini, Hakkan, and Bebabel—ensuring a seamless environment for their gastronomic artistry.

With an unmatched legacy in luxury catering, St. Regis Doha extends its expertise beyond the festival, curating extraordinary culinary experiences throughout the year. Whether within its celebrated restaurants or through its bespoke catering services, the hotel remains dedicated to delivering impeccable service and unforgettable dining moments.

QIFF 2025 promises to be an exceptional celebration of culinary brilliance, and St. Regis Doha is honored to play a pivotal role in bringing this premier event to life.



# The Midnight Supper: A Symphony of Artistry



The St. Regis Doha set the tone for 2025 with the debut of The Midnight Supper, an evening that brought together the brand's global heritage and Doha's evolving cultural scene. Hosted in the Grand Ballroom, the event revived the spirit of classic social soirées, reimagined through a contemporary lens.

The night unfolded to the sound of the Qatar Philharmonic Orchestra, conducted by Elias Grandy. Seventy musicians, joined by soprano Julia Koci and tenor Lucian Kraznec, filled the ballroom with works by Puccini, Verdi, and Strauss. The musical program flowed effortlessly into a culinary collaboration by Hakkan, Scalini, Novikov, and Fauchon. Guests moved through a refined menu featuring king crab with caviar, black cod with truffle, and Wagyu short rib. The evening concluded with a powerful ballet performance by Ildar Young-Gaynutdinov, firmly establishing The Midnight Supper as a standout fixture on Doha's luxury calendar.



# Redefining Event Excellence: Official Caterer for DECC



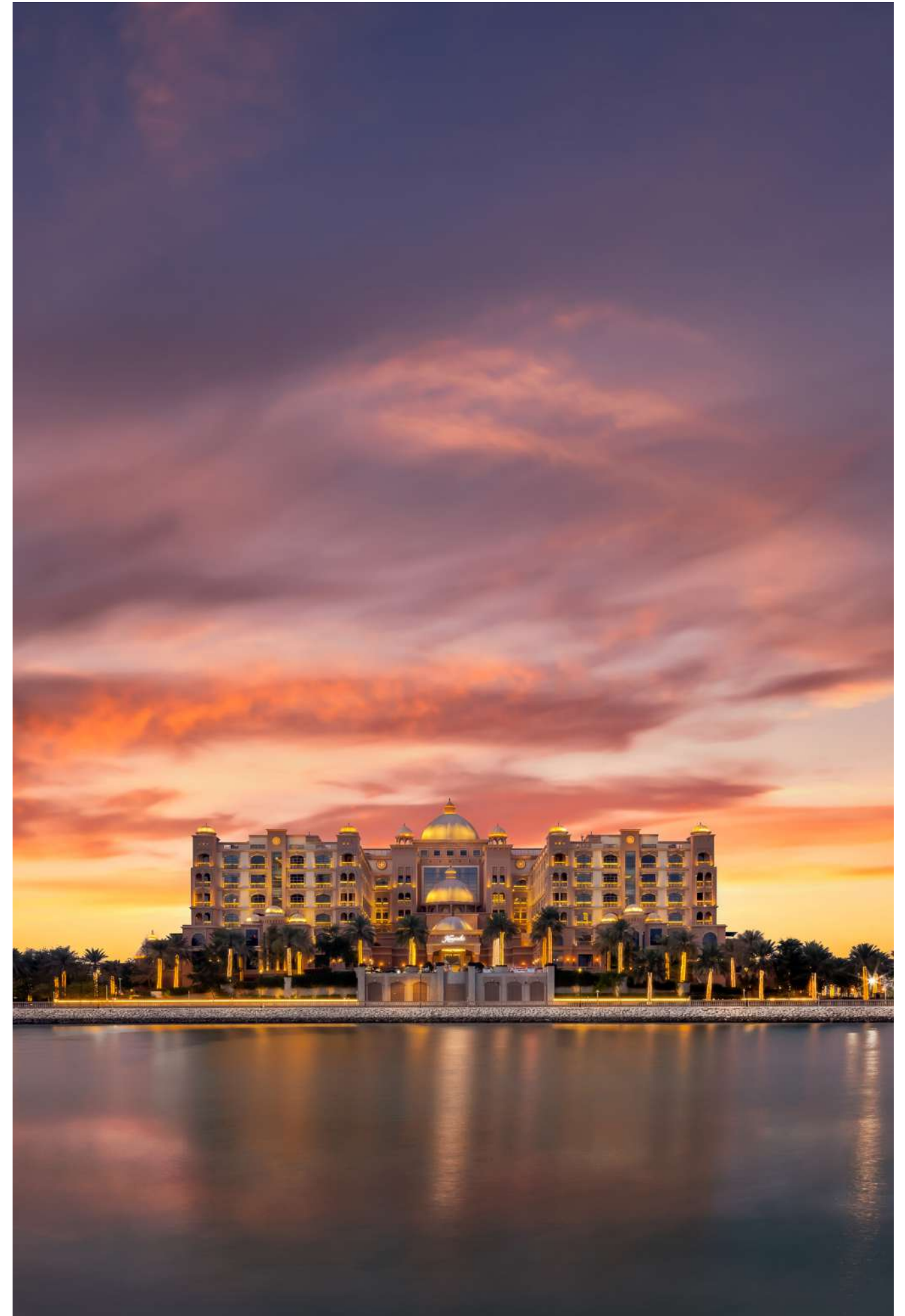
In 2025, The St. Regis Doha strengthened its presence in Qatar's events landscape through a two-year agreement as official caterer for the Doha Exhibition and Convention Center. The partnership extended the hotel's service philosophy to some of the country's most prominent exhibitions and gatherings, building on experience gained from major international tournaments.

The collaboration began with the opening of Fauchon Café at DECC. Launched during the Doha Jewellery and Watches Exhibition 2025, the café provided visitors with an elegant space for artisanal French pastries and gourmet coffee, welcoming more than 30,000 guests over the course of the event.





# MARSA MALAZ KEMPINSKI







# The Palace of Experiences: A defining new chapter for Marsa Malaz Kempinski

Set on its own private island, Marsa Malaz Kempinski rises as a beacon of timeless luxury in the heart of Doha. Today, the hotel proudly unveils its new identity as The Palace of Experiences - a destination where every moment, every flavour, and every detail is intentionally crafted to become a memory worth cherishing.

Celebrating milestones and new beginnings, we mark 10 years of NOZOMI Doha and the 1<sup>st</sup> anniversary of FAUCHON Paris. This new identity embodies the essence of the Palace: a world where discovery, delight, and sensory journeys intertwine. Guests embark on an extraordinary culinary adventure across the island - from Parisian indulgence at FAUCHON Paris, to nostalgic American retro comfort at Public House, and the soulful contemporary Japanese artistry of NOZOMI Doha, and more, each venue offers its own unique experience, every plate a testament to creativity, passion, and global inspiration.

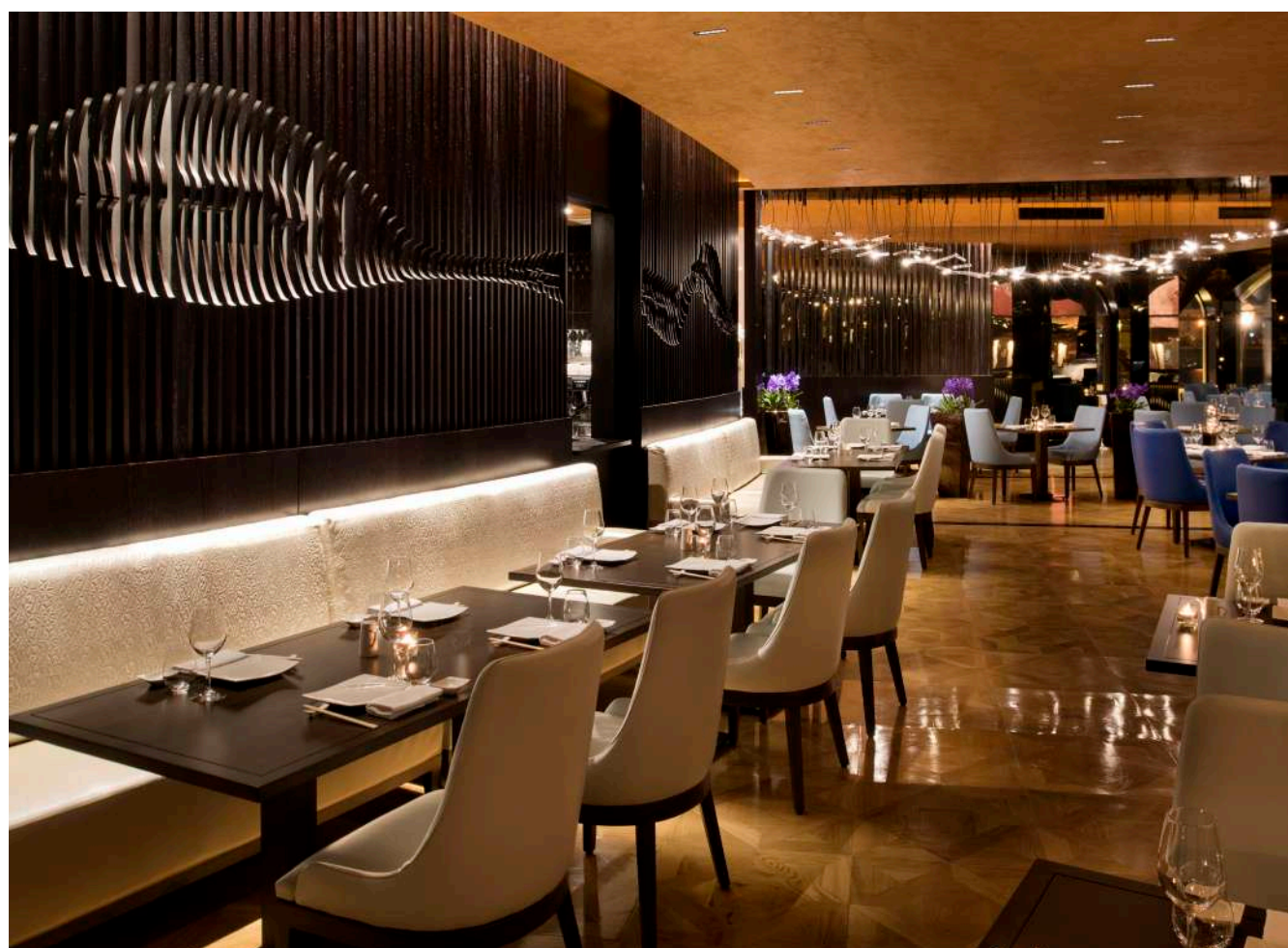
Well-being achieves new meaning within the award-winning Marsa Malaz Spa, where rituals transcend the ordinary and serenity becomes a crafted experience. Beyond the spa, the Palace's private beach, shimmering pools, and curated leisure offerings transform relaxation into a lifestyle embraced with ease and elegance.

Whether celebrating life's milestones, seeking a serene escape, or indulging in refined everyday luxury, guests encounter the intuitive and heartfelt service that defines the Palace's new identity - moments shaped with sincerity, artistry, and a touch of magic.

As Marsa Malaz Kempinski looks toward 2026, this new identity ushers in an exciting era of evolution. Visionary projects, refreshed concepts, and immersive experiences are on the horizon, promising to elevate the Palace to even greater heights and reimagine luxury for the modern traveler.



Marsa Malaz Kempinski is more than a destination - it is now The Palace of Experiences: a realm where stories are created, emotions are awakened, and every visit becomes a chapter worth remembering. Where luxury lives, and unforgettable experiences begin.





# FAUCHON Paris: a year of Parisian elegance on Doha's shores

It has been an extraordinary year since FAUCHON Paris first infused Marsa Malaz Kempinski - The Pearl, Doha with its unmistakable blend of French flair, gourmet artistry, and Parisian charm. Set against the hotel's breathtaking backdrop, FAUCHON has quickly become a cherished destination, ideal for everything from a chic morning coffee to a leisurely, indulgent meal.

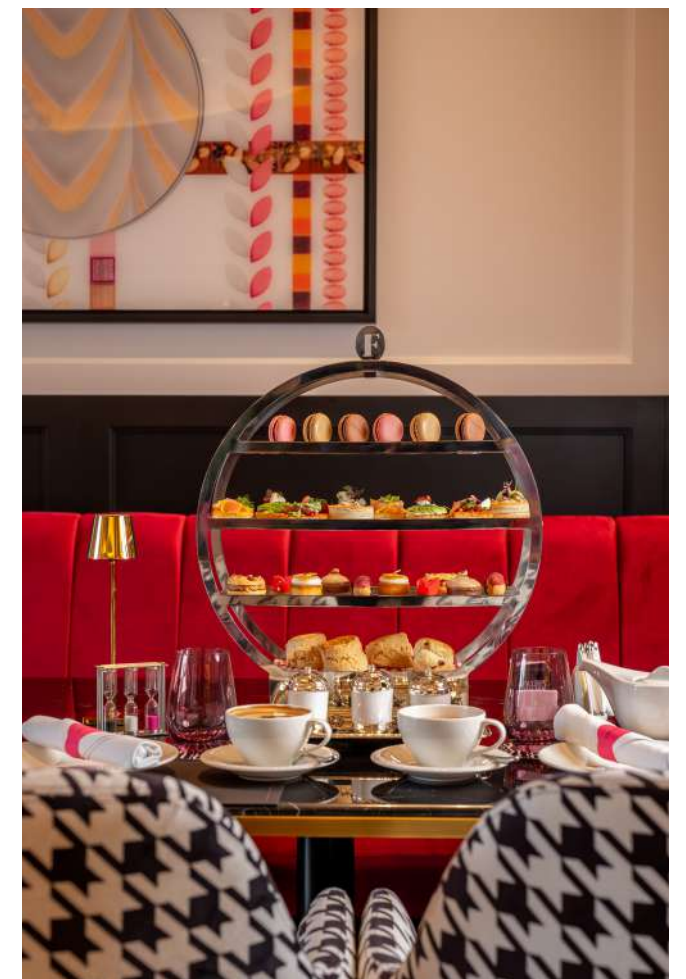
The ambiance remains effortlessly stylish yet inviting, where the sophistication of Paris meets the tranquility of the hotel's serene island setting. Whether you're seeking a peaceful corner to unwind or a lively table to celebrate, FAUCHON offers a space that feels both refined and comfortably familiar, a true home away from home.

Guided by the culinary mastery of Head Chef Sébastien Monceaux, the menu continues to delight with FAUCHON's signature creations.

Buttery croissants, jewel-toned macarons, elegant pastries, and flavorful savories are crafted with the same devotion and creativity that first captivated Doha. Every dish promises a moment of indulgence, from a morning treat to a perfectly curated dining experience.

To mark this milestone, our gourmet retail boutique unveils a collection of limited-edition 1st Anniversary gift baskets - thoughtfully curated with specialty items and exclusive FAUCHON treats. The perfect way to bring a touch of Paris home or share a year of fine taste with someone special.

FAUCHON Paris at Marsa Malaz Kempinski is more than a café; it has become a beloved culinary landmark, 365 days of exquisite flavors, memorable moments, and timeless Parisian elegance. Join us as we celebrate a year of indulgence, delightful company, and the enduring spirit of France in the heart of Doha.







# The Palace of Experiences: A Culinary Journey Across Continents

At Marsa Malaz Kempinski, The Pearl – Doha, gastronomy is far more than an offering; it is a transcendent voyage across cultures, traditions, and emotions. Each venue is meticulously conceived as a distinct destination, inviting guests to traverse the globe through refined flavour, masterful craftsmanship, and evocative storytelling, all set within the palatial grandeur of Doha's most iconic resort.

## Al Sufra by Mama Halima

A heartfelt new chapter unfolds with the debut of Al Sufra by Mama Halima, a deeply personal concept inspired by the soul-stirring warmth of a Lebanese home. Rooted in the heart of Lebanon, this venue is guided by the philosophy that the most meaningful dishes are those made with a mother's love. Al Sufra celebrates time-honoured recipes, a boundless generosity of spirit, and the comforting rituals of gathering. It is an encounter where tradition is cherished, stories are shared, and every meal serves as a graceful invitation into Mama Halima's kitchen.

Beyond this intimate expression of Levantine cuisine, Marsa Malaz Kempinski offers a truly global dining landscape. The bold sophistication of Nozomi delivers contemporary Japanese cuisine with cosmopolitan flair. French art de vivre finds its expression through Fauchon Doha, where Parisian indulgence is reimagined in a luxury Middle Eastern setting, while classic European comfort and vibrant social dining come alive at Harry's Dolce Vita, inspired by the golden age of Italian glamour.

This culinary philosophy extends beyond The Pearl, as Kempinski continues to shape Doha's dining scene with landmark openings in Msheireb. The arrival of Fauchon Msheireb introduces a refined Parisian experience at the heart of the city, blending French gastronomy with contemporary elegance. Soon to follow, Novikov Café Msheireb will add a bold, globally celebrated dining destination, renowned for its fusion of Italian, Asian, and Mediterranean influences.



Together, these concepts form a cohesive yet diverse culinary universe, a celebration of global flavours, authentic stories, and refined experiences. At Kempinski, dining is not defined by borders, but by emotion, craftsmanship, and the pleasure of discovery, a true gastronomic journey around the world, curated with elegance and intention.





# The Rooftop of Experiences



Rising above the crystalline waters of The Pearl, the rooftop at Marsa Malaz Kempinski, The Pearl Doha, stands as an elite destination in its own right. Known as the celebrated Palace of Experiences, it serves as a refined expression of contemporary luxury where atmosphere, design, and emotion converge. Conceived as a seamless journey, this panoramic haven unites three distinct yet interconnected venues, all defined by uninterrupted views over the Doha skyline and a shared philosophy of curated excellence.

## Secret Garden

Secret Garden unfolds as an enchanting open-air sanctuary where lush greenery, ambient lighting, and natural textures create an atmosphere of effortless elegance. Designed for relaxed sophistication, it is a space where evenings begin gently, conversations linger beneath the stars, and the rhythm of the city fades into a serene social escape.

## Samaya, Lounge Above

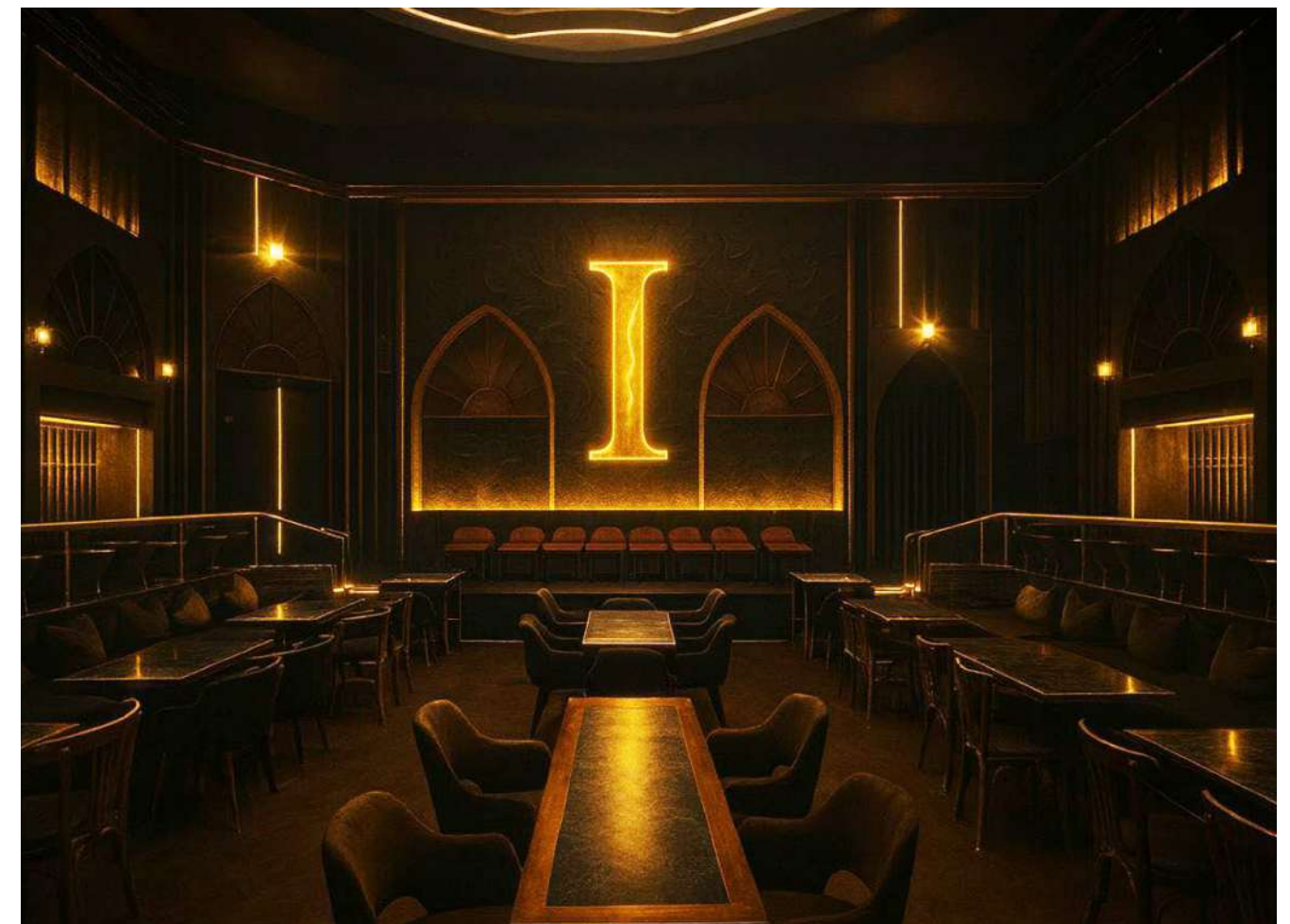
Transitioning seamlessly, the journey continues into Samaya Lounge, an upcoming concept envisioned as a contemporary retreat of understated opulence. A sophisticated palette of deep Navy Blue provides a sense of royal tranquility, beautifully balanced by warm, incandescent tones that radiate a welcoming glow. Within this intimate setting, refined

detailing and plush textures set the scene for moments of quiet indulgence. Samaya is designed as a place to slow down and savour, where bespoke shisha rituals, subtle soundscapes, and attentive service invite guests into a world of calm sophistication.

## I, Be The Experience

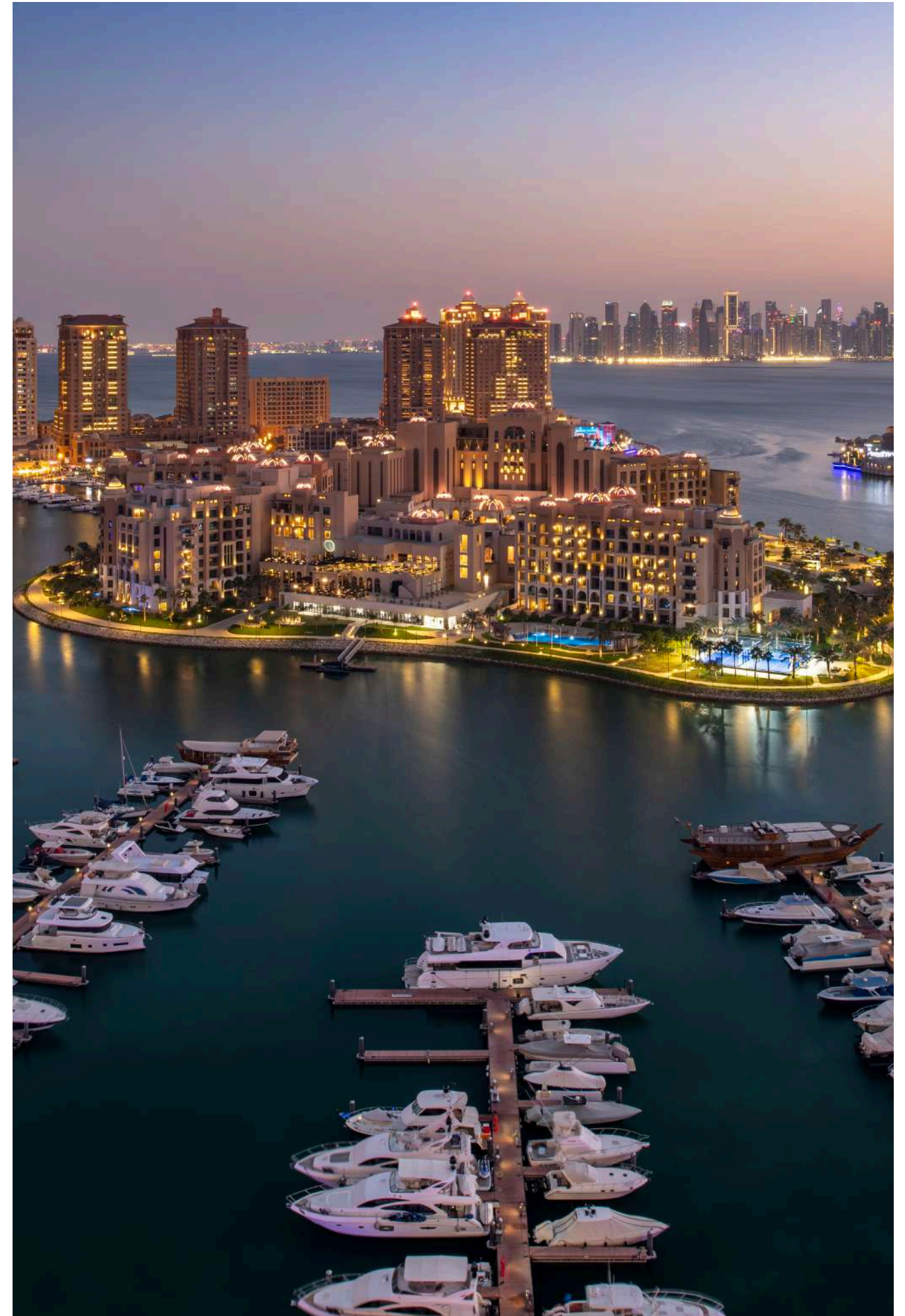
As night deepens, the rooftop reveals its most dynamic expression with I, Be The Experience, a forthcoming destination poised to redefine nocturnal glamour in Doha. Bold, immersive, and unapologetically modern, this sophisticated indoor sanctuary is conceived as the crescendo of the rooftop experience. Within this climate-controlled environment, striking design, curated music, and theatrical lighting converge to create nights of energy, movement, and celebration.

Together, these three venues form a continuous narrative that is fluid, layered, and intentional. From garden serenity to intimate indulgence, and from refined elegance to vibrant nightlife, the rooftop at Marsa Malaz Kempinski is not a collection of separate spaces but a singular evolving experience. It is a destination where perspectives shift, senses awaken, and every visit becomes part of a sophisticated lifestyle journey, representing the very embodiment of a modern Palace of Experiences.





# THE RESIDENCES AT THE ST. REGIS MARSA ARABIA ISLAND





# Saif Ali Khan and Alfardan Corporation celebrate an exclusive evening at The St. Regis Marsa Arabia Island, The Pearl - Qatar

In a private gathering that reflected elegance and exclusivity in equal measure, distinguished actor, producer and man of timeless lineage Saif Ali Khan joined senior leadership from Alfardan Corporation for an intimate evening at Chotto Matte at The St. Regis Marsa Arabia Island, The Pearl – Qatar. Held on this iconic island address, the event brought together VIPs, esteemed dignitaries, distinguished guests and partners to celebrate refined living and the promise of premium real estate in Qatar.

Located on a private island within The Pearl, The Residences at The St. Regis Marsa Arabia Island continues to set a new benchmark for sophisticated living. Its combination of waterfront views, world-class amenities and the legendary St. Regis service ethos, has positioned the development as one of the most sought-after destinations for discerning homeowners and global investors. The St. Regis Residences offer 1- to 4-bedroom apartments, townhouses and penthouses with freehold ownership, ensuring privacy and exclusive resort-style living.

Speaking about the occasion, Saif Ali Khan shared: “For me, choosing where you live is not only a practical decision, but also a personal one. The Residences at The St. Regis Marsa Arabia Island offer a sense of peace and sophistication that is very rare. It is private, beautifully designed and yet connected. As someone who appreciates a life built on comfort and intuitive service, this felt like the perfect choice for my family and me. Qatar has a special charm; it brings together tradition and modernity in a way that is both inspiring and reassuring.”

The evening unfolded as a showcase of the island’s unique character: understated in form yet profound in experience. Guests experienced the luxury of space, the island’s gastronomic offerings, the serenity of its landscapes and the hallmark services that define life at The Residences. With a curated selection of fine dining, wellness and bespoke lifestyle experiences, the property has become synonymous with a new standard of contemporary luxury living.

Mohamed Sleiman, CEO of Alfardan Properties and Alfardan Hospitality, remarked on the occasion: “Tonight was a celebration of more than ownership. It reflected the discerning choices that modern global citizens are making; seeking destinations that offer security, privacy and an elevated way of life. The Residences at The St. Regis Marsa Arabia Island continue to attract a growing community of families, entrepreneurs and investors from around the world. We are proud to showcase a development that represents the spirit of Qatar: visionary, dependable and designed with a deep respect for craftsmanship and legacy.”

Qatar’s luxury real estate market continues to attract international attention. Across the region, Qatar stands apart for its infrastructure, future-ready economy, international mega events, and investor-friendly policies, factors that have contributed to a growing trend of global investors purchasing premium homes in Doha and within signature developments like The St. Regis Marsa Arabia Island.



The island’s portfolio of apartments, penthouses and townhouses offers residents a rare combination of privacy, prestige and enduring value.

At a time when global citizens are seeking destinations that deliver both lifestyle and legacy, The Residences at The St. Regis Marsa Arabia Island represent one of the most exclusive addresses in the region. More than an architectural landmark, it is a proposition built on trust, craftsmanship and a vision for exquisite living. The gathering reflected that very spirit; where luxury is not merely showcased but quietly celebrated.



# Alfardan Corporation showcases The Residences at The St. Regis Marsa Arabia Island, The Pearl – Qatar, welcoming **Saif Ali Khan** as a New Homeowner

Alfardan Corporation hosted an exclusive press conference in Mumbai, India to spotlight The Residences at The St. Regis Marsa Arabia Island, The Pearl-Qatar - a signature development that exemplifies Qatar's rising status as a premier destination for luxury living and global real estate investment. The event also marked the official welcome of celebrated Bollywood actor Saif Ali Khan as a distinguished new homeowner at the island's ultra-luxurious branded residences.

The exclusive gathering welcomed esteemed media representatives and distinguished guests for an inside look at the sophisticated lifestyle and bespoke experiences that define life at The Residences.

Speaking on his decision to invest in The St. Regis Residences and make Qatar his second home, Saif Ali Khan shared: "As someone who travels extensively and values luxury, The St. Regis Residences in Qatar felt like the right choice. It is more than just a home; it is a lifestyle destination. I have visited many parts of the world, yet Qatar offers something truly unique - peace, safety, and refined modern living. Its close

proximity to India makes it an ideal location for me and my family."

Strategically located on an island within an island in the heart of The Pearl Island, The Residences at The St. Regis Marsa Arabia Island is a landmark development by Alfardan Group. The project features a St. Regis hotel alongside St. Regis branded residences available for sale, offering uninterrupted waterfront views, exquisite design, and the legendary hospitality services associated with the St. Regis name.

Residents enjoy access to a thoughtfully curated selection of world-class amenities including a state-of-the-art fitness centre, multiple swimming pools, padel courts, and the award-winning Longevity Hub by Clinique La Prairie. The island also hosts a vibrant culinary destination, featuring acclaimed international restaurants such as Chotto Matte, Roberto's, Babel, Ahwet Zeitouna, Zorba, and more.

Wissam Suleiman, COO of Alfardan Properties and Alfardan Hospitality, remarked on the occasion: "We are delighted to introduce this project to global markets, in

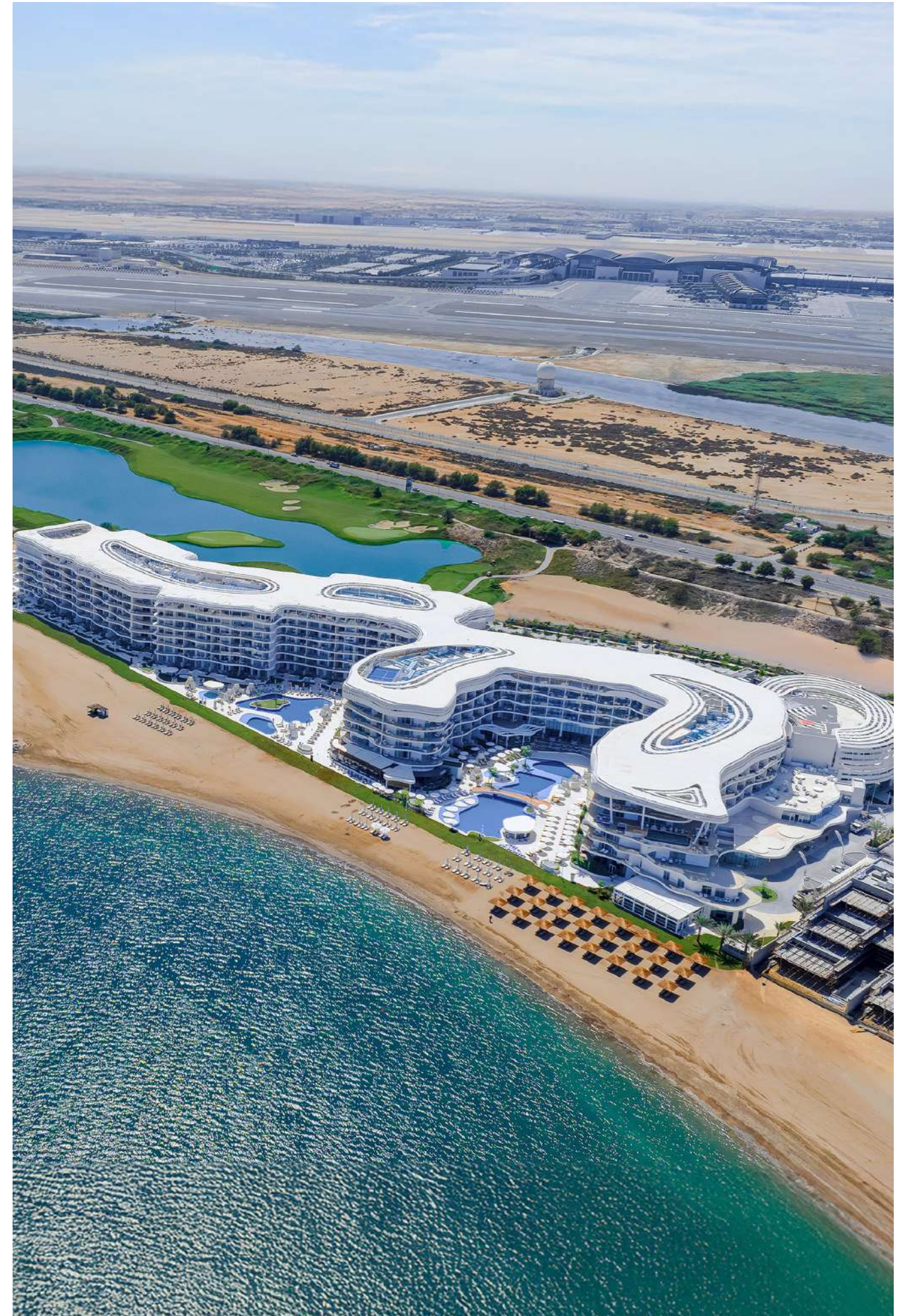
response to the strong wave of inquiries from abroad, particularly from India. Buyers are recognizing Qatar as a destination that offers not only world-class living but also outstanding investment opportunities. Mr. Saif Ali Khan, as a resident of The St. Regis Marsa Arabia Island is a powerful testament to the island's unique appeal and the exceptional lifestyle it offers. This landmark project blends timeless luxury, elevated living, and long-term investment value within one of Qatar's most prestigious locations."

With its rapidly expanding global presence and proven ability to host world-class events, Qatar is fast emerging as a top destination for international connoisseurs of luxury living seeking exclusivity, security, and meaningful investment. Developments like The Residences at The St. Regis Marsa Arabia Island are at the forefront of this transformation - offering not only a coveted address but a new standard of refined living tailored to today's global citizens.





# THE ST. REGIS AL MOUJ MUSCAT RESORT





# Vilebrequin La Plage opens at The New St. Regis Al Mouj Muscat Resort

The breezy elegance of the French Riviera reaches the serene shores of Oman.

Vilebrequin La Plage unfolds its parasols at a second destination in collaboration with St. Regis Hotels & Resorts, marking their debut in the Sultanate.

Experience the authentic spirit of luxury beach hospitality in a remarkable natural setting, made for sharing family moments under the sun.

## Where the Mediterranean quietly meets the Omani sea

Sea turtles always know the best beaches. It's no coincidence they come to Oman's undisturbed coastlines when it's time to nest.

And now, you're about to see a whole lot more of them. Vilebrequin La Plage brings its refined playfulness and world of Mediterranean charm to the secluded 360-meter private beach and vast multi-pool area at The St. Regis Al Mouj Muscat - with Saint-Tropez-worthy amenities, deliciously vibrant décor, and sun-kissed snacking.

Reflecting on this second collaboration with St. Regis Hotels & Resorts, Vilebrequin CEO Roland Herlory says: "Elegance that knows how to play, exceptional quality, and a strong sense of family: these are the values that have defined Vilebrequin since 1971. At The St. Regis Al Mouj Muscat, Vilebrequin La Plage

couldn't feel more at home."

A sentiment echoed by Manuel Levonian, General Manager of The St. Regis Al Mouj Muscat Resort, we are committed to curating experiences that celebrate effortless luxury, individuality, and a sense of place. Our collaboration with Vilebrequin perfectly embodies this philosophy, bringing together the timeless elegance of St. Regis with the playful sophistication and iconic design of the Maison. The introduction of Vilebrequin-branded beach and pool experiences elevates our leisure offering, allowing our guests to enjoy moments of refined relaxation infused with style, creativity, and the spirit of the Riviera, reimagined for Muscat."

## A wave of summer joy - all year

As if rising from the sea, the resort's striking, wave-like architecture frames an immersive outdoor experience that spills into the horizon.

Here, every detail - from changing room to towel area, from bar stool to sunbed - is dreamed in technicolor by French designer Vincent Darré, whose irreverent wit immediately captures the essence of Vilebrequin La Plage.

Bathed in Riviera light, the extensive pool area distills a mood of organic refinement.

Throughout, hand-painted tiles and ceramic planters bring an artisanal warmth.

Light blue, terracotta, lemon: soft pastels signal a sense of calm. Earthy-chic raffia lanterns shaped into fish. Sun-warmed tadelakt pots. Sunbeds and parasols interweave stripes and iconic Vilebrequin prints.

Each element masterfully weds French flair and authenticity with the understated elegance of the Sultanate of Oman.

## SWIM. SUN. SIP. SNACK.

Splashing and snoozing demand more energy than you think. For hungry bambinos and their entourage, Vilebrequin La Plage at The St. Regis Al Mouj Muscat offers a snacking menu fresh from the Provence kitchen, served straight to your sunbed: Crispy panisse fritters, flavor-rich salade niçoise, or world-famous ratatouille recipe - beach food, with a gourmet twist.

When mid-afternoon hits, there's only one reasonable thing to do: visit the Vilebrequin ice cream bar. How many scoops will that be?

Vilebrequin La Plage and The St. Regis Al Mouj Muscat are committed to creating a lasting feeling of luxury, sunshine, and joy for every guest-even the very youngest! Experience the pinnacle of luxury hospitality. From room to beach.







# Entrecôte Café de Paris arrives at The St. Regis Al Mouj Muscat Resort

A Parisian taste arrives in Muscat as Entrecôte Café de Paris opens at St. Regis Al Mouj, Muscat Resort, introducing its world-renowned single-menu concept and the original Café de Paris butter - a recipe guarded for four generations.

The story of Entrecôte Café de Paris began in 1930 in Geneva, at Café de Paris on Rue du Mont-Blanc. It was here that patron Chef Boubier created the now-famous Café de Paris butter, a recipe whose exact composition remains a closely held secret to this day.

In 1942, Chef Boubier passed the recipe to his daughter and son-in-law, Mr. Arthur Dumont, who transformed the restaurant into a concept that would redefine simplicity in dining. Their idea was precise and uncompromising: a single-menu formula consisting of a fresh green salad, 180 grams of prime entrecôte steak, generously served with the signature Café de Paris butter, accompanied by homemade French fries.

The formula achieved immediate and enduring success. While many have attempted to replicate both the menu and the sauce, none have matched its distinctive flavour, texture or legacy - a philosophy captured in the restaurant's enduring motto, "Toujours Imité, Jamais Égalé"; Always Imitated, Never Equaled.

Now arriving in Muscat, Entrecôte Café de Paris offers guests an experience defined not by choice, but by mastery.

Today, this legacy is upheld by the Vouillamoz family, custodians of Café de Paris in Geneva and guardians of the original butter recipe. Prepared exclusively in Geneva, following the same closely guarded method established decades ago, the Café de Paris butter continues to be made where the story began. From there, it is transported by air from Geneva to Entrecôte Café de Paris restaurants around the world, ensuring that each plate served remains faithful to its origins - authentic, uncompromised, and unchanged.





# Nozomi Muscat brings a new rhythm of lifestyle dining at The St. Regis Al Mouj Muscat Resort



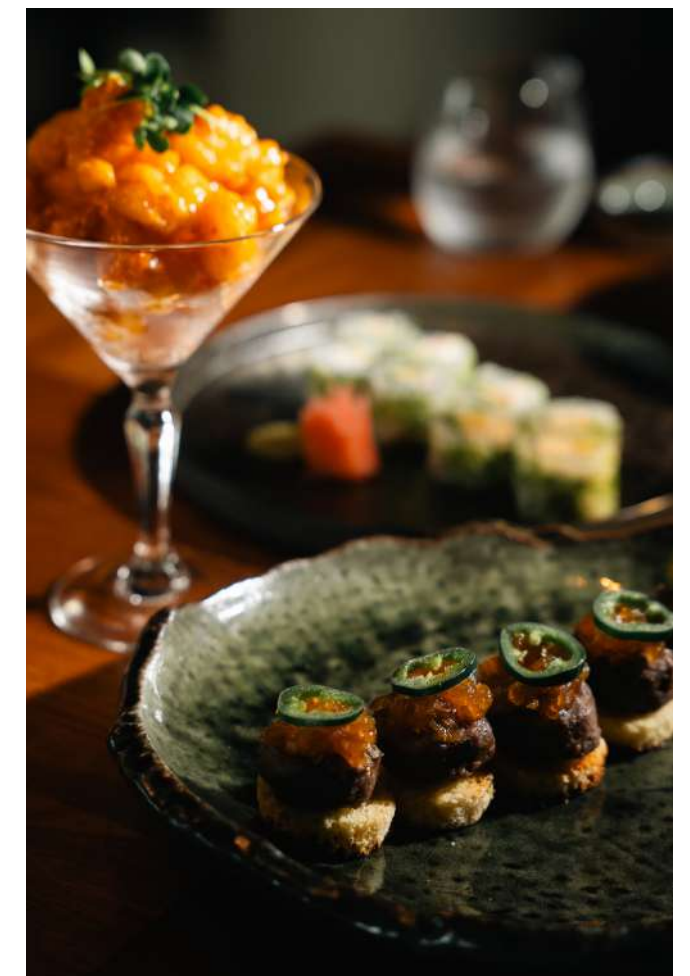
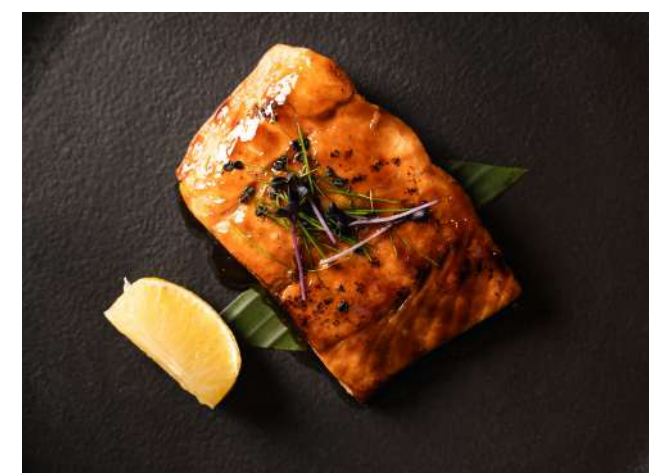
NOZOMI, the renowned award-winning contemporary Japanese lifestyle restaurant and celebrity hot spot, is set to open its doors for a soft opening, followed by a grand opening at Muscat's best address, The St. Regis Al Mouj Muscat Resort. Founded by visionary restaurateur Marios George in 2004, NOZOMI quickly became one of London's preeminent destinations. Over the years, it has expanded its reach with iconic outposts in Doha, Qatar and in Riyadh and Al Khobar in Saudi Arabia with pop-ups previously held in both Monaco and Cannes. Each location is celebrated for its unique dining experience, blending contemporary Japanese cuisine with a vibrant, music-driven atmosphere, embodying the spirit of movement and modernity.

At NOZOMI Muscat, guests will discover the restaurant's distinctive philosophy, offering modern Japanese dishes infused with subtle European influences. The sushi sits at the heart of the NOZOMI journey, elevated into a true art form. Each piece is crafted with meticulous precision and presented with striking elegance. From delicate nigiri to premium seafood rolls

layered with exceptional ingredients, the sushi selection embodies the mastery, refinement, and visual beauty that define NOZOMI.

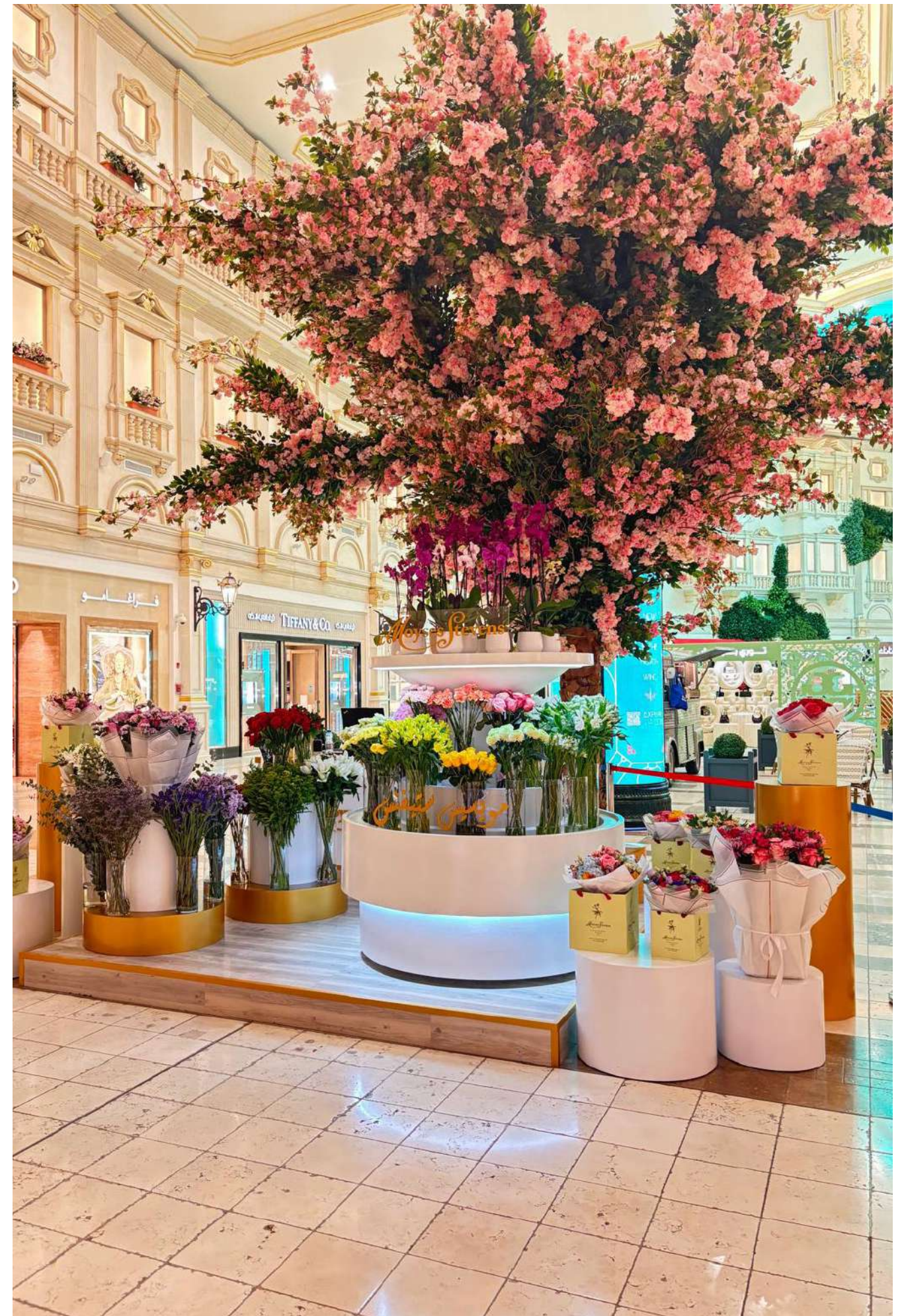
The thoughtfully curated menu features the brand's signature highlights, from its acclaimed black cod and melt-in-the-mouth Waygu beef to world-class lobster tempura and inventive vegetarian options with the highest standards of quality and creativity. The restaurant will also introduce NOZOMI Teppanyaki, an interactive dining concept where master chefs use the finest ingredients to create a dedicated cuisine and an à la carte Teppan menu with theatrical flair.

Each evening at NOZOMI Muscat unfolds as an immersive experience elevated by a carefully curated world-music selection that evolves through the night where exceptional dining blends seamlessly with sophisticated social energy. With its alluring atmosphere and signature sense of rhythm, NOZOMI is set to become one of Muscat's most coveted destinations for local and international guests.





# WAHET AL SHAFLAHIYA





# Wahet Al Shaflahiya and Safwa awarded at 10<sup>th</sup> Local Dates Festival 2025

Wahet Al Shaflahiya and Safwa, represented by Mr. Fardan Fahad Alfardan, Chief Operating Officer and Founder of Safwa Qatar, are proud to receive three distinctions at the 10<sup>th</sup> Local Dates Festival 2025 under the patronage of the Ministry of Municipality.

- 2<sup>nd</sup> Place - Best Farm Competition
- 2<sup>nd</sup> Place - Best Rutab Dates Basket
- 3<sup>rd</sup> Place - Highest Sales Volume

Held at Souq Waqif, the 10<sup>th</sup> Local Dates Festival is considered one of Qatar's key summer events dedicated to promoting local agricultural products. It reflects the country's increasing focus on food security and its commitment to encouraging local farmers to continue domestic production.

This year's edition of the festival features 114 local farms, a significant increase that reflects the continued growth and diversification of Qatar's agricultural production. This expansion not only demonstrates the sector's resilience but also its ability to meet increasing customer demand for fresh, high-quality, locally-grown products.

Beyond the commercial aspect, the festival also serves as an important cultural and social event, celebrating Qatar's deep-rooted agricultural traditions.





# Moyses Stevens expands in Doha with **third branch in Villaggio Mall**

Wahet Al Shaflahiya opened the third branch of Moyses Stevens, renowned for its exquisite floral artistry and a legacy of excellence since 1876, in Villaggio Mall in Doha.

This expansion marks the esteemed florist's third location in Doha, following the overwhelming success of its branches at The St. Regis Doha and Place Vendome Mall.

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 Villaggio 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 Fardan Fahad Alfardan, Chief Operating Officer of Wahet Al Shaflahiya and Spale Marcinko, Director of Moyses Stevens UK.

"We are thrilled to bring Moyses Stevens to Villaggio Mall after the success of the other branches," Alfardan said.

"We aim to provide an exceptional floral experience, and this expansion is a testament to our commitment to meeting the needs of our clients," he said. "Moyses Stevens holds a Royal Warrant from His Majesty the King, signifying our dedication to providing royal-quality services to everyone."

The Villaggio 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.

Founded in 1876, Moyses Stevens is a prestigious London-based florist known for its exceptional artistry and quality.





# ALFARDAN MEDICAL WITH NORTHWESTERN MEDICINE





## AMNM Partners with **Padel In Tour** as Official Medical Sponsor



Alfardan Medical with Northwestern Medicine (AMNM) is pleased to announce its role as the Official Medical Sponsor of PADEL IN TOUR for the 2025/26 season.

As part of this partnership, AMNM will operate a dedicated on-site First Aid Station, ensuring athletes and participants have immediate access to professional medical assistance throughout the tournaments. Our clinical team will be available to provide first aid support, assess injuries, and help keep players safe and able to perform at their best.

This collaboration reflects AMNM's commitment to supporting active lifestyles, community health, and the growing sports culture in Qatar. We look forward to contributing to a successful and exciting season ahead with PADEL IN TOUR.





# Alfardan Medical with Northwestern Medicine hosts successful **Gastrointestinal Symposium** in Doha

Alfardan Medical with Northwestern Medicine (AMNM) recently organized a major Gastroenterology Symposium at The St. Regis Marsa Arabia Island, bringing together doctors, healthcare professionals, and specialists from across Qatar. The event highlighted AMNM's growing role as a leader in medical education and clinical development in the country.

The symposium, accredited by the Ministry of Public Health for Continuing Medical Education credits, offered a full day of talks, expert presentations, and interactive discussions. Speakers from both AMNM and Northwestern Medicine shared the latest insights into the field of digestive health, including new approaches to diagnosis, treatment, and patient support.

Throughout the event, attendees explored how advanced medical techniques and a more personalized approach to care are transforming outcomes for patients with common digestive conditions. The sessions also emphasized AMNM's focus on raising the standard of clinical practice and sharing international medical knowledge with the local healthcare community.

By hosting this successful symposium, AMNM continues to reinforce its commitment to developing local medical talent, supporting Qatar's healthcare sector, and creating valuable opportunities for professional exchange. The event reflects Alfardan Corporation's wider mission of driving excellence across all its businesses and contributing positively to the nation's progress.







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